

Introduction

The second purpose of national park designation as set out in the *Environment Act 1995* is **to promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.**

Achieving the second purpose provides a number of important benefits:

- access and enjoyment have the potential, if appropriately managed, to increase respect for Dartmoor's special qualities and, in so doing, to raise environmental awareness more generally;
- access and recreation can help meet broader national agendas for healthy living, improved quality of life and greater enjoyment of the countryside by all;
- recreation and tourism have the potential to make a major contribution to the local economy which, if carefully managed, can contribute to the conservation and enhancement of Dartmoor's special qualities.

Communication, education and all forms of awareness-raising therefore are central to delivering the National Park's first and second purposes and in bringing Dartmoor to a wider audience.

Dartmoor is highly valued for the recreational and tourism opportunities it offers. Much is being done through interpretation, information, education and communication relevant to all ages and backgrounds to increase understanding and enjoyment of Dartmoor's special qualities.

Challenges

Important challenges in taking the second purpose forward in the future include:

- improving understanding and appreciation of Dartmoor by as wide a range of people as possible;
- identifying the barriers that are preventing people from enjoying and visiting Dartmoor and seeking to remove these barriers;
- taking an integrated approach to the management of recreation and tourism, ensuring that over space and time they do not damage Dartmoor's special qualities;
- reducing traffic associated with recreational and tourism visits;
- managing heavily used sites to minimise impacts on the wider environment;
- promoting sustainable tourism so that it contributes to the local economy and to the conservation and enhancement of Dartmoor's special qualities.

Dartmoor is highly valued for the recreational and tourism opportunities it offers.



Interpretation, Information and Communication (IC)

Interpretation, information and communication lie at the heart of delivering the national park purposes and reaching out to a diverse audience. They contribute significantly to the socio-economic duty and achieving sustainable development. They are also important in helping to raise awareness of the increasing roles that protected landscapes, such as national parks, play in meeting environmental, social and cultural needs, and responding to agendas for inclusion, health and resource management. They form a common thread through this Management Plan.

Good quality interpretation and information, and clear communication are essential to raising public awareness and appreciation of Dartmoor and its special qualities. They are also utilised to explain the work done by the many organisations and others who help to look after the area. The conservation and enhancement of Dartmoor and its sustainable development will always be dependent upon sharing values, exciting interest, raising understanding of wider environmental and rural issues, and influencing attitudes.

Much has been achieved recently in raising awareness of Dartmoor and bringing the National Park to a wider audience, including those who are not typical visitors to National Parks generally.

This work needs to continue through the use of a wide range of media suited to all members of society. Over the years the DNPA has had considerable success with a number of major awareness raising campaigns, such as Moor Care which seeks the co-operation of all to safeguard Dartmoor for future generations. Further utilising the unique selling point of Dartmoor will help with positive messaging and with product development and enhanced experience.

The DNPA runs four well-used Visitor Centres located at Princetown (the High Moorland Visitor Centre), Haytor, Newbridge and Postbridge; these attract over 225,000 visitors a year. Within and close to the National Park there are also several Tourist Information Centres (TICs); five Community Information Points (CIPs) within larger towns and villages; and 12 Local Information Points in smaller villages. A flexible element of this Information Network is the use of a mobile facility. All play an important role in helping visitors with orientation information and improving understanding and enjoyment of the area. They are supported by a wide range of information and interpretation provided by a diverse range of organisations including publishers, museums and other heritage providers, tourism marketing organisations and local communities. Developing the Information Network to include the National Park hinterland will bring benefits within and beyond the National Park boundary.



Of growing importance is the use of virtual information via the internet. There are now many web sites, including that of the DNPA which has approximately 5 million hits every year, that provide a wealth of easily updateable information on Dartmoor. Proving of particular value is the growing number of virtual tours. For example, during 2006 there were 10,000 hits on the National Park Authority's *Virtually Dartmoor* web site. It is clear that the role of electronic information will continue to grow and diversify. There will be opportunities to respond to new media as they emerge and to increase accessibility to groups which have been traditionally hard to reach.

