

# C O U N T R Y S I D E R E C R E A T I O N N e t w o r k N e w s



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## Training for the Management of Countryside Recreation

*Education and training are a vital part of the good management of both countryside resources and the people who enjoy the countryside. This edition brings together articles to illustrate differing approaches and current initiatives from a variety of organisations with an interest in developing the management of countryside recreation. The Countryside Commission's Countryside Access Research and Training (CART) initiative (see below) is typical of the need for, and rewards to be gained from, innovative and proactive approaches to the issue. Other articles are to be found on pages 8 - 13.*

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### The National Rights of Way Training Programme

In late 1992, the Countryside Commission awarded a contract to secure the development, implementation and evaluation of a training programme for rights of way staff in England. The aim is to assist staff to competently carry out their work. Graham Walters was appointed to work on the programme for three years. The initial research featured in CRN News No. 3 (October 1993). This article describes further progress made with the training programme including action planned for the future.

#### Delivering New Training Opportunities

Thirty training events have been designed to meet the learning needs identified by last year's research, and are being delivered in 1994. Accessibility of these events is achieved by arranging venues around the country, where the apparent demand makes this seem viable. Often there will be one event targeted for staff in the South, and another parallel event for others in the North. Locations are chosen to be most convenient to the majority of the apparent demand.

Already eight events have been held successfully. These have covered technical topics

such as Definitive Maps and Rights of Way Maintenance, and more generic skills like working with volunteers, maps and surveying, and understanding farming practices. Each event is pitched at one of three levels: foundation, intermediate or advanced. This helps to ensure that presentation and exercises are well matched to participants' prior knowledge and experience.

Individual learning needs of participants are recognised and taken account of where possible. This is much easier to do with small workshops than large conference-style events. Almost all of the National Programme events have been designed as workshops, enabling better communication between participants and sharing of their experience. Here it is important to 'facilitate learning', rather than 'provide training'. Expert opinion is, however, valued greatly. Presentation and facilitation skills of those delivering the programme need to be as much in evidence as their experience.

Each of the events is being evaluated to assess their effectiveness, economy and take-

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

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up. So far almost every event has been successful in all three respects. More research is being planned to assess the transfer of learning to the workplace. This will need to look at the 'after-effects' with a sample of participants, and attempt to identify whether learning has been applied, and more importantly, whether this has resulted in increased competence.

### Developing Industry Standards for Rights of Way

Some progress has now been made in identifying a possible route towards developing a National Vocational Qualification (NVQ) suitable for rights of way enforcement work. This may also be suitable for Definitive Map and Public Path Order work. Development is being undertaken under the title of 'Public Protection', and administered by the Local Government Management Board. This has been helped by the research carried out last year which affirmed the range of work in which rights of way staff are involved.

### Future Programme Action

Evaluation of this year's events will inform delivery of others in the future. A draft programme for 1995 will be compiled and referred initially to local authorities and National Parks this summer for comment. The intention is that an indication of firmer demand will be obtained, although eventual take-up will be constrained by circumstances at the time.

Negotiation with training providers will enable a co-ordinated package of provision to be arranged for 1995. This will be achieved both collectively through a Training Providers' Liaison Group, and individually. Some events held this year, or material from them, can be 're-cycled'. Sponsorship is again expected from the Countryside Commission, which will help the limited finance to be well used.

A 'shared work experience' scheme is planned to assist staff to get together to learn from each other at the workplace.

More progress is hoped for with respect to NVQs or other qualifications for rights of way. The Institute of Public Rights of Way Officers (IPROWO) is quite rightly concerned about the

lack of specific provision as yet. There may be scope for qualifications other than NVQs. A major difficulty though is the time and effort required to set up new courses which are suitable for academic accreditation.

From direct contact with staff, encouraging a learning culture is seen to be important. Individuals can take responsibility for learning as part of their development, and where this is supported within local authorities by training strategies and team-building, can enhance both individual and service performance and satisfaction.

Towards the end of this year, attention needs to be focused on the options for continuing this type of work beyond the end of the contract period (late 1995). Will there still be a need for co-ordination of a comprehensive programme, or could training be left to IPROWO and the training sector to provide? Should far more effort be put into developing qualifications so that staff can improve their competence through working towards them?

Views on the research, programme delivery and options for the future are welcomed.

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### Correction

In the 1993 Directory of Research Completed by the CRN Agencies, the contributions from MAFF were inadvertently recorded under "ADAS". Of the nine entries, only the final one was in fact originated by ADAS.



## COUNTRYSIDE RECREATION NETWORK

CRN is a UK-wide network of the agencies concerned with countryside and related recreation matters—exchanging and spreading information to develop best policy and practice in countryside recreation. Membership is drawn from the national statutory

organisations, the local authority associations and the research councils. The Network served extends to include the clients and customers of the member agencies. The Network aims to assist the working of the agencies concerned with countryside and related recreation research by:

1. identifying and helping to meet the needs of CRN members for advice, information and research;
2. promoting co-operation between member agencies in formulating and executing research on countryside and related recreation issues;
3. encouraging and assisting the dissemination of the results of

countryside research and best practice amongst the agencies and clients of the agencies.

CRN News is produced three times a year and welcomes submissions of articles and letters from all its readers. The deadline for items for the October 1994 edition is 16 September.

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# The Value of the Countryside

I was waiting for a tube at Paddington. Opposite was a poster encouraging me to visit France. Over a picture of a sunlit lavender field it read: "Golden light, richly scented air, a wealth of colour...the best things in Provence are free".

The Countryside Recreation Network has done an excellent job highlighting issues connected with monetary valuation of the countryside. The renewed interest in environmental economics has led policy makers to try to put a price on assets such as forests and national parks, based on assessment of public preferences. These elusive values have then been used in cost benefit analyses to support, or to oppose, specific projects. Yet monetary valuations of the countryside, intriguing though they may be, fail to carry conviction. Perhaps this is because we know, deep down, that the countryside is not a commodity which can be traded. Like an Elgar symphony or a Turner painting, its price is not really the point.

But the countryside is highly valued. People care passionately about it. The value attached to owning land, for example, goes far beyond the economic return it may bring. The 'wealth of wildlife'—an alternative term for biodiversity—means far more than any economic gain derived from its sustainable use. The value of the countryside as a place for recreation—a place to walk, to be with friends, to reflect, to commune with nature, to keep fit—is immense even where little money changes hands.

The value (singular) that many people place on the countryside leads to a lively debate about the values (plural) to be attached to it. It is not only the Lake District which in Wordsworth's phrase is "a sort of national property", but the countryside as a whole. The Countryside Commission is an institutional embodiment of the sentiment that we all have an interest in the countryside. One of the most important value systems in the countryside is that associated with rights of private property. Sometimes this is in conflict with those who assert a right of access to the countryside for recreation. Different value systems can come into play when anglers meet canoeists, horse riders meet motorcyclists, or planners meet farmers. Dispute can be bitter because the protagonists care deeply about the activity which they represent.

A friend and I were out for a walk on a sunny afternoon this spring in the Wye Valley just north of Ross. The countryside looked stunningly beautiful. Putting the world to rights, we were reflecting on the proposed merger of English Nature and the Countryside Commission, and on the different traditions each organisation represented. One of the reasons that the merger has proved problematic, we reflected, lies in the differing cultural traditions of the two organisations.

The tradition from which English Nature springs has seen human kind as apart from nature and has taken essentially a pessimistic view. The natural world is under attack from human encroachment. The remaining vestiges of nature are subject to constant attrition. Hedges, heathland and flower rich meadows diminish every day. Human kind is a destructive force from which nature must be protected. Conservationists represent the thin green line of last defence against uncaring humanity.

The Countryside Commission's tradition, on the other hand, sees people as inextricably bound up with nature. The 'cultural landscape' is the chief expression of this relationship. Much of what we value in the natural world—those same hedges, heaths, and meadows—are the products of human activity. For good or ill, humankind has modified the natural world, will continue to do so, and has the capacity to create, as well as destroy. It is a vision of the countryside based on hope.

We need both these perspectives, you may say. Both contain wisdom. Whether they are compatible in the confines of a single organisation is another matter.

So the merger debate runs on. My main point is this: that values are hugely important in the countryside. Values are not something handed to us by governments or bureaucracies. They are things that we hold dear within ourselves. Let us explore and enjoy the things that we value about the countryside, recognise that they are a primary motivation for much of what we do, and respect and even celebrate the fact that others may see the same view in a different way.

*Roger Clarke*  
*Director of Policy*  
*Countryside Commission*

## Valuing Woodland Walks

### Introduction

As the recently published 1993 UK Day Visits Survey reveals, walking remains the most popular form of active recreation in the countryside. Much of this takes place on public rights of way and in areas of free access such as many of the forests and woodlands owned by the Forestry Commission. These resources are known as 'public goods' in that access and use are largely unpriced with no fee being charged.

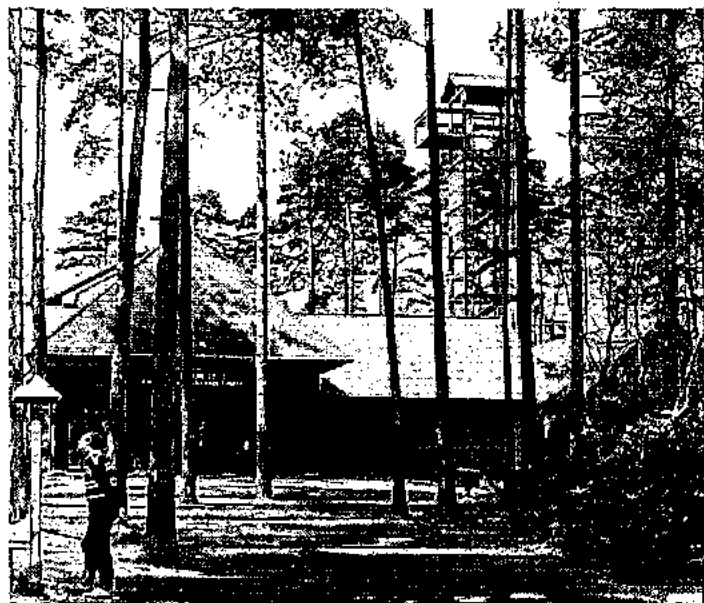
However, providing such access and the associated infrastructure such as signs, car parks and gates incurs substantial public expenditure which is often borne by local authorities. This piece reports on a pilot project conducted in summer 1993 designed to find out how the public valued access to 2,600 acres of mature, mainly Scots Pine, urban fringe woodland in Windsor Forest managed by The Crown Estate. A car park is provided at one end of the site adjacent to a heritage centre and its refreshment facilities which are run by Bracknell Forest Borough Council.

The main objective of the project was to try to measure the value ascribed to the use of woodland paths. Other objectives were to find out why people used these woodland paths, what they thought of them, the characteristics of the path users, and how these were linked to the values given. To achieve these objectives, a series of detailed personal interviews were carried out with users of the paths.

### Survey Findings

The path users:

- tended to be middle-aged;
- on average, lived about five miles away; and;
- some 40% had left full-time education at 21 or over;
- around half belonged to at least one 'countryside' body such as the National Trust
- more than 40% had an annual household income of over £40,000;
- spent on average just over £50 per month on leisure.



The average interviewee used the paths 44 times each year. A series of reasons were given for using the paths with the most common being: dog walking; nature appreciation; and family walks. Many of those we interviewed used the refreshment and other facilities at the nearby heritage centre—The Look Out—either before the walk or intended to do so afterwards.

In order to gauge what attributes connected with the paths users most wanted, and how well these particular paths met them, users were first asked to assess the 'quality' of each of 11 features associated with the paths by scoring them on a ten point scale. Second, users were then asked which three of the same features associated with the paths they 'valued' most. In terms of quality, 'fresh air', 'accessibility' and 'car parking' ranked the highest. The features that the interviewees valued (i.e. wanted) most were 'peace and quiet', 'fresh air' and 'landscape/views'.

Over the last 15 years or so environmental economists have developed and gradually refined techniques for valuing non-priced 'public goods' such as the presence of wildlife and the availability of countryside recreation facilities like fishing. The most flexible and widely used technique, and the one used for this project, is known as 'contingent valuation' (CV). This 'expressed preference' technique involves direct questioning to find out what value people have for a public good such as countryside recreation if a market did exist or if another method of payment were available.

