

Sustainable Tourism Action Group

Terms of Reference

Sustainable Tourism Action Group

The Sustainable Tourism Action Group (STAG) is one of Destination Devon's action groups. It is facilitated by the Devon Rural Network and is made up of public and private sector individuals who are experienced in and committed to developing the county's growing reputation as England's greenest county.

1. Membership

- STAG is comprised of a core action group and a wider membership beyond this, including specialists who can be drawn on specific issues. These wider members will be kept informed of core meetings and will be invited to meetings when necessary.
- The maximum number of members on the core action group at any one time is 15. Numbers will not be restricted for wider meetings
- Members of the STAG will represent agencies and certain sectors of the industry, keeping a balance between statutory and private sector as far as possible. Representatives are required to feed back to those they represent.
- Members can invite guest speakers to meetings as required.
- Members will promote equality of opportunity and involvement of all in the group.
- STAG works to agreed Terms of Reference.

2. Aims and Objectives

- Deliver the Devon Sustainability Plan through the core group
- The wider STAG partnership will provide a forum for discussion and support the action of the core group
- To lead and coordinate sustainable tourism actions in Devon
- To bring public and private sectors together to work effectively and efficiently, pooling resources where appropriate, to support the vision of Destination Devon and DRN's Rural Strategy 2007
- Target STAG actions on those areas that are not adequately covered by other organisations and agencies. The Devon Sustainability Plan will add value to and complement activities being delivered by others, such as DEBI, Envision and Sustainability South West.
- To monitor and evaluate the priorities in the Sustainability Plan to assist with planning future activity. Measurable actions and targets to be agreed by the group and set for each priority
- Maintain strategic contacts and links to other relevant organisations, supporting Destination Devon's CEO and Partnership Co-ordinator.
- To explore opportunities and disseminate examples of good practice, and to integrate sustainable tourism into all aspects of tourism development and management in Devon
- To avoid duplication of effort and conflict of interest across Devon's tourism industry

3. Election of Chair

- The STAG will be chaired by one of its members elected at its first meeting
- There are no restrictions on the time served as Chair or on the STAG core group

4. Frequency of meetings

- The core group will meet bi-monthly or as otherwise agreed by its members. Wherever possible the group will make full use of telephone conferencing, minimising car travel.

5. Communication and Promotion

- The group will conduct work between core group meetings by email communication to save on time and allow members greater flexibility
- The group will report to Destination Devon's Stakeholder Operational Executive on a regular basis
- The group will communicate its activities to key partners and private sector through appropriate channels, for example Area Tourism Partnerships, Destination Devon website and newsletter, the DRN newsletter and website
- All initiatives produced by STAG should incorporate the Devon Brand

6. Administration

- The STAG group will be supported by the DRN Development Worker, who will provide the role of secretariat and represent DRN at meetings
- A record of meetings and decisions will be maintained and coordinated via the DRN officer, which will be available to the wider sustainable tourism membership and partners
- The venue of meetings will be at the discretion of the group