

**A QUESTION OF RESPECT:  
CONSERVATION AND  
COUNTRYSIDE  
RECREATION**

2005 Seminar Proceedings  
of the  
Countryside Recreation Network

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## Countryside Recreation Network

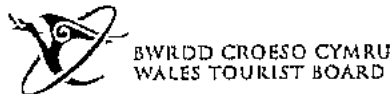
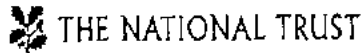
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- o Gives easy access to information on countryside and related recreation matters
- o Reaches organisations and individuals in the public, private and voluntary sectors
- o Networks thousands of interested people

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

### Research:

to encourage cooperation between members in identifying and promoting the need for research related to countryside access and 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.

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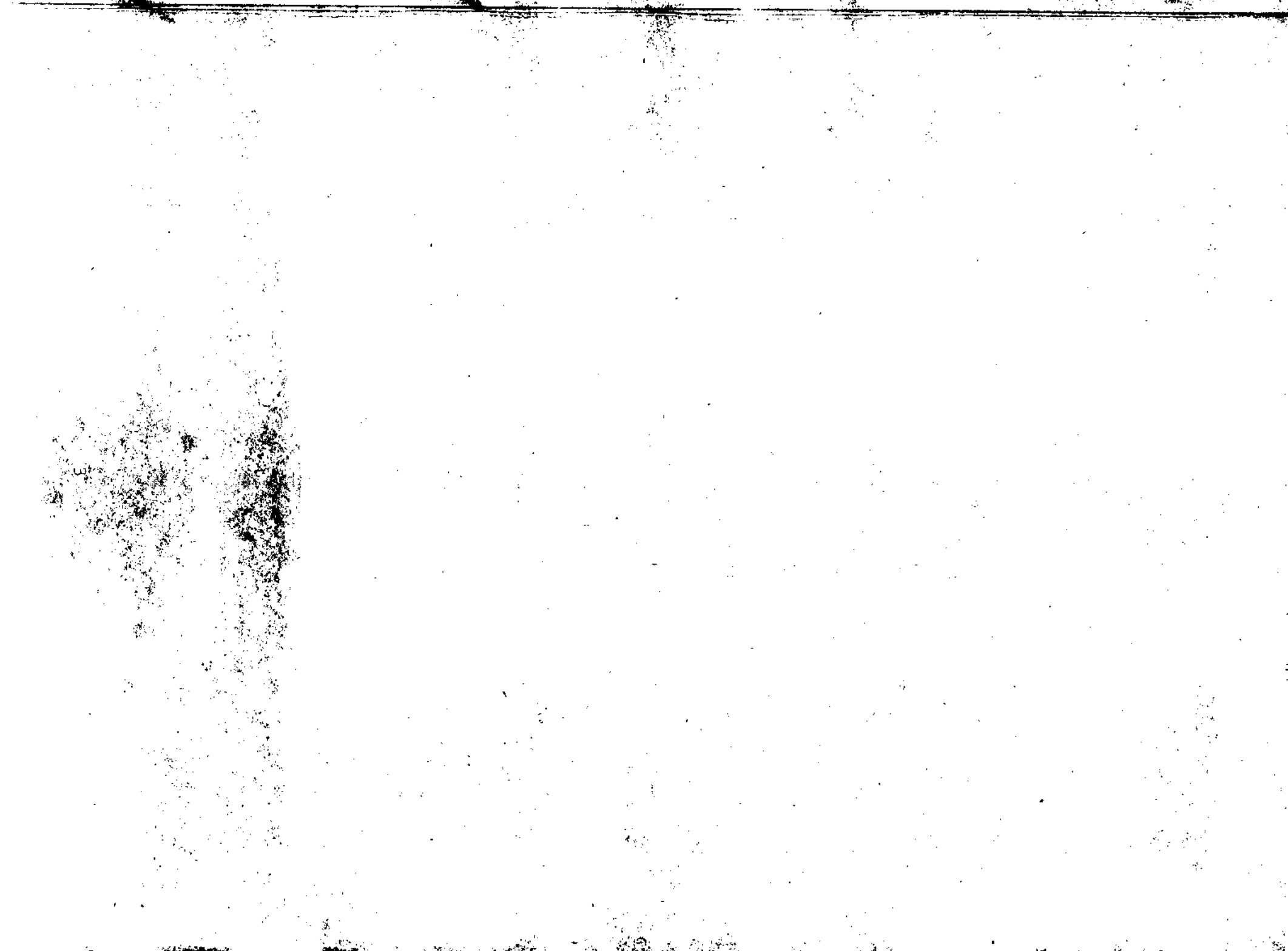
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## CONTENTS

### PLENARY PAPERS

<b>Welcome and Introduction</b> <i>(Joe Roberts, Countryside Council for Wales)</i>	5
<b>PROGRESS Project</b> <i>(Keith Campbell, PROGRESS Project, Forestry Commission)</i>	7
<b>The Green Blue</b> <i>(Susie Tomson, Royal Yachting Association)</i>	9
<b>Pembrokeshire Marine Code</b> <i>(Vicky Swales, Pembrokeshire Coastal Forum)</i>	13
<b>Leave No Trace Ireland</b> <i>(Ann Fitzpatrick, Wicklow National Park &amp; Bill Murphy Coillte Teoranta)</i>	18
<b>The Best of Both Worlds</b> <i>(Doug Kennedy Best of Both Worlds Project and Ken Taylor, Asken Ltd)</i>	23

### WORKSHOPS

<b>Saturation Point</b> <i>(Facilitator - John Watkins, Countryside Council for Wales)</i>	27
<b>Individual Respect</b> <i>(Facilitators - Ann Fitzpatrick, Wicklow National Park &amp; Bill Murphy Coillte Teoranta)</i>	29
<b>Informed Management</b> <i>(Facilitator - Keith Campbell, PROGRESS Project, Forestry Commission)</i>	31

### SUPPORTING PAPERS

<b>Annex A - Programme</b>	34
<b>Annex B - Speaker/Workshop Facilitator Biographies</b>	36
<b>Annex C - Delegate List</b>	42
<b>Annex D - Slide Handouts from all speakers</b>	45

## **Countryside Recreation Network Seminar**

### **A QUESTION OF RESPECT: CONSERVATION AND COUNTRYSIDE RECREATION**

#### **WELCOME AND INTRODUCTION**

*Joe Roberts*

Countryside Council for Wales

There have been considerable changes to the statutory rights and responsibilities of both countryside users and managers in the past few years. The CRoW Act in England and Wales and the Land Reform Act in Scotland have opened swathes of land to countryside recreation. In addition to all the positive opportunities that have come with extended access to the countryside, some concerns have been raised about the issue of negative visitor behaviour.

There has always been an element of society that acts outside the expected norm, sometimes due to lack of respect but more often than not simply due to a lack of awareness. That is why positively influencing visitor behaviour, through education, is considered to be one of the most desirable methods of promoting harmony in the countryside. Many different approaches have been tried. Defining appropriate behaviour through codes of conduct is one of the most popular.

Unfortunately, appropriate behaviour is not as easily defined as one might think. The fabric of the countryside is formed around an array of interwoven influences. It is often very hard to make a clear judgment on exactly what constitutes "suitable conduct". We all have our own ideas about good practice but, even as land managers, can we be sure they are correct?

This conference was held to investigate the effectiveness of the various methods currently being used to manage visitor behaviour. Keynote speakers from local, national and international projects took the floor to fire up the afternoon's debate. The speakers presented practical experiences of issues such as visitor education, local conflict resolution and partnership working. Delegates were then asked to:

- Consider the responsibility of the countryside users, exploring to what extent external mediation might be required.
- Examine the merits of national versus local codes of conduct to establish the most effective form of communication.
- Discuss the role that research plays in creating codes of conduct in order to share experience and reach a consensus on best practice.

Trying to influence human behaviour is never going to be an easy ride. We are a complicated mixture of emotions and opinions. Our perceptions, influenced by a lifetime of experience, are as diverse as the bodies that house them. To effectively understand what drives our behaviour we have to take into account every rational, and irrational, thought that we have had since we were born. It is unlikely that this level of detail will ever be

available to advise our decisions. We can, however, find lines of communication, as highlighted in this report, that will develop our interface with the countryside user.

Fundamentally, we all understand that we have an effect on the environment, however detached we feel our lives to be from its natural cycles. With the right input even the most irreverent countryside user can appreciate the benefit of sensitive behaviour. By fostering greater awareness and respect for the environment and helping people understand the consequence of their actions, we will have taken a great step towards creating a sustainable future for the countryside.

## **Countryside Recreation Network Seminar**

### **A QUESTION OF RESPECT: CONSERVATION AND COUNTRYSIDE RECREATION**

#### **PROGRESS Project**

*Keith Campbell  
Forestry Commission*

The PROGRESS project (Promotion and Guidance for Recreation on Ecologically Sensitive Sites) focuses on the New Forest in the UK, and Fontainebleau Forest in France. It is part-funded by the European Union and in the UK, by the Office of the Deputy Prime Minister. The Forestry Commission is the Lead Partner and works in conjunction with four other partners: the Countryside Agency of the UK; the Office National des Forêts and the Comité Départemental du Tourisme in France; and the Alterra Research Institute in Holland.

Both Fontainebleau and the New Forest are important conservation areas with Natura 2000 status, yet they attract an estimated 15 million day visits per year for recreation and enjoyment. Land managers are faced with the problem of reconciling the need to protect the forests while providing appropriate recreation facilities. This need led to the conception of the project with the main aim – 'to help reduce the impact of recreation by redirecting people away from vulnerable or sensitive sites'.

The current recreation strategy in the New Forest is founded on measures carried out in 1971. At that time the plan was to spread the load by dispersing people over the whole forest by: -

- restricting vehicle access to the forest;
- building car parks;
- restricting camping to designated areas;
- making some areas more attractive by providing basic facilities such as toilets and trails.

This strategy was quite far-sighted, as it still holds good today. It is for the project to develop and refine this strategy still further.

The first step was to find out more accurately how many people come, why they choose the forest over other attractions and which activities are the most popular. Intensive visitor surveys were therefore carried out at both forests during 2004. In the New Forest, the survey covered all seasons at 70 sampling sites and included 3500 personal interviews plus 2100 telephone interviews. In addition, GPS units were issued to many forest users to track their actual routes.

The findings from the surveys at both forests will be fed into computer models specially designed by the Dutch partner, Alterra. There are two main models, one depicting the



ecology of the forests, based on soil, vegetation and bird populations and the other is a recreation model using the data from the visitor survey. These models will show the movement of visitors across the forests and will show the potential effects of visitor pressure on breeding birds. In this way, the models will help identify where certain habitat types are subject to different levels of visitor impact.

The information from the models will guide new pilot actions to channel and control recreational impact. These proposed actions can also be fed into the data for the models and they can be run again to help gauge the likely outcomes and effects. Once the most appropriate pilot actions have been identified via the models, they can be tested on the ground. Successful measures can be replicated across the forest and less favourable options can be discarded. The successful measures can help inform new recreational plans in other areas or forests with similar problems.

The project also aims to encourage responsible use of the forest through programmes of education such as school visits, codes of conduct, posters, exhibition panels and magazine articles. This process includes formulating key messages using a panel of local stakeholders, both in the UK and France. In the New Forest, the project has about 32 stakeholders including statutory agencies, conservationists, interest groups, recreational users and businesses. These local people will help guide the project direction and actions and also provide a link with a wider network of local communities and users of the forest.

A number of articles have already been published in countryside-oriented magazines, press releases have been issued and two scientific papers written. The project has its own website run by Alterra, and the project staff in Fontainebleau and the New Forest are currently building new local websites with a wealth of useful information on each forest. Four 'best practise guides' have been produced in the new Forest, one each for dog walking, horse riding and cycling, plus a general 'out and about' guide covering such things as kite flying, camping and BBQs. These guides are proving very popular with about 10,000 of each issued so far and more in demand.

The project brief includes a few other activities such as helping with health walks in the area, developing the volunteer ranger network and improving links with schools. The project ends in October 2007 and the many lessons learned will be written up and published in a 'handbook' for land managers. There will also be an end of project conference. By means of the handbook, the conference and the project website, it is hoped to disseminate all the useful information gained over the life of the project and share these lessons with land managers across Europe.

## Countryside Recreation Network Seminar

### A QUESTION OF RESPECT: CONSERVATION AND COUNTRYSIDE RECREATION

#### **THE GREEN BLUE: Making the Environment Second Nature**

*Susie Tomson<sup>1</sup>, Anna Wyse<sup>2</sup>, Sally Banham<sup>3</sup>  
Royal Yachting Association*

The Green Blue is an environmental education initiative aimed at the recreational boating sector that has been established by the recreational boating users and the marine industry. It is a partnership project between the Royal Yachting Association (RYA) and the British Marine Federation (BMF). It is a major and ambitious three year project that is unique in that it has been established by this partnership of industry and users. The generic aim is to encourage good environmental practice amongst the target audience through a mix of practical projects, awareness-raising and research.

The RYA is the national governing body for sailing and powerboat racing and it represents the interests of its members who take part in powerboating, sailing, windsurfing, personal watercraft both as racing and cruising members. The RYA has 100,000 personal members and over 1,500 affiliated clubs, representing 500,000 boaters. In addition, there are a further 2000 Recognised Training Centres through which around 180,000 people take RYA courses each year. The BMF is the trade association for marine industries. Its membership of 1,500 represents 30,000 employees covers diverse commercial interests from marina operators, boat builders to insurance companies. The BMF are also responsible for running the two major UK boat shows in London and Southampton which attract 350,000 visitors between them each year.

