



The Northern Ireland Rural Development Programme 2014-2020

The Northern Ireland Rural Development Programme 2014 –2020 is part-funded by the Department of Agriculture, Environment and Rural Affairs (DAERA) and the European Union.

Derry and Strabane Rural Partnership was established in 2015 to deliver the LEADER elements (Priority 6) of the Northern Ireland Rural Development Programme. LEADER is a European Community initiative for assisting rural communities in improving the quality of life and economic prosperity in their local area.

The Derry and Strabane Rural Partnership has been allocated a budget of £7.54m to deliver the following funding schemes:

- Rural Business Investment Scheme
- Rural Basic Services Scheme
- Rural Village Renewal Scheme
- Rural Cooperation Scheme

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Scheme: Rural Business Investment Scheme
Applicant: City of Derry Equestrian Centre
Project: Tourism Marketing Activities
Grant: £5,000

Aim of Project:

To implement a tourism marketing campaign aimed at supporting City of Derry Equestrian Centre to grow its business by tapping into the huge tourism potential of Derry City and Strabane District Council's Faughan Valley.

Summary of Project :

This project has allowed City of Derry Equestrian Centre to target its tourism marketing more effectively by creating high-quality marketing collateral such as leaflets and flyers, a state-of-the-art professionally designed website and effective digital marketing.

Impact of Project:

The funding helped the City of Derry Equestrian Centre double its tourism bookings in on year, creating 3 new full-time jobs.

The new marketing materials also helped to highlight what the equestrian centre can offer and allowed it to diversify into new lines of business such as equine therapy.

“ When you're trying to target tourists, who are coming to the North West, you need that professional interface. The money that we have been able to invest in tourism marketing has provided us with a professional platform and we have been getting quite a few enquiries from visitors from the USA and Canada who are staying in Derry and want to go horse riding.”

PAULINE LUSBY, OWNER OF CITY OF DERRY EQUESTRIAN CENTRE

For more information:

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