

Destination Devon Sustainability Action Plan 2008 – 2010



2008/09 Priorities and Budget Allocations:

Priority	Budget and Source
<p>1.1 Encourage tourism businesses to participate in 'VB validated' green accreditation schemes – includes Green Tourism Business Scheme, David Bellamy and ISO 140001.</p> <p>Includes delivering training / one-to-one business mentoring / workshops / incentives for businesses / Action of the Year resources.</p>	<p>£6,000 DCC £4,000 TSN pot</p>
<p>1.2 & 6.4 Encourage tourism businesses to take up resource efficiency saving training / mentoring and consider renewable energy installations via Renewable Energy 4 Devon (RE4D).</p>	<p>Included in budget for priority 1.1 above</p>
<p>1.3 Develop the South Hams Green Business Advice website into a countywide resource, link to Naturally Devon website.</p> <p>Include green business case studies demonstrating financial / marketing / environmental benefits / Green Marketing Advice Kit (build on existing SHDC kit).</p>	<p>£5,000 DCC</p>
<p>1.4 Set up a green network for Devon's tourism businesses – encourage industry 'Champions' / meetings with speakers / sharing of best practice / marketing advice / virtual network/Blog on the Devon Green Business Advice website.</p>	<p>£2,000 DCC</p>
<p>2.1 Maximise the potential from existing and new car free days out across Devon - include walking, cycling, horse riding routes, waterways (Stuartline Cruises and Canoe Tamar), bus, train and wet weather options.</p> <p>ie. Dartmoor Freewheeler Bus and Canoebus projects.</p>	<p>£4,000 DCC</p>
<p>2.2 Encourage Devon tourism businesses to promote travel without cars - develop incentives for visitors - promote on Discover Devon, ATP and individual websites, via TICs. Links to 1.5.</p>	<p>Staff time only</p>
<p>2.3 Identify a set of quantitative indicators using existing baselines and research to monitor the impact of tourism on Devon's environmental assets and the impact of the changing climate on tourism in Devon.</p> <p>Consider Partners for England – Tourism Intelligence Partnership, regional tourism indicators, DCC's Biodiversity Monitoring Framework for site condition assessments and wider environmental organisations ie. South West Climate Change Impacts Partnership.</p>	<p>£2,000 DCC DWT contribution?</p>
<p>3.1 Promote Devon as a vibrant year round destination, highlighting activities and attractions open at different times of the year – reduce the variation of visitor volumes and spend across the months.</p>	<p>£10,000 DCC Countryside budget for printing DD mini guides</p>

<p>Includes promoting nature / geodiversity, outdoor activities, culture & history, events & festivals, family fun.</p> <p>Includes: Axe Wetlands Project proposal (4.3) ND's Surf Tourism Project and Going Wild in the Garden Project. See actions 4.5, 5.6 and 5.7.</p>	
<p>3.3 Develop local food & drink experiences: * Encourage Devon businesses to source and promote more local food – Greener Taste of Devon event.</p>	£1,000 DCC (committed)
<p>* Support pilot food distribution project across South Hams</p>	£5,000 DCC (committed)
<p>3.4 Encourage visitor and industry support for local conservation - explore and identify visitor payback scheme opportunities for Destination Devon. Explore replicating Wildlife Wonders project across Devon.</p>	£6,000 DCC DWT contribution?
<p>3.6 Roll out wildlife appreciation project such as Wildlife Wonders / Wealth of Wildlife across Devon.</p>	£9,000 DCC
<p>5.2 Enhance marketing of validated Green Accreditation schemes to visitors (GTBS, David Bellamy and ISO 14001).</p>	Staff time only
<p>5.4 Develop and promote a Devon Green Visitor Charter to include: * Buy Devon produce – food & drinks, arts & crafts * Be a responsible visitor and keep Devon special * Advantages of exploring Devon on foot / by bike / horse / public transport</p>	Staff time only
<p>6.2 Promote NQAS & Green Accreditations to visitors via websites / brochures to ensure clear understanding of 'badges'.</p>	Staff time only