

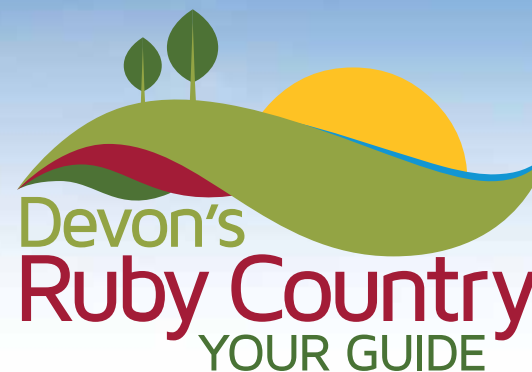
Ruby Country is promoted by **Ruby Country Partnership** working with local communities and businesses to promote the area and help develop the rural economy. Born from the foot and mouth epidemic in 2001, Ruby Country was a coordinated response to the devastating effects of the disease on local agriculture and tourism. We are proud to support local businesses and help ensure the area is resilient to similar crises in the future.

We hope you enjoy your visit and come back soon.



Company registration Number 6851657

Map inside



Visit Devon's Ruby Country.  
A breath of fresh air.

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Designed in Devon's Ruby Country by Chameleon Studio

**FREE**  
Please take one



Welcome to Ruby Country in the heart of rural Devon; beauty, diversity, opportunity, tranquillity, discovery and much more, all rolled in to one great place.

Enclosed by Dartmoor, Exmoor and the north coast of Devon and Cornwall, Ruby Country is the ideal base for a magical, relaxing visit to the West Country. Boasting some of the darkest night skies in England, a cloudless night becomes a black cloak studded with jewels.



You will be struck by Ruby Country's diversity. Beautiful landscapes and views, wildlife in abundance, lots to do and places to visit and great local produce.

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Ruby Country is part of Devon comprising villages and hamlets surrounding the market towns of Holsworthy and Hatherleigh. Ruby Country is renowned for some of the most beautiful and unspoiled countryside in Devon.

With distinctive heritage, culture, wildlife and landscape there are many distinctive facets reflected in the high quality goods, services and activities being delivered in the area.

**Ruby Country has a long association with agriculture and from this the links between quality food, industry, landscape and wildlife are made. This is a significant part of the story of Ruby Country, one that continues to intrigue and draw many people back time and again.**

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**Experience the rich Ruby wildlife, countryside and history in its agricultural setting**





# Holsworthy

The traditional market town of Holsworthy offers something for everyone throughout the whole year.

Holsworthy is a wonderful town with a market charter dating back to the 12th century. In Saxon times it was known as a Port Town. The word Port was a Saxon term for a secure place to trade; a market. Located on the River Deer the town occupies the high ground with the church surveying the surrounding countryside.

Wednesday is the main trading day in Holsworthy, being market day. The town boasts one of the busiest and largest weekly livestock markets in the country and there is also a bustling pannier market in the Square. Why not visit the livestock market in the morning and experience this unique occasion before coming in to town to buy all kinds of local produce in the pannier market.

There are many other small independent retailers in the town, creating a unique atmosphere at any time of the day. The town has a range of cafes, pubs and take away restaurants, catering for most tastes.

There is also a supermarket and agricultural merchants located close to the cattle market.



Holsworthy also has a library with internet connection, Stanhope Park – a large public open space, Baddock Gardens – a small enclosed public space for quiet contemplation, a museum documenting the past, a sports hall and swimming baths.

The Memorial Hall holds events and private functions and there is a friendly Visitor Information Centre where you can find out much more than just what to do in and around town.

There are many events throughout the year in Holsworthy, including St Peters Fair week every July, Holsworthy and Stratton Agricultural Show every August and Holsworthy carnival every November.

For a full events list visit the websites listed or pop in to the Visitor Information Centre.

The town was part of the railway network until 1966 and evidence still remains, including the Colesmill Viaduct, the architecturally important Derriton Viaduct and the disused railway lines running through the surrounding countryside. Some of these are now used as recreational routes for walking, cycling and horse riding. Holsworthy also lies on National Cycle Route 3, linking to Bude, Hatherleigh and many places beyond.



# Hatherleigh

Nestling in a deeply rural landscape shaped by a thousand years of settlement and farming, Hatherleigh is a place apart, with a relaxed atmosphere.

Situated in the valley of the River Torridge just outside of Dartmoor National Park and about 6 miles north of Okehampton, Hatherleigh has long since been a meeting place for local people and important to the local economy.

