

RDPE - Sustainable Rural Tourism Theme

ACCESS:

Walking (walking friendly scheme, linking new routes, incorporating food & drink etc.)

Cycling (cycle stores, cycling friendly scheme, long-distance cycling etc.)

Riding routes

Visitor payback scheme

Wildlife (encourage out-of-season visits, controlled access to viewing wildlife etc.) Landscapes

Sports (adventure, rural and activities)

Water (opening of waterways, water sports, ferries)

Be a local tourist (local produce - links within education and food & drink)

EDUCATION:

Interpretation (heritage, environment, wildlife)

Visitors and residents (e.g. 'buy local' message)

CULTURE:

Events

Arts & crafts

Literary connections

Heritage (food heritage, visitor centres, landscape etc.)

Wildlife and biodiversity

CROSSCUTTING THEMES TO INCLUDE:

Business support (visitor welcome), Food & drink, Collaboration / partnership / networking

| | THEME | LEAD ORG. | PROJECT TITLE | BRIEF PROJECT PROPOSAL | REGION | LEAD CONTACT |
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| 1 | Access (combined with #3 & 15) | South West Protected Landscapes | Welcoming off-road cyclists | Co-ordinating the development of key 'hub' sites providing specialist cycling trails and sign-posting cyclists to the opportunities provided by the wider countryside. | South West | David Dixon: ddixon@dartmoor-npa.gov.uk |
| 2 | Access | The National Byways | The National Byways in the SW | Make a contribution to the quality of British life through the integration of the environmental, health, social, educational and economic benefits to be derived by the community from the activity of cycling. | South West | Michael Breckon: michael@breckon.arknet.co.uk |
| 3 | Access (combined with #1 & 15) | Plym Valley Trails | Mountain Bike Centre project | Formalise an existing arrangement to establish Plym Valley and Cann Woods as an established Mountain Bike area, apply for funding and allow the area to be enhance for the benefit of all users. | Devon | James Pascoe: plymvalley@hotmail.com |
| 4 | Access | Devon County Council | Days Out With A Difference | To develop and support the establishment of a series of car-free days out promoting public transport and supporting development of new 'round robin' attractions to encourage new and repeat visitors. | Devon | Keri Denton: keri.denton@devon.gov.uk |
| 5 | Access | Visit Wiltshire | Walking, Cycling & Equestrian | To build on and complement the work being done from the Local Action Programmes by co-ordinating the development of a range of walking, cycling and equestrian based product along the line of the Ridgeway through Dorset and Wiltshire. | Dorset & Wiltshire | Alun Williams: Alunwilliams@wiltshire.gov.uk |
| 6 | Access | 1 SW Off-Road Cycling | One World-Class Region for Off-Road Cycling | Creation of a world-class, quality off-road cycling region will be achieved through investment in 5 regional 'hub' sites from Cornwall to the Forest of Dean suitable for all cyclists. Investment will be made in the welcome and off-road cycling facilities in all AONBs and National Parks (37% of the region) coupled to 4 off-road introductory sites. All sites will promote off-road cycling in the wider region through branding, providing direct benefit for local small and medium sized businesses as well as a 'platform' for businesses to build on. | South West | Paul Hawkins: paul.hawkins@forestry.gsi.gov.uk |
| 7 | Access | Basecamps | The National Trust | To invest in the network of low cost visitor accommodation in the South West's protected landscapes. Investment to facilitate engaging with a wider and younger audience. | South West | Julian Mellor: julian@2md.co.uk |

