

READING THE SKIES: BUDE CNA, TOURISM AND A CHANGING CLIMATE

Creating and protecting a safe community
and a thriving destination
in uncertain times

'I don't care if my comments are anonymous: I'm big enough and old enough and ugly enough to stand up for my own comments. As a tourism business I say we need to make all this accessible enough and clear enough for everyone to find and access and use and work together on that as one.'

Accommodation business

'I would like to speak to as many people as possible and would always welcome the opportunity; and a massive thank you for your time to help make Bude a positive place - it could not be more necessary. If we can develop rather than grow, then we can enjoy more generations in a beautiful environment before we call time on our existence – it would be pleasure to contribute anything we can to this effort.'

Food grower

'Yes, I want the updates; yes, use my comments here or elsewhere; yes, I hope this doesn't end here, I definitely want to be part of it!'

Activity provider

'The sustainability of coastal tourism destinations depends partly on their ability to adapt planning and management practices to the impacts of climate change and also to increase their ability to effectively manage natural disasters.'

Climate change will exacerbate weather-related disasters that will be not only more frequent but also more powerful and consequently, will put coastal tourism destinations in an almost constant state of alert.

Experience has shown, time and again, that it is local people who are best placed to save lives and to coordinate the return to normality.

It is the degree to which people are prepared for disasters that determines how vulnerable or resilient their community will be.'

UNEP, United Nations Environmental Programme

www.unep.org/resources/report/disaster-risk-management-coastal-tourism-destinations-responding-climate-change

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1 INTRODUCTION

Bude Climate Partnership (BCP) is undertaking ground-breaking work in developing a multi-sector partnership response to the climate and ecological emergency across the Bude Community Network Area (Bude CNA). This report is an investigation into the role of the visitor economy in this development, and how it can continue to thrive and contribute to the community, whilst addressing its own impact on carbon emissions, and managing the impact of a changing climate on its own operations.

The declaration of a climate emergency by Bude-Stratton Town Council in September 2019 and engagement with Tourism Declares a Climate Emergency by the Bude Area Tourist Board (BATB) and Tourist Information Centre (BTIC) provide a crucial context for this ongoing work. The seven core members of the BCP are The 2-Minute Foundation, Bude Cleaner Seas Project, Connect Bude, Westcountry Rivers Trust, Refill Shop, Repair Café Bude and Bude Coastal Communities Team and all have fundamental roles in this endeavour.

The development of a resilient tourism model across the Bude CNA is one of the BCP's primary aims set out in the project purpose of the initial Lottery bid to undertake this work. The three aspirations of the BCP are to become carbon neutral by 2030; become a leading sustainable tourism destination; and become an exemplar project for other coastal areas.

purpose of this investigation

The research considers three principal issues:

- 1: current engagement with the climate and nature crisis across the area;
- 2: what a resilient 2030 might look like in terms of a thriving visitor economy; and
- 3: the resulting actions required to achieve improved levels of resilience.

methodology

A combination methodology was used to gather data. This included desktop research, discussion with comparable businesses, professionals, and destinations with relevant experience, engagement with other research partners within the BCP programme, and qualitative and quantitative research amongst businesses online, face to face and by telephone using surveys, face to face discussion group, online discussion group, and long semi-structured interview formats.

Action research principles were used, offering ideas as they arose to the next interviewees in order to create a dynamic and reflective conversation rather than a linear extraction of fragmented views. All business research responses were anonymised. Prize draws were used to incentivise businesses as research was undertaken in mid-season. Given the emerging challenge of engaging business in quantitative research during the season, more extended interviews were used to collect richer qualitative data, and participants were encouraged to continue the conversation and offer ideas outside the meetings and survey contacts.

The results are therefore largely qualitative rather than quantitative, although several quantitative findings stand out clearly and are worth noting, below.

headline finding 1

A wealth of community and business initiatives provide a bedrock of existing action and fertile ground for more. Huge pride in existing activities and clear strengths in waste, environment and therapeutic health, especially marine activities, create prime ingredients for an outstanding network of climate and nature-positive leaders.

OPPORTUNITY: BUILD POWERFUL LOCAL NETWORK

headline finding 2

Despite the array of initiatives, there is sub-optimal awareness by both community (including businesses) and visitors of the range of initiatives, and relatively low levels of general climate and ecological understanding and confidence.

OPPORTUNITY: BECOME LEADERS IN LEARNING

headline finding 3

Fracturing and repeated requests for collaboration and join-up indicate an appetite for networking and co-ordination; low levels of understanding of climate (and associated economic) impacts points to a significant opportunity for learning and peer support. These findings chime with national findings, and sit in the context of low climate-resilience action, or intent, at national tourism level. However, a clear pioneering spirit across the visitor business sector and the host community mean Bude could punch far above its weight in terms of individual business action and collective clout through a potential new “destination resilience partnership”.

OPPORTUNITY: LEAD BEYOND AUTHORITY

***‘5 out of 6 organisations
across UK are not prepared
for climate impacts’***

Business Green Magazine,
October 2021

***‘We should just write on
the wall what our focus is
– it's the planet, stupid...’***

Bude accommodation
provider, Nov 2021



2 THE CONTEXT: TOURISM

'Crikey, we have had our heads in the sand for too long (s'cuse the pun). Let's just look at the state of the sea and beaches this year. Unbelievable damage to the beach from storms, huge dangerous sand banks, closed out, dumping, rogue surf. Polluted waters after heavy rain fall. All we need is for one death or life changing injury on our beaches which will damage our tourism for years. It is by the grace of God that we have not had any major incidents. Our best asset is at risk. The very thing that encourages people to come to Bude is at risk of becoming the most dangerous thing. Lose that, and we lose everything.'

Activity provider

Tourism is the leading sector and employer in the area. The hotel and catering sector, and the retail sector, employ two fifths of the entire workforce in the Bude Community Network Area. In the Bude-Stratton area specifically, retail, hotel and catering employ 44% of the workforce. Hotels and catering are 11% of all businesses in the wider Bude area (CNA).¹ Furthermore, many of the retail outlets are small and independent, which mean that a large proportion of self-employed business owners, as well as employees, are also involved in and reliant to some degree on the visitor economy. An estimated 73% of direct actual jobs are linked to tourism spend.²

The visitor economy itself is reliant on the quality of the natural environment, including the coastline and surrounding areas. The impact of a changing climate and a changing ecological context has implications for all parts of the visitor economy, and the communities that host it.

This broad reliance is seen as a vulnerability. It also, however, provides a powerful incentive for the wider visitor economy to become a leader in climate and ecological resilience.

The challenges of assessing the carbon impact of the visitor economy, and the impact of a changing climate on the sector, are several. In terms of intelligence, visitor data is not reliable, with county-wide data representing only a 3 mile radius of Bude, not the wider 96 square miles of the CNA. This is compounded by decreasing levels of tourism data harvested and analysed since austerity reduced local and regional tourism authority investment.

Further challenge is seen in the complexity of distinguishing tourists' energy and resource consumption (in all forms and across all sectors) from residents' energy and resource consumption. This would include food, transport, heating, water, consumption, use of local facilities and wear and tear on community fabric. This is particularly the case during peak season, but also into the shoulder months as a consequence of efforts to extend the season. Seasonality of employment, despite the effort to extend the season, remains an issue of any temperate tourism destination; despite the lower carbon and ecological impact of a quieter shoulder season, worklessness brings poverty and inequality.

The second challenge is that of the visitor economy being a leading employer and key contributor to a fragile economy. Increasing and unpredictable climatic change is a clear and present threat to an economy which can already show itself to be precarious. Again, this underlines the enormous value of ensuring resilience of the sector, both by understanding and reducing the carbon contribution to that threat; and by taking practical action to improve resilience and protection at all levels. The

¹ Bude Economic Plan, 2021

² <https://www.visitbude.info/bude-cornwalls-visitor-economy/>

target of carbon neutrality by 2030 therefore provides a constructive framework to engage all involved in the visitor economy with a view to reducing its own carbon impact, increasing the resilience of the sector, and protecting the natural assets of the host communities.

This report will not recommend asking visitors if they would like a “green destination”. Bude is not alone in not being able to afford to host visitors who do not wish to collaborate in the grand effort between community, visitor and businesses to ensure resilience and thriving communities in the face of an “existential crisis”, as the climate crisis has been identified³. Neither is it alone in having to deal with these crises. There will be other destinations who within the next 9 years (i.e. by 2030) will be engaging with the overwhelming imperative to take action. There are immediate marketing opportunities in being one of the first to take overt action, but that will offer a short-term edge. This advantage will change to one of being well prepared, as within the next few years, action will become a default required response; it will become clear that no destination can afford to be seen to be amongst the last to do so. The point of this programme is to waste no time taking advantage of all existing activity and engagement in the area, and getting ahead of that curve.

The final truth is that things may change rapidly over the next few years, in terms of immediate climate and biodiversity impacts and changes, but also indirect impacts such as supply chains further upstream being hit. Bude CNA now inhabits a planet, and visitor economy, in transition, and any plan has to incorporate flexibility to deal with the fact that we will have to start expecting the unexpected.

Given the challenges of the current situation, this report will, amongst other things, set out a possible vision of a resilient visitor economy, as part of a visionary carbon neutral community. It will then suggest a (low carbon and grassy) route map towards that vision, as part of the wider BCP programme of engagement and action. It will also set out how the visitor economy could occupy a leading role in that transition.

To date, BATB (Bude Area Tourist Board, including Bude Tourist Information Centre and the VisitBude function) have delivered destination marketing, destination management, and business support to members and non-members, especially during the pandemic when rules for all hospitality businesses were complex, fast-changing, confusing, contradictory and inconsistent. BATB continued to provide leadership, business support and destination support regardless, and have been instrumental in the survival of the visitor economy in the area.



They remain a pivotal organisation and network across the Bude CNA, and are a critical force in the challenge of addressing climate and ecological changes the destination is already facing, and which will increase. The VisitBude website⁴ already carries information on a range of environmental activities and initiatives

³ UN Intergovernmental Panel on Climate Change, 2018

⁴ <https://www.visitbude.info/blog/a-net-zero-staycation-are-we-nearly-there-yet/>

across the area, and the BATB have expressed clear commitment to increase engagement with both business and visitor. They also run an online booking system, which not only keeps money in the local businesses rather than being siphoned off by larger external booking platforms, but also offers opportunity in the future to explore visitor gifting⁵ schemes, where small amounts per booking can contribute to a local pot of money as “clean” match for leveraging funding from elsewhere, for local investment. See footnote for the Cornwall Wildlife Trust programme of visitor gifting. BATB also runs a physical and online shop, which is already getting involved in low carbon high quality procurement leadership with local businesses, selling and promoting higher quality surf boards instead of the damaging polystyrene boards. Visitor gifting has already been piloted by A Greener Bude, when it was operating. The skills and the potential are already present in the area, to be accelerated if chosen.



On demand electric car share and hire scheme in Bude



A net zero staycation – are we nearly there yet?

The research has indicated a matching appetite amongst both businesses and visitors for more information, more support and more infrastructural change, and this aligns well with the BATB keenness to be a central player in this engagement and support.

This report has been written with BATB at the heart of operations and recommendations, and any of the proposals below will rely on BATB receiving significant resource to co-deliver the programmes, and the time and capacity to work in partnership with the existing active players in the wider BCP partnership.

⁵ <https://www.cornwallwildlifetrust.org.uk/support-uscorporate-support/visitor-gifting>



3 THE CONTEXT: CARBON, CLIMATE AND A NATURAL WORLD IN DECLINE

'We know that we need to do everything to make things better.'

Accommodation
business

'EU visitors already don't come because of these weather changes in summer; I would say 20% of my usual guests are affected. The sea is also changing – especially earlier in the year and even in the summer it can get very interesting! And of course, we also know that poor weather can affect mental health too.'

Accommodation
business

This report is being completed as the COP26 conference ends. It is clear that although commitments have been made, even if all are fulfilled (which itself is uncertain), we know that some destinations across the globe will probably be underwater before the end of the century, even by 2050. If we continue on our current pathway of year-on-year emissions increases, global average temperatures are projected to increase by at least 2.4 degrees, and possibly up to 3.7 degrees, by the late 2090s, and the climate will continue to deteriorate faster at that point.

It also means that the disruption of a changing climate, with its wide-ranging social, ecological, cultural, and economic impacts, will continue, building on the disruption we have already seen. Tourism has been affected across Europe and across the UK this year already, with devastating floods, heatwaves, storms and droughts affecting every part of the sector's activity. Supply chains, public realm, insurance, transport and communication infrastructure and crucial public health services such as health and building safety have all been affected.

This type of disruption also affects every aspect of visitor behaviour, decision making and expectation. Every step we take to understand the impacts ahead to reduce our own contribution to the emissions that are causing this, and to increase our ability to respond and cope with a changing landscape, will be a wise one and an investment in the places in which we love to live and work.

the challenge of carbon counting

The specific carbon impact of tourism is difficult to assess for an individual destination. Globally, the world travel industry in 2021 accounted for 11% of the world's carbon footprint⁶, up from 8% in 2013 – an almost 50% increase in only eight years. Accurate estimates of the contribution of the visitor economy to the Bude CNA's carbon footprint are difficult, but there are several reasons to believe it is substantial. In Cumbria, Bude Climate Partnership's fellow Lottery Climate Action Fund cohort member Zero Carbon Cumbria Project (ZCCP) found tourism accounted for 49% of Cumbria's consumption-based greenhouse gas

⁶ <https://skift.com/2021/07/08/tourisms-carbon-emissions-in-25-countries-new-skift-research/>

'We have big weather events here in in the SW, but what we haven't had enough of is the type of event that makes people sit up and take notice i.e. stuff happening on their doorstep. There has been more in Europe. But it will come. We've been growing here for 18 years and we've really noticed sea change like dry, cold springs, then warm and wet summers. This year, August was just so wet – everything we were growing was awash.'
Food grower

'It didn't impact on bookings coming in, but impacted the business due to bookings cancelled by us because of unusually extended unsuitable sea conditions. We have noticed more stormy weather and also the opposite – extended flat-water periods.'
Activity provider
business

emissions. ZCCP's report, A Carbon Baseline for Cumbria⁷, produced by Professor Mike Berners-Lee, an internationally recognised expert in carbon foot-printing, found that the driving emissions of visitors were three times the national average, and that emissions from eating out and activities were also higher than locals' emissions.

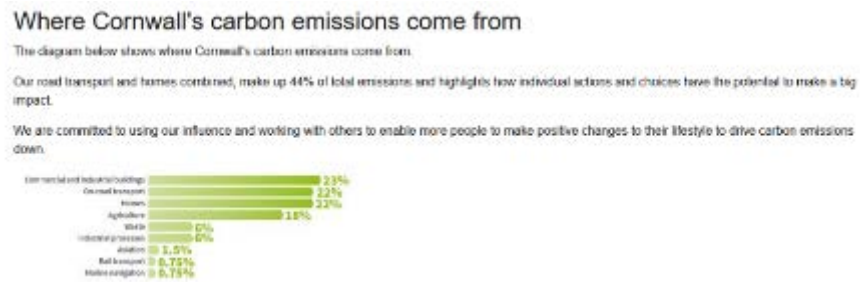


Figure 1: Extract from Cornwall Council website

Given the high contribution of transport to Cornwall's overall footprint⁸, the finding in Bude Climate Partnership's Community Carbon Audit⁹ that transport fuel is by far the area's single largest energy use at nearly 50% of supply, and the fact that tourism uses both commercial and domestic properties, the visitor economy clearly contributes significantly to local carbon emissions, compounded by the impact of agriculture, a crucial part of the food and hospitality industry.

The visitor economy in the Bude CNA cannot fix the wider carbon impact of travel and tourism; neither can it identify the precise contribution it is making to the overall carbon footprint of the area.

However, it absolutely can identify small-scale carbon footprints, on a business-by-business model; and then use that as a proxy modelled up to create benchmarks. As an example, work can be undertaken to measure reasonably representative specific carbon audits of specific sorts of businesses (such as food and drink, self-catering accommodation, or activity provider) to create a benchmark, and enable businesses to assess themselves against that in order to ratchet their carbon emissions down year by year, in a collaborative effort to reach collective destination-specific targets.

This can create an aspirational pathway towards net-zero carbon for each business type, with which every business can participate and through which they can provide peer-to-peer support. Cornwall understands that as a county, it has to reduce its own carbon footprint by 13%¹⁰ a year to remain aligned with the Paris Agreement targets, according to Tyndall Centre estimates. This Cornwall-wide target could form part of a local community-deliberated target of year-on-year carbon reduction for each business, accompanied by a central "carbon countdown" that enables all to see the collective benefit of multiple individual actions. It is in effect the opposite of the town church repair fund "thermometer" image. Every individual action counts towards a collective

⁷ <https://slacc.org.uk/wp-content/uploads/2020/06/Cumbria-Carbon-Baseline-Report-2019-200229-Final.pdf>

⁸ <https://www.cornwall.gov.uk/environment/climate-emergency/the-carbon-neutral-challenge/>

⁹ BCP Bude CNA Energy-Derived Carbon Audit May 21

¹⁰ <https://carbonbudget.manchester.ac.uk/reports/E06000052/>

success. This last notion is crucial. If marketing is the only incentive, businesses will only do what they feel is evident and marketable. By creating a collective effort, with collective and localised benefit, businesses are more likely to want to be part of the whole and not the one left out.

This is the way that individual programmes such as Transition Streets¹¹ have delivered such success, by enabling each household to be part of a supportive collective with a common goal.

'Any level of severe weather means we are affected too as anything changes people's normal behaviour. We are stuck in a 9-5 attitude where extreme weather needs dynamic change to meet the needs of the people. It is almost impossible to run any kind of event without keeping your fingers crossed for normal weather.'

Food and retail business



the visitor economy at the heart of Bude

It is important to note that the very reliance of the community on the visitor economy can be a strength as much as a vulnerability. As a sector, its size means many eggs are in one economic basket. However, it also means the visitor economy is substantial, undeniable, comprised of many diverse sub-sectors that would all benefit from the same climate and nature resilience, and it has significant clout. For instance, the visitor economy, if it united, could ensure that the low-carbon transport infrastructure it requires is put in place (this is considered in more detail shortly). The requirement is to work together – to see climate and nature resilience as a common, collective goal, and to work as a key component of the community, rather than as an isolated sector. We live in a time of much concern about the fracturing of communities, and the need for people to be encouraged to see past their own isolated roles within their own community towards bigger collective goals that promise a greater reach and impact.

It is essential, from a climate and destination perspective, to understand that the crisis concerns both climate and ecology. In its Living Planet Report of September 2020, the WWF stated that the world has seen a 68% average decline of 20,000 populations of birds, amphibians, mammals, fish and reptiles since 1970. It states starkly:

¹¹ <https://www.transitionstreets.org.uk/>

The findings are clear: Our relationship with nature is broken. Biodiversity – the rich diversity of life on Earth – is being lost at an alarming rate. This loss affects our own health and well-being. Today, catastrophic impacts for people and the planet loom closer than ever.¹²

A changing climate affects all biodiversity. Historically, more than 70% of people visit Cornwall because of the quality of its natural environment, which includes its wealth of wildlife, from marine to hedgerow, to woodland to estuary. All evidence points towards increasing habitat degradation, and increasing ignorance of its importance. Climate changes bring about biodiversity changes and changes to what we live amidst, and from what we can run our livelihoods.

Actions to improve our carbon impact will also improve the condition of our natural habitats. This ranges from the ways in which the visitor economy sources its food to how each business disposes of its waste and its water, or how they enable our visitors to come into contact with our fabulous natural environment.

Anything good for our climate is good for our health – and good for our habitat. Visitor communication, marketing and business training all have a significant role to play, whether that means ensuring that seals can haul up safely to pup on our beaches or designing out the plastic that contaminates habitats from hedgerows to our deepest seas. This study's engagement with visitors found an active minority – and likely a receptive silent majority – are open to climate and nature-positive destination management. In fact, a climate and nature positive destination can be a game-changer towards helping visitors radically change their understanding and behaviour towards wildlife more generally. The visitor economy has a huge leadership role – and opportunity – to play in reversing what is unequivocally described as a catastrophic biodiversity decline.

The world has seen an average decline of 68% of 20,000 populations of birds, amphibians, mammals, fish, and reptiles since 1970

WWF Living Planet Report,



¹² <https://livingplanet.panda.org/en-gb/>



4 THE CONTEXT: RISK

'During the heatwave this year our staff got sick with heat exhaustion due to the temperature in the shop and we closed because it was just too hot and unsafe for people to come in. 84C in the shade of the shop! We are in a Grade-II listed building with no insulation – an oven in the summer, a freezer in the winter. This summer was overwhelming and something we would not want to do again.'

Food and retail business

'We haven't had extreme damage, but heavy wind and rain has caused exterior damage. We receive a lot of [food and drink] products from overseas and we have been disrupted by the extreme weathers this year.'

Food business

Bude has a long history of flooding from the River Neet and Bude Canal, as well as tidal surges and storm waves. The Bude flood alleviation scheme was put in place following an extreme flood event during the 1950s. The scheme was later updated following a major fluvial flood in 1993. Elements of this scheme now need intervention and repair (as of 2021), including the earth-wall flood embankment to the rear of the Bude Tourist Information building. Without action, these defences will continue to weaken and the flood risk to nearby properties will increase. This has practical, physical and reputational implications.

Flood protection works planned for Spring 2022 include hard engineering and natural solutions. They offer an excellent opportunity to develop a conversation among the visitor economy and community about the nature of resilience and Bude's aspiration to be a climate and nature positive locality.

Since the construction of the existing Bude flood alleviation scheme, Bude has nevertheless been significantly affected by significant extreme weather events. Most recently in the winter of 2014, a high tide and wave progression up the River Neet caused flood-defence overtopping at Nanny Moore's Bridge that resulted in the flooding of properties. Waters exceeded the defence levels along the recreation ground and flooded the area around Leven Cottages¹³.

Floods damage properties, businesses and reputation. During interviews, local businesses highlighted wider climate-related risks including damage to the beach from storms, supply chain disruption further up country, impaired ability of local farmers to grow local food, visitor-travel disruption, impacts on staff due to extreme temperatures and storm damage to buildings.

'Anyone can see that the coast is getting hammered'
Accommodation business

'Volatile weather hits cereal, potato and orchard crops'
The Grocer Magazine,
August 2021

¹³ <https://www.gov.uk/government/publications/bude-improving-flood-defences-and-habitats/bude-improving-flood-defences-and-habitats>

Volatile UK weather hits cereal, potato and orchard crops

By Henry Sandbrook | 19 August 2021 | 4 min read

'We're always concerned about the lack of sand. We're a mile from the beach. That beach is very very important to us and the storms keep taking the sand away. And of course the pollution of the sea is a real worry too.'

