

# 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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— *This issue:*

Society's demands on  
the landscape:

*food and farming  
leisure and lifestyle*

The student resource

Paying for access

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

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The Newsletter of the Countryside Recreation Network

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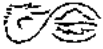


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photo: Simon King

*Cover: Recreation in the countryside – thousands  
take part in raves throughout Britain*

*The views expressed in this newsletter do not necessarily represent those of  
CRN member agencies.*



## Countryside Recreation Network

CRN is a network which:

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

The Network helps the work of agencies and individuals by:

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

Chair: Richard Broadhurst,  
Forestry Commission  
Vice-chair: Glenn Millar,  
British Waterways

CRN News is free and is published four times a year. We welcome articles and letters from all readers. The copy date for the next issue is 7 November.

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# Editorial

Car-culture, leisure-culture, consumer-culture, agriculture: our environment is shaped by the demands which society makes on our landscape. The focus of people's lives in Britain has been shifting and some of our changing cultures are discussed in two of the articles here.

Conflicts between recreation users in the countryside appear to be increasing: noisy pursuits, for example, from trail bikes to raves; and CRN News recently reported on conflicts between water users (June 1996 issue). Robin Grove-White discusses the cultural changes which have brought about these conflicts; changes which are affecting us all; the way we choose to live and the personal significance of our chosen leisure pursuits – these have become not just hobbies but an integral part of our lifestyle. We need to recognise a wider definition of 'recreation in the countryside' which encompasses new cultural changes and new lifestyles in a sustainable way.

Modern agriculture produces a considerable environmental burden – are higher levels of production and consumption actually affordable, environmentally or socially? And do our supermarkets really provide us with the choice which they promise? Perhaps the growth of home-delivery organic food suppliers is a better reflection of consumer choice. Ben Plowden discusses the findings of a new CPRE report on sustainable agriculture and the effect of society's (ie *our*) decisions on the environment.

Some of these issues and conflicts will be addressed at the Annual Countryside Recreation Conference in November. An exciting agenda, and one not to be missed, "Landscapes of Leisure and Pleasure" will look at trends in leisure and how these should affect future planning and management of our landscapes. A lively two-day programme includes a debate on sport and recreation policy, and role plays. These focus on diverse topical issues such as raves, four wheel drive vehicles, and skiing in the Cairngorms. See the enclosed flyer for more information.

The theme for the next newsletter? – Surfing the Internet. CRN will be taking a look at the potential of the internet and the information available through it. Articles for the next issue will be gratefully received: no later than 7 November, please.



## *Access: to pay or not to pay?*

*Caro-lynn Ferris discusses controversial proposals for improving access to Northern Ireland's countryside.*



photo: Caro-lynn Ferris

*Gathered together for the access seminar: representatives from England, Scotland, Wales and Northern Ireland*

In early February the CRN's Access Network held a seminar in County Down, Northern Ireland. Hosted by the Environment and Heritage Service of the Department of the Environment for Northern Ireland, the two day event was attended by representatives of the Forestry Commission, the National Parks, the Countryside Commission and the English, Welsh and Scottish Sports Councils.

During the seminar, the opportunity was taken to review and discuss the current and proposed arrangements in Northern Ireland with respect to 'paying for access'. Discussion was specifically focused on the proposed 'Countryside Access Scheme', a co-operative venture between the Department of Agriculture for Northern Ireland (DANI), the Environment and Heritage Service of the Department of the Environment for Northern Ireland, and Northern Ireland's twenty-six District Councils. It is interesting to note that, compared with the rest of the UK, Northern Ireland does not have a developed Public Rights of Way network.

### **An outline of the Countryside Access Scheme**

The 'Countryside Access Scheme' is to be administered by DANI and is designed to give the public of Northern Ireland greater access to the countryside. It will offer farmers and landowners a financial incentive for the

provision, management and maintenance of new 'permissive access routes' that is, a route which people are allowed to use with the agreement of the landowner. It is anticipated that the new permissive network will eventually link together to form a comprehensive 'path network' throughout the whole of Northern Ireland.

Participation in the DANI scheme is entirely voluntary, and those farmers who enter the scheme do so for a period of ten years. The annual payment to farmers is made by DANI, and the Environment and Heritage Service will provide minimal funding for the capital works needed to make the route functional.

For a route to be accepted into the Countryside Access Scheme it must be included within the Strategic Access Plan of the council within whose area it lies. It must not be a public right of way or be on common land. All applications for entry to the scheme will be subject to 'good value for money' criteria. The access route shall be made available for public access at no charge. Adequate means of entry and facilities necessary to the effective use of the access route shall be provided and maintained.

## Seminar discussion

The objectives of the seminar were threefold namely:

- to discuss whether access for informal countryside recreation activity should be free of charge or whether the public should pay for access.
- to discuss the logistics, advantages and disadvantages of the proposed DANÍ Countryside Access Scheme.
- to determine the criteria necessary to make a path worthy of DANÍ support and finance.

## Paying for access

Those representing the 'users' of the countryside stated their total opposition to the whole principle of paying landowners for the 'mere fact of access' but acknowledged that there may be circumstances where it is appropriate to pay for the 'management of access', for example, the provision of secure car parking. It was also expressed that 'paying for access' could:

- discourage lower income groups from enjoying the countryside;
- cause additional environmental damage through the migration of users to other areas not requiring payment but less able to sustain therecreational pressure; and
- involve numerous logistical problems such as methods of collection, level of charge and methods of enforcement.

Support for paying for access focused on the potential of using it as an effective visitor management tool; it could protect environmentally sensitive areas and areas vulnerable to increased recreational activity. It could also be a financial aid to landowners to help offset the management costs involved in the preservation of their natural environment and as an additional way of helping farmers to diversify their farming activity.

## Countryside Access Scheme

During the seminar discussion many advantages and disadvantages of the proposed Countryside Access Scheme were voiced. Positive reaction to the scheme included:

- its ability to enhance and raise the standards and opportunities of present and potential access provision;
- a means of compensating farmers for loss of privacy, disruption to farming practices;
- an aid to the preservation of the countryside through more effective farming, conservation and access management practices; and
- the opportunities it provided to bring economic

benefits to the local economy, for example through tourism.

