

23rd January 2008

Extract - Draft South Downs Way Management Plan

4.2 Strategic Aims

Four strategic aims have been developed following the review of the SDW Management Strategy 2000 – 2005, the stakeholders' consultations and the need to meet the National Trail Quality Standards. Fulfilling these aims should move us towards realising the 'vision' for the South Downs Way. The four strategy aims are: -

- Managing the Trail and its corridor; To ensure the physical infrastructure of the South Downs Way is managed to the highest standards and to progressively improve the environmental and cultural quality of the landscape which Trail users experience.
- Promoting the South Downs Way and providing information for Trail users; To assist and encourage potential Trail users in planning their trips, and especially to realise the potential of the South Downs Way to introduce new audiences to the countryside in general and the Rights of Way network in particular;
- Maximising the economic benefits of the Trail; To ensure that the South Downs Way brings the maximum benefits to the local economy, including but not limited to the tourist industry in Sussex and Hampshire.
- Addressing Sustainability; To ensure that the potential of the South Downs Way to encourage more environmentally sustainable lifestyles is maximised, and to seek to minimise the adverse impacts of Trail use and management.

4.2 Management Objectives

The Management objectives are the statements of 'where we want to be' by the end of this Management Plan and together they should ensure the Strategic aims are delivered.

Managing the Trail and its corridor

- The measured National Trail Quality Standards are reached and where possible improved upon.
- The SDW is managed to enable access for as wide a range of non motorised users as is reasonably practicable.
- There are adequate facilities for all users, including accommodation, refreshments and drinking water points to allow users to enjoy the Trail to its full potential.
- The South Downs Way corridor is of the highest environmental quality, with the landscape, habitats, and cultural/archaeological features managed to maximise their environmental value and to enhance local character.
- The South Downs Way corridor is protected from deterioration and inappropriate development.

Promoting the South Downs Way and providing information to Trail users

- Potential users of the SDW have access to all the information they need to plan their trip in a variety of media and languages.
- The Landscape and features along the SDW corridor are interpreted and celebrated through innovative, non-intrusive media, both on and off the Trail in order to increase peoples awareness and widen their experience of the landscape through which there're passing.
- The recreational carrying capacity of the Trail and surrounding corridor is recognised and promotion material is used to positively influence the use and enjoyment of the South Downs Way.
- A wide range of user are enabled and encouraged to use, experience and enjoy the South Downs Way, through education and provision of accessible and appropriate information and by building the confidence of novice path users.
- The South Downs Way enjoys a high profile both locally, nationally and internationally, amongst users and policymakers.

Maximising the Social and economic benefits of the Trail

- The South Downs Way provides significant social, health and wellbeing benefits to local users and visitors, through use and enjoyment of the Trail itself, and the wider access and recreational opportunities along it.
- The use of the South Downs Way as a tool for developing the visitor economy is supported and encouraged.
- Users of the South Downs Way have readily accessible information about local services and attractions near to the Trail
- The South Downs Way plays an important part in developing and promoting opportunities to enhance the region's farming, local food and tourism sectors and users of the SDW understand how farming supports the South Downs landscape
- The South Downs Way is widely recognised as a key regional asset that contributes to the region's appeal as a destination for businesses and visitors.

Addressing Sustainability

- The South Downs Way is at the forefront of environmentally responsible tourism and recreation.
- Local or recycled materials and local contractors are always used in preference to 'imported' materials and services when maintaining or improving the Trail.
- Public transport is a convenient and reliable way to access the South Downs Way for both local people and visitors and is promoted above the use of cars.