



'Get Wild about Devon'

Tourism wildlife scheme

The new 'Get Wild about Devon' wildlife appreciation pilot scheme is for tourism businesses in Devon who are serious about proactively improving wildlife as part of their business operation. Get Wild about Devon will provide businesses with a free wildlife audit, a unique wildlife report and observational map as well as online targeted marketing support (for a nominal fee of £40) including pdfs and inclusion on the Visit Devon website.

The objectives of the scheme are;

- To encourage tourism businesses to take an active interest in wildlife
- To assist tourism businesses to improve their local wildlife in Devon
- To stimulate care for the environment in Devon
- To attract and educate more visitors about the wildlife in Devon
- To make wildlife fun and interesting

How does the scheme work?

- Businesses need to apply for the scheme. Application forms can be downloaded from www.visitdevon.co.uk and www.devontourismadvice.co.uk from the 1st October 2009.
- The closing date for applications is Monday 2nd November 2009
- Successful businesses will be informed by 11th December 2009
- Accepted businesses will be invited to attend a wildlife training day on Wednesday 20th January 2010
- Wildlife audits for each business will take place in Spring 2010
- Further to the audit there will be online marketing support in the form of generic pdf templates for each business to use as well as inclusion on the Visit Devon website 'wildlife' section
- There is a nominal fee of £40 for each business on the scheme

The scheme is open to all tourism businesses to apply and the selection criteria is based upon;

A proven active interest in wildlife

The commitment to be proactive with wildlife surrounding their business

The potential benefits to visitors of that business

If you need any more information about the scheme please email rachel.mildon@devon.gov.uk