

Cotswolds Tourism Sustainable Tourism Action Plan

Key objectives as outlined in DMP:

- To increase usage of sustainable transport by visitors when travelling to and around the Cotswolds
- To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors
- To encourage the use of local produce and suppliers to support the development of better local supply chains
- To improve information provision to encourage visitors to travel more responsibly when in destination
- To encourage visitors to respect the unique Cotswolds landscape and local communities, and encourage participation in the Caring for the Cotswolds payback scheme
- To encourage a better geographical and seasonal spread of visitors to lessen the impact on the landscape and its residents
- To promote the co-benefits of active travel (walking and cycling) on health and wellbeing - as well as reducing carbon emissions

Key partners:

- Cotswolds National Landscape (AONB)
- LEPs
- Councils
- Businesses
- Visit Britain/Visit England
- Green Tourism
- Neighbouring DMOs and tourism bodies
- Visit Gloucestershire
- Gloucestershire Community Rail Partnership
- Public transport providers/platforms
- Visitor Information Centres
- Local wildlife & conservation charities and volunteer groups

Strategies and plans read/cross-referenced with this plan:

- CDC Local Plan
- CDC Climate Emergency Strategy
- CDC Ecological Action Plan

- CDC Green Infrastructure Strategy
- CDC Green Economic Growth Strategy
- WODC Local Plan
- WODC Climate Change Strategy
- WODC Covid Recovery Plan
- WODC Carbon Action Plan
- OxLEP Strategic Environmental Economic Investment Plan
- Gfirst Gloucestershire Sustainable Energy Strategy
- VB/VE Sustainability Policy discussion paper

At the time of writing this action plan there were a number of strategies and plans emerging:

- Visit Gloucestershire Recovery Strategy 2022 - 24
- Visit Gloucestershire Climate Action Plan
- Oxfordshire Plan 2050
- Visit England Sustainability Policy

This action plan will be updated accordingly.

Contents:

- [Strategic](#)
- [Cotswolds Tourism](#)
- [Businesses](#)
- [Thinking local](#)
- [Visitor behaviour](#)
- [Nature](#)
- [Transport](#)
- [Marketing & comms](#)

Strategic

Objectives	Delivery	Details	Timescale	Strategies/plans it delivers/links to	Partners
To encourage a better geographical and seasonal spread of visitors to lessen the impact on the landscape and its residents	Improve the dispersal of visitors geographically and throughout the year through projects and comms messaging/imagery and product development e.g. Real Cotswolds project, participation in VE activities such as National Lottery Days	Ensure greater information on alternatives to honeypot locations (Real Cotswolds). Use of imagery and messaging, by default using off-season images and not using images of honeypot areas. Encourage overnight and longer stays. Information and promotion of year-round activities and experiences. 'Shoulder' season highlights and activities (snowdrops, autumnal colour, dog friendly). Identification and use of off-season motivators e.g. food and drink offer	Ongoing	VB/VE Sustainability Policy discussion paper WODC Climate Change Strategy WODC Covid Recovery Plan OxLEP Strategic Environmental Economic Investment Plan	Visit England Businesses Cotswolds National Landscape Visitor Information Centres
Ensure planning policy encourages sustainable	Influence Local Plans for WODC and CDC	Ensure policy encourages sustainable tourism		CDC Local Plan WODC Local Plan	Local authority Forward Plans teams

tourism development		development, such as accommodation near public transport routes and need for affordable housing for workers in hospitality sector		Oxfordshire Plan 2050 CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	
	Gaps in sustainable transport routes to visitor economy businesses	Identify gaps and source potential solutions, such as inclusion of potential cycle routes/footpaths included in Local Plans, development of bike/ebike hire locations		WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	CDC Sustainable Transport Lead
To increase usage of sustainable transport by visitors when travelling to and around the Cotswolds	Develop partnerships to strengthen opportunities for greener travel to and around the Cotswolds	Work in partnership with Trainhugger and other green travel platforms Influence transport provider policies e.g. number of bikes on trains	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	Trainhugger GWR Cotswolds National Landscape Cotswold Line Promotion Group
To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors	Green pledge	To scope available green pledges and select the best option to encourage Cotswolds businesses to sign up to	January - July 2022	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	Visit England
	Enhanced marketing of sustainable businesses	To give businesses who are committed to sustainability greater coverage through	Ongoing	VB/VE Sustainability Policy discussion paper	Visit England Green Tourism