The amounts that people were willing to pay for access were elicited by a bidding process involving the interviewees moving from providing an initial bid through to the final maximum amount they would be prepared to pay. In this case, before bidding, users were asked to imagine the hypothetical situation that funds were not available to either maintain the paths or to keep them open so that funds were needed from the public for this purpose. Three possible ways (or 'payment vehicles') of obtaining such funds were postulated. These were: charging a daily entrance fee for entering the network of paths; an additional amount on the Council Tax; and a one-off donation to a charitable trust to maintain the paths in perpetuity. The Table opposite summarises the amounts people said they were willing to pay for use of the path network by the three payment vehicles used.

In summary:

- the average entrance fee our respondents would be willing to pay was £1.18;
- whilst 20% would not be prepared to pay anything, nearly 50% said they would pay up to £1.00;
- the average addition to the Council Tax stated was £9.40. This covered a wide range of values and, as can be seen in the Table, some 30% would not be willing to have any addition to the Council Tax.
- just over 50% of the interviewees preferred the entrance fee payment vehicle, whilst 40% thought the addition to the Council Tax was the best method;
- less than 10% regarded the one-off payment as the best.
- the average one-off charitable donation those interviewed said they were willing to pay was £21.02;
- but nearly a third said they would not be willing to donate anything in this way. A fear that a charitable trust might not keep the paths open in perpetuity seems to have been the main reason for this.



*'Willingness to Pay' for the Path Network by Charging Method*

	<i>Proportion (%) of those Questioned</i>
<i>Entrance Fee Payment</i>	
Nothing	20
10p to 50p	26
over 50p - £1.00	25
over £1.00 - £2.00	18
over £2.00	11
<i>Addition to the Council Tax</i>	
Nothing	28
10p to £3.00	19
over £3.00 - £5.00	12
over £5.00 - £15.00	23
over £15.00	18
<i>One-off Donation</i>	
Nothing	31
10p - £10.00	30
over £10.00 - £25.00	19
over £25.00 - £50.00	14
over £50.00	6

Statistical analysis revealed a strong relationship between the entrance fees people stated they were willing to pay and:

- the distance they had travelled; and
- their leisure budget.

Similarly, a strong relationship existed between the addition to the Council Tax that people said they were willing to pay and:

- their monthly leisure budget;
- the number of times they used the paths in the year; and
- their assessment of the quality of the path system.

### Conclusions

Used with care, the Contingent Valuation technique can thus be applied to value the somewhat nebulous concept of the walking experience. The valuations derived seem reasonable in that the relationships between the three measures used are logical in that one would expect people to pay more for unlimited use over a year than for just one visit and, also, that people would be willing to pay even more for unlimited use of the woodland walks for ever.

What use is this valuation to owners and managers, often local authorities, of rights of way and woodland walks? How can it help them in carrying out their responsibilities even if projects such as the one reported here show that the valuations are realistic? Is it a practical aid to down-to-earth management or is it only of interest to academics? These questions can be answered in three broad ways. First, in current times when issues of accountability are to the fore, the CV technique can provide evidence for such purposes in that estimates of user valuations of walks and walking can be derived and then can be set against the costs of provision in a hypothetical sense. In the case reported here, a cost-benefit ratio of 1:17 resulted. This ratio is on the high side, probably because of the associated facilities by the woodland paths and also as access has only been allowed since three years ago. Second, the valuations derived from use of the

CV technique for such forms of recreation can also be used to help make resource allocation decisions. For example, to enable prioritisation between alternative facilities or the improvement of facilities or the development of new facilities by local authorities. Third, by linking user characteristics with their valuations, site managers can better get an impression of what segments of their target audience appreciate most about the facilities in question. In this way the quality of the recreation experience can be accounted for.

Finally, it should also be pointed out that the cost of carrying out the necessary survey for this CV technique is relatively cheap even when using well-trained and experienced interviewers. This is especially so when one considers the costs of promoting visits to such sites and the provision of maps and signs for users to be able to find them. Using CV is also much cheaper than the standard market research exercise that is frequently done by providers of formally priced recreational facilities. Charging for informal countryside recreation, particularly on the urban fringe, might in the future be thought appropriate or become necessary financially. The project reported here has both shown that the CV technique can play a part in deciding on the charge rate as well as indicating that such a charge would be acceptable to the public.

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### Environmental Economics Workshop Report

The 55 page report of this workshop which includes all papers presented at the event is available from the CRN Manager (address on page 2) price £5.00. Please send payment with order, cheques payable to 'University of Wales College of Cardiff'.

# The Trans Pennine Trail

The 240 km Trans Pennine Trail (T.P.T.) runs from Liverpool to Hull. It is a project with participation from all 30 local authorities along the route and, when completed, will be a unique route for walkers and cyclists, and where possible for horse riders and disabled people. The resorts of Hornsea and Southport will be connected by the Trail and there will be north/south routes to the major cities of Leeds, Sheffield, York, Chesterfield and Manchester. When these north/south routes are taken into consideration, and all the alternative routes for different user groups, a total of well over 600 km of T.P.T. route can be identified. The Trail, which uses many existing rights of way, canal towpaths, disused railways and riverside paths will be robustly surfaced, enabling people of all ages and capabilities to gain access to the countryside. It is intended that the route will be mostly off-road and therefore safe for family cycling. Where roads are used, such as in Humberside, these are quiet lanes. Where roads must be crossed, which is inevitable in the case of such a long route, every effort has been made to find the safest crossing point and to provide warning signs and refuges where possible.

Around 54% of the Trans Pennine Trail cycling route is developed now, but more than 70% of the walking route is already available for use. Whereas the walking route has often used existing rights of way and has therefore needed only waymarking, the cycling route has required complete construction. Sections already in existence and enjoying good use include the Liverpool Loop Line Path, the Cheshire Lines Path in West Lancashire, the Longendale Trail developed by North West Water in the Peak Park, the Dove Valley Trail in Barnsley, the York - Selby Path and the River Valleys in Greater Manchester. Some sections are still at the planning stage, while other key sections are currently under construction. It is hoped that the entire route in the borough of Warrington for example, will be complete by late 1994.

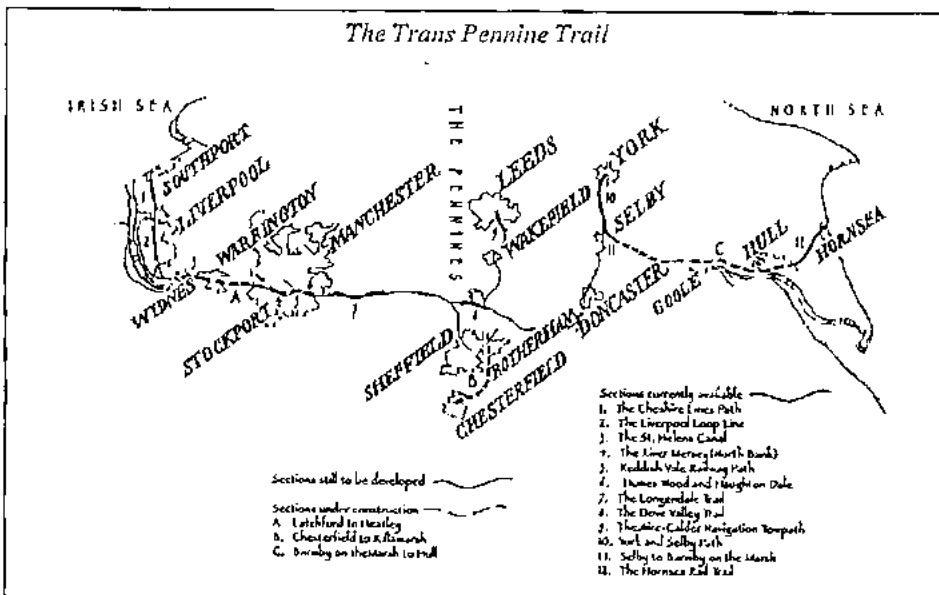
The partnership between the local authorities along the route is one of the more pioneering aspects of the project and one which most people find interesting. Clearly there could not be a trans Pennine trail on this scale without the support of all the

local authorities. The investment required of each local authority in order to complete the T.P.T. in their area naturally varies according to the local circumstances. In some cases there is an existing off-road route which forms a very convenient route for the T.P.T. One example of this is the section of T.P.T. which connects Selby with York. This was already developed by Sustrans and opened in 1987 on the course of the former east coast mainline. This is not to say that nothing further happening in York. On the contrary York City Council are expanding their network of cycle routes to provide a great deal of interest to anyone who does arrive in the city on the T.P.T. At the other end of the scale there are local authorities without convenient disused railways which have had to find a completely new route wherever they can. Some of the very urban and highly developed sections of the route can present problems of route finding, and so can some of the very rural areas where existing rights of way have been given footpath status and landowners are very reluctant to see them upgraded to bridleway. It is obvious from looking at some of the tracks concerned that the footpath designation is erroneous, but regularising the situation can be a long, expensive process.

Generally, the project benefits from a great deal of enthusiasm from the local authorities at both Officer and Member level. The authorities may have different political persuasions and different priorities but they mostly agree on the importance of access to the countryside for the people who live in the densely populated corridor between Liverpool and Hull. The efforts of the authorities are being co-ordinated by a project officer based in Barnsley, where the idea was born. Barnsley itself is a far sighted authority which in 1987 commissioned a report from Sustrans on the possibilities for recreational after uses for its network of disused railway lines. Sustrans recommended a network of recreational routes extending beyond the borough boundary. The idea of the Trans Pennine Trail was born and for a few years the project was taken forward by enrolling other authorities and building support by Barnsley until funding for a project officer was secured. The 30 local authorities now involved in the T.P.T. project meet in "Area Groups". A geographical basis for splitting the authorities into smaller groups works well although cross-boundary issues may still remain between the groups. These are generally solved on an

individual basis. One authority from each Area Group takes the lead and sends a representative to the T.P.T. Executive Group which oversees the direction of the entire project.

Another exciting aspect of the Trail is the possibility of designating it part of a European Long Distance Footpath. The European Ramblers, an umbrella organisation representing Rambling organisations from 25 European countries including Britain has identified the possibility of extending their route E8 into and across Britain linking the two great ports of Hull and Liverpool. E8 begins in Istanbul and crosses Greece, Bulgaria, Romania, Ukraine, Poland, Slovakia and the Czech Republic, Austria, Germany and Holland to finish, at present, at Rotterdam. A ferry journey to Hull



provides an excellent link to the Trans Pennine Trail. Long Distance Cycle Routes on the European Mainland are less well developed, but there are two at present and the potential obviously exists for working towards becoming a part of one of these in the future.

Promotion of the Trans Pennine Trail is a most important aspect of the work of the Project Officer. It is now well accepted that promoting the facilities which exist is vital to encouraging people to cycle. Several leaflets are now available covering regions or sections of the Trans Pennine Trail, a twice yearly Newsletter and a leaflet called "Walking the Trail". This was written by Peter Dyson, an active member of the Long Distance Walkers Association. It was then checked by everyone involved in the project and is being gradually perfected before a print run is commissioned. It recognises that over 71% of the Trail is available for walking now, although often not signed as such, and it uses definitive footpaths to fill the gaps between the available sections of route. All these publications are available from the Project Officer. Like the 14 National Trails, the Trans Pennine Trail will be a long distance route of great importance so the task of identifying the facilities such as parking, cycle hire, stabling, toilets, telephones, pubs, cafes and accommodation along the route has begun. Eventually there will be some encouragement to people and businesses to gain advantage from the T.P.T. by the provision of the facilities mentioned. Similarly the local authorities may be encouraged to provide toilets and parking accessible to disabled people, which can make the difference between their ability to enjoy the Trail or not.

The final aspect of the Trail to mention is the management of the finished path. As authorities gradually move towards completion of their sections, the emphasis will shift towards the involvement in the project of managers rather than implementers. The Trans Pennine Trail authorities are now beginning to consider the mechanisms which will be necessary for co-ordinating the management to a high standard of such a long route.

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## Guides to Walks in Kent

Kent County Council has recently published two colour guidebooks to walks in the 'Garden of England'.

*Along and Around the Elham Valley Way* is a practical, illustrated guide, designed to be tucked into a map case, to the beautiful 22 mile Elham Valley Way between Canterbury and Hythe in the Kent Downs AONB. The guide to the main walk is supplemented by details of six circular walks of varying lengths linked to the main path.

*Circular Walks on the Saxon Shore Way* is a combined guidebook, route card and footpaths map detailing walks in and around Brockhill Country Park, near Hythe. Three circular walks between three and seven miles long provide a network of paths linked to the Saxon Shore Way (a long distance route following the Kent shoreline) and the North Downs Way (a National Trail in east Kent).

