

M32 - East Yorkshire Historic Churches

A particularly successful and innovative project that exemplifies the principles of the LEADER+ model.

What is your project about:	Promoting church tourism
Name of the LAG:	LEADER+ in the East Riding of Yorkshire
Name of the project:	East Yorkshire Historic Churches
Contact person for the project: Tel: Email:	01759 306624 LEADER+ Office Vanessa Vollans
Project context: How does the project fit into the LAG strategy	It fits in with the main thrust of the LEADER+ bid which is the use of the natural and cultural heritage by rural communities to improve their quality of life.
Project aims & objectives:	To promote church tourism, encourage a greater understanding, appreciation and enjoyment of the distinctive cultural, historical, architectural and environmental heritage of the Churches of East Yorkshire, with a view to preserving and enhancing the churches as an important part of the local area's built and cultural heritage.
Project activities:	The initiative involves the development of links with the local community and tourism providers and for the provision of appropriate workshops, exhibitions and information, together with suitable marketing and publicity.
LEADER+ Funding:	EAGGF £46,883 Defra £ 21,945
Who benefited from the grant?	The local rural community will benefit from this grant. Local people will be actively involved and benefit from upskilling and training. More visitors will be attracted to the LEADER+ area. This will help to enhance the local economy and lead to increased employment in an area where rural businesses are being restructured and

	<p>much of the traditional farming employment is no longer available. It will also lead to an improved awareness of the local cultural environment which will bring benefits in terms of safeguarding such important assets.</p>
<p>Why is this project an example of LEADER+ best practice?</p>	<p>‘In true LEADER+ style this project began as an idea within the East Riding of Yorkshire LAG Development Plan. A meeting of key partner organisations was facilitated by the LEADER+ Programme Manager in 2004 in order to explore a true bottom-up, innovative approach to church tourism in East Riding. The aim was to ensure an integrated and strategic approach that would be sustainable and suitable to the East Riding. Out of this, a new Community Group (East Yorkshire Historic Churches Group) was formed with a broad-based membership utilising a diverse set of skills and taking up key training opportunities. Out of this the EYCH initiative was born after LEADER+ monies helped it secure a Heritage Lottery Fund grant. It nicely befits our theme of ‘Making the best use of our natural & cultural resources’ and is an example of local knowledge being a resource without which local development cannot succeed.’ Vanessa Vollans, LEADER+ in the East Riding of Yorkshire Programme Manager</p>
<p>Are you seeking co-operation partners for this project? If so, from which countries?</p>	<p>Would be very interested if approached by others.</p>
<p>Any other information:</p>	<p><i>For more information go to:</i> www.eychurches.org.uk</p>
<p>Are photographs or other images and additional material available?</p>	<p>Yes</p>
<p><i>Would you prefer to complete this form as a telephone interview?</i></p>	<p>No</p>