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Countryside Recreation Network

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# Countryside Recreation



## This issue... 'Consuming the Countryside'

- Managing Recreation on Inland Water • Participation in Outdoor Recreation in Scotland • The Peak District Environmental Quality Mark
- Food Farming and the National Trust • What's in a Name - The Impact of WHS Status on Tourism along the Jurassic Coast
- Agency Profile - Countryside Council for Wales
- News • Summary of Latest CRN Events • Forthcoming CRN Events • Publications

Exchanging and sharing information to develop best policy and practice in countryside recreation



Countryside Recreation Network



# Countryside Recreation Network

## Countryside Recreation Network (CRN)

### CRN is a network which:

- covers the UK and the Republic of Ireland
- gives easy access to information on countryside and related recreation matters
- reaches organisations and individuals in the public, private and voluntary sectors networks thousands of interested people

The Network helps the work of agencies and individuals in three areas:

### Research:

to encourage co-operation between members in identifying and promoting the need for research related to countryside recreation, to encourage joint ventures in undertaking research, and to disseminate information about members' recreation programmes.

### Liaison:

to promote information exchange relating to countryside recreation, and to foster general debate about relevant trends and issues.

### Good Practice:

to share information to develop best practice through training and professional development in provision for and management of countryside recreation.

**Chair:** Geoff Hughes

**Vice-chair:** John Watkins, Countryside Council for Wales

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## Visit CRN on the Internet!

See our home page at:

[www.countryside recreation.org.uk](http://www.countryside recreation.org.uk)

## Countryside Recreation Editorial Policy

Countryside Recreation is the journal of the Countryside Recreation Network. The purpose of the journal is to act as an exchange for sharing information, ideas and practical solutions that promotes best policy and practice in countryside recreation across the UK and Ireland. Countryside Recreation is free and is published three times a year. We welcome articles and letters from all readers. The editorial policy for the journal is to provide a platform for a fair and honest discussion on issues relating to countryside recreation.

Articles will be accepted from anyone from the Network organisations and other organisations and individuals who wish to share their knowledge, research findings, practical experiences or promote policies and strategies in the provision and management of access, recreation, sport and active tourism.

The Journal is not a lobbying or campaigning platform. We will not accept articles that are defamatory and potentially libellous. Rights of reply will be offered when organisations' actions are brought into question.

The Response section is used to enable comments to be made on specific articles. Articles offered for this section may be edited for length.

The journal is managed by the CRN Network Manager and guided by an editorial panel made up of representatives from organisations in the Network. The editorial panel and CRN Network Manager reserve the right to reject articles and curtail discussion on specific subjects if the panel feel that the issues have been appropriately and satisfactorily dealt with. We will always discuss with authors the reason for rejecting articles.

The CRN Network Manager will commission articles related to the specific themes that are part of each journal. We will also accept articles on a range of subjects for each issue but they must be related to the business of the Network members' remits.

**The Autumn/Winter journal will be based on the theme of 'Young People in the Countryside'.** If you would like to submit an article or a news item for consideration by the Editorial Board, please email the document in word format to the Network Manager ([cm@shu.ac.uk](mailto:cm@shu.ac.uk)).

### Please note the following submission deadline dates:

**Articles for editorial board consideration to be submitted by 31st August 2007.**

**Commissioned articles to be submitted by 14th September 2007.**

**News items to be submitted by 28th September 2007**

**Chair of Editorial Panel:** Jo Burgon, The National Trust



'Countryside Recreation' is provided free by the following organisations to promote good practice:



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Countryside Recreation goes out to over 2950 individuals working in the field of countryside recreation, tourism and leisure. If you would like to have a flier or advert distributed with the journal, please contact the Network Manager for further details and pricing policy.

# Editorial

Marcus Sangster, Forestry Commission

Welcome to the Summer 2007 issue of the CRN Journal. The idea for CRN's summer journal came out of a discussion about the importance of brands in our lives, and whether the idea of branding was applicable to the countryside.

What the articles here all have in common is the idea of the countryside visitor as a consumer, either buying a service or product directly or perhaps bringing with them values and expectations that are essentially consumerist.

So what is it that consumers expect of the countryside? We know from surveys that the pattern of visits to the countryside is changing. People are more likely to engage in several different activities, they are looking for a diverse experience. As a result the countryside today is competing with a growing range of calls on peoples' leisure time. People also expect higher standards of service, and they have the option of going elsewhere if standards don't come up to scratch. Another obvious trend is the demand for greater choice. We are all more individualistic and looking for options tailored to our particular requirements.

Brands have also become very important. At one time they simply reassured you about quality. Modern concepts of branding, however, emphasise the values and meanings associated with products and services. They have become a means of building our identity and signalling our values and social associations to others. Brands are also a means of navigating the very complex world of goods. Michael Wilmot of the Future Foundation recently wrote about how hard it is to be a consumer. The average supermarket has tens of thousands of products, how do you choose which ones to put in your basket? You reach for the products that you know and feel comfortable with. So brands have almost become substitutes for direct observation and experience.

These ideas are relevant to the countryside. If we want people to visit the countryside, for whatever reason, we need to engage with them on their terms. That means offering diversity and choice, attaching positive meanings to places and activities and properly exploiting the advantages that we have. A key advantage is place and locality. Who you are and where you choose to be are closely linked. Remember, in the UK perhaps more than anywhere we can offer diversity without asking people to travel far. Local food, local histories, buildings, topography and features such as water, beaches, woodlands and moors crowd in on each other so that most places can be presented as distinct and interesting.

Consumerism also brings with it the idea of commoditisation, and that has dangers for the countryside. If you are watching an osprey chick on a webcam how is that different to television? Is it real or just something that you can turn off when you get bored with it? And doesn't the same apply to the farmer, forester, ranger, ecologist - the soap-opera characters whose existence stops when you stop watching them. How can we influence that mindset and help people connect to a living world and relate to nature that is no longer part of their day to day experience?

I know that you will enjoy this edition of the journal, which is going from strength to strength. If the articles raise questions or if you wish to comment then do please write in. We will be pleased to hear from you.

Marcus Sangster  
Forestry Commission

# Managing Recreation on Inland Water: A Review of International Approaches

Sue Williams, Countryside Council for Wales



## Managing Recreation on Inland Water: A Review of International Approaches

Recent discussions on the provision and management of recreation on inland water have concentrated on the approaches taken in England and Scotland. Although these provide two contrasting approaches, there are many other recreation management options that are in use in other countries. In order to consider what approaches could potentially be applied in Wales, and to learn more about the range of methods that have been used to both secure access and manage use, the Countryside Council for Wales (CCW) recently commissioned some research to review how water-based recreation is managed in a number of other countries.

The research reviewed a wide range of countries, encompassing most of Europe (including Wales, England, Scotland and Northern Ireland), along with the USA and New Zealand. As with land-based recreation management, a wide range of different individual approaches were found. In particular, the research found that for most countries there

was a difference between how access was 'secured' and how subsequent use was then managed. Under these two different areas, a wide variety of approaches were found, and the research conducted a series of interviews with key stakeholders in order to understand their potential applicability to Wales.

### Securing Access to water

In all countries, access to inland water is secured either by 'right' (through law or as tradition) or by voluntary permission (by whoever owns or holds the right to grant access). However, not all activities were granted the same access rights or permissions, with distinctions commonly being made between 'informal recreation' (such as swimming, playing, canoeing); 'motorised activities' (such as jet skiing or powerboating); and 'angling/fishing'.

### Voluntary Permission

The review of other countries found that the 'voluntary' approach only existed on a countrywide level in England and Wales. The usual approach of seeking temporary permission for use of the water from the landowner and / or the holder of the riparian rights has also now been supplemented by the first example of voluntary dedication under CRoW on the River Mersey, achieved through the work of the Environment Agency. Overall, it was felt that this type of approach had the potential to help protect environmentally sensitive sites (as it relies on permission being granted), and could be used to

control numbers of users. However, the short-term nature of voluntary agreements, and the ability for permission to be withdrawn at any time leads to a relatively unstable access situation, although this is overcome through dedication. The need to gain voluntary permission can also make it difficult to provide access in the places where it is most needed.

### **A 'right' of Access**

The research found that for the majority of other countries, including most of Europe, the USA and New Zealand, access to water was secured through either a traditional or legislative right, particularly in the case of informal recreation activities. In some countries, such as Sweden and Scotland, access to water is covered under their universal approach to 'open access' that covers most land and water resources. Less familiar is the approach taken in the USA and New Zealand, where water is seen more as a linear resource to which people have a 'right of passage' and access to the river corridor. In all countries, the 'right of access' applied to both private and publicly owned water. How applicable a 'right of access' might be in Wales resulted in a wide range of different responses from the stakeholders, with some supporting this approach and others considering that it would not be appropriate. On the positive side, it was felt that granting informal recreation users a right of access would provide clarity in relation to where people could go, and that in turn could have potential benefits for increasing participation. However, strong concerns were also raised as to potential conflict between different users and the possibility of activities damaging sensitive environmental sites. It would appear that other countries that have a right of access have addressed these potentially negative impacts through applying one or more of the following 'management' approaches, usually to specific areas as and when required.



### **Different Approaches to Managing Use**

Although there were a wide range of different, locally applied options to managing use, the research found that they mainly fell into the following broad approaches.

#### **Codes of Conduct**

In virtually all countries, some form of information about responsible behaviour is available. In particular, codes of conduct focus on protecting the environment and respecting other users. In some countries, this takes the form of fairly general guidance, whilst in others it is very specific, for example the Swedish advice to canoeists which covers details of how to avoid disturbing birds through descriptions of bird behaviour. Perhaps the most extensive is the Scottish Outdoor Access Code, which has been supplemented by additional information for specific user groups, and also states clearly that a right of access is only granted to those who act responsibly. Although there was almost universal support from stakeholders for the use of 'codes of conduct', some concerns were raised about the difficulty of enforcing responsible behaviour.

#### **Time Zoning**

Allowing different activities to take place at different times has been used relatively frequently in England and Wales, where voluntary permission for access for canoeists has been granted during the winter months (usually during the fishing closed season). A more 'environmentally determined' form of time zoning, in the form of 'spate agreements', is now getting more detailed consideration. A slightly different approach was found in France, where on a number of rivers, canoeing is only allowed between 10am and 5pm to avoid conflict with anglers. It was felt that different types of 'time zoning' could offer benefits through reducing potential conflict between users, and offering clarity about when different activities could take place. However, concerns were also raised about equity between different activities, and about potential increased concentrations of use due to certain activities being limited to shorter periods of time.

#### **Area Zoning**

Area zoning has often been used in other countries to provide distinct areas for different activities, and to protect specific sensitive environmental sites. However, it can also be used for a wider range of purposes, for example the 'reservoir' zoning approach taken in South Africa. Recreational use of reservoirs has been zoned to prevent any activities taking place around water supply infrastructure on health and safety grounds, whilst the rest of the reservoir allows separate areas for different activities. Other types of zoning used in Minnesota combined 'direction of travel' and speed conditions with zones for different sizes and types of boats. The strengths of area zoning were felt to apply in

particular to the protection of sensitive sites, and to reducing the potential for accidents or conflict. However, it was also noted that this type of approach could be restrictive on small water bodies, and would be of limited use on rivers.

### Management Plans

A wide range of different management plans have been applied in other countries, ranging from small scale localised plans relating to a particular stretch of river, to extensive plans that cover an entire catchment or region. The plans usually cover a reasonable time period, often 5 to 10 years, and take a holistic approach, encapsulating a wide range of uses of the river, and provision of supporting facilities such as parking or campsites. An interesting approach has been adopted at the strategic level in a number of American states, based on the Water Recreation Opportunity Spectrum. In considering the full extent of the water resource within the state, the planning process aims to provide for 'diversity', acknowledging that people want to undertake a wide range of activities in different environmental settings. If the diversity of demand is accurately determined, and environmental data is available, such strategic level planning can be useful in determining the most appropriate type of 'supply'. However, stakeholders in Wales noted that such an approach could be expensive and lead to difficulties due to administrative boundaries.



### Canoe Trails

Designated canoe trails were found in several countries, such as the USA and Ireland, where they have been used to encourage specific activities and manage use through promoting trips in suitable locations. Of particular note was the Lough Erne canoe trail in Northern Ireland, along with the Ohio Water Trails team who work with key stakeholders to develop local trails with access points every 10 miles. The strength of canoe trails lies with the ability to actively encourage high levels of use on appropriate rivers, whilst steering users away from other more sensitive sites. They also offer a unique travelling experience and engagement with the natural environment. However, some stakeholders felt that landowners would be wary of any type of designation, and securing access to long stretches of river could be problematic in Wales.

### Permits, Fees and Licences

The use of permits, licences and fees have mainly been applied by other countries in relation to angling, for example in France, Hungary, England, and Finland. However, the research also found that permits had been used in the Boundary Waters Canoe Area in the USA to manage user numbers. A restricted number of permits are granted every year, selected by a lottery system, and requiring the payment of a small fee (equivalent to approximately £2.50 for young people and £5 for adults). The use of licences for canoeists was also found in Ohio, where owners register their boats for a 3 year period, costing about £7.50. The money from the licence goes to the Waterways Safety Fund. In Wales, it was felt by some that the introduction of a licence fee could be used to help fund environment or facilities improvement. However, it was felt that if a fee was introduced it should cover a substantial amount of the water resource, and wouldn't be applicable if only small areas were available.

### Conclusion

The research commissioned by the Countryside Council for Wales was not intended to provide the definitive answer to what single approach should be used to provide access to water for recreation in Wales. Instead, it has provided an extensive review of a wide range of possible approaches, particularly in relation to how recreational use could be managed where required. Most importantly, with the inclusion of numerous case studies from around the world, it provides practical, real-life examples of how such approaches can be successfully employed to address specific recreation management issues.

