

SUSTAINABLE TOURISM IN THE UK

UK NATIONAL STATISTICS

Tourism is one of the largest industries in the UK. Based on a study 'The Economic Contribution of the Visitor Economy' carried out by Deloitte, the net value of tourism to the UK economy in 2007 was £114.4bn after taking into account the direct and indirect impacts, i.e. 8.2% of the UK's GDP.

In the same study, it was also found that tourism would account for a similar proportion of the overall UK economy in 2018 as it did in 2008 (roughly 8%), while the number of people employed in fields supporting tourism would rise to 2.8 million.

Expenditure in tourism is forecast by Deloitte to increase annually at the real growth rate of 2.1% from 2009 to 2018.

The tourist based economy was estimated to employ 2.7 million people in the UK in 2007, which is equivalent to 8.4% of the workforce.

Tourism is the third highest export earner in the UK, just behind Chemicals and Financial Services.

The 'direct' effects of spending by tourists amounted to £86bn in 2007 comprised of:

| | | |
|--------------------------------|-----------|------|
| Spending by Overseas Residents | £ billion | |
| Visits to the UK | | 16.0 |
| Fares to UK carriers | 2.7 | |
| Spending by Domestic Tourists | £ billion | |
| Trips of 1+ nights | 21.2 | |
| Day Trips | 45.4 | |
| Rent for Second Ownership | 1.0 | |

Inbound Tourism to the UK in 2008

31.9 million people from overseas visited the UK in 2008 and spent £16.3 billion in the UK, which, in comparison with 2007, means a decline in volume of 2.7% and 2.3% (nominal) increase in value, the first decline in visitor numbers since 2001.

In 2008, the UK ranked seventh in the international tourism earnings league (compared with sixth in 2007) behind the USA, Spain, France, Italy, China and Germany.

Top inbound markets for the UK in 2008

| Visits | (000s) | % total |
|----------------|--------|---------|
| France | 3,636 | 11.4% |
| Irish Republic | 3,070 | 9.6% |
| USA | 2,950 | 9.3% |
| Germany | 2,900 | 9.1% |
| Spain | 1,974 | 6.2% |

Number of overseas visits to the UK by country of residence, in thousands, 2010

| | 2007 | 2008 | 2009 | q1 | q2 | q3 | q4 | q1 |
|--------------|---------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|
| USA | 3,551 | 2,950 | 2,877 | 512 | 799 | 1,000 | 566 | 480 |
| France | 3,404 | 3,636 | 3,784 | 884 | 1,085 | 947 | 869 | 854 |
| Germany | 3,376 | 2,900 | 2,780 | 466 | 859 | 782 | 672 | 512 |
| Ireland | 2,970 | 3,070 | 2,948 | 823 | 695 | 752 | 678 | 631 |
| Italy | 1,615 | 1,639 | 1,221 | 282 | 292 | 343 | 304 | 259 |
| Spain | 2,227 | 1,974 | 2,164 | 451 | 536 | 612 | 565 | 451 |
| World | 32,778 | 31,888 | 29,889 | 6,213 | 7,943 | 8,780 | 6,954 | 5,906 |

UK Domestic Overnight Tourism

In 2008, UK residents took:

- 52.0 million holidays of one night or more and spent £11.4 billion
- 18.2 million overnight business trips with expenditure of £4.5 billion
- 44.1 million overnight trips to friends and relatives spending £4.8 billion.

Overall, the number of domestic overnight trips taken in 2008 was 5% lower than in 2007, while total spending declined by 1% in nominal terms.

Overseas visitor nights to South West: 11.5 million, spending £526 million.

Employment:

In 2007, the tourism sector supported nearly 2.7 million jobs (8.4% of all jobs): 1.4 million directly (4.3% of all employment) and 1.3 million indirectly (4.1% of all employment).

Accommodation

In 2008, average room occupancy for all serviced accommodation throughout the UK was 60%

(down 2% from 2007). Average bedspace occupancy was 44% (a decrease of 4% on 2007).

All the above data based on

http://www.deloitte.com/assets/DcomUnitedKingdom/Local%20Assets/Documents/UK_THL_VisitorEconomy_Sept08.pdf

HEADLINE UK TOURISM TRENDS – 22 January 2010 (Visit Britain)

UK Tourism: Headline figures

| | | Annual Change* |
|--|-------------------------------------|-------------------|
| Inbound visits (m) | 29.5 | -8.8% |
| | (in the 12 months to November 2009) | |
| Inbound visitor spending (£bn) | 16.3 | -1.9% |
| | (in the 12 months to November 2009) | |
| Domestic overnight trips (m) | 124.4 | 3.3% |
| | (in the 12 months to October 2009) | |
| Domestic overnight trip spending (£bn) | 21.8 | 1.0% |

(in the 12 months to October 2009)

Bedspace occupancy, serviced accommodation(%) 43% -1.1%

(in the 12 months to October 2009)

* = change in spending before allowing for inflation.

