

Sustainable Tourism Action Group Workshop

8th October 2007

Report

Sustainable Tourism Action Group (STAG) background

The Devon Rural Network (DRN) was set up by a Devon Rural Task Group under the auspices of the Devon Strategic Partnership (DSP). It was launched by Lord Haskins in July 2003 in parallel with the publication of the Devon Rural Strategy. The DRN reports back annually to the DSP through its Vice-Chair.

The sustainable tourism action group is a subject-specific Action Group under the DRN. It has been set up in response to requests from members of the DRN as sustainable tourism has been identified as a key area of focus.

Key functions:

- Provide a forum for discussion and act as a lobby for sustainable tourism issues and ideas.
- Lead and co-ordinate partnership working and engagement within the sustainable tourism sector in Devon.
- Be a representative and effective working group to inform the Sustainable Economies for Rural Communities (SERC) bid and ensure that Rural Renaissance outcomes are not confused or conflicting with other planned and existing activities and measures
- Target DRN actions on those areas that are not adequately covered by other organisations and agencies, so as to deliver "added value".
- Maintain strategic contacts and links to other relevant organisations.
- Explore opportunities and disseminate examples of good practice.

As part of development of the outcomes for the SERC bid, STAG have identified a list of 'Target Areas for Intervention', to ensure funding through SERC is focused effectively. Key issues that are highlighted by the target areas for intervention are:

- Promotion of tourism as a career
- Upskilling the current workforce
- Integration and development of the Devon Destination Management Organisation
- Promotion of quality
- Trails type product development
- Local collaboration, product development and habitat regeneration
- Local regeneration activity as identified by residents
- Off-season activity promotion
- Links to cultural/ arts based activities
- Visitor spend utilised to support rural services and facilities

STAG Terms of Reference

- Working together effectively and efficiently to deliver the agreed aims - and respecting the views of all members.
- Ensure subsidiarity - encouraging action at the most appropriate level.

- Inclusivity - operating and promoting equality of opportunity and involvement of all.
- Using the Network to focus on strategic issues that need to be delivered or co-ordinated at a Devon-wide level, and to promote the Devon “cause” at regional, national and European level.
- Where possible not to compete amongst ourselves, nor duplicate efforts, thereby ensuring the best use of public money.
- Communicating and consulting effectively within the sector, using the same structures and processes as the other DRN Action Groups where possible.
- Working together to develop the partnerships necessary to deliver the Devon Rural Strategy and the DRN Action Programme, where they relate to tourism.
- Scrutinising the activities of the Network through objective monitoring and evaluation.
- The STAG may conduct work by e-mail communication to save on time and allow members greater flexibility. However round-table debates often allow for greater depth of discussion, it is proposed that at least two meetings are held each year, in addition to the DRN’s summer and winter events.

STAG Membership

- Membership of STAG is open to members of the DRN and they are required to represent the views of their organisation or group of similar members.
- Members will have the opportunity to share information, network, make their voices heard, through meetings and written communications.
- STAG works to agreed Terms of Reference.

Existing membership:

Alan Stapleton	Kingsbridge Market and Coastal Towns Initiative
Alison Kohler	Dartmoor National Park
Carol Trant	South Hams DC and SFFAG
Charlie Plowden	East Devon District Council
Emma Richardson	Devon Wildlife Trust
Fiona Edwards	Devon Renaissance
Jim Skelton	South West Forest
Keri Denton	Devon County Council
Leanne Crawford	Devon Rural Network
Lee Richardson	South West Regional Development Agency
Mary Talbot-Rosevear	Small Farms Association and SFFAG
Nadine Trout	West Devon BC and Devon Tourism Officers Group
Paul Delahoy	Devon Towns Forum
Robert Downes	Exmoor National Park
Robin Toogood	South Devon AONB
Rosie Bradbury	South West Tourism

Destination Management Organisation background

Following consultation and, if agreed, a Destination Management Organisation (DMO) will be established for Devon. The organisation will be created by existing tourism providers, both private and public, and take on board the wealth of skills currently available. The framework of this organisation will be based on the feedback from across Devon against the demands of the visitor and requirements of the

industry. It is widely recognised that we need to use resources more effectively and work together if we are to achieve the best for the vitally important tourism industry in Devon.

