

Ruby Ride and Read

Newsletter of Ruby Country Partnership

February 2012

Welcome to the latest edition of Ruby Ride and Read.

In this edition we will be;

- introducing the new look Ruby Country Partnership
- announcing the new Ruby Rides trails guides
- looking at planned offerings from Ruby Country
- reporting on the South West Christmas Equine Fair
- encouraging you to visit the new Ruby Country Market
- updating on the Ride the Ruby Country project
- and looking ahead



A new look for Ruby Country



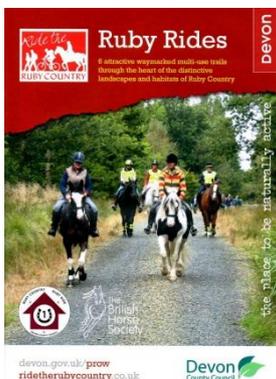
Ruby Country has a new image. We have been working on this for a while and have a new logo, around which our future identity will be built. The Ruby Red cow, our old logo, has served Ruby Country well but the time has come for a change. We will always be associated with Ruby and we will always be Ruby Country. The story of Ruby is an important one and we will continue to tell it with pride

We asked for a new logo to be designed to embody Ruby Country. We asked for many things to be represented; landscape, nature, wildlife, water, earth, business, communities, escape and adventure. We asked for the logo to suggest wind, to echo our strap line "A breath of fresh air". We asked for the logo to be inclusive, attractive and progressive. We also felt we should strengthen our ties within Devon. We think the designed achieved all of these aspirations and has also created something organic.

We are really pleased with the results. Welcome to the new Ruby Country!



New Ruby Rides trail guides



We are really pleased to announce that the Ruby Rides trail guides are now ready. We have taken delivery of a large stock from Devon County Council and will be distributing them widely in the local area and further afield when we go to shows. These trail guides are an important part of the Ride the Ruby Country project and being multi-use can be used by horse riders, cyclists and walkers alike.

The trail guides is available to download from the project website www.ridetherubycountry.co.uk.

We would like to thank Devon County Council for making these possible and giving the area another resource that benefits local people, businesses and our visitors and guests. We know these will give many people a lot of pleasure and help more open their eyes to our wonderful countryside and wildlife.

Ruby Country Partnership

Ruby Country Partnership is a not for profit community interest business, set up in 2009 to safe guard Ruby Country for the future. The Partnership is made up of members of Holsworthy MCTI and Hatherleigh Area Project, along with representatives from Devon County Council and Torridge District Council, and others with interests in West Devon Borough Council.

www.ridetherubycountry.co.uk

Being not for profit, all income received by the partnership are reinvested into our work for local communities. Ride the Ruby Country is one example of this work. Having secured funding from a variety of sources, the partnership is now investing this money in and for the benefit of Ruby Country.

Ruby Country Partnership is based at Cookworthy Forest Centre, which is also used as a hub for a number of small businesses and as a venue for training and meetings.

Future exciting Ruby Country activities

Our new logo has led to a whole range of new publications and opportunities for everyone in Ruby Country. We are in the process of developing;

- a new Ruby Country leaflet (due in March 2012)
- a new Ruby Country website (due in March 2012)
- a new Ruby Country guidebook (due March 2012)
- a new range of member benefits (due April 2012)
- a new Ruby Country Charter to help ally business to our environment (due April 2012)
- new promotional fliers for business, activities, accommodation and food and drink (due May 2012)
- new Ruby Country posters (due April 2012)
- new walks guide (due later in 2012/13)
- new cycling routes guide (due later in 2012/13)

Ruby Country will be at a wide variety of shows in 2012 including Devon County, North Devon, Launceston, Okehampton, Woolsery and Holsworthy and Stratton. There will be lots of information from Ruby Country and we would like to create information packs, containing leaflets, fliers and business cards of our members and associates. We will be in touch with members very soon to gather information. Why not join us?

South West Christmas Equine Fair

Ride the Ruby Country was at Westpoint early in December for the South West Christmas Equine Fair. The project was a guest of Country Sports South West project, along with UK Horse Rider Guide.

It was great to meet many new and familiar faces and to tell more people about Ruby Country. There is a lot of interest in our work and we hope to spread the message further.

We were lucky enough to meet Great Britain's 3 day eventer Mary King and were also pleased to see Ruby Country's Vanessa Bee performing in the main arena with her Horse Agility. Special thanks to Annette and Liz from Country Sports South West, Becky from UK Horse Rider Guide and Ruby Country's Lesley and Stuart without whose help the 2 days would have been more difficult.



Ruby Country Market



Make a date to visit the brand new Ruby Country Market on Saturday April 2nd on the Hatherleigh Market site. But this will not be like a normal Hatherleigh Market. It promises to be a fun packed family friendly day, with current attractions including Punch and Judy, fairground rides, and more besides. The event will be a showcase for everything that's good about Ruby Country; great food and drink, arts and crafts, and other attractions including an auction. There are

currently 4 dates planned for 2012. More details are available from our website. We hope this event will take to the road in future years and visit other parts of Ruby Country.

To find out more about Ruby Country Market, visit the website www.rubycountrymarket.co.uk. If you are a trader and would like to sell on the day, full details can be found on the website.



Ride the Ruby Country

The project is progressing well and will, with your involvement really come to fruition this year. There is now a core of businesses already offering equestrian tourism opportunities, with the number growing as more businesses become aware of the opportunities and want to take advantage of what the project has to offer. There are also a number of businesses waiting to set up who have made themselves known at an early stage.