### Photographic References

*All photographs credited to the Countryside Council for Wales*

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# Participation in Outdoor Recreation in Scotland: Key results from the Scottish Recreation Survey

Graham Neville, Scottish Natural Heritage and Duncan Stewart, TNS Travel and Tourism



## Introduction

Outdoor recreation in Scotland is defined by Scottish Natural Heritage (SNH), for the purposes of this project, as any trip made to the outdoors for leisure and recreation purposes, taken from either a home or a holiday base. The term 'outdoors' includes open spaces in the countryside as well as in towns and cities such as woodland, parks, farmland, paths and beaches or cliffs. There are no minimum time or distance limits set on visits. This definition is set within the context of the statutory right of responsible access conferred by Part 1 of the Land Reform (Scotland) Act 2003, which provides this right to most land and inland water in Scotland.

The Scottish Executive is committed to increase participation opportunities in outdoor recreation. To this end, SNH have been given a target to "Improve public enjoyment of the countryside as measured by increases in the number of walkers visiting". To do this, we need a continuous tracking survey. The vehicle used to meet these requirements and the target is the Scottish Recreation Survey (ScRS), a ten-year

programme of continuous monitoring of participation in, and attitudes to, open-air recreation in Scotland, which we have commissioned with the Forestry Commission Scotland.

The overall aim of the ScRS is to provide continuous monitoring of participation in outdoor recreation in Scotland. There are a number of specific objectives, which are:

- to measure and collect details about the Scottish adult (16 years and over) population's participation in outdoor recreation;
- to provide a picture of the types of location that recreational users visits – including countryside, inland water and coastal locations as well as urban sites, e.g. woodlands in towns and cities;
- to report on other issues, such as social and economic links with recreational use in the outdoors, e.g. expenditure, transport, party composition and social classification of users; and
- to act as one of the monitors of Scottish Outdoor Access Code awareness, including levels of responsible behaviour.

Fieldwork commenced in July 2003 and is programmed to run until 2013, tied to the Scottish Executive's key target. The dynamic nature of the ScRS allows the survey partners to vary, when needed, the content and frequency of the

questions asked. This flexibility is also useful should there be a need to introduce new elements to the survey in the future. As long as the core questions remain the same for the ten years of the survey, long term tracking will be available within a flexible framework for the addition of appropriate short-term monitoring questions. SNH is joined in the Scottish Recreation Survey project by our partners the Forestry Commission (FC), who use the national level monitoring to benchmark forest-based recreation research and to monitor trends in overall participation as well as visits to woodland in Scotland.

**Survey Method and Scope**

The survey is undertaken through the inclusion of questions in each monthly wave of the TNS consumer omnibus survey the Scottish Opinion Survey (SOS)<sup>1</sup>. Around 1,000 adults are interviewed each month as part of this survey, resulting in an annual sample of over 12,000 interviews. Interviews are conducted in-home using CAPI (Computer Assisted Personal Interviewing) hardware with a representative sample of Scotland's adult (16 years and over) population. These interviews are undertaken in 42 sampling points throughout the country with quota targets set on the basis of gender, age-group, social grade and working status. At the analysis stage, the survey data is weighted to ensure that the sample profile matches that of the Scottish adult population.

A set of questions was agreed with SNH and FC staff and these were classified into different categories. A core set of questions is asked every month while other questions are included around every second month or third month.

As mentioned above, the survey aims to measure outdoor recreation participation in all types of location. Therefore, the respondent is asked to provide details of visits to the outdoors made 'either from home or while away from home on holiday, provided the holiday was in Scotland' and they are instructed that 'by outdoors we mean open spaces in the countryside as well as in town and cities'. Information is collected on whether or not any recreation visits have been taken to the outdoors in the previous 12 month period and during the 4 weeks prior to the interview. If the respondent has taken part in any outdoor visits during the 4 weeks prior to the interview more detailed questions are asked about their most recent visit, including questions on the location visited and activities undertaken.

**Levels and Patterns of Participation**

During 2006, some 79% of the Scottish population claimed to have made at least one visit to the outdoors for leisure and recreation purposes. This represents a small increase from the estimated 75% recorded during 2005. Figure 1 below illustrates the proportions of Scots claiming to have

**Participation in outdoor recreation: July 2003 - January 2007**

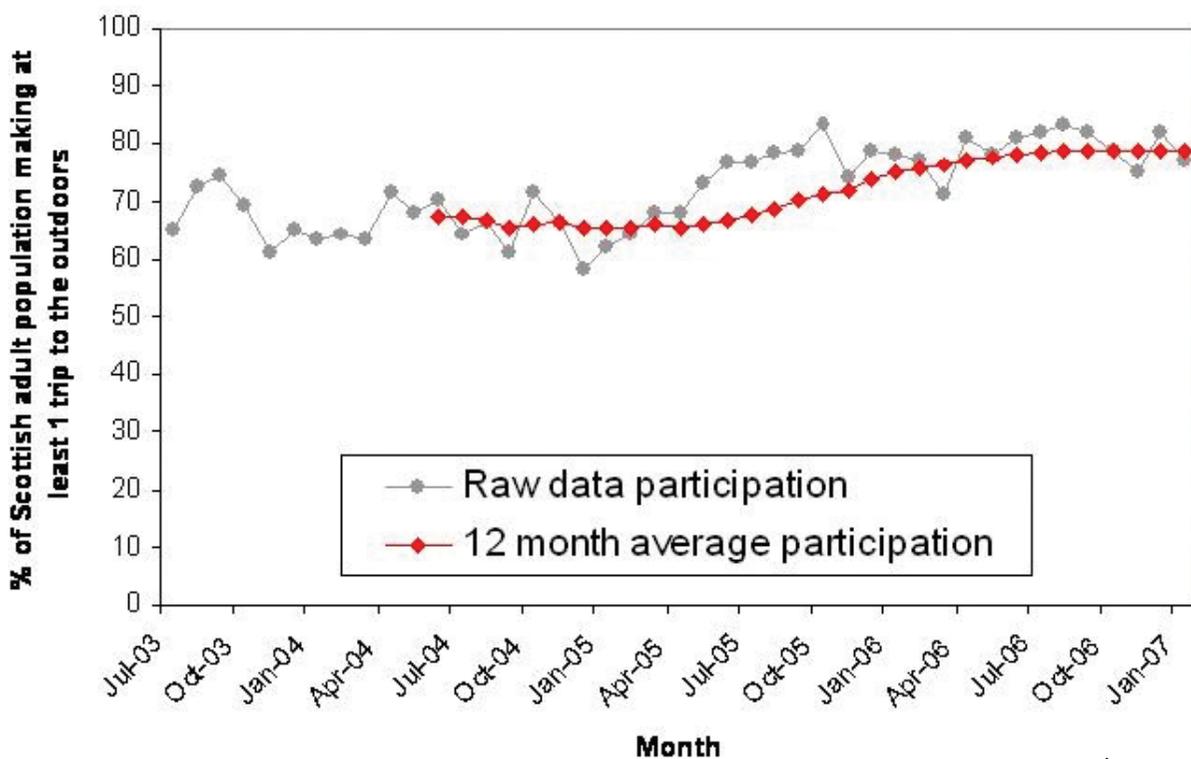


Figure 1

taken part in outdoor recreation in the previous 12 months, as recorded in each wave of surveying between July 2003 and January 2007. While there is some expected seasonal variation in the results obtained, there has been a general upward trend, as illustrated by the rolling average trend line which is based upon an average of the results obtained during the previous 12 months. This average has increased from 67% over the 12 months between July 2003 to July 2004 to 79% between January 2006 and January 2007. Although some of the monthly variations are not statistically significant this overall change is, suggesting a general increase in levels of participation during the first three and a half years of the survey.

While an increasing proportion of the population have been recorded as taking part in outdoor recreation, there are variations between demographic groups with lower participation levels amongst members of the D and E social grades<sup>2</sup> (67% participating in outdoor recreation during 2006) and those aged 55 or over (67%). The most frequently provided reasons for not participating in outdoor recreation are poor health and, amongst people aged under 54, a lack of time or being 'too busy'.

In terms of the types of place visited during outdoor recreation visits, in 2006 over half of all visits were made to a countryside destination (56%) while a town or city destination or the seaside was visited in smaller proportions of visits (28% and 15% respectively).

The types of destinations visited in countryside visits varied. Around a third included woodland or forestry (34%), a similar proportion were to a local park or open space (33%), 17% were taken in a mountain or moorland environment and 12% included farmland. Comparing the destinations of visits taken in 2006 with those taken in 2004 and 2005 suggests that the volume of visits taken to local parks and open spaces has increased during this period.



### Consuming the Countryside

The survey collects a significant amount of detailed information regarding recreation visits taken to the outdoors in Scotland, providing some insight into the Scottish population's 'consumption' of the countryside.

- In the vast majority of visits taken to the Scottish countryside, the visitor had been to the place visited before (92%). Indeed, in around two-fifths (41%) of visits taken in the countryside, the visitor usually visited the location at least once a week. A similar profile was recorded in 2004 and 2005.
- The duration of recreation visits taken in the countryside varied, with 30% under 2 hours in duration while 20% were over 5 hours long. Reflecting these findings, the distances travelled on countryside visits were also varied with around a fifth of visits (19%) involving a journey of less than 2 miles but a similar proportion (18%) involving over 50 miles of travel. Comparing these findings with those recorded during 2004 and 2005 suggests an increase in the proportion of visits of shorter duration involving shorter distances travelled.
- Modes of transport used on countryside visits also varied with 55% involving transport by car and 37% taken on foot. With the decreasing proportion involving longer distances being travelled, the proportion of visits taken by car has also decreased between 2004 and 2006. The continuation of this trend would have a positive impact on the overall carbon emissions of recreational visits.
- Walking was the most frequently undertaken main activity in visits to the countryside with the main activity of a fifth of visits reported as a short walk of less than 2 miles (20%), 37% involving walks of between 2 and 8 miles and 6% involving a walk of 8 miles or more or hill walking. Other activities undertaken by significant proportions of visitors to the countryside included family outings (14%), cycling and mountainbiking (6% overall). The profile of activities undertaken during recreation visits to the countryside has not varied significantly during the first three years of surveying.
- In 2006 a dog was taken on 22% of outdoor recreation visits to the countryside, similar to the proportions recorded in 2004 and 2005.

### The Value of Outdoor Recreation

While analysis of the 2006 data is still on-going, the results obtained during the first three calendar years of the study suggest that an average of around 250 to 300 million outdoor recreation visits are taken by residents of Scotland each year. About 150 million of these visits are taken in the countryside. Both the proportion of Scots taking part in

outdoor recreation and frequency of visit taking has increased between 2004 and 2006 resulting in an overall increase in the annual number of visits during this period.

During 2006 visitors to the Scottish countryside spent an average of £16 per visit. A third of visits involved expenditure on food and drink (35%), 18% involved spend on fuel and 8% involved spend on gifts or souvenirs.

Applying the results of the survey regarding expenditure during visits to estimates of the total number of visits taken per year suggests that during the first three calendar years of the survey (2004 to 2006) an average of around £5 billion was spent per year during outdoor recreation visits. Around half of this total was spent during visits taken in the countryside.

### Conclusion

Data received from the ScRS to date has shown that outdoor recreation in Scotland has experienced a slight increase in recent years. Trends emerging from the ScRS show, in addition to the slight increase, that there may be a move towards a greater number of visits made close to where people live – a trend reflecting the considerable investment over recent years to develop better local path networks.

### Footnotes

<sup>1</sup> An omnibus survey is a quantitative survey in which data on a range of different subjects is collected during the same interview. These questions are asked on behalf of a number of organisations who share the survey costs.

<sup>2</sup> Includes semi skilled and unskilled manual workers, retired people previously in these occupations and people entirely dependant on the state.

### Photographic References

All photographs credited to Scottish Natural Heritage

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# The Peak District Environmental Quality Mark - Branding products and services that help conserve and enhance protected landscapes

Faith Johnson, Peak District National Park Authority



Wild Flower Meadow, Ridge Farm, Longnor

## Introduction

The Peak District Environmental Quality Mark (EQM) is used in the Peak District to brand products and services that deliver conservation benefits to the National Park. Four years in, the scheme is well-received by its funders and popular amongst local businesses. However, the project faces a number of interesting challenges along with further opportunities to grow and develop.

### What is The Peak District Environmental Quality Mark (EQM)?

The EQM is a pioneering award for businesses that help conserve and enhance the Peak District National Park and is the first of its type to be set up in England.

It has four particular features, which together set it out as a unique approach:

- A pioneering approach - designed so it can be adopted in other areas, particularly other protected areas.
- About a special place - the Peak District National Park.

Award holding businesses help conserve the characteristic environmental features of the Park.

- Forging links - between four business sectors: farming, food & drink, tourist accommodation and arts & crafts. All these different links in the chain, from the farmer to the consumer, work together to offer unique products and services that are connected to good management of the protected landscape.
- Environmental standards - only businesses that can demonstrate high standards of environmental management, specifically through compliance with the EQM Standards, can qualify for the award. The EQM is legally protected as a certification mark registered with the Patent Office.

The EQM began as a national pilot project for the Countryside Agency, working in partnership with English Nature, the East Midlands Development Agency (emda) and the Peak District National Park Authority. All the project partners worked closely together to initially develop and guide the scheme. Natural England, Derby & Derbyshire Economic Partnership and the Peak District National Park Authority are now funding the scheme until March 2008.