Many fears were expressed with respect to the new Countryside Access Scheme. For example, the introduction of the scheme could result in loss of 'traditional access routes'. The relationships that had been built up in the past with those farmers who had traditionally given free access could be lost, especially when the farmers became aware that in some cases these traditional access routes would not be entitled to DANÍ support and finance, through not being considered as 'strategic routes'. Additional problems foreseen included administrative problems associated with implementation:

- the hidden repercussions, such as a farmer questioning why his path was not included within his council's 'strategic access plan';
- the consequences of one farmer along a collectively owned route opting out of the scheme after a short period; and
- the difficulties in promoting new routes.

## Value for money

Detailed discussion took place on the criteria necessary to determine what makes a path worthy of DANÍ support and finance. Suggestions for 'value for money criteria' included:

- the length of the route;
- the number of people using the route;
- the potential demand for the route;
- whether or not the route delivers real and significant improvements;
- whether or not it is considered a key access route within the wider Northern Ireland access path network; and
- type of route, for example, long distance routes, short circular walks around villages or routes that link to the Ulster Way.

Council representatives reinforced the importance of creating routes which serve the community and the benefits associated with creating long distance routes such as economic, social and tourism. The Sports Council for Wales representative however highlighted the vulnerability of creating long distance routes within the scheme, as the longer a route becomes, the more farmers that are potentially involved and consequently the greater impact that withdrawal from the scheme by just one of these farmers can have on the rest. The Countryside Commission representative, on reflection of the Countryside Stewardship Scheme, also suggested that greater emphasis should be placed on networks that serve the community and not necessarily on long distance routes. In addition he also stressed the importance of training, recruiting and managing those staff responsible for introducing the scheme to the

***Value for Money' Matrix***

	<b>High Value</b> provides access to a site or area of national importance or provides a strategic link	<b>Medium Value</b> provides access to a site or area of lower importance	<b>Low Value</b> access to everyday countryside
<b>High Use</b> likely to be used by large numbers of people e.g. close to population	<b>1</b>	<b>2</b>	<b>3</b>
<b>Moderate Use</b> consistent moderate use anticipated	<b>2</b>	<b>3</b>	<b>3</b>
<b>Low Use</b> only occasional or light seasonal use anticipated	<b>3</b>	<b>4</b>	<b>4</b>

**Notes:**

Permissive routes under the Department of Agriculture Scheme in categories 1,2,3 would normally receive support although each would have to be examined logistically (number of farmers etc.) Only minimalist capital works (signs, stiles and gates) can be grant aided under this scheme. Monitoring will take place.

Capital works on longer agreement (10 years) or works to create public paths (grant aided by Environment and Heritage Service). Routes that fall into category 1 would normally justify all reasonable expenditure. Category 2 routes are likely to receive support for all reasonable infrastructure and accommodation works. Costs associated with category 3 routes will be examined closely and some costs may be deemed unjustifiable. Capital works to category 4 routes should be minimalist and accommodation works and major items of expenditure will not normally be approved.

**Rate of Grant:**

75% except for costs associated with the establishment of approved long distance footpaths (100%).

farmer and the need to continually monitor the scheme particularly during its first six months of operation.

Following the discussion generated from the seminar, an Access 'Value for Money' matrix was devised by the Environment and Heritage Service. This matrix is based on the relationship between 'intensity of use' and 'significance' of the site. Its suitability is still being considered but is likely that the Environment and Heritage Service will introduce it as part of their grant application form and applicants would have to state where they feel the proposal lies.

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# *A Day Trip to the Country*

## *A new survey of day visits in the UK*



photo: Mike Williams Countryside Commission

*During 1994, 1300 million day visits from home were made to the GB countryside*

The Day Visits Survey has been developed to improve the quality and comparability of information on day visits in the UK. The survey is carried out for a consortium of national agencies; in 1994 these included the Countryside Commission, the Countryside Council for Wales, the Department of National Heritage, Scottish Natural Heritage, the Scottish and Wales Tourist Boards, the Forestry Commission, British Waterways and the Department of the Environment.

A day visits survey covering the whole of the UK was first proposed in 1990, in this and the two subsequent years the survey was developed and tested, with a six month pilot survey taking place in 1992. Following the pilot, the form and content of the survey were finalised and the first of the new day visits surveys was commissioned in 1993. The second survey was undertaken in 1994 and carried out by Social and Community Planning Research.

The Day Visits Survey is designed to be a UK-wide survey but in both 1993 and 1994 the survey was restricted to Great Britain, as none of the recreation and tourism agencies in Northern Ireland was among the sponsors.

The main purpose of the Day Visits Survey is to collect information about *leisure day visits* made from *home*, as opposed to visits made while people are staying away from home.

A list of sixteen activities is used to define leisure day visits and the survey collects information about all visits, regardless of the length of time they last.

The survey distinguishes between visits to three main *destinations*:

- towns and cities,
- the countryside, and
- the seaside and coast

It also records whether or not visits were:

- to woods or forests, or
- on or by a canal or navigable river.

The Survey is the first to provide information about day visits made throughout the year, with information collected for each quarter.

The intention is that the UK Day Visits Survey will be carried out every two years. The 1996 survey is currently underway.

*The UK Day Visits Survey 1994 has just been published by CRN and is available for £15 from the address on page 3. The 1993 survey, which covers the summer months, is also available from CRN. The 1994 Survey includes a short comparison between the two Surveys.*

# A New Culture?

*Robin Grove-White discusses new attitudes towards leisure and lifestyle*



photo: Sala Wetsuits & Leisurewear

*Leisure time is more and more closely linked with lifestyle*

Last year's Annual Countryside Recreation Conference, 'Today's Thinking for Tomorrow's Countryside' was most interesting and provided insights on a host of management issues and initiatives.

