



# COAST & COUNTRY

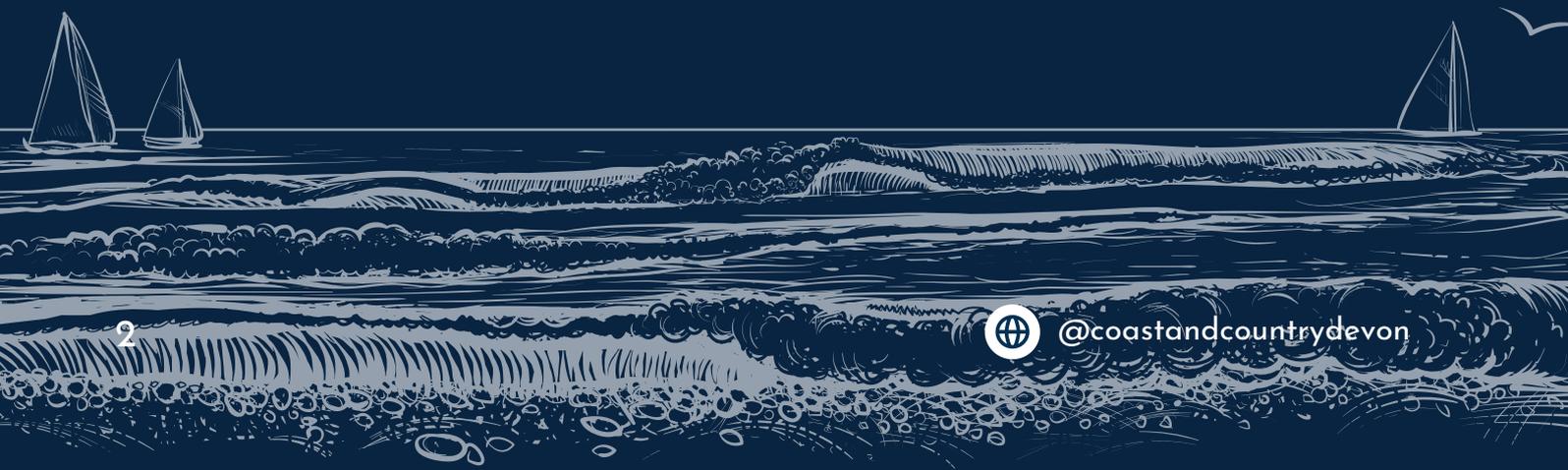
## SUSTAINABLE TOURISM PLAN

1ST EDITION - DECEMBER 2023



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# FOREWORD

**THE COAST & COUNTRY PROJECT, LED BY SIDMOUTH TOWN COUNCIL, BROUGHT TOGETHER FIVE EAST DEVON TOWNS, SIDMOUTH, OTTERY ST MARY, BUDLEIGH SALTERTON, SEATON AND HONITON IN A COLLABORATIVE INITIATIVE TO CONNECT OUR VISITOR ECONOMIES AND CONTRIBUTE TO MAKING EAST DEVON A LEADER IN SUSTAINABLE TOURISM.**

Tourism is essential to our District's economy, but we also need to ensure that it is sympathetic to and consistent with stewardship of the unique and fragile natural environment which makes East Devon such a great place to live, work and visit. We also recognise that tourism has the potential to be a driver of positive change for the whole community and that to do so, it should be open and accessible to all.

As part of this project, we have partnered with global leader, The Travel Foundation, to support us and our partners to produce this roadmap for sustainable tourism and climate action. It aims to show how we can make Sidmouth and its partner towns environmentally responsible and inclusive destinations – where we can make realistic and ambitious progress towards net zero emissions and provide a product that will attract considerate tourists now and in the future.

It aims to champion innovation and empower the sector to build resilience in a market which remains vulnerable to shocks and challenges in the wake of Covid 19 and the cost-of-living crisis. We hope it will provide a replicable blueprint that can be rolled out across the district and beyond.

In producing the roadmap, we were funded by the East Devon Innovation and Resilience Fund, part of the HM Government's UK Shared Prosperity Fund. We were fortunate to draw upon the expertise of a wide range of collaborative partners. National, regional and local decision-makers, key infrastructure providers, businesses and our rich tapestry of civic groups all contributed ideas, objectives and action plans.

Our Changemaker Champions, local businesses which are already leading the way in implementing sustainable practices, provided us with a range of innovative ideas and inspiration.



