

Sustainability & Destination Management Workshop in Devon January 2007

Key Interventions and Actions – complete list

Group Exercise Feedback			
	Key Intervention/action needed	No. of Votes	
		Short Term Priority*	Medium Term Priority**
Strategic Planning	DDMO should develop a strategy for Visitor Payback. Measured through money raised for reinvestment		5
	More marketing focus and campaigns on extended season	3	5
	Need a consistent approach to planning for renewables (Las, LDF, and regional planning policy). DMO should contribute to policy developments and influence outcomes. Measured by the number of renewable installations/carbon savings	6	1
	Sustainable Transport Strategy – DMO influence transport providers and encourage more sustainable systems – green travel plans, walking, cycling. Measured by the number of non car trips	3	1
	Establish supply and demand policies for local food and drink. DMO should provide networks and promotion and incentives to the hospitality sector through DDMO membership. Measured by reduction in food miles and performance of local food and drink sector		1
	Increasing and maintaining GTBS. Measured by the number of GTBS members and carbon savings	1	1
	DDMO should develop a corporate sustainability policy working towards carbon neutrality – virtual office. Measured by its carbon footprint		
	Research into the real impact of climate change in Devon – infrastructure, skills, funding, markets	3	
	Education of businesses, visitors and funders on mainstreaming sustainability		2
Product Development	Review visitor payback scheme to grow tourism products and services		4
	Develop a sound body of research freely shared within the DMO to guide future investments in a sustainable way/deliver sustainable outcomes for tourism	7	2
	Develop a database (marketing and communications) to match consumer needs and future experiences	5	4
	Plan forward coordination of future events 18 months ahead, proactively signposting to get the most out of them	2	1
	Lobbying of public realm partners for enhanced quality of public realm and infrastructure	3	5
Marketing and Communications	DMO should encourage tourism industry to use more sustainable print sources for marketing e.g. recycled paper, vegetable inks (local sources). DMO could provide information on trade website on which resources are more sustainable and where to find local suppliers and investigate joint procurement options to bring costs down	1	2
	DMO should use sustainability as a marketing tool e.g. short breaks in Devon have a lower carbon foot print than going to Rome – and the DMO should also promote GTBS (DMO should raise the profile of Devon as a sustainable destination using GTBS)	12	1
	DMO should investigate a long term plan on what the sustainable level of visitor numbers is for Devon		
	DMO should influence key strategies e.g. the local transport plan	1	2
	DMO should work with transport providers, e.g. first great western, virgin, south west trains etc. to take forward joint marketing and offers for visitors	2	2
	DMO should look at how Devon and Cornwall overseas marketing fits in with sustainability. Perhaps we should encourage overseas visitors to offset their carbon emissions and develop carbon neutral holiday breaks		
	Work with Future Footprints to get local tourism and transport providers to	1	3

	network together to offer car free days in their immediate area. Make it easy and provide incentives e.g. money off entry fees/combined rover tickets		
	DMO should help to educate businesses on the financial benefits of web based advertising and on line customer management (also has sustainability benefits)	1	2
Quality and Skills	DDMO promote local, affordable quality assurance schemes with a large percentage participating	10	
	Time efficient training/skills e.g. DVDs, bite-sized training using pooled existing resources (this is a quick win)		9
	Work with sectors beyond accommodation/attractions to ensure that all tourism services are sustainable e.g. taxis		3
	Make more of peer influence and use businesses that are benefiting from a sustainable approach (use associations to spread the word) have examples of the month	7	2
	Businesses "adopt-a-school" to provide relevant and real examples of sustainability		1
	Need better skills on sourcing and preparing fresh local produce – could work with colleges		
	One stop shop combining health and safety, primary care trust and environmental advice		
	PR awards to be thorough and aware when promoting those claiming to be green and local (need proper checks on claims)		
	Surgery hotline options for green business advice		1

* Short Term Priorities – to be taken forward within 1 year

** Medium Term Priority – to be taken forward within 3 years