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# ***Eco-museum Concept***

## ***North Devon's Biosphere Reserve***



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## **Eco-museum: what is it?**

An **Eco-museum** is a network of already existing sites (museums, attractions, activities, places) focused on the identity of a place, largely based on local participation and aiming to enhance the welfare and development of local communities.

The Eco-museum can then be defined as a "museum made by the Community for the Community", as the first users of this museum are just the inhabitants of the locality.

It is a celebration of the past, an introduction to the present and a project for the future of the local community.

The objective of the Eco-museum is to provide space where the community can research his recent or remote past, putting the spotlight, not only the objects of everyday life, but also landscapes, architecture, ancient knowledge and oral traditions.

In fact, it also deals with the promotion of educational activities and research focusing on the direct involvement of the whole population and local institutions.

There are presently about 300 operating Eco-museums in the world; about 200 are in Europe, mainly in France, Italy, Spain, and Poland<sup>1</sup>.

The Eco-museum can be developed in different ways, for example:

- there are Eco-museums comprising **one museum where local information and archives are available for researches**. Two examples are: Easdalemuseum (exhibits) and Kilmartin House Museum (exhibits and research library)
- **open air museums**, like Skye Eco-museum and Dunaskin Open Air Museum in Scotland, Beamish Open-air museum in England
- **spread into the area with one big point of attraction**, a world heritage site designated by UNESCO and focused around one theme such as Ironbridge & Pennine.

### **UK's Eco-museum focus:**

- Kilmartin House Museum
- Beamish open-air museum
- Ironbridge Eco-museum

### **1. Kilmartin House Museum**

Kilmartin House Museum is an award winning world-class centre for archaeology and landscape interpretation established to protect, investigate and interpret this internationally important archaeological landscape and the artefacts that have been found here.

Their offer includes: education, research and projects.

#### *Education*

- *School visit* to Museum with audio visual guide or doing a guided gallery tour.
- *Simulated dig*: a hands on approach to learning about Scotland's first people allow children to excavate the earth as an archaeologist would; collecting, recording, interpreting and presenting their evidence. Bone harpoon heads, stone whistles, seal bones, seashells, flint arrow heads paint a picture of Scotland around 9000 years ago.
- *Loans Box*: Boxes contain replicas and hands-on activities, resources and teachers guides. Subjects include: Stone Age, Early Farmers, Bronze Age, Dunadd Hillfort and the Vikings
- Teachers Guide to the Monuments.
- *Hands-on activities*: these range from hand-spinning wool, pottery making, fire making, cordage making with nettles and reeds, to grinding corn the prehistoric way, and (by special arrangement) flint knapping. They have a large collection of replica objects including antler harpoon points, stone axes, pottery, bronze axes and swords. To handle unusual replica artefacts at first hand is an exciting learning experience for children. So

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<sup>1</sup> For an up-to-date directory of websites on this subject, see Clémence Perrier-Latour, 2005, [Web links and bibliography on Eco-museums](#), *ICOM News*, n. 3/2005.

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during the school visit, a variety of handing sessions can be arranged during which participants learn how these objects might have been made and used thousands of years ago.

### Research and Projects

- Kilmartin House Museum engages in primary research to broaden our understanding of the area's unique prehistory and history.
- They are also committed to supporting other people's research by providing local knowledge and offering their resources.
- Disseminating the results of all research projects on local archaeology to a non-specialist audience is also an important part of their work.

### Previous Kilmartin House Museum Archaeological Projects:

- Rock Art Environments Project
- Archaeological and woodland surveys of the Scottish Wildlife Trust reserve at Ballachuan Hazelwood
- Archaeological and woodland surveys of the Scottish Wildlife Trust reserve at Shian Wood, near Oban
- Publication of rock art expert Stan Beckensall's book 'The Prehistoric Rock Art of Kilmartin'.
- Forest Surveys
- Dál Riata Dun Community Archaeology Project

### How do they maintain themselves and their projects?

Kilmartin House Museum is an independent charity and has to provide more than half of its running costs through self generated income. This income comes from ticket sales, the café, sales in the shop and on-line shop. have the financial support of Argyll and Bute Council, The Forestry Commission (who provide funding for educational work), Historic Scotland, The Scottish Executive (via Scottish Museums Council) and Scottish Natural Heritage.

