

NORTHUMBERLAND NATIONAL PARK AND SUSTAINABLE TOURISM

Yes! We support the concept of sustainable tourism. What we are doing.....

- We are working to involve people who live in and around the edge of the National Park in the development of sustainable tourism. In this way we hope that they will see the benefits of the industry.
- We employ local people as our National Park Centre Information Assistants.
- We are setting up schemes which help tourism businesses raise funds for conservation projects in the National Park. In this way tourism contributes directly to conservation.
- We encourage businesses to develop activities for visitors based on the special qualities of the National Park – the landscape, wildlife, culture and traditions, tranquillity and history. We produce a diverse range of walks books and leaflets, designed to encourage people to get out and about on foot and we are working in partnership to develop a network of cycle routes.
- We are heavily involved in encouraging the adoption of environmental management practices amongst tourism businesses.
- Where possible, items sold in our National Park Centres are manufactured by local suppliers. Through this policy we are able to support local crafts people. Wherever possible we sell items made from recycled material or those from a sustainable resource. Our free leaflets are printed on recycled paper.
- Where appropriate we aim to use wood as a base for our signs, we have also used iron posts which are recyclable.
- Northumberland National Park encourages the use of public transport within the National Park. For 24 years we have supported and promoted the Hadrian's Wall Bus service which runs from Newcastle to Carlisle stopping at the major attractions along the Wall. In addition we are involved in bus services to Kielder Water and the Simonside Hills.
- Northumberland National Park Centres (excluding Ingram) acting through the national Tourist Information Centre network have links with local holiday accommodation providers. The farmhouse Bed and Breakfast business is an important source of income for some local families.
- Northumberland National Park aims to inform and educate the visiting public through a planned interpretive strategy. This includes the National Park Centres, Information Points, wayside panels, leaflets, publications, self-guided and guided walks and the events programme. Through this we aim to promote responsible behaviour in the countryside which will help to foster good relationships between the local community and the visitor and cause minimum disturbance to wildlife and the National Park environment.
- We maintain, improve and promote the Rights of Way network, encouraging people to leave their cars and walk, cycle and ride in the countryside. We negotiate additional permissive paths and access agreements with land owners in the National Park, giving people wider access to the countryside.

- We are also improving, wherever possible, the range of facilities and activities suitable for visitors with physical, visual, or hearing impairments, including designated parking bays, toilet facilities and tactile displays.