

Sustainable Tourism Action Group – Pro-forma

	Priority:	Action	Delivery (work already doing)	Resources – time, staff, budget	Measures/ indicators
Strategic Planning	Encourage and develop participation in green accreditation schemes – offer incentive? Promote marketing advantage (GTBS, Bellamy, European Charter for Sustainable Tourism) (present to 2 years timescale)				
		Source funding to deliver training and incentivise countywide roll out of nationally recognised green accreditations – build on the work of DDN			
		Develop case studies to demonstrate financial benefits of green accreditations / going green			
		Roll out South Hams work / experiences across Devon			
		Promote green accreditation schemes to visitor			
		Promote businesses with green accreditation over others, i.e. marketing advantage			
		Review & make recommendations for continual improvement of green standards – engage in consultation opportunities etc			
		Investigate the feasibility of Euro Charter for Sustainable Tourism for Devon			
	Monitor the impact of tourism on Devon's environmental assets. Use DDN audit identified in 2006 to establish a				
		Condition assessment of sample sites, e.g. SSSIs, AONB, Country Parks, NPA (good cross section)			
		Develop indicators – quantitative analysis			
		Develop action plans for sites with negative impacts			
		Can we identify the carrying capacity? What studies exist? University of			

baseline.	Exeter/Plymouth, Purbeck, Forum for Future, Natural England			
	Establish working group with environmental bodies, i.e. Natural England, Devon Wildlife Trust, Environment Agency, Dartmoor & Exmoor National Parks, National Trust, etc			
Develop a strategic approach to extending the tourism season in Devon {see TRAP}				
	Encourage and promote out of season activities / themes – e.g. indulgence, antiques, museums, bird watching, outdoor activities, history, culture, festivals, Cultural Trails Project – see TRAP			
	Cultural assets register??			
	VAT threshold? For small businesses			
	Liaison with MET Office			
	Mitigate effects of a bad weather / seasons e.g. marketing Devon as a great county year-round and whatever the weather (see above action)			
	Adjust charges off season (check facilities are open)			
	Encourage attractions to promote fact that they are open year round			
	City Tourism – promotion and marketing			
Improve Devon's 'Public Realm' through DMO standards that integrate and promote sustainability	Identify and promote 'good practice' standards and strategies for the following, those with an asterisk are prioritised: <ol style="list-style-type: none"> 1. * Toilets 2. * Street Cleaning – litter and dog waste 			

Product Development

<p>and quality across the county.</p> <p>Opportunity for DDMO and ATP lobbying to adopt and implement locally. TICs to be included in standards.</p>	<ul style="list-style-type: none"> 3. Beaches (e.g. Bournemouth) 4. * Parks / Gardens / Open Spaces 5. Signage and Communication 6. Public Buildings 7. Access 8. Car Parks (e.g. S.Hams boards to explain investment of ££) 9. Customer Service 			
	Identify and adopt DDMO standards for the above and circulate to ATPs and Local Authority CEOs and Chairs			
	Identify and share TIC 'good practice': <ul style="list-style-type: none"> 1. TIC Standards 2. Welcome and Customer Service 3. Signage and Access 4. Charter Mark Accreditation 5. Self Financing and Funding 6. DMS 7. Management 			
	Develop a Devon TIC virtual network, and provide opportunities to network e.g. meetings and a seminar/workshop to bring together TICs and share learning, covering the above.			
	Develop DDMO free TIC Mystery Shopper and promote and provide targeted Training to TICs			
	Research into Visitor Expectations of TICs and Public Realm issues through Devon wide survey through TICs			
	Develop a DDMO TIC strategy building on above and utilising different levels of contact e.g. CEOs, staff and Visitors			
<p>Co-ordinate and promote the</p>	Identify 'good practice' car free itineraries, car free deals and offers from			

Product Development

<p>public transport offer through the development of car free itineraries and sharing 'good practice', information on tour buses and services (e.g Dartmoor free wheeler) plus travel offers.</p>	<p>the region and nationally, ie:</p> <ol style="list-style-type: none"> 1. Hadrian's Wall Bus 2. New Forest Car Free days Out 3. Discounts for non-car visitors 4. Lake District Boat, Boot and Bus 5. Pembrokeshire Puffin Popper and Strumble Shuttle 			
	<p>ATPs to identify current car free routes and itineraries across Devon, to be promoted by both ATPs and on the DDMO website, to include:</p> <ol style="list-style-type: none"> 1. Plymouth Open Top Bus 2. Tarka Trail 3. Round Robin 4. Heritage Bus 5. Free Wheeler 6. Easy Going Tours 			
	<p>ATPs and TICs to identify and develop 'new' car free routes, walks and itineraries within Devon, supported by the DDMO to add to the Devon offer.</p>			
	<p>Work with Tourism businesses to promote car free travel, information and trips.</p>			
	<p>Work with Tourism businesses and attractions to develop and promote incentives for those travelling without the car or leaving the car behind, and promote on ATP and DDMO website, and through businesses.</p>			
<p>Develop and promote the Devon 'green offer', encouraging</p>	<p>GTBS needs championing by the Industry, so need to develop Industry Champions who are happy to lead and advise informally. (SWT can help with this as developing a</p>			