However, the personal touch will always have a vital role to play in interpretation and communication. Businesses and other organisations welcoming the visiting public, as well as volunteers and voluntary organisations, and the DNPA Ranger, Information and Education Services, will continue to provide the human face of Dartmoor, catering for different audiences – including the local population as well as visitors. Guided walks, focused activity days and celebration of Dartmoor as a source of inspiration for art and literature are all dimensions of interpretation through active participation. Community aspirations and initiatives to appreciate and celebrate local distinctiveness are increasing.

Linking into local cultural strategies, parish plans, settlement design statements and working closely with life long learning providers all offer springboards for new and innovative provision.

Overall, the range of interpretation providers and media is growing. It will be important to influence, facilitate and support initiatives that aid understanding of Dartmoor's unique character and special qualities and the challenges that the National Park faces now and in the future.





Interpretation, Information and Communication (IC) Ambition: High quality and accessible communications will increase understanding of Dartmoor National Park and enable the enjoyment and safeguarding of its special qualities

Goals (for 2012)	Means to achieve
<p>IC.G1: Interpretation, information and communication provision will be of high quality</p> <p>IC.G2: Barriers preventing access to interpretation, information and communication by under-represented groups will be identified and removed</p> <p>IC.G3: National Park Information Centres, Tourist Information Centres in and around Dartmoor and Community and Local Information Points will offer consistent, high quality, readily accessible information on Dartmoor meeting minimum service standards</p> <p>IC.G4: Remote access to information will be provided, attracting growing access to the websites of key organisations: DNPA; Dartmoor Tourist Association; Discover Devon</p> <p>IC.G5: Key issues and success stories on Dartmoor will be covered in national and regional media, raising the profile of the National Park</p>	<p>Specific elements of communication are identified under individual Ambitions</p> <p>IC.M1: Reflecting Dartmoor's special qualities and national park purposes</p> <ul style="list-style-type: none"> ◆ The DNPA Communications Strategy is implemented ◆ Communication forms an integral part of all initiatives on Dartmoor ◆ Dartmoor's special qualities and National Park purposes and the socio-economic duty are widely promoted ◆ Local communities appreciate and celebrate Dartmoor's special qualities ◆ The increasing value of Dartmoor in providing environmental, social, economic, cultural and health benefits is explained <p>IC.M2: Meeting the needs of a diverse audience</p> <ul style="list-style-type: none"> ◆ Appropriate socio-economic data is used to inform programmes of interpretation, information and communication ◆ Productive coalitions are formed to raise awareness of the National Park amongst a wide audience ◆ The range of mediums used to communicate is reviewed, and bespoke methods of reaching different audiences are developed ◆ Links are made with other protected landscapes in the south west of England to reach particular audiences ◆ All important information and research relating to Dartmoor is accessible on the web ◆ A translation service relating to visitor information is offered on the DNPA website ◆ Virtual tours of specific sites, locations, topics and events are offered <p>IC.M3: High quality information</p> <ul style="list-style-type: none"> ◆ Actual and potential customer profiles are researched ◆ An Information Network Strategy is produced for the National Park ◆ National Park Information Centres, Tourist Information Centres (TICs), Community (CIPs) and Local Information Points (LIPs) are maintained to the highest standards providing information that reaches out to a wide range of audiences ◆ The High Moorland Visitor Centre displays are further developed; an innovative solution is sought for the Newbridge Information Centre replacement; and Haytor Information Centre is provided in a new building ◆ DNPA-run Information Centres and other Information Centres and Points in and around Dartmoor celebrate the area's special qualities and support the national park purposes and socio-economic duty ◆ Information and interpretation boards are used sparingly and discretely, with simple high quality displays in appropriate locations in keeping with their surroundings ◆ A wide range of traditional and developing media is used to raise awareness of Dartmoor's special qualities including bespoke guided walks, events and displays, and interpretation through all aspects of the arts <p style="text-align: right;">(cont)</p>



