



**Cyfoeth
Naturiol**
Cymru
**Natural
Resources**
Wales

ORN 18 April 2018

THE WALES COAST PATH - MONITORING PARTICIPATION & DERIVED BENEFITS



Llwybr Arfordir Cymru
Wales Coast Path



What is the Wales Coast Path?

870 miles continuous path from near Chester to Chepstow

Opened in May 2012 after a five year development phase

Currently funded by Welsh Government, coordinated and promoted by Natural Resources Wales and managed and match funded by local authorities



Wales Coast Path – Key Objectives

Bring Benefits

Economic

Health

Enjoyment

Be Inclusive

Locals

Visitors



**HOW DO WE
MONITOR THESE?**



**Llywybr Arfordir Cymru
Wales Coast Path**

The Wales Coast Path Visitor Survey (2015)

Methodology: 1,483 Face to Face Interviews with Users covering the following topics

User Profiles

Gender, age, class, group composition, area of residence, mobility.

Awareness of WCP

Completion, footpath type.

Using the Wales Coast Path

Mode of transport, day or staying visit, accommodation used, regularity of visits, reasons for usage, alternative if WCP not available, distance covered, spend, health and safety.

Considerations for Follow Up

Review all questions

No questions were asked about experience or satisfaction



Llwybr Arfordir Cymru
Wales Coast Path

The Economic Impact of Coastal Walking in Wales(2014) – 1 / Visitor Volumes

Methodology: Volume of visits estimated from analysing existing surveys - no single source, so a combination of data from:

Great Britain Day Visits Survey (2014)

Included: 3+ Hour Leisure Day Visits where walking was undertaken at a coastal location

Wales Outdoor Recreation Survey (2014)

Included: All visits of under three hours where main activity is walking at a coastal location

The Wales Coast Path Visitor Survey (2015)

The above two surveys do not cover children or visitors from overseas so visitor numbers of these groups were estimated by factoring in proportion data from the WCP Visitor Survey.

Considerations for Follow Up

How do we best estimate total visits to an 870 mile linear route? The above methodology is a compromise amalgamation of sources, the first two of which were not designed with this purpose in mind. They consider all coastal walking, not just that on the WCP.

People counters are of limited use?



The Economic Impact of Coastal Walking in Wales(2014) – 2 / Economic Impact

Methodology: Application of Cardiff Business School's 'Input – Output' Tables to visitor volumes to estimate, broken down by industrial sector:

Direct spend

Additional Output

Gross Value Added

Employment FTEs

Considerations for Follow Up: Other options for assessment. Best measure to reflect true value.



Llwybr Arfordir Cymru
Wales Coast Path

Evaluating the Benefits to Business of the Wales Coast Path (2013)

Methodology: 1,600 Telephone interviews with coastal businesses covering the following topics:

Nature and structure of business.

Awareness of WCP and associated publicity.

Reference to WCP in business marketing.

Effect of WCP on customer numbers.

products and opening hours, capital investment and staffing.

Anticipated future changes as a result of WCP opening.

Awareness of impact on other businesses in the area.

Considerations for Follow Up:

Review questions and methodology.

Consider asking more direct questions about income derived from WCP users.



Llwybr Arfordir Cymru
Wales Coast Path

Economic assessment of the health benefits of walking on the Wales Coast Path (2014)

Methodology: Application of World Health Organisation's 'Health Economic Assessment Tool' (HEAT) to estimated total distance covered by all walkers.

Considerations for Follow Up

Is an assessment based wholly on lives saved, adequate? It does not consider age or other health benefits.





Cyfoeth
Naturiol
Cymru
Natural
Resources
Wales

Survey Reports

www.walescoastpath.gov.uk/about-the-path/reports/?lang=cy&

www.walescoastpath.gov.uk/about-the-path/reports/?lang=en&



Llwybr Arfordir Cymru
Wales Coast Path