# Coast & Country Sustainable Tourism Plan

We recognise that individual towns and businesses working alone will not be able to make the changes needed to achieve the shared goals set out in this roadmap. If we are to be successful in achieving our vision for Sidmouth, the partner towns and the wider region – joined up working across the public, private and third sectors will be essential.

This process has strengthened working links, reflecting a changing sector where traditional tourism actors and community work cohesively across themes and challenges to create better places to live and visit. The project, and this roadmap, provide a firm foundation for that ongoing and lasting collaboration.

By working together, small changes can add up to a big difference.

**Cllr Hilary Nelson and Louise Cole**  
Co - Chairs, Coast & Country Project



— “ —

THE TRAVEL FOUNDATION WAS HONOURED TO SUPPORT THE COAST AND COUNTRY TEAM, ITS PARTNERS AND STAKEHOLDERS TO THINK DIFFERENTLY ABOUT THE FUTURE OF TOURISM IN THE REGION.

NOW, THIS BOLD VISION HAS BEEN TRANSLATED INTO AN ACTIONABLE AND IMPACTFUL PLAN, REPRESENTING A STRONG AND COLLECTIVE EFFORT TO FUTUREPROOF THE TOURISM SECTOR, ENSURING IT ALIGNS WITH AND DRIVES COMMUNITY AND ENVIRONMENTAL GOALS.

THE SUSTAINABLE TOURISM ACTION PLAN REPRESENTS COLLABORATION IN ACTION AT ALL LEVELS, FROM ENGAGING WITH LOCAL TOURISM BUSINESSES TO UNDERSTAND THEIR NEEDS, TO DEVELOPING SHARED PRIORITIES ACROSS THE REGION AND ALIGNING WITH THE NEW LOCAL VISITOR ECONOMY PARTNERSHIP FOR THE COUNTY.

WE WISH THE PARTNERS EVERY SUCCESS AS THEY CONTINUE TO WORK TOGETHER TO CREATE A THRIVING, LOW-CARBON, POSITIVE IMPACT MODEL FOR TOURISM.

— ” —

**Rebecca Armstrong,**  
Sustainable Tourism Specialist  
at The Travel Foundation

# EXECUTIVE SUMMARY



## THE INNOVATIVE APPROACH OF COAST & COUNTRY SEES TOURISM THROUGH THE LENS OF SUSTAINABILITY.

The aspiration to produce this roadmap was born out of our recognition of the inherent value and special quality of East Devon as a destination, in terms of economy, environment and community, together with an understanding of the need for a whole systems approach to preserve the destination and meet the current and developing challenges facing the tourism sector.

It is about working differently, taking an integrated look at what is possible, recognising what is already happening and creating the conditions for a collaborative sustainable tourism model to go further and make positive change more quickly.

The tourism industry in East Devon can make an important contribution to meeting climate change targets and encourage environmental practices. In making changes to be more environmentally sustainable, accessible and inclusive while improving community cohesion, the tourism industry contributes to increased environmental stewardship and equity in East Devon.

Such changes also provide opportunities for our tourism industry to differentiate itself from the competition, respond to new and emerging visitor trends and proof itself against future market changes, regulatory requirements and changing circumstances.

Businesses require a range of practical help to make these positive changes. They benefit from positive encouragement, messaging that clearly articulates the benefits of change and reliable information about the process of change. Practical support may include learning from other businesses in formal and informal settings – including training, ideas sharing and mentoring.

Access to financial support may be required to support the costs of transition. The Coast & Country project has gone some way to meeting this need with its sustainability resources and Changemaker Champion programme which will be developed on an ongoing basis. It also aids with shared visitor messaging and marketing, as well as creating a shared voice, collectively stronger, to amplify the call for change and responsible stewardship required by consumers and businesses for sustainable outcomes.

## Coast & Country Sustainable Tourism Plan

The tourism sector does not operate in a vacuum. Structural, systemic and policy improvements can only be achieved by cross sector consultation, involvement and collaboration. The partner towns can play an important facilitation role in bringing together different stakeholders and encouraging positive co-operation. Joint working at all levels and excellent communication networks will be required to enhance collective efforts. The formation of a new Local Visitor Economy Partnership (LVEP) currently underway, into which Coast & Country is feeding, will provide an important nexus for stakeholder collaboration. Initial conversations have identified sustainable tourism as an area in which the LVEP will provide leadership.

