



2004-2005  
Promoting Sustainable Tourism

# Effective use of external funding

The past use of external funding to develop innovative pilot approaches has culminated in the current South Hams Sustainable Tourism initiative which ran from April 2001. The European Objective 2 funding has been matched by input from South Hams District Council and the following partners:

- *Countryside Agency*
- *South West Tourism*
- *South of England Regional Development Agency*
- *Devon County Council, Dartmoor National Park*
- *Environment Agency*
- *East of England Tourist Board*
- *representatives of the industry*
- *Agenda 21 Group*
- *South Hams Green Tourism Business Scheme (pilot 2000-2001)*
- *South Hams Green Tourism Business Scheme (current project)*

The initiative which is an example of best practice at both a regional and national level also works well with many other agencies and organisations to promote and share information and provide training opportunities for businesses involved.

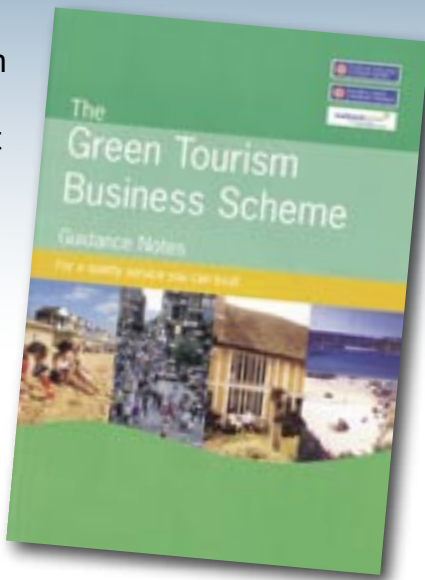
The sustainable initiatives that SHDC have been involved with began in 1993 with:

- *South Devon Green Tourism Initiative (pilot 1993-1995)*
- *Pilot for Green Audit Kit 1996*
- *South Devon Green Tourism Initiative 1998-2000*

The Council has been leading in green tourism since its involvement in the South Devon Green Tourism Initiative (1993), a national pilot project which was recognised with an England for Excellence Award in 1995. It aimed to encourage those with business interests in tourism to profit from a green tourism business approach. The Council, as a key partner, was keen to ensure "that local communities benefit positively from tourism and that the unique quality of the environment is safeguarded." One of the results from this pilot was the Green Audit Kit, which has now been adopted nationally by the Countryside Agency and the English Tourism Council. This business guidebook provides advice on undertaking environmental improvement and an approach that values the environment as a business asset, limiting business impact upon it.



The Green Tourism Business Scheme, a South Hams pilot project from May 2000 to November 2001, began to test the criteria for measuring and assessing environmental business performance and fundraising through Payback.



Thirteen local businesses took part and were helped to take practical steps that provided significant environmental benefits to their operations, identifying £47,000 of savings.

Following on from the success of this pilot, the three and a half year South Hams Sustainable Tourism Initiative was developed using European

Objective 2 and partnership funding of £287,000 (see Partnership section). This Initiative incorporates the Green Tourism Business Scheme and 'On the Right Tracks' Payback Initiative.

For further information on the Green Tourism Business Scheme and On the Right Tracks Payback Project please see the relevant information sheets.

The South Hams Green Tourism Business Scheme is a South West Tourism proposed scheme for Green Tourism Training and is to be rolled out across the South West region and states "The Scheme's successful pilot in South Hams and the general recognition for the scheme through regional tourist boards and the English Tourism Council have resulted in it becoming the basis for the template in the UK and specifically throughout the South West." The initiative is one of the English Tourism Council's exemplar projects to further develop sustainable tourism nationwide.



Our partnerships through the Tourism Skills Network, Destination Southwest (Cruise Ship Campaign), liaison with AA, RAC and South West Tourism (ETC scheme) and the Devon Portal Website all work towards improving the quality tourism product, accommodation standards and access to tourism information in the district.