DMO vision: "A thriving, profitable year-round tourism industry, which brings benefits to our communities, cares for our world-class environment and competes on the world-stage as a quality visitor destination."

Key reasons for forming a Destination Management Structure:

- Focused research
- Channelled training
- Streamlined communication
- Work together on market trends
- Build a stronger brand
- Tap into expert knowledge available Devon-wide
- Reduce duplication
- Reduce overheads
- Drive up quality
- Devon-wide overview of the public realm

To date, work has centred on an audit of current activity, identifying areas for greater collaboration and joined-up working and developing a management structure and funding model. The next step is to present the proposed DDMO as part of a wide consultation process to refine and improve the proposition. The aim is to establish the DDMO as a Company by April 2008, providing all the benefits that this would achieve, that are not possible for local authorities, groups and individuals currently.

For further information, please see <http://www.devondmo.com/site/1/Home.html>.

Summary of Sustainability & Destination Management Workshop – 17 Jan 2007

The aim of the half-day workshop was to:

- Deepen understanding of sustainable development as an overarching strategic issue for tourism in Devon
- Identify how Devon can build on past successes and embed a sustainable approach into the DMO's structure and functions

Summary of Priorities

Top 4 short-term priorities:

- ❑ 12 Votes: DDMO should use sustainability as a marketing tool e.g. short breaks in Devon have a lower carbon footprint than going to Rome – and the DMO should also promote GTBS (DDMO should raise the profile of Devon as a sustainable destination using GTBS)
- ❑ 10 Votes: DDMO promote Local, affordable quality assurance schemes with a large percentage participating
- ❑ 6 Votes: Need a consistent approach to planning for renewables (LAs, LDF and regional planning policy). DDMO should contribute to policy development and influence outcomes

- ❑ 7 Votes: Develop a sound body of research freely shared within the DDMO to guide future investments (in a sustainable way so investments deliver sustainable outcomes from tourism)

Top medium-terms priorities:

- ❑ 9 Votes: Time efficient training/skills e.g. DVDs, bite-sized training using pooled existing resources (this is a quick win)
- ❑ 5 Votes: DDMO should develop a strategy for Visitor Payback. Measured through money raised for re-investment
- ❑ 5 Votes: More marketing focus and campaigns on extending the season
- ❑ 5 Votes: Lobbying of public realm partners for enhanced quality of public realm and infrastructure

Key Issues Identified

- ❑ Money and funding
- ❑ Winning hearts and minds
- ❑ Joint effort
- ❑ Need to ensure that economic prosperity is in the forefront of our minds as this is the cornerstone of sustainability. Need to tailor sustainability to our core markets

DRN STAG and DMO – alignment of development

It is clear from the STAG Terms of Reference and the list of priorities devised for the Devon DMO that there is a large degree of overlap between the strategic elements and aims of both groups.

The short and medium term priorities chosen at the January 2007 DMO workshop show a wide variety of priorities around marketing, renewables, training and strategy, with central themes of resource use and investment. These central themes sit comfortably with those of STAG, which promotes team working and inclusivity to maximise resource use and avoid duplication, as does marketing and lobbying, which are key themes running throughout the Devon Rural Network. The wider elements of the priorities selected during the DMO workshop in January show direct parallels with the key issues identified by STAG during the development of the SERC bid and it is evident that STAG will have a strong role to play as the sustainability arm of the emerging DMO.

The purpose of the workshop held on 8th October 2007, was to look at STAG in terms of its development as an action group in the context of the DMO, and to gain input from partners on the sustainability priorities for the DMO, which are to be delivered by the STAG, led by DCC. The workshop aimed to facilitate a wider ownership of the priorities and an understanding about the DMO and its role.

Ultimately, the aim was to review the role and actions of the Devon Rural Network's Sustainable Tourism Action Group and how it links in with the wider remit of the emerging Devon Destination Management Organisation, with an alignment of purpose and aims to avoid duplication and move work forward as a focussed action group. By the end of the workshop progress had been made towards creating a clear plan of where STAG is going and how a review of STAG and its membership can allow this to happen.

Group Exercise One – setting the priorities and actions

Four groups discussed what they considered to be the priorities for the development of a strong DDMO, along with discussion on the priorities that came out of the original workshop held on 17th January 2007. Generally the group agreed with concepts and themes of the original priorities put forward with some modification to wording and some important additions. The group were asked to indicate their top four priorities, these are shown by the 'number of votes' below.