I am not a recreation manager. My background is in the politics of environment and the politics of environmental research. If there is one reality the conference underlined for me, it is this: that, while leisure in the countryside is truly an issue whose time has come in Britain, we have yet to absorb the full implications of that fact, or to find ways of talking about it politically and socially in a way that does justice to its full contemporary significance.

I want to explore this contention a little – perhaps from an unfamiliar angle – to suggest why it may be that, despite the unbounded significance for the population at large of what's at stake in what we currently call leisure or recreation issues, those issues are still misunderstood and undervalued politically and socially, and why it's now urgent that we should address them. Because unless we get a more ambitious grip on

them, it's hard to see how the full potential of leisure activity is going to be unlocked, and in particular how the inevitable associated problems and tensions are going to be addressed adequately.

First, let me say where I'm coming from in these developments. The Research Centre of which I'm Director is a new type of entity within a university – seeking to explore in a number of arenas the depth and significance of environmental issues for modern cultures and politics with a view to advancing things ultimately in policy terms. We in the Centre are largely social scientists doing research, some of it pure research, some of it more applied, with bodies as different as the European Environment Agency, the Hadley Centre on Climate Change Research, DOE, the Cabinet Office, Lancashire County Council, Greenpeace and WWF. This work has brought us slap bang up against the need to try to understand some of the cultural transformations now affecting Britain and other western countries. Such transformations are, I think, highly relevant for understanding what's happening today in the leisure domain.

I'd just like to make three quick 'sociological' observations arising from this research. In the first place, it's now widely acknowledged amongst social scientists that over the past 2 or 3 decades people have been weakening their identification with institutions like political parties, churches, trade unions, even class identities. There is lots of survey evidence and literature on these trends. So we are all tending to float freer of these former associations, for better or worse. Society is more pluralised, more fragmented – and arguably part of the problem with Britain's current politics is that it hasn't caught up with the implications of these changing realities.

Second, such processes got a boost in the 1980s. A new individualism was consolidated. We'll all have our own views about the merits of this. There have been winners and losers. The associated cultural changes have tended to accelerate the processes of what we might call people's



'self-invention'. Some analysts refer to this as the growth of the significance of 'lifestyle', the idea that we build our sense of ourselves through all sorts of specific choices affecting how we choose to live – our clothes, how we live at home, the TV we watch, the music we like, what foods we eat – and crucially how we spend our time, particularly our disposable time.

You may say this isn't new. But the point is in the past more of these choices were made for us, by custom, by inheritance, by social process, and by identification with class or job or religious affiliation.

And this leads to the third point. Over the past 20 or 30 years, as part of all this, as our personal identification with established institutions has weakened so at the margins people have been coming together in new informal networks or associations. An obvious example: it's no coincidence that as environmentalism grew in the 1970s and 1980s, socialism of old kinds was declining. They were not interchangeable – but 'new social movements', like environmentalism are in part a creation of new shared arenas in which social action is seen as possible. My own experience in the environmental NGO movement of the 1970s had this element very strongly. It helps explain the striking growth in NGOs over the past 2 or 3 decades.

And how does this relate to leisure? In this way, I think. What people do with their time is increasingly a reflection of who they feel they are. What we call 'leisure time' is actually one of the key disposable resources in their lives, and frequently significant therefore in the meanings they give or find in their lives.

More and more people are bound together in and identify with NGOs, or with informal recreational bodies, to protect the meanings and values we find in the countryside. And they do this because it matters. But increasingly the fact is, the meanings and values people find in the countryside are now immensely varied – and indeed may conflict one with another. Think of the differences between the isolated mountaineer or the group of motorcyclists on a green lane, or the very local historian, or teams of canoeists, or groups of travellers at some roisterous rave, worshipping the rising sun. They're all engaged in collective activities of very different kinds in the countryside, with deep personal significance for their lives.

So I think what we're seeing, as a result of all these cultural and social changes that sociologists and political commentators are noticing, are significant and perhaps positive developments for many individuals and groups in late industrial society.

And the important implication of all this for the concerns of this conference is that the old idea of leisure and recreation as somehow a residual, as the trivial use of spare time ('what's your hobby?'), may no longer be adequate now. Of course, we are all day trippers from time to time.

But beyond that, what happens in non-work time is a more significant source of meaning in people's lives in a time when we are more and more different from one another, but are sharing these differences with others who share them. And this reality has not yet found adequate expression in public policy.

It's striking that, despite their importance, recreation and leisure issues as they bear on the countryside remain the poor relations within public bodies and debates. I see this in the Forestry Commission, despite immense creative good work on the ground, and the crucial political significance of public recreational use for the Forestry Commission of their estate. The Commission's internal organisation is only now beginning to catch up with this significance. The same is true, I'm afraid, of the Countryside Commission, who do have statutory duties in this field, but who struggle constantly to give such issues the full recognition they demand against rival internal policy priorities.

In my view, this is reinforced by the fact that the Commission like many others is hobbled by a historically dominant countryside recreation doctrine: that countryside recreation has to fit in and around the edges of other rural land uses. And if even the Forestry Commission and Countryside Commission have difficulty in according leisure its true social significance, the Sports Council, English Nature, the English Tourist Board and others have even more severe problems. Even National Park Authorities face internal conflicts on such matters.

The problem is compounded, in my view, by the fact that most of the NGOs in this sphere don't really have their eye on the ball I've described. Britain is well served by its countryside conservation bodies – RSPB, CPRE, the Wildlife Trusts, FOE – but there are only the Ramblers, Open Spaces Society and Youth Hostels Association, in the recreational area. I have immense respect for their work. But they too, like the statutory agencies, have priorities and a body language developed on perhaps rather narrow and specialised lines from a previous era, when leisure needs really were seen as marginal and residual. (Think of the determined and even exclusive 'rights of way' focus of the RA). The consequent lack of a concerted overarching NGO presence on leisure concerns overall means that there's little appropriate pressure on the agencies or on central government to treat such issues as more central to everyone's interests. One NGO which has begun to get to grips with what's at stake in this wider sense is the National Trust, as you can see in its splendid new consultation paper 'Linking People and Place'.