Accommodation business

14

Visitor businesses need little reminding of the extreme weather events seen in 2021 across Europe and the UK. Floods, drought, wildfires, storms and heatwaves raged across Switzerland, France, Italy, Greece, Germany, Spain and the UK, with multiple impacts on every part of the visitor economy. Wildfires devastated large areas in Australia and California. This research asked Bude-area businesses if extreme weather events had already – or were thought likely to have – an impact in the following ways on their operations:

'Sometimes I'm close to despair at the state of the world.'

Retail business

- Number of bookings/customers
- Damage to premises
- Ability to run outdoor activities
- Disruption to supply chain
- Threats to local cultural activities
- Disruption to visitor travel
- Disruption to food growing/supplies
- Increase in insurance costs or utilities
- More health services needed
- Changes to sea e.g. algal blooms, storms
- Damage to local habitat and wildlife

In our survey, 18% of businesses said they were already experiencing disruption to one or more of the following: visitor travel; food growing or supplies; changes to the sea; damage to local habitat and wildlife; supply chain; bookings; damage to premises.

'The extreme-ness of the weather this winter has really caused us a problem – sunshine one minute, then damaging wind. Very difficult to predict and does cause significant damage.'

Accommodation and campsite business

Every example on the list above has already been experienced by five or more businesses. The most prevalent impact was increased cost in insurance or utilities. The second most frequent cluster of impacts, all of which affected approximately one in five businesses, were damage to premises, impact on bookings, ability to run outdoor activities, disruption to visitor travel, disruption to food growing or supplies, changes to the sea and/or damage to local habitat and wildlife.

'As for our farming, we have had loads of unpredictable weather storms in the summer, sun in the winter. It never used to be like that. It used to be four seasons, now we have one and a half.'

Farmer and accommodation business

Those businesses that had not experienced impacts to date frequently said they expected the impacts to come – it was simply a matter of time. Nearly one third of businesses said they expected to experience one or more of these climate impacts within the next 10 years.

On average, 30% of businesses asked said they were expecting to feel one or more of these impacts within the next 10 years.

'Insurance has risen 50% year on year. Staff are struggling in the heat at midday already. With the River Neet nearby: should that overflow, it will damage habitat and wildlife. And we have no way of measuring the impact of clean water versus pollution on wildlife.'

Food grower

'Every year we're having to cancel and change due to violent winds, storms and rain. We had three days in August where we just had to stop. We go to bed at night and twice this summer we've said to ourselves, 'good luck, hope the roof is there in the morning.' We do feel we are the sea defence. As for extreme heat, we may become more vulnerable as we get older. And we use the canal – any damage to that does put things at risk as far as running the business is concerned.'

Activity provider

It is also worth noting that some businesses indicated that these climate impacts would never affect them, despite their location at the bottom of a hill or next to water, or without knowing for sure if their supply chain would be disrupted.

Between 8% and 52% of businesses believed they would not be affected by one or more of the listed climate impacts. It is difficult to know if the responses are the result of a genuine belief in no likely impact (for instance, a camping shop believing it will not be directly affected by short-term food supply disruptions) or that the business does not make the connection between a heatwave damaging local crops and their ability to sell local produce. The location and business type of some businesses that responded in this way suggests a clear need for better information and engagement to inform businesses about how apparently distant extreme weather events may impact on their business, their income and their staff, and consequently their planning for resilience in response.

'Our biggest business concern is severe weather – mainly with respect to visitors deciding not to come to Cornwall, but also because of the potential for storm damage'

Accommodation and campsite business



5 WHAT WE KNOW ABOUT WHAT WE “KNOW”

After the recent demonstrations, IPCC reports, biodiversity reports, school activism protests and COP26, a vast amount of national and international research is underway to assess public understanding of all things carbon, climate, ecology and change.

Small pockets of climate scepticism remain, but it is rare and usually linked to complex socio-psychological circumstances. The UK Thin Ice report, published in November, 2021,¹⁵ said two thirds of voters (67%) think the Government is not bold enough in tackling climate change, while 78% believe that if we put off action on climate change now it will be more costly in the future. Irrespective of age group, ethnicity, region, social class, Leave or Remain view, and political allegiance, support for bolder action was universal. Misgivings arose only over the imagined costs of climate crisis responses.

**On average, Bude CNA
businesses asked about the
climate and nature crises rated
their level of concern as
8 out of 10**

The UK Thin Ice report’s findings are backed by more extensive studies by Climate Outreach¹⁶ and, more recently, Opinium research (see below), as well as our own local research findings. People, as citizens or business operators, are concerned, but they’re also confused, wary, and frustrated. Covid has left many businesses reeling¹⁷. Lockdown, followed by the stop-start operations of the ‘pingdemic’, coupled with greater numbers of visitors in a shorter time frame – including new visitors to Cornwall resentful that they cannot travel abroad – plus the stresses of rising energy and fuel prices and supply chain disruptions have all taken their toll. Two challenging summers have left residents and businesses with limited head space for clear thinking.

The mental and physical stresses of operating through a pandemic were reflected in our interactions with businesses in the Bude CNA. More than 400 approaches were made to businesses via personalised email, phone and face-to-face visits, plus bulk-mail messaging via the platforms of BudeTIC, Classic Cottages, VisitCornwall and multiple Facebook sites. The response was persistently low, prompting a change of tack from the mixed methodology of a quantitative survey and qualitative semi-structured interviews, backed by existing written data, to a much more qualitative methodology. The reliance on the online survey was reduced and the number of semi-structured interviews was doubled, gathering extensive anecdotal but telling evidence about the level of concern, and lack of information, across multiple sectors.

¹⁵ <https://www.ukonward.com/reports/thin-ice/>

¹⁶ <https://climateoutreach.org/services/research/>

¹⁷

<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/articles/coronavirusanditsimpactonukhospitality/january2020tojune2021>

climate-risk conundrums

'I'm very interested in government support for helping with climate change resilience for businesses.'

Accommodation
business

The lack of response is in itself an important finding that aligns with the mixed and sometimes contradictory responses gathered. These contradictions included businesses reporting having insufficient information about the risk of current or future disruption from extreme weather events, but also *not* wanting any more information. A high number of businesses said they did not know who to ask for information and were aware of no existing networks where these issues were discussed. A notable number of businesses felt that the various possible disruptions would have no impact on their business, or were not relevant, when circumstantial evidence suggested otherwise.

However, use of snowballing methods (asking interviewees to recommend other interviewees) enabled us to gain access to a minority of extremely interested businesses within the interview cohort. These are the businesses with the ideas that need to set the standard for change. The social complexities of engagement are significant. It needs a diverse response that prioritises careful and nuanced communication. Fortunately, the possibility of using the visitor economy to disseminate and inform across its various sub-sectors is high.

The Net Zero Public Engagement and Participation Report (March 2021) underlines the enormous social diffusion and engagement possible within a community by working across a sector, such as the visitor economy, and using trusted advisors within it. The Recommendation section in this report sets out suggestions for how this might be undertaken. The Report states:

"It is well documented that delivering net zero is a social as well as a technical challenge. To date, successful decarbonisation has mainly been achieved in areas where little public engagement was necessary (i.e. the large-scale centralised electricity sector). To reach net zero, however, more far-reaching reductions in carbon emissions are required and many of these will have important implications for people's lives. Thus, the potential to deliver policies and changes that go 'unnoticed' by the public is now limited and more people-centred approaches are needed to reach net zero.

Societal and behavioural change is a vital part of reaching net zero. The Climate Change Committee (CCC) has indicated that the majority (~62%) of emission reductions will require some form of societal and behaviour change including the adoption of low-carbon technologies and changes to the way we live our lives. The extent to which societal and behavioural change is needed will depend on what pathway to net zero is pursued. In practice, the CCC suggests that millions of people will need to make changes to the way they travel, how they heat their homes and how they consume food and other products. This report sets out why meaningful public engagement, particularly more participatory and deliberative forms, can play an important role.¹⁸

¹⁸ Net zero public engagement and participation, March 2021, Dept for Business, Energy and Industrial Strategy

The power of the visitor economy to engage its own members and visitors through participation and supporting a space for deliberation and conversation is helped by an undeniable opportunity to profit from the increasing level of public climate engagement more broadly. Findings released by Opinium Research in November 2021 indicate that the UK public now supports bold climate action, in line with steadily increasing levels of concern over the past 10 years. The 'UK public' includes, needless to say, visitor businesses, community members and domestic visitors.



These UK-wide findings support the qualitative conversations we conducted in the Bude CNA in the summer of 2021, and therefore also support the recommendations based on our interviews. They also show a very clear direction of travel. The programme of work in this report presents an opportunity for Bude to move ahead of its competition because public support for action will inevitably increase as climate impacts are increasingly felt.

Relevant headline findings from the Opinium research¹⁹ include the nine key points listed below (see Annexes for the full 12-point summary of the main findings that offer a worthwhile, succinct and valuable insight into the trajectory of opinion among businesses *and* their domestic UK visitors). This could inform decisions on both destination management and destination marketing to take advantage of this emerging low carbon, pro-environment demand. The figures below show support versus opposition for the proposal in question:

- 1: Support for a mass programme of home insulation and retrofitting: 64% vs 8%**
- 3: Raising taxes on short-haul domestic flights in the UK and using the income to subsidise greener forms of transport, such as high-speed trains: 58% vs 15%**
- 4: Government investment in creating good, green jobs, especially for workers transitioning from high carbon industries/projects and those hit hardest by climate impacts: 69% vs 5%**
- 6: Transitioning to 100% renewable energy, from a mixture of community-owned renewables and larger suppliers: 66% vs 7%**
- 8: Make our inner cities completely car-free except for disabled people, car club cars (a car sharing system) and taxis: 49% vs 24%**
- 9: Government subsidising the cost of electric buses to ensure that more are used on UK roads and that existing diesel fuelled buses are replaced: 68% vs 7%**
- 10: Taking the bus and rail network (including the train operating companies) into full public ownership: 58% vs 10%**
- 11: Banning domestic air travel for routes that take less than 4 hours and could reasonably be made by train, as France did earlier this year: 54% vs 18%**
- 12: Creating more and better paid low-carbon jobs by government investing more in social infrastructure (such as adult social care, childcare and education): 65% vs 6%**

¹⁹ https://docs.google.com/spreadsheets/d/1G_5XcCMDU2kOJXEtReGl84i2RGgJjJ/edit#gid=1843231393

6 WHAT THE GLOBAL TOURISM SECTOR IS SAYING ABOUT CLIMATE

There is now no doubt that a changing climate will continue to hit tourism in multiple ways, directly and indirectly. For several reasons, many small tourism businesses on the ground are not yet engaged in fully considering the risks that they face.

Tourism, as one of the fastest growing sectors in the world, has historically been driven by the single metric of growth, sometimes disguised as “wise growth” or “sustainable growth” while never being seriously asked to address the impacts of its own growth trajectory or being helped to understand its vulnerabilities. This is particularly the case within the national and regional context in the UK, with individual destinations having to take up the challenge of more sustainable and responsible tourism in the face of an insistence of growth from the national bodies.

More recently, Covid has taken up all the available head space, both as a personal risk and a major business crisis. Central and regional government has not engaged with the visitor sector to forewarn of major issues ahead in relation to climate and biodiversity, certainly not with the level of support that it offered in the face of Covid. Other agencies have taken a step back from engaging with the physical impacts of coastal erosion, infrastructure disruption or making the connection with deeply interconnected sectors such as food and farming and tourism, possibly because of concerns that the modelling is complex, variable and will affect house prices, business viability and visitor behaviour.

Neither should we underestimate the difficulty of engaging citizens generally in these issues, regardless of their business sector. Reams of social science investigates why people have not engaged with the existential and frightening implications of a changing climate on every part of our way of life.

As a result of these and other drivers, there is a comprehensive and very problematic paucity of understanding and engagement across tourism and travel of the threats that are already being felt, and what the immediate and short-term future might bring.

Internationally, however, the UN World Travel Organisation is very clear in stating the risks in its documentation:

The tourism sector is highly vulnerable to climate change and at the same time contributes to the emission of greenhouse gases (GHG), which cause global warming. Accelerating climate action in tourism is therefore of utmost importance for the resilience of the sector. Climate action is understood as the efforts to measure and reduce GHG emissions and strengthen adaptive capacity to climate induced impacts.



There is a growing consensus among tourism stakeholders as to how the future resilience of tourism will depend on the sector's ability to embrace a low carbon pathway and cut emissions by 50% by 2030.

The COVID-19 pandemic has led to a 7% reduction of GHG emissions globally in 2020², providing a tangible reference to the magnitude of the effort still ahead in order to achieve the goals of the Paris Agreement, which will require around 7% reduction of emissions on an annual basis throughout the next decade.

According to UNWTO/ITF latest research, released in December 2019 at UNFCCC COP25, CO₂ emissions from tourism are forecasted to increase by 25% by 2030 from 2016 levels, against the current ambition scenario. Therefore, the need to scale up climate action in tourism remains urgent as emissions could rapidly rebound once operations restart and, ultimately, the cost of inaction with regards to climate will be in the long run larger than the cost of any other crisis.



UNWTO is committed to accelerate progress towards low carbon tourism development and the contribution of the sector to international climate goals, in line with the recommendations of the One Planet Vision for a Responsible Recovery of the Tourism Sector from COVID-19 to:

- *Strengthen the measurement and disclosure of CO₂ emissions in tourism*
- *Accelerate the decarbonization of tourism operations*
- *Engage the tourism sector in carbon removal²⁰*

The UNWTO'S stark warnings bring a global context to our recommendations. Although we know that the impacts of climatic change will continue and accelerate, the fact that international bodies are stating the case for engagement and change means there will be increasing encouragement from such bodies and that more destinations will engage. Bude CNA has an unparalleled opportunity to use Bude Climate Partnership's Lottery funding to learn the detail of the risks ahead, enable its tourism sector to engage, and create a culture of collaboration between the sector and its community. This will ensure the Bude area is not one of the destinations left behind when other locations start to take climate impacts seriously. It will also enable Bude to protect what it loves and embed resilience across its communities and businesses.

The UN's statements of risk and intent are backed by the One Planet Network and its new Glasgow Declaration launched at COP26: "A Commitment to a Decade of Tourism Climate Action":

We have long known that our dependence on fossil fuels, unsustainable land use, and wasteful consumption patterns drive climate change, pollution and biodiversity loss. Recently, COVID-19 has deepened our awareness of the connection between these impacts and risks to human health.

Rebalancing our relationship with nature is critical to regenerating both its ecological health and our personal, social and economic well-being. It is also critical for tourism, which relies on and connects us with flourishing ecosystems. Restoring

²⁰ <https://www.unwto.org/sustainable-development/climate-action>

nature - and our relationship with it - will be key to our sector's recovery from the pandemic, as well as its future prosperity and resilience.

We declare our shared commitment to unite all stakeholders in transforming tourism to deliver effective climate action. We support the global commitment to halve emissions by 2030 and reach Net Zero as soon as possible before 2050. We will consistently align our actions with the latest scientific recommendations, so as to ensure our approach remains consistent with a rise of no more than 1.5°C above pre-industrial levels by 2100.

According to the latest UNWTO/ITF research, tourism CO2 emissions grew at least 60% from 2005 to 2016, with transport-related CO2 causing 5% of global emissions in 2016. Unless we accelerate decarbonisation, sector CO2 emissions could rise 25% or more by 2030, compared to 2016.

As outlined in the One Planet Vision for a Responsible Recovery of Tourism from COVID-19, committing to and planning for a green recovery offers us a unique opportunity to transform the sector in line with the objectives of the Paris Agreement. If we can move rapidly away from carbon- and material-intensive ways of delivering visitor experiences, instead prioritising community and ecosystem wellbeing, then tourism can be a leader in transforming to a low-carbon future.

The alternative is worsening vulnerability. Climate change, pollution and biodiversity loss jeopardise most tourism activities. Rising sea-levels, more frequent floods, and other extreme weather events threaten community livelihoods everywhere, from infrastructure and supply chains to food security.

Climate change impacts are most severely felt by under-represented and vulnerable groups such as women, Indigenous communities, people living with disabilities, and small island states. A just and inclusive transformation of tourism must prioritise their voices and needs, as well as those of younger generations who will otherwise pay the full price of our inaction.

A just transition to Net Zero before 2050 will only be possible if tourism's recovery accelerates the adoption of sustainable consumption and production, and redefines our future success to consider not only economic value but rather the regeneration of ecosystems, biodiversity and communities.²¹

coastal tourism – climate threats and opportunities

Specifically in relation to coastal communities, it is becoming increasingly evident that the disconnect is present even in places where one might assume the risk is undeniably clear. The emerging academic research aligns again with the Bude CNA findings:

“At present coastal tourism plans and policies largely ignore how destinations might respond and adapt to climate change impacts. We critique this and suggest that the

²¹ <https://www.oneplanetnetwork.org/programmes/sustainable-tourism/glasgow-declaration>

human-environment relationship should be placed directly at the centre of all thinking on this topic”²²

UNEP (United Nations Environmental Programme) has gone as far as creating a handbook for coastal community managers, stating:

“The sustainability of coastal tourism destinations depends partly on their ability to adapt planning and management practices to the impacts of climate change and also to increase their ability to effectively manage natural disasters.

Climate change will exacerbate weather-related disasters that will be not only more frequent but also more powerful and consequently will put coastal tourism destinations in an almost constant state of alert. Experience has shown, time and again, that it is local people who are best placed to save lives and to coordinate the return to normality. It is the degree to which people are prepared for disasters that determines how vulnerable or resilient their community will be.

The handbook provides disaster managers, local and municipal and community planners, as well as other stakeholders in the tourism sector with a practical guidance on how to better prepare for disasters in coastal destinations.”²³

The text above in bold is highlighted by the author, given its specific relevance to Bude.

Already by 2019, the Chair of the UN World Tourism Organisation was clear about the opportunity for the visitor economy to take a leading role in encouraging communities to address the climate and ecological challenge.

Tourism is under significant threat from the effects of climate change, especially from extreme weather events that can lead to increasing insurance costs and safety concerns, as well as from water shortages, the loss of biodiversity and damage to assets and attractions at destinations.

Continued climate-driven degradation and disruption to cultural and natural heritage will also negatively affect the tourism sector, harm the attractiveness of destinations and reduce economic opportunities for local communities.

I believe the tourism sector, with its diverse and cross-cutting nature, has the potential and responsibility to be a leading force in this movement.”²⁴

This has only become more urgent. By the end of 2019, the UN World Trade Organisation in a report co-written with the International Transport Forum, stated:

The report provides insights into the evolution of tourism demand across the different global regions up to the year 2030. It also presents the expected transport-related CO₂ emissions of the tourism sector against the current ambition scenario for the decarbonization of transport and sets the basis to scale up climate action and

²² Jarratt, David & Davies, Nick. (2019). Planning for Climate Change Impacts: Coastal Tourism Destination Resilience Policies. Tourism Planning & Development. 17. 10.1080/21568316.2019.1667861.

²³ <https://www.unep.org/resources/report/disaster-risk-management-coastal-tourism-destinations-responding-climate-change>

²⁴ Transport-related CO₂ Emissions of the Tourism Sector, UN World Tourism Organisation, 2019

ambition in the tourism sector.

Some findings:

- *Against a current ambition scenario, by 2030 transport-related CO₂ emissions from tourism will grow 25% from 2016 levels (from 1597 Mt of CO₂ to 1998 Mt of CO₂). This growth in CO₂ emissions will represent 5,3% of all man-made emissions in 2030 (from 5% in 2016).*
- *Intra-regional (within the same region) international travel represents 80% of all international arrivals both in 2016 and 2030 and is predominantly done by air, followed by car. Inter-regional (across regions) travel therefore represents 20% of all travel and is almost exclusively (95%) done by air.*
- *Transport-related emissions from international tourism are expected to grow 45% from 2016 to 2030 (from 458 Mt CO₂ to 665 Mt CO₂). Transport-related emissions from domestic tourism are expected to grow by 21% from 2016 to 2030 (from 913 Mt CO₂ to 1103 Mt CO₂).*
- ***Transport-related CO₂ emissions of the tourism sector are 22% of the whole emissions from transport and therefore enhanced cooperation with the transport sector is essential to support the implementation of a high-ambition scenario.***

At the same time, tourism has to determine its own high-ambition scenario, beyond transport; a scenario where tourism would transform towards low emission and highly efficient operations.²⁵

The comments above in bold are highlighted thus by the author, given the relevance for this report. Transport fuels are the single largest carbon impact in the Bude CNA²⁶ and the statistic that the tourism sector contributes 22% of all transport emissions gives a useful working understanding of tourism's contribution. In Bude, where tourism is the largest economic activity, the impact of tourism on the community's total carbon footprint is likely to be significantly higher than the global average.)

As noted, the UK is not yet a leading voice in this space. VisitEngland and VisitBritain's current sustainability policy discussion paper²⁷ does not include any reference to climate and ecological resilience. It refers to business support and encouragement of lower impact options for visitors, which is certainly helpful. However, there is no mention yet of adaptation, climate learning, or the potential for the sector to engage with its communities as a leader, to lobby for and enable delivery of structural change that would benefit everyone. This may develop. At the moment, however, the door is wide open for Bude to set the standard and show VisitEngland what a climate and nature positive visitor economy can be.

The existing wider research from within the BCP is, however, setting out the context of risk, within which the Bude CNA visitor economy has to operate. In its

²⁵ <https://www.unwto.org/sustainable-development/tourism-emissions-climate-change>

²⁶ BCP Bude CNA Energy-Derived Carbon Audit May 21

²⁷ <https://www.visitbritain.org/our-sustainability-policy-discussion-paper>

introduction, the Bude Climate Evidence Review by the Westcountry Rivers Trust states that:

Extreme weather is already a regular occurrence, and the coastline is eroding as a result of above average rainfall and winds. The communities are battling to prevent rising sea levels and increasingly fierce storm events from flooding Bude²⁸

Similarly, the Bude Economic Plan 2018-23 notes the current conditions of environmental change, referencing the fact that:

Storms in recent years have caused damage to Bude's coastal assets. It is predicted that storms will intensify in coming years, threatening more damage and flooding.²⁹

And *Gwell*, the 2021 update to the Bude Economic Plan, warns:

Extreme weather is already a regular occurrence for our community. Our coastline is crumbling because of above average rainfall and winds. There is a pressing need to mitigate the impacts of increasingly fierce storm events.³⁰

The extremely wide range of active organisations working diversely and innovatively on environmental issues – the BCP is made up of 7 core partners and various affiliates – is a fertile ground on which to build a range of programmes that respond to the risks noted above. There has already been a variety of proposals and strategic publications indicating the aspirations of Bude to work on its existing diverse range of environmental activity, and a number of objectives around becoming a “leading green destination”, “Green Rooms”, hubs, and more. The conversation, the actors, and the direction of travel, are already well established.

²⁸ Bude Climate Evidence Review, West Country Rivers Trust, May 2021

²⁹ Bude Economic Plan 2018 – 2023

³⁰ *Gwell*, The community prosperity and wellbeing plan for the Bude area, October 2021, Bude-Stratton Town Council



7 WHAT A RESILIENT 2030 COULD BE LIKE

'Think this is great for Bude that visitors to the area are taking interest in how well Bude is doing with their carbon footprint. If they are aware then they will participate with picking their rubbish up and maybe not use the vehicle so much.'

