



Joint Tourism Project Presentation

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Ottery St Mary, Town Council , 03 July 2023

Supported by the EDDC Innovation and Resilience Fund

COAST & COUNTRY IS A JOINT INITIATIVE BY FIVE EAST DEVON TOWNS: SIDMOUTH, BUDLEIGH SALTERTON, HONITON, SEATON AND OTTERY ST MARY

The project aims to support a connected tourism economy that is sustainable, inclusive and accessible for all, where the benefits of tourism and actively caring for our unique natural environment are felt by visitors, businesses and communities alike.



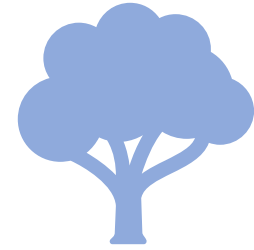
COAST & COUNTRY PROJECT VALUES



Collaborative Advantage



Improved Connectivity



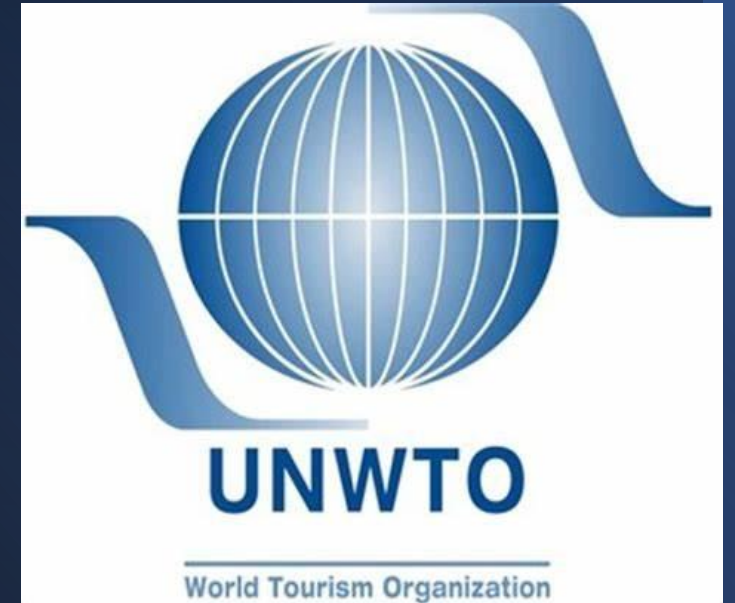
Shared Stewardship

At the heart of this project is the aspiration that sustainable tourism can and will be a driver for positive transformation for businesses, communities and visitors

SUSTAINABLE TOURISM

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities“

“Being sustainable not only reduces your impact on the environment, but helps you to improve your customer experience, support your local economy and stand out from your competitors.”



PROJECT OVERVIEW



WORKING PARTNERSHIP OF 5 EAST DEVON TOWNS: SIDMOUTH, HONITON, SEATON, OTTERY ST MARY AND BUDLEIGH SALTERTON SHARING RESOURCES AND KNOWLEDGE TO IMPROVE OUR VISITOR ECONOMY; REALISING ECONOMIES OF SCALE



INVESTING IN A SHARED DIGITAL MARKETING PLATFORM ENABLES US TO PROMOTE PARTNER TOWNS AND PARTICIPATING LOCAL BUSINESSES THROUGH COHESIVE SISTER SITES, CAPITALISING ON THE EXISTING ASSETS AND VISITOR REACH OF VISIT SIDMOUTH AND VISIT DEVON



IMPROVING CONNECTIVITY ACROSS THE TOURISM SECTOR IN EAST DEVON WITH JOINED UP THEMES AND ITINERARIES IN LINE WITH THE EDDC TOURISM STRATEGY, AIMING FOR A JOINED UP 365 DESTINATION



FACILITATING AND PROMOTING SUSTAINABLE AND ACCESSIBLE TOURISM WITHIN BUSINESSES, IDENTIFYING AND PARTNERING WITH LEADERS IN INNOVATION WITH TRAINING, MENTORING AND CREATING A PILOT CARBON ACTION PLAN