		our marketing channels e.g. enhanced listings on website, focused blogs and newsletters, social media posts			
	Case Studies	Identify local businesses to act as case studies and ambassadors on sustainability to inspire other businesses	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	Visit England
To promote the co-benefits of active travel (walking and cycling) on health and wellbeing - as well as reducing carbon emissions	Increase opportunities and promotion of walking and cycling in the Cotswolds	Enhanced website coverage Greater emphasis on walking and cycling holidays Potential projects to develop new cycling and walking routes e.g. on old railway routes, linking attractions together, Kingham to Bourton & Cheltenham to Bourton cycle route feasibility studies Explore the possibilities of multi-modal itineraries e.g. bus or train to link to walk/cycle route back to original start point	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy CDC Green Infrastructure Strategy OxLEP Strategic Environmental Economic Investment Plan	Visit England Cotswolds National Landscape

<p>To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors / To encourage visitors to respect the unique Cotswolds landscape and local communities, and encourage participation in the Caring for the Cotswolds payback scheme</p>	<p>Creation of a set of 'brand' words and phrases that will be used throughout all sustainable tourism comms</p>	<p>Create continuity in messaging throughout all channels, which reflects our destination and aims e.g. Visit Scotland's 'tread lightly'</p>	<p>January - February 2022</p>		<p>Cotswolds National Landscape Businesses</p>
<p>All</p>	<p>Sentiment research</p>	<p>Keep abreast of most up-to-date sentiment research (changing trends, attitudes to sustainability etc) and adapt action plan as appropriate</p>	<p>Ongoing</p>	<p>VB/VE Sustainability Policy discussion paper</p>	<p>Visit England</p>
	<p>Sharing of best practice and learning</p>	<p>To support and be supported by neighbouring DMOs/tourism organisations who are also working on sustainable tourism</p>	<p>Ongoing</p>		<p>Gloucester Forest of Dean & Wye Valley Visit West Experience Oxfordshire Visit Gloucestershire</p>
<p>To encourage visitors to respect the unique</p>	<p>Visitor payback schemes</p>	<p>Support participation in and awareness of existing key</p>	<p>Ongoing</p>	<p>WODC Climate Change Strategy</p>	<p>Local authorities Cotswolds National</p>

<p>Cotswolds landscape and local communities, and encourage participation in the Caring for the Cotswolds payback scheme</p>		<p>visitor payback schemes e.g.</p> <ul style="list-style-type: none"> ● Caring for the Cotswolds ● Bourton-on-the-Water car park charge <p>Explore the possibility of developing new schemes.</p>		<p>CDC Climate Emergency Strategy</p>	<p>Landscape</p>
<p>To increase usage of sustainable transport by visitors when travelling to and around the Cotswolds / To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors</p>	<p>Investigate ways to improve data on visitor behaviour</p>	<p>Working with businesses - data on transport used, amount of travel whilst in destination</p> <p>Investigate the potential to use aggregated mobile phone data</p>	<p>Ongoing</p>	<p>VB/VE Sustainability Policy discussion paper</p>	<p>Visit England Blue Sail</p>
<p>All</p>	<p>Keep aware of future/potential developments that could have significant impact on sustainable tourism</p>	<p>Potential projects:</p> <ul style="list-style-type: none"> ● Lower Windrush Project ● Wychwood Centre ● Garden Village - aspiration of WODC to deliver a garden village with ample access to the countryside inc 	<p>Ongoing</p>	<p>OxLEP Strategic Environmental Economic Investment Plan</p>	<p>OxLEP WODC</p>

		walks, cycleways linking to Sustrans network <ul style="list-style-type: none"> • Oxford's Rural Hinterland 			
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Cotswolds Tourism

