

What makes the Manhood Peninsula special?

Ellen Cheshire / Sam Tate
Visit Chichester

Manhood DMP



The distinctive and diverse rural and coastal assets and opportunities to use local distinctiveness to create a sense of place

Local Distinctiv



**‘that which makes the place special, differentiating
it from anywhere else’**

Local Distinctiv



‘...it offers visitors a compelling story about a place...it stimulates the wish to visit and experience a destination, recommend it to friends and family and to return’

Local Distinctiv

Key Elements:

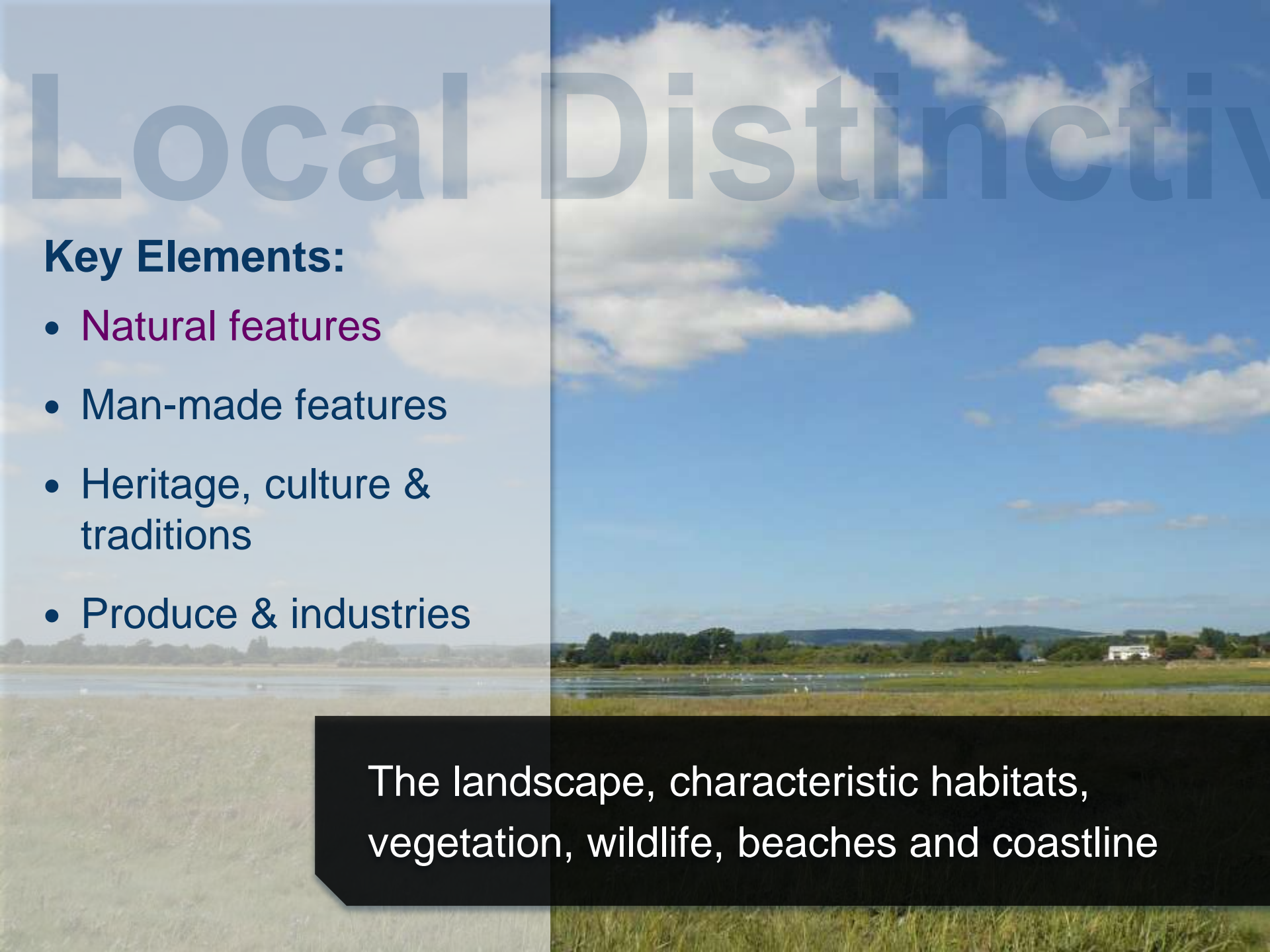
- Natural features
- Man-made features
- Heritage, culture & traditions
- Produce & industries



Local Distinctiv

Key Elements:

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The landscape, characteristic habitats, vegetation, wildlife, beaches and coastline

Local Distinctiv

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The urban landscape, architectural styles, building materials, field boundaries, visitor attractions, and historical sites

Local Distinct

Key Elements:


- Natural features
- Man-made features
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- Produce & industries

History, famous people (both living and past), cultural mix, events, festivals, music, dialects and the arts

Local Distinctive

Key Elements:

- Natural features
- Man-made features
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- Produce & industries



Food and drink, crafts, shops and means of production, such as farming and fishing

What makes the Peninsula special?

