



Car Free in the New Forest

Anthony Climpson
Employment & Tourism Manager New Forest DC
Buckfastleigh – 10 March 2010



Green Leaf Tourism Scheme

- First launched in 1999
- Participation not accreditation
- Business & Community Groups
- Annual self assessment questionnaire
- Annual training / review events
- Annual benchmarking
- 134 Businesses participating in 2010
- Can lead to GTBS formal accreditation

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Look for the Green Leaf

Participants pledge:

- Set aside at least 10 per cent of their grounds for wildlife
- Improve waste management and recycling
- Improve water and energy efficiency
- Increase the use of local foods, suppliers and services
- Establish walking, cycling and other car-free activities from site
- Promote the New Forest visitor transport initiative to all guests

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Participants pledge:

- Promote the visitor stewardship scheme to all guests
- Participate in visitor gift scheme
- Provide access for all
- Participate in their local Brand New Forest group
- Take part in the New Forest hospitality training programme
- Contribute environmental data for destination research
- Use key environmental and cultural messages in all marketing

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Visitor Transport Initiative

- Bus & Train
- Cycling
- Walking
- Personal Tours
- Ferries
- Wagon Rides
- Riding

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New Forest Tour Bus 2009

- 15,700 passenger journeys
- 86 day service saved 7,125 car miles
- The equivalent of 19.5 tonnes of carbon
- Average spend per person £28.79
- NFDC & NFNPA subsidy £30,000

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"There is no other UK destination trying to offer the visitor such a wide range of options and go car free"

Andrea Nicolas
The Green Tourism Business Scheme (GTBS)

Selected hotels offer:

- No-charge taxi services from local stations
- 10% room discount on production of a rail ticket
- Free bike hire or afternoon tea
- Reward schemes for those who leave car keys at reception during their stay.
- Bio-fuel taxi to nearby beaches

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Electric Car Fleet
Plug in at accommodation, attractions & food stops.

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Residents & Visitor Survey 2009
Modes of Transport

	Residents	Day	Stay	Staying
Elsewhere				
• Car	63%	91%	84%	75%
• Walked	28	0	2	1
• Bus/Coach	5	5	3	19
• Bicycle	3	0	9	4
• Train	1	0	1	0
• Boat	0	2	1	3
• Other	2	2	0	0

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Evening Standard advert
New Forest Fun Campaign
March 2010

The newspaper clipping features several articles with small images and text, including sections for 'Water Activities', 'Puzzle Fun', 'Cycling', 'Horse Riding', 'Swimming', 'Dogs', and 'Birds'. The background of the clipping shows a family of four (two adults and two children) climbing a large tree root in a forest.