Both publications (£2.45 and £1.45 [inc. P & P] respectively) are available from *Roger Lambert, Access and Recreation Officer, Kent County Council, Planning Department, Springfield, Maidstone, Kent ME14 2LX*

## Canoeing and the Environment

The British Canoe Union (BCU), which is the governing body for the sport and recreation of canoeing, has the following paragraph in its environmental policy:

**"The canoe is a traditional craft used throughout the world for exploring wilderness areas and observing wildlife without disturbing it. The canoe causes no erosion, noise or pollution and leaves no trace of its passing. Wildlife and landscape are an essential part of the canoeist's pleasure for aesthetic, cultural, and recreational reasons. It is in the canoeists interest to conserve the environment".**

The BCU acts positively on environmental matters by educating its members to respect and conserve the environment in which they enjoy their pastime and which they share with others. In addition the BCU structure includes an Environmental Conservation Panel, which provides advice and information to the BCU Access Committee and to members.

Decisions by environmental and countryside agencies can have a major impact on the opportunities for canoeing. There is concern that the decision makers may think that canoeing is an unacceptable activity in the more sensitive environments and seek to prevent canoeing taking place. The BCU believes that such instances usually stem from a lack of first hand knowledge of the environmentally friendly nature of canoeing. The BCU perceives that, where there is doubt, the tendency is to play safe by seeking to restrict canoeing.

There are examples of good practice, which illustrate the willingness of canoeists to co-operate with those responsible for the countryside and wildlife. The cliffs of North Stack on Anglesey are a case in point, where canoeists keep away from the cliffs voluntarily in the nesting season. We urge those wishing to manage sites in the best interests of conservation to consult the users for specialist information before bringing in access restrictions. Where restrictions are justified they should only be applied to locations and at times where unacceptable disturbance would result if access were permitted.

The BCU would like to take advantage of the columns of CRN News to appeal to all decision makers to seek expert advice from the BCU before any decisions are taken that could affect canoeists. Better still, canoeists would welcome the chance to be involved in consultations at an early stage in the planning of any proposals relevant to canoeing.

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# Training for Profit in the Countryside

*The ADAS (Agricultural Development Advisory Service) Approach*

## *The Need*

Business are often so close to the job being done it is sometimes difficult to see clearly where they may benefit from improving skills. Even when they do, obtaining the right training may be very time consuming in travel and research, even if it is available. Added to this the cost for some small businesses is very high if their need is to be closely matched. One way these disincentives are being reduced is through the marketing and trading groups being formed amongst the growing band of diversifying farmers and other specialist traders.

ADAS is currently working with a number of such groups of businesses. We find that affordable bespoke training can be developed effectively when such groups have a common vision and identify their need together.

## *The Value of Groups*

In recent years ADAS has been intimately involved in the establishment of Farm Attractions groups, Speciality Food groups and Farm-based Tourist Accommodation groups. In most cases we are not just involved with the group as an entity but also provide a range of advice to individual members. Such close working enables our consultants to help group members identify their needs and anticipate subject areas which are still on the horizon, so helping them stay one step ahead. Having a common purpose the business group itself provides a unique network through which market, technical and legislative information disseminates rapidly.

## *Stimulating a Response*

The economic environment of farming is changing so fast that the need for information and training has never been greater. The cultural change has been such that some 40% of English farms now have new agricultural or diversification enterprises on their farm and approximately half of the enterprises have been established in the last eight years. MAFF commissioned ADAS to write a number of booklets demonstrating successful good practice in a number of areas and providing sign-posting to

additional specialist sources of advice, guidance and training. These publications provide a useful starting point for businesses to assess their training need. They are published by MAFF under the following titles:

*Success with a Small Food Business*—a guide to starting and developing your business (Ref. PB 1475)

*Success with Farm Diversification*—a step by step guide (Ref PB 1689)

*Success with Farm-based Tourism Accommodation*—a guide to meeting customer requirements (Ref. PB 1688)

*Success with Sporting Enterprises on Farms*—a guide to farmers and landowners (Ref. PB 1687)

*Success with Marketing Diversified Enterprises*—concepts and applications (Ref. PB 1690)

Copies may be obtained free of charge from: MAFF publications, London SE99 7TP  
Tel. 081 694 8862

## *Business Priorities*

Whilst such information is very helpful it does not assist in deciding on priorities. For best effect it is essential that any training fits in with the marketing and business development plans for the business. Even before the creation of standards such as Investors in People, ADAS has been helping businesses to integrate staff development, business needs and training.

The development of a prosperous diversified enterprise often brings with an increase in employed staff and a whole host of new demands. An example is one Farm Attraction business where ADAS provided consultancy to assess the product offer in the light of market demand, the business health and structure and, along with a marketing and business development plan, provided guidance on the restructuring of the management of the business and the training necessary to implement it.

With an increasing number of staff trained in providing Consultancy to Investors in People standard ADAS are being requested to provide this type of service more frequently. As a member of the Farm Attractions Group the business in the example above was able to benefit from very cost effective customer care and other training provided by a local college, designed to meet the needs of farm attraction operators.

## *Information Transfer*

In the future, businesses of this type and others in the Farm Attractions groups will be able to benefit from even more accurate information about their special sector of business. The National Farm Attractions Network which ADAS has fostered will be able to help disseminate and stimulate the application of information gained from a Survey of Farm Attractions currently being undertaken by ADAS and John Brown and Company.

The ready-made network will provide not only the conduit for information but a focus for any individual and group training and consultancy, the objective being to see a well trained and healthy sector of the tourist industry. What is working for the Farm Attractions sector could equally apply to a number of others. In managing the Cumbria Farm Tourism Initiative ADAS is already working with the Farm Tourism groups in that area in improving business performance and developing new training approaches.

*Brian Angell*

*Senior Consultant*

*ADAS Business Consultancy Development Centre*

*ADAS Wolverhampton*



# Training for a Better Countryside:

## *Countryside Commission Policy & Action*

Our countryside and our use of it is changing. People are recognising it as an important asset to be protected and enjoyed alongside uses for agriculture, forestry and other purposes. However, caring for a beautiful and accessible countryside requires positive management, whether it is in a special area like a national park or heritage coast, or less spectacular but still valuable local countryside or open space in and around towns. Farmers and foresters have always been the principal managers of the countryside but today their efforts are supplemented by many thousands of people from other walks of life who are involved, professionally and voluntarily, in caring for the countryside.

There have been developments in two directions. First, farmers and foresters are increasingly including conservation and recreation management in their land management practices, and second, specialist jobs, such as 'countryside project officers', 'rangers' or 'rights of way officers' are becoming commonplace. In addition, many people give their time voluntarily to conserve the countryside and help others to enjoy it.

Just as the use of the countryside is changing, so too are the laws that protect it, the pressures on it and the techniques used to manage it. Environmentally sensitive areas, community forests and green tourism are just a few of the recent developments. Growing public awareness of the environment has led to calls for a 'greening' of, for example, farming, development and industry. Looking after today's countryside is a highly complex task requiring a wide breadth of knowledge and skills and, with today's pace of change, keeping up to date is essential. This, in turn, requires effective initial and continuing training in conservation and informal recreation for everyone involved in shaping and managing the countryside.

How can we ensure that countryside

training receives the attention it deserves and fully plays its role in making a beautiful and accessible countryside for the future? The Countryside Commission recognised the importance of training more than 15 years ago when countryside management for conservation and recreation first developed, but there was no established training in these areas. Since then, the Commission has supported a range of training initiatives, based around sponsored short courses. These have been designed to help employers, staff and volunteers to work more effectively, especially those involved in projects grant aided by the Commission.

Training providers, employers and countryside staff have identified the lead taken by the Countryside Commission and their grant aid as a crucial factor in supporting and developing countryside training. However, despite such considerable involvement, countryside training tends still to be ad hoc, poorly distributed and sometimes non-existent. The Countryside Staff Training Advisory Group (CSTAG) was established in 1988 to address these problems. The subsequent report: *"Training for Tomorrow's Countryside"* recommended the need for:

- training programmes and content to well-balanced and to include the three aspects of managing the countryside:
  - managing the physical resource of the countryside itself;
  - managing to help people to understand and enjoy the countryside and use it sensitively;
  - managing the organisational framework to enable the first two to be achieved; and to include the key inter-personal skills and core knowledge about the many aspects of the countryside and the organisations involved with it;
- better national and regional co-ordination;
- improved information about training opportunities and better training materials;
- better links between employers, education and training providers and staff and volunteers, and the adoption of codes of good training practice;
- employers to adopt and implement training policies, strategies and programmes on a continuing basis;
- the development of training skills for managers, countryside staff and professional trainers;
- existing professional bodies to widen their qualifications and become more relevant to those managing the countryside for conservation and recreation.

The Commission has developed five key objectives in relation to training:

- to encourage better national and regional co-ordination of information, advice and provisions;
- to identify and promote improved countryside training practices;
- to stimulate the provision of high-quality training opportunities that meet the training needs of the countryside sector, particularly in areas covered by the Commission's interests;
- to broaden the range of training approaches used to enable specialist conservation and recreation managers and those in other sectors to have improved access to training in conservation and informal recreation;
- to ensure that in developing and implementing Commission policies the role of training is considered. Training implications, needs and priority target audiences will be identified in all policy statements.

# Recommended Framework for Training for a Better

People concerned with shaping and managing a beautiful and accessible countryside are managers in three respects:

- conserving the physical resource of the countryside;
- managing to ensure enjoyment and use of the countryside in ways that are consistent with its conservation; and
- managing systems to get things done.

Everything we do in the countryside impinges in some way on its quality, and its use or enjoyment by others. Therefore caring for it and managing it requires a very broad awareness of these complex interactions. This framework provides a guide to the broad range of areas where the Commission's research has shown that skills, knowledge and understanding are needed. The framework can be helpful, whatever your role whether you are a manager, a member of staff to volunteer, an education or training provider, or someone looking for initial training.

For example, a senior manager needs a broad perspective across the whole range of areas, with specialist skills in areas

such as policy making, planning, and the management and development of staff (in addition to any area of previous expertise). A specialist, for example an ecologist, planner, estate worker or forester, will have detailed knowledge and skills in their own professional and related areas but set within the broader context of the framework. In this way each person would be fully aware of the impact of their activities on the landscape, its ecosystems, and recreational or other land uses.

Training must become more closely attuned to the needs of the people who are managing the countryside or influencing its use. This applies equally to education and training provided by the further and higher education sector, to short-course organisers, in-house trainers or those developing other approaches. This framework should guide their work particularly during the time before industry leads bodies such as COSQUEC complete their work in defining standards.

## CONSERVING THE PHYSICAL RESOURCE OF THE COUNTRYSIDE

Basic environmental processes and their effect on landscape and ecosystems:

- soil development;
- ecological principles;
- climate and change;
- geology, land formation and erosion.

Types and distribution of landscapes and ecosystems:

- types and their distribution in the UK;
- importance nationally and internationally.

Landscape and ecological survey assessment

Environmental impact assessment

Creation, enhancement and management of landscapes and ecosystems (including recreational/educational provision) in ways consistent with their conservation

At both site and area scales:

- writing and working to management plans;
- design principles and criteria;
- criteria and methods for creation, enhancement and management (including recreational and educational use) of each landscape and ecosystem type, including: forest and woodlands, moorland and heathland, urban fringe, wetlands, upland and lowland farmland, river valleys, derelict areas, archaeological areas, coastal zones, grasslands, commons, specially protected areas

Monitoring changes and evaluating management approaches to inform future management

Pollution control and waste management

Environmentally sound land management for productive forestry (including multi-purpose use)

Countryside and environmental law and its enforcement

Incorporating new developments and initiatives in policy and practice

## MANAGING TO ENSURE ENJOYMENT AND USE OF THE COUNTRYSIDE IN WAYS THAT ARE CONSISTENT WITH ITS CONSERVATION

Impact of humans on the countryside over time

- population growth;
- use of resources such as water, minerals etc.;
- global conservation and sustainable development;
- changing land uses and socio-economic trends;
- pollution and waste.

Countryside Planning

Recognising, surveying and assessing people's perceptions, values and needs relating to the countryside:

- importance of landscape, nature, history and archaeology, rural and urban culture and recreation;
- differing perceptions and needs (eg. of urban/rural dwellers, women, ethnic groups, foreign and domestic visitors).

