

Coast to Capital LEP – EAFRD - Contracted Projects Listing – 18/04/2017

Project Name: “Horsham District - Destination Management Plan Development”

Lead Partner: Rural West Sussex Partnership

EAFRD Value: £52,335

What the project will do: The project will establish a new Destination Management Plan and Destination Organisation throughout the rural area of Horsham District in West Sussex. The project is needed as there is currently no tourism ‘brand’ for the Horsham District which limits both individual and collective targeting of marketing activity towards the visitor economy. The development of a brand will also assist in wider collaboration with other Destination Organisations within the LEP. The Destination Management Plan and Destination Organisation are seen as vital to realise the potential of the area.

Project Name: “Sustainable Tourism on the Manhood Peninsula”

Lead Partner: University of Chichester

EAFRD Value: £74,000

What the project will do: The Manhood Peninsula is the area which primarily centres on Chichester Harbour. The project involves the development of a Destination Management Plan for the area which will support the development of tourism management partnership for the area. The project will be led by the University of Chichester and is being supported in partnership by a number of local organisations including Chichester District Council, Chichester Harbour Conservancy, the RSPB and Arun District Council. The project will seek to build on the findings of the 2011-15 Destination Management Plan that identified a general view amongst local tourism providers that visitors to the area perceive that there is a gap in the current supply of accommodation, restaurants and general attractions. The aim is to establish a DMP to lead the tourism development and identify a number of clearly defined actions and milestones.

Project Name: “East Surrey: Rural Tourism Cooperation”

Lead Partner: Tandridge District Council

EAFRD Value: £74,808

What the project will do: The project involves the development of a new Destination Management Partnership for the rural parts of East Surrey and the subsequent production of a destination plan. The area is described as the rural parts of Epsom and Ewell, Mole Valley, Reigate and Banstead and Tandridge. It also includes part of the North Downs Way, the Pilgrim Way and much of Surrey Hills AONB. The project will be led by the Tandridge District Council supported in Partnership by a number of local organisations including Visit Surrey CIC, Surrey Hills AONB, Neighbouring Local Authorities, Surrey Wildlife Trust and various private sector persons. The project is needed because the current Tourism offer in across East Surrey is described as fragmented and uncoordinated.

Project Name: “Wheels, Feet and Hooves”

Lead Partner: Mole Valley District Council

EAFRD Value: £79,460

What the project will do: This project will create a new Destination Management Plan and new Tourism Partnership. The project is submitted by Mole Valley District Council but the area encompassed by the Plan and Organisation will extend out onto adjacent rural area of the Surrey Hills Area of Outstanding Natural Beauty. The project is needed to manage the increased and unsustainable demands in hot spots from walkers and cyclists and develop a more sustainable visitor economy. The Destination Management Plan and Destination Organisation are seen as vital to identifying the opportunities for growing local spend including increasing overnight stays and creation of transport hubs.