Considering the needs of local communities at all stages of implementation will help to ensure equity and allow tourism to be a driver of positive change across the area. This is a virtuous circle, with a vibrant cultural life and high levels of wellbeing, contributing to the attractiveness of the area to visitors.

— “ —

**REMEMBER. EVEN THE SMALLEST ACTIONS CAN HAVE A SIGNIFICANT IMPACT. EMBRACE SUSTAINABLE PRACTICES. PROTECT YOUR UNIQUE ECOSYSTEMS. AND INSPIRE OTHERS TO DO THE SAME.**

— ” —

**Chirag Bhimani,  
Island Innovation Ambassador,  
West Indian Ocean at COP28**





# SUSTAINABLE TOURISM

Working with the Travel Foundation and Stakeholders, we have adopted the United Nations World Travel Organisation definition of sustainable tourism. This defines sustainable tourism as:

**"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."**

The benefits of this approach are articulated by Visit Britain:

**"BEING SUSTAINABLE NOT ONLY REDUCES YOUR IMPACT ON THE ENVIRONMENT, BUT HELPS YOU IMPROVE YOUR CUSTOMER EXPERIENCE, SUPPORT YOUR LOCAL ECONOMY AND STAND OUT FROM YOUR COMPETITORS."**

support conscious  
collective connection  
accessible holistic  
action sustainable  
stewardship environmentally-friendly  
inclusive community  
caring

## THE THREE PILLARS

The three pillars that underpin our approach are:

### ENVIRONMENTAL STEWARDSHIP

Reducing consumption, reducing waste, measuring and taking active steps to reduce carbon footprint. As well as working towards net zero targets, and taking active steps to curate and improve the natural environment.

### INCLUSIVITY & ACCESSIBILITY

Making businesses and the wider community welcoming, inclusive and accessible to all visitors and residents, regardless of need.

### COMMUNITY COHESION

Businesses actively contribute to the strength and resilience of community networks and improve wellbeing and vice versa. Civic groups are actively stewarding the natural environment, playing a vital role in shaping the destination for all.





# OUR APPROACH

In producing this roadmap, we were fortunate to work together with global leaders, The Travel Foundation and a wide range of stakeholders.

In December 2022, an “Imaginarium” brought together 30 local businesses, industry representatives, County, District and Town Councils and East Devon’s two MPs to explore the future for sustainable tourism up to 2050. Supported by the Travel Foundation, delegates held free and wide-ranging discussions and collaborated to produce a vision for sustainable tourism in East Devon which will also secure maximum benefits for residents. The Imaginarium also considered five specific impact areas, with the opportunities and challenges they represented.

In June 2023, a core stakeholder group, including representatives of EDDC and the five towns, met in a “Visionarium” to consider the practical and structural improvements that will be required to make this vision a reality.



We undertook a survey of activities that are already underway, either as part of the Coast & Country project or independently, and came up with short, medium and long-term priorities for Sidmouth and the five towns. We also looked at indicators of success and how to measure them, so that we can monitor progress towards the goals of the roadmap. We identified likely lead and support organisations that will be responsible for directing change and consulted on the content of the draft roadmap and proposals for roles, responsibilities and resources for its delivery.

— “ —

**THE CHALLENGE IS ACCEPTING CHANGE AND TAKING THE PRIVATE SECTOR AND THE COMMUNITY WITH US.**

— ” —

**Imaginarium Participant**

# OUR APPROACH

As part of the Coast & Country project, we recruited a group of Changemaker Champions. These businesses can demonstrate a commitment to and innovation in one or more of our key impact areas: improving our natural environment, reducing their carbon footprint and working towards net zero targets, making their business welcoming, inclusive and accessible to all and giving back to the community through collaborative stewardship. Through a combination of participation in the workshops and individual discussions, they have provided innovative ideas to the roadmap.

The proposed new Local Visitor Economy Partnership for Devon is likely to impact the way in which sustainable tourism initiatives are rolled out across the county. The Coast & Country team were pleased to feed into the consultation process for the new LVEP and will continue to work collaboratively with them and other stakeholders to ensure delivery of initiatives across our towns.

To be successful, the roadmap will have to change and adapt to developing circumstances and to take account of new challenges and opportunities. Governance will be provided by a steering group to be made up of representatives of the Five Towns. The Changemaker Champions programme will continue to expand and further towns in East Devon are invited to join the network.

We will undertake a full review every three years to ensure that we are working as effectively as possible towards our aims. While some actions may be appropriate on a more local basis, we will work collaboratively across the District and County and with stakeholders further afield wherever possible.



