



dartmoor**first**

Dartmoor First News No.5 – Summer 2010

Welcome to the latest edition of *Dartmoor First* News. This e-newsletter has news on award recipients, latest sustainability and environmental initiatives across the greater Dartmoor area as well as where to get further information on a host of issues connected to recognising the special qualities of Dartmoor.

Benefits to You

Dartmoor First is a first step for some or a different, more localised, recognition for those who are already making steps. Recipients will be encouraged, where pertinent, to apply for further regional or national recognition through awards or audit schemes.

Dartmoor First Evening

As a precursor to the Dartmoor and Exmoor Low Carbon Festival (see below) there will be a joint Dartmoor First/Dartmoor Sustainable Development Fund evening at Parke on **Wednesday 06 October**.

The evening is to highlight and celebrate those who have achieved the award and or funding, and in particular to look at celebrating local food and its role in a low carbon lifestyle.

As well as 3 or 4 presentations there will be an opportunity to network with and meet like-minded people from across Dartmoor. This is an invitation-only event and invites will be sent out in early September but please mark the date in your diaries now.

Green Tourism: waste of time and money?

The following article, although primarily about tourism, starts an interesting debate. What are your thoughts?

See the article from Travelmole
<http://tiny.cc/0cyif>

Dartmoor First Panel

The Dartmoor First panel met recently and looked at ways to ensure that Dartmoor First is a robust award and that sufficient monitoring is in place so that it, or award winners, cannot be accused of green-washing (see below). If you have any thoughts on this please let Richard know.

Also the Dartmoor First panel would like to pass their sincere thanks to Hazel Hunt who has decided to step down from the panel. As well as being the manager of Okehampton TIC, Hazel is a Dartmoor Partnership accommodation inspector and is a keen advocate of Dartmoor First and maintaining the special qualities of Dartmoor. It does mean though that there is a vacancy on the panel to assist Richard, Andy Rowell and Cathy Ractliffe in assessing applications, shaping the award and ensuring its relevance and robustness. If you would like further details or put your name forward then please contact Richard directly.

Greenwash Travel Claims

Andrea Nicholas from the Green Tourism Business Scheme estimates that more than half of UK accommodation providers 'mislead' their guests with their green commitments.

To find out more the article from Travelmole can be viewed
<http://tiny.cc/wxt8y>

Property spotlight on....



Castle Drogo

(<http://dartmoor-nationaltrust.blogspot.com>)

In March 2010 the National Trust launched a report entitled 'Energy – Grow Your Own', which added further support to their commitment to use sustainable energy, wherever possible. Case Studies included the Castle Drogo biomass boiler and Drogo sets out to exceed the Trust's intention to reduce their use of fossil fuels by 50% by 2020. Allied to this is Drogo's commitment to inform and educate their visitors, the local community and the wider community, wherever possible.

Proud of their location on the eastern edge of Dartmoor, Castle Drogo values their links with the local communities and businesses and aims to support them by

- Cooking locally sourced food in the café wherever possible and providing information panels on this for visitors.
- Endeavouring to keep a good selection of locally sourced and locally manufactured products in the shop.
- Increasing accessibility to members of the local community; encouraging them to visit the property, providing events specifically for those who live locally and hosting events being run by local organisations.

Castle Drogo is also at the early stages of an exciting project entitled Castle Drogo - A Design for Life? See below for further details and how you can help.

Company Spotlight on....



Treasure Trails

(<http://www.treasuretrails.co.uk/devon/things-to-do.html>)

As well as the normal practices associated with running an office (reduce, reuse and recycle); Rod and Sandy actively work with partners so that an increasing number of their trails are aimed at reducing car usage. Currently there are six cycling trails and three bus trails as well as 30 walking trails.

Furthermore, as well as promoting public transport and or park and ride opportunities the Trails are all year round activities that bring visitors, both local and holiday makers, into each of the Trail locations. The clues undoubtedly mean that 'Trailers' spend money on refreshments and other incidentals whilst walking around.

