

## **PRESS RELEASE – FOR IMMEDIATE RELEASE**

### **THE BOUDICCA WAY**

#### **Exciting new South Norfolk project to encourage more tourism will benefit local businesses**

A long distance footpath running through the unspoilt and scenic South Norfolk countryside has received funding to help attract increased numbers of tourists and local visits to the area, providing fantastic new opportunities for local businesses.

Following the award of a grant from Waveney Local Action Group (LAG), part of the Rural Development Programme for England (RDPE), The Boudicca Way Project will establish the footpath between Diss and Norwich and the surrounding area as a place to enjoy and spend some time.

The project, which is funded to the end of 2013, will urge anyone with an interest in tourism, our countryside and the local economy to get in touch and see how they can get involved. It has sustainability at its heart and will promote green travel options, responsible tourism and help businesses achieve accreditation in the Green Tourism Business Scheme.

“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 so many ways that local businesses of all sorts can benefit from an increase in tourism and recognition of what the Waveney Valley has to offer,” says Project Leader Steve Falvey.

Plans to promote the area as a genuine option for visitors to the Waveney Valley are almost in place, and a new website will be up and running by the end of the year. However, a collaborative partnership of local businesses needs to be established along the route that will work together to help meet the key project objectives.

Mr Falvey adds, “Aside from putting local businesses in touch to form working partnerships, share advice and work together, businesses can benefit from our project in a number of ways. Increased sustainable tourism will have a direct economic benefit to the local economy through increased revenue and employment within tourism related businesses such as accommodation, pubs, restaurants, outdoor activities, places to visit, food and drink producers, etc.”

“There’s no reason why many other types of businesses shouldn’t benefit too. Increased numbers of visitors will be good for local shops and there are excellent opportunities for new businesses to be created to service the needs of walkers, walking groups, bird watchers and other special interest groups.”

“Businesses will also benefit indirectly by working together to promote the area. For example, we’d like to find ways of working with businesses to make sure that visitors to the area are aware of the quality and range of local food and drink producers and they buy their products while they’re here.”

Access to information on the area will be improved as the project will update existing information, re-guide the route and add a range of information useful to both visitors and local people.

The route will be published through the new website that will enable visitors and local residents to plan an itinerary chosen from the various options available in terms of accommodation, food and drink, local events, outdoor activities and nearby places of interest.

A targeted marketing and PR campaign is also being planned to promote the Way and will focus on special interest groups, day and staying visitors. The project will also look to work in partnership with organisations such as Visit Norfolk.

Businesses can be involved as much or as little as they wish and can already register their details at [www.boudiccaaway.co.uk](http://www.boudiccaaway.co.uk). Involvement can range from providing details for a free business listing on the website to becoming an active partner helping to shape the project.

“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,” says Mr Falvey.

Businesses wishing to register their interest can do so by visiting the holding website, [www.boudiccaaway.co.uk](http://www.boudiccaaway.co.uk), calling 07817 098784 or emailing [info@boudiccaaway.co.uk](mailto:info@boudiccaaway.co.uk)

**ENDS**

### **Editor’s note**

#### **The Way**

The Boudicca Way runs for approximately 38 miles from Norwich to Diss and incorporates a strong historical theme. Named after the legendary warrior queen of the Iceni, it passes through the countryside of South Norfolk where the Celtic tribe used to live. It uses public rights of way and quiet roads and runs roughly parallel to the old ‘Pye’ Road (now the A140) and it is this which provides the main historical link. The route passes the remnants of the great forests that once covered South Norfolk and the green woodpeckers that inhabited these forests can still be seen along the Way. The route passes close to Venta Icenorum (the Roman town) at Caistor St Edmund, the hill fort at Tasburgh and in the vicinity of the Roman settlement at Scole, and several other sites where unusual wildlife and flora are present, and enjoys some very attractive views.

#### **Venta Icenorum**

The Caistor Roman Town is one of the most famous historic sites in Norfolk. This has recently been in the news as the Channel 4 archaeology programme Time Team excavated the site in August. The programme due to air in the New Year and will help raise national awareness of the area.

#### **Contact**

For more information, comments or images please contact either Ben Jackson at Communicate Marketing on 01603 901512 or email [ben@communicatemarketing](mailto:ben@communicatemarketing). Alternatively you can speak to Project Leader Steve Falvey on 07817 098784 or email [steve.falvey@gmail.com](mailto:steve.falvey@gmail.com)

## Twitter

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<http://twitter.com/BoudiccaWay>

## Map of the Boudicca Way