The EQM arose from careful research and consideration of national and international environmental schemes and existing studies in this area, particularly the work commissioned by the Countryside Agency exploring the

applicability of foreign product labelling schemes to the UK (Countryside & Community Research Unit & Coventry University, 2001). The EQM was developed to try and put in place all the recommendations for an 'ideal scheme' arising from the research.

The process of developing the EQM logo, Standards, operating procedures, and of engaging Peak District businesses and project partners is described in a Technical Report (Johnson et al. 2005) written so that others could learn from the EQM project experience. Full copies of the EQM Standards and the Regulations Governing the Use of the Peak District Environmental Quality Mark are included in the Technical Report. Alternatively there is a Summary Report, which gives an overall view of the 18-month setting-up process (Johnson & Parker 2005). Copies are available from the EQM Project Officer and can be downloaded from [www.peakdistrict.gov.uk/eqm](http://www.peakdistrict.gov.uk/eqm).

This article sets out the current experience of the EQM project, nearly four years since the scheme was launched and now in the final year of confirmed funding. It reflects on how the philosophy of the scheme has developed and what the current achievements and challenges are for the project. It also sets out our hopes for the future of the EQM scheme.

### The EQM Philosophy

The EQM award has three objectives:

- To encourage businesses to develop products and services that maximise environmental benefits to the Peak District and minimise adverse environmental effects
- To create a marketing edge for participating businesses, distinguishing their products or services from those of their competitors
- To encourage the collaborative marketing of related products and services, for example in tourism and food promotions.

Linking these objectives is central to the award. If a business meets the requirements of the EQM Standard it is delivering real conservation benefits to the Peak District National Park. This in turn can be used as the 'unique selling point' for that business. The award can also provide the means of linking together different businesses, often from different sectors, that share common business philosophies. In essence, the Authority is using EQM as a means to engage with businesses and encourage them to 'conserve and enhance the National Park and promote understanding of the special qualities of the area' - i.e. the National Park purposes as set out in the Environment Act 1995.

The philosophy of the EQM sets out to tap into the large and growing ethical consumerism market in the UK, currently

worth £29.3 billion a year (The Co-operative Bank, 2006). EQM however, offers a new and more subtle message: EQM tells consumers that a product or service is not simply local, but that it plays a part in conserving the special landscape and environment of the Peak District National Park. Consumers often assume that buying local is automatically good for the environment. However, at a local level modern farming methods can lead to the loss of precious habitats and landscape features. In the Peak District, features such as wildflower meadows, drystone walls and lead mining heritage are our capital. In the current rural economic climate they are fragile – a luxury that farmers may increasingly be unable to afford to maintain. EQM offers a method for delivering genuinely sustainable consumerism by investing in the habitats and landscape features that make the Peak District special.

### The EQM Project now, in 2007

#### Achievements – a popular, growing scheme

At the time of writing there are 57 EQM awards held across four business sectors (farming, food & drink, arts & crafts and holiday accommodation). The scheme is proving popular and 22 new applicants successfully achieved the award in 2006, despite the limited promotional activity of the scheme. We recognise this is a tiny proportion of Peak District businesses, but the growth of the scheme is currently limited by the staff time necessary to process new award applications.

All EQM businesses contribute to the conservation of the Peak District landscape – either directly, through how the business manages its land and buildings or indirectly, through collaboration with other businesses. For example, accommodation businesses source a proportion of their foods from EQM food producers, who in turn source from farmers managing their land in environmentally beneficial ways.

The launch of 'High Peak Lamb' by J W Mettrick & Son butchers in Glossop is a good example of the way EQM is working. This highly successful EQM food business requires High Peak Lamb to be sourced only from farms with EQM awards. In this way the butcher can secure a marketing edge. The farmers develop a good working relationship with the butcher and are rewarded for their environmental performance through the market outlet for their lamb. Accommodation businesses wanting to secure EQM will be advised that a key ingredient of their application will be their food procurement policy. Using High Peak Lamb will be one way they can demonstrate this – thereby creating a new sales outlet for J W Mettrick & Son. J W Mettrick & Son in turn may need new farm suppliers to meet increased demand for High Peak Lamb – farms that will need to be EQM accredited. Thus, an EQM butcher is creating 'market demand' for farmers who deliver conservation benefits to the Peak District National Park.

### **Current challenges - choosing a purist or pragmatic approach?**

The EQM project works to try and ensure that 50% of the businesses participating in the scheme are farms. This is to create a sufficient range of 'conservation products' for the EQM service sector businesses to choose from. However, in 2006, striking this balance proved more difficult than expected. There were two main reasons for this.

Firstly, the majority of Peak District farmers are not involved in direct sales, as the Peak District is a hill farming area mainly producing store animals for fattening in the lowlands. Farmers do not therefore consider themselves obvious candidates for the EQM award since they don't have a product to sell to the public with the EQM logo. This seems particularly true for the farms which would most readily meet the EQM Farming Standard – farms with exciting habitats, managed in a non-intensive way and participating in agri-environment schemes. On the other hand, many key players in the local food supply chain (e.g. those selling at farmers' markets, farm shops and directly to local shops) manage land just outside of the National Park boundary and are therefore not eligible for the EQM award under current scheme rules. A recent independent evaluation of the EQM scheme (SQW 2006) suggested the EQM project was restricting its success by strictly adhering to the Peak District National Park boundary for eligibility for the EQM Farming Standard. Instead it suggested the scheme should embrace the local food supply chain more holistically, as overall it can deliver conservation benefits to the Peak District National Park. The EQM project is then faced with the following question: should limited project funds be spent on the detailed ecological and archaeological surveys necessary for an EQM Farming award application if the land is outside of the National Park boundary?

The second reason it is proving hard to achieve 50% of the EQM award holders from the Farming category is that EQM is proving very popular with holiday accommodation. Eight of the 22 new award recipients in 2006 were holiday accommodation, so a swell of awards in this category means that even more farms need to be recruited to achieve the 50% farmer participation target.

The large number of holiday accommodation EQM applicants presents a further challenge to the scheme in its own right. EQM holiday accommodation businesses have become powerful ambassadors for the EQM scheme, through adverts and features in the Peak District and Derbyshire Visitor Guide, guest literature, discussions over breakfast with guests, websites etc. However, it can be difficult for holiday accommodation providers to meet the central requirement of the EQM Standards, to source products from land managed for conservation in the Peak District. There is a strong reliance on pork products amongst bed & breakfast and guesthouse accommodation and the Peak District National

Park is not a pig farming area. Enterprising award applicants are exploring offering beef and lamb sausages at the breakfast table and a number of the EQM self-catering establishments offer ready-meals made with beef or lamb from EQM farms. However, project staff do not have the resources to work with EQM holiday accommodation award holders to find suitable conservation products, for example through tasting events. So the project is potentially facing a choice. Should we lessen the requirements for holiday accommodation to source products from Peak District farms managed for conservation (capitalising on the public face they bring to the scheme), or stop offering EQM awards to holiday accommodation providers that do not meet the Peak District specific requirements of the EQM Standards but still demonstrate exceptional environmental performance? Should we take a purist or pragmatic approach?

### **An independent view – is EQM effective?**

In 2006 an independent review of EQM was undertaken by the economic development and management consultancy SQW (SQW 2006). The review examined how well the project had achieved the three objectives outlined above, how the scheme was perceived (particularly by participating businesses) and how it compared to other similar schemes.

SQW found that:

- EQM is a good vehicle for the Peak District National Park Authority to encourage businesses to adopt high environmental standards and actively engage with efforts to conserve and enhance the National Park
- There is evidence that the project is meeting two of its three objectives, but a lack of effective economic tracking of participating businesses means there is no way of demonstrating whether EQM gives businesses a marketing edge. There is therefore an urgent need to introduce economic monitoring of participating businesses
- EQM has capacity and funding issues which currently limit its effectiveness
- The project needs to offer a clearer message about EQM to participating businesses, so they can then convey this more effectively to their customers
- The project needs to ensure participating businesses use the logo more consistently
- More effective scheme promotion is needed, through closer links with the Peak District National Park Authority communications team and the local tourism partnership Visit Peak District and Derbyshire
- A modest subscription fee was supported by over half of EQM businesses interviewed

- It will be five to eight years before the anticipated benefits of the scheme are achieved and SQW therefore recommended continued public funding of the scheme
- The Peak District National Park Authority is the most appropriate organisation to sponsor EQM into the future.

### Plans for the future of EQM

Experience so far has demonstrated that the idea of an environmental quality mark can work. The SQW evaluation concluded that "EQM is becoming an effective and efficient vehicle for delivering the remit and objectives of the Peak District National Park Authority", i.e. to conserve and enhance the National Park and promote understanding of the special qualities of the area. EQM has given recognition to, and brought together, businesses that are making special efforts to care for the environment of the Peak District. For them, environmental conservation becomes part of their businesses, not something imposed by a regulatory body. But the EQM project is still finding its way, still working out the best approach to making the scheme a real success. There are decisions to be made about how to strike the right balance between the different award categories, and the SQW report highlighted a number of other issues requiring attention.

The EQM has many ambitions for this year and the future. These might include:

- Developing and implementing methods of tracking the economic impact of EQM for businesses
- Introducing mentoring and training to encourage strong use of the brand by award holders
- Identifying 'Project Champions' to offer advocacy for the scheme and raise awareness
- Introducing a subscription fee once economic benefits have been demonstrated
- Calculating the 'carbon-footprint' of EQM businesses and introducing targets to encourage overall reductions in carbon emissions
- Developing more award categories and expanding the types of products and services that can be certified
- Rolling out environmental quality brands to other National Parks or other protected areas so that EQM becomes part of a wider family.

The EQM project sets out to promote sustainable consumerism. It is exploring whether the market can encourage and support production practices that make a positive contribution to sustainability, biodiversity, and the

natural beauty of a National Park landscape. In essence, the EQM is an experiment to see whether public benefit can be paid for from the private purse. It will be a number of years yet before the results from the experiment are clear.

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### Photographic References

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# Food Farming and the National Trust

Sarah Tipping, National Trust



Blickling Hall

As Europe's largest conservation charity, with 3.4 million members, the National Trust and its properties have an important responsibility in promoting, and putting in place, systems of food production that benefit both local producers and consumers. In 2006 the Trust introduced their new food policy, the process of using quality, local, seasonal and sustainable food is to be formalised; and the use of traditional recipes, cooked with contemporary flair, really celebrated. The charity wants producers, consumers and visitors to their properties to share their passion in sourcing and selling food that has integrity based on animal welfare, quality produce, traceability and environmental principles.

Food for National Trust kitchens, wherever possible, is to be sourced from the land immediately around: fruit, herbs and vegetables from the kitchen gardens; meat from quality herds, provided by tenant farmers. Local artisans - the bakers, the cheese makers - will be key suppliers. Their catering teams will be looking first to their property for produce, and then to their county, their region and from around the UK. This is the National Trust showing its

commitment to the best of British and the renowned culinary traditions of its regions.

The Trust's generic principles for production, catering and retail of food products are founded on seven core areas. These are: environment (land management, resource use and waste minimisation), animal welfare, food hygiene and safety, food quality and taste, labour (conditions), fair trade and traceability. Additional desirable attributes for food and the suppliers the Trust works with are: good business practices (accountability), marketing (including labelling, packaging and presentation), transportation methods and encouraging producer co-operatives where possible.

The Trust has a food sourcing policy which outlines the standards to which it aspires to for different products. For example, all eggs must be organic assured or Freedom Food assured free range. It is then desirable if they come from an NT tenant, or within the local area.

Whilst the Trust aims to source food produced in close proximity to where it is processed and eaten it is aware that this is not always possible or appropriate. Local food does not necessarily mean it is high quality and produced to high standards. For this reason the Trust are focussing not just on where food comes from but also the standards it has been produced to, so they can be confident they are sourcing food that is as sustainable as possible.

In line with its sustainability principles the National Trust is

confining its menu of seafood to the most responsibly managed stocks. The Trust has produced a guide for its catering teams which recommends the best seafood to choose in respect of sustainability of supply, environmental impact on marine habitats and other species and avoidance of unnecessary or inefficient transportation. The National Trust is guided by the Marine Conservation Society regarding seafood sustainability issues and they are working with their national suppliers to ensure a range of sustainable seafood choices are available from the recommended supply list. To help consumers recognise the most sustainable seafood on offer, all seafood available from National Trust will be clearly labelled with common names of species used as well as the area of origin and the method of fishing or harvesting used.

Visitors across the country are also noticing a real difference in the quality of the food they are eating at National Trust properties. The visitors at Blickling Hall in Norfolk have already commented on the fresh ingredients, the use of regional produce and local recipes. Last autumn local game, pigeon and berries featured on the menu – along with the fish for which the Norfolk coast is renowned. Blickling has a Head Chef who has adopted the new policy with enthusiasm. If a new dish is created or put on the menu tasters are put out on the counter and the ingredients are discussed. Direct feedback from customers is valued very highly. Being close to the coast, seafood is the ‘thing’ in the area and people expect to see it on the menu. At Blickling they try to make all their recipes relate specifically to north Norfolk, and a lot of the suppliers come from within a few miles. The flour they use in the restaurant comes from a local mill, Letheringsett Flour Mill. One of the cheeses used is the local Binham Blue, the venison comes from Gunton Park near Cromer. Since starting to implement the new food policy the catering team at Blickling have seen just how much more potential there is for using produce from the estate. Apples come from the orchards; pheasant, partridge, pigeon and rabbit from all around the gardens. They are going to develop this further by liaising more with the gardeners, keepers and wardens.

