



GREEN INFORMATION WALL

CATEGORY: COMMUNICATION CASE STUDY YEAR: 2007

Business Details:

**Wansbeck Caravan Park,
Ashigton,
Northumberland**



<http://www.wansbeck.gov.uk>

Description:

Wansbeck Riverside Caravan and Camping Site can be found nestling on the banks of the River Wansbeck that flows from the very heart of magnificent Northumberland. The Caravan Park has achieved a GTBS Bronze award through implementing some basic good practice measures. One of the ways the site improved its communication with the visitor was to set up a 'Green' information board. This displayed a range of information, some which is more permanent like the site's environmental policy, pictures of some of the wildlife that can be seen in the area and other information, which can be update more regularly, like date and times for Farmer's markets, as well as walks put on by the rangers and a list of wild life seen that day. Through the use of a white board it is easy for site manager to change and update information as well as potential for visitors to add own notes



Economic

- Cost of White board and markers- approx £25
- Wildlife information is available from your local Wildlife trust or the Field Studies Council either free or at minimal cost



Environmental

- Visitors are encouraged to learn more about the wildlife they find on and around the site, through general information on wildlife as well as specific notes on sightings
- Communicating the Site's Environmental Policy, what measures are undertaken already and how the visitors can help out, should encourage visitors to become more aware of how their actions impact the environment while on holiday and potentially transfer that awareness to when they go back home



Social

- Through information on local Farmer's markets and other local shops, visitors are encouraged to support the local community
- Encouraging visitors to take part in guided walks will not only inform them better about the area and its natural and cultural attractions, but also reduce local traffic, by offering a car free activity

WEB

Northumberland Wildlife Trust: <http://www.nwt.org.uk/>
Forestry Stewardship Council Publications: <http://www.field-studies-council.org/publications/index.aspx>
Nature's Calendar: <http://www.naturescalendar.org.uk/>
Northumbria Farmer's Markets: <http://www.northumbria-larder.co.uk/markets.html>