



# Ruby Ride and Read

July 2011

Welcome to the new combined newsletter for Ruby Country Partnership, incorporating news from Ride the Ruby Country and business news from around Ruby Country. The aim of combining the newsletters is to keep more people informed of everything going on. We hope you enjoy this newsletter and welcome your contributions.



## Ride the Ruby Country update

Ride the Ruby Country is now a year old and is developing rapidly into a significant blueprint for the future. This sustainable tourism and rural regeneration project built around the development of bridleways and multi-use trails in Ruby Country by Devon County Council is now working with many people and making a difference to many, as more people join together to make the most of emerging social and financial opportunities.

By focusing on riding, cycling and walking the project is helping to stimulate the local economy, as more businesses become aware of the potential for increased income as Ruby Country becomes widely renowned as a destination for activity holidays, with many other types of business and social enterprise able to link in, maximising the potential of the networks operating under the sustainable tourism banner. All businesses and communities are able to benefit from Ride the Ruby Country.

I have been pleased with the level of interest shown to the project in a relatively short time. I have been working with start-up businesses some of them already trading. Ultimately the aim of the project is to ensure by May 2013, Ruby Country is a destination of choice for many more people with many more things to do being publicised and all involved thinking about the social and financial benefits of operating businesses in a sustainable manner incorporating sound environmental principles.

Next year the project will truly come to fruition with all the necessary pieces of the jigsaw in place to make the most of all opportunities. Circular rides radiating from the Pegasus Way are being developed. Cycle routes and circular walks are also planned across Ruby Country, allied to the Ruby Way. These routes will add value to all businesses from which everyone will benefit. Other plans are also being worked to enable everyone to benefit in an inclusive way. Exciting times ahead I am sure you will agree.

Why not join in with Ride the Ruby Country. The project can help add value to your business, increase business and community exposure through targeted marketing, help develop your ideas, provide information and general support the development of a sustainable future for all. The legacy of Ride the Ruby Country will be high class trails and other infrastructure, and a diverse economy making the most of the opportunities that have come our way. We will all benefit in a multitude of ways.

Mark

Ride the Ruby Country is supported by:



Part funded by the European Agricultural Fund for Rural Development: Europe investing in rural areas

## Sustainable tourism?

Sustainable tourism is defined by World Tourism Organisation as “tourism that meets the needs of present visitors and hosts, whilst protecting and enhancing opportunities for the future.”

In simple terms sustainable tourism is using the earth’s resources in a more responsible way, in which travelling to and from holiday destinations and the activities undertaken when on holiday are considered as an integral part of the holiday experience. Ride the Ruby Country is encouraging people to visit the area and whilst here to stop, get out of the car (or use another form of transport) and enjoy our cultural and natural heritage.

Business owners can act in a more responsible manner whilst running their businesses, by using fuel and water more efficiently, reducing waste by buying wisely and minimising what is thrown away and by recycling, using sustainable principles as a selling point and promoting the use of local products, promoting other businesses and other activities in the local area.

Ride the Ruby Country encourages accommodation providers, places to eat and drink and other outlets to use and stock the wonderful and distinctive products made in Ruby Country.

Sustainable tourism affects us all. To find out more about sustainable tourism and some of the underlying principles click [here](#).

## Pegasus Way update

Work is almost complete on the bridleway from Beaworthy to Dreybury Lane, leading to Halwill Junction. Drainage at the Beaworthy end does need improving. The route is fully useable and will form part of the Pegasus Way (a long distance multi-use trail from Cookworthy Forest to Dartmoor, using the dismantled railway track and minor roads). A website for the Pegasus Way will soon be set up on [www.devon.gov.uk/prow](http://www.devon.gov.uk/prow) and will include maps, routes and updates.

Improvements are due to be complete soon at Lower Melbury. This is a diversion of the existing bridleway around the farm and includes a new bridge across the stream, making the route easier to use.

The new bridleway link from Halwill to Cookworthy Forest has passed the final safety audit and is now open. This route uses the dismantled railway track, a farm track and a new section of track through the forest area, courtesy of Forestry Commission and crosses the A3079 near Lane End Cross.

We will soon be starting the legal process to divert the public bridleway through Northcombe Plantation onto one of the surfaced forest tracks. This will include a new crossing point on the A3079 to take riders directly onto the road to Beamsworthy. Currently the bridleway ends on the main road along which it is not suitable to ride, cycle or walk. This access may require planning permission but will create a safer and more enjoyable route.

We will also soon be working with Ride the Ruby Country to produce a series of circular rides to be promoted widely.

Steve Gardner



Working together we can achieve so much more.

Ruby Country Partnership, unlock opportunities for everyone.

## Ruby Business Network

The Ruby Business Network is going from strength to strength and more people are getting involved through the work of Ride the Ruby Country and by becoming members.

If you are involved with the project but not with the business network you are entitled to be involved in all funded project activities for **free**. The Project Coordinator will help with business and community ideas and you will also get a free listing on [www.ridetherubycountry.co.uk](http://www.ridetherubycountry.co.uk). For more information contact Project Coordinator, Mark Betson.

