

# Ruby Ride and Read

January 2013



## WELCOME

A BELATED Happy New Year to all our readers. Fingers crossed for a prosperous 2013, with improvements all around in whatever you do.

2013 is the final year of Ride the Ruby Country with the project finishing on 31st May. This does not mean that the project will never be heard of again. The work will continue, just in another way. We hope that you will use the tools we have developed and methods we have encouraged you to use.

Your commitment to further developing Ruby Country as a recognised destination for sustainable tourism, excellent local produce, other goods and services, invigorating recreation, inspiring wildlife and landscape will help the work of the project continue. Working together is the key to success and Ruby Country Partnership will continue to support this.

Ride the Ruby Country still has work to do and there are some exciting opportunities for you to get involved in. We hope you will continue to support our work to get and keep Ruby Country on the map. But this can only be done with your help and commitment.

Good luck for 2013 in whatever you do.

### Social media workshops

Ride the Ruby Country has arranged 2 workshops to help banish the mystery shrouding social media and it's use as a modern marketing tool for small businesses.

If you are a complete Facebook novice or beginner and would like to find out how you can set up a business page, how to create traffic to you page, upload topics, images, and posts, and how to incorporate social media into your overall marketing strategy, then why not book on to one of these **FREE** totally interactive workshops.

The workshops will run on;

**Monday 11th February** and **Tuesday 5th March** at Cookworthy Forest Centre from 10am to 1pm. Refreshments will be provided.

Attendees will need to bring a laptop that can be connected wirelessly to the internet, along with images and text of their business.

For more information and to book on contact Mark on 01409 220009, or email [project@ridetherubycountry.co.uk](mailto:project@ridetherubycountry.co.uk).

## RUBY COUNTRY Market

Ruby Country Market was launched in 2012 and was run on 4 days on the site of Hatherleigh Market. The market attracted a huge range of local producers from around Ruby Country and the surrounding Devon countryside. The market was a great success

attended by vast numbers of visitors and customers from around Devon, some choosing to visit whilst on holiday.

Ruby Country Market is being run again in 2013, with the first event of the year taking place on **Saturday 30th March** (Easter Saturday) from 10am to 4pm, in Hatherleigh. Ride the Ruby Country wishes Ruby Country Market every success in 2013. To find out more about buying and selling visit [www.rubycountrymarket.co.uk](http://www.rubycountrymarket.co.uk)



European Agricultural Fund for Rural Development: Europe investing in rural areas.



Ride the Ruby Country thanks the following organisations for their continued support

**Buy local. Support local producers.  
Support local services. Support your  
local town. It will benefit us all.**

## Walking in Ruby Country

With the help of well known local walking expert David Arney, Ride the Ruby Country has coordinated a series of 16 walks in Ruby Country. These walks are available as downloads from [www.ridetherubycountry.co.uk](http://www.ridetherubycountry.co.uk) and we hope will help more people access the beautiful countryside in our part of north west Devon.

Walks include Cookworthy Forest and Halwill, Iddesleigh and War Horse Valley, Pyworthy and Crinacott, Milton Damerel and Broadwoodkelly.

Accommodation owners will receive a CD containing all walks, cycling and riding routes and carriage drives.

Please share these with your guests and help them understand Ruby Country whilst enjoying the area and supporting the local economy.

## Sustainable Tourism workshop

Ride the Ruby Country is hosting a sustainable tourism workshop for small businesses in Ruby Country.

The workshop will focus on sharing business experiences and looking at how sustainable principles can be incorporated in to any business for ethical, social and financial reasons.

The **FREE** workshop will take place at Cookworthy Forest Centre on **Thursday 21st March** 10am to 3pm. Lunch and refreshments will be provided.

To find out more and to book a place (limited to 12) contact Mark on 01409 220009, or email [project@ridetherubycountry.co.uk](mailto:project@ridetherubycountry.co.uk)

Book now to avoid disappointment.

## The Ruby Country Night Walk with North Devon Hospice

Ride the Ruby Country is pleased to be working closely with North Devon Hospice on Night Walk 2013. This major event will take place on **Saturday 11th May** at Tamar Lakes from 7.30pm.

To find out more about the Ruby Country Night Walk visit [www.northdevonhospice.co.uk](http://www.northdevonhospice.co.uk) where you will be able to book on and start fund raising for North Devon Hospice. More information will follow but please pencil it in your diary and come along and support this worthwhile cause

## Fishing

Coarse and game fishing are popular activities in Ruby Country with many local people taking part in the sport on a regular basis, and many visitors building their holiday around the excellent opportunities and businesses here to promote the activity.

Ride the Ruby Country has developed a page for fishing on our web site [www.ridetherubycountry.co.uk](http://www.ridetherubycountry.co.uk) where we are promoting the activity as a sustainable holiday activity and healthy recreation activity. If you have a fishing venture or know of opportunities not already featured on our web site, please get in contact.

## High viz horse riders tabards

Ride the Ruby Country has helped funded the production of hi-viz tabards for horse riders, these now available from Cookworthy Forest Centre or from Holsworthy Visitor Information Centre and Holsworthy and District Riding Club. If you would like a tabard, please contact Mark on 01409 220009 or email [project@ridetherubycountry.co.uk](mailto:project@ridetherubycountry.co.uk).

Ride the Ruby Country; proud to be working in partnership with Devon County Council to improve road safety for horse riders across Devon.

Don't forget Ruby Country Partnership is here to help you promote your business. Contact us.

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The next Ruby Ride and Read will be produced in  
March. If you have comments please contact us.  
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