

# CARFREE BREAKS

**Location:** 18 locations in the East of England, United Kingdom

**Client:** East of England Development Agency/ The Countryside Agency

**Services:** Product Development/ Marketing



## A set of 18 car free itineraries in the East England's special landscapes

### Project Objectives:

- The special landscapes of the East of England: The Brecks, The Chilterns AONB, Dedham Vale AONB and the Stour Valley, the Coast and Heaths AONB, the Norfolk Coast and Broads wanted to create a set of itineraries that would encourage visitors to explore and enjoy their areas for longer, with minimal impact on the environment, and in a way that would benefit local communities.
- Local businesses were to be involved in the development, promotion and distribution of the itineraries.

### Our Recommendations:

- Local businesses were involved through a series of workshops run in each area.
- The itineraries were carefully researched in conjunction with local businesses and stakeholders; a business toolkit and itinerary template were developed so that businesses could develop their own itineraries.
- Three 'CAReFree' itineraries for each of the six areas were created for distribution by local accommodation providers and the local area organisations websites.