

Support for Orkney's tourism, cultural heritage, crafts, and food & drink sectors

The aims of this theme are to:

- support ideas and projects within these sectors, with the potential to innovate.
- attract more visitors to sites and facilities throughout Orkney.
- develop new market opportunities and add value for all highlighted sectors.
- conserve and enhance built heritage sites and facilities.

Projects which may help to achieve the aims of this theme could include, but are not limited to:

- Development of new and existing facilities.
- The use of new technologies for information dissemination.
- Improvements to the accessibility of built heritage and tourism sites.
- Development of the tourism potential from renewables.
- Development of value added potential for the food and drinks sector.

Outputs:

- Number of facilities developed.
- Number of new technology and marketing developments.
- Number of cross-sectorial opportunities explored.
- Number of events supported.

Indicators relating to all strategic priorities:

- Number of ICT initiatives.
- Number of bespoke training projects delivered.
- Number of training days.
- Number of promotional & marketing initiatives.
- Number of market research initiatives.
- Number of value added initiatives.
- Number of studies and trials.
- Number of jobs created.
- Number of jobs safeguarded.
- Number of people participating in LEADER projects.