Managing, developing and promoting the use of the countryside for recreation and resolving conflicts including:

- survey and assessment of people's needs and recreational potential of an area/site;
- writing and working to management plans;
- sensitive design and management of facilities and services (including rights of way, public and commercial recreation sites, facilities and services, open access areas and commons);
- providing information, promoting understanding and creating confidence and ability about enjoying the countryside;
- managing recreational activities (including: informal recreation, countryside sports, new activities, countryside events, outdoor education, tourism, visitor safety and 'customer care').

Monitoring changes and evaluating management approaches to inform future management

Building interest in and support for the countryside and its conservation through: campaigning, environmental education, countryside interpretation, working with the media, involving people in caring for their own environment.

Law relating to use and enjoyment of the countryside and its enforcement (eg. planning, public liability and safety, rights of way and access).

Incorporating new developments and initiatives in policy and practice

# Countryside

## South East Region Countryside Training Project

### MANAGING SYSTEMS TO GET THINGS DONE

History of organisations and systems for landscape and nature conservation and countryside recreation and access including:

- the role of voluntary, public and private sectors;
- national and international systems for conservation and recreation.

Policy making for countryside organisations and for conservation and recreation

- collecting data and generating policy options;
- policy instruments;
- consultation procedures;
- harnessing support for, and implementing, policies.

Preparing, implementing and monitoring organisational and work plans:

- business/corporate/marketing plans;
- work programmes and action plans—targets and priorities;
- organisational systems and procedures (including: financial management, fund raising, sponsorship and grants, office procedures and management, record keeping, stock control, contract briefing, tendering and management);
- using information technology;
- setting and monitoring standards and performance indicators.

Management and supervisory skills for oneself and others:

- staff and volunteer recruitment and retention
- time management;
- self, individual and team management;
- communication skills including public speaking, telephone skills, report writing, negotiation and liaison;
- training and development.

Working to environmentally sound practices

- environmental auditing;
- adopting environmentally sound policies and practices.

Working with other organisations such as voluntary organisations, campaigning and pressure groups, private employers, central and local government, local communities, land owners etc.

Using the political and decision making system

Employment and business law and its application

(eg. health and safety, taxation, equal opportunities).

Incorporating new developments and initiatives in policy and practice

In April 1991, in the light of the Report: "Training for Tomorrow's Countryside", the Countryside Commission initiated a project to look at the provision of high quality training which would be accessible to a range of countryside staff. Angela Gamble was appointed as the Countryside Training Co-ordinator for the South East.

The Project, hosted by Essex County Council, was set up with support from the Countryside Commission and twenty five countryside employers. This has now grown to thirty seven and includes County, Borough, District and City Councils and some smaller Projects and Trusts. Current and future training needs of staff such as Rangers, Project Officers and Countryside Managers along with gaps in training provision in the South East region have been identified and guidance is given to both existing and new training providers to help them tailor their courses to the needs of countryside staff in the region. In addition to this individual service the Project produces and circulates a Training Directory each August which sets out information about courses in the South East. The number of courses offered has increased substantially with the prospect of the development of alternative methods of training, such as work experience and open learning.

The Project has been active in raising awareness about the development of National Vocational

Qualifications (NVQ's). In the last three years information-giving sessions have been given, (free of charge to contributors) where the Council for Occupational Standards and Qualifications in Environmental Conservation (COSQUEC) have explained the development of NVQ's and how their introduction affects the countryside organisations. The Environmental Conservation at levels II, III and IV was launched last May and training organised by the Project will be linked to the NVQ standards.

An important objective for the Project is to assist contributors with the preparation of training strategies and structured programmes. A variety of methods have been developed to assist employers including training needs analysis forms, training charters and individual summaries where possible training activities to meet needs are recommended.

The third annual report of the Project is now due which will identify and evaluate outputs, reflect on successes and problems and make recommendations for future action as the project moves into its fourth year. The Countryside Commission hopes to appoint Regional Training Advisers in other parts of the country.

*More information on the work of the Project is available from Angela Gamble on 0245 437741*

### WORKING IN AN INTER-DISCIPLINARY WAY

Multi-purpose management plans for areas and sites—their preparation, implementation and monitoring;

Using expertise from other specialisms—knowing and advising other on where to find and how to use it;

Promoting sustainable management and development of land and resources.

## A Neat Partnership

Few readers will have heard of the Countryside Management Training programme run by Coleg Normal Bangor under the auspices of the University of Wales. This one year post-graduate course is, surprisingly but like all good whiskies, 12 years old and highly successful for a number of reasons.

First, it is a true partnership venture. The College administers and hosts the course, usually for 12-14 students but, due to prevailing circumstances, most students are self-financing. This is a real problem for them because at around £2,000 it is an expensive option.

The University awards the qualification but the College inducts students and asserts itself with, among other things, basic ecology, biology and communication units spread through the academic year. This is enhanced by five or six one week residential units with the Field Studies Council staff at Rhyd y Creuau (Betws y Coed), the National Park Study Centre at Maentwrog and at Plas y Brenin, the Sports Council's National Mountain Centre at Capel Curig.

As this is an 'uplands' based course and as the Countryside Council for Wales' headquarters is nearby they, having several mountain nature reserves as well as being responsible for the foreshore and marine environments, give a few weekly study sessions in realistic problem sharing and work experience. The CCW and a Coleg Normal tutor then top it up with a mini 'conference' where invited guests listen to opinions of the students about a range of previously researched issues.

The course attracts a wide spread of experienced mature students, all with one thing in common—previous commitment to countryside activity, conservation or voluntary work. Typically, this year's group contains geographers, teachers, philosophers, creative artists agriculturists and, I'm pleased to announce, an unusually high percentage of women.

I can only speak with true conviction about the units at Plas y Brenin, where I work, but suffice it to say it is a very powerful course with much emphasis on practical applications. Students rub shoulders with many of their future employers as well as ascenders of Everest; they work with BTCV (hedge laying, wall building, tree planting etc.),

they gain realistic winter mountaineering experience with often a mix of all these in any one week.

At Plas y Brenin, we concentrate on leadership and supervision in mountains and on water, estate management, reporting, first aid, photography, site inspection in difficult terrain and, during a one week field visit to Enlli (Isle of Currents), island ecology. The latter is a wild and lovely place off the coast of Eryri's hills and serves as a fitting climax to months of listening, learning and practice.

You ought to know more? So write to: Admissions, Coleg Normal, Bangor, Gwynedd, North Wales LL57 2PX

*Derek Mayes  
Development Officer  
National Mountain Centre  
Plas y Brenin*

## Wales Tourist Board Welcome Host

'Welcome Host' is an ongoing, comprehensive, community-based programme designed to upgrade the standards of service and hospitality provided to the visitor and consumer within Wales. Welcome Host is a one day seminar concentrating on interpersonal communication and customer service skills. Seminar participants also learn about the attraction of their area and region, details that will help visitors fully enjoy the experience of their stay.

Welcome Host aims to:

- upgrade the level of service and hospitality provided to the visitor and the consumer throughout Wales;
- increase awareness of the importance of tourism to Wales.

Recent studies in British Columbia (the home of Superhost, the forerunner of Welcome Host) have shown that businesses lose most customers (around 68%) because of the indifferent attitudes of their staff. It also costs five times as much to get a new customer as it does to keep an existing one. Changing staff attitudes therefore makes good business sense, especially in an industry driven by word of mouth.

To date (Feb. 1992 - Dec. 1993) 16,655 people have been Welcome Host trained. Currently, 36 community organisations are acting as community co-ordinators, organising seminars in their locality. Corporate hosts include Midland bank, CCW, Bass Wales and West, Marks and Spencer, Safeway, the National Trust and a number of local authorities.

### Benefits

#### *For the Community*

- longer visitor stays;
- more money spent;
- increased services for residents and visitors.

#### *For Local Businesses*

- better service standards for local consumers;
- heightened employee pride and sense of responsibility;
- lower staff turnover;
- low cost/high impact employee training package;
- ties into a high profile/high awareness programme that will be recognised nationally.

#### *For Individual Participants*

- enhanced confidence;
- new skills—communication, customer relations and interpersonal skills;
- full commitment to training time for a solid return in 'on the job' skills.

*continued opposite*

## Training—Second Nature to English Nature

Not surprisingly as England's official nature conservation body, English Nature (EN) traditionally offers its staff training to develop conservation skills in managing habitats or species. Increasingly though, people outside the organisation, from all walks of life, need an understanding of the principles and practices of nature conservation.

Helping more people learn about and contribute to the conservation of England's wildlife and natural features is central to EN's vision. Working alongside such bodies as Local Authorities, English Heritage, The Landscape Institute, IWRB, and the National Rivers Authority, and jointly designing and running nature conservation-focused seminars and training courses is one of the ways in which EN is helping professionals in other organisations develop an appreciation of nature conservation and set it in the broader environmental context.

As many will know, EN has recently undertaken a major restructuring into smaller autonomous customer-focused teams. Through this means EN aims to achieve better nature conservation. These days, however, living within the tight constraints of public expenditure, success depends crucially on knowing how to get the best from one's resources through business planning, setting clear goals and objectives, financial and project management, developing staff through coaching and mentoring; using the full potential of information technology. These are just some of the elements of a major three year training initiative for English Nature staff called 'New Leaf'.

The New Leaf Programme has been designed with the help of the Civil Service College and each module is tailored to fit the reality of the job managers and staff are required to do.

Now in its second year, New Leaf is already paying dividends as EN's 39 Teams take on greater levels of delegation and manage resources locally.

The New Leaf Programme will end but training will continue to play a vital role by stimulating learning and sharpening-up the skills which sustain peoples' commitment to nature conservation both inside and outside English Nature.

Contact: Peter Wingate, English Nature, Northminster House, Peterborough PE1 1UA 0733 318216

### Welcome Host II

This scheme is currently being developed by the Wales Tourist Board and aims to:

- build on the knowledge and skills gained through participation in Welcome Host I;
- be of genuine business value to participating tourism organisations.

Welcome Host II seeks to address the owners, operators and managers of businesses. The seminars held under Welcome Host I will be expanded to include: marketing and sales techniques, the importance of delivering a quality service, team leading and developing the business.

Wales Tourist Board, Brunel House,  
2 Fitzalan Road, Cardiff, CF2 1UY  
Tel. 0222 499909

## Centre for Environmental Interpretation

The Centre for Environmental Interpretation (CEI), established in 1980, is based at the Manchester Metropolitan University with an office in Edinburgh. It is concerned with the wise management, development, public understanding and enjoyment of places with natural and historic significance. During the 1980s the importance of interpretation at heritage and countryside sites became firmly established. Whether driven by a desire to conserve an important natural or historic resource, to manage tourism pressures, to stimulate economic development or to involve local people in their heritage, the need to communicate with and inform visitors has become increasingly important as they demand ever higher standards of site management and interpretation, whether at heavily used nationally recognised sites or lesser known but nevertheless important local heritage sites.

CEI aims at the increasing the quality and professionalism of interpretation facilities and services in the UK through developing training courses and professional qualifications. During the late 1980s a number of academic institutions began to launch new diploma and degree courses or modules of courses in Environmental and Heritage Interpretation. CEI has supported this growth in interest in the subject and has held meetings to bring staff together from these various institutions. The group now meets under the chairmanship of SIBH. All courses are now promoted through the annual training and education directory distributed by CEI free of charge to over 8,000 addresses throughout the UK. In 1994 CEI launched its own postgraduate Diploma and MA in Environmental and Heritage Interpretation. This course combines the Centre's experience with short courses and practical advice developed over the past 12 years.

With the formation of the National Council for Vocational Qualifications, CEI had the opportunity to establish the practice of interpretation as a defined group of testable skills. In 1989 the Centre prepared an Occupational Mapping Report for the Training Agency which identified interpretation as a definable discipline with over 20,000 employees involved nationally in planning and delivering interpretation facilities and services. Working through COSQUEC, the Council for Occupational Standards and Qualifications in Environmental Conservation, CEI has helped to develop the first units of competence in interpretation practice at levels 1 - 4 for staff working in Countryside Management. The Centre is now investigating the potential for a generic NVQ for interpretation combining the interest of those lead bodies concerned with tourism, museums, the arts and design.

CEI has also developed courses to improve management skills within small to medium sized countryside organisations and a programme of short courses providing in-house training for staff of a range of agencies and groups including Groundwork Trusts, The National Trust, Local Authorities and Water Companies.

