

1998 CRN Research Directory
Countryside Recreation Research:
Work completed by the
CRN Agencies
1997/98

The following agencies fund CRN in order to promote good practice:



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COUNTRYSIDE RECREATION NETWORK

CRN is a network which:

- covers the British Isles
- gives easy access to information on countryside and related recreation matters
- reaches organisations and individuals in the public, private and voluntary sectors
- networks thousands of interested people

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

Research:

to encourage co-operation between members in identifying and promoting the need for research related to countryside recreation, to encourage joint ventures in undertaking research, and to disseminate information about members' recreation programmes.

Liaison:

to promote information exchange relating to countryside recreation, and to foster general debate about relevant trends and issues.

Good Practice:

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

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The Countryside Recreation Network is committed to exchanging and spreading information to develop best policy and practice in countryside recreation.

Chair: John Thomson, Director of Strategy and Operations (West), Scottish Natural Heritage

Vice-Chair: Eileen McKeever, Head of Recreation and Navigation, Environment Agency

1998 Research Directory

**Countryside Recreation Research:
Work completed by the CRN agencies
in 1997/98**

**Edited by Joanna Hughes
CRN Manager**

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October 1999

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Introduction

CRN publishes a Research Directory annually. The 1998 Research Directory contains those projects which were completed, or substantially completed, during 1997 and the early part of 1998.

The diverse membership of the Countryside Recreation Network is reflected in the content of the agency research programmes. The entries in this directory do not necessarily represent all the research carried out by the CRN agencies but they are a selection of the research which, to a greater or lesser degree, is concerned with countryside and related recreation. Projects directly relating to countryside recreation form the bulk of the entries and are complemented by work undertaken on more tangential, but nevertheless relevant issues. The projects included are based on the following criteria:

- advancing the state of knowledge of the nature, extent, trends and interactions of countryside recreation;
- monitoring the socio-economic, cultural and environmental impact of agency policy and grant schemes;
- predicting the possible effect of new policies in environmental and socio-economic terms;
- establishing the most suitable techniques to enhance and conserve the countryside and natural resources which underpin countryside recreation;
- improving the basis of information which agencies can use for advice, advocacy, planning and management.

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RD Ref Project Title
 BW1 **Caring for Britain's Waterways' Surveys**

Description: Summary results from a series of surveys carried out during 1998, under the British Waterways customer care programme, 'Caring for Britain's Waterways'. The reports cover visitor satisfaction measures regarding waterway maintenance and facility provision, staff service levels and visitor preferences.

Methodology: Questionnaire surveys

Results: Results published in Boatowner's Views 1998, Survey of Individual Anglers 1998 and Informal Visitors to Waterway Towing Paths 1998.

Published: as above

Date: 1998

Publisher: British Waterways

Price: free

Agency's Ref: n/a

Keywords: countryside management, visitor survey, waterways

RD Ref CC1	Project Title Access to Open Countryside: Identification of Affected Land
Description:	Review of land definitions, field testing of definitions and investigation of mapping for open access land definition.
Methodology:	<ul style="list-style-type: none"> - A review of legal and other definitions of mountain, moor, heath, down and common land. - Two definitions field tested to determine suitability for identifying open access land. 21 areas were surveyed in England and Wales. - Focus group tested the public's ability to identify open access land and their ability to read maps. - An investigation of the role of mapping for defining open access areas was also completed.
Results:	<ul style="list-style-type: none"> -Definitions tested delivered certainty 60% to 100% of the time. Broader definitions worked marginally better than detailed definitions. -Lowland heath and woodland edge environments were the most problematic. Focus groups showed people are aware of their rights of access and are keen not to trespass. Most have a conception of the criteria indicative of open countryside. -Mapping of open access land is likely to be the only way of delivering certainty of identification. Existing data to be used in the formulation of open access maps is inconsistent and patchy. There is no available data source that adequately covers the full range of land types for England and Wales.
Published:	As above
Date:	02/12/98
Publisher:	Countryside Commission (Contact Name -Chris Moos)
Price:	n/a
Agency's Ref:	n/a
Keywords:	access, mapping, map reading,

RD Ref	Project Title
CC2	(P3) Parish Paths Partnership Evaluation Study
Description:	An assessment of the potential and limits to a community lead approach to rights of way (RoW) management.
Methodology:	<p>Review of annual reports and other monitoring material published by participating highway authorities (HA's).</p> <p>Interviews with Parish path Liason Officers, participating and non-participating parishes and RoW managers in the participating authorities.</p> <p>Interviews with representatives of land managers and user groups in three HAs (Leeds, Essex and Cornwall).</p> <p>Interviews with national bodies with an interest in RoW matters;</p> <p>Interviews in Staffordshire, Norfolk and Nottinghamshire to investigate alternative schemes operated by HAs. Questionnaire to a third of all parishes and groups participating in the scheme.</p>
Results:	Over half of all parishes and groups responded to the survey, representing 15% of participating parishes. The study has been very successful in achieving its objectives, i.e. enlisting the resources of the local community in improving and maintaining the local Rights of Way network. P3 is a cost effective approach to delivering the improvement and maintenance of the local RoW network. The Countryside Commission, HAs, parishes and local groups should encourage more HAs to adopt a P3 approach as part of their mainstream work in developing and maintaining their RoW network.
Published:	As above
Date:	March 1998
Publisher:	Countryside Commission
Price:	n/a
Agency's Ref:	n/a
Keywords:	access, rights of way, community

RD Ref Project Title
CCW 1 UK Day Visits Survey

Description: The aims of the survey were to measure the extent of participation in Leisure day visits by adults in the UK and to estimate the scale and value of these visits.

Methodology: Leisure day visits were defined as round trips made from home for leisure purposes within the UK. Interviews of random samples of UK residents were conducted. These focused on the details of all trips taken over the previous two weeks.

Results: Findings are presented on: who made the visits; where and when they went; the most popular activities; the means of transportation; the length of the visit; and how much they spent.