Now it's vital that the Countryside Recreation Network, and the agencies who constitute it, should talk more with NGOs in this domain. But, to be candid, we must face the reality that no single NGO is currently doing the job that needs doing at national level. Indeed up till now, there's

actually been something of a gap, where there should be energetic grass roots leadership of public debate on this overall issue. Last year's report of the Select Committee on the Environment is welcome and significant, but in my view largely in giving reassurance to concerns about the potential *physical* damage of leisure developments. So it's a welcome but still negative development in political terms.

It may be the case, as the Select Committee has concluded, that the physical pressures of leisure expansion can be accommodated – though we can expect that CPRE and other influential bodies will certainly challenge that in particular cases. But what is certainly true is that the potential for conflict between leisure uses is growing, as they multiply. There are conflicts for example between:

- different water issues (fishermen and canoeists);
- noisy and quiet uses;
- different forms of access;
- nature conservation bodies and public access priorities;
- different interpretations of historically significant places – for instance Stonehenge;
- different senses of 'the local' amongst rural residents.

And so on.

To manage such conflicts and unlock imagination of the right kind for solutions will require ever increasing subtlety and mutual understanding. But this will be at precisely a time when different groups' distinctive sectoral requirements are more and more important to them. In these circumstances, if public bodies aren't operating with an appropriate rich model of what's at stake, i.e. if there's still an assumption that recreation is overwhelmingly marginal and additional to the main purpose of people's lives (rather than central to them) – you won't get the resources or authority that are going to be needed.

Let me touch on an example of how such neglect works. I went to Glastonbury last year, one of 100,000 people. It may be significant that official (Select Committee, Countryside Commission) descriptions of countryside leisure tend not to include a mention of events of this kind. The dog that doesn't bark.

But events like Glastonbury are not simply concerts. That model won't capture what's going on here. In my view they are manifestations of organic cultural change now going on in Britain, of great significance – tribal gatherings or festivals, like massive medieval fairs, in which the music is only one dimension. The numbers of such occasions – and of other odd 'cultural' uses of the countryside – are burgeoning, outside the official vocabularies of recreation and leisure – uses which, although boisterous and noisy, could not happen outside the spaciousness and silence of the countryside.

Because of prevailing disidentification with politics – and perhaps prejudices reflected in the Criminal Justice Act – those perspectives on 'leisure' tend to be outside official discourses. But what's at stake here are priorities of a mounting frequently young proportion of the population

whose countryside leisure preferences sit unconvincingly within the established inherited vocabularies. It is these vocabularies that need urgently to change – and they'll only do so if people like us raise our sights, and promote and press for the acceptance of a richer account of the significance of 'recreation' than is currently dominant.

Now, of course, in our times, change is happening frequently, despite public agencies rather than because of them. The wonderful success of Sustrans is a recent testimony to the speed of transformation that independent energies can stimulate – with all sorts of social and cultural reverberations likely in time. It's vital to think ever-more-ambitiously in ways which break with conventional thinking – and that too needs to become part of official thinking.

This is an exciting and promising time, precisely because things are so fluid. In lots of different ways, what I've been saying could be seen as part of the necessary move towards Sustainable Development. Our country is groping to reinvent itself. How people spend their non-work time, their 'leisure' separately and together – and the values they express as they do so – is, in important ways, a part of this process.

*This article is based on a paper given at the Annual Countryside Recreation Conference 'Today's Thinking for Tomorrow's Countryside', held in September 1995.*

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# *Growing Greener – the agricultural landscape*

*Society, agriculture and the environment –  
Ben Plowden outlines a new report*



photo: Kevin Bishop

*Our landscape is shaped by  
our demands on the  
environment – but are these  
sustainable?*

There are many reports about agriculture, almost as many about sustainability, and increasing numbers about sustainable agriculture. But most reports on sustainable agriculture deal primarily with the sustainability of different methods of agricultural production. This is vitally important, but the sustainability of agriculture raises questions which go well beyond the environmental merits of different production systems.

The Council for the Protection of Rural England (CPRE) and World Wide Fund for Nature (WWF-UK) therefore commissioned a team combining experts from the Institute for European Environmental Policy and Cardiff University to prepare a report on the sustainability of UK agriculture in the broadest sense. The resulting report 'Growing Greener' was published in June 1996. It represents one of the most comprehensive analyses to date of what sustainability means for agriculture and whether UK agriculture is environmentally sustainable.

The report began from the premise that what we eat has profound environmental consequences. Farming covers most of the land in the UK. It creates and destroys landscapes, natural diversity and wildlife habitats and it relies more heavily than many other activities on natural resources such as soil, air and water.

Despite farmers' growing environmental awareness, evidence suggests that agriculture is still imposing a heavy environmental burden. This is coupled with growing public concern about food quality, human health and animal welfare issues, highlighted by the BSE crisis. Tackling these issues requires important changes to agricultural policy and practice and in our attitudes to food and farming.

## **Agriculture and sustainability**

The debate about agriculture and the environment has gained new urgency following the adoption of the principle of environmental sustainability at the Rio Earth Summit in 1992. This principle recognises there are limits to the environment's ability to absorb the effects of human activity. The environmental sustainability of UK agriculture depends on three sets of demands:

- Society's demands on the resources required for agricultural production, such as land, soil and water;
- Agriculture's demands on the environment, including its impacts on basic resources, such as air and water pollution and soil erosion, and on landscapes and habitats; and

- Society's demands on agriculture, such as the demand for cheap meat, which creates pressures for intensive production methods.

If any of these demands is environmentally unsustainable, it needs to be reduced or changed. This is the challenge facing sustainable agriculture. How environmentally sustainable is UK agriculture? The available evidence suggests that UK agriculture still has major environmental impacts, both on the farm and beyond the farm gate.

### Society's demands on the resources needed for agriculture

700,000 hectares of agricultural land has been lost to urban uses since 1945. Every year an area the size of Bristol is developed. At current rates, one-fifth of England will be urbanised by 2050.

