

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
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**Objective 1:**

**To establish effective partnership working and communication between all organisations with an interest in, or responsibility for, tourism across the greater Exmoor area and maximise opportunities for securing resources to support tourism**

Action	Outputs / Targets / Indicators	Priority	Lead Agency	Key Partners	Resource Implications
<p>1.1 Establish a strategic private/public sector 'umbrella body' for sustainable tourism management, business support, marketing, promotion and visitor information, which is representative and inclusive of a range of tourism interests.</p> <p>Establish closer strategic co-operation and co-ordination of activities between agencies &amp; organisations responsible for: community planning; economic development; land management; traffic and transport</p> <p>Define and clarify roles, remits and responsibilities of key partners in relation to tourism: tourism associations, consortia, local authorities and other partners.</p>	<ul style="list-style-type: none"> <li>▪ Umbrella body established</li> <li>▪ Working protocols agreed</li> <li>▪ Specific action plans developed amongst partners for key areas</li> <li>▪ Research completed</li> <li>▪ Information published on website</li> </ul>	<b>Priority: 1</b>	<p>Visit-Exmoor</p> <p>Visit-Exmoor</p> <p>QUEST</p>	<p>NDMB, QUEST, ENPA, WSDC, , GETC, SCC, DCC, TA's, TB's, PC's, TC's, EATAG, TIC's, VisitBritain, EnglandNet, MCTIs, TSN, LSC, VC's, NT , attractions, SWT, NUF, FC, SWF, SWLT, SWCP, AONBs</p>	<p>LA's, ENPA, Obj 2, RR, CA, SWRDA, PS</p>
<p><b>1.1 Achievements</b>  <i>Visit Exmoor Forum established in 2004 and meets monthly. Strategic Action Plan produced in 2002/03, reviewed in 2004. Visit Exmoor became a company limited by guarantee in March 2005. A board of directors was elected at the Tourism Open Meeting.</i></p>					
<p>1.2 Establish effective tourism industry</p>	<ul style="list-style-type: none"> <li>▪ No. of businesses accessing</li> </ul>	<b>Priority: 1</b>	QUEST *	<p>Visit-Exmoor            NDMB, all TAs, SCC, DCC.</p>	<p>QUEST, ENPA, WSDC, NDDC</p>

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<p>communication mechanisms within the greater Exmoor area, to include:</p> <ul style="list-style-type: none"> <li>▪ Interactive website / intranet for the tourism industry</li> <li>▪ Email information alerts / newsletters</li> <li>▪ Email / web based discussion forum</li> <li>▪ Themed open meetings</li> <li>▪ <a href="#">Annual tourism conference</a></li> </ul>	<ul style="list-style-type: none"> <li>▪ information</li> <li>▪ No. of businesses contributing information</li> <li>▪ No. of events</li> </ul>			WSDC and other partners (see above)	
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**1.2 Achievements**  
*A tourism open meeting took place in March 2005 in Lynton.  
Two editions of the Visit-Exmoor Forum newsletter were sent to Forum members in 2004. North Devon Marketing Bureau produces a quarterly newsletter for their members.  
First Visit Exmoor Members newsletter produced in December 2005.*

<p>1.3  <a href="#">Seek endorsement and encourage adoption of Action Plan by key partners</a> and undertake regular reviews and update as required</p>	<ul style="list-style-type: none"> <li>▪ No. of key partners formally adopting the plan</li> <li>▪ Annual review</li> <li>▪ Mid term review</li> <li>▪ End of plan review</li> </ul>	<b>Priority: 1</b>	QUEST*	ENPA, GETF, WSDC, NDDC, NDMB, SCC, DCC, TA's, TB's, CA, SWT, NT and other partners (see above)	QUEST*
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**1.3 Achievements**  
*Action Plan approved by ENPA, WSDC, SCC and Visit-Exmoor in 2004/05. Action plan reviewed 2005.*

**Objective 2:**

**To enhance the quality of the visitor experience, throughout all stages of that experience, and to monitor levels of visitor satisfaction**

Action	Outputs/Indicators	Timescale	Lead Agency	Key Partners	Resources
<b>Understanding &amp; Meeting Visitor Needs</b>					

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
<p>2.1 Develop criteria for measuring visitor expectations and levels of satisfaction. Undertake Visitor Expectation/Satisfaction research, mystery shopper activities &amp; benchmarking. Develop a template for visitor satisfaction feedback for use by businesses. Develop interactive visitor feedback templates for websites</p> <p>Undertake regular visitor surveys, to determine: visitor profile &amp; perceptions; aim of their visits &amp; activities undertaken; why visitors come to Exmoor; visitor perceptions of travelling to, from and around the Exmoor area.</p> <p>Research the reasons why people do not come to the Exmoor area</p>	<ul style="list-style-type: none"> <li>▪ % Extent of visitor satisfaction achieved</li> <li>▪ template produced</li> <li>▪ no. of businesses using the template</li> <li>▪ ENPA Visitor Surveys</li> <li>▪ All Parks Visitor Survey (every 10 years)</li> <li>▪ trends analysis</li> <li>▪ survey results made available to businesses</li> <li>▪ Marketing Conversion research</li> <li>▪ Introduce a 10 year survey plan.</li> </ul>	<p><b>Priority: 1</b></p>	<p>QUEST *</p> <p>ENPA</p> <p>QUEST *</p>	<p>ENPA, WSDC, NDMB, AONBs, TB's, TA's,</p> <p>QUEST WSDC, NDDC, NDMB, SCC, DCC, ANPA, SWT, AONBs</p> <p>ENPA, WSDC, NDMB, SWT</p>	<p>ENPA, QUEST, LA's</p> <p>QUEST, ENPA, WSDC, NDMB, ANPA, CA, DEFRA</p> <p>QUEST, ENPA, Visit Exmoor NDMB</p>
<p><b>2.1 Achievements</b>  <i>W. Somerset &amp; Exmoor Visitor Satisfaction Survey 2003.</i>  <i>Pilot Exmoor Visitor Satisfaction Survey winter 2003/04.</i>  <i>Exmoor Coast &amp; Countryside guide conversion research 2003.</i>  <i>Exmoor C&amp;C requests database market segmentation research – postcode analysis 2003.</i>  <i>Exmoor National Park Authority Visitor Survey taking place between June and December 2005.</i></p>					
<p>2.2 Undertake a full tourism product audit for the Exmoor area</p>	<ul style="list-style-type: none"> <li>▪ Audit completed</li> <li>▪ Database developed</li> <li>▪ DMS data</li> </ul>	<p><b>Priority: 2</b></p>	<p>QUEST</p>	<p>ENPA, STP, NDMB, DCC, SCC, WSDC</p>	<p>QUEST, ENPA, STP</p>
<p><b>2.2 Achievements</b>  <i>A full tourism product was undertaken in 2005 and a database of 1243 tourism related business was created. The Product Audit report can be found on the ENPA website under QUEST.</i></p>					

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<p>2.3 Establish a customer feedback mechanism for the greater Exmoor area, with clearly communicated complaints/compliments policy and procedures</p> <p>Monitor and report on complaints/compliments received</p>	<ul style="list-style-type: none"> <li>▪ Complaints policy</li> <li>▪ Complaints procedures</li> <li>▪ Visitor satisfaction monitoring form</li> <li>▪ Regular monitoring of complaints and compliments</li> <li>▪ Feedback mechanisms</li> </ul>	<p><b>Priority: 2</b></p>	<p>QUEST *</p>	<p>VISIT EXMOOR, NDMB, TIC's, VC's, TA's, TB's</p>	<p>QUEST, VISIT EXMOOR, NDMB</p>
<p><b>2.3 Achievements</b> A Visitor Satisfaction form has been devised (based on the face-to-face surveys) and will be live on the ENPA website in January 2006.</p>					
<p><b>Welcome, Orientation and Information</b></p>					
<p>2.4 Review all information provided to visitors, to include information needs of people with disabilities, and develop information provision as appropriate.</p> <p>Gaps identified through consultation process: Places to eat, community facilities open to visitors, events &amp; festivals, community led events, wet weather options, publications available, transport information</p>	<ul style="list-style-type: none"> <li>▪ Literature / printed materials review</li> <li>▪ Website review</li> <li>▪ Information for people with disabilities review</li> <li>▪ Visitor Centre / TIC information review</li> <li>▪ Survey visitor information needs</li> <li>▪ Exmoor Visitor produced earlier</li> <li>▪ Mechanism for identifying, monitoring and removal of out of date information</li> </ul>	<p><b>Priority: 2</b></p>	<p>Visit-Exmoor</p>	<p>ENPA, WSDC, NDMB, VISIT EXMOOR, SCC, DCC, SWT, AONBs, TA's, QUEST, voluntary &amp; community events organisers</p>	<p>ENPA, VISIT EXMOOR, QUEST, NDMB, RR</p>

