



Manhood Peninsula Destination Management Plan

2018-2023

Produced by the Sustainable Tourism on the Manhood Peninsula (STOMP) Project

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Welcome to Chichester's Peninsula – the heart of coastal countryside

A tourism survey and strategy prepared by Chichester University, MPP, MWHG, STC and CDC to strengthen the Manhood's tourism product.



Economic Value

- Some 300 tourism related businesses on the peninsula
- More than 100 accommodation providers
- 58 shops serving tourists
- 56 food and beverage providers
- 10 farms and fresh food producers
- 97% of businesses procured some local products and services and 62% sourced at least half locally
- Top 3 of peninsula attractions bring in 650,000 visitors annually
- 36% of all the district's accommodation providers based on the peninsula providing 75% of the area's visitor beds

Natural Environment

- SSIs and 5 international and national designated habitat and environmental areas
- Important habitat area for Britain's most endangered mammal – the water vole
- Seals in harbour, birds everywhere!
- Medmerry – Britain's largest coastal realignment area
- Chichester and Pagham Harbours, and Chichester Canal

Heritage



- Steeped in history
- Underwater heritage
- MWHG
- Almodington Glasshouse Heritage Trail
- Canal Trust
- 16 villages and settlements all with their own distinctive history and heritage



Visitor Profile

- 40% of visitors over 55
- 41% family groups
- 51% of stay visitors stay for 4-7 nights
- 25% of stay visitors stay for 1-3 nights
- 30% of stay visitors stay in caravans, 16% in holiday parks and 16% with family and friends
- visitors come for beaches, natural attractions, outdoor activities, local shops and restaurants
- 94% of visitors said they would recommend the Manhood as a holiday destination and come back again.

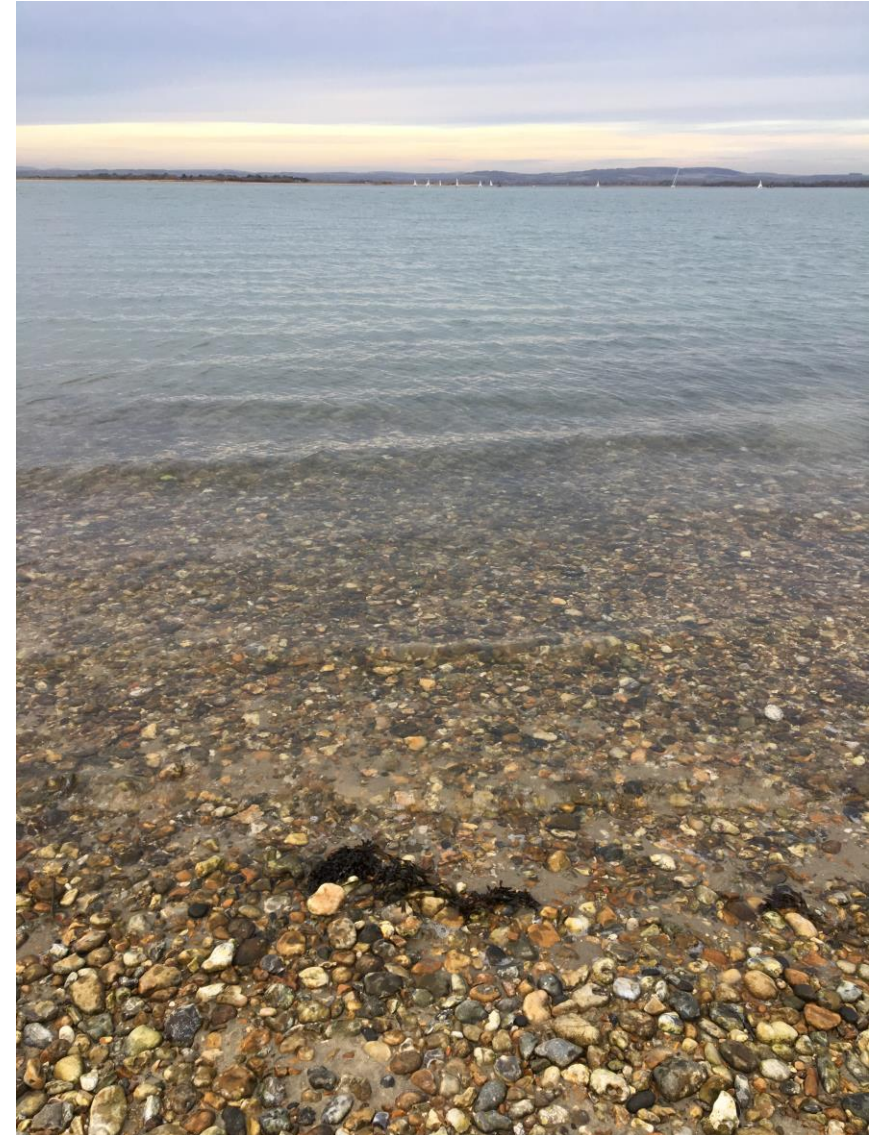


Opportunities and Challenges

- Brexit
- More staycations
- More overseas visitors (low pound)
- Climate change
- Green tourism growth
- Active holidays, walking, cycling, riding, water sports
- Lengthening holiday season
- Manhood part of a greater whole – Chichester District

AIMS

- Develop high quality visitor experiences in keeping with the character of the peninsula
- Maximise visitor expenditure while minimizing detrimental social and environmental impacts
- Better marketing and delivery of tourism products
- Greater collaboration among providers to raise visitor awareness of the Manhood as an all year round attraction
- Better seaside/rural experience
- Improved foreshore
- Closer interaction with other tourism offers in the area including Chichester City, South Downs National Park, Cathedral, theatre, museums and sporting venues
- form a local tourism partnership organization to work closely with MPP, STC, parishes, CDC and Visit Chichester



Examples

- More cycle routes and cycle hire facilities
- Better signage
- Sense of place
- Eating experiences – local produce events/ties with restaurants
- Improve public realm
- Support local businesses
- Greater range of accommodation
- More year round activities/events
- Traffic calming/reduction measures
- Better use of digital marketing/social media



WAY FORWARD

MAKE AREA ATTRACTIVE FOR PRIVATE INVESTMENT

BY:

- Establishing Manhood Tourism Management Partnership
- Through STC, MPP and CDC
- Greater recognition of value of tourism in area by CDC and WSCC – inclusion of tourism as key part of local planning/economic policies etc. will reassure tourism related entrepreneurs (accommodation/restaurants/services) that new investment on the peninsula has potential
- .parish councilors to lobby CDC on importance and value of Manhood tourism to wider area

Thank you

