

Countryside



Recreation

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*Exchanging and Spreading Information to develop best Policy
and Practice in Countryside Recreation*



INSIDE

New CRN Website

Visitor Payback Schemes

• Agri-environment Schemes

• Health and Well Being

• News

• Training and Events

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If you would like to have a flier or advert distributed with Countryside Recreation, which goes out to 3000 individuals working in the field of countryside recreation, tourism and leisure, please contact the Network Manager for details. A modest fee is charged to cover the increased cost of including the flier with the mail out.



Countryside Recreation Network

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

Chair: John Thomson, Scottish Natural Heritage

Vice-chair: Eileen McKeever, Environment Agency

Countryside Recreation is free and is published four times a year. We welcome articles and letters from all readers. The copy date for the next issue is **13th July 2001**.

For more information, please contact:
Emma Barratt, Network Manager
Department of City & Regional Planning
Cardiff University,
Glamorgan Building,
King Edward VII Avenue,
Cardiff, CF10 3WA
Tel: 029 2087 4970
Fax: 029 2087 4728
e-mail: crn@cf.ac.uk

Visit CRN on the Internet! See our new home page on: www.CountrysideRecreation.org.uk

Editorial

Foot and mouth disease (FMD) has served to focus attention on the countryside like no other issue. For weeks the UK media was full of reports of a 'crisis in the countryside', illustrated by emotive images of burning animals and the 'killing fields' of Cumbria, Devon etc.. Despite Government protestations that the countryside was open, only vets, slaughtermen and the army walked where ramblers would have tread. The hardship inflicted by this disease has been real but it has also served to highlight the many environmental benefits offered by our countryside and the economic advantages of a high quality countryside. The Financial Times, for example, reported that the English Tourism Council had advised Whitehall that businesses were losing £100m a week as a result of FMD (14/3/01).

We have resisted the temptation to devote this issue of 'Countryside Recreation' to FMD but are keen to ensure that the next issue includes a series of articles reflecting on the experience of government agencies, the voluntary sector, local authorities, private landowners and businesses. What are the key lessons to be learnt, from a recreation perspective:

- How can our experience of closing and opening rights of way during the FMD outbreak help us in implementing the provisions of the CROW Act?
- Have users been responsible?
- How come footpath closed signs could be posted, in a matter of days, when, in some instances, local authorities have been unable to sign footpaths despite having a legal duty to do so and over 50 years to implement it?
- What can we learn from risk assessment procedures?
- What lessons are there for 'joined-up government'?
- To farm or not to farm? etc.

If you would like to contribute to this discussion please contact the CRN office.

The most notable beast to be culled as a result of FMD was MAFF itself. As DEFRA (the new Department for the Environment, Food and Rural Affairs) rises, phoenix like, from the flames that engulfed MAFF, it is to be hoped that the new Department will be able to champion a process of fundamental change that implements a transition to rural sustainability and one that extends from Whitehall to the village hall.

Given the above it is perhaps ironic that this issue of 'Countryside Recreation' contains articles looking at: the growing importance of health and well-being tourism (will FMD lead to an increase in stress related illness?); the development of visitor pay back initiatives; and countryside access through agri-environment schemes. Plus, the obligatory letter on Windermere!

Dr Kevin Bishop, Cardiff University

Introducing the New Countryside Recreation Website

Emma Barratt, Countryside Recreation Network

Background

E-mail and the web have become essential tools for businesses and other organisations to carry out their day to day activities. As an information network, CRN had long ago seen the advantages of creating a website, and in the 1990s worked with Bristol University and the Economic and Social Research Council to set up a CRN website. Since that original site was created technology has moved on and last year it was decided to update and redesign the CRN website. The new site address is: www.CountrysideRecreation.org.uk

The Design Brief

Our aim was to make the new site more 'user friendly' and thus to encourage greater use of the web for CRN's core functions: networking, dissemination of information and promoting good practice.

For those of you who are reading this 'on-line' or via a printed PDF file – great – we would appreciate your comments. For the rest of you, please read on, or log on, to find out more about our new website and how it might help you.

Site Layout and Content

Our 'Home page' directs you to eight different sections of the website:

- About CRN
- Sponsors
- Current events
- Publications
- Journal
- Research Directory
- Links
- Contacts

About CRN

As the title suggests, this provides information about CRN – what we do and how we do it.

Sponsors

CRN would not exist without our core sponsors (a range of over 20 government departments, agencies and other bodies from the UK and Republic of Ireland with an interest in the countryside and/or recreation). This page lists the sponsors and provides information about them; what they do, how to contact them and direct links to their own websites.

Current CRN events

One of the key activities of CRN is disseminating information through workshops and conferences and the site will be used to provide details of up and coming CRN events. Initially the site will just contain information about the events, but we intend to incorporate a booking form facility to allow on-line registration. For those not able to attend the events, CRN publishes and sells the proceedings, details of which are available on the publications page of the site.

Publications

This provides information about the range of publications produced by CRN; workshop and conference proceedings, research directories and copies of past UK Day Visit Surveys. You can print off an order form for CRN publications.

On-line journal

You can now access 'Countryside Recreation' on-line. At the same time that we publish the hard copy an electronic copy will be posted on the website. We also plan to archive all previous copies of Countryside Recreation on the website as PDF files.

This section of the site also offers an on-line facility to add your name to our distribution list of the hard copy of the journal or to tell us about any changes to your existing details.

Research directory

The compilation of an annual directory of research commissioned by our sponsors has always been a core part of CRN's business and that of its predecessor, the Countryside Recreation Research Advisory Group. We have always been mindful of the limitations of hard copy and the opportunities of electronic media in terms of facilitating key-word searches etc.

The research directory is a central part of the new website. You can now search the directory by organisation, title or using key words. Over the next few months we will be converting previous hard copy directories into electronic files for storage in the directory. The new format will also allow us to update the directory on a more frequent basis (rather than annually). Over time, we hope that the web-based research directory will become a useful tool for anyone working in countryside recreation; from those completing a PhD to those tasked with the production of management plans.

Links

A separate links page also highlights other organisations of interest to those working in countryside recreation and related areas. CRN is keen to make this page useful, so the page includes a form to nominate websites to be included in the list. We are happy for our site address to be included in a reciprocal link.

Contacts

This part of the site provides contact details for the CRN office; address, telephone, fax and e-mail.

Future Developments

A key part of CRN's work will be to keep the website up to date. Nevertheless, we are also planning to extend the site further with a discussion board area and a mechanism for on-line feedback.

As for the future, the options are open. We have ensured that integral to the design is the ability to expand and develop to cater for future CRN needs, so that the website becomes a rich resource with a wealth of information for visitors to use.

We plan to develop a discussion board area – to allow visitors to the site to swap ideas and information on countryside recreation and related matters. We are also in the process of developing an option for on-line feedback form.

Do not Despair!

For those of you yet to experience the joys of 'logging on' or who have no access to the web; do not despair – we have no plans to do away with the hard copy of 'Countryside Recreation'.

For further information visit the CRN website at: www.CountrysideRecreation.org.uk. For further information contact: Emma Barratt, Network Manager, Countryside Recreation Network, Department of City and Regional Planning, Cardiff University, Glamorgan Building, King Edward VII Avenue, Cardiff, CF10 3WA. Tel: 029 2087 4970 or e-mail: crn@cf.ac.uk

The site was redesigned by Derek Philips of Kestrel Publishing. Tel: 029 2961 6707, e-mail: Derek@KestrelPublishing.co.uk.

Visitor Payback – Looking at the Realities Behind the Success Stories

Neil Warren, East of England Tourist Board



Photo provided by Dr. Kevin Bishop

Visitor Payback Schemes can help to protect attractive landscapes from degradation

Introduction

For many visitors to Britain's countryside the perception of the landscape as a consumer good provided free of charge is one that fits neatly in the box labelled 'rural myths'.

Whilst the Foot and Mouth outbreak has caused widespread suffering, one of the silver linings has been the increased awareness of the complex interrelationships of the countryside. Not only has the value of rural tourism achieved a profile previously unthinkable, its reliance on the environment has been brought sharply into focus, along with a more subtle realisation: that the 'unspoilt natural landscape' promoted in brochures is one resulting from economic activity that does not simply 'look after itself'. The extent to which this new found awareness will be retained is, however, debatable. As well as memories fading, it should be recognised that, for many, the romantic image of a natural, self-maintaining landscape is central to the

appeal of visiting – a key element of the 'escape' from a world where everything is clearly manufactured and has a price.

What is Visitor Payback and Why does it Appeal?

The concept of visitor payback is centred on 'valuing' the destination. It seeks to convert the emotive value that visitors place on their destination area into a literal financial value. It is based on making connections. Connecting those charged with conserving the features that attract visitors to the visitors who enjoy them. Linking these two groups are often the tourism businesses, who both rely on the environment as their key product and have the face-to-face contact with the visitors.

Visitor payback is the term that has come to be used to describe the connecting mechanism, traditionally focussing on visitors making voluntary donations to projects looking after the area they are visiting. On the face of it, a simple concept, and one that holds significant appeal.

A significant source of funding – visitor expenditure in the English countryside was over £11.5 billion in 1998, yet little of that expenditure would have found its way to projects conserving it. By tapping into just a fraction of that expenditure, through converting an emotive into a literal valuing, 'countryside managers' could, in theory, solve many of their funding shortages. This potential was highlighted in the promotional leaflet for the Peak District scheme; "...if every visitor gave just 50p, over £10million each year would be raised to help carry out conservation projects".

