

VESURT Project

LocalCheck

**Checking the sustainability of tourism
operations and destinations**

Much in little, much in local



LocalCheck is all about helping people to recognise and value their local heritage so they can sustain the distinctive resources of the locality to pass on to future generations.

MULTUM IN PARVO





Localisation

Act local, but think global



As citizens and consumers of products, services and information we have choices.

We can choose to support the **local** or the **global**.

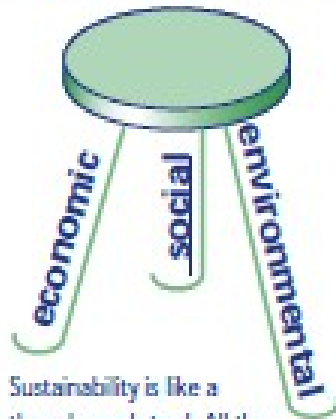
Localisation brings **local** people as consumers and producers **closer** together, with the **local** movement of products, services, information and **people**. This can **reduce** the **environmental**, **social** and **economic problems** of **globalisation**.

Globalisation brings people as consumers and producers from **all around the world** **closer** together, with the **global** movement of products, services, information and **people**. This can bring **increased prosperity** and **standards of living** to some **people**. But it can **also** create **environmental**, **social** and **economic problems**.

We can choose

- An independent or dependent economy
- Diversification or specialisation
- Fair trade or free trade
- Rich, varied character or poor, standardised character

Look back to look forward



Sustainability is like a three-legged stool. All the legs are needed to support us on the Earth.

Heritage is the culture, buildings and surroundings that are passed on to us by our ancestors.

Sustainable development is about passing these on to future generations in the same or better state.



Economic - LocalCheck

The local economy can be boosted by valuing the local heritage, environment and young people.

We can choose to value, celebrate and support the local, whilst also thinking of the global.

Social - YouthCheck

Young people are the future of all localities and need to have a say in their future.

We can choose to include young people in making decisions about the future of the locality.

Environmental - CommunityCheck

The local environment is the basis of future life on Earth. We can choose to change our lifestyle and consumption habits so that we use resources more efficiently and protect the environment.



Put a face to your food

What is local food and drink?

Vegetables, fruit, crops, meat and fish that has been grown locally, processed locally and sold locally.



Where is it?

- Local cheese
- Local pies and cakes
- Local beer, wine and cordials
- Fruit orchards
- Farmers Markets
- Farm Shops
- Food and Drink Festivals

If you go to a supermarket only 20% of your money will stay in the local economy, however if you go to a farmers market it will be 80%

**Pat Taylor,
Oakham Farmers Market**

We can choose to LocalCheck

- Local seasonal ingredients, perhaps with global recipes
- Food bought directly from the producer
- Food that hasn't travelled far and kept its quality
- Food from local producers and land that we know and trust
- Food that is distinctive to the locality

Why should I LocalCheck?

- Enrich the local food heritage
- Less food miles and packaging waste
- Less preservative chemicals
- More fair trade with the producer



Bringing underground overground

What is our built heritage?

It is the design and materials of buildings that we have inherited from earlier generations. It often defines the local character of urban and rural places and so is a key part of the local planning process.



Where is it?

Straw bales and thatch
Home-grown timber
Village halls
Churches and chapels
Railway stations
Local small quarries
Allotment Sheds

Development that affects listed building and conservation areas is statutorily controlled. At a time when Government is advocating the development of brownfield sites, most developer are aware of these controls but few see the opportunities.

Scott Wilson Consultants

We can choose to LocalCheck

- Restore old or redundant buildings
- Reuse building materials
- Re-open small local quarries
- Employ local builders and tradesmen
- Extend buildings with local designs and materials
- Design and create new buildings that make the locality distinctive

Why should I LocalCheck?

- Keeps the local built heritage and character
- Keeps local skills like stonemasonry
- Produces less waste of building materials
- Needs less transport of local materials
- Boost the local economy





Loyalty to the locality

What is our local economy?

The **local economy** is based on **local producers** and **local consumers** trading together, keeping money in the **local area**.



Where is it?

Local corner shops

Local specialist suppliers

Local community ownership of buildings and open spaces

Not usually in petrol stations

Not usually in multinational businesses

Not usually in out-of-town supermarkets

Research shows that 50% of turnover from local retailers is returned to the local economy. Large retailers may return as little as 5% to the local economy.

Countryside Alliance

We have to move from more and global, to less and local; from accumulation to enjoyment; from consuming to making; from illusion to imagination.

Satish Kumar
Resurgence Trust



We can choose to LocalCheck

- Buy **local** produce and services
- Buy from **locally-owned** shops and businesses
- Set up **local** cooperative and social enterprises
- Employ **local** tradespeople and craftsmen
- Invest in **local** resources and people
- Buy **local** fair trade
- Swap help with others

Why should I LocalCheck?

- Less monotonous buildings
- More **local** cooperative ownership
- Smaller more specialist **local** traders
- Better advice from **local** specialist suppliers
- Enriched **local** communities, villages and towns
- Enriched **local** environments and landscapes



Green grows the locality

What is our natural heritage?