Objectives	Delivery	Details	Timescale	Strategies/plans it delivers/links to	Partners
All	Refresh the Destination Management Plan for Cotswolds Tourism	Place sustainability at the heart of the strategic plan for tourism in the Cotswolds	September 21 - November 21	WODC Climate Change Strategy WODC Covid Recovery Plan CDC Climate Emergency Strategy	Local authorities Visit Cheltenham Gloucester Forest of Dean Cotswolds National Landscape
To encourage businesses to adopt sustainable practices and to develop sustainable tourism	Carbon footprint	Measure the carbon footprint of Cotswolds Tourism and set goals for carbon reduction	January 22 - June 22	WODC Climate Change Strategy WODC Carbon Action Plan	Local authority Climate Change teams

Objectives	Delivery	Details	Timescale	Strategies/plans it delivers/links to	Partners
messaging to all stakeholders and visitors	Undertake resources audit	To determine how to reduce environmental impact e.g. reduction in print material, greener vehicles, car sharing. Linked to carbon footprint.	January 22 - June 22	CDC Climate Emergency Strategy	
	Create a framework for planning of future projects/activities	To create a checklist of aspects to consider when planning future projects/activities to ensure as sustainable approach as possible is always taken e.g. specification of print materials	January 22 - June 22		

Businesses

Objectives	Delivery	Details	Timescale	Strategies/plans it delivers/links to	Partners
To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors	Surveys of visitor economy businesses	To identify areas where support is needed and gain initial buy-in to learning/doing more to become sustainable	December 21 - February 22	WODC Climate Change Strategy CDC Climate Emergency Strategy	Local authority Climate Change teams Local authority Biodiversity officers Cotswolds National Landscape

	Demystify sustainable tourism and create hub of accessible information and support for businesses	Create a website section dedicated to sustainable tourism for businesses to make information and support easily accessible	December 21 - May 22	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	
	Support businesses to become more sustainable	Provide businesses with the support they need (as identified through business surveys) to establish more sustainable practices e.g provide funding information, knowledge on specific subjects, links to organisations/other businesses	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	Local authority Climate Change teams Relevant groups and organisations
	Caring for the Cotswolds participation	To make more businesses aware of the scheme and its benefits, and to increase business membership of the scheme	June 21 - June 22	WODC Climate Change Strategy CDC Climate Emergency Strategy CDC Green Infrastructure Strategy	Cotswolds National Landscape
	Guinea pig project (needs a title!)	To select a few businesses and work with them on the start of their sustainability journey.	tbc	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	Local authority Climate Change teams Local authority Biodiversity officers
	Businesses with electric vehicle	Encourage businesses to install EV charging points and	March '22 onwards	WODC Climate Change Strategy	Local authority Climate Change

	charging points	signpost to government funding		CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	teams
	Businesses applying for accreditation	Encourage businesses with stronger sustainable practices to apply for recognised accreditation scheme e.g. Green Tourism, Green Key	Ongoing	VB/VE Sustainability Policy discussion paper	Accreditation schemes Visit England
	Businesses incentivising travel by public/sustainable transport	Encourage businesses to adopt one of a range of incentivised travel options e.g. discounted ticket price, free item in cafe, discount on return visit	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	
	Stakeholder engagement by businesses	Encourage and provide businesses with the knowledge to actively promote their sustainable practices to stakeholders e.g. customers, suppliers, local residents	Ongoing		
	Involvement of staff by businesses	Encourage businesses to involve and utilise staff in their sustainability work to maximise impact	Ongoing		
To encourage businesses to adopt sustainable practices and to develop	Green pledge	To scope available green pledges and select the best option to encourage			

sustainable tourism messaging to all stakeholders and visitors		Cotswolds businesses to sign up to			
	Enhanced marketing of sustainable businesses	To give businesses who are committed to sustainability greater coverage through our marketing channels e.g. enhanced listings on website, focused blogs and newsletters, social media posts			
	Case Studies	Identify local businesses to act as case studies and ambassadors on sustainability to inspire other businesses			
To encourage the use of local produce and suppliers to support the development of better local supply chains	Local Connections project	To remove some of the barriers to using local suppliers and increase the number of local businesses working together			
To improve information provision to encourage visitors to travel more responsibly when in destination	Encourage businesses to inspire visitors to 'stay local' for a day	Encourage businesses to provide enhanced information on things to do within the local area to reduce in-destination travel e.g. local walks, local experiences/activities			