Direct connections between donator and beneficiary project – whilst business and property taxes on tourism businesses do generate revenue from

visitors, these will generally be pooled in a global budget. By contrast, visitor payback offers a direct connection, even to the extent that donations made in a business will go to one specified project (e.g. a nearby footpath). This provides greater confidence to the potential donator that their contribution will make a tangible difference, fuelling the feel-good factor of having made a contribution to 'keep the area special'. For the business acting as the 'middle-man' in collecting donations, there is also an enhanced sense of connection to the 'resources' on which its appeal depends, and the opportunity to develop a competitive edge in projecting a caring image to its customers.

A palatable revenue raiser – whilst 'bed' or 'tourist' taxes are well-established in many countries, their implementation can create hostility amongst tourist businesses (the recent case in the Balearics being a case in point) and alienation in price-sensitive market sectors. Nonetheless, a considerable proportion of the tourism section within the Rural White Paper is dedicated to the debate of 'tourist charges', before recommending a voluntary rather than compulsory approach. The White Paper's rationale that "introducing new legislation...could be complex and burdensome", only scratches the surface of the arguments against compulsory taxes. The voluntary approach offers a potential win-win situation, as it prevents alienation amongst those not wishing to participate whilst enabling business and visitors who do contribute to experience the 'feel good' factor that would be absent in a compulsory scheme.

Given these alluring benefits, and case studies of self-catering agencies raising £45,000 over seven years to sponsor a footpath repair worker in the Lakes, it is not surprising that interest in visitor payback has grown significantly over the last five years. As a result of the interest shown by a number of the region's AONB projects, the East of England Tourist Board (EETB) secured funding to act as a facilitator in the development of visitor payback. The core element of this role has been the provision of research to provide potential schemes with the strongest possible foundation on which to build. Along with

visitor and business surveys in the relevant areas, a comprehensive review of existing schemes was carried out.

The Reality of Experience

As with many aspects of sustainable tourism, there is a danger in looking at a glossy case study in a best practice publication and expecting that the implementation of a similar initiative in your own area would see the benefits replicated. Visitor payback has possibly been viewed in this way with examples of good practice obscuring the difficulties experienced by even the most successful schemes. In reality, success on the ground has been much more patchy, with a number of pitfalls to negotiate if a scheme is to work effectively and prove sustainable.

Great Expectations

From EETB's study of existing schemes it would seem that much of the success of a scheme is determined in the early stages. There is a very real danger that the alluring benefits of payback, combined with favourable responses from superficial visitor surveys, can provide sufficient evidence alone to warrant the establishment of a scheme. In fact, some searching questions need to be asked.

Does the area have a sufficiently strong identity? Is there sufficient awareness, amongst visitors and businesses, of tourism's connection with the environment, to generate participation? Is the sole motivation behind a scheme to find a new source of revenue? Have the financial and staffing requirements of operating and sustaining a payback scheme been fully considered? Do the resources and enthusiasm exist to meet them? What is the extent of existing contact with the tourism industry? Has core funding been secured to cover the majority of administrative costs to allow donation income to be devoted solely to projects?

One message that emerges clearly from the experience of existing schemes is that payback is not something that can be entered into lightly.

Donation Methods

A critical area in the effectiveness of schemes relates to the methods used to collect donations. Tourism businesses are traditionally viewed as providing the main collection point but securing their participation frequently proves to be a difficult and time-consuming process. The fragmented nature of the rural tourism industry, made up predominately of micro-businesses, often competing primarily on price at the margins of profitability, provides the scheme operator with a considerable challenge. As anyone who has attempted to engage such businesses in 'green business practice' will know, beyond the handful of enthusiasts prepared to participate purely on altruistic grounds, converting the generally good intentions of the majority of businesses into action is extremely difficult, even when financial savings are involved.

To present such businesses with a scheme that could, on the face of it, put their prices up, and expect an enthusiastic response is unrealistic. The majority of businesses will need some convincing that participation will deliver tangible image and marketing benefits, be simple to administer, and, most importantly, will provoke a positive response from their customers. It is not surprising that in such a scenario the proportion of businesses persuaded to participate is generally limited and even then the majority find donation boxes more palatable than opt-out supplements on bills. The irony is that those businesses that do use an opt-out levy receive praise and participation from visitors, whilst those with donation boxes tend to find that they attract more dust than donations. This is where the benefit of having 'ambassador' businesses cannot be underestimated as there is no voice more convincing to a tourism business than one of their peers.

If a scheme operator can make use of 'ambassadors', combine it with clear information on the practicalities of handling donations, and offer the business tangible image and marketing benefits (though prominence in key marketing literature, or on a high profile website, for example), then the gap between visitor and business enthusiasm is likely to

be reduced. The experience of existing schemes also shows that looking to a wide range of donation opportunities, such as fundraising days and corporate sponsorship from large businesses connected to the area, can prove to be as important a source of income as the more 'traditional' methods associated with payback.

Administering a Scheme

Given the level of negotiation required with a large number of small businesses, the need to accompany it with the development of other sources of income, never mind the administration and dispersal of funds and publicity work, it is not surprising that payback proves to be an extremely labour intensive activity.

This is the crunch issue. Compared with other fundraising methods, payback tends to raise relatively small sums of money and therefore relies on significant funding to cover the administrative costs so that donations can be devoted to beneficiary projects. Working from within an existing organisation, having strong contacts with tourism businesses prior to the scheme, and securing the participation of some large tourism businesses from the outset, all eases a scheme's establishment, but even in the best-case scenario significant support will be required. If this is covered by a time-limited source, such as European funding, then there is an inevitable danger that the scheme will prove unsustainable. Likewise, if revenue generation is the sole motivation in starting a scheme then disappointment is inevitable. It is increasingly accepted that other motivations, such as developing partnership between the tourism industry and conservation bodies, improving resident attitudes towards visitor impact, and using payback as part of other initiatives encouraging tourism businesses to act in an environmentally sustainable manner, are required to justify the time and effort.

Visitor Willingness

Given the above scenario it is understandable that attention has focussed on securing participation from businesses and ensuring that the scheme remains sustainable. Visitors' willingness to participate has

been taken as read, providing there is sufficient publicity and opportunities to contribute (although not relying too much on donation boxes in tourism businesses). Whilst this has some justification, such as the high participation rates in opt-out levies, EETB's research shows some cause for concern. Existing schemes were generally preceded by visitor surveys, but the depth of these surveys was relatively limited with the high percentage responding positively to a general question regarding willingness to make a donation taken as sufficient backing. Little analysis of potential variations appears to have been carried out, whether between day and staying visitors (and the views of residents), different locations, or even different donation methods.

When these factors were incorporated into the visitor surveys carried out by EETB significant variations were found to exist in all three aspects. For example, whilst staying visitors had the greatest willingness to contribute, the proportion of local residents stating that they would definitely make a donation exceeded the proportion of day visitors. There were significant variations between destinations attracting different types of visitor, and the willingness to make a donation on a product, as opposed to an overnight stay or meal, was extremely high, all of which points to a need for more focussed targeting of visitors.

Another more concerning result was that the level of willingness to make a contribution was significantly lower than had been indicated by previous surveys. Whilst this may have been due to the deliberately searching nature of the questions, one reason that emerged, unprompted by a specific question in the survey, was that visitors felt that they were already paying excessive prices for tourism services. It would appear that visitors' perception of whether they are receiving value for money during their stay has a significant impact on their willingness to make a voluntary donation. As the national political arena is increasingly dominated by discussions of stealth taxes, it is possible that visitor payback could be perceived by the visitor as being an example of such despite its voluntary basis. This has serious ramifications for suggestions as to whether a

nationwide payback scheme should be developed. It may well be the case that, whilst raising the profile of visitor payback nationally would assist local schemes, as visitors come to see it as a natural part of their holiday, anything resembling a national scheme could be counterproductive.

Conclusions

Visitor payback clearly offers much potential, and it is not surprising that interest in its development has significantly grown. However, realising that potential has proved to be a much greater challenge than is sometimes portrayed by snapshot case studies. The sustained success of a scheme appears to be largely determined in the early stages with the right motivations, resources and research being essential. It is not something that can be done on a whim. As many areas around the country look at the possibility of developing their own schemes it is essential that lessons are learnt from the pioneer schemes, ensuring that development is established on the basis of realities, not assumptions.

References

Department of the Environment, Transport and the Regions (2000) "The Rural White Paper. Our Countryside: The Future. A Fair Deal for Rural England", Stationary Office, London.

Neil Warren can be reached at the East of England Tourist Board, Toppesfield Hall, Hadleigh, Suffolk, IP7 5DN. Tel: 0173 825614, or email: nwarren@mail.bta.org.uk

The Countryside Recreation Network is organising a workshop on Visitor Payback Schemes for the autumn 2001. Contact CRN on 029 2087 4970 if you are interested in receiving details of this event or visit the CRN website: www.CountrysideRecreation.org.uk.

Countryside Access: Strategic Planning, Co-ordination and Agri-Environment Schemes.

John Bentley, Harper Adams University College



Photo courtesy of John Bentley

Voluntary access agreements can work, although many currently provide little access for disabled visitors

Introduction

Access to the countryside has never been far from the headlines over the past three years, with Parliament passing The Countryside and Rights of Way Act in November 2000 (CROW Act), allowing a qualified "right to roam" over open countryside and providing an overhaul of the rights of way system.

Central to the debate over whether a right to roam should be introduced was the issue of whether 'voluntary' provision of access to the countryside could be relied on to open-up new access or whether legislation was required. In the final event, of course, the Government decided that legislation was required, although voluntary access by agreement will continue to play an important part in access provision, because many areas (most lowland farmland) will remain outside the boundary of open countryside access land defined in the CROW Act and because the Act only provides for this access on foot.