The project has been established because of the growth in the leisure marine industry<sup>4</sup> over the past 5 years. In addition there is a push to increase participation in sailing through the RYA's On-Board programme and there has also been a shift in participation from sailing to motor boating. The project has also been established to assist the marine industry, training centres, clubs and individual users in dealing with the increasing amount of environmental legislation that exists. Presently there is a lack of information filtering down to these organisations in order to facilitate their compliance with the legislation and many of these organisations have limited resources and specialist knowledge to be able to deal with both the existing and new requirements. Ultimately it is hoped that project will also reduce the impact of the recreational boating sector on the environment.

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<sup>1</sup> Planning and Environmental Advisor, Royal Yachting Association

<sup>2</sup> Green Blue Project Manager

<sup>3</sup> Assistant Director, British Marine Federation

<sup>4</sup> UK Leisure Marine Industry Bulletin 2003-4, British Marine Federation

The target audience is the recreational marine industry and watersports participants both on the UK's inland and coastal waters. An initial branding workshop was carried out to identify the characteristics of this audience, which was described as independent, stubborn, enthusiastic, enterprising, passionate, professional, traditional and innovative. To summarise these descriptives, the profile of the main audience was defined as "a practical person with imagination and aspirations".

It is estimated that over 3.5 million people take part in some form of watersport (age 16+) every year in the UK and through the partnership of RYA and BMF, as well as with other partners, it is anticipated the Green Blue will have the capacity to reach over 1 million people.

The Green Blue has three aspects:

1. Raise awareness of the issues and promote good practice
2. Deliver a series of innovative demonstration projects around the country
3. Carry out research into potential impacts

The Green Blue is also aware that there are many existing projects that aim to promote good environmental practice and in order to be successful the project has identified that it needs to be the following:

- be practical and do what it says on the box
- be credible and promote best practice
- promote the idea of freedom
- be aspirational and look to the future
- be innovative and inspiring
- engender excitement and appeal to the individual
- empower the audience
- promote serious messages in a light way

Raising awareness has become an increasing technical art and there are numerous methods available to achieve this. For example through the more traditional methods of published materials and boat show stands as well as through the more computer dependant methods such as websites and CD ROMS. However each method is appropriate for a different issue and a step wise process resulting in a table, an example is shown in Figure 1, which was followed for deciding on appropriate methods. The following steps were taken.

1. Identify each issue
2. Identify the audience and how they operate
3. Identify the current and desired end point and a time scale
4. Identify reasons for change
5. Identify the actions
6. Identify how you can measure success

**Figure 1 Example of analysis of appropriate awareness raising methods**

Issue	Audience group	Current actions/ behaviour/ attitude	Desired action/ behaviour/ attitude	Target timeframe	Why they should change	Channels	Initiatives or actions	Measurable outcomes
Waste management	Cruising – motor and sail – inland and coastal	Disposal of some waste overboard	No disposal overboard, possible separation of waste	April 2007	Reasoning – if they don't throw over, no prop fouling, no garbage onshore	On board Point of arrival/ departure	Provide bags for separation of waste, can/ bottle crushers	Waste collected at facilities
Waste management	Racing yachtsman	No re-use of plastic water bottles, no recycling of waste	Use permanent drinking bottle and re-fill at taps	Cowes week 2006	Less waste/ environmental impact, saves money	Entry to regatta, launch points	Provide branded drinking bottles for refilling –	Take up of provisions of bottles at regattas and events
Waste management	DIY enthusiast	Disposal of paint tins, waste oils etc in wrong containers	Disposal of different waste into correct waste containers	April 2006	Threat of increased costs at marina or boatyard needing to deal with incorrectly dumped waste	At boatyard or club at point of disposal and or chandlery – point of purchase	Posters onsite, Boat show publicity, RYA magazine, other articles	Correct disposal of waste monitored at selected facilities
Waste management	Facility provider	Lack of recycling facilities	Provision of recycling facilities	April 2007	Reduced landfill costs	Marinas & Boatyards	Direct approaches, RYA Briefing, BMF news	Reduced landfill costs.

The second aspect of the project is the practical elements of establishing demonstration projects that will promote and reinforce the key messages of the project. Some of these will be small-scale pilot projects with the potential to be rolled out nationwide. They will be typically experimental in nature and therefore although it is hoped they will succeed, identifying what is not possible is also a valuable outcome of such a project. The Green Blue will engage with a wide range of companies to make these projects happen. A key part of this dimension of the project is publicity and enabling successes to be promoted throughout the marine industry and the information of putting the experiences into practice across the board. The first project that has already been established and is currently underway is the experimental boat wash down which aims to reduce the amount of residual anti-fouling entering water. Anti-fouling is re-painted onto the hulls of boats annually to prevent weed growth. However, it does have toxic properties in order to prevent the weed growth. Conversely, there are also environmental benefits of using anti-fouling through retained fuel efficiency and the lower risk of spreading alien species. The project will look at establishing a cost-effective method of collecting the run off from scrubbing residual anti-fouling and disposing of it appropriately. It is being carried out at Hamble Point Marina and if successful, it will be rolled out to other marinas.

The third aspect of the Green Blue is a research component. This is being carried out because there is currently a real lack of quantifiable data on the extent of impacts of recreational boating on the environment. This lack of readily available data is leading to confusion and inaction. The first phase will involve a desk study and collation of existing data and the second phase will involve conducting primary research into impacts, if this is found to be necessary.

The final aspect of the project is monitoring its progress and the success of the project. Behavioural change is a difficult concept to quantify, however it will be essential to the success and future funding possibilities of the project. The first step has been to establish a general baseline which has been carried out at the London Boat Show. This will then be followed by specific monitoring of activities which are identified per activity as shown in Table 1.

The baseline line research at London has identified some interesting trends (total respondents = 2329). 16% of respondents stated they had no idea what impact they have whilst 69% recognised they had minor or some impact. This shows there is some general awareness of environmental issues. The greatest concern was with pollution of coastal and inland waters with 58% of respondents identifying this as an issue, closely followed by loss of marine and aquatic wildlife with 51% of respondents identifying the issue. Only 17% were not concerned about the issues listed.

Funding from the project is going to be vital for its continuity. The RYA and BMF have committed to providing core funding for the project for the three year period. The Department of Environment food and Rural Affairs (DEFRA) has awarded the English component of the project 3 years of substantial funding through their Environmental Action Fund. We are also looking at securing additional core funding from other statutory agencies as well as appropriate grant and trust funds and private sector sponsorship where we have secured first year funding from Marina Developments Limited.

In summary, the Green Blue is a partnership of the recreational boating industry and the users. We have baseline research from London boat show January 2005 to gauge success of the project, a project manager is now in post and we are continually signing up project partners. To keep the potential scale of the project manageable, we are identifying and prioritising the activities and continue to seek funding from a range of sources. The Green Blue will be publicly launched in Sept 2005.

For further information on the Green Blue, please contact Anna Wyse on [anna.wyse@rya.org.uk](mailto:anna.wyse@rya.org.uk)

## **Countryside Recreation Network Seminar**

### **A QUESTION OF RESPECT: CONSERVATION AND COUNTRYSIDE RECREATION**

#### **PEMBROKESHIRE MARINE CODE**

*Vicky Swales  
Pembrokeshire Coastal Forum*

#### **Abstract**

The Pembrokeshire Coastline is home to a wealth of wildlife which is reflected in the amount of international and nationally protected designations. In Pembrokeshire tourism is one of the largest industries with increasing numbers of participation in outdoor activity pursuits, the most prolific being boating activities.

The marine code project aims to raise awareness of the importance of sustainable management on the coastline of Pembrokeshire. The voluntary code of conduct is in place to ensure all recreational water users can minimise the disturbance to marine wildlife in the area. It was designed and developed in conjunction with local boat operators and involves a 3 tier system.

- Boat operators are given training and are provided with zoning maps and detailed guidelines on seabirds, cetaceans, seals and basking sharks.
- Operators are provided with fact sheets to increase knowledge and assist with identification of local species that is aimed at further developing their eco tourism businesses.
- Communities and visitors to Pembrokeshire are provided with marine code packs that highlight five basic points of the marine code of conduct and include best practice leaflets for outdoor activities.

The code is aimed at the long-term future and protection of the marine environment while reducing the risks of committing a criminal offence. Lessons learnt when developing the code include the practicality of code enforcement, its strengths and weaknesses and the future of the code.

#### **1. Introduction**

The Pembrokeshire Marine Code is a project that aims to raise awareness of the importance of sustainable management on the coastline of Pembrokeshire. The code was developed due to the growth of water-based activities that often operate in close proximity to local wildlife. It was also in response to increasing observations by local communities and conservation groups of disturbance reports to wildlife such as seabirds and cetaceans and the current wildlife protection legislations. The Pembrokeshire Coastal Forum acted as a mediator between conservation bodies and commercial operators which ensured that any

development was workable from a commercial perspective but at the same time meeting the conservation objectives.

## **1.1 Pembrokeshire conservation areas and wildlife**

The Pembrokeshire Coast National Park is the only UK National Park designated primarily for its coastline and we share this coastline with a huge diversity of birds, animals and plants. Due to the rarity and importance of some of these species, legislation exists to protect them and ensure their conservation and the marine environment they inhabit.

The Pembrokeshire coastline is 259 Km long with the majority being within the National Park. The whole coastline is part of the Marine Special Area of Conservation (SAC). Within the SAC are Special Protected Area's (SPA's) which include Skokholm, Skomer, Grassholm, the St David's Peninsula Coast and Ramsey Island. Skokholm and Grassholm Island are designated under the EC Birds Directive; Grassholm is also a bird reserve along with Ramsey Island. Skomer Island is one of only three Marine Nature Reserves in the UK.

Skomer and Skokholm host up to 50% of the world's Manx shearwater population with 160,000 pairs alone at Skomer. These birds also share the islands with storm petrels, puffins, guillemots and kittiwakes.

Grassholm Island has 32,000 breeding pairs of gannets the second largest gannetry in the Northern Hemisphere after St Kilda and the third largest in the world. The Castlemartin coastline is also popular for sightings of chough which are also found on Ramsey Island and the St David's Peninsula coast.

Within the park are 46 Sites of Special Scientific Interest (SSSI's) that have been selected for their wildlife value alone, and another 15 for their joint biological and geological value. The SSSI's are protected from activities which might harm the species or the site.

Out of the 60 National Nature Reserves in Wales, six are within the National Park which includes: Skomer, Grassholm and Ramsey Islands, Stackpole, Pengelli Forest, and the wood/heathland at Ty Canol near Pentre Ifan. These sites have stronger legal protection than SSSI's.

In Pembrokeshire we have a 5000 strong colony of grey seal, especially around the islands of Ramsey and Skomer. There are regular sightings of cetaceans particularly harbour porpoises, bottlenosed dolphins and large pods of common dolphin, including larger cetaceans such as minke whales. There are occasional visitors such as leatherback turtles and basking sharks and during the summer months there are increasing regular sightings of sunfish. All cetaceans (dolphins, porpoises and whales), basking sharks, turtles and wild birds are protected by law against intentional taking, killing or injuring. Other animals including seals and plant life also receive legal protection. Reckless disturbance of cetaceans, wild birds, seals, basking sharks and turtles is also an offence.

## **1.2 Outdoor and activities and sectoral interests**

Currently within Pembrokeshire tourism is one of the largest industries. With increasing visitors there are increased outdoor activities such as coasteering, surfing, kayaking and scuba diving. There has also been an increase in the number of boat operators who organise wildlife safaris tours observing seabirds and marine mammals around the islands.

There are several scuba diving operators which have an element of wildlife watching. At least 50% of wildlife safaris trips are looking to expand this year with the larger operators conducting up to 51 trips per day at the height of season.

The coastline is an important source of employment for other sectoral interests. At present Milford Haven Waterway is the 4<sup>th</sup> busiest port in the UK for freight tonnage and is set to increase in productivity with the arrival of the two new LNG plants due for completion in 2009. Other proposals such as two new power stations to the region, along with current numbers of maritime-dependant industries will contribute to the general increase in waterway traffic. While on the south coast of Pembrokeshire, parts of the coastline have restricted zones which are controlled by the MOD.

Throughout the whole of the Pembrokeshire region fishing and agriculture although declined in recent years, still play an important role in the areas economy.

## **2. Why was the 'Pembrokeshire Marine Code' developed?**

Within the Pembrokeshire Coast National Park there has been increasing numbers of boat operators who participate in wildlife tours. Presently there is no system in place to limit the numbers of operators and it is highly likely that this trend will continue. There is currently some concern with conservation bodies that without the proper protection of species and habitats, there is a real danger of losing the very amenity which has become so dependable to local businesses.

The Pembrokeshire Marine Code (PMC) was developed to promote the sustainable use of Pembrokeshire for outdoor activities in the marine environment. This was developed by not only conservation groups and statutory bodies but also had the input of local boat operators. The operators realise that there are increasing numbers of tourists and other competitors in the region which may put pressure on wildlife from too much interaction and disturbance. Any negative effects on marine species will of course have a knock on effect to their businesses. Therefore over the last 2 years the PMC has been established to ensure that the code is practical, workable and overall protects the wildlife.

## **3. How the 'Pembrokeshire Marine Code' works.**

The code involves a three tier system that delivers information to not only commercial boat operators but also to water based activity groups and the general public.