Is possible to support the museum by:

- volunteering
- joining the Friends of Kilmartin House Museum
- making a donation

## 2. Beamish open-air museum

Beamish stands in 300 acres of beautiful County Durham countryside. Within the site you will find Pockerley Old Hall, The Town, Rowley Station, The Fairground, Home Farm and The Pit Village. Most of the houses, shops and other buildings you can see have been brought to Beamish, rebuilt and furnished as they once were. Some, such as Home Farm, Pockerley Old Hall and the drift mine, were there already.

Each area of the Museum tells the story of Georgian, Victorian or Edwardian living. It is possible to see how life in North East England changed over 100 years, from a Georgian Agricultural lifestyle to the Industrial Revolution. You won't find objects displayed in glass cases at Beamish, you'll see them in their original context. The costumed staff, who are proud of their heritage, are happy to share their knowledge with visitors.

Their offer includes: events, education, research and short courses and local community engagement.

### Events

Lecture evenings, show of Agriculture, Hands on Heritage Skills, Harvest Festival, Harvest

24th November: Dunston Silver Band - 11.30am & 1.30pm

25th November: Pittington Brass Band - 11.30am & 1.30pm

9th December: Dunston Silver Band - 11.30am & 1.30pm

15th December: Hurworth Concert Band - 11.30am & 1.30pm

16th December: Darlington Community Windband - 11.30am & 1.30pm

### Education

School special programmes: Themed Loans Boxes and hands-on learning activities.

Hands-on learning activities include:

- Pit Cottage
- Meet the Nightingale Nurse,
- Model Engineers,
- We are amused,
- Christmas at Beamish,

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- Victorian Lesson,
- Pockerley Old Hall,
- The Tudors,
- Evacuees,
- Murder Mystery,
- I am an Edwardian Scout – Get me out of Here,
- the potter problem,
- Suffragettes on the High street,
- Medicine – The Georgian Years,
- Mind our Business

### *Research & short courses*

They offer fantastic opportunities to experience the Museum in a completely different way whilst having fun and learning new skills.

Short courses:

- How to keep bees,
- Progy mat Workshop,
- Learn to Drive a Beamish Tram,
- Full Day Steam Engine Experience,
- Christmas Cooking,
- Festival Foliage,
- Christmas at Beamish photography,
- Felt making,
- Lino printing,
- Victorian Sewing & Decoupage Techniques,
- Beginners Copositing and printing,
- Have a Go at Driving a Steam Engine,
- Beamish Baking Day,
- Preparing a Havey Horse for a Show,
- Introduction to Driving Horses
- Backyard Pultry Keeping

### *Local community engagement*

Beamish is committed to being accessible to all and continue to be a vital part of the communities of the North East of England.

The Community Participation team facilitates engagement with the museum in a variety of ways. Some of the services currently offered by the team include:

- Object handling sessions at libraries, coffee mornings, residents groups and social groups
- Reminiscence activities and loans boxes
- 'Behind the Scenes' tours at the stores
- Assistance in accessing the museum for pre-booked group activities
- Presentations on the museum and its collections
- The Community Participation team also develop and support projects involving community groups, social groups and special interest groups who hope to engage with Beamish, the history of the area or the skills and expertise at Beamish.
- The Regional Resource Centre at Beamish houses the museum's fascinating stored collections and archives. These are free to access by appointment.

### *How can they maintain it?*

Ticket sales, shop, bar, course payments, tickets for lecture evenings, volunteers & work experience, friends of Beamish (supporters), donations and corporate partners.

In recent years, funding raised by Beamish Development Trust has enabled the Museum to undertake a variety of exciting *projects*.

- **Hetton Band Hall**, the Trust is working towards the rebuilding of Hetton Silver Band Hall in the Museum's Pit Village.
- **Eston Church**, St Helen's, the old parish church of Eston, Cleveland, dates back to around 1100 and had a varied and interesting past.

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- **Learning & Community**, Beamish Development Trust supports outreach activities with schools and community groups throughout the region, providing financial assistance for Beamish visits to groups operating in areas of high deprivation.
- **Celebrating Community Heritage**, a project funded by The Heritage Lottery Fund North East to work with as many people and groups in a community over a 3 year period in order to devise and organise a programme of events and activities which celebrates an aspect of local heritage chosen by that community to be of particular relevance to them.
- **Transport**, the various vintage vehicles on show and in action at Beamish Museum are enduringly popular with visitors. Beamish Development Trust is raising money to help with the ongoing maintenance of the vintage transport and further developing the steaming operations at Rowley Station and in the Colliery.