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| 8 | Access | Gloucestershire First | Cycle Cotswolds | Identifying long distance cycle route on country lanes using accommodation and refreshment stops on route. Development of cycle map and cycle route plus a website and related marketing campaign. | South West | Kate Forrest: kate.forrest@gloucestershire.gov.uk |
| 9 | Access (combined with #25) | East Devon District Council | Seaton Tramway | Connect an existing tourist tram station with a large Wetland Reserve by expanding the access available on the Wetland, enhancing the biodiversity of the area and providing improvement to the environment, leisure and tourist economy. Linkage would be via construction of a new path and footbridge adjacent to the tramline. | Devon | Kate Tobin: KTobin@eastdevon.gov.uk |
| 10 | Access | YHA | Youth Hostel Association | Upgrade the quality of the experience offered at YHAs in Cornwall (improving building structures, access, 'experience space', places to eat and drink and expanding accommodation). | Cornwall | Anna Williams: annawilliams@yha.org.uk |
| 11 | Access | North Somerset Council | Strawberry Line Links | To increase the capacity of local rural tourism businesses to capitalise on the Strawberry Line's developing infrastructure. | Somerset | Gareth Withers: Gareth.withers@n-somerset.gov.uk |
| 12 | Access | Strawberry Line (MUP Project) | Strawberry Line | To use, where possible, be bed of the old railway line from Clevedon to Cranmore as a multi-user path with branch connections to nearby villages. | Somerset | Bob Murrell: 01749 677605 |
| 13 | Access | FoD District Council (collaborating with 1SW) | FoD Cycle Project | Develop and grow the value of cycle tourism to Forest of Dean economy by building on popularity of cycling positioning FoD as adventure & leisure destination. | Glos. | Nicola Greaves: Nicola.greaves@fdean.gov.uk |
| 14 | Access | Dorset AONB Partnership | Coast Means Business! | Improve accessibility and develop exemplary sustainable tourism. | South West Region | Susan Mitchell: Susan.Mitchell@dorsetcc.gov.uk |
| 15 | Access (combined with #1 & 3) | The National Trust | Off-Road Cycling | To develop and improve off-road cycling facilities at a number of National Trust properties in Devon and Cornwall | Devon & Cornwall | Julian Mellor: julian@2md.co.uk |
| 16 | Access | Cotswold Cycleways | Cotswold Cycleways | Interlinking cycle and footpath routes brought together as one SW regional initiative. (Linking with Dursley / Cam proposal) | South West Region | Phil Randall: prfrandall2003@yahoo.co.uk |

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| 17 | Access | Active Exmoor | Cross Boundary Project | A new cross boundary project bringing together the wards of North Devon & West Somerset, through a new partnership focusing on increasing participation in lifestyle sports and outdoor activities to the benefit of both the public, local businesses and their employees. | Devon & Somerset | Mike Bishop: mike@activeexmoor.co.uk |
| 18 | Access | Active Exmoor | County Gate Walking & Activity Hub | Developing the County Gate Visitor Centre as a potential to become a centre for excellence as an 'Activity Hub' for the North of Exmoor. The centre would integrate with mountain biking routes through central Exmoor, offering a shuttle service for linear routes. | Somerset | Mike Bishop: mike@activeexmoor.co.uk |
| 19 | Access | Active Exmoor | Dunster Forest | Fund the design and construction of walking, mountain biking and riding trails opening up the forest to the public by providing integrated access, served by a visitors centre offering kit hire, support and refreshments. | Somerset | Mike Bishop: mike@activeexmoor.co.uk |
| 20 | Access | Active Exmoor | Wimbleball Mountain Bike Access | The development of mountain bike access around the perimeter of the 380-acre Wimbleball Lake. Trail development for a family audience, with hire facility to accompany water sports already available. | Somerset | Mike Bishop: mike@activeexmoor.co.uk |
| 21 | Access | Active Exmoor | Picked Stones Farm | Diversification of a working farm into a new activity hub for the most rural and central part of Exmoor, offering a range of facilities to the general public, as well as local activity providers. | Somerset | Mike Bishop: mike@activeexmoor.co.uk |
| 22 | Access | Active Exmoor | A Cycling National Park | To develop a wide range of cycle provision on Exmoor, supporting the improvement of the quality of the overall experience, through maintaining and developing the natural environment, catering for everyone from families to the cycling enthusiasts. | Somerset | Mike Bishop: mike@activeexmoor.co.uk |
| 23 | Access & Culture | South West Protected Landscapes | Building Sector Knowledge | Building sector knowledge of our cultural assets and connecting to the promotion of sustainable behaviours across the region. | South West | David Dixon: ddixon@dartmoor-npa.gov.uk |