Regional Statistics, Westcountry

Overview

| | |
|--|--------------|
| Total number of trips (Day & staying visits) | 118,014,000 |
| Total visitor related spend | £9.4 billion |
| Total employment (Full Time Equivalent) | 198,457 |
| Total employment (Estimated actual) | 268.894 |
| Proportion of total regional employment | 11% |

Breakdown of Visitor Expenditure

| Sector | Spend (millions) | Percentage % |
|-----------------------------|------------------|--------------|
| Accommodation | £1,665 | 18% |
| Shopping | £2,335 | 26% |
| Food & Drink | £2,790 | 31% |
| Attractions / Entertainment | £980 | 11% |
| Travel & Transport | £1,270 | 14% |

Breakdown of Destination Visits and Spend All Staying Visitors (UK & Overseas)

| Destination | Trips (millions) | Nights (millions) | Spend (millions) |
|-------------------|------------------|-------------------|------------------|
| South West Region | 21.2 | 92 | £4,622 |
| Cornwall | 4.5 | 23.1 | £1,210 |
| Devon | 5.3 | 22.9 | £1,118 |
| Dorset | 3.5 | 15.1 | £739 |
| Former Avon | 3.1 | 10.1 | £597 |
| Gloucestershire | 1.5 | 6.1 | £284 |
| Somerset | 2.5 | 9.7 | £409 |
| Wiltshire | 1.6 | 5.0 | £264 |

Day Visitors

| Destination | Trips (millions) | Spend (millions) |
|--------------------|-------------------------|-------------------------|
| South West Region | 96.8 | £4,418 |
| Cornwall | 9.9 | £452 |
| Devon | 19.9 | £918 |
| Dorset | 14.6 | £656 |
| Former Avon | 15.9 | £787 |
| Gloucestershire | 11.6 | £507 |
| Somerset | 13.9 | £623 |
| Wiltshire | 11.0 | £474 |

These facts were taken from South West Tourism's 'Value of Tourism Report 2008.'

For UK staying visitors to the South West region in 2009:

- A total expenditure of £4,124 million, 19% of the expenditure by UK residents on UK tourism trips. 2008 expenditure was £3,639 million in the SW.
- A total of 82 million nights were stayed within the region, 21% of the UK total nights. 2008 saw 72 million nights stayed in the SW.
- A total of 21 million trips were made to the region, 17% of the UK total trips. 2008 saw 20 million trips to the SW.

Green Tourism in England

This section will provide useful tips and ideas on how to be a responsible traveller, green holiday suggestions, information on how to reduce your carbon footprint, and everything from farmers' markets to award-winning green accommodation.

1 Green accreditation scheme

Increasingly more providers of tourist attractions and organisers of events in England are becoming aware of green issues and are acting more responsibly in their businesses. However, how can we know whether businesses are as green as they say?

The simplest way to find out is to use of Enjoy England's new green accommodation and attraction search by clicking on [accommodation](#) and [attractions](#) search provided by Enjoy England, who have recently added a tick-box at the bottom of the search forms on their pages about accommodation, attractions and events so that you will only get results for businesses that are certified 'green'.

Certification of green businesses

Enjoy England works with a number of reputable green accreditation schemes assessing businesses for their green credentials. They have evaluated each of these schemes to ensure they reach the high standards expected. Those validated as truly sustainable (green) businesses will appear on the search results page with their heart-flower logo (see below) next to their star-rating.



All the enterprises that use the logo have been rigorously checked to ensure that they are really sustainable (green) and a qualified assessor has visited the premises promoted on the VisitEngland site.

The scheme in practice

All the businesses accredited 'green' have implemented initiatives across its business contributing a significant benefit to the environment and to responsible tourism, many of which may be behind the scenes such as energy efficient boilers, insulated lofts or grey water recycling, but there are many fun activities that can also be found. For example, green businesses should be able to give visitors advice about traditional activities nearby, the best places to sample local food or buy craft products, or even help them to enjoy a 'car-free' day out.

2 Being a responsible traveller

Tourism is the fastest growing industry in the world. However, with this comes the necessity of reducing the undesirable effects caused to the environment with millions of trips taken every year. Consequently, there are quite a few things we can do about travelling more responsibly and countering the environmental effects of travel.

Respect the local environment & culture

Simple things such as picking up our rubbish after a picnic and recycling it are perhaps so obvious that we often forget them, but they are all part of respecting the natural, environmental balance and supporting and respecting the local culture.

For example, participating in a local activity, a carnival or a fête, for instance, gives you the chance to understand local cultures and traditions – and a great day out! There are a number of ways to get know and add value to the local environment and culture: visiting local farmers' markets, using bio-degradable products, talking to local accommodation owners about what they are doing to help...

Save energy

Lots of energy is used by hotels and B&Bs to heat and air condition rooms, wash laundry, power TVs, radios and mini bars, and light rooms and hallways. At your accommodation, make the same considerations you would at home; turn off lights and stand-by on appliances, take short showers instead of baths. Moreover, do you really need your towels and sheets washed every day?

Change our travel habits

Above all, travel habits have to be changed if the negative impact on the environment is to be reduced. On holiday, we do not often worry about reusing plastic bags and water bottles or turning off lights, but a real difference can be made if we could adjust our attitudes and general habits regarding responsible travel so that we incorporate things like using local products and 'car-free' days naturally into holiday arrangements...

Sustainable travel tips

If you want to have a look at some more ideas and tips on being a more responsible traveller, please click on the EnjoyEngland page with [sustainable travel tips](#).

3 Green things to see and do

In England, some of the best activities are sustainable and great fun for everyone.

A Volunteer break in England

Interested in working with experts and other volunteers on a special project - in conservation, wildlife or organising special events?

B Working Holidays

The National Trust protects and keeps open to the public hundreds of historic houses, gardens and industrial monuments in England. It runs about 450 Working Holidays every year, anything from doing a conservation survey, herding goats, painting a lighthouse to planting trees.

Such holidays vary from 2 to 7 days in length, and food and accommodation is included in the price (starting from £35). No previous experience in similar projects is necessary, as all activities will be led by experienced and trained volunteer leaders.

The minimum age is 16, and there are special holidays for volunteers aged 16-18, 21-40 and 40+, and they include outdoor conservation, organising National Trust events, construction, gardening, surveying and countryside conservation with outdoor pursuits.

Usually the accommodation is arranged in a National Trust basecamp (farmhouses, cottages or apartments that have been converted into volunteer accommodation). You can work at your own pace, with regular breaks and a picnic for lunch. Work days are usually from 09:00 to 17:00, with evenings and one day a week free.