Firstly local boat operators and diving business are signed up to the Pembrokeshire Marine Code and staff members are provided with training. Information includes detailed zoning maps of the coastline and Islands with highlighted sensitive areas for seabirds, cetaceans, seals and basking sharks. Information includes breeding periods and contact details to report any disturbances observed. The 'Code of Conducts' provide further information on best practices when approaching the relevant species.

Each operator has a set of laminated fact sheets that contain detailed information of not just the marine mammals and coastal birds but also plant life and geology of Pembrokeshire, giving operators extra information and understanding of the surrounding habitats. This information is then passed on to customers and visitors who participate on wildlife safaris or diving trips.



Secondly regular water based activity groups such as diving clubs are provided with general information maps on zoning areas and also receive a condensed version of the codes of conduct.

Finally for the general public there are Marine code leaflet packs available which highlight the main points. The pack includes a map of the Pembrokeshire coastline indicating sensitive periods for wildlife throughout the year and includes five basic points:

1. Keep your distance and an even speed
2. Be considerate
3. Think about where you are going
4. React to what is around you
5. Protect what you see

The packs also include leaflets on good practices for various outdoor activities including diving, kayaking and sea angling.

#### **4. The future of the Pembrokeshire Marine Code.**

The Pembrokeshire Marine Code helps to raise awareness in participants and enable further expansion of existing businesses but with a more efficient management system on the water. It involves improved working relationships with statutory bodies and is a free form of business marketing via eco-tourism routes. It reduces conflicts between groups and improves understanding of wildlife

Members of the group sign up to a set of criteria which ensure participation on further training sessions. Training both on site and in the classroom includes species identification and behaviour, legislations, habitats and associated species.

The official launch of the code took place in May 2005 and was covered by local press but further publicity and marketing is required to expand coverage of the project to other regions throughout Wales and also within the UK

A website has been developed which gives full details about the code and a list of accredited operators who are signed up to the group. The site includes species information, areas of interest and details on how to report sightings of wildlife. There are links with current members and a news and events section.

Code enforcement is seen as a sensitive and difficult area due to the areas involved and that the code is currently only voluntary. At present there are only a few avenues that can be approached and one is a self policing system where operators who are signed up to the code report other incidents that are observed. Close links have already been developed with the Maritime Coastal Agency, marine police and site wardens. This ensures that up-to-date information regarding the project is circulated amongst the interested parties and with the establishment of an efficient reporting system to record incidences of disturbance or harassment of wildlife.

A report will be produced at the end of the financial year to assess the effectiveness of the project. Present challenges for the code are that there is no single organisation able to commit the time or resources to fund and enforce the project so currently the code is

funded by several independent organisations. For the successful future of the project the voluntary code must continue via a partnership approach to enable operators to feel some sort of ownership of the project. For operators to buy into the project they need some sort of return and this is recognised through their eco-tourism status and receiving regular training. Current funding runs out in March 2006 and results in the uncertainty of the Pembrokeshire Marine code future. However with the code currently in practice and the long awaited Marine Bill in decision, there is a prospect for incorporating the code as a sustainable model for management of commercial & recreational boating activities that may be applied across the country.

## **5. Acknowledgements**

Pembrokeshire Coastal Forum  
The Pembrokeshire Marine Code Working Group  
Pembrokeshire Coast National Park Authority  
Sustainable Development Fund  
Countryside Council for Wales  
Milford Haven Port Authority  
The National Trust  
The Crown Estate  
The Environment Agency  
Welsh Tourist Board  
Welsh Development Agency

## Countryside Recreation Network Seminar

A QUESTION OF RESPECT: CONSERVATION AND COUNTRYSIDE RECREATION

### LEAVE NO TRACE IRELAND

*Ann Fitzpatrick*  
*Wicklow National Park*  
&  
*Bill Murphy*  
*Coillte Teoranta (The Irish Forestry Board)*

## AN ETHICS BASED APPROACH TO RESPONSIBLE USE

### Summary

Leave No Trace (LNT) is an ethics based outdoor recreation code developed in the United States of America and now being adopted in Ireland. This paper will examine how and why leave no trace developed; what is meant by an ethical approach. We will also look at the leave no trace approach and method and outline a little of the front country LNT code which will have an application in Ireland and Britain.

Finally we will examine the obstacles that we have encountered in moving towards this approach.

### How and why did Leave No Trace develop

In the 1970s US land managers saw a huge increase in outdoor recreation - the *back packing* boom. The "baby boomers" availed of the new outdoor equipment and took to the national parks and national forests in ever increasing numbers. The result was, as one land manager put it - "the American people were in danger of loving their national parks to death". Land managers were faced with ever increasing numbers and the degradation of sites and trails that follows from excessive and improper use.

Managers knew that regulations were not the response. How does one enforce regulations in the backcountry? They also knew that *most* of the problems were the result of ignorance of the right thing to do and not malice. Therefore they concluded that **education not regulation** was the key.

### Developing the Leave No Trace message

US Forest Service (USFS) Rangers in some of the Western Districts (notably Washington State) began developing a number of similar educational approaches - "low impact", "no trace", "pack it in - pack it out". These eventually developed into the prototype Leave No Trace message. They also realised that the most effective way to promote the message was to have one message, delivered nationally. They new the effectiveness of the very successful forest fires campaign - Smokey Bear and "stamp out forest fires".

The USFS also saw the need to bring in other agencies; the National Park Service, the Bureau of Land Management and the Fish and Wildlife Service. These organisations quickly realised they were not "educators" in the true sense of the word and invited the National Outdoor Leadership School (NOLS) to form a partnership with the federal agencies to deliver this message to outdoor users. Leave No Trace inc. was formed as a non profit partnership between the federal agencies and the users with representation from organisations such as the Boy Scouts of America, Sierra Club, International Mountain Bike Association, Appalachian Mountain Club, American Hiking Club along with the federal and state land management agencies.

Leave No Trace now promotes sustainable recreation through an innovative education programme aimed at outdoor users.

## **An ethical approach**

Progressive thinking on resource management has moved to the concept of a *land ethic*. Aldo Leopold was one of the first proponents of this concept and suggested that our relationship with the land should be based on doing the right thing (for the land) not on regulation or economic considerations. Current thinking is that as we move along the continuum of rights that man will start recognising the rights of land and nature. Leave No Trace fits very much into this thinking.

Ethics are about '*doing the right thing even when no one is around to see us*' and is therefore the ideal approach to better practice where monitoring is difficult. When interacting with visitors USFS ranger training recommends that rangers should emphasise the authority of the resource not the badge. Furthermore monitoring is not desirable – people go to the outdoors for the sense of freedom, to be removed from an ever increasing control of their lives. Leave No Trace offers one model for improving responsible use as an aspiration to do what is right, not what is law.

## **The Leave No Trace mission**

The Leave No Trace mission is to inspire responsible recreation through education, partnerships and research. There is much talk of late of "responsible use", how do we expect users to know what this means? Knowledge is a pre-requisite to action. Leave No Trace is primarily an education programme designed to help people make better environmental decisions when recreating. It teaches us to recognise our impacts on the land and understand the nature of these impacts. It thereby empowers people to make sound judgement calls built on understanding and desire to help.

## **A partnership approach**

The partnership approach means that all those who "buy" into the Leave No Trace message whether at corporate sponsor level, land management level, club or individual member are equal ambassadors of the Leave No Trace message. Everyone owns it, this means that large corporation or government departments don't get to dictate or rule the Leave No Trace message, all partners are equal. Small business and operators see Leave No Trace as an environmental Q mark, a way of promoting their business by association with an environmentally sound message.

## Research

The third cornerstone of Leave No Trace is the research element. The principles on which the Leave No Trace message is built are based upon years of research in the fields of recreation ecology and social science. Recreation ecology tells us about visitor impacts and how they can be reduced – the effects on the land and wildlife. Social science research tells us about visitor perceptions and behaviour – attitudes, motivation and how we arrive at our decision making.

## Can we really Leave No Trace ?

Many people question whether it is possible to Leave No Trace –the literal answer is NO! Every action we do has some impact, however the challenge in the Leave No Trace message is to:

- Prevent avoidable resource and social impacts
- Minimise unavoidable impacts
- Preserve the quality of the resource and recreational experience

The main impacts we are concerned with are:

**Vegetation impacts** – loss of vegetation by trampling often resulting in habitat loss and footpath erosion, spread of non-native species, fire and tree damage

**Soil impacts** – Loss of organic matter, soil compaction, soil erosion

**Water quality** – soap and faecal waste, turbidity and sedimentation

**Wildlife impacts** – disturbance, altered behaviour, reduced health and reproduction, habitat loss and introduced species eg. zebra mussels on inland waterways

**Social impacts** – crowding, litter, parking, illegal camping, conflicts between users and aesthetic impacts.

Leave No Trace has 7 core principles

1. **Plan ahead and prepare** – covers things like pre trip planning, finding out about the special concerns of the area you will visit, land ownership, choosing appropriate equipment, skills, planning parking etc
2. **Be considerate of others** – parking, user conflict, noise and those who live and work on the land
3. **Respect farm animals and wildlife** – gates, feeding, approaching animals, sensitive times
4. **Travel and camp on durable surfaces** – choosing good routes to minimize further damage
5. **Leave what you find** – removal/introduction of plants and animals, habitat and cultural site protection
6. **Dispose of waste properly** – human waste and food waste
7. **Minimize the effects of fire** – techniques to build low impact fires, manage BBQs etc. where allowed.

These 7 principles are expanded on to give more detail. The principles are comprehensive and can be adapted to multiple ecosystems and uses.

## Leave No Trace – a global message

Already, Leave No Trace is practiced in more than 50 countries worldwide with branches in Canada and Australia. The message is appealing, as it is simple, positive and based on a common sense approach. In fact when presented to many outdoor instructors in Ireland for comment many felt that many outdoor users were probably practicing many elements of the Leave No Trace message already, however Leave No Trace as an education programme consolidates and packages this message to some degree.

Leave No Trace is based on an abiding sense of respect and individual responsibility to do what is right for the land. Leave No Trace trains people not to speak in value-laden statements; it is a non-judgmental message, it is presented in a way that encourages people to explore their own ethics and value system and strive to do better. Even if we feel that we are already practicing Leave No Trace there is always something that we can do better, therefore the message is inclusive; there is always a higher bar to aim for.

## Training

Leave No Trace training courses include;

**Leave No Trace Master Educator course:** an intensive 5 day field orientated course teaching participants the hard and soft skills of the Leave No Trace message and how to teach the Leave No Trace syllabus to others.

**Leave No Trace Trainer course:** a less intensive 2 day course, designed for group leaders and others who intend conducting Leave No Trace awareness workshops and interacting with the public.

**Leave No Trace awareness workshops:** these can be variable in length and are designed for the general public.

**Leave No Trace Instructor Course:** Highest level designed for those best placed to train others to teach the Leave No Trace message.

## How is the leave no trace message disseminated?

The Leave No Trace message is primarily disseminated through its training programmes, however the message is communicated through other means too.

- The strength of the message comes from the partnerships built as a single message is reiterated and supported by many. This allows consistency and continuity whilst keeping everything quite simple. In review papers written on the efficacy of educational approaches to modifying user behaviour it is acknowledged that consistency is the crucial element, mixed messages undermine credibility.
- Leave No Trace is also passed on through signage at land managers sites – once again the same message repeated at different agency sites adds credibility to the message.
- Websites of the partners involved.
- Publications and advertising in magazines and through more subtle means for example on the back of till receipts from outdoor shops, brochures etc. Some examples of Leave No Trace publications include the skills and ethics series written for different user groups and ecosystems, hang tags, NPW pamphlets including the Leave No Trace message.

## **Only for Wilderness Recreation?**

Leave No Trace was initially designed as a backcountry message however it is now recognized that 85% of all recreation takes place in what is termed as "front country". This is within 3 miles of an urban area. The types of recreation engaged in these areas are mostly bird watching, dog walking, jogging, cycling and fishing. These activities create their own impacts e.g. pet management, pet waste, user conflict, graffiti.

This required the development of locally tailored messages to address these specific problems. The signage and message created is simplified however the Leave No Trace message remains consistent throughout. This highlights that really the detail of the message can be altered to suit local need however the concept of Leave No Trace is the most important element and that is what is most important to get people used to.

## **Leave No Trace Ireland**

Leave No Trace Ireland is an ad hoc group of land managers, NGO's, statutory bodies, scouting groups, outdoor users, Countryside Access & Activities Network, Northern Ireland (CAAN), etc who came together in early 2004 to address the need for a single outdoor message for Ireland both North and South. We adapted the wording of the LNT principles to make it relevant to Ireland. We consulted widely with users, land managers, farmers etc and achieved consensus to proceed. We are now formally applying to the US for official branch status. We are looking into the logistics of formal incorporation, funding and the need to fund a development officer. There is wide support for this programme and enthusiasm to enrol in training. We hope to run an instructors course in spring 2006, this will allow us greater freedom to role out training courses in Ireland.

## **Objections to Leave No Trace**

The main objections to Leave No Trace in Ireland have been centred on the fact that the message originates from the US – it's not seen as a home grown message. Leave No Trace is now adopted in many countries worldwide. In addition to those mentioned earlier, New Zealand, Finland, Costa Rica and Japan are amongst some of the countries where the Leave No Trace message is being used. This means Leave No Trace is becoming a global message.

Others complain that the message is weakened because it is not regulatory. Leave No Trace appeals to those who want to do something to lessen their impact on the land, the more people become involved the harder we strive to Leave No Trace. Leave No Trace then becomes self regulatory and passed through peer groups, this has to be more desirable as we put responsibility on the individual.