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| 24 | Access & Culture | South West Coast Path | Historic Environment Project | To ensure the historic environment of the SWCP is physically, intellectually and culturally accessible to all users of the path. To conserve nationally important historical and archaeological sites on or alongside the path and increase user enjoyment and understanding of the historic environment. | Devon, Somerset, Cornwall & Dorset | Mark Owen: mark.owen@devon.gov.uk |
| 25 | Access & Culture | Tetbury Rail Lands Trust | Tetbury Rail Lands projects | Restoration of the goods shed to become a centre for the community, visitors and small businesses; creation of a cycleway / footpath on the old rail line; reclamation of the overgrown rail lands to include landscaping and restoration of the Avon source steam through the site. | Glos. | Phil Randall: prfrandall2003@yahoo.co.uk |
| 26 | Access & Culture | Sustrans | Interpreting, Enhancing & Connecting the Rural National Cycle Network in the South West | Overcoming strategic blockages in the rural National Cycle Network across the region and developing added value to these elements of the network through a co-ordinated and consistent approach to information, education and interpretation of the cultural and natural heritage in which routes pass. | South West Region | Adrian Roper: Adrian.roper@sustrans.org.uk |
| 27 | Access & Culture | Cornwall County Council (collaborating with 1SW) | Multi-user routes | To form new or enhance existing multi-user routes in underserved areas of mid and east Cornwall to maximise the strategic, environmental, educational and economic benefits to users and the businesses alongside them. | Cornwall | Peter Sainsbury: psainsbury@cornwall.gov.uk |
| 28 | Access & Education | Devon County Council | Get Naturally Active | Engaging businesses and improving interpretation and facilities for visitors along the length of the 18-mile long distance walking trails. Improving facilities for visitors and information along the route, plus onsite interpretation, seating, artwork and signage to local businesses and attractions. Improvements to accessibility, accommodation and promotion. | South West Region | Keri Denton: keri.denton@devon.gov.uk |

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| 29 | Access & Education | Devon County Council | Horsey Heaven | To enhance the county's horse-riding infrastructure and position and generate awareness of Devon as the premier county for equestrian tourism in England, focusing on the development of new circular routes around the county. | South West Region | Sarah Holder: sarah.holder@devon.gov.uk |
| 30 | Access, Education & Culture | South West Wildlife Trusts (partnering with Devon County Council) | Nature Reserves as 'Green Tourism Hubs' and roll out of the Where to Watch Wildlife/see Geology projects | Introduce tourism / farm tourism businesses in selected areas. Invite businesses to use local nature reserve as a resource. Invest in nature reserves to provide programme of events and optimise public access and interpretation. Participating businesses would receive support in making their land more attractive to wildlife and receive audits of local wildlife and geology on their doorstep. Offer support to tourism businesses in the creation of wildlife themed interpretation for their own land, plus enhancing infrastructure and facilities, and opening up additional access to the regions natural assets. | South West Region | Andrew Taylor: ataylor@devonwildlifetrust.org |
| 31 | Access, Education & Culture (combined with #12 and #29) | Devon County Council | The Stop Line Way (National Cycle Network Route No. 33) | Develop a 120km regional route from Weston-super-Mare to the English Channel at Seaton, passing through Burnham, Bridgwater, Taunton, Ilminster, Chard and Axminster and linking to other town and places of interest. | Devon, Somerset & Dorset | Lesley Garlick: Lesley.garlick@devon.gov.uk |
| 32 | Access, Education & Culture | Cotswolds AONB | Visitor Payback | A visitor payback scheme in which visitors make voluntary contributions, via tourism businesses. The money raised can be used to create: footpath/cycleway improvements, habitat management/restoration, interpretation displays/artwork, improving energy and water etc., rural skills and restoring/re-instating locally distinctive features. | Glos. | John Mills: john.mills@cotswoldsaoanb.org.uk |

