

# The Boudicca Way Project

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## Want to benefit your business? Then become a member of our local project for FREE!

An exciting new project has been funded by the Waveney Valley Local Action Group (LAG) in your local area. The Boudicca Way Project will establish the long distance footpath between Norwich and Diss and the surrounding area as a place to enjoy and spend some time. It will also promote local services and **we want to encourage local businesses like you to get involved.**

This is a fantastic opportunity for businesses of all sizes to come together, reap the benefits of partnership working, and promote a new tourism offer around the existing Boudicca Way Path. Whilst being tourism based there are **many ways that your business can benefit from an increase in tourism and recognition of what the Waveney Valley has to offer.**

### Why has the Project been set up and what will it do?

- To encourage tourism on the existing Boudicca Way route by collating existing information, updating and verifying it, re-guiding the route from Diss to Norwich and adding a range of information useful to visitors.
- To establish an innovative website which brings together information on the Boudicca Way and walks leading from it plus accommodation, pubs, restaurants, places to visit and local services.
- Actively market the route and wider tourism facilities through a campaign of targeted advertising and PR.
- Raise awareness of the wider Waveney Valley area as a tourism destination.
- Open up new markets through targeting walking groups and independent walkers.
- Promote the use of sustainable travel options in the Waveney Valley and increase the number of tourism businesses accredited by the Green Tourism scheme.
- Create a facility to help local businesses form working partnerships, share advice and benefit from collaborative working.

### What will it cost you?

Nothing – yes, we know that sounds too good to be true! However, we've secured government and EU funding to develop the website and promote the offer until the end of 2013. So, to list your business on the consumer website will cost nothing nor will it cost anything to use the business to business facility. In return all we'll ask is that you keep your details up-to-date and promote the Boudicca Way and Waveney Valley where you have the opportunity to do so.

### Who's it for?

It's not just tourism related businesses who can benefit - every business within the Waveney Valley area has potential to benefit by promoting themselves to other local businesses and residents. Your involvement can be as much or as little as you wish, from providing your details for a business listing to becoming an active partner helping shape the project.

### How to get involved...

We'd like to hear from anyone who runs a local business and wants to take advantage of the opportunities the project offers – remember your involvement can be as little or as much as you choose. It's our intention to keep the process of managing the project simple and informal, avoiding endless meetings and making the most of the limited time we all have.

**If you're serious about promoting your business and helping spread the word about our beautiful rural landscape and what the Waveney Valley has to offer get in touch. You can register your interest by leaving your details at [www.boudiccaaway.co.uk](http://www.boudiccaaway.co.uk) or contact us via the details at the top of the page.**

**The Boudicca Way project is for businesses big and small alike – take some positive action and get involved today – collectively we can make a BIG difference!**

*This project is supported under the Rural Development Programme for England by EEDA, Defra and the EU.*

