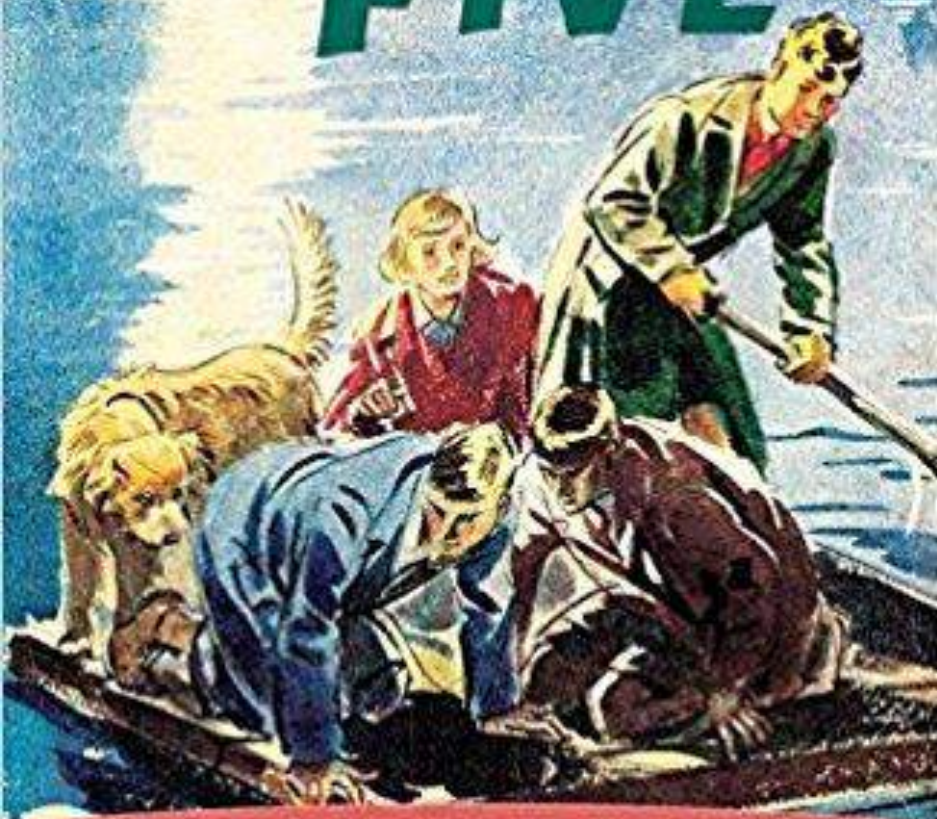




Outdoor Recreation Network

Enid Blyton

THE
**FAMOUS
FIVE**

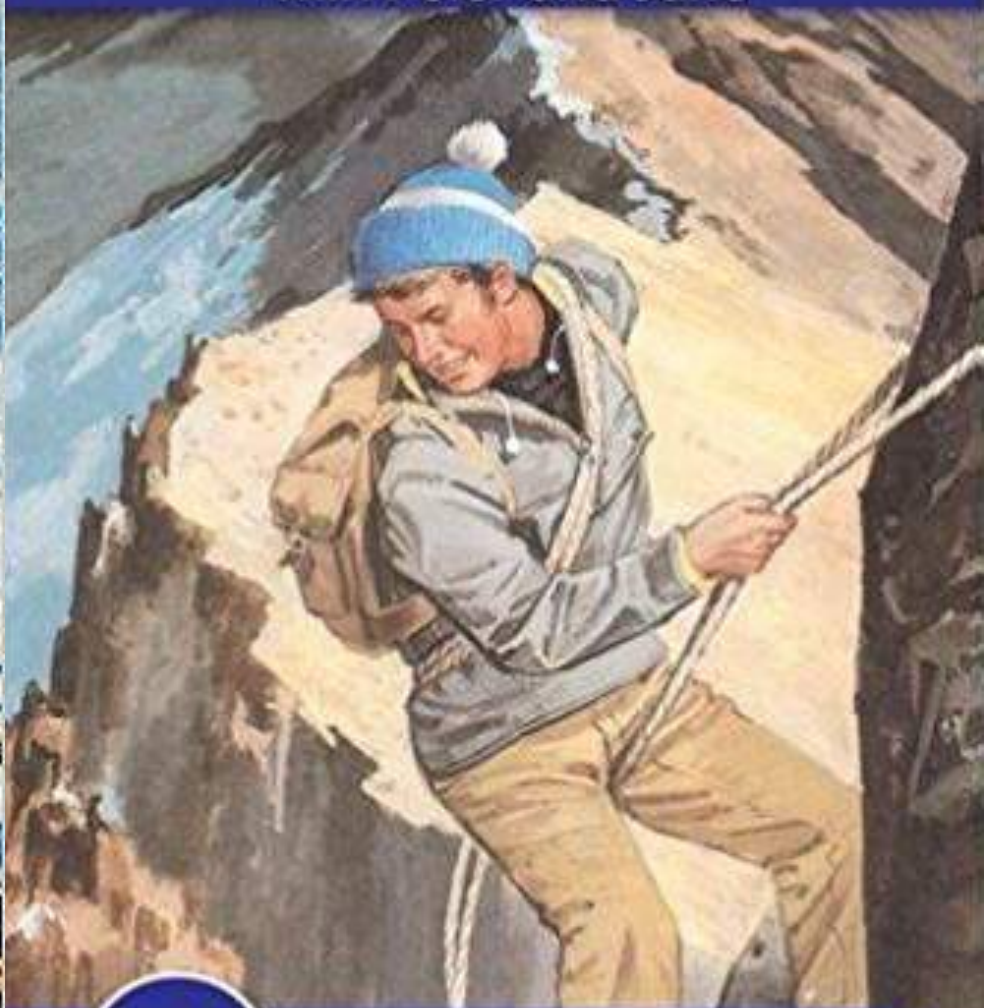


FIVE ON A HIKE TOGETHER



Key Words

with Peter and Jane

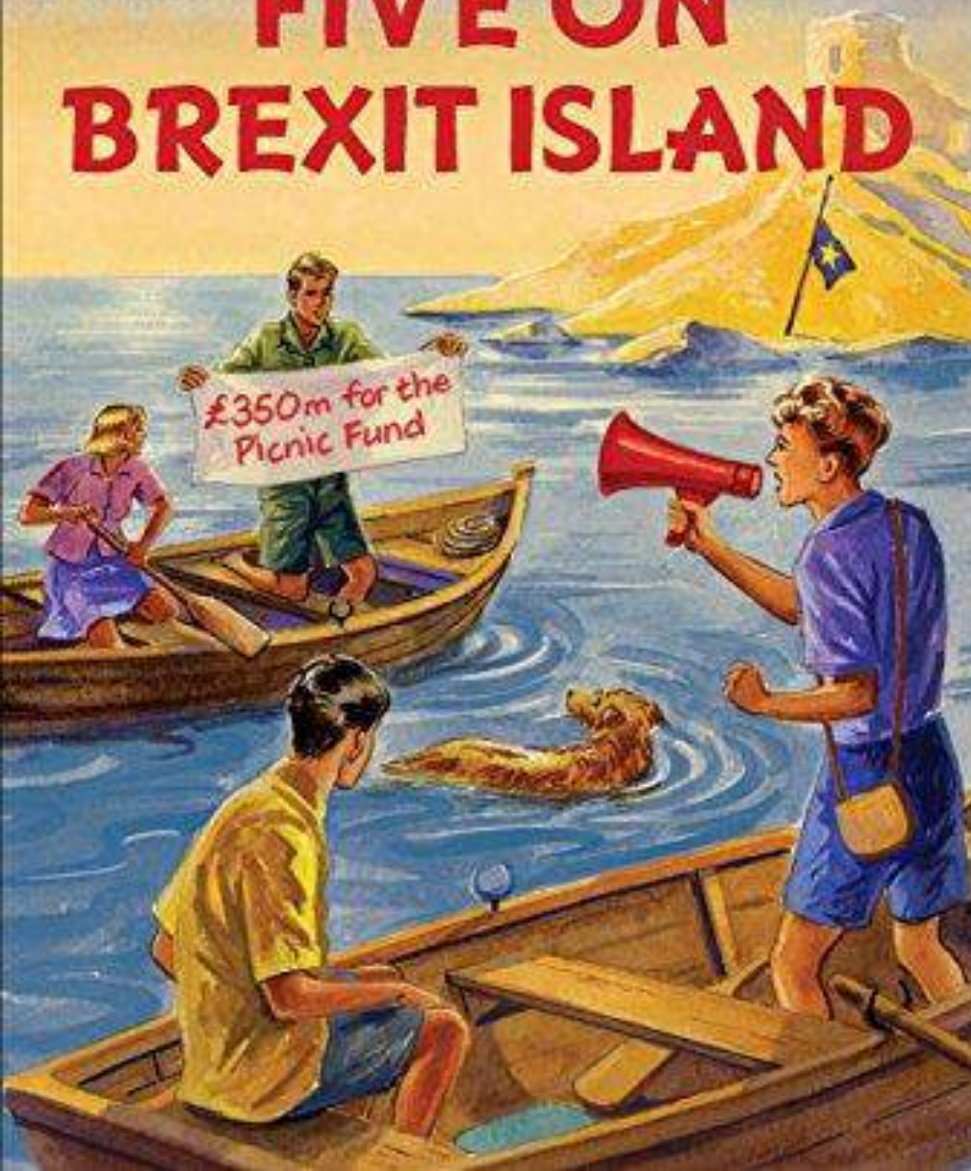


12b

Mountain adventure

