

Pilot Response Project for those businesses, within the Visitor Economy who have products to sell, pivoting to a 'Direct to Consumer Model'

The Sussex Innovation Centre and South Downs National Park Authority would like to propose funded business support to visitor economy companies to help them develop a direct-to-consumer product offering.

Subject to a company's needs, we are able to offer one or more of the following packages:

- 1. Set up of a consumer facing online shop, set up payment online facility and populate with product range. Where a product range is extensive / subject to frequent change, it may be most appropriate to also provide online training to allow the business to manage online product catalogues, themselves.**
- 2. Set-up and run social media campaigns to attract customers to online shop.**
- 3. Assistance with setting up order fulfilment and delivery logistics.**

Note that, where software upfront licenses are required, the company will be required to pay for these.

Assistance to companies is limited to 12 hours initial hands-on support and the pilot will be available for 20 businesses in the SDNP Visitor Economy who wish to sell physical products direct to consumers.

This would involve further standardising the packages we provide, finding synergies and knowledge sharing across business when appropriate and desired, looking to exploit any economies of scale such as resource sharing across businesses.

Contacts:

SDNPA:

enterprise@southdowns.gov.uk