Today Hatherleigh is not simply picturesque, but a working landscape and town, home to an active and welcoming community where history and tradition blend comfortably with modern life. Part of that tradition can be seen at Hatherleigh Market on a Tuesday morning where, for generations, farmers have gathered to buy and sell their livestock. There is also a well-known pannier and craft market where local people sell local produce and household wares.

Park in the town car park and enjoy Roger Dean's larger than life 'Sheep' sculpture, one of many artworks to be found in the town.

Then wind your way up the hill past the Square where the renowned Hatherleigh Silver Band frequently plays. You might even hear the Town Crier advertising local events. Hatherleigh contains numerous ancient cob and thatch buildings, each with a unique history of their own. Many were once inns or alehouses.



In the town you can sample delicious locally produced honey, meat and cheese, browse among fine arts, crafts and antiques, fabrics, or pick up the things you've always wanted at the local market and auction. There are many places to eat and drink and take-away too.

The town is central to a number of short walks and the Tarka Trail passes close to the town. Hatherleigh is also on National Cycle Route 27 linking Ilfracombe to Plymouth and is now part of the international cycle route Velodysee, creating more cross channel cycling opportunities. If you have time, take a trip to Hatherleigh Moor to enjoy the dramatic panoramic view to Dartmoor, a great place to take photographs.

There are many events in Hatherleigh including Hatherleigh Festival for music and arts every July and the lively Hatherleigh Carnival every November.

## To find out more...

about **Holsworthy** and **Hatherleigh** and the surrounding area go to the towns' website: [visitholsworthy.co.uk](http://visitholsworthy.co.uk) or [hatherleigh.net](http://hatherleigh.net) or [visitruby.com](http://visitruby.com)

**Smart phone users** can click on the QR code on the front cover and be taken directly to Ruby Country's website, where much more information and inspiration can be discovered.





# Ruby Country Villages & Hamlets

There are 45 separate town and parish communities in Ruby Country, each different and all set in beautiful and tranquil surroundings. Made up predominantly of farmland, woodland and forest, all Ruby Country villages and hamlets have strong ties to agriculture, with farms and smaller farmsteads dominating the landscape. **Ruby Country is one of the more sparsely populated part of England but covers an area about the same size as the Isle of Wight.**

Villages and hamlets particularly worthy of visiting include, Bradworthy with its large square, pub and department store, Bridgerule the only Ruby Country village west of the River Tamar, Ashwater with its fine village green, Bratton Clovelly close to Dartmoor, Sheepwash with its links to angling, Halwill Junction and its railway heritage and proximity to Cookworthy Forest, Iddesleigh and its association with the Michael Morpurgo story War Horse and the subsequent movie filmed nearby on Dartmoor, and Exbourne in the east of Ruby Country with its pub and community shop and café.

There is much more besides, making a visit to Ruby Country a treat. To find out more visit our web site [www.ridetherubycountry.co.uk](http://www.ridetherubycountry.co.uk)



The Burrow at Exbourne



Sheepwash



Northlew



Iddesleigh

# A taste of Ruby Country

Think of Ruby Country and you conjure up thoughts of stunning countryside; a landscape that has worked hand in hand with nature for centuries to create some of the finest food and drink in Devon and the West Country.

The link between countryside and food is inherent. Ruby Country takes its name from the Devon Red Ruby cattle, used by farmers to graze the challenging pastures of the area and produce high quality meat produce. For generations Ruby Country has been the factory floor for dairy products, produce visible both in local markets and in the shape of the landscape. Locally produced meat and even the most simple of cream teas can be connected to the local countryside.

A visit to Ruby Country will bring you in contact with much more besides; sausages made from home reared pork, vegetables fresh from the ground, cakes straight from the oven, cider and juices from the orchard, cheese from the press, beer and wine straight from the brewery and vineyard and other tasty temptations incorporating all kinds of local produce.



Buying local produce not only supports the Ruby Country economy but also helps reduce food miles, promoting sustainable development and enticing you to stay in the local area to fully appreciate its potential. Look out for pub and restaurant menus boasting local produce and make a point of trying them. Stay in guest houses using locally sourced ingredients. You'll not be disappointed. Visit our website to find out much more.









## Ruby Country Attractions

Whatever you're looking for in Ruby Country, you're sure to find something to suit you and the rest of the family. Set amongst the rolling land, clothed in green and alive with livestock and wildlife, there are great places to visit, experiences to be gained and memories to take away.