C Day volunteering

For those with not so much time, being a day volunteer is another possibility. One-day conservation tasks are provided by The British Trust for Conservation Volunteers (BTCV) over Britain during the week and at weekends. No booking in advance is necessary, you can just turn up at the meeting point on the day scheduled.

Tasks vary from tree planting to dry stone walling, footpath construction to creating wildlife habitats. Similar to the Working Holidays, previous experience is not required as trained project leaders will provide guidance throughout the tasks and volunteers can work at their own pace.

The day projects are usually open to volunteers over the age of 16, although if under 18, permission from parents is required. Volunteering with BTVC is completely free, and they all the tools are provided.

A volunteer break is not just a great way to make a difference, but also a great opportunity to have a closer look at some of the most beautiful scenery in Britain.

If you want more information about

- Working Holidays, visit [National Trust – Working Holidays \(www.nationaltrust.org.uk/main/w-trust/w-volunteering/w-workingholidays.htm\)](http://www.nationaltrust.org.uk/main/w-trust/w-volunteering/w-workingholidays.htm)
- BTVC day projects, visit [BTVC – Local Days Out](#)

D Green attractions to give you food for thought

There are many ways to have a great green day out in England: green attractions for all ages – from a giant wooden tree house to England's first eco-spa.

As an example of our regional green attractions (for more sites, please click on the link at the end of this section), see the description below.

CORNWALL TOURISM AWARDS 2010 - Large Visitor Attraction of the Year - Gold
SOUTH WEST TOURISM EXCELLENCE AWARDS 2010/2011 - Large Attraction of the Year - Gold

CORNWALL TOURISM AWARDS 2009 - Large Visitor Attraction of the Year - Gold
<http://www.edenproject.com/>

Dubbed the 'Eighth Wonder of the World' by some, Eden is a dramatic global garden housed in tropical biomes that nestle in a crater the size of 30 football pitches.

With its worldwide reputation, Eden barely needs an introduction, but this epic destination definitely deserves a day of your undivided attention. More than just a huge, tropical garden, Eden is a gateway into the relationships between plants and people, and a fascinating insight into the story of mankind's dependence on plant life. Not only a mind-blowing visitor attraction, Eden is also fast-becoming a unique resource for education and knowledge towards a sustainable future.

Experience the sights, smells and scale of the rainforests in the Humid Tropics Biome - the world's largest greenhouse - and discover the tropical plants that are used to produce everyday products. Travel to South Africa and California, as you amble amongst the orange and lemon trees, olive groves and gnarled vines of the Warm Temperate Biome, and in the 30-acre Roofless Biome see hemp, sunflowers and other plants that could change your future, flourishing under the Cornish sun.

A fascinating location, but, more importantly, Eden is a fun and family friendly day out. Curious kids can find out where tea, rubber and sugar come from, and travel the world to the simulated environments of tropical destinations that they dream of traveling to in the future. There are themed events according to the seasons, workshops for adults and children, activity days, music concerts and much more besides. There's no stress about packing up a family survival kit - facilities include on-site restaurants and cafes, gift shops and well equipped child- and baby-friendly toilet facilities. In fact, for a day out you needn't worry about taking much more than yourselves. Eden is also offers easy

access to wheelchairs and buggies.

For more environmentally sustainable attractions in England, please click on

[Green attractions to get you thinking](#) .

E Organic restaurants in England

A growing number of restaurants in England are becoming organic – serving healthy, non-GM food. As an example of one of them situated in our own region, the Westcountry, please read the following review.

“There are days in summer when all the food you eat at dinner has come from the land that surrounds you. Tony and Tina came west not merely to cook but to grow their own; now even the meat is home-reared. Percy's teems with life: Pigs roam freely through 60 acres of woodland, Jacob sheep graze open pasture, geese ducks and chickens supply the tastiest eggs. A kitchen garden is planted seasonally but much is harvested wild from the woods, a natural larder of mushrooms juniper, crab apples and elderflower. Tina conjures up soups and salads, terrines and sausages, curing her own bacon and delicious hams: A meal at Percy's in no ordinary event. Bedrooms in the converted granary are lovely (super-comfortable beds, chic leather sofas, spotless bathrooms, flat-screen TVs), but Percy's is about more than just a bed. Grab a pair of wellies and lose yourself in the estate, or hitch a lift and lend a hand with the morning feed. Woodpeckers and kingfishers, deer and badger, old hedgerows, wild flowers and a huge sky wait.” Alastair Sawday's British Hotels and Inns, 2009-2010.

For other examples, please visit [Organic Restaurants in England](#) .

F Farmers' markets

Farmers' markets have begun to appear in many cities and towns throughout England. Today, there are over 350 and their popularity is indicative of people's changing attitudes towards food.

If you visit a farmers' market in England you are bound to find lots of tempting locally-grown and homemade food and drink while actually meeting the people who have produced them.

The relatively modern phenomenon of farmers' markets started in 1997 in Bath and has since provided a new focus for local food. Members of the public have been drawn to these events as they provide them with the opportunity to support producers and local farmers.

Some of the best known farmers' markets include Yalding in Kent, Bath, Orton in Cumbria and Winchester in Hampshire. Poundbury Farmers Market in Weymouth, serves as an example of such markets our region. It takes place in Pummery Square, with about 40 stalls of local producers, including rarebreed pork and sausages.

For more farmers' markets, please visit

<http://www.foodloversbritain.com/FoodMatters/This-Month/Farmers-Markets/>.

G Outdoor activities in England

There's so much to see and do in England, but nowhere is more beautiful than England's outdoors. Walking, cycling or on horseback – however you choose to explore England's great outdoors, you're in for a treat.