Multiple business owner

'The idea of a lending library for holiday equipment and tools would be nice.'

Accommodation business

'We already speak to visitors but we need a broader public comms effort activity.'

Food and retail business

modal shift

Given the threats set out above, we have a problem. Given the disappointing outcome at COP26, it's going to get much worse. The five key risks for the Bude CNA can be set out simply as:

- Climate impacts (direct and indirect) – heat, drought, flooding, storm
- Biodiversity degradation
- Economic and reputational impacts of the above
- Social impacts of unmanaged tourism and a degraded place
- Division between community and tourism, accelerating existing sense of 'fragmentation' and 'fracturing'

We have identified nine broad and interconnected types of opportunity for transformational change, which link into other emerging recommendations from the wider BCP research and which can create a route map towards a resilient and net zero 2030.

These transformational changes need to embed communication, collaboration, networking, information, learning, resilience, and how to deal with unpredictability in almost everything. The possibilities for leadership are significant and will need interconnected support and planning.

If Bude wishes to attract behaviours that align with a community that is a good place to live – and to disincentivise behaviours that damage – it has to seize the opportunity to work pro-actively with visitors to ensure the right sort of tourism for Bude is encouraged now, offering a powerful steer through unpredictable times ahead.

Similarly, the findings have revealed low direct engagement to date, but that people are concerned and generally want to understand more. A cohort of highly progressive businesses are willing to catalyse change and an extremely loyal visitor base contains a crucial core of very climate and nature-positive visitors. A powerful allegiance between the two, supported and enhanced by a wider destination resilience partnership as noted in the recommendations, could be transformational.

As noted elsewhere, there is little headroom to imagine things differently or to imagine what might help deliver any difference. However, when suggestions were offered, businesses became engaged and even enthusiastic, some changing their level of interest simply through being interviewed. For many, the notion of a resilient 2030 is compelling.

'Down the line it would be good to name and celebrate the businesses who are willing to be named as taking action. Attaching such actions to people gives them more weight!'

Food grower and producer

When asked how they imagined a resilient 2030, the responses were clear and energised, with a strong appetite for change. These conversations were part of qualitative, wide-ranging and reflective interviews. It would be inappropriate to set a specific percentage of support, as this is a qualitative finding, and all business contacted in this study were positive about what could happen.

The learning for this research is that a conversation about what a future could include is galvanising and upbeat. It accelerates the ability to imagine a better future rather than focus on the problem or blockage right now. Several comments were made along the lines of “but we can’t do that because”, and caveats existed around specific issues, such as green business certification and local food claims, which need to be done in specific ways to avoid pitfalls including greenwashing and to ensure it includes good growing practice. However, when the conversation was redirected to “what could be brilliant”, the energy was impressive. There is potential to take this conversation to a wider community, with engaged visitor-economy businesses taking a leading role.

a glimpse of a resilient 2030 ...

Businesses, when given the opportunity, show overwhelming enthusiasm for a 2030 that includes the vast majority of the following characteristics:

Moving around 2030

- Bude and its area is known and celebrated for its low-carbon transport infrastructure for visitors and community – cycling, walking, electric vehicles, public transport, backed up by excellent communication and marketing before and on arrival
- electric shuttle buses between campsites or holiday cottages and town or beaches, or for surfers from Okehampton station
- simple pull-trolleys available for hire for people to carry deckchairs, children’s toys, surfboards etc from accommodation to the beaches within walking distance to avoid using the car
- train and bus option to reach Bude via Okehampton

Communication, messaging, marketing and reputation 2030

- Bude known by all visitors as a climate and nature-positive place; great communication everywhere about our environmental assets for all community and visitors; more planting for shade and habitat in public spaces; more beach-clean facilities
- more encouragement for visitors to make climate and nature-positive choices in their activities and spending
- ongoing programme of online and hard copy maps to show climate-positive options for walking, cycling, eating, drinking, natural habitat interest etc

'Green certification? Could be good if well run, don't want it to be jumping through lots of hoops, or ticking boxes. It's a good start but can be abused...some [schemes] have been used for profiteering, so educating people the right way is important - this is about education not certification as the most important - should be the business default! But it might kickstart the disengaged ...like the living wage foundation - should be paying money not to be part of it! It's the opposite of an incentive! Seems to be a recurring theme. These things by 2030 should be the default.'

Food grower and producer

- specific campaigns on, say, water pollution, air pollution, low impact building and refurbishment, furniture and equipment repurposing and sharing

Food 2030

- marketing and certification scheme (e.g. a “local food” badge) building on the current “buy local” campaign, to celebrate and prioritise businesses who celebrate and prioritise local food and drink
- local food “trails” connected to great walking and cycling routes
- better ways of dealing with food waste
- more campaigns on reducing packaging on food and drink items like Bude Refill
- better communication to understand how local food is grown

Energy and resource use 2030

- most or all businesses and organisations using low carbon or renewable energy
- community energy projects generating renewable power and income for the local community

Business practice and business support 2030

Business support and networking

- local Business Climate and Nature Positive Advisor(s) operating across the area
- local hub or one-stop shop for information on climate breakdown, habitat impacts, and what we can do as businesses, where businesses can pop in for advice and networking
- a network of local, or wider, engaged businesses taking action and keen to share their learning
- training on how to have positive communication with our visitors about these issues, so we can work together and cope with unexpected change

Business training – mitigation

- support business to be more climate friendly by reducing carbon footprints
- support for a “green business” certification scheme

Business training – adaptation and resilience

- general climate resilience training, including chats with experts
- workshops on reskilling for green jobs, such as low-carbon transport, sustainable food growing and production, carbon-canny business support advisors, low-carbon building maintenance
- support and advice made easily available to ensure buildings and infrastructure are resilient to extreme weather damage (e.g. flood-proof electrical wiring, shading, storm proofing etc)
- support and advice on how to cope with extreme weather events through business continuity planning, visitor communication/warning and collective action to protect infrastructure at times of crisis
- planning permission geared to prioritise environmental protection
- information on how a changing climate affects the sea, coastline and land in the area

the joy of positive feedback loops

When asked for three words to describe Bude’s current aspiration to be a climate and nature-positive destination, visitors said, amongst others:

- Inspirational, Positive, Powerful
- Forward-thinking, Dedicated.
- Clean green and beautiful
- Leading the way
- Inspiring, Awesome, Amazing
- Positive Hopeful Forward-thinking
- Inspirational Future Proofing
- Excellent exciting positive
- Sensational. Ambitious and Exciting
- Progressive innovative NON-polluting

When businesses were asked how this made them feel, they were overwhelmingly delighted. A flavour of a few of the comments are below:

That's great! *I'm not surprised... but it makes you feel like it's a good town to live. ***creation of team Bude! ** They feel like the underdogs but they win!!*

Makes me feel great! *Message is getting through: people are leaving here inspired – inspiration, education and collaboration...*

I think that makes me feel very excited! *Having lived in Bristol I felt lots was happening...I feel very excited that this is people's perception...I would like to feel*

that it's true...Bude has an amazing history but has not solidified its identity yet as a Cornish town and we have an opportunity to consolidate that as a forward-facing town – this should be the norm!

***It's lovely to feel you're not on your own** and there are others who share our vision...fills me with delights that I'm not on my own...great to be not alone! Find likeminded people...moving forwards...*

***Makes me feel really positive** that there are people who want this! I think Bude is becoming a very forward-thinking place but still a lot to do... we who are wanting to do the right thing feel outnumbered by the ones who are causing the problem...still need to be pragmatic: there is change on the horizon, but need to keep the momentum going.*

Time for Action!!!!

***It's good! Getting the balance right** – high quality and low impact holidays are good for both visitor and business...we do have some great businesses in Bude trying to do good stuff...at the forefront, but we have a lot to learn, and the people behind it need to work together better and understand what businesses have been doing, and see what they are already doing before telling them what to do! We need to celebrate what we are already doing, and then find a way of encouraging the ones who aren't doing anything.*

***Really proud!** I agree with everything you have said and it's made me think, we will def put something on our website*

That's great news! Now let's get on with it!

The best sort of businesses want to do this. The best sort of visitor wants this. It's just about joining the dots, so everyone else can too.



8 RECOMMENDATIONS FOR ACTION

'As a tourist-centric town, we need to have a common policy to aid the future of tourism in the area. There needs to be more focus on sustainable tourism, increased charging facilities for vehicles, (in 10 years the 'norm' will be electric cars and buses, where are they going to charge?). There needs to be more focus on sourcing food from the local area, not just restaurants but the main supermarkets. Food miles are going to be more of a focus as food travelling further will no doubt be more expensive. Bude should declare itself a 'Green' town, to attract more visitors. We are already environmentally conscious, but there needs to be a joined-up plan, not loads of small groups continually looking for funding to keep them going.'

Arts and design business

The sections below arrange the recommendations into 9 broad areas:

- Priority Action 1: Joining the Bude Dots
- Priority Action 2: Bude Climate Pioneers
- Priority Action 3: Bude Leaders in Climate Learning
- Priority Action 4: DMO as Climate Superpower
- Priority Action 5: Leadership beyond Authority
- Priority Action 6: Marketing for Resilience
- Priority Action 7: Visitor as Collaborator
- Priority Action 8: Loving Thy Neighbour
- Priority Action 9: The Bude Metric of Success

All recommendations are connected, and numbered only for reference, not necessarily required order of delivery. They are set out with immediate, short-term and medium-term stages. Immediate suggests just that – action that can be taken now with a low level of resource from existing partners and associates, such as adding content and signposting to an existing website. Short- and medium-term priority actions suggest slightly more resource, and fully funded resource, respectively. Emerging opportunities as the application for the next stage of Lottery funding is developed may mean that some become possible before others.

Priority Actions 1, 2 and 3 are extensive and essentially simultaneous. They are split into 3 Priorities only for clarity. They include the basis of all the recommendations: the development of the network; the development of the Pioneer cluster; and the building of the learning architecture, all of which are required to fully enable the next recommendations. We have also included comprehensive comments and quotations from business conversations and data harvested, to underline the argument for the proposals. They are worth a read.

As noted already, the proposals below will need an extensive partnership approach, between all partners, and also between delivery partners and businesses, in order to ensure good co-design, reality grounding, and ongoing buy-in and collaboration.

The “destination managing collaborators” noted below in the action tables are those organisations who are effectively involved in managing and looking after the destination but may not be yet part of the current formal DMO. (See Priority 4 below for suggestions for the potential for enhanced destination management arrangements.) In the tables below, the “potential collaborators” column is simply a starter for ten, and we recommend that local organisations decide who is best placed to take the lead on each action that is taken forward.



Priority Action 1: Joining the Bude Dots

'Truro doesn't even know where we are.'

Activity provider.

'I don't know who is doing what.'

Retail business

'I don't really network with anyone; I don't belong to anything. I don't really know what's out there.'

Accommodation business

'We need a network. We need capacity.'

Activity business.

'We don't know what's out there, to be honest. Would like to know as this is such a big issue... I haven't seen any groups!'

Accommodation business

'We are a fractured place. We don't join the dots as well as we could. I don't know who is doing what anymore.'

Food business

'We are already involved but find it incredibly difficult to get Bude to collaborate!'

Accommodation business

Bude CNA is a diverse area with multiple small settlements inland and coastal communities with a sense of being a long way away from the rest of Cornwall. This sense of isolation brings frustration at being not included at the decision-making and funding-allocation tables in Truro, but also enables the emergence of multiple independent and innovative initiatives and programmes, particularly around work to protect and restore elements of the natural environment. Several of these have garnered national and international attention. As such, there is an extremely active landscape of activity.

The introduction of the unitary council in 2009, removing district council functions, and with that the existence of local tourism officers, has brought challenges in the development of coherent tourism strategies in any of Cornwall's diverse tourism reliant communities. The work has been left to local tourism associations, local chambers of commerce, and local tourist information boards and centres.



Figure 2: Screenshot from CoaST networking platform on communication

Destination management, which also suffered as a result of austerity and government structural changes, has been taken on as another task by destination marketing organisations such as local hospitality associations, local tourism bodies and TICs. Easily accessible networks of local tourism businesses have declined, making the enormous range of tourism-related businesses within the visitor economy even more difficult to reach as one.

The remit of TICs such as Bude TIC has also had to wrestle with the emergence of multiple new types of tourism-related activity. The rapid emergence of households renting out rooms and homes, particularly those who rely on sharing platforms and who operate outside the conventional framing of a tourism business, and who do not appear on any business listing, much less one related to accommodation, are very tricky to engage. They can bring conflict to communities, with

'I do want more information, but it depends on how it's given – not just lots of emails, that's no good. If there is a physical presence and it brings the community together and brings the town together, that makes it meaningful information – then yes, please.'
Accommodation business

'We don't connect with each other as much as we should. That's Bude.'
Project manager

'There's a lot of fragmentation here, different people doing different things and not talking to each other.'
Retail business

'Collaboration in Bude is dreadful and needs to be addressed with a plan and agreed by all stakeholders.'
Hotel business

'Haven't noticed anything. Perhaps we need to be educated.'
Visitor

'Fragmented, trying-hard, non-focussed.'
Design business

'Joined up thinking. Working together. Town strategy'
Accommodation business

conventional businesses feeling the lack of regulation compliance is unfair, and local residents prevented from accessing rented homes turned into holiday lets.

As noted above, Bude TIC membership cannot reach all operators; many businesses are not connected to one local network; and they are not connected to each other. The overwhelming majority of businesses expressed concern about the climate and nature crises, but also said they did not know who to contact to speak further about possible impacts, or implications. Of the significant minority of businesses who are actively addressing their own business operations and working to reduce negative impacts, few are connected to existing networks. Calls for connection, networking, communication, having something to plug into, came from all sectors. The re-launch of the Chamber of Commerce, and the Bude Business Voice, could be crucial contributors here.

This lack of connection has two results: the most progressive businesses are operating alone, without support. And other businesses are not benefiting from or being inspired by their actions. See Priority Action 2 below for the potential role these pioneers could play. These factors are behind an emerging clear opportunity to prioritise effort and resources into a method for local tourism businesses to connect. The benefits of such a connection would be multiple and powerful.

Immediate action: no or manageable cost within current spend

IMMEDIATE ACTION: engage and connect	POTENTIAL COLLABORATORS
P1.1 Create BTIC website content to frame how BTIC is already and will be supporting visitor economy businesses on the climate and nature agenda and the BCP programme. (Stage 1)	BATB: DONE!

Short term: to be considered, before full funding is secured, in order to hit the ground running

SHORT TERM ACTION: build the network	POTENTIAL COLLABORATORS
P1.2 Create online hub of contacts, links, case studies and good practice (CoaST will be in operation again shortly and can support that) on member section of the BATB website	BATB and BCP

78% of businesses asked did not know or were not sure who to ask about climate resilience and coping with potential impacts

61% of businesses asked wanted more information on how to be climate and nature positive

Medium term: once funding has been secured

MEDIUM TERM ACTION: build on momentum	POTENTIAL COLLABORATORS
P1.3 Co-ordinate BATB, and BCP and partner social media to inform about the BCP programme.	
P1.4 Use local illustrator and copy editor to create upbeat, compelling and engaging content when funds allow.	
P1.5 Invite all businesses to join BCP	
P1.6 Identify the TIC as the forthcoming place to come to for advice, information and signposting	
P1.7 Contact self-identifying Pioneers and invite to take part in a series of BATB case studies	
P1.8 Create increased online interactive space on BCP and/or BudeTIC site encouraging conversation and ideas between all, including towards the larger bid, and promote across all networks.	
P1.9 Work with Feb Welcome Back event and June BCP Festival to platform a small group of Climate Pioneers	
P1.10 Engage with the other research programmes to bolster shared arguments for resource. Examples include: <ul style="list-style-type: none"> • Food Hub • Library of Things • Elder Generation communication • Transport • Climate Impact Review 	BATB and BCP
P1.11 Create more significant and comprehensive BATB website content to detail how BATB is already and will be supporting visitor economy businesses on this agenda. Use local illustrator and copy editor to create upbeat, compelling and engaging content when funds allow.	BATB and BCP
P1.12 Develop outline resource library and online map on the BATB and BCP websites of the range of different existing initiatives showing their focus, and location, and how to contact, for both visitor and business.	BATB and BCP



Priority Action 2: Bude Climate Pioneers

'We're definitely interested in learning a lot more about how people are moving their goods around and growing in a low impact way. As an off-grid agricultural business, we should be not too bad but we can always learn more, absolutely.'

Food growing business

'I would like to speak to as many people as possible and would always welcome the opportunity; and a massive thank you for your time to help make Bude a positive place – it could not be more necessary. If we can develop rather than grow, then we can enjoy more generations in a beautiful environment before we call time on our existence – it would be pleasure to contribute anything we can to this effort.'

Food grower and producer

'We need to decide as a collective group how we brand ourselves and in what type of green schemes we want to be involved.'

Accommodation and camping business

Any large social change begins with a minority, a single example or small cluster of positive deviants³¹; in marketing speak, first movers, pioneers or early adopters. The difference between positive deviants and early adopters is that the first is more likely to be based on principle and personal belief, and the second is often – not always – driven by the desire to be the first to do or own something.



Figure 3: CoaST Network Champions page

Clearly there is overlap. The most progressive businesses that responded during the research represented both types, and some were pioneering because of both positive deviance and early adopter inclinations.

Some had installed renewable technology because of a specific interest in renewable energy. Some had been growing local and organic food for years because of a firmly held belief in its environmental and social value and despite many others feeling very differently.

Others are making every conversation with their visitors count, and specifically directing them to local shops or, opportunities to try local food and drink. They are helping visitors find ways to reduce their carbon and environmental impact at every opportunity – with huge loyalty and thanks from visitors and a thriving trade as a result. Others value their responsibility as a good employer in the community, have been the first to introduce the living wage and are absolutely clear about their social responsibility.

‘What are the possibilities of finding out about car charging? I’m interested in anything related to renewable and how to offer it to more than our guests...I’m interested in all of that. We could offer it to other people staying locally, it’s very rural, and we’d love to help...’

Accommodation business

‘What’s really good is that it feels like there are other people doing this too now – I have felt so much pressure. Now having more people here – staff and funding [and BCP] here... it feels inspiring to know there are others now.’

Project manager

‘We could be a champion! We would love to be better connected to others – and would love to share info and collaborate. I have tried but no one came back to me. We need to work together across all these diverse issues and make sure we all have the right info about each other and can share each other’s knowledge!’

Food grower

These businesses are good at systems. They tend to join the dots. They often see the connections between food resilience and storm damage resilience; between energy resilience, and visitor communication; between business and community. They see their role as providing more than just a job to their own community members. And they are already leading.

These are the businesses who set the standard for sustainable and resilient practice, who break moulds, who want to keep learning. They try new ways forward and they are driven by belief and principle as well as delivering excellent quality for visitors. Furthermore, when asked, they were all keen to come together in a group of pioneering businesses to share what they have learned and support other businesses to try what they have tried. These are the businesses who can lead the others.

Crucially – and here we again see the opportunity for the visitor economy to take a hugely significant leading role – these businesses operate across more than one sector. The visitor economy’s breadth, as noted by the UNWTO chair, could be its superpower: ***“with its diverse and cross-cutting nature, [it] has the potential and responsibility to be a leading force in this movement.”***³²

The reach of the sector is unsurpassed, with connections into retail, food growing, food production, food retail, catering, events, cleaning, accommodation, transport, leisure, health and wellbeing, craft, building maintenance, creativity and the arts, building, renewables, farming, landscape management, marketing – and the rest. A programme that sets out to engage, inform and activate an entire visitor economy sets out to activate its entire host community. No other sector can do that; tourism, here, can categorically lead the way.

‘I would gladly help if you think I could. I’m not the sharpest tool in the box, but I like to keep things simple.’

Accommodation business

‘We would be happy to be a champion! Time is an issue, with two businesses and a farm ... but I’m happy to put my time and experience to help and facilitate others ... we could use the website to say more...’

Farm and food business

³² Transport-related CO2 Emissions of the Tourism Sector, UN World Tourism Organisation, 2019

'We're doing this already – something we strive for every day. We still have to import food, and use plastic. But we're learning about so much more. I also feel very responsible for my business and for my staff – they believe in what we're doing, so we have a responsibility for them.'
Food business

'I do keep abreast – it's going to happen, guys – it's going to happen in Bude, it happened in Boscastle! I know someone who was helicoptered out of Boscastle and needed counselling to cope with the impacts. People forget because it's easier. And they thought it would never happen there...'
Accommodation business

'Also, we're part of the living wage foundation so we're trying to be a responsible employer; we're the only one in Bude that does it, I think? It's something to promote and shout about, we should be doing more of that. Hopefully that will push other businesses to do the same. It means people can actually plan their lives because they're paid fairly.'
Food grower and producer

IMMEDIATE ACTIONS	POTENTIAL COLLABORATORS
P2.1 Integrate into emerging online content in BATC and BCP platforms a call to action for all progressive businesses who wish to contribute, in order to begin the conversation.	BATB and BCP
P2.2 Contact all existing volunteer Pioneers to create case studies for BudeTIC to promote on their website as part of the collaboration with BCP and decide on a name (Climate Pioneers/Climate Champions/Climate and Nature Champions etc.). The name is important to create a sense of belonging to something.	BudeTIC Chamber of Commerce BCP
MEDIUM TERM ACTIONS (NB funding will be required for support staff, plus if required expenses plus backfill for Pioneers)	POTENTIAL COLLABORATORS
P2.3 Employ a F/T Climate and Nature Positive (Mitigation) Business Support Manager to work with the Climate Pioneers as part of their remit (see Priority 2 above)	BATB/BCP?
P2.4 Develop Climate Pioneer Training Programme, including: <ul style="list-style-type: none"> • Knowledge transfer meetings between the Pioneers • Skills audit (renewables, food, written/verbal communication, wildlife etc, public speaking, etc) • Identify learning requirements (e.g. renewables/wildlife management/visitor communication/public speaking) • Bring in existing learning providers (/2 Minute Foundation etc) to ensure all Pioneers are fully informed of existing Bude activity and to help co-design training for the Pioneers; connections to be made to the suggested BCP Climate Literacy project • Knowledge Transfer Visits to sites of interest across the Bude CNA; and then across Cornwall • Develop connections with the Schools Toolkit work to include good business practice as part of the teaching on positive responses – possible speaker programme of Pioneers to students • Develop range of activities, events and workshops with Pioneers paid for their time to attend, to support and catalyse change amongst other business groups (e.g. Chamber of Commerce, Bude Business Voice etc) • Explore Train the Trainer opportunities to keep skills high, provide an extra income for the Pioneers, and enable them to catalyse change exponentially. The Travel Foundation has some possible programmes³³; if required, commission a short bespoke course for Bude CNA Pioneers. • Provide the opportunity for the Pioneers to offer mentoring support to other and new entrant businesses • Develop targeted campaigns e.g. around specific terminologies such as sequestration and net zero; or food and climate; or ocean and climate, with appropriate local leaders and knowledge holders, to inform Pioneers and enable them to inform their peers • Ensure Pioneers who are able can contribute a regular update to online blogs, newsletters, local radio stations, business gatherings, strategic discussions, etc • Investigate filming sites visits and discussions with Pioneers to add to the online learning tools (see ReBoot clips image below) 	

³³ <https://www.thetravelfoundation.org.uk/what-we-do/promoting-sustainable-tourism/>

'When we have guests staying here, they ask where to eat – I promote places that are FOR Bude. We need to speak up for our own community. Don't go to MacDonald's, 20 miles away. There are great local places instead and much healthier! We have people who won't stay in Premier Inn for the same reasons – they come on holiday to be somewhere, and there you could be anywhere. Their money comes in and goes out...we need to step up.'
Accommodation business

'We would want to aim towards this, given my experience...I definitely want to go for it in terms of e.g. home compostable packaging; I would be really keen to find other people in like-minded job roles. I have done that elsewhere. In cities everyone is keener to work together, but it's trickier to work together here. But we have started! We have a very long way to go as people are just running their businesses for money, and they have not started even thinking about this – even if they're right next to the sea! The lack of sustainable business practice around at the moment needs to change.'

