

Marketing with nature in mind on the Manhood

Adrian Thomas



See if the following images sum up
for you much of what is good about
the coastal landscape of the
Manhood Peninsula

















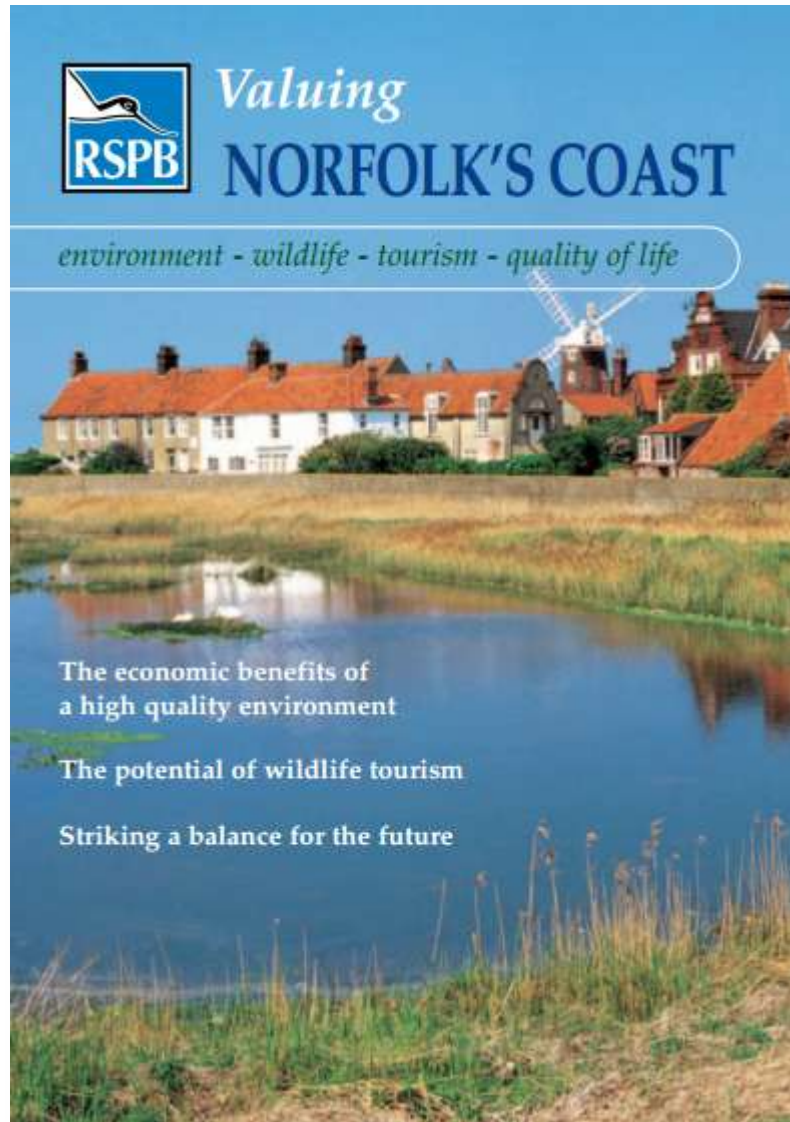






Yet all those images were from the North Norfolk Coast, a place that has developed a 'sense of place' based around green tourism.

Are there lessons the Manhood can learn from their experience there?



In 1999, the RSPB did a study about the economic benefits of wildlife and tourism in North Norfolk

Some of the themes we identified then are very relevant to the Manhood

tourism. This is increasingly significant with the decline of traditional forms of employment such as agriculture and fishing. The coast's wildlife, scenery, beaches and special character are all major factors in attracting visitors.

With changing patterns of holiday making, plus the outstanding autumn and winter bird spectacles, there is significant potential for extending the tourism season, which could alleviate some of the problems associated with the peak season. Increasing visitor pressure and traffic congestion are readily apparent. More insidious is the contribution of vehicle emissions to climate change, which threatens many of the area's finest wildlife sites through sea-level rise.

Tourist Board's strategy for 2000-2010:

If it is not managed tourism can damage the environment it relies on, alienate and exploit communities and cultures, create over-dependency on one industry, and exclude sections of the population from participation. Encouraging the 'sustainable' growth of tourism means maximising the benefits to visitor, tourism industry, environment and host communities while minimising the problems.