Published: UK Day Visits Survey 1996
Date: 1997
Price: £15.00
Agency's Ref: n/a

Keywords: visitor survey

RD Ref Project Title
CCW 2 **TAS: Snowdonia Traffic Management Strategy**

Description: The study aimed to research practical measures that can be introduced to encourage visitors to enjoy the study area in ways which are less dependent on cars and which will bring greater economic benefit to the local community. The report contains recommendations as to how such a traffic management scheme could be designed and implemented.

Results: The traffic management scheme outlined in the paper aims to reduce reliance on the car as a means of accessing the area. It also aims to increase local economic opportunities, benefit the community, and improve the environment. The scheme takes a 'carrot and stick' approach consisting of the following:

- enhanced bus network (local authority run) connected to rail and foot or cyclepaths
- establishment of 'Gateways' where buses take over from cars/public transport
- 'positive parking' with clearly signed and safe car parks at Gateways and in Park
- 'Pass Snowdonia': combined car park and bus tickets for unlimited travel for 2 persons
- effective marketing of the scheme using 'Trans Eryri' label to create corporate identity
- 'Rural Clearway' Order to restrict car parking within the inner study area

Costs estimated at £1.8 billion, plus annual operating costs of £1.1 million.

Published: TAS: Snowdonia Traffic Management Strategy
Date: n/a
Publisher: Department of City and Regional Planning, Cardiff University
Price: n/a
Agency's Ref: n/a

Keywords: community, economics, public transport, sustainability

RD Ref CCW 3	Project Title TAS: Quality Bus Partnerships
Description:	Study into the feasibility of using Quality Bus Partnerships to deliver sustainable transport objectives for the Welsh Countryside
Methodology:	n/a
Results:	<p>The Quality Bus Partnerships could be specially appropriate:</p> <p>(a) for higher profile countryside recreation areas, as a part of pro-active traffic and visitor management;</p> <p>(b) for urban fringe areas, linked to walking and cycling trails;</p> <p>(c) for experimental services, including cycle carriage on buses, and park & ride services.</p> <p>Barriers to the development of such partnerships stem from legal constraints placed on local authorities with regards to long term agreements with operators and financial problems currently facing local authorities. The establishment of successful Quality Bus Partnerships could be an important first stage in getting the right bid together, as operators working with local authorities can help generate evidence of success and for the kind of investment needed to unlock the opportunities offered by well promoted, integrated services for the people and for the countryside of Wales.</p>
Published:	TAS: Quality Bus Partnerships
Date:	n/a
Publisher:	CCW
Price:	n/a
Agency's Ref:	n/a
Keywords:	public transport

RD Ref CCW4	Project Title TAS: Phase II Evaluation of Greenways
Description:	The Greenways Project was launched as a demonstration scheme to illustrate how integrated public transport opportunities can help visitors and local people travel to and enjoy the countryside without using a car.
Methodology:	<ul style="list-style-type: none"> - interview of key individuals - many of the routes walked or cycled to ascertain their quality - walking routes all accessed using public transport - literature review, including minutes to steering group meetings, Countryside Officer reports, student placement reports, promotional literature, written information from the Greenways project officer.
Results:	<ul style="list-style-type: none"> - Walking and cycling are popular amongst holidaymakers, and paths are also used extensively by local people as well as visitors. Even remote paths that have not been heavily promoted are used regularly. Unable to determine whether their use has increased as there is no baseline data, although before the project began many were unusable due to poor maintenance. - Greenways walk leaflets are being used, but more promotion and improved distribution is needed. The survey found high levels of satisfaction with leaflets, furniture and waymarking, but there were complaints regarding maintenance of the footpaths. - Virtually no use was made of public transport to reach walking or cycling sites, although it is available. Buses were especially unpopular. Trains and buses need to be promoted e.g. by Rambler Bus and Railway Walks programmes. - People stayed for an average of 8.3 nights, spending £25.34 on accommodation and £11.40 per day on food and other items. Average spend per person therefore £304.92. For the most popular site (Miner Woods), if it is assumed that 30% of people using the path are visitors, this equates to £20,740 being spent in the locality.
Published:	TAS: Phase II Evaluation of Greenways
Date:	n/a
Publisher:	CCW (Contact Name -Richard Nines)
Price:	n/a Agency's Ref: n/a
Keywords:	public transport, sustainability

RD Ref	Project Title
CCW 5	Tranquil Areas
Description:	CCW commissioned this study to carry out regional mapping of tranquil areas in Wales.
Methodology:	Due to the fact that expectations of tranquility will generally be higher in Wales than England, a local mapping methodology was developed based on one worked out for the Borders region of Scotland.
Results:	<p>The map brings out the underlying characteristics of remoteness/tranquility for Wales, including a zone which reflects removal from skyglow. Within the higher zones are shown areas of semi-natural vegetation to indicate a further degree of remoteness. Noisy sports, IDO mineral sites and military training areas are overplotted on the map. The report explains the criteria adopted for the assessment of each type of disturbance</p> <p>The map lends itself to extrapolation to the future to show the effects of:</p> <ul style="list-style-type: none"> - increasing road traffic generally - cumulative effects of major new development especially strategic roads, windfarms and mineral extraction. <p>The information already collected and plotted can be extended to derive Local Maps for areas of particular sensitivity such as National Parks and coastal areas. These would show the effects of:</p> <ul style="list-style-type: none"> - management of visitors and traffic - smaller scale cumulative effects from development - effects from recreation and land management such as woodlands planting.
Published:	Tranquil Areas
Date:	n/a
Publisher:	CCW
Price:	n/a
Agency's Ref:	n/a
Keywords:	Mapping, tranquility

RD Ref Project Title
CCW 6 A Study of the Use of Public Rights of Way in Wales.

Description: The Centre for Environmental Interpretation (CEI) at the Manchester Metropolitan University were commissioned by the Countryside Council for Wales/Cyngor Cefn Gwlad Cymru (CCW) to carry out a study of the use made of public rights of way (PROW) in Wales. The aims of the study were to examine the characteristics of users, their knowledge of rights and responsibilities in relation to PROW use, their levels of competence, and the use made of the system.

Methodology: The approach to the study involved small-scale case studies of five selected areas in Wales, varying in Landscape type and location. In addition routes covered included a National Trail, routes of strategic importance to local highway and planning authorities, and paths identified as being of special value to local communities. In each area an interviewer-administered questionnaire survey of PROW user was conducted over a four day period.

Results: The five areas show distinct variations in terms of the characteristics and needs of user groups and use made of the PROW system. The results indicated that there is a correlation between income level/education/socio-economic grouping and knowledge about using the PROW system. In this study those groups who would be considered to be more socially disadvantaged were characterised by lower levels of knowledge about the PROW system. The serious walkers with most walking skills and PROW knowledge belonged to the higher income/educational/socio-economic groups. More serious walkers were found in the mountain area (Cadair Idris) than in any other study area, and were primarily visitors travelling over 20 miles, the majority being on holiday. More occasional/non-regular walkers were found to use local/urban fringe PROW systems.

Published: PROW User Study/ Tir Cymen Access Study
Date: n/a
Publisher: Department of Landscape, Architecture and 3D Design, Manchester Metropolitan University
Price: n/a
Agency's Ref: n/a
Keywords: access, rights of way, walking

RD Ref CCW 7	Project Title Integrated Rural Development, Good Practice in Wales
Description:	This report presents the results of seven case studies examining good practice in rural development.
Methodology:	For each case study, information was gathered on the project background, project achievements, what monitoring and evaluation was undertaken on the project, and the environmental, economic and social impacts. Assessments were undertaken of what made the case study successful, what obstacles there were to the success of the project, and potential future developments.
Results:	As a result of these studies, conclusions and recommendations relating to funding policies and structures in the report are outlined.
Published:	Integrated Rural Development, Good Practice in Wales
Date:	n/a
Publisher:	CCW/ADAS (Contact – Simon Bilsborough)
Price:	n/a
Agency's Ref:	n/a
Keywords:	project management, rural development

RD Ref Project Title
EA 1 **The Recreational Use of Flood Banks Phase 1**

Description: A study to determine the range of recreational activities which occur on riverine, tidal and coastal floodbanks, to identify the facility needs of each. Constraints were explored, conflicts examined, and best practice collated.

Methodology: Background literature review was conducted. Questionnaires were sent to staff and then a focused study was carried out on a limited number of good practice case studies.

Results: Lack of access rights & facilities for local based activities, and landing points for water based were the most common constraints. The need for collaboration with local authorities and others was identified. It was found that zoning of recreational activities can overcome conflicts. Site management plans are an effective way to integrate varying demands on the resource. Potential problems for the maintenance of flood defences can be resolved through agreement at the consenting stage.

Published: The Recreational Use of Flood Banks Phase 1
Date: October 1998
Publisher: Environment Agency
Price: n/a
Agency's Ref: W3A (97) 03

Keywords: recreation, watersports

RD Ref Project Title
EA2 **Alternative Energy Sources for Navigation Services**

Description: A study to undertake an overview of the problem of supplying power to off-grid locations, including a review of present knowledge and operating experience. To assess the power required by a range of navigation facilities. To identify sites that could benefit from on-site power generations and recommend a list of sites for further investigation under a phase 2 study.

Methodology: Desk study & on-site recording and analysis.

Results: A significant role was identified for lock gate drives to be operated by a small stand alone supply achieved most by a PV- battery supply. Estimated cost – £10-12k per system. Cost effective on a 20 year cycle compared to a grid connection. A demonstration project was recommended.

Published: Alternative Energy Sources for Navigation Services.
Date: n/a
Publisher: Environment Agency
Price: n/a
Agency's Ref: W3A. 95 (03)

Keywords: energy, navigation, waterways

RD Ref
EN 1

Project Title
NNR Visitor Satisfaction Survey

Description: The final year of a three year survey to determine levels of visitor satisfaction amongst those people visiting National Nature Reserves set against the criteria defined by English Nature's "Promise".

Methodology: Quantitative customer satisfaction research was commissioned to offer robust, comparative data over time. Fieldwork was split between Summer/Winter. Summer stages comprised three days interviewing at each of 15 NNR sites. Winter stages comprised one days interviewing the number of interviews varied between 94 and 304.

Results: A final summary report has been produced. This reveals that general satisfaction levels are high and that most people are completely satisfied with their visit. Consistently throughout the six stages of the project about 80% of visitors said that they were completely or very satisfied overall with their visit to the site. Visitors generally show a very positive reaction to English Nature's Promise, although there is still room for improvement when it comes to fulfilling the "Information" and "Opportunities" element of the Promise. Possible issues for consideration include better signposting to the reserve, improvements to the main information board, through the use of leaflet dispensers, and toilet facilities located within the car park area.

Published: NNR Visitor Satisfaction Survey
Date: n/a
Publisher: English Nature
Price: n/a
Agency's Ref: n/a

Keywords: nature reserves, visitor survey

RD Ref Project Title
EN 2 Exmoor Paths Project

Description: A paths improvement project in Exmoor National Park with tourism support. It is aimed at maintaining and enhancing the economic benefits of recreation and tourism by repairing badly eroded paths and developing visitor "payback" schemes to maintain the resource into the long term.

Methodology: This is a partnership project between Exmoor National Park Authority, the National Trust, English Nature, MAFF and the local tourist industry. The project has also received substantial financial support from the European Objective 5b programme. Features of the project have been visitor satisfaction surveys, the organisation of awareness seminars and training courses, and the production of regular progress reports and a newsletter called "Advance".

Results: The project has already resulted in a number of path repairs and improvements. This practical work has involved resurfacing of paths, drainage operations to reduce waterlogging, improvements/extensions to boardwalks and so on. Statutory nature conservation sites have benefited from walkers and riders using the designated routes rather than encroaching onto the surrounding vegetation. Much of the work carried out on heather moorland, for example, has focussed on the construction of better path surfaces with new drains in order to keep them dry. There has also been a concerted effort to discourage users from using alternative braids and other routes across the heather using techniques such as the placing of large stones along the margins of the main paths. Restoration of the surrounding habitat has also been implemented.

Published: n/a
Date: n/a
Publisher: n/a
Price: n/a
Agency's Ref: n/a

Keywords: erosion, footpath, funding

RD Ref Project Title
EN 3 **Enhancing Public Appreciation of the Uplands**

Description: 1997/8 was the first year of a three year research project to investigate the public's current understanding and appreciation of the uplands including its wildlife and other natural features. The main focus of the work is a Mountain Massif Project within two well-known areas of the Lake District National Park (Helvellyn and Skiddaw).

Methodology: This is a joint project between English Nature and the Lake District National Park Authority. The work is being taken forward through a case studentship study at Lancaster University. It will involve focus groups, questionnaires and informal interviews with selected members of the public.

Results: An initial discussion paper has been produced. The report discussed approaches to visitor management and measures to enhance the public appreciation of wildlife. The relative merits of the provision of interpretation to manage visitor related issues and more broad-based interpretation aimed largely at enhancing appreciation are discussed. Issues for further consideration include fencing as nature conservation management tool, expert knowledge, values and meanings, nature and society and the context of decision making.

Published: Enhancing Public Appreciation of the Uplands
Date: n/a
Publisher: English Nature
Price: n/a
Agency's Ref: n/a

Keywords: uplands, visitor survey, wildlife

RD Ref NT 1	Project Title Mobility Management in the Countryside Heritage Leisure Industry: a Behavioural Approach
Description:	A three year study of National Trust visitor travel patterns. This will identify which types of people may be more susceptible to change their travel behaviour and which transport policies will be most effective for countryside heritage leisure attractions.
Methodology:	Initial focus groups (Autumn 1998) followed by an extensive questionnaire survey at a cross section of National Trust properties (Summer 1999). The survey includes questions on leisure travel behaviour, attitudes to transport, the environment and the countryside. A market segmentation approach will be applied to the data to classify visitors according to socio-economic, attitudinal and behavioural factors.
Results:	Preliminary results confirm the very high car dependence displayed by visitors to the countryside. The main purpose of the study is to go some way towards explaining this behaviour. The study has so far shown that there are a multitude of factors which combine to render leisure travel radically different in policy terms from other journey purposes. These include the infrequency and unfamiliarity with the journey, last minute decision making based on volatile factors, a different attitude to time and cost and the multi-trip nature of many leisure excursions. Identification of these factors and understanding them is essential if effective sustainable rural and tourism traffic management policies are to achieve behavioural change.
Published:	as above
Date:	n/a
Publisher:	National Trust (Contact – Julian Anable)
Price:	n/a
Agency's Ref:	n/a
Keywords:	travel, visitor survey

RD Ref
SCNI 1

Project Title
Countryside Recreation Strategy for Northern Ireland

Description: SCNI undertook research to underpin the Countryside Recreation Strategy. The aims were:

- Examination of demand for countryside recreation opportunities in NI and the nature and extent of existing countryside recreation provision.
- Identification and assessment of responsibilities, involvement and aspirations of the key providers, users and managers involved in countryside recreation.
- Identification and examination of the principle management issues.
- Identification of the demand for countryside recreation provision, and assessment of the opportunities for facility and sports development.

Methodology:

- desk review of literature
- extensive questionnaire survey
- personal interviews with all the main groups and bodies involved.

Results: There has been growth in countryside recreation (CR) in the last 5 years, especially for activities with an exciting and fast moving image (mountain biking, jet skiing). However, new facilities need to be provided to meet demand. There is significant inter-user conflict for access, mainly between newer activities and those that are more traditional. Public awareness is low, and there is inadequate exchange of information between users and resource managers. There is also an absence of long term strategic planning for CR in NI, and many of the key agencies assign it a low priority. Few statutory bodies have policy objectives dealing with CR, and there is often duplication of effort and resources.

Published: as above
Date: March 1998
Publisher: Sports Council Northern Ireland (Countryside Access & Activities Network)
Price: n/a
Agency's Ref: n/a

Keywords: countryside management, recreation

RD Ref Project Title
SNH 1 **Access to the Countryside in Selected European
Countries: A Review of Access Rights, Legislation and
Associated Arrangements in Denmark, Germany,
Norway and Sweden**

Description: The report identifies and discusses public rights, legislation
and administrative arrangements relating to access to the
countryside for recreation in Denmark, Germany, Norway
and Sweden and provides a comparative overview.

Methodology: The study collected information by means of papers by experts
in each country, interviews with access interest groups and
study of published material.

Results: The different arrangements for access in each country are
described in the report, and a comparative overview
identifies similarities and differences.

Published: As above
Date: 1997/98
Publisher: SNH Review Series No. 110
Price: free
Agency's Ref: n/a

Keywords: access, europe

RD Ref Project Title
SNH 2 Survey of Cycling in Scotland

Description: Baseline survey funded by the three agencies with the aim of gathering information on level and nature of participation, perceptions and attitudes towards cycling and modal share of cycling against other forms of travel.

Methodology: A detailed set of questions was placed in the Scottish Opinion Survey at three stages through 1997. A sample of respondents to this omnibus survey were also asked to complete a travel diary for a week so as to establish the modal share of cycling.

Results: Output from the survey included level of bike ownership in Scottish households, levels of participation through the seasons, difficulties experienced when cycling, views on desired improvements to facilitate cycling and reasons for not cycling. The travel diary gave a robust sample in Scotland which showed bicycles were used for 4% of all journeys, accounting for 2% of total distance travelled.

NB. See separate 'Travel Patterns in Scotland 1997: results on an analysis of Travel Diaries' published by Scottish Office, 1998.

Published: As above
Date: 1997/1998
Publisher: SNH RSM Series No. 135
Price: £5.00
Agency's Ref: n/a

Keywords: cycling, visitor survey

RD Ref	Project Title
SNH 3	Survey of Horse-Riding in Scotland
Description:	Baseline survey funded by the two agencies with the aim of gathering information on level and nature of participation, characteristics and behaviour of horse riders, and perceptions and attitudes of riders and non-riders towards the activity.
Methodology:	A short set of general questions was placed in the Scottish Opinion Survey at three stages during 1997. This omnibus survey with Scottish Households was supplemented by the distribution of a self-completion questionnaire to a random sample of BHS members in Scotland and face-to-face interviews at a number of riding establishments.
Results:	The omnibus survey provided an overall picture of horse ownership, participation in riding and reasons for not riding. The more detailed surveys to BHS members and riders at stables gave more comprehensive information about the characteristics of riders, patterns of use, views on the benefits of riding ways of facilitating informal riding in Scotland.
Published:	As above
Date:	1997/98
Publisher:	SNH-RSM Series No.136
Price:	£5.00
Agency's Ref:	n/a
Keywords:	horse-riding, visitor survey

RD Ref SO1	Project Title New Ideas in Rural Development: Setting Up a Wildlife Tourism Initiative
Description:	This is a guide which aims to encourage rural communities across Scotland to develop Wildlife Tourism projects. It highlights how responsible and sensitive wildlife tourism can benefit rural environments and economies and offers practical advice and information on how wildlife watching can be developed as a visitor attraction.
Methodology:	The booklet provides practical advice on identifying a suitable project, addressing issues of access, the process of consultation, regulations that apply, financial and business planning, communicating with the visitor, how to offer extra value, and how to manage the site.
Results:	The key themes for success are: - pleasant scenery and good wildlife; sustainable practices; wildlife visible and undisturbed by tourists; protection and enhancement of habitat; use of expert advice; good financial management; information available; facilities (hides, paths, quays, boats); enthusiastic guides; local community support; good management and monitoring.
Published:	New Ideas in Rural Development No.5
Date:	1998
Publisher:	The Stationery Office, Edinburgh
Price:	£2.50
Agency's Ref:	n/a
Keywords:	countryside management, economics, tourism, wildlife

RD Ref SO 2

Project Title
New Ideas in Rural Development: Becoming an Entrepreneur in Rural Scotland

Description: A guide for people living and working in Scotland's rural areas who would like to start up their own business. It seeks to give an insight into the process of starting a new business, by illustrating the experiences of others who have succeeded in rural areas, and detailing possible obstacles that will need to be overcome. Opportunities are highlighted, and contact information provided for people and organisations who can offer assistance in setting up small businesses.

Methodology:

Results: The guide takes the form of checklists with explanation, which enable the user to identify

- whether they have what it takes to be an entrepreneur
- what sort of work they might enjoy
- how to identify a workable business idea
- financial considerations
- practical considerations
- where to obtain further help and information.

Published: New Ideas in Rural Development No.6
Date: 1998
Publisher: The Stationery Office, Edinburgh
Price: £2.50
Agency's Ref: n/a

Keywords: business, rural development

RD Ref SO 3	Project Title Good Practice in Rural Development: Community Involvement in Rural Development Initiatives
Description:	This guide sets out the main points that should be considered prior to, and during, work that seeks the involvement of rural communities.
Methodology:	Case studies are used to demonstrate some successful methods of working with rural communities in Scotland, and some of the pitfalls that can be avoided.
Results:	It is necessary to consider what constitutes the 'local community' before starting work, and then approach the local community before starting work on the project. This ensures understanding on both sides and the project can then be shaped in partnership, with both parties able to influence the objectives of the project and how it will be done. Both should benefit. The broadest audience possible should be targeted, as some groups are under-represented in community involvement (e.g. elderly, young and unemployed). The project manager must be familiar with tools and methods for community involvement. Both short and long term objectives should be identified, and progress should be recorded.
Published:	Good Practice In Rural Development No. 2
Date:	1998
Publisher:	The Stationery Office, Edinburgh
Price:	£2.50
Agency's Ref:	n/a
Keywords:	community, consensus building, rural development

RD Ref Project Title
SO 4 **Good Practice in Rural Development: Structures for Local Rural Partnerships**

Description: This guide aims to assist both new local rural partnerships and existing partnerships adopt an appropriate organisational and administrative structure. It highlights the advantages of adopting a structure and recommends that partnerships think carefully about the choice of an appropriate structure from the outset. It covers the main types of structure appropriate for local rural partnerships, setting out the advantages and disadvantages of each.

Methodology:

Results:

- When choosing an appropriate structure, the purpose, objectives and membership of the partnership should be considered.
- Informal structures (e.g. memorandum of understanding or agreement) are more suited to partnerships with a strong public sector involvement.
- Formal structures (e.g. company limited by guarantee, unincorporated association or a trust) are suitable for locally based partnerships.
- The advice of a solicitor with relevant experience should always be sought, regarding type of structure and wording of the structure document.

Published: Good Practice in Rural Development No.4
Date: 1998
Publisher: The Stationery Office, Edinburgh
Price: £2.50
Agency's Ref: n/a

Keywords: partnerships, rural development

RD Ref SO 5	Project Title Good Practice in Rural Development: Consensus Building
Description:	This guide aims to assist local rural partnerships, as well as other local agencies and organisations, in dealing with conflicts of interest by adopting a consensus building approach to their local rural development work. It provides practical advice on how active conflicts can be resolved and how conflicts can be prevented from arising.
Methodology:	Case Study approach used to illustrate how consensus building has been used to good effect. Guidelines for good practice are identified.
Results:	<p>Guidelines to good practice in resolving conflicts cover:</p> <ul style="list-style-type: none"> - securing neutrality in initiating negotiations; choosing a mediator; deciding on a negotiation strategy; deciding clear 'ground rules' in advance; undertaking negotiations; implementing agreements; considering the enforcement and monitoring of the decision <p>Guidelines for good practice in preventing conflicts cover:</p> <ul style="list-style-type: none"> - clarifying the aims of participation; assessing who should be involved; identifying the desired level and timing of involvement; selecting the most effective techniques to encourage participation
Published:	Good Practice In Rural Development No.5
Date:	1998
Publisher:	The Stationery Office, Edinburgh
Price:	£2.50
Agency's Ref:	n/a
Keywords:	consensus building, rural development

RD Ref	Project Title
SO 6	Good Practice In Rural Development: Developing Projects and Securing Funding
Description:	This guide aims to assist local community groups and organisations in preparing rural development projects and securing funding for them. The guide follows a step-by-step approach to developing projects.
Methodology:	
Results:	There are many funding organisations that offer funding for rural development projects. Each has its own regulations and procedures which you will have to be aware of. It is useful to contact such organisations for advice before submitting an application, and if unsuccessful, find out why and use this information to reapply or to find a more suitable organisation. In developing a project, the first step should be to gain a thorough knowledge and understanding of the issue, and to be clear about what you are trying to achieve. A wide range of ideas and solutions should be considered, and these should gradually be reduced to a smaller number of more realistic options.
Published:	Good Practice In Rural Development No.6
Date:	1998
Publisher:	The Stationery Office, Edinburgh
Price:	£2.50
Agency's Ref:	n/a
Keywords:	community, funding, rural development

RD Ref Project Title
SO 7 **Good Practice In Rural Development: Environment
and Heritage in Rural Development**

Description: This guide provides practical advice and information on integrating environment and heritage issues in rural development work to ensure sustainable rural development. It aims to encourage all local rural partnerships - strategic, topic and area - and other local agencies and organisations, to consider environment and heritage factors at all stages of their rural development work.

Methodology:

Results: This guidance aims to encourage the view that local natural environmental and historical features can be potential contributors to rural development rather than a hindrance. Environmental and historical resources should be considered when formulating a strategy and when assessing individual projects. This offers the opportunity for reducing or avoiding negative impacts, improving the environment, and benefiting the local economy. It can also reduce potential conflicts and opposition to individual development proposals. A checklist approach is highlighted in order to assist partnerships make better informed decisions. Attention is drawn to the value of community involvement.

Published: Good Practice In Rural Development No.7
Date: 1998
Publisher: The Stationery Office, Edinburgh
Price: £2.50
Agency's Ref: n/a

Keywords: environment, heritage, rural development

RD Ref	Project Title
SSC1	Calmer Waters Summary
Description:	Summary of previous report Calmer Waters: Guidelines for planning and managing watersports on inland waters in Scotland. The main report was published in 1997.
Methodology:	The guidelines were arrived at in partnership with governing bodies of sport, local authorities and other key agencies in order to provide the most comprehensive and up to date advice.
Results:	Contains information on watersports management in a Scottish context, national planning and policy frameworks, strategic development, management principles, how to prepare a management plan, key mechanisms for managing watersports and recreational activities, supplemented throughout with illustrative case studies. Further detail is contained in the main Calmer Waters publication from which this summary is derived.
Published:	Calmer Waters Summary
Date:	1998
Price:	n/a
Publisher:	Scottish Sports Council (Contact Name – Fiona Campbell)
Agency's Ref:	n/a
Keywords:	watersports, waterways

RD Ref	Project Title
SSC 2	Glen Arna Navigation and Mountain Hazard
Description:	Home study pack for novices, based on an imaginary area with no actual equivalent in Scotland but with many features common to the Highlands.
Methodology:	The pack uses navigational exercises and examples of mountain hazard incidents to provide the novice with a thorough introduction. The navigation section assumes no previous knowledge and takes the reader through compass and map reading exercises with detailed solutions.
Results:	n/a
Published:	Glen Arna Navigation and Mountain Hazard
Date:	January 1998
Publisher:	Scottish Sports Council/Scottish Mountain Safety Group (Contact Name – Fiona Campbell)
Price:	n/a
Agency's Ref:	n/a
Keywords:	education, navigation

RD Ref Project Title
SSC 3 **Tourist Use of Rural Sports Facilities**

Description: Project to calculate the impact of tourists when determining the likely use of facilities during the planning stage.

Methodology: A specific range of facilities was identified by the sponsors for inclusion: swimming pools, sports centres, golf courses and ice rinks. Relevant information was also sought on the levels of tourist and local resident use of squash and tennis courts during the summer. Only those facilities where there was full access for both tourists and local residents were included. The study comprised: five surveys conducted during the summer of 1995, the collation and analysis of a range of management information from the sports facilities included within the sample and detailed consideration of existing tourist data.

Results: The facilities with the highest 'share' of tourist use tended to be those in well-established tourist destinations. There was no evidence to suggest that the type of leisure facility used by tourists had any significant influence on their length of stay in the local area in Scotland overall. The vast majority of tourists at the various types of sports facilities, with the exception of golf courses, did not regard taking part in a sporting activity as the main purpose of their holiday. Around 60% of tourists using the sports facilities were in parties which contained children aged 15 years and under. Around a third of those who knew about the sports facility before they arrived in the area were influenced by its availability in deciding to visit the area.

Published: Tourist Use of Rural Sports Facilities
Date: June 1998
Publisher: Scottish Sports Council (Contact Name – Fiona Campbell)
Price: n/a
Agency's Ref: n/a

Keywords: facilities, tourism, rural development, planning

RD Ref Project Title
SSC 4 **The Disturbance of Fish by Powered Craft: An Experimental Approach to Determining Craft Impact**

Description: Study to address several questions regarding the behaviour of fish in the wild including: Do salmonids respond to the presence of a passing speedboat? What is the response? What component of the speedboat's presence elicits the response? At what distance from the fish does the speedboat elicit a response? Is there evidence of longer term effects to the speedboat's presence following repeated exposure? For example, do fish become habituated to the sound? Is there a difference between hatchery reared and wild fish in their response?

Methodology: In order to answer these questions a series of experiments using two sets of brown trout, one wild and the other of a fish farm strain were used. They were placed in a cage and submerged and then exposed to various tests using a speedboat to gauge their behavioural responses.

