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| AIM: Develop a sense of ownership within the Causeway Coast and Glens area through a clear and identifiable brand, that respects the distinct character of the area amongst visitors and local peopleStrategic Objective 1: Develop a strong, sustainable tourism brand for the 3 AONBs |
| Ref | Action | Priority Level | Lead Partners | Budget amount and source | Delivery Estimate (by) | AONB related |
|  | -Raise awareness of the purpose of AONB designation and the 3 AONBs through web information and publications | 1 | CCGHT | Staff time | Ongoing | ALL |
|  | -Adopt the EU Charter for Sustainable Tourism in Protected Areas | 1 | CCGHT | Staff time + £5,000 pa NITB | Ongoing | ALL |
|  | -Develop a Familiarisation Programme, to encourage local people and businesses to ‘rediscover’ their local area | 2 | RTP/CCGHT/LA | Staff time + raise £5k | March 2013 | ALL |
| Strategic Objective 2: Develop the CCGHT website as a brand leader for sustainable tourism information, interactivity and information relating to AONBs. |
|  | -Create a sustainable tourism section on the website that promotes local tourism businesses | 1 | CCGHT | Staff time web based + £1,000 NIEA | Ongoing | ALL |
|  | -Improve links with other partners involved in tourism via the website | 1 | CCGHT | Staff time web based | March 2011 | ALL |
|  | Provide a Funding Information section on the website that promotes new grant and funding streams for local tourism businesses to assist with sustainability projects | 2 | CCGHT | Staff time web based | March 2012 | ALL |
| AIM: Support the areas local tourism businesses to develop high quality, sustainable products and services, maintaining a network of tourism businessesStrategic Objective 3: Enable tourism enterprises to play a key role in the appropriate development and management of tourism within CC&G area |
|  | Ensure that tourism businesses are well represented within the Sustainable Tourism Forum, as part of the EU Charter for Sustainable Tourism in Protected Areas | 1 | STMF | Staff time  | Ongoing | ALL |
|  | Establish 3 AONB Business Networks within the CC&G area, to allow local tourism businesses to share knowledge and practice on ways to progress with sustainable tourism | 1 | CCGHT/STMF | Staff time  | Ongoing | ALL |
|  | Work with the local tourism businesses and key stakeholders to produce a ‘wet weather’ guide for visitors in the CC&G area, so they will not travel too far outside the AONBs.  | 2 | STMF/RTP/LA | Staff time + raise £2k | March 2013 | ALL |
| Strategic Objective 4: Provide training and information to businesses and partners to increase their sustainability and marketing potential |
|  | Organise a Sustainable Tourism Conference in March 2011 as an opportunity for local tourism businesses and key stakeholders to engage and share information on sustainable tourism | 1 | CCGHT | Staff time + raise £12k (RDP monies) | Ongoing | ALL |
|  | Develop a ‘Sense and Sustainability’ Business Toolkit for local tourism businesses, to provide information on ways to reduce their carbon footprint | 2 | CCGHT | Staff time | Ongoing | ALL |
| Strategic Objective 5: Explore opportunities for ‘sustainable package holidays’ to visitors within the CC&G area |
|  | Act as the co-coordinator between local businesses, transport providers and key stakeholders to promote eco-friendly alternative visitor experiences via the website | 3 | CCGHT | Staff time  | March 2014 | ALL |
| Strategic Objective 6: Promote Green Tourism Accreditation Schemes to businesses |
|  | Work with key partners to reintroduce the Green Tourism Accreditation Scheme for local tourism businesses, promoting the benefits that can result from being a part of the EU Charter Business Networks | 3 | NITB/CCGHT | Staff time  | March 2014 | ALL |