The RSPB is committed to working in partnership with others to play its part in meeting this challenge.



"Wildlife definitely attracts our customers, they clearly love the environment. Wildlife tourism, especially birdwatching, also extends the season into the shoulder months."

Matthew Beck,
Pinewoods Holiday Park

Some of the
comments
by tourism
providers in
1999
Norfolk
point to
what
wildlife
tourism can
bring to the
Manhood

Green Shoots of Recovery

The contribution of the natural environment to the Norfolk economy.

Norfolk as a county is known for its biodiversity and natural landscape. It boasts a wide variety of habitats and species, which act as a powerful draw for visitors to the region, as well as providing a healthy and pleasant environment in which to live and work. Greater recognition is needed of the contribution that the natural environment makes to the economy of the county. This leaflet sets out some of the highlights of that contribution, drawing on studies by many individuals and organisations.

 **Norfolk** County Council



In 2010, Norfolk County Council did a follow-up study of what green tourism brings to the North Norfolk Coast:

- Turnover £111M
- Income £18M
- 2700 jobs (directly)
- 504 jobs (indirectly)
- Long-distance paths £2.5M

Here are the reasons visitors to North Norfolk gave for visiting



Here is how North Norfolk is presented on the main Visit Norfolk website

Visit Norfolk

The **official** visitor website for Norfolk

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North Norfolk is renowned for its spectacular coastline, fantastic wildlife, miles of glorious beaches, seaside communities and a beautiful hinterland of rolling countryside and picturesque market towns and villages.

North Norfolk must be the [birdwatching](#) capital of the UK, and you can even take a boat trip to see our [seal colony](#) at Blakeney Point.

The Manhood Peninsula could create much of the same 'sense of place'



Many good suggestions for how to achieve this were set out in the Destination Management Plan



Manhood Peninsula
Destination Management Plan
2011-2015

The Manhood 'product' could include cycling...



Walking/ dog walking...



Horse riding...



Wildlife watching...



Heritage...



Coastal scenery...



& Night sky



What is GLAM?



GLAM = Green Links Across the Manhood

Developing a network of green routes
that serve cycling, walking, wildlife
watching to get visitors to the
Manhood **out** of their cars and **staying**
overnight rather than day visiting



Saltern's
Way

The map shows the coastal area around Wittering, including West Wittering, East Wittering, and Bracklesham Bay. Red dashed lines indicate proposed green links connecting the peninsula to the mainland and providing links to Chichester and the South Downs. The links are shown as a network of paths, with some connecting to the peninsula and others leading towards the mainland. The map also shows existing roads and landmarks like the A286 and B2145.

Diagrammatic version of how the green links could join up existing routes, link the two sides of the Peninsula, and provide links to Chichester and the South Downs

Bill Way

Medmerry Way


Many places around the UK and beyond are successfully marketing this model

freewheeling
FRANCE



everything you need to know about cycling in France
your independent guide



Cycling Brittany's Voies Vertes or Green Ways




The Ile-et-Rance Canal at Hédé, where there is a flight of 11 locks. Cycleable towpaths run both sides of the canal. [Credit](#)

Cycling in Brittany is a breeze thanks to the region's network of *voies vertes*, says G.H. Randall, author of the best-selling guide, *[Brittany's Greenways](#)*.

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Rutland Highlights

Oakham Castle



The Great Hall of Oakham Castle is one of the finest examples of domestic Norman architecture in England. It was built between 1180-90 and is one of...

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But the important thing is recognising that the more it can be a coherent package the better. See how North Norfolk have a food product to support the green tourism product.



FOOD & DRINK



Local food and drink is a highlight of any stay in North Norfolk.

With its long coastline and rich agricultural heritage, the area is awash with local food producers, honesty boxes, independent delis and fantastic gastro pubs and cafes serving menus created from locally sourced ingredients.

Seasonality is key and no matter what time of year you visit you're guaranteed a treat for the taste buds.

Look out for freshly caught crabs and lobsters, award-winning cheeses, estate game and locally brewed ales.



[Click here for the Kelling Heath website](#)

The Manhood Peninsula has everything it needs to be its own mini version of North Norfolk if it wants to be