A major element of the Country Landowners' Association case against the imposition of legislation was that the amount of land available for access under agreements was already substantial and underestimated (CLA 1998). The CLA evidence stated that around 30% of all written access agreements in England and Wales were provided under Agri-Environment schemes (eg. Countryside Stewardship). In other words, Agri-Environment Schemes seemed to play a major role in voluntary access provision in the countryside.

EC Council Regulation 2078/92 (the Agri-Environment Regulation) allowed member states to implement voluntary schemes which included payment to landowners for managing land for public access and leisure activities. The main schemes under which this new public access has been provided in England are Environmentally Sensitive Areas (ESA) and Countryside Stewardship (CSS) (and Tir Cymen and Tir Gofal in Wales). It has to be remembered that with all the English schemes the primary purpose of agreements is conservation - to secure environmentally friendly farming. Access is an option for the farmer and only around 12% of CS schemes include access. The schemes are normally administered by MAFF (or rather in practice, at the time of writing, by the Farming and Rural Conservation Agency (FRCSA) and there are also agency agreements with National Park Authorities).

Against this background, an analysis was made of the contribution made by these agri-environment schemes to access provision in the countryside. Monitoring of Agri-Environment schemes has been commissioned in the past, but these monitoring exercises have tended to focus on evaluating

agreements against the MAFF criteria for the schemes, rather than looking in detail at individual schemes to investigate the nature of the contribution they are making to access provision (see, for example, LUC 1996 and Garrod *et al.*, 1998).

What Type of Access is Being Provided by Agri-Environment Schemes ?

The research on which this article is based was undertaken in two stages: the first stage was to carry-out a detailed analysis of a sample of access schemes under CSS and ESA Agreements. Thirty schemes in Shropshire, Staffordshire and Derbyshire/Peak District National Park were analysed and an assessment made of the contribution the schemes made to access provision.

A major area of interest in the study, given the CLA evidence above, was the extent to which Agri-Environment schemes were providing new and 'useful' access to the countryside. For example, were schemes contributing towards opening-up new areas of countryside to ramblers, were they acting as interlinks in the rights of way network or were they simply allowing the public to view some of the Agri-Environment schemes for which they are paying?

The general findings from analysing the 30 schemes was as follows:

(i) Circular Walks and Linkages with Rights of Way. 57% of the agreements provided a 'link' (of varying length) in the existing rights of way section to enable walkers to complete a circular walk of some description. 'Providing circular walks' is perhaps a rather misleading description, as often the resulting 'circular route' was not particularly obvious, even to those with an Ordnance Survey map, and had little publicity.

(ii) Purpose of Access.

It was found that a significant proportion of access agreements provided access to viewpoints, archaeological or historic sites and conservation sites (usually allowing the public to view conservation meadows, hedges, etc which were part of the

scheme). Looking at the overall purpose of the individual schemes access to about 23% of the sites could be seen as allowing public viewing of the site, while a further 23% of agreements could be seen as serving to provide an access through-route, with the remaining 53% of agreements serving a combination of these two purpose).

(iii) Provision of Access Next to a Settlement and Facilities for the Disabled.

Perhaps surprisingly, only 33% of agreements provided access reasonably close to a village, with very few providing access actually adjacent to a village. This is perhaps surprising given that this is specifically mentioned as a criterion by MAFF. Also no sites in the sample catered for disabled people, despite this being a CSS criterion.

(iv) Access of Interest to 'Serious Walkers'.

Very few sites provided lengthy routes into areas of the countryside not previously accessible: one site in the sample which did this relatively effectively was "The Onny Trail" at Cheney Longville in Shropshire, which provided a 3 km route along an old railway line and contained a wide range of interest, but this route is clearly an exception. Few agreements provide access to deeper, otherwise inaccessible countryside or provide interest to more serious walkers seeking wider ability to roam the countryside

(v) Access Prior to the Agreement.

Of the 30 agreements examined at least 33 seemed to have already had some form of previous access. (This situation is changing as FRCA now take a more critical view of access applications)

(vi) Availability of Information and Marketing.

Schemes are poorly advertised and consistent and accurate information is difficult to obtain. Most, but not all, sites can be found on the MAFF website, but information is difficult to interpret. Maps are also deposited with highway authorities, but (as with the website) this is not necessarily complete or up-to-date information. Little attention is given to marketing and 'packaging' - for example, the public are not generally made aware of this.

What Contribution are Agri-environment Schemes Making to Local Access Provision?

The second stage of the research involved a questionnaire to rights of way (ROW) officers, countryside staff (at local authorities, AONBs, national parks and heritage coast projects) and FRCA agri-environment team managers. The questionnaire sought information about what contribution access under agri-environment schemes was making to overall access provision in their areas.

The questionnaire asked respondents to assess the contribution of agri-environment access schemes to overall access provision in the local area. As shown in Table 1 (below) most of the respondents considered that the schemes made a negligible or small contribution to local access provision. Countryside officers on the whole considered that the schemes made a greater contribution than did ROW officers. This is probably because several countryside officers were directly involved with agri-environment schemes (as will be discussed later), unlike ROW officers who generally had no pro-active involvement apart from being consulted by FRCA on agri-environment access schemes.

On the positive side some respondents saw potential for agri-environment access to be better used in the future, with particular examples being the possible use of the schemes to provide links to major access routes (eg. County trails) and to provide access links to the 'island' areas of access land which will be opened-up under the new CROW Act.

Respondents saw a number of drawbacks with agri-environment access schemes. The main points made were: lack of publicity and information for schemes;

the lack of permanence (several ROW officers questioned putting resources into these schemes when they were so short-lived); the schemes were often remote from areas of need and they were where landowners wanted them, rather than users; and in some cases the access agreements were merely formalising de facto access.

Many respondents were also very critical of the FRCA consultation procedures with ROW / countryside officers, which were generally felt to be inadequate and inconsistent.

Targetting of Access Provision.

Another area of interest for the study was the question of targetting of access provision. A major problem is that access is not necessarily being provided in the places where it is most needed. The agri-environment access agreement system is almost entirely supply-driven - that is schemes only come forward in places that the farmer or landowner chooses to offer a scheme to the FRCA. A more effective system would therefore need to identify levels and areas of need for access and target landowners in that area.

The questionnaire sought information about what access surveys had been carried-out and what strategies were in place. The responses to the questionnaire confirmed that there is a paucity of information as to where (in spatial terms) the need or demand might be or how much there is. Local authorities do not generally have this information, they rarely attempt any kind of comprehensive survey of access need or demand and often merely respond to outside pressures (eg. from the Ramblers Association or landowners) or opportunities (eg. the

Table 1: What sort of contribution do you see agri-environment access schemes making to overall access provision in your area ?

	No contribution	Negligible	Small	Medium*	Large
ROW officers	2	11	10	0	1
Countryside officers	0	4	8	1	3
Both	2	15	18	1	4

*Extra category inserted by one respondent

Table 2: Does access currently provided under agri-environment schemes fit-in with your strategies / policies for access ?

	Not related	Some relationship	Quite well related*	Well related
ROW officers	15	6	0	0
Countryside officers	5	5	1	2
Both	20	11	1	2

*Extra category inserted by one respondent

offer of land or access). Countryside Strategies are often vague on this and contain general policies such as the need to provide access next to urban areas.

Another problem with effectively assessing and targetting access is that there are a wide range of access providers, who do not necessarily co-operate and co-ordinate their activities. These include local highway authorities (rights of way); local planning and recreation departments of local authorities (eg. trails along old railway lines, country parks); National Park Authorities; countryside management projects (often run by local authorities); conservation, amenity and recreation trusts ('CARTS'), including The National Trust, The Woodland Trust and many others; The Forestry Authority; water companies; and of course MAFF through agri-environment agreements.

The questionnaire asked respondents to assess whether access provided under agri-environment schemes fitted-in with their strategies or policies for access provision in the local area. As Table 2 shows, the majority of respondents considered there was little or no relationship, but again, countryside officers had a slightly more positive view of the schemes. However, it should be noted that many respondents' organisations lacked a formal access strategy against which to assess schemes.

The FRCA response indicated that better targetting of access could be achieved if there were a co-ordinated access strategy between groups, with a shared information service, covering both rights of way and permissive access routes. An FRCA officer suggested more local surveys were needed, as was someone "to talk to farmers".

Finally the questionnaire asked respondents to give examples of what they considered to be 'good practice' with agri-environment scheme access provision. As guidance, 'good practice' was said to be examples of schemes where access was provided in a targetted, pro-active way to fulfil an identified local need. A number of good practice examples were found and three diverse examples are given below.

Case Study 1: Kenilworth Castle Millenium Trail, Warwickshire.

This 1.5 mile trail covers the historic landscape around Kenilworth Castle. Warwickshire County Council were keen to establish an official trail and ROW officers suggested the landowner apply to the FRCA for access under CSS and supported his application.

Case Study 2: Purbeck Heritage Coast, Dorset.

This section of heritage coast, which contains well known coastal features such as Durdle Door, is under considerable pressure, especially west of Lulworth, and the coast path is walked by over 0.5m people per annum. The land is owned by Lulworth Estate who want to allow access in the coastal area and recognise that is a need to relieve pressure on the over-used areas. The area was targetted for new access by The Estate and Dorset County Council Countryside Service and new access has been provided through CSS schemes. There is a partnership between the estate (who produce walks leaflets), the tenant farmers (who farm and manage the land) and the Dorset Countryside Service (who provide gates and stiles). The access provided under CSS is both open area and linear path access and access is available over a depth of two fields from the

cliff edge in certain areas. This helps to draw visitors more inland from the pressured coast path and it provides linkages between inland and coastal paths.

Case Study 3: The Lincolnshire Wolds AONB.