Walking, horse-riding and cycling

A good example of a great destination for walking, horse-riding, cycling, angling and rock climbing in Devon is Dartmoor. With its heather-covered moorland and deep wooded gorges, beautiful lake-like reservoirs and tumbling rocky rivers, thriving market towns and villages, patchwork farmland and craggy granite tors, the Dartmoor National Park covers an area of 368 square miles - the largest and wildest area of open country in southern England. Nearly half of this is open moorland, with a further 11% covered by forests and woodland. The National Park Authority looks after the moor's natural beauty, and the economic and social well-being of the 32,000 people who live and work on Dartmoor.

Dartmoor isn't just wild, it's special too. There are nature reserves and sites of Special Scientific Interest, endangered birds and rare plants, and thousands of ancient monuments and archaeological sites, including burial chambers, stone circles and menhirs - more than anywhere else in Europe. There are the remains of mines and quarries, and on the fringes of the moor, you'll find ruined castles, pretty villages, medieval abbeys, ancient churches and bridges.

You can blaze your own trail or join one of many guided walks, and for the more adventurous, there are stables offering horse rides for all ages, cycle routes and bikes for hire, angling on reservoirs and rivers, and challenging rock climbs. And if all this sounds too exhausting, then take time out at one of Dartmoor's fascinating museums, stately homes and gardens, heritage centres and vintage railways.

For more information on walking and cycling, please visit

<http://www.enjoyengland.com/ideas/rural-escapes/walking-and-cycling/index.aspx>.

For more outdoor activities, please click on [Outdoor activities in England](#)

Wildlife

There's more to England's wildlife population than meets the eye. From the wetlands of Wiltshire and Devon, the coastal reserves of Lincolnshire and Northumberland to wildlife sanctuaries and parks such as Longleat and Knowsley, there are countless places to watch our furry – and not so furry - friends in action.

The countryside around England is teeming with wildlife. All you need to do is look in the right places.

In northern England, in the conifer forests of the [Lake District National Park](#), you might see the now rare indigenous red squirrel. Further south, native ponies can be found in the [New Forest](#), [Dartmoor](#) and [Exmoor](#), where feral ponies have lived since the first century AD.

You can read more about wildlife in England's regions by visiting our [wildlife section](#). You can also read about England's [Areas of Outstanding Natural Beauty](#), but if you're really serious about seeing wildlife, read on and follow the links below. With help from the [National Wildlife Trusts \(www.wildlifetrusts.org\)](#), Enjoy England has pulled together a selection of the best places to spot wildlife in England.

The countryside around England is teeming with wildlife. A good place to start looking is the protected lands of our [National Parks \(www.nationalparks.gov.uk/\)](#). They are already well geared up for visitors with designated footpaths, cycleways and bridlepaths in abundance.

England has an extraordinary diversity of landscapes. Ranging from forest, lakeland and mountain to rolling grassland, moor and heath, all are enveloped within the [beautiful coastline](#). Little wonder that ornithologists from around the world come flocking: with so many varied habitats, a huge range of birds thrive here, some of them extremely rare. And as the terrain changes so quickly, you can watch different species without needing to travel far.

Hundreds of species of wildflowers bloom across England from spring to autumn - from rare varieties of orchid, saxifrage and mountain pansy to the primroses, violets and bluebells that are found in many a woodland clearing. The names of some of the less common species are quite enchanting - fairy flax, cottongrass and yellow wort, ragged-robin, muscatel and tormentil.

Many commercial attractions, gardens and country parks have sections dedicated to wildflowers. [The Royal Botanic Gardens, Kew, London \(www.rbgkew.org.uk/\)](#), is one of the leading centres for advice and action on aspects of plant and fungal conservation.

[The Caravan Club \(www.caravanclub.co.uk/\)](#) has won awards for regenerating despoiled and neglected areas of the countryside. Its sites provide important wildlife habitats and some contain [Sites of Special Scientific Interest \(www.english-](#)

nature.org.uk/special/sssi/) (SSSI). The club's programme of Biodiversity Audits ensures species diversity is encouraged through recommendations for plant and shrub planting and identification of 'set aside' areas on a number of sites. The Caravan Club teamed up with the RSPB as the Species Champion of the Song Thrush. This timid endangered bird was chosen because the habitat on many club sites – thick hedgerows, open farmland and native woodland – is well suited to the species.

Green holidays

As environmental issues are brought to the fore, for many the impact we have on our surroundings has become central to the types of trips and holidays we take. Taking your holiday in England and avoiding air travel is the best way you can reduce your impact, but even if you holiday locally there are still many other ways to contribute to a sustainable environment.

When you consider that tourism depends on upon the environment and local communities for its long term survival, it is no wonder environmentally responsible travel is growing in importance and popularity. Today we are increasingly aware of our impact on both our immediate environment and on places and communities further a field.

A Enjoy local produce

Support the local food producers! Keep our farms alive, eat your food fresh, buy seasonal and local produce and reduce the amount of artificial additives as well the volume of fuel used to transport food and drink onto your dinner table. Every region in England has its own unique flavours. Join the food revolution and tuck into your region. Visit our [regional food section](#) for more information on culinary delights near you!

Educate your children

If we are to stand any chance of sustaining our future, then our children need to learn and understand the importance of our environment and eco-systems. Next time you go on a holiday in the UK visit a [national park](#), a [garden attraction](#) or an [Area of Outstanding Natural Beauty](#). Take the children [fishing](#), [horse riding](#) or [wildlife watching](#)! It's important that our children enjoy our countryside. If the decision makers of tomorrow appreciate the need to conserve our environment for future generations, we will be enjoying England for many years to come!

