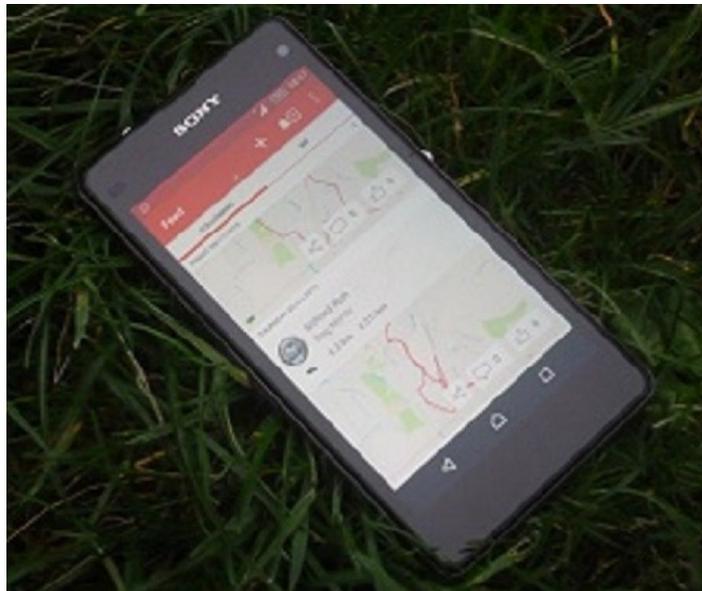


# Outdoor Recreation Network

**2016 ORN Research Seminar**

**Digital Data and Outdoor Recreation:  
research, tools and applications**



**A collaboration with:**

**Canal and River Trust, Natural England**

**&**

**Sheffield Hallam University, Outdoor Recreation Research Group**

**15<sup>th</sup> March 2016**



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## 2016 ORN Research Seminar, Jury's Inn, Sheffield

### Programme

9.30	Registration, Refreshments
10.00	Welcome by Professor Lynn Crowe
	Chair for the morning session: Brian MacAuley
10.20	Participants Health from the participants perspective, Ken Snyder, Quantified Self Community
11.10	<b>Refreshments</b> <i>Optional Session - Using Digital tools in research projects, Adam Brown, Substance</i>
11.30	<b>Using Apps and new technologies</b>
	Big Path Watch, Nicky Philpott, Ramblers
11.50	Combining Digital Tools with Incentives and Social Engagement to Understand Urban Outdoor Recreation and Active Travel, Hannah Bowden, Betterpoints
12.20	Collecting high validity data in the outdoors, Dr Nick Hamilton and Dr Ben Heller, The centre for Sports and Engineering Research, Sheffield Hallam University
13.00	<b>Lunch</b> <i>Optional session - Views Impact Reporting System, Substance</i>
	Chair for the Afternoon Session: Alison Darlow
13.45	<b>Workshops and Demonstrations.</b> (Three sessions in parallel)
	Build your own "field lab" Getting hands on with the technology, Dr Nick Hamilton and Ben Heller, Sheffield Hallam University
	Understanding where people go in the countryside using GIS units, Durwyn Liley and Chris Panter, Footprint Ecology
	Evaluating the application of mobile information and communications technology to countryside access. John Warmsley, Sheffield Hallam University
14.45	<b>Refreshments</b> <i>Optional Session - Hidden Views Walking App, Mark Owen, South West Coast Path National Trail Officer</i> <i>Optional Session - Digitising paper based walking trails onto Apps, By Arthur LaCour, Founder, Handheld Tours</i>
15.15	<b>Adding value to big data</b>
	Innovation and Emerging Technology at the Canal & River Trust John Marshall, Canal and River Trust
15.45	Innovating openly with digital data and design thinking for Outdoor Recreation
	Chris Parker, Geovation Ordnance Survey
16.15	<b>Closing remarks,</b> Mike McClure, Outdoor Recreation Network
16.30	Close



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## Presentation Abstracts and Speaker Bios

### Key note presentation

**Title: Participants Health from the participants perspective**

*by Ken Snyder, Quantified Self Community*



#### Ken's Bio

Ken has spent the last ten years transforming a passion for technology, self observation, and self optimisation from a hobby, to a lifestyle, a business and a way of life.