### 3. Ironbridge

In 1986, the Ironbridge Gorge became one of the first group of 7 UK sites to be awarded World Heritage status by UNESCO. The designation of the Ironbridge Gorge as a World Heritage Site recognised the area's unique contribution to the birth of the Industrial Revolution in the 18th century, the impact of which was felt across the world. It was the achievements of pioneering industrialists including Abraham Darby, William Reynolds and John Wilkinson that led to the Ironbridge Gorge becoming by the close of the 18th century the most technologically advanced area in the world. The surviving built and natural environment with its museums, monuments and artefacts, including the world famous Iron Bridge of 1779, serve to remind us of this area's unique contribution to the history and development of industrialised society.

Once described as a **World Heritage Site**, a **responsibility** is placed upon the community and country within which it is located to care for and **protect the Site** on behalf of the wider global community and future generations. In practice, this means that National and Local Government, site owners, local and national organisations, residents and visitors all have a part to play in helping to protect these unique and irreplaceable sites. There is also a responsibility to interpret and inform visitors and the local community about the significance of the Site and the principles of World Heritage. However, in addition to these responsibilities that accompany World Heritage status, there are also benefits. For the Ironbridge Gorge, these include an enhanced national and international profile which helps to strengthen the area's tourism industry and access to funds **to ensure the long-term protection of the area**.

What they offer: attractions, events, activities, research and project, conference & banqueting, Weddings and their are awarded by Green Tourism Business Scheme.

#### *Attractions:*

Blists Hill Victorian Town,  
Coalport China Museum,  
Jackfield Tile Museum,  
Enginuity.

They have many drop in activities from decorating your own ceramic tile, to completing intriguing design challenges, trying Victorian Trades or joining in ceramic activities, there are always many opportunities to get hands-on at the Ironbridge Gorge Museums.

Museum of the Gorge, Ironbridge itself and Tollhouse, Broseley Pipeworks and Tar Tunnel.

#### *Events (for example events of November and December 2012):*

- Until 30/04/2013 Falcon Hildred Exhibition
- 20/10/2012 – 4/11/2012 Techno Terrors
- 29/10/2012 – 2/11/2012 Ceramic Drop-in Workshops and Tile Decorating Workshops

The Museum offers self guided visits at all ten sites with a wide range of facilitated learning experiences at four of them.

- **Blists Hill Victorian Town**, be transported back to a world of pounds, shillings and pence, where steam engines and horses powered industry and when shops, factories and homes were lit by gas and candles. Explore our many exhibits and interact with costumed demonstrators and actors. *Activities* such as Victorian School (self or museum led) are available.
- **Coalport China Museum**, designs in decorative china have changed to reflect the tastes and fashions of society since the factory was established in 1796. The working environment for Victorian employees can still

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be seen and the conditions imagined by going into the bottle kilns and work rooms. The social history gallery gives a picture of life for the workforce and the health risks involved in the china industry. Workshops teach some of the different techniques used in this once thriving industry. Close by is the Tar Tunnel. Built originally to link the Blists Hill Mine to the river it was a source of natural bitumen. *Activities* such as Flower modelling are available.

- **Enginuity**, interactive design and technology centre. There are four separate zones based on Materials & Structures, Systems & Control, Energy and Design that use an exciting combination of interactive exhibits and real objects to demonstrate the designing and making process. Direct links between the usefulness of old and new technology are brought alive using the novel Scan-It system. This enables the visitor to target a wide range of products with an infra-red handset to call up information through entertaining and enlightening video footage, text and games. *Activities* such as Buggy Racer Challenge, Parachuting Parcels and Wind Turbines are available.
- **Jackfield Tile Museum**, This site now houses Jackfield Tile Museum as well as a working factory. It has possible to see both practical and decorative uses of tiles in settings ranging from a church to a living room, butcher's shop, underground station, to hospitals and public houses. Workshops show production techniques from medieval to modern times.
- **Museum of Iron**, the first floor houses an exhibition showing Coalbrookdale, in 1805, when the Ironworks were at their most influential internationally. The second floor houses decorative cast iron work from the 1851 Great Exhibition. On the same site is the furnace where Abraham Darby 1<sup>st</sup>, smelted iron using coke instead of charcoal in 1709. A short walk from the Museum of Iron are Dale House, home to five generations of the Darby family and Rosehill House decorated in a mid-Victorian style. These demonstrate the differences in style between strict Quaker austerity and more affluent fashions.
- **Museum of the Gorge**, sited in Ironbridge on the banks of the River Severn this was once a warehouse for goods produced by the Coalbrookdale Company. The model of the Gorge as it was in the late eighteenth century shows a hive of industrial activity. Displays show how the development of industry was related to the geology of the area, geography of the region, river valley and historical factors. A short walk following the river through the town, along pavements edged in cast iron, brings you to the Iron Bridge erected in 1779 to celebrate the potential of iron.