Learn the Country Code

Is ecotourism a contradiction? How can we preserve our environment and wildlife when tourists start visiting in the thousands? Is it really possible to have a guilt-free holiday? Can you visit a place without damaging it in some way? Natural England's [Countryside Code \(www.countrysideaccess.gov.uk/things_to_know/countryside_code\)](http://www.countrysideaccess.gov.uk/things_to_know/countryside_code) makes it clear what the responsibilities are for both the public and the people who manage the land. The

Countryside Code applies to all parts of the countryside. Most of it is just good common sense, as it's designed to help us all to respect, protect and enjoy our countryside.

Visit the Jurassic Coast

The [Jurassic Coast](#), a 100 mile area between Exmouth and Swanage has been chosen as the world's leading example of best practice in responsible tourism. It is considered the only place in the world which displays unbroken evidence of 185 million years of evolution! The operation of a [bus service](#) helps visitors to travel around the area whilst minimising their impact on conservation.

Ride an electric bike up the Surrey Hills

Explore the stunning scenery, sights and sounds of the Surrey Hills by hiring a bicycle with a difference. Enjoy your journey using an [electric bike](#) with a throttle that enables the rider to an extra boost of environmentally friendly electric power. Perfect for eating up those hills and great fun too! There are [ten different routes](#) to try so what are you waiting for? Save your energy without harming the planet.

Stay at Higher Wiscombe

At the head of the peaceful Southleigh valley in Devon, just a few miles from the seaside in Beer and Branscombe, are four newly converted luxurious, five-star, self-catering holiday cottages – [Higher Wiscombe \(www.higherwiscombe.com/\)](http://www.higherwiscombe.com/). Developed from old stone barns that can accommodate parties from six to 32, they are perfect for all kinds of holidays, including bird watching vacations and tours as well as walking holidays. These cottages are at the centre of an Area of Outstanding Natural Beauty and have been awarded Gold status by the [Green Tourism Business Scheme](#).

The Countryside Code

(<http://www.naturalengland.org.uk/ourwork/enjoying/countrysidecode/default.asp>)

The Countryside Code applies to all parts of the countryside. Most of it is just good commonsense, designed to help us all to respect, protect and enjoy our countryside.



The Code, which applies in England and Wales, makes it clear what the responsibilities are for both the public and the people who manage the land.

The Countryside Code started life in the 1950s as the Country Code. This version was launched in July 2004.

Note: The previous Countryside Access website, countrysideaccess.gov.uk, has closed. The move to the Natural England website marks the beginning of a review period to ensure the Code is up to date and includes any new messages for the launch of the all England coast path.

A Code for the public

5 sections of The Countryside Code are dedicated to helping members of the public respect, protect and enjoy the countryside:

1 Be safe, plan ahead and follow any signs

Even when going out locally, it's best to get the latest information about where and when you can go. For example, your rights to go onto some areas of open land may be restricted while work is carried out, for safety reasons, or during breeding seasons. Follow advice and local signs, and be prepared for the unexpected.

- Refer to up-to-date maps or guidebooks, for details of open access land visit the [maps page](#) on this website or contact [local information centres](#).
- You are responsible for your own safety and for others in your care, so be prepared for changes in weather and other events. Visit our [countryside directory](#) for links to organisations offering specific advice on equipment and safety, or contact [visitor information centres](#) and libraries for a list of outdoor recreation groups.
- Check [weather conditions](#) before you leave, and don't be afraid to turn back.
- Part of the appeal of the countryside is that you can get away from it all. You may not see anyone for hours, and there are many places without clear mobile phone signals, so let someone know where you're going and when you expect to return.
- Get to know the signs and symbols used in the countryside. Visit our [finding your way pages](#) on the website for more information.
- If you're looking for ideas, explore our [things to do](#) pages.

2 Leave gates and property as you find them

Please, respect the working life of the countryside, as our actions can affect people's livelihoods, our heritage, and the safety and welfare of animals and ourselves.

- A farmer will normally leave a gate closed to keep livestock in, but may sometimes leave it open so they can reach food and water. Leave gates as you find them or follow instructions on signs. If walking in a group, make sure the last person knows how to leave the gates.
- If you think a sign is illegal or misleading such as a 'Private - No Entry' sign on a public footpath, contact the local authority.
- In fields where crops are growing, follow the paths wherever possible.
- Use gates, stiles or gaps in field boundaries when provided - climbing over walls, hedges and fences can damage them and increase the risk of farm animals escaping.
- Our heritage belongs to all of us - be careful not to disturb ruins and historic sites.
- Leave machinery and livestock alone - don't interfere with animals even if you think they're in distress. Try to alert the farmer instead.

3 Protect plants and animals and take your litter home

We have a responsibility to protect our countryside now and for future generations, so make sure you don't harm animals, birds, plants or trees.

- Litter and leftover food doesn't just spoil the beauty of the countryside, it can be dangerous to wildlife and farm animals and can spread disease - so take your litter home with you. Dropping litter and dumping rubbish are criminal offences.
- Discover the beauty of the natural environment and take special care not to damage, destroy or remove features such as rocks, plants and trees. They provide homes and food for wildlife, and add to everybody's enjoyment of the countryside.
- Wild animals and farm animals can behave unpredictably if you get too close, especially if they're with their young - so give them plenty of space.
- Fires can be as devastating to wildlife and habitats as they are to people and property - so be careful not to drop a match or smouldering cigarette at any time of the year. Sometimes, controlled fires are used to manage vegetation, particularly on heaths and moors between October and early April, so please check that a fire is not supervised before calling 999.

4 Keep dogs under close control


The countryside is a great place to exercise dogs, but it's every owner's duty to make sure their dog is not a danger or nuisance to farm animals, wildlife or other people.