# VISION STATEMENT

Our vision for Sidmouth and our partner towns is:

**"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."**

This aligns with the East Devon Tourism Strategy Vision for the region, which is for:

**"EAST DEVON TO BE THE LEADING, YEAR-ROUND TOURISM DESTINATION IN DEVON, WHOSE DIVERSE ECOSYSTEM OF OUTSTANDING NATURAL ENVIRONMENTS, DISTINCTIVE, HIGH-QUALITY BUSINESSES, TOWNS AND VILLAGES, ALL THRIVE AND GROW THROUGH A COMMITMENT TO NET ZERO, ACCESSIBILITY AND COLLABORATION."**

The vision statement also intentionally aligns with key priorities of the DCC Strategic Plan 2021-25, including responding to the climate emergency, supporting sustainable economic recovery, and helping communities to be safe, connected and resilient.





# STAKEHOLDER VISION

We asked participating stakeholders what we would like our destination to be by 2050. They told us they would like Sidmouth and East Devon to be:

- ① Known for being clean, green and sustainable, attracting environmentally conscious visitors.
- ① Where tourism generates increased value and provides benefits for residents, improving quality of life.
- ① Where visitors come for health and wellbeing, feel part of the community and tell others about their positive experience.
- ① Known as an inclusive destination, with accessibility for all businesses, residents and visitors to all aspects of the tourism experience (accommodation, travel, attractions, beach).
- ① Where government, transport providers, county/town/district councils, businesses and communities all work together, with strong public-private partnerships.
- ① Where increased cross-sector connectivity and collaboration results in alignment between policy/planning/housing and the sustainable tourism agenda.

# OUR ACTION PLAN

The aim of the action plan is to provide a framework for collaborative working and joint initiatives to help the tourism sector combat climate change while ensuring that it is inclusive and accessible to all and supports local communities.

## Overarching Themes

We have identified two overarching themes that inform the action plan. These are:

- 1 **Working Collaboratively:** The challenges that the tourism industry faces are complex and require co-operative and joined up action. We look forward to collaborating with a wide range of stakeholders to make positive changes towards a more sustainable future.
- 2 **Climate Action and the Environment:** We recognise that climate change is both a global and local threat. Reducing carbon emissions and preserving our precious natural environment are a shared responsibility and challenge in which the tourism sector can and must play its part.





# WORKING TOGETHER

**The challenges facing the tourism sector are complex and can only be resolved by working together across a wide range of stakeholders.**

**There is a need to:**

- ① Recognise the collaborative advantages, opportunities for knowledge sharing and economies of scale that come from working together across the region.
- ① Increase cross-sector connectivity to ensure alignment between sustainable tourism and key policy and infrastructure requirements.
- ① Foster strong networks, relationships and public/private partnerships, consult freely and share ideas.
- ① Take a collaborative/shared responsibility approach to problem-solving, where appropriate.
- ① Communicate plans and aspirations effectively across stakeholders to identify synergies, opportunities for joint working and avoid duplication/working at cross-purposes.
- ① Encourage higher levels of public impact through increasing engagement: inform, consult, involve, collaborate, empower.

# CLIMATE ACTION AND THE ENVIRONMENT

To support ambitious action to reduce negative environmental impacts and promote positive climate action, we will:

- ① Consider how tourism can contribute to the climate change targets set out in regional initiatives such as the Devon Carbon Plan 2022 and the EDDC Carbon Action Plan 2020 - 2040.
- ① Encourage businesses, visitors and third parties to actively consider all their activities through a "climate lens" considering the carbon footprint of their activities and those of their visitors and how to reduce them.
- ① Provide businesses with information on how to measure their carbon footprint reliably and take practical, affordable, measurable steps to reduce it.
- ① Educate businesses about the Glasgow Declaration 2021 and its five pathways: measure, decarbonise, regenerate, collaborate, finance.
- ① Provide resources to enable businesses to make other sustainable changes that support the environment, in a way that is easy to understand and accessible and effectively articulates the benefits of change. This includes developing strong B2B networks with opportunities for discussion, joint working, training and mentoring in formal and informal settings.
- ① Look ahead and anticipate likely future demands that will be placed on the industry, taking proactive and forward-thinking action to address them.
- ① Moving away from using purely economic growth to measure success. To quote the Devon Carbon plan: "We must reframe our local economy to move beyond using growth as the single measure of success."