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<p>2.5 Develop visitor information to include simple public transport information for visitors &amp; Exmoor Essential Services Information (showing locations of cash machines, petrol stations, post offices, railway stations, etc)</p> <p>Establish a system to provide 'Welcome All Year' information to visitors &amp; businesses on: visitor facilities &amp; attractions open throughout the winter: alternative facilities with maps (in case of closure) e.g. toilets, etc</p>	<ul style="list-style-type: none"> <li>▪ % of visitors arriving by public transport</li> <li>▪ % of visitors using public transport during their stay</li> </ul> <p>Dissemination of information (inc web based)</p> <ul style="list-style-type: none"> <li>▪ Web site pages / links to transport providers websites</li> <li>▪ Paper based resources</li> <li>▪ Maps at Visitor Centres / TIC's</li> <li>▪ Foreign language provision</li> <li>▪ Signage</li> <li>▪ Maps</li> </ul>	<p><b>Priority: 2</b></p>	<p>Visit-Exmoor</p> <p>QUEST</p>	<p>ENPA,QUEST, NDMB, VISIT EXMOOR, SCC, DCC, TA's, TB's, WSDC, AONBs</p> <p>ENPA, CofC, TA's, LA's VCs, TIC's, TA's, TB's</p>	<p>ENPA, VISIT EXMOOR, NDMB, RR ENPA, Obj 2, RR, V V, RES</p> <p>QUEST RR, ENPA, WSDC, NDMB, TB's</p>
<p><b>2.5 Achievements</b>  <i>A Travel Exmoor page was added to the ENPA website in 2005, giving details of public transport in the area.</i></p>					
<p>2.6 Work proactively with tourism operators to include information about public transport in their promotional literature, websites and within the key holiday brochures for the area</p> <p>Work with tourism providers &amp;</p>	<ul style="list-style-type: none"> <li>▪ Agree key message wording</li> <li>▪ Website links</li> <li>▪ Dissemination of information</li> <li>▪ Provide advice &amp; information contacts</li> <li>▪ % increase in</li> </ul>	<p><b>Priority: 2</b></p>	<p>Visit-Exmoor</p>	<p>ENPA, QUEST, SCC, DCC, WSDC, NBMB, transport providers, TA's, TB's, VCs, TICs, TIC's, AONBs</p>	<p>ENPA, SCC, DCC, PS, WSDC, NDMB</p>

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associations to promote the use of public transport, walking and cycling to visitors when exploring the local area	visitors exploring local area without car <ul style="list-style-type: none"> <li>No. of businesses actively promoting local areas</li> </ul>				
<b>2.6 Achievements</b> <i>The Coleridge Way walking route was launched in March 2005 and the first workshop for businesses along the route was held in September 2005, giving information about the development of the route, quality assurance for accommodation providers, welcoming walkers and the benefits of collaborative working.</i>					
2.7 Develop access to comprehensive events & things to do listing for the whole of the Gr. Exmoor area  Update businesses with details on events	<ul style="list-style-type: none"> <li>Searchable and print friendly format for 'what's on' information on a website</li> </ul>	<b>Priority: 2</b>	EFP, Visit-Exmoor, NDMB	ENPA, TA'S, TB's, VC's, TIC's, EnglandNet, WSDC, DCC, NDMB, SCC, STP, voluntary sector, community groups	EFP, ENPA, WSDC, NDMB, SCC, DCC, RR, SWERDA
<b>2.7 Achievements</b> <i>The Events and Projects Manager commissioned a data-base driven web-site for event and this went live in summer 2005. NDMB have an events listing on the North Devon website.</i>					
2.8 Develop a standardised format visitor information pack for use by businesses (to be personalised by each host) with a focus on specific activities and special qualities of Exmoor, with information available for down loading from website	<ul style="list-style-type: none"> <li>Template produced</li> <li>Disseminated to businesses (focus on new entrants)</li> </ul>	<b>Priority: 3</b>	QUEST *	ENPA, VCs, TIC's, TAs, TBs, PC's, TC's, WSDC, NDMB, SCC, DCC	RR
2.9 Revise Access Guide for People with Disabilities Review accessibility of Exmoor National Park Website for people with disabilities	<ul style="list-style-type: none"> <li>Guide published <ul style="list-style-type: none"> <li>Paper</li> <li>Web</li> </ul> </li> <li>Website reviewed</li> <li>Website made accessible</li> </ul>	<b>Priority: 1</b>	ENPA	ENPA, disability user groups, TA's, TB's, CT, RNIB, RNID, MENCAP, HC	ENPA, RR
<b>2.9 Achievements</b> <i>Access Guide due for publication Autumn 2005.</i>					

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<p><i>ENPA website accessibility has been reviewed as part of the introduction of a new National Parks website ( due for completion summer 2005), which will adhere to accessibility codes of practice and be WAA compliant.</i></p>					
<p>2.10            Improve signage within the greater Exmoor area, in an environmentally sensitive manner, to include:</p> <ul style="list-style-type: none"> <li>◇ Undertake a road signage review for the ENP and the greater Exmoor area. Replace 'Gateway' signage for ENP</li> <li>◇ Develop 'Welcome to....' Signage for key settlements, whilst retaining local distinctiveness</li> <li>◇ Improve signage to '<u>Exmoor National Park</u>' from key motorway / trunk roads</li> <li>◇ Work towards all public ROW signs being visible from the public highway where they meet and adopt signage 'best practice'</li> </ul> <p>Improve visitor signage within key settlements</p>	<ul style="list-style-type: none"> <li>▪ Review completed</li> <li>▪ Gateway signs at all road 'entrances' to the national park</li> <li>▪ Signage at key 'gateway' settlements</li> <li>▪ Welcome Signage at key settlements</li> <li>▪ Implementation of Dunster Action Plan</li> <li>▪ Development of action plans with other key settlements</li> </ul>	<p><b>Priority: 1</b></p>	<p>ENPA</p>	<p>QUEST, WSDC, NDDC, SCC, DCC, TA's, PC's, TC's, DWG, HA, ES</p>	<p>ENPA, HA, WSDC, NDDC, SCC, DCC, RR, PC's, TC's, V V, TA's,</p>
<p><b>2.10 Achievements</b>  <i>Welcome signage piloted at Wheddon Cross as part of a programme of signage at key settlements.            ENPA, SCC, DCC are working together on speed management and the preparation of the RoW Improvement Plan.            The draught scheme for Dunster visitor signage is at consultation stage (Nov.2004)            Public Service agreements between DCC &amp; Exmoor are on target regarding public ROW signs and there is a good working relationship between DCC and SCC Rights of Way teams and ENPA.</i></p>					
<p>2.11            Prepare advice on tourism signage policies and communicate to tourism businesses:</p> <ul style="list-style-type: none"> <li>◇ Planning Issues – placement of signs</li> <li>◇ Tourism brown &amp; white signs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Review completed</li> <li>▪ Liaison with LA's</li> <li>▪ Information published</li> </ul>	<p><b>Priority: 3</b></p>	<p>Visit-Exmoor</p>	<p>ENPA, SCC, WSDC, DCC, NDMB</p>	<p>ENPA</p>
<p>2.12            Develop facilities and visitor services provided via Tourist Information Centres, ENPA Visitor Centres, other visitor information centres, and Local Information</p>	<ul style="list-style-type: none"> <li>▪ % of staff undertaking <i>customer care</i> , 'Welcome' training and disability awareness training</li> </ul>	<p><b>Priority: 1</b></p>	<p>ENPA</p>	<p>QUEST, TIC's, VC's, WSDC, NDMB, MCTIs, SWT, TC's, PC's, TA's, TB's, SCC,</p>	<p>ENPA, RR, VV, MCTI, Obj 2, WSDC, NDMB, RES, MCTI's, DEFRA, SCC,</p>

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<p>Points (LIPS):</p> <ul style="list-style-type: none"> <li>◇ Increase Summer daytime hours 9 – 6pm (inc. lunchtime opening)</li> <li>◇ Open centres throughout the winter (to run alongside winter opening with /of attractions / other visitor facilities and services)</li> <li>◇ Staff training, ICT and ‘Welcome Host’ / ‘Welcome All’ / customer care training for all TIC, VC’s and ENPA Visitor Centre staff where need identified</li> <li>◇ Agree scope and range of information on local services - accommodation, places to eat, places to visit, etc – provided by ENPA visitor centres and signposting to other service providers (accommodation booking, etc)</li> <li>◇ Explore potential and feasibility for increasing networking / co-ordination / partnership working between ENPA VC’s and TIC’s and other Visitor Centres</li> <li>◇ Develop integrated interpretation and information facilities through capital / revenue developments., e.g.: County Gate VC, Lynmouth Pavilion, Minehead</li> <li>○ Work with key partners on developing the viability and sustainability of visitor information services/facilities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Visitor satisfaction with centres.</li> <li>▪ Access to DMS system(s) / information by Visitor Centres &amp; TIC’s</li> <li>▪ No of interpretation / information centres</li> </ul>			DCC, TSN, RNIB, RNID, MENCAP, HC, SWLT, etc	DCC
<p><b>2.12 Achievements</b>  <i>2 ENPA Visitor Centres provide 24 hour access to information via external kiosks (since March 2004). Kiosks were installed in two more by Easter 2005. An ENPA Strategic Review of National Park Centre Provision will be completed by the end of 2006/07</i></p>					
<p>2.13            Develop network and a directory of local guides (people not publications) and local expertise, and increase opportunities for networking between businesses and local guides / experts</p>	<ul style="list-style-type: none"> <li>▪ On-line guides directory</li> <li>▪ No. of ‘blue badge’ guides for area</li> <li>▪ No. of trained / approved walking guides for area</li> <li>▪ No. of new jobs</li> </ul>	<b>Priority: 3</b>	QUEST	ENPA, SCC, DCC, Blue Badge Guides, community groups, voluntary sector	RR, RES, Obj 2, V V , MCTIs





