

Kent's European Relationship Select Committee – 7th January, 10.00 a.m.

Biographical Information: Ruth Wood

Ruth Wood is Head of Research and Strategy at Visit Kent. She has over 15 years' worth of tourism marketing, research and development experience. She started her career in English Heritage moving on to Leeds Castle before becoming part of the Visit Kent team. She has extensive European funding experience from writing the bids, project managing the partnerships and delivering the outputs. From the current Interreg programme we have had five projects Sustrip, Cast, Seaconomic, Greet and Cool and have recently been successful with a 2 Seas Interreg cluster bid called Proximity.

Suggested themes for Members' Questions

1. Visit Kent and relationship to KCC
2. European funding for tourism in Kent
3. Example projects (such as Sustrip, CAST, SEACO, COOL, Greet the World) – what have been the outcomes (benefits and any drawbacks) from these?
 - Case study material
 - Ongoing work
4. Cross border partnerships – key issues and benefits for Kent
5. Hardelet – issues and potential?
6. From experience of working on EU funded projects and partnership work, what are the key learning points which would enable us to maximise the potential benefits for KCC/Kent in the future?