- By law, you must control your dog so that it does not disturb or scare farm animals or wildlife. On most areas of open country and common land, known as ['access land'](#) you must keep your dog on a short lead between 1 March and 31 July, and all year round near farm animals.
- You do not have to put your dog on a lead on public paths, as long as it is under close control. But as a general rule, keep your dog on a lead if you cannot rely on its obedience. By law, farmers are entitled to destroy a dog that injures or worries their animals.
- If a farm animal chases you and your dog, it is safer to let your dog off the lead – don't risk getting hurt by trying to protect it.
- Take particular care that your dog doesn't scare sheep and lambs or wander where it might disturb birds that nest on the ground and other wildlife – eggs and young will soon die without protection from their parents.
- Everyone knows how unpleasant dog mess is and it can cause infections – so always clean up after your dog and get rid of the mess responsibly. Also make sure your dog is wormed regularly to protect it, other animals and people.
- At certain times, dogs may not be allowed on some areas of access land or may need to be kept on a lead. Please follow any signs. You can also find out more by phoning the Open Access Contact Centre on 0845 100 3298.

Visit [dog walking pages](#) for more information.

5 Consider other people

Showing consideration and respect for other people makes the countryside a pleasant environment for everyone - at home, at work and at leisure.

- Busy traffic on small country roads can be unpleasant and dangerous to local people, visitors and wildlife - so slow down and, where possible, leave your vehicle at home, consider sharing lifts and use alternatives such as public transport or cycling. For public transport information, visit the [Traveline website](#) .
- Respect the needs of local people - for example, don't block gateways, driveways or other entry points with your vehicle.
- Keep out of the way when farm animals are being gathered or moved and follow directions from the farmer.
- When riding a bike or driving a vehicle, slow down for horses, walkers and livestock and give them plenty of room. By law, cyclists must give way to walkers and horse-riders on bridleways.
- Support the rural economy - for example, buy your supplies from local shops.

B Code for land managers

3 sections of the Code are dedicated to land managers:

1 Know your rights, responsibilities and liabilities

People visiting the countryside provide important income for the local economy. Most like to follow a visible route, prefer using proper access points like gates, and generally want to do the right thing - but they need your help.

- Visitors are allowed to access land in different ways. For more guidance on how this affects you and what your rights, responsibilities and liabilities are, contact your local authority or National Park authority and view our [Open Access pages](#).
- The Ordnance Survey's 1:25,000 maps show public rights of way and designated areas of open land. These maps are generally reliable but not 'definitive' so you will need to check the legal status of rights of way with your local authority. You can find out which areas of access land are mapped under the 'Countryside and Rights of Way Act 2000' on our [Open Access pages](#).
- By law, you must keep rights of way clear and not obstruct people's entry onto access land - it's a criminal offence to discourage rights of public access with misleading signs.

- Trespassing is often unintentional - for advice on tackling trespass see our 'Managing Public Access' booklet.
- Did you know ? Dogs now must be kept on leads during the summer months in certain areas for more information please visit our [open access pages](#).

Open Access

Our [open access pages](#) have information specifically to help land managers, and access authorities, manage open access land. This includes material on positive access management, as well as the use of restrictions if necessary. Further information and advice can also be obtained from your local authority or National Park Authority.

2 Make it easy for visitors to act responsibly

Most people who visit the countryside are keen to act responsibly, and trespassing is often unintentional – download the Managing Public Access Guide booklets for advice on tackling trespass available in the related articles section.

There are a number of ways you can help them to be responsible. These include:

- Keep paths, boundaries, waymarks, signs, gates and stiles in good order. To find out what help is available, contact your local authority or National Park Authority.
- Where public access leads through a boundary feature, such as a fence or hedge, create a gap if you can – or use an accessible gate or, if absolutely necessary, a stile. When installing new gates and stiles, make sure you have the permission of the local authority.
- Give clear, polite guidance where it's needed – for example, tell visitors about your land management operations.

Rubbish attracts other rubbish - by getting rid of items such as farm waste properly, you'll discourage fly tipping (dumping rubbish illegally) and encourage others to get rid of their rubbish responsibly.

3 Identify possible threats to visitor's safety

People come to the countryside simply to enjoy themselves safely. As land managers, it is up to us to help them to do so. In fact we have a duty of care under the Occupiers' Liability Acts of 1957 and 1984 to make sure that they can pass through our land safely.

Here are some useful tips to help them to go home in one piece.

- Draw the public's attention to potential man-made and natural hazards on your land.
- Avoid using electric fencing, barbed wire and other hazards close to areas that people visit, particularly alongside narrow paths and at the height of a child.

- Don't let animals that are likely to attack visitors roam freely where the public has access – you may be liable for any resulting harm.
- Your duty of care [under the Occupiers' Liability Acts of 1957 and 1984] depends on the type of access right – so it's important to know what rights, if any, apply to your land. Contact the [Country Land and Business Association](#) or the [National Farmers' Union](#) for more guidance.

Sustainable travel in the (UK) Southwest Region

Sustainability South West (SSW) is the independent Champion Body for sustainable development in the South West of England, an awareness raising and advisory charity

supporting action on sustainability. Its sustainability work in the South West Tourism was recently recognised by the World Travel & Tourism Council (WTTC) in being selected as one of three finalists in the international "Tourism for Tomorrow" awards.

At the centre of the Regional Tourism Strategy ([Towards 2015](#)) is its vision for the region to be one in which tourism is not only commercially successful and satisfying visitors but also one that is a benefit rather than a burden to the environment and residents.

The South West Tourism Alliance is working closely with the independent charity Sustainability South West to ensure that practical support for the tourism sector can continue into the future.