From active adventure to leisurely and relaxing pursuits there is much to choose from. Take a look at our website to find a full list of things to do and see, or peruse some of the following highlights.

**The Alpaca Park** ([thealpacapark.com](http://thealpacapark.com)) is the place to see these gentle and fascinating animals in pleasant surroundings. The park is set in a County Wildlife Site and forms part of the overall attraction, including a tea room and gift shop.

**Eastcott Vineyard** ([eastcottvineyard.co.uk](http://eastcottvineyard.co.uk)) offers tours and award winning wine sales on this established vineyard with outstanding views to Dartmoor.

**War Horse Valley Country Farm Park** ([warhorsevalley.com](http://warhorsevalley.com)) tells the story behind Michael Morpurgo's novel and subsequent film, detailing agricultural life before and during war-torn Devon.



### Winsford Walled Garden

([winsfordwalledgarden.info](http://winsfordwalledgarden.info)) is an inspirational garden full of summer colour and interesting planting. A large mature bamboo grove has a collection of many different varieties, probably the largest in the West Country.

**Roadford Lake** ([swlakestrust.org.uk](http://swlakestrust.org.uk)) has over 730 acres of water, set on the edge of Dartmoor between Okehampton and Launceston. On the southern bank you will find the Lakeside cafe and Visitor Centre. It is the place for water sports, gentle walks, cycling and wildlife watching.

With markets, open countryside, public rights of way, villages and more to explore, Ruby Country is an inspiring place to come to whether you live here or are visiting.



## Walking and Cycling

Exploring Ruby Country on foot or by bicycle is the best way to discover timeless beauty and the secrets waiting to be found. Walkers and cyclists will be struck by the scenery and beautiful countryside.

Sunken lanes shroud the view but there are many opportunities to catch tantalising glimpses of what lies further afield. Small villages, hamlets and many farmsteads are scattered throughout the landscape. Pubs and village shops can be found to refresh and comfort walkers and cyclists.

The imposing presence of Dartmoor is an almost constant companion to your walk or ride. Steep side valleys cloaked with broadleaf woodlands can be challenging but take the time to appreciate the wildlife within. You never know what you'll see and the rewards you'll get. Off road sections of disused railway line suitable for all are easier to use and incorporate into any walk or ride.

The rights of way network allows access to less easily reached areas, whilst Ruby Country is also incorporated into National Cycle Routes 3 and 27, making it easy to access the coast at Bude using NCR 3, Dartmoor, Barnstaple and further afield using NCR 27 which is also the Tarka Trail.



The extensive network of trails and routes in Ruby Country can lead on to longer and more challenging walks and cycle rides, even linking into France.

Free from the inconvenience of the car and the barrier it creates between the visitor and the natural world outside, walking and cycling are good for the environment and also for your health. It is possible to create a walking or cycling holiday in Ruby Country, using the routes available to download from our website [www.ridetherubycountry.co.uk](http://www.ridetherubycountry.co.uk) in conjunction with the accommodation listings. Linger in Ruby Country and find more treasure





## Horse riding and carriage driving

**There is no better way to explore the secrets of Ruby Country and its landscape than from the saddle or carriage. Views are clearer as riders and drivers are that little bit higher, making appreciation of the landscape easier.**

Ruby Country has been the focus for a dedicated project to improve access and interpretation for horse riding. Working in partnership with Devon County Council, Ride the Ruby Country has helped develop horse riding opportunities, with the result being off road routes, the 6 Ruby Rides self-guided multi-use trails and associated brochure using public bridleways and quiet country lanes, increased equestrian holiday opportunities in Ruby Country and increased awareness of Ruby Country as a destination for



An off shoot of this work has been the association grown between Ruby Country and the Devon branch of British Driving Society. This has led to more drives being held in Ruby Country, the development of a series of self-guided drives using quiet country lanes and increased opportunities for individuals to undertake leisurely driving holidays in the area.

To pick up a copy of the Ruby Rides brochure, call in to Holsworthy Visitor Information Centre, or to download rides and carriage drives, visit our website [www.ridetherubycountry.co.uk](http://www.ridetherubycountry.co.uk).