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2.16 Develop mechanisms for visitors and ROW / Open access land users to feedback comments on ROW network, access issues, safety issues and ensure that appropriate actions are undertaken to address feedback	<ul style="list-style-type: none"> <li>▪ ENPA website – interactive feedback form</li> <li>▪ Email alert to Countryside Recreation and Ranger services</li> <li>▪ Monitoring of actions</li> </ul>	<b>Priority: 2</b>	ENPA, Quantock Hills AONB, SCC, DCC	User groups, TA's, TB's, WSDC, NDMB, SCC, DCC, visitors, AONB'S, NDCCS, SWCPT	ENPA, SCC, DCC, NDCCS, WSDC
<b>2.16 Achievements</b> <i>ENPA website has a feedback/problem reporting facility for Rights of Way and CROW Access. DCC Rights of Way web pages provide a feedback form for users.</i>					
<b>Environment and Infrastructure</b>					
2.17 Develop a greater Exmoor Sustainable Tourism Travel Plan, as part of ENPA's Strategic Action Plan for Traffic and transport	<ul style="list-style-type: none"> <li>▪ Sustainable Tourism Travel plan</li> <li>▪ No's using sustainable travel options</li> </ul>	<b>Priority: 3</b>	ENPA	WSDC, NDDC, SCC, DCC, PS, public and private travel operators	ENPA
2.18 Influence reviews and development of local transport plans to improve the quality of the road infrastructure in the area, within environmentally acceptable guidelines.	<ul style="list-style-type: none"> <li>▪ Road maintenance and improvements undertaken</li> <li>▪ research needs with TA's, visitors</li> </ul>	<b>Priority: 1</b>	Visit-Exmoor LA's	WSDC, QUEST, NDDC, SCC, DCC, HA SWERDA, SWT	WSDC, NDDC, SCC, DCC, HA
2.19 Monitor traffic and parking and manage 'visitor pressures' in villages and towns: e.g. park and ride' schemes, overflow / temporary car parking and communicate to business owners / visitors	<ul style="list-style-type: none"> <li>▪ Monitoring</li> <li>▪ No. of park and ride schemes</li> <li>▪ No. of passengers</li> <li>▪ No. of car parking spaces cf. demand</li> </ul>	<b>Priority: 1</b>	Visit-Exmoor	ENPA, WSDC, NDDC, TA's, PC's, TC's	ENPA, LA's, PS
<b>2.19 Achievements</b> <i>Park and Ride schemes in place for the Snowdrop Valley Festival and Dunster by Candlelight.</i>					

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
<p>2.20 Improve transport services by developing integrated transport partnerships between private &amp; public sector transport providers, tourism attractions, settlements, etc; e.g.: 'open top' heritage buses; horse drawn carriages; minibuses; electric powered buses; mini-bus / mini-cab 'visitor sharing' schemes; themed transport: e.g., steam Waverley.</p>	<ul style="list-style-type: none"> <li>▪ Public consultation</li> <li>▪ No. of partnerships</li> <li>▪ No. of new services / routes</li> <li>▪ No. of passengers</li> <li>▪ Visitor and resident needs research /consultation</li> <li>▪ Routes research</li> <li>▪ Rail and bus service connections</li> <li>▪ Viability assessments</li> <li>▪ Piloting new routes</li> <li>▪ Promotion of routes</li> </ul>	<p><b>Priority: 1</b></p>	<p>Visit-Exmoor</p>	<p>Public sector / private sector providers, ENPA, SCC, DCC, WSDC, NDDC, AONB'S, SWCPT, PC's, TC's, local communities</p>	<p>RR, V V, RES, Obj 2, private sector</p>
<p><b>2.20 Achievements</b> <i>ENPA facilitated the operation of three new bus services in summer 2004: North Hill, Brendon Valley and Wednesdays are for Walking.</i></p>					
<p>2.21 Seek improvements to bus services on and to the Exmoor area and support the development of local rail services to Minehead and Barnstaple and the improvement of mainline services to Taunton and Minehead.</p>	<ul style="list-style-type: none"> <li>▪ No. of bus services</li> <li>▪ No. of visitors arriving by public transport</li> </ul>	<p><b>Priority: 1</b></p>	<p>Visit-Exmoor</p>	<p>Public sector / private sector providers, ENPA, WSDC, SCC, NDDC, DCC, SWERDA, local communities</p>	<p>SWERDA,</p>
<p><b>2.21 Achievements</b> <i>West Somerset Railway has submitted a bid to the Rural Renaissance fund for improvements at North Fitzwarren to allow more charter trains to enter West Somerset.</i></p>					
<p>2.23 Improve visitor car parking arrangements at key settlements (actions as appropriate to communities, identified visitor needs and environmental considerations).</p>	<ul style="list-style-type: none"> <li>▪ No. of days when demand exceeds availability and no other overflow facilities are available</li> </ul>	<p><b>Priority: 2</b></p>	<p>ENPA, WSDC, NDDC</p>	<p>WSDC, NDDC, SCC, DCC, TC's, PC's, TA's, TB's, CofCom, land owners</p>	<p>ENPA, landowners, TC's, PC's</p>
<p><b>2.23 Achievements</b> <i>WSDC Parking Strategy has been produce. Parking bays are now available for disabled visitors in all WSDC car parks. Number of coach bays also increased by April 2005.</i></p>					

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<i>The Market and Coastal Towns Initiative will cover car parking in Lynton, Lynmouth and South Molton in its' action plan.</i>					
2.24 Improve routes for cyclists and links to existing cycle routes, including 'gateway' routes linking into the National Park.	<ul style="list-style-type: none"> <li>▪ % increase in cycle routes</li> <li>▪ No. of people using routes</li> </ul>	<b>Priority: 2</b>	ENPA	SCC, DCC, WSDC, NDDC, NDCCS, Sustrans, land owners, AONB'S, TC's, PC's, NT	ENPA, SCC, DCC, land owners, Sustrans
2.25 Explore feasibility of introducing visitor parking season tickets: day / weekly / fortnightly valid at all car parks throughout the greater Exmoor area Provide good value charging regimes for car parking to encourage longer stays (as appropriate to needs within each key settlement)	<ul style="list-style-type: none"> <li>▪ visitor car parking ticketing scheme</li> <li>▪ No. of tickets sold</li> <li>▪ % increase in average length of stay</li> <li>▪ % increase in visitor spend</li> <li>▪ % increase in visitors</li> </ul>	<b>Priority: 1</b>	WSDC, NDDC	ENPA, TIC's, VC's, TC's, PC's, PS, TS's, TB's	WSDC, NDDC private sector operators, public sector operators,
<b>2.25 Achievements</b> <i>Weekly parking tickets are available in North Devon. WSDC have explored this as part of the Parking Strategy Review 2004. Visitor parking season tickets were available from March 2005.</i>					
2.26 Survey the accessibility of key visitor facilities, tourism and tourism related businesses, for people with mobility, sensory and learning disabilities, and identify enhancement needs: e.g. <ul style="list-style-type: none"> <li>◇ Provide appropriate &amp; adequate disabled parking facilities in key settlements / facilities</li> <li>◇ Interpretation facilities at Visitor Centres, TICs, attractions, etc</li> <li>◇ Signposting businesses to advice and support information</li> <li>◇ Providing accessibility information to businesses and visitors</li> </ul>	<ul style="list-style-type: none"> <li>▪ survey completed</li> <li>▪ enhancement needs identified</li> <li>▪ Revised Exmoor Disabled Access Publication</li> <li>▪ No. of accessibility audits facilitated</li> <li>▪ No. of parking spaces for people with disabilities</li> <li>▪ % increase in no. of facilities offering: large print; CD/ tape; Induction loop; Accessible websites;</li> </ul>	<b>Priority: 3</b>	Visit-Exmoor	WSDC, NDMB, QUEST, NT, EN, ENPA, private and voluntary sector, disability groups, TA's, TB's, etc, AONB'S	ENPA, QUEST

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Interpretation					
<b>2.26 Achievements</b> <i>Revised access guide due for publication Autumn 2005.</i>					
2.27 Provide access to public toilets which are: Clean; well signed; open all year  Explore innovative ways of maintaining provision of public toilets	<ul style="list-style-type: none"> <li>▪ No. of toilets open</li> <li>▪ No. of complaints received</li> <li>▪ No. of users vs. costs</li> </ul>	<b>Priority: 1</b>	ENPA, WSDC, NDDC  LA's	PC's, TC's  WSDC, NDDC, TC'S, PC's, TA's	WSDC, NDDC, TC's, PC's, ENPA, visitors
<b>2.27 Achievements</b> <i>The North Devon Public Convenience Programme is halving the number of public toilets and rebuilding or refurbishing those that remain, by the end of the programme (2007) all NDDC owned public toilets will be of Charter standard. West Somerset DC have a £3/4million investment programme to provide new, and up-grade existing, public toilet facilities. Dulverton's were refurbished in 2004. Dunster Tourism Association are taking over the running of the toilets near Dunster church, (WSDC would be closing them due to DDA requirements).</i>					

### Objective 3:

#### To improve the viability and competitiveness of tourism on Exmoor by improving the quality of the place, the product and services

Action	Outputs/Indicators	Timescale	Lead Agency	Key Partners	Resources
3.1 Identify opportunities for developing and promoting key 'centres of excellence' (e.g. Wimbleball Lake) within outdoor recreation: e.g., Cycling, Water Sports, Horse Riding	<ul style="list-style-type: none"> <li>▪ No. of 'centres of excellence'</li> <li>▪ % Increase in visitor numbers</li> <li>▪ % increase in visitor spend</li> </ul>	<b>Priority: 2</b>	ENPA, Visit-Exmoor	LA's, SWLT, SCC, DCC, DDN, WSDC, NBMB, SWT, HATS, SWCP, AONBs, NDCCS, etc	Obj 2, RR, PS
3.2 Work in partnership to develop activities, itineraries, themed packages and short break products (as appropriate to special nature of Exmoor), with a focus on extending the season and in accordance with the Package Travel, Package	<ul style="list-style-type: none"> <li>▪ Identify appropriate product through tourism product audit</li> <li>▪ Identify gaps</li> <li>▪ No. of packages developed</li> <li>▪ No. of short break</li> </ul>	<b>Priority: 1</b>	Visit-Exmoor, ENPA	SWLT, ENPA, WSDC, NDMB, SCC, QUEST, EN, DCC, VISIT EXMOOR, VCs, SWT, VB, NT, AONBs,	Obj 2, RR, private sector, SDF, V V, RES, HL, A4A, DEFRA, EN