Food grower and producer business

The image below is from the CoaST website of the range of champion programmes CoaST have run, including Landscape Champions, Heritage Champions, Marine Champions and Environmental Growth Champions; CoaST also run a programme of overall Ambassadors.



CoaST Champions are those who have undertaken a series of training events and field trips in their specific area of interest to enable them to increase understanding, connect with like-minded businesses, and investigate how best to communicate this learning to visitors to both improve their holiday, and their likely behaviour. ReBoot Champions created a set of short film clips to accelerate the dissemination of learning amongst all businesses.



Figure 4: Reboot clip, environmental growth training programme for tourism

The overall Ambassadors have to meet two criteria: completion of the BTEC in Sustainable Tourism as an individual and/or successful completion of a certification scheme such as GTBS (Green Tourism Business Scheme); and a fire in their belly to make good change. We launched our first Ambassador programme in 2005. Those businesses still describe themselves as a CoaST Ambassadors 16 years later. That's the power of a good business network.

Our learning on these programmes has shown us very clearly that:

1. A successful engagement of the wider business sector will be very much informed by the success of the Pioneer or Champion or Ambassador programme, which can deliver rocket fuel in terms of engagement, in concert with a very strong network creating a sense of collective endeavour
2. A successful Pioneer programme will absolutely rely on the quality of the support they get from the advisor roles: they are very busy

businesses and are keen to help, but they need someone to do all the gophering, organising, communicating and general bottle washing

'We have already made small changes for waste, recycling, using bamboo. We are very well aware that without tourism, we will be affected. But we need the same messages/campaign being sung by all business, accommodation, and groups. No more pet projects. This really needs to be a full community, business and lifestyle change for everyone that lives here. Like most small business owners, I am aware of things, but don't have time to research the correct things to do. I would appreciate a 'To do' list, and contacts, what we should do; how to do it; who to ask for help from; a central point of contact instead of all these groups doing their bit. Frankly, I would be very happy to join in with a gold, silver, bronze standard – even at a local level. That we can be awarded for participating in climate change policies and meeting certain criteria.

Food and retail business

3. The success of the advisor roles will absolutely depend on their soft skills of communication: listening, imagining, laughing, sympathising, encouraging and generally lighting a fire in the bellies of those they meet and support. They need to be adept at spotting and connecting with the positive deviants, who are often working alone on issues they feel powerfully about, based on personal values, and assume no-one else is there to connect to. The advisor roles are akin to electricians: they find and join the sparks, and once that connectivity is established, the impact (and wellbeing!) of the few is immeasurably greater. They have a very specific skill set, and if well chosen, can punch way above their weight in terms of engagement impact.

'I think people used to look for value for money above all else, but that has changed to the values of your business.'

Food and retail business



Priority Action 3: Bude Leaders in Climate Learning

'We have had wet suit supply chain problems – hatch problems for sea kayaks (not sure what the problem is... everyone seems to be saying it's a source issue). Although we manage and plan our events very carefully, in terms of timing they're still vulnerable. The petrol issue affects this – a set of combined crises! And overheads – as soon as people start charging more on thing like insurance – it has a massive effect on it.'
Activity business

'The main issue for Bude is flood risk in lower areas. The worst weather happens out of season... but I suppose roads being flooded might be a problem. We are going to need a lot more info on how to reduce reliance on gas. Practical advice on how to do that would be useful.'
Hotel owner

'This has been a really thought-provoking process for us...'
Accommodation business

As a result of feeling not connected to each other or a central group (excluding the BATB), visitor economy related businesses in the Bude CNA are currently wrestling with a high level of concern around the climate and nature crises. The average worry level in businesses asked was eight out of ten, with some asking if they could register 11. This is made worse by a low level of knowledge about where to seek information – 78% of businesses asked did not know or were not sure who to ask for more information. As mentioned above, this has been compounded by two extraordinarily difficult Covid years, leaving little emotional or intellectual room for thinking about anything beyond how to survive the current season in both 2020 and 2021. Visitor businesses have simply not had the head space.

'Unless you know what the problem is, you can't deal with it.'

Food business

The problem is that we know that the impacts of the climate and nature crisis are going to a) continue, b) accelerate and c) expand. This will leave even less room for considering how to cope. The opportunity presented here is one of an intensive, expansive, ambitious learning programme not just as a tourism business support offer, but as a community endeavour led by the visitor economy. Learning here is distinct from “awareness raising”, which can be covered in a leaflet or a one-off workshop. Real learning is proactive and reflective. It enables system thinking and involves seeing the connections between the parts of the whole and it is ongoing. Bude Cleaner Seas did much to engage the business sector to help it see how the ocean begins in our sinks, for example.

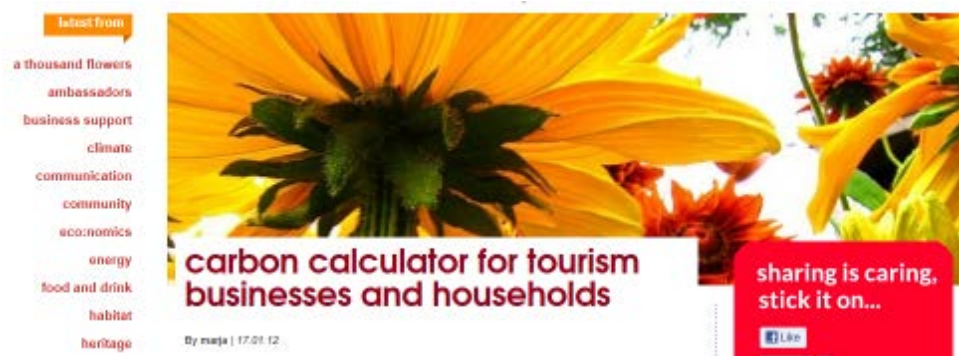


Figure 5: Bespoke carbon calculator for businesses on CoaST site

'That question on the range of different possible impacts was genius. I hadn't thought about half of them, and thought I was pretty on the ball.'

Accommodation business

'I do know a lot, but a lot of people think "it's not going to happen here" – but it will! We all need to be informed so we know what's going on. We all plan for funerals. We know it's going to happen – so why aren't we preparing for this?'

Accommodation business

'This year for the first year, we had no wedding bookings– August has become sooo unreliable. We had lots of booking either side, but August itself is too unreliable – and it's a big deal. I also think summer holidays should be at a different time. Visitor travel has been disrupted but it's an odd time. Covid has meant that lots of people have come – it doesn't feel sustainable. We had the same last year. I don't blame people but don't feel its sustainable. They came because they had no choice. Perhaps this will change. And the sea – people are not managing the sea as it becomes unpredictable; this also impacts on family.'

Food business

Bude CNA could become the first destination to make climate and nature learning a fundamental part of its business and community fabric, and also, where appropriate, part of the visitor offer (see Priority Action 6: Marketing for Resilience and Priority Action 7: Visitor as Collaborator on the marketing opportunities and communication imperatives). Bude already benefits from an existing diverse group of organisations who offer learning in different ways – Transition Bude,² Minute Foundation, and Refill are just some examples. This is a significant asset to build on.

Possibly as a result of its geographical location, there is little evidence of the immense scientific knowledge that is available further south in Cornwall:

The University of Exeter in Tremough excels in natural sciences, including climate science, hosts the

Environment and Sustainability Institute³⁴, and has more UN IPCC (UN Intergovernmental Panel on Climate Change) authors across the university than any other university in the UK. Truro is home to the European Centre for Environment and Human Health (ECEHH)³⁵. Charitable organisations such as the Cornwall Wildlife Trust are ramping up activity on “blue and green” volunteering, linking strongly to the wellbeing agenda celebrated by the surf community in Bude and offering more possibilities in terms of marketing to families and individuals who are keen to engage in nature-based activities in holiday, or (importantly) as a resident.

Still within the region, the southwest hosts the Met Office, Sustrans (the cycling charity) and a range of organisations that major on renewable energy because of the high levels of sunshine that hit the region.

These are experts effectively on the doorstep of Bude. A clear, comprehensive community-wide Learning Programme would bring in these experts and enable learning to be shared, understood, and applied across the Bude CNA. It would provide additional potential to generate income from visitors who may share those interests and want to participate in the learning as part of their holiday experience, either through, for example, “Bude Wildlife Safaris” or evening talks at Café Scientifiques³⁶ from local experts, with great local food and drink laid on.

'We need to get it [the information] out from under the carpet – it's a battle for info!'

Activity business

'The more information the better - we do try and keep informed. Us moving here is actually part of our climate resilience plan.'

Accommodation business

³⁴ ESI: <https://www.exeter.ac.uk/research/esi/>

³⁵ <https://www.ecehh.org/>

³⁶ <http://cafescientifique.org/>

'In terms of supply chain, our growers will be affected as we buy from local suppliers and they're being affected. Our premises already leak with severe rain. We're on the riverside – facing the river. I have grown up in Bude and I remember sandbags when the river broke its banks and we're also next to the sea. Being in the UK, the weather is never reliable – but even less so now. It will be a lot harder and more expensive if we have to build more infrastructure to cope, and more logistically difficult.'

Food business

'We have big weather events here in in the SW, but what we haven't had enough of is the type of event that make people sit up and take notice i.e. stuff happening on their doorstep. There has been more in Europe. But it will come. We've been growing here for 18 years... we've really noticed sea change like dry cold springs, then warm and wet summer. This year August was just so wet – everything we were growing was awash.'

Food grower

A further emerging finding is that only the few businesses who have been actively considering the sharing of learning have had any ideas about what might help. Only when prompted with possible training ideas (storm damage, visitor communication, carbon auditing, sharing knowledge) were people able to imagine what could be. The recommendation here is that the list below is the beginning, not the end, and that by creating a network, several key business support posts, online and offline resource, and a bespoke Bude climate learning academy, the right environment can be fostered. In this way, intellectual space will be created within the busy world of running a tourism business to enable people to imagine what the problem might be, and what might help.

'We need to find out about water quality! And specific information on exact water issues when needed.'

Food grower

Without doubt, impacts are already being felt. However, there is still some uncertainty about what comprises weather, and what constitutes climate change, which is unsurprising given the doubt and inaccuracies across all national media and information channels. This uncertainty has possibly stopped people from taking climatic change seriously up to now, but all the national surveys indicate that view has fundamentally changed. The UK Department for Business, Energy & Industrial Strategy's Public Attitudes Tracker in March 2021 found half of people in the UK thought their local area was affected by climate change and nine in ten (89%) had noticed climate change impacts in the UK as a whole³⁷. Climate change is more likely to be seen the cause of local changes. Only 2% of our interviewees held the view that climate change was not happening, while across the UK only 1% don't believe in climate change³⁸.

It is also clear that different businesses have very different takes on how extreme weather can and does hit the area. Unsurprisingly, a food grower working in extreme heat with no rain has a very different subjective experience of the climate to someone selling beach-based activity; someone selling ice cream in an outdoor kiosk has a very different experience from someone working in a small hot kitchen. Some businesses based around the beach complained that there had not been enough sun this summer, while businesses operating indoors explained how extreme heat had made working conditions difficult or even intolerable. In one case, the business had to send home staff suffering from heat exhaustion.

'We've had to change the way we do things like bring in cold water supply to cope with the heatwave this year.'

Arts activity business

³⁷

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/985092/BEIS_PAT_W37_-_Key_Findings.pdf

³⁸ Ibid.

'We are facing HUGE utility costs and have had to do a lot of work around this – we're now 100% sustainable energy with a supplier who actually cares about the environment – we want to build a business we want to work in. We are near the canal but hopefully not in the next 15 to 20 years...we know there are impacts on the coast but we are far enough away not to be affected directly. We do have a lot of customers who are more reliant on the tourism industry but as my grandad says you're never out of work in the food industry – people will cut out travel rather than food – a great cheap way to make yourself happy even just for a moment is to buy a great doughnut.'

Grower and Baker

'Fish and marine catch is definitely affected by the weather. We're trying to buy all our produce locally, so the farms need to be able to cope. Also, the river is affected by pollution from farmers after heavy rain...'

Food and drink business

Although perfectly understandable when businesses were all working extremely hard during a season even busier and more demanding than usual but there is little understanding among businesses how others are faring under the same skies. If problems are not collectively understood, it becomes difficult to ensure visitors have a joined up and consistently positive experience, difficult for businesses to collaborate with each other when experiencing tough times, and difficult to create shared strategies or to plan ahead to deal with future challenges.

Operating in silos can lead to very singular and narrow understandings of how extreme weather events will affect the whole resort and CNA, feeding the notion of a “fragmented Bude”. The “I’m fine because I’m on a hill” view of climatic change, expressed by a number of businesses, indicates a clear understanding of the practicalities of being flooded as a building, but a misunderstanding of how extreme weather events affect supply chains, utility providers, staff, customers, and the entire town’s reputation, even if the flooding or extreme weather event is not at their particular doorstep. The oft-cited fracturing of the Bude CNA manifests not just in not knowing what’s going on elsewhere, but also in the relationship between individual businesses and their host town on which they rely for their business and livelihood.

Suggestions to investigate better interactions between businesses are in the recommendations below. There is a specific opportunity for accommodation and restaurant businesses to better understand the farming and food growing community, as several cited their local purchasing as a point of pride. But only a minority of food buyers mentioned how extreme weather is making food growing unpredictable and harder, and how this might affect them – or how their own business practice’s contribution to emissions might in fact be increasing the likelihood of extreme weather events.

Almost all business asked felt more learning would be useful, either in terms of business support to increase resilience, or business support to reduce carbon emissions and improve their own climate and ecological impact.

It is worth noting that several respondents who began by saying they didn’t need any more information changed their minds after a discussion. It indicated that people were not yet having the necessary conversations that

'Temperatures reached 84 degrees in the shop this year, and I had to send staff home for heat exhaustion.'

Retail and food business

'I'm thinking about the consequences for insurance!'

Campsite owner

'Information on these issues of climate impacts is non-existent in Bude.'

Hotel business

'All we can do is try and use the weather forecast and hope it's right – then we just batten down the hatches and pray!'

Accommodation business

'Always good to know more information and I'm keeping my eye on the farm, we grow our own wheat so we can connect people to food, but this August has been the wettest we have ever had for a long time, and it affected the wheat. If we were reliant on our own wheat, I WOULD be worrying about it more... it's a conundrum. It's new ground for us, so it is something I will be looking at carefully. It's a worry to have such swings and cold snaps...we're seeing unprecedented amounts of rain, it's all out of our control, it's all a bit of worry, so it's useful to have the info in order to plan as far as is possible!'

Food grower and retail business

'I think I understand what Net Zero is trying to say... but that's a quite scientific term – I'm not sure people understand it! It could be much better explained. Say what it means – local food, organically grown, avoid plastic, drive less – it's not rocket science – people are willing but transport is tricky!'

Food growing business

would release more clarity on the problem, on what they needed, and what would help. This is the point of bringing people together and providing a space, a culture, a habit of learning. Simply talking about it works.

There is an appetite for connection – both from businesses, and from customers, an appetite which can be responded to. Fundamental to satisfying that appetite is encouragement of a shared sense of place, of strength, of awareness of threats and of the potential to collaborate.

Some do understand the connections; these are people who could begin conversations within the business community. And they also understand the connections between the climate and ecological breakdown.

'The food chain will be hugely impacted and people don't understand food, they're very ignorant about farming. I am absolutely sure we all need more information.'

Food grower

Food grower and café owner

'The parking area is awash... and we can't get to the growing strips because of the mud. And I've have seen no hedgehogs and normally see loads...'

Food grower and café owner

After the surgery sessions came site visits, action plans and real ideas, like the laundry cards...

CoaST Ambassador the **Primrose Valley Hotel** in St. Ives has been using their own cards since 2004 - their laundry run could go from 60 towels when the hotel is full to 5: time, water, energy and detergent saved immediately. Since March 2004 CoaST laundry cards have been in place. With extra support from South West Water, the BoD programme has issued 100's of laundry cards to over 70 hotels across Cornwall. Both the CoaST cards and the Primrose Valley Hotel have been featured in the April 2005 international "Green Hotelier" magazine, resulting already in a request from the Hilton Milan for information about the cards as they wish to implement a similar scheme...

The **Hundred House Hotel** are won over. 'They are a must for every hotel, B&B and guest house in Cornwall!' raved Richard Major-Baron. 'Amazing, amazing result! Down from 3-4 loads of washing a day to 1-2 loads a day. Down from using 54 towels a day to 4 a day! Water costs, electricity etc. down (compared to another friend's hotel) by 50%. Customers absolutely love it. Thanks!'

Ambassador Matt Nevaskis, Eco-Drive wrote: 'I've heard you mention the savings of energy, water and

detergent... but I've just realised that the reduced wear on the washing machine could out-do ALL of them, on economic grounds at least! Your example of moving from 4 washes a day to 1 every other day is a factor of 8... your machine lasts up to 8 times longer (mainly on number of cycles, not age) so a good domestic £500 machine would last 10+ years instead of about 2...!'

'Significant change in usage of towels and within 6 weeks! Staff noticed how much lighter guests have become by picking up the towels and even folding them instead of throwing them on the floor!'

Royal Hotel, Truro

'South West Tourism's new Action of the Year scheme is built on the simple fact that single easy initiatives are one of the best ways to help businesses go "sustainable". The CoaST laundry cards are a case in point.'

Neil Warren, SW Tourism Sustainable Tourism Manager

'Significant reduction by 1 load a day (from 2/3), next year we hope to reduce even more. We also want to laminate the cards and use the stickers as well.'

Brewhilian Farm, Truro

Extract from CoaST BoD (Building on Distinction) report, 2005, on energy and water savings with laundry cards: the design is extremely important for successful engagement of businesses, and visitors

IMMEDIATE ACTIONS	POTENTIAL COLLABORATORS
P3.1 Use the embryonic Bude Tourism Pioneer Network to establish needs; local experts; and opportunities to bring existing learning providers (Transition Bude, 2 Minute Foundation etc.) together.	2 Minute Foundation/Transition Bude/CWT and others
P3.2 Skills audit of all teaching and learning activity across the Bude CNA	As above
P3.3 Initiate a live online forum for discussing skills and training ideas for people to add to and discuss jointly	BATB/BCP website?

'We are a bit insulated from tourism as all I care about is working with the local community, food for the local community and jobs for local people. And we support all our local organisations locally, and we're trying to support other local producers around here and that helps create the local connection and that's why the locals love us. We want people to come here and see family faces and have conversations around food.'

Grower and food producer

'Net Zero'? I just understand that we need to stop using fossil fuels; I'm not sure about meat. But what is absolutely clear is that we can't consume fossil fuels or keep on cutting down trees.... all this low zero stuff clouds people's view. The real issue - the absolute cardinal sin - is burning fossil fuel and cutting down trees.'

Hotel business

P3.4 BATB (and BCP?) to carry case studies of the Pioneers on their website, as part of the "keeping the conversation alive" whilst funding is secured	
P3.5 Assess what capacity exists to begin to collate basic information on simple business actions on BATB/BCP website. CoaST website can help here too.	All partners

MEDIUM TERM ACTION (with further funding)	POTENTIAL COLLABORATORS
Staff	
P3.6 Employ FTE Climate and Nature Positive Advisor (Mitigation) to offer online support; manage the online forum; manage the Pioneer Group; actively engage with all new members; organize all information/events/liaisons/trainings; offer site visits to all interested members	Could be hosted by BudeTIC; supported by BCP/Chamber of Commerce /wider partners
P3.7 Employ FTE Climate and Nature Positive Advisor (Resilience): Resilience training, business continuity, extreme weather response training on making decisions in a context of complexity and uncertainty; storm damage; community collaboration at time of crisis (using existing good examples); develop Sharing Network workshops (see below); problem solving; and resilience testing (simple template to check out reliance on weather/tourism and have a backup plan); offer site visits to all interested members	As above
Tools	
P3.8 (With the Pioneers) co-design and adaptation/adoption of bespoke Bude carbon calculator that can be shared and discussed and used as a benchmarking tool for all businesses (adapt existing tool, there are many online	BATB/Chamber of Commerce/Bude Business Voice/ and wider partners
P3.9 (With the Pioneers) and other businesses, co-design and development of Bude Charter (see Priority 7 and Case Study section for examples)	As above
P3.10 (With the Pioneers) co-design and development of Bude green award scheme, recommend begin with ten simple steps and encouraging collaboration and celebrating excellence, aligned with e.g. 5 simple steps of the Bude Charter (see Priority 7, Visitors as Collaborators). Possible use also of GTBS scheme if businesses are interested (has a cost, is externally certified. Benefits from local hand-holding); no reason why both cannot be supported. See also SECTA Green Acorn Award ³⁹ for a locally (SE Cornwall) certified scheme.	As above
P3.11: (With the Pioneers), investigate the redesign and relaunch of the CoaST/Bude Cleaner Seas laundry card to make available free to all who join the new Bude Network (can also carry the Bude Charter) (see image above)	As above
Training	
P3.12 (With the Pioneers), create bespoke training programme/materials on climate and carbon literacy, e.g.: <ul style="list-style-type: none"> • Use of carbon calculator • Demystification of terminology e.g. Net Zero, sequestration, mitigation, adaptation etc 	As above – possibly in conjunction with wider climate literacy training BCP is planning

³⁹ <https://greenacorn.org.uk/>

'We're not involved as much as we'd like to be. We hear about things after they have happened; real conversations and connections are needed not just social media. We're doing our best but we would love to learn more from people who are excelling at it, and there are lots of people in Bude who are dedicated. We would love to know more, maybe through a hub and network?'