Dartmoor National Park Authority are one such partner and have worked with Treasure Trails to create a trail for the Haytor Hoppa (promoting Bovey Tracey, Widecombe and Manaton) and the Transmoor Link (promoting Moretonhampstead, Postbridge and Princetown) bus services.

These trails can be purchased for £5 from National Park and other local visitor centres. There is a 10% discount for fellow Dartmoor First award winners, please contact Richard Drysdale for a voucher.



Dartmoor and Exmoor Low Carbon Festival – 09 – 10 October 2010

The weekend of October 09 – 10th October sees the second Dartmoor and Exmoor Low Carbon Festival.

The festival has been planned to coincide with the 10:10 day, the global day of doing! Doing what? Well, looking at ways of reducing our carbon emissions by 10% and also gathering momentum for a wide range of sustainability issues.

Dartmoor National Park Authority is planning or assisting with the following

Saturday 09 October

- * Dartmoor Food and Drink Festival – Finlake
- * Car Free Event in association with the Haytor Hoppa
- * Guided Walk – from farm to plate (walk & pub lunch)
 - * Renewable Energy Tour – Hydropower

Sunday 10 October

- * Dartmoor Food and Drink Festival – Finlake
- * Car Free Event in association with the Transmoor Link
 - * Guided Walk – Dartmoor Mires project
 - * Renewable Energy Tour – Biomass

If you would like further details, are planning an event yourself or would like to be involved please contact Richard Drysdale in the first instance.

Castle Drogo - A Design for Life?

Dartmoor National Trust would really welcome your views and thoughts on their major project at Castle Drogo, which aims to stop the Castle leaking whilst enhancing the visitor experience during a major £11.6m building project.

In particular they are keen to understand if you would like to be involved and how they can build on existing working partnerships and possibly create some new and exciting opportunities around the project both in the development of it and the delivery post 2012.

Answers to their short questionnaire (<http://www.surveymonkey.com/s/VRTSPRG>) would be appreciated by Monday 2nd August.

DEBI (Devon Environmental Business Initiative) Awards 2010

There are 5 categories in this years awards: Environmental Goods and Services, Climate Change Innovation, Sustainable Devon, Food, Farming and Fishing, and the Environmental Champion. All types of business, industry and even individuals can enter or be nominated. The awards offer a great opportunity to showcase just what you are doing for the Devon environment.

Closing date for applications is 27 September

Details of how to enter can be found on the DEBI website <http://www.debi-online.org.uk/>.

Dartmoor Bus Survey

All manner of public services are going to come under further scrutiny when the Government Spending Review is released in October. Public transport and in particular rural services will certainly come under increased pressure.

Dartmoor National Park Authority has joined a nationwide survey organised by the University of Lancashire and their Vistrav network to collate peoples' thoughts and views on public transport. To participate please follow the link <http://tiny.cc/xl5am>

Want to know more about Dartmoor First?

Go to www.dartmoor-npa.gov.uk/vi-dartmoorfirst

or contact
Richard Drysdale,
Sustainable Tourism Officer,
Dartmoor National Park Authority
tourism@dartmoor-npa.gov.uk
or 01626 831003

Tourism Advice

Apologies for the tourism bias to the following but the ideas, solutions and toolkits can all be applied across a variety of operations.

Devon offers a Green Tourism Marketing Toolkit, through their tourism advice website <http://tiny.cc/qnztg>

Visit England has developed a step by step plan to going 'green' and developing initiatives that help you make the most of being sustainable. Better Tourism can be found <http://www.better-tourism.org/>

The results of the South West Climate Change Impacts Partnership (SWCCIP) Tourism Group research into how businesses are preparing for climate change have just been released. Amongst the findings are that 59% of respondents think that climate change could lead to extreme weather and that business need to adapt to it. Further findings can be found <http://tiny.cc/plh7m>



Dartmoor First - a Dartmoor partnership initiative managed by Dartmoor National Park Authority



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