The organic garden at Snowhill, Gloucestershire, includes a small kitchen garden, devoted to growing vegetables to provide the restaurant with fresh supplies. Crops include lettuces, spinach, tomato ‘Gardener’s Delight’, runner and broad beans and quick growing regenerative crops - these mingle with rows of flowers grown for the house. As well as adding visually to the attractiveness of the property, and using the area as it would have seen when the manor was built, the garden supplies fresh produce direct to the property’s restaurant. Visitors can see the plants growing in an organic environment, and even meet the people who tend the gardens. This promotes an on-site consumer-producer relationship, as well as giving the people who work in the gardens an opportunity to talk about their work.

It matters that we know where our food comes from, how the crops were grown and that animals are properly cared

for. The National Trust helps and encourages farmers to manage their farms to high environmental, animal welfare and food safety standards. The Trust aims to see farmers rewarded for producing quality food whilst protecting and enhancing the countryside. Seven per cent of Trust land is farmed organically, compared to a national average of four per cent. The National Trust is the largest non-governmental landowner in Britain, owning approximately 250,000 hectares of land across England, Wales and Northern Ireland. More than 80% of the Trust’s land is farmed or is dependent upon farming for its management. There are 700 whole farm tenancies on National Trust land with a further 1,300 parcels of land which are rented out to farmers. It is important to the National Trust, as a major landowner, to provide that extra level of support to its tenants who are leading the way in promoting local and seasonal food. The Trust runs 25 farms and areas of farmland including Wimpole Home Farm in Cambridgeshire, Hafod-y-Llan in Snowdonia and Llanerchaeron in mid-Wales. The Trust works with their farmers to help them add value to the food they produce and to get a better return.



#### The Fine Farm Produce Award Logo

The Trust has other ways of promoting its food policy and maintaining high standards of food production every year. The Fine Farm Produce Award, launched in 2006, was designed to recognise the very best food and drink being produced from its farms, orchards and gardens. The emphasis is very much on delicious tasting, top quality produce but equally on rewarding and supporting producers who hold animal welfare, local production and traceability as key. The requirements are rigorous: producers must meet National Trust environment standards and, for livestock and dairy products, be certified organic or Freedom Food (RSPCA) assured.

Of course the products have to look, smell and taste superb. A taste panel makes sure of these three criteria by testing for appearance, aroma, texture and flavour. Amongst the winners in 2006 were Hill House Farm free range woodland Tamworth roasting joint and sausages from the Brockhampton Estate in Herefordshire. The pork from the Tamworth pigs is based around a woodland pig project on the National Trust’s Brockhampton Estate, where they are being used to help graze the woods. Two paddocks within

the woodlands, which cover 4 acres, have been identified for the pigs and they roam freely in their natural habitat. The pigs have been managed since 2005 by tenant farmers Shirley and Colin Haywood from the National Trust's Hill House Farm. By grazing this, their natural habitat, and keeping the numbers low, the pigs are reared to high welfare, Freedom Food standards whilst retaining healthy woodland.

Killerton Medium Dry Cider from the National Trust's Killerton Estate in Devon was also a winner. Cider has been made on the Killerton Estate since the early 1990s. Apples from the five estate orchards, which are managed by National Trust Wardens, are used to make Killerton Cider. In addition to providing the apples, these orchards are also managed for their wildlife benefit. All of the apples used in production have been grown without the use of chemical fertilizers or pesticides. The majority of varieties used are of West Country origin and include local apples such as Star of Devon and Morgan Sweet and two varieties originating from the estate - Killerton Sweet and Killerton Sharp. The majority of the production work (apple collection and pressing) is carried out in early October. National Trust wardens and volunteers are assisted with this each year by a 'Working Holiday' group. All the apples are picked by hand and then crushed on site using a traditional farm press. Production levels can vary from year to year but on average the total amount of juice produced is around 2,500 – 3,000 litres.

Kendal Crumbly and Kendal Creamy organic cheeses were also winners in 2006. These two cheeses use Cumbrian milk to add a local dimension to a traditional Lancashire cheese. The cheese is made by Richard Park at Rostock Dairy, which is certified with the Organic Farmers and Growers. The milk comes from award winning, Soil Association certified, Low Sizergh Farm on the National Trust's Sizergh estate. This 300-acre organic dairy farm in the rolling hills of the southern Lake District was named as Dairy Farmer of the Year in the Organic Food Awards 2006. These two cheeses

show how a local cheese-maker and dairy can enjoy a close and productive relationship.

As the largest non-governmental landowner in the UK, the National Trust is committed to developing opportunities for people of all ages to learn more about food, farming and growing and how our food is produced. The food and farming learning project at the National Trust was designed to promote better consumer understanding of where food comes from and the implications of the different processes involved in sustainable food production today. It is part of Farming Forward, the National Trust's long-term vision for sustainable farming.

Through visits to farms and kitchen gardens, activities, displays, leaflets and working in partnership with other organisations, the charity aims to raise awareness of farming and growing as local issues which affects everyone.

#### **Photographic References**

*Knightsayes kitchen garden - credited to NTPL/Paul Harris*

*Blickling Hall - credited to NTPL/Nick Meers*

*Fine Farm Produce Award Logo - credited to National Trust*

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Image of the kitchen garden at Knightsayes

# What's in a name - the impact of WHS status on tourism along the Jurassic Coast

Tom Goss, Kingston Maurward College



The Chesil Beach at Abbotsbury

## Introduction

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) awards the World Heritage Site (WHS) designation, as defined in the 1972 Convention Concerning the Protection of the World Cultural and Natural Heritage. Sometimes referred to as the 'Nobel Prize for Nature', the Convention can be defined as "the 'geography of the superlative' - the most outstanding natural places and cultural sites on earth" (Thorsell 1997, p3). Cultural heritage refers to historical, anthropological, archaeological monuments and sites, while natural heritage refers to outstanding geological formations, as well as important or threatened wildlife habitats (UNESCO 2005).

The Dorset and East Devon Coast (DEDC) was designated a World Heritage Site (WHS) in December 2001, "a Christmas present for the UK" (Larwood 2002, p17). Although England already had several cultural WHS designations (e.g., Stonehenge – designated in 1986 and the City of Bath – designated in 1987), it was the first natural heritage WHS in

England (Rose 2005; UNESCO 2006). It covers 155 kilometres of coastline (described in the designation as being from low water mark to cliff top), from Exmouth, Devon to Studland, Dorset, which is also known as the "Jurassic Coast" (Rose 2005, p3). The coastline was inscribed on the World Heritage List because it exposes a geological record of 185 million years spanning the Triassic, Cretaceous and Jurassic periods creating a unique 'walk through time' (*ibid*, p3). As such, it plays a vital role in the history of geology (Turnbull, 2003) and meets the World Heritage List criterion that sites nominated should "be outstanding examples representing major stages of earth's history" (UNESCO, 2002). Purely geological heritage sites, such as the Jurassic Coast and the Grand Canyon National Park (USA) are under-represented on the World Heritage List (Rossler 2003). A common thread of all the British World Heritage Sites (natural and cultural) is 'geodiversity' - the link between people, landscape and culture (Stanley 2002).

## Background

WHS designation is considered "a highly sought-after prize" (Drost 1996) and county planners from Dorset and Devon had spent eight years preparing for the designation (Turnbull 2003). As a result, it was greeted with considerable fanfare both locally and nationally with talk of "millions of pounds in tourism" being generated (BBC 2001, p1). However, there was also considerable concern from the same councils about coping with "the rush of tourists harming the new World Heritage Site" (BBC 2002, p1). Such fears were generated

by experiences at other World Heritage Sites (Drost 1996, Thorsell 1997). Hall & Piggin (2001) found that over two-thirds of 44 WHS managers surveyed had experienced an increase in visitor numbers since gaining the designation with most sites reporting an average increase of 1-5% per annum since designation. Wall and Black (2004) also found a "substantial growth in tourism" at two cultural heritage sites in Indonesia as a result of the WHS designation. However, Buckley (2004) questions the validity of such studies as they lack the controls necessary to make accurate comparisons. Furthermore, in a study of businesses in WHS regions in New Zealand less than half (48%) thought the designation had attracted visitors (Hall & Piggin 2002). In addition, Rodwell (2002, p59) argues that 'There is no proven relationship between World Heritage Site status and visitor numbers'.

### Conservation and Protection

Although the preservation of World Heritage Sites may depend upon tourism (Drost 1996), there is "a growing concern that World Heritage designation does more harm than good" (Nadeau 2006). It may be considered an honour to have a site on the WH List, but "there is no guarantee that the sanctity of an area will be safeguarded" (Thorsell 1997, p6). Evans (1994) believes that the main benefits of WHS designation are best experienced in countries with weak planning systems, but have limited value in Britain, which has a robust development control system. This is particularly relevant to DEDC, which is already protected by strict British planning controls and Sites of Special Scientific Interest (SSSI) designations (Larwood 2002). In addition, most of the coastline is within several Areas of Outstanding Natural Beauty, and has the further landscape designation of Heritage Coast (Rose 2005). A Heritage Coast consists of an aesthetically pleasing visual landscape corridor that extends from the coastline to points inland (Glyptis 1991). As the actual WHS boundary only extends from the mean low water mark to the top of the cliff, the area covered by the WHS designation is very limited. Thus, for marketing purposes, the Jurassic Coast Management Team have used the Heritage Coast concept and have created the title of 'World Heritage Coast' that extends inland to include several 'Coastal Gateway Towns', 'Inland Gateway Towns' and 'Anchor Towns' (Rose 2005, p2).



There is a further problem with a lack of funding for conserving sites (Hall & Piggin 2001) as there is "virtually no money attached to World Heritage status" (Nadeau 2006, p66). Although there are 812 properties inscribed on the World Heritage List (UNESCO 2006a), the World Heritage Fund is approximately US\$3 million (Foster 2002), an average of £1,986 per site. Increasing tourist numbers may produce some economic gains, but these do not directly support site management (Rotherham *et al.* 2004), while Hall & Piggin (2001) found that very little of the running costs of WHS properties were met by tourist revenues. As a result of this, Devon and Dorset County Councillors are relying heavily upon the UK Heritage Lottery Fund (HLF) to bring in large amounts of money to the area (BBC 2002). Foster (2002) has found that inscription on the World Heritage List can help gain access to such funds. Indeed, there has been some early success with such fundraising. English Heritage and the World Heritage Coast Trust provided money for an educational 'treasure chest' (DCC 2006, p11), and the Dorset County Council's Museums Advisory Service received £50,000 from HLF to support museums from Swanage to Exmouth (DCC 2006a, p14). However, larger amounts of money have been harder to come by with a £25 million bid to the HLF rejected before reaching the second stage (Jenkins 2006). Meanwhile, Devon and Dorset County Councils are funding the bulk of WHS activities at a cost of £350,000 (JCTWG 2005).

### Heritage Tourism

Interestingly, the DEDC area was already an established tourism destination receiving millions of visitors every year (Turnbull 2003). West Dorset alone had 1 million staying visitors and 4 million day visitors each year with a combined spending total of £210 million (WDDC 2002). Unfortunately "much tourism is both fickle and seasonal" (Rotherham *et al.* 2004, p19), particularly in West Dorset where "most people like to take their holidays when the weather is best" (WDDC 2002, p10). This is shown by the occupancy rates of self-catering establishments that reach nearly 100% in August, but dwindle to 15% in January (*ibid*, p11). Thus the objectives of the long quest for WHS designation were to conserve the site, welcome and educate local people and visitors about its geological heritage and enhance the sustainable development of the wider area (Larwood 2002). Key to this was increasing the number of visitors out of season, increasing the amount of visitor spend and increasing the proportion retained in the local area (King 2004).

Rose (2005) lists the priority audiences for the WHS Team:

- Families with children aged 7-14
- Older couples visiting without children
- Walkers
- People with a special interest in geology
- International visitors
- Educational groups

Although the above groups may have different interests in the Jurassic Coast, they could all be described as 'heritage tourists' (Garrod & Fyall 2000; Poria 2001; Boyd 2002). However, motivation is a consideration and Poria *et al.* (2003) found that being a heritage tourist is different from being a tourist at a heritage place. This has direct relevance to the Jurassic Coast WHS aim of using the geological heritage to increase the number of out of season visitors.

To reach the target audience of heritage tourists, it is important that it is well understood. A 2004 study (DCC 2006b) of visitors to the Jurassic Coast found a homogeneity regarding demographic characteristics, which corresponds with the findings of the study by Chandler & Costello (2002) on visitors to heritage tourism destinations.



The aim of this study was to determine the success that the WHS designation and associated expenditure of public funds was having in terms of increasing the number of people who visited the area out of season for WHS activities, such as geological interpretation and education.

The objectives were to survey visitors during the off-peak season to ascertain their motives for visiting the DEDC area. Of particular interest was the degree of influence that WHS status had upon attracting visitors to the area.



## Methodology

This study used the stated preference approach as recommended by Buckley (2004) and visitors were interviewed at six different locations (Bowleaze Cove, Burton Bradstock, Durdle Door, Lyme Regis, Swanage and West Bay) on eight different dates during May-July 2006. These locations provided a representative cross-section of the study area. As the target population was visitors during the off-peak period, the dates were chosen to avoid the main school holiday season extending from mid-July to the end of August. A total of 230 interviews were carried out with people aged 16 or over. All the interviews were conducted during Monday to Friday with a combination of morning and afternoon periods. The weekends were avoided to ensure that the majority of subjects were people on holiday.

The survey consisted of a single page questionnaire with 8 questions. It was designed to minimise the amount of time required for completion. This was an important consideration as all the subjects were enjoying valuable leisure time, and the researchers did not want to distract the subjects from their enjoyment. Some of the subjects had recent experience of other surveys, which had involved a degree of selling, and they were wary of being approached again. However, most subjects were willing to complete the survey and many engaged the interviewers in conversation. The author and several countryside management students from Kingston Maurward College carried out the survey. The students worked in pairs for mutual support and personal safety. They were briefed and allocated particular areas of each location. This worked well, although there were a few occasions when walking holidaymakers were approached more than once. However, this did not lead to a duplication of results, as they were quick to point out that they had already participated.