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
<p>Holidays and Package Tour Regulations 1992:</p> <ul style="list-style-type: none"> <li>◇ water based activities: sailing, surfing, canoeing, fishing</li> <li>◇ outdoor activities: horse riding / equestrian holidays; walking events / festivals; cycling events / festivals; field and country sports; rock climbing</li> <li>◇ wildlife, landscape and environment</li> <li>◇ culture, history &amp; heritage: events &amp; festivals, arts &amp; crafts, archaeology, literature, food &amp; drink, houses and gardens, local cultural events, community led projects</li> </ul>	<p>products</p> <ul style="list-style-type: none"> <li>▪ No. of trails developed</li> <li>▪ No. of tourism businesses providing specific facilities to meet visitor needs</li> <li>▪ No. of visitors</li> <li>▪ Visitor spend</li> <li>▪ Develop activities as appropriate to special nature of Exmoor</li> <li>▪ Website links</li> </ul>			<p>SWCPT, YHA, TA's, TB's, EP, special interest groups, community groups, voluntary sector, wildlife and conservation groups, EFP, EFL, cultural organisations, DDN, NDCCS, HATS, OETS,</p>	
<p><b>3.2 Achievements</b></p> <p><i>Equine tourism development started in 2004: ENPA Sustainable Tourism Officer is working with the British Horse Society to create 11 new routes for horse-riders and with www.equineturism.co.uk to develop the potential of equine tourism, including a dedicated website and an equine tourism business forum. In September 2006 Eurotrek (a European Championship event for horse riders) will be held on Exmoor and expects to attract 200 competitors ENPA's Coleridge Way officer is developing a new path (launched March 2005) and bridleway from Nether Stowey to Porlock.</i></p> <p><i>The Events &amp; Festivals Officer is developing a series of seven annual out of season events.</i></p> <p><i>The Yarn Market Hotel in Dunster offers a number of themed packages throughout the year.</i></p> <p><i>Somerset Tourism Partnership are working on a fishing leaflet, due for publication April 2005.</i></p> <p><i>Somerset Tourism Partnership's 2005 P.R. campaign will focus on outdoor activities.</i></p> <p><i>North Devon Marketing Bureau's West Country Walks initiative provides bespoke walks and walking holidays.</i></p> <p><i>The North Devon &amp; Exmoor Walking &amp; Cycling Festival takes place every May.</i></p>					
<p>3.3</p> <p>Ensure links are established between capital projects and tourism and tourism related businesses: e.g. Wimbleball Lake, Coleridge Way, Cycle Ways, Combe Sydenham, North Devon Cycle Route, Watchet Marina, Minehead Visitor Centre, Lynmouth Pavilion, Mineral Line, Simonsbath Saw Mill, County Gate, SWCP, West Country Way, Two Moors Way, Tarka Trail, etc</p>	<ul style="list-style-type: none"> <li>▪ No. of businesses linked to capital developments</li> <li>▪ No. of businesses jointly promoted / promoting services and facilities</li> <li>▪ No. of tourism businesses providing specific facilities to meet target visitor needs</li> <li>▪ Monitor impact of</li> </ul>	<p><b>Priority: 1</b></p>	<p>Visit-Exmoor</p>	<p>SWLT, ENPA, WSDC, NDMB, AONB'S, SCC, NDCCS, SWCP, DCC, VISIT EXMOOR, MCTI, TA's, TB's, SWT, Visit Britain, special interest groups</p>	<p>Obj 2, RR, private sector, SDF</p>



Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
	<ul style="list-style-type: none"> <li>▪ No. of joint ticketing partnerships</li> <li>▪ No. of operators participating in 'passport' scheme</li> </ul>				
<b>3.5 Achievements</b> <i>West Somerset Steam railway and Dunster Castle offer joint ticketing on special breaks in conjunction with the Yarn Market Hotel.</i> <i>The Somerset Tourism Partnership are co-ordinating a Somerset for Free event to encourage tourist attractions to open free to local people and other businesses, especially accommodation providers, during January or February 2006.</i>					
<b>3.6</b> Establish "Exmoor Excellence" as a charter for kite-marking and encouraging and promoting high quality and best practice: e.g. <ul style="list-style-type: none"> <li>○ Food and Drink Awards</li> <li>○ Welcome All Year Awards</li> <li>○ Family Friendly Awards</li> <li>○ Welcome to Exmoor Awards</li> <li>○ 'Specialist' Facilities and Services (see 3.4)</li> </ul> And encourage participation in regional and national quality and 'best practice' awards	<ul style="list-style-type: none"> <li>▪ No. Awards schemes</li> <li>▪ No. of businesses involved</li> <li>▪ No. of visitors nominating</li> <li>▪ No. of Exmoor based businesses nominated for national schemes</li> <li>▪ Definition of sustainability</li> <li>▪ Develop criteria</li> <li>▪ No. of businesses gaining awards / nominated</li> </ul>	<b>Priority: 2</b>	QUEST *	NDMB, VISIT EXMOOR, ENPA, EFL, DCC, SCC,SWT TA's, TB's, CofC, TOTW, WSDC, AONB'Ss	RR, Obj 2, PS
<b>3.6 Achievements</b> <i>Somerset Life magazine run a Food and Drink award scheme (which in 2004 &amp; 2005 included a best local menu award sponsored by the Somerset Tourism Partnership), and North Devon run a North Devon Good Food Award.</i> <i>North Devon have also run a "Super Service" Award since 2000.</i> <i>Exmoor Excellence Award Scheme due to be launched in Spring 2006.</i>					
<b>3.7</b> Work pro-actively with tourism product / related product providers to: <ul style="list-style-type: none"> <li>◇ Increase opening hours / food service hours</li> <li>◇ Increase provision of facilities and services during winter months</li> <li>◇ Encourage collaborative 'opening'</li> </ul>	<ul style="list-style-type: none"> <li>▪ % increase in no. days opened throughout the year</li> <li>▪ % increase no. of businesses open throughout the year</li> <li>▪ No. of operators open all year</li> <li>▪ 2 collaborative</li> </ul>	<b>Priority: 2</b>	QUEST *	TA's, CofT , TB's, TC's, PC's, LA's, NT, VISIT EXMOOR, visitor attractions,	QUEST, V V, RES, RR NT, PS



Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
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<b>3.9 Achievements</b> <i>Exmoor Coast and Countryside brochure operates an inspected only policy, as do Somerset County Council. North Devon Marketing Bureau are taking part in the Stepping Stones initiative. ENPA will introduce an inspected only policy from April 2006. Four Quality Awareness courses held in 2005 ( 31 businesses attended). ENPA Sustainable Development Fund providing free pre-assessment advisory visits to 50 businesses.</i>					
3.10 Monitor progress within 'Fitness for Purpose' pilot schemes and government policy and recommended practice for 'minimum standards' assurance for tourist facilities and communicate to businesses	<ul style="list-style-type: none"> <li>▪ SWT kite marque</li> <li>▪ SWT minimum standards scheme</li> </ul>	<b>Priority: 3</b>	SWT	QUEST	SWT
3.11 Encourage participation in the national quality assurance scheme for attractions: Visitor Attraction Quality Assurance Scheme (VAQAS)	<ul style="list-style-type: none"> <li>▪ No. of inspected attractions</li> <li>▪ % annual increase in numbers</li> </ul>	<b>Priority: 3</b>	QUEST	SWT	QUEST, SWT
	<ul style="list-style-type: none"> <li>▪ in 2005 2 attractions had the VAQAS grading</li> </ul>				
3.12 Increase number of accommodation providers with a National Accessibility Standard (NAS) rating for (a) mobility; (b) hearing; (c) sight	<ul style="list-style-type: none"> <li>▪ determine baseline</li> <li>▪ 5% increase annually</li> </ul>	<b>Priority: 2</b>	QUEST	SWT	QUEST
<b>3.12 Achievements</b> <i>In 2005 there were 4 establishments in the Visit Exmoor area with a NAS rating.</i>					
3.13 Maintain regular inspections and improve quality of all toilets, car parks and picnic sites for hazards, cleanliness, condition and access	<ul style="list-style-type: none"> <li>▪ No. of complaints</li> <li>▪ % reduction in No. of complaints</li> </ul>	<b>Priority: 1</b>	ENPA, WSDC, NDDC	PC's, TC's, TIC's, VC's, AONB'S	WSDC, NDDC, ENPA
<b>3.13 Achievements</b> <i>WSDC have a £3/4 million improvement programme for public toilets underway. Dulverton Lion Yard toilets have been up-graded. New toilets in Minehead by December 2004, Porlock and Watchet in 2005 and Kilve in 2006 as part of an ongoing programme for public toilets and car parks. WSDC have installed new picnic sites in Culver Cliff and Minehead. The North Devon Public Convenience Programme is halving the number of public toilets and rebuilding or refurbishing those that remain. Work has</i>					