There was also some suggestion that we should hold out for a solution that would solve our access problems –this may be some time away and any outdoor message is there to deal with behaviour not legal rights of access. Finally we had complaints that it was a long-term project and we wouldn't see the benefits for many years to come. This may be correct however, we believe that education is the only viable means to effect long term change. We want Leave No Trace to become built into our educational and cultural systems so that it becomes second nature to us, "a norm" to respect the land and aim to leave as little trace of our visit as possible.

## Countryside Recreation Network Seminar

### A QUESTION OF RESPECT: CONSERVATION AND COUNTRYSIDE RECREATION

#### THE BEST OF BOTH WORLDS

*Doug Kennedy*  
*Best of Both Worlds Project*  
&  
*Ken Taylor*  
*Asken Ltd*

The project known as The Best Of Both Worlds (BoBW) has its roots in an M.Sc. dissertation entitled "Conflict resolution and decision making for allowing access to conservation-sensitive open countryside to active leisure pursuits on foot" (Kennedy, 2002). The main conclusions of this were similar to those of previous investigations into the area (House Of Commons, 1995; Sidaway, 1988), suggesting in broad terms that:

- there is little coordination regarding best practice across the arena so problems tend to be diffuse, appearing as a result of local conditions and decision-making;
- no national information is available on the depth and extent of the problem;
- problems are often the result of poor communications between stakeholders, and/or a lack of understanding of the broader issues affecting land;
- many perspectives and deeply held convictions are often experienced on all sides of the debate.

In order to facilitate the airing of a range of views, a seminar was held at the Central Council of Physical Recreation (CCPR) entitled '**Leisure Access to Conservation Areas: The Best of Both Worlds**' in June 2003. The title was chosen with the intention of getting over the idea that we are not aiming for a '*balance*' between competing needs, which implies one side losing to make way for the other's gain, but rather for an optimal 'win-win' situation where leisure, conservation and nature conservation interests can co-exist. The speakers included Gwyn Williams (Royal Society for the Protection of Birds - RSPB), Andy Clements (English Nature - EN), Alan Blackshaw and Tim Stevens (Land Access and Recreation Association - LARA/British Motorcyclists Federation - BMF).

In the event, a remarkable level of commonality was established, in that we all wanted to protect our countryside while encouraging people to get out and enjoy it through their active leisure pursuits. The two should be able to thrive with some degree of harmony, but work is needed to bring that concord to the wider world of outdoor recreation and sport.

An informal working group of seven individuals from the CCPR, EN, RSPB, Countryside Council for Wales, Environment Agency and Countryside Agency was set up whose objectives were:

- Short term – To set up lines of communication between the CCPR, on behalf of its members, and the bodies responsible for nature conservation in England and Wales.
- Medium to long term – Ensure that a better balance is struck between the needs of outdoor sport and leisure pursuits and those of nature conservation in the countryside.



We are well on the way to achieving the first objective, and a Memorandum of Understanding has been drafted as a joint effort between the CCPR and EN which is awaiting developments at the new integrated agency (bringing together EN, parts of the Countryside Agency and the Rural Development Service) prior to implementation. This is an important advance in relations between the CCPR Outdoor Pursuits Division and the English conservation agency as some voluntary sports bodies continue to view conservation regulation and interests as a major obstacle to the development of their activities.

The BoBW enabled a high-level discourse to start between the participants, which resulted in a one-page document describing the principles and standards of good practice to which all participants could adhere. It emphasised:

- The need for 'Optimisation' vs 'Balance' between conservation and recreation;
- The need for good communications;
- The benefit of using an evidence-based approach to decision-making.

This 'concordat' was sent out for consultation in 2004 and was presented at the joint National Access Forums (for England and Wales) meeting last autumn, receiving a favourable reception.

The Working Group produced proposals designed to achieve a real difference, which included:

- Developing a consensus among stakeholders;
- Creating a website as a portal and resource, subject to securing on-going maintenance;
- Setting up a panel of informal advisors.

In order to make any real progress from this point, however, BoBW needed to progress from an informal working group to a more established status so that someone could be put in place with the explicit job of making it happen. Consequently, a project manager has been appointed under contract to the Countryside Agency, EN and CCPR to turn the BoBW vision into a practical reality. The work has been broken into a series of tasks, the key ones being:

- to collate and review existing good practice;
- draft and publish generic guidance for conflict avoidance and resolution;
- prepare a model agreement;
- develop a website;
- assist with launching BoBW.

The first stage is one of pulling together existing material. Much of the good practice guidance in common currency is aimed at participants in recreational activities. However, the aim of the project is to collate guidance provided for organisers of recreational events by national governing bodies and those negotiating agreements to use sites of nature conservation value. It is hoped that examples of good practice will also come to light. Emerging from this process will be generic guidance available to anyone to use who feels they can benefit from it.

Another key output from the work will be a model agreement for use where parties to a discussion decide that a formal agreement is necessary. Again, existing model agreements will be consulted for guidance on what topics need to be covered and in what way. The British Canoe Union guidance (available on the internet) is a good example of the sort of material that will be drawn upon.

A website designer is part of the team, and she will be developing a website that is independent from government agencies. It will provide basic information in a logical framework. It will also serve as a portal, with links to other useful sites, hopefully with reciprocating links from their websites. 'Behind the scenes', there will be a network of virtual advisers that could be available to assist in resolving specific difficulties.

Some of the initial issues being considered are:

- recognition of the different approaches needed between guidance for those organising specific events (e.g. orienteering event or car rally) and more individualistic pursuits (such as caving, climbing, canoeing). It is comparatively easy to manage a one-off event, because:
  - o permission is often needed from the landowner (and so can be withheld if he or she is not satisfied with arrangements);
  - o out-of-bounds areas can be agreed in advance;
  - o participants can be made aware of the need to comply with rules (and the implications of not doing so – disqualification and risk of permission being withheld for future events).

This is often not feasible with activities normally pursued by individuals or people in small, informal groups.

- the need to determine the management objectives of a site (for nature conservation and/or land management reasons). It is possible that steps can be taken to safeguard certain areas that are vital to the success of important species. Further, it may not be cost effective to gain 100% compliance with a management measure and may not be necessary in many situations.
- the importance of understanding the different segments of the user audience, as each segment may need a different approach from managers (especially the so-called 'ragged fringe'). For example, a proportion of visitors to a site might:
  - o be well-aware of environmental sensitivities and have minimal impact – they are in need of little guidance or management input;
  - o be well-intentioned but unaware of the impact of their activities – promotion of good practice may help bring about a beneficial change in their behaviour;
  - o not have any concerns over their impact and, for a small minority, might positively set out to cause damage – good practice guidance is likely to be of no consequence to this group and may, perversely, encourage them to do the opposite,

The current thinking is to launch the Best of Both Worlds early next year when the website and supporting material is available.

We have to accept that in all access issues, there are many perspectives and competing interests and if trenches are dug and weapons primed, no interests are well served even

though short-term victories may be gained. We believe that the BoBW Project offers an opportunity to improve and broaden understanding of the issues and to enhance communications between the stake-holders so that conflict is avoided and there is a chance of finding optimal solutions where conservation interests can be protected and enhanced alongside, and even through human leisure access to the countryside and water.

References:

House of Commons Environment Committee. 1995: The Environmental Impact of Leisure Activities Vol 1. HMSO, London.

Kennedy, D. 2002. Conflict resolution and decision making for allowing access to conservation-sensitive open countryside to active leisure pursuits on foot. MSc in Environmental Decision Making. Ref T1876117. Open University

Sidaway, R. 1988. Sport, Recreation and Nature conservation. ISBN 0906577918. B001.

## Countryside Recreation Network Seminar

### A QUESTION OF RESPECT: CONSERVATION AND COUNTRYSIDE RECREATION

#### WORKSHOP

#### SATURATION POINT

*John Watkins*  
*Countryside Council for Wales*

#### Introductory statement:

"There are codes of conduct in existence designed to mediate almost all aspects of land management and countryside recreation. These range from local site-specific codes of conduct, to activity-specific codes of conduct, to more generic national codes of conduct. However, the question remains are all these codes really necessary? Are they aimed at the right people? Are they in the right format? Do they contain the right messages? Ultimately, by creating all these codes are we confusing the countryside user to the point that they take no notice at all?"

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Taking a step back, the workshops initially expressed doubts as to whether there was any value in codes of conduct *per se*, let alone whether too many codes resulted in a loss of impact. Issues raised included whether anyone ever reads them, that there is little evidence or evaluation of their impact against specified aims, and whether the appropriate communication tool was used. For the latter leaflets as a mechanism in isolation were seen to be the least effective, but that the internet could be an even worse tool for site specific messages.

A more serious concern was the feeling that there is still a tendency to inflict a message of appropriate values and behaviour on users of the countryside without proper understanding of the needs. Also that users or managers may not be able to trust and respect the entity or entities that develop and advocate a particular code, therefore reducing its impact.

However, as part of a suite of interventions it was felt that codes do have a place in enabling responsible use of the countryside. For example, combined with appropriate information at access points, or combined within other sources of information. There are benefits for the user too. Having a code of conduct provides a useful negotiating point for organisations wishing to secure access for a particular activity. It also helps to ensure that any sanctions geared around loss of access are on the basis of a mutual understanding of what behaviour is expected. This understanding can lead to self-policing by users if the sanctions affect everyone, helping to reinforce the impact of the code.

A key theme in the workshops, geared around saturation and confusion of the user, was the tension between national and local messages about appropriate behaviour. The presentations earlier in the day included examples of both, with some local initiatives containing generic behaviour messages that differed to those contained in national campaigns. These were also combined with specific local actions which were/were not

acceptable. This was a key area that needed to be addressed if the impact of codes and communication of appropriate behaviour was to be optimised. Currently there is a blurring between local and national on generic value statements and specific desirable actions.

It was suggested that nationally a common ideology should be agreed, which could allow for interpretation locally. Perhaps a framework with agreed levels of escalation from the core message into different regional and user group scenarios. Such a framework should allow for adaptation of the core message for different audiences, but without losing the value of continuously reinforcing that core.

In this context the workshop considered whether Leave No Trace was an appropriate model in England and Wales given the very recent investment in the revision and promotion of the Countryside Code. Whilst the debate raged on the value of each, there was general consensus that it should be either/or for a national push. It was suggested that the Countryside Code could form the equivalent of the ethics statements in Leave No Trace, and go on to develop a similarly structured range of interventions based on them.

Critical in moving forward with ways of influencing visitor behaviour, like in many other aspects of countryside recreation management, is to ensure that the approach fosters a buy-in rather than imposition. It is also necessary to recognise that it requires more involvement and investment from the user and manager than the production of a glossy pack and promotional material. Changing behaviour using information and education is not a short-term event, but needs to be a sustained programme. It may also require new skills geared around understanding the audience and basic marketing – right message, right time, right place.

In conclusion, the workshops suggested that the principle of having some form of rules for countryside recreation was desirable. There are potential benefits for the user, manager, and the environment. Ethics and ideology need to be established at a national level, and then reinforced through to site or stakeholder specific codes that are geared around specific action. There is a need also to be clear about targeting stakeholders with tailored messages, because they are more likely to be drawn to information about their area or activity of interest.

In general terms, without full coverage of “what is relevant to them” in stakeholder terms we are not at saturation. However, this type of intervention must be based on a thorough understanding of the audience and what motivates them. Be honest about the true purpose of using this intervention; remembering that the end game is appropriate behaviour, not the publication of a pack. This means investing in the long term to develop stakeholder specific codes, within a generic ideological framework, that goes beyond a set of leaflets, utilising modern marketing methods to get them across.

## Countryside Recreation Network Seminar

### A QUESTION OF RESPECT: CONSERVATION AND COUNTRYSIDE RECREATION

#### WORKSHOP

#### INDIVIDUAL RESPECT

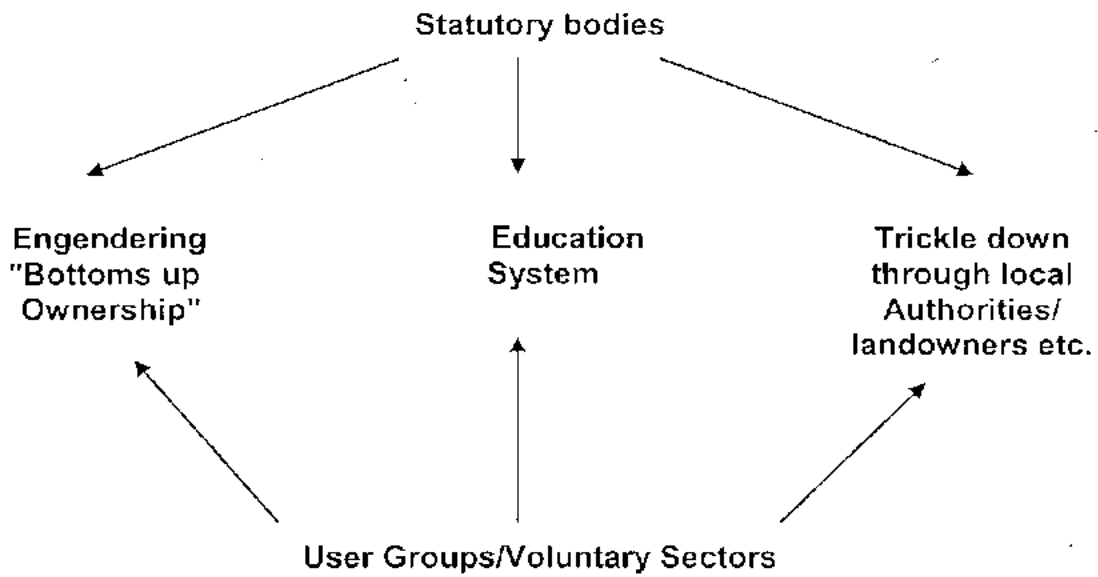
*Ann Fitzpatrick*  
*Wicklow National Park*  
&  
*Bill Murphy*  
*Coillte (The Irish Forestry Board)*

Leave No Trace - Common theme - often a consensus but personal perception of what is worse

1. Can users be left to develop their own value?
  - Yes generally, given time
  - but there is a problem when the different groups come together
  - lack of knowledge awareness of other peoples values
  - values are developed by informed groups
  - ideally groups need some outside input to challenge their values
  - People come from very different starting points - but are they aiming for the same thing? Maybe not
  - Are values mutually exclusive? sometimes yes
  
2. Structure - who is responsible for managing values - Access Forum
  - Introduces further complexity and the different landowner /land managers have different approaches.
  - Scotland's access code on specific sectors - horse, canoes, dogs etc.
  - Respect, Protect and Enjoy
  - Should there be a national body to pull together value user managers.
  - Wales - National Access Forum also
  - Wales - Lead from Welsh Tourist Board Strategy
  - Need to have sustainability test
  - Another approach is to solve issues at local level NP/AONB discussions with user groups
  - External mediation can help people understand/share/reconcile different values
  
3. The group felt consultation was an inevitable implication. We do it even if we don't want to - it saps energy. It is about mutual respect although the group felt it may be important to have independent facilitators.

