

The PEACE PLUS Programme – Tourism Sector

The PEACE PLUS Programme is a €1bn investment in the social, economic and environmental development of Northern Ireland and the border counties of Ireland.

Building upon the success of previous cross border PEACE and INTERREG Programmes, it will contribute to a more peaceful, prosperous and stable society, leaving a lasting legacy across the Programme area. This will be achieved by funding activities that promote peace and reconciliation across six themes, which encompass 21 individual investment areas as outlined below. These have been developed to optimise engagement and participation across all ages, communities and sectors.



A public consultation regarding the potential PEACE PLUS Programme design was held in 2019-20. In response to the views expressed, SEUPB has developed the Programme to provide a number of opportunities for engagement by the **Tourism Sector**.

Tourism is an area which offers considerable opportunity for cross border collaboration. There are significant economic benefits associated with attracting overseas visitors to the Programme area. Furthermore, internal tourism activities lead to the development of new perspectives and relationships and thus the creation of a more cohesive society. This is a sector which has been very adversely affected by the pandemic, therefore PEACE PLUS incorporates many opportunities for Tourism Sector engagement as outlined below.

In addition, Theme 6 Building and Embedding Partnership and Collaboration will focus upon maximising cross border collaboration across a number of key sectors, including Tourism. As such, Investment Area 6.1 Strategic Planning and Engagement can support the development of a joint tourism branding initiative. This will benefit all Tourism based enterprises operating within the Programme area.

We now look forward to receiving your views on the investment areas proposed as part of the Statutory Public Consultation process, and wish to outline all the areas across the Programme which may provide opportunity for you to get involved, and assist in the preparation of potential projects.

Opportunities for the Tourism Sector to Engage in PEACE PLUS

Theme 1: Building Peaceful and Thriving Communities	
1.1 Co-designed Local PEACE Action Plans (€90m)	This investment area will see the creation of Local PEACE PLUS Partnerships across all parts of the Programme area, which will develop Co-designed PEACE Action Plans. These plans must be co-designed with the local community, a process which the SEUPB will support. This structure will enable and empower council led local community partnerships, to self-determine and deliver priority projects on a cross community basis. It will provide opportunities to realise regeneration and development projects, including those of a tourism and heritage nature.
1.4 Re-imagining Communities (€60m)	This investment area will offer the potential to develop new and transform existing spaces into shared environments for use by all communities. It will provide Statutory, Community & Voluntary Sector organisations with the opportunity to develop and manage innovative spaces, spanning a range of thematic areas including ‘tourism and heritage’. These spaces will be constructed and operated sustainably.
Theme 2: Delivering Economic Regeneration and Transformation	
2.1 SME Development and Transition (€20m)	<p>This investment area will support the SME base, which is an important component of our economic landscape, to become more profitable and competitive. Associated projects will enable SMEs to operate at scale through cross border collaboration; engage in commercially led innovation; and effectively transition to engage in the low carbon, circular economy. This will strengthen the Programme area SME base for maximum engagement in a post Brexit, post COVID-19 economic landscape.</p> <p>This investment area can incorporate specific supports for the Tourism Sector. As with other sectors, this will include product diversification and the implementation of new service delivery models for successful adaptation to new local area, national and global market conditions.</p>
2.3 Regional Skills Development Programme (€35m)	This investment area will support area-based approaches, designed to address evidenced skills gaps. It will enable businesses to work in partnership with education and training organisations to provide skilling and upskilling opportunities in sectors with existing and emerging skills requirements. As such, it will contribute to the further development of the workforce, required to ensure economic competitiveness within an increasingly global economy. This will incorporate the Tourism Sector.
Theme 4: Healthy and Inclusive Communities	
4.2 Rural Regeneration and Social Inclusion (€50m)	This investment area will incorporate a strengths-based approach to contribute to healthy and thriving rural communities. The Programme will support the development of green infrastructure to support tourism and enterprise within rural areas, including on a cross border basis.
Theme 5: Building a Sustainable and Better Connected Future	
5.6 Enhanced Sustainable Travel Connectivity (€165m)	Connectivity is essential for commercial growth. This investment will make a significant contribution to enhancing the rail network between key urban centres along the economic corridor between Belfast and Dublin. This will provide enhanced infrastructure to service international visitors, in addition to internal tourism activity.

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