Thinking local

Objectives	Delivery	Details	Timescale	Strategies/plans it delivers/links to	Partners
To encourage the use of local produce and suppliers to support the development of better local supply chains	Local Connections project	To remove some of the barriers to using local suppliers and increase the number of local businesses working together	April 22 onwards	WODC Covid Recovery Plan VB/VE Sustainability Policy discussion paper	Local authority Economic Development teams
To improve information provision to encourage visitors to travel more responsibly when in destination	Encourage businesses to inspire visitors to 'stay local' for a day	Encourage businesses to provide enhanced information on things to do within the local area to reduce in-destination travel e.g. local walks, local experiences/activities	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy	
To encourage the use of local produce and suppliers to support the development of better local supply chains	Encourage visitors to buy local	Encourage visitors to buy local whilst visiting the Cotswolds e.g. self-catering accommodation facilitating local food produce orders			
To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all	Encourage businesses to undertake nature-related activities	Where possible, match businesses with an organisation/volunteer group who can support them Nature-related activities e.g			

stakeholders and visitors / To encourage the use of local produce and suppliers to support the development of better local supply chains		tree planting, wildflower meadows, hedge planting			
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Visitor behaviour

Objectives	Delivery	Details	Timescale	Strategies/plans it delivers/links to	Partners
All	Promote sustainable tourism in the Cotswolds	Channels to include: Website - new consumer section Social media Influencers Newsletters Publications (print & digital) Partner channels	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	Cotswolds National Landscape Visit England
To increase usage of sustainable transport by	Increased information and messaging	Channels to include: Website	Ongoing	WODC Climate Change Strategy	Visit England

visitors when travelling to and around the Cotswolds	across all channels about public transport routes <i>to</i> destination	Social media Influencers Newsletters Publications (print & digital)		CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	
To improve information provision to encourage visitors to travel more responsibly when in destination	Increased information and messaging across all channels about public transport routes <i>in</i> destination	Channels to include: Website Social media Influencers Newsletters Publications (print & digital)	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	Visit England
	Increase promotion of cycling and walking holidays and activities	Channels to include: Website Social media Influencers Newsletters Publications (print & digital)	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy CDC Green Infrastructure Strategy OxLEP Strategic Environmental Economic Investment Plan	Cotswolds National Landscape
To encourage visitors to respect the unique Cotswolds landscape and local communities, and encourage participation in the Caring for the Cotswolds payback scheme	Creation of the Cotswolds Visitor Pledge	Position the Cotswolds as a sustainable destination with visitors from the outset and try to influence their behaviour e.g. respecting our natural environment, not wasting water, responsible use of plastic,	July - October 22	WODC Climate Change Strategy CDC Climate Emergency Strategy	Cotswolds National Landscape

		based on the DEFRA review of the Countryside Code published on April 1 2021			
	Educate visitors to increase their understanding and appreciation of what makes the Cotswolds so special	Links to visitor payback schemes, local experiences, cycling and walking activities	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy	Cotswolds National Landscape
To encourage the use of local produce and suppliers to support the development of better local supply chains	Encourage visitors to buy local	Encourage visitors to buy local whilst visiting the Cotswolds e.g. self-catering accommodation facilitating local food produce orders Encourage post-visit purchasing - purchase a memory of your trip	Ongoing	WODC Covid Recovery Plan	Businesses
To increase usage of sustainable transport by visitors when travelling to and around the Cotswolds/To improve information provision to encourage visitors to travel more responsibly in destination	Creation of a series of sustainable itineraries	Develop a series of itineraries showcasing different themes, areas, durations etc. e.g. <ul style="list-style-type: none"> • Families • Geographic - travelling from London and Oxford • Variety of timescales - day visit, 48hrs in etc 	April 22 onwards	WODC Climate Change Strategy CDC Climate Emergency Strategy	
	Provide up-to-date information on electric car charging	Ensure business listings on cotswolds.com include EV charging points.	Ongoing	WODC Climate Change Strategy CDC Climate	

	points in the Cotswolds	Utilise a platform, such as Zapmap, to provide a wider network of charging points. Develop a way to highlight businesses with EV charging on cotswolds.com		Emergency Strategy VB/VE Sustainability Policy discussion paper	
To increase usage of sustainable transport by visitors when travelling to and around the Cotswolds	Connectivity of local sustainable transport with public transport key routes	Linking local sustainable transport options with key public transport hubs e.g train stations, coach drop off points Use of electric or normal bike hire etc.	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy	