Business Engagement

- An established approach to partnership working
- Opportunities through LEADER
- Clear vision within the DMP
- Skills, expertise and enthusiasm of local stakeholders



Working collaboratively to
‘Make place the hero’



The Manhood Peninsula reflects the key themes of how the public views rural destinations:

Dramatic Countryside

"Almost iconic"

- Hills and lakes
- E.g. Lake District, Peak District, inland Cornwall, Yorkshire Dales

Positive views...

- Sense of being away from modern life and escaping from the crowds
- Dramatic scenery

...but knowledge limited

- Don't always have a strong visual image...
- ...or even know where they are

Opportunity to add depth to people's images of these places and promote other options

Market towns & surrounding area

"Not too remote"

- Countryside with history & heritage
- E.g. Matlock, Bath

Appeals to empty nesters

- Best of both worlds – town and country
- Provides access to shops, museums, architecture, stately homes etc.

Talk about day trips to towns and attractions as part of a trip to the country

Rural Countryside

"Quaint, picture postcard"

- Rolling landscape and picturesque villages
- E.g. Cotswolds

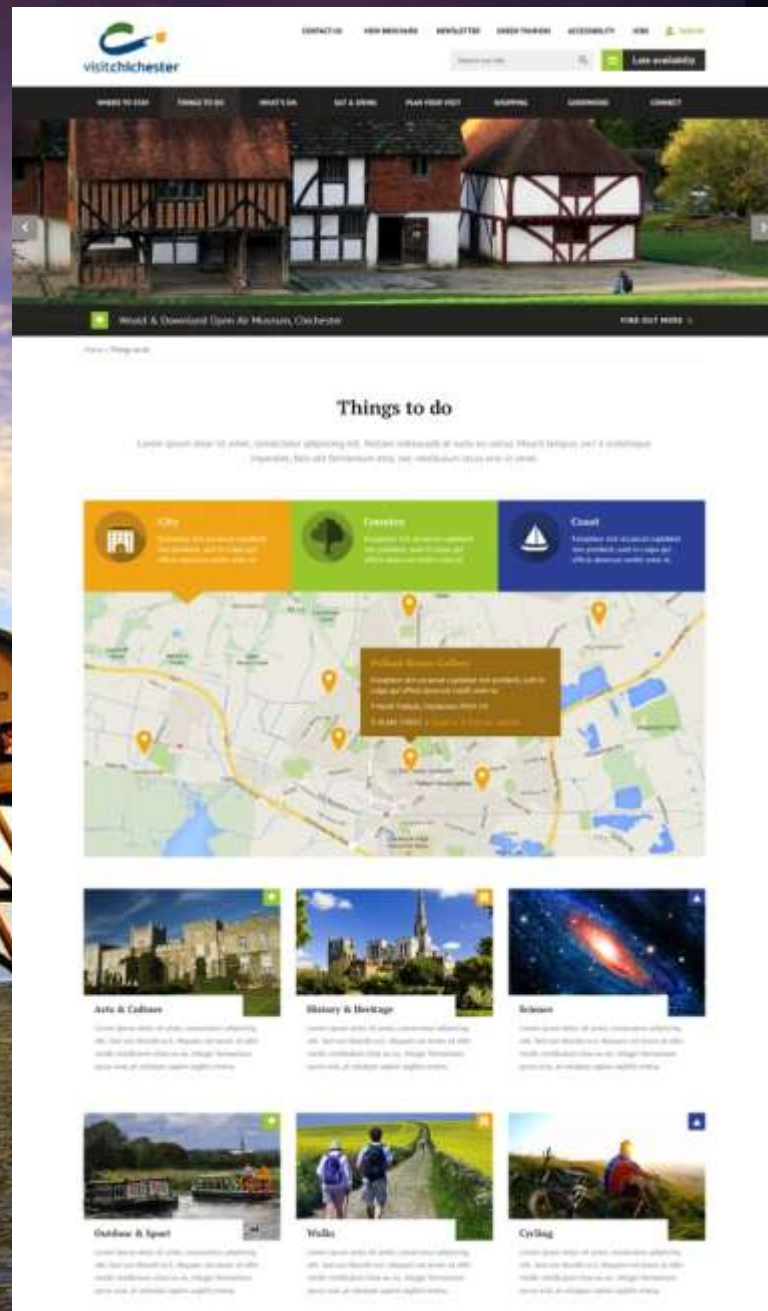
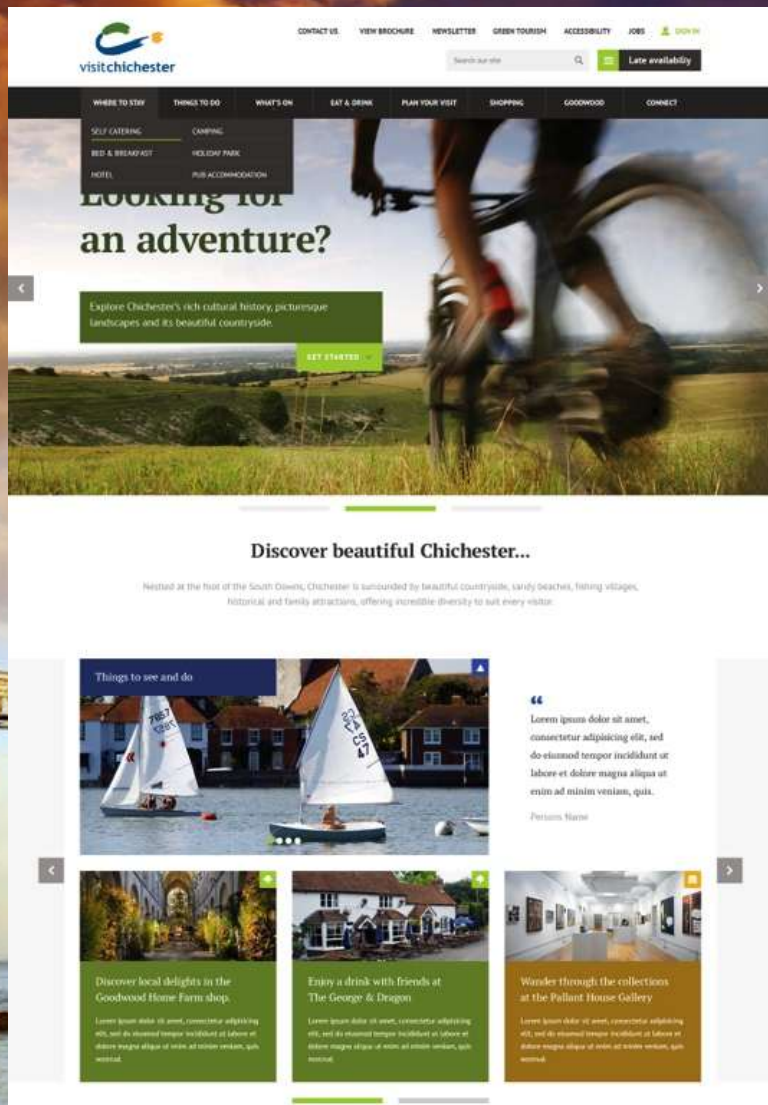
Strong appeal initially...

- Imagine staying in cottages, farm houses or manor houses
- Relaxing

...but what is there to do?

