



Criteria for business listings on the Northumberland National Park website

All businesses expressing an interest in being either listed or promoted on the National Park website must be able to demonstrate at least one of the following:

- Have received either an Northumberland National Park SDF or AA grant to develop or enhance their business
- Have participated in the Green Tourism Business Scheme (in fact these businesses could justify a web page all themselves, with a link to the GTBS website www.green-business.co.uk)
- Have received another recognised environmental award e.g. CBEN, Bellamy Awards, etc.
- Have participated in all six of the 'Passport to Northumberland' seminars taking place in 2007/8
- Have entered into the Countryside Stewardship Scheme
- Have acquired both the Cyclist and Walkers Welcome accreditation (see <http://www.enjoyengland.com/stay/quality-ratings/walkers-welcome-and-cyclists-welcome.aspx>)
- Have received a recognised environmental accreditation such as ISO 14001 or equivalent
- Have published their ethos to promote enjoyment and understanding of the countryside e.g. YHA, Ramblers, HF Holidays, etc.
- Have a published ethos on supporting National Park community interests
- Can clearly demonstrate that their 'main business' is to promote awareness, enjoyment and understanding of the special qualities of the National Park e.g. Bird watching holidays, guided walks, etc.
- Have participated in our embryonic Visitor Payback scheme.

Ideally, we would like to see all businesses sign up the GTBS scheme as the common benchmark accreditation.

If they meet our standards, they are then listed with a clear understanding that:

- They mention that their business is either located in or near to Northumberland National Park
- They are quoted in the text as either acknowledging the support that they have received from the National Park Authority, or can highlight the partnership benefit between them and us
- They promote the special qualities of the National Park
- They link their website to ours, if they have one

- They are removed from our website if they fail/lose the criterion/reason why they were listed in the first place.

Monitoring (we will):

- Measure browser movements from our site to business websites
- Send an online questionnaire to every business once a year to invite feedback of benefits
- Measure interest from other businesses wanting to be listed on our website throughout the year.