Sampling was carried out on a fixed-time basis, with the aim of 100% cover in 60 minutes, which represented the maximum time available before the students needed to return to college. This was usually achievable and on some days with poor weather conditions, it was difficult to find enough subjects to fill the hour.

## Results

Of the 230 people interviewed, 54% were female and 46% were male. The largest age group (29%) was over 65 years old with just over a quarter (27%) aged between 55 and 64 years old (Table 1), meaning that the majority (56%) were 55 years or older. Nearly three-quarters (73%) were travelling with another adult and 82% of the respondents were not travelling with children. Only 8% of the people surveyed were between 16 and 25 years of age. Thus, the profile of the typical out-of-season visitor to the area is a retired couple travelling on their own.

**Age of Respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 65+	67	29.1	29.1	29.1
55-64	62	27.0	27.0	56.1
40-54	48	20.9	20.9	77.0
26-39	34	14.8	14.8	91.7
16-25	19	8.3	8.3	100.0
Total	230	100.0	100.0	

Table 1. Age of visitors to the Jurassic Coast World Heritage Site (May-July 2006).

A majority (58%) of the respondents were staying visitors with 42 % being on day visits. Half of the respondents came from the Southwest, followed by the Southeast (26%) as shown in Table 2. Only a small number of visitors (5) had come from Europe and 4 of these were visiting Durdle Door. Both visitors from the furthest distances (North America and New Zealand/Australia) were found at Lyme Regis.

**Motivation for Visit**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Been before	98	42.6	42.6	42.6
Attracted by seaside, beaches and coast	63	27.4	27.4	70.0
Other	36	15.7	15.7	85.7
Wanted to explore a new area	19	8.3	8.3	93.9
Geology	11	4.8	4.8	98.7
Educational visit	3	1.3	1.3	100.0
Total	230	100.0	100.0	

Table 2. The reasons for visiting the Jurassic Coast WHS (May-July 2006).

Nearly three-quarters (74%) of those surveyed were aware before travelling that they were visiting a World Heritage Site, but two-thirds (66%) of them stated that the designation had no influence upon their decision to visit the area (Figure 1). Only 5% said that it had a large influence.

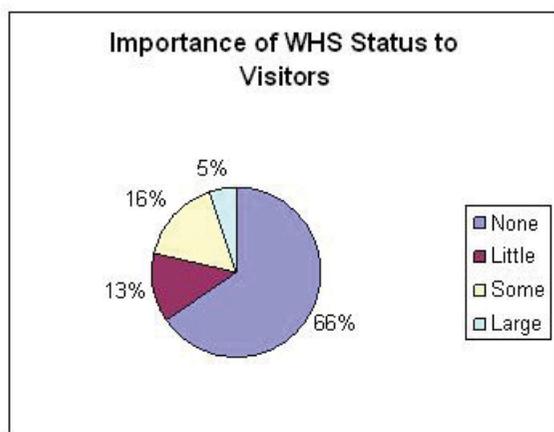


Figure 1. Influence of WHS Status upon visitors decisions to visit the Jurassic Coast (May-July 2006).

The main reasons given for visiting the area were 'Been Before' (43%) followed by 'attracted by seaside beaches and coast' at 27% (Table 3). Education and geology combined only amounted to 6%. The top site for education was Durdle Door (13% of all visits to site), while Lyme Regis was the top site for geology with 10% of all visits to the site being for that purpose.

**Where Travelled From**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SW	115	50.0	50.0	50.0
SE	59	25.7	25.7	75.7
Midlands	31	13.5	13.5	89.1
North	16	7.0	7.0	96.1
EUROPE	5	2.2	2.2	98.3
Other	2	.9	.9	99.1
AUSTRALIA/NZ	1	.4	.4	99.6
NORTH AMERICA	1	.4	.4	100.0
Total	230	100.0	100.0	

Table 3. Origin of visitors to the Jurassic Coast WHS (May-July 2006)

### Discussion

The results of this survey correspond closely with a previous study carried out by the Market Research Group and Bournemouth University in August-October 2004, which had 200 respondents over the age of 16 (DCC 2006b). Both studies found a similar age profile amongst the top two categories (Table 4).

Age Category	2004(%) n=200	2006 (%) n=230
65+	23	29
55-64	25	27

Table 4. A comparison of the principal age categories between two studies carried out on the Jurassic Coast in 2004 and 2006.

As found in the earlier study, a majority of respondents (74%) were aware before their visit that the Jurassic Coast is a World Heritage Site. Indeed, this had increased from 65% in the 2004 study. Thus, it could be suggested that the marketing strategy has had a positive effect on making more people aware of the site. However, this would only be useful if it attracted new visitors to the site who were highly motivated by heritage and WHS status. This was not the case as 43% stated 'been before' as their main motivation for visiting, which was also the dominant factor in the 2004 study. The second most frequent category, 'attracted by the seaside, beaches and coast' also had the same ranking in both studies. Only 6% visited the area for its geology and educational value. Although it can be expected that heritage tourists will fall into different categories ranging from education to recreation (Poria *et al.* 2004), most of the visitors to the Jurassic Coast would not be considered heritage tourists as described by Poria *et al.* (2003). The low numbers interested in education and geology found in

this study indicate that current programmes to attract heritage tourists are not succeeding. This could be due to a failure to provide a range of quality experiences catering for the different groups (Boyd 2002; Poria *et al.* 2006). Furthermore, there is little evidence to show that efforts to attract out of season tourists are working as most of the “car parks along the Jurassic Coast are often empty during the winter” (JCTWG 2005a, p3). Instead, it appears that the Jurassic Coast Team focus is on converting existing holiday-makers with young children into heritage tourists by providing them with on-site information (Rose 2005) – an ‘education by the back door’ approach. However, even this approach has been a failure; of the 10,000 copies of the *Explorers Guide to the Jurassic Coast*, (a brochure designed for children at a cost of £14,000) distributed in May 2005 (JCTWG 2005a), only 1400 had been sold by the end of the season (JCTWG 2005b)

Although it may be important that visitors are aware of the WHS designation, it appears to have little effect upon their motivation to visit. Indeed, 66% of the respondents said that WHS designation had no effect on their decision to visit the area, and 13% said it had little effect (Figure 1). One respondent observed that it was the features of the site (which led to inscription on the WH List) that were important, not the actual designation itself. Only 21% said that it had some or much influence upon their decision to visit the area. In other words, there is not a large number of WHS ‘groupies’ - people motivated by the simple fact of designation (King 2004). This could be due to the undermining of WHS status by the increasing number of submissions making the designation “little more than a nice idea” (Foster 2002, p42).

As might be expected, the majority (76%) of visitors came from the southern end of the country with only 2% from other European countries (Table 2). This reflects the drop in European visitors experienced by local holiday establishments (JCTWG 2005b).

This study has found that current strategies to attract new out of season tourists with a primary interest in heritage have not yet been effective. Clearly, the worries of local councillors about hordes of tourists despoiling the area (BBC 2002) have not materialised, nor has this been a problem at a similar site, the High Coast in Sweden, which received WHS status in November 2000 (Nordlund 2005).



The golden cliffs of Burton Bradstock

Ironically, as the actual WHS boundary of the DEDC is the immediate coast extending inland only as far as the cliff tops, the greatest damage to the site is not from tourists, but from heavy storms and rising sea levels resulting from global warming (Flux 2005). However, these are the same forces that produce the amazing cliff falls, creating fresh exposures of the geological layers and releasing new fossils, for which the area received its designation and making it a popular destination for fossil collectors and walkers (Quayle 2006).



The Fleet Lagoon and Chesil Beach

## Conclusion

This study has found that the single factor of designating an area as a World Heritage Site does not automatically cause a rapid rise in visitor pressure. Even though most visitors to the Jurassic Coast were aware of its WHS status, that knowledge had little or no influence upon their decisions to visit the area. Indeed, five years after the designation, most of the tourists were drawn to the area because they had visited before. This suggests that the fears of the local authorities have not materialised and it calls into question the efficacy of public money that is currently being spent on WHS activities.

This study occurred during a limited time period between May and July. An area of further study would be to widen the study period to cover more of the autumn and winter months to gain a better perspective of off-peak activity. Also, some sites such as Durdle Door were only visited once, which most likely did not give a truly accurate picture of the tourist profile at those sites. Furthermore, it would be useful to compare the results from the Jurassic Coast with a similar site, such as the High Coast in Sweden.

Another topic to be explored is the views of local businesses regarding their perception of the benefits of WHS designation. Although businesses are included in various Jurassic Coast Management Team forums, their opinions on the results of WHS designation have not been gathered.

### Acknowledgements

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### Photographic References

All photographs credited to Tom Goss

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Durdle Door - an icon of the Jurassic Coast

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Fresh stonefall from the eroding sandstone cliffs at Burton Bradstock

# Agency Profile

Each issue of *Countryside Recreation* will profile a relevant agency/organisation.

## Countryside Council for Wales



**John Watkins**, Recreation Policy Section Head, Countryside Council for Wales

### About Countryside Council for Wales

The Countryside Council for Wales is the Welsh Assembly Government's independent adviser on countryside and wildlife issues in Wales. We have statutory responsibilities for wildlife conservation on land and at sea, for landscape conservation, for promoting enjoyment of the countryside and for encouraging public understanding.

In partnership with Natural England and Scottish Natural Heritage, we deliver our statutory responsibilities for Great Britain as a whole and internationally, through the Joint Nature Conservation Committee.

Our vision is a better Wales where everyone values and cares for the environment. A Wales:

- Where the land and sea support more wildlife
- Where economic development respects the natural environment, including its historical and cultural aspects
- In which there is greater access to countryside and coast for all its people and its visitors, giving enjoyment, health and well-being

We currently employ about 600 staff, located throughout Wales. We base our work on sound science and policy analysis to give the best objective advice, and for this reason the majority of our staff have relevant scientific or policy-related expertise. The lead for recreation and access related matters is within two dedicated teams in the Policy Directorate.

The Recreation Policy Team lead on evidence collation and dissemination relating to the benefits of recreation, supply and demand, and responsible behaviour. The team also tends to lead on emerging agendas where research and evidence is needed to guide implementation.



The Access Team lead on the implementation of access related programmes and initiatives, including National Trails, access to the coast, and the on-going casework relating to the implementation of new access under the Countryside and Rights of Way Act. They also advise the Assembly on regulations relating to public rights of way and access land.

All of this work is supported by Access and Recreation Officers in CCW's three regions who provide local advice and administer CCW's grants for enjoying the countryside, of approximately £1.2 million.

Our work supports the Welsh Assembly Government drive for improved health, better skills, more jobs and strong and safe communities. The Welsh Assembly Government published its Environment Strategy in 2006, which recognises the importance of the environment and explains how Wales will tackle the challenges facing it over the next 20 years. Outdoor recreation is recognised for many of the positive outcomes it provides, and particular actions relate to:

- Rolling out CCW's green space toolkit to increase the quality and quantity of public green space in Wales
- Increasing public access to the coast of Wales;
- Seeking to manage increased access to the countryside effectively and develop best practice through supporting pilot projects on sustainable public recreation which can be replicated elsewhere
- Targeted action to highlight the relevance of the environment to people's health and well being
- Developing and funding initiatives that showcase, signpost and demonstrate the links between health & the environment
- Focused research to establish the most effective methods for achieving behaviour change on environment issues. The results will be used to develop effective, targeted communications on positive behaviour change actions.

The environment is relatively more important to the Welsh economy than is the case for other UK countries. It contributes some £9bn to the Welsh economic output each year and generates 1 in 6 Welsh jobs, providing wages worth £1.8 billion to people in Wales. Outdoor recreation and tourism is clearly an important aspect of this equation, with walking alone estimated to be worth £55 million annually. Whilst this all helps to make the case for improving opportunities, it brings with it the

need for an organisation with the remit and expertise of CCW to ensure that use is responsible and safeguards our important environment.



Wales' rich natural inheritance of wildlife, coastline and landscape is internationally acclaimed and, within a relatively small country, is characterised by diversity. 12% of the land in Wales is designated as SSSI and most of this is of European importance. 25% of Wales is designated for its landscape importance through National Parks, AONBs and Heritage Coast. 60% of our coastline is of European conservation significance and Wales also has one of only three Marine Nature Reserves in the UK.

The importance of the environment to Wales' future prosperity and its sense of place, and the contribution that outdoor recreation can make to this if promoted and undertaken responsibly, will continue to challenge CCW and its partners for years to come.

*You can find out more about the work of the Countryside Council for Wales by visiting our website at [www.ccw.gov.uk](http://www.ccw.gov.uk)*

## News



### ASSOCIATION OF NATIONAL PARK AUTHORITIES (ANPA)

#### National Parks Week

The UK's National Park Authorities are urging everyone, especially young people and families, to get out into the countryside and join in the fun of National Parks Week 2007.

National Parks Week, 30 July to 5 August 2007, is a celebration of the UK's 14 National Parks. It aims to remind people that these wonderful stretches of countryside exist. National Parks are large areas of land in England, Wales and Scotland, many designated since 1949 to protect beautiful areas for the benefit of the nation. They contain the finest landscapes in the UK and are an important part of the nation's heritage, available for everyone to enjoy free of charge and safeguarded for future generations.

National Parks are also vital to rural economies, as nationally important recreational areas that attract approximately 150 million visitors a year.