Interpretation, Information and Communication (IC) Ambition: High quality and accessible communications will increase understanding of Dartmoor National Park and enable the enjoyment and safeguarding of its special qualities (cont)

Goals (for 2012)	Means to achieve
	<p>IC.M4: Reaching a national and regional audience</p> <ul style="list-style-type: none">◆ On-going communication approaches and story lines are developed with other National Parks and, regionally, with the other protected landscapes of the south west of England◆ Bespoke articles and news items suitable for national and regional coverage are promoted◆ Links are forged with wider initiatives such as the 2012 Cultural Olympiad



Learning and Education (LE)

Learning and education form an important complement to communication.

Under the Government's *Learning Outside the Classroom Manifesto* (2006), which links to the Government's policy programme *Every Child Matters*, emphasis is put on the use of places other than the classroom for teaching and learning. These often offer the most memorable learning experiences, which help us to make sense of the world around us by making links between feelings and learning.

Dartmoor provides unrivalled opportunities for such learning experiences for all ages - a diverse, rich, inspirational and stimulating resource accessible to the communities in and around Dartmoor, including the rapidly growing populations of Torbay, Plymouth and Exeter.

The Defra 2002 *Review of the English National Park Authorities* stressed that National Parks have great potential to reach out to a wider audience. This helps increase understanding amongst school children (particularly those in major centres close to National Parks) of the natural environment, of the relationship between town and country, and of the landscape and its relationship with those who manage and use it. This role is picked up in Defra's *Outdoors for All? Draft Diversity Action Plan*.

Closely linked to this is the opportunity to develop wider appreciation of our environmental responsibility as set out in the *Way Ahead? Towards a Strategy for Education for Sustainable Development for the South West*. This encourages education within the South West region to promote sustainable resource use, pro-active prevention and adaptation to climate change, healthy living, thinking long term, and taking greater responsibility for reducing basic inequalities. Here too Dartmoor has much to offer, especially as it continues to adopt more sustainable approaches, as envisaged through the implementation of this Management Plan.

Many schools, higher education and life-long learning students, pupils, teachers, and youth organisations use Dartmoor for education. The potential is huge. The DNPA will continue to play a central role with partner providers through the Dartmoor Educators' Forum in reaching out to local schools and urban populations with the aims of: promoting the highest standards in the quality of education on Dartmoor; developing inclusive life-long learning opportunities that reach out to a diverse audience; increasing understanding of the national park purposes; and raising awareness of how individual life styles and behaviour may foster environmental sustainability.

Learning and Education (LE) Ambition: High quality, diverse learning experiences will be available for people of all ages and backgrounds to enable them to understand, value and contribute to the conservation and enhancement of Dartmoor