Particular access targets in the AONB are to obtain link paths with The Viking Way long distance trail and to develop more circular routes. The AONB officer has worked closely with the local Farming and Wildlife Advisory Group (FWAG) in pro-actively targeting landowners to obtain the necessary access links: the AONB Officer and FWAG act as informal agents for farmers by putting together CSS applications and submitting them to the FRCA. This approach has resulted in a number of new permissive link paths to The Viking Way and also circular walking routes. These priorities have been discussed with FRCA at annual liaison meetings and incorporated in FRCA's access strategy.

Some Conclusions: How Can a More Planned and Co-ordinated Approach to Access Provision be Introduced and How Can Agri-environment Access Schemes be more Effectively Integrated into Access Provision?

The studies suggest that agri-environment schemes as they stand are not well suited to a targeting approach. CSS and ESA schemes are voluntary-based and depend on landowners and farmers coming forward and offering access. Also schemes are primarily conservation-based, so that a site suitable for access may not fulfil the conservation criteria or vice versa.

Clearly there are a number of obstacles to overcome, particularly with regard to co-ordinating the work of different access providers and targeting CSS / ESA access schemes, if agri-environment schemes are to play a more positive and useful role in access provision in the future.

The 'good practice' examples show that it is possible to utilise the schemes to provide targeted access where it is needed, but in order to do this the right 'local circumstances' are required: local ROW or countryside staff need to have appropriate

knowledge and skills to capitalise on opportunities (for example, a knowledge of farming and conservation to enable a dialogue with farmers), local landowners must be amenable (or even pro-active as in the Purbeck example) and local FRCA staff must be supportive.

If more access is to be delivered by agri-environment schemes there will need to be some major changes. These could include: allowing local countryside/ROW staff to negotiate a new type of access agreement with landowners, which would be paid for from agri-environment rather than local authority/national park budgets; achieving better integration of agri-environment access into local needs by improved liaison, which would include bringing the schemes fully within the remit of the new Local Countryside Access Forums, to be set-up under the CROW Act, and ensuring local access strategies are produced to inform access decision making; training of local countryside and ROW staff on the workings of agri-environment schemes to enable them to more readily capitalise on access opportunities; and the preparation of best practice advice and policy guidelines on access by The Countryside Agency.

The new CROW Act presents an opportunity to achieve a more integrated and targeted approach to access provision and the opportunity should not be missed. The Countryside Agency is aware of the need for a new approach and has established six regional 'Integrated Access Demonstration Projects' to consider how best to achieve this: the projects "will encourage people to work together across traditional professional and organisational boundaries" and "will consider the demand for access from all types of user, including walkers, horseriders, cyclists and people with physical difficulties". Finally "they will investigate new sources of funding for access and look at ways of improving information and advice for visitors" (Countryside Agency 2001).

This new approach is much needed as there is a real possibility that the CROW Act could continue the 'compartmentalism' of access interests: in particular the new Act requires the preparation of 'rights of way

improvement plans', but it would surely be more appropriate if 'access improvement plans' were to be produced, taking account of the full range of types of access available to the public?

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John Bentley is a lecturer in planning and rural issues at Harper Adams University College, Shropshire and is a part-time ranger with The Peak District National Park. A fuller version of this article is to be presented to the RICS Rural Research Conference ('ROOTS') later this year. He can be contact by e-mail at: jfbentley@harper-adams.ac.uk or by telephone on 01952 815347.

New Tourism Markets: Health and Well Being Holidays

Dr Brian Hay, Head of Research, Scottish Tourist Board/visitscotland

Introduction

Recent research conducted by STB/visitscotland has indicated a growing interest in holidays where relaxation and health are the focus as well as a rising interest in 'well being' holidays. This is a reflection of a growing trend of involvement in fitness activities and increasing interest in more 'alternative' lifestyles and therapies. However, what this interest in health and well being will mean for holiday taking behaviour is less clear, and open to debate.

In the summer of 2000, research was commissioned by the STB/visitscotland to provide a consumer perspective on this issue, with the following objectives:

- to provide a detailed understanding of what 'health and well being' means for consumers, in both general and tourism terms;
- to explore reactions to the concept of a health and well being holiday and specific health type breaks; and
- to explore perceptions of Scotland in relation to health and well being tourism.

The study used both secondary and primary research with consumers, namely; 12 extended focus group discussions in the UK, six paired interviews with couples in the UK and two extended focus group discussions in Germany. The consumer research covered Scotland's core target market: ABC1, aged between 25 and 35 years or 45 to 65 years old, most working, males and females, singles and couples, interested in relaxation or de-stressing, and including both past visitors to Scotland and those who have never visited Scotland.

Seven individual depth interviews were also carried out with opinion formers in the UK including experts in travel, spa tourism, journalism, general practice

and complimentary medicine. The discussions covered lifestyles, strategies for dealing with stress, perceptions of health and well being, health and well being breaks, and future potential markets for Scotland.

Lifestyles

Respondents described their lives as increasingly hectic and stressful due to the faster pace of modern life, with people generally working longer and harder hours along with decreasing job security. Increased expectations of what respondents wished to get out of life and the impacts of new technology also added to the levels of stress. People are now far better informed about a whole range of issues than previously, due to the increased availability of media and access to the internet. This heightened individuals' expectations of their lives with the goal of success at home and at work or 'having everything' or 'doing more in less time'.

Stress was found to be more common, partly from the fact that it has become more socially acceptable to talk (and complain) about. Main sources of stress mentioned were; work, lack of time, money, relationships, parental responsibility, health and day-to-day life. Experiencing stress led to irritability, impatience, fatigue, getting things out of perspective, pressure on relationships, a general feeling of unhappiness and dissatisfaction with life.

However, although stress was seen as a fact of life these days, and a certain amount of stress was seen as both positive and necessary, much effort was devoted to trying to minimise stress as much as possible. Results showed that many respondents felt that being recognised and rewarded for dealing with stressful situations was important.

Strategies for Dealing With Stress

Strategies for dealing with stress included achieving a balance between work and social life through active and passive relaxation. 'Actively relaxing' might include exercise, going shopping, going to the cinema or a sporting event, pursuing a hobby, going for a walk or a drive, socialising with friends. 'Passively relaxing' might include watching TV with a glass of wine, a beer, a box of chocolates or some other indulgence, having a long lie in, listening to music, reading the papers, taking a bath, sitting in a café or pampering oneself. A mixture of both active and passive relaxation was identified as being important in relieving the effects of stress (variety being an important factor) and holidays were crucial in keeping stress in check.

Perceptions of Health and Well Being

Health was associated with the physical rather than the mental, whilst well being was associated far more with a state of mind. The research showed that interest in 'health' had increased over recent years, but that it had various negative associations, for example, the active pursuit of health was not seen as a fun activity.

Well being was the opposite of feeling stressed, in effect 'happiness', and had some spiritual currency. Words such as contentment, confidence, calmness and inner peace were associated with well being. However, well-being was not something that individuals were consciously aware of striving to achieve, and pure well being was for most people a 'holy grail' - something that was never likely to be achieved. Activities identified as ways to achieve well-being consisted mainly of doing things you liked to do, with few, if any, obligations and restrictions, whilst ensuring a good mixture of active and passive pastimes.

Health and Well Being Holidays

Holidays were mentioned spontaneously during the discussions on stress and relaxation, as essential for dealing with the pace of modern life. The study showed that consumers don't have specific goals for their breaks or high expectations that such breaks

will solve particular problems, but they will gain some general, but undefined benefit from taking a break from their normal routine. Holidays/breaks add variety to one's life, contributing towards achieving a balance between work and spare time, and helping to recharge your batteries. Short breaks were thought to be even more beneficial than longer holidays in terms of relieving day-to-day stress. Increased benefits also came from the anticipation of a break away, which seemed to be almost as important as the break itself in dealing with stress.

The market for health and well being breaks was highlighted as not being particularly well defined in the UK at the moment, with 'well being' often tagged on to 'health' or 'fitness' rather than being seen as a separate entity. From the current tourism market, four main types of holiday emerged:

- those centred around spas which offered various beauty treatments and, in Europe specifically, curative or preventative health treatments;
- those which focused on diet and fitness regimes or perhaps programmes for detoxing or giving up smoking;
- those which featured sporting and fitness activities, generally with a focus on the great outdoors; and
- those which concerned spirituality, perhaps taking place in some sort of retreat or location associated with spirituality.

Specific 'health and well being' breaks were not something that UK consumers appeared to be currently familiar with; 'health' holidays were seen as old-fashioned, with potential associations with sanatoriums and strict health farms, while consumers' impressions of what might constitute a 'well being' break were ill defined, with interpretations of such breaks about individuals doing what they wanted to do, when they wanted to do it. In Germany, the concept of a health break was more tightly defined; entailed staying at a spa resort, was a necessity rather than a holiday, and would often be partly paid by health insurance.

Scotland's Product Development Fit

There were elements of the Scottish product that seemed to fit especially well with the core elements of 'well being':

- serenity, tranquillity, relaxed pace, the ability to create a sense of contentment, ease, peace;
- activities and natural features that can provide an escape from life's routines, the potential to feel distanced from home and the rest of the country;
- variety of places and activities - something for almost everyone, friendly, welcoming people; and
- a sense of wholesomeness.

One feature lacking in this context appeared to be that of indulgence (pampering, partying, letting your hair down, the 'craic') and those who are most likely to consider Scotland as a short break destination with well-being in mind are those for whom well being is about physical activities, health and spirituality, and who are prepared actively to seek such activities.

Future Potential

Holidays are viewed not simply a time for leisure, but also as a reward for effort, a solution, even an antidote to the rest of life, but few people see health as fitting easily with holidays of any kind. In most people's perceptions taking care of health is about being sensible and following rules - not enjoying yourself. Many people, perhaps especially the more affluent holiday takers, do not want to be 'sold' health and well being, they want to feel that they acquire them in ways that they choose. 'Well being' is a recognised term but is not something that people feel can be bought, nor something that can be acquired in a short time period. So how can marketing bring the idea of well being into holidaying?