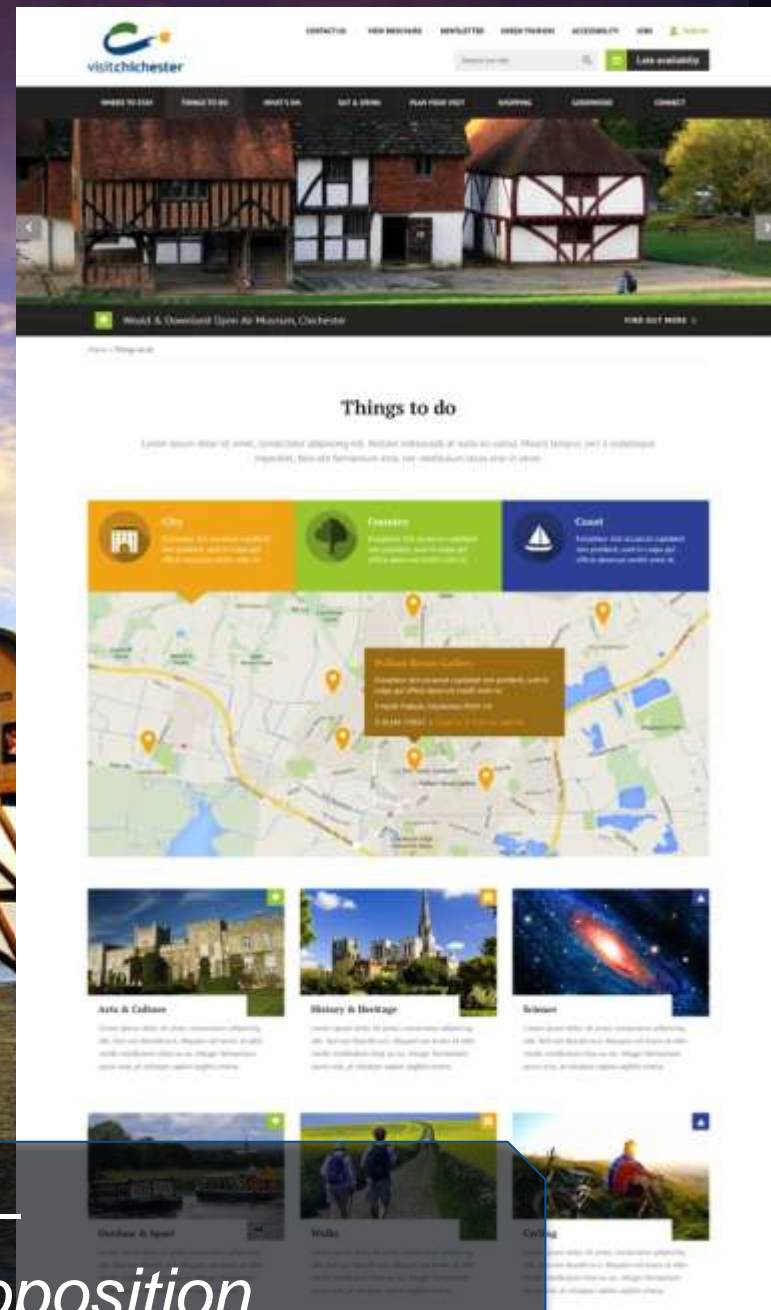
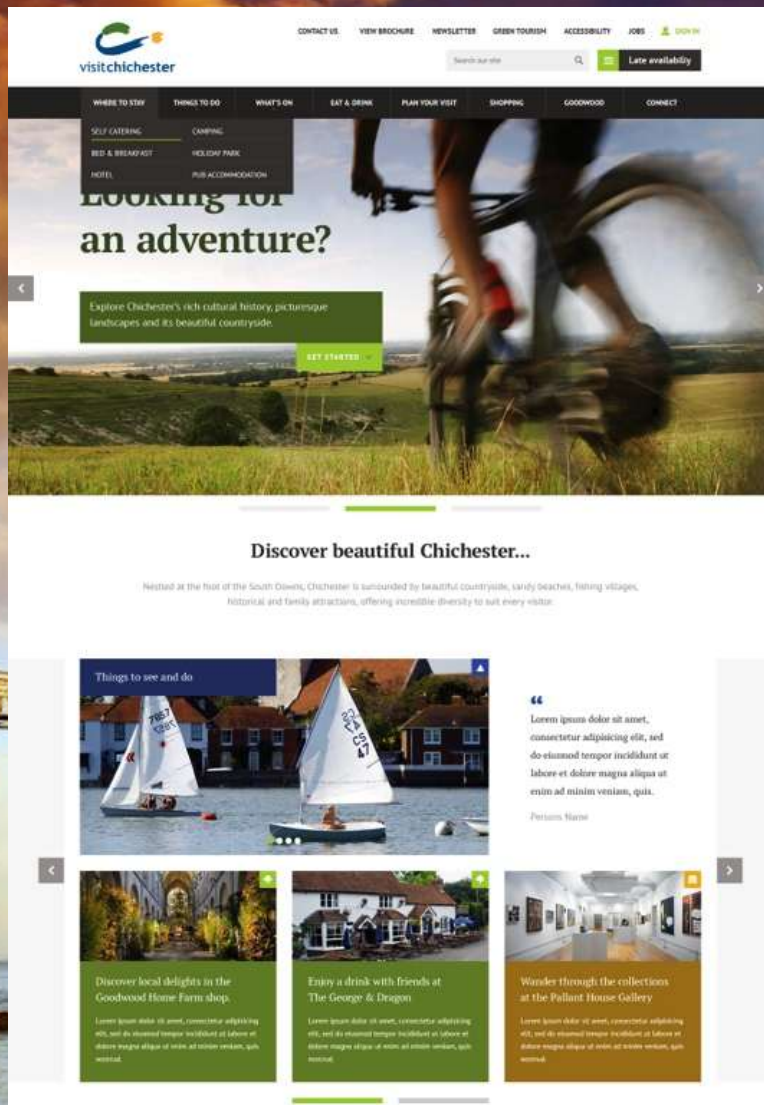
- Little to do for more than a couple of days