# FROM PLAN TO PRACTICE

## THE ACTION POINTS

Five main themes or action points emerged from our consultations and the two workshops.

These were:

- Enabling businesses, careers and skills development.
- Product development.
- Sustainable travel and transport.
- Community engagement.
- Visitor communications, information and marketing.

For each of these themes, we considered where we are now and where we would like to be, thinking about who we need to partner with and how we can work together to get to our destination.



# ENABLING BUSINESSES, CAREERS AND SKILLS

## WHERE WE WANT TO BE:

Tourism provides high quality, higher value, year round employment, where local infrastructure supports businesses and workers and local tourism strategies are fully aligned with and integral to local policy making. We want to build back better by creating an environment where businesses can see the benefits of and are empowered to make changes towards sustainability and those changes contribute to the resilience and responsiveness of the sector as a whole.

## WE WILL GET THERE BY

- Integrating the needs of the tourism industry fully within the local policy making context, through joined up working and co-ordinating advocacy for the sector at local and national levels.
- Making our towns more liveable for hospitality workers, with good quality, affordable housing available, improved transport links and better childcare options.
- Enabling development of a skilled and motivated workforce with training and progression to higher paid employment.
- Facilitating moves away from seasonality towards 365 tourism supporting year-round employment.
- Educating businesses and consumers about the benefits of making environmentally sustainable changes and empowering them to make them.
- Providing information and support to businesses to reduce carbon footprint and improve resilience to future market and regulatory changes.
- Partnering with local and national decision-makers, education providers, business and community networks to facilitate change.

## WE WILL HAVE GOT THERE WHEN

- Skilled workers fill local business vacancies; staff retention is high, the number of full-time hospitality jobs increase and year-round roles are available for those who want them.
- Strong, attractive career paths are established, with strong business affiliation with accredited apprenticeships/training schemes.
- Sustainable tourism is featured in the Local Plan and individual Neighbourhood Plans, and the visitor economy and its impacts considered in infrastructure, planning and policy decision-making.
- Sufficient, affordable housing is available for tourism and hospitality workers within commuting distance.
- Businesses are offered and attending high-quality training, adopting sustainable practices and reporting changes made.
- There is improved year-round footfall with more effective targeted promotion to new visitor markets.



# PRODUCT DEVELOPMENT

## WHERE WE WANT TO BE:

Businesses are empowered to develop sustainable products and experiences, to adapt to changing market conditions and visitor needs and preferences. They are supported to innovate and improve their resilience. There is a 365 tourism offer and improved nighttime economy.

## WE WILL GET THERE BY

- Supporting businesses to develop environmentally sustainable products, services and experiences, through championing innovation, providing B2B knowledge exchange, collaboration and mentoring and practical “how to” guides.
- Moving towards a 365-tourist season, encouraging intra-regional tourism and promoting the night-time economy.
- Championing and promoting health and wellbeing for visitors and residents and active and back to nature experiences.
- Improving connectivity between destinations, linked itineraries and business collaboration, including “buy local” initiatives and encouraging shorter supply chains.
- Encouraging visitors to linger for longer and spend more.
- Adopting a “Welcome to All” approach, to all visitors and residents, regardless of need.
- Partnering with other local decision-makers and encouraging strong business and community networks.

WE WILL HAVE  
GOT THERE  
WHEN

- East Devon is recognised as the leading green tourism destination in Devon.
- Occupancy rates in the off-season and shoulder season are (70%) of high season, driven by new reasons to visit.
- Visitors stay longer and spend more.
- Information on sustainable products and itineraries are well-advertised and easily accessible.
- Businesses actively try to keep supply chains local, use sustainable products and foster strong relationships.
- East Devon is known as an accessible and inclusive destination providing equal access for all, including to its beaches.



— “ —————

EVERYONE IN THE TOURISM SECTOR HAS A ROLE TO  
PLAY IN ACCELERATING CLIMATE ACTION.

————— ” —

UN World Tourism Organisation

# SUSTAINABLE TRAVEL & TRANSPORT

## WHERE WE WANT TO BE:

Residents and visitors can get where they want to go using sustainable transport options. Public transport provides a convenient, cost effective and accessible alternative to private vehicle use. Electric vehicles and active transport are supported and innovative approaches to transport challenges are embraced.