Food and event business

<ul style="list-style-type: none"> • Carbon auditing • Climate science – the fundamentals 	
P3.13 Develop series of webinars/meetings/surgery sessions between experts and business on home insulation, energy efficiency, water management, procurement, visitor communication	Community Energy Plus SW Water Env Agency BCP
P3.14 Make contact with the Flood Resilience Forum regarding their Flood Warden Scheme to see if there is overlap and useful collaboration	BATB/Chamber of Commerce/Bude Business Voice/ and wider partners
P3.15 Investigate Train the Trainer programmes, to train Pioneers to train others (see the BTEC image at the end of this section), including simple help on public speaking if desired.	Host organisation of new staff
P3.16 With the Pioneers, and other businesses, co-design and development of ecological /nature positive training – to understand the impacts on wildlife of a changing climate; understand the connections (e.g. warming sea/fish life/restaurant trade); and find out what each business can do (using Reboot material)	Host organisation of new staff; CWT and local orgs?
Network development	
P3.17 Develop buddy scheme to inspire Starters to connect with Pioneers and develop mentor relationship	Host organisation of new staff
P3.18 Develop Sharing Networks (Moving Around) e.g. car share, bike share, and sharing of car charging points – collaboration between rural businesses, and the points in Bude; including online and hard copy maps of charging and hiring points	Host organisation of new staff Library of Things Transport group BATB
P3.19 Develop Sharing Networks (Useful Stuff) e.g. equipment such as DIY hand and power tools, garden and land management (strimmers, mowers, ladders)	As above
P3.20 Develop Sharing Networks (Business Knowhow) e.g. business expertise. Develop series of “sharing conversations” and knowledge exchange visit (day or evening), to encourage conversations between restaurants, activity providers, food grower and accommodation providers, to better understand the impacts of extreme weather events and various disruptions on everyone in different ways and how they can build resilience thro understanding, and collaboration (e.g. sharing equipment; collaboration on marketing; understanding supply chain pressures)	Host organisation of new staff
P3.21 Develop training clusters to enable businesses to understand their own carbon impact and work with a cluster buddy group to bring it down – thematically or by geography – (cf Farming Net Zero). This could take place within the Bude CNA, or in partnership with other destinations	Host organisation of new staff
P3.22 Create connections between the Climate Pioneers and new entrants, so that every new TIC and Chamber of Commerce member is offered a call or a visit from a Pioneers, plus a visit and “Green and Gorgeous Bude” pack (business support options, visitor charter, award scheme support, training, mentoring) from the Advisor.	



Figure 6: Previous training programmes for tourism businesses – ReBoot environmental growth programme, and the BTEC in Sustainable Tourism; Green Edge; plus Cleaner Seas Project laundry card



Green Edge: green and gorgeous for beginners

The session will:

- ✓ Improve your ability to implement cost reduction and resource efficiencies
- ✓ Investigate working effectively with local communities and suppliers to improve a destination's green credentials
- ✓ Sharpen your understanding of green marketing and communications
- ✓ Increase your understanding of green-conscious visitors' expectations
- ✓ Enable you to plan and implement a green tourism strategy
- ✓ Ensure you can make full use of existing green networking across the county
- ✓ Make sure you walk away with a green action plan

Audience: tourism and tourism related businesses who wish to get a grip on going green, and walk away with a clear action plan.

Green Edge: Green and Gorgeous for Beginners

Welcome to Excellence

Section: *Tourism*

For: *businesses starting out on the green and gorgeous journey*

Date: *Tuesday 5 July 2011*

Location: *Newquay for Excellence Training Offices, 79 Mount Wise, Newquay TR7 2UP. 01637 871067*

Time: *9.30-4.30*

Cost: *£35 plus VAT*

Content:

Reasons for being green

Green tourism jargon busted



Priority Action 4: DMO as climate super-power

‘Can the TIC be involved more? ... we need to do more with the Chamber of Commerce, so that could help – Covid has slowed things down, but that would be good. There are businesses... that I didn’t really relate to... but I would like it to be connected to hospitality – it’s all about businesses chatting informally to each other.... the best group formation is always organic...’

Food grower and retail business

‘If the professionals think we need to know more, then yes, for example in relation to weather proofing. I’d also like to bring other people in, our wider supply chain – need to bring everyone together as a group of people, a community, not just our restaurant, but our producers, growers, staff and how they’re affected. There are so many people affected – we need to begin to understand as a community, and respond as a community.’

Food business

Bude CNA boasts a past and present of independent shops, independent minds and independent initiatives, many working across all areas of the natural environment.

The underlying connecting fabric of the area, however, has not enabled full engagement with all those projects and initiatives. Visitors and businesses spoken to showed only partial knowledge of all the different schemes, and those building the initiatives repeatedly cited the fragmented and not-quite-connected nature of the area as the problem.

There is an appetite to develop a reliable architecture of communication and collaboration to highlight the range of activities that now have national and international buy in and recognition, but might not be well known closer to home. A sense of tourism as place-maker, with a wide and diverse re-invention of the notion of destination management, coupled to extensive business engagement and training, could be a powerful contributor to that new architecture.

BudeTIC has taken on the role of destination management of a busy resort, as well as its marketing function. It has extensive reach into the conventional tourism business network, is already working with the wider county effort to connect with the operations working from the sharing platforms via new registration structures, and is keen to engage existing and new members in the work around the issue of climate resilience and ecological protection and restoration. It is, unsurprisingly, extremely busy, year-round.

‘If the TIC would encourage green businesses, I would become a member. No doubt about it.’

Accommodation business

destination resilience partnership?

To undertake the recommendations within this report, an enhanced and better resourced destination management partnership, or arrangement, will be vital. VisitEngland and local Visits are currently engaging in a wide DMO Review⁴⁰. At the moment the national discussion has not yet engaged with climate and ecological resilience, referencing only “sustainability” as a broad consideration. This creates an opportunity for the Bude CNA, BCP and its members, and the BATB to set the standard. (See Annexes for

⁴⁰ <https://www.gov.uk/government/publications/independent-review-of-destination-management-organisations-dmos>

further current proposals from the Tourism Alliance). In the past, the REAP model was promoted by SW Tourism; the doughnut economics model is now being discussed and used across many countries and sectors, but locally, the only model in town is old fashioned growth. Desktop research suggests the only place that destination resilience is being discussed substantively is the Pacific.⁴¹ The opportunity for Bude to bring about wider change is there for the taking.

The fundamental imperative behind the recommendations is one of connection and joining up: between community and business, between climate and tourism, between visitor and community, and between all the parts of the community that have spoken so frequently of the desire to tackle the fragmentation across the area. A well joined up partnership that can collaborate on and co-design the future of the destination will ensure work is shared and effort optimised.

Whether as a means of ensuring general good communication as a matter of course, or a means of ensuring everyone is involved in the monumental task of addressing resilience to climate and ecological change, attracting different people to contribute to this wider partnership has multiple benefits. A number of businesses have suggested that the TIC be the centre of information and signposting on all things climate-resilient and green business practice – and there is a noticeable appetite amongst non-member businesses for it to do so more overtly. To be able to do this well, and ensure progressive businesses have the information and voice they need for this to emerge as a default business practice, a range of other members could be involved in such a destination management arrangement. A 2030 vision would have connectivity at its roots. As a representative of the crucial tourism sector in the area (alongside food and farming), a destination management partnership would have connectivity at its heart.

DMPs in the past have involved many different sectors at county, regional and local level. The successes came about from diverse sectors coming to understand other's priorities and challenges and finding crucial common ground. The challenge of protection and resilience could not be a more crucial incentive.

There are important and useful connections to wider parts of the economic and social fabric that could bring significant expertise and perspective to such a ground-breaking partnership.

⁴¹ <https://sustainabledevelopment.un.org/partnership/?p=7756>

Type of expertise	Value	
	Business learning & engagement	Visitor messaging & engagement/ marketing
Food growing	x	X
Food production and sale	x	X
Marine ecology, habitat and biodiversity	x	X
Land based ecology, habitat and biodiversity	x	X
Health and wellbeing	x	X
Renewables expertise	x	
Arts and creative sector	x	X
Retail	x	X
Activity providers	x	X
Visitor	x	X
Youth	x	X
Transport	x	X
Public realm, economic development and planning	x	

Sectors such as food growing, processing, farming and landscape management, marine economy, arts and health and wellbeing could be brought into play, to ensure a more robust partnership for the visitor economy to work with, and within, to head towards that 2030 vision. Partners involved in ecology and habitat protection, marine protection and information, climate impacts, low carbon transport, health and wellbeing would all have an important role to play.

Almost all have double value in terms of contributing to business understanding of the wider community and destination, and in terms of visitor engagement, messaging and encouragement of pro-environment and pro-community behaviours. These perspectives are also highly valuable in terms of shared intelligence, insight and collective decision-making on destination marketing priorities (and to ensure the responsibility for impacts is also fairly shared, beyond BATB's shoulders.) A wider partnership can use models such as working groups and task and finish groups to enable smaller groups to focus on specific issues.

A strengthened DMP would also provide resource for crisis management. During Covid, this was undertaken free of charge for all businesses by BATB, whether members or not, to ensure that businesses were kept up to date with rapidly changing health, safety and legal requirements. A more unpredictable future will make ever

'We all end up stumbling through the regs and requirements – doing it together would be so much more efficient!'

Hotel business

greater crisis response demands for extreme weather events or infrastructure disruptions. Resources in place would help the BATB meet that crucial need and factor it into its workforce, fully resourced as a matter of resilience planning. As such, a new partnership could emerge with resilience (economic, social, climate and ecological) as its driving purpose – possibly the UK's first destination resilience partnership, led by the BATB and BCP and fully resourced through the Lottery bid.

Potential benefits and activities (not exhaustive, but put forward here as food for thought, with the understanding that many of these may already be being actively considered and acted upon by the BATB; the point here is to acknowledge that effort, and to bolster the capacity):

- **Collaboration beyond the Bude CNA:** Further collaboration will allow knowledge sharing as destinations begin to step up their climate and ecological response. The Tin Coast is encouraging low carbon transport. Helston Climate Action Group is developing a climate specific visitor charter. Sustainable Penzance is developing tourism business toolkits. St Ives Parish Council is carrying out a carbon audit. Knowledge sharing, here, trumps competition for any wise DMP.
- **Collaboration beyond Cornwall:** A cohesive voice and network locally makes it more possible to collaborate with other destinations usefully. This is important in any sense, but specifically more so because it is highly unlikely other destinations will not be going down the same route by 2030 – competing will be much harder than collaboration. Collaboration will bring richer harvests as seen by the range of cross-Channel UK/N. European collaborations over the last 10 years to date built around cycling and walking, theme-specific itineraries, heritage links and environmental and habitat interest across areas.
- **Transport and other crucial community infrastructure:** Work on transport, driven by a diverse yet cohesive destination partnership, will have much more traction with local councillors, county councillors and regional and national bodies such as Sustrans, bus network providers and funding bodies. This issue will be looked at further in Priority 5: Leadership Beyond Authority.
- **Collaborative messaging:** A cohesive and inclusive DMP can craft and co-design a cohesive message that communities can get behind and support – such as a version of a visitor charter.
- **Wellbeing benefits for community and visitor:** Full account can be taken of the wider activity sector, including all marine activity and specifically the emerging therapeutic activities with health and wellbeing at their core, as a USP of the community for regular visitors, new markets and, importantly, residents and local visitors – such as the “blue light” surfing offer for Cornish emergency service workers.

- **Crisis resilience:** An active DMP ensures excellent and timely emergency planning, warning and response provision for extreme weather events, such as heatwaves or storms, ensuring expertise can be deployed for visitors, businesses and habitat that might be at risk
- **Active health and wellbeing:** Involvement with health professionals could also ensure that optimal management and marketing of the wide range of existing activities is made even more apparent to community and to visitors
- **Youth inclusion:** Few DMPs have involved young people, despite the large number of young people working in the sector in high season, and the high number of young people concerned about environmental and ecological damage. This would be an excellent innovation to enable ground-breaking connections with schools and employers to enhance the representation of the DMP. It would develop the skills of the community's young people keen to gain understanding of decision making, marketing, civic involvement, budget management and climate and ecological resilience. The possibilities here are extensive.
- **Extended season management:** The new structure could optimise the marketing and delivery of an extended season (as noted in recent BATB data) whilst ensuring that the impact of such an extension was positively managed in terms of community, economy and natural environment.
- **Physical infrastructure and low carbon retrofitting:** Bringing resilience to the fore can place the DMP in a position of data collection, planning, business grant identification and wider fund-raising for retrofitting (for example ground source and air source heat pumps, water harvesting, EV charging etc) in line with government priorities, including emerging regulations and requirements.
- **Natural asset management and protection:** Flood defence, water quality and business operation impact on water bodies and the marine environment can be brought together to build on existing success with programmes such as Bude Cleaner Seas, Refill, 2 Minute Foundation, Transition Bude and others. Likewise, the Cornwall Wildlife Trust is currently considering ways of engaging in destination management for the benefit of habitat, community and visitor in other areas of Cornwall, and has already expressed an interest in becoming more involved and supportive in the Bude area. A powerful coalition is possible.
- **Sustainable food strategy:** The calls for greater connect, awareness and marketing can be met and addressed via a collaboration of partners who understand food growing, land management, water and habitat management, flood resilience, marketing, food production, economic development and shared messaging.
- **Green apprenticeships and training identification:** Positive responses in the research citing the need for wider green skilling as part of the community and visitor economy fabrics can be built on. Potential resource investment in low-carbon food, building, restoration, transport, retail and creative opportunities and more are all possible within the visitor economy.
- **Climate and Nature Positive Learning Programme:** if the proposed Climate and Nature-Positive staff are deployed within a partnership of, say, BATB/Chamber of Commerce/BCP, the strengthened DMP would be a powerful coalition from which to work, communicate, engage and

respond, on both mitigation (reduction of negative visitor economy impacts) and adaptation (increase in resilience of business and community to climate and nature crises) across the wider community.

IMMEDIATE ACTIONS	POTENTIAL COLLABORATORS
P4.1 Consider the range of players who have a role in the Bude CNA and how they could contribute to an emerging “destination resilience partnership”.	BATB and BCP to begin
P4.2 Develop the outline of a potential partnership and investigate how robust representation can be ensured, and responsibilities shared.	
P4.3 Identify mechanisms to enable new “DRP” members to take part in the learning programme, network development and Pioneer programme as noted in Priorities 1-3.	
P4.4 Inform VisitCornwall, VisitEngland and VisitBritain of your (ground-breaking) intent and ask precisely how they would like to support that.	



Priority Action 5: Leadership beyond authority

'It's difficult to get everyone's views, and not all businesses work together – the whole of the town doesn't work together – it's hard to get businesses to work together. They say good things, but when it comes down to it, what happens? We're not like the French, are we? When the farmers go out on strike, they all go on strike! We're not all on the same page here, people have their own agenda – it's really hard to do this when the whole town is not behind it, some people will just want to do their own thing. Trying to ban the sale of polystyrene bords is not the right thing to, we need to ban the import and manufacture of them, rather than having to go to the person who is trying to sell them... why is everything made of plastic in the first place?'
Restaurant business

'The TIC – could they encourage more buying local food from local providers?? Encourage everyone to have the right information in their bedroom browsers!! We are desperately interested in this! We have struggled in this! A 3000-household leaflet drop we paid for gave us 4 orders! We have been growing organically for 17 years – how do we get people engaged?? We just need to work together on this for our collective benefit!'
Food grower business

As well as being able to engage more extensively as noted above, a further result of an increasingly connected and cohesive destination resilience partnership is that of “leadership beyond authority”.

Transport is a key example. It has come up as an example of what a better 2030 might look like, has been a repeated irritation in business conversations because of lack of understanding of the bus service, and has its own research study within the BCP programme of investigation. Chargers are already emerging in the town infrastructure. Despite great enthusiasm for a new electric car infrastructure, there was no mention of the existing chargers by businesses, itself an indication not those good things are absent, but that the information networks to move that information around, need bolstering.

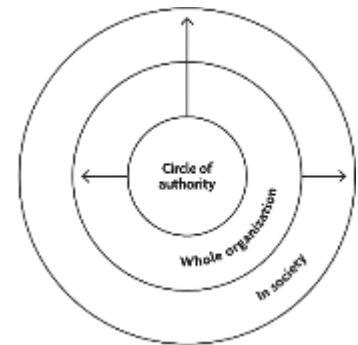


Figure 7: Image from Common Purpose/Leadership beyond authority model

By creating a sense of a community working as one, identifying a common cause and need for agreed change, much more impactful conversations and agreements can be developed. It allows a community who feels far away from the decision making, funding giving and inclusive eye of Cornwall Council to state its case with the knowledge it has a powerful collective voice of multiple types of businesses, and their host communities. If it's done well, it can include the voice of visitors, who are responsible for bringing in substantial economic benefit to the area, and the county. Developing a culture of collective endeavour, and ensuring that visitor voices plus community voices plus business voices are in harmony, can turn the visitor economy into a superpower. The structural changes that were presumed out of reach may turn out to be rather closer, and worth fighting for.

call to think big

This opportunity for thinking big could deliver change around much larger infrastructural issues beyond the current powers of local individual businesses, town and parish councils, and individual lobby groups. As this report is being written, an accidental national broadcast of a decision by the Lake District to consider reducing car use in the area has now received national attention. No decision has been made, but

'We need to stop government approving housing in flood plains! Just because it's cheaper to build it doesn't make it right, does it? You can't flood proof a house if it's built on a flood plain! Everyone should have some sort of knowledge, but they don't know about its relation to tourism – we do all need to work together. Tourism is important, so it's important for people to work together with local knowledge. The people who shout loud in Bude might not be representative. We need to come together more!'

Restaurant business

'I am asked several times each season if it is possible to stay with us without a car, unfortunately I have to answer 'no' because the public transport in our area is terrible. It would be an immediate positive step to have a viable public transport option. Even just a good link from the nearest train would be a start.'

Accommodation business

that discussion is being initiated not by central government, but by the National Park Authority and local tourism related groups.

Three immediate opportunities for a powerful collective effort around climate and nature positive decision making are transport provision, planning (building and transport) and procurement. Calls for action from the ground up, connected to other voices and amplified through a well-connected partnership may be able to move the dial rather more effectively than individual, independent calls for change.

Opportunities for structural change intersect with the calls from business for improvement, and the imagining of a resilient 2030 from both business and visitors. Some of these suggestions would be possible with smaller pots of money. For example, the securing of individual business grants to install electric charging posts on their land for guests and others to use; or creation of online and hard copy maps with the existing low carbon transport provision clearly marked, for visitor and community benefit – (see chapter on Marketing for Resilience). This could increase the argument and business case for larger investment. All suggestions below are positively welcome by those visitors and businesses questioned.

- Bude as low carbon transport central: low carbon zone in centre of town, with electric shuttle bus services between accommodation and beach, surfer-friendly shuttle bus between transport terminals, accommodation and beach
- Support for the development of community based renewable programmes
- Public realm space and a Bude CNA wide campaign of *shared wealth* rather than private ownership, building on what already exists:
 - Shared water: water refill fountains
 - Shared power: electric charging points
 - Shared transport: Bude Ebike hire throughout the town with pick up and drop off points
 - Shared fun: equipment hire – wooden surf boards, wheeled trolleys, using the shared (!) beach hut rentals
 - Shared driving: easy electric car hire
 - Shared toys and kit: Library of Things – toys, games, books, walking and camping equipment (see Devon ReadyTentHire Company⁴²) and play items for visitors and their children; equipment (drills, lawnmowers, DIY equipment, event equipment for businesses)

A further, crucially important aspect of leadership beyond authority beckons. Sustainable tourism is only sustainable if everyone benefits; the leadership, as has been noted, could already include multiple actions to ensure local people benefit from the activities and natural environment

⁴² <https://readytenthire.co.uk/>

'I am not sure how to word this, but there has to be a level of all of us taking responsibility for our actions. Thinking twice about doing something. We need more bins and recycling please. Again, there are some countries who are leading the way in this level of joined up community thinking. I would be inclined to adopt some of their practices and make them by-laws. (Just as an example, in a ski resort in Canada, the by law was zero tolerance on foul language in public and no drinking outside in the street. The atmosphere was fantastic as it simply shut down poor behaviour from the get go. People who normally would, just didn't because they would get arrested. Another idea was in California, where bins and facilities on the beaches and through the beach towns were sponsored by local businesses/or people. There was a bin every 50m with a note saying that this bin is sponsored by... No litter anywhere) I believe in localism instead of 56globalisation56. We can certainly take the lead in the areas being ignored by or unable to be delivered by county'

Retail business

at hand. Sharing benefits everyone. Lower cost, easily hired equipment also make otherwise expensive kit – wetsuits, boards, bikes – available to more people; and connections with social prescription initiatives will be even more beneficial in connecting local people to their local natural assets. Similarly, the new Advisors would be able to make sure that information on all issues such as grants for insulation, local sources of information and advice on health and wellbeing are made more generally available. Procurement campaigns to make sure more local, healthy food is available will also benefit local community members. Resilience is about place, people and planet; and as has been said many times, a great place to live becomes a great place to visit much more reliably than the other way round. Every step the visitor economy makes to contribute to its host community is a step well made; and the more people involved in that, the wider the benefits, and the deeper the resulting resilience.

MEDIUM TERM ACTIONS	POTENTIAL COLLABORATORS
P5.1 Consider the range of players who have a role in the BudeCNA and how they could contribute.	
P5.2 Develop the outline of a potential partnership and investigate how robust representation can be ensured, and responsibilities shared.	
P5.3 Identify key structural issues of shared concern	
P5.4 Run a programme of 3 Knowledge Exchange Trip a year to investigate who has done what in terms of similar structural change across the UK	
P5.5 Investigate support for collective decision-making models such as citizens assembly structures	

Once these are clearly in the process of being set up, the possibility of working positively with visitors is immense. Some of them will probably bite your hand off and would be only too delighted to get stuck in and help. Once a few do this, the chances are others will to. The success of the 2 Minute Beach Clean is a metaphor for how people can be engaged if they are offered direction, reason, kit and support.

'I like the beach cleaning set up, but being outside the FoBSP shop means it is the other end of the car park so you have to make a special trip for it. Having something like that by the beach office might encourage more people to help keep the beach clean. I also think having a lot more signage out to discourage littering on the beach and tell people that there are bins in the car park. (I overheard some people this year saying they couldn't see any bins on the beach) I like the idea that the beach pastors have of offering stuff "to borrow" and would like to see this extended. This would be particularly useful if you wanted to encourage people to travel to Bude by public transport. Beach stuff can be cumbersome to carry, especially if you have a family.'

Visitor



Priority action 6: marketing for resilience

'We need to decide as a collective group how we brand ourselves and in what type of green schemes we want to be involved in.'

Accommodation and camping business

'As a tourist centric town, we need to have a common policy to aid the future of tourism in the area. There needs to be more focus on sustainable tourism, increased charging facilities for vehicles, (in 10 years the 'norm' will be electric cars and buses, where are they going to charge?). There needs to be more focus on sourcing of food from the local area, not just restaurants but the main supermarkets. Food miles, are going to more of a focus as food travelling further will no doubt be more expensive. Bude should declare itself a 'Green' town, to attract more visitors. We are already environmentally conscious but there needs to be a joined-up plan, not loads of small groups continually looking for funding to keep them going.'

