



The Visitor Payback Scheme, Step into the Cotswolds, was developed by the Cotswolds Conservation Board and West Oxfordshire District Council, working in partnership with Oxfordshire County Council Countryside Service and tourism businesses such as B&Bs, hotels, self-catering cottages, pubs and farm shops. The current scheme is operating in a pilot area, but in the long term it is hoped that it will be rolled out across the whole of the Cotswolds Area of Outstanding Natural Beauty (AONB).

The scheme is part of a wider 'green tourism' initiative to help businesses in the area reduce any negative environmental impact they may have. Many businesses have already become greener by using energy more efficiently, reducing waste, and by promoting local produce and public transport.

Step into the Cotswolds is part-financed by the Cotswolds Conservation Board, European Community: West Oxfordshire Network LEADER+ 2000-2006 programme and South East England Development Agency (SEEDA).

The Cotswolds Conservation Board is responsible for conserving and enhancing the natural beauty of the AONB, increasing public understanding and enjoyment of the area and fostering the social and economic wellbeing of local communities.

For more information about its work contact:

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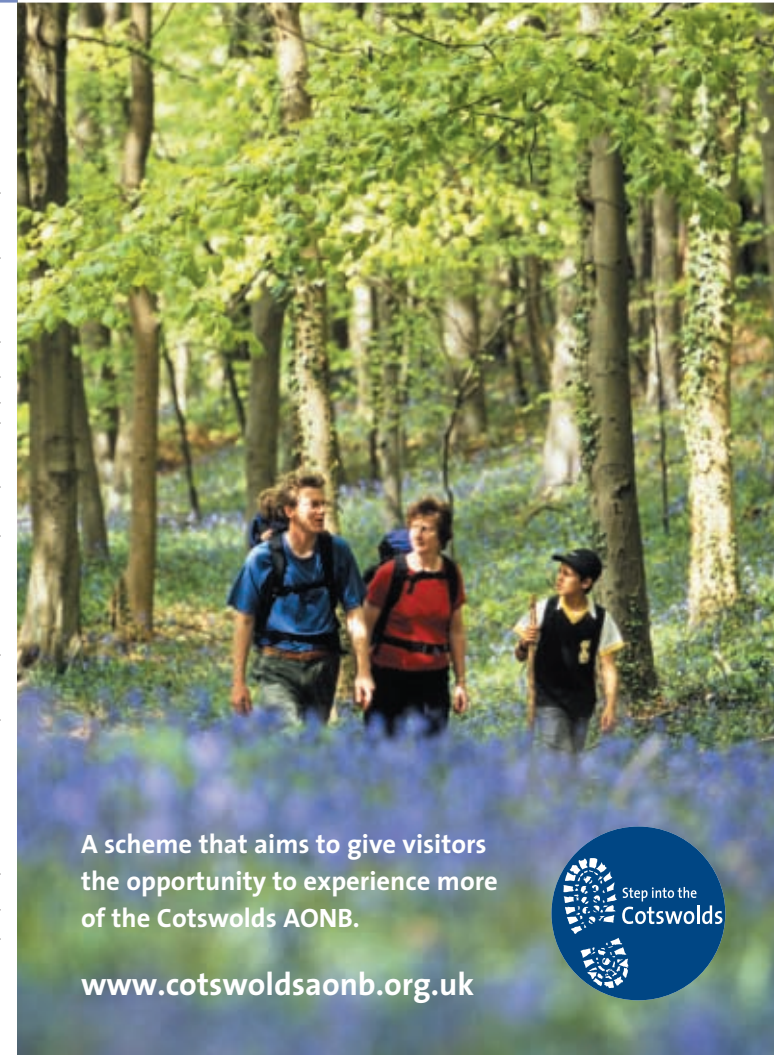
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Step into the Cotswolds: Visitor Payback Scheme



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A scheme that aims to give visitors the opportunity to experience more of the Cotswolds AONB.

www.cotswoldsaonb.org.uk



The Cotswolds is one of the most distinctive areas in England. As a visitor you have the chance to enjoy its stunning landscape and special character. Perhaps you were first drawn here by the stonework of our intimate villages, the opportunity to take refreshing walks or the delicious local produce. Whatever initially attracted you to the Cotswolds we would like to think that you really care for the area and would like to see it maintained. The Visitor Payback Scheme will help you to do just that.

About the scheme

Businesses participating in the Visitor Payback Scheme, which is called Step into the Cotswolds, will be asking you to make a small voluntary contribution. Each business will have its own approach to collecting the money and details will be provided separately.

The Visitor Payback Scheme is designed to raise funds for projects that will conserve the area, make it more accessible and tell people about its special features.

The money that you give will be used to develop a series of short, circular walks (between 1 and 5 miles) on existing footpaths.

If each person who visits the AONB gives £1 to the scheme £20 million could be raised each year.

This money could help protect the Cotswolds Area of Outstanding Natural Beauty (AONB) and make sure that visitors get the most out of it.



How does it work?

The scheme is very simple.

Step 1



You make your contribution to the participating business.

Step 2



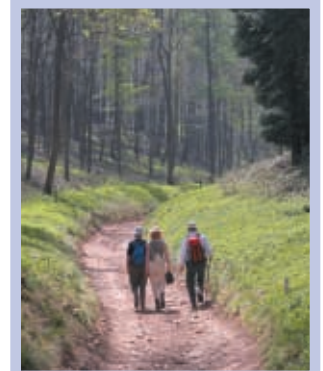
The money is passed on to West Oxfordshire District Council, which is running the scheme in association with the Cotswolds Conservation Board.

Step 3



Funds raised will pay for stile-free routes, to be created on footpaths close by. Once the project is underway, leaflets explaining the routes and their features will be available from all participating businesses.

Step 4



When the work is complete the routes are ready for you to enjoy.