Centre for Environmental Interpretation, The Manchester Metropolitan University, Lower Chatham Street, Manchester M15 6BY Tel. 061 247 1067



# Getting to Know Our Visitors—the visitor monitoring programme of the North York Moors National Park Authority

## Introduction

“These intruders are of a roughish type, and the peace-loving dalesfolk have to bear the unwelcome visits with as good grace as possible.”

These words were used a hundred years ago to describe visitors to the North York Moors. They should remind us that tourism has been around for a long time; and strongly held views have tailed them ever since.

Although various studies of visitor impact have been undertaken in the forty years since the National Park was designated, it was only in 1991 that a comprehensive visitor study programme was established.

The programme is concerned with data about the impacts of visitors on the environment, the local community and the local economy. It is also concerned with identifying the activities, behaviour and aspirations of those who spend some 13 million visitor days in the National Park.

## Where Did We Start?

The North York Moors National Park covers 554 square miles. Of course, although the Park boundary is shown on maps, the actual line has little direct influence on visitor attitudes and activities.

To overcome some of this problem, the rather grand designation of the ‘greater national park’ was adopted to include the wider sphere of influence, to incorporate information on attractions and accommodation in villages which were split by the park boundary, and also ease the difficulty of counting visitors who, on a single journey, may enter and leave the Park on half a dozen occasions.

Through the regular meetings of the North York Moors Tourist Forum (which brings together representatives of the regional tourist boards, the local authorities, Forest Enterprise, the Countryside Commission, the Rural Development Commission, the Sports Council and ADAS), it was made clear that the concept of the ‘greater national park’ was simply a method of better understanding visitor needs and was certainly no threat to the integrity of other agencies or their own research programmes.

This forum also established working partners and the principle of sharing data which we acquired.

A look at previous studies suggested the need for comparable data if trends were to be identified, and it also highlighted misconceptions and missed opportunities.

A nine point survey programme was identified which, we hoped, would offer a view of the volume and value of tourism, and an insight into the attitudes and behaviour of our visitors.

Part of this programme included the important question of the views and opinions of the host community: the 25,000 people who live within the National Park and who are often on the receiving end—for good and evil—of the 13 million day visits.

## Visitor Impact Surveys

1. Traffic census
2. Parked car survey
3. Automatic vehicle counters
4. Automatic pedestrian counters
5. Accommodation occupancy survey
6. Economic impact survey
7. Residents’ survey
8. Visitor survey
9. Volume data from other sources

## Assessing Volume

Although counting visitors is fraught with difficulty, it was necessary to establish volumetric data to assess seasonality, use of various facilities (including the rights of way network) and also to drive the economic impact studies. It is accepted that 100% accuracy is impossible, but by establishing a baseline, trends can be identified on a regular basis.

Four primary methods were used: traffic censuses, a parked car survey, automatic traffic counters and pedestrian counters, together with data from tourist information centres, accommodation and attractions. The results were checked against data from other sources and from participation in an omnibus survey.

The series of traffic censuses on major roads enabled the Authority to differentiate business from recreational traffic, to identify origin and destination, and to count the numbers of passengers per car on various days of the week and at different seasons.

The parked car survey gave a park-wide picture of where vehicles were parked. This followed the pattern of a survey in 1985 and involved a team of eight staff recording the locations of all cars parked on specific routes during a set period on a weekday and Sunday in August.

Permanent automatic traffic counters have been installed on a cross section of roads in the park, including moorland roads. These record the number of vehicles on an hourly basis and, as part of our traffic management concerns, record type and speed of vehicles. Although some remote locations are used, this data is accessed by telemetry.

Pedestrian usage of the park is measured by seven counters on major walking routes in the Park. Infra-red detectors count people on an hourly basis and this data is then analysed using the same programme as the traffic counters.

Recently this data has been related to weather conditions to assess the impact of differing weather on park usage.

## North York Moors National Park: Visitor Volume and Expenditure (1993)

Volume of visitors increased by 14%  
 Volume of traffic increased by 16%  
 Revenue from tourism increased by 14%  
 Compared to 1992 figures

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Visitors (%)	+13	-3	+20	+15	-10	+27	+15	+12	+13	+15	+16	+60
Traffic (%)	+8	+1	+21	+12	+1	+24	+16	+21	+16	+25	+7	+24
Revenue (%)	+7	-4	+15	+18	-13	+30	+19	+12	+13	+18	+24	+45
Weather	9.97	10.01	10.06	9.96	9.97	10.09	10.06	10.00	9.99	9.96	9.97	9.95

### VISITOR DAYS

Day Visitors	4,030,000
Staying Visitors	
Serviced Accommodation	550,000
Self Catering	1,366,000
Visiting Friends & Relatives	178,000
Transit Traffic	6,670,000
<b>TOTAL</b>	<b>12,794,000</b>

Note: 'Transit Traffic' is traffic which passes through the Park en route to a final destination outside the Park boundary. This traffic is significant because of the volume (over 6 million visitors) and the journey distance within the Park (average 60 miles round trip within the park boundary). 'Transit' expenditure is based on 1 in 10 visitors breaking their journey within the Park and spending at catering, retail or petrol filling stations.  
 The 'Weather Index' is derived from monthly records of rainy days, hours of sunshine, mean temperature and percentage of average rainfall. The higher the score, the 'better' the weather.

### REVENUE

	Day & Staying Visitors £	Transit Visitors £
Accommodation	18,002,000	0
Food and Drink	25,081,000	2,801,000
Recreation	12,718,000	0
Shopping	10,649,000	1,001,000
Transport	4,882,000	667,000
Indirect	22,240,000	1,334,000
VAT	16,375,000	1,001,000
<b>TOTAL</b>	<b>109,948,000</b>	<b>6,804,000</b>

Sources: NYMNP automatic traffic counters; YHTB Occupancy Survey; Day Visitor Research; NYMNP Surveys; Scarborough Tourism Economic Activity Monitor  
 Other Tourism Data for the North York Moors National Park is available from: North York Moors National Park Authority, The Old Vicarage, Bondgate, Helmsley, York YO6 5BP Tel. 0439 70657

### Assessing Value

Small surveys of particular visitor types have estimated spending patterns using a day-diary technique. However, to gather data on a more comprehensive level, the National Park Authority is a partner in the North Yorkshire consortium which is using the Scarborough Tourism Economic Activity Monitor (STEAM) to assess patterns throughout North Yorkshire.

This method is based on known spending patterns, price discounting, bed occupancy data and day visitor traffic for different parts of the area. It gives a month-by-month analysis of visitor expenditure for day visitors, those visiting friends and

relations, and six categories of staying visitors. This in turn is broken down to spending in seven categories such as food and drink, transport and value added tax.

For the North York Moors, the 1993 figure was £109.95m plus £6.8m spent within the Park by 'transit' visitors enroute to destinations not within the Park boundary.

### Who are the Visitors?

Using a combination of self-administered questionnaires and face-to-face interviews we are now beginning to understand more about our visitors. From questions common to all surveys,

## Visitor Monitoring

we 'pick and mix' to create site-specific surveys and studies undertaken in partnership with, for instance, Forest Enterprise or the North Yorkshire Moors Railway.

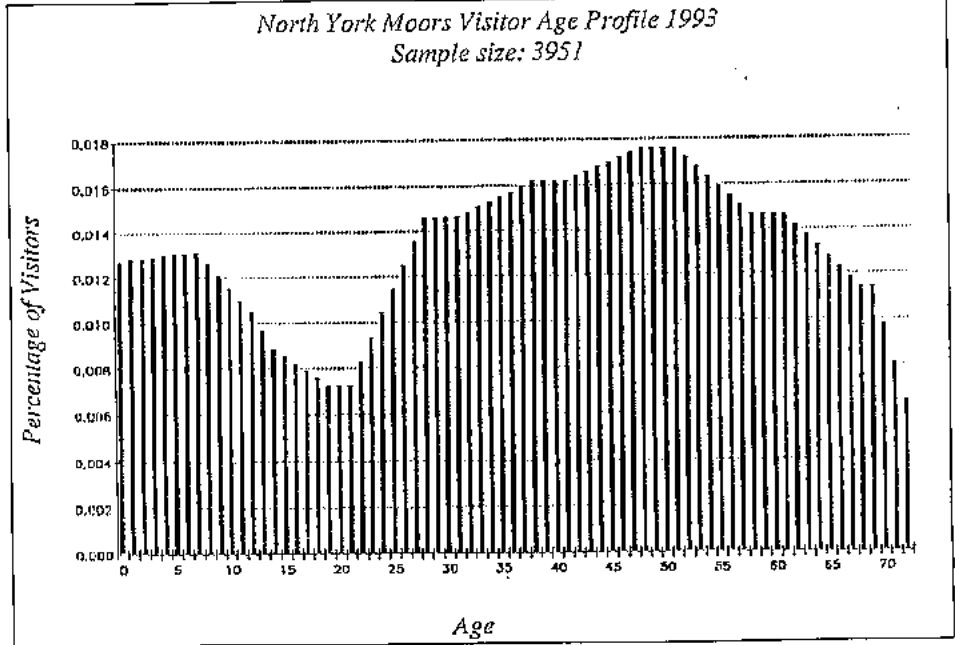
Our surveys use postcodes to identify the origin of visitors. This has proved particularly useful as it makes it possible to use the Postcode hierarchy of Area-District-Sector-Zone to more clearly identify the origins of, for instance, day visitors.

It is also possible to look at the penetration of visitors from smaller areas as the number of households in each Postcode zone is known. Thus we can say that, on average, each household in the Hull postcode area could be expected to generate 2.2 visits to the North York Moors in a year. Going one step down the tree, we see that households in HU14 could generate 9.5 visits per year. People in HU14 are therefore unlike the average Hull household as far as patterns of visits to the North York Moors are concerned.

A further use of the Postcode information is the identification of social categories of visitors through Pinpoint analysis. This shows, for better or for worse, that the North York Moors attracts a high proportion of visitors from the 'Wealthy' and 'Very Wealthy' categories, with poor representation of visitors from urban, deprived or multi-ethnic areas.

The visitor survey gave information on visitor profile, decision making and information sources, trip profile, type and frequency of activity.

Finally, the survey asked visitors to identify the most appropriate aims and sources of funding for National Parks. Almost 800 respondents gave their own aims and for the National Park. This made humbling reading, for from the responses



came a reminder of the emotion which National Parks arouse. The recurring theme was that National Parks were our 'National Heritage' and should be preserved for future generations.

### Rapid Response Research

To deal with specific issues or opportunities, a series of micro surveys has been used. These utilise standard questions but are based on small samples and often have no more than seven or eight questions asked either face-to-face or by means of a self-completion, pre-paid card. Using the 'Answers' computer program it is possible to identify, interview, input, analyse and report on a survey within a couple of days. The rapid-response survey is an inexpensive way of providing material for speedy management decisions, or to verify trends and simple 'gut feeling'.

In 1993 two areas were subject to 'rapid response research'. The village of Goathland is currently the setting for the 'Heartbeat' television series and many of the 16 million weekly viewers have visited the village in the last couple of years, to the delight of some villagers and to the dismay of others. The results of the survey—and a number of public consultation meetings—have led to a programme of physical works to ease conflicts, and to an educational programme to inform visitors and residents of the costs and benefits of tourism.

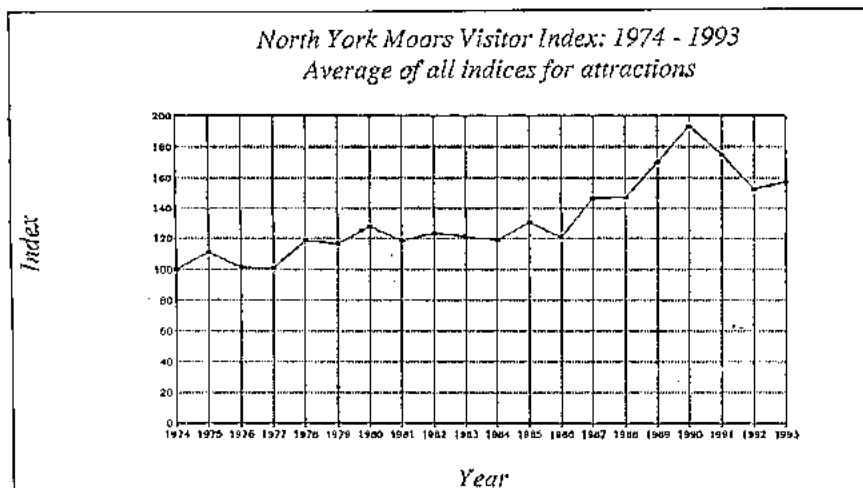
Ten miles west of Goathland is Farndale, a small dale which each year attracts 30-40,000 visitors during a six week period to see a spectacular show of wild daffodils. As a result of a 1993 study, a Park and Ride scheme has been piloted, with sensitive

promotion being targetted at key Postcode districts as shown from the survey. In Spring 1994, a further 'rapid response' survey was made to assess awareness of the service, attitudes towards cost, frequency and routes, and also to match postcodes with the use of specific media such as local radio.