## WE WILL GET THERE BY

- Lobbying public transport providers and decision makers to improve public transport options, frequency and town to town connectivity, including in the evenings. Supporting private or public partnership options to connect local networks to mass transit systems.
- Ensuring timetables and public transport connections are well publicised locally, for visitors and residents alike.
- Working with infrastructure providers to ensure smooth transition from petrol to electric vehicles.
- Partnering with local businesses and initiatives to increase sustainable transport options.
- Supporting development for active transport options, including new cycling and walking routes.
- Promoting active travel holidays and itineraries, partnering with groups of local enthusiasts and businesses.
- Considering, facilitating and enabling new and innovative approaches to transport challenges, like water transport, coaches (supporting the Coach Friendly East Devon initiative, recently endorsed by East Devon District Council) shuttle buses, car shares, electric bikes.

WE WILL HAVE  
GOT THERE  
WHEN

- ① Car use is reduced, especially at large events.
- ① There is an increase in the number of people visiting and travelling around East Devon by bicycle, on foot, by bus, coach, water-taxi or train.
- ① Sufficient and well-distributed charging points as well as sharing and hire options make electric vehicles, both private and commercial, a viable option for visitors to the five towns and East Devon.
- ① Supported Active Travel initiatives are in place, including electric bikes, improved cycling and walking routes.
- ① There is improved communication and marketing of travel options for visitors including bus routes, combination travel options and active travel car free options.



“

WE NEED LINKED UP TRAVEL TO CREATE SEAMLESS,  
SUSTAINABLE MOVEMENT OF PEOPLE BETWEEN ALL AREAS.

”

Imaginarium Participant

# COMMUNITY ENGAGEMENT

## WHERE WE WANT TO BE:

The benefits of tourism are felt by residents and communities alike. As well as economic benefits, this means access to improved infrastructure and facilities, where tourism promotes the health and wellbeing of residents as well as visitors.

## WE WILL GET THERE BY

- Working with key infrastructure providers to combat the negative effects of climate change – such as weather changes and flooding and ensuring that solutions consider the needs of both residents and visitors.
- Linking with national and regional initiatives for sustainable tourism and positioning East Devon to be best placed to take advantage of these.
- Managing visitor numbers to reduce pressure in “hot spots” during the high season by encouraging visitors to explore the whole area and travel to the district throughout the year.
- Encouraging residents to enjoy and support tourist businesses all year round.
- Linking visitor experience to local community groups and sustainable initiatives, such as cultural festivals, biodiversity initiatives, tree-planting and environmental clear-ups, encouraging responsible tourism.
- Ensuring tourism projects and initiatives consider legacy to local communities and businesses consider community cohesion.
- Partnering with government and NGOs, the third sector and local community organisations.



## WE WILL HAVE GOT THERE WHEN

- Local environmental projects connect with the visitor economy.
- Cultural events and the wider tourist economy provide wellbeing and investment/facilities benefits to the local community. Alternative measures of success rather than the purely economic can be used, reflecting resident happiness and wellbeing.
- There is improved water services infrastructure and improved quality of river ecosystems.
- East Devon businesses and civic groups are participating in green initiatives and studies and projects to improve accessibility.



# VISITOR COMMUNICATIONS, INFORMATION AND MARKETING

## WHERE WE WANT TO BE:

East Devon is recognised as a leader in green tourism and is identifiable as a connected destination. Visitors choose East Devon because of its green credentials and its reputation for accessibility and quality. They can find information to enable them to make sustainable choices easily and are actively encouraged to adopt sustainable behaviours when visiting.

## WE WILL GET THERE BY

- Promoting East Devon as a connected destination with a recognised brand that visitors identify with environmental sustainability and accessibility.
  - Retaining a place-based approach to visitor communications, highlighting local value and connectivity.
  - Building on the success of Visit Sidmouth and the Visit Town websites, using our shared platform as a springboard to promote the wider destination to a wider audience.
  - Recognising businesses for adopting sustainable practices through the Changemaker Champion programme and giving them opportunities to promote their sustainable credentials.
- Providing visitors with easy-to-find, reliable information to make sustainable choices and which meets accessibility needs.
  - Using tourism and events as a vehicle to educate and promote responsible behaviours to visitors and residents alike.
  - Partnering with the LVEP and across our towns, and with businesses and events to ensure a co-ordinated visitor facing message.