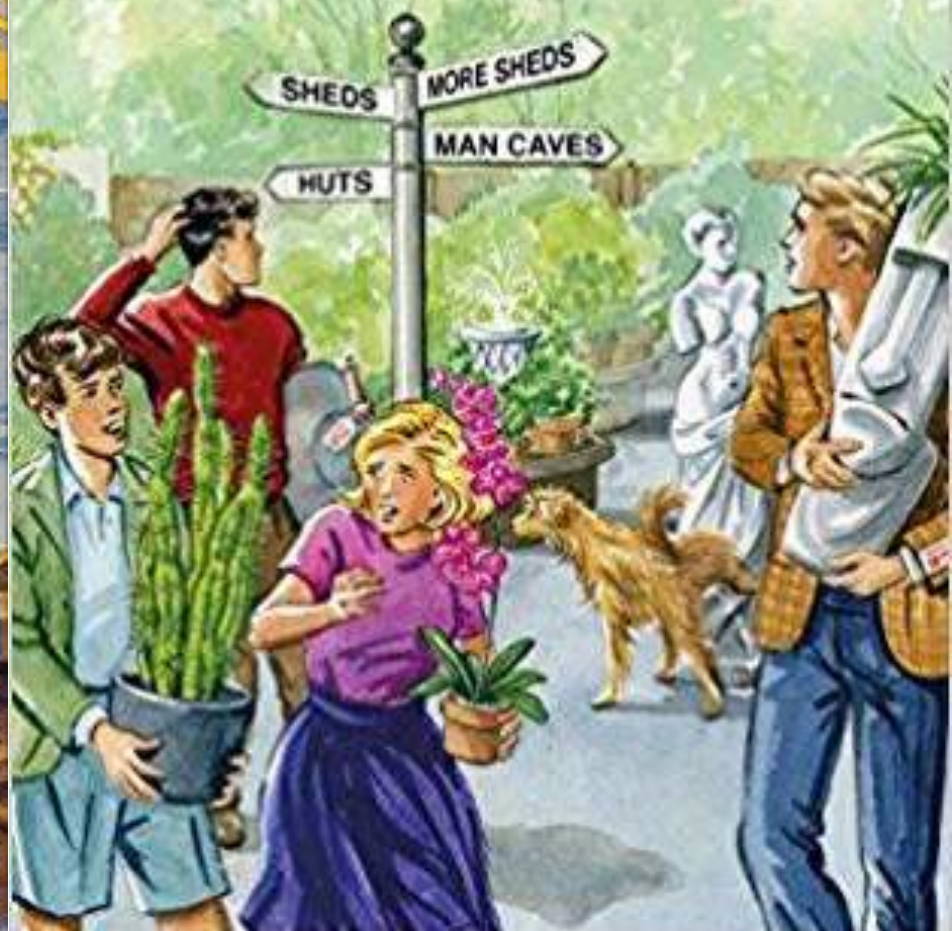
Enid Blyton

FIVE ON BREXIT ISLAND



Enid Blyton

FIVE LOSE DAD IN THE GARDEN CENTRE













League of Women Voters
of Loudoun County

We're here to drink
tea & make trouble
& we're almost
out of tea.