### The Local View

Knowing that the views of our visitors were highly emotive, it was with some concern that we sought out the views of our resident communities.

A self-administered questionnaire was sent to every household in the park along with the first issue of our residents' newspaper: the 'Moors Messenger'.



The residents' survey probed the attitudes of local people towards tourism and also asked about their own recreational activities. Generally speaking, visitors were welcomed for their income generation and employment prospects, less so for the traffic problems they brought.

As far as their recreational activities were concerned, these very closely matched the patterns of visitor activity.

**Further Work**

At a national level, in 1994 all the National Parks are participating in a visitor survey. This 'All Parks' Survey is a partnership encompassing some 22 agencies and will enable comparisons and trends to be analysed across the Parks for the first time.

At a local level, we are aware that usage of the Park appears to be dominated by older, mobile, higher social groups. A pilot project is being developed to find out whether the Park is still accessible for all, "regardless of wealth or social class" as envisaged in the original legislation.

The local survey programme will continue to with small studies to deal with particular issues or opportunities.

Further work with other public agencies will be developed: we collaborated with Forest Enterprise on a Forest Visitor study in 1993 and work closely with the Regional Tourist Board, and the local authorities on a growing number of joint initiatives.

**So What?**

Studies are pointless unless they lead to some action in the development of policies and programmes.

As a result of the visitor monitoring programme a number of initiatives have been taken including the publication of 'Landscape for Visitors' which outlines the sustainable tourism

policies of the National Parks and is distributed to the tourism industry in the area.

The data has helped support bids for funding, programming our own work and also, incidently, in helping the local police plan their duty rosters.

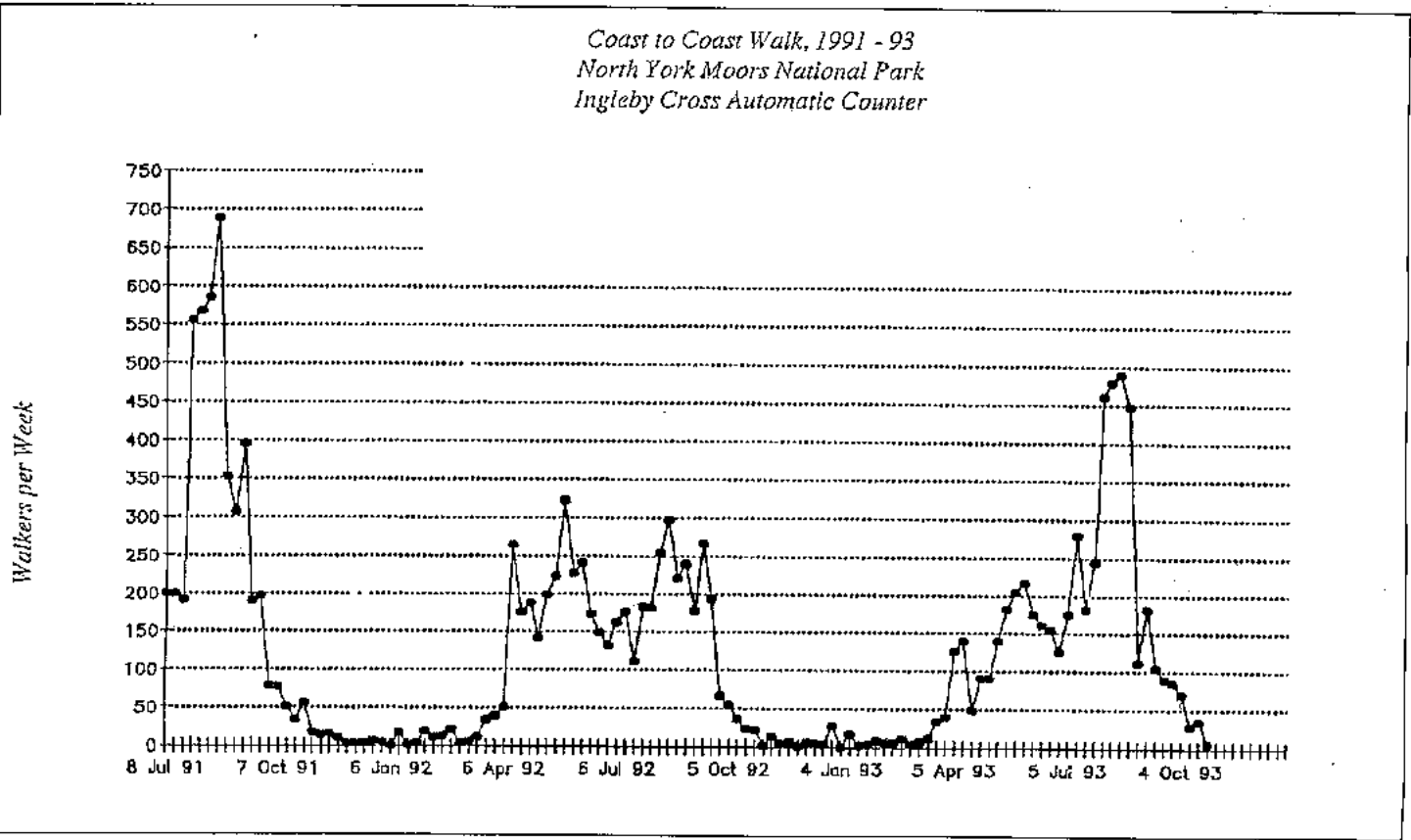
At a time when market forces are still in the ascendancy, the data can help us develop a longer-term vision. For instance, we can use the economic impact model and the survey results to see what would happen if all accommodation went 'up market'. (It appears that tourist-generated income would grow, but length of stay would shorten. There would be less active recreation, and a greater use of restaurants. On the other hand, if the use of youth hostels and campsites increased, our footpath network would take a hammering).

Getting to know our visitors is just the start. Now that we know them, we need to see whether we can provide what they want...whether we should provide what they want. And whether what we provide is going to help reach that long term balance between visitor, resident and the environment.

*Bill Breakell  
Tourism and Recreation Officer  
North York Moors National Park Authority*

**Notes:**

An advice note produced by the North York Moors National Park Authority gives details of the availability of tourism data discussed in the above article. The background and policies for sustainable tourism development in the North York Moors are summarised in the publication 'Landscape for Visitors'—available from the North York Moors National Park Authority, The Old Vicarage, Bondgate, Helmsley, York YO6 5BP Tel. 0439 770657



# The Central Scotland Forest

## Practical Progress in Countryside Access and Recreation

The Central Scotland Forest, covers 520 square miles (or 135,000ha). Spearheaded by the Lanarkshire-based Central Scotland Countryside Trust, this forest has a number of differences from its English counterparts.

### Evolution of the Central Scotland Forest

The term 'Central Scotland Forest' was first coined back in 1975 when the local authorities in the area decided that action should be taken to improve the degraded environment in the declining industrial belt of Scotland. A woodlands project was set up which flourished and gradually evolved into an independent Trust with an expanded remit of woodland creation and management, and other countryside management works, including access and recreation.

In 1988, in consultation with senior Trust officials, the government announced a new 'Central Scotland Woodlands Initiative' (a partnership between the Scottish Office, local authorities, Scottish Enterprise and the local enterprise network, Scottish Natural Heritage and the Forestry Commission. Nowadays the Central Scotland Countryside Trust is responsible for leading the Initiative and approximately one million pounds a year is made available from the government to the Trust to further the Initiative.

These changes led to many new demands on the Trust including the need to develop a Forest Strategy (now well underway), to become more proactive in the development of the Forest and to become accountable for substantial levels of new public funds. This led to a reorganisation of the Trust to build a structure which both retains and builds on its long experience of project implementation and management and provides the capacity to act effectively right across its new range of responsibilities.

As a result of these developments the work of the Central Scotland Countryside Trust is now comparable to the work of various new forest initiatives in England. However, its rather different evolution has meant that it has benefited from the experience of its English counterparts in terms of Forest planning and development and it can offer in return a wealth of experience of how to make things happen on the ground.

### Access and Recreation Programme

Countryside access and recreation is one of the strategic objectives for the Central Scotland Forest—and it is the focus of this article. The other strategic objective not covered include: woodland establishment and management, nature conservation, community involvement, economic development and landscape enhancement.

Access and recreation is an integral part of all Trust work but it is often best progressed through a packaged initiative which is designed to address specific needs and issues and which can form the basis of discrete funding packages. A range of these are described below.

### Heritage Trails

Heritage trails provide an outstanding opportunity to promote integrated countryside management. In essence they comprise a visitor route which is interpreted to tell a story about the local countryside focusing on parts of historical, natural or industrial heritage features. Whilst the physical route and interpretation form the constraints of the project and its funding, ancillary works include landscape enhancement, nature conservation, industrial restoration and community participation.

The Trust has been developing this type of approach in the Avon Valley, one of the more attractive river valleys in the area. Here a project officer has been appointed to develop a 14km valley along the Avon with spurs and circular routes leading to and around settlements. Key points for interpretation include the site of Scotland's earliest steel mill, a 12th Century priory and the longest and highest aqueduct in Scotland.

A landscape strategy for the visual corridor of the route has been drawn up and farmers have been contacted. Already woodland management has been initiated in many of the area's semi-natural woodlands, shelterbelts are being regenerated and walls rebuilt. The project has also proved to be invaluable in generating community interest in the local environment. Initial consultation and liaison meetings with local people resulted in considerable interest which has developed to provide opportunities for volunteers and school groups to take an active part in the implementation of the project.

As an integrated project addressing a wide range of local issues the project was successful in gaining support from a wide range of funding partners. A budget of £110,000 was assembled for the implementation phase including contributions from European Structural Funds, local authorities, the enterprise companies and Scottish Natural Heritage.

### Land Purchase

One of the key mechanisms available to the Trust is land purchase. Funds come from the government allocation and a condition of purchase is that the Trust must ultimately dispose of the land.

An example of particular note is the recent purchase of a 40ha farm on good quality land at the confluence of two rivers in the centre of the Initiative area, the Almond and the Breich. Both these valleys provide important opportunities for riverside walking opportunities with linkages to other routes with local

### Some Facts about the Central Scotland Forest

- planting began in 1979
- total area — 135,000ha (520 sq. miles) — approximately double the size of the National Forest
- location — between Glasgow and Edinburgh
- woodland established 1993/94 — 350ha
- turnover 1993/94 — £2.5 million
- project expenditure 1993/94 — £1.65 million
- CSCT staff members — 40
- 7 million trees established (CSCT)
- 55km of hedge established (CSCT)
- 40km of footpath established



connections serving nearby villages. However, access rights along the river have never been secured and many sections of the route were missing.

The purchase of the land at Easter Breich by the Trust proved to be the key to establishing high quality sections of the route. This was achieved through a series of land exchanges with neighbouring farms. In return for areas of better agricultural land that had been purchased by the Trust, we were given riverside stretches and over 50m of adjacent land on which to create a new woodland setting for the river valleys. After the completion of capital works and woodland establishment the land will be passed onto the local authority for long term management. As part of the District access network the benefits from the exchange were further extended into the surrounding countryside by securing the establishment and management of shelterbelts, hedges and walls into the privately-owned farmed landscape.

### Village Nature Parks

The Village Nature Parks (VNP) Initiative was set up in 1990 as a way of encouraging local people to take an active part in the care of their local countryside. From its earliest stages it took a community development approach, responding as far as possible to local needs and wishes and promoting community decision-making and responsibility.

The process of VNP establishment involved the identification of suitable land by the Trust within or on the edge of a village securing leases on the land from current owners (mainly local authorities), intensive community liaison, to establish a local management group, considerable training for participants in subjects such as local group organisation, fund-raising, habitat management etc., and assisting groups to draw up management plans. After four years of hard work a series of six successful Village Nature Parks exist with a further two in developmental stages. It is encouraging that even in very depressed communities sustainable, pro-active management groups have been set up which are now taking full responsibility for their projects.

Spin-offs from the projects have been the increased use of Nature Parks by many members of the community for informal recreation, the development of local schools'



use of sites and the development of management groups to take an interest in the wider environment in the local areas.

