



Marketing your Business for the Stars!

Following the designation of the **Northumberland International Dark Sky Park** (See Appendix 1), partners are working together to ensure that as many businesses as possible contribute to the reduction of light pollution and make the most of being in one of the best places in the UK to view the night sky.

To make it easier for your customers/visitors to identify what type of dark sky experience they can expect when they use your services, we are recommending you use the following criteria to help clarify the offer being made. Some or all of these actions can be adopted by businesses as appropriate, but you should ensure that you are doing enough to keep the promise to visitors that each designation infers.

A Dark Sky Friendly Business



You should:

- Be proactive in reducing light pollution on or near the property (See Appendix 2)
- Accept late returns from star-gazing events or activities
- Be flexible with guests – consider requests for late check out or breakfasts
- Consider how star-gazing guests will interact with other guests – for example returning late and making noise.
- Provide guests with a check-list of what to bring to enjoy the night skies
- Provide information: leaflets, star charts, reference books, websites, Ipads & apps etc
- Promote star gazing activities and events in Northumberland on websites, in literature, emails, social media and face to face. If the business is located within the International Dark Sky Park use the Park logo.

You could also:

- Provide facilities for refreshments – on return or as packed meals
- Give advice and tips (e.g. paint normal torches with red nail varnish)
- Attend a 'Star Tips for Profit' astro-tourism workshop or other training
- Provide equipment that guests can use to view the stars – binoculars, red torches, telescopes etc.

A Dark Sky 'Stay & Gaze' Business



You should consider the actions above, but you should also:

- Provide a designated viewing area on-site with appropriate outside lighting which should be minimal but still ensure the safety of guests.
- Ensure views aren't obscured by indoor or other lighting
- Provide equipment that guests can use to view the stars – binoculars, red torches, telescopes etc.

A Dark Sky Event Organiser

- Organise and promote public events that give people the opportunity to view the stars with expert guidance.

NOTE: If your business is located within the **Northumberland International Dark Sky Park**, you can use the official logo below:



In addition to the business criteria above, there are also categories for star gazing venues in Northumberland:

An Observatory

- A visitor destination/attraction centred around the observation of the the night sky with high-quality telescopes, other scientific equipment and professional expertise on hand, running a comprehensive programme of publicised events: e.g. the Kielder Observatory.

A Dark Sky Discovery Site

Dark Sky Discovery Sites are places that:



- have good public access, including firm ground for wheelchairs. The sites are normally accessible at all times – however, please check the links for any special access arrangements.
- are away from the worst of any local light pollution
- provide good sightlines of the sky

There are two darkness ratings:

- “Orion” sites. At these sites, the seven main stars in the winter constellation Orion are visible to the naked eye. Typically, this means away from, or shielded from, bright lights such as street lights, security lights or approaching car lights.
- “Milky Way” sites. At these sites the Milky Way is visible to the naked eye. They are much darker sites found only in more rural areas.

ONLY approved Dark Sky Discovery Sites can display the logo below:



More information about how to be Dark Sky Friendly can be found at www.northumberlandtourism.org.uk/darkskies

Appendix 1.



Dark_Sky_Fact_Sheet.pdf



NorthumberlandDarkSkyPark_A4.pdf

Appendix 2.



Residents_Fact_Sheet.pdf