The focus is on supporting the tourism sector to find practical opportunities to becoming more sustainable - particularly in relation to how businesses operate, getting visitors involved, transport issues and protection of the natural and historic assets that attract visitors.

A Sustainability Appraisals & Commentaries

Whether you're developing a strategy, plan, policy or project or assessing your internal practice or service delivery Sustainability South West, drawing on its considerable experience, can provide clear recommendations using the Sustainable Development Framework (SustNav) to maximise the benefits of sustainability for your organisation.
Workshop session

"Sustainability South West's comprehensive sustainability appraisal of the draft Regional Economic Strategy provided headline and detailed recommendations on improving the sustainability of the plan."

South West Regional Development Agency

Training Sessions & Workshops

The organisation's interactive training sessions and workshops are tailored to specific needs. They aim to demystify sustainable development, through simple language and engaging activities. Their workshops can address specific issues such as procurement, low carbon approaches or delivering genuinely sustainable communities and community strategies.

“Sustainability South West has been a major contributor to the South Somerset Sustainable Community Strategy, their presentations to working groups and insightful commentary on our working papers have lifted the work up to a higher level.”

Cllr Paull Robathan – Chair, South Somerset Local Strategic Partnership

"Sustainability South West's workshop informed our members about sustainable development and improved their understanding of the regional and national context."

Exeter Local Strategic Partnership

Introduction to Sustainability half-day course

Sustainability South West offers a new CPD accredited half-day workshop that will:

- Demystify sustainability and provide you with a good understanding of the topic.
- Include a hands-on opportunity to undertake a basic sustainability appraisal of a project, strategy or decision-making process relevant to you.
- Provide a relaxed and supportive environment in which to explore sustainability issues and network with peers and sustainability practitioners.

Learning Outcomes:

The training will give participants a basic understanding of sustainability and sustainability principles relevant to all sectors and experience of how to appraise a project plan, strategy or decision-making process against sustainability principles. Follow up on-line support will be available to support participants implement their learning. Quotes from previous participants:

“I came away with a great understanding of principles and measures to assess sustainability”

“A eureka moment about a project I worked on”

“I can now take this tool and use it in all aspects of my project and development work”

Introduction to Sustainability CPD accredited course Participants will receive a Continuing Professional Development ‘certificate of attendance’.

Bespoke Presentations & Events

We deliver bespoke presentations and events with a wealth of knowledge, expertise and speakers available through our extensive networks.

"Sustainability South West's excellent presentation on CSR and greening organisations was a valuable contribution to our sustainability module - our undergraduates thoroughly enjoyed it!"

Plymouth University

Past work has included:

- An appraisal and workshops carried out with Plymouth City Council to embed sustainability into their Local Area Agreement
- An appraisal of Bristol City Council's 'Sustainable Community Strategy'
- An appraisal of Dorset County Council's draft 'Sustainable Community Strategy' including a workshop with council officers and local strategic partnership members
- A sustainability commentary on the delivery of South Gloucestershire Council's Local Area Agreement including a workshop with council officers and local strategic partnership members
- A sustainability commentary on Wiltshire County Council's draft 'Sustainable Community Strategy' including a presentation to the Local Strategic Partnership
- An appraisal of South Somerset District Council's 'Sustainable Community Strategy' including workshops with council offices and local strategic partnership members
- A review of sustainability themed award schemes in the region
- A sustainability appraisal of the South West Regional Development Agency's Directorate and Team Area
- Work with South West Tourism to inform a sustainability guidance note for Destination Management Organisations in the region.



The sustainability work in the South West Tourism was recently recognised by the World Travel & Tourism Council (WTTC) in being selected as one of three finalists in the international "Tourism for Tomorrow" awards. The video below features highlights of the awards ceremony.

Tourism Sustainability in Devon

Green Tourism Business Scheme (GTBS) (<http://www.green-business.co.uk/index.asp>)



Sustainability and green issues are now very much mainstream, with governments, businesses and individuals all involved. Tourism, as one of the main economic drivers in the UK, has its part to play. That is where the Green Tourism Business Scheme (GTBS) comes in.

The GTBS is the national sustainable tourism certification scheme for the UK. Originally developed in partnership with Visit Scotland, it is now the only certification scheme validated by Visit Britain, through the International Centre for Responsible Tourism (ICRT). “GTBS provides excellent value for money to a wide range of tourism firms with first class environmental advice and auditing. Satisfaction rates of certified firms are very high and drop out rates low, both for the smallest of tourism firms and increasingly at corporate level.” Xavier Font, ICRT.

Businesses opting to join Green Tourism are assessed by a qualified grading advisor against a rigorous set of criteria, covering a range of areas, like energy and water efficiency, waste management, biodiversity and more. Those businesses that meet the required standard, receive a Bronze, Silver, or Gold award based on their level of achievement. The current network of members is comprised of a wide range of business types, including accommodation providers, visitor attractions, corporate offices and others. Searching for a Green Business? If you know where you are looking you can use the map or the options under Destinations at the top.

If you are looking for specific business types, like places to stay and places to visit, please use the buttons on the right of this page.



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A Green Champions: A group of individuals working in Green tourism businesses across the county have volunteered their time to support other businesses in their journey to 'Go Green'.

- Mentoring and business advice
- An exchange of ideas and learning
- Peer encouragement to those embarking on the green route
- Enthusiasm and experience where actions speak louder than words
- Examples of good practice in sustainable tourism.

16 leading green businesses have already signed up to help in various ways: giving presentations at network events; 1:1 business mentoring on the GTBS application process; general green mentoring advice by email and telephone; helping moderate the

online forum and message board; hosting open days to showcase and share best practice in operations.

B Green Awards: The Green tourism Business Awards Scheme is the leading sustainable tourism certification scheme in the UK.