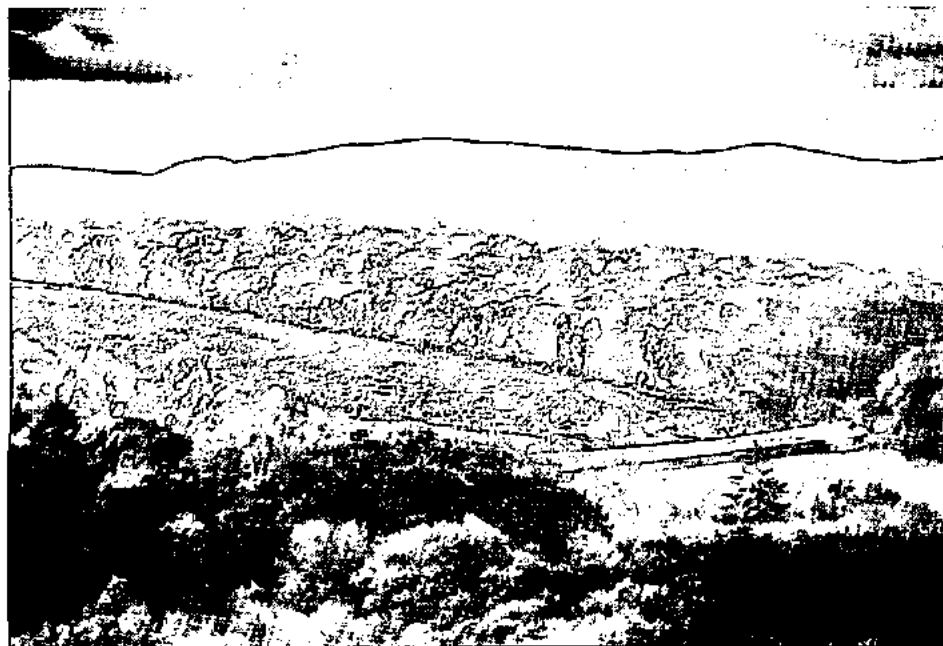
Support for groups is now much less intensive and is more directed towards assisting networking between groups and the provision of information and training. The future emphasis of the Initiative will be on promoting the success of VNPs and encouraging and supporting other groups to be pro-active in the development of their own VNPs.

### Community Woodlands

The CSCT recognises the value of the full spectrum of community woodlands, from those which simply provide improved opportunities for access, to those that are owned and managed by local people to meet the needs of the community.

Opportunities to establish community woodlands have been greatly enhanced by the introduction of the Forestry Authority's Community Woodland Supplement in 1993, although the limitations of the supplement, in terms of encouraging community participation and locational constraints, are well rehearsed. The Trust itself is working on a range of projects and programmes to further explore and develop opportunities for community woodlands, particularly those where a higher degree of community participation can be secured and sustained.

*Jane Macpherson  
Central Scotland Countryside Trust,  
Hillhouseridge, Shottskirk Road, Shotts,  
Lanarkshire ML7 4JS  
Tel. 0501 822015*



## Strathclyde's "Woodlands for the Community" Programme

### Origins

A comprehensive Greenbelt for the Clyde Valley was first established in the Strathclyde Structure Plan. This policy sought to contain urban growth and to promote better management of the countryside, particularly around the urban fringe.

As a result of early surveys of urban fringe issues, the Council promoted, jointly with the then Countryside Commission for Scotland, and District Councils, the first Countryside Management Experiment in Scotland, centred at the North Calder Valley. This Clyde Calder Project was faced with issues relating to the "hope value" for developing on abandoned farmland, fine but neglected woodlands, and an almost non-existent public access network, all within tightly confined urban dominated river valleys with a dwindling residue of active farms.

### Greening the Conurbation

In the succeeding years, the "Experiment" was confirmed as a "Project" and put on a permanent footing and similar projects established in the Kilpatrick and Kelvin Valley areas, stretching across the northern edge of the Conurbation.

Many of the Greenbelt areas at most risk lie along river valleys and these often penetrate the built-up area as environmental corridors. It was therefore a natural extension of the growing network of countryside projects that some of these should be based on the Clyde, Carts and Avon river valleys.

By 1992 there were nine key projects covering most of the Clyde Valley, aimed at "Greening the Conurbation" and tackling a similar array of issues to those originally encountered in the North Calder Valley. In that year the projects jointly generated partnership expenditure of over £2.6 million and achieved the planting of 23ha of new woodlands and a further 32,000 amenity trees. Four kilometres of new paths were constructed including seven new bridges and a further six kilometres were upgraded. Two new urban fringe parks were begun and large numbers of schools, volunteer and other public involvement events were held.

There was however a growing awareness of the need to complement the management of the Greenbelt with a new organisation to lobby, pilot new ideas and pursue avenues not normally open to local authorities. The Clyde Valley Greenbelt after all is larger in area (at 120,000 ha) than a number of highland estates and might be managed in a similar way, by a Factoring Company. To this end the Strathclyde Greenbelt Company and its associated Trust were established in 1992 with joint funding from Scottish Natural Heritage and Scottish Enterprise. Although still in its infancy the Company, which has its own staff, has made significant progress in promoting a demonstration Community Woodland, the restoration of a major derelict site for biofuel production, establishing a Poplar planting project and setting up a Greenbelt FWAG.

### A Strategy for Greenbelt Action

In order to provide a strategic framework for the work of the key Projects and the Greenbelt Company and the many area based projects, the Regional Council carried out a major survey of Greenbelt resources and conflicts. It identified over 10,000 ha of

underused and abandoned farmland on the urban fringe (10% of the Greenbelt) and uncovered the seriously neglected condition of over 90% of Greenbelt woodlands. The density and effectiveness of the recreational access network and availability of park facilities were analysed. Key areas threatened by urban extensions, fragmented by new road building or suffering the impact of past or future mining activities were also identified and landscapes degraded by modern agricultural practices surveyed.

By this comprehensive analysis of the whole Greenbelt, the full scale of the task of renewal were able to be assessed. Areas where priorities lay in recreating landscapes with Community Woodlands, farm woodlands, upland forestry, woodland management or access creation could be defined, quantified and the required action quantified. Even with the available grants, the financial shortfall in achieving even the priority elements of this vision was estimated to be £15 million.

Undaunted however, the Regional Council felt this could be achieved in a ten year programme with *annual* inputs of £1.5 million. Split between other key agencies, for example, Scottish Natural Heritage and Scottish Enterprise, the individual annual input could be a far more manageable sum.

### Woodlands for the Community

With a view to implementing some key elements of this Strategy for Greenbelt Action, the Regional Council has drawn up jointly with the Forestry Commission and the District Council's a "Community Woodland Plan" for the Clyde Valley and has allocated £100,000 to begin promoting "Woodlands for the Community" in 1993/4.

All of the 25 schemes in the 1993/4 programme were required to meet the following criteria:

- priorities identified in the Strategy for Greenbelt Action;
- cost-effective (in using low cost forestry techniques and maximising available grant inputs);
- partnerships with a range of other bodies;
- unlikely to proceed without Regional "top-up" finance.

It is anticipated that if fully implemented, the 1993/4 programme could result in:

- 142ha of new Community Woodlands being created;
- 36ha of farm woodlands being created restored;
- 143ha of existing neglected over-mature woodland being returned to management;
- 12ha of existing low grade young urban fringe woodland being restructured.

Public recreational access will be a key element in all of these schemes.

### The Future?

It is hoped that Strathclyde Regional Council will be able to maintain and even enhance its commitment to implementing the Strategy for Greenbelt action into 1994 and work has already begun on identifying woodland schemes and establishing experimental new ways of operating for next year's programme.

*Vincent Goodstadt*  
*Strathclyde Regional Council*

# Qualitative Research: A Survey of Consumer Attitudes to the Countryside

Understanding people's attitudes to the countryside is an essential part of providing a 'customer orientated' countryside service. Cambridgeshire County Council's Rural Group is responsible for both the conservation and management of the countryside (through a variety of direct services, partnership schemes and other agencies, and inputs into the land use planning process), and for countryside recreation, maintaining and promoting public rights of way, and running a country park, guided walks and events. To improve our understanding of public perceptions the Rural Group commissioned the Highwood Research Consultancy to carry out some discussion groups in Cambridgeshire to identify the issues which most concern Cambridgeshire residents, in relation to the local countryside and their access to it. We decided on the 'qualitative' method to check that we understood the issues as the public perceived them; this was seen as a necessary forerunner to wider quantitative surveys in which the questions are inevitably set by the 'professionals' commissioning the survey.

## The Research Method

Highwood Research held five discussion groups in different parts of the County, covering town, city and village residents. The group also included 'rare', 'occasional', and 'frequent' users of the countryside (elicited by telephone survey), groups with and without children, and those in work and not working.

The consultant led each discussion, seeking to draw out the views and perceptions of the participants. At this stage the objective was to identify that various patterns of concern exist, not to discover how widespread they are.

## What the Survey Indicated

The discussion groups demonstrated a general concern—especially among younger people—about the future of the countryside. Most people wanted to see it conserved for future generations, even if they are not currently regular visitors to the countryside. A number of specific concerns also emerged, though not, of course, from all groups.

### (i) *The Effect of Farming*

Current farming practice was very much seen as a disincentive to the recreational use of the countryside. Farmers are said to have overtaken footpaths and bridleways, which limits access to country walks. Also, private land ownership means there is little scope for wandering off the beaten path—"it belongs to someone else". (Cambridgeshire has a reasonably extensive rights of way network, but fewer open spaces with general access, than most lowland counties).

### (ii) *The Effects of Development*

Most people accepted that development was necessary but felt that more care needed taking when new development is proposed.

### (iii) *The Lack of Frequent, Dependable Local Transport*

Many people feel the need to travel to use the countryside, ie. they do not automatically think of using their local countryside; perhaps this is because access to it is unreliable.

### (iv) *Lack of Information*

This was said to be a reason for not using the countryside; however, when asked people generally knew where to get information, but they often did not bother unless other people (from a different area) were visiting them. This ties in with the "lack of time and motivation" being given as one of the main reasons for not visiting the countryside.

## How Can We Encourage More Use?

When asked how they could be tempted out into the countryside, several ideas were expressed:

- (i) Easily accessible information on facilities was needed. People wanted information in local newspapers, shops, pubs, libraries and on television (ie. not just leaflets).
- (ii) More facilities are needed for local people, not tourists (presumably better footpaths and more 'pocket parks', but this warrants further investigation).
- (iii) Information on countryside walks should be linked to local history and wildlife.
- (iv) More countryside enhancement was needed such as tree planting and hedgerow replacement.

## What of the Future?

Participants thought that the future of the countryside is something that ought to concern all sectors of society including individuals in their homes, farmers and, companies, local and central government. In particular, people feel that government must take a lead in returning land to the countryside, so that farmers and developers will take heed and moderate their plans.

Fortunately for us, many of the responses (of which these are only a summary) indicate that the public value the sort of work done by the County Council in recent years. However, the purpose was not 'self congratulation'. The real benefits of this approach will only be apparent if we are able to fund a follow-up quantitative study, and use the results of that to influence the countryside policies and services of local authorities (and others) in this part of the country.

For more information on the method used, or the results, please contact Kate Day, Access and Recreation Manager on 0223 317403, Allison Kew, Countryside Officer on 0223 317446 or myself; our address is The Rural Group, Dept. of Corporate Planning, Shire Hall, Castle Hill, Cambridge CB3 0AP

*Chris Brown*  
Rural Group Leader

# Countryside Recreation: A Handbook for Managers *Peter Bromley, 1994*

This book seeks "to provide the manager...with a mechanism for making the necessary decisions and for assessing the parameters which must guide those decisions". To this end the text attempts to deal with a wide range of elements such as the nature of site-based facilities, management planning, staffing, interpretation, marketing and the legal framework, together with an overview of countryside recreation Britain. The breadth of the book suggests a potentially very useful resource both for practitioners and those concerned with teaching countryside recreation management, but allocating only 142 pages of text to the subject has significantly reduced the value of the book.