THE MOST
DESTRUCTIVE
ANIMAL IN THE WORLD



The South West Coast Path Team

The South West Coast Path Team is responsible for co-ordinating the management and promotion of the 630-mile National Trail. Our work is funded by Natural England and we're supported in our task by the many rangers and wardens employed by the highway authorities and the National Trust who maintain the path to a high standard and thus ensure this remains one of the world's greatest walks.

Contact: swcpteam@devon.gov.uk / www.southwestcoastpath.com / 01392 382560

The SWCP Association

The Association is a charitable body that represents those who enjoy the path. Through its membership of over 5000 people, it campaigns for the best possible standards for the route and its immediate corridor, providing help and information for walkers and through fundraising, assisting financially where appropriate, to ensure the best experience for all those using the Coast Path.

Contact: info@swcp.org.uk / www.southwestcoastpath.org.uk / 01752 896237

Working with the media to promote the path

To help journalists in their quest for information, the SW Coast Path Team can provide; ready written content, access to thousands of high res photos, facts and figures, and set up interviews with local experts on subjects ranging from maritime history to geology. Working closely with tourism bodies and PR agencies they are also able to help facilitate selected media visits.

Contact: alex.green@devon.gov.uk / 01392 382683

Helping businesses to make the most of the Coast Path

As can be seen from the many sponsors of the Great South West Walk, having a high quality Coast Path is recognised by local businesses as being an important part of what they can offer their customers. The joint partnership between the SWCP Association and the SW Coast Path Team is working with tourism businesses to enhance the enjoyment of the Coast Path and linking routes and to provide bespoke information about local walks and activities for their customers' use.

To find out more contact: info@swcp.org.uk / 01752 896237

Unlocking our Coastal Heritage Project

2013 was the final year of the 'Unlocking Our Coastal Heritage' project, led by the SW Coast Path Team. This project used £2.1m in European grant aid through the Rural Development Programme for England (RDPE), to increase the economic value of the South West Coast Path by protecting and enhancing heritage features, improving the quality of the route and working with businesses to improve the facilities and information provided to visitors. To find out more see www.southwestcoastpath.com/UCH/



The South West Coast Path Team is supported by



South West Coast Path

NATIONAL TRAIL



8.6 million visitors per year

South West Coast Path walkers spend £436 million per year

Supports 9,771 full time jobs

115,000 feet of ascent

Passes 5 Areas of Outstanding Natural Beauty (AONBs), 17 heritage coasts, a National Park, 2 World Heritage Sites, a UNESCO Geopark in Torbay and a UNESCO Biosphere Reserve

Voted best British walking route

One of the world's greatest walks — Lonely Planet





Access and biodiversity good practice guide

Promoting positive access management to sites of biodiversity value



Identified climbing routes

potential disturbance to ring ouzel in the nesting season.

Positive Access Management techniques were identified to influence climber behaviour and encourage climbing on Holwick Scar away from sensitive routes.

Access Information Signage (AIS) is located at the management point and entrance to the Access Land with attached leaflet holder containing crag guidelines leaflet.

The map included a map identifying the entry point to the site, suggested route to guide climbers around sensitive scree, climb down and position of boundary crossing point.

The gap stile was identified as the appropriate access furniture to provide access through the crossing point through the stone wall to prevent damage and livestock escaping, as the wall is on a steep incline therefore more suitable than a kissing gate.

Primary restricted climbing areas and routes were identified (see photograph above).



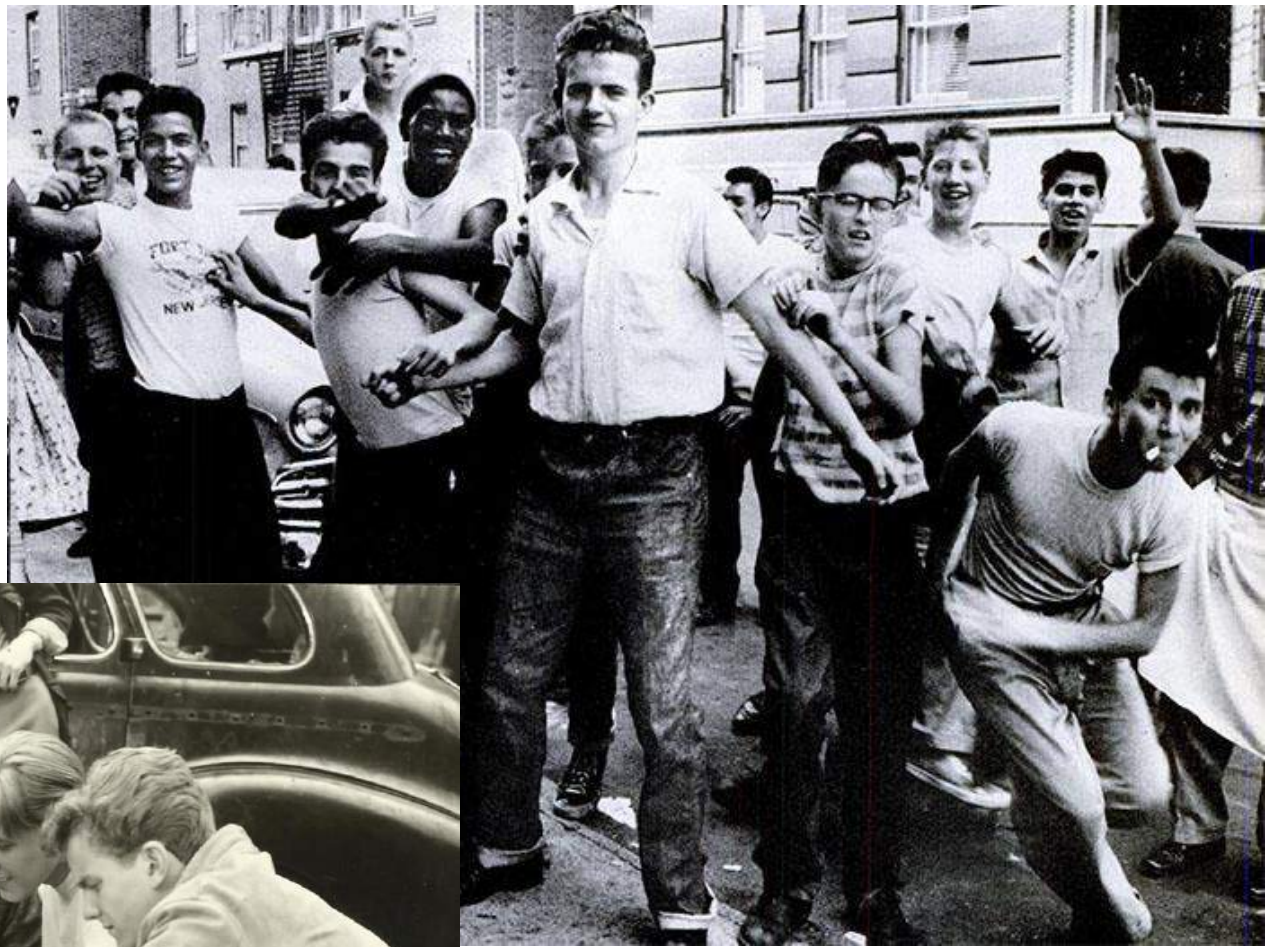
Promoted climbing routes were also identified (see numbered routes above).

