

Report to	SOUTH WEST WILTSHIRE AREA BOARD
Date of Meeting	16 October 2013
Title of Report	Sustainable rural tourism in the Nadder Valley

1. Purpose of the Report

- 1.1. To consider a request from Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty to enhance Area Board funding already committed towards supporting its sustainable rural tourism project.

2. Background

- 2.1. On 6 February 2013 South West Wiltshire Area Board allocated £4,800 to fund expenses for an unpaid intern position, to be part of a sustainable rural tourism project run by Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty (AONB).
- 2.2. The intern has been working alongside a project co-ordinator to research and create new walking, cycling and riding routes in the Nadder Valley, and to research information on local businesses, tourist sites etc.
- 2.3. The AONB reports that it does not have funding available to populate a new 'Discover Nadder' website, which will contain all of this information, and is requesting that the Area Board re-directs some of its allocated funding for the intern expenses to cover the one-off cost of populating the site.

3. Points for Consideration

- 3.1. A GIS specialist (Geographic Information Systems) is needed to populate an 'interactive map' on the new 'Discover Nadder' website (an example can be viewed here on the [North Wessex Downs AONB website](#)). The AONB already employ somebody who is qualified to do this work for one day a week, and this would be an additional one-off project costing a rate of £260 per day. It is estimated that it will take 4-5 days work to populate the site.
- 3.2. The intern will be involved in populating the site, shadowing the GIS specialist.
- 3.3. The AONB are committed to incorporating the maintenance of the site into their regular workload, once it is fully populated.
- 3.4. There is sufficient funding at the current time within the original allocated amount to cover this request; no additional funding is being provided.

4. Recommendation

It is recommended that: The South West Wiltshire Area Board approve the incorporation of expenses towards populating the new 'Discover Nadder' website as part of the £4,800 allocated on 6 February 2013 to support the sustainable rural tourism project run by Cranborne Chase and West Wiltshire Downs AONB.

Appendices:	Councillor Led Initiative - Unpaid intern position for sustainable rural tourism project with Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty (AONB)
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