Arts and design business

BATB and individual businesses have extensive shared expertise in marketing. The opportunity to engage with an emerging appetite for low carbon and high-quality impact is to be exploited. BATB is already encouraging more low carbon and high-quality choices across its website. However, although most businesses asked noted they were doing *something* to actively engage visitors on these issues, few were making it a central offer, and there was no cogent set of principles that everyone shared. The simple visitor charter model can provide that (see Priority 7: Visitor as Collaborator) and around that, a wealth of activities, suggestions and types of accommodation can be crafted.

edited choice

The role of the tourism advisors (Priorities 1-3) can help connect the messaging already within the BATB marketing, amplify it, and enable more businesses to use that framework to ensure a collective and consistent climate and nature positive offer. By working closely with the Pioneers, the network, and through the learning programme, gaps of information amongst businesses and visitor can be filled, and comprehensive packages of marketing content can be shared with all businesses.

62% of visitors asked wanted more maps showing more walking routes, heritage, cafes and shops selling local produce, heritage and art

An emerging and carefully curated “Bude Green and Gorgeous Package” of information can be made available to all businesses. This could be used for bedroom browsers, websites or signage, including information on the 5 visitor charter principles (for example). Content could include low carbon transport options (car and bike hire and charging, bus timetables), walking and cycling routes, local food providers, maps of the marvellous (see Case Study) wildlife information, outdoor safari and low carbon itineraries, creative learning workshops and opportunities, marine and coastal activities using hired and shared equipment rather than expensive bought kit that is used once a year by a family – the list will emerge as more ideas are encouraged.

It's a case of deploying the technique of “edited choice” where options are available, but every option is a good one. The Bude Network will

develop its own top climate and nature positive options, for promotion before visitors book, and when they arrive. The Case Study section may offer more possibilities.

Examples are many; the Case Studies offer some suggestions to build on, with BATB and existing business expertise. Some of the below are already in the planning with BATB:

'[We need] All the above – with our own groups we try and place an emphasis on how they can change their life styles to support their mental health using surfing/the ocean etc. We can, should, must emphasise that changing our life style also means changes in terms of climate change – we have the opportunity to promote such with our participants and encourage them to get involved in their own communities and projects/groups/action – this can no doubt help positively in terms of their MH concerns too.'

Activity provider

Bude's Favourite Sort of Visitor!

- Targeting of visitors who might be encouraged to use public transport by recommending books to read about Bude on the route, offering activities for the children and even rewards for coming by train, bus, bike or foot such as a cream tea, an electric bus or car pick up from a transport terminal, or a voucher for an activity

Treated like a Local ...

- More emphasis on encouraging local (often short) breaks, from residents of Devon, or Cornwall, keep travel impact low and footfall high into the shoulder season, possibly focussing on wellbeing, for example for other tourism owners (see below) or exhausted frontline workers (see below). Consider a Cornish discount, treat or voucher towards e-bike hire, local meal, local beach/walking/surfing activity etc
- Work-actions – see below

Low Carbon/High Fun Activity

- “Bude Stampbook” for children to be stamped by a selection of local climate and nature positive businesses (targeting our desire to collect!) (N.B the term “passport” may be confused with vaccines, hence may be best avoided)
- Climate and Nature Positive Adventures: Online and hard copy maps identifying walking and cycling routes, local food provision, habitat and ecological points of interest and excellent public transport
- Bude Wildlife Safaris: itineraries bringing together clusters of wildlife activities and destinations, with the emphasis on low carbon transport and local and well grown food and drink options

Wellbeing and wonderment

The wide range of surfing, coastline and inland outdoor activity is already extensive, and Bude has made a reputation for health and wellbeing activities. This can, and is, benefiting from the increasing interest in wellbeing and active holidays, and could extend to:

- Distinctive Bude experience for more local visitors and residents who may want to integrate their health regime with unexplored activity in the sea or on the land, via social prescribers and health centres (a number of outdoor providers are engaged in a Pilot “Injection of Nature”⁴³ connecting the social prescription network with multiple “blue and green” activities in order to improve health and wellbeing
- Building up connections to front line workers to such successful new programme as Surfwell⁴⁴, to encourage more local Cornish and Devonian front line workers (police, hospital, social services, fire service, volunteers and charity workers etc) to use the wide Bude array of wellbeing enhancing activities

Shoulder season treats

Data from BTAB has indicated strong support for low or shoulder season breaks, encouraging for example:

- Storm watching
- Autumn wildlife adventures/safaris
- Art, culture and heritage trips
- Work-actions – see Swedish Case Study
- Re-invention of Luxury – moving away from outdoor gas heaters and BBQs to the sale of locally made warm clothing and locally prepared hot food and drinks using wood fires
- Wellbeing and health breaks in breath-taking places

Soul-food/Making Breaks

- Bude already celebrates local food and drink; Covid has increased general interest in all things baking and cooking, and an increased offer of seasonal cooking and/or baking workshops, using local food, may be worth investigating – see footnote on Bedruthan Hotels in Mawgan Porth⁴⁵ - likewise all

⁴³ <https://www.inyourarea.co.uk/news/social-prescribing-nature-project-launched-in-cornwall-to-help-peoples-physical-and-mental-health/>

⁴⁴ <https://www.surfwell.co.uk/>

⁴⁵ <https://thecornishlife.co.uk/bedruthan-hotel-making-breaks/>

types of creative workshops to build on existing high quality creative and artistic offer in Bude CNA

Loving Thy Neighbour

The recommendations on collaboration in this report could include developing inter-resort/destination breaks, with slightly discounted breaks offered to other tired tourism business owners, inside or outside the Bude CNA, offered either as a direct exchange of discount, or as members of a support network. A change is a good as a rest – and many, many people in the visitor economy are, as we speak, experiencing a level of exhaustion even more pronounced than usual.

Some of these mini campaigns or promotions are already in action or in discussion by the BATB and the county wide networks. Individual businesses often are not able to finesse their marketing in such ways, and collaboration between the BATB, and the wider visitor economy, will bolster the benefit and exposure of existing climate and nature positive options, and foster a flow of good and well-informed ideas as they emerge from the Network. A simple set of agreed principles for an area, such as through a visitor charter, can enable each marketing proposal to be checked quickly against those principles to see how it contributes, or what unexpected implications it might have. It is a simple and easy way to ensure that each marketing campaign is doing good, not harm, and a way of totting up the effort being made to align all destination marketing to the destination management objectives.



Priority action 7: visitor as collaborator

'You need to hit people hard with facts. You need the whole place to be behind you, not just a few people who turn up to a workshop. We were one of the first solar panels in Bude 16 years ago, you might've thought we were mad! Visitors? We ABSOLUTELY need to speak with visitors about this.'

Accommodation business



Figure 8: Fowey's Visitor Charter

'As well as my electricity going up hugely, I also have guests who create so much rubbish... the amount of plastic waste that a family can generate in a week...ouch! I think people just chuck it in a bin, and think it's just fine. And it's not fine. Living on the coast you see the impacts of not looking after our waste. We have only one planet and are doing our damndest to destroy it.'

Holiday cottage business

'We can use our own skills as a builder and a horticultural worker – we have great community assets. We definitely want to communicate with visitors!'

Accommodation business

It is impossible to create a sustainable and resilient destination and community without the support of visitors; but not acting until visitors ask for it is missing a trick. The point is to create a destination that attracts and enables the sort of visitor behaviour that makes its sustainability and resilience possible in the first place. Guests whose behaviour generate environmental and financial cost are guests a destination, and host community, cannot afford to welcome.

It should be noted that the numbers used in this chapter are from a very small group of self-selecting visitors. It does not pretend to be a representative sample of all visitors to Bude this year; in fact, several comments were made about the visitors to Bude this year and last year *not* being representative of Bude's usual loyal visiting community. However, the numbers offer an insight into the sort of visitor Bude wants to keep, and target, as part of its climate and nature aspirations.

Without this sort of visitor, it will not be able to achieve them.

As such, they offer a very useful validation of the sort of destination management, and marketing, Bude wants to be able to do, in order to keep this sort of visitor part of the Bude visiting family – and then to bring their friends.

73% of visitors we asked said that knowing Bude was looking after its natural environment would make it likely or more likely to visit here than anywhere else.

80% of visitors asked would like local businesses to work with local communities to solve [nature and climate] problems collectively, like the ReFill scheme

'[We want] more information provided that hosts can use to get the message across as not everyone can produce this to the right standard.'

Accommodation business

'Just [want] a lot more publication of what they are doing – Bude is great due to the lack of 'big chain' shops and restaurants, that is one of the reasons we come back year after year. Because of this you can make much more of your local offering and really push forward your green agenda.'

Visitor



Communications masterclass, Futerra, used by CoaST to work with its network champions

Notably, however, an average of 65% of visitors (who are interested already and would be likely to looking out for such opportunities) did not know about existing environmental initiatives (averaged across a range of suggestions); and expressed a clear demand to know more.

At the same time, only a minority of businesses across the Bude CNA are proactively informing and connecting with visitors on these issues., or encouraging visitors to behave in a climate and nature positive manner. This includes, for example, comments on their websites about where to get public transport, assurances about local food, and the provision of recycling bins.

'We need help to communicate!'

Campsite business

Few businesses are folding this into the running of their business in a proactive manner, and some are specifically wary of “doing too much and ramming it down their throats”. It is fair to say – and this may have been a particular experience this year – some visitors test the patience of owners who have provided the facilities, such as bins and recycling containers, and watch them be repeatedly ignored. But there is a clear marketing opportunity to increase the level of positive communication and inspiration to see, use and enjoy the range of climate and nature positive opportunities available, and to increase training for businesses on how to do that well. The benefits will be felt by all.

permission to sing our song of resilience

It is both perfectly possible and highly recommended to find ways of communicating with visitors on these issues, in ways that encourage the right sort of behaviour (both before booking, and on arrival) and to create a cultural tone of voice within the destination that can gain a longer-term reputation which attracts more of that behaviour.

'After this conversation, I will definitely add a page to our website on all we are doing....!'

Accommodation business

Visitors who care about the place they visit are actually invested in the efforts of the businesses they are visiting to care for it. No business would promote that it deliberately wastes food or creates lots of plastic, or treats its staff badly, and expect to get custom as a result. Similarly, businesses who are open about their climate and nature positive efforts (as opposed to complete know-it-all expertise) also encourage visitors to feel they can contribute their own ideas – enhancing any existing loyalty, and being made to feel their ideas matter. This also creates an overt, visible norm of business practice which other

'Marketing materials, education to help visitors, we need to adopt it all!!'

Campsite business

businesses can see and copy, creating a destination wide culture of climate and nature positive behaviour.

'We love Bude, always have always will and from us being a family of 5 coming there we have encouraged others and now there are usually between 11 and 15 of us that come down every year. The views, people, cleanliness are superb. It will be good when the "Benidorm/Ibiza" crowd disappear when covid is over, they have been the only downer in Cornwall over the past 2 years with their total disregard for the area, its residents and its regular holidaymakers, being rude and arrogant to staff in cafes and shops, loud, ignorant and leaving loads of mess and rubbish on the beach and in the dunes. We always do a sweep of the area of beach we've been on and the last 2 years there has been a significant rise in the amount of rubbish we have cleared up every evening.'
Visitor

'We have been coming to Bude for many years now....it is beautiful and our favourite place to visit and it is very evident that many people are working hard to keep Bude Beautiful and we all need to play our part in continuing this.'
Visitor

Research has been available for the last ten years making clear the benefits of engaging visitors on these issues; and much discussion has been had since then on the importance of combining “green” business practice with quality issues – in fact the former needs to be part of the latter to move away from “green” as a niche product, make it the norm, and also offer an alternative to the environmentally damaging image of “luxury” as highly consumptive and environmentally degrading (see Priority 6 on Marketing for Resilience).

It is also relevant given the recent behaviours experienced by the hospitality sector – including retail – over this and last year. 2021 has been particularly testing⁴⁶. If we are working to extend the season to expand the economic benefit of the industry, given the now vanishingly small chance the climatic changes we have seen so far this year are going to get better – Kevin Anderson notes the 5% chance we have of staying below an increase of 1.5 degrees – we would be foolish to expect that behaviour is somehow going to return to anything we now consider “normal”.

People behaved badly because they were highly stressed as a result of the pandemic (general worry about Covid, plus lockdown stresses), and then had to change holiday plans, sometimes with little notice, and go to where they had never been before and/or was not their first choice. These things a happy visitor do not always make.

5 WAYS to be the best sort of visitor to Outstanding Cornwall
 Small steps... big impacts in Cornwall's Area of Outstanding Natural Beauty

WHEREVER WE GO AND WHATEVER WE DO, WE HAVE AN IMPACT. By making positive choices you're helping us care for Cornwall's very special (and outstandingly beautiful) bits and making that impact a positive one. Coast and the Cornwall Area of Outstanding Natural Beauty are working with everyone to keep these outstanding bits green and gorgeous. Have a fantastic holiday!

- 1. Positive choices...** It's so easy. Turn each choice you make into a positive one. Choose the path less explored to give other paths a chance to recover from many feet, and a chance for you to find the most interesting. Choose green businesses to stay with and fly from, those who are taking care to give something back to the land they're in and live off. Choose recycled and low impact and fresh and local. A million positive choices add up to one outstanding positive impact. Thank you!
- 2. Switch on your senses...** Breathe the air by the lungs, watch the sea heaving against the land, feel the sand under your feet. See what grows and shifts and changes with the weather. Hear the wind through the trees, rattle across the moors, rattle the waves over the dunes on the beach. Just stop. For a moment, and let your senses do what they're supposed to do. And if you have someone's hand to grab while you do, all the better.
- 3. Stay local, eat local.** Stay local, use local. This local grows our food, feeds our homes and feeds our souls. And by buying local while you're here, rolling your sleeves up and getting onto the paths, striding into the moors, eating the food and walking the walks, you will be helping put something back. There are spring, summer, autumn and winter foods to be had. Fruit and vegetables, ice cream and chilled drinks, breads and fish, cheeses, juices and beers. A smorgasbord of salubrious delights. Enjoy. You're on holiday. Taste the view.
- 4. Chill out, switch off, look up...** We can see the stars at night here! Switch off and look up, it's a cosmic treat. You can't do that everywhere these days. You can stand at night here, look up and hear... nothing. But that can't be sure you heard last night, or those birds swooping past, when was the last time you actually heard this other? Breathe it in. This is peace incarnate. It's good for your soul.
- 5. When in Rome...** And there's so much of it. Soak into the landscape, switch your head off, stop and drink it in. You'll see others doing the same. We love it. That's why we're here. And it's good to share. This place is where you can recharge, refuel, refresh, it's outstanding and it's easy to see why.

Small steps... big impacts
 Coast is working with everyone to keep the outstanding bits of Cornwall very special.

www.cornwall-ao-nb.gov.uk
www.coastproject.co.uk
www.visitcornwall.com

69% of visitors asked would like more great walking routes, with pubs and cafes on the map

56% of visitors asked actively want businesses to tell them clearly what they're doing to go green, and to tell them (the visitor) how they can help

⁴⁶ <https://www.theguardian.com/uk-news/2021/aug/30/uk-tourism-boom-sparks-backlash-against-tripadvisor-warriors>

'As well as my electricity going up hugely, I also have guests who create so much rubbish... the amount of plastic waste that a family can generate in a week...ouch! I think people just chuck it in a bin, and think it's just fine. And it's not fine. Living on the coast you see the impacts of not looking after our waste. We have only one planet and are doing our damndest to destroy it.'

Holiday cottage business

'We can use our own skills as a builder and a horticultural worker – we have great community assets. We definitely want to 'communicate with visitors!

Accommodation business

'Our boss wants us to stay open longer, but I've had enough, after this summer. I've been in this work for years, but I've never experienced a summer like this. People were horrible.'

Retail employee

'I have noticed the increase in banks of wildflowers and they are lovely, I've heard many people commenting on them too. I can't say I have seen much activity in the discouraging of polystyrene body boards, the problem should be more widely communicated to visitors.'

Visitor

'We love Bude. It's our favourite UK holiday destination. We support any project that kept Bude safe and healthy for future generations.'

Visitor

We have now to acknowledge that extreme weather events, travel and supply disruption, economic instability and multiple unpredictabilities are now an unwelcome given of the years ahead, and can affect both visitor expectation, and business operations. Investing in our ability to set out our stall in terms of expected behaviour, ways of attracting and enabling it, managing disgruntled visitors effectively, and actively discouraging the behaviour we do not want, will be investments we will be grateful we have made in the coming seasons.

Proactive climate and nature positive communication can be very easily developed as a habit, and there are multiple examples of good practice.

Bude's own Bude Loves Local campaign is a version of this: setting out that buying local is assumed to be a good thing, and being clear about that principle to visitors, creating a sense amongst visitors that it is part of a quality offer. (Bear in mind that locally grown highly processed food, or food grown locally but using many chemicals, is clearly not what is desirable in this context, and is a source of some concern and frustration amongst local and low impact growers.)

Simple steps can be taken immediately to build on existing activity across the Bude CNA, and then become part of the wider skills and training agenda.

The small group of self-selecting visitors who responded to a short survey give a clear idea of the sort of visitor Bude can decide specifically to target. The arrival of such visitors will help consolidate and root the work of the businesses to create a resilient destination based on and expecting pro-nature and pro climate behaviours.

65% of visitors asked on average (across a range of examples) (self-selecting already interested) did not know about the range of existing environmental initiatives in Bude

92% of visitors asked expressed moderate to a great deal of concern for the climate and nature crisis we are facing

77% of visitors asked said it would help if Bude made it easy for visitors to see what is being done for our environment by the businesses and communities in and around Bude

'I love Bude! I have been coming here every year for nearly 2 decades. One of the things I love about Bude is the proliferation of small, independent shops and eating places and fewer national chains – especially the lack of fast-food chains! One day I hope to move to Bude and I love the initiatives that you are taking in regard to environment protection and addressing climate change.'
 Visitor

'We come to Bude every year for a short break (except last year – Covid). We are likely to continue coming and the measures put / being put in place are great to know. Perhaps you need to get the message out better because we had no idea of the efforts being made or how to participate.'
 Visitor

Once that culture is established, both in terms of business practice (e.g. procurement, waste management etc.) and infrastructure (e.g. public realm watering fountains, low carbon public or shared transport becoming the default) it is harder for visitors who might not always proactively consider such behaviours to do anything other than engage positively with that emerging new infrastructure.

75% of visitors asked said they would like to help by **“doing my bit locally to help when I arrive, like buying local, making sure I look after wildlife, and getting out of my car more”**

90% of visitors asked thought that Bude declaring a climate and nature emergency and going for a carbon neutral target by 2030 should be welcomed by the phrase **“Great idea for Bude, good luck!”**



Figure 9: example of how an accommodation business has used the generic CoaST charter on their website

‘We need to change visitor and business behaviour to move forward on this - finding incentives for the businesses that don't care - they need a financial incentive or we need to create awareness that they may be under water.’
 Food grower and retailer



Figure 10: simple cards developed by SW Tourism with a copywriter to encourage positive energy behaviour, switching off standby, turning off unused lights, and turning down the heating when appropriate, in response to businesses wanting guidance on how to encourage such behaviours in a positive way.

IMMEDIATE ACTIONS: set the tone	POTENTIAL COLLABORATORS
P7.1 Work with existing initiatives such as Refill, 2 Minute Foundation on an overarching Bude set of perhaps 5 priorities to communicate, that can be shared and repeated (examples could be keeping beaches and oceans clean; buying local and green; leaving the car behind etc.).	Climate Pioneers /2 Minute Foundation/Transition Bude/CWT/BATB/BCP

MEDIUM TERM ACTIONS (WITH FUNDING)	POTENTIAL COLLABORATORS
P7.2 Create a digital and hard copy professionally designed version that can be shared with all businesses and providers, on websites, in bedroom browsers, on menus, customised by local businesses to their specific facilities	As above
P7.3 Incorporate the messages into all induction of new members in the Bude Climate and Nature Positive “Green and Gorgeous” Pack	As above
P7.4 Development of online and hard copy maps highlighting cycling, walking, local food outlets, “low carbon and high fun” activities, backed by the shared messaging of the 5 priorities	As above
P7.5 Integrate the messaging in marketing of the destination and link to specific campaigns e.g. health and wellbeing, nature-based activities, local food and drink, cultural and heritage etc.	As above
P7.6 Develop training on framing this communicating with visitors (see resources from Xavier Font ⁴⁷ , Climate Outreach ⁴⁸ etc.) as part of Climate and Nature Skills and Training Programme	As above
P7.7 Culture and Heritage sites and activities offer great potential to engage with large numbers of visitors on a range of issues, such as local food in cafes, work to restore habitat, low impact building maintenance and energy use, and develop conversations with loyal visitor. Cornwall and international cultural and heritage sites are beginning to engage with climate and nature resilience and rich collaboration is now possible.	As above
P7.8 Integrate questions about how easy it is to be a “green and gorgeous” or climate and nature positive visitor in forthcoming surveys and 360 feedback, to fold learning into practice, and importantly, develop a sense of collaboration with loyal Bude visitors who are clearly keen to help!	As above
P7.9 Explore working with Pioneers to invite a trusted visitor to join the discussion, digitally or whilst on holiday: the star guest at CoaST business events has been a green minded visitor, with massive impact on proceedings, understanding and future planning and marketing.	As above

⁴⁷ <https://sustainability-leaders.com/interview-xavier-font/>

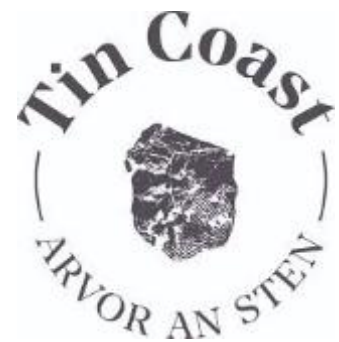
⁴⁸ <https://climateoutreach.org/>

Priority action 8: loving thy neighbour

As part of the wider “destination resilience partnership” world view, and building on the existing networking and collaboration of the BATB e.g. in response to the DMO review, Covid response, Airbnb registration and more, a wider partnership would enable more communication with other destinations to the benefit of all. Similar destinations may have similar problems and benefit from sharing solutions; different destinations can work more closely to support each other’s trade (for example, referring on and signposting) without fear of losing custom.

Similarly, as all destinations and communities begin to grapple with these emerging challenges, joint efforts on bigger structural issues such as transport, planning and economic development to ensure county and national decisions contribute to local resilience efforts, rather than undermine them, could be hugely valuable. The possibility of intra-destination marketing, as suggested in Priority 7: Marketing for Resilience, are also evident.

Two examples are noted briefly below where expertise can be borrowed, shared and repurposed; BCP has already made contact, and further conversations would be valuable. The wider “DRP” and the Network could create space for more such collaborative opportunities to come forward. A further strategic relationship is suggested, in the Cornwall and Isles of Scilly Local Nature Partnership.