Goals (for 2012)	Means to achieve
<p>LE.G1: Dartmoor will offer consistently high quality educational experiences, with over 95% user satisfaction, as measured by the DNPA educational users' questionnaire</p> <p>LE.G2: Educational activities will increase understanding of Dartmoor and its special qualities, with over 95% of participating organisations claiming "a considerable increase in understanding about Dartmoor", as measured by the DNPA educational users' questionnaire</p> <p>LE.G3: Dartmoor will provide increasing cultural, social and intellectual access for learning</p> <p>LE.G4: A suite of educational resources about Dartmoor will be available on-line</p>	<p>Learning and Education relates to all Ambitions under Sense of Place and the Ambition for Enabling Access (A)</p> <p>LE.M1: Quality and understanding</p> <ul style="list-style-type: none"> ◆ A network of Dartmoor education providers committed to quality educational experiences on Dartmoor is developed through the Dartmoor Educators' Forum ◆ Learning and educational opportunities on or about Dartmoor promote an understanding of Dartmoor's special qualities and national park purposes ◆ Special events and informal education activities celebrate Dartmoor's special qualities ◆ Educational activities on or about Dartmoor promote more sustainable ways of living ◆ Partnerships design and deliver educational programmes, nationally with other National Parks, regionally with the other protected landscapes of the south west of England, and more locally through the Dartmoor Educators' Forum network of partner providers ◆ Good practice is shared on the use of Dartmoor as an educational resource ◆ Farmers are encouraged to host school visits <p>LE.M2: Reaching out to a wide audience</p> <ul style="list-style-type: none"> ◆ Opportunities for specific outreach programmes are created, nationally with other National Parks, regionally with the other protected landscapes of the south west of England, and more locally with partner educational and social outreach providers ◆ Participative approaches are developed to raise awareness of Dartmoor's future and the implications of climate change ◆ Ranger Ralph and other initiatives reach out to a young and diverse audience ◆ Special events and informal learning activities are developed for specific audiences (including the hard to reach) <p>LE.M3: School involvement</p> <ul style="list-style-type: none"> ◆ Schools in Devon, Torbay and Plymouth education authorities are made aware of the educational opportunities available on Dartmoor, developing existing contacts and networks ◆ Teachers and group leaders feel confident to use Dartmoor aided by supportive training, involving Devon Curriculum Services and other providers ◆ Local schools are involved in Dartmoor-based conservation projects ◆ The Dartmoor Education Grant encourages the innovative use of Dartmoor by local schools and groups <p>LE.M4: Education and learning resources</p> <ul style="list-style-type: none"> ◆ Appropriate audience-specific direct and indirect learning tools are developed to make an understanding of Dartmoor relevant to different ages and abilities



Recreation and Enjoyment (RE)

For those seeking physical and spiritual refreshment and a chance to be at one with nature, the opportunities offered by Dartmoor are unsurpassed in southern England. On offer are in excess of 47,000 hectares of open access land available to roam at will, including 35,200 hectares of registered common land. Furthermore, the 1985 *Dartmoor Commons Act* allows for unrestricted access on horseback to registered common land.

Added to this are over 730 km of public rights of way and a growing number of permissive footpaths and bridleways (currently 127 km) established by agreement with land owners. For cyclists there are country lanes and byways, bridleways, long distance routes such as the Plym Valley Cycleway, the Devon Coast to Coast Cycleway (NCR 27) and cycle routes within the Forestry Commission plantations.

These opportunities and Dartmoor's distinctive qualities attract millions of day visits each year, with some 4.3 million visits estimated to have been made to Dartmoor in 2005, a growth of 16% since 1994. There is increasing all year round use and increasing participation in active recreation, with people leaving their cars to walk, cycle or participate in other recreational activities, such as orienteering, letterboxing and adventure training.

Despite the increase in active recreation the main pressure continues to be felt at well known localities on or close to the road network, such as Haytor, the River Dart valley and tors, riverside sites and reservoirs. At these locations car parking, erosion and anti-social behaviour can be a problem especially at peak periods. As a consequence, these sites require consistent and on-going high quality management and sometimes special measures at peak times to ensure that they can withstand visitor pressure without adverse effects on the local environment and local communities.

In the wider landscape the intensity of recreational use has, in places, resulted in localised erosion with more tracks visible in the landscape especially radiating out from car parks and leading up to tors. The DNPA has had success in tackling these issues through the Moor Care project, both by making visitors aware of their impacts and by a positive approach which allows remedial works to be undertaken before the erosion becomes a major issue. It is important that this work and on-going maintenance and improvement of the rights of way network under the Dartmoor Rights of Way Improvement Plan continue to ensure damage to the fabric of the moor is minimised.

A rather different concern now emerging as a result of reduced grazing levels on commons is the growth of gorse, purple moorgrass and bracken in areas that once had easy access.



Not only is this impeding access but it could also lead to greater erosion as walkers and riders are funnelled onto narrow paths. This requires a timely response and, as a component of the Moorland Vision, the integration of access in management plans for commons.