| AIM: Develop strong and long-lasting partnerships amongst those in support of the development and management of sustainable tourism in the Causeway Coast and Glens area.Strategic Objective 7: Forge strong links with partners involved in tourism management in the Causeway Coast and Glens area |
|  | Service the Sustainable Tourism Management Forum for the Causeway Coast and Glens area | 1 | CCGHT | Staff time + £2,000 pa NITB | Ongoing | ALL |
|  | Work with NITB and key partners to develop the CCR Interpretation Project | 1 | NITB/LA/RSPB/CAAN/NT/RTP/CCGHT | Staff time + £16,000 NITB | Ongoing | ALL |
|  | Work with NITB and key partners to establish the CCR Alive project | 1 | NITB/LA/RSPB/CAAN/NT/RTP/CCGHT | Staff time | Ongoing | ALL |
|  | Work with the CC&G Regional Tourism Partnership to explore new tourism opportunities | 2 | RTP/CCGHT | Staff time | Ongoing | ALL |
| Strategic Objective 8: Raise the profile of sustainable tourism in CC&G with regional, national and international bodies |
|  | Assist with the promotion of the Causeway Coastal Route to outside markets | 2 | NITB/RTP/CCGHT | Staff time  | Ongoing | ALL |
|  | Work with Translink to explore opportunities for better advertising of sustainable tourism and CCGHT on a Northern Ireland wide level | 2 | Translink/CCGHT | Staff time | March 2013 | ALL |
|  | Maintain strong links with partners involved in the ÉCONOMUSÉÉ Northern Europe Programme on sustainable tourism within CC&G area | 3 | CCGHT/ENE | Staff time | March 2014 | ALL |
| AIM: Develop and promote tourism products and services which reflect and draw benefit from the natural features, local culture and traditions of the areaStrategic Objective 9: Promote the AONBs as a centre for excellence for sustainable products and services |
|  | -Develop a series of outdoor guides via the website that include activities such as cycling, walking and water-based activities such as surfing, that all link with good public transport networks | 4 | CCGHT/CAAN/TRANSLINK | Staff time web based | March 2015 | ALL |
|  | -Link with the Forest Service of Northern Ireland to develop visitor opportunities within the forests | 2 | CCGHT/FSNI | Staff time + raise £2K | March 2013 | ACGAONB + BAONB |
|  | -Investigate the opportunity to develop a ‘Sustainable Transport Guide’ within the AONBs that allows visitors to explore the area sustainably. | 4 | CCGHT/TRANSLINK/UUC/NITB | Staff time | March 2015 | ALL |
|  | - Work with Moyle District Council to help promote ‘Naturally North Coast’  | 2 | CCGHT/MDC | Staff time | March 2013 | ALL |
|  | Explore new products and events to encourage out of season visits to the Causeway Coast and Glens | 1 | CCGHT/STMF | Staff time | Ongoing | ALL |
| Strategic Objective 10: Raise awareness of the traditional skills, features and history within the CC&G area |
|  | -Lead on raising awareness of projects that combine culture, craft and tourism, including the ÉCONOMUSÉE project | 1 | CCGHT/ENE | Staff time  | Ongoing | ALL |
|  | -Explore opportunities to create a Traditional Craft Trail within the CC&G that highlights the cultural heritage of the region to visitors | 3 | CCGHT/CRAFT NI/STMF | Staff time | March 2014 | ALL |
|  | -Develop an ‘Industrial Heritage Trails’ project that promotes traditional industry within the CC&G to visitors | 3 | CCGHT | Staff time | March 2014 | ALL |
|  | -Work with local community groups within the CC&G to develop a historical villages guide for visitors | 1 | CCGHT (Student Placement) | Student time + £630 until March 2011 | Ongoing | ALL |
| Strategic Objective 11: Develop and promote the CC&G area as offering a quiet and tranquil visitor experience |
|  | -Develop a ‘Honeypots and Hidden Gems’ visitor guide that illustrates where visitors can find tranquil and undiscovered spots within the CC&G area | 2 | CCGHT/NITB/RTP | Staff time + raise £3k | March 2013 | ALL |