Crag Climbing Guidance were developed and produced as leaflets, and placed on the BMC website: <http://www.climbingcraggs.co.uk/ViewCrag.aspx?id=204>

The main message was no removal or cleaning of cliff/ledge vegetation



Parsley fern











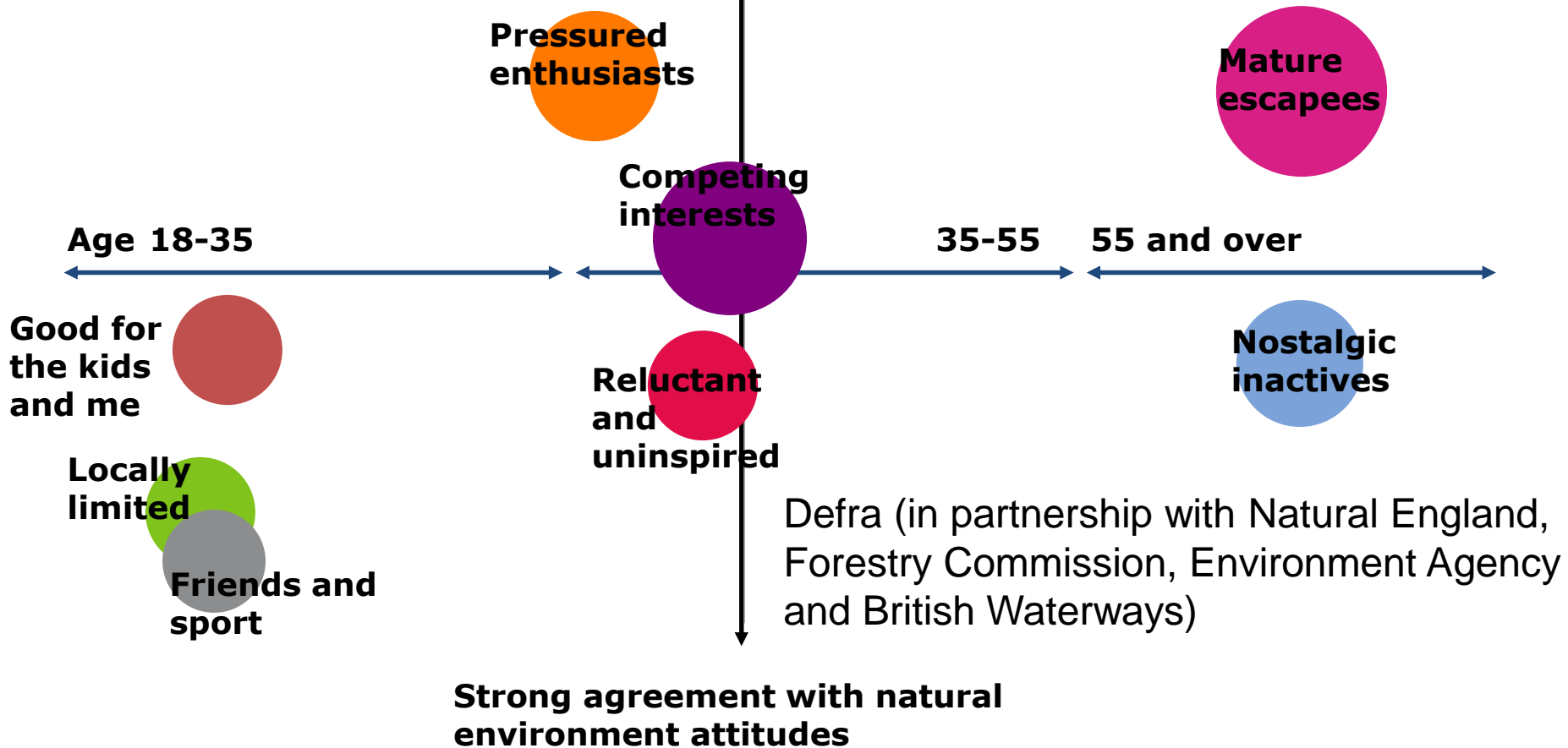




MENE

- *there are approximately 260 million visits to the natural environment across England every month*
- *approx 90% of the population of England visited the natural environment in the last 12 months but wide variation (11% visit at least once a day, 21% visit several times a week, 20% once a week, 20% once or twice a month, 18% no more than 2 to 4 times a year)*
- *48% of visits are to the countryside, 41% to open spaces in towns and cities, 8% to seaside resorts and 4% to coastline*
- *34% of people that do not visit are aged 65 and over, compared to 16% that do visit the natural environment*
- *the most common reasons are being too busy at work (21%), poor health (17%), or old age (15%)*

levels and types of engagement within three broad age groups



Segment 1: *Good for the kids and me*

Profile: 16-34 years C1C2
77% female, 60% married
high BME low disability

- **Child focused** with natural environment seen as a means of entertaining children
- Personal health not key driver and due to time pressure is less important than **work and family**
- Natural environment competes with **formalised indoor/outdoor entertainment** eg theme parks
- Key activities include **walking, picnics, organised activities, informal ball games**
- Ideal environment is **beach in seaside town, large landscaped urban parks, visitor attractions**
- **Not overly concerned** with environment, low levels of awareness and unlikely to make changes to lifestyle



‘They like seeing all the scenery and things like that and do day outs –like Chessington [World of Adventures]’