*Agricultural chemicals not only pollute watercourses but can even reach our drinking water*

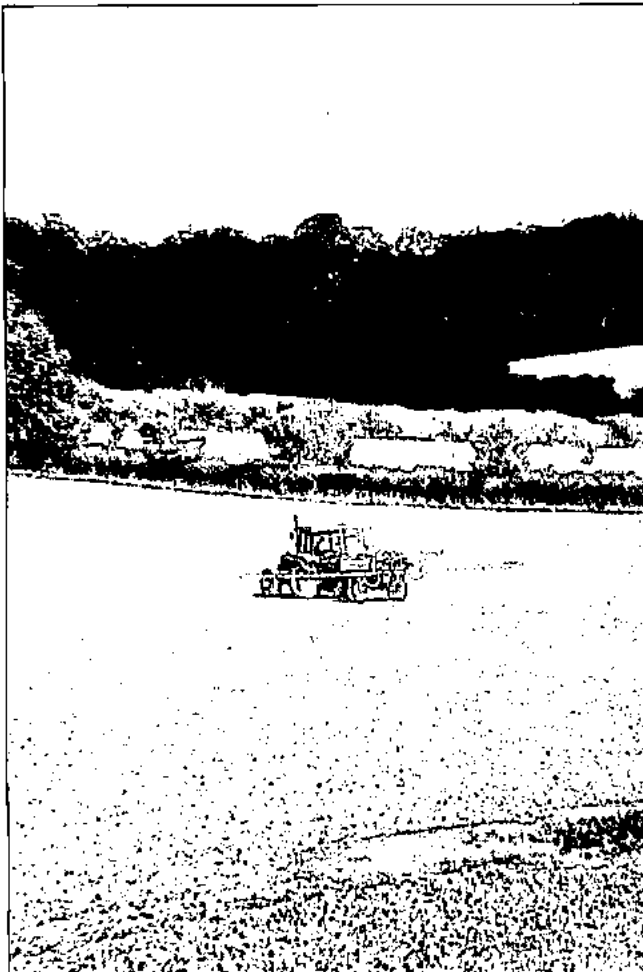


photo: Kevin Bishop

### Agriculture's demands on the environment

An estimated 15% of arable land in England and Wales is at risk from soil erosion. The organic content of many lowland soils is too low, particularly in East Anglia.

The genetic base of crops and livestock is narrowing. 26 breeds of farm animals have become extinct since 1892, and only 3 varieties of spring wheat account for 86% of the total crop.

24 out of 28 farmland bird species declined in population, between 1970 and 1990. The High Brown Fritillary butterfly has declined by 94%. Plant species in arable fields fell by 30%, between 1978 and 1990.

About 150,000 km of hedgerows disappeared in Great Britain, between 1984 and 1990. 24,700 ha of broad-leaved woodland were cleared, between 1978 and 1984, with over 60% converted to agricultural use. 8% of the UK's commercial orchards were grubbed up between 1995 and 1996 in response to an EU scheme.

The agricultural sector accounts for around 3-5% of total UK energy consumption. Over a third of the increase in UK freight demand was from the food, drink and tobacco sector, between 1975 and 1990. The distribution and processing stages of the UK's food chain account for at least 11% of total UK energy demand.

Agriculture is responsible for 2% of UK carbon dioxide emissions (by end user), 32% of methane emissions (by sector), 17% of nitrous oxide emissions (by source, of which 80% was from spreading of livestock wastes) and 60 to 90% of ammonia emissions.

Agriculture is one of the four main sources of water pollution in the UK, responsible for 13% of substantiated pollution incidents in England and Wales in 1994, and 16% of category 1 (major) incidents. Pesticides accounted for 73% of breaches in drinking water quality standards in England and Wales in 1993. In some catchments as much as 55% of phosphate entering surface waters comes from agricultural sources. Agricultural demand for water, especially for spray irrigation presents particular problems for the provision of future supplies.

## Society's demands on the agriculture and food industries

Wheat yields grew by about 2.3% p.a. from 1946 to 1994 and milk yields by 1.8% p.a.

The proportion of household income spent on food fell from 33% to 18% between 1957 and 1993.

If the UK's 27 million battery cage hens were housed at the usual high rate of 22 hens per square metre, they would use up 135 hectares of land. If these hens were stocked at a maximum density of 1000 per hectare, they would require 2.7 million hectares.

## Steps towards more environmentally sustainable farming

UK agriculture is heavily influenced by the Common Agricultural Policy (CAP) and by international trade negotiations under the General Agreement on Tariffs and Trade (GATT). While environmentally-led reform of the CAP is absolutely essential, the environmental performance of UK farming can and should be improved without waiting for CAP reform.

## Changes in farm practice and policy

UK agriculture's environmental impact could be reduced by:

- lower and more discriminating use of inorganic fertilisers;
- improved management of farm wastes, including slurry and silage liquor;
- reducing the environmental impact of agricultural pesticides;
- protection of water resources;
- appropriate stocking and grazing patterns;
- protection and management of on-farm habitats and landscape features; and
- enhancing farmland biodiversity.

No one farming system holds all the answers for UK farming, but there is a strong case for a significant increase in the proportion of organic and mixed farming. 'Integrated' conventional farming systems – which aim to reduce chemical use – also need encouragement.

The CAP needs to be changed by gradually replacing agricultural production subsidies with payments which reward farmers for environmental and other goods not supplied through the market.

## Matching farming and the local environment

Farming technologies and practices need to be better matched with local agricultural and environmental

characteristics, such as through greater local flexibility in the rules and payments of the CAP; greater local involvement in land management decisions; and adequate, affordable and locally-tailored advice for farmers and land managers.

## Research and information needs

Better information is needed by policy makers and practitioners, including:

- maps of farmland showing vulnerable soil and water resources and land suited for conservation and recreation;
- identification of the most suitable resource-conserving technologies for the UK;
- studies of the impact of agriculture and food-related trade on the environment, particularly in developing countries; and
- examination of the impact of retailers on farming practices and the environment

## A national inquiry

An independent national inquiry into agriculture should be initiated by central Government. This should explore all the elements of sustainable agriculture set out above, including ways of ensuring that the costs of the food we eat reflect the full environmental costs of its production.