Results: The results overall showed a clear change in fish behaviour when the speedboat passed nearby, with the level of reaction predictably being heightened the nearer the boat passed. The farm fish displayed a more distinct response than wild ones. The specific nature of the behaviour is covered in detail in the report.

Published: The Disturbance of Fish by Powered Craft
Date: March 1997
Publisher: Scottish Sports Council (Contact Name – Lee Cousins/Kirsty Noble)
Price: n/a
Agency's Ref: n/a

Keywords: boating, watersports, wildlife

RD Ref	Project Title
SSC 5	Planning for Boat-based Watersports in Scotland: An Assessment of Information Needs
Description:	In recognition of the lack of national information on water sports the Council commissioned this study to examine water sports issues. The study's objectives were to: clarify the Council's research and information needs regarding boat-based coastal and inland water sports in Scotland, and identify the related information needs of the governing bodies of sport, government agencies, local authorities and commercial operators which the Council considers would warrant a collaborative research programme.
Methodology:	An overview of readily available literature on boat-based water sports in Scotland was prepared. This established the extent of literature coverage but not its detailed content. The overview's purpose was to identify a series of policy, planning and management issues to form the input to the next phase. A consultation process identified the key issues for investigation by involving a widening circle of relevant contacts into discussion with Council staff. The discussions mainly focused on short-term management needs. Finally the report itself identified further requirements.
Results:	Whilst addressing in detail several proposals for more detailed research and investigation, the broad conclusions were that there are limited opportunities for research on: the constraints on participation; the levels of participation; the evaluation of good practice in loch management. In addition it was felt that the Council could take other initiatives to increase participation and improve management, which include: increasing liaison with the new local authorities and water supply authorities; establishing demonstration projects to encourage participation by young people; preparing briefing papers on conservation issues; and giving fuller consideration to water sports in the implementation of Sport 21.
Published:	Planning for Boat-based Watersports in Scotland: An assessment of Information Needs
Date:	August 1998
Publisher:	Scottish Sports Council (Contact Name – Lee Cousins/Kirsty Noble
Price:	n/a
Agency's Ref:	n/a
Keywords:	boating, watersports

RD Ref Project Title
SSC 6 **Temporal Distribution of Craft Activity on Loch Lomond**

Description: The variability of leisure craft activity on Loch Lomond has made it difficult to forecast activity, resulting in constraints on effective planning and management of recreational boating. This study was interested only in the factors affecting short-term temporal variations in craft activity. The study's two objectives were:

- to describe the magnitude of the day-to-day variations in recreational craft use on Loch Lomond; and
- to determine whether this variation in craft use of the loch can be predicted.

Methodology: Two forms of data were used for the study:

- Data collected in leisure craft censuses of Loch Lomond between 1989 and 1994 which were re-analysed.
- Weather data used in the multiple regression models were obtained from the Meteorological Office, collected at their weather station at Abbotsinch. The data used were: temperature (maximum, minimum and mean); sunlight (hours); wind speed (knots) and barometric pressure (mmHg).

Results: The report describes a method of determining when in the year craft activity is likely to exceed threshold limits and also the probable number of days when this limit will be exceeded. It also describes a model which uses weather conditions to predict craft activity. This model is based on wind speed and barometric pressure measurements taken on the day of survey and incorporates an adjustment to allow for variation in craft activity between years.

Published: Temporal Distribution of Craft Activity on Loch Lomond
Date: 1998
Publisher: Scottish Sports Council (Contact Name – Kirsty Noble)
Price: n/a
Agency's Ref: n/a

Keywords: future demand, watersports

RD Ref SSC7	Project Title Computer Aided Learning for Mountain Navigation
Description:	Project to investigate the use of computational techniques with respect to the teaching of mountain navigation and specifically the link between two dimensional maps and the landscape.
Methodology:	Examined techniques for visualising landscapes using cheap, widely available computer technology; consulted with a wide range of interested parties throughout the design and development process; assessed any demonstration product through both interested parties and potential end users; and produced a set of recommendations as to the suitability of such techniques in teaching mountain navigation. Where appropriate details were produced of possible routes for disseminating the product.
Results:	<p>A demonstration system which will run on a medium specification computer. The educational content of the package was developed through:</p> <ul style="list-style-type: none"> - Demonstrating the importance of using a suite of navigational aids; - Developing the journey concept, with information related to a specific route, and introduced through specific scenarios; - Emphasising the importance of ground shape in navigation; and - Providing well illustrated, concise, clear text which users found easy to understand. <p>The report also made recommendations for dissemination and further research.</p>
Published:	Computer Aided Learning for Mountain Navigation
Date:	1998
Publisher:	Department of Geography, University of Edinburgh
Price:	n/a
Agency's Ref:	n/a
Keywords:	education, navigation, map reading

RD Ref Project Title
SSC8 **Future Demand for Recreation use of Inland Waters in
Scotland**

Description: Project examines historic trends in the demand for inland water-based sports by residents of Scotland and visitors on activity holidays in order to identify trends and assess the nature and scale of likely future demand.

Methodology: Examination of all identifiable sources of relevant information about participation in water sports and in the market for activity holidays. Although the forecasts are for Scotland, data relating to the UK was also identified and analysed.

Results: n/a

Published: Future Demand for Recreation use of Inland Waters in
Scotland

Date: 1998

Publisher: Scottish Sports Council (Contact Name – Lee Cousins)

Price: n/a

Agency's Ref: n/a

Keywords: future demand, watersports

RD Ref Project Title
WTB 1 **United Kingdom Tourism Survey**

Description: The United Kingdom Tourism Survey measures the volume and value of tourism trips (of one night or more) by UK residents. It is sponsored by the four national tourist boards and is carried out by NOP Consumer Market Research using personal household interviews with a representative sample of the UK population.