Segment 2: *Friends and sport*

Profile: 16-34 years, C1C2
86% male, 77% single
high BME low disability

- Time in the natural environment is **not part of their lifestyle** – friends important and few responsibilities
- Time spent outdoors usually a **social activity with friends** – bike riding or hanging around
- **Looking for physical activities and adventure** –not always associated with natural environment
- Key activities include socialising with **friends, BBQs, football, tennis, BMX/skate boarding**
- Ideal environment is **local park to socialise with friends**
- **Not overly concerned** with environment, low levels of awareness and unlikely to make changes to lifestyle



We go to the park just to hang out, get away from the house and the stress –escape from your parents telling you what to do'

Segment 3: *Locally limited*

Profile: 16-34 years DE

male and female, 37% married, 50% with children

high BME low disability

low car access high dog ownership

- Natural environment viewed as **boring or a 'task'**
- **Low satisfaction with local environment** and concern about personal safety and crime
- **Low interest in health** and lack of interest in physical motivation
- Key activities include walking, picnics, informal games
- Ideal environment is **well tended safe urban park with catering and facilities**
- **Limited interest in environment** – though focus on local cleanliness especially litter



It has watersports
Tennis, Football, Beautiful
and a kids play park.
Unfortunately its full
of scum bags

Segment 4: *Pressured enthusiasts*

Profile: 25-54 years AB

male and female, 76% married, 45% with children
average BME low disability high car access

- **See themselves as outdoor people** but lifestyle makes it difficult to engage as much as they would like
- **Time pressured** but good health and enjoy physical activity
- **Enjoyment, escapism and relaxation** main drivers
- High levels of interest in **distant iconic landscapes** as well as those closer to home
- Key activities include **walking, rambling, kayaking etc**
- Ideal environment is **local countryside** as provides sense of freedom and escapism (with travel)
- **Real concern about environment** but recycling is the main behaviour



At school I experienced my first try at canoeing. Arranged weeks holidays at Out Door Centres gave me experience of Mountaineering, rock climbing, canoeing and camping.

Segment 5: *Competing interests*

Profile: 35-54 years C1C2

male and female, 75% married, 45% with children
average BME low disability

high car access high dog ownership

- Like natural environment but **have range of other competing interests** (eg DIY)
- **Children and family are biggest drivers** and are more likely to want to look at the mountain rather than climb it
- **Time and lack of knowledge** are seen as barriers and lower levels of enjoyment mean they are less likely to try to overcome challenges (fair weather)
- Key activities include **dog walking, picnics, country houses**
- Ideal environment is **local woods**
- **Consider themselves to be environmental**, but report little activity beyond recycling



'I do enjoy the fresh air but it takes planning to do it properly and we're more likely to just go to the pub on a nice day'

Young Experience Seekers

- Who** Twenty-somethings on a journey of personal discovery. Open to challenge, in a physical or horizon-broadening sense.
- When** Their days out are few but they make the most of them either outdoors from dawn 'til dusk or visiting several places in a day.

'If I suggest going up Snowdon usually my close friends are up for it. If they aren't, I would go on my own'



- Where** Typically outdoors, but you might find them enjoying the quiet spots of a built property on a romantic date.
- What** Action-packed days out give instant gratification and technology helps them make the most of their time. They're up for new things, whether physical activity or changing perceptions, and love the freedom of being able to take risks and challenge themselves. Impressed by the spectacular, they're 'collecting' experiences which will feature in the anecdotes of their life.
- Why** They visit because the place and space is so amazing.
- Our challenge** To help them see how aligned National Trust aspirations are to their own; keeping it new and fresh.

Home & Family

- Who** Broad groups of friends and family who gather together for special occasions. They seek passive enjoyment of an experience to suit all tastes and ages.
- When** There's probably a family tradition as to when they visit, such as someone's birthday or Mothering Sunday.

'On Bank Holiday Monday nine of us went to Fairhaven Gardens.'



Live Life to the Full

- Who** Self-driven intellectuals, confident of their own preferences and opinions and always on the go.
- When** Live Life to the Full avoid the crowds so expect to see them at off-peak times of day or out of school holiday times.
- Where** Off the beaten track, they make up their own routes and enjoy exploring hidden corners at their own pace; huge advocates of 'the great outdoors'.



'We need to connect to nature to get a balance in our lives.'

- What** Very independent visitors, they like to do it their way and make their own discoveries, often related to their specialist interests. Full of energy, they pack lots into a day and continually seek fresh experiences. They like to challenge themselves physically and intellectually and enjoy meeting like-minded people.
- Why** They visit because we can satisfy their thirst for knowledge and quest for escapism.
- Our challenge** To make their visit a sufficiently rich and personal experience.

Kids First Families

- Who** Families who look for a fun environment where children are stimulated and adults can relax.
- When** School holidays and weekends, especially 'event' days (eg, Halloween, Easter, etc).
- Where** Large destinations with facilities and child-friendly activities; they mostly stay outdoors but don't roam far needing clear signage and paths.
- What** Visits are focused on the children, keeping them happy and tiring them out, so they seek high-energy excitement and a guaranteed good time. The adults may prefer to sit at a

Curious Minds

- Who** Active thinkers, always questioning, making connections between the things they learn. They have a wide range of interests and take positive steps to create a cornucopia of intellectual stimuli in their lives.
- When** A perennial visitor, our places are always busy without Curious Minds present and they spend the day in spring, summer, autumn and winter.
- Where** Curious Minds are found everywhere and many happily boast about the number of National Trust places they've visited.
- What** Always seeking additions to their knowledge, they are as happy learning about their hobbies and interests as acting on them. They expect good, personal service and like to ask questions. A place to visit is important for them to get the most out of, visit indoors or out.



'For me I find it a real antidote to the stresses of the 21st Century, you challenge your aesthetic batteries.'

- Why** They visit because we stimulate their minds and provide space to think.
- Our challenge** To maintain and deepen their interest.