### Green Tourism:

The Ironbridge Gorge Museum is committed to the promotion of Green Tourism. In 2008, the Museum secured a prestigious Silver Award in the national Green Tourism Business Scheme. This scheme assessed the Trust's work in a variety of areas and praise came for the following initiatives:

- A community recycling scheme based at Coalbrookdale
- Award-winning environmental education work, especially at Enginuity, for example innovative recycling exhibits and extensive schools' programme
- Powerful examples of best practice at Blists Hill Victorian Town including the use of water butts, recycling of scrap iron and sustainability messages in the schools' programme, for example making rag-rugs.
- Being the Fairtrade Flagship for Shropshire
- Using environmentally-friendly cleaning materials and using low-energy lighting across most sites
- The Museum works closely with The Best Western Valley Hotel, itself a holder of the coveted GOLD Award in the Green Tourism Business Scheme, to provide a sustainable destination to the leisure and group market.

### *Some of our recently completed projects:*

The Old Furnace where Abraham Darby 1<sup>st</sup> made his technological breakthrough underwent renovation and now visitors can enjoy improved access to the monument and better interpretation.

The New Development at Blists Hill Victorian Town, completed in 2009, visitors are now greeted by the new landmark Visitor Centre which contains a stunning state-of-the-art audio visual display, the Ironbridge Gorge World Heritage Site exhibition, a café and a gift shop. The authentically recreated Drapers, Fried Fish Dealers, Ironmongers, Photographers, Post Office and Sweet Shop in Canal Street means that people can experience Victorian life even more to the full and the new Incline Lift and Clay Mine Railway Experience are also new exhibits which put the industry of the Gorge into context for visitors.

### How do they maintain it?

Founded more than 40 years ago, The Ironbridge Gorge Museum Trust has grown into one of the largest independent museums in the world. As a registered charity, conservation and education is at the heart of all their activities and their

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aim is to conserve, maintain and interpret the remarkable monuments to Britain's industrial history that survive in the scenic Ironbridge Gorge.

Completely independent of statutory Government funding, the Museum relies on its supporters together with its revenue based activities to carry out its work. There are many ways that you can choose to support the Museum whether its making a donation, leaving a gift in your will, volunteering your time, sponsoring an exhibition or project, joining the Friends or our Business Club, or simply by visiting our Museums.

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## What can Eco-museum be for North Devon Biosphere Reserve?

During a recent meeting about Eco-museum, some needs were highlighted. Those are divided into 5 groups.

### 1. Green economy objective

- We need to translate our environmental designations into economic benefits which we don't do at the moment: branding, identity and communication. How can we build on what's unique? Key action was identity/promotion of Biosphere/our designations.
- Businesses are focused on 'business' and so have to balance the need for 'green credentials' vs 'the bottom line'. In reality, green initiatives usually save money long term, and businesses recognised this (FSB and I cited examples) but banks/credit providers tend to take a very short term view and do not recognise the value of longer term green initiatives (that should increase profitability/reinvestment/business growth AND reduce carbon usage). We had no answer, but felt there was a role amongst the public sector/partners to try and change this thinking to the long term view.
- That local businesses or towns could help electric car take up by getting charging points put into their business (town). These could, apparently, be obtained free from Zero Carbon World

### 2. Leisure, tourism and wellbeing

About ensuring that leisure and tourism facilities and activities must meet the needs of both the local community, businesses and visitors to provide future economic, social and environmental sustainability – no good having a swimming pool just for locals – needs year round use and therefore needs to attract visitors in the summer when locals at the beach – so may need to improve the quality of the facility, add catering, publicise it differently.

### 3. Landscape and bio-diversity

That the Local Authorities needed to take a stronger lead. Better use of language to more clearly identify the benefit the area gets from the landscape. Main streaming environment in its business and allocation of resources. (the point made was that whilst we can quantify x grant to the theatres trust = y number of people seeing shows = x into the economy. We can't do that for the quality of the environment.)

### 4. Carbon Neutral

Working towards a Carbon Neutral ND should be inherent in all policies, practice and strategies (not only NDC's). Also don't underestimate how progressive the area already is regards alternative energy.