“Bio-hackers” and the “Quantified Self” may sound like an outlandish, small sect of people best left to their own devices, yet they are increasingly becoming a vocal minority that are demonstrating the effectiveness of a more active participation in one's own health and wellbeing. Ken is an active and vocal member of this community who is looking to find ways to make benefits to the few available to larger and more mainstream audience.

Ken is the founder of Life Gadget Ltd, Director at TeamFitness Ltd and Co-organiser of Quantified Self London.

### Using Apps and new technologies

#### Presentation 1. Big Path Watch

*By Nicky Philpott, Director of Advocacy and Engagement, The Ramblers*

#### Nicky's Bio

Nicky joined the Ramblers in September 2011 and is the director for advocacy and engagement. The purpose of her division is to ensure engagement with the Ramblers results in people giving their time, money or influence and as such, communications, policy, advocacy, campaigns and fundraising fall within her responsibilities.

For the previous 12 years she worked at the NSPCC leading the campaigns team and developing policy and awareness campaigns aimed to end cruelty to children. She has also held campaign and policy positions at Age UK, Scope, the Royal National Institute for Deaf people (now Action on Hearing Loss) and Action with Communities in Rural England (ACRE).

Nicky lives in South London and likes walking in the city and countryside, and urges you all to add your voice to the Ramblers campaigns to protect and expand our precious paths and green spaces so that walking is easier, healthier and more enjoyable for all.



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## **Presentation 2. Combining digital tools with incentives and social engagement to understand urban outdoor recreation and active travel**

*By Hannah Bowden, Programme Director, Betterpoints*



### **Abstract:**

This talk is focused on the rapidly evolving environment where digital tools are increasingly being deployed in urban outdoor spaces to help motivate positive choices and deliver sustainable behaviour change.

Hannah Bowden, Programme Director of BetterPoints will share examples from live programmes such as the Birmingham Active Parks programme where the use of digital technologies (email, social media, web portal) and smart phone app has been combined with incentivised activities across a range of demographic groups, to motivate specific shifts in behaviour. GPS has been used to track the results and data visualisation and reporting inform greater personalisation. This presentation will explore the technologies utilised, the activities published as well as the systems available to administrate, measure, report and adapt the programme.

### **Bio:**

Hannah has a background in Psychology and nearly two decades of experience working in strategy, innovation, business development, digital marketing, and web development in the software and regeneration sectors. Currently Programme Director for BetterPoints, managing the roll out of behaviour change interventions and in the UK and central Europe. BetterPoints develops and delivers incentive-led, evidence based technology systems and programmes for health care organisations, local authorities, county councils, transport organisations, housing associations and communities primarily in the areas of health and wellbeing and sustainable/active Travel. BetterPoints' partner relationships include Birmingham City Council, Birmingham Community Health Care Trust, Northern Devon NHS, Sheffield City Council, Borough of Hounslow London, Borough of Hackney London, Reading Borough Council amongst others

## **Presentation 3. Collecting high validity data in the outdoors**

*By Dr Nick Hamilton and Dr Ben Heller Principal Research Fellows, Centre for sports engineering research, Sheffield Hallam University.*

**Abstract:** The Centre for Sports Engineering Research are expert in applying sensor technologies to collect high validity data in the field. The processing of the data algorithmically in to valuable and comprehensible results is key to the success of the systems. This talk will highlight the range of sensors and algorithms available by using examples of where this technology has been successfully applied. This will range from wearable technologies, camera systems and people tracking through to computational simulation and three-dimensional scanning systems. The talk will conclude with a look at the future and the culmination of much of this work in the Advanced Wellbeing Research Centre. It is set to become the most advanced research and development centre for physical activity in the world following a UK Government investment of £14m. It will identify innovations to help people move; in particular helping those who are sedentary to use physical activity to improve health, wealth and quality of life.