A whole range of events are being held in the 14 National Parks (Brecon Beacons, The Broads, Cairngorms, Dartmoor, Exmoor, Lake District, Loch Lomond and The Trossachs, New Forest, Northumberland, North York Moors, Peak District, Pembrokeshire Coast, Snowdonia, Yorkshire Dales) and there's something for everyone.

For those who enjoy being near the water there are opportunities to go on a canoe trail, sail in a traditional wherry and discover who is eating who on a seaside safari.

Countryside fun includes evening strolls, guided walks, discovering the world of bats and moths and watching out for red deer.

For those who like a bit more action, there's a chance to join

Picnics in the Park; beach art; a shingle safari; deciphering clues to work out the "Lost Logo Trail"; dry stone walling demonstrations; mess making art for kids; unlocking secrets from farming and lead mining past; storytelling; Gaelic fun and games; exploring the sights and sounds of a living history encampment; having a go at green wood working, willow crafts and natural spinning.

A full list of events for National Parks Week and for the rest of the year can be found by visiting: [www.nationalparks.gov.uk](http://www.nationalparks.gov.uk) or follow the links to individual National Park Authorities

### CCPR

#### Sports clubs save £18m - but thousands more missing out

Sport and recreation clubs have saved more than £18m since the introduction of key tax concessions for the sector. However, data has shown that, in the critical run-up to London's Olympics in 2012, thousands more clubs are missing out on a windfall of up to £60m per year between them by not registering for the concessions.

Information recently published by Deloitte shows that over 4,300 clubs have now been registered with the Community Amateur Sports Club (CASC) scheme and analysis by the accountancy firm estimates that since concessions were introduced in April 2002 clubs have saved, on average, £4,412 each.

However, CCPR, the alliance for sport and recreation's governing bodies, has highlighted the fact that many eligible clubs are failing to take advantage of the benefits available to them and are losing out on cash benefits totalling millions of pounds. CCPR has also set up a new website ([www.cascinfo.co.uk](http://www.cascinfo.co.uk)) to highlight the opportunities available to clubs who register with the scheme.

Tim Lamb, CCPR chief executive, urged clubs to take full

advantage of the scheme: *"The benefits of registering to be a CASC are enormous and, thanks to the figures Deloitte have collected since the scheme's launch, they're also proven. We've set up a new website, [www.cascinfo.co.uk](http://www.cascinfo.co.uk), which provides all kind of advice and guidance on how to register and how to make the most out of the scheme.*

*"The London Olympics present us with a great opportunity to get more people involved in sport and recreation and clubs are going to need every penny they can find to take full advantage of that. Registering as a CASC is a straightforward way of keeping cash raised in clubs within the community, rather than handing it over to the taxman."*

Stuart Read, chairman of Salcombe Rugby Football Club in Devon, amongst the first to register for the scheme back in 2002, is delighted with the extra investment his club has been able to make in club facilities:

*"We registered with the CASC scheme in 2002 and, thanks to the rate relief and Gift Aid, we have been able to reinvest around £2,500 in our club facilities. We have refurbished our bar area and have also been able to purchase new kits and a scrummaging machine. CASC registration has given a massive boost to the club over the past four years. We have seen our junior ranks swell and it has ensured we've remained a focal point in the local community."*

Similarly, Raj Patel, Treasurer of one of the most recent clubs to register as a CASC, Kew Cricket Club, outlines how the scheme will benefit his club too:

*"We registered as a CASC in order to benefit from the advantages of rate relief since rates had been a huge drain on club resources. With the benefits of CASC registration we are now looking towards reinvesting in our facilities and our colts team. Gift Aid is a new concept to us, but we hope to actively use this as we look to raise funds for an electronic scoreboard for our newly promoted first team. CASC registration will make many of our long term plans that bit more achievable."*

For further information, please contact: James Stibbs, CCPR, Francis House, Francis Street, London SW1P 1DE. Tel: 020 7976 3930, fax: 020 7854 8501 or email: [jstibbs@ccpr.org.uk](mailto:jstibbs@ccpr.org.uk) or Web: [www.ccpr.org.uk](http://www.ccpr.org.uk)

## DEFRA

### Miliband Unveils CO<sub>2</sub> Calculator

An online calculator that enables people to work out their carbon footprint using government-recognised data and calculations was launched by Environment Secretary David Miliband at an eco-friendly internet café in Central London today.

Using the calculator, people can reliably calculate their carbon footprint from home energy, appliances and transport, and choose to calculate either their own personal footprint or their household's. The calculator then develops a personalised action plan for users, with steps they can take to cut their emissions.

Mr Miliband said: *"Around two thirds of people are already taking action to try to limit climate change – but there is a lot of confusion about what people can do and how effective those changes actually are.*

*"We want to cut through that confusion. This carbon calculator will help people decide what they can do – and be sure it will make a difference. Using it, people can work out the impact of their actions and, with the tailored recommendations provided by the calculator, identify the best way to reduce their footprint.*

*"This calculator is a real innovation – using up-to-date, authoritative data and recognised calculation methods. As the calculator improves and develops, I want it to become the gold standard for calculating CO<sub>2</sub> emissions from individuals and families."*

The Act on CO<sub>2</sub> calculator can be found at [www.direct.gov.uk/actonCO2](http://www.direct.gov.uk/actonCO2).

### Public Rights of Way – SSSI Diversion Orders.

We are pleased to confirm that the SSSI diversion provisions in Schedule 6 to the Countryside and Rights of Way Act 2000 (CROW Act) were commenced on 21 May 2007<sup>1</sup>.

Regulations have also been laid before Parliament prescribing a number of procedural matters to provide clarity on the operation of these new powers. The regulations will come into force on 1 July 2007<sup>2</sup>.

The new powers enable Natural England to apply to a highway authority to divert public rights of way where the public use of the highway is causing, or continued public use is likely to cause, damage to the special interest features of a SSSI.

Natural England has stated that use of SSSI diversion orders will be as a last resort. The legislation requires that consideration is first given to the use of Traffic Regulation Orders (TROs) and additionally Natural England has agreed to explore all other options before lodging an application, including appropriate management and/or voluntary agreements. Nevertheless there may be some cases where such orders will be appropriate.

Since these orders are intended to protect SSSIs, the government believes it is essential that local highway

authorities deal with any applications promptly. All of these sites are considered to be of national importance and some (over 75% by area) are also recognised as being of international importance. The Government is committed to ensuring that 95% of SSSIs are in favourable or recovering condition by 2010.

When considering an application for an SSSI diversion order authorities should have in mind their statutory duty as 'section 28G authorities'<sup>3</sup>, under the *Wildlife and Countryside Act 1981* (as amended), to take reasonable steps, consistent with the proper exercise of their functions, to further the conservation and enhancement of the special interest features of SSSIs.

Defra has prepared non-statutory guidance on the operation of these provisions aimed at Natural England and local authority staff. This can be downloaded from our website at <http://www.defra.gov.uk/wildlife-countryside/issues/public/sssi-tempdiv.htm>

The impact on the public sector is not expected to result in significant extra costs for local authorities. Cases should be few and far between, and local authorities have already been funded through the local government settlement for these, and other new duties introduced by the CROW Act.

*If you or your staff have any further questions about the legislation please contact Jonathan Tweney in Defra on 0117 372 8872 or email him at [rights.ofway@defra.gsi.gov.uk](mailto:rights.ofway@defra.gsi.gov.uk).*

<sup>1</sup> The provisions were commenced by the *Countryside and Rights of Way Act 2000* (Commencement No. 12) Order 2007 SI No. 1493/2007.

<sup>2</sup> *The Highways (SSSI Diversion Orders) (England) Regulations 2007* SI No. 1494/2007

<sup>3</sup> These bodies are defined in section 28G(3) of the *Wildlife and Countryside Act*, as amended, as including any Government Department, local authority, statutory undertaker, or any other public body.

## ENVIRONMENT AGENCY

### Managing visitor safety in the countryside

How do we manage the often conflicting demands of people visiting the countryside and waterways? What are the techniques to keep visitors safe that do not spoil the landscape or damage our heritage? How do we meet our responsibilities without taking away people's sense of freedom and adventure?

The Visitor Safety in the Countryside Group (VSCG), which includes the Environment Agency, National Trust, RSPB, British Waterways, Visit Scotland and Forestry Commission have between them thousands of hectares of land and millions of visitors every year. The Group members have

spent years encouraging public access whilst balancing the needs of safety, amenity, heritage and the environment, and all this experience is now available in revised guidance. The VSCG has just published a new edition of its 62 page, full colour guide to *'Managing Visitor Safety in the Countryside'*. It is designed for owners and managers of properties and open spaces in both urban and rural settings. With case studies, fully illustrated and easily readable, it sets out the guiding principles, provides advice on good practice, and includes chapters on:

- identifying and controlling risks
- planning and managing for risk
- accident reporting and investigation
- the law and visitor safety
- emergency response
- information, education and interpretation

*For more information and to order a copy visit the VSCG website [www.vscg.co.uk](http://www.vscg.co.uk)*

### Strategic Planning for Water Related Sport and Recreation

We have appointed a team headed by the University of Brighton to develop regional strategic plans to influence the future provision of water-related sport and recreation in two pilot regions, the South West and East of England. Professor Nigel Curry, of the Faculty of the Built Environment at the University of the West of England, Neil Ravenscroft, Professor of Cultural Policy at the Chelsea School, at the University of Brighton, and Geoff Hughes, Chairman of CRN, will lead the team.

Over the next few months there will be local workshops with sports, leisure clubs, commercial providers, conservation bodies and other organisations. We will be working with local authorities, and governing bodies, among others, to ensure all the key groups are involved. Draft plans will go out to consultation in December 2007.

We have also been asked to undertake a similar project in Wales. This has been specifically tailored to the requirements of the Welsh Assembly Government and other strategic partners in Wales.

*Strategic Planning forms part of our Recreation Strategy 'a better place to play'. [www.environment-agency.gov.uk/com-mondata/acrobat/final\\_english\\_strat\\_1325406.pdf](http://www.environment-agency.gov.uk/com-mondata/acrobat/final_english_strat_1325406.pdf)*

### The Marine Bill

We have recently responded to Defra's Marine Bill White Paper which was launched in March. The Bill will have a wide-ranging and significant impact for all those that use, regulate or have an interest in matters concerning our coastal waters and the seas surrounding England and Wales.

The key points are that:

- Better planning for the marine environment is essential to the delivery of sustainable development and reinforcement of the aims of the EU Water Framework Directive.
- Marine licensing should be streamlined but without removing critical environmental safeguards.
- Marine Fisheries management needs to be modernised and managed in a consistent way.
- The proposed Marine Management Organisation (MMO) will be the new over-arching body responsible for planning and licensing in the marine environment and will have by-law making powers.
- The proposed Marine Management Organisation (MMO) will be the new over-arching body responsible for planning and licensing in the marine environment and will have by-law making powers.
- There will not be an MMO in Wales. The new functions created by the Marine Bill that are devolved will be undertaken by the Welsh Assembly Government.

The Environment Agency is working closely with the Welsh Assembly Government and Defra to develop policy that will assist complementary cross-border management of the marine environment. We want maritime policy and planning to fully incorporate climate change and sea level rise scenarios. New EU maritime policy should also build on existing and proposed Directives, such as the Water Framework Directive, to consolidate measures to address environmental pressure and to simplify legal frameworks.

*Details of the Bill are available on the following link:*  
<http://www.defra.gov.uk/environment/water/marine/uk/policy/marine-bill/index.htm>

## FORESTRY COMMISSION

### **PROGRESS Project - Enjoy & Protect our Forests. INTERACTIVE CONFERENCE 17 & 18 October 2007 Theatre Municipal – Fontainebleau, France**

What is the best way to reconcile conservation with recreation? Is it possible for land managers to work with forest users to protect an area? How do you know if actions to ease pressure will succeed before implementing them on the ground?

Over the last four years the Forestry Commission and the Office National des Forêts, along with three other partners across Europe – Alterra, the Comité Départemental du Tourisme and Natural England – have been brought together to get answers to these questions. In October they would like to share their findings with you.

With INTERREG funding these organisations have formed the PROGRESS project, (Promotion and Guidance for Recreation

on Ecologically Sensitive Sites), and during this time the team has been jointly exploring new ways to monitor recreational use in the New Forest and Fontainebleau Forest. They have also been investigating the impact recreation has on nature, and ways in which to ease the pressure.

A variety of techniques have been employed including innovative computer models that allow the teams to test the outcomes of actions on a screen before changing anything on the ground. They have also worked closely with local stakeholders in both forests to ensure all needs are catered for, and everyone understands the important part they play in conserving the countryside.

Just prior to PROGRESS ending, the project team is holding an interactive event in Fontainebleau on the 17th and 18th October to share the processes behind the project, the successes and the failures they have dealt with, and what the future holds. The conference will also give delegates the chance to consider aspects of the EU agenda on forestry and look at new opportunities for project partnerships.

*The team has a lot to talk about, so to find out more about the conference and how you can benefit from four years of extensive research into the careful balancing act between recreation and conservation contact Grace Ford on 023 8028 6841 or [grace.ford@forestry.gsi.gov.uk](mailto:grace.ford@forestry.gsi.gov.uk). For further information about PROGRESS visit [www.progress-eu.info](http://www.progress-eu.info) or [www.forestry.gov.uk/newforest](http://www.forestry.gov.uk/newforest)*

## GREENSPACE

### **More and better facilities needed to improve the state of Britain's parks and green spaces**

To coincide with Love Parks Week, which runs until 24th June, parks charity GreenSpace has released the Park Life report, the first ever public satisfaction survey of Britain's parks and green spaces.

Almost 20,000 people have contributed their opinions on parks and green spaces to the Park Life report. Opinions were gathered via GreenSTAT, the visitor survey website that gives people throughout Britain the opportunity to comment on the quality of their local parks and green spaces, how they use them and how well they feel they are managed and maintained.