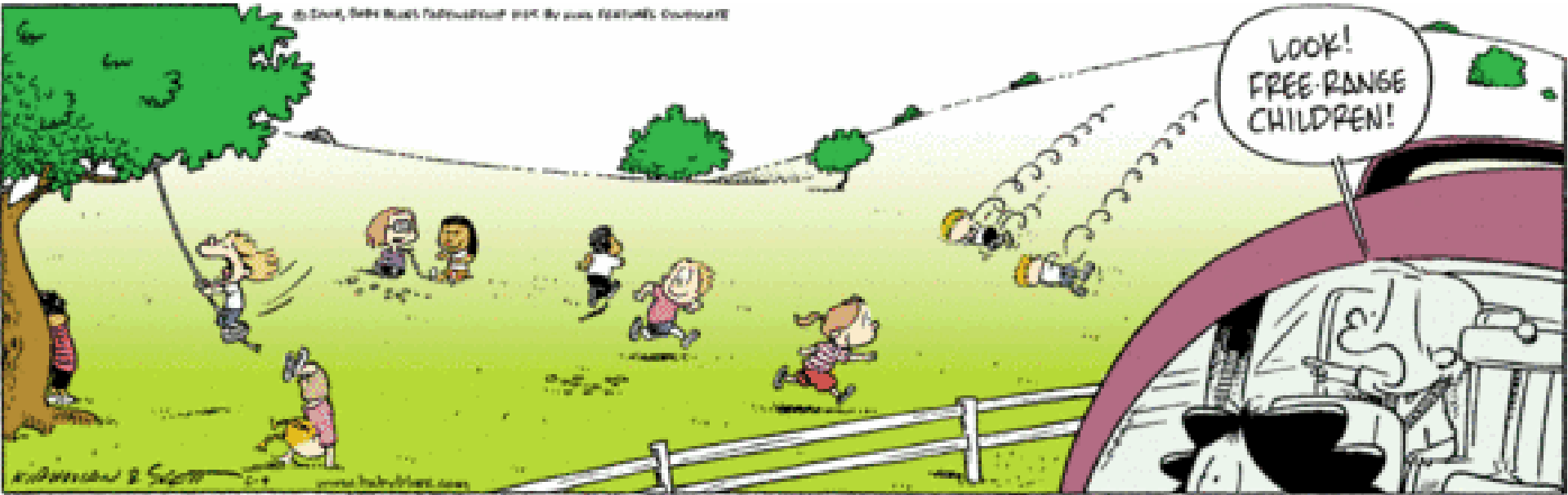
Explorer Families

- Who** Families that actively learn and play, where the adults will get as much out of the experience as the children.
- When** Weekends and school holidays; visits to these places tend to be very special, quite often for these families.
- Where** Most at home outdoors but happy to visit houses and gardens if they feel w

'It's chaos in the week, so it's really important that we escape and do something different.'

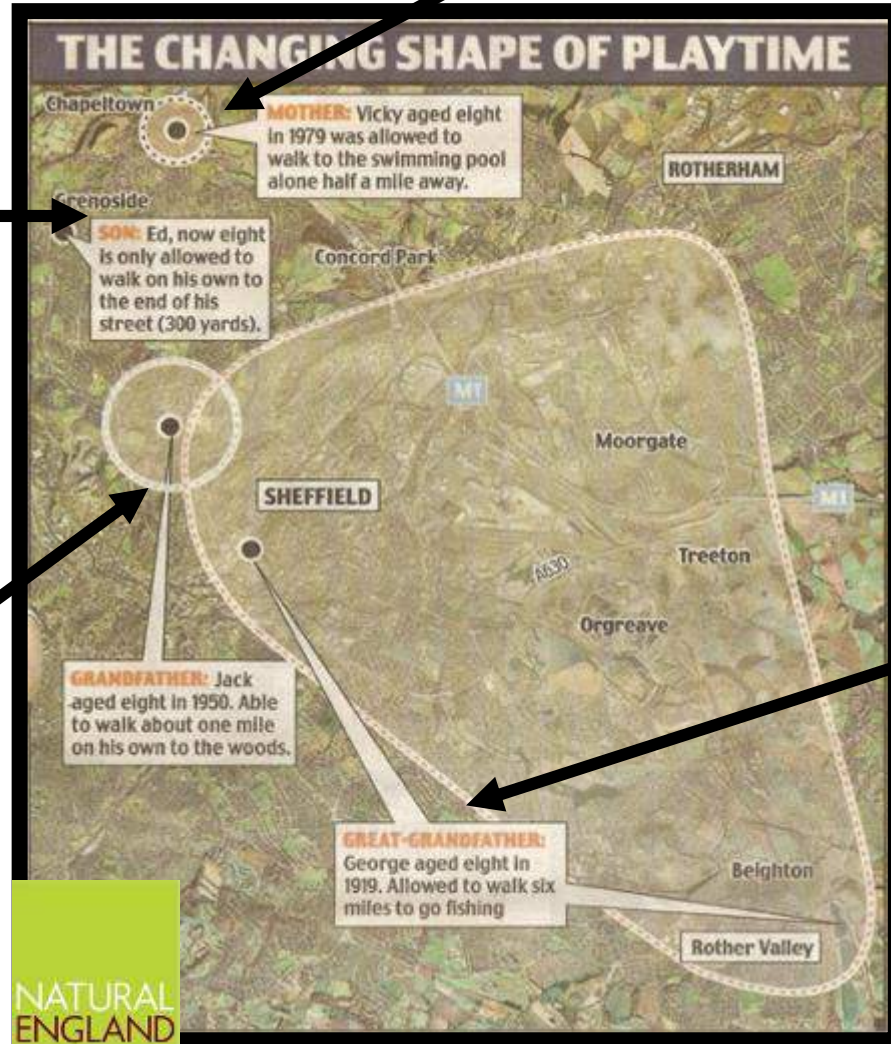


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LOOK!
FREE-RANGE
CHILDREN!

K. Anderson & Scott



to forest zipwires,
with affordable
places to stay nearby

William's Den East Yorkshire

This brand new adventure attraction set to open in March has an indoor area with sensory play zone, bridges, tunnels and climbing nets. The outdoor section will have trees, water play, discovery zones and den making materials. It can be combined with the nearby North Cave Wetlands nature reserve for a weekend of outdoor fun.

● *Prices and opening times TBC*
williamsden.co.uk

Where to stay A mile away in North Cave, Nordham Cottages has a three-bedroom house from £315 for a short break, nordhamcottages.co.uk

New Forest national park

This spring the New Forest will open its first permanent wild play site, the Holbury Manor Park and Warren Copse, which encourages children to explore nature through activities such as den building and tracing animal tracks. It is being developed in response to reports showing the number of children playing in the wild has more than halved in a generation.

● *Free, thenewforest.co.uk*

Where to stay Ashdene Guest House in Dibden Purlieu has a room for four from £98 B&B, ashdenehouse.co.uk

Pembrokeshire Wake Park

Wales continues to rule the waves in outdoor attractions. Barely a year after the launch of Surf Snowdonia, a new wakeboarding park is opening at Easter near Narberth in west Wales. It will give newbies a chance to try the sport and have ramps and rails for advanced riders.