### 5. General

Improving communication – so much going on through AONB, ENP, CC, Explore the Coast – but need to raise awareness among agencies, local people and businesses about what is out there, who is doing what so that they can all convey information and messages to their "community", customers or clients.



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## What would an Eco-museum do to North Devon Biosphere Reserve?

### 1. Green economy

An Eco-museum could help with branding, identity, communication and focus on what's unique.

### 2. Leisure, tourism and wellbeing

Eco-museum is made by local community for local community, but it is also for visitors who want to be involved and discover this magical place.

### 3. Landscape and biodiversity

The Eco-museum can help to show the unique landscapes of North Devon and how much the local community and visitors love it. This could be, for example, involving the local community and tourists with art and photo contests.

### 4. Carbon Neutral Devon:

Eco-museum for example should be created without new buildings but by renovating and conserving as much as possible.

UNESCO North Devon's World Biosphere Reserve could host an Eco-museum similar to the Ironbridge Eco-museum type but with important differences: NDBR is not a site but a large area. This area has got people living on it.

NDBR wants to focus on people and ecosystem, comprising: *People*: past history, including local traditions, agriculture practices; the present, what it's like living, working, travelling and learning here, and a sustainable future.

*Ecosystem*: which includes landscape, wildlife, woodland and climate change.

How to represent all those ideas? Celebrating the place where you live, loving it, experiencing it, protecting it.

## Themes in North Devon Biosphere Reserve?

1. Living and discovering Ruby Country (sport activities and farming community)
2. Discovering Torrington past, present and future
3. South Molton & Turner family
4. Hartland and Clovelly – Sense and Sensibility the movie locations
5. The North Devon Coast: Landscapes, surf and history
6. Discover Exmoor National Park on NDBR (Combe Martin, Lynton & Lynmouth)
7. Discover Dartmoor National Park on NDBR (Okehampton)

Themes are based on what is already existing even if needs improvement. Every area has particular features that could be improved and developed. First of all, for their local community, but also for visitors. They could attract a different kind of tourist or be made more interesting to those already visiting (especially if we will be able to promote these features and engage the local community to care about their area).

The next step is to understand how to make the change working with local community and visitors together. How to make these features a clear message of the North Devon's Biosphere Reserve.

My suggestion is to focus the Eco-museum not only on celebration of past, present and future of the people living here but also on sustainability, because we know NDBR is about people, environment (nature, ecosystem), sustainability and conservation.

Following this idea I tried to choose activities, accommodation, things to do and events related with the concept of sustainability that NDBR is promoting.

Following the Invest in Nature Charter<sup>2</sup> I created a simple way to value sustainability, or at least effort of sustainability of various components of the destination, especially the ones closely related with visitors.

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<sup>2</sup> The Invest in nature chart, every business has:

- To enhance biodiversity on the property for the benefit of the local environment
- To promote the local culture and beauty of the area
- To reduce the water we use, the waste that we generate and ensure that it is reduced, reused and recycled where possible
- To reduce the carbon footprint of our business by 3% year on year
- To trade with as many local businesses as we can that operate in an environmentally and socially responsible manner.
- To support local community groups
- To raise awareness amongst our staff and customers about the benefits of operating sustainably and about the Biosphere's special international status

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I named this instrument of evaluation "The sustainability traffic light" and I used it to measure every possible component of the Eco-museum's packages.

"The sustainability traffic light" is an instrument of evaluation to measure if a business, activity, event or thing to do can be considered sustainable and be promoted and supported by the NDBR.

I created a scheme with 7 subjects:

1. Local community involvement (LC)
2. Eco improvements (ECO)
  - Renovations project
  - Waste
  - Renewable energy
  - Carbon reduction
3. Organic food served (OF)
4. Local Food served (LF)
5. History or local history (H)
6. Education/Learning (L)
7. Accredited by sustainable scheme (A)

When people are doing well in some of them or at least are trying with effort: green

When people are aware they have to improve and they want do it: orange

When people does not consider one subject or this is not relevant for them: red

I suggest to promote and support only businesses with at least 2 green features. Especially museums and historic buildings should always been accompanied by something more than only H.

In an on-line promotion I would like to suggest explain why they are on the website and what they can easily improve (maybe contact them to make sure if they are working on something else or already improved something.

Eg. The Old Shippon (Dunsdon Farm) has a culm grass project with "Devon wildlife Trust" also the Old Shippon is a renovation project that is why they can be considered ECO, they have got also education project (L) and they welcome dogs, which is not a required features but it is a good plus.