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### Nick's Bio

Nick Hamilton is a principal research fellow within the Centre for Sports Engineering Research. He works as a consultant to the sports industry and has done for the past 15 years. He is lead designer of the creative and consultancy team focusing on sports product design, innovation, analysis and manufacture. He has developed a wide variety of products for a diverse range of sporting companies from ice skates to carbon fibre time trial bikes, golf clubs to hang glider components. Nick is also head of the Sports Equipment Mechanics research theme delivering world class applied research who specialise in the prevention of injury, performance and increasing participation. As vice chair of the Outdoor Recreation Research Group he delivers unique multidisciplinary work focused on interdisciplinary consultancy and research in the outdoor sector; his personal passion.



### Ben's Bio

Dr Ben Heller is a principal research fellow in the Centre for Sports Engineering Research at Sheffield Hallam University. He is an engineer by background, with a career in medical engineering at Sheffield Teaching Hospitals prior to joining Sheffield Hallam University. His expertise is in instrumentation, particularly for the ambulatory monitoring of human activity. Current research areas include ambulatory monitoring of physical activity, motivation of exercise in virtual worlds, ecologically valid measurement of dynamic balance (the smartfloor), characterisation of running biomechanics and advanced functional electrical stimulation approaches in neural rehabilitation.



## Workshops and Demonstrations

### Workshop 1. Build your own “field lab”: Getting hands on with the technology

*By Nick Hamilton and Ben Heller, Sheffield Hallam University*

### Workshop 2. Understanding where people go in the countryside using GIS units

*By Durwyn Liley and Chris Panter, Footprint Ecology*

#### Abstract:

Where people go within sites is fundamental to understanding access and informing visitor management. Routes taken can reveal which parts of sites are most visited, which paths are most used, how far people go and how different types of visitor behave. Such data can however be difficult to collect. We show results from a range of visitor surveys, collected as part of face to face interviews. These include recording routes on paper maps and data collected by handing out GPS units, including one project relating to watersports.

We then consider how such route data can be extrapolated to make predictions of visitor density and use across large areas through models. We show examples of such models for different areas such as the



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Suffolk Sandlings, the New Forest National Park and the Pebblebed Heaths in Devon.

Discussion within the workshop will consider the range of approaches used to collect route data and the pros and cons of each and will address the potentials for modelling. A range of GPS units and track data will be available to inform the discussion.

### **Durwyn Liley**

Durwyn is a director at Footprint Ecology. Durwyn's research interests relate to understanding visitor behaviour and access patterns in the countryside and linking access and ecological data. His PhD was the first study to assess the impact of recreational disturbance on the population size of any bird species in the UK. He has worked for the RSPB, Butterfly Conservation and English Nature and set up Footprint Ecology in order to be able to focus on the interface between access and nature conservation. Since 2005 Footprint Ecology has undertaken visitor survey work and analysis work across the UK involving face-face visitor surveys with well over 20,000 visitors. Durwyn has worked with a range of statutory bodies, NGOs and local authorities in research projects, visitor surveys, policy development and visitor strategies.



### **Chris Panter**

Chris works as an ecologist for Footprint Ecology, with a particular focus on spatial analysis. He has extensive experience with GIS and it has played a role in all his current and previous work. At Footprint Ecology Chris works on visitor survey data, including route data and predictive modelling of routes. His current projects include a large scale visitor survey for sites across Norfolk with 40 interviewing locations. Prior to this he worked as a researcher at the University of East Anglia on large datasets and GIS. His previous work has involved understanding large scale migrations of birds using GPS trackers in Central Asia. Using this data with remote sensed data in GIS allowed habitat choice and productivity to be examined.



## **Workshop 3. Evaluating the application of mobile information and communications technology to countryside access**

*By John Warmesley, Sheffield Hallam University*

### **Abstract:**

Originating from the field of Social Psychology there is a body of academic work on technology acceptance theory which seeks to explain how innovations succeed or fail to achieve widespread adoption. The workshop will use one of the more successful models of such theory as the basis to understand what might make a compelling user experience with smartphone apps that aim to enhance visits to the countryside. Workshop participants will get a chance to try for themselves both web apps and native apps, and together will come to a conclusion about whether the model provides an effective evaluation framework or not.