The **Green Tourism Business Awards Scheme** started in 1997 and is the leading sustainable tourism certification scheme in the UK with over 1,400 members. Devon is proud to have over 160 businesses accredited under the Green Tourism Business Scheme.



Businesses are assessed by a qualified grading advisor against a set of criteria, covering a range of areas such as energy, water, waste management, biodiversity etc. Accreditation rewards tourism operators that demonstrate these environmental management practices and community support, with a gold, silver or bronze award.

GTBS is a useful business tool in generating environmental benefits, operating efficiencies, quality assurance and customer satisfaction. It encourages closer links with local suppliers, community organisations, local artists and craftsmen.

The **Green Tourism Business Scheme** criteria cover 120 measures of sustainability including:

- A compulsory section
- Management
- Communication
- Energy
- Water
- Purchasing
- Waste
- Transport
- Wildlife

The criteria are based on practical actions relevant to:

- Tourism accommodation
- Holiday parks
- Visitor attractions
- Country parks
- Offices
- Shop
- Historic buildings
- Transport operators (as a pilot project)
- Tour operators (as a pilot project)
- Wildlife tourism

- Farm tourism

A minimum number of measures must be implemented: 30 for Bronze; 45 for Silver and 60 for Gold.



C Different awards

Green Start

Visit England's revised Green Start entry level programme will help you carry out a self-audit, develop an action plan, network with other businesses and access advice. Available free of charge to all accommodation and attraction businesses, [click here](#) for full details.

The Queen's Award for Enterprise

The Queen's Awards for Enterprise are the UK's most prestigious awards for business performance. The Awards recognise outstanding achievements by UK companies. There are 3 categories: International Trade, Innovation and Sustainable Development. Any business unit that meet the entry criteria can apply. [Click here](#) for more information.

South West Water Efficiency Certification Scheme (SWWECS)

This three level scheme gives recognition to businesses (Devon & Cornwall) which have been successful in improving water efficiency and provides a tangible reward demonstrating how efficient a business has become. South West Water can help your business achieve savings and show that you use water wisely.

The scheme is completely free. It includes our Business Accounts Online Service which provides secure online access to your account information, together with a history of meter readings, an interactive Water Efficiency Calculator and budgeting tool. You will also receive a free Water Efficiency Visit from our Water Conservation Advisor who will offer advice on all aspects of water efficiency and send a report detailing the findings and recommendations. SWWECS aims to;

- Incentivise businesses to make improvements
- Give due recognition for Water Efficiency Level attained

Find out more and see full list of GTBS Award Winners in the South West contact [Green Business UK Ltd](#) .

D Resources: Resources to assist with sustainability strategy.

1 Green Road Travel

To help visitors enjoy their journey to Devon and within the county with South West Tourism's new 'Top 10 Tips for better travel', which offers advice on beating the queues, saving money, enjoying the best views and taking advantage of some the region's scenic journeys that are much more than simply A to B! You can even create your very own personalised journey planner. Click [here](#) for full details.

Planning your journey ahead of departure can reduce unnecessary emissions lost sitting in heavy traffic.

Wherever you want to be, there are lots of ways to make getting around Devon easy, from text messages direct to your mobile with the latest bus times, to a fully in Call this number for travel information on motorways and trunk roads, to report problems and to order publications, for example, about planned road works.

Transport Direct website

Journey planner for all 'A to B' journeys. It covers public transport and car journeys and includes a carbon calculator. Being developed to include cycling and walking. www.transportdirect.info

Traffic England website

Provides live information on incidents, and planned works and events on the network in an easy-to-use map format. Also shows what the Highways Agency's variable message signs are displaying; average speeds from road sensors and live images from CCTV cameras. www.highways.gov.uk/traffic

Traffic Radio

All the latest traffic updates on DAB digitalradio and www.highways.gov.uk/radio.

Automated telephone updates

Call this number to check travel conditions on the Highways Agency network. It has voice activated and keypad controls, so you can specify the roads you are interested in.

Telephone 08700 66 01 15

Partnership registration

Free partnership scheme provides access to headline traffic alerts through RSS feeds and Atlas Pro (a web-based mapping service for professionals).

Please contact Michael.ginger@highways.gsi.gov.uk for an application interactive bus map. Visit the '[JourneyDevon](#)' [Guide to Public Transport](#).

E Environmental projects

There are a variety of different schemes that you and your visitors can donate to through a visitor gifting scheme, below are some examples of such projects operating across Devon. Please click on the scheme for more information.

[Devon Wildlife Trust - Nature Reserves](#)

[Devon Wildlife Trust - Working Wetlands](#)

[Exmoor National Park](#)

[Torbay Coast and Countryside Trust - Coast Path Fund](#)

[Whitley Wildlife Conservation Trust](#)

[North Devon Biosphere Reserve](#)

If you are donating to another project / scheme through visitor gifting, please let us know so that we can add them to these pages.

There are projects that have online donation facilities - making it even easier for your visitors to support them, you could add these links to your website today.

[Torbay Coast & Countryside Trust](#)

<http://www.countryside-trust.org.uk/mainsub.cfm?id=82&parid=9#menutop>

[Devon Wildlife Trust](#)

<http://www.devonwildlifetrust.org/index.php?section=helping:donate>

Two website buttons are available (see below) to make it really easy for any tourism business to add a link to their website and help raise awareness and attract support for projects helping to keep Devon beautiful. If you would like a copy of the buttons, please email rachel.mildon@devon.gov.uk

F Tourism Marketing Toolkit

The Green Marketing Pack is an information resource for Green Tourism Businesses who want to further their Marketing through GTBS.

The pack has a mixture of information, ranging from Basic Marketing Information, to Award Schemes and Target Markets.