They promote Local Food and try to involve the local community when possible with culm grass project by organising open days on there.

However, they do not serve or promote organic food and they don't promote the history of the place, but there is some information on their website.

**The sustainability traffic light of The Old Shippon:**

<b>LC</b>	<b>ECO</b>	<b>OF</b>	<b>LF</b>	<b>H</b>	<b>L</b>	<b>A</b>
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Theme detailed packages I suggest to consider

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1. Living and discovering the Ruby Country (sport activities and farming community)

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theme	components	more details
Living and discovering Ruby Country: cycling	Activities: cycling	Route2, Bridgerule, Holsworthy and Pyworthy circuit (10.5 mile circular road) Route1, An 18.5 mile circuit takes in Holsworthy, Ashwater and Clawton, with the option of Roadford Lake (-) Tamar Lakes (+) Cookworthy Forest National Route 3 - from Penzance to Bristol National Route 27 - from Ilfracombe to Plymouth. It is known as Devon Coast to Coast
	Accommodation: welcoming cyclists	The Old Shippon (culm grassland project with "devon wildlife trust" + education project + welcome dogs), Beer Mill Farm Holiday Cottages, Buttermoor Farm B&B, (Holsworthy) / (Hatherleigh)
	Things to do outside	visit wick farm gardens - some info only in gardens open for charity website; they are helping NGS in give money to nursing, caring and gardening charities, (Cookbury, Holsworthy) and The Belvedere Tower (Hatherleigh)
Living and discovering Ruby Country: walking	Activities: walking	ASHWATER PARISH WALKS GUIDE (No.1) Bratton Clovelly Village Trail - walk Bude Canal Aquaduct Walk - Lower Tam Cookworthy Forest - walk Dunsland - National Trust (Holsworthy)  Easy Access Trails: <a href="http://www.northdevonbiosphere.org.uk/easy-access-trails/">http://www.northdevonbiosphere.org.uk/easy-access-trails/</a>
	Accommodation	Headon Farm Caravan Site, Yurts Away ( Green Tourism Business Scheme + offer little stay without electricity + local info )(Holsworthy) <b>The Old Shippon, Beer Mill Farm Holiday Cottages, Buttermoor Farm B&amp;B, Vilavin Farm Holiday Cottages, Higher Shorston Lakes and Lodges &amp; Leasefield Holidays</b> are both Yurtas (Holsworthy) / (Hatherleigh)
	Things to do outside	orienteering at Cookworthy forest
Living and discovering Ruby Country: riding	Activities: horse riding	Tarka Trail - Great Torrington - horse riding The Taw Valley Ride - horse riding Bratton Clovelly Circular Ride Cookworthy Moor horse riding  Riding for people with disabilities: is there any service dedicated to them?
	Accommodation with horses facilities	Filleighmoor Gate B&B (even if it doesn't show any sustainable features a part from breakfast but it is the only one specific for horses) + <a href="http://visitdevon.co.uk">visitdevon.co.uk</a>
	Things to do outside	Drive a carriage (ruby country website)
Living and discovering Ruby Country: farm experience	Activities: help farmers and its family	Off the Beaten: working farm (Hatherleigh ) Coope Farm during the summer host Wwoofers (willing workers on organic farms) but also We offer 2 hour sessions, morning or afternoon (Beaworthy)
	Accommodation, farm where is possible	Off the Beaten farm (Hatherleigh ), Coope Farm (Beaworthy)
	Things to do outside	something related with farm world near Hatherleigh e Beaworthy otherwise use one of the others suggestions
Ruby country can offer more:	Things to do inside	Ruby country market (December 2012), Hatherleigh market every Tuesday
	Culture & what to visit	Holsworthy museum (H & LC), Hatherleigh parish church and the Hatherleigh's Town Crier, the Obelisk a monument to William Morris, salar gallery (Hatherleigh)
	Annual/traditional events ( H & LC at least ) :	Hatherleigh carnival, Hatherleigh festival, the court meeting (one a year), Ruby Run
	Focus on education	devon wildlife trust reserves are beautiful places to visit and where learning: Vealand Farm, Dunsdon and Cookworthy (Holsworthy), Ash Moor and Halwill Junction(Hatherleigh), Stapleton Mire (Shebbear);

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2. Discovering Torrington past, present and future (past: agriculture/history; present: Down to Earth, BBC tv series; future: community: awarding as most welcoming community of the 2011)

