

Special EU Programmes Body

Project Case Study

Sail West (Malin Waters) Project

Programme:
INTERREG IVA Programme

Theme:
Tourism

Funding: €7,025,046

Lead Partner: Donegal
County Council

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Geographical area:
Northern Ireland/ Border
Region of Ireland/ Western
Scotland.

The Sail West project has created a cohesive marine leisure development strategy for the North West which links Sligo, Donegal, and the maritime counties of Northern Ireland to the West coast of Scotland.

It provides financial support a number of development projects in ports and harbours, across all three jurisdictions, that will create a necklace of enhanced marine facilities designed to encourage greater levels of tourism.

The ultimate goal of the project is to create a marine leisure centre of excellence in the coastal zone that will help to rejuvenate local communities through the provision of new employment opportunities.

By providing investment in new marine based infrastructure the project will have a long-term impact on the tourism offering across the eligible area.

Led by Donegal County Council the project has created over 20 different mutually beneficial partnerships with other Councils and marine tourism based organisations. This has allowed the sharing of environmental best practice, and innovation, in all of the developments supported under the project.

Sail West is essentially a sustainable eco-tourism project and the possible effects of global climate change have been considered within all of the developments it supports.

The project also includes a high profile marketing campaign under the brand name 'Malin Waters' which is helping to create a greater flow sailing tourists whilst actively encouraging more people to participate in marine based leisure activities such as angling, diving, kayaking and surfing etc.

Key Project Outputs:

- **Provide new employment opportunities throughout the eligible area.**
- **Create a marine leisure centre of excellence in the coastal zone.**
- **Create 10 approved capital investment schemes in marine leisure.**
- **Create 5 feasibility studies for marina development initiatives.**