	<p>more take-up of GTBS and other green standards and promote benefits to businesses (also covered under marketing group)</p>	<p>regional network – Summer 08)</p> <p>Develop green tourism ‘good practice’ information and guidance on the DDMO website. To include a local suppliers list including local food, building on the South Hams site. DDMO could take this over as a countywide resource: http://www.greentourismadvice.co.uk</p> <p>Identify and recognise other accreditations such as ISO 14001 and the Bellamy Award. What about Businesses who have signed up to the Dartmoor Sustainability Charter?</p> <p>Address quality grading issues and ‘conflicts’ with GTBS and green agenda e.g. individually wrapped soaps. DDMO lobbying role.</p> <p>VB investment of £40 million, how much is going into ‘green business’ and also Devon? DDMO lobbying role.</p>			
<p>Marketing & Communication</p>	<p>Communicate key sustainable tourism messages through all levels and all areas of DMO work. ST messages need to be embedded in all</p>	<p>Campaign to instil a sense of Devon pride to cascade through all areas of business operations – being proud of Devon and the fantastic natural environment</p>			
		<p>Agree and communicate key ST messages through all levels and all areas of communication.</p>			
		<p>Ensure key ST messages are on destination & ATP websites</p>			
		<p>Encourage consistent use of key ST</p>			

Marketing & Communication	communications . Key visitor messages must include: Go Green, Buy Devon and Support Devon Producers (not just food & drink), be responsible on holiday – respect the natural environment – work with FF. Ensure messages are positive.	messages in wider visitor communications ie. brochures, bedroom browsers, menus, shops etc			
		Communicate benefits of buying Devon produce to businesses and visitors			
		Communicate 'keeping Devon special' messages with businesses and visitors			
	Extend the tourism season. Use thematic and targeted marketing campaigns to increase year-round occupancy levels i.e. water sports in Autumn, bird watching in Spring, walking festivals etc. Also use late deals and	Use thematic and targeted marketing campaigns to increase year-round occupancy.			
		Map Devon's distinctive product information, what makes the county special at different times of the year? What activities are year-round / available out of main season ie. Water sports in the autumn, wildlife watching in the Spring, events and festivals etc.			
		Use the activity audit to provide higher quality product information on destination/ATP websites. Ensuring this vibrant year-round tourism offering is backed by clear and consistent visitor information.			
		Influence the spread of school holidays –			

	special offers/incentives to extend the season	ie. target Scotland which already has different school holiday patterns.			
		Ensure the main season receives marketing campaign support – traditional markets and holiday months should not be forgotten.			
		Use events and festivals to create special break packages / promote out of season vibrancy.			
		Use late deals and special offers to encourage visitors out of main season.			
		Use 'book early discounts' as incentives to encourage visitors to plan further in advance.			
Quality & Skills	DDMO to promote local, affordable and accredited quality assurance schemes with a large percentage participating with sustainability integrated e.g. no separate inspection for GTBS	Carry out an audit and gain understanding of existing inspection schemes			
		Support local schemes to become better aligned with national schemes			
		Carry out a feasibility study - how to integrate sustainability into accreditation schemes			
		Develop incentives within the scheme such as training and networking			
		Lobby Visit Britain to recognise local accreditation through national standards			
		Lobby Green Business to recognise local accreditation schemes for eligibility to GTBS			
		Monitoring and evaluation of uptake, adoption and continued buy in of schemes. Ensure maintenance of standards and visitor understanding of schemes			

Varied time efficient training using complementary tools such as best practise examples, CDs, site visits and supported by helpline advice service.	Work in partnership with local delivery agencies to develop and deliver training opportunities			
	Use existing resources e.g. DCC Sustainable Business Officer and TSN to develop exemplar case studies			
	Development of effective training tools including for e.g. CD of hints, tips and contacts			
	Ongoing monitoring and evaluation of training courses, materials and effectiveness			