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Some practical issues (traps, pitfalls, and learning points) should emerge from this that would help organisations considering applying such technology. **Bring a smartphone or tablet device if you have one.**

### John's Bio

John has spent most of his career working in large electronics and telecommunications companies, starting in technical jobs but ending up in more commercial roles. In recent times he has completed a master's degree with Sheffield Hallam University in Public Rights of Way and Countryside Access Management. His MSc dissertation researched the use of mobile information and communications technology to encourage and facilitate countryside access. One of the inputs to the research was the practical experience gained from creating 2 smartphone-enabled walking trails for the Berks, Bucks, and Oxon Wildlife Trust for which he acted as Project Manager. Despite being fascinated with modern technology he still enjoys navigating with a traditional paper map and compass, especially in the mountains.

## Adding Value to Big Data

### Innovation and Emerging Technology at the Canal & River Trust

*By Jonathon Marshall, Canal and River Trust*

Where do you start in identifying those innovations or technologies that can help your organisation? We all know about lots of new and exciting 'stuff' that's out there or is coming in the next few years. How do you establish their relevance to your business and customers and track those that might be useful? This talk demonstrates how the Canal & River Trust have made a start at this, using a feature opportunity matrix to track and display to the business those that may be of relevance. We will look at how the Trust is building innovation into its operations and moving towards a fail fast approach.



The talk will review some of the pilots and proof of concepts completed, currently being worked on or planned. From beacons to the use of anonymised cell phone data and the increasing importance of mobile technology (and by definition spatial context) in all that we do.

### Jonathan's Bio

Jonathan has been interested in maps and geography since an early age. He has recently lead the creation and establishment of a new digital technology team responsible for sponsoring and managing the rapid development of mobile and digital products. Advising on mobile working and strategy along with the research, development and application of emerging digital technologies. With over 15 years' experience in management, business development, innovation and the technology aspects of geospatial information, location-based services, data, and mobile solutions, Jonathan is passionate about how technology, information and geography can improve efficiency and enhance knowledge and understanding across a business.



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## Innovating openly with digital data and design thinking for Outdoor Recreation

By Chris Parker, Geovation Ordnance Survey

### Chris's Bio

Through collaboration and open innovation I enable and deliver change across organisations at home and overseas. I'm motivated by the power in individuals using geography, design thinking and technology in achieving scalable changes – which is why I co-founded and lead Geovation. I'm a geographer with a research and consultancy background in land and water resources management.



### Seminar Hosts

**Lynn Crowe** is Professor of Environmental Management in the Department of the Natural and Built Environment at Sheffield Hallam University. An ecologist and planner by training, Lynn has a particular interest in green space management and research which explores the public benefits to be gained from enhancing the natural environment. She believes it is essential to encourage more people to enjoy the natural environment more often, and is a member of SHU's Outdoor Recreation Research Group (<https://www.shu.ac.uk/research/orrg/>). Lynn has been involved with many different public agencies, including Natural England (and is still a member of the NE Science Advisory Committee), the Forestry Commission, the Peak District National Park Authority, the National Trust and the South Yorkshire Local Nature Partnership.



She was also responsible for managing the Outdoor Recreation Network when it was based at SHU between 2003 and 2011. Lynn also writes regularly through her own personal blog - <http://lynncroweblog.wordpress.com> - and is a recent convert to Twitter (@LynnCroweSHU).

Lynn Crowe will welcome participants to Sheffield Hallam University and to this Outdoor Recreation Network research seminar. We are going to focus on the new opportunities generated by the massive growth in the use of digital data applications and personal technology. Some of the practical and methodological issues of using these new approaches will be explored in facilitated workshops, and there will also be the opportunity to get hands on experience through practical demonstrations of field lab technologies. But we must be wary of using these new technologies just because they are there. We will reflect on how they can add real value to our work. This could be through the easier and more accurate monitoring of who is enjoying the natural environment and how they are engaging with our facilities and services, but also in evaluating the quality of those experiences to better inform future developments.



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**Brian MacAulay** is the national economist for the Canal River Trust. He works within the national strategy and planning team focussing on research projects aimed at measuring the contribution the waterways have on a wide range of economic, social and environmental domains. A number of his project involve harnessing big data analytics such as utilising geolocation data from mobile phones to model people movements along the towpath and developing a boat traffic model using network algorithms to calculate boat movements and agent based modelling for scenario exploration for identifying potential areas of high boat traffic demand. Throughout his career Brian has adopted an interdisciplinary approach to projects.