## WE WILL HAVE GOT THERE WHEN

- ① East Devon is recognised as the leading green tourism destination in Devon.
  - ① Joint, streamlined marketing and communications campaigns engage visitors and avoid fragmentation.
  - ① Businesses talk and learn from each other in formal and informal settings and together actively try to keep supply chains local and foster strong relationships.
  - ① Businesses publicise their commitments to sustainability.
  - ① Information on sustainable products, offers and itineraries is well-advertised and easily accessible.
- ① Information on sustainable visitor behaviours and opportunities to make a positive difference, including the importance of buying local, are well publicised.
  - ① East Devon is known as an accessible and inclusive destination which provides equal access for all.
  - ① East Devon attracts eco-conscious and responsible tourists who embrace the natural environment; positive visitor behaviours are actively encouraged.





# THE WAY AHEAD

This road map has been produced through the collaboration of numerous stakeholders across the region, but as the name suggests, it is not a destination in itself. It is a working document which we hope will act as a call to action and a facilitator of ongoing innovation, so that we can work together to make the changes the sector and our region needs to move towards net zero and responsible environmental stewardship while supporting an industry that remains vibrant, relevant and benefits local people and visitors.

By taking a more connected approach to destination management and placemaking, working across different sectors and the community, we can ensure our visitor economy can build resilience to the complex challenges and rapid flux it faces. The intention is that the road map provides an opportunity to remodel and refocus to a sustainable pathway to economic, environmental, social and community success.

The exemplars, champions and initiatives underway will act as a catalyst to encourage a continuous process of positive change for sustainability.

**THE JOURNEY TOWARDS BEING "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" IS WELL UNDERWAY.**

In sharing what is already in motion, seeing tourism through a new lens of sustainability and equity, we can harness collective action, influence and innovation. We all have a shared responsibility to keep asking "What Else?" Or, in the words of one of our Changemaker Champions, our common challenge is to:

**"QUESTION WHY YOU'RE DOING CERTAIN THINGS. IT MIGHT BE THAT THAT'S ALWAYS BEEN THE WAY, BUT IS IT NECESSARY NOW?"**

The road map will evolve, and the endpoint may change, but Coast and Country has laid deep foundations, created new synergies and encouraged many to be part of this shared ambition for East Devon.

**Join us on the journey.  
Be part of the change.**



# APPENDIX

## WORKSHOP PARTICIPANTS & CHANGEMAKER CHAMPIONS

Thank you to all who collaborated to bring together this roadmap, especially those who attended our two workshops:

- Simon Jupp M.P.
- Richard Foord M.P.
- Devon County Council, Cllr Rufus Gilbert, Portfolio Holder for Economy and Skills
- Devon County Council, Cllr Stuart Hughes, Portfolio Holder for Highways
- East Devon District Council, Cllr Paul Arnott, Leader,
- East Devon District Council, Cllr Nick Hookway, Portfolio Holder for Tourism, Leisure, Sport and Culture
- East Devon District Council, Catherine Causley, Climate Change Officer; Geri Panteva, Senior Economic Development Officer; Alex Higgins, Communities Manager
- Sidmouth Town Council, Cllr Ian Barlow, Cllr Louise Cole, Cllr Chris Lockyear, Cllr Hilary Nelson
- Sidmouth Town Council, Chris Holland, Town Clerk
- Budleigh Salterton Town Council, Cllr Roger Sherriff
- Honiton Town Council, Cllr Nick Ingham, Cllr Sharon Thorne
- Ottery St Mary Town Council, Cllr Stewart Lucas, Cllr Dean Stewart
- Seaton Town Council, Cllr Del Heggerty
- Independent Member of Coast & Country Steering Group - Louise Thompson
- The Travel Foundation - Rebecca Armstrong and Graeme Jackson