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Living and discovering Torrington (Dolton, Winkleigh, North Tawton)	Activities:	still looking for it
	Accommodation	Wheatland Farm (Winkleigh); Smytham Manor - accredited walkers, cyclist and Bellamy (Little Torrington);
	Things to do outside	Rosemoor gardens (L + LC + H) + visit agriculture heritage (Medival Land culture, medieval field) + battles places?? + BBC series locations
	Things to do inside	Great Torrington Museum but now it is closed (H + L)
	Culture & what to visit	Torrington Museum (now close); Dartington Crystal - here is possible to visit their museum and attend demonstration; Torrington 1646 (culture, education and local and fairtrade food as much as possible)
	Annual/traditional events	The Battle of Torrington is remembered in February each year with a spectacular torch-lit procession
	Focus on education 4 everybody	Halsdon reserve (Dolton)

3. South Molton & Turner family

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Living and discovering South Molton & create link with Turner family (Umberleigh, Chulmleigh, Whitheridge and North Molton)	Activities:	still looking for it
	Accommodation	Millborook Cottages - LC + ECO + LF + L (Umberleigh)
	Things to do inside	Quince Honey Farm (South Molton)
	Things to do outside	still looking for it
	Annual/traditional events	still looking for it
	Culture & what to visit	Knights Hayes Court - National Trust (a little bit out of North Devon's Biosphere Reserve, but there are schools and supporters around it); Joseph Mallord William Turner and his family lived here in South Molton; South Molton Museum: The South Molton Museum has a gallery named after Turner but unfortunately has none of his works!;
	Focus on education 4 everybody	Rackenford and Knowstone Moor (Rackenford), Meshaw Moor (Meshaw) - Devon Wildlife Trust;

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4. Hartland and Clovelly – Sense and sensibility movie locations

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Living and discovering Hartland and Clovelly	Activities: help farmers and its fam	Walks: bideford-bay-and-hartland - National Trust; Guided walk with plantawalk - supported by AONB; Walk Clovelly to Hartland Quay; Anyone familiar with the beauty of the Coastal Footpath between Hartland Quay and Hartland Point will recognise the setting but the BBC made some very clever changes to the exterior of the cottage so not everyone will recognise it!
	Accommodation	Blackpool Mill was the location for Barton Cottage in Andrew Davies' adaption of Sense and Sensibility shown in January 2008.
	Things to do inside	still looking for it
	Things to do outside	Hartland Abbey & Gardens --> It felt as though the Abbey was again back in the 19th century!
	Annual/traditional events	still looking for it
	Culture & what to visit	Clovelly Village is an open museum;
	Focus on education 4 everybody	Marsland, Meresfelle, Volehouse Moor, Mambury Moor, Stowford Moor, Veilstone Moor

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5. The North Devon Coast: Landscapes, surf and history

North Devon's Biosphere Reserve - sustainable tourism packages		
Living and discovering Appledore, Bideford, Barnstaple, Croyde and Ilfracombe	Activities:	Walks: Baggy Point - National Trust (Croyde); Woolacombe, Mortehoe and Ilfracombe - National Trust;
	Activities:	Beaches: Westward Ho! Beach, Instow Beach, Saunton Sands Beach, Croyde Beach, Putsborough Sands, Woolacombe Beach, Barricane Beach, Combesgate Beach, Mortehoe Beach (Rockham), Tunnels Beaches at Tunnels Beaches, Wildersmouth Beach, Hele Bay,
	Activities:	Surf South West (ECO + LC + A)(Croyde), Skern Lodge (ECO + L + ) (Appledore)
Bideford Bay Holiday Park in Devon + Warcombe Farm Camping and Caravan Park	Accommodation	Sunnymeade House; Ruda holiday Park (Croyde); Bellamy + visit England; Farm & Cottages Holidays (Bideford) GREEN TOURISM GOLD; Bideford Bay Holiday Park in Devon ; Warcombe Farm Camping and Caravan Park (Gold Bellamy so A + ECO)
	Things to do inside	The Big Sheep (Bideford)
	Things to do outside	Skern Lodge (Appledore) + Surf South West (ECO + LC + A) + free walk & cycling discovering the coast with the help of Explore the coast project
	Annual/traditional events	Food Fest 2012 (barnstaple, Pannier market)
	Culture & what to visit	Arlington Court and the National Trust Carriage Museum (H + LF + E) (sheep & cattle graze the grass in a sust way) ; Burton Art Gallery museum (H + L + LC) (Bideford); The museum of barnstaple (H + L); -Museum of British surfing (ECO + H )-Braunton; Mortehoe Museum (H + LC); Ilfracombe Museum (H + L);
	Focus on education 4 everybody	Uppacott Wood (Barnstaple), Swanpool Marsh nature reserve and Braunton Burrows reserve (Braunton);

