



Press Release

TUESDAY 9 FEBRUARY 2021

FOR IMMEDIATE RELEASE

## Local Businesses benefitting from free membership

**Businesses are being given FREE membership to the newly re-branded 'The Great Sussex Way' as the Chichester District's tourism management and promotion body.**

The organisation, with the support of Chichester District Council, is offering businesses in the area free membership this year. With a range of benefits to members as they manage the increased pressures caused by the Covid-19 pandemic.

The newly appointed CEO, Danielle Dunfield, has introduced businesses seminars to help members access the financial support on offer. This week The Great Sussex Way is hosting an event with the District Council's Business Support Team who will be on hand to go through the various support packages available to local business. A programme of events is being developed, with a further session planned with Visit England to cover national support, grants and independent funding streams.

Ms Dunfield is reported to have ambitious plans for the organisation, with future planned events to promote sector-specific tourism, host large district-wide campaigns and encourage greater collaboration within the membership pool. The change of leadership and new energy within the organisation has been well received by businesses, as is reflected in the membership boost, which has already increased by 25% since their relaunch on Tuesday last week.

Businesses who have signed-up will be asked to help shape the future of tourism in the area and share collective expertise. Whilst benefiting from advertising and marketing campaigns, both locally and nationally.

Danielle Dunfield, The Great Sussex Way CEO, said, "I am calling on all businesses who rely on visitor economy to sign up and join our efforts. We have so much to offer and by working together we can entice more people to come and spend some of their hard-earned cash. The coming few years will be decisive for the sector as businesses recover from the pandemic and the competition heats up across the UK. We need to make sure our area is as attractive as possible to get businesses back on their feet. Getting this right will benefit our businesses and communities alike."

Interested businesses can find out more online at [www.thegreatsussexway.org/memberships](http://www.thegreatsussexway.org/memberships)

**ENDS**

### **Notes to Editors**

The Great Sussex Way is offering free one year business membership which can be applied for at the website by clicking 'Businesses'. Options to upgrade to Association and Corporate Membership packages are also available.

The Great Sussex Way encompasses the region governed by Chichester District Council in West Sussex, leading visitors from the Downs in the North to the sand dunes on the coast, by way of a route of their own choosing.

[www.thegreatsussexway.org](http://www.thegreatsussexway.org)

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