TAKING OPPORTUNITIES TO DEVELOP SHARED LEARNING AND COLLABORATIVE WORKING WITH A WIDE RANGE OF STAKEHOLDERS AND INITIATIVES IN EAST DEVON AND BEYOND





CHANGEMAKER CHAMPIONS

- Businesses in East Devon **already implementing sustainable practices** – environmentally conscious, community focused, accessible and inclusive
- To offer **visibility and recognition** – promotion on destination websites, social media, offering green credentials to use in marketing and recognised as leader in green tourism in East Devon
- To offer **mentorship and support** – sustainability training and guidance, networking opportunities, access to suite of sustainability resources



CHANGEMAKER CHAMPIONS



CHAMPIONS For Greener Travel

Our pilot action plan will foster and encourage sustainable tourism through training and mentorship. Additionally, the initiative will seek out Changemaker Champions - businesses that are already at the forefront of implementing sustainable practices.

Our aim is to celebrate the achievements of Changemaker Champions, promote them as role models within the community and encourage collaboration between one another, inspiring other businesses to embark on their own sustainability journey.



TOGETHER We can be Changemaker Champions

As a business that already embodies a commitment to positive change, we acknowledge you as a partner to help us in our pursuit to become pioneers in sustainable travel within East Devon.

By actively promoting best practice to encourage sustainability and accessibility, we can work towards the area becoming the leading year-round visitor destination in Devon – an aspiration of East Devon District Council Tourism Strategy.



YOU'RE INVITED

TOURISM SUSTAINABILITY WEBINAR



Coast and Country

In partnership with THE TRAVEL FOUNDATION



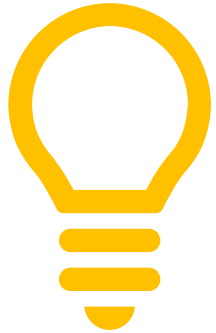
Future-proof your business:
Reduce your carbon footprint, save costs,
enhance your reputation and more.

JOIN THE WEBINAR ON
TUESDAY, 20 JUNE 2023
10:00AM - 11:00AM
[RSVP HERE](#)

Delivered in partnership with the Travel Foundation, a global leader in sustainable tourism, this 50-minute webinar will support businesses in East Devon on how to strengthen and future-proof your business, reduce your carbon footprint, save costs, address challenges and capitalise on opportunities. Also learn how to enhance your reputation and gain a competitive advantage. This practical session will provide insights into the benefits of adopting sustainable practices and share more on the growing consumer demand for 'better impact' products and services.

This event is facilitated by The Travel Foundation. Coast and Country is a tourism consortium heralding the towns of Sidmouth, Ottery St Mary, Budleigh Salterton, Seaton and Honiton. The towns are collaborating to make the region a leader in green tourism, supported by the EDDC Innovation and Resilience Fund.

DEVELOPING THE ROADMAP TOGETHER



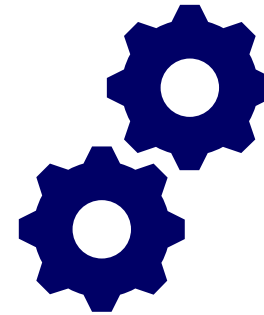
Inspiration



Impact



Imagination



Implementation



Indicators



Photo by [Tamas Tuzes-Katai](#) on [Unsplash](#)

- **Start time:** 16 December 2022
- **Pit stop:** 13 June 2023
- **Destination:** A clean, green, sustainable and inclusive destination where tourism generates local benefits and wellbeing for residents and visitors – delivered through strong cross-sector connectivity and collaboration
- **Route:** Draft roadmap
- **Arrival:** 2050
- **Journey time:** 27 years



LOOKING THROUGH DIFFERENT LENSES

CLIMATE lens:

Considering the carbon emissions of your activities and those of your visitors, and ways to reduce them

EQUITY lens:

Considering how your activities and those of your visitors can maximise and share the benefits of tourism with your communities and businesses