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
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<i>started at coastal sites (Combe Martin's have been re-built) and by the end of the programme (2007) all NDDC owned public toilets will be of Charter standard.</i>					
3.14 Monitor incidence of litter throughout the year and liaise with appropriate collection / waste management agencies to minimise litter (marine, agricultural, roadside, dog fouling, rubbish bins, dumped cars) Encourage community responsibility for monitoring and management.	<ul style="list-style-type: none"> <li>▪ Regular monitoring of litter</li> <li>▪ Feedback line with/to LA's</li> <li>▪ Liaison with collection agencies</li> <li>▪ Monitoring visitor attitudes to litter</li> <li>▪ Review policies on litter bins</li> <li>▪ Review policies on management of dog fouling / bags</li> </ul>	<b>Priority: 1</b>	ENPA	WSDC, NDDC QUEST, TA's, TB's, AONB'S, ET	ENPA, WSDC, NDDC

#### Objective 4:

**To market tourism in the greater Exmoor area in a co-ordinated and targeted way and to increase understanding of existing and potential new visitor markets**

Action	Outputs/Indicators	Timescale	Lead Agency	Key Partners	Resources
4.1 Review current marketing strategies for the greater Exmoor area and pursue joint marketing opportunities for the Exmoor brand	<ul style="list-style-type: none"> <li>• marketing strategies review</li> <li>• marketing strategy produced</li> <li>• action based marketing plan produced</li> <li>• dissemination of information to industry</li> </ul>	<b>Priority: 1</b>	Visit-Exmoor, NDMB	ENPA, QUEST, WSDC, NDMB, SCC, DCC, PS, TA's, TB's, VB, SWT, TC's, PC's EnglandNet, MCTI's	WSDC, NDMB, Obj 2, RR, ENPA, PS
<b>4.1 Achievements</b> <i>The Visit Exmoor Marketing Officer is carrying out a review of the Marketing Strategy in 2005.</i>					

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
<p>4.2 As part of 4.1 develop the Exmoor brand:</p> <ul style="list-style-type: none"> <li>◇ Review the effectiveness of existing Exmoor brand(s)</li> <li>◇ Look at other branding for the area./region: e.g., Discover Devon, South West England for potential linkages</li> <li>◇ Re-brand and launch new branding (if and as appropriate)</li> <li>◇ Research visitor perceptions / preferences</li> <li>◇ Identify Exmoor's Unique Selling Points</li> <li>◇ Agree key marketing messages</li> <li>◇ Agree key destination branding: tone of voice / images</li> <li>◇ Disseminate information to key partners and tourism businesses</li> </ul>	<ul style="list-style-type: none"> <li>▪ Establish what local people value about Exmoor</li> <li>▪ Identify rational and emotional benefits of the Exmoor tourism offering</li> <li>▪ Develop positioning statement</li> </ul>	<p><b>Priority: 1</b></p>	<p>Visit-Exmoor, NDMB</p>	<p>QUEST, ENPA,, SWT, WSDC, SWERDA, NDMB, SCC, DCC, TA's, TB's, PC's, TC's, AONB'S, local communities, visitors</p>	<p>ENPA, LA's, TA's, TB's , RR</p>
<p><b>4.2 Achievements</b> <i>South West Tourism has identified Exmoor as one of its "attack" brands.</i></p>					
<p>4.3 As part of 4.1 identify existing and new target markets:</p> <ul style="list-style-type: none"> <li>◇ South West Tourism Market Segments: e.g. Romance, Discovery, Close to Nature, History and Heritage</li> <li>◇ Customer bands: e.g. Empty Nesters, Families with children at primary school, Golden Oldies</li> <li>◇ Niche product markets: activity groups, outdoor recreation – cycling, walking, riding, etc</li> <li>◇ Educational and special interest groups</li> <li>◇ People with disabilities</li> <li>◇ Visiting friends and relations</li> <li>◇ families</li> <li>◇ day visitor market</li> <li>◇ green tourism / environmental interest</li> </ul>	<ul style="list-style-type: none"> <li>▪ research and assess needs / requirements of the different target markets</li> <li>▪ Identify effective communication modes</li> <li>▪ identify existing and new target markets</li> <li>▪ link to existing marketing initiatives targeting these groups , e.g., Discover Devon Naturally, etc</li> </ul>	<p><b>Priority: 1</b></p>	<p>Visit-Exmoor, NDMB</p>	<p>QUEST, SWT, SCC, DCC, AONB'S, VB, EnglandNet, TA's, TB's</p>	<p>QUEST, RR, ENPA, WSDC, NDMB</p>

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
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visitors ◇ overseas: European outdoor recreation					
<p>4.4 As part of 4.1 pursue appropriate target markets which will:</p> <ul style="list-style-type: none"> <li>◇ bring <u>new</u> visitors to the area</li> <li>◇ increase numbers of staying visitors, with an emphasis on attracting visitors out of season, spreading visits throughout the year, as appropriate to needs and within carrying capacity</li> <li>◇ increase numbers of day visitors, with an emphasis on spreading visits throughout the year and dispersal from 'honey-pot' areas ' as appropriate to needs and within carrying capacity</li> <li>◇ increase staying visitor and day visitor spend / spend per head</li> <li>◇ increase spending and retention of visitor spend within the local economy</li> <li>◇ increase number of short-break visits</li> <li>◇ build repeat short-break visits</li> </ul>	<ul style="list-style-type: none"> <li>▪ baselines to be determined</li> <li>▪ % increase in visitor numbers per annum</li> <li>▪ % increase in visitor spend</li> <li>▪ % increase in visitor numbers out of season</li> <li>▪ % increase in occupancy levels</li> </ul>	<b>Priority: 1</b>	Visit-Exmoor, NDMB	QUEST, SWT, SCC, DCC	Obj 2, RR, RES, PS, LA's
<p>4.5 Collaborative marketing partnerships to develop appropriate target market product and promotional opportunities; eg.,</p> <ul style="list-style-type: none"> <li>▪ North Devon and Exmoor Walking Festival</li> <li>▪ Joint / shared exhibitions attendance</li> <li>▪ Devon Walking</li> <li>▪ Somerset Cycling, Celebrate Somerset</li> <li>▪ Exmoor Food and Drink</li> <li>▪ Discover Devon Naturally</li> <li>▪ SWT: Water sports</li> <li>▪ SWT: brand cluster marketing</li> <li>▪ Visit Britain</li> <li>▪ DEVCOM</li> </ul>	<ul style="list-style-type: none"> <li>▪ No. of joint campaigns</li> <li>▪ % increase in visitor numbers</li> <li>▪ No. of visitors for events/festivals</li> </ul>	<b>Priority: 1</b>	Visit-Exmoor, NDMB	SCC, DCC, WSDC, NDMB, SWT, VB, Dartmoor NPA, ANPA, AONB'S, NT, RA, EH, TA's, TB's, DECOM  VISIT	Obj 2, RR, WSDC, SCC, SWT, DCC, NDMB, ANPA, CA

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
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Launch of celebration and events for the 50 <sup>th</sup> anniversary of the designation of Exmoor as a National Park	<ul style="list-style-type: none"> <li>▪ Launch</li> <li>▪ Events programme</li> </ul>		ENPA	EXMOOR,NDMB SCC, DCC, WSDC, NDDC, PC's, TC's, TA's, TB's, attractions	ENPA
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#### 4.5 Achievements

*The Somerset Tourism Partnership is working together on a number of marketing projects.*

*A programme of events was carried out during 2004 including ENPA Open days, village celebrations and the refurbishment of a train by Wessex trains to promote Exmoor.*

4.6 Develop product and marketing relationships / partnerships with: <ul style="list-style-type: none"> <li>◇ small group travel and 'educational' group organisers: for activity and Exmoor 'special qualities' themed breaks / visits</li> <li>◇ 'out of area' and national tour / package operators</li> <li>◇ group travel organisers and coach operators (as appropriate)</li> </ul>	<ul style="list-style-type: none"> <li>▪ relationship marketing with travel organisers for small groups</li> <li>▪ group travel information available on websites</li> </ul>	<b>Priority: 2</b>	Visit-Exmoor, NDMB	SCC, DCC, TB's, TA's, CofC	Obj 2, RR
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#### 4.6 Achievements

*The North Devon website has a group travel section.*

4.7 Establish co-ordinated 'customer relationship' marketing mechanisms	<ul style="list-style-type: none"> <li>▪ visitor database</li> <li>▪ visitor newsletter web &amp; print</li> <li>▪ visitor feedback</li> </ul>	<b>Priority: 2</b>	Visit-Exmoor, NDMB	WSDC, NDDC, TA's, TB's, ENPA	WSDC, NDDC, ENPA, Obj 2, RR
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#### 4.7 Achievements

*Somerset Tourism is working on CRM e marketing and Somerset Tourism partners are able to buy into it. In 2005 this was used for a postcard mailing to people who had shown an interest in walking.*

### Objective 5:

**To establish stronger links between the environment and tourism and to increase awareness amongst tourism, and other businesses, about Exmoor and the resource it provides for business activity**

