



Ruby Ride and Read

November 2011

Welcome to the autumn edition of Ruby Ride and Read, the newsletter of Ruby Country Partnership Ltd and Ride the Ruby Country. It seems such a short time ago I was putting the last edition together. Time has flown past and a lot has happened. Read on to find out more. We hope you find this newsletter informative.

Ride the Ruby Country update

It seems like I started work on Ride the Ruby Country only a few days ago but I have now been in post for over a year. It is incredible really to think how the project has progressed since my first day.

Ride the Ruby Country is a joint partnership between Ruby Country Partnership and Devon County Council designed to improve access to recreational and business opportunities, through the investment being made to create new multi-use trails and improve existing networks. My role is to work with local people and help them understand and realise the potential of the arising opportunities. This has been a rewarding journey so far bringing me in to contact with many interesting and enterprising people.

For example, I attended the official opening of Evergreen Farm's new farm shop. The event was well supported by local people and I was delighted to talk with a cyclist who popped in whilst passing. The man had cycled from Bude and had no idea there was a conveniently placed business where he could stop and partake of refreshments. It just goes to show that people do visit Ruby Country and appreciate the small businesses ideally located for their convenience.

I have been busy working on the series of Ruby Rides with Devon County Council. These will soon be available officially in the form of a 16 page booklet or as a series of downloads from many websites. I hope these are launched before I attend the South West Christmas Equine Fair at Westpoint, Exeter on 3rd and 4th December.

It was really good to meet so many interested people at the Holsworthy and Stratton Show in August. We had some interesting feedback and also some positive business ideas coming forward.

I am pleased to report a couple of new stretches along the Ruby Way have been purchased by Devon County Council and there are a number of business ideas allied to this. I am looking forward to working closely with Holsworthy, Bude and points in between to promote more opportunities along this route.

Now is the time to take the project forward into 2012 and to make more people aware of Ruby Country, its stunning landscape, great food, excellent places to stay and visit and many opportunities to interact with the environment in a responsible manner. Good things ahead! Keep an eye on the project website for more information.

www.ridetherubycountry.co.uk

Mark



Cookworthy Forest to Halwill bridleway

The bridleway link between Cookworthy Forest and Halwill was officially opened on 15th September by Leader of Torridge District Council, Cllr Barry Parsons.

The event was attended by a wide variety of local people and interest groups, including riders, cyclists, walkers, local people, parish representatives and other access groups in Devon.

Following a short walk from the main car park, the official opening was undertaken in Cookworthy Forest. We would like to thank the Forestry Commission for their help in making this route a reality, helping encourage access to Cookworthy Forest and making it a destination for recreation in Ruby Country. We hope we are able to work together on other projects in the near future.

Linking in to the Ruby Way, Pegasus Way and part of the developing network of trails in Ruby Country the creation of this link will have a positive on the local economy. The route has already been enjoyed by Holsworthy and District Riding Club and a growing number of people are enquiring about this route, which takes in wild and wonderful scenery.



Ride the Ruby Country is working closely with Country Sports South West to help promote horse riding in Ruby Country.

Country Sports South West is helping promote Ride the Ruby Country to a wider audience, so encouraging more people to visit Ruby Country as part of a trip to the West Country. In return Ride the Ruby Country is promoting the project to businesses here. If you own an equestrian establishment, offer riding holidays, have a fishing business, sell game food, provide accommodation linked to country sports, or have another business associated with traditional country sports, then get in touch with Countryside Sports South West and make the most of the free publicity available.

www.countrysportssouthwest.co.uk

Of course, Ride the Ruby Country would really like to hear from you if you fit in to these categories as well if we haven't already. It is really important we work together to build up a strong network of businesses for mutual support and to get Ruby Country on the map as a place worthy of visiting and with many healthy things to do.

Ride the Ruby Country will be sharing a stand with Country Sports South West at the South West Christmas Equine Fair at Westpoint, Exeter on 3rd and 4th December. If you are planning on coming please visit our stand and find out more about Ruby Country.

<http://www.contour.uk.net/equinefair/index.php>

Ruby Business Network successes

Two Ruby Country businesses have received acclaim in recent business awards in Devon.

Lizzies Larder at Blackberry Farm Shop, Milton Damerel has been awarded Top Local Producer and Best Specialist Retailer in the recent North Devon Food and Drink Awards 2011. Lizzie Kirby received her award from the renowned chef Michael Caines MBE at the recent Foodfest and said "It was such an exciting moment when I received my award and it was fantastic to have the opportunity to meet such an inspirational and passionate man in the food world."