Dartmoor also attracts a wide range of other recreational pursuits that are geographically tied to certain locations such as climbing, caving, angling and canoeing. For many, activity guides have been produced while for others management or planning agreements help to ensure that any conflicts or damaging effects are kept to a minimum. Some activities may be noisy or disturbing and therefore more difficult to accommodate in areas primarily visited for quiet enjoyment. Similarly commercial use of the moorland, such as for pony trekking or large scale events, such as the Ten Tors Challenge, may create concentrated pressures that require careful control and management. However, with very careful planning, thorough consultation, and adherence to activity-specific advice such activities can often be accommodated on a limited scale or for a limited period.

The majority of visitors continue to arrive by car, leading to increasing pressure on car parks and a reduction in the peace and quiet that many visitors have come to enjoy. To date primary emphasis has been placed on providing alternatives to the private car, such as the Dartmoor Sunday Rover and through the development of novel schemes, such as the

Dartmoor Freewheeler providing transport for visitors and their bikes from a number of towns surrounding Dartmoor. Clearly alternative transport options need to continue and expand as part of a more sustainable future, integrated with the needs of the local community.

As recreational visits continue to grow, there may be a case for restating a spatial strategy for recreational management on Dartmoor, identifying areas managed to accommodate heavy use and areas with low recreational capacity.

Dartmoor is an exquisite, rare and fragile resource. Those recreational pursuits that are in harmony with Dartmoor's special qualities are welcomed while those that have the potential to erode the very qualities that people have come to enjoy require careful management.

Such a recreation strategy would consider the role of gateways to Dartmoor, the potential future location and management of recreational car parks, and development of alternative transport modes, including the development of strategic links beyond the National Park boundary. The fundamental purpose would be to enhance visitor experience, support community needs both within and beyond the National Park, strengthen the local economy and enhance Dartmoor's environment. It would also explore improved access to woodlands and reservoir and river sites consistent with achieving biodiversity objectives.





Recreation and Enjoyment (RE) Ambition: Dartmoor will offer a variety of opportunities for everyone seeking inspiration, peace and active recreation in harmony with each other, the local community and the area's special qualities

Goals (for 2012)	Means to achieve
<p>RE.G1: An updated Dartmoor Recreation Strategy will be completed by the end of 2009</p> <p>RE.G2: All heavily used recreational facilities and sites will be managed to the highest standards as set out in management plans</p> <p>RE.G3: 12 new access opportunities, identified as priorities in the Annual Rights of Way Improvement Plan, will be created</p> <p>RE.G4: All new commons management plans will contain public access elements</p> <p>RE.G5: Access to and around Dartmoor by means other than the private car will be encouraged and promoted</p> <p>RE.G6: Liaison with representatives of all identified recreational user groups will be undertaken on an annual basis allowing new or emerging issues to be addressed</p>	<p>RE.M1: Dartmoor recreation strategy</p> <ul style="list-style-type: none"> ◆ A programme is agreed and implemented for the production of the updated <i>Dartmoor Recreation Strategy</i> ◆ The opportunity for promoting gateways to Dartmoor is reviewed, as are parking locations and capacities, with the potential of pulling parking back from more remote locations, as a means of encouraging a shift to more sustainable recreational travel ◆ Enhanced access to reservoirs, rivers and woodlands is considered, consistent with achieving the biodiversity objectives of the the Dartmoor Biodiversity Action Plan <p>RE.M2: Management of recreational facilities</p> <ul style="list-style-type: none"> ◆ Methods of access and recreation provision at major recreation attractions and facilities are consistent with the Dartmoor Recreation Strategy ◆ Management plans are produced, implemented and monitored for heavily used sites with agreed minimum standards of provision for toilets, car parks and information ◆ Ways of dealing with anti-social behaviour are explored ◆ Major events continue to be carefully managed <p>RE.M3: Access opportunities</p> <ul style="list-style-type: none"> ◆ The Dartmoor Rights of Way Improvement Plan is updated annually ◆ Areas where access is impeded by vegetation growth are identified and management prescriptions are prepared and implemented <p>RE.M4: Sustainable visitor transport</p> <ul style="list-style-type: none"> ◆ Tourist operators and major recreational providers prepare Travel Plans in accordance with best practice guidance to reduce reliance on the private car and reduce impacts on the local and strategic road network ◆ Public transport services link to recreational opportunities and the opportunities to take dogs and bikes are explored ◆ Viable alternatives to the private car encourage more sustainable visitor travel ◆ Easy to understand information on transport options is widely available ◆ The network of off and on road cycle routes and strategic bridleways and footpaths link to key attractions, to surrounding towns, and to other nearby protected landscapes ◆ The operation of the approved routes for coaches is monitored and adjusted as necessary, to benefit traffic management more generally