The mainstream 'way in' may be to focus on the stress aspects, especially aiming at the younger sector of the market for short breaks, and using the idea of 'stress relief' holidays, which tie in with the concept of rewards and solutions. This may be the answer - if the idea of controlling one's stress is perhaps more accessible, and therefore more easy for people to achieve than pursuing the holy grail of well

being and happiness. It would involve looking again at the way short breaks are presented in Scotland and re-branding them as:

- something that people deserve for all their efforts;
- something so good that it will deal with the trials of everyday life;
- a place so absorbing that it will take you out of yourself; and
- a place to discover another dimension to your life/something that adds to your life.

Further information about the results from this study can be obtained from the STB/visitscotland web site 'www.scotexchange.net' in the 'Know your market section' from the report titled 'Health & Wellbeing Research'

Dr. Brian Hay is Head of Research at the Scottish Tourist Board/visitscotland and can be contacted at: brian.hay@stb.gov.uk

Responses to Windermere articles - 1

Re: Lake Windermere - The Debate Goes On

I am a planning consultant and was engaged by the British Water Ski Federation (BWSF) to present evidence at the public enquiry in to the (then) proposed byelaw (1994/95). I was subsequently involved in the production of a second alternative management plan developed by the BWSF, Royal Yachting Association (RYA), English Sports Council (now Sport England) and Commercial Lake Users Group which was submitted to the Secretary of State following the original invitation to the various bodies involved (including the National Park Authority and the former Countryside Commission) to make more effort in finding a management solution.

I cannot read articles on Windermere without always having a sense of utter dismay over the way this whole issue was handled. Some truths about the behaviour of well-established and respected bodies need revealing in order to understand the basic injustice, which has occurred.

1. Speed limits were achieved at Ullswater, Derwentwater and Conniston on the basis that Windermere would remain available for motorised water-sports. Investment decisions and even planning policies were made, and put in place, on that basis since 1977.
2. Subsequent attempts to manage Windermere were, on my analysis, poorly promoted, uncoordinated and under resourced.
3. Continued pressure for recreational water space in the 'booming 80s' led the National Park Authority to review management options.
4. The Authority's officers completed their review, setting out the 'pros and cons' of various alternative courses of action. The National Park's Officer, however, recommended a negotiated, managed solution and not a 10 mph speed limit.
5. The members chose to reject their officers' recommendations and in so doing stated that "...it was time to ban not plan...". They resolved to pursue a 10 mph byelaw and in so doing directed their officers not to engage in any further discussions or negotiations on any alternative measures.
6. The National Park Authority and Countryside Commission were then invited to pursue matters through independent arbitration (by the Environment Council) with the objectors but chose not to attend meetings.
7. In the lead-in to the Inquiry the South Lakeland District Council forbade any of its Lake Wardens from presenting evidence. The wardens have as close, if not better understanding of the day-to-day management of Windermere, than the National Park Ranger responsible for Windermere. It is understood that the Wardens at that time, did not consider the proposed speed limit as justified.
8. As a consequence the Inspector and the Secretary of State were deliberately denied the benefit of the Warden's valuable experience and evidence.
9. The Inquiry was presented with an alternative management plan 'assembled' with limited resources and

without the (even on a without prejudice caveat) involvement of the Park Authority, Countryside Commission or Lake Wardens.

10. I advised the Inquiry that Windermere's surface area represented 1% of the total area of that National Park. Problems only arose on it during 10% of the year. This was not challenged.

11. Despite Windermere being a valuable major inland (and therefore safe) environment to learn the art of water-skiing (and which has produced some notable champions for Great Britain), little effort was made by the Inspector to really understand the consequences of the loss of the facility and where (apart from the far less safe coastal waters) the displaced activity would go.

12. Secretary of State, John Gummer, rejected the Inspector's recommendations in a short decision letter. The reasoning for his rejecting the Inspector's recommendation was disappointingly inadequate and it was immediately obvious to all concerned that the High Court (via Judicial Review) beckoned. Gummer did, however, condemn the parties for not having tried harder to find a management solution. He invited all to do so.

13. Whilst the principle objectors were prepared to enter into negotiations, the National Park Authority and the Countryside Commission refused to do so, instead preferring litigation. Following the 1997 general election the new Secretary of State (Prescott) chose not to defend his predecessor's decision in the Courts and invited further written submissions.

14. The second alternative management plan was accordingly prepared with the assistance of leading Counsel and Parliamentary drafting agents (byelaw's legal framework) in response to the Inspector's criticisms of the first plan. The BWSF, RYA, English Sports Council and Commercial Lakes Users' Group were unable to secure any cooperation from the National Park or Countryside Commission in the formulation of this plan. The Lake Wardens, however, did participate and supported the plan.

15. Despite all the effort, the Secretary of State dismissed the new plan without, to my mind, having attempted to fully understand its intended operation and functional advantages over the original. He was unprepared to even put a trial period of operation in place before finally reaching a decision.

In conclusion, whilst I frequently have to accept the fact that decisions go against you, in this instance some of the high handed and at times arrogant behaviour of the public authorities/bodies has left a bitter taste and which, with hind-sight should have been more forcefully exposed and challenged itself. The result of the decision will, however, be felt in a few years' time when England's largest inland lake is closed to motorised water sport and one is left asking "... well if we can't be allowed to manage it here, where can it work?". You are also left wondering what real notice, if any, was taken of the recommendations of the Environment Select Committee's (The Impact of Leisure on the Countryside 1995) Report, by the Secretary of State. The high-handed tactics deployed have been, in effect, condoned by the Secretary of State - this is the real lesson!

Robert Gillespie, Planning Director, RPS Chapman and Warren Planning and Environment

Responses to Windermere articles - 2

Lake Windermere's Special Qualities Conserved

It was not very clear what Mark Ellison's response to CNP's Response was hoping to demonstrate (winter edition). We live in a representative democracy. A fair and publicly accountable decision has been made. Windermere's special qualities have lots to offer many different lake users. Its time to move the debate on.

The most confusing element of his thesis is his claim that CNP's major concern "was not the incompatibility of users." Like many during the byelaw public inquiry he is focusing on the word 'quiet' without linking it to enjoyment. The central point being, which Mr Ellison is blind too, is the simple fact that the actions of fast power-boaters were harming the quiet enjoyment of the majority of lake users – fishermen, canoeists, and so on. Incompatibility is not confined to safety matters, but one related to different users' recreational experiences. If one wants to talk about people's rights of enjoyment, he would do well to remember that it is noise that disturbs quiet/tranquillity, not vice versa!

Jack Ellerby

News

GIS FOR THE SILVERDALE PENINSULA: THE DEVELOPMENT OF A REVOLUTIONARY TEACHING AID

Lancaster University is currently developing the Silverdale Peninsula Geographical Information System (SPEGIS), funded by the Teaching Quality Enhancement Fund of the Higher Education Funding Council. The project aims to develop an integrated geographical information system to enhance teaching activities at all undergraduate and postgraduate levels, and demonstrate the power of GIS as a generic tool for student-centred education across many disciplines at Lancaster.

SPEGIS will be used in three ways:

1. The first mode of operation will be as a tool for introducing and preparing students for field courses that are run on and around the Silverdale Peninsula
2. SPEGIS will be used in the design and implementation of student research projects in the Silverdale Peninsula area.
3. The final role of SPEGIS will be as a demonstration and analytical tool in practical-based courses that have a strong technical component.

The learning and research activities of students will be directly relevant and of value to the organisations which collaborate on SPEGIS and the inhabitants of the Silverdale peninsula.

For further information see the SPEGIS web site at: <http://geog-main.lancs.ac.uk/gres/pegis.htm>

If you are able to help with data for this project, any information would be very gratefully received. Please contact: Catherine Block, Research Assistant, Geography Department, Lancaster University, LA1 4YB. Tel: (01524) 593923, Fax: (01524) 847099, email: c.block@lancaster.ac.uk

UKVILLAGES AND ACTIVE HOTELS PARTNERSHIP

UKVillages.co.uk and Active Hotels are working in partnership to increase the accessibility for visitors wishing to book independent hotels, inns and B&Bs across the UK. They have created a website that allows on-line bookings and the partnership hopes to generate more business for smaller independent hoteliers.

The partnership is also providing free webspace, e-mail and use of a touch-screen internet phone to the hotels participating in the scheme so that they can receive instant confirmed bookings.

For more information about the service or the partnership tel: 0800 085 65 85 (freephone) or visit the website at: www.ukvillages.co.uk

ANY MORE FARES? DELIVERING BETTER BUS SERVICES

The Institute for Public Policy (IPPR) has published the report "Any More Fares? Delivering better bus services" the result of a two year research project looking at local bus services. It is edited by Tony Grayling and includes chapters by many leading transport experts, putting the case for public spending on bus services.

Based on the report the IPPR has made a number of recommendations to government, including:

- A more ambitious target to increase the number of bus passenger journeys by at least 25% by 2010;
- Quality contracts combining network benefits with competition as a better way to improve bus services than quality partnerships;
- Affordable fares policies, with year on year reductions in real ticket prices, similar to rail passenger franchises;
- Extending minimum half fare concessions to job seekers and children up to 19 in education or training;
- Tough enforcement of bus lanes paid for by penalty charges, including use of roadside cameras; and
- Replacing fuel duty rebate, £330 million in 1999.00, with a mileage subsidy to encourage greener fuels and support rural services.