|  | -Develop the opportunity to work with RSPB to organise a yearly ‘Early Bird’ event that involves visitors and locals listening and identifying the morning sounds of birds within the 3 AONBs. | 2 | CCGHT/RSPB | Staff time + raise £6K | March 2013 | ALL |
|  | Work with RSPB to develop a Rathlin Island Seabird interpretation initiative | 3 | CCGHT/RSPB | Staff time | March 2014 | ACGAONB |
|  | Develop a series of wildlife interpretation walking trails, for example Red Squirrel and Butterfly trails, for visitors with the 3 AONBs, that links with the WI Scheme | 2 | CCGHT/BCNI/RSG | Staff time + £4,000 NIEA | March 2013 | ALL |
| Strategic Objective 12: Develop new and exciting tourism opportunities within the 3 AONBs |
|  | -Explore opportunities for the development of an annual AONB cycle competition | 4 | CCGHT/ CAAN/ORF | Staff time + raise £20k | March 2015 | ACGAONB |
|  | -Investigate the opportunity to develop an ‘Area of Outstanding Natural Biking!’ week across the 3 AONBs | 4 | CCGHT/ CAAN/ORF | Staff time + raise £7k | March 2015 | ALL |
|  | -Explore opportunities to promote sustainable angling within the Causeway Coast and Glens | 2 | CCGHT/NPP | Staff time | March 2013 | ALL |
|  | -Work with the local golf clubs to encourage new sustainable development on gold courses | 3 | CCGHT | Staff time | March 2014 | ALL |
|  | Develop a Nature Reserves Guide for visitors across the 3 AONBs | 2 | CCGHT/NT/NIEA | Staff time + raise £3k | March 2013 | ALL |
| AIM: Raise awareness for the existing and future pressures on our landscape through active engagement with local communities and our supporting partnershipsStrategic Objective 13: Work with local communities and businesses to raise awareness of climate change |
|  | Work with local businesses to look at adaptation measures, particularly along the coast | 4 | CCGHT/STMF | Staff time | March 2015 | ALL |
| AIM: Support local community and voluntary organizations to ensure engagement in tourism planning as well as generating a sense of community pride from tourism activity in the Causeway Coast and Glens areaStrategic Objective 14: Work with local communities and volunteers to share pride in the unique qualities of the Causeway Coast and Glens area |
|  | Investigate the opportunities to develop a volunteer base to help raise awareness of the special qualities of the 3 AONBs | 1 | CCGHT | Staff time  | March 2012 | ALL |
|  | Develop a Friends of the AONB programme that involves local communities taking ownership of their area | 3 | CCGHT | Staff time  | March 2013 | ALL |
| AIM: Monitor and assess tourism trends within the 3 AONBs, collecting and collating data to understand visitor flowsStrategic Objective 15: Assess tourism within the CC&G area |
|  | -Conduct annual Visitor and Local Awareness Surveys across the 3 AONBs | 2 | CCGHT | Staff time + £500 pa NIEA | March 2012 | ALL |
| Strategic Objective 16: Assess and monitor future visitor trends within the CC&G area |
|  | Work with NITB and RTP to assess future tourism trends within the CC&G area | 5 | NITB/RTP/CCGHT | Staff time | March 2016 | ALL |

Key:

CCGHT Causeway Coast and Glens Heritage Trust NT National Trust

STMF Sustainable Tourism Management Forum CAAN Countryside Access and Activities Network

LA Local Authorities ORF Outdoor Recreation Forum

ENE ÉCONOMUSÉE Northern Europe BCNI Butterfly Conservation Northern Ireland

RDP Rural Development Programme RSG Red Squirrel Group

NITB Northern Ireland Tourist Board RTP Regional Tourism Partnership

NIEA Northern Ireland Environment Agency RSPB Royal Society for the Protection of Birds

 MDC Moyle District Council

Priority Level

1. Immediate
2. Essential
3. High
4. Medium
5. Low

Resources

CCGHT to fund £59,130 over 5 yrs

To raise £60,000 over 5 yrs