## A new relationship

A sustainable UK agriculture requires a new relationship between society, food and the environment. We need to reflect on what BSE tells us about our expectations of 'cheap' food and understand the environmental effects of our decisions about what we eat. These are some of the most important issues surrounding agriculture and the environment.

1 The authors of the report were David Baldock and Karen Mitchell from IEEP and Kevin Bishop and Adrian Phillips from Cardiff.

2 Growing Greener is available from CPRE and WWF-UK price £15 (£10 for members).

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# History of Heathlands

*Ian Davies looks at the importance of heathlands in the landscape*



photo: English Nature

*Controlled heather burning at Holt Heath National Nature Reserve in Dorset; Such drastic management is crucial, although can be misunderstood by the public.*

Heathlands are an ancient part of our modern landscape. These biologically rich and historic landscapes have been sustainably used by man for agriculture for thousands of years – and consequently have provided a home for a diverse wildlife, particularly invertebrates. Once widespread across much of the country, heathlands are now much reduced in area and sadly many of our remaining heaths are under threat and continue to be lost due to a combination of neglect and lack of traditional management.

The reasons for these losses and the present predicament are complex and intimately bound up on the history of heathlands. The vast majority of England's heathlands are the result of man's stewardship of the land over the last few millennia. It was large scale forest clearances that started during Neolithic times and continuing until the eighteenth century, that have been responsible for the initial development of heathland. Pollen analysis indicates that these clearances of the original primeval forest quickly allowed heathland to develop by heather spreading into new clearing from naturally occurring glades.

If these clearings were abandoned, woodland would redevelop relatively quickly. Heathland, however had a very real economic value: it provided extensive grazing, fodder and bedding for animals,

and fuel was provided by turf cutting or gorse collection. All these activities became well established and resulted in the heathlands being maintained with woodland development largely halted. This vast range of activities resulted in a high diverse range of habitats, from bare ground through to mature heath.

Often heathland and woodland development would be fairly dynamic, usually as a result of short-term changes in the local economy and the boundary between the two ebbed and flowed, first one way then the other. Increasing pressure on woodlands led to the rapid expansion of heathlands. By the eighteenth century heathlands had become extensive across much of England with about 200,000 ha in England. This was particularly so in the south of the country with significant areas of heathland in East Anglia, Surrey, Hampshire, Dorset and the West Country.

By the beginning of the nineteenth century, however, economic and farming change were gathering pace. Slowly agricultural improvement and land development led to increasing losses of heathland so that by the beginning of the twentieth century heathlands were already highly fragmented and diminished in size. The rate of loss through the twentieth century gathered pace and at the close of the millennium we now have only some 32,000 ha of heathland left in England.

Nationally this loss is considerable, on a local scale

it is even more dramatic; for instance Breckland covered 28,000 ha in 1900 and only 4,500 by 1980 and in some counties heathland has almost completely disappeared. Only one area in the country seems to have escaped this general decline and this is the Lizard peninsula in the far west of Cornwall. Here the close link between farming and the heaths seem to have ensured that the extent of heathland has remained relatively stable in comparison to other losses within the country. This is surprising as Cornwall has lost some 60% of its other heathlands since 1949.

Today our heathlands are being lost as a result of a lack of management and neglect as traditional management practices have progressively fallen into disuse. This has allowed scrub trees to invade our heaths along with a whole host of aggressive weeds like bracken. Current figures show that losses of existing heathlands from neglect may be as high as 15% every decade. At that rate England's heathlands will barely make it to the end of the next century. It seems therefore, that the continued link between traditional management methods and heathlands forms the crux and the solution of the present crisis.

The wildlife value of heathlands is unquestionable: it is the only habitat where you can find all six species of British reptile. The species include the rare sand lizard which is Britain's only egg laying lizard and the smooth snake which is now Britain's rarest snake and limited to a few isolated sites. Similarly the natterjack toad is limited to a few heathland sites in the south and north-west of the country.

In wildlife terms the loss of the heathland has been devastating. The habitat supports some twenty thousand species of insect some of which, like the silver studded blue and emperor moth, only occur on heathland.

National Heath Week (7-15 September) was recently launched by David Bellamy and consisted of 220 events nationally. The week successfully highlighted the severity of the threat to heathlands and the need for appropriate management to conserve and re-create our heathland habitats. Recent research undertaken by English Nature has shown that the general public value heathlands very highly as areas for recreation and for its aesthetic 'wilderness' qualities. It is this new value placed upon heathlands that makes them worth keeping. What was also apparent was that there was widespread misunderstanding of the need for management, indeed most people felt heathlands are natural and management, such as scrub control, is little more than unwarranted human interference!

National Heath Week was run as in partnership between the National Trust, RSPB, Wildlife Trusts and a whole host of other bodies, and provided an opportunity for the public to learn more about and get

involved in the management of their local heathlands. In addition it is hoped that improved public understanding will lead to public support for Lottery funded heathland management projects. This will become increasingly important to alleviate the considerable expense of appropriate heathland management.

If we can all work together to promote heathlands and their management, then with luck, they will have a future well into the next millennium.

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## Do Visitor Surveys Count?