The publication "Any More Fares? Delivering better bus services" costs £14.95 (excluding postage) and is published by Central Books, ISBN 1 86030 134 7. To order a copy of the publication contact Central Books, 99 Wallis Road, London, E9 5LN.

Tel: 020 8986 5488 or e-mail: ippr@centralbooks.com.

SSSI MANAGEMENT AGREEMENT PAYMENTS REVISED GUIDELINES

The DETR published the revised guidance document "Guidelines on Management Agreement Payments and Other Related Matters" in March 2001 and replaces the guidance previously issued as DoE Circular 4/83. The revised guidelines have been published in response to the consultation exercise carried out in 2000, and relate to agreements made by English Nature for the protection of SSSIs.

Copies of this report are available from: Department of the Environment, Transport and the Regions, PO Box 236, Wetherby, West Yorkshire, LS23 7NB.
Tel: 0870 1226 236.

NEW WEBSITES LAUNCHED

Mountain Research Group

The Mountain Research Group launched its website in March this year and contains information about MRG meetings and events, including the Royal Geographical Society and the Institute Of British Geographers Annual conference in Belfast 2002.

Visit the Mountain Research Group website at:
<http://www.cms.uhi.ac.uk/rgsmrg/>

Leisure and Tourism Website

CABI Publishing has launched a website aimed at researchers, academics, consultants and policy makers within the field of leisure, tourism and recreation. The site includes a fully searchable database of international research literature, news updates, reviews, tourism and leisure book titles and job listings.

For further information contact: CABI Publishing, CAB International, Wallingford, Oxon, OX10 8DE.
Tel: 01491 823111, or visit the website at:
www.leisuretourism.com

National Trust Website Relaunched

The National Trust website www.nationaltrust.org.uk has been redesigned and contains information about the Trust, from opening details for nearly 300 properties across England, Wales and Northern Ireland to events and latest news. It has been redesigned with people with impaired vision in mind.

New facilities include the provision of maps to locate each property, a searchable vacancies list, a site-wide general search facility, and details of properties available for weddings, functions and as film locations. Major innovations around the corner include greatly expanded information on holiday cottages and for the travel trade, as part of a continuing programme of development for the National Trust's presence on the world-wide web.

For more information visit the website at:
www.nationaltrust.org.uk

ANNUAL CONSERVATION, ACCESS AND RECREATION REPORT 1999/2000

The Environment Agency has produced its annual report for 1999/2000 providing information carried out by the Environment Agency in the areas of

conservation, access and recreation. The report contains case studies of projects undertaken within each region.

For more information contact the Environment agency on their general enquiry telephone line: 0845 933 3111 or visit the websites for England:
www.environment-agency.gov.uk and Wales:
www.environment-agency.wales.gov.uk

THE LAND-BASED SECTOR WORKFORCE DEVELOPMENT PLAN 2001 – 2002

The National Training organisation Lantra have produced their first Land-based Sector Workforce Development Plan, based on research into the skills needs of those working in land-based industries and setting out objectives, actions, and targets to tackle the issues of training for the land-based sector.

The document includes a wealth of information and statistics about distribution and make up of land-based industries including; agriculture, conservation, horticulture, landscaping, equine, floristry, fish farming, game conservation and veterinary science linked professions.

For a copy of this Development Plan contact Lantra National Training Organisations Ltd, Lantra House, NAC, Kenilworth, Warwickshire, CV8 2LG.
Tel: 0845 707 8007 or visit the Lantra website at:
www.lantra.co.uk/nto

ENVIRONMENT WALES ANNUAL REPORT 1999-2000

Environment Wales has published its 1999-2000 annual report. Environment Wales is an initiative involving the National Assembly for Wales, and helping communities throughout Wales to understand what sustainable development is about and how to put it into practice to improve local environments. It is a partnership between the National Assembly, Groundwork Wales, CSV Wales, Keep Wales Tidy, BTCV Wales, RSPB, The Wildlife Trusts Wales, the Princes Trust Wales and The National Trust.

For further information on the work of Environment Wales contact Lyn Owen, Environment Wales, Enterprise House, 127 Bute Street, Cardiff, CF10 5LE.
Tel: 029 2049 5737. E-mail: lynowen@princes-trust.org.uk

'SURVEY OF BEHAVIOUR ASSOCIATED WITH ACCESS AND INFORMAL RECREATION' REPORT

This report is based on research commissioned by Scottish Natural Heritage (SNH) from System Three in June 2000 to undertake a survey to establish a

baseline of attitudes, perceptions and behaviour related to access and informal recreation ahead of the proposed new access legislation for Scotland.

Two main groups were surveyed – the public and farmers/land managers – and some of the main findings from the research were identified as:

- 59% of Scottish adults had undertaken an outdoor activity in the countryside in the two months prior to the survey at the end of July 2000;
- Walking was the predominant activity, 51% had taken short walks of less than 2 miles and 39% had taken longer walks;
- A quarter of the participants had been accompanied by a dog on their last visit to the countryside;
- Just under one in five had to alter their route for some reason – due to signs, livestock/crops in fields or physical barriers;
- Amongst farmers and land managers, 80% stated that there was some degree of use of their land by the public for informal recreation;
- The main access-related problems were considered to be gates being left open, litter and problems with dogs;
- Just under 30% of farmers and land managers considered that public access to their land led to additional costs; and
- Around a quarter of farmers and land managers offered facilities or services related to public access.

The study provided useful guidance for SNH on the issues which would have to be addressed as part of the communications strategy for the proposed Scottish Outdoor Access Code – both in terms of the content but also the media used in the delivery of the information. The conclusions of the report also highlight the significant role which networks of local paths could play in managing the demand for access to the countryside.

For further information contact: Bridget Dales, SNH Battleby. Tel: 01738 444177, quoting report 'NFO System Three (2001) Survey of Behaviour Associated with Access and Informal Recreation. Scottish Natural Heritage Commissioned Report F99/ACC08 (Unpublished report).

RURAL PROOFING– POLICY MAKERS' CHECKLIST

On 24th April the Countryside Agency produced a rural proofing checklist to help policy makers in government departments to take account of the rural dimension when developing new policies, as outlined in the Rural White Paper 2000.

The checklist is divided into 14 distinctive rural characteristics which ought to be considered by those developing new policy. These include:

- Rurality; few service outlets, such as libraries or job centres, so different ways of delivering services to rural people may need to be used;
- Rural Economies: predominance of very small firms within rural economies, so consideration needs to be given to whether a new policy will benefit or hinder smaller businesses;
- Rural Communities: scattered pockets of need make it harder and more expensive to target regeneration policies and other policies target regeneration policies and other policies tackling social exclusion; and
- Rural Environment: the quality and character of the landscape could be affected, for example by an insensitive planning policy.

The rural proofing checklist is available from Countryside Agency Publications, PO Box 125, Wetherby, West Yorkshire, LS23 7EP. Tel: 0870 120 6466 or visit the website at: www.countryside.gov.uk

PLANNING FOR LEISURE AND TOURISM

The DETR research report 'Planning for Leisure and Tourism' has been published. The research was commissioned by the DETR in response to increasing concern about development of leisure and tourism facilities which appeared to run counter to prevailing planning policy which seeks to concentrate new development in existing town centres and discourage out-of-centre development.

The research was carried out by The Tourism Company, University of Westminster and GVA Grimley, and is based on research and consultation with local planning authorities, property developers and the tourism and leisure industries. It includes extensive surveys, interviews and detailed case studies.

Key conclusions from the report relate to:

- The need for planning policy to reflect the special circumstances related to the impacts of leisure and tourism; that planning policy is just one of a diverse range of potential policy responses to these impacts.
- The general acceptance, by all sectors, of the objectives behind PPG6 and PPG13 although there are identified areas of uncertainty. Clarification, for example, is needed on such issues as; the role of local economic development objectives and the definition of need in leisure and tourism terms.
- Leisure development of all scales should be

directed towards an appropriate town or district centre in line with the principles of PPG6 and PPG13.

- The need for greater flexibility in the use of town centre parking to cater for evening leisure use.
- The need for, and benefits to be gained from, more pro-active planning for leisure and tourism;
- A fine-grained, management approach is needed to control and promote A3 and night club uses. Changes to the UCO are recommended.
- The need to consider the cumulative effect of tourism developments and the subsequent importance of capacity studies. Tourism involves a range of activities; destination visitor management is central to good planning for tourism.

N.B. The report reflects the views of the authors and not necessarily those of the DETR.

The report can be viewed at:
www.planning.detr.gov.uk/prp/lupr/pubsgpg/newpubs.htm

For more information about the research contact:

- Chris Evans, Project Director, The Tourism Company. Tel: 020 7721 7180 or e-mail: tourismco@aol.com
- Robert Maitland, Centre for Tourism, University of Westminster. Tel: 020 7911 5000 x 3114, or e-mail: r.a.maitland@wmin.ac.uk
- Stuart Morley, GVA Grimley. Tel: 020 7911 2427, or e-mail: sjem@grimleygva.co.uk

THE NORTH AMERICA/UNITED KINGDOM COUNTRYSIDE EXCHANGE FOR 2002

The North America/UK Countryside Exchange is recruiting team members for its 2001 series of case studies. Successful applicants spend up to 10 days in the UK, USA or Canada, working with and learning from fellow specialists as they take on real issues faced by rural and urban fringe communities. Case studies call for skills and experience from a wide variety of backgrounds; countryside and land management, planning, conservation, rural economic development, agriculture, tourism, rural service issues, and community development.

For further information about the scheme or how to apply contact CEI Associates Ltd, Progress Centre, Charlton Place, Ardwick Green, Manchester, M12 6HS, tel: 0161 274 3337 or e-mail: cei@cei-associates.org

ROYAL TOWN PLANNING INSTITUTE TRIAL E-MAIL LIST SERVER

The Royal Town Planning Institute have set up an e-mail list server for planning policy issues in Wales, on a trial basis. It is being used to inform members of

consultation papers issued by the UK government and NAW and invites comments to be incorporated into an Institute response.