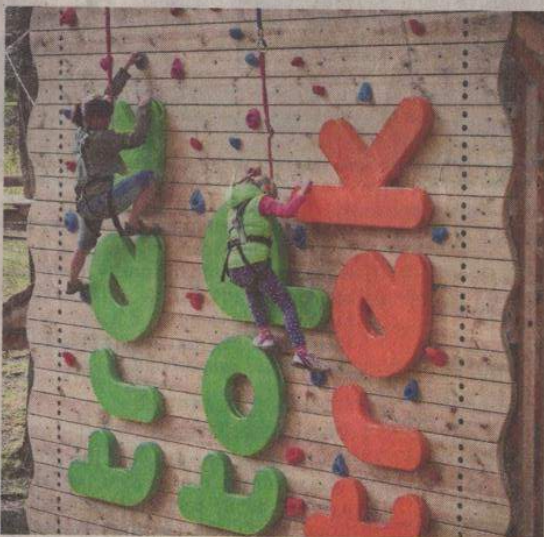
● *Sessions from £20pp, beginner lessons £40pp, pembrokeshirewakepark.co.uk*

Where to stay The Bluestone national park resort has self-catering lodges for four from £319 for three nights, bluestonewales.com

Zipworld Forest Coaster

Snowdonia

This will be the first ride of a kind now



▲ **Up and away ...**
Zipworld in Snowdonia (top), and the climbing wall at Treetop

Betteshanger Park Kent

This huge activity park near Deal will have a new £8m visitor centre this spring. The 250-acre attraction has cycle routes, mountain bike trails and

Treetop Trek Manchester

Forest playground company Treetop Trek will open its third centre this spring in Manchester's Heaton Park, following on from courses at Brockhole in the Lake District and Ripon, North Yorkshire. The Manchester branch will be its biggest, with giant trampolines, and more than 20 zipwires.

● *treetoptrek.co.uk/manchester*

Where to stay YHA Manchester has en suite family rooms for four from £49 a night, yha.org.uk

Ironbridge Gorge Shropshire

The gorge has 10 award-winning museums, from a china museum to a recreated Victorian town. This year marks 50 years of the Ironbridge Gorge Museum Trust, and 300 years since the death of Abraham Darby I, the man said to have started the industrial revolution. The Coalbrookdale Museum of Iron reopens at Easter, and there's a summer of events on the theme of Fire, Furnace and Steam.

● *Ticket prices vary, ironbridge.org.uk*

Where to stay Coalport Station has two converted railway carriages,

caves" and a "shipwreck". Existing theme areas include Cowboy Town and Pirate Cove, as well as rides, slides and special events throughout the year.

● *Family ticket from £74, blackgangchine.com*

Where to stay Nettlecombe Farm has a cottage for four from £273 for three nights, nettlecombefarm.co.uk

Pitlochry Dam Perthshire

The dam is home to a "salmon ladder", where, from April to August, fish can be seen leaping up the river from two viewing windows. On 30 January it will open its new visitor centre, telling the history of hydroelectricity, and offering great views of Pitlochry town.

● *Free, pitlochry-scotland.co.uk*

Where to stay Pitlochry Youth Hostel has en suite rooms for four from £78 a night, syha.org.uk

The Sill Northumberland

When it opens in June, The Sill, which is adjacent to Hadrian's Wall, will be the UK's first landscape discovery centre, encouraging more people to explore beautiful Northumberland.

“Wales rules the waves when it comes to outdoor attractions with a new wakeboarding park to add to its inland surf centres”

its first permanent wild play site, the Holbury Manor Park and Warren Copse, which encourages children to explore nature through activities such as den building and tracing animal tracks. It is being developed in response to reports showing the number of children playing in the wild has more than halved in a generation.

● *Free, thenewforest.co.uk*

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● *Sessions from £20pp, beginner lessons £40pp, pembrokehirewakepark.co.uk*

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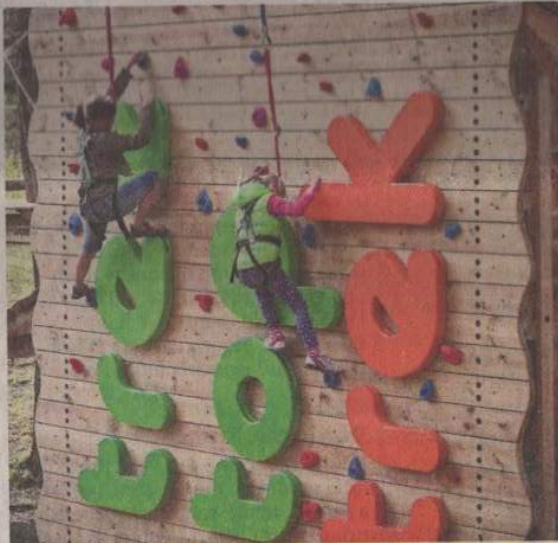
Zipworld Forest Coaster

Snowdonia

This will be the first ride of a kind now found in several sites in continental Europe, where thrill-seekers sit on a small sled that flies down through the trees on rails.

● *Opens 10 June, introductory offer £15pp, 3-8 years £7.50, zipworld.co.uk*

Where to stay YHA Snowdon Pen y Pass has en suite rooms for four from £59 a night, *yha.org.uk*



▲ **Up and away ...**
Zipworld in Snowdonia (top), and the climbing wall at Treetop Trek in the Lake District

Betteshanger Park Kent

This huge activity park near Deal will have a new £8m visitor centre this spring. The 250-acre attraction has cycle routes, mountain bike trails and an outdoor playpark as well as the opportunity to try archery (£9pp), military fitness training, fossil hunting and den building. The new centre will also house the Kent Mining Museum.

● *betteshanger-park.co.uk*

Where to stay Salt Cottage in Deal sleeps four from £322 for three nights, through *kentandsussexcottages.co.uk*

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● *treetoptrek.co.uk/manchester*

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● *Ticket prices vary, ironbridge.org.uk*

Where to stay Coalport Station has two converted railway carriages, sleeping four and six, from £370 for three nights, *coalportstation.com*

Underwater Kingdom at Blackgang Chine Isle of Wight

Full details of Underwater Kingdom, which opens in spring, have yet to be released, but it will include animatronic creatures, as well as "underwater

caves" and a "shipwreck". Existing theme areas include Cowboy Town and Pirate Cove, as well as rides, slides and special events throughout the year.