*Making use of surveys for  
countryside recreation*

How to design, use and interpret visitor surveys.  
Fee: £85

The Royal York Hotel, York  
16 October 1996

## Landscapes of Leisure & Pleasure

*1996 joint annual conference of the  
Countryside Recreation Network and the  
Landscape Research Group*

Explore future challenges in recreation and leisure,  
and their effect on the development and management  
of our landscapes. Fee £225

The Bull Hotel, Peterborough  
19 - 20 November 1996

Details from:  
Catherine Etchell,  
tel/fax: 01222 874970  
e-mail: stoc@cf.ac.uk



Landscape Research

Countryside Recreation Network

# *Countryside Management – how can students help?*

*Adam Cade investigates an undervalued resource*



photo: Adam Cade

*Tutor support continues during student placements*

Even though university students only represent about 3% of the UK population, they already have a hugely disproportionate value for the conservation movement. Most environmental managers are likely to have helped, advised and perhaps even employed undergraduates in the last year. Many will have benefited, as undergraduates, from similar apprenticeship support in their formative years. For many conservation organisations university students represent the most consistent (and insistent) group of enquirers. Students will have done much of the leg-work for many surveys, reports and campaigns over the last year. Whether they study law, medicine, engineering or environmental studies, many university students have a deep interest in the relevance of their studies to supporting a more sustainable and equitable world.

On the hunt for placements, a university placement officer recently wrote to the NRA with a typical sales pitch "I would like to remind you of the benefits a student can provide – a keen enthusiastic employee; access to current knowledge and skills; value for money; an opportunity to assess potential future recruits." Employers obviously need some evidence to back up these sorts of claims. Are students really able to offer these benefits?

There are obviously some business risks of working with students but they can be overemphasised. They include issues such as supervision time, union concerns, employment records, legal liabilities and inexperience. Successful placements occur where these risks are

minimised or overcome by good management from both the employer and the university – matching their own needs to planned programmes for carefully selected students.

Placement students need working space, supervision and perhaps some money, as well as a working environment which can support and protect them, covering such areas as health and safety, lone working, use of equipment and vehicles. Much of the management by the employer or community group and many of the terms, conditions and policy issues are similar to those for volunteers.

One extreme form of placement is currently being pioneered by Forum for the Future in its Scholarship programme. This consists of monthly placements over a year for twelve young high-fliers who are being groomed as the new generation of environmental 'leaders'.

## **The needs and interests of environmental managers/employers**

Environmental managers need to view students on placement in the context of a range of rapidly changing employment trends. According to the Department for Education and Employment (DfEE), most organisations, apart from universities, are downsizing and restructuring in shorter-lived organisations, whether statutory agencies, local authorities or voluntary organisations. Organisations are relying more on 'customer service', with manufacturing

businesses moving to low income countries. Workforces are becoming far more short-term and flexible as the contract culture develops. There are certainly fewer job opportunities for graduates in the workplace but, ironically, these employment trends may open new opportunities for placing students.

Against these employment trends, there is also a range of more specific issues around human resource management for environmental work. In the local authority sector there is rapid growth in Local Agenda 21 work, with about half of the 540 UK local authorities having embarked on the 'Agenda' route. The imminent growth of new councils is also throwing up new opportunities for placing students. In the voluntary sector declining or ageing membership in some organisations opens up opportunities for student workers. In the business sector the pressures from the supply chain, consumers, shareholders and governments to improve environmental performance are creating many new opportunities for short projectwork on engineering and business issues.

### The needs and interests of local community groups

These groups often want free, independent, complementary support for preparing various forms of paperwork as part of their approach to participating more equally and powerfully with local authorities, agencies and voluntary organisations. Their cry for help can provide the basis for potential job or project descriptions for placed students, whether they be environmental science, business or sociology students. The Government's new strategic approach to sustainable development, and to a lesser extent, biodiversity, emphasises partnership and community participation. Students and academic staff from local universities are keen and able to participate in local partnerships but cannot easily identify specific local needs.

### The service and potential value of students

Placements are not always a success story. For a successful placement there needs to be good communication between the tutor and supervisor with the student taking the main responsibility for their projectwork.

However placement students can be a salvation. As Simon Walker, Site Manager of English Nature's Durham and Northumberland sites said "I knew that placements from the University of Hertfordshire were available. Looking back I wonder how I would have managed without them. It is important that the placements are mutually beneficial." For these sorts of reasons there were calls to "improve and coordinate the provision of training placements" at the Countryside Council for Wales Conference on environmental education in 1994.

### Wide choice of students and universities

The rapid growth of university students, increasing by 40% over the last 8 years, has meant there are more students than placements, so employers can be choosy. Over the same period government funding for students has decreased by 25%, forcing many academic staff away from managing placements towards research as the main criteria for funding. So employers need to be clear which universities, department and staff it will be most effective to contact and support. The former polytechnics have led the way in greening universities, have a strong tradition of placing students and are keen to developing regional partnerships. On the other hand the former universities are wealthy, perform well in the Government's research and teaching assessment exercises and are very demanding in student admissions.

Employers will probably get a better choice of students when they can make a single contact in the university. Most universities manage placements from each Department in a completely independent way. Some universities, such as those in Manchester have a Community Exchange which acts as a brokerage and referral agency for local student placements. In the US there is even a specialist environmental placement agency, the Student Conservation Association, which links university students to 'Internship' opportunities (unpaid work placements during the vacation) in National Parks and other protected areas.

### Cost-effective work

Students can lend an extra pair of hands, for example to investigate problem sites or issues or carry out community consultation. Student workers can provide a relief for seasonal workloads. Employees may have more motivation to learn in the workplace or on short university programmes, while working alongside students. Community groups are often flattered by having a placed student assigned to work with them.

### Fresh, focused approach to projects

Some students can shed an important critical light on the work, giving new ideas with independent appraisal. Most degree courses require students to do an individual project or dissertation, often contributing between 5 and 20% of their final assessed marks. These projects can sometimes be done during a placement. A recent study of sandwich courses, showed that about a third of sandwich courses expected students to start assessed projects during their placements.

Stronger links with the university, through the tutor, can also introduce the employer to other benefits of academic links, such as access to leading-edge research and techniques

for survey or appraisal with associated equipment and operators.

### Quick surveys, reports

Students can get information quickly, because of the luxury of a focused approach by the student on a project-based placement. In the Research Team at Environ, the sale of published reports, which is often done by placed students, covers the direct costs of the placed students.

Placed students can be a way of realising those bright ideas that staff suggest as part of the annual planning round but invariably get demoted to future projects. The Northumberland Wildlife Trust produced a Placement List of about 50 opportunities in 1994. This was in response to the demand for placements from a large number of student enquiries.