The award is the only one in Devon that is nominated by the members of the public. "I was very proud when I saw the comments made by our customers as well as the judges. This is the icing on the cake for what has proved to be a tremendous year business wise for me and my family."

www.lizzyslarder.freeuk.com

Leasefield Holidays was Highly Commended in the Best Tourism/Hospitality category in the recent North Devon Journal Business Awards. Leasefield Holidays based in Halwill Junction has been a firm supporter of Ride the Ruby Country since day one.

Don Osbourne of Leasefield Holidays said "We have only been trading for a year and to get this recognition is fantastic. Hopefully we'll be in the running for first prize next year!"

These two successes prove Ruby Country is full of high class businesses and the acclaim we could have by joining together and entering more business awards. Ride the Ruby Country is proud of all of the businesses it is working with and believes we can really get Ruby Country on the map by working together. We are all passionate about what we do and the area we live in.

www.leasefield-holidays.co.uk

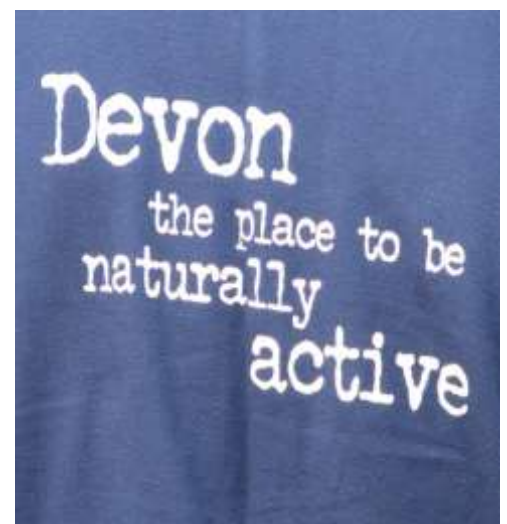


Ruby Business Network meetings

At the last business network meeting it was agreed business network members need to be more involved with promoting businesses under the Ruby Country umbrella. We all believe in the power of networking and the strength in numbers we can achieve. But we all need to be part of this revolution. It is in everyone's best interests to join in with activities and help steer the future economic security of the area for all concerned. We all need to put Ruby Country on the map.

All businesses can benefit from being part of the network and investing time in others for mutual support. It was felt the best way to do this was for similar business types to get together to steer publicity and promotion whilst working closer with the Ruby Business Network.

The next meeting to gather ideas is on Wednesday 16th November from 7pm. Venue is to be confirmed. If you would like to attend, contact Mark on 01409 220009.



Local events in and around Holsworthy

- 12 Nov Craft Fair at Holsworthy Memorial Hall organised by Holsworthy Family Resource Centre. 10am to 4pm
- 18 Nov Holsworthy Farmers Market in The Square
- 19 Nov Arts and Crafts Fair at Winsford Centre from 11am
- 19 Nov Holsworthy Winter Carnival
- 10 Dec Christmas Quiz at the Winsford Centre. 7.30pm start
- 14 Dec Late night Christmas shopping in Holsworthy. From 6pm.
- 16 Dec Holsworthy Farmers Market in The Square

Local events in and around Hatherleigh

- 5 Nov Bonfire Night at Hatherleigh Cricket Club £4 per adult and £5 per child. From 6pm
- 12 Nov Hatherleigh Carnival
- 22 Nov Exbourne Local History Group meeting from 7.30 pm in Exbourne Village Hall
- 26 Nov Coffee morning in Hatherleigh Charter Hall from 10am
- 27 Nov Tea celebration from 3pm at the Methodist Chapel to celebrate 65 years of the Hatherleigh branch of the Royal British Legion Ladies
- 28 Nov Cancer Research UK Coffee morning from 9am to noon in Old Schools, Hatherleigh
- 3 Dec Made-Well Christmas Food and Craft Fair from 10am to 4pm

Office space to rent at Cookworthy Forest Centre

There are currently 2 offices to rent in Cookworthy Forest Centre. These are ideal for start-up businesses and could help you move your enterprise from home and the distractions that can deflect you from efficiently running your business.

Call Mark on 01409 220009, or John on 01409 254298.

Visit Halwill Breakfast bar on the A3079 just outside Halwill Junction.

All meat and eggs are locally sourced and there is also homemade cake available.

Support your local markets

Hatherleigh Market every Tuesday

Holsworthy Market every Wednesday

Contact

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www.ridetherubycountry.co.uk

Buy local produce, goods and services.

Support your local economy.

Let's make the future prosperous for all by keeping our money in Ruby Country.

Ride the Ruby Country is supported by;