1: The Tin Coast Partnership

The Tin Coast Partnership was set up in 2017, with funding from Coastal Communities for a staff team of two, and approximately £300,000 delivery budget. Their overarching purpose was to deliver sustainable tourism growth. Amongst their objectives was to deliver more local carbon transport infrastructure, and “make the Tin Coast an easy place to visit and move around.” Covid caused major disruption, essentially putting over half their project delivery period into lockdown (and the rest into supercharged, difficult to manage overtourism).



BCP has already been introduced to the Tin Coast team; further conversations, and even a knowledge exchange trip, could unearth valuable learning in terms of low carbon transport, EV charging and hiring networks, community-based collaboration, habitat and wildlife

management, visitor management storytelling, community engagement and visitor communication. Both destinations are coastal, but very different; at different ends of the county, a rich exchange of learning could take place over the medium and longer term, as they Tin Coast develop their ideas around doughnut economics, the “commons” and ground-breaking collaboration amongst bodies and groups which had previously never worked well together before.

2: Net Zero Farming⁴⁹

Established as a means of encouraging clusters of farmers to offer peer support on net zero, this builds on years of cluster-based work across the county, including amongst the farming community on waste management, regulatory compliance, procurement and circular economy. The notion of clusters of



peer business offering support, benchmarking and sharing knowledge is very transferable to the Pioneer model. Geographic clusters or business type cluster (i.e. 5 businesses within Kilkhampton, or 5 restaurants across the whole Bude CNA) can generate accelerated learning through a group supported by the staff roles already identified.

3: Cornwall and Isles of Scilly Local Nature Partnership

Breaking news as this report is being written is that the LNP (Cornwall and Isles of Scilly Local Nature Partnership, the strategic body for the natural environment)⁵⁰ will declare an ecological emergency this week (November 2021). This provides another strategic lever to support individual businesses in the area in the climate and ecological emergency, and also to add weight to any endeavour of the proposed DRP to insist on structural change that currently seems out of reach.



Even without this declaration, as the only destination in Cornwall working on visitor economy and community wide climate and ecological research with its own Climate Partnership, contact with the LNP to explain the high ambition, and what a new DRP might need, could offer unprecedented opportunity for the LNP to offer strategic support to the programme, as a potential leader in change for Cornwall.

⁴⁹ <https://farmcarbontoolkit.org.uk/farm-net-zero/>

⁵⁰ <https://naturecios.org.uk/our-partnership/>



Priority action 9: the Bude metric of success

'I think all I would say is keep it focussed. As a Yorkshire man I'm allergic to bullsh*t... as soon as people start wandering around and talking shop, I am going to run, but if they stay focussed on the task, that's great, and that's what I want. We should just write on the wall what our focus is - it's the planet, stupid....'

Accommodation business

'It's not hard to buy local vegetables. We rely on those local farmers and they rely on us. We could all do that. And so, we know if the carrot farmer down the road is doing well, we're all doing well. If he's not, we know we have a problem. It's not hard.'

'Everyone understands carrots!'

Accommodation business

'It makes me feel really positive that there are people who want this! I think Bude is becoming a very forward-thinking place but still a lot to do. We who are wanting to do the right thing feel outnumbered by the ones who are causing the problem. Still, we need to be pragmatic - there is change on the horizon, but need to keep the momentum going.'

Food grower and producer

the right metrics

'We measure progress by how well we are collaborating, and in control of our local assets. Until we feel this is Team Bude, everything else feels like sprinkles. How much we feel like a collective Team Bude is the crucial measure.'

Bude is not alone in seeing the potential for transformational change. And it is in good company when the issue of how we measure success of that transformation.

From New Zealand's wellbeing economy, to Costa Rica's Happiness Index, and Scotland's Wellbeing Alliance; the issue of how crafting new measures of success is now on the table.

Qualitative and quantitative measures are both useful. The range of activities to be counted could include number of businesses engaged; number of carbon audits carried out; amount of local produce bought by tourism *businesses*, not just visitors; the percentage of carbon reduced by individuals and businesses; and a collective carbon counter. How much business feel engaged, and how a new climate network has improved their sense of "Team Bude", matters just as much as every ice cream bought or bed booked. Every Priority in this research could be counted by number.

those three little words

However, new qualitative methods, including 360 feedback from visitors, wellbeing of businesses, and impact on communities, can also offer hugely useful insight, and opportunities to further the conversation. Adding questions to existing, expected surveys, can be a valuable addition to and bespoke data collection. Providing visitors with the opportunity to let Bude know how it's doing is incredibly uplifting. When asked for the three words to describe Bude's aspiration to be a climate and nature positive destination, the results were met with nothing short of delight by businesses, as noted already. That's a feedback loop worth building on.

A conversation beckons between visitor and community. As one business noted, in response to the three words: "marketing campaign awaits!"

Furthermore, a whole new order of measurement and management beckons. The proposed wider DRP model could bring new metrics of success from environmental experts measuring improvements in wildlife and habitat development, to number of local residents taking up health and wellbeing related activities and feeling an improvement as a result, and how well local farmers are doing in terms of feeling they have a market within local food businesses. Social, economic and environmental milestones are all possible.

the importance of carrots ... and doughnuts ...

If the DRP wishes to take the thinking to a new level, it could consider using a metric based on the doughnut. Doughnut Economics combines social goals (housing, health, food) with planetary boundary issues (climate change, water health, biodiversity impacts and more.). The Cornwall Doughnut Collective now includes groups and individuals across the county, and is featured on the international Doughnut Economics website.

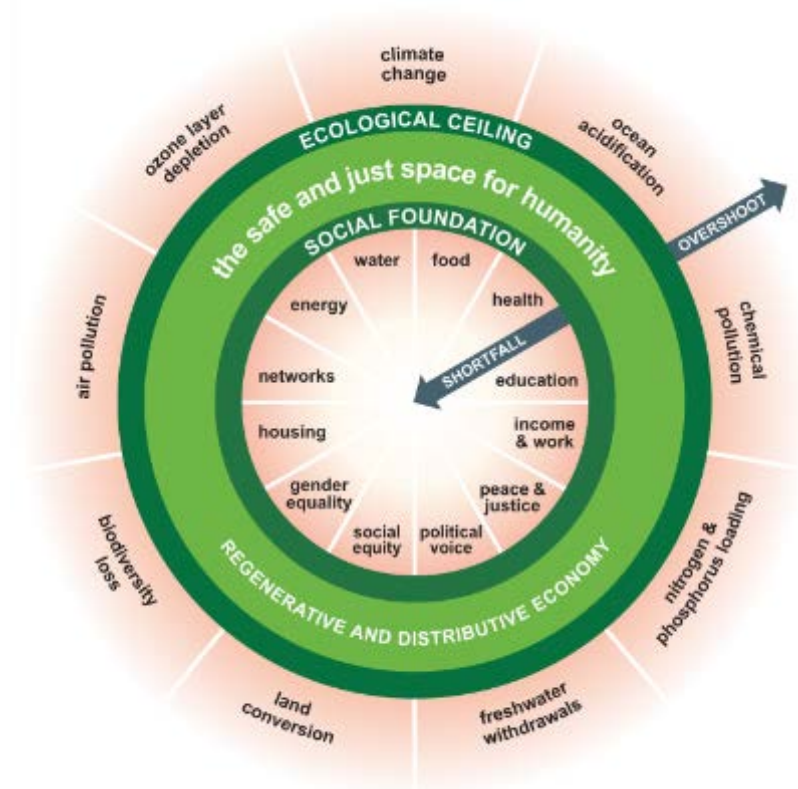


Figure 11: The Doughnut model of economics

The doughnut could offer a means of checking all existing activity, and all new activity, and against the community and destination as a whole, and would have an immediate international family of progressive businesses to connect to. Amsterdam has developed an entire tool to use the doughnut model to help it recover, as a destination, from the pandemic. Bude could be the first rural tourism destination to develop its own equivalent.

IMMEDIATE ACTIONS: set the tone	POTENTIAL COLLABORATORS
P9.1 Develop a relationship with those already developing thinking around new models of metrics (such as the National Trust and the Tin Coast Partnership in West Penwith using “the commons” and Doughnut Economics as emerging frameworks	

MEDIUM TERM ACTIONS (WITH FUNDING)	POTENTIAL COLLABORATORS
P9.2 Once established, a new DRP wider group, in concert with the Pioneers, can visit and develop learning relationships with other groups using other models; Bude could develop content to add to the Doughnut Economics website. Note that the founder of Tourism Declares is also a member of the Doughnut Economics ⁵¹ (“DEAL – Doughnut Economics Action Lab); potential support could be significant if Bude took the lead on this.	

⁵¹ <https://doughnuteconomics.org/search?q=sustainable+tourism&submit=>

9 THE IMPORTANCE OF ELSEWHERE

The importance of elsewhere: given the amount of carbon already in the climate system, every destination is either currently tackling, or will have to decide how to tackle, the impacts of a changing climate and ecological fabric. Looking to see what other places are doing give insight into imagination, destination management, marketing, practical and infrastructural changes, micro and macro initiatives, and a sense of not being alone.

The Case Study examples below are varied and could be part of the resource bank that could be carried by a bespoke section of the BATB/BCP website. There are more that will emerge as more destinations begin to awake to the threats, and potential for transformative change; Bude now has the opportunity to become one of the leading examples for others to follow.

Case study 1: Netherlands water, water...everywhere?

National Park De Biesbosch, Netherlands

WHY The Biesbosch National Park is a nature conservation area and the largest fresh water tidal zone in Europe, with multiple streams and willow swamps. The land was flooded many times (and reclaimed), work with nature means they have transformed the area into an exemplar of benefits of conservation, water activities, watching birds, accommodation on the water and education programmes for all.

WHO National Park the Biesbosch is a beautiful and unique protected wetland area in the South-west of the Netherlands. The area lies on the edge of the Randstad (an agglomeration of cities) and is a mainly human-shaped landscape. Central in the history of the area is the fight against and working with the water, coming from the rivers Rhine and Meuse and the North Sea. A challenging and of global interest, the project started in the Biesbosch by 'managing flooding' in the area. The aim is to protect the heavily populated areas around the Biesbosch. This fascinating process can be viewed in the Visitor's Centre.



The area is characterized by high quality nature, a flat landscape with marshes and woodland and three sweet water reservoirs. Big and smaller water courses run through the area creating a natural zoning. The Biesbosch exists of three bigger parts (the Dordtse-, Sliedrechtse and Brabantse Biesbosch) and locally there are many isolated zones that sometimes are only accessible by water. The Biesbosch was given the status of National Park in 1994 for its exceptional ecological values. Nowadays, the area serves as an important tourism and recreational hotspot, evidenced by the approx. 1,5 million visitors each year.

WHAT The National Park makes the most of a unique situation by working together with nature rather than fighting it. There are many water activities: fishing, canoeing, walking, boating (electric!), watching birds, excursions and educational programmes for all age groups. The stakeholders work together to achieve a sustainable and resilient tourism destination.

IMPACT For the future of flooding in the Bude area: the risk and damage to Bude of flooding cannot be underestimated, nor easily flipped easily to wetland as here. The landscape in Bude is also more complicated and urbanised than the wetlands in the Netherlands in this case study. However, in terms of long-term management and marketing, and the reality of not being able to hold back some coastal erosion and fluvial flooding, more contact with destinations of this nature will help with planning, and ambition, into the midterm.

MARKETING by National Park de Biesbosch

Case study 2: Cornwall power from the people

Wadebridge Renewable Energy Network

WHY WREN is an impressive community project. The Net Zero Community, or NZCom for short, aims to determine what is necessary for a community like theirs to achieve net zero carbon dioxide and other greenhouse gases and show how everyone in the community can make the transition to a net zero carbon future, not just those who can afford to.



WHO WREN (Wadebridge Renewable Energy Network); is a not-for-profit company engaged in increasing the take up and sharing the benefits of renewable energy in the Wadebridge and Padstow network area. It is led by volunteers on the Board of Directors and has over 1,100 members. For more information, click [here](#). They currently have four main strands of activity:

- the Net Zero Community Project, investigating delivery of net zero carbon in the community
- Equality Project which is investigating new rooftop solar installations and a peer-to-peer energy trading mechanism
- promoting electric vehicles and chargers
- administering the community funds contributed by local commercial wind and solar farms

WHAT

- enough solar PV to power 1,120 homes
- enough renewable heat to heat 279 homes
- together enough energy to make 314 million cups of tea
- facilitated St Breock wind-farm re-power with REG Windpower, and is managing a community fund that has grown to £60,000 annually
- manages the £10,000 per year Treworder Solar Park community fund
- ran the **Sunshine Tariff Trial** with Western Power Distribution to investigate the effect of time-of-use tariffs in shifting electricity demand to off-peak
- ran the WREN Energy Shop in central Wadebridge for five years, offering advice on energy saving and energy generation

IMPACT For the future, WREN is a good model for towns and rural communities.

MARKETING by [WREN](#)

WREN's paid-up, voting members	1130
WREN Solar PV	104 installations - 880 kWp
WREN-influenced Solar PV	2.64 MW
Wadebridge Energy Co Solar PV	100kW
Renewable Heat Installations	61 installations - 1197 kW
WREN-influenced renewable heat	4 installations - 710 kW
Household insulation - CERT funded	160 households
Renewables Community Funds administered	£400,000 to date
WREN Community Fund offer	£10,000 allocation made to date

Case study 3: Cornwall mapping out the marvellous

WHY Excellent example of co-designed community and visitor asset, working with artists, businesses and cultural assets

WHO Co-created by Cornwall 365 and CoaST as an idea several years ago, several towns in Cornwall have now commissioned these beautiful downloadable maps, Bude included.⁵² Cornwall 365 is a creative consultancy which promotes Cornwall as a year-round cultural destination. Through a combination of print, online and social media they promote events, experiences and attractions across Cornwall.

WHAT The process of developing these maps has co-design at its heart. CoaST worked with Cornwall365 to run community workshops where local people came together to share their collective (but fragmented) local knowledge about cultural places, events, activities and history. A local illustrator was commissioned to work with every group, and as well as drawing live at each workshop to represent what was being identified, then created finished illustrations to create a final local map. In a masterstroke, the maps were then combined to create an “Atlas”, and tracing paper was added to encourage users to add their own holiday experiences as a learning activity whilst on holiday, and a beautiful and family-significant souvenir of the holiday to take home and keep – and bring back next time!

IMPACT For the future: the true value of this asset is if it is designed in collaboration with its community; online, hard copy and larger signage are all possible. The existing Bude map could provide the basis for a more extensive “green and gorgeous” Bude adventure.... See below.

MARKETING by Cornwall 365

TIP go to Discovery Maps Cornwall for other gorgeous maps

The image on the right is a further walking/eating map developed by CoaST for various AONB areas, connecting low carbon activities with local carbon, local food.



⁵² <https://cornwall365.org.uk/toolkit/maps/>

There are already several versions of maps that can be promoted by BATB and a wider “DRP” members, including the Cornwall365 commission above. Maps do influence behaviour, and the potential for creating a Bude “Green and Gorgeous” atlas of climate and nature positive behaviours, using local illustrators and ideally co-designed with local businesses and community members, without ever overtly engaging in finger wagging, is enormous. The could include charging points, bike/car/equipment hiring points, habitats to visit (and crucially, information on how not to disturb the wildlife using it as their home), accessible activities/places to visit, local food, water and drink refill points, local beer and wine, retail businesses who are working hard to sell locally made/organically made clothes, art and activities, “sharing Bude” rental equipment, souvenirs, walking and cycling options, outdoor low impact and high quality activities on land, beach and sea, recycling bins – etc.



This is effectively offering a deliberately **edited choice**: a huge array of options all of which contribute socially, environmentally and economically, during all seasons, for all people. Such “maps” can be hard copy (on recycled paper and vegetable-based inks, clearly stated – never miss an opportunity to how kept things can be done well!), digital, offered (sold?) as one or offered individually – but all informed by the same principles as encapsulated by the Bude Charter discussions.



Case study 4: Sweden work-cation, anyone?

WHY Sustainability is a part of the Swedish lifestyle and is reflected in every aspect that a visitor experiences - food, stay, culture and local travel. However, they don't use the word sustainability very often, their focus is to be a nature/wellbeing- positive destination. Hence the title!

WHO Visit Sweden promotes the Workcation concept; everyone could use a change of scenery now and then! On the website you will find suggestions on accommodations located all over the Swedish landscape where you can stay and recharge your batteries. They say- why not bring your laptop for an inspiring workcation?

WHAT Visit Sweden conducted a study to illustrate the previous scientific findings from both Swedish and international research that has shown that exposure to the natural environment is beneficial in many ways for our health.

The results indicated several positive effects of the close-to-nature sojourn.

Physical activity

- Participants spent more time on moderate physical activity during the experimental period than during a normal workweek. The increase was about 20%. It is possible that the close-to-nature environment encouraged more frequent spontaneous movements.

Sleep

- Sleep efficiency is a measure of the actual sleep time expressed as a percentage of time in bed and was on average 6 percentage points higher during the close-to-nature period than during a regular workweek.
- Sleep latency - the time between going to bed and falling asleep – was on average 32 minutes (51%) shorter during the nature week than during a regular week.
- The average length of sleep bouts (a contiguous period categorised as sleep in the epoch-by-epoch wake/sleep categorisation) was 23 % longer during the nature week than during a regular week.

Mental Health

- The mental health and wellbeing survey estimates social and mental well-being, as well as emotions related to anxiety, depression and functional limitations. The results of the test were 22% higher during the close-to-nature period.



- The vitality survey estimated self-perceived public health and the result of it during the close-to-nature sojourn was 27% higher than during a regular workweek. The included questions indicated that the study participants above all felt more “full of pep” (a 55% increase) and had “lots of energy” (a 36% increase).
- The surveys addressing symptoms of anxiety and depression showed a 77% decrease in the anxiety symptoms and a 44% decrease in the depression symptoms during the nature week compared to the regular workweek.
- Perceived Stress Scale estimates how often the respondent experiences that their lives are unpredictable, uncontrollable or that they feel overworked. The results indicated a 48% decrease in perceived stress during the nature week compared to the regular workweek.
- Cognitive stress was assessed by using questions that focused on difficulties with concentration, memory, decision making, and the ability to think clearly. The results showed a 50% decrease in the estimate of cognitive stress during the close-to-nature period than during a regular workweek.

IMPACT For the future: potential for Bude to consider as part of promoting well-being in Bude and extending the seasons.

MARKETING by [Visit Sweden](#).

Case study 5: Cornwall take-away- but not throw-away

WHY Harbour Lights is an award-winning fish and chip restaurant and takeaway in Falmouth, Cornwall. Sustainability has always been a mission for the owner, Pete Fraser, in his words: “I want to do this for my children’s future.”

WHO Pete Fraser, the owner, has been a CoaST (Cornwall Sustainable Tourism Project) Ambassador since 2005 and minimising his enterprises’ impact on the environment is at the heart of everything they do.



WHAT Fish and chips can equal poor quality fast food and lots of litter. Or not. Harbour Lights Fish & Chip shop has been pro-active in developing more sustainable packaging, and reducing the use of polystyrene (and then using the packing to carry messages on not dropping litter). They have also worked with the local authority and other local businesses to explore ways to improve waste and recycling facilities in an around Falmouth, particularly the piers, including sponsoring the boat collecting litter from Falmouth Harbour.

They recycle all their paper and cardboard, metals plastics, glass and used cooking oils. All get sent to live new lives elsewhere; Pete is no stranger to awards.

Ten years ago, Harbour Lights took the decision that 100% of their fish served would be responsibly sources and created a Fish Buying Policy and where their Fish comes from document. They’re working on how everyone can reduce and recycle left over food waste by:

- Encouraging everyone to take a doggy bag
- Everything left over will go to compost or food recycling
- Working with their suppliers to only send them produce with in reusable/recyclable packaging



IMPACT For the future: further improve to find ways of reducing food waste and setting up regular collections for food recycling.

Marketing; communicating sustainability in the Fish industry is what Harbour Lights do well. They talk about the partners they work with, where their fish comes from and what they have done so far and will do in the future. For more information, see www.harbourlights.co.uk .

Case study 6: Scotland low-carbon “un-walled” museum

WHY The CATERAN Ecomuseum is an outstanding, new, cultural destination in Scotland’s Tay country. Designed to reveal the hidden heritage of this part of Perthshire and Angus by its community, the CATERAN Ecomuseum tells the story of its people, places and landscapes. They focus on carbon reduction and playing a **positive role** in the climate change emergency.



WHO The CATERAN Ecomuseum is a museum without walls, all sites outside. Their vision is to enable holistic, democratic and sustainable involvement with culture, history and heritage:

- by engaging in activities to develop public understanding and engagement with the arts, culture, history, natural and cultural heritage of the Community Council areas of Alyth, Blairgowrie & Rattray, Coupar Angus & Bendochy, Meigle, Mount Blair and Kirriemuir Landward West through the establishment, development and maintenance of The CATERAN Ecomuseum.
- supporting individuals and organisations involved in the establishment, development and maintenance of The CATERAN Ecomuseum.

WHAT Originating in France in the 1970’s Ecomuseums focus on the identity of a place with the term “éco” being a shortened form for “écologie”. Still a relatively new concept, there are around 300 worldwide and only one other in Scotland, on Skye. Set in specific landscapes, they offer:

- a unique mechanism for community engagement with heritage – empowering people to manage their own heritage by taking an active role in preserving the objects, sites and cultural practices they value
- a frame for a much more holistic interpretation of cultural heritage, quite different to the focus on specific items and objects, performed by traditional museums whose collections are sited inside a building
- an unusual focus for the development of sustainable cultural tourism.



They focus on carbon reduction and positive climate action, whilst encouraging more active in free time travelling car free, slowing the pace and making the most of being on foot or bike in this undiscovered corner of Scotland.

They work with accommodation providers who identify themselves as walking and/or cycling friendly and those who offer pick up and drop off services for the CATERAN Trails.

IMPACT for the future: this is something Bude could consider to tell its story about the Place, People and Landscapes and work together with accommodation and activity providers.

VIDEOS

MARKETING by [CATERAN Eco Museum](#).

Case study 7: Alps strings of green alpine pearls

WHY The Alpine Pearls has for over 10 years been *the* name for first-class quality when it comes to “soft mobility” in the Alps. Nineteen Alpine Pearls form a unique network of villages offering green mobility for holidays in five Alpine countries. They offer special car-free adventures perfectly fitted for our needs while simultaneously guaranteeing full mobility at your holiday destination. This mobility starts on the train and/or a bus trip to the Pearl.



WHO The umbrella organisation Alpine Pearls joins together 19 of the most gorgeous Alpine villages in their quest for gentle mobility and climate-friendly holidays. Guests at these villages will “enjoy carefully chosen environmentally friendly mobility solutions like nowhere else. These handpicked villages provide a variety of mobility options ensuring your ability to get around in ways that do not adversely affect the environment.”