The Park Life report reveals that:

#### **Facilities are often inadequate:**

31% of people are forced to travel to visit parks or green spaces because those closest to them do not provide the necessary standard, or nature, of facilities that they require.

When asked about the facilities provided by their nearest park or green space, only a little over half (57%) of

respondents were happy with these, and over a quarter (27%) stated that they were unhappy.

#### **Safety is an issue:**

Fear of crime also seems to be more of an issue for those whose local park or green space is not the one they visit most often, with between 25% and 39% reporting that they don't feel safe when visiting them (compared to 15% of all respondents).

#### **Parks are often poorly maintained:**

A fifth (20%) of respondents whose local park or green space is not the one they visit most often, blame this on the facility being poorly maintained.

#### **We want more to do:**

Over a fifth of respondents (22%) whose local park or green space is not the one they visit most often, said that they found it too boring and felt that there was not enough to do.

#### **We are not completely satisfied:**

Less than half of respondents (43%) were broadly satisfied with the park or green space closest to their homes.

For the 27% of respondents who are unhappy with the facilities offered by their nearest park or green space the situation is worse, with between 30% and 50% of these stating that they cannot easily visit an alternative that does provide the facilities they need.

The full Park Life report is available from GreenSpace ([www.green-space.org.uk](http://www.green-space.org.uk))

Paul Bramhill, Chief Executive of GreenSpace, said: *"The Park Life report provides a fantastic insight into how we view our surroundings and gives us a fascinating snapshot of what people think about Britain's parks and green spaces."*

*"It is proving particularly useful for us in identifying the shortcomings that people feel exist in the management of parks and green spaces across Britain. This is especially true when looking at people's views of the parks and green spaces closest to where they live."*

Marion Bowman, Chief Executive of Landscape Institute said: *"The Park Life report shows that 83% of respondents believe that parks and green spaces are a focal point for communities yet more than half of those interviewed are dissatisfied with the green spaces closest to their homes."*

*"This report clearly demonstrates that the better the quality of parks and green spaces, the more people will use their health-giving and social facilities."*

Patricia Langley, Deputy Director of Operations, Heritage Lottery Fund (HLF) said: *"This research shows how much we value our parks but also what work remains to be done."*

*"With £440m already pumped in by HLF and a further £160m being invested through the Parks for People funding programme, we will be much closer to ensuring everyone has a perfect green haven nearby."*

GreenSTAT is an ongoing piece of live research from which snapshots can be taken to give an illustration of public opinion. GreenSpace intends to release annual reports based on the GreenSTAT data to illustrate trends in public opinion towards parks and green spaces.

*Act now to improve your local Park Life - people are encouraged to go to the GreenSTAT website [www.greenstat.org.uk](http://www.greenstat.org.uk) at any time to answer questions about what they think of their local parks or green spaces.*

## **HERITAGE LOTTERY FUND (HLF)**

### **£5.5million to care for UK's most precious landscapes... Including Winnie the Pooh's favourite forest**

The Heritage Lottery Fund (HLF) has earmarked\* £5.5million to restore and reveal the hidden histories of three breathtaking landscapes. Weald Forest Ridge in East Sussex which includes Winnie the Pooh's famous Ashdown Forest, Cheshire's distinctive Sandstone Ridge and the historic Wyre Forest on the Worcestershire/Shropshire borders are all set to receive money from HLF's innovative Landscape Partnership (LP) programme.

Carole Souter, Director of HLF, said: *"What is so wonderful about this scheme is how it brings local groups together to make a huge difference to these important landscapes. These Heritage Lottery Fund awards will deliver great benefits for everyone involved."*

Barry Gardiner MP, Parliamentary Secretary for Biodiversity, Landscape and Rural Affairs, said: *"Our landscapes are vital for lots of reasons - for our countryside, for people, for wildlife, for the economy and for the environment. The money awarded today by the Heritage Lottery Fund will help people and communities to work together to create tomorrow's living landscapes, protecting and enhancing habitats and local environments for the benefit of all."*

### **Winnie the Pooh's famous forest gets £2million lottery boost**

The plan for Weald Forest Ridge will enhance the area's special habitats and restore the surviving fragments of four medieval forests. These include Ashdown Forest, made famous as the home of Winnie the Pooh and St Leonard's Forest where St Leonard was said to have fought a local dragon.

State of the art aerial mapping techniques will identify the area's hidden archaeological legacy and landowners will be helped to produce and sell wood products such as charcoal. Broadwater Warren, a lost forest dating back to the Middle

Ages, will become the largest heathland restoration project in the South East.

### Going wild in Wyre

The Wyre Forest, one of the largest surviving areas of ancient semi-natural woodland left in England, has a long and varied history as a working landscape. In the past it has been a Chase (unenclosed land set aside for breeding animals), a Royal hunting forest and a major regional producer of charcoal and bark for the leather industry. The area also has a history of coal mining, fruit growing and farming. This diverse history has helped create some rich habitats ranging from woodland and grasslands to streams and rivers.

HLF has awarded £1.86million towards the Wyre Forest's £3.6million scheme. Local people will be encouraged to revive and enjoy 280 fragmented fruit orchards and help conserve the 1,200 species of butterflies and moths living there.

### Cheshire's rural treasure chest

People have lived around Cheshire's magnificent Sandstone Ridge since Neolithic times. Its Iron Age, agricultural and industrial past have all impacted on today's landscape. Marl pits of silt and clay, once a sign of industry, are now ponds and wetlands, supporting a distinctive range of mosses and wildlife.

An earmarked grant of £1.4million will be put towards a wider £2.2million scheme which will restore natural habitats and historic features, including six Iron Age hill forts. This ambitious partnership covers more than 20,000 hectares which contain over 300 listed buildings, 40 scheduled monuments and 20 ancient burial grounds. This is a pioneering approach to conserving important habitats by developing a network of grasslands, ponds, wetlands and mosses along the Sandstone Ridge.

### Going green

These new Landscape Partnership awards bring total support for this UK-wide programme to more than £32million over the last four years. Since 1994, HLF has awarded over £730million to help safeguard our landscapes, parks, countryside and creatures. An area equivalent to 100,000 football pitches has been bought and conserved with HLF's help.

*\* An earmarked grant, or 'Stage One Pass' means that money has been earmarked by HLF for the project in question. Competition at this stage is tough, and while a Stage One Pass does not guarantee funding, it is an indication of positive support, and money for the scheme is set aside. The applicant can then progress to Stage Two and submit a further, fully developed application to secure the full grant. On occasion, at Stage One, funding will also be awarded towards the development of the scheme.*

*For further information for the Heritage Lottery Fund, please*

*contact Dervish Mertcan or Katie Owen, HLF Press Office, on Tel: 020 7591 6102/6036*

## MINISTRY OF DEFENSE (MoD)

### MoD gives Greater Public Access to Yorkshire Moors

Public access to the North Yorkshire Moors, the largest continuous tract of heather moorland in England, has been improved with the creation of a new permissive bridleway through the RAF Fylingdales estate.

The MOD retains land surrounding the unit's headquarters for security purposes. This land is part of the North York Moors Site of Special Scientific Interest (SSSI), with a diverse habitat containing merlin, short-eared owl, peregrine, wheatear and meadow pipit, in addition to the red grouse normally found on heather moorland.

The brown-green mosaic of the land are used by lapwings to camouflage their eggs and chicks, while Fylingdales' shallow ponds and boggy flushes are home to snipe, dragonfly, common frog, common toad, and palmate newt.

Linking the Lyke Wake walk to the north with the Allerston bridleway to the south, the new mile-long (1.6 km) route will allow walkers, cyclists and horse-riders to experience Fylingdales' rich biodiversity of flora and fauna.

The new bridleway passes along a stretch of the Eller Beck stream, a stronghold for water vole and otter, with rush, sedge and grasses providing a niche for insects and reed bunting, while willow and alder scrub are thriving along its banks. The bridleway builds on the MOD's commitment to provide access to its estate wherever compatible with military activity, public safety, and conservation interests.

Wing Commander Nicky Loveday, station commander at RAF Fylingdales, said: *"This is an exceptionally beautiful part of North Yorkshire which supports a huge wealth of wildlife and I am delighted that many more people will now be able to enjoy it as much as the personnel at Fylingdales do."*

The Ramblers Association's campaigns officer, Justin Cooke, said: *"We are always pleased to see improvements for walkers, and welcome the work such as this new permissive bridleway that the MOD is undertaking in order to open up its estate to the public."*

The British Horse Society's senior executive, Henry Whittaker, said: *"We welcome all new off-road routes and are very grateful to the MOD for creating this new permissive bridleway, which will link the existing bridleways to make a useful round ride."*

In November 2006, the British Horse Society presented the MOD with an award for 'The public agency that has done

the most for equestrian access', following the opening of the Lyke Wake walk as a dedicated bridleway.

For further information: visit the Ministry of Defence website address: <http://www.mod.uk> or Defence Estates website: <http://www.defence-estates.mod.uk> or DE Secretariat Kingston Road, Sutton Coldfield, West Midlands B75 7RL Tel: 0121 311 2083 or Fax: 0121 311 2100.

## NATIONAL TRUST

We estimate that 100 million visits take place to our coast and countryside properties each year. A wide variety of recreational activity takes place and the National Trust wants to ensure that it can manage for conservation and access. To this end we have had in place since 1995 a set of guiding principles for the key recreational activities that take place on our land to provide local managers with an understanding of the respective needs of recreational users and the means by which different recreational activity can be provided for and managed.

We are undertaking a review of our guiding principles and good practice for recreational activities that take place on National Trust land.

Guiding principles for the provision and management of recreation were first established in 1995 and were last revised in 2000.

We would be interested to hear from anyone who would like to contribute to this review, sharing ideas of good practice, their experiences of using Trust land for recreational purposes.

Please make contact with Jo Burgon, Head of Access and Recreation, The National Trust, Heelis, Kemble Drive, Swindon, SN2 2NA. E-mail: [jo.burgon@nationaltrust.org.uk](mailto:jo.burgon@nationaltrust.org.uk)

## NATIONAL TRAILS

### Join a guided walk to experience a National Trail in spring and summer

The Ridgeway and Thames Path Guided Events Programme, covering May to September 2007, is now available. The popular programme, produced by the National Trails Office, features a wealth of guided walks and events taking place on sections of both of these two National Trails.

Experienced National Trails volunteers, local walking groups and representatives from other organizations lead the walks, the majority of which are free of charge. The programme features over 30 individual walks throughout the season which allow people to experience the beauty and variety of the countryside in different locations along a Trail. You can

enjoy the scenery and wildlife and view features unique to each Trail – locks and watermills along the Thames or ancient castles and burial mounds along The Ridgeway. Some walks give opportunities for bird, butterfly or wild flower identification, or the odd spot of photography. There is also information on a range of sponsored/long distance events and where visitors can combine walking with other leisure activities - steam or boat rides, watching swan-upping for example.

The aim of the programme is to encourage visitors to the Trails and to showcase the very best that these National Trails have to offer. We try to include as much information as possible, providing details on length and difficulty of walk, whether suitable for children, if toilets and refreshments will be available, directions to the start, and other useful facts. Guided walks are a great way to get out and enjoy walking and to see some fantastic countryside that the Trails pass through.

The National Trails Office maintains and promotes The Ridgeway and Thames Path through funding from Natural England and Highways Authorities. The Trails provide two clearly signed linear routes through many remote scenic and tranquil places in this busy part of England, including The Chilterns and North Wessex Downs Areas of Outstanding Natural Beauty.

To obtain a free copy of the latest Ridgeway and Thames Path Events Programme send a stamped addressed envelope to: National Trails Office, Environment & Economy, Holton, Oxford OX33 1QQ. Alternatively look at the events pages of The Ridgeway and Thames Path National Trails websites at [www.nationaltrail.co.uk](http://www.nationaltrail.co.uk)

For further information on the guided events programme and for other Thames Path and Ridgeway National Trail enquiries, contact: Diane Cooper, National Trails Office, Environment & Economy, Holton, OXFORD, OX33 1QQ Tel: 01865 810224, Fax: 01865 810207.

Email: [Nationaltrails@oxfordshire.gov.uk](mailto:Nationaltrails@oxfordshire.gov.uk)

Website: [www.nationaltrail.co.uk](http://www.nationaltrail.co.uk)

## NEW FOREST NATIONAL PARK AUTHORITY

### New grant for small-scale projects

The New Forest National Park Authority's Sustainable Development Fund is now offering grants of up to £500 towards the cost of small-scale projects.

The Authority has set aside £5000 to support projects, activities and events for which a small amount of funding would make a significant difference.

To be eligible for funding a project must contribute to the environmental, economic and community well-being of the

New Forest, as well as furthering one of the Authority's key purposes to either conserve and enhance the National Park or promote opportunities for understanding and enjoyment.

Claire Gingell, Sustainable Development Fund Officer, said: *'These grants are a great opportunity for organisations that need small amounts of funding to make a difference to their projects or events.'*

*If you have an idea or are interested in applying for further information please contact Claire on 01590 646664 or email: [Claire.gingell@newforestnpa.gov.uk](mailto:Claire.gingell@newforestnpa.gov.uk)*

## MOORS FOR THE FUTURE PARTNERSHIP

A "green" roof complete with a waterfall, and a heating system powered by the earth - the £1m Moorland Visitor Centre in the Peak District National Park is a model of eco-friendly design.

The Moorland Centre was opened last year and is the base for the Moors for the Future Partnership which is restoring 3.5sq km of eroded moors to health. It provides an inspirational environmental learning experience for visitors, a national focus for moorland research, and community facilities.

