



USEVENUE

The potential to diversify the use of venues in the northern periphery area (especially winter sports resorts) is tremendous as winter sport resorts are largely empty during the summer months, rendering expensive infrastructure unused. This means that diversification is essential in order to create better economic conditions and more sustainable employment that will lead to more young people staying in the area. The Usevenue project aims to facilitate this through the dissemination of event ideas that already have strong foundations in areas throughout the NPP, but as yet have not been exploited across borders. This will also help fulfil the potential of venues, which are largely underused, and thereby improve their economic sustainability. The project aims to improve the social and economic sustainability of partner areas by fully exploiting their potential as year round event venues, hence creating more continuous employment in their areas.

Objectives

- The project's main objective is to increase the economic, social and cultural benefits associated with events in the Northern Periphery area.
- To diversify the use of traditionally seasonal venues.
- To increase visitor numbers to partner areas by introducing new events and/or strengthening existing events through better exploitation of business opportunities
- To enhance the quality of events through dissemination of knowledge and experience between partners, so that events exceed the expectation of visitors
- To increase the range of events, in order to enable areas to compete in different markets (within the highly segmented tourism sector and also the educational sector).
- To disseminate event ideas that already have strong foundations in areas throughout the NPP, but as yet have not been exploited across borders
- To create reputations for partner areas that will compliment the above measures.

Project activities

- Market research
- Sustainable event modelling and consultation with event experts
- Networking – Idea sharing – event to venue matching
- Event publicity & promotion re-development
- Pilot events involving schools
- Local campaigns to inform people why events in their areas can benefit the local economy

Expected results

- Transfer both event knowledge and the events themselves between Northern Periphery settlements
- Create event and venue networks across the NPP
- Link web sites of events in partner areas, hence build on already popular web sites
- Transfer sponsorships and derive economies of scale where possible, thus reducing the costs of running a one off event.
- Extend the season for which event areas are used
- Increase training and labour market opportunities associated with events, as well as the opportunities for local suppliers to serve a “trapped market”
- Reduce the need to import seasonal labour
- Promote the heritage of partner areas and create reputations in line with the visions of each respective partner



Partners

Kainuun Paroonit ry - Finland
Snæfellsnes Regional Council - Iceland
Township of Isafjordur - Iceland
Storuman Municipality - Sweden
PR-Föreningen - Sweden
PR-Föreningen Vildmannen - Sweden
Moray Badenoch & Strathspey Enterprise - Scotland

Project website

<http://www.usevenue.net>



Measure

2.2

Total Budget

1 018 164

NPP Award

587 500

Project Period

01/01/2004 – 31/12/2006

Countries Involved

Sweden, Scotland, Finland,
Iceland

Lead Partner

Organisation

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Project leader

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