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| 33 | Access, Education & Culture | Vale Vision Development Trust Ltd. | Cam & Dursley Greenway Cycle Route & Walking Trail | Provide a cycle, walking and where possible riding route through Cam, Dursley, Uley, Cambridge and Slimbridge to link and provide access to other existing routes. It will link to Railway, Canal, Cotswold Way, Severn Way and Route 41 of National Cycle Network as well as tourist attractions, schools and business parks. | South West | Shirley Hill: shirley@act2.demon.co.uk |
| 34 | Access, Education & Culture | Bath & NE Somerset Council | Various project | Various cycle way and footpath projects including: Chew Valley Lake Trail, Easy Access Trails, Access to Countryside website, walking festival, cycling art trail, sculpture trail, Museum of Roman Life etc. | Somerset | David Lawrence: David_Lawrence@bathnes.gov.uk |
| 35 | Access, Education & Culture | Forest of Dean Sculpture Trust | Sculpture Trail Arts Project | Develop a multi-use pavilion by commissioning an artist to work alongside an architect to create a unique and distinctive building reflecting the special identity of this unique part of Glos. and signposting the sculpture trail. Also to host temporary exhibitions and events increasing return visits. | Glos. | Carolyn Black: forestdean@gmail.com |
| 36 | Access, Education, Culture | Corsham Area Development Trust | ASPIRE | Extend the geographical scope and visitor appeal of existing walks and cycle ways by adding the interpretation of the importance of the wool cloth manufacturing trade to sub-regional economic history. Within the South West the opportunity is to expand beyond Wiltshire to include Gloucestershire (Cotswolds), Somerset and West of England. | South West Region | Ian Storey: cadt@corshamheritage.org.uk |
| 37 | Access, Education & Culture (linked with #18 – SW Coat Path) | Exmoor National Park Authority | Coastal Learning and Discovery Hub | Restoring and developing Lynmouth Pavilion as an interactive coastal interpretation centre for Exmoor National Park and the region, acting as a learning and discovery hub with sustainable tourism training and themed package weekends across the area. | Devon | Dan James: DTJames@exmoor-nationalpark.gov.uk |

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| 38 | Culture | Coleford Music Festival | Forest Festivals | Establishing a network of Forest festivals to increase range of audience attending and increase the artistic ability. | Glos. | Amanda Smith: Amanda.smith@fdean.gov.uk |
| 39 | Culture | Cornish Mining World Heritage Site | Real Places, Real Lives | Develop and promote high quality web portals for visitors to the WHS; develop, test and promote mobile interactive ICT interpretive tours as a pilot in the Mineral Tramways area and Tamar Valley Mining district; train relevant staff and volunteers in the use of these new facilities. | Cornwall | Deborah Boden: dboden@cornwall.gov.uk |
| 40 | Culture | Visit Devon | Rural Cultural Events Programme | Develop and co-ordinate a year-round programme of events celebrating Devon's (region's) world-class environment and culture. Join-up existing events to create greater impact and profile to encourage new and additional visitors year-round into the county (region). It would support the values of the Devon (regional) brand. Coordinating separate events under a banner title creates economies of scale, an additional 'attractor' to bring people in to rural areas and greater opportunities for business networking and collaboration. | Devon (can be replicated with the region – e.g. Active Exmoor) | Nicola Poultney / Keri Denton: n.poultney@discoverdevon.com keri.denton@devon.gov.uk |

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| 41 | Culture | Visit Devon | Be a Local Tourist | A programme to develop and support the county's heritage and cultural assets and support the engagement of communities in the development and promotion of these attractions and assets. The programme will seek to attract additional year-round visitors, increase awareness of Devon's built and natural environment. Attractions, heritage and natural sites will be encouraged around Devon to open their doors free of charge to local people, organise special openings to areas not normally available to the public and prepare special guided tours / organised events to promote national trails and long distance walking routes, explaining sites and wildlife along the way. There would be a staged series of openings / events by geographical area throughout the off-season and supplementing the openings will be a series of special offers to add to the overall visitor experience for local people. | Devon (could be a region wide activity) | Nicola Poultney / Keri Denton: n.poultney@discoverdevon.com keri.denton@devon.gov.uk |
| 42 | Culture | Active Exmoor | Greatest Exmoor Outdoor Activity Network | Creating a network for the outdoor activity industry through which new opportunities will be made available to suppliers, retailers and professionals of the outdoor activity industry. | Somerset | Mike Bishop: mike@activeexmoor.co.uk |
| 43 | Culture | Active Exmoor | North Devon & Exmoor Activity Festival | A celebration of outdoor activities delivered by a wide variety of local activity suppliers over a 9-day period. | Devon & Somerset | Mike Bishop: mike@activeexmoor.co.uk |
| 44 | Culture | Active Exmoor | Event Attraction & Development | Attract more sporting events to the area through working with providers to locate venues and overcome start up costs. | Devon & Somerset | Mike Bishop: mike@activeexmoor.co.uk |
| 45 | Culture & Education | National Trust | Chedworth Roman Villa | To replace the Victorian shelters on the West Range with a new innovative cover building with easy access, walkways and historical attractions such as a mosaic pavement. A new interpretative scheme across the site will also be developed, plus a new education centre. | Glos. | Helen Sharp: helen.sharp@nationaltrust.org.uk |