	Agreed Action for Strategic Planning	Number of votes
Strategic Planning	Monitor the impact of tourism on Devon's environmental assets identified in DDN audit (against base line)	6
	Develop a strategy for implementation of visitor payback scheme. <i>This priority was replicated in the Product Development group</i>	1
	Co-ordination of planning policies which affect tourism, including accommodation, renewables, transports etc (LDFs. LAAs etc)	1
	Encouragement of the development and participation in green accreditation schemes, and promotion of the marketing advantage (GTBS, Bellamy, European Charter for Sustainable Tourism)	7
	Forecasting and adaptation to future changes including climate change, resource and travel patterns via long terms plans	1
	Understanding and applying carbon footprinting to Devon's Tourism industry	4
	Strategic approach to extending the season	4
	A strategy and an active partnership between local food and drink, and tourism	1
	Coordination of improvements to the public realm (eg car parking, toilets etc) <i>This priority was replicated in the Product Development group</i>	2
	A communications plan for sustainability	
	An accessibility plan for Devon's Tourism industry	2
Product Development	Develop and support payback schemes across Devon through: shared best practice across the County (e.g S.Hams Green Lanes, CareMore on Exmoor, produce a 'payback scheme' support pack, need ATP level development of schemes to be successful linking into local community and projects, target big businesses as better rewards, provide training and buddying. <i>This priority was replicated in the Strategic Planning group</i>	1
	Improve co-ordination and use of research across the county. DDMO to pull together and hold centrally, drawing together ATP and partner research, data and other work. Need to forward plan 10 years using existing data as a basis and identify trends. Produce summary bulletins for local Authority and business use.	
	Collate and co-ordinate databases through DMS and a common core data 'template' and link into other relevant databases e.g. associations and member organisations eg. CTC Trust issue needs addressing with DMO. Need to feedback outcomes to businesses.	1
	DDMO to identify and list Countywide events and co-ordinate activity like the County shows. Training on event planning and 'green events guide': http://www.oursouthwest.com/SusBus/gevents.html	
	Improve 'Public Realm' through Devon DMO standards that integrate and promote sustainability and quality across the county. Nat. Park has already	9

	worked on this. Opportunity therefore for DDMO and ATP lobbying to adopt and implement locally. TICs to be included in standards.	
	Co-ordinate and promote the 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) and travel offers e.g. 5% off if you travel by public transport or 2 for the price of one when a public transport ticket is shown.	4
	Develop the local food and drink offer, through promotion to businesses and visitors. Development of food and drink trails, suppliers lists, and linking quality with sustainability.	1
	Improve 'access for all' working with businesses and ATPs to develop and improve access, services and the offer.	
	Develop and promote the Devon 'green offer', encouraging more take-up of GTBS and other green standards and promote benefits to businesses (<i>already covered under marketing group</i>).	4
Marketing & Communications	Encourage elimination of paper communication including brochures, newsletters, advertising, booking confirmations etc, in favour of electronic communications - e-marketing, downloadable brochures, on-line bookings, on-line advertising, SEO work.	1
	Where print is necessary (when visitor is in Devon) ensure sustainable print sources are used – recycled paper, vegetable inks etc. Ensure print runs are minimised taking into account additional e-communications.	
	Encourage joint purchasing between businesses / groups of recycled paper / printing etc.	
	Create an on-line resource of recycled print / responsible printers suppliers etc.	
	Create an online forum / ideas exchange / knowledge network for businesses seeking to adopt more sustainable management practices. Include best practise case studies / benchmarking and an electronic 'sustainable marketing pack' – refer to the South Hams Marketing Pack.	1
	Decide who the key target audiences are; ST communications should begin by targeting Devon residents (discover what's on your doorstep - better for the environment), followed by the South West region, then the rest of the UK	4
	Communicate key sustainable tourism messages through all levels and all areas of DMO work. Sustainable tourism messages need to be embedded in all 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 Future Footprints here. Ensure messages are positive.	5
	Encourage visitors to do their bit on holiday - need full support from the visitor to help keep Devon special. Businesses are more likely to consider going green if there is demand/buy in from customers.	
	Signpost Devon businesses towards Devon suppliers – all services not only food & drink. Encourage businesses to communicate their green credentials to their visitors – where their Devon produce comes from – menus / blackboards / bedroom browsers etc	3
	Use the quality of the natural environment, events & festivals and local food & drink as a hook to encourage visitors. Promoting GTBS accreditation to businesses and visitors is a key element of this – ensuring Devon remains a leader in the domestic sustainable tourism offering.	3
	Extend the tourism season in Devon. Use thematic and targeted marketing campaigns to increase year-round occupancy levels ie. Water sports in the Autumn, bird watching in Spring, walking festivals etc – also use late deals	5