The group raised the question whether "stakeholder groups" can ever be truly representative.

Can "stakeholder groups" ever be truly representative?



Summary - No

4. The process can be as important as content.

## Countryside Recreation Network Seminar

### A QUESTION OF RESPECT: CONSERVATION AND COUNTRYSIDE RECREATION

#### WORKSHOP

#### INFORMED MANAGEMENT

*Keith Campbell  
PROGRESS Project  
Forestry Commission*

The delegates participating in this workshop were asked to consider the role that research plays in recreational management, focusing particularly on the way that it informs the creation and evolution of codes of conduct. Four questions were posed to the delegates:

- What type of research is necessary to inform successful recreational management?
- Are codes of conduct worthwhile and how does research inform their creation?
- What issues should codes of conduct address?
- How should the effectiveness of codes of conduct be monitored?

#### **What type of research is necessary to inform successful recreational management?**

It was agreed that research needed to be comprehensive, not just focusing on the impact of recreation on ecology. Research should take a broader more holistic view, considering aspects such as sociology and psychology.

It was thought that the research could be split up into three parts:

- **Ecological research**  
Habitats, numbers, sensitivity etc
- **Recreational research**  
The physical effects of human influence i.e. numbers of visitors, patterns etc
- **Sociological research**  
Attitudes and behaviours - social, cultural and economic considerations

In an ideal world, recreational management would be informed by a full base-line survey. In reality, it is hard to imagine a situation where anyone would be afforded such a luxury. There will always be influences that extend beyond the boundaries of expected behaviour. Finding habits and trends is a more realistic method of streamlining the information-gathering process. However, this increases the risk of important information slipping through the net. It was agreed that land managers have ultimate responsibility for ensuring



the preservation of the land that they manage. However, it was suggested that there is a clear danger of the "experts ruling what is important". Sweeping statements like "it may damage this habitat" will not carry very far with countryside users. Land managers need to be more precise with their research. The precautionary principle is used too widely and if land managers become too liberal with exclusions and restrictions there is a danger of them being ignored - a case of "the boy who cried wolf".

The question was raised: how do land managers decide what level of impact is acceptable? It was agreed that there can never be a set rule. It may be that a community's economic survival depends on the use of a certain habitat. This then needs to be considered in the management of the site. This is why it is important for the research that informs recreational management to be as holistic as possible. The whole picture needs to be seen before clear judgments can be made.

Communication also featured prominently in the discussions formulated around this question. It was thought that a common language should be found as a way of pooling resources and research for the mutual benefit of all. Resources are often wasted on research work that has already been carried out by other agencies. If there were a place where research could be found and accessed easily by all, time and money could be saved.

### **Are codes of conduct worthwhile and how does research inform their creation?**

It was widely agreed that codes of conduct are worth having but they will never reach everyone. People react to codes of conduct differently; some will take heed of them, others will not. There will always be what is described as the "ragged edge" of society; people on whom codes of conduct will either have no effect whatsoever or on whom they will even create an adverse reaction.

There is a danger of codes of conduct being created for the sake of tokenism. A proportion of the delegates felt that enforceable law should back up codes of conduct. "They need to have teeth". Others believed that promoting respect through fear of reprisal was not a sustainable and ultimately feasible way of safeguarding the environment.

The fact that research plays an important role in the creation and implementation of codes of conduct was widely accepted amongst the delegates. Stakeholder involvement was considered to be the most crucial form of preparatory work for any activity or site-specific code. Accounts of instances where codes, created without consultation, were completely ignored testified to the fact that it is not just the wording of the end product that makes a code of conduct successful.

## **What issues should codes of conduct address?**

Essentially, environmental codes of conduct address problems of a physical nature, be they problems with litter, erosion or damage to sensitive habitats. Having said that, they do so by influencing human awareness, attitude and behaviour.

It was felt that for a code of conduct to be successful it should focus on the issues that cause negative behaviour. It should question assumptions and prompt understanding without relying too heavily on an authoritarian approach. There is a need to identify the problem behaviour and change the attitude.

The research that informs the creation of codes of conduct should probe what the user perceives to be positive and negative behaviour. It was widely agreed that users often ignore codes of conduct because they believe that they already act responsibly. Understanding how to broaden individual mind-sets to new ways of thinking is a key issue in the creation of codes of conduct.

## **How should the effectiveness of codes of conduct be monitored?**

The importance of conducting research to ascertain the effectiveness of codes of conduct was widely accepted. Some methods for doing this were suggested:

- Site surveys
- Feedback from operators
- Visitor surveys
- A focused study of specific behaviour or attitude
- Research into design – how is the code of conduct presented or interpreted?

Although the goal of a code of conduct is to influence user behaviour, it is user attitude and awareness that will facilitate this change. Therefore, it is extremely important to try and gauge how well a code of conduct communicates its message, irrespective of whether or not it is effective in changing behaviour.

## APPENDIX A

# Programme

9.30 Coffee and Registration

10.00 Introduction and Welcome from the Chair

10.10 PROGRESS Project

*(Keith Campbell, PROGRESS Project, Forestry Commission)*

10.30 The Green Blue

*(Susie Tomson, Royal Yachting Association)*

10.50 Pembrokeshire Marine Code

*(Vicky Swales, Pembrokeshire Coastal Forum)*

11.10 Refreshments

11.30 Leave No Trace Ireland

*(Ann Fitzpatrick, Wicklow National Park & Bill Murphy, Coillte)*

11.50 The Best of Both Worlds

*(Doug Kennedy, Best of Both Worlds Project & Ken Taylor, Asken Ltd)*

• 12.10 Question and Answer Session and Workshop Introduction

12.40 Lunch

13.45 Workshop Session 1 (Choice of A, B or C)

14.45 Refreshments

15.00 Workshop Session 2 (Choice of A, B or C)

16.00 Feedback from Workshop Session

16.15 Conclusions

16.30 Close

## Workshop Session Choices

### A - Saturation Point

Do visitors need both national and local guidelines to advise their actions in the countryside - are we confusing the countryside user with too much information?

*Facilitator: John Watkins, Countryside Council for Wales*

### B - Individual Respect

Can user groups and participants be left to develop their own values without any external mediation - who is responsible for establishing the links that inform the public of countryside issues?

*Facilitator: Bill Murphy, Coillte and Ann Fitzpatrick, Wicklow Mountains National Park*

### C - Informed Management

What role does research play in recreational management - how is information disseminated into codes of conduct and how do we then measure their success?

*Facilitator: Keith Campbell, PROGRESS Project, Forestry Commission*

## APPENDIX B

# BIOGRAPHIES OF SPEAKERS

A Question of Respect: Conservation and Countryside Recreation  
28 June 2005, UWIC Cardiff

## MORNING CHAIR

DR KEVIN BISHOP  
HEAD OF REGENERATION AND ENVIRONMENT  
WELSH LOCAL GOVERNMENT ASSOCIATION

Dr. Kevin Bishop is Head of Environment and Regeneration at the Welsh Local Government Association (WLGA). WLGA represents the 22 unitary authorities in Wales plus the three National Park Authorities, Fire and Police Authorities as associate members. His current responsibilities include planning, environmental issues, tourism, countryside recreation, economic development, transport and sustainable development. He is also a Member of the Countryside Council for Wales and World Commission on Protected Areas. In his spare time he is a keen walker and enjoys mountain biking.

## AFTERNOON CHAIR

GEOFF HUGHES  
CHAIRMAN  
COUNTRYSIDE RECREATION NETWORK

Geoff Hughes is a leisure, planning and environment consultant and Director of G & L Hughes Limited, a company that he established in November 2003. Geoff has been Chairman of The Countryside Recreation Network since May 2003.

After graduating with an Honours degree in Geography and Biology from the University of Salford, Geoff gained a Post Graduate Diploma in Town and Country Planning from Leeds Metropolitan University. He also holds a Diploma in Management Studies from the University of Teesside, and has been a Member of the Royal Town Planning Institute since 1978.

Geoff joined Sport England in 1984 as the Regional Planning Officer in the North East region following 11 years in Local Government. In his local Government career he held a variety of posts including Recreation Officer for the former West Yorkshire Metropolitan County Council and Landscape Assistant with Teesside County Borough Council.

Until his early retirement from Sport England he coordinated policy on sport and recreation in the countryside involving, presentation of evidence to the House of

Commons Environment Select Committee on the Environmental Impact of Leisure Activities, co-ordination of the case at the Windermere 10 mph Speed Limit Inquiry and leading the countryside input to the Framework for Sport in England. Geoff also managed a team in the North East office dealing with land use planning and the distribution of lottery funding.

In a consultancy capacity Geoff has a number of public sector clients including British Waterways where he has been involved in the preparation of a watersports events strategy for the River Tees and a Study of the Scottish Canals, Middlesbrough Borough Council where he is coordinating a programme of investment into school sports facilities and Northumberland Sport involving the preparation of a business plan. Geoff is a CABESpace adviser.

## SPEAKERS

KEITH CAMPBELL  
PROGRESS Project Co-ordinator  
FORESTRY COMMISSION

Keith trained and worked as a Forester with the Forestry Commission from 1966-1972. One of his early postings was to Achray Forest where he was involved with running one of the first FC visitor facilities, the David Marshall Lodge at Aberfoyle. He then worked with a private forestry company in southern England for two years before going to Sierra Leone on voluntary service from 1975-1977.

Returning to the UK he took up a position managing the 10,000 ha Eskdalemuir forest complex in south Scotland for a private forestry company. As well as the normal forest management duties, the work involved regular contact with public visitors and leading walks and talks. He then became the Regional Manager for the Highland Region. This work involved the management of about 40 private estates scattered across the highlands from Aberdeen to Skye. At that time, some of these estates welcomed public access, others resisted. During this time, Keith became a Chartered Forester.

He then worked overseas for the Department for International Development (then ODA) for about 18 years. He served as a Technical Co-operation Officer in many countries in the Caribbean, Africa and the Pacific on both short-term consultancies and long-term projects. This work included all aspects of forest management from community forestry, preparing National Forest Actions Plans, trying to control illegal logging, and writing forest policy and law. During this period Keith took a Masters Degree in Environmental Forestry at Bangor University.

Returning again to the UK in 1998, he did a spell of lecturing in forestry at Sparsholt College Hampshire before joining the Forestry Commission in January 2004 to run their Progress Project.

Keith now works in the New Forest, Hampshire (a beautiful place) and makes his observations on conservation and recreation from his well-used mountain bike.

SUSIE TOMSON  
PLANNING & ENVIRONMENTAL OFFICER  
ROYAL YACHTING ASSOCIATION

Susie joined the RYA in 2003 as their Planning and Environmental Policy Officer. Her first role was to develop their Planning and Environmental Strategy which now provides the framework for her work. Over the past year, a major part of her work has been developing with her partners at the British Marine Federation, the Green Blue project.

Prior to joining the RYA, Susie worked at the Chichester Harbour Conservancy as their AONB Officer where the balance between recreation and the environment is critical. She completed her PhD on a part-time basis at Newcastle University looking at the success, or otherwise, of integrated coastal management, whilst working for the Bonaire Marine Park in the Caribbean and working as a coastal management consultant.

There has always been an element of balancing recreational interests and protection of the environment throughout her career.

VICKY SWALES  
ACTIVITIES LIAISON OFFICER  
PEMBROKESHIRE COASTAL FORUM

Working as the 'Activities Liaison Officer' for the Pembrokeshire Coastal Forum

With a BSc (Hons) in biology and MSc in Coastal Conservation and Management. I presented in September 2004, my MSc research project at the 'International Conference of Seagrasses in Queensland, Australia'.

Currently promoting the launch of the 'Pembrokeshire Marine Code' and raising awareness to local boat operators, clubs and the general public. The code is to encourage best practices in outdoor activities and reduce negative impacts on local marine wildlife.

An active scuba diver who regularly volunteers on scientific marine projects.