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| 46 | Culture & Education | The National Trust | Sculpture in the Landscape | To link outdoor sculpture in Cornwall with other sculpture parks in the south west, providing a regional offer of sites that develop the sense of place and provide diverse perspectives into the relationship between people and their varied environments and heritage. | South West Region | Julian Mellor: julian@2md.co.uk |
| 47 | Culture & Education | Portland Sculpture and Quarry Trust | Tout Quarry Sculpture | To develop and enhance the visitor offer to the Tout Quarry Sculpture Trail in Dorset linking with other sculpture parks in the south west. | South West Region | Julian Mellor: julian@2md.co.uk |
| 48 | Education | Destination Devon | Rural Information Network | To support rural businesses, communities and visitors by improving the rural information network to provide quality information about rural areas, sustainable activities, transport, buying local, cultural opportunities and food & drink. | Devon | Nicola Poultney: n.poultney@discoverdevon.com |
| 49 | Education | Duchy College | Heritage Plants: Safeguarding and Developing Garden Tourism in Cornwall | A collaboration seeking funding support to develop and safeguard garden tourism through better marketing and protection of Cornwall's plant heritage, heritage collections and unique plants. | Cornwall | Phil Legrice: phil.legrice@duchy.ac.uk |
| 50 | Education | Cotswold Way National Trail | Management of the Cotswold Way | Provide geological and landscape interpretation of the Cotswold Way National Trail, expanding its potential to promote understanding of the AONB, and increasing its contribution to sustainable tourism in the area. | Glos. | James Blockley: James.blockley@cotswoldsaonb.org.uk |
| 51 | Access, Education, Culture & Cross-cutting | Painswick Gateway | Painswick Gateway: Community Ctr. Village & Trust | The creation of an interpretation centre / hub at the mid-point 100-mile Cotswold Way National Trail (AONB) to promote greater public appreciation and interest in all historic and environmental aspects of the scarp of the Cotswolds and communities traversed by the trail, and promotion of business activity. | Glos. | Leslie Brotherton: mr@lesliebrotherton.com |

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| 52 | Access, Culture, Education & Cross-cutting | Dorset Squared Ltd | Thomas Hardy Country Project | Create a visitor hub in central Dorset; create relay points throughout Dorset reinforcing and extending the TIC network; discovery of the legacy of Thomas Hardy; creation of an activity and learning centre activities in the landscape and countryside; local events; food & drink trails; heritage, culture and arts festivals/events; 'soft' business potential for extending to Wessex country, which includes Somerset and Wiltshire being considered. | Dorset | David Keenan: david@dorset2.co.uk |
| 53 | Cross-cutting | Gloucestershire Development Agency | Tastes of the Cotswolds | A celebration of Cotswold produce and fine eating, based on two areas of work: Exclusive – targeted at the top hospitality companies and Standard – development of short breaks, special tastes, networking events and a special scheme and annual award. | Glos. | Adrian Jevans & Sarah Taylor: Adrian.jevans@glosfirst.co.uk |
| 54 | Cross-cutting | FoD District Council | Tastes of the Forest | A food & drink initiative to develop the local food and drink sector within the FoD, to increase usage and promotion of local food by individuals and businesses, building on collaboration with existing food related organisations and strengthening the product offer. | Glos. | Nicola Greaves: Nicola.greaves@fdean.gov.uk |
| 55 | Cross-cutting | Active Exmoor | Exmoor Tourism Partnership | A new partnership acting as a hub for the delivery of promotion and marketing for Exmoor, as well as the vehicle for driving industry development opportunities. | Somerset | Mike Bishop: mike@activeexmoor.co.uk |
| 56 | Cross-cutting | Active Exmoor | Greatest Exmoor Outdoor Activity Network | Creating a network for the outdoor activity industry through which new opportunities will be made available to suppliers, retailers and professionals of the outdoor activity industry. | Somerset | Mike Bishop: mike@activeexmoor.co.uk |