



Marine Leisure, Tourism and Sustainable Development

The North Devon Story

Tourism in North Devon

- Tourism is worth over £1/2 billion in business turnover to the Northern Devon economy.
- North Devon & Torridge account for 22.1% of all staying trips to Devon.
- Tourism supports 1 in 4 jobs in the North Devon area.



High Quality Environment



- Areas of Outstanding Natural Beauty
- UNESCO designated Biosphere Reserve (SSSI)
- Heritage Coast
- First designated Marine Conservation Zone in the UK
- Exmoor National Park

UNESCO Biosphere Reserve



Saunton Beach



Lundy Island



Torrige & North Devon

- Ranked the most deprived and second most deprived districts in Devon.
- 2013: 5th year in a row Torrige had the lowest average income in the country.



NEA2 (Nautisme Espace Atlantique 2)

- 4 Year INTERREG IVB Transnational European funded project (2009 -2012)
- 23 partners
- 5 Countries (Ireland, UK, France, Spain and Portugal)
- Total budget €4,722,000
- ERDF contribution (65%) €3,068,737

NEA2 Results

The Observatory

- 6,300 facilities for organised marine-leisure activities
- 6,300,000 participants in facilities for organised activities
- 1,600 marinas
- 23,000 pontoon berths
- 8,500 businesses (commerce, industries and services)
- 85,000 FTE employees
- Turnover of €8.9 billion

Key Challenges of NEA2

- Very large partnership
- Many regions had different local and regional strategic economic priorities
- At regional level, sector support was varied and featured at both ends of the spectrum:
 - Already well recognised and benefitted from substantial support
 - Not looked upon as an important sector worthy of specific support

NEA2 Key Achievements

- The Observatory provided a useful summary of the current state of play



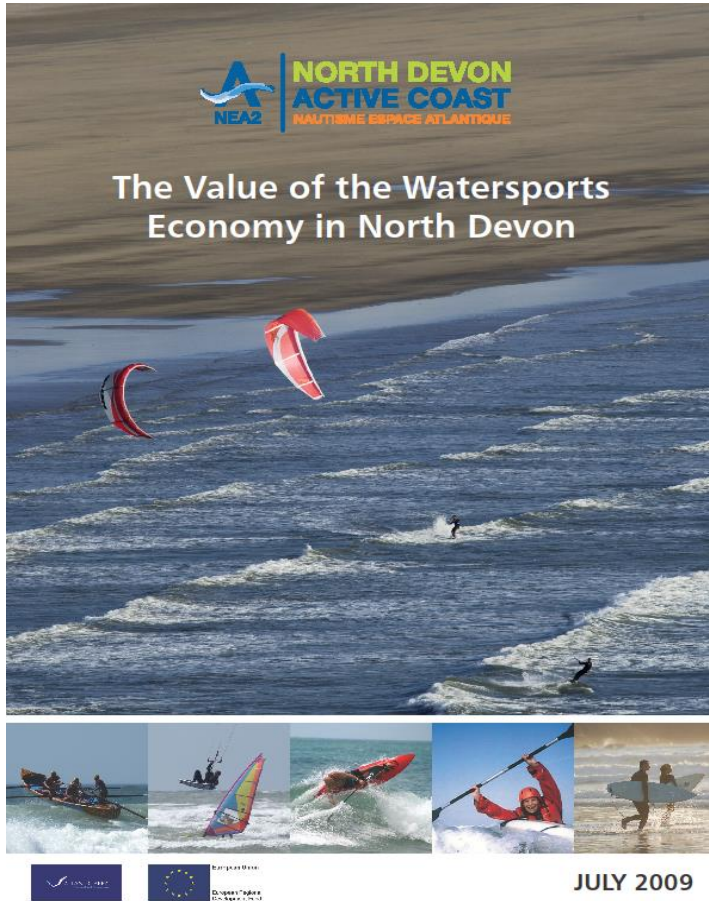
- The first European Atlantic Marine Leisure Conference Oct 2011



- A strong case for the marine leisure sector to be embedded in the Atlantic Action Plan



The Value of the Watersports Economy in North Devon - 2009



Objective:

- To identify the economic value of the sector in North Devon
- To tease out sector opportunities for the area

Outcome of the 2009 study:

- Watersports generates approx. £80million per annum to the local economy
- Knock on effect on other sectors (Food and Drink, Accommodation, Retail)

Barriers to Growth

- Seasonality
- Difficulties in accessing finances
- Attracting sufficient customers
- Inadequate premises
- Poor Broadband connection
- Lack of personal capital investment
- Access to training and qualifications



Community Consultation

- Shortage of qualified coaches
- Lack of adequate equipment
- Restricted by premises or storage facilities
- Shortage of volunteers

Visitor Satisfaction Survey

- Currently taking place
- The aim is to identify level of satisfaction
- To tease out demand for new coastal and marine tourism products and services
- To disseminate research findings to the private and voluntary sectors
- To develop an action plan to better our coastal and marine tourism products

Tourism projects we are keen to develop

- PESCA Tourism
- Watersports Trails
- Coastal and Maritime Heritage Trails
- Destination marketing
- Skills and qualifications
- Business Support for marine leisure businesses looking to grow



Support for new or improve infrastructure

- New Watersports Centre (planning granted)
- New Surf club (planning granted)
- Improvement to slipways
- Ilfracombe harbour development (planning granted)



Contact Details

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