Our natural heritage is the variety of life in all its forms and the habitats where it occurs. It is the biodiversity of landscapes, plants and animals that our ancestors have chosen to value and conserve.



Where is it?

- Gardens and parks
- Roadside verges
- Hedgerows and trees
- Ponds and ditches
- Glowworms, bats, orchids
- National Nature Reserves
- Sites of Special Scientific Interest

Rutland Water is less than 30 years old, but now it is one of the most valued and protected areas of the East Midlands. Now ospreys have been reintroduced to the area after about 150 years.

We can help to ensure that future development meets the needs of local people while respecting the special character of a place.

Countryside Agency

We can choose to LocalCheck

- Create locally distinctive habitats
- Manage farmland, woods and gardens less intensively
- Preserve, connect or expand habitats
- Encourage or reintroduce local wildlife species
- Preserve and plan landscapes

Why should I LocalCheck?

- For future generations
- For our responsibility to other life
- For a safer, healthier planet
- For the enjoyment of seeing natural landscapes
- For using the variety of wild plants and animals





Step in one and all

What is a welcome to the locality?

A way of including **all local people**, especially newcomers, so they feel comfortable, safe and welcomed, as well as giving a friendly and helpful welcome to visitors.



Where is it?

- Friendly handshake
- Hospitable reception
- Guide and map to the local area
- Access for disabled people
- Opportunities to volunteer
- Open days

"Say encouraging words to young people, make them feel welcome on the planet Earth (many do not). Show by example that we don't need all we have in order to be happy and productive."

Paul Lutus, CareWare

We can choose to LocalCheck

- A friendly and helpful welcome is offered to **all local people** and visitors, regardless of their age, sex or background
- An easy, safe access to the distinctive features of the **locality**, high quality facilities and services
- Under-used space is offered for wider use by the community or social enterprise
- **Local people** and visitors are asked about ways of improving the welcome

Why should I LocalCheck?

- Inclusion of **all local people**
- Reputation for the **locality**
- Support and help from others
- Boost for the **local** tourist trade





Respect the roots

What is cultural heritage?

The lifestyles, sense of place and values that a local community shares and passes on from generation to generation - increasingly influenced by cultures from around the world.



The Stamford Community Orchard Group celebrate Stamford's rich heritage of local apple varieties and orchards and encourage the re-introduction of local English apples to our orchards and gardens. A team of staff from Cummins Generator Technologies clear an allotment for the orchard nursery.



*A poet's hope:
to be like some valley cheese,
local, but prized elsewhere.*

WH Auden, Poet

Where is it?

- Conker competitions
- Local music and dance
- Local accents and beliefs
- Religious festivals
- Village fetes
- Maypoles

We can choose to LocalCheck

- Attend and get involved with local events that celebrate the locality
- Preserve and enrich the best of the local culture and pass it on to future generations
- Adapt cultures from around the world to the locality

Why should I LocalCheck?

- Local culture is often unique and irreplaceable
- Local culture is usually best preserved, celebrated and passed on by grassroots groups
- Local culture can be fun and sociable to celebrate
- Local culture can boost the local tourist industry



Travel lightly on the earth

What is local sustainable travel?

Local travel that helps people to care for themselves, the local community and the environment by reducing car use, and taking the train, bus or taxi, cycling or walking, enabling people to travel enjoyably, safely and healthily.



Where is it?

- Walking and cycling
- Bikes on trains
- Car-sharing
- Cycle lanes
- Traffic calming
- Park and ride schemes
- Seasonal hop on - hop off bus services

Who would have guessed it possible that waiting is sustainable. A place with its own harvest.

Kay Ryan, Peet

We can choose to LocalCheck

- Provide facilities for walkers and cyclists
- Show public transport timetables
- Set up car-sharing noticeboards
- Plan meetings for sustainable travel
- Use three-way phonecalls

Why should I LocalCheck?

- See the area you travel through
- Meet and talk with local people on your travel
- Exercise in a way that is healthy and less stressful
- Reduce congestion and stress
- Reduce pollution and global warming
- Support local public transport





Remember for the future

What is **local** interpretation?

Local people and information that helps us **look** at the past (our heritage) so we can **live** in the future in a more sustainable way that **values** the locality.



Where is it?

- Memories from the **landscape**
- Stories about **buildings**
- Labels and signs
- Heritage **walks and trails**
- Visitor **leaflets**
- Noticeboards
- Records of meetings
- Remembrance Day

"There are no facts, only interpretations"

Friedrich Nietzsche, **Philosopher**

"To look backward for a while is to refresh the eye, to restore it, and to render it more fit for its prime function of looking forward."

Margaret Fairless Barber, **Writer**

We can choose to **LocalCheck**

- Information that **helps** people **look** at **local** things in a different way
- Information that is understandable, meaningful, interesting, attractive, accurate and **up-to-date**
- Information in a form that **doesn't** waste resources
- Interpretation that **values** **local** people's memories and stories
- Help** for people to pass on their **local** memories and information

Why should I **LocalCheck**?

- Learn from other **local** people who remember **local** heritage
- Learn about other **local** people
- Spread the news and inform others
- Pass on **local** anecdotes and stories

