

**IN GREEN SHAPE
DISSEMINATION-PLAN**

Please describe clearly and briefly the progress of the activities for the dissemination.

Activity date (day or period)	May/June 2014
Name/s of implementing partner/s	Growing Rural Enterprise Ltd
Country/ Region/ City	Ashbourne- UK
Target sector/ Target group	Stakeholders – local businesses who will join together to create a tourist itinerary
Number of participants	8
Which institutions/ organizations were targeted?	Sudbury Hall, The Vernon Arms, Sudbury Nursery, The Village Shop, Growing Rural Enterprise, , Wilds Butchers, The Boars Head, Sudbury Church, Sudbury Parish Council (did not attend) , Sudbury Estate (new retail units planned for Old Estate Yard) , Sudbury Gasworks Renovation Trust
Organization type	Businesses in and around Sudbury who may be interested in being part of the Tourist itinerary
What was the function and relevance of the organization?	As above
Aims of the Activity	To familiarize businesses and organisations with the aims of the project at transnational and local level.
Activity keywords <i>Max. 5 keywords</i>	Meeting- Social Media- Newsletter Consulting- engaging- motivating participation- informing- involving
Activity description <i>Max. 2500 characters</i>	A meeting was held at the Vernon Arms to engage stakeholders with the project and to describe some possible outcomes. Each of those present had an interest in the project and was keen to participate. A mock up of the postcard type leaflet was shown and everyone had different ideas about how it should look. This was quite difficult to manage and will need to be ironed out a later date. One of the challenges is that the Gasworks Restoration Project and the Old Estate Yard are work in progress- not yet complete. As the postcard is planned to be launched in Spring 2016- it was not seen to be too much of a problem. Information will need to be concise due to the size.