



# Yorkshire Wildlife Trust

## Press Release

### Yorkshire Wildlife Trust wins prestigious tourism award

Yorkshire Wildlife Trust has won a prestigious award for its work on an international Nature Tourism Project which aims to increase tourism to rural areas and improve the local economy.

The project, which saw tourism professionals from across the globe gather to share knowledge and best practice, was named 'Best LEADER Tourism Project' at the Nordic-Baltic LEADER Cooperation Awards earlier this year. The project was also named as a finalist in the 'People's Choice' category.

Launched in February 2012, the project looked at how individuals and businesses could potentially increase tourism by promoting the unique aspects of the area; from areas of outstanding natural beauty to local crafts or sustainable food.

The project was praised for giving business owners a greater understanding of what they have to offer tourists and for prompting the development of a range of new projects and products on an international level.

A series of conferences were also held which enabled the partners to experience local tourism for themselves, network with others and exchange ideas about how to best promote an area. Yorkshire Wildlife Trust hosted the first event of the programme, which looked at how nature tourism can stimulate economic growth and why the possibility of spotting wildlife is such an exciting prospect for many tourists.

The nomination noted that as a result of the project, Yorkshire Wildlife Trust developed its 'Puffin' quality brand mark, a membership and accreditation scheme for wildlife friendly businesses in the 'visitor economy' in the Yorkshire Nature Triangle.

Terry Smithson, Director of North and East Operations for The Yorkshire Wildlife Trust said "I am delighted that the project has been recognised with an award as everybody has worked so hard in order to better understand how to promote nature tourism on a national and international scale. Tourism is one of the fastest growing sectors internationally, so investing in the natural assets of East Yorkshire now could have a massive positive effect on the local economy in the future. In terms of nature tourism, significant progress has already been made at Spurn Head and Flamborough Head, demonstrating how valuable this project has been by enabling us to learn from our partners and share good practice."

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Yorkshire Wildlife Trust is registered in England no. 409650 and is a registered charity no. 210807



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The other partners involved in the project were: Egyesulet from Hungary, The Outer Hebrides Tourism Association from Scotland, Pays Boulonnais in France, Coast, Wolds, Wetlands & Waterways LEADER Local Action Group, Yorkshire Wildlife Trust, England, Adirn from Portugal and Ami Ribeirao from Cape Verde.

More information about the Coast, Wolds, Wetlands & Waterways LEADER programme can be found at [www.ruralprogrammeseastyorkshire.co.uk/rdpe](http://www.ruralprogrammeseastyorkshire.co.uk/rdpe). The LEADER programme is being financed by the European Agriculture Fund for Rural Development and Defra as part of the Rural Development Programme for England.

For more information on the Nature Tourism Triangle visit: [www.yorkshirenaturetriangle.com](http://www.yorkshirenaturetriangle.com)

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**Notes to editors:**

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Interviews can be arranged with...

Electronic copy of photography is available on request

**Photo caption:** Proud moment: The winners of the 'Best LEADER Tourism Project' with their certificates from the Nordic-Baltic LEADER Cooperation Awards. From left to right: Sabine Courouble, Terry Smithson, Cliff Webb, Jaana Malkki and Ann Ryan.

**Yorkshire Wildlife Trust** [www.ywt.org](http://www.ywt.org)

- The Trust has worked for 60 years to protect wildlife of all types, and the places where they live. It manages and protects 82 of the best and most important nature reserves in both rural and urban Yorkshire.



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Love Yorkshire, Love Wildlife



# Yorkshire Wildlife Trust

- The Trust works to protect and save threatened species, such as otter and water vole, while inspiring people, helping people of all ages understand and enjoy their natural environment, and encouraging communities to protect wildlife in their local area.
- Advising landowners on how to manage their land for wildlife, from large companies and local authorities to farmers and individuals, is a large part of the Trust's work, as is influencing planning decisions and campaigning for better protection for wildlife
- The Trust is the only conservation organisation working exclusively in Yorkshire and is currently one of the fastest-growing charities in the UK. Increased membership allows the Trust to remain as the trust for Yorkshire's Residents, acting locally and influencing regionally.

## The Wildlife Trusts (TWT) [www.wildlifetrusts.org](http://www.wildlifetrusts.org)

- There are 47 Wildlife Trusts across the whole of the UK, the Isle of Man and Alderney. We are working for an environment rich in wildlife for everyone. With 765,000 members, we are the largest UK voluntary organisation dedicated to conserving the full range of the UK's habitats and species, whether they be in the countryside, in cities or at sea. 135,000 of our members belong to our junior branch, Wildlife Watch. We manage 2,256 nature reserves covering more than 90,000 hectares; we stand up for wildlife; we inspire people about the natural world and we foster sustainable living.



[www.ywt.org.uk](http://www.ywt.org.uk)

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