**Kent Downs AONB & North Downs Way Countryside Experience Development Programme**

Application form

**Applicant Organisation / Business Name:** Enter your business name here

**Contact name:** Enter your full name here

**Role in organisation:** Enter your job role here

**Email:** Enter your email address here

**Contact telephone:** Enter your telephone number here

**Address:** Enter your address here

**Local Authority:** Choose an item.

**Website:** Add your website address here

**Business description:**

Please provide a short summary of your company (50 words)

**Number of years in operation:** Enter your details here

**Months of operation (seasonality): January  February  March**

**April  May  June**

**July  August  September**

**October  November  December**

**Is your business, or will your Experience be provided within:**

The Kent Downs AONB  5km (3m) of the North Downs Way

**EXPERIENCE DEVELOPMENT IDEA SUMMARY**

**Please provide details of your new ‘off-season’ experience product idea (500 words):**

Click here to enter text

**Primary product theme:** Choose an item.

**What benefits will this new product bring to your business? (100 words):**

Click here to enter text.

**Over what months of the year would you plan to operate this new experience?:**

Click here to enter text.

**Please provide details of your proposed target audience for this experience (100 words), do they differ from your existing audience?:**

Click here to enter text

**Please provide details of how your new experience connects to the natural environment or wildlife, or local rural life and culture or outdoors activities (100 words):**

Click here enter text

**Please detail how the new development will contribute to environmental sustainability (100 words):**

Click here to enter text

**Can you connect your business to footpath or public right of way – if so please give details?:**

Click here to enter text

**Are you interested in working with other businesses, if so please provide details?:**

Click here to enter text

**Do you have the resources, both people and finance required to deliver this Experience?:**

Click here to enter text

**Is your Experience adaptable for people with disabilities, please provide details:**

Click here to enter text

**Have you ever worked with the travel trade?**

**YES**  **NO**

**If yes, please provide details of your activity with the travel trade:**

Click here to enter text.

**Once your experience has been developed, are you willing to provide a form of measurement for research purposes, such as visitor numbers, number of bookings etc?**

**YES** What form of measurement could you provide?

**NO** Why not?

**Do you agree to take part in a case study as part of the evaluation of this project?**

**YES**

**NO** Why not?

**As part of the project development, are you happy to host press and trade visits?**

**YES**

**NO** Why not?

**Would you be interested in selling your new product through online distribution platforms such as Air B and B Experiences, Unmissable England, TXGB or similar?**

**YES**

**NO** Why not?

**Are you willing to attend product training and networking events such as online Landscape Awareness and sustainability events?**

**YES**

**NO** Why not?

**Have you signed up to the Kent Downs AONB Landscape Promise – see form below?**

**YES**

**NO** Why not?

Please tick here to confirm that you have read and agree to the Kent Downs Privacy Policy. [Kent Downs Privacy Policy](https://www.kentdowns.org.uk/legal/)

Please tick this box to confirm that you have read and met the full eligibility criteria.

I declare that the information supplied in this application is true. I agree that, if this application is successful, any grant money received will be used for the purposes described in this form. I confirm that I am duly authorised to confirm this on behalf of the applicant group.

ONCE COMPLETED, PLEASE SEND THIS FORM TO: [rebecca.rees@kentdowns.org.uk](mailto:rebecca.rees@kentdowns.org.uk)







**Landscape Promise – Respect, Protect and Enjoy the Kent Downs**

The beautiful landscapes of the Kent Downs Area of Outstanding Natural Beauty are a key motivator for many visitors in Kent.

To ensure the future of this vital asset we ask all participants in the EXPERIENCE programme to sign up to our Landscape Promise, as a commitment to supporting the protection and enhancement of the landscape. We encourage you to think about what you already do to support these three aims and what you will do in the future.

We are here to help so please let us know if you need help and advice.

1. **Celebrate the landscape in all that we do**

* *From historic sites to ancient woodlands, to important wildlife to charming villages, we use the local landscape to tell the stories that inspire visitors and encourage respect and protection while they stay.*
* *How might you help customers and visitors to love the landscape? How might you use your local knowledge to enrich their knowledge and experience through experiences, events, or other activities?*

Click or tap here to enter text.

1. **Conserve and enhance our landscape and the wider environment**

* *We understand how our local landscape has been managed over time and our land management practices conserve and enhance the landscape, nature and wildlife where we can - Eg planting native trees, rebuilding stone walls, used traditional skills, protecting and encouraging wildlife, using local materials where possible, sourcing local products which are produced in a way that respects and protects the landscape*
* *Take action to become more environmentally sustainable, such as minimising waste, saving energy and water, reducing food miles, encouraging and using greener forms of transport.*

Click or tap here to enter text.

1. **Supporting and engaging with our local community**

* *We support local community projects and partnerships*
* *We endeavour to use local suppliers, or materials – and can recommend local suppliers or makers.*
* *We know our local networks and can recommend other sustainable tourism and hospitality businesses.*
* *We give all visitors a warm welcome, and will particularly encourage walkers, cyclists and horse riders.*

Click or tap here to enter text.

This Landscape Promise was completed by …………………….

On behalf of ……………………………

Date: --/--/----

If you are interested in learning more about the Kent Downs AONB National Landscape please see our web-site and management plan:

[Kentdowns.org.uk](http://www.kentdowns.org.uk)