# APPENDIX

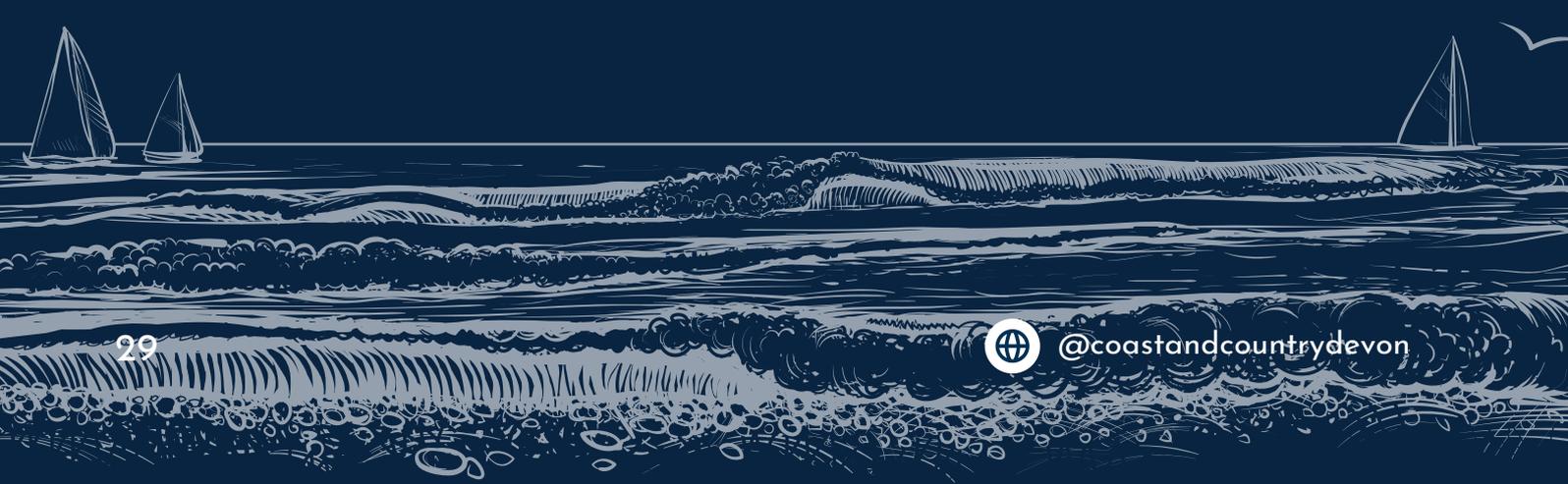
## Participants Representing:

- 14 Miles East
- Alpine Park Holiday Cottages
- Budleigh Salterton Chamber of Commerce
- Budleigh Salterton Information Centre
- Duke's Inn
- East Devon Tourism Alliance
- East Devon Tourism Network
- Ebb Tides
- Festival Forum
- Higher Wiscombe Luxury Holiday Cottages
- Ignyte Limited
- Love Budleigh
- Professional Association of Self Caterers
- Sidmouth Chamber of Commerce
- Sidmouth Coastal Community Hub
- Sidmouth Folk Festival
- Sidmouth Hotels
- Sidmouth School of Art
- Sidmouth Sea Fest
- Sidmouth Tourism Advisory Group
- Sidmouth Tourist Information Centre
- South West Tourism Alliance
- South West Water (Pennon Group)
- StageCoach
- The Dairy Shop
- The Donkey Sanctuary
- Visit Devon
- Visit Sidmouth
- Voyage Travel Marketing

# APPENDIX

Thank you to our Changemaker Champions, for pioneering innovation, providing inspiration, telling their stories and giving support to other businesses through the Coast & Country project:

- Alpine Park Holiday Cottages
- Crane & Kind
- The Donkey Sanctuary
- Higher Wiscombe Luxury Holiday Cottages
- Oakdown Holiday Park
- Otterton Mill
- Seaton Tramway
- Sidmouth Hotels and Inn
- Sidmouth International Jazz & Blues Festival
- Sidmouth Seafest
- Sidmouth Trawlers
- Stantyway Farm
- Wildwood Trust, Ottery St Mary



# ACKNOWLEDGEMENTS

We would like to extend our thanks to everyone who has contributed to the process of developing the roadmap. In particular we acknowledge the support of Voyage Travel Marketing and especially Alie Barbieri for her excellent project work throughout, including content and design work that has helped to bring the project to life and engage and communicate so effectively, the work of so many collaborators.

Additionally we would like to thank both Ignyte Ltd for their marketing and promotion work and The Travel Foundation for their sustainable tourism expertise both nationally and internationally. Thank you also to our funders East Devon District Council without whose support the opportunity to develop the road map would not have been possible. And finally we would like to thank all of our Coast and Country collaboration partners; Ottery St Mary, Seaton, Budleigh Salterton and Honiton town councils and Sidmouth Town Council, Budleigh Salterton and Sidmouth Tourism Information Centres and Sidmouth Tourism Advisory Group.



**SIDMOUTH**  
TOWN COUNCIL





# COAST & COUNTRY

WELCOME TO BEAUTIFUL EAST DEVON

To be part of this sustainable journey today,  
please contact us at [sustainability@sidmouth.gov.uk](mailto:sustainability@sidmouth.gov.uk).

## WORKING TOGETHER