	and special offers / incentives to extend the tourism season.	
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	10
	Varied time efficient training using complementary tools such as best practise examples, CDs, site visits and supported by helpline advice service	5
	Make more of positive peer influence and use businesses that are benefiting from a sustainable approach and develop an understanding of individual business needs	3
	Develop and strengthen links with education to integrate sustainability into curriculum, e.g. using and understanding local issues and examples	1
	Need networks for sourcing and distributing and the skills for preparing and processing local products <i>This priority was replicated in the Marketing & Communications group</i>	1

Further discussion within the Strategic Planning group centred on the concept of 'sustainability' and what the context of STAG will be in relation to the DMO. Main points were:

- Consensus of a single definition of 'sustainable tourism' in Devon, which should be the DMO definition
- Should this group (i.e. STAG) be the sustainability arm of DDMO or
- Should this group (i.e. STAG) be a task and finish group to create actions for DDMO and ATPs? (this comment received 2 priority votes over lunch) or
- Should there be a 'sustainability' proofing group for DDMO? (this comment received 1 priority vote over lunch)
- The discussion group felt that the 2nd and 3rd group options were most viable, however there was a feeling that this needed to be resolved as soon as possible
- Devon DMO will be advising the region on sustainable tourism

Further debate on the given priority list showed a general concern around the wording of some of the Strategic Planning priorities, although the general themes of the priorities were agreed as still being relevant. It was strongly felt within the group that visitor payback was of high importance, although this was not reflected in the priority voting exercise.

Discussion in the Product Development group highlighted that this particular aspect can be broken down into three sectors, namely Business, Visitor, and Public and there was also agreement that any actions should not just be 'top down' but also 'bottom up'.

Group Exercise Two – Action Plans for Priority Actions

For this exercise, each group discussed their top two (or three) priorities in greater depth to initialise the development of a delivery action plan.

	Priority:	Action	Who	When	
Strategic Planning	Encouragement of the development and participation in green accreditation schemes, and promotion of the marketing advantage (GTBS, Bellamy, European Charter for Sustainable Tourism) <i>(present to 2 years timescale)</i>	Continue to feed into national scheme	DMO	Short term (ST)	
		Devon DMO to implement agreed framework	DMO	ST	
		Continue to deliver training	DMO, South West Tourism, TACSS	ST/long term (LT)	
		Source Funding	DMO	ST	
		Develop case studies to demonstrate financial benefits	DMO	ST	
		Role out South Hams work across the county	DMO	ST/LT	
		Promote Schemes to visitor	DMO, South West Tourism, ATP	ST/LT	
		Promote those with accreditation over others, i.e. marketing advantage	ATP	ST/LT	
		Discover Devon work themes and website to be incorporated in the work of DMO <i>(will ATPs have their own websites? This needs to be thought through)</i>	DMO	ST/LT	
		Encourage take up and benefits	ATP	ST	
		Review and make recommendations for continual improvement of green standards	STAG	LT	
		Investigate the feasibility of Euro Charter for Sustainable Tourism for Devon	DMO, STAG, South West Tourism	ST/LT	
		Monitor the impact of tourism on Devon's environmental assets identified in DDN audit (against base line) <i>(2 to 3 year timescale)</i>	Use DDN Audit	DMO	ST
			Condition assessment of sample sites, e.g. SSSIs, AONB, Country Parks, NPA (good cross section)	DMO	ST
			Develop indicators – quantitative analysis	DMO	ST
Develop action plans for sites with negative impacts	DMO/ATP		ST		
Can we identify the carrying capacity? What studies exist? University of Exeter/Plymouth, Purbeck, Forum for Future, Natural England	DMO		ST		
Establish working group with environmental bodies, i.e. Natural England, Devon Wildlife Trust, Environment Agency, Dartmoor & Exmoor National Parks, National Trust, etc	DMO		ST		
Strategic	Continuing liaison with schools,	DMO/ATP			