5.1 Deliver and develop 'Exmoor Special Qualities' awareness programme for	<ul style="list-style-type: none"> <li>▪ No. of training courses per year</li> <li>▪ No. of people attending</li> </ul>	<b>Priority: 1</b>	ETA, ENPA	ENPA	ETA, ENPA, RR
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Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
tourism and related businesses	<ul style="list-style-type: none"> <li>% of businesses attending</li> </ul>				
<b>5.1 Achievements</b> <i>In 2001 &amp; 2003 45 businesses attended a series of 5 talks and site visits looking at Trees and Woodland; Ecology and Moorland Geology; Exmoor Ponies and a farm visit.</i> <i>The Exmoor Awareness Programme for 2005 focused on the coast in 4 seminars between January and April. Exmoor Awareness for 2006 will look at woodlands and wildlife.</i>					
5.2 Profile local producers and local food products <ul style="list-style-type: none"> <li>◇ encourage use of local produce</li> <li>◇ sales of local produce through tourism attractions (National Trust, etc)</li> <li>◇ establish supply chains - local produce distribution scheme(s)</li> <li>◇ ensure high quality of local produce</li> </ul>	<ul style="list-style-type: none"> <li>local produce/producers promotional partnerships</li> <li>No. of businesses / outlets using and supplying local produce</li> <li>Sales of local produce</li> </ul>	<b>Priority: 2</b>	SFL	SFL, DFL, EP, NDMB, WSDC, EP, QUEST, DCC, SCC, NT, PS, attractions, local producers	Obj 2, ENPA,, RR, WSDC, NDMB, SDF, SCC, DCC
<b>5.2 Achievements</b> <i>Somerset Food Links, in their Exmoor &amp; Quantock Food Links project, have already met several of the targets:</i> <i>The first Exmoor &amp; Quantocks local food guide produced in 2004. It gives details of 30 pubs, restaurants and cafes which use local produce, 8 shops supplying local produce and 28 local food producers.</i> <i>Four food markets are held at Dunster Castle and are becoming a regular part of the castle's calendar.</i> <i>A producer co-operative: Exmoor &amp; Quantock Local Food Ltd was set up in 2004 and markets and distribute local food and drink on behalf of members to trade customers (shops, pubs, cafes, hotels, etc.) DEFRA funding has been won for the set up and running costs with the aim of the business being profitable and self-sustaining in three years.</i> <i>Informal networking provides opportunities for businesses to share best practice on product development, sales and marketing and the Exmoor Quantocks Project Officer provides business support to individual businesses to help them expand and develop.</i> <i>Exmoor Breakfast, local food workshop, scheduled for March 2006.</i>					
5.3 Assess economic impact of hunting, as a contributor to tourism, and disseminate information to inform debate	<ul style="list-style-type: none"> <li>Report produced</li> <li>Report disseminated</li> </ul>	<b>Priority: 1</b>	WSDC	ENPA, SCC, DCC, DEFRA, CA	WSDC, NDCC, ENPA, SCC, DCC, CA, DEFRA
<b>5.3 Achievements</b> <i>In 2003 an independent study was commissioned by a partnership of local authority and government agencies which looked at the contribution of stag hunting to the local economy.</i>					
5.4 Encourage visitors to behave in a	<ul style="list-style-type: none"> <li>Website pages</li> <li>Promotional</li> </ul>	<b>Priority: 1</b>	Visit-Exmoor, ENPA	ENPA, WSDC, NDMB, SCC,	RR, ENPA, WSDC,

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
responsible manner and to contribute to Exmoor's communities and environment, working in partnership with tourism businesses, e.g. buying local produce, buying supplies from local shops, attending local events	<ul style="list-style-type: none"> <li>▪ material messages</li> <li>▪ Leaflets</li> <li>▪ Displays at visitor centres / LIPs / TICs</li> <li>▪ Survey visitor attitudes</li> </ul>			DCC, TA's, TB's, CofC, AONB'S, EN, QUEST	NDMB, SCC, DCC
<p>5.5 Product development and promotional activities linking agriculture with tourism, e.g.,</p> <ul style="list-style-type: none"> <li>◇ Farm trails (esp. environmentally sustainable agricultural / land management practices) e.g. Alpaca farming</li> <li>◇ Enhanced Interpretation facilities at farms, settlements, visitor centres</li> <li>◇ Small scale attractions linked to land-based economy: food, crafts, sustainable fuels, etc</li> <li>◇ Visitor facilities along long distance trails</li> <li>◇ Use of local produce: menu development with caterers</li> <li>◇ Awareness and access to local products through events &amp; festivals – e.g. Food Festival, etc</li> </ul> <p>Work with landowners and managers to support their diversification activities in the field of tourism</p>	<ul style="list-style-type: none"> <li>▪ No. of new projects</li> <li>▪ No. of existing projects developed</li> <li>▪ No. of increased interpretation facilities</li> <li>▪ No. of businesses using local produce</li> <li>▪ Value to farm producers</li> </ul> <p>No. of businesses supported</p>	<b>Priority: 2</b>	Visit-Exmoor, ENPA	EFL, QUEST, NDMB, WSDC, SCC, DCC, EN, DWT, NFU, NT, CLBA, CA, Farm Stays UK, TA's, TB's, PC's, EFL, SFL, DFL, Local producers, land owners, land managers	SDF, Obj 2, RR, RES, CSS, ESA, CA, LAs
<p><b>5.5 Achievements</b></p> <p><i>The fourth Exmoor Food Festival is scheduled for October 2005, like its predecessors it will include events across the area including farm walks, food fairs, cream teas &amp; beer tastings.</i></p> <p><i>In 2004 Somerset Food Links produced the first Exmoor &amp; Quantocks Local Food Guide.</i></p> <p><i>Both N Devon and Somerset Food Awards have categories which encourage the use of local produce.</i></p>					
5.6	<ul style="list-style-type: none"> <li>▪ Determine baseline</li> </ul>	<b>Priority: 3</b>	Visit-Exmoor,	ENPA, EFL,	RR, RES,

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
Promote and provide business support to tourism-related organic and sustainable farming / land management businesses, through Green tourism marketing / promotional initiatives	<ul style="list-style-type: none"> <li>of businesses</li> <li>Establish web and other marketing links with 'green tourism' agencies</li> </ul>		NDMB	QUEST, SFL, TOTW, SEBI, DEBI, DCC, SCC, CA	CSS, ESA, Obj 2

### Objective 6:

#### To identify and promote the professional & business support / development needs of tourism businesses

<p>6.1</p> <p>Develop information 'first stop' signposting service of where to access:</p> <ul style="list-style-type: none"> <li>◇ Business support</li> <li>◇ Funding information</li> <li>◇ 'Tourism' Information resources</li> </ul>	<ul style="list-style-type: none"> <li>tourism literature review</li> <li>publications listing – web based</li> <li>Tourism industry webpage on ENPA site</li> </ul>	<b>Priority: 1</b>	QUEST *	BL, NDEA, NDMB, ENPA, WSDC, VISIT EXMOOR, TSN, SCofC, TNDRC	QUEST, RR
<p>6.2</p> <p>Identify professional development needs of businesses and promote needs to support agencies</p>	<ul style="list-style-type: none"> <li>Research</li> <li>Training needs audits</li> <li>Business support needs audits</li> </ul>	<b>Priority: 1</b>	QUEST *	WSDC, TSN, BL, NDEA, NDMB, SCofC, TA's, TB's	QUEST
<p><b>6.2 Achievements</b></p> <p><i>A training needs survey was emailed to businesses in September 2005. QUEST and Tourism Skills Network have used the results to develop a training programme which takes place between September 2005 and March 2006.</i></p>					
<p>6.3</p> <p>Deliver, via partnerships, professional development and business support: e.g., training, one to one advice, mentoring, peer group learning, access to funding, etc:</p> <p>Subjects identified: marketing, IT, health and safety, employment law, food hygiene, first aid, telephone skills, sales, sharing best practice,</p>	<ul style="list-style-type: none"> <li>First stop shop</li> <li>No. of training courses delivered</li> <li>No. of businesses supported</li> <li>No. of one to one advice / coaching / Mentoring sessions</li> <li>No. of peer group learning opportunities</li> </ul>	<b>Priority: 1</b>	QUEST *	TSN, NDEA, WSDC, NDMB, TA's, SCC, DCC, SCom, BL, SWT, ENPA, LearnDirect, LSC, Colleges, Employers Link for Disability, local community centres, local	Obj 2, Obj 3, ESF, PS, RR, LSC, TSN, TA's, TB's, RES, LearnDirect, QUEST, ENPA, SWT

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
<p>fund-raising, book-keeping, sound environmental management.</p> <p>Delivery of the 'Welcome' programme of training for quality customer care</p> <p>Identify business support and networking opportunities for 'new entrants' to tourism</p>	<ul style="list-style-type: none"> <li>▪ % participating in 'Welcome' training</li> <li>▪ % participating in 'Welcome All' training</li> <li>▪ new business mentoring</li> <li>▪ website page with links to support agencies</li> </ul>			learning centres, Centre for Leisure and Learning	
<p><b>6.3 Achievements</b></p> <p><i>Training delivered via QUEST project: 1 x Welcome Host 2002(18 people). 2 x Welcome All 2002 (17 people). 1 Coleridge Way Workshop. 4 Quality Awareness courses for accommodation providers. Planned for 2005/06 Welcome Host plus, tourism marketing, DDA workshop, cyclists welcome, local food workshop..</i></p> <p><i>Somerset Tourism have been working with the Tourism Skills Network on a "Train to sustain" project.</i></p> <p><i>NDMB give advice to businesses and work with TSN to provide and promote training opportunities.</i></p> <p><i>Somerset Tourism Partnership launched the ebusiness project in summer 2005 and this will providing ICT training to tourism businesses.</i></p>					
<p>6.4</p> <p>Encourage provision of Broadband for Exmoor and the take up of ICT by tourism businesses</p> <ul style="list-style-type: none"> <li>◇ Signpost tourism businesses to Broadband development / support initiatives</li> <li>◇ Lobbying for Broadband</li> <li>◇ Broadband partnerships: public / private sector</li> </ul>	<ul style="list-style-type: none"> <li>▪ No. of businesses signposted</li> <li>▪ No. of businesses using ICT to manage / market</li> <li>▪ No. of businesses accessing broadband</li> </ul>	<b>Priority: 1</b>	LAs	QUEST, WSDC, NDMB, SCC, DCC, ET, ENPA, QUEST, BL, PC's, TC's, TA's, TB's, F2F	Obj 2, RR, SWRDA, PS
<p><b>6.4 Achievements</b></p> <p><i>Broadband is available in the majority of Exmoor settlements via ADSL. Broadband has been rolled out in Devon via a DCC objective 2 funded initiative.</i></p>					
<p>6.5</p> <p>Research and develop, as appropriate, Exmoor based 'business clubs/networks' for tourism and related businesses to network, for peer group learning and sharing best practice, in partnership with</p>	<ul style="list-style-type: none"> <li>▪ Assess need and demand</li> <li>▪ No. of business clubs established</li> <li>▪ No. of businesses joining</li> <li>▪ No. of businesses</li> </ul>	<b>Priority: 3</b>	QUEST*	TSN, SCom, NDEA, NDMB, TA's, TB's	Obj 2, TSN, ESF, Obj 3