BILL MURPHY  
CHAIRMAN  
RECREATION POLICY REVIEW GROUP  
COILLTE TEORANTA

Bill joined the Irish Forest Service in 1984 having completed a Bachelors degree in forestry and a Masters degree in forest recreation economics at University College, Dublin. Bill has worked in various positions in the Forest Service and Coillte including time as a district forester and head of Coillte Christmas tree farms. In 1999



he returned to the area of recreation and leisure. In 2003 he initiated a major review of the company's recreation policy and chaired the recreation review group. He is now manager of recreation and leisure in Coillte and heads the recreation support team.

Bill is a keen hill walker, sailor and volunteer path maintainer. In 2000 Bill was a founder member of the upland path conservation organisation, Mountain Meitheal and is the chair of the ad hoc committee of Leave No Trace Ireland.

**ANN FITZPATRICK  
HEAD GUIDE  
WICKLOW MOUNTAINS NATIONAL PARK**

Ann is the Head Guide/Education Officer with the Wicklow Mountains National Park part of the Department of Environment, Heritage and Local Government. Her responsibilities include running a busy education centre and visitor services for the National Park. Ann is a trained Leave No Trace Master Educator and has run LNT Trainer Courses in Ireland and co-instructed on a Master Educator Course in Scotland earlier this year.

Ann is a keen mountaineer, kayaker and is a Deputy Team Leader with the local Glen of Imaal Mountain Rescue Team.

**DOUG KENNEDY  
CHAIRMAN  
BEST OF BOTH WORLDS PROJECT**

Doug Kennedy has been involved in both outdoor sport and conservation since his teens. He studied biology at Sheffield University, starting up the orienteering club there, then went to Australia to teach biology. Returning to the UK in 1978, he switched tracks into music, and also got increasingly involved in voluntary activities for environmental causes. In recent years, this has included political lobbying, recycling projects, doing talks for The Woodland Trust and occasional activism.

He is a regular cross-country runner, rambler and orienteer, and until recently was Environment Officer for the British Orienteering Federation and is an active participant in the Outdoor Pursuits Division of the CCPR.

In 2002 Kennedy completed a Masters degree at the Open University in Environmental Decision Making, of which his dissertation subject centred on the interface between outdoor sports bodies and conservation bodies. In 2003, he organised the seminar at the CCPR from which the Best of Both Worlds Project was born. Since then, he has continued to act as champion for the cause to resolve the issue of friction between sports and conservation bodies, first brought to public attention in Roger Sidaway's paper in 1989, but which is only now receiving coordinated attention.

KEN TAYLOR  
DIRECTOR  
ASKEN LTD

Ken is a director of Asken Ltd, which he set up 5 years ago. His professional training is in agriculture and land management, and he was a farm adviser for nearly 10 years. His main personal interests are concerned with recreation in the countryside – as a climber, hill-walker, caver, cyclist, canoeist to name some. Since the prospect of new legislation emerged, Ken has spent most of his time doing research at the interfaces between land management, environment and public access/recreation. He has worked regularly for the Agency, English Nature, Countryside Council for Wales, Scottish Natural Heritage, Defra, as well as private clients. His latest project is to assist EN, Countryside Agency and CCPR with their “Best of Both Worlds” initiative.

JOHN WATKINS  
RECREATION & ACCESS POLICY OFFICER  
COUNTRYSIDE COUNCIL FOR WALES

John Watkins is the Recreation Policy Section Head for the Countryside Council for Wales. He has worked on recreation in the Countryside Policy Directorate for nearly 5 years, including a two year secondment to the Adfywio tourism grant scheme. Previously he has worked for the Ramblers Association, Denbighshire County Council, and as an outdoor pursuits instructor.

## APPENDIX C

<b>Title</b>	<b>Name</b>	<b>Surname</b>	<b>Organisation</b>
Miss	Catherine	Barlow	University of Warwick
Mr	Niall	Benson	Durham County Council
Mr	Ian	Blackburn	Sports Council for Wales
Mrs	Lynn	Crowe	Sheffield Hallam University
Mrs	Katie	Crump	Torfaen County Borough Council
Mr	Andrew	Davies	Quantock AONB & Forestry Commission Partnership
Mr	Julian	Faulkner	Kirklees Culture and Leisure
Ms	Lynne	Ferrand	Pembrokeshire Coast National Park Countryside Access and Activities Network
Ms	Caro-lynn	Ferris	
Mr	Chris	Gordon	English Nature
Mr	Andy	Green	Countryside Agency
	Joanne	Hall	Countryside Agency
Mrs	Bronia	Hall	University of Lincoln
Mr	Geraint	Harries	Pembrokeshire Coast National Park
Mr	Nigel	Jones	Countryside Agency
Mr	Terry	Kemp	British Waterways
Ms	Theresa	Kewell	Scottish Natural Heritage
Mrs	Alison	Kohler	Dartmoor National Park Authority
Mr	Tim	Lidstone-Scott	Peddars Way & Norfolk Coast National Trail
	Margaret	Lloyd	YHA Cymru Wales
Mr	Bob	Lowe	Countryside Council for Wales
Mrs	Caroline	Lumley	The Countryside Agency
Ms	Susanna	Perkins	Countryside Agency
Miss	Sally	Plummer	Hampshire County Council
Dr	Julie	Rand	Countryside Agency
Mrs	Joanne	Ratcliffe	Environment Agency




<b>Title</b>	<b>Name</b>	<b>Surname</b>	<b>Organisation</b>
Mr	Joe	Roberts	Countryside Council for Wales
Ms	Sarah	Skinner	Countryside Agency
Mr	Roger	Valentine	Environment Agency
Miss	Polly	Whyte	Dorset County Council
Mr	Howy	Wilson	University of Lincoln
Miss	Sarah	Wright	Buckinghamshire County Council
Mr	Chris	Wright	Snowdonia-Active

## APPENDIX D

### The PROGRESS Project


*Promotion and Guidance for Recreation on Ecologically Sensitive Sites*

Keith Campbell,  
Project Co-ordinator

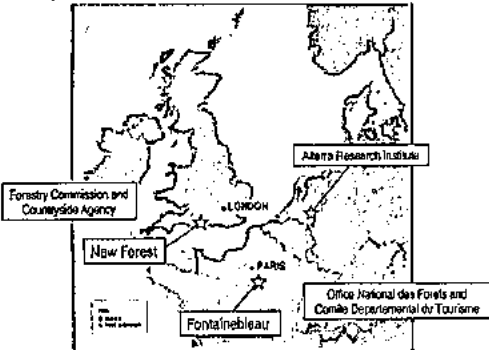


### The PROGRESS Project


Basic Facts:  
4 year project starting from October 2003  
5 partners  
Part funded by the EU and ODPM  
Total project budget is 3.7million Euros



### The Project Partners




### The PROGRESS Project

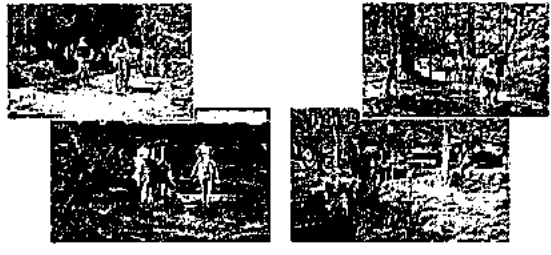


*How should managers of ecologically sensitive sites reconcile the interests of wildlife protection and the provision of public access to the countryside?*

The New Forest and Fontainebleau Forest have a high ecological importance.....



And have an increasing demand for public access and recreation.....





### Aim of Project

- To promote protection and conservation and reduce the impacts of recreation by re-directing people away from vulnerable or sensitive sites.

Current recreation infrastructure emerged from 1970s...

#### 1971 Strategy for Recreation

*To disperse people over the whole Forest;*

- *By restricting vehicle access to the Forest and building car parks*
- *By restricting camping to designated sites*
- *By making some areas more attractive by providing basic facilities such as toilets and trails*

#### PROGRESS Project

- Determine the current levels and impacts of recreational use (2004)
- Develop a strategy for recreation (2005)
- Undertake some pilot actions to test the strategy (2006)
- Monitor and review actions and seek commitment to further actions (2007)



#### Survey of recreational use of proposed National Park

Assess the type, duration and frequency of activities

Assess routes taken by users

Assess the factors which determine the choice of location

#### The survey of recreational use involved.....

On-site sampling at 70 sites across the National Park

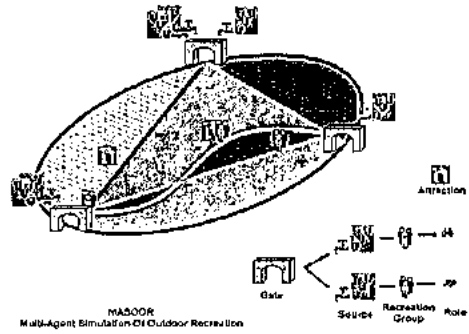
A 12 month period to assess seasonal variations

3500 personal interviews conducted

2100 telephone interviews in "catchment" area

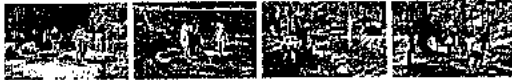
*Analysis of the Data*

- Computer mapping models to be run by Alterra
- Recreation model + Ecological model
- Impact maps to be studied with the stakeholders
- Pilot actions to be devised



*PROGRESS Project - Role of Stakeholders*

- Help project team to assess survey data and develop solutions to issues
- To assist in delivery of pilot actions
- To provide a link with a wider network of local communities and users of the Forest



*Raising awareness and understanding through.... co-ordinated communication*

- Agree key messages with stakeholders
- Develop website giving information on current forest activities plus education material
- Develop best practise guides for main user groups



*Raising awareness and understanding through.... community involvement*

- Extend the existing Volunteer Ranger programme
- Improve links with local schools and provide appropriate education opportunities
- Work with Health Authorities on the Healthy Walks programme



**Summary** *The PROGRESS Project*

**Year 1:** Collect and analyse data on recreation use

**Year 2:** Develop a recreation strategy in consultation with key stakeholders


**Year 3:** Test some pilot actions evolved from the strategy process



**Year 4:** Review and plan for future years


**All Years:** Extend programmes for community involvement and education



*The PROGRESS Project*



*Any Questions?*





 **The Green Blue**   
*making the environment second nature....*





 **Dr. Susie Tomson** 

 **This presentation** 



- What is the Green Blue
- Why did we initiate the project
- Identifying the target audience
- What are we going to do
- Monitoring success
- Funding
- Where are we now



 

 **The Green Blue**   
*making the environment second nature....*



**A major and ambitious three year project:**



- Partnership of industry and users
- to encourage good environmental practice amongst target audience
- mix of practical projects, awareness-raising and research



 **Who is the partnership?** 



- RYA – national governing body for sailing and powerboat racing; represents power, sail, windsurfing, PWC, racing and cruising members
- BMF – trade association for marine industries; representing its members from marina operators, boat builders to insurance companies



 **What is this project trying to achieve?** 



- The orderly and sustainable development of recreational boating
- Getting people on the water
- Matching people to the environment
- "Green sailors"
- Support for industry and users



 **Why is this project needed?** 



- Growth of industry & participation
- Increasing amounts of legislation
- Lack of information
- Lack of resources and knowledge amongst target audiences
- To reduce impact on the environment

 Who is the target audience? 

- The recreational marine industry
- Watersports participants
- Inland and on the coast across the UK



 



 Identifying the characteristics of the target audience 

Our branding workshop identified the key characteristics of the target audience as:



- Independent
- Stubborn
- Enthusiastic
- Enterprising
- Passionate
- Professional
- Traditional and Innovative



The profile of the main audience we are trying to reach is "a practical person with imagination and aspirations"

 Scale of the task 



- Over 3.5 million participants in watersports (age 16+) every year in the UK
- RYA has 100,000 members and over 1,500 affiliated clubs, representing 500,000 boaters; 2000 recognised Training Centres with around 180,000 people taking RYA courses each year
- BMF has 1,500 members representing 30,000 employees
- The two major boatshows attract 350,000 visitors between them per year



 

 A Joint Venture... 



Together with our project partners, we have the capacity to reach over



**1 million people**



 What are we going to do? 

1. Raise awareness of the issues and promote good practice
2. Deliver a series of innovative demonstration projects around the country
3. Carry out research into potential impacts

 What does this project have to offer that other projects don't? 