### Partnership status to funding bids

Student placements can add partnership status to funding bids, especially to the government and statutory sector, where partners from different sectors are increasingly used as a funding criteria. Groundwork Trusts have used this to good effect by giving monetary value, of say £50 per day, to placement students, even though they are not paid.

### Tried and tested graduate recruits

The human resource consultancy 'Yellowbrick', has recently identified five key insights to help employers deal with the explosion in higher education graduates. One of these is to increase the use of placements as a way of helping with increased workloads at key times and acting as 'extended two-way interviews'.

It is widely believed that up to 20% of sandwich course students accept jobs with employers with whom they spent their work placement. A significant number of jobs, especially in business, are never widely advertised, much against equal opportunities. Realistically, placement students may get the first choice. An opinion survey by the Guardian in 1994 showed that students believed that placements were the most useful part of their education for getting a job.

### Partnership with the environmental voluntary sector

StudentForce for Sustainability is currently researching 'action learning partnerships' to enable community groups to gather evidence, express views, understand other needs and generally participate more effectively. At best any partnerships with which neighbourhood and community groups are involved are three-way -- the community, public and private sectors. The involvement of the higher education sector, namely students, on placement or doing projectwork, can add a crucial learning element.

The neighbourhood or environmental group could identify the projectwork to be done by students. With

appropriate selection and training, students could use their skills and knowledge to work alongside local volunteers as well as the professional staff of supporting NGOs, local authorities and statutory agencies. They would all learn to take a more strategic and participative approach to maintaining, enhancing and enriching countryside recreation management.

At first glance community groups, countryside managers and university students may seem an uneasy alliance but we have evidence that it can work successfully and sensitively. StudentForce has already reviewed some interesting individual initiatives in this area but are now looking to illustrate how this multi-sectoral approach to sustainable development could work effectively, broadly and sensitively.

### Students -- a valuable resource

Twenty years ago, when placements from environmental science courses were just starting, Professor Tim O'Riordan, in his book 'Environmentalism', made some fairly radical suggestions which are still relevant today. He was calling for "a shift from single-minded research to innovative participatory forms of education. Students should be prepared to tackle real world issues in multidisciplinary teams of, say, four to eight. Each team should have mixed representation of disciplinary competence but would work as a group in identifying problems, choosing and analysing alternative courses of action, and suggesting the possible consequences of various options. Given co-operation from the local community, the group could report to local officials and members of the public as they proceed. Here is a chance for the university within a community to utilise its considerable talents in the public service." The challenge is now for environmental managers and local community groups, to work with university students more creatively, positively and consistently. This would be for their own benefit as well as to achieve more sustainable development.

A society pursuing sustainability should reflect this principle centrally in the way people learn together in the workplace, neighbourhood or countryside. Placed students are potential educators and multipliers in terms of promoting more sustainable practice, because of the immediate value to employers and community groups and because today's students will inevitably grow in influence.

#### Reference:

1. O'Riordan, T. (1973), *Environmentalism*, Pion

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# Countryside Recreation Training and Events

## Management Skills for Countryside Staff

To promote professional development in management skills for countryside managers  
Plas Tan y Bwlch, Gwynedd  
part 1: 1-4 October 1996  
part 2: 5-7 March 1997

## Consensus in the Countryside

Follow-up workshop  
Countryside Recreation Network  
3 October, Edinburgh

## How many more can we take?

Planning for access and establishing carrying capacities at countryside sites and nature reserves

CEI, England and Wales  
7-9 October, Gwynedd

## Planning Interpretation

CEI, Scotland  
8-11 October, Perthshire

## Rights of Way:

**Contract Management**  
Institute of Public Rights of Way  
9 October, Warwick

## "Are you making the most of your shop?"

Surrey Farm Attractions' National Conference  
9 October, Surrey  
Contact: Ian Minshull, Thorpe Farm, Thorpe Park, Staines Rd, Chertsey, KT16 8PN

## The Future of our Past: Conservation versus development

A seminar on historic landscapes  
East Anglian Landscape Association  
9 October, Cambridge  
Contact: Valerie Amos, 29 Pearse Grove, Walton Park, Milton Keynes, MK7 7DH

## Guided Walks Workshop

CEI, England and Wales  
9-11 October, N. Yorkshire

## Countryside Ranger Training Course

Low Bank Ground OEC  
14-18 October, Cumbria

Estate management for recreation on amenity and conservation sites  
Plas Tan y Bwlch  
14-18 October, Gwynedd

## Do Visitor Surveys Count?

Making use of surveys for countryside recreation  
Countryside Recreation Network  
16 October, York

## Rights of Way:

**Contract Management**  
Institute of Public Rights of Way  
Officers  
18 October, Warwick

## Wildlife Enhancement in Historic Parks and Gardens

Plas Tan y Bwlch  
28 October-1 November, Gwynedd

## Velo Australis

International Bicycle Conference  
28 October - 1 November,  
Fremantle, W. Australia  
Tel: +61 9 364 8311  
e mail:  
promaco@cleo.murdoch.edu.au  
Info also available on <http://www.dot.wa.gov.au/Velo-Australis-1.html>

## Interpreting Finance Act Plans and Tithe Maps

Institute of Public Rights of Way  
Officers  
29 October, Northants

## How Many More Can We Take?

Planning for access and establishing carrying capacities at countryside sites and nature reserves  
CEI, Scotland  
29-31 October, Perthshire

## Equal Access to the Countryside

Raising awareness of issues concerned with equal access.  
Losehill Hall  
30 October - 1 November,  
Derbyshire

## Pilgrim or Tourist

Travelling in Search of Heritage  
The Robert Gordon University Heritage Convention 1996  
30 October-1 November, Perth

## Cycling for Transport and Leisure

Aston University  
6 November, Birmingham

## Learning through the Outdoors

Encouraging recreation and education in the countryside  
Low Bank Ground OEC  
11-15 November, Cumbria

## