

Colliers Way Rural Tourism Initiative Key Points and Achievements

A Rural Renaissance funded project to promote and develop rural tourism within a 3 mile radius of the Colliers Way recreational path in the Somer Valley, North East Somerset.

New Leaflet Produced

A brand new leaflet has been produced by Peasedown based designers, The Whole Story. It provides an overview of the area within a three mile radius of the Colliers Way and what there is to see and do.

New Website Created

A new, comprehensive, website has been produced by Animedia Studios Ltd in Frome and Julian Jefferson of the Somerset and Dorset Railway Trust. It contains everything you need to plan a day out or holiday in and around the route. Visit www.colliersway.co.uk

New Logo Created

A brand new logo was produced by Studio 74 in Midsomer Norton, it has the strapline for the route, 'Run, Ride, Ramble, Relax' dreamt up by Sam Platt of Bath and North East Somerset Council's Communications and Marketing Team.

Audio Located Soundscapes Project Launched

The project enabled GPS equipment to be purchased for this ground breaking joint project between Writhlington School and Radstock Museum. The equipment will be available to hire from the Museum and when certain points are passed, information about the history and geography of the area will be displayed. The pupils also benefited from researching and compiling the information, which has developed their own skills and knowledge.

5 Business Seminars Held/Colliers Club Business Networking Group Formed

As well as holding a launch event for the project and for the website and leaflet, three Colliers Way networking events were held to encourage businesses in around the Colliers Way to share news and information. These included visits to Wellow Trekking Centre and the Seven Stars at Winsley.

18 Free Bespoke Business Support Visits

A specialist in advising rural businesses was engaged to undertake a series of support visits to a wide variety of organisations within the Colliers Way catchment area, provided by GWE Business West Enterprise Services. Each visit was tailored to the specific needs of the client.

3 Local Events Supported

Three local events have received grants, including the Mendip Food and Drink Festival which saw celebrity chef, Martin Blunos giving a cookery demonstration at Tea and Trade in Radstock. Treasure hunts on the route for Bike Week and the NESAs Artworks Festival in Radstock were also supported.

2 Rural Tourism Courses Supported

Norton Radstock College ran two Rural Tourism Development courses which were part funded by the project. In total 28 people from the Colliers Way catchment area benefited from this training. The College also recently ran a one day web design course part funded by the project.