- Solutions
- Information
- Access
- Inclusive
- Owners (RYA + BMF)
- Clout
- Scale
- Credibility
- Link between users and industry
- Comfortable
- Freedom
- Clarity
- Best practice
- Advice
- Circular
- Practical
- Respect
- Insights
- Live / work with the environment
- Source of funding
- Education
- Life-long learning

## The checklist for success


**For this project to be successful, it must.....!**

- be practical
- be credible
- promote the idea of freedom
- engender excitement
- be aspirational
- look to the future
- appeal to the individual
- do what it says on the box
- promote best practice
- be innovative
- empower the audience
- be inspiring
- promote serious messages in a light way




## Awareness Raising Methods

- Published material
- Website
- Links to other websites
- Short films
- CD Rom
- Training material
- Roadshows
- Stands at shows
- Interpretation boards
- Celebrity support
- Giveaways
- Articles in press
- Good practice code on charts
- Environmental notices to mariners




## How do you decide on appropriate methods?

1. Identify each issue
2. Identify the audience and how they operate
3. Identify the current and desired end point and a time scale
4. Identify reasons for change
5. Identify the actions
6. Identify how you can measure success




## Analysing the issues

Issue	Audience group	Current attitude/ behaviour/ attitude	Desired attitude/ behaviour/ attitude	Target timeframe	Why they should change	Challenges	Indicators of success	Measurable outcomes
Work management	Owners - public and sea - inland and coastal	Disregard of safety rules, no regard for safety	High personal commitment, complete adherence to rules	April 2001	Responsibility - if they don't do it, we will have to	Sea level, flood of boats, no regard for safety	Prevents people from entering at all, prevents people from entering at all	High level of compliance at inland and coastal
Work management	Boating community	No respect of safety rules, no regard for safety	High personal commitment, complete adherence to rules	Current week 2000	Love (social) responsibility, respect, care, safety	Very high, no regard for safety	Prevents people from entering at all, prevents people from entering at all	High level of compliance at inland and coastal
Work management	UK and overseas	Disregard of safety rules, no regard for safety	High personal commitment, complete adherence to rules	April 2000	Responsibility - if they don't do it, we will have to	Very high, no regard for safety	Prevents people from entering at all, prevents people from entering at all	High level of compliance at inland and coastal
Work management	Public and sea	Disregard of safety rules, no regard for safety	High personal commitment, complete adherence to rules	April 2001	Responsibility - if they don't do it, we will have to	Very high, no regard for safety	Prevents people from entering at all, prevents people from entering at all	High level of compliance at inland and coastal




## Demonstration Projects


- Practical projects that will promote and reinforce the key messages of the project
- Some may be small-scale pilot projects with the potential to be rolled out nationwide
- We intend to work with a wide range of companies to make these projects happen
- Publicity is key in promoting the successes and findings of the demonstration projects



## Demonstration Project: Boat Wash-down





- Aim: to reduce amounts of anti-fouling entering water.
- Anti-fouling used to prevent weed growth on boat hull – repainted annually
- Contains biocides & has long term toxicity to marine plants and animals
- Hamble Point Marina installing double filtration system on trial basis for 1 month for wash-down
- If successful, will roll out to other marinas
- Recreational users benefit from improved habitats




### Demonstration Project: Environmental Audits

- 73% marine businesses employ 1-4 people.
- Limited time to consider environmental impacts
- Working with Groundwork on delivering environmental advice and audits
- Trial project in East Anglia in 2006
- Mix of inland and coastal businesses and clubs
- Business benefits from improved compliance and reduced costs
- Recreational users benefit from improved habitats.


### Research

- Currently, there's a real lack of quantifiable data on the extent of impacts
- Lack of data is leading to confusion and inaction
- Phase 1 of our research will involve a desk study and collation of existing data
- Phase 2 will involve conducting primary research into impacts, if this is found to be necessary



### Monitoring success


- Behavioural change
- Establish a general baseline
- For each action identify where we are and where we want to be - measuring achievement



### The baseline

To what extent do you think you have an impact on the environment when you are on the water?


I have no idea what impact I have	16
I have no impact at all	15
I have a minor impact	36
I have some impact	33
<b>Total (2329 responses)</b>	<b>100</b>



### The baseline (2)


Are you concerned about the following?


Pollution (of coastal / inland waterways environment)	59
Poor water quality	54
Loss of marine and aquatic wildlife	51
The amount of litter in the coastal / inland waters environment	49
Overcrowding	40
Lack of facilities to dispose of waste properly	40
None of these	17




### Funding

- Initial core funding from BMF / RYA
- DEFRA – EAF funding
- Additional core funding from statutory agencies
- Grant / Trust awarded sponsorship
- Private sector sponsorship









### Where are we currently?





- We have baseline research from London boat show January 2005
- Project Manager now in post
- Continually signing up project partners
- Identifying and prioritising the activities
- Preparing project materials
- Funding is being sought from a range of sources
- The Green Blue will be publicly launched in Sept 2005



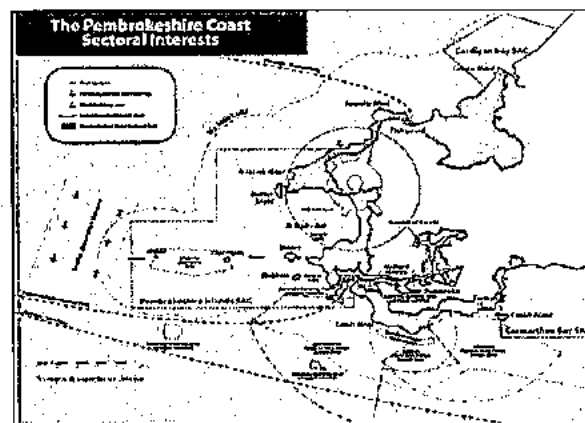
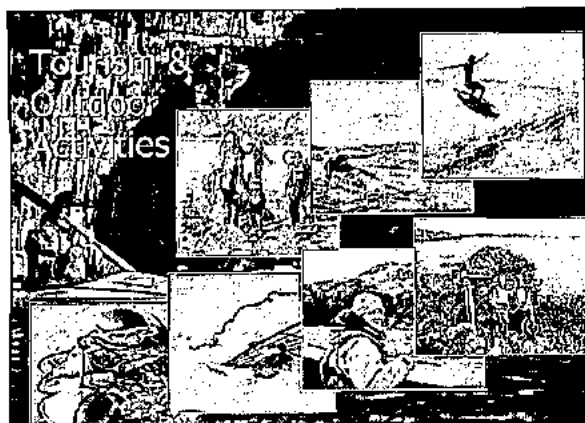
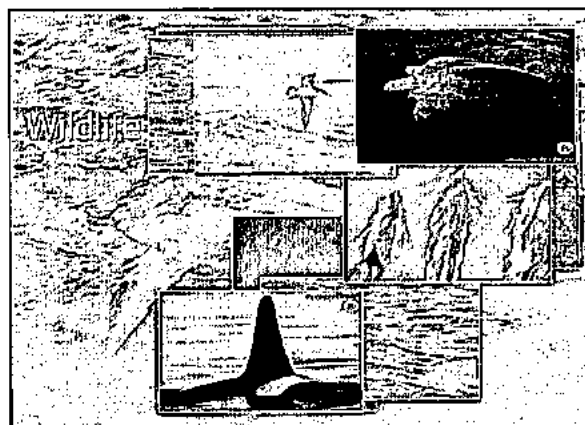
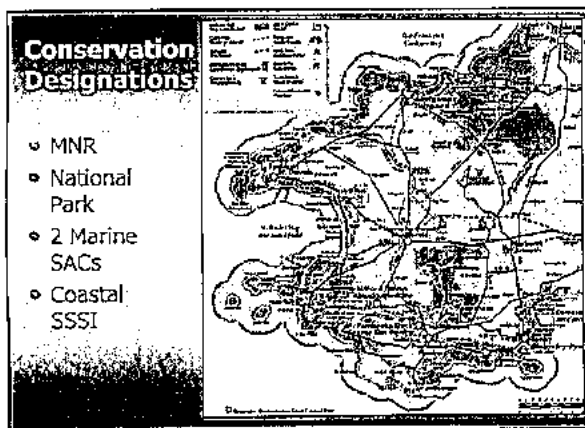
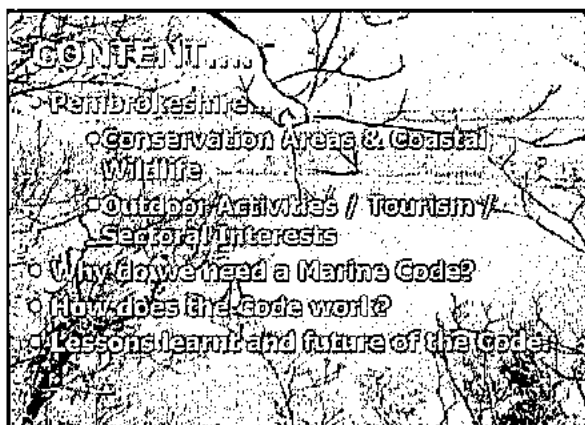
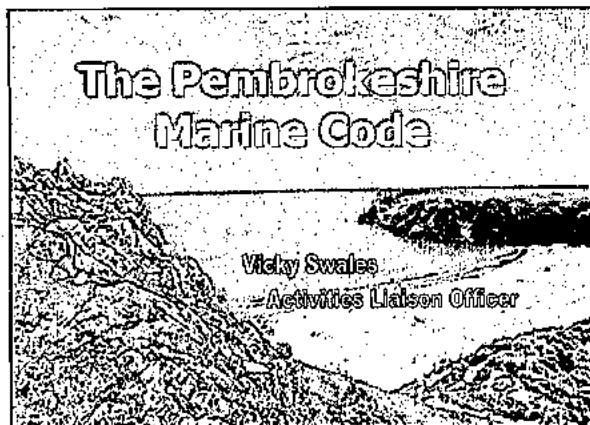
### What we've covered



- The Green Blue
- Why we initiated the project
- How we identified the target audience
- What are we going to do
- How we plan to monitor success
- Funding
- And where are we now







Why do we need a marine code in Pembrokeshire?

To promote the 'sustainable use' of Pembrokeshire for outdoor activities in the marine and terrestrial environment.

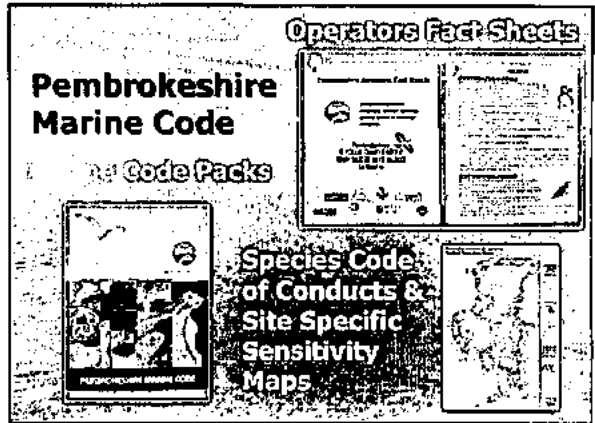


**Operators Fact Sheets**

**Pembrokeshire Marine Code**

**Code Packs**

**Species Code of Conducts & Site Specific Sensitivity Maps**



Highly Sensitive Particular Care required at ALL times.  
Sunrise 1st March to 31st July  
Consider 1st August to 31st January

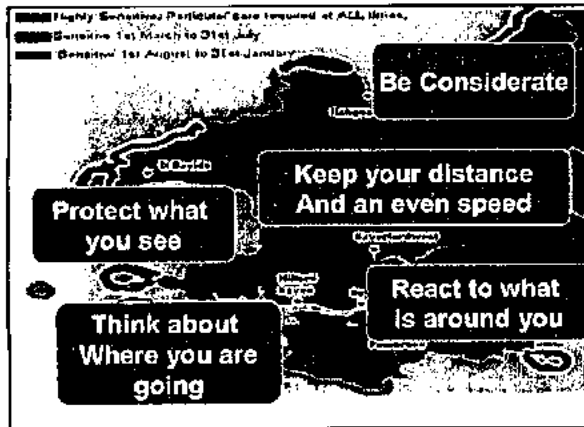
**Be Considerate**

**Protect what you see**

**Keep your distance And an even speed**

**Think about Where you are going**

**React to what is around you**



**Ways forward**

**Publicity & Marketing**



**Website**

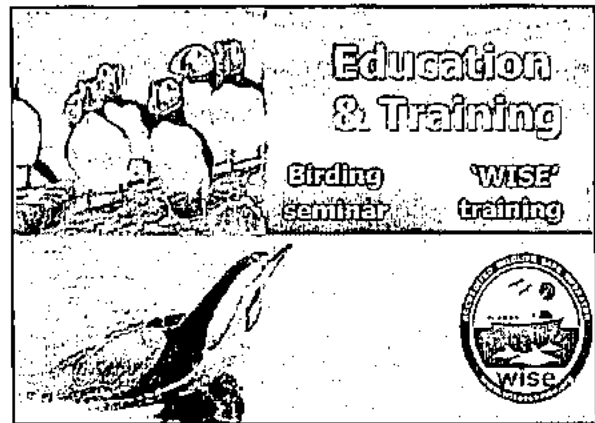
<http://www.Pembrokeshiremarinecode.org.uk>



**Education & Training**

**Birding seminar**

**WISE training**



### Research...



- Recording of species observations
- Recording of operators activities

### Code Enforcement...



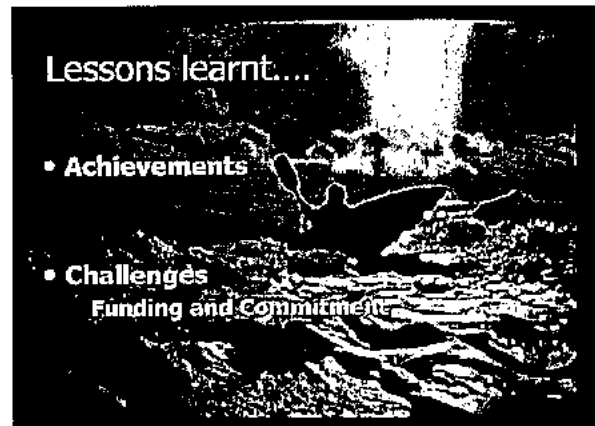
- Self policing
- Code criteria for members
- Collaborating with MCA, Marine Police and Site Wardens

### Benefits of project...



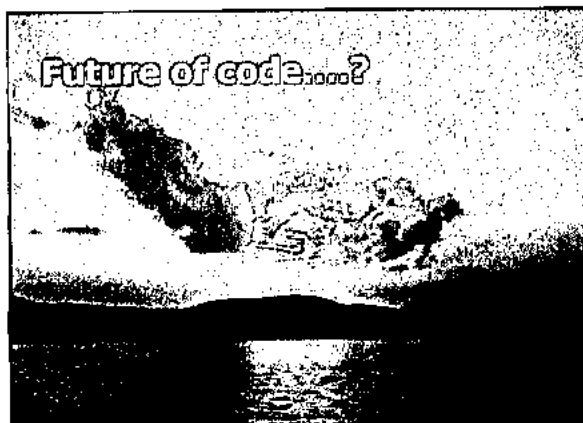
- Integration and Partnerships

### Lessons learnt...



- Achievements
- Challenges
- Funding and Commitment

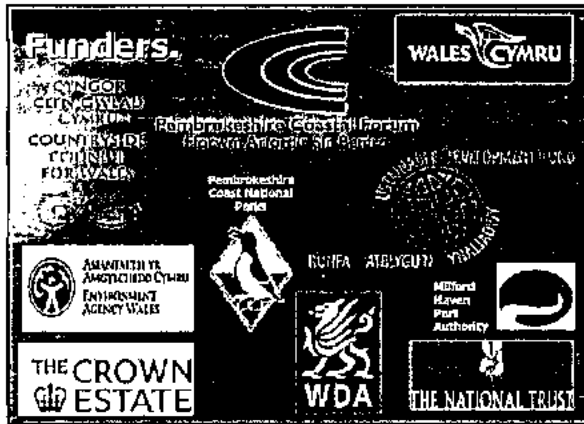
### Future of code...