WHAT At each Pearl, numerous shuttle services, hikers’ and ski buses, taxicab services, e-cars, bicycles and e-bikes make sure that you get around easily, yet without adversely affecting the environment. To complete this emphasis on environmentally friendly mobility, the Pearls offer Guest & Mobility Cards, which allow free access to local public transportation. As they say: “Make your next trip a gently mobile adventure in an Alpine Pearl and travel green! The ultimate comfort and service of this “new type of traveling” may just be what we were looking for.”

What they say:

1. Our Alpine Pearls are easily accessible via train and long-distance bus connections.
2. Getting from the train station or bus stop to the hotel? – No worries! Pick-up services take care of that.
3. Guaranteed mobility around town: top-notch mobility services take you to all the destinations your heart desires.
4. For your trip home: keep that relaxation momentum going, while we take you from hotel to train station/bus stop.
5. Trip planning made easy: efficient and quick consultation, brief booking process!

IMPACT For the future: excellent example of how to work together on a connected, mobile, Bude and its area.

MARKETING by [Alpine Pearls](#)

Case study 8: *Global* saving the waves of Bude

WHY Excellent example of an international network whose mission is to protect ecosystems across the globe. Their goal is to protect 1,000 surf ecosystems by 2030 in alignment with the IUCN 30 x 30 goals (save 30% land/water by 2030).

WHO Save the Waves Coalition is an international network of stewardship communities at World Surfing Reserves, local surfer-based organisations on Endangered Waves campaigns, and academic students for Surfonomics studies. They have a network of passionate surf ambassadors, app users, event attendees, donors and so much more – all who surf, swim, paddle, charge and protect what they love. It believes that the surfing community holds immense knowledge, passion and responsibility for the coastlines and surf breaks we visit. It motivates and empowers this international community for good.



WHAT International campaigns to preserve and defend threatened waves and valuable surf ecosystems – from Mexico to Ireland. Surf conservation, projects, networking, protect and defend vulnerable coastlines, as noted below:

PROTECT:

By creating well-managed protected areas in high priority coastal ecosystems that overlap with high quality surf.

STEWARD:

By engaging communities in the ongoing effective management of surf ecosystems.

DEFEND:

By mounting international campaigns to defend surf ecosystems under threat and inspire the public to take action.

IMPACT For the future: the network members believe that legally protected areas, effective stewardship and a mobilized constituency result in healthy and protected surf ecosystems.

Marketing They will tailor their marketing efforts to seven target audiences. These groups will either take action as part of the coalition or provide resources for to achieve goals and impact. For more information about this incredible network: https://www.savethewaves.org/wp-content/uploads/2020/09/SaveTheWavesStrategicPlan_2020_2025_WebandShare.pdf

Case study 9: Cornwall message in a ... charter

WHAT Tin Coast Visitor Charter

CoaST has worked for many years with destinations and businesses who want to communicate with their visitors on how to behave, without a hint of a wagging finger. During our work with the Tin Coast, we used the generic template and engaged local businesses and residents to craft their own. Based on all that was most important to community members, it became the backbone, tone of voice and guiding principles of the Tin Coast programme development.

WHO Almost 30 local businesses participated face to face, with more input from others online. A local illustrator helped express the key issues.

WHAT Issues that emerged in the development included sense of community; respect; wildlife; using transport appropriately; being welcome; understanding communities; and being safe.

Marketing Via their [website](#) and hard copies can be obtained. Click this link for the full wording.





Figures 12-15: Fowey, generic and Area of Outstanding Natural Beauty Visitor Charter. The generic concept (top right) has given birth to multiple destination specific variations, focussing on the issues of most importance to that community of geography or interest. Multiple destinations outside Cornwall have used the concept, from the New Forest tourism authority, to VisitScotland.

Case study 10: Finland treasure hunt: find and love



WHY Visit Finland shouts about their sustainable practices; they use simple wording, beautiful pictures and short videos to communicate their story, asking visitors to respect nature but enjoy the country.

WHO Visit Finland promotes the country and talks about Finland untouched and pristine nature, which is at the core of Finnish life and its sanctity is paramount. Living sustainably and in harmony with the environment is deep-rooted there and is an essential element of responsible travel. This includes not only a respect for nature and wildlife, but also people and their age-old customs.

WHAT It draws the visitor into the concept of Sustainable tourism which they describe as *“committed to having a positive impact on nature, society and the economy, leaving a low ecological footprint and honouring local cultures. Keep nature clean by choosing environmentally-friendly options in modes of travel, and recycle, reuse and reduce your overall consumption and waste. Choose locally- produced and ethically-made food and products, and be respectful of local communities and traditions.”*

The sustainable Finland pledge:

“Nature has taken care of us for millions of years and now it’s time for us to take care of it in return. By taking the Sustainable Finland Pledge you make a promise to respect and treasure the Finnish nature, its inhabitants and culture during your visit.”

IMPACT For the future: excellent example of how to communicate what you can do to become a sustainable or nature positive destination.

MARKETING by [Visit Finland](https://www.visitfinland.com).

The Finland Pledge:

On my journey I pledge to be like a Finn, and by this, I mean slowing down from within.

The wilderness lets me relax and connect, I promise to treat it with the utmost respect.

Its forests and lakes should remain plastic-free, so I will not leave any rubbish behind me.

The world-class tap water shall quench my thirst, because in my choices the climate comes first.

In Finland it’s our equal right to roam free. This right should be enjoyed responsibly.

The berries and mushrooms are there to be eaten, but I’ll stick to the paths that are already beaten.

Long before humans the wildlife’s been there, so I won’t set up camp just anywhere.

I shall also respect the lives of locals, and will be considerate with cameras or loud vocals.

I know Finns can seem just a little reserved, but with this pledge their trust will surely be earned.”

10 SUMMARY

This report can only be a taste of current activity, opinions, frustrations and opportunities across the Bude Community Network Area. It does not set out to be representative; but it does offer a compelling argument for the visitor economy to build on all that is excellent, and use rocket-fuelled collaboration and imagination to acknowledge the current threats, celebrate all that makes Bude so extraordinary, and lead its host community into a resilient future.

The 9 overarching recommendations are:

Priority Action 1: Joining the Bude Dots

Network: Take advantage of the myriad initiatives, some now nationally and internationally recognised, and whether across a table, down a screen, over a beer, or around a beach fire, knit it all together into a tapestry of resilience and love for Bude that can include, engage and protect everyone.

Priority Action 2: Bude Leaders in Climate Learning

Learn: Build on the calls for more information from most businesses and connect with the feast of expertise resident in the SW and in Cornwall itself, and make the Bude CNA the best-informed community and destination on climate and nature resilience, as an exemplar for others.

Priority Action 3: Bude Climate Pioneers

Inspire: Unleash the energy, expertise and generosity of some of Bude's most progressive businesses and help them learn how to teach and encourage others to aspire to Bude's resilient future vision.

Priority Action 4: DMO as climate superpower

Invent: Re-invent the notion of destination management and marketing and craft a wide and inclusive ground-breaking destination resilience partnership, with resilience and wellbeing at its core, with inter-connected smaller groups able to tackle specific issues and contribute to the whole.

Priority Action 5: Leadership beyond authority

Lead: use the wider partnership and enhance collaboration to insist on the change and support Bude knows she needs. In the words of Angela Davis, "I am no longer accepting the things I cannot change. I am changing the things I cannot accept".

Priority Action 6: Marketing for Resilience

Engage: Bude already runs multiple local and tourism specific campaigns to encourage carbon and nature positive activity; if awareness is low, but the appetite is high, BATB, BCP and all partners have an open goal ahead.

Priority Action 7: Visitor as Collaborator

Connect: Bude visitors are loyal and actually, properly, love Bude. They are the other half of Bude's resilience plan. They just need to be asked. And once a new default has been set, all other visitors – even those with the less desirable behaviour – will find it hard not to engage with a determinedly climate and nature positive destination.

Priority Action 8: Loving Thy Neighbour

Reach out: a new destination resilience partnership can build on existing connections and problem solvers to share wisdom, bruises and the determination to turn words of resilience into actions on the ground.

Priority Action 9: The Bude Metric of Success

Count for good: we have long measured only what we have been told, even whilst we know that cannot capture all that is important for health, happiness and resilience. Bude has the chance to re-invent what counts as success, and how it is measured; and other destinations will be waiting to learn what you have done, and will follow your lead.

11 ANNEXES

11.1 DMO Review

This extract is taken from: <https://www.bestdaysoutcornwall.co.uk/blog/archives/2021/09>

The de Bois review of Destination Management Organisations in England, commissioned by DCMS has been published this week.

The review examined and assessed how Destination Management Organisations (DMOs) across England are funded and structured, and how they perform their roles, in order to establish whether there may be a more efficient and effective model for supporting English tourism at the regional level, and if so, what that model may be.

The main recommendations for Government coming out of the review are:

Recommendation 1: The Government should bring coherence to England’s DMO landscape via a tiering approach, using an accreditation process to create a national portfolio of high performing Destination Management Organisations that meet certain criteria. I would also suggest a move away from the confusing ‘DMO’ term and call these nationally accredited Tourist Boards.

Recommendation 2a: The national portfolio should then be split into two tiers – a top tier of accredited Tourist Boards acting as ‘Destination Development Partnerships’ or as leaders of them (these could be described as ‘hubs’) and a second tier of accredited Tourist Boards acting as members of these Partnerships (‘spokes’). Destination Development Partnership status could be awarded to either an individual accredited Tourist Board covering a large enough geography (e.g., a city region) or to a coalition of willing accredited Tourist Boards within an area that come together under a lead Board.

Recommendation 2b: The Government should then provide core funding to each Destination Development Partnership. The funding should be focused on activities that ensure their destination remains sustainable, competitive and responsive to high level strategic challenges identified by the Government such as those around sustainability, skills, inclusive tourism and levelling up. The Destination Development Partnership would be expected to pass down a degree of funding to accredited Tourist Boards amongst its coalition and work collaboratively with them to deliver a shared vision.

Recommendation 3: DMOs that do not meet the national accreditation criteria should be automatically considered as part of a ‘third tier’. These are likely to be small, localised Destination Marketing Organisations and the Government should minimise its engagement with them

Recommendation 4: As it is England’s National Tourist Board, with the statutory responsibility for growing tourism at an England level, the Government should charge VisitEngland with responsibility for creating, maintaining and supporting this new tiered structure. It should receive sufficient funding and resources to do this.

Recommendation 5: The Government must also change its approach, in order to maximise the success of the new system. There is currently insufficient appreciation of the importance and promise of the visitor economy at the top of government, leading to unfilled potential in DMOs

and the wider tourism landscape. In practice, responsibility for tourism policy cuts across multiple departments, creating a confusing picture. Practical measures to address these issues could include elevating the Tourism Minister to a Minister of State position and either reallocating responsibilities from other departments to sit under that Minister or making the Minister responsible for the activities of teams within multiple departments – this latter suggestion is an established practice already in other policy areas which cut across Whitehall department

Recommendation 6: In order to help DMOs and Local Authorities take decisions on how best to develop the visitor economy in their local area, the Government should improve access to quality data by introducing the proposed Tourism Data Hub as a matter of urgency.

The main recommendations for DMOs coming out of the review are:

Recommendation 7: DMOs must accept that they also have a role to play in driving forward change; it cannot just be left to the Government. DMOs will need to take a less territorial approach, have a greater focus on collaboration, and recognise that the current fragmentation is holding them back from acting as effective advocates for the visitor economy.

Recommendation 8: DMOs should seek to diversify their income streams, and should share and learn from examples of best practice. This would enable them to best leverage core funding, and commitment to diversification may be an accreditation criteria.

Recommendation 9: DMOs should have a rigorous focus on keeping the skill sets and expertise of their own staff up-to-date, particularly with respect to digital skills, so as to ensure their destination's offer continues to be sustainable and competitive.

Recommendation 10: DMOs should have more diverse boards that fully represent their communities as well as their businesses and visitors.

Recommendation 11: Local Enterprise Partnerships must realise the value of tourism, ensure the visitor economy is fully integrated into their economic strategies and play their full role as partners in the activities of their local accredited Tourist Board and Destination Development Partnerships. They should recognise that DMO type organisations are best placed to drive growth in regional tourism and they should actively support them.

Recommendation 12: Local government – be that a District Council, County Council, Mayoral Combined Authority or any other formulation – must also realise the value of tourism and should strive to play their part in supporting their accredited Tourist Board and Destination Development Partnership. They should accept that for DMOs to be at their best, they need to be public/private/community partnerships, not based solely in a Local Authority but working in close partnership with them. They should also involve their DMO in any policy decision-making affecting the visitor economy.

The next step in the process is that the Government will respond to the findings and decide whether to adopt and implement any, some or all of the recommendations. It would be expected that this response will be published ahead of the Comprehensive Spending Review as the recommendations include funding implications.

Visit England are currently working through the recommendations of the review with DCMS and have stated that the forthcoming Comprehensive Spending Review settlement will frame how these are taken forward and implemented.

A spokesperson for VisitEngland said: "Destination Management Organisations are a vital part of England's tourism landscape and this independent review is a timely and important step to ensuring the right local and regional structures are in place to support the sector's recovery and the UK Government's wider agenda for rebuilding tourism."

Read the full report here: <https://www.gov.uk/government/publications/independent-review-of-destination-management-organisations-dmos>

With thanks and credit to Kurt Janson of the Tourism Alliance for his summary of the recommendations, and VisitEngland for their response piece.

1 ANNEXES

11.2 the call to #bekind

Guardian

Josh Halliday North of England correspondent

Mon 30 Aug 2021 15.19 BST

Hospitality staff in areas such as Cornwall and Lake District suffer barrage of complaints from angry and impatient visitors



Perranporth in Cornwall, where the owner of the Summer House restaurant said customers were being a 'lot more aggressive' since the pandemic. Photograph: Jonny Weeks/The

It was supposed to be the summer to rekindle the joy of the great British holiday, with demand for 2022 domestic breaks already rising. But hospitality staff in many tourist hotspots beg to differ, saying they have suffered a barrage of complaints from "impatient" visitors and "Tripadvisor warriors".

Restaurant and hotel owners said visitors were regularly complaining about slow service amid high demand, and that some had seemingly struggled to adapt to the change from their usual all-inclusive getaway abroad.

Susan Briggs, the director of the Tourism Network in North Yorkshire, said businesses had reported an increase in grumpy customers who were "more demanding and even abusive when they can't get a table in a restaurant or have unrealistic expectations of service".

Hotels and campsites have reported record bookings across Britain as travel restrictions mean millions more people swapped Spain or Portugal for a holiday in the UK.

However, the influx of visitors coincided with a chronic shortage of staff across much of the hospitality industry, with the "pingdemic" sending nearly 700,000 people into self-isolation after contact with positive Covid cases at its peak last month.

Although the number of people isolating has fallen – in part because rules have been relaxed for fully vaccinated people – Covid cases are on the rise, particularly among the young. Many tourism businesses were struggling before the pandemic owing to a reduction of eastern European workers after Brexit.

This weekend social media were filled with hundreds of posts from hospitality workers urging customers to #BeKind as bars and restaurants were filled with bank holiday punters.

Jim Walker, the chair of Cumbria Tourism, said hotel owners had noticed some grumbling from young first-time holiday-makers who are surprised they have to "generate their own itinerary" because they are used to booking a package deal where "everything's laid on for you at the resort".

The Lake District launched a "be kind" campaign this summer to encourage visitors to be pleasant to under-pressure staff. Cumbrian businesses have urged Trudy Harrison, the Copeland MP and aide to Boris Johnson, to raise the issue of staff shortages "at the highest levels".

Walker said: “We’re asking people to be kind when they visit, be kind to local communities and be kind to the staff who will serve them because they have been through a lot. Everybody is in a slightly fragile state in the whole nation and this is the time to be kind to people.”

A cafe in Fowey, [Cornwall](#), won applause for hitting back at what it called “Tripadvisor warriors” whose online complaints were causing distress to staff, prompting them to change professions “for the sake of their mental health”. They said in a Facebook post: “What happened to be kind? My amazing staff are working so so hard, but for some of you this isn’t good enough, some of you can’t wait, some of you are in a rush.”

Francois Strydom, who owns the Fat Chef company, which operates restaurants in Malton and Helmsley, [told the Yorkshire Post](#) that staff shortages and increased demand were “creating a bit of chaos”, with many customers being impatient. “Some people are very understanding,” he said. “Some people can be really mean and nasty and just get up and walk out. We’ve had people just get up and walk out because we can’t get to them within the two minutes after they sit down.”

Jamie-Lee Job, the owner of the Summer House restaurant overlooking the beach in Perranporth, Cornwall, said customers since the pandemic were “a lot more aggressive” and it was “demoralising”. “Customers at the moment have a cabin fever about them. People seem to have lost their sense of humanity,” she told the BBC.

Kate Nicholls, the chief executive of UKHospitality, said: “After such a difficult 18 months for staff in the hospitality sector, to hear of this behaviour is extremely disappointing and completely unacceptable. The past year has shown the value and importance of hospitality and the staff that make up our sector are at the very heart of all the good the industry does.

“I urge all customers to treat hospitality staff with respect and remind them that just like any other person, staff are trying their best to navigate the pandemic.”

11 ANNEXES

11.3 Opinion summary

12-point summary in full:

1: Support for a mass programme of home insulation and retrofitting: 64% v 8%

2: Stopping banks, insurers and other private financiers from supporting and profiting from fossil fuel extraction: 61% v 9% (incl 54% Conservative support)

3: Raising taxes on short-haul domestic flights in the UK and using the income to subsidise greener forms of transport, such as high-speed trains: 58% v 15%

4: Government investment in creating good, green jobs, especially for workers transitioning from high carbon industries/projects and those hit hardest by climate impacts: 69% v 5%

5: Moving to a four-day 32 hour working week as standard, which some studies have suggested will reduce the economy's carbon footprint: 57% v 13%

(This is challenging for the hospitality and travel industry. However, it would be wise to be aware of this in case other sectors become more interested, as that might impact supply chains in the future; and it also may affect the way people book their holiday. It also may be a way for some businesses in the hospitality industry to extend their energy into longer season – for example tour guides who may decide to work a shorter week, but a longer season, to manage the burden of workload. The main point to retain is that if this happens, the tourism and travel sector needs to be prepared, in order to flex in relation to visitor and other business behaviour, but also to see how it as a notoriously “spikey” sector can benefit too in terms of work/life balance.)

6: Transitioning to 100% renewable energy, from a mixture of community-owned renewables and larger suppliers: 66% v 7%

7: Scrapping fossil fuel subsidies currently paid out by the UK govt, calculated at approx. £10/5 billion a year: 62% v 7%

8: Make our inner cities completely car-free except for disabled people, car club cars (a car sharing system) and taxis: 49% v 24%

9: Government subsidising the cost of electric buses to ensure that more are used on UK roads and that existing diesel fuelled buses are replaced: 68% v 7%

10: Taking the bus and rail network (including the train operating companies) into full public ownership: 58% v 10%

11: Banning domestic air travel for routes that take less than 4 hours and could reasonably be made by train, as France did earlier this year: 54% v 18%

12: Creating more and better paid low-carbon jobs by government investing more in social infrastructure (such as adult social care, childcare and education): 65% v 6%

11 ANNEXES

11.4 AONB visitor charter wording

5 WAYS to be the best sort of visitor to Outstanding Cornwall

Small steps... big Impacts in Cornwall's Area of Outstanding Natural Beauty

WHEREVER WE GO AND WHATEVER WE DO, WE HAVE AN IMPACT.

By making positive choices you're helping us care for Cornwall's very special (and outstandingly beautiful) bits and making that impact a positive one. CoaST and the Cornwall Area of Outstanding Natural Beauty are working with everyone to keep these outstanding bits green and gorgeous. Have a fantastic holiday!

1. Positive choices...

It's so easy. Turn each choice you make into a positive one. Choose the path less explored to give other paths a chance to recover from many feet; and a chance for you to find the road less travelled. Choose green businesses to stay with and buy from, those who are taking care to give something back to the land they live in and live off. Choose recycled and low impact and fresh and local. A million positive choices add up to one outstanding positive impact. Thank you!

2. Switch on your senses...

Smell the air by the lungful, watch the sea heaving against the land, feel the soil under your feet. See what grows and shifts and changes with the weather. Hear the wind through the trees, rolling across the moors, moving the waves over the boulders on the beach. Just stop, for a moment, and let your senses do what they're supposed to do. And if you have someone's hand to grab while you do, all the better.

3. Stay local, eat local, buy local, see local.

This land grows our food, holds our homes and feeds our souls. And by buying local while you're here, rolling your sleeves up and getting onto the paths, striding into the moors, eating the food and walking the walks, you will be helping put something back. There are spring, summer, autumn and winter feasts to be had. Fruit and vegetables, ice cream and clotted cream, breads and fish, cheeses, juices and beers. A smorgasbord of culinary delights. Enjoy. You're on holiday. Taste the view.

4. Chill out, switch off, look up...

We can see the stars at night here! Switch off and look up, it's a celestial feast. You can't do that everywhere these days. You can stand at night here, look up and hear... nothing. Bar that owl you're sure you heard last night, or those bats sweeping past; when was the last time you actually heard this little? Breathe it in. This is peace incarnate. It's good for your soul.

5. When in Rome...

And there's so much of it. Sink into the landscape, switch your head off, stop and drink it in. You'll see others doing the same. We love it. That's why we live here. And it's good to share. This place is where you can recharge, rethink, replenish. It's outstanding and it's easy to see why.

'Best of Luck with your progress on this.'

Food and drink business

'Excellent survey, thank you for including us.'

Retail, events and accommodation businesses

'Exciting times ahead if we can engage everyone!'

Accommodation business

'Looks great work and thank you for inviting us.'

Retail, activity, events business

***'Our 3 words: Visionary, important, altruistic
(As in we will have to self-sacrifice a bit to
make sure Bude is good for the next generation).'***

Arts business

***'Bude is very forward thinking and due to a higher
residential population is pro-active. The people
living here need educating as much as the visitors.***

Pro-active, inspiring, thoughtful?'

Accommodation business

***'I was also in the travel industry for 20 years so fully understand tourism and
the positive and negative impacts. So, while tourism and visitors are important, we must
ensure that travel is priced properly, and realised that travel is a luxury,
not an entitlement. We can do better. We can still earn a living, but
be better how we do it. We must re-develop "localism", the value of
using local business, seasonal foods, better transport, year round
so, we become less reliant upon such extreme volumes of visitors.'***

Food and retail business

***'As a tourist centric town, we need to have a common policy to aid the
future of tourism in the area. There needs to be more focus on sustainable tourism,
increased charging facilities for vehicles, (in 10 years the 'norm' will be
electric cars and buses, where are they going to charge?). There needs to be
more focus on sourcing of food from the local area, not just restaurants but
the main supermarkets. Food miles, are going to more of a focus
as food travelling further will no doubt be more expensive.***

Bude should declare itself a 'Green' town, to attract more visitors.

We are already environmentally conscious

but there needs to be a joined-up plan,

not loads of small groups continually looking for funding to keep them going.'

Arts and design business