(cont)



Recreation and Enjoyment (RE) Ambition: Dartmoor will offer a variety of opportunities for everyone seeking inspiration, peace and active recreation in harmony with each other, the local community and the area's special qualities (cont)

Goals (for 2012)	Means to achieve
	<p>RE.M5: Recreational management</p> <ul style="list-style-type: none"> ◆ Erosion continues to be monitored and is addressed through the appropriate management of well-used routes ◆ Recreational users follow codes of practice which protect Dartmoor's special qualities ◆ Dartmoor's byelaws are brought into line with the provisions of the <i>Countryside and Rights of Way Act 2000</i> <p>RE.M6: Knowledge and research</p> <ul style="list-style-type: none"> ◆ Meaningful baseline data on visitor numbers and locations is established with appropriate review and benchmarking <p>RE.M7: Communication</p> <ul style="list-style-type: none"> ◆ The principles of Moor Care are maintained and promoted and presented positively



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Enabling Access (A)

There is an important challenge to identify in detail and where possible remove the barriers which prevent all sections of society from accessing and enjoying Dartmoor. This need has been highlighted as a priority by Defra in its national *Diversity Action Plan: Outdoors for All*. There is also an opportunity to contribute to a more healthy nation, reflecting the *Health Concordat 2005*, to which the National Park Authorities are signatories. Access to a high quality outdoor experience can assist in improved well-being and health treatment by providing activity, relaxation and stimulation of the senses.

Within the protected landscapes of the south west of England, work has been undertaken to understand the demographics of their catchment areas, to identify the barriers that prevent enjoyment of countryside recreation, and to formulate ideas as to how these can be overcome. Within Dartmoor's immediate hinterland, the largest concentrations of under-represented groups are in the greater Plymouth and Torbay areas. Within 30 km of Dartmoor there are also significant population groups with higher than expected levels of disability and/ or mental health problems. It is clear that the barriers that prevent these diverse groups visiting Dartmoor are complex and include lack of familiarity with the countryside and uncertainty as to how to get there and where to go.

There has already been considerable success in helping disabled visitors enjoy Dartmoor. In 1995 Dartmoor for All was established to advise on ways of improving access for those with special needs, including those with disabilities, parents with young children and older people. The group's stimulus and enthusiasm has encouraged initiatives that increase the accessibility of Dartmoor. There is an ongoing programme to improve the accessibility of paths (including the 16 easy access paths managed and promoted in two Easy Going packs). The popular Easy Going Tours run in conjunction with local ring and ride operators bring people onto Dartmoor, and there is good information about access opportunities in the Easy Going Dartmoor Guides. The growing number of virtual tours provided on the DNPA web site is also very important in increasing virtual access.

To develop the wider agenda of access for all, diverse partnerships need to be developed, building on already successful outreach activities. There is the opportunity for Primary Care Trusts and local surgeries to promote the health benefits offered by Dartmoor. Providing affordable transport options from the main centres of population to Dartmoor, such as through a public transport ticketing system, and ensuring that there are transport opportunities for less able persons, are important elements in the overall approach.



This challenging area of work will require resource allocation, joint working and prioritisation. Most importantly, it must not lose sight of people's diverse needs and should therefore be developed in an inclusive and appropriate manner.