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[Sea Watch Foundation \(2005\)](http://www.seawatchfoundation.org.uk/index.htm), <http://www.seawatchfoundation.org.uk/index.htm>

Vicky Swales  
The Pembrokeshire Marine Code



**Leave No Trace**

An ethics based approach to responsible use

Ann Fitzpatrick, National Park and Wildlife Service  
Bill Murphy, Collite - Irish Forestry Board

**Leave No Trace**

- How and why did LNT develop?
- An ethical approach
- The Leave No Trace message and method
- Development in Ireland
- A front country approach
- Obstacles to the future

**How did LNT develop?**

- 1970s in US – explosion in outdoor recreation
- People in danger of “loving national parks to death”
- Resource managers faced with
  - Increasing usage
  - Back packer boom
  - Degredation of pristine sites

**Managers response**

- Regulations were not a valid reponse.....how do you enforce in backcountry
- Understanding that actions were a result of ignorance rather than malice
- Education not rules seen as the key

**Development of LNT**

- Forest rangers in weslern districts began to develop models
  - “Low Impact”
  - “No trace”
  - “Pack It in - pack it out”
- Eventually prototype “Leave no trace” emerged
- Needed a national message
  - most effective USDA FS campaign was a national message – smokey bear

**Development of LNT**

- Encouraged other organisations on board
- NPS, Bureau of Land Management, US Fish and Wildlife Service
- However.....these agencies are not educators but land managers
- Invited National Outdoor Leadership School (NOLS) to join programme

### Development of LNT

- Established LNT as non profit organisation
- Represents land managers, research (Aldo Leopold Institute), outdoor users, outdoor industry providers, educators – NOLS, BSA, AMC, outdoor organisations
- LNT promotes sustainable recreation through an education programme

### What is an ethics based system?

- Progressive thinking on resource management has moved to a land ethic
- Aldo Leopold – caring for the land because it's the right thing to do (for the land, not in return for access)
- Current thinking is that rights of nature (land) are a natural progression of human ethics

### Ethics – a logical approach

- Ethics – "what we do when no one is around to see us"
- Much recreation cannot be monitored – policing cost too high
- People go to enjoy outdoor recreation for a sense of freedom
- Leave No Trace – an aspiration to protect the land

### LEAVE NO TRACE - the message

- Mission: *To inspire responsible recreation through education, partnerships and research.*
  - Education programme designed to help people make better environmental decisions - nature of impacts
  - Partnership - no ownership, environmental Q mark, voluntary participation
  - Research on social and ecological impacts

### Research

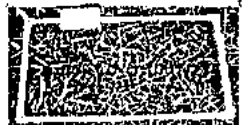
Recreation ecology tells us about visitor impacts and how they can be reduced by managers and visitors

Social science research tell us about visitor perceptions and behaviour




### Research

- Grasses and herbs after 250 tramples
- Grasses are both resistant (durable) and resilient (recover quickly)




### Leave No Trace - The Challenge

- Prevent avoidable resource and social impacts
- Minimize unavoidable impacts
- Preserve the quality of the resources and recreation experiences




### Overview of Impacts

**Vegetation Impacts**  
Vegetation loss  
Spread of non-native species  
Tree damage





**Soil Impacts**  
Loss of organic matter  
Soil compaction  
Soil erosion



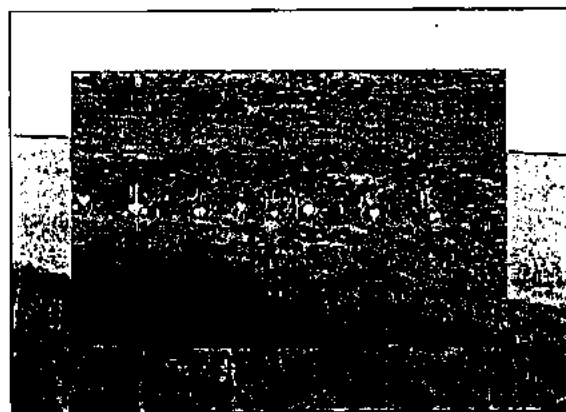


### Overview of impacts

**Water Quality**  
Soap and fecal wastes  
Turbidity  
Sedimentation





### Overview of Impacts

**Wildlife Impacts**  
Disturbance of Wildlife  
Altered behaviour  
Reduced health and reproduction



### Overview of impacts

**Social Impacts**  
Crowding  
Conflicts  
Aesthetics



### Leave No Trace - 7 Principles

1. Plan ahead and prepare
2. Be considerate of others
3. Respect farm animals and wildlife
4. Travel and camp on durable surfaces
5. Leave what you find
6. Dispose of waste properly
7. Minimize the effects of fire

### Leave No Trace - the message

- Comprehensive - broad detail
- Adapted to multiple ecosystems and uses - widely adopted worldwide
- Based on scientific research
- Simple - based on abiding respect and individual responsibility
- No value laden statements - genuine participation

### Leave No Trace - training

- LNT Master Educator Course: intensive 5 day field orientated course
- LNT Trainer Course: Less intensive 2- day course, at least 16hrs in the field. Designed for group leaders and others who intend conducting LNT workshops and interacting with the public
- LNT Awareness workshops: variable in length, designed for general public
- LNT Instructor Course

### Leave No Trace - communication of message

- Single message reiterated - partnership
- Incorporated into existing structures and training programmes - scouts, ML
- Signage
- Websites
- Advertising
- Publications
- Outdoor Manufacturers
- Prestige




Newsletters


**Master Network**

### Publications


Hang Tags



Outdoor Skills & Ethics Series



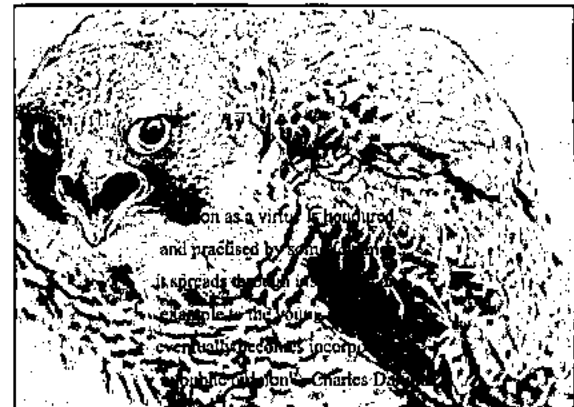
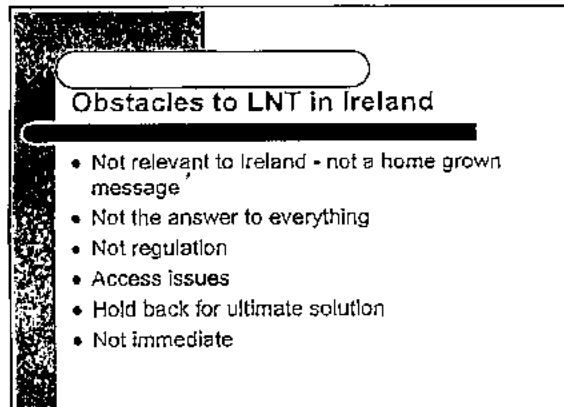
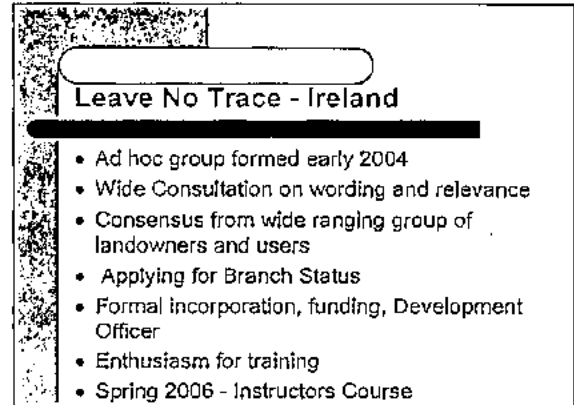
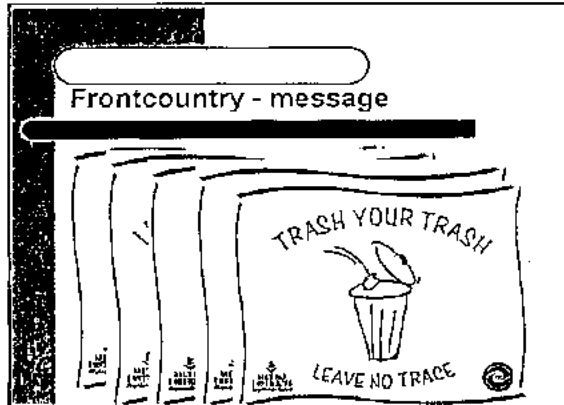
Pamphlets



### Leave No Trace - Frontcountry

- 85% recreation occurs near urban centres - birdwatching, fishing, jogging, dog walking etc.
- Specific recreational impacts - user/social conflict, pet waste, pet management, graffiti
- Locally tailored messages





## Best of Both Worlds

Ken Taylor  
Asken Ltd


## Key Tasks

- Collate, draft and publish good practice guidance for conflict resolution/avoidance
- Prepare a model agreement
- Develop a website
- Assist with BoBW launch

▪ Timescale – to April 2006

## Developing Good Practice


- Collate information on good practice
- Identify examples of good practice
- Prepare generic guidance



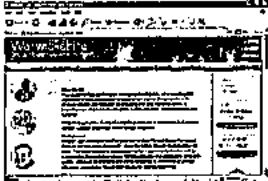
*Photo: Climbers at Stanage – the object of the Stanage Forum (from PDNPA website)*

## Preparing Model Agreement

- Produce a model agreement
- Make available for all
- Based on existing good practice (e.g. BCU agreements)




## Produce Website



- Develop independent website
- Seek linkages to/from other relevant sites
- Supported by 'virtual' advisers

## Can you help?

- Are you aware of any:
  - Good practice guidance
  - Examples of good practice in action
  - Model agreements



What do you think?

- How important is the distinction between:
  - Organised events (e.g. orienteering events)
  - Individualist activities (e.g. canoeing, climbing)
- Should we try to cover:
  - Management objectives for the site
  - 'The ragged fringe'
- How can we best launch BOBW?

## Best of Both Worlds

Doug Kennedy M.Sc  
Chairman, Best Of Both Worlds  
Project

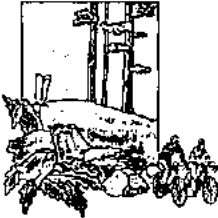
## Origins of BoBW

- M.Sc dissertation -
  - Conflict resolution and decision making for allowing access to conservation-sensitive open countryside to active leisure pursuits on foot
- CCPR Seminar, June 2003
  - Sporting access and Conservation
- Best of Both Worlds Working Group
  - Countryside Agency, Environment Agency, CCW, English Nature, CCPR, RSPB

## The Aim of BoBW

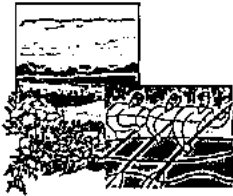
To increase opportunities for responsible outdoor recreation in the countryside, on water and in the air in ways which respect the environment, through the sharing of knowledge, skills and experience.

## BoBW Outputs



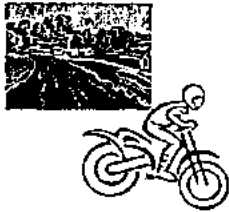
- Produced a draft concordat as a high level way of working
  - 'Optimise' vs 'Balance'
  - Good practice
  - Communication
  - Evidence-based approach
  - Carried out a consultation exercise on the 'Concordat'

## BoBW Outputs



- Generated dialogue between the CCPR and English Nature
  - Specific memorandum of understanding awaiting approval.

## BoBW Outputs




- How to make a difference:
  - Seek a consensus among stakeholders
  - Create a website as a portal and resource
  - On-going maintenance
  - Panel of informal advisors

### Making It Happen

- Secured funding and human resources to take things forwards
  - The Countryside Agency
  - English Nature
  - CCPR

### The Future Of BoBW

- The Working Group has now been enlarged to include land management bodies
- And also our Project Officer, Ken Taylor of Asken Ltd.




### Key Tasks

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- Prepare a model agreement
- Develop a website
- Assist with BoBW launch

Timescale – to April 2006

### Developing Good Practice


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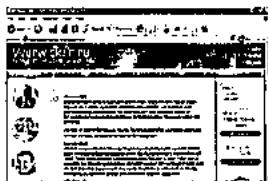
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