Reinforce quality time with travel party and simple pleasures in life (e.g. walks, board games)



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*‘Making Place the Hero’ –
Selling the Peninsula Proposition*

‘Making Place the Hero’

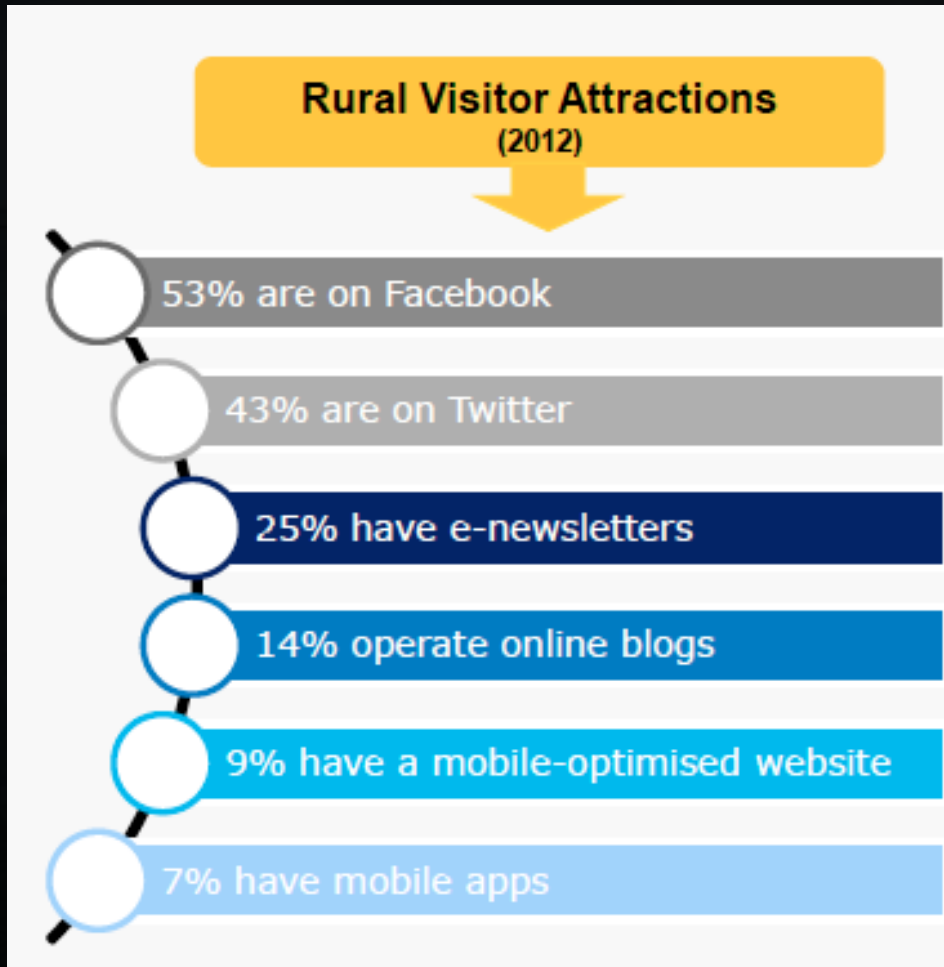
Things you can do:

- Familiarisation – *understand what is on your doorstep*
- Tell the story – *writing engaging copy*
- Personalisation – *talk about and share what makes the Peninsula special to you*
- Social media – *think about how you are going to communicate the story*



‘Making Place the Hero’

Embrace Social Media:



[Visit England, 2013]



‘Making Place the Hero’

New Opportunities

- Nature-based tourism – e.g. Medmerry / Pagham Harbour
- Walking, cycling and equine tourism – new routes, Welcome Walker/Cyclist certification
- Coastal tourism and watersports – developing a wider coastal strategy
- Events
- Dark Tourism



‘Making Place the Hero’

New Opportunities

- Infrastructure and visitor management
 - signage
 - interpretation
 - Geocaching/augmented reality
- Food and drink
- LEADER funding from 2015 to develop area-based tourism initiatives (TBC)





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