

Developing integrated tourism

(W1) Establish local tourism group for Dawlish and Dawlish Warren (Support)

Purpose of the project

To increase the economic benefits in the area from tourism.

DCT was integral in setting up the group now known as Dawlish Warren Tourism Group (DWTG), which is now a constituted body and moved on from its early inception as the Warren Traders. Supported by DCT, it is now trying to boost the image of Dawlish Warren as a tourist destination with the key aims of extending the tourist season and attracting new markets. In order to boost the image still further, DCT and DWTG are jointly seeking funding for marketing assistance to help market Dawlish with Dawlish Warren as quality holiday destinations.

Champion: Dawlish Warren Tourism Group

(W2) Dawlish Warren Tourism and promotional strategy (DCT Action)

Purpose of the project

To increase the economic benefits to Dawlish Warren and the area from tourism by developing a long term tourism strategy for Dawlish Warren which will seek to extend the length of the tourist season, improve the quality of the environment, improve the range of shops in Dawlish Warren and reinstate the beach huts on Dawlish Warren beach.

DCT will lead this project and work with Teignbridge District Council, Dawlish Town Council, Dawlish Warren Traders and local businesses to develop a long-term tourism and promotional strategy. By becoming part of the new Area Tourism Partnership DCT will work with DWT in seeking to influence the new Devon DMO, with the ultimate aims of extending the length of the tourist season, developing new markets, and working with local businesses to promote the area as a quality destination. Plans to replace the beach huts have already been approved.

Champion: DCT

(W3) New Play park facility for Dawlish Warren (Support)

Purpose of the project

To provide a state-of-the-art play facility to attract visitors with children from other areas and encourage retention of existing holiday-makers.

DCT will work with Dawlish Warren Tourism Group in conjunction with Teignbridge District Council to attract funding for a new play facility at Dawlish Warren, also

encompassing wet weather facilities.

Champion: Dawlish Warren Tourism Group

(W4) Dawlish Warren all weather facility (DCT Action)

Purpose of the project

To increase the economic benefits to Dawlish Warren and the area from tourism by developing a quality 'wet weather' facility which will help to attract additional visitors and extend the length of the tourist season.

DCT will seek finance to take the lead in working with Teignbridge District Council, English Nature and local businesses to commission a feasibility study into possibility of an all weather all season facility that draws from the natural resources which already exist in the local area such as the nature reserve, beach, coastline and water sports. The study will identify the level of demand for a new all weather facility in Dawlish Warren, the nature of the facility including the uses it should contain, the amount of accommodation that is required, the possible location of the new centre, the likely capital and revenue costs and management arrangements. The study will also identify the number, type and performance of existing all- weather facilities in the West Country. The new centre could play a central role in lengthening and improving the tourist season, which will in turn improve the economic position and provide a community hub for the local people of Dawlish Warren.

Champion: Dawlish Community Trust

(W5) Develop a new jetty for Dawlish Warren (Influence)

Purpose of the project

To increase the economic benefits Dawlish Warren by developing a new jetty at Dawlish Warren which will allow additional visitors to arrive by pleasure boat.

DCT will work with local businesses, Teignbridge District Council, Devon County Council and English Nature to commission a feasibility study to assess the feasibility of a jetty at Dawlish Warren.

Champion: Teignbridge District Council

(W6) Environmental improvement programme for Dawlish Warren (Support)

Purpose of the project

To increase the economic benefits to Dawlish Warren and the area from tourism by improving the overall environment of the beach area and approach roads.

DCT supports the study being commissioned by Teignbridge District Council to prepare an *Environmental Improvement and Management Strategy* to guide the future of investment in the Dawlish Warren area. The commission should include a survey of the existing beach entertainment area and the approach roads to Dawlish Warren, noting the location and condition of trees, shrubs and other planting, boundaries, rights of way, furniture, lighting and hard landscape detail together with a review of the beach area, access arrangements, maintenance, and management of activities.

Proposals for the beach area should include a landscape and public realm investment strategy including proposals for lighting, litter and dogbins and car parking and improved access. The incorporation of CCTV to improve public safety should also be considered. They should also include a planting scheme on the main approach roads and a co-ordinated signage scheme in and around the Warren.

Champion: Teignbridge District Council

(W7) Reinstate beach huts (Support)

Purpose of the project

To improve the performance of Dawlish Warren as a tourist resort by reinstating the Beach Huts on Dawlish Warren Beach

DCT supports Teignbridge District Council in its plans to reinstate the beach huts at Dawlish Warren.

Champion: Teignbridge District Council

(W8) Investigate environmental impact on Dawlish beaches (Support)

Purpose of the project

To encourage agencies to investigate the movement of sand and changing profile of beaches at Dawlish and Dawlish Warren

DCT will work with DEFRA, Natural England, TDC and other agencies investigating the state of the beaches at Dawlish Warren and support them in halting the disappearance of sand from beaches and dunes. Dawlish Warren has built a reputation as a holiday destination on the quality of its beaches and continuing erosion will have a detrimental impact on the holiday trade.

Champion: Teignbridge District Council



(W9) Restore overnight accommodation in Dawlish (Support)

Purpose of the project

To restore a greater number of bed spaces in Dawlish for overnight or longer stays by visitors.

DCT will support Dawlish Chamber of Trade and other agencies to encourage property owners and developers to increase the number of bed spaces in Dawlish. A rapid decline in recent years has accelerated with the increased value attached to private house sales, encouraging old properties to be converted or demolished to make way for additional housing.

Champion: Dawlish Chamber of Trade