Designed by Bower Mattin Architects of Macclesfield, the Moorland Centre's design reflects its upland setting. It has a living roof of sedum succulents, intersected by a waterfall tumbling over glass panels into a pool at the entrance. The hardy plants act as an eco-friendly insulator, and the building is fuelled by an energy-saving ground-source heat pump.

Joe Mattin, from Bower Mattin Architects said: *"The new Moorland Centre at Edale demonstrates how emerging sustainable technology works using natural forces. It is not intended to replicate traditional architecture based on the technology of several centuries ago. It is quite clearly intended to look ahead: Moors for the Future. In this respect, the building and the message it provides make a valid contribution to the Peak District National Park and the national debate, which is now embedded in recent legislation."*

Inside, interactive exhibitions explain why the Moors for the Future Project was set up, and how it is helping the battle against climate change. *"Listening posts"* enable visitors to hear reminiscences of people who lived and worked on the moors.

*The Centre is open every day from 9.30 - 5.30pm throughout the summer and entrance is free. For further information please contact Carol Parsons on 01629 816581 or email [carol.parsons@peakdistrict.gov.uk](mailto:carol.parsons@peakdistrict.gov.uk)*

Alternatively visit our website: [www.moorsforthefuture.org.uk](http://www.moorsforthefuture.org.uk)

## SNOWDONIA SOCIETY

### Green Snowdonia – promoting sustainable tourism

A green revolution in the tourism industry! This is what the Snowdonia Society is hoping for from its work to facilitate environmental improvements in the activities of the tourism industry in Snowdonia. The Snowdonia Society's 'Green Snowdonia' project is helping businesses take action to ensure that visitors use less energy, produce less waste and get a greater experience of the Welsh landscape and culture. The message is that acting sustainably will not limit the quality of visitors' experiences or profits - indeed sustainable tourism has the potential to increase both!

Despite increasing media coverage of environmental issues and the strong business case for sustainable business it can be difficult for individuals who have taken on board the need for greater individual environmental responsibility, to work out the most effective and appropriate form of action for them. This is especially true for small businesses where the increasing legislative and administrative requirements of their activities place ever greater demands on their time.

If small businesses, which make up the bulk of the tourism providers in Snowdonia, are to change their working practices to become more sustainable they must have access to good quality, easily accessible and locally specific information. At the same time the publicly provided infrastructure must be in place to support these changes, for example good quality public transport services and commercial recycling facilities.

To address these issues the Snowdonia Society has launched [www.green-snowdonia.co.uk](http://www.green-snowdonia.co.uk), an innovative resource for the tourism businesses of Snowdonia encouraging them to improve their bottom line through good environmental practice. Fact sheets and a wealth of links to other sites enable businesses to access local producers, environmental grants, and specialist sites providing detailed information on reducing fuel costs etc. The site showcases tourism providers who have taken innovative approaches to improving their environmental practice. An 'innovative ideas' page suggests approaches which could work in Snowdonia.

Those businesses who have already taken action are encouraged to enter the Green Snowdonia Tourism Awards – with a chance to win a top award of £500. The award criteria adopt a wide definition of sustainability including buying locally, community relations and enlightening visitors and guests to the value of Snowdonia's environment and ways in which they can minimize the impact of their visit.

'Green Snowdonia' is working closely with other

organisations in order to facilitate action between all sectors of the tourism industry with the clear objective of achieving practical outcomes and the establishment of Snowdonia as a sustainable tourism destination.

*For further information please contact: Dr Emma Edwards-Jones, Sustainable Energy and Tourism Project Co-ordinator, Snowdonia Society by email: [tourism@snowdonia-society.org.uk](mailto:tourism@snowdonia-society.org.uk) or tel: 01690 720287*

## SCOTTISH EXECUTIVE

### The Land Reform (Scotland) Act

The Land Reform (Scotland) Act received its Royal Assent in 2003 and Part 1 came into force on 9 February 2005. Scottish local authorities and the 2 National Park authorities, were given a range of duties including, upholding access rights, establishing local access forums and planning a system of core paths to give reasonable access throughout their areas within 3 years of the Act coming into force.

It is stated under Section 22 of the Act that all local authorities and National Park authorities may compulsorily delineate a path over land in respect of which access rights are exercisable.

This may be done by Order, in circumstances in which the authority considers it expedient and where it appears to the authority to be impracticable to delineate the path by means of a path agreement under section 21 of the Act. Section 22(6) of the Act requires that the form of such path orders be prescribed by Regulation and that such an order must contain a map showing the delineation of the path.

The Land Reform (Scotland) Act 2003 (Path Orders) Regulation 2007, which was subject to full consultation, was laid therefore before the Scottish Parliament on 6 March 2007, authorised by Scottish Ministers, and came into force on 29 March 2007. giving the such powers.

*For further information please contact Philip J Smith, Landscapes and Habitats Division, Rural Directorate Scottish Executive, 1-J South, Victoria Quay, EDINBURGH EH6 6QQ. Tel: 0131 244 6038 or email: [Philip.Smith@scotland.gsi.gov.uk](mailto:Philip.Smith@scotland.gsi.gov.uk)*

## WORCESTERSHIRE COUNTY COUNCIL

### Getting the most out of your Country Park

Since their inception in the 1968 Countryside Act, Country Parks have provided the opportunity for people to enjoy a countryside experience in a safe, welcoming environment. Originally intended to protect valuable agricultural land and sensitive conservation sites from the increasingly mobile and

affluent masses as much as for altruistic purposes, Country Parks have proved to be an enduring success with the public. Despite this, the close of the twentieth century saw many Country Parks suffering from a lack of investment both in terms of funding and political support. Having re-assessed the value of Country Parks, the Countryside Agency advocated a renaissance in their fortunes as ideal venues for contributing to health, social inclusion, biodiversity and environmental awareness agendas. This reappraisal of Country Parks led to the formation of the Country Parks Network (CPN) which provides a forum for sharing best practice and a channel for championing the value of Country Parks with key decision-makers.

Worcestershire County Council which manages two Green Flag Award-winning Country Parks is hosting an seminar aimed at helping managers get the most out of their Country Parks on Tuesday 2<sup>nd</sup> October at Worcester Woods Country Park. The programme will include a brief history of Country Parks followed by an introduction to the new CPN Country Park criteria before focusing on specific projects at Worcester Woods Country Park covering community engagement (including visitor surveys, working with volunteers, and health walks), income generation (including a café tenancy, room and BBQ hire and timber sales), biodiversity (including woodland and grassland management, grazing and orchard restoration), information and interpretation (including guided walks, interpretative panels, leaflets, plasma screen TVs and interactive multimedia) and getting recognition for your Country Park (including Green Flag, Local Area Agreements and making links with the Lyons Report). The programme will include a guided walk round the park and refreshments and lunch are included.

*The cost of the seminar is £30 but Countryside Management Association and Country Parks Network members will receive a £5 discount. For more information, please contact Kate Mustard or Rachel Datlen on 01905 766155 [kmustard@worcestershire.gov.uk](mailto:kmustard@worcestershire.gov.uk) or [rdatlen@worcestershire.gov.uk](mailto:rdatlen@worcestershire.gov.uk). For more information about the Country Parks Network see [www.countryparks.org.uk](http://www.countryparks.org.uk)*

***If you would like to send items for inclusion in the news section, please forward it to [crn@shu.ac.uk](mailto:crn@shu.ac.uk). Usual editorial policy rules apply.***

# Summary of CRN Seminars

## **Branding the Outdoor Experience -29/03/2007 Priory Rooms, Birmingham**

This seminar attracted 47 delegates and was chaired by Marcus Sangster, Forestry Commission. The seminar aimed to introduce delegates to modern concepts of branding; to provide understanding of terms such as “marketing”, “social marketing”, “advertising”, “audience segmentation” and “promotion” and to apply this in the context of outdoor recreation; to explore the arguments for and against adopting a branding approach to promoting outdoor recreation; and to hear practical examples of how branding can be applied at different scales, for different products/experiences and for different audiences.

The morning session included presentations from: Liana Dinghile of Dragon Brands, who discussed whether or not there is a case for branding outdoor recreation with a presentation aimed at helping the audience better understand the role of brand itself, not merely the action of branding; Melanie Howard from the Future Foundation who presented a social marketing approach; Tom Costley and Duncan Stewart from TNS Travel and Tourism who discussed methods to better understand your market.

The afternoon session commenced with Mike Bishop who gave a case study on ‘Branding Places’ with his Active Exmoor brand and showed how the brand had evolved with the project; Simon Michaels, f3, gave a presentation on locality and connecting with consumers; Berry D’arcy from the National Trust, discussed the Trust’s progress on market segmentation and took the audience through the project to enable them to see how and why the Trust chose this approach to enable them to gain better understanding of their audience and to share their experiences; and Jake Morris, Forest Research, closed the seminar with a presentation focusing on the social aspects of marketing via a piece of social scientific research which explored links between changes to the natural environment and the changing lives of people who live, work and ‘recreate’ in the National Forest area.

## **The Changing Funding Environment for Outdoor Recreation - 23/05/2007**

### **Solent University Conference Centre, Southampton**

This seminar attracted 41 delegates and was chaired by Glenn Millar, British Waterways. The seminar aimed to review the trends in the external funding environment,

and the potential implications for countryside recreation, through presentations from funders outlining how their programmes are changing, from organisations who secured funding in the past, and, from experts in appraisal and evaluation of projects.

The target audience for this seminar was any government agency and local authority staff and practitioners who are involved in securing funding for outdoor recreation and countryside management and development.

The morning session was organised under the topic: How is funding changing? The funders perspective. This topic included presentations from Adrian Healy, ECOTEC, who presented the EU programmes being introduced and their implications for outdoor recreation and associated sectors; a double act from Sarah Wicks and Stuart McLeod, The Heritage Lottery Fund (HLF), who presented a review of the various HLF funding opportunities and their applicability to outdoor recreation and related sectors, they also gave tips on how to submit a successful funding application; Ella Mizon, The Big Lottery Fund, introduced the audience to current Big Lottery funding opportunities.

The afternoon was organised around two topics, the first one on practical experiences of organisations securing external funding with presentations from Andrew Stumpf, British Waterways, on the British Waterways Project using two particular examples: (Droitwich Canal and Cotswold Canal), and from Alison Field, Forestry Commission, who presented the New Forest Project.

The second topic of the afternoon was Appraisal and Evaluation with presentations from: Simon Shibli, Sport Industry Research Centre, on Economic Appraisals giving an overview with both a funder and an applicant’s perspective; Ewan McGregor, Social Marketing Associate, discussed how social marketing can support policy, strategy and implementation and improve funding opportunities; Dr Andy Cope, Sustrans, discussed Monitoring and Evaluation using his own experience at Sustrans.

**The proceedings from these events are available to purchase from our website:**  
[www.countrysidecreation.org.uk/publications](http://www.countrysidecreation.org.uk/publications)

## Countryside Recreation Network Publications List

	Price (incl.postage)	Tick
<b>REPORTS</b>		
A Countryside for Health and Wellbeing: The Physical and Mental Health Benefits of Green Exercise (2005)	£20	<input type="checkbox"/>
Social Exclusion in Countryside Leisure in the United Kingdom - the role of the countryside in addressing social exclusion (2001)	£10	<input type="checkbox"/>
<b>CONFERENCE PROCEEDINGS</b>		
Removing Barriers; Creating Opportunities: Social Inclusion in the Countryside (2001)	£15	<input type="checkbox"/>
Managing the Challenge of Access (2000)	£15	<input type="checkbox"/>
Is the Honeypot Overflowing? (1998)	£15	<input type="checkbox"/>
Making Access for All a Reality (1997)	£15	<input type="checkbox"/>
Today's Thinking for Tomorrow's Countryside (1995)	£15	<input type="checkbox"/>
Communities in their Countryside (1994)	£15	<input type="checkbox"/>
<b>WORKSHOP PROCEEDINGS</b>		
The Changing Funding Environment for Outdoor Recreation (2007)	£15	<input type="checkbox"/>
Branding the Outdoor Experience(2007)	£15	<input type="checkbox"/>
Activity Tourism: A Practical Approach(2007)	£15	<input type="checkbox"/>
Outdoor Recreation and Nature Conservation (2007)	£15	<input type="checkbox"/>
Why? How? Who? Community Engagement in Countryside and Urban Greenspace Management (2007)	£15	<input type="checkbox"/>
Knowing Your Customer. The Joys of Statistics and Visitor Monitoring (2006)	£15	<input type="checkbox"/>
Young People in the Countryside (2006)	£15	<input type="checkbox"/>
Volunteering. Strategies and Practice for Engaging Volunteers in Countryside Recreation and Management (2006)	£15	<input type="checkbox"/>
Activity Tourism: From Strategy to Delivery (2006)	£12	<input type="checkbox"/>
Demonstrating the Economic Value of Countryside Recreation II (2006)	£12	<input type="checkbox"/>
Reasonable Access? (2005)	£12	<input type="checkbox"/>
A Question of Respect; Conservation and Countryside Recreation (2005)	£12	<input type="checkbox"/>
Delivering a Countryside for Health and Wellbeing (2005)	£12	<input type="checkbox"/>
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For more information, please contact: Helen English, CRN, Sheffield Hallam University, Unit 10, Sheffield Science Park, Howard Street, Sheffield, S1 2LX.

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## CRN EVENTS

### The Impact of Outdoor Recreation on changing Social Behaviour(s) Seminar

Thursday 20th September 2007  
The Priory Rooms - Birmingham

For further information please contact Magali Fleurot, Network Manager.  
Tel: 0114 225 4494. Email: [m.fleurot@shu.ac.uk](mailto:m.fleurot@shu.ac.uk)  
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