● *Family ticket from £74, blackgangchine.com*

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The Sill Northumberland

When it opens in June, The Sill, which is adjacent to Hadrian's Wall, will be the UK's first landscape discovery centre, encouraging more people to explore beautiful Northumberland, particularly those "less confident at exploring natural places", with taster days and family activities.

● *thesill.org.uk*

Where to stay The Sill YHA will open in the summer (*yha.org.uk*) or there's Winsheilds Campsite (from £9 a night, *winshields.co.uk*)

Will Coldwell

“Wales rule the waves when it comes to outdoor attractions with a new wakeboarding park to add to its inland surf centres”

EXPLORE!
DREAM. DISCOVER.

JOIN ONE OF OUR GUIDED ADVENTURE TRIPS AND WE WILL SHOW YOU SOME OF THE MOST INSPIRING PLACES ON EARTH





THE WILDLIFE GARDEN

Ever wondered where hedgehogs sleep?

Come into the Wildlife Garden and find out! The Wildlife Garden contains several **habitat zones** which are homes to many different plants and animals. In Britain, these habitats are disappearing fast. But we can all help by turning a corner of our garden into a wildlife oasis. For more information, please ask at the Own Grown Grub Cabin or visitor centre.

Rowan berries

Fruit and nuts are eaten by many birds and small mammals.

Green woodpecker



Use your eyes and ears to spot wildlife activity!

Ground beetle



Go on a bug hunt. How many sorts of beetles can you spot?

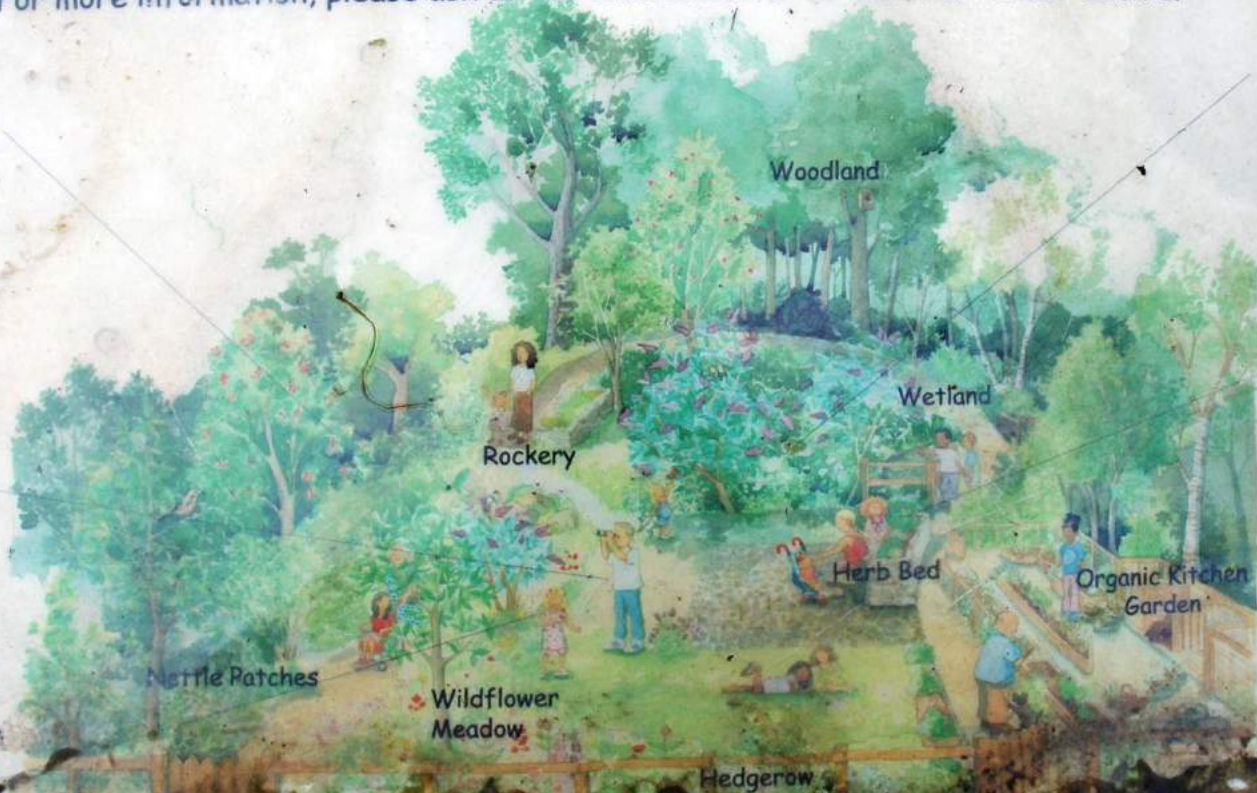
Teasel

Look at the variety of wildflowers. Can you spot any that grow in your garden?

Rosemary



Use your nose to find smelly plants and flowers.



STOCKPORT NATURAL NETWORK

STOCKPORT



BUTTERFLY CONSERVATION



Cotswold Country Park Beach
999 in an Emergency
Call for Ambulance
and state the above postcode

Warning Signs:
- No swimming (Red X)
- No sunbathing (Red X)
- No dogs (Red X)
- No alcohol (Red X)
- No glass (Red X)
- No litter (Red X)
- No smoking (Red X)
- No fire (Red X)
- No pets (Red X)
- No vehicles (Red X)
- No parking (Red X)
- No camping (Red X)
- No overnight stays (Red X)
- No overnight parking (Red X)
- No overnight storage (Red X)
- No overnight vehicles (Red X)
- No overnight animals (Red X)
- No overnight fires (Red X)
- No overnight barbecues (Red X)
- No overnight cooking (Red X)
- No overnight washing (Red X)
- No overnight drying (Red X)
- No overnight ironing (Red X)
- No overnight熨斗 (Red X)
- No overnight熨斗 (Red X)

Information:
- Cotswold Country Park is a public park and is open to all.
- The park is managed by Cotswold District Council.
- The park is open from 10.00am to 6.00pm.
- The park is free to enter.
- The park is a popular destination for families and groups.
- The park is a great place to enjoy the outdoors.
- The park is a great place to spend a day with the family.
- The park is a great place to enjoy a picnic.
- The park is a great place to enjoy a walk.
- The park is a great place to enjoy a jog.
- The park is a great place to enjoy a cycle ride.
- The park is a great place to enjoy a horse ride.
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