Enabling Access (A) Ambition: Dartmoor will provide opportunities for access for all

Goals (for 2012)	Means to achieve
<p>A.G1: Barriers that prevent under-represented groups from enjoying Dartmoor will be understood by site managers and tourist operators and measures taken to reduce them</p> <p>A.G2: There will be weekend affordable public transport links between Dartmoor, Plymouth, Torbay and Exeter</p> <p>A.G3: There will be improved access for people with special needs with a further 20 routes improved</p> <p>A.G4: Five new health initiatives will be created that promote physical activities on Dartmoor</p>	<p>A.M1: Reducing barriers</p> <ul style="list-style-type: none"> ◆ A better understanding is developed by relevant protected landscape organisations of: regional and local demographics; actual and potential visitors to protected landscapes; and barriers to participation by under-represented groups ◆ Access to the countryside by under-represented groups is improved through targeted joint projects that break down identified barriers. Different protected landscapes in the south west of England could cater for different needs <p>A.M2: Affordable public transport</p> <ul style="list-style-type: none"> ◆ Public transport provided to and around Dartmoor is affordable, offers joint ticketing arrangements and links to the major population centres surrounding Dartmoor ◆ Options are explored for increasing public transport that caters for less able persons ◆ Funding is sought for more sustainable and affordable transport initiatives <p>A.M3: Improved accessibility</p> <ul style="list-style-type: none"> ◆ Accessibility is improved at all DNPA Visitor and Information Centres ◆ Specific tours and walking / wheelchair routes for those with special needs are monitored, maintained and increased ◆ The accessibility of the wider rights of way network is increased through the implementation of the Dartmoor Rights of Way Improvement Plan ◆ Accessibility guides to Dartmoor National Park continue to be expanded and updated <p>A.M4: Participation in health activities</p> <ul style="list-style-type: none"> ◆ The range of Walking for Health routes and associated leaflets is increased and guided walks for those new to hill walking continue ◆ Primary Care Trusts and local surgeries encourage patients to explore the opportunities that Dartmoor offers <p>A.M5: Communication</p> <ul style="list-style-type: none"> ◆ Targeted information is provided to key groups currently facing barriers to access

Tourism (T)

Dartmoor is one of the south west of England's key tourism assets and is growing in importance as a visitor destination. The number of staying visitors is increasing, rising by approximately 25% between 2003-2006, in the context of a reduction in numbers across Devon.

The unquestionable tourism opportunities offered by Britain's National Parks are captured in their joint branding as *Britain's Breathing Spaces* – places for quiet reflection and/or physical challenges in stunning and unspoilt surroundings.

In addition to its natural and cultural wealth, Dartmoor has a number of individual attractions such as Buckfast Abbey, Castle Drogo, Becky Falls, Lydford Gorge, the Miniature Pony Centre and the DNPA's High Moorland Visitor Centre, all of which attract large numbers of visitors.

The range of visitor accommodation within the National Park and its immediate vicinity is equally diverse including hotels, guest houses, B&Bs, camping and caravan sites, bunk barns and self-catering accommodation, many of which are located on farms. The main tourism marketing body is the Dartmoor Tourist Association. It undertakes an annual programme of promotional and marketing activities including publication of a holiday guide and a comprehensive web site.

Growing tourism can bring benefits for the local economy and community through visitor spend, job creation and support for much-needed local community services that might otherwise not be viable. As for recreation, tourism needs to be managed in ways that sustain and enhance the natural and cultural environment of Dartmoor and the life of local communities. Since the early 1990s sustainable tourism has been promoted on Dartmoor through a series of partnerships, with the principles set out in the *Sustainable Tourism Strategy for Dartmoor 2003 – 2008*.

In turn, sustainable tourism is embedded in the regional Tourism Strategy *Towards 2015: Shaping Tomorrow's Future*. Improved co-ordination of tourism development across Devon is being pursued through a Destination Management Organisation (DMO) for the County. Under this umbrella local tourism planning and co-ordination will be achieved through a new Local Area Tourism Partnership for Dartmoor.

Sustainable tourism on Dartmoor is about meeting the needs of visitors, the tourism industry and local communities, whilst safeguarding and enhancing the special qualities of the National Park. Partners are promoting this through the Dartmoor Charter for Sustainable Tourism.