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6. Discover the Exmoor National Park on NDBR (Combe Martin, Lynton & Lynmouth)

North Devon's Biosphere Reserve - sustainable tourism packages		
Living and discovering Combe martin, Lynton, Lynmouth and Exmoor	Activities:	Walks: Heddon Valley - national Trust; Watersmeet - National Trust;
	Activities:	Combe Martin Beach, Wild Pear Beach, Woody Bay Lynton at Woody Bay, Lee Bay Beach, Lynmouth Beach, Bucks Mills Beach
	Accommodation	Langeigh guesthouse (ECO + LF), Blair Lodge (LF + walking & cycling packages) Stowford Farm Meadows (A +) Newberry Valley Park (A + L) they ask your guest to help with a more sustainable life (Combe Martin); Channel View Caravan & Camping Park - Gold Bellamy (A) (Lynton)
	Things to do inside	
	Things to do outside	Lynton & Lynmouth Cliff Railway, Calvert Trust Exmoor (still need to evaluate it)(Wistlandpound,
	Annual/traditional events	
	Culture & what to visit	Combe Martin museum (H + L); Lynton&Lynmouth memorial (H + L)
	Focus on education 4 everybody	Lynmouth National Park Centre

7. Discover the Dartmoor National Park on NDBR (Okehampton)

North Devon's Biosphere Reserve - sustainable tourism packages		
Okehampton & Dartmoor National Park (looking for more info about Domesday Book and warhorse movie)	Activities:	Walks: Deer Park Walk - 4.5 miles (Okehampton castle); Stepping Stones & Wild Flowers ; Bridestowe Explore - A Village Trail; Meldon Viaduct; Lifton Village Trail; Meldon Quarry; Two Museums; Sourton Trail; Exbourne & Jacobstowe Walks; Meldon Dam Walk; Stowford Parish Trail; Baring - Gould Trail;
	Activities:	Cycling: Granite Way, Okehampton Cycle Routes, Tarka Trail (part of), West Devon Cycle Routes
	Activities:	Horse riding: Eastlake Riding Stables
	Accommodation	Easthook Holiday Cottage (ECO + LC + SA), lydford caravan and camping park (A + ECO) Okehampton)
	Things to do inside	Eastcott vineyard (tours inside and outside)
	Things to do outside	visit Dartmoor National Park, visit Okehampton castle + Castle Drogo set in the heart of Dartmoor; Church House, South Tawton;
	Annual/traditional events	
	Culture & what to visit	museum of Dartmoor life (Okehampton); Okehampton Castle, also in Domesday book; Castle Drogo set in the heart of Dartmoor; Church House, South Tawton;
	Focus on education 4 everybody	Eastcott vineyard (L + ECO (not new but renovated) (tours inside and outside); Bulworthyproject (ECO + SA + L +); Tourist Information Centres also for Dartmoor National Park



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### *General suggestions*

Every theme is geographically close and this could facilitate organisations of what to offer and to promote every day. I would like to suggest a single coordinated approach to events, special offers and promotion for the whole of the NDBR area and ensuring it include the message you want the destination to express.

A common problem is many events happening on the same day. Also try to promote a strong message of sustainability throughout every person, business and event you host or project you work on. This will create a brand of NDBR where people can recognise themselves more than logos or surveys or posters.

One of the most difficult improvements to do here, but an open and large Eco-museum should do is to improve public transport or at least organise guided tours following cycle routes to connect every theme or zone; and let people move around as much as possible without a car or a motorbike.

Following the example of the important Eco-museums mentioned before (Kilmartin House Beamish and Ironbridge), the Eco-museum should promote local products: food, art and craft; and where possible to also organise classes and courses about it also open to visitors (Dartington crystal, Quince honey farm and Yarner trust could be involved). It would be great also organise short courses of poetry, writing, acting and filming open to visitors and locals as well.

Very important is communication about every opportunity to get involved with Eco-museum for businesses, tourists or the local community. It is important to have both on-line and off-line communication: every website and social network as well as every visitor centre, museum or businesses should promote the area and what happen within it.

Let people find always what they need, especially if they need information or help. For example if is not possible to have visitor centre open 7/7 a week, share this important role with someone else: such as office or accommodation provider.