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
existing tourism and business associations.	attending				
<b>6.5 Achievements</b> Part of the development of the <a href="http://www.equineturism">www.equineturism</a> web site will be to initiate a business forum for equine tourism businesses: the first meeting is planned for spring 2005. A network of businesses on the Coleridge Way has been established via the Coleridge Way workshop.					
6.6 Assist tourism businesses to meet the needs of disabled people, and to comply with the requirements of the Disability Discrimination Act, through training and business support advice	<ul style="list-style-type: none"> <li>▪ No of DDA training w/shops</li> <li>▪ No of Disability Awareness w/shops</li> <li>▪ Web based 'signposting' services</li> </ul>	<b>Priority: 1</b>	QUEST	TSN, DCC, SCC, CT, RNIB, RNID, MENCAP, HC, EL4D, SWT	Obj 2, RR, QUEST, Obj 3
<b>6.6 Achievements</b> 2 x Welcome All courses in 2002 (17 people) DDA seminar arranged for February 2006.					
6.7 Promote the sustainable development fund and other potential development funding to tourism and tourism related businesses, local groups and community led projects for developing sustainable tourism projects and products.	<ul style="list-style-type: none"> <li>▪ No. of businesses making applications</li> <li>▪ No. of successful project applications</li> <li>▪ No. of sustainable projects developed</li> </ul>	<b>Priority: 3</b>	ENPA, Visit-Exmoor	QUEST, WSDC, NDMB	RR, V V, etc
<b>6.7 Achievements</b> ENPA Sustainable Development Officer spoke to Visit Exmoor Forum on SDF in November 2005.					
6.8 Survey business change over time and monitor trends  Survey loss of accommodation stock and other visitor facilities (pubs, restaurants, etc), and identify tourism product gaps to inform planning considerations	<ul style="list-style-type: none"> <li>▪ % of business change / average business life</li> <li>▪ % of 'new entrants' into the tourism industry</li> <li>▪ % loss of visitor facilities</li> </ul>	<b>Priority: 3</b>	WSDC, NDDC	TA's, WSDC, NDMB, TB,s, ENPA, estate agents	WSDC, NDMB
<b>6.8 Achievements</b> WSDC carried out a survey of businesses in 2004.					
6.9	<ul style="list-style-type: none"> <li>▪ No. of businesses</li> </ul>	<b>Priority: 2</b>	Visit-Exmoor	ENPA, QUEST,	RR, ENPA,

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
Organise Exmoor 'orientation days' / familiarisation visits each year for accommodation providers, visitor centre/TIC staff, tourism related businesses, attractions, etc, with ENPA rangers, and other partners	attending			NDMB, TA's, TB's, transport providers	WSDC, NDMB, SDF, PS
6.10 Arrange annual free entry day for tourism and related businesses to key tourism attractions / facilities to increase local awareness of the tourism product	<ul style="list-style-type: none"> <li>▪ No. of attractions offering free entry</li> <li>▪ No. of businesses</li> <li>▪ % of businesses attending</li> </ul>	<b>Priority: 3</b>	ENPA, Tourism Businesses	TA's	RR, PS
<b>6.10 Achievements</b> <i>Somerset Tourism Partnership is planning a Somerset for Free event in 2006.</i>					
6.11 Assist in skills development for organisers of community led and private sector led events and festivals	<ul style="list-style-type: none"> <li>▪ No. of organisers assisted</li> </ul>	<b>Priority: 1</b>	EFP	Voluntary sector, NDMB, WSDC, SCC, DCC, ArtLife, PS, MCTIs, arts organisations	V V, RR, Obj 2, ACE (SW), SCC, DCC, WSDC, NDDC, SDF
<b>Achievements</b> <i>Post event feedback has been provided to event organisers on areas which could be improved. Pre-event assistance is given to organisers on the development of business plans, by the Events &amp; Festivals Project Officer.</i>					
6.12 Raise the profile of best practice in tourism in the Greater Exmoor area locally, regionally, nationally and internationally	<ul style="list-style-type: none"> <li>▪ Profile of Exmoor best practice raised</li> <li>▪ Coverage received</li> </ul>	<b>Priority: 3</b>	QUEST	ENPA, TA's, TB's	QUEST
<b>6.12 Achievements</b> <i>Presentation on QUEST given at the Association of National Parks Annual Conference in 2005.</i>					
6.13 Share information on builders, plumbers, etc	<ul style="list-style-type: none"> <li>▪ Information exchange</li> </ul>	<b>Priority: 3</b>	TB's	TA's	PS

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
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### Objective 7:

**To provide long term economic and community benefits for the residents of the greater Exmoor area and to spread the economic benefits of tourism amongst its local people and communities**

Action	Outputs/Indicators	Timescale	Lead Agency	Key Partners	Resources
7.1 Undertake a 'community perceptions' of tourism survey	<ul style="list-style-type: none"> <li>▪ survey completed</li> <li>▪ Baseline for perceptions established</li> </ul>	<b>Priority: 3</b>	ENPA, QUEST	ENPA / WSDC / NDMB / parish councils / town councils	QUEST
7.2 Develop local product placement and promotional initiatives / activities between local arts & crafts producers and tourism / tourism related businesses, within Greater Exmoor, to encourage sales through tourism outlets (national trust, etc)	<ul style="list-style-type: none"> <li>▪ Arts &amp; crafts supply / distribution projects</li> <li>▪ No. of businesses supported</li> <li>▪ No. of outlets selling products</li> </ul>	<b>Priority: 2</b>	EP	QUEST, WSDC, ENPA, SCC, DCC, TBs, attractions, producers, TA's, NDMB, VISIT EXMOOR	WSDC, ENPA, SDF, Obj2, RR, SCC, DCC, RES, PS
7.3 Encourage participation by local producers (food, drink, crafts, etc) in appropriate origin and/or quality assurance schemes run by County Councils	<ul style="list-style-type: none"> <li>▪ No. of businesses members of schemes</li> </ul>	<b>Priority: 3</b>	SCC, DCC	QUEST, ENPA, EP, EFL, DFL, SFL	SCC, DCC
<b>7.3 Achievements</b> <i>A "Produced in Somerset" scheme is awaiting information from the patents office for the logo for a certified scheme, which Somerset Food Links will progress</i> <i>"Somerset Food &amp; Drink" – an investigation of the local market potential for Somerset food &amp; drink" published in April 2004 (SCC &amp; Environment Agency).</i> <i>DCC have hosted the Devon Food Links Team which established the "Locally From Devon" brand and can be used by businesses to certify that they are using local produce – the current Devon Food Links Project ends in March 2005.</i>					
7.4 Encourage more partnership working	<ul style="list-style-type: none"> <li>▪ festivals + events</li> <li>▪ joint packages</li> </ul>	<b>Priority: 3</b>	EFP	EFP, WSDC, NDMB, NDDC,	QUEST, RR, Obj 2, ACE,

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
between tourism and related businesses and community / voluntary sector	<ul style="list-style-type: none"> <li>community led tourism initiatives</li> </ul>			SCC, DCC, arts organisations, voluntary sector, PC's , TC's, MCTI's, etc	HL
<b>7.4 Achievements</b> <i>The Exmoor Food Festival has provided a good example of food producers and tourism businesses working together to develop the Festival and has built links between businesses which have continued beyond that event.</i> <i>The Snowdrop Valley Festival has grown from the original park and ride scheme into an event involving many local businesses and community groups.</i>					
7.5 Help to build 'portfolio' of sustainable, quality events.	<ul style="list-style-type: none"> <li>Annual events programme in place</li> </ul>	<b>Priority: 2</b>	EFP	QUEST, ENPA, WSDC, NDMB, NDDC, ArtLife, AONB'S community, arts and voluntary organisations, SCC, DCC	ACE (SW), NDMB, WSDC, DCC, SCC, RR, HL, trusts and foundations, PS
<b>7.5 Achievements</b> <i>In 2004 EFP assisted 2 events: Exmoor Food Festival and Dunster Days Gone By. An annual programme of 7 major events is now in place. For 2005 the planned events are: Minehead Mayfest; Watchet Festival; Porlock Arts Festival; Exmoor Food Festival; Dunster Days Gone By. In 2006 two additional events will be launched: South West Countryside Fair and Dulverton Jazz and Beer Festival.</i>					
7.6 Monitor visitor numbers and explore ways of measuring visitor impact on Exmoor's environment and communities  Develop mechanisms for promoting the benefits (value) of tourism at a community level	<ul style="list-style-type: none"> <li>Establish mechanism / methodology for measuring impacts</li> <li>Feedback impacts and benefits of tourism</li> </ul>	<b>Priority: 1</b>	ENPA / QUEST	WSDC, NDMB, AONB'S, TA's, PC's, TC's, local groups	ENPA, QUEST, CA
<b>7.6 Achievements</b> <i>The STEAM (Scarborough Tourism Economic Activity Monitor) has been commissioned by ENPA for three years from 2005 – 2008.</i>					
7.7 Monitor and report on tourism trends to tourism businesses and local communities  Develop an annual "State of Tourism" Report	<ul style="list-style-type: none"> <li>Regular monitoring</li> <li>Annual report on tourism trends</li> <li>Report produced</li> </ul>	<b>Priority: 1</b>	SCC and DCC  ENPA	ENPA, WSDC, SWT, NDMB, QUEST  ENPA, LA's, TB's	WSDC, SWT, DCC, SCC, ENPA, NDMB