Nature

Objectives	Delivery	Details	Timescale	Strategies/plans it delivers/links to	Partners
To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors / To encourage the use of local produce and suppliers to support the development of better local supply chains	Encourage businesses to undertake nature-related activities	Where possible, match businesses with an organisation/volunteer group who can support them Nature-related activities e.g tree planting, wildflower meadows, hedge planting	Ongoing	WODC Climate Change Strategy CDC Ecological Action Plan	Local authority Biodiversity Officers

To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors	Caring for the Cotswolds participation	To make more businesses aware of the scheme and its benefits, and to increase business membership of the scheme			
To promote the co-benefits of active travel (walking and cycling) on health and wellbeing - as well as reducing carbon emissions	Increase opportunities and promotion of walking and cycling in the Cotswolds	Enhanced website coverage Greater emphasis on walking and cycling holidays Potential projects to develop new cycling and walking routes e.g. on old railway routes, or linking attractions together			
To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors	Surveys of visitor economy businesses	To identify areas where support is needed and gain initial buy-in to learning/doing more to become sustainable			
To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors	Guinea pig project (needs a title!)	To select a few businesses and work with them on the start of their sustainability journey. Possible businesses: Combe Mill, Kelmscott Manor			

Transport

Objectives	Delivery	Details	Timescale	Strategies/plans it delivers/links to	Partners
To increase usage of sustainable transport by visitors when travelling to and around the Cotswolds / To improve information provision to encourage visitors to travel more responsibly when in destination	Promote electric car hire as a form of sustainable transport	Target local car hire companies with electric vehicles to become members of Cotswolds Tourism	April 22 onwards	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	
	Itinerary planner	Develop an itinerary planner on cotswolds.com to enable visitors to better plan their itineraries to reduce in destination travel and increase the use of public transport and sustainable transport	June 22 onwards	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	
To increase usage of sustainable transport by visitors when travelling to and around the Cotswolds	Bikes/ebike hire	Identify and facilitate opportunities for bike and ebike hire at attractions, accommodation, in town centres etc	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper CDC Green Infrastructure Strategy	Local bike hire companies
	Restoration of the Cotswold Canal	Work is ongoing and long term the project will have great potential for the visitor	Ongoing		Cotswold Canals Partnership Project Board

		economy, especially in CDC. Action at present is to keep aware of developments and offer support, when needed.			
	Cirencester Community Rail	Long term aim is to link Kemble Station to Cirencesster via a light railway. Action at present is to keep aware of developments and offer support, when needed.	Ongoing		Cirencester Community Rail Project Group
Ensure planning policy encourages sustainable tourism development	Gaps in sustainable transport routes to visitor economy businesses	Identify gaps and source potential solutions, such as inclusion of potential cycle routes/footpaths included in Local Plans			
To increase usage of sustainable transport by visitors when travelling to and around the Cotswolds	Develop partnerships to strengthen opportunities for greener travel to and around the Cotswolds	Work in partnership with Trainhugger and other green travel platforms			
To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors	Increase number of visitor economy businesses with electric vehicle charging points	Encourage businesses to install EV charging points and signpost to government funding			

To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors	Increase number of businesses incentivising travel by public/sustainable transport	Encourage businesses to adopt one of a range of incentivised travel options e.g discounted ticket price, free item in cafe, discount on return visit			
To increase usage of sustainable transport by visitors when travelling to and around the Cotswolds	Connectivity of local sustainable transport with public transport key routes	Linking local sustainable transport options with key public transport hubs e.g train stations, coach drop off points Use of electric or normal bike hire etc.			