As director of Innovation Index for Nesta Brian worked with academics in the UK, Europe and USA to develop new methods of measuring the contribution of innovation to economic growth. He was a member of a number of EC and OECD expert panels and presented the Index work to senior UK civil servants and government ministers. Prior to Nesta Brian was senior economist at the West Midlands Regional Observatory where he led on advanced analytical reporting including promotion of spatial and integrated modelling and analysis to support regional strategies. He also spent 10 years lecturing at the University of North London, where he combined research in the application of evolutionary complex systems models to market regulatory issues.

Brian will chair the Seminar in the morning.

**Alison Darlow** is a Senior Social Researcher at Natural England. She has spent over 20 years as a professional researcher, working in a range of sectors including regeneration, learning, local government and sustainability. Before Natural England she spent nine years at the Policy Research Institute at Leeds Metropolitan University, working on a range of research and evaluation projects for national and regional government and the third sector. Natural England provided an opportunity to return to her first love: the outdoors and the benefits that people derive from it. She first role in Natural England was to commission the Monitor of Engagement with the Natural England survey. Other areas of interest include the benefits to people from the natural environment, the social and cultural value of the outdoors, and understanding 'what works' through better evaluation. She is a keen cyclist (both the on- and off-road variety) and enjoys nothing more than a jaunt into the Yorkshire Dales National Park.



Alison will chair the Seminar in the afternoon.



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## Technologies in Networking Breaks

### Using digital tools in research projects (morning break session)

*By Dr Adam Brown and Alice John, Substance*

During this session, Dr Adam Brown will discuss the use of digital tools developed by Substance to support research projects with outdoor sports. Focusing on research into angling, this will include interactive digital mapping created as part of Big Lottery Funded research into angling and tourism in remote rural areas; digital data collection tools for sea angling research; and dashboard presentations of data.

### Views Impact Reporting System (lunchtime stand)

Substance is a research and technology company. We help organisations that do good, think smarter. We work across different sectors and with many types of organisation – charities, social businesses and government. Our core team is made up of highly experienced social researchers, technologists and programme managers, each with their own specialisms. What we share is an ambition to make organisations that do good have a greater impact.

Views is our flagship impact reporting platform. It is smart, intuitive and makes measuring your impact easier. We built Views because we saw the need for organisations to be able to better demonstrate, understand and improve practice. Its now used by around 650 organisations working in the sport, youth, health and wellbeing and housing sector including – the Premier League Charitable Foundation, the cricket foundation, Ambition, Greenhouse, Sported, Mind, Macmillan Cancer Support, England Athletics and Street Games, to name a few.

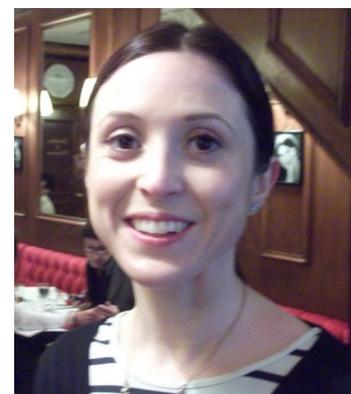
Dr Adam Brown, Head of Research

Adam Brown is a Substance founder and Head of Research. Adam has particular expertise on research in sport and its social and community impacts. This includes leading Substance's research on outdoor recreation. Adam led the three-year Big Lottery Fund research project, The Social and Community Benefits of Angling which has helped influence national policy and is a recognised national expert on the social impacts of angling; and has recently completed four major research projects for the RNLI on sea angler safety, leisure divers and yacht sailors. He was formerly Deputy Director and Senior Research Fellow at the Manchester Institute for Popular Culture, Manchester Metropolitan University from 1996-2006.



Alice John, Head of Marketing and Sales

Alice John leads Substance's marketing and sales strategies as well as managing key relationship with key clients in the sport, health sector and community sectors including Angling Trust, Groundwork StreetGames and Macmillan Cancer Support. She has particular expertise in working with organisation to help them implement the Views impact reporting platform.



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## Hidden Views Walking App (Afternoon Break)

By Mark Owen, South West Coast Path National Trail Officer

A presentation about plans to create an open source mobile phone app that will enable countryside access providers to concentrate their efforts on producing rich content about things to see on a walk rather than developing the technology.