	approach to extending the season	National Trust, festivals. Make more of off season offers – build them up		
		Encourage and promote <u>activity</u> visits	DMO/ATP	
		Encourage winter/non-weather themes – e.g. indulgence, antiques, museums, bird watching	DMO/ATP	
		Promote Devon as more than a natural environment (culture, history)	DMO/ATP	
		VAT threshold? For small businesses	DMO	
		Liaison with MET Office	DMO	
		Mitigate effects of a bad weather season e.g. marketing	DMO/ATP	
		Adjust charges off season (and check facilities are open)	ATP/business	
		Encourage attractions to promote fact that they are open year round	ATP/business	
		City Tourism – promotion and marketing	ATP	
Product Development	Improve 'Public Realm' through Devon DMO standards that integrate and promote sustainability and quality across the county. Opportunity therefore for DDMO and ATP lobbying to adopt and implement locally. TICs to be included in standards.	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 3. Beaches (e.g. Bournemouth) 4. * Parks / Gardens / Open Spaces (e.g. Minehead) 5. Signage and Communication 6. Public Buildings 7. Access 8. Car Parks (e.g. S.Hams boards to explain investment of ££) 9. Customer Service 	DDMO S.Hams Teignbridge BTA	*Spring 08 Remainder Autumn 08
		Identify and adopt DDMO standards for the above and circulate to ATPs and Local Authority CEOs and Chairs		*Summer 08 Remainder Dec 08
		Identify and share TIC 'good practice': <ol 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 	DDMO SWT Research DNP Kingsbridge	Summer 08
		Develop a Devon TIC virtual network, and provide opportunities to network e.g. meetings and a		Summer 08

Product Development		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	DDMO	Summer 08
		Research into Visitor Expectations of TICs and Public Realm issues through Devon wide survey through TICs		Autumn 08
		Develop a DDMO TIC strategy building on above and utilising different levels of contact e.g. CEOs, staff and Visitors		Dec 08
	Co-ordinate and promote the 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) and travel offers.	Identify 'good practice' car free itineraries, car free deals and offers from the region and nationally, for example: <ul 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 	DDMO	Spring 08
		ATPs to identify current car free routes and itineraries across Devon, to be promoted by both ATPs and on the DDMO website, to include: <ul 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 	DDMO ATPs	Spring 08
		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.	ATPs TICs Colleges Universities	December 08
		Work with Tourism businesses to promote car free travel, information and trips.	DDMO ATPs Business Assoc's	Summer 08
		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.	DDMO ATPs Business Assoc's	Summer 08
	Develop and promote the	GTBS needs championing by the Industry, so need to develop		

	<p>Devon 'green offer', encouraging more take-up of GTBS and other green standards and promote benefits to businesses (<i>also covered under marketing group</i>)</p>	<p>Industry Champions who are happy to lead and advise informally. (SWT can help with this as developing a 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>Need to 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>Need to 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>		
Marketing & Communication	<p>Communicate key sustainable tourism messages through all levels and all areas of DMO work.</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>Starts at DMO level</p>	<p>Ongoing</p>
	<p>Sustainable tourism messages need to be embedded in all communications.</p>	<p>Agree and communicate key ST messages through all levels and all areas of communication.</p>	<p>DMO, ATP's, businesses</p>	<p>Ongoing</p>
	<p>Key visitor messaged must include: Go Green, Buy Devon and Support Devon Producers (not just food & drink), be</p>	<p>Ensure key ST messages are on destination & ATP websites</p>	<p>DMO/ATP's</p>	<p>Spring 08</p>
		<p>Encourage consistent use of key ST messages in wider visitor communications ie. brochures, bedroom browsers, menus, shops etc</p>	<p>DMO's, ATP's with support from Future Footprints</p>	<p>Ongoing</p>
		<p>Communicate benefits of buying Devon produce to businesses and visitors</p>	<p>DMO, ATP's, businesses, Future Footprints</p>	<p>Ongoing</p>
		<p>Communicate 'keeping Devon special' messages with businesses and visitors</p>	<p>DMO, ATP's, businesses, Future</p>	<p>Ongoing</p>