Methodology: n/a
Results: n/a

Published: The UK Tourist - Statistics 1997
Date: September 1998
Publisher: Welsh Tourist Board
Price: £70.00
Agency's Ref: n/a

Keywords: tourism, visitor survey

RD Ref Project Title
WTB 2 **International Passenger Survey**

Description: The International Passenger Survey provides information on the number of visits to the UK made by overseas residents, what they spend during their visit and how long they stayed. IPS is conducted by the Office for National Statistics. WTB in conjunction with the other national tourist boards commission the regional computer data analysis which provides information on their respective, and in this case Wales' overseas markets.

Methodology: n/a
Results: n/a

Published: Overseas Visitors to Wales
Date: Annual
Publisher: Welsh Tourist Board
Price: Free
Agency's Ref: n/a

Keywords: tourism, overseas visitors, visitor survey

RD Ref Project Title
 WTB 3 **Serviced Accommodation Occupancy Survey**

Description: Provides a monthly measure of demand in a sample of hotels, guest houses and bed and breakfast establishments in Wales. Occupancy rates are calculated as a ratio of available bedspace and rooms and are analysed according to factors such as region, size and tariff. Occupancy for hotels has been collected continuously since 1972 whilst for guest houses and B&Bs, 1997 is the first year for which data are available.

Methodology: n/a
Results: n/a

Published: Wales – Serviced Accommodation Occupancy Survey 1997
Date: May 1998
Publisher: Welsh Tourist Board
Price: £20.00
Agency's Ref: n/a

Keywords: occupancy, tourism

RD Ref Project Title
 WTB 4 **Demand Monitoring Survey**

Description: The purpose of this annual monitoring exercise is to track occupancy levels in self-catering accommodation and to record volumes of visitors to attractions in Wales. The survey operates during the peak tourism months of May through to October. 1997 was the eleventh year of operation.

Methodology: n/a
Results: n/a

Published: Survey of Tourism Trends in Wales 1997
Date: March 1998
Publisher: Welsh Tourist Board
Price: £10.00
Agency's Ref: n/a

Keywords: occupancy, tourism, visitor survey

RD Ref Project Title
WTB 5 Visitor Attractions Survey

Description: The purpose of this annual survey is to monitor the number of visitors to tourist attractions in Wales. The survey is undertaken by means of an annual postal enquiry, covering all significant attractions throughout Wales. Information is held on a database which provides time series data for an 18 year period.

Methodology: n/a
Results: n/a

Published: Survey of Attendance at Visitor Attractions
Date: Annual
Publisher: Welsh Tourist Board
Price: Free
Agency's Ref: n/a

Keywords: attractions, tourism, visitor survey

RD Ref Project Title
WTB 6 UK Day Visits Survey

Description: The Day Visits Survey has been developed to improve the quality and comparability of information on day visits in the UK. The survey is carried out for a consortium of national agencies; in 1996 these included the Countryside Commission, the Countryside Council for Wales, the Department of National Heritage, Scottish Natural Heritage, the Scottish and Wales Tourist, the Forestry Commission, British Waterways and the Department for Culture Media and Sport. This report sets out the main findings from the 1996 survey.

Methodology: n/a
Results: n/a

Published: UK Leisure Day Visits Survey 1996
Date: July 1998
Publisher: UKDVS 1996 Sponsors
Price: £15.00
Agency's Ref: n/a

Keywords: visitor survey, tourism

RD Ref Project Title
WTB 7 **Wales Brochure Evaluation**

Description: The WTB commissioned Tourism Associates to ascertain opinions towards the Wales Holiday Magazine and to evaluate the performance of the 1997 marketing campaign in converting target markets to holiday in Wales. Approximately 2100 telephone interviews were undertaken with a stratified random sample of brochure recipients drawn from the WTB database of enquirers.

Methodology: n/a

Results: n/a

Published: Marketing Campaign Evaluation 1997

Date: February 1998

Publisher: Welsh Tourist Board

Price: On application

Agency's Ref: n/a

Keywords: marketing/promotion, tourism

RD Ref Project Title
WTB 8 **Overseas Brochure Evaluation**

Description: The purpose of this research was to evaluate the influence of the overseas brochure on holiday taking behaviour. The research also examined whether the brochure was satisfying consumer information needs and attempted to determine the extent to which the brochure was changing perceptions of Wales as a holiday destination. Six qualitative group discussions were undertaken across the target markets of the United States, Germany and France.

Methodology: n/a

Results: n/a

Published: Overseas Brochure Evaluation

Date: May 1997

Publisher: Welsh Tourist Board

Price: £15.00

Agency's Ref: n/a

Keywords: marketing/promotion, tourism

RD Ref
WTB 9

Project Title
Wales Brochure Evaluation

Description:

Qualitative follow up to an earlier quantitative survey. A total of 6 group discussions were conducted in July 1997 in key target areas for visitors to Wales. The objectives of the research were to:-

- a) investigate why various sources and types of visitor information have differing levels of importance at the pre-visit and during visit stages;
- b) understand what influence the information gathered has on the various stages of decision making;
- c) understand why some visitors gather no information at all and others use information at differing stages to varying degrees;
- d) explore the actual use of various types of information and the value attached to each.

Methodology:

n/a

Results:

n/a

Published:

UK Visitor Information Research 1997

Date:

October 1997

Publisher:

Welsh Tourist Board

Price:

£15.00

Agency's Ref:

n/a

Keywords:

marketing/promotion, tourism, visitor survey

RD Ref
WTB DB1

Project Title
WTB Visitor Attraction Survey

Description:

The purpose of this annual survey is to monitor numbers of visitors to the main tourist attractions in Wales. Information is held on a database which provides time series data for a 17 year period.

Access:

Available on disk and hard copy

RD Ref
WTB DB2

Project Title
United Kingdom Tourism Survey

Description:

The database contains time series information on the levels and characteristics of travel by UK residents for one night or more, for any purpose. The survey began in 1989 and is now in its ninth year of operation. Information can be broken down by a number of variables including lifestyle, region or origin, purpose of trip, length of trip, expenditure, etc.

Access:
Price:

Available on hard copy
Dependent on volume and level of detailed analysis

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