HORIZON EUROPE

PROJECT PARTNER SEARCH FORM

☒ I offer my expertise to participate as a partner in a Horizon Europe project.

☐ I am planning to coordinate a project and I am looking for project partners.

CALL AND TOPIC INFORMATION
Programme / Cluster
Horizon Europe, Cluster 2: Culture, Creativity and Inclusive Society
Call and topic identifier
HORIZON-CL2-2027-01-HERITAGE-06
Topic title
Future-proofing sustainable cultural tourism
Call deadline

PARTNER INFORMATION
Legal entity / organisation name
Hidden Bearings Ltd
Description of the legal entity
Hidden Bearings Ltd is a UK-based digital tourism and creative-technology SME developing location-aware visitor experiences that connect cultural heritage, storytelling and local economic activity. Its live Isle of Man MVP uses GPS-triggered content to help visitors discover places, communities and heritage beyond headline attractions. The platform is operational on Android and iOS and has been tested in real-world conditions. The next development phase adds richer cultural content, visitor analytics and the Discovery Passport, linking physical visits to local businesses and attractions. Hidden Bearings offers a working technology platform, agile SME delivery capability and a real destination environment for research into more sustainable and geographically distributed cultural tourism.

Organisation type

☐ Higher education ☐ Research organisation ☐ Public administration

☒ Industry / SME ☐ NGO ☐ Other: _____

Description of the research / project team
I am the founder (Matt Bale) and I lead the concept, programme, stakeholder engagement, visitor experience and commercial development, drawing on extensive project and operational-management experience. Specialist full-stack developer Mohammed Kaif supports the mobile platform and backend development. Hidden Bearings has already developed an ongoing relationship with the Isle of Man tourism dept, heritage, language, creative-production and local-business stakeholders to support authentic content and pilot delivery. The Hidden Bearings team is not seeking to lead academic research; it offers an operational testbed and SME delivery capability and would work alongside experienced research and evaluation partners.

PROPOSED CONTRIBUTION

Expertise offered

Hidden Bearings offers a live, location-aware mobile platform and Isle of Man pilot environment for applied cultural-tourism research.

Assets include GPS-triggered heritage and cultural content; a developing QR/digital-stamp Discovery Passport linking visitor activity with local businesses and attractions, configurable trails and points of interest, potential anonymised engagement and journey data, subject to agreed research design and data-protection requirements, access to a distinctive island destination and stakeholder network, along with a direct visitor-facing channel.

The platform can test whether digital interventions encourage exploration of lesser-visited places, deeper engagement with local culture and language, and wider distribution of visitor activity and economic benefit.

Potential role in the project

Preferred role: SME technology, demonstration and pilot partner within an experienced consortium.
Hidden Bearings can deploy and adapt the platform for a defined pilot; co-design digital visitor interventions with researchers and destination stakeholders; onboard heritage content, attractions and businesses; implement agreed data capture; recruit and engage pilot users; provide operational evidence from the Isle of Man living-lab environment; and support dissemination, exploitation and replication.
Hidden Bearings could lead or co-lead a demonstration/pilot task or work-package component while academic partners lead research methodology and independent evaluation.

Indicative activity areas

☐ Research ☒ Demonstration / piloting ☐ Training / capacity building
☒ Communication / dissemination ☒ Exploitation / innovation ☒ Other: Living lab / visitor-behaviour pilot

EXPERIENCE

Previous experience as	Yes	No
Coordinator	☐	☒
Partner	☐	☒
Expert / evaluator	☐	☒

Relevant European or international projects

We haven't had any prior Horizon Europe participation. Relevant delivery evidence includes the Hidden Bearings Isle of Man Tourist Trail (2026-present): founder-led development and real-world testing of a live GPS-triggered cultural-tourism MVP for Android and iOS; stakeholder engagement across tourism, heritage, culture and creative production; and Phase Two planning for new trails, analytics, cultural/language content and the Discovery Passport.

This gives a consortium a current market-facing pilot and technology demonstrator rather than an untested concept.
Demo / platform: https://we.tl/t-FahAhkWDyPgwJT8v

CONTACT DETAILS

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