For further information about this or to sign up visit the website at: www.rtpi.org.uk/services/lists

WORKING FOR THE COUNTRYSIDE: A STRATEGY FOR RURAL TOURISM IN ENGLAND 2001 - 2005

On 9th May the English Tourism Council (ETC) and the Countryside Agency (CA) jointly published a five year vision for developing tourism in the English countryside, 'Working for the Countryside: A Strategy for Rural Tourism in England 2001 - 2005'.

The strategy is based on feedback received from the ETC and CA joint consultation paper 'Rural Tourism; Working for the Countryside' (published March 2000) and the public debate leading up to the publication of the Rural White Paper. It provides framework for action and highlights the need for a common approach to revitalising and sustaining rural tourism. 16 priority areas have been highlighted in the report:

Influencing and enabling visits

- Strengthening the marketing of rural products and destinations.
- Increasing the local impact of visitor information.
- Improving access for all visitors.

Enriching the rural tourism experience

- Providing a wide range of quality accommodation.
- Bringing out local distinctiveness, culture and heritage.
- Promoting local produce and gastronomy.
- Making more of activity-based tourism.

Fostering rural tourism enterprises

- Providing more focused business support.
- Relating planning decisions to economic, social and environmental benefits.
- Increased networking between rural tourism businesses.
- Improving the impact of businesses on the local environment and community.

Improving the management of rural destinations

- Identifying rural tourism destinations for integrated quality management.
- Strengthening the role of market towns in tourism.
- Improving visitor and traffic management
- Supporting the conservation of landscapes and biodiversity.
- Involving local communities in tourism management.

Copies of the report 'Working for the Countryside: A Strategy for Rural Tourism in England 2001 – 2005' cost £15 (ISBN 0 86143 239 8) and are available from the English Tourism Council, Thames Tower, Black's Road, London, W6 9EL. Tel: 020 8563 3000 or visit the ETC website: www.english tourism.org.uk

NATUR CYMRU A REVIEW OF WILDLIFE IN WALES FIRST ISSUE (SUMMER 2001)

This new biodiversity publication will report on the changing environmental agenda in Wales, making the connection between the environment, the economy and many aspects of public life. It will:

- aid the rapid exchange of information about biodiversity and sustainability initiatives
- provide a showcase for biodiversity achievements and an opportunity to debate important issues
- widen the audience interested in biodiversity-related issues
- provide an outlet for information about new research and discoveries.

To obtain the first copy free or to take advantage of our special subscription offer, please contact Mandy Marsh, Countryside Council for Wales, Plas Penrhos, Ffordd Penrhos, Bangor, Gwynedd LL57 2LQ. Tel: 01248 385574 email: m.marsh@ccw.gov.uk

THE STATE OF THE COUNTRYSIDE 2001

The Countryside Agency produced its annual report "The State of the Countryside" in May. The report looks at the changes that have taken place in the countryside over the last year and provides a basis for Countryside Agency to shape its policy for future management of the countryside.

This report has highlighted the following points regarding the state of the countryside today:

- there is an underlying crisis in agriculture which is now heightened by the outbreak of Foot and Mouth disease;
- there are pockets of serious rural deprivation and declining availability of some essential services;
- the former steep decline in many aspects of the rural environment has slowed down; and
- the quality of life for many living in rural areas is good. The countryside is an attractive place to live and work.

The report presents Countryside Agency data and analysis using 20 thematic indicators with the intention of using these indicators over future years to track the effectiveness of organisational decisions and policies. These are still in an early stage of development and the Agency is currently working with partners to establish baselines for each indicator.

They are listed as follows:

1. Change in countryside character
2. Biodiversity
 - Wild bird populations
 - Area of ancient semi-natural woodland
 - Extent and management of SSSIs
 - BAPs – progress against targets
 - Sustainable management of woodland
3. State of natural resources
 - Rivers of good or fair quality
 - Soil quality
 - Air quality
4. Traffic effects
5. Geographical availability of services
6. Community vibrancy
7. Income levels and distribution
8. Education and training
9. Access to childcare
10. Health and special needs
11. Access to affordable housing
12. Rural crime:
 - Crime levels
 - Fear of crime
13. ICT in rural areas
14. Rural mobility
15. Market town prosperity
16. Business health
17. Employment characteristics
18. Sustainable land management
19. How people use the countryside
20. Public concern for the countryside

These indicators also link in with the 15 'headline rural indicators' set out by the government in the Rural White Paper published in November 2000. They overlap on indicators 1, 2, 3, 5, 6, 7, 8, 11, 12, 14, 15, 16, 17, and 19 (with 17 linking in with 2 government indicators).

For copies of the report contact Countryside Agency Publications, PO Box 125, Wetherby, West Yorkshire, LS23 7EP. Tel: 0870 120 6466 or e-mail: countryside@twoten.press.net

The report is also available on the Countryside Agency website at:

<http://www.countryside.gov.uk/information/report/default.htm>

FOOT AND MOUTH DISEASE

Over the last 4 months Foot and Mouth has disrupted both the farming and the leisure and tourism industries and has led to many rights of way and access to the countryside closures and cancelled events. As the epidemic has been slowing down many areas of land have been reopened to the public

(the Countryside Agency announced on 7th June that almost 50% of the countryside rights of way were open) and has led to government agencies and organisations putting in place strategies for dealing with this process.

Many agencies and organisations across the UK have been providing information on their websites regarding the temporary access restrictions. More information and latest updates are available on the following sites:

England

- News Coordination Centre (Government website) - www.co-ordination.gov.uk/
- Countryside Agency – www.countryside.gov.uk
- British Waterways – www.britishwaterways.co.uk
- Environment Agency - www.environment-agency.gov.uk
- Department of Environment, Food and Rural Affairs - www.maff.gov.uk/home.htm
- Forestry Commission – www.forestry.gov.uk

Northern Ireland

- Countryside and Activities Network (NI) - www.countryside recreation.com

Republic of Ireland

- Department of Agriculture, Food and Rural Development - www.irlgov.ie/daff/

Scotland

- Scottish Natural Heritage - www.snh.org.uk/
- Scottish Tourist Board - www.scotexchange.net/

Wales

- Countryside Council for Wales - www.ccw.gov.uk
- Wales Tourist Board - www.wales-tourist-board.gov.uk/

Other sources of information are:

- Relevant local authorities
- Tourist information centres
- The Countryside Access Hotline – for information on who to contact for further details, tel: 07973 942892.

ALL CHANGE FOR GOVERNMENT DEPARTMENTS

Following the general election of 7th June the Prime Minister has announced a number of changes relating to several of the government departments relating to countryside recreation.

Department for Environment, Food and Rural Affairs (DEFRA)

The new Department for Environment, Food and Rural Affairs (DEFRA) supersedes the Department of the Environment, Transport and the Regions (DETR) and the former Ministry for Agriculture, Fisheries and Food (MAFF) and brings together:

- the Environment Protection Group (previously DETR)
- the Wildlife and Countryside Directorate (previously DETR)
- all the functions from the former MAFF; and
- responsibility for certain animal welfare issues and foxhunting from the Home Office.

The Rt Hon Margaret Beckett MP has been appointed as the new Secretary of State for the Environment, Food and Rural Affairs. Michael Meacher will continue as Environment Minister. Alun Michael has been appointed Minister of State at the Department of Environment, Food and Affairs with Larry Whitty (Lord Whitty of Camberwell) and Mr Elliot Morley have both been appointed Parliamentary Under-Secretaries.

DEFRA will sponsor a number of important Non-Departmental Public Bodies, for example the Countryside Agency, English Nature, the Environment Agency, Kew Gardens, and the Royal Commission on Environmental Pollution.

Department of Transport, Local Government and the Regions (DTLR)

The new Department of Transport, Local Government and the Regions (DTLR) will take over responsibilities of the former DETR except for those transferring to DEFRA (see above). Responsibility has been passed to the Cabinet Office for the Regional Coordination Unit and Government Offices for the Regions. Additional responsibilities will include:

- Electoral law and local byelaws (formerly the responsibility of the Home Office)
- Fire service (formerly the responsibility of the Home Office)

The Rt Hon Stephen Byers has been appointed as the new Secretary of State for Transport, Local Government and the Regions. The new Minister for Transport is John Spellar MP, the Rt Hon Nick Raynsford MP becomes Minister for Local Government and the Regions and Lord Falconer of Thoroton is the Minister for Housing and Planning.

Countryside Recreation and Training Events

CRN EVENTS FOR 2001

CONFERENCE: REMOVING BARRIERS; CREATING OPPORTUNITIES; SOCIAL INCLUSION IN THE COUNTRYSIDE

A one day conference looking at how countryside recreation can tackle social exclusion issues. A conference to identify ways for all organisations to make a difference and to take forward the social inclusion agenda.

Date: 17th September 2001
Venue: The Guildhall, London
Cost: £75 (£65 for CRN member agencies). Some subsidised places are available for charities. Contact CRN for details.

Other workshop titles for 2001:

- **Local Access Fora**
Date: October
Venue: to be announced
Cost: to be announced
- **Visitor Payback Schemes**
Date: to be announced
Venue: to be announced
Cost: to be announced

For more information on any of the above events please contact CRN at: crn@cf.ac.uk or tel: 029 2087 4970.