Involving tourism in safeguarding and enhancing Dartmoor's natural beauty can take many forms not least by raising the environmental awareness





of visitors; through farm tourism thereby enhancing the viability of those farm businesses responsible for managing the fabric of Dartmoor; by supporting products (such as foods) linked to sustainable land management; and by involving tourism businesses in conservation activities, such as the Wealth of Wildlife Project, which promotes the special wildlife qualities of Dartmoor. A consistent commitment in all tourism marketing on Dartmoor to the conservation and enjoyment of Dartmoor's special qualities is essential.

A challenge for the future must be to find ways of achieving an increase in the value of tourism without a significant increase in visitor numbers. Staying visitors currently account for less than a quarter of total visits. Ways need to be found to encourage existing visitors who stay outside the National Park to stay on Dartmoor and to encourage existing visitors to stay longer. It is also about increasing the number of visitors in the off peak months so that seasonal businesses are able to operate year round. Further benefits are achieved where there is an increase in the quality of provision and services, encouraging higher visitor spend. Equally, developing local supply chains linked to the tourism sector helps support other local businesses, 'recycling money' within the local economy.

Tourism (T) Ambition: All forms of tourism on Dartmoor will provide high quality visitor experiences and will make a contribution to the environment, local economy and communities of the National Park

Goals (for 2012)	Means to achieve
<p>T.G1: A Dartmoor Area Partnership will create a shared identity for tourism on Dartmoor, linked to the National Park's special qualities</p> <p>T.G2: Sustainability will be clearly embedded in the tourism businesses of Dartmoor, with a 50% increase in the number of businesses signed up to the Dartmoor Charter for Sustainable Tourism</p> <p>T.G3: Three tourism initiatives will be developed that create opportunities for under-represented groups Goal RE.G5 is of direct relevance</p>	<p>All means to achieve under Recreation and Enjoyment (RE) and Economic Activity (EA) are relevant here</p> <p>T.M1: Shared identity</p> <ul style="list-style-type: none"> ◆ A clear and distinct Dartmoor brand is developed further, reflecting Dartmoor's special qualities. This brand is used in all tourism promotion (as part of the wider Devon destination 'brand') ◆ Dartmoor continues to form part of the branding and public relations programme for Britain's National Parks - <i>Britain's Breathing Spaces</i> - being promoted by Visit Britain and the National Parks ◆ There is a service level agreement between key parties (the constituent local authorities, Dartmoor Tourist Association, and the DNPA) for a Dartmoor Area Tourism Partnership, supported by the necessary resources ◆ The Dartmoor Area Tourism Partnership links with the Devon Destination Management Organisation (DMO) established to deliver the South West Tourism Strategy <p>T.M2: Sustainable tourism</p> <ul style="list-style-type: none"> ◆ Tourism businesses continue to sign up to the Dartmoor Charter for Sustainable Tourism ◆ The regional Green Tourism Business Scheme continues to be rolled out across Dartmoor ◆ Tourism providers promote sustainable transport options and develop tourism packages based around sustainable travel ◆ Sustainable tourism initiatives are linked with sustainable land-use initiatives, such as those promoting biodiversity ◆ Opportunities for 'visitor payback' schemes are explored ◆ The range of tourism opportunities linked to Dartmoor's special qualities continues to increase ◆ The Wealth of Wildlife Project and similar initiatives are supported and promoted <p>T.M3: Local supply chains and added local value</p> <ul style="list-style-type: none"> ◆ Schemes are promoted which encourage more visitor spend on quality local goods and services <p>T.M4: Increase staying visitors</p> <ul style="list-style-type: none"> ◆ Tourism initiatives are developed to encourage more overnight stays and to encourage return visits throughout the year <p>T.M5: Knowledge and research</p> <ul style="list-style-type: none"> ◆ Reliable statistics on occupancy and visitor trends are collected ◆ Research on new and emerging markets is evaluated ◆ The success of sustainable tourism schemes to date is evaluated and the results used to influence future initiatives ◆ Evidence gathering is built into future initiatives