The project is not just about horses and horse riding. It is continuing the past work of Ruby Country to promote the area for tourism in general, encouraging businesses of all description to work together and promoting joint working on a whole range of ideas. All businesses are welcome to become part of Ride the Ruby Country. All businesses are allied in one way or another to tourism.

The project website www.ridetherubycountry.co.uk is changing too, with more information about riding, cycling, walking, fishing and the many other activities you'll find here, be they relaxing or adventurous.

Ride the Ruby Country has linked in with Country Sports South West and is sharing information to make sure both projects get as much publicity as possible through joint working.

The project is also working on a series of cycling and walking routes, incorporating wherever possible completed sections of the Ruby Way, Pegasus Way, Tarka Trail and many of the existing trails and routes. Ruby Country is full of opportunity and Ride the Ruby Country website will soon be a bulging database full of information for local people and visitors alike.



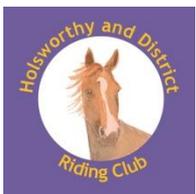
The project would like to develop a trail riding package. We would like to promote businesses able to provide guided hacks, lessons, rent a horse or anything else riding or carriage driving related adding value to the holiday experience in Ruby Country. We think we are well placed to do this and make Ruby Country a true destination of choice for equestrian tourism.

Ruby weddings

Ruby Country Partnership is looking to develop a wedding package to further promote the area. We know there are many different businesses linked to weddings and we would like to bring them all together.

We would like to hear from you if you are one of these businesses or know someone connected to weddings. We could provide a complete package, hold a data base on a dedicated section of our websites, or create a specific flier aimed at people getting married or thinking about doing so in Ruby Country. Contact project@ridetherubycountry.co.uk to discuss the opportunities.

Holsworthy Riding Club



Holsworthy Riding Club is looking for somewhere to create a permanent base, including developing an arena, to host training events, competitions and social activities. Do you know of any land to rent or buy, that the club could use to develop such a facility? The club feels it is in a strong position to achieve substantial funding to make this a reality.

If you do, please contact project@ridetherubycountry.co.uk to help this project get off the ground.

Wanted: Volunteer placements for local disabled adults

"I am looking for opportunities for adults with physical and/or learning difficulties to be involved in local businesses to gain work experience and make meaningful contacts in the community. As an occupational therapists my aim is to enable people to reach their full potential and the rhythm of carrying out a productive work activity is an important part of someone's wellbeing and balance. If you are interested in this idea please get in touch. Placements could be a couple of hours per week and we would negotiate logistics to ensure there is a mutually beneficial outcome."

Contact, Emma Middleton, Occupational Therapist, Burdon Grange Care Home, Highampton, and Coope Farm Rural Activities

Tel. 01409 221552 (home) or 01409 231551 (work)



Shebbear Country Ruby Country Sport Relief Mile

Shebbear College is the venue for this year's Sainsbury's Sport Relief Mile taking place on Sunday 25th March where runners will set off on a rural route starting from the college.

The College has teamed up with the Ruby Country Partnership to host the Shebbear College Ruby Country Mile and invite everyone to come and take part, in fancy dress if you like, to support this worthy cause and make the day a great success.

Sport Relief are aiming to get 1,000,000 people running the 1 mile fun run so come along, join in, have some fun and help us to reach that goal. There is also the option of a 3 mile and 6 mile route for those more ambitious.

As well as enjoying the route through picturesque rural North Devon, take advantage of the facilities provided by the College; ample free parking, toilets and changing rooms. There will also be prizes for runners, refreshments, local produce and other fun attractions and entertainment.

This is a perfect opportunity to see the superb facilities enjoyed by pupils at Shebbear College.

For full details and to register click on the link: <http://my.sportrelief.com/search/event/result?id=1472&location=shebbear>

Local events

Here is a selection of events to look out for in the coming months.

Sun 25th March Shebbear College Ruby Country Sport Relief Mile. See above.

Sat 7th April Ruby Country Market, Hatherleigh. For more information visit www.rubycountrymarket.co.uk

Sat 14th April Ruby Country carriage drive from Cookworthy Forest Centre. For more information and events listings visit <http://devon.britishdrivingsociety.co.uk/events.htm>

Sat 2nd June Ruby Country Market, Hatherleigh. For more information visit www.rubycountrymarket.co.uk

Sun 3rd June Quintessential Devon at the Alapaca Park. Details to be confirmed

Wed 11th July St Peters Medieval Fair in Holsworthy

Coming up in the May issue

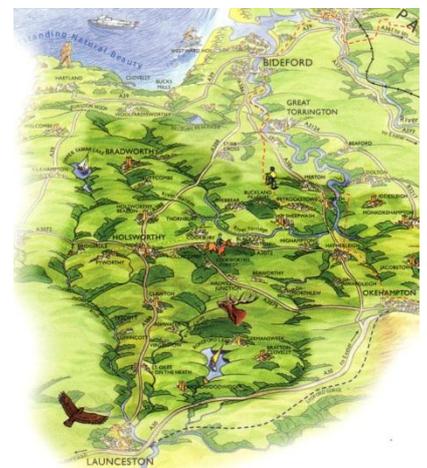
- Focus on fishing
- A visit to Roadford Lake
- Carriage driving in Devon
- Free business training opportunities

If you would like an article or images considered for this newsletter please contact;

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Tel 01409 220009



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