



OBJECTIVE 1: IDEAS

To build an innovative economy - with tourism, the visitor economy and sustainability at its heart.

Focus: Branding / Marketing / Promotion / Partnership / Collaboration / Press & FAM Trips / Materials / Signage / Trade Shows / Visitor Information Centre / Website / Social Media

OBJECTIVE 2: PEOPLE

To generate good jobs and greater earning power for people living in the district – with tourism, hospitality and service at its heart.

Focus: Civic Pride / Opportunities for all / Skills for people / visitor first

OBJECTIVE 3: PLACE

To develop prosperous communities throughout the district – with sustainability, place-making and the visitor economy at its heart.

Focus: Carbon Free / Entertainment / Evening Economy / Festivals & Events / History & Heritage / Leisure & Active Amenities / Place-Making / Public Realm / Regeneration / Planning / Sustainability / 'Green'

OBJECTIVE 4: BUSINESS ENVIRONMENT

To be 'open for business' and the best place to start and grow a business – with visitors, accessibility and sustainability at its heart.

Focus: Business / Educational Tourism / Experiences / Screen Tourism / Food, Drink and Local Produce / Sport

OBJECTIVE 5: INFRASTRUCTURE

To see an upgrade in infrastructure – with visitors, accessibility and sustainability at its heart.

Focus: Accommodation / Attractions / Digital / Transportation / Parking / Accessibility / Cycling / Walking

JOIN US

Join us and be part of making White Cliffs Country – 'A GREAT PLACE TO LIVE, WORK, VISIT, LEARN AND INVEST.'

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WHITE CLIFFS COUNTRY

A unique place where coast meets country, beauty meets history, tranquil meets active and England meets Europe.



THRIVING AND ENGAGING

DEAL

A quaint, quirky and quintessentially English seaside town.

ENERGIZED AND PURPOSEFUL

DOVER

An active, adventurous and authentic English historic town.

UNIQUE AND POPULAR

SANDWICH

A relaxed, romantic and rustic English medieval town.