



PROGRESS WITH SUSTAINABLE TOURISM STRATEGY IMPLEMENTATION

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Summary

This paper provides a brief update on actions implementing the Sustainable Tourism Strategy for 2024-29 adopted last December.

Recommendation

The Partnership is recommended to comment on the information provided.

Background

Brief updates are shown here under each of the Strategy themes:

Theme 1 Setting an ambitious sustainable vision for tourism and engaging people with this.

- County level liaison and pushing sustainable tourism principles – moving this forward to regenerative principles – tourism which actually makes the place better, not just minimising harm
- Developing ideas and sharing examples on regenerative tourism
- Exploration of the Doughnut Economics model
- Developing a visitor ethic for promotion material
- Seeking funds from tourism bodies for the Conservation Fund

Theme 2 Improving provision of sustainable tourism services which draw on the area's special qualities.

- Success of the Shropshire Hills visitor map and plans to repeat – next year to focus on giving something back and other regenerative activity
- Support to Shropshire Great Outdoors Project – refreshing visitor information
- Participation in Marches Real Food Convergence and development of new Shropshire Hills actions on local food
- Delivery of Access for All capital works funded by Defra at a range of visitor locations
- Hosting European study visit on social inclusion in tourism, focussing on participation by low income groups
- Reaching and engaging new groups through Engagement Ranger work

- Training in arts projects through National Landscapes Association 'Nature Calling' project

Theme 3 Supporting and encouraging environmental practices and behaviours by businesses and visitors.

- Influencing/steering and coordinating an area response to development by Cycling UK of the Marcher Castles Way cycle route (recently launched).
- 2024 Shuttles season – the bus service covered its costs for the first time this year
- New Wrekin Transport Study in progress
- Sustainability messaging in our communications

Theme 4 Managing the effects of localised visitor pressure, mitigating impacts, and sharing economic benefit by promoting visitor activity across the area.

- Liaison with site providers
- Developing work on car parks audit /dispersal activities, encouraging public transport use and car park audit

Theme 5 Co-ordinating and adding value to sustainable tourism delivery.

- Support to set-up of the county Local Visitor Economy Partnership
- Renewal of the Europarc Charter for Sustainable Tourism in Protected Areas
- Supporting FiPL projects focusing on People and Place priorities
- Participation in the Europarc Charter network and taking a lead in National Landscape sustainable tourism networks

List of Background Papers

Shropshire Hills Sustainable Tourism Strategy 2024-29 <https://www.shropshirehills-nl.org.uk/our-work/area-initiatives/sustainable-tourism>

Human Rights Act Appraisal

The information in this report is compatible with the Human Rights Act 1998.

Environmental Appraisal

The recommendation in this paper will contribute to the conservation of protected landscapes.

Risk Management Appraisal

Risk management has been appraised as part of the considerations of this report.

Community / Consultations Appraisal

The topics raised in this paper have been the subject of earlier consultations with Partnership members.

Appendices

None