	responsible on holiday – respect the natural environment – work with Future Footprints. Ensure messages are positive.		Footprints	
	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 special offers/incentives to extend the season	Use thematic and targeted marketing campaigns to increase year-round occupancy levels.	DMO / ATP's	Year-round – needs careful planning
Marketing & Communication		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 i.e. Water sports in the autumn, wildlife watching in the Spring, events and festivals etc.	DMO / ATP's	Summer 08
		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.	DMO	Summer 08
		Influence the spread of school holidays – ie. target Scotland which already has different school holiday patterns.	DMO	
		Ensure the main season receives marketing campaign support – traditional markets and holiday months should not be forgotten.	DMO/ATP's	
		Use events and festivals to create special break packages / promote out of season vibrancy.	Devon businesses (ATP's to animate)	Spring 08
		Use late deals and special offers to encourage visitors out of main season.	Devon businesses (ATP's to animate)	Spring 08
		Use 'book early discounts' as incentives to encourage visitors to plan further in advance.	Devon businesses (ATP's to animate)	Spring 08
		Carry out an audit and gain understanding of existing inspection schemes	DDMO (lead)	By Feb 08
	Support local schemes to become better aligned with national schemes	DDMO ATP's	Ongoing, in parallel with above	

Quality & Skills	schemes with a large percentage participating with sustainability integrated e.g. no separate inspection for GTBS			action
		Carry out a feasibility study - how to integrate sustainability into accreditation schemes	DDMO ATP's Visit Britain	April 08
		Develop incentives within the scheme such as training and networking	DDMO ATP's	Ongoing
		Lobby Visit Britain to recognise local accreditation through national standards	DDMO ATP's	Relates to Action 2
		Lobby Green Business to recognise local accreditation schemes for eligibility to GTBS	DDMO ATP's	Relates to Action 2
		Monitoring and evaluation of uptake, adoption and continued buy in of schemes. Ensure maintenance of standards and visitor understanding of schemes	Visit Britain Green Business DDMO	Ongoing
	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	DDMO TSN ATP's Envision	Ongoing
		Use existing resources e.g. DCC Sustainable Business Officer and TSN to develop exemplar case studies	TSN DCC Businesses	Ongoing
		Development of effective training tools including for e.g. CD of hints, tips and contacts	TSN DMO Envision	Ongoing
		Ongoing monitoring and evaluation of training courses, materials and effectiveness	TSN DMO Envision	Ongoing

Other Issues Discussed

Within the Strategic Planning group a number of points were discussed further. Eight priorities were discussed amongst the groups at the workshop; however what of the other priorities put forward? These may not be one of the top eight but are still very important, though not popular, e.g. planning issues.

STAG should be part of DMO, built into the governance. Its membership should include a Devon lead for the South West (Emma Whittlesea suggested); should have a private sector Chair (Michael Smith suggested). STAG's role should be as an Action Group or as a 'scrutiny and advisory' body.

The use of the word 'sustainability' should be consistently in line with the DMO vision.

Going Forward

The role of the sustainable tourism action group (STAG) will be to guide and support the delivery of sustainable tourism actions on behalf of the emerging Devon DMO and in accordance with the DMO vision which is:

“A thriving, profitable year-round tourism industry, which brings benefits to our communities, cares for our world-class environment and competes on the world-stage as a quality visitor destination.”

The STAG will report to the DDMO's Stakeholder Operational Executive.

Membership of the Sustainable Tourism Action Group will be drawn from the area tourism partnerships, county groups, as well as specialist advisors. A Sustainable Tourism Development Plan will be produced and will contain the priorities outlined in this report. The Development Plan will be consistent with the DDMO's Delivery and Business Plans. The Sustainable Tourism Plan will be agreed by the DMO Board of Directors. Delivery of the Plan will be undertaken by Devon County Council, as part of the County Council's commitment and financial support of the DDMO. Furthermore the County Council is offering an in principle financial contribution towards the delivery of the plan, circa £40,000. This will need to be agreed as part of the overall financial commitment and contracted arrangement between the DDMO and DCC.

Please give careful consideration as to whether you would like to remain a member of the STAG or whether you would like to be added or removed from the group.

Devon Destination Management Organisation structure chart showing the relationship with the STAG:

DMO Structures