Marketing & comms

Objectives	Delivery	Details	Timescale	Strategies/plans it delivers/links to	Partners
All	Campaign promoting examples of sustainable best practice across the Cotswolds	Focus on PR Travel trade, VE reps, media newsletters/PR	Ongoing	WODC Climate Change Strategy CDC Climate Emergency Strategy VB/VE Sustainability Policy discussion paper	Visit England Publica Comms team
To encourage a better geographical and seasonal spread of visitors to lessen the impact on the landscape and its residents	Improve the dispersal of visitors geographically and throughout the year through projects and	Ensure greater information on alternatives to honeypot locations (Real Cotswolds). Use of imagery and messaging.			

	comms messaging/imagery and product development e.g. Real Cotswolds project, participation in VE activities such as National Lottery Days	Encourage overnight and longer stays. Information and promotion of year-round activities and experiences. 'Shoulder' season highlights and activities (snowdrops, autumnal colour, dog friendly).			
To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors / To encourage visitors to respect the unique Cotswolds landscape and local communities, and encourage participation in the Caring for the Cotswolds payback scheme	Creation of a set of 'brand' words and phrases that will be used throughout all sustainable tourism comms	Create continuity in messaging throughout all channels, which reflects our destination and aims e.g. Visit Scotland's 'tread lightly'			
To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors	Enhanced marketing of sustainable businesses	To give businesses who are committed to sustainability greater coverage through our marketing channels e.g. enhanced listings on website, focused blogs and newsletters, social media posts			

<p>To promote the co-benefits of active travel (walking and cycling) on health and wellbeing - as well as reducing carbon emissions</p>	<p>Increase opportunities and promotion of walking and cycling in the Cotswolds</p>	<p>Enhanced website coverage Greater emphasis on walking and cycling holidays Potential projects to develop new cycling and walking routes e.g. on old railway routes, or linking attractions together</p>			
<p>To encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to all stakeholders and visitors</p>	<p>Engagement with stakeholders by businesses</p>	<p>Encourage and provide businesses with the knowledge to actively promote their sustainable practices to stakeholders</p>			
<p>To increase usage of sustainable transport by visitors when travelling to and around the Cotswolds</p>	<p>Increased information and messaging across all channels about public transport routes to destination</p>	<p>Channels to include: Website Social media Influencers Newsletters Publications (print & digital)</p>			
<p>To improve information provision to encourage visitors to travel more responsibly when in destination</p>	<p>Increased information and messaging across all channels about public transport routes in destination</p>	<p>Channels to include: Website Social media Influencers Newsletters Publications (print & digital)</p>			
<p>To encourage visitors to respect the unique Cotswolds landscape and local communities, and encourage participation in</p>	<p>Creation of the Cotswolds Visitor Pledge</p>	<p>Position the Cotswolds as a sustainable destination with visitors from the outset and try to influence their behaviour</p>			

the Caring for the Cotswolds payback scheme		e.g. respecting our natural environment, not wasting water, responsible use of plastic, based on the DEFRA review of the Countryside Code published on April 1 2021.			
To encourage visitors to respect the unique Cotswolds landscape and local communities, and encourage participation in the Caring for the Cotswolds payback scheme	Educate visitors to increase their understanding and appreciation of what makes the Cotswolds so special	Links to visitor payback schemes, local experiences, cycling and walking activities			
To improve information provision to encourage visitors to travel more responsibly when in destination	Increase promotion of cycling and walking holidays and activities	Channels to include: Website Social media Influencers Newsletters Publications (print & digital)			
To increase usage of sustainable transport by visitors when travelling to and around the Cotswolds / To improve information provision to encourage visitors to travel more	Provide up-to-date information on electric car charging points in the Cotswolds	Ensure business listings on cotswolds.com include EV charging points. Utilise a platform, such as Zapmap, to provide a wider network of charging points.			

responsibly when in destination					
All	Promote sustainable tourism in the Cotswolds	Channels to include: Website - new consumer section Social media Influencers Newsletters Publications (print & digital)			