



WHITE CLIFFS COUNTRYSIDE PROJECT



Melanie Wrigley
Projects Officer

Wild Thing A Walk on the Wildside

Our market research has shown that the 1993 programme of guided walks was a great success. More than 6,600 people participated in 320 walks and 28% of these were visitors from outside the District. In fact 1,450 people visited the district solely because of the guided walks, spending an estimated £23,000 in the local economy. Also in 1993 the White Cliffs Countryside Project was the Silver Finalist in the "England for Excellence" competition organised by the English Tourist Board, with the Guided Walks programme singled out for special mention.

In 1994 a total of 426 guided walks, including at least 200 new walks, were offered between April and September. The White Cliffs Countryside Project, with the help of many knowledgeable and enthusiastic local volunteers, is now able to offer more guided walks than many of the National Parks. It is estimated that 10,000 people will attend a guided walk in our district in 1994. For the future one idea we are keen to develop for 1995 is a link between hotels and guest houses and the guided walks. In a new programme of countryside events one aim will be to offer short weekend breaks with a wildlife countryside and coast theme.

Special thanks to the Dover Society members whom I meet out and about and who are always so encouraging.

There are several ways in which you can help us:

- ✕ Send us your comments and suggestions on ways to improve our guided walks programme.
- ✕ Let us know if you would like to lead a guided walk this winter or next summer.
- ✕ Let us know if you are willing to help with our ongoing visitor surveys on the Western Heights, and finally
- ✕ Join us on a guided walk and bring your family or friends.

P.S. Green Gang magazine will be out for the summer holidays – with a family event every single day!

Contact us at the White Cliffs Countryside Project, 6 Cambridge Terrace, Dover, Kent CT16 1JT. Pop in for a chat or phone us on 0304 241 806