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
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<b>7.7 Achievements</b> <i>DCC undertake an annual Devon Trends Survey. The 2004 report will be available by March 2005.  The 2004 Somerset Visitor Survey was a one-off and Somerset is developing a sub-regional action plan in 2005 which will include a research plan.</i>					
7.8 Monitor economic impact of tourism for the Greater Exmoor area	<ul style="list-style-type: none"> <li>▪ Percentage of total workforce employed in tourism</li> <li>▪ Ratio of earnings</li> <li>▪ Value of tourism</li> <li>▪ Volume of tourism</li> <li>▪ % occupancy levels</li> </ul>	<b>Priority: 1</b>	QUEST *	WSDC, NDMB, DCC, SCC, SWT, ENPA	QUEST, RR, Obj 2, ENPA
<b>7.8 Achievements</b> <i>The Cambridge Economic Impact Model was commissioned in 2005 and gives figures for 2001 and 2003 for economic impact on Exmoor.  The STEAM (Scarborough Tourism Economic Activity Monitor) has been commissioned by ENPA for three years from 2005 – 2008 see QUEST page on ENPA website for results..</i>					
7.9 Encourage and monitor local recruitment of staff, and explore potential for: Shared training / apprenticeships; Employer partnerships – job share / employee sharing ;Employer / transport partnerships; Local recruitment initiatives; Skills development initiatives; Work experience	<ul style="list-style-type: none"> <li>▪ % increase in full time tourism / tourism related jobs</li> <li>▪ % increase in part time tourism / tourism related jobs</li> <li>▪ No. of jobs</li> <li>▪ Wage levels</li> <li>▪ Skills demands</li> </ul>	<b>Priority: 1</b>	WSDC, NDMB	QUEST, Job Centre Plus, TSN, TA's, TB's	Obj 2, Obj3, RR, RES, VV
<b>7.9 Achievements</b> <i>NDMN &amp; N Devon College are piloting tourism skills training for local people in Ilfracombe (local recruitment initiative)</i>					
7.10 Work with tour operators to develop packages and tours to address identified product gaps meeting a market need to retain more of visitor spending and reduce leakage of spend	<ul style="list-style-type: none"> <li>▪ No. of local tour / package operators</li> </ul>	<b>Priority: 3</b>	Visit-Exmoor, ENPA	TA's, TB's	Obj2, RR,
<b>7.10 achievements</b> <i>West Country Walks (an off-shoot of the North Devon Marketing Bureau) provides bespoke walks and walking holidays in North Devon and Exmoor.</i>					
7.11 Investigate opportunities for incorporating / developing tourism facilities within existing built	<ul style="list-style-type: none"> <li>▪ Tourism audit to identify gaps</li> <li>▪ Audit facilities to identify potential</li> </ul>	<b>Priority: 1</b>	WSDC, NDCC	ENPA, TC's, PC's, MCTI, QUEST, DCC, SCC, ENPA,	V V, RR, Obj 2, RES

Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
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environment / community facilities, or new community facilities, to help make them more sustainable and address identified product gap: e.g. wet weather facilities; retail / studio space for local producers; interpretation facilities, etc	<ul style="list-style-type: none"> <li>▪ feasibility / viability studies</li> <li>▪ no. of facilities created</li> <li>▪ no. of visitors</li> <li>▪ No. of producers supported</li> <li>▪ No. of local facilities supported through tourism revenue</li> </ul>			TC's, PC's, MCTIs, local communities	
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**7.11 Achievements**

*In Lynton a Grade II listed former Methodist chapel has been converted to provide a community centre with exhibition space for arts & crafts and a cinema.*

7.12 Work proactively with the Market and Coastal Towns Initiatives on tourism product development projects, to benefit local area and contribute to local economy in Minehead, Lynton & South Molton Engage with community planning at the local level to ensure tourism and other economic regeneration activities are incorporated into plans and actions	<ul style="list-style-type: none"> <li>▪ No. of sustainable tourism developments</li> <li>▪ % increase in visitor numbers</li> <li>▪ % increase in visitor spend</li> </ul>	<b>Priority: 1</b>	WSDC, NDDC	ENPA, QUEST, NDMB, VISIT EXMOOR	RR, Obj 2
7.13 Encourage wider membership within tourism associations to include community and voluntary sector groups who have an interest in tourism	<ul style="list-style-type: none"> <li>▪ No. of community / voluntary sector groups within tourism associations</li> </ul>	<b>Priority: 3</b>	TA's	ENPA, VISIT EXMOOR NDMB, community and voluntary sector groups	Existing resources

**Objective 8:**

**To ensure that the quality and character of Exmoor's natural and built environment are maintained and enhanced and to increase visitor understanding and respect for its cultural traditions and local products**

Action	Outputs/Indicators	Timescale	Lead Agency	Key Partners	Resources
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Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
<p>8.1 Lobby for and support the development of a sustainable tourism / green tourism accreditation / award scheme for implementation on Exmoor.</p> <p>Provide specialist advice / support services signposting to businesses, to include:</p> <ul style="list-style-type: none"> <li>◇ Environmental practices / audits</li> <li>◇ Energy reduction, waste management, water use reduction</li> <li>◇ Bio-diversity audits / practices</li> <li>◇ Local purchasing policies/practices</li> <li>◇ Promote Green Audit Kit</li> <li>◇ BS8555 (Environmental management systems)</li> <li>◇ Best practice dissemination</li> <li>◇ Awareness raising activities</li> <li>◇ Staff training</li> <li>◇ Monitoring environmental impacts</li> </ul>	<ul style="list-style-type: none"> <li>• green tourism accreditation scheme launched</li> <li>• no. of businesses signed up to scheme</li> <li>• % growth of scheme per annum</li> <li>▪ % of businesses signed up</li> <li>▪ No. of bio-diversity action plans signed up to by tourism businesses</li> <li>▪ No. of businesses actively promoting 'green tourism'</li> <li>• No. of businesses signed up to environmental management schemes</li> <li>• Web-site pages links</li> </ul>	Priority: 1	QUEST *	SWT, SWEST, NDMB, ENPA, WSDC, EnV, EnVol, EN, SEBI, DEBI, SBS, BL, SCC, DCC	RR, Obj2, SDF, RES, SWEST, EN, SWT, ENPA
<p><b>8.1 Achievements</b> Two series of "Green tourism" seminars took place in 2005. Green Tourism Business Scheme launched by SWT in Autumn 2005. Pre-assessment advisory visits for accommodation funded through SDF will also encourage take-up of GTBS.</p>					
<p>8.2 Investigate options for establishing Recycling services/schemes, to benefit tourism businesses and their surrounding communities</p>	<ul style="list-style-type: none"> <li>▪ No. of recycling schemes operating</li> <li>▪ Geographical spread of recycling schemes</li> </ul>	Priority: 2	ENPA, WSDC, Envision	EnV, SWEST, EnVol, WSDC, NDDC, DCC, SCC, Env.A	WSDC, NDDC, RR, V V, RES
<p><b>8.2 Achievements</b> WSDC appointed a Recycling Officer in 2004. Recycling bins are available in most WSDC car parks. In North Devon trade waste is contracted out to Envision.</p>					
<p>8.3 Develop the Exmoor Paths partnership</p>	<ul style="list-style-type: none"> <li>▪ No. of projects supported</li> <li>▪ Amount of money</li> </ul>	Priority: 1	ENPA	QUEST, TA's, Environmental groups, TA's ,	RR, ENPA, ESA, CSS, OFS, LMIs,



Action	Outputs, Targets or Indicators	Priority	Lead Agency	Key Partners	Resource Implications
<p>Developing partnerships with voluntary and public sector / private sector wildlife and conservation/ environmental organisations to develop innovative educational and interpretational materials/information and events to increase visitor understanding</p> <p>Inclusion of relevant information / interpretation as part of promotion of any environment-related tourism project or any attraction relying on the environment.</p> <p>Promotional talks, seminars and guided walks provided by ENPA Rangers, environmental / wildlife conservation organisations, local cultural groups / organisations etc to tourism and related businesses, visitors, and local communities</p>	attending			and wildlife organisations, TA's, TB's	
<p><b>8.5 Achievements</b>  <i>ENPA Rangers have an extensive programme of walks and talks throughout the year.</i></p>					

Completed actions are highlighted in blue.

On-going actions and still to be completed actions are in black.