If you chose to be a member of the Ruby Business Network you will have a listing on the website [www.therubycountry.com](http://www.therubycountry.com), have access to other forms of publicity, advertising and other benefits. You will also have a free listing on the project website and other project benefits. The cost of becoming a member of the Ruby Business Network is £45 a year.

Ruby Business Network currently meets monthly at Cookworthy Forest Centre or at other business establishments. There are also social events, the most recent being at Alpaca Park, and Leasefield Holidays.

Everything we do is to promote local business and help create a self-supporting economy for the future. Working together we are stronger, building resilience and capacity and adding value to many things thanks to the development of the multi-use trails and additional publicity of the area. To become part of this network contact Mark on 01409 220009.



## Welcome to new members of Ruby Business Network

Jon and Emma Middleton, Coope Farm, Ashwater  
Elaine Freestone, Leasefield Holidays, Halwill Junction  
Lindsey Russell, The Alpaca Park, Ashwater  
Sarah Redman, Daisy's Farmhouse Ice Cream, Marhamchurch  
Barbara Dalton, Westcroft Holiday Cottages, Halwill  
Stephen Whitelaw, Nature's Way, Holsworthy  
John Chubb, Coles Mill Stables and Viaduct Café, Holsworthy  
Emma Down, Evergreen Farm, Ashwater  
Diana Walker Bramblewood Kennels, Holsworthy  
Marc Carowicz, Hendercroft House B&B, Halwill Junction  
Karen Potter, Holly Lane Farm, Halwill Junction  
Pammy Riggs, Providence Farm, Holsworthy

Thanks to all our new members and I know we can work together for a successful and prosperous future.

Thanks also to our existing members, many of whom have renewed for 2011/12.

Our next meeting is on Monday 22<sup>nd</sup> August at Emma and Jon Middletons small holding, Coope Farm, from 10am to 12 noon. All welcome. Contact Mark for directions.

## Ragwort Awareness and Control Day

An event was held recently as part of BHS Ragwort Awareness week, hosted by Ride the Ruby Country and Coles Mill Stables.

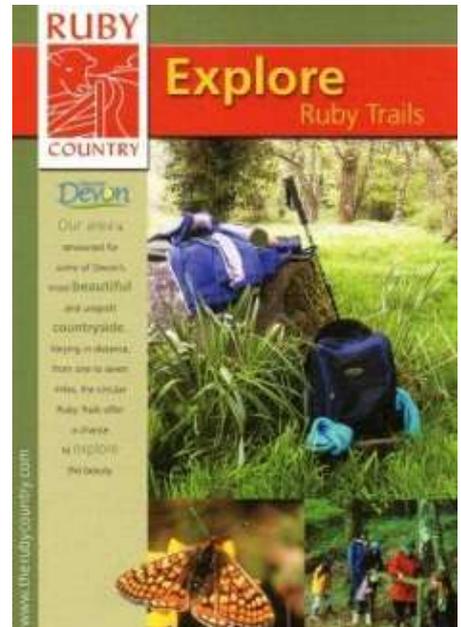
Thanks to everyone who took part, although the weather was a bit wet! Special thanks to Lesley James for all her hard work organising the event. A big round of applause please for all concerned.



## Ruby Trails available as free downloads

All 8 Ruby Trails are now available to view and download for free from [www.ridetherubycountry.co.uk/2011/08/ruby-trails/](http://www.ridetherubycountry.co.uk/2011/08/ruby-trails/)

Why not download them and print off some copies for your visitors? Help guide your visitors to our wonderful countryside and encourage them to stay and spend money in Ruby Country.



## Office space to rent at Cookworthy Forest Centre

There are currently 2 offices to rent in Cookworthy Forest Centre. These are ideal for start-up businesses and could help you move your enterprise from home and the distractions that can deflect you from efficiently running your business.

Call Mark on 01409 220009, or John on 01409 254298.

## Recreation the Ruby Country Way

Back in April, Ride the Ruby Country organised the event Recreation the Ruby Country Way. The aim of the event was to showcase the kinds of activities going on in Ruby Country, including walking, cycling, riding, volunteering, eating, nature conservation, healthy lifestyles, archery, carriage driving and more besides.

The event was well attended and promoted the benefits of partnership working. Sustainable tourism is the key to unlocking these extra value opportunities, all helping to make Ruby Country a destination of choice for visitors.

Thanks to everyone who helped, exhibited and visited. Next year's event is already being planned.



## Contact

Mark Betson  
Ride the Ruby Country Project  
Coordinator  
Cookworthy Forest Centre  
Beaworthy  
EX21 5UX

Tel. 01409 220009  
[project@ridetherubycountry.co.uk](mailto:project@ridetherubycountry.co.uk)  
[www.ridetherubycountry.co.uk](http://www.ridetherubycountry.co.uk)

## Events

“F&M 10 years on”

Visit Salar Gallery in Hatherleigh to see the exhibition celebrating the 10 years after the devastating foot and mouth outbreak that devastated this part of Devon.

18/20 Bridge Street, Hatherleigh  
Tel. 01837 810940