If this publication is intended as a handbook for managers, it is difficult to imagine that they would find much in the text that they were not already familiar with. Likewise, students in countryside recreation management courses would undoubtedly find the book interesting as an introductory overview but the lack of detail in many areas will limit its usefulness—and at £25 it could hardly be recommended as an essential text. The chapter on "Facilities and Opportunities", for example, is little more than a descriptive list of countryside activities and facilities with little attempt to discuss wider management issues such as conflict or compatibility. Various tables such as farm open day visitor profiles (1974 data) and participation rates for outdoor (and indoor) sports and recreation have been included with no apparent purpose. The author admits in the introduction that the relevant issues cannot be covered in complete detail (and therefore the reader should note the accompanying references) but this is not a satisfactory let-out clause for brevity.

While Bromley is obviously attempting to draw various aspects of countryside recreation management together in a single 'handbook', managers will already be familiar with some of the content not only from experience but also from other management material. The chapter on "Management Planning" draws heavily on the Countryside Commission's publication *Management Plans* (Leavy, Rowe and Young, 1986). Although acknowledging this source in a general manner, Bromley does not give specific credit to the publication for two of the

figures he uses in this section—one is taken verbatim while the other has only very slight alterations. Likewise the chapter on "Interpretation" is very similar to what the author has already presented in his previous publication "Countryside Management" (1990), and it is based on material that managers are likely to be acquainted with if they are involved in interpretation as a new service may find it a helpful introduction.

Finally, the section on "Marketing" is a welcome topic in such a 'handbook' as little has been written specifically on marketing of the countryside. Unfortunately, here again the reader will be disappointed with the lack of depth to a chapter which is characterised by serious omissions. Neither the nature of the 'service' being marketed nor the wider marketing environment, such as the competitors, economic trends and demographic variables, are examined; nor does the author make any reference to the

value of a 'SWOT' analysis for a site. The discussion on the 'marketing mix' is confusing with no clear distinction being made between the 'product' and the 'place'—there is no attempt to relate 'place' with the distribution of the 'product'.

Thus overall, this book is an interesting introductory text to the wide spectrum of what is involved in the management of countryside recreation sites. Had the price been considerably lower and the book aimed specifically at the National Diploma student market it would be more successful. However, in its present form it can hardly be considered "A Handbook for Managers".

*Jennifer Houellebecq,  
Easton College, Norfolk's College of the  
Countryside*

## *The Changing Nature of Training Provision at Losehill Hall*

Losehill Hall continues to evolve and develop the training we provide for countryside staff and environmental managers. In the last twelve months we have run about 35 professional training courses for countryside staff. An associate network has been set up to help us deliver this programme.

In common with all providers of 'open courses' we always put a lot of energy into matching the training we provide with the participants' needs. However, it is not always possible to achieve this to the extent we would like. We recognise that 'open courses' can only satisfy part of the requirements for training and that we need to adjust our approach to changing circumstances.

To try and address this issue we are developing the training services we can provide customers away from Losehill Hall. For example, last year has seen us diversify our activities by working with the Countryside Commission on the Parish Paths Partnership Training Strategy and the Policies for People Training Strategy.

We have also been working with local countryside services on organisational development. One project we have been working on has been the introduction of a training and development system with Rotherham Borough Council, whilst another area of work has involved Kirklees Countryside Unit, introducing a long term planning system to help them allocate resources and prevent duplication of work with other departments in the Council.

The other area of work where we are focusing is in developing Environmental Management Systems training. Projects on which we have worked include training for assessors of Environmental Management Systems (BS5750) with the British Standards Institute and a policy review and site audit for a major quarry company.

For the coming year we will continue to run about 30 professional training courses, with increased links to the new NVQ standards. We recognise that more of our work will be away from Losehill Hall, helping countryside organisations with training need identification, with evaluation of training inputs and with the incorporation of new skills and ideas into working practice.

We are always looking for new avenues of experience, working creatively with new customers on any aspect of training and development.

*Simon Lees  
Training and Development Officer  
Losehill Hall*

# Recreation Site Surveys—South Wales

## Introduction

A three year programme to carry out recreation site surveys in South Wales was established by the then Countryside Commission in Wales and three local authorities in 1989. It was perceived that a regional perspective was required to gain insight into trends in recreation and leisure in the South Wales area. It was anticipated that this would then feed into regional recreation strategies as a tool for recreational planning and to enable the effective management of a constantly changing leisure market.

## Developing the Methodology

This programme has now been taken forward by the Countryside Council for Wales, with the support of a range of other organisations—Forest Enterprise, Cadw, Welsh Water, Wales Tourist Board, Brecon Beacons National Park, Gwent and Mid, West and South Glamorgan County Councils.

The study undertaken by the Welsh Agricultural College comprises three sections:

### 1. Recreation Audit/Database

This database provides details of the recreational facilities which are available in South Wales. Also examined are methods of disseminating this data to recreation planners and managers, as well as implementing mechanisms for updating the information.

The programme is a powerful tool for interrogating the database, allowing structured queries and the potential for spatial mapping. Results indicate that of the 598 sites recorded in the

## Broomfield College Diploma in Countryside & Environmental Studies

In response to the public interest and Government policy towards the countryside, Broomfield College is launching a new National Diploma in Countryside and Environmental Studies, starting September this year.

The course is designed to provide knowledge and skills in the conservation and management of woodlands, hedgerows, water, wetlands, and moorland, site assessment for conservation, and countryside leisure and recreation.

Most of the learning will be undertaken at the College which has 170ha of land that includes a SSSI. This enables the theory to be substantiated by practical work including hedge-planting, stile construction, coppicing, pond creation and improvement and wildlife survey work.

At the college's hill farm at North Lees, Hathersage, students will be involved in surveying and practical conservation management of a working farm that is in the Peak National Park, in an ESA and is crossed by public rights of way used by ramblers and climbers seeking access to nearby Strane Edge.

All the conservation work is carried out hand-in-hand with two commercial farms, one of which is converting a large proportion of its acreage to an organic system. This work has resulted in the creation of many interesting demonstration sites and varied hands-on learning opportunities for students on current First Diploma and Certificate Courses, now strengthened with the launch of the National Diploma.

Anyone interested in applying should contact the Admissions Officer on 0332 831345

database, the majority of sites have free access, a fifth are located in the National Park and a sixth contain Sites of Special Scientific Interest within them.

### 2. Research/Study Audit

This examines previous work undertaken on recreation in South Wales, and brings together this ad hoc information, stored in a database to allow easy retrieval. This will enable managers, wardens or students access to information on any earlier work undertaken at particular sites to give an historical background for future planning.

### 3. Site Surveys

Over the initial three year period (1989 - 1992) more than 5,000 people were interviewed across a number of recreation sites in South Wales. Surveys continued in the fourth year, but were extended to cover a twelve month period to assess seasonal patterns. Detailed questionnaires enabled a clear picture to be constructed of why people visited specific sites. Results from the surveys also allowed the constructed of visitor profiles and revealed the effects of seasonality on sites.

The sites included in the study comprised a variety of recreation facilities in the region, from country parks and public paths to privately owned attractions. Over the research period some of the salient features to emerge were:

- the local nature of countryside recreation trips;
- the predominance of informal recreational activities at all sites;
- the attractiveness of quiet and natural characteristics of sites to the visitor;
- the expectation of a base level of amenities and provision for children;
- the minimal effect of seasonality on visitor attitudes and behaviour.

The three elements of the research combined together, present an interesting and useful portrait of recreational trends and facilities at a regional, country and site level. This information base is evidently important for the effective management and planning of recreational facilities in South Wales.

## Future Developments

The initial phase of the project concentrated on site surveys using a random sample of visitors. Whilst this has illuminated an array of useful information, it cannot identify why certain people are not visiting the sites. Plans for the next stage of the research are currently underway. This will involve a comprehensive household survey to gather data, and assess general attitudes and behaviour towards recreation in the South Wales area. This will complement the ongoing recreation site surveys and the review and updating of the databases, to present a complete regional picture.

## Conclusion

Analysis of all the elements of the research provides essential data for the formulation of coherent recreation strategies. This should lead to a more effective use of resources for countryside recreation, which can co-exist happily with efforts to protect the landscape and conserve wildlife. The strategic approach being adopted in South Wales has the potential to be translated to other parts of Wales.

Carole Thornley

Recreation and Tourism Policy Officer  
Countryside Council for Wales



# CRN National Workshop "Communities and their Countryside"

13 - 15 September 1994

University of York

A programme for the Workshop is included with this edition of the Newsletter. Please contact the CRN Manager on 0222 874970 for further copies of the programme.

## Rural Geography Study Group conference on Accessing the Countryside University of Nottingham 21 - 22 September 1994

The aim of this conference is to allow active researchers in the field of public access to the countryside to discuss their research with an audience of academics and professionals. Twenty two papers are being presented. The themes include cultural perspectives on public access, the current state of the access debate and new policies for encouraging access to the countryside. Marion Shoard will give a guest lecture entitled *Robbers vs Revolutionaries: what the battle for access is really about*. The total cost of the conference including meals and one night's accommodation is £72.29. A reduced fee is available for the unwaged and postgraduates. For a full programme and booking form contact Charles Watkins, Department of Geography, University of Nottingham NG7 2RD Tel. 0602 515439.

### Resolving Conflicts in Tourism, Recreation and Access Management

*An Introduction to Environmental Dispute Resolution and Consensus Building*

A one day workshop: 30th June 1994 at The Environment, Council, 21 Elizabeth St., London

People's attitudes in debates on tourism, recreation and access to the countryside are frequently polarised. Some see increased access and recreation in areas of natural beauty and scientific interest as damaging; others see new markets helping to reinforce often ailing local economies.

The increase in recreation and leisure activities, and the more recent links with environmental quality, have added to the complexity of policy making and practice. In order to help prevent and resolve conflicts in such areas it is imperative that a range of different groups and agencies work together to generate agreed solutions.

The workshop will focus on:

- using consensus-building processes to assist in resolving tourism, recreation and access problems;
- identifying aspects of delegates' work which will benefit from consensus-building;
- putting such processes into the planning and management system;
- highlighting a specific issue on which to start applying these processes and advancing practice.

For a programme contact Hally Ingram on 071 824 8411

### Countryside Recreation Courses 1994/95

#### Working With News Media

4-8 Jul. 1994

Losehill Hall

#### Working Together

8 Sept. 1994

Centre for Environmental Interpretation

#### Using Living History

26-27 Sept. 1994

Centre for Environmental Interpretation

#### Arts and the Environment

3-6 Oct. 1994

Centre for Environmental Interpretation

#### Investigating Interactives

10-11 Oct. 1994

Centre for Environmental Interpretation

#### Countryside Ranger Training

10-14 Oct. 1994

Low Bank Ground

14-18 Nov. 1994

Plas Tan y Bwlch

21-27 Nov. 1994

20-26 Feb. 1995

Losehill Hall

#### Time and Team Management

14-17 Oct. 1994

Field Studies Council, Preston Mountfort

#### Communicating Clearly

24-27 Oct. 1994

Field Studies Council, Preston Mountfort

#### Human Values, Ethics and the Environment

31 Oct. - 3 Nov. 1994

Plas Tan y Bwlch

#### Local Countryside Action

31 Oct. - 4 Nov. 1994

Losehill Hall

#### Environmental Interpretation

31 Oct. - 4 Nov. 1994

Plas Tan y Bwlch

#### Handling Conflict Creatively

7-9 Nov. 1994

Losehill Hall

#### Learning Through the Outdoors

7-11 Nov. 1994

Low Bank Ground

#### Management Skills for Countryside Staff

Pt I 8-11 Nov. 1994

Pt II 1-3 Mar. 1995

Plas Tan y Bwlch

#### Countryside Rec'n for Differently Abled People

14-19 Nov. 1994

20-25 Feb. 1995

Churchdown Farm Field Studies Centre

#### Your Place or Theirs? - Working with

Communities

Nov. 1994

Centre for Environmental Interpretation

#### Evaluating Visitor Services

5-6 Dec. 1994

Losehill Hall

#### Effective Communication Skills

5-9 Dec. 1994

Plas Tan y Bwlch

#### Access and PROW Law & Management

6-9 Dec. 1994

Plas Tan y Bwlch

#### Interpretation Workshop

12 Dec. 1994

Centre for Environmental Interpretation

#### Working in Wales

12-15 Dec. 1994

Plas Tan y Bwlch

#### Countryside Environmental Interpretation

Dec. 1994

Losehill Hall

#### Practical Application of Countryside Law

9-13 Jan. 1995

Plas Tan y Bwlch

#### PROW Training

Various events throughout 1994

Contact Graham Walters

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Field Studies Council — 0743 850380

Churchdown Farm — 0208 872145

Centre for Env. Interpretation — 061 247 1067

Low Bank Ground — 05394 41314