The proposed features include directions and mapping, facilities (car parks, toilets etc.) along with virtual viewfinder discs, and the ability for organisations to supplement this with archive images taken from points along the walk, wildlife mapping, short video clips and augmented reality to show seabed topography, shipwrecks and reefs from selected viewpoints. It will also include tools to gather feedback and to monitor visitor satisfaction and usage.

### Mark's Bio

I have worked in the field of countryside recreation for 20+ years, mostly in various roles looking after the South West Coast Path. I'm also a closet geek, who has messed around with computers most of my life and have used this in my professional role to develop digital tools and websites to survey, promote and monitor usage of the Coast Path.

## Digitising paper based walking trails onto Apps (Afternoon Break)

By Arthur LaCour, Founder, Handheld Tours

### Abstract:

The mental & physical health benefits of engagement with natural environments are clear. Surely enough to encourage much greater use of the outdoors? It isn't. Organised walking groups aren't generating mass participation either. Why? The issue is multi-threaded encompassing broad societal changes and shifting government priorities.

Years of funding cuts have left nature organisation's extensive walk catalogues, their "public face", languishing on legacy platforms with little to offer or interest the X & Y generations. Traditional map reading skills have long been on the wane and few of the general public understand much of the natural environments story.

Today access isn't just limited by socio-economic group or disability. Unable to navigate by map or highly stylised leaflets and will little to curate their outdoor experience many are preferring to invest their limited leisure time budget elsewhere.

Can digital solutions reverse this trend? Our work with the Chilterns Area of Outstanding Natural Beauty using apps incorporating navigation and curating technologies would suggest yes!

### Bio:

Since the completion of an MBA in emerging technologies in 2000 Arthur has working as a strategic technology consultant, working across nearly every industry sector from Aerospace to Healthcare in the US, UK & Europe. In 2013 he created Handheld Tours and began work with the Chilterns Area of



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Outstanding Natural Beauty to identify and solve key access & engagement issues facing existing and potential users of the natural landscape. He is an active participant in organisations such as Tourism Southeast, the Chiltern Tourism network as well as walking organisations such as Walkers are Welcome. Arthur has held a life-long interest in history from ancient to modern. As a keen scuba diver he fused his love of history and diving by completing technical training as an underwater archaeologist. Passionate about the outdoors he is both a keen a walker and road cyclist.



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## Delegate List

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## Seminar Venue

### Venue Address:

[Jury's Inn Sheffield](#)

119 Eyre Street, Sheffield, S1 4QW

Tel: +44 114 291 2222

Email: [jurysinnsheffield@jurysinns.com](mailto:jurysinnsheffield@jurysinns.com)

### Sheffield Train Station 5-7 mins walk

From the Sheffield Midland train station, head out of the main entrance and continue straight ahead towards The Howard Pub. Turn left onto Paternoster Row continue forward where the road bears to the right onto Furnival Street. The hotel is on the your left.

### Motorway Links M1 Car

**From the south** leave the M1 motorway at Junction 29, at the roundabout take the 2nd exit onto the A617 sign posted Chesterfield. At next roundabout take the 3rd exit onto the A61 sign posted Sheffield continue along the A61 for approx. 11 miles following signs for Sheffield and City Centre. From the A61 turn left onto the A621 and at roundabout take the 2nd exit onto the A621. Continue forward in the right-hand lane, at the next roundabout take the 4th exit off the roundabout onto Eyre Street .Jurys Inn Sheffield is located on the left.

**From the north** leave the M1 motorway at Junction 33, turn onto Sheffield Parkway A630, A57. At the Parkway roundabout take the 4th exit off the roundabout sign posted city centre (Commercial Street) and follow the road left onto Arundal Gate continue along and at the next roundabout take the second exit onto Eyre Street. Jurys Inn is located on the left.

**Car parking** is available at the APCOA Moor Car Park on Eyre Street (Eyre Street, (The Moor) MSCP, Eyre Street, Sheffield, S1 4PY).Charges of £5.00 per 24 hours apply. Please ensure the blue token you receive upon entry is scanned on all occasions at the hotel reception before departing the car park.



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