



SOCIO-ECONOMIC IMPACTS OF THE PROPOSED DEVELOPMENT ON BOSJESMANS VALLEY

The proposed development of parts of Bosjesmans Valley is supplemental to existing agricultural activities. Unused land and farm infrastructure is to be used to generate an additional income stream for the farming operations.

The landowner, a native of Bosjesmans Valley, has recognised the economic benefits of enticing local and international visitors to the farm; wanting to share its Cultural Heritage and Unique Natural Environment. The landowner has also identified a shortage of appropriate farm wedding facilities in the broader Worcester/Witzenberg region. This is something that has become increasingly popular in the past 5-6 years with most well-known wine estates often oversubscribed for functions.

These incentives are strongly promoted by Western Cape Tourism as well as the Witzenberg IDP which looks to promoting the area as a lifestyle and tourism destination. Tourism development has been identified as a key driver for the region's economic growth, especially in and around existing farmstead precincts.

The establishment of these facilities is likely to have a marked positive impact in terms of regional marketing and the promotion of local products and will contribute directly to the on-going development of agri-tourism in the region. Also, not only will the development generate a significant amount of employment during its construction; it will also result in the creation of a fair amount of permanent work for the running and maintenance of the facilities as well as additional temporary labour required during increased activity over weekends and holiday periods.

The landowner is part of a legacy of wanting to give back to the local community, as both the nearby old chapel and school was donated by close relatives throughout past years. There is also currently a trust set up looking after these affairs and a local rugby field was recently completed. It is hoped that through making a significant investment into the creation of this new development, that the well-being of the community as a whole will be improved once again.