## The landscape and the wildlife of Ruby Country

**There is something different about Ruby Country. The way the land looks, the views, and the wildlife have all been shaped and adapted by man and pastoral industry. The lush green pasture enclosed by banks and hedges hold the animals reared for meat and dairy products.**

This lush green pasture has been somewhat tamed over the years. Hedges are now flailed rather than laid ("seeped") and fewer people are employed in agriculture.

The typical habitat of Ruby Country is Culm Measures, unique to north Devon and north Cornwall. Culm is regarded as poor quality grazing land, dominated by clay and therefore very wet. Devon Red Ruby cattle grazed the area, being able to thrive on the poor quality grazing.

An internationally rare habitat, Culm Measures host a wide range of special wildlife, forming distinctive communities found in abundance in Ruby Country. Devon Wildlife Trust manages many Culm Measures sites in Ruby Country, including Dunsdon National Nature Reserve, near Holsworthy. Here it is possible to see, at the right time of year, the rare Marsh Fritillary butterfly, Devil's-bit Scabious, Cuckoo Flower and more typical species.



Changing agricultural practices have affected Culm Measures. The habitat has become fragmented, sites isolated and species becoming restricted.

Woodlands abound with bird life and if you're lucky you might see deer, adder, ravens, buzzards, crossbills, fungi, spring flowers and indicators of past land use.

At the bottom of valley rivers and streams will be found. The Torridge flows close to Black Torrington and Sheepwash, The Okemont close to Exbourne en route through Okehampton and the Tamar flanks the western edge of Ruby Country, running through the village of Bridgerule. If you are patient you might spot otters, kingfishers, heron, wild trout, and much more.





## Creative Ruby Country

Ruby Country is a hive of creative industry. The landscape is peppered with those working hard to further their creative dreams, whilst enriching the lives of many more. A visit to the quarterly Ruby Country Market (visit [www.rubycountrymarket.co.uk](http://www.rubycountrymarket.co.uk) for dates) proves this, with a cornucopia of artists and crafters working in a wide range of media and materials, all vying for the attentions of potential customers.

Arts and crafts are more readily on display in the galleries around Ruby Country. Salar Gallery in Hatherleigh and West Gallery in the north of Ruby Country both exhibit and sell original work and reproductions by many local renown artists and crafts people, including local wildlife artist Lucy Turmaine. At Winsford Walled Garden is the studio of landscape painter, Dugald Stark. Hatherleigh Pottery is a working pottery and showroom for local potters Jane Payne and Michael Taylor, each producing unique and interesting pieces.

There are many others working in Ruby Country selling their works through a variety of outlets, including Holsworthy and Hatherleigh Markets, other crafts fairs and exhibitions. To find out more about arts and crafts in Ruby Country, visit our web site [www.ridetherubycountry.co.uk](http://www.ridetherubycountry.co.uk).

Why not take home a unique piece of Ruby Country to remind you of your experience here.



## Sustainable tourism

Here in Ruby Country we are passionate about our world and encourage and welcome visitors seeking natural encounters and those wanting to be honorary guardians. We are striving to create a sustainable environment in which business and tourism can flourish hand in hand. We encourage businesses to be good stewards of the environment, as we know the link to the natural world creates more efficient and prosperous businesses.

We know that by making small operating changes, business overheads can be reduced. We encourage local businesses to think about their energy and water usage and waste creation and take small steps to reduce all three. Savings are often invested into other areas of business.

We know that sustainable businesses offer high quality experiences. Their stewardship of the environment and its resources becomes part of their story. There is no better place to stay than on a farm or small holding, where you can see where your breakfast eggs come from and see chickens in their natural environment.

Ruby Country is a special place that attracts a certain kind of visitor. It is not a place suited to high energy family holidays more typical of coastal resorts. Ruby Country is a place to explore at your leisure, discover its treasures and participate in a low impact way in its many opportunities. Visitors to Ruby Country are encouraged by businesses to linger longer and come back again.

Collaboration between businesses has resulted in significant impacts to the local economy and visitor experience. The quarterly Ruby Country Market and Halwill Community Market are prime examples of this, when local traders, crafters, entertainers and services come together to create regular memorable events and business opportunities. More income is generated, retained and then redistributed within Ruby Country.

Investment in and promotion of the natural environment and low impact activities has resulted in more walking, cycling, horse riding and carriage driving routes being developed. Suitable off road multi-use trails have been created and self-guided routes developed for visitors and local people to follow. These link in to local businesses and through our website raise awareness of other opportunities along the way.

**Welcome to Ruby Country. We hope your time with us is rewarding.**