You can also find out more about CRN events via the web: www.CountrysideRecreation.org.uk

July 2001

5-6 July
Progress in Rural Geography: Towards 21st Century Geographies of Rurality (Conference)
(Coventry University)

10 July
A Way into Woodland: Making Access Work Well for All Concerned (Conference)
(Small Woods Association)
Venue: Cannock Civic Centre, Staffordshire
Cost: £50

16-19 July
Surveying Methods for Protected and Biodiversity Action Plan Species
(Plas Tan y Bwlch)
Venue: Snowdonia
Cost: £239

16-20 July
Wetland Management for Nature Conservation
(Losehill Hall)
Venue: Beverley
Cost: £452

26 July
Managing an Urban Fringe Heathland
(Institute of Ecology and Environmental Management)
Venue: Canford Heath, Poole, Dorset
Cost: £90 non-members £45 members

August 2001

6-10 August
Introducing Rights of Way – A foundation course for rights of way officers
(Losehill Hall)
Venue: Castleton
Cost: £519

13-16 August
Upland Conservation Management (Rescheduled Course)
(Plas Tan y Bwlch)
Venue: Snowdonia
Cost: £246

September 2001

3-7 September
Monitoring for Nature Conservation
(Plas Tan y Bwlch)
Venue: Snowdonia
Cost: £313

4-7 September
Tourism Research 2002 - An International Interdisciplinary Conference in Wales
(University of Wales Institute, Cardiff)
Venue: Cardiff

10-14 September
Countryside Character – Its use as a decision making tool
(Losehill Hall)
Venue: Castleton
Cost: £500

12-14 September
Marketing for Heritage Tourism and Interpretive Sites, Agencies and Attractions
(Plas Tan y Bwlch)
Venue: Snowdonia
Cost: £350

17-20 September
Local Action for Biodiversity Conservation
(Plas Tan y Bwlch)
Venue: Snowdonia
Cost: £229

24-28 September
Woods that Work – Sustainable management of multiple-use woodlands
 (Losehill Hall)
 Venue: Castleton
 Cost: £519

25-27 September
Environmental Consensus and Conflict Resolution Workshops (Institute of Ecology and Resource Management - Edinburgh University)
 Venue: Edinburgh
 Cost: £380

October 2001

4 October
Making Management Plans that Work for You
 (Institute of Ecology and Environmental Management)
 Venue: Merseyside
 Cost: £90 non-members £45 members

8-10 October
Agriculture into the 21st Century
 (Losehill Hall)
 Venue: Castleton
 Cost: £519

15 October
Access Management
 (BTCV Training)
 Venue: Preston, Lancs.

15-19 October
Grazing Management for Nature Conservation (Rescheduled Course)
 (Plas Tan y Bwlch)
 Venue: Snowdonia
 Cost: £321

17-19 October
Habitat Creation
 (Losehill Hall)
 Venue: Castleton
 Cost: £399

29-30 October
Grassland Grazing for Wildlife – An in-depth course for site managers and advisors
 (Losehill Hall)
 Venue: Castleton
 Cost: £240

29 October - 2 November
Wildlife Enhancement in Historic Gardens and Parklands
 (Plas Tan y Bwlch)
 Venue: Snowdonia
 Cost: £430

November 2001

2-8 November
7th World Wilderness Congress
 (The Wilderness Trust)
 Venue: Port Elizabeth, South Africa
 Cost: £330 (exclusive of Flight and accommodation)

5-9 November
Foundation Ranger Training – For urban and countryside field based staff
 (Losehill Hall)
 Venue: Castleton
 Cost: £519

14 November
Winning Approaches - what do you need to do to convince a planning inspector?
 (Institute of Ecology and Environmental Management)
 Venue: Hampshire
 Cost: £90 non-members £45 members

14-16 November
Community and Environment – Working with communities to enable local environmental action
 (Losehill Hall)
 Venue: Castleton
 Cost: £425

22 November
Council for Environmental Education National Conference
 (Council for Environmental Education)
 Venue: Natural History Museum, London

19-23 November
Wildlife Law – understanding and using the law to benefit wildlife updated to include new wildlife legislation
 (Losehill Hall)
 Venue: Castleton
 Cost: £479

25 November - 2nd December
IV International Symposium on Sustainable Development in the Andes
 (Andean Mountain Association)
 Venue: Venezuela

26-27 November
Organising Programmes of Guided Walks and Events
 (Losehill Hall)
 Venue: Castleton
 Cost: £230

27 November
Using the NVC for Environmental Impact Assessment
 (Institute of Ecology and Environmental Management)
 Venue: The National Museum of Wales, Cardiff
 Cost: £90 non-members £45 members

December 2001

3-5 December
Education for Sustainable Development – New directions in environmental education
 (Losehill Hall)
 Venue: Castleton
 Cost: £425

Contact details for training/events organisers

Andean Mountain Association

Luis D Lambi
Organising Cttee.
AMA-2001
Univ. of York
Biology Dept.
York YO10 5YA
E-mail: ldlc102@york.ac.uk

BTCV Training

Tel: 0121 358 2155
E-mail: A.Groves@btcv.org.uk

Council for Environmental Education

Tel: 0118 950 2550 ext223
E-mail: awhite@cee.org.uk

Coventry University

Geography Dept.
www.kcl.ac.uk/rgsg

Environmental Trainers Network

Tel: 0121 358 2155
E-mail: ENTP@dial.pipex.com
(n.b. VAT is charged on all courses listed)

Greenlink

Tel: 01425 489803
E-mail:
catherine.bellars@greenlink.co.uk

IEEM (Institute of Ecology and Environmental Management)

Dr Jim Thompson
Tel: 01962 868626
E-mail:
enquiries@ieem.demon.co.uk

Institute of Ecology and Resource Management

Vikki Hilton
Tel: 0131 650 6439
E-mail: vikki.hilton@ed.ac.uk

Kindrogan Field Centre

Tel: 01250 881286
E-mail:
kindrogan@btinternet.com

Losehill Hall

Tel: 01433 620373

The National Trust

Fax:: 01285 657935
E-mail: xeajac@smtp.ntrust.org.uk

Plas Tan y Bwlch

Tel: 01766 590324/590334
E-mail: plas@eryri-npa.gov.uk

Small Woods Association

Tel: 01743 792644
E-mail:
enquiries@smallwoods.org.uk

Tidy Britain Group

Anne Burns
Tel: 01942 824620

Town and Country Planning Association

Tel: 020 7930 8903

Transport Research and Information Network (TR&IN)

Tel: 01484 549737

University of Leeds

www.geog.leeds.ac.uk/conferences/wildbritain/

University of Wales Institute, Cardiff

Tel: 029 2041 6320/6315
E-mail:
tourismresearch2002@uwic.ac.uk

VIRSA Ltd

Tel: 01305 259385

The Wilderness Trust

Tel/Fax: 01245 227606
E-mail: joroberts@freenet.co.uk

CRN is keeping advance information of training events, conferences and workshops, in order to act as a clearing house for those who are planning events and wish to avoid clashes. A listing in these pages is free. If your organisation has event details please forward them to CRN.

Countryside Recreation Network Publications List

CONFERENCE PROCEEDINGS

	Price (incl.postage)	Tick
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"/>

WORKSHOP PROCEEDINGS

Are We Getting There? Delivering Sustainable Transport in the Countryside (2000)	£8	<input type="checkbox"/>
Breaking New Ground in Sustainable Tourism (2000)	£8	<input type="checkbox"/>
Using Local Distinctiveness as an Economic Development Tool (1999)	£8	<input type="checkbox"/>
Just Walking the Dog (1999)	£8	<input type="checkbox"/>
Sponsorship (1998)	£8	<input type="checkbox"/>
Making Ends Meet (1997)	£8	<input type="checkbox"/>
GIS & Countryside Management - Theory and Application (1997)	£8	<input type="checkbox"/>
Access to Water - Sharing Access on Reservoirs and Rivers (1997)	£8	<input type="checkbox"/>
Do Visitor Surveys Count? - Making use of Surveys of Countryside Recreation (1996)	£8	<input type="checkbox"/>
Consensus in the Countryside II (1996)	£8	<input type="checkbox"/>
Consensus in the Countryside I - Reaching Shared agreement in policy, planning and management (1996)	£8	<input type="checkbox"/>
A Brush with the Land - Art in the Countryside II (1996)	£8	<input type="checkbox"/>
A Brush with the Land - Art in the Countryside I (1995)	£8	<input type="checkbox"/>
Playing Safe? Managing Visitor Safety in the Countryside (1995)	£8	<input type="checkbox"/>
GIS & Access to the Countryside (1995)	£8	<input type="checkbox"/>
Sport in the Countryside (1995)	£8	<input type="checkbox"/>
Recreational Travel (1994)	£8	<input type="checkbox"/>
A Drive in the Country? - Examining the Problems of Recreational Travel (1994)	£7	<input type="checkbox"/>
Environmental Economics, Sustainable Management and the Countryside (1994)	£6	<input type="checkbox"/>

CRN RESEARCH DIRECTORY An annual directory of the research work carried out by the CRN agencies during the year

Research Directory 1998	£5	<input type="checkbox"/>
Research Directory 1997	£5	<input type="checkbox"/>
Research Directory 1996	£2	<input type="checkbox"/>
Research Directory 1995	£2	<input type="checkbox"/>

In future the Research Directory will be available as a searchable database on the CRN Website

UK Day Visits Survey 1994 (1996)	£15	<input type="checkbox"/>
UK Day Visits Survey 1993 (1995)	£15	<input type="checkbox"/>

Title: _____ First name: _____ Surname: _____

Address: _____

Postcode: _____

E-Mail: _____ Tel: _____

Please photocopy this page and send it with a cheque made payable to 'University of Wales Cardiff' at the following address:
Countryside Recreation Network, Department of City & Regional Planning, Cardiff University, Glamorgan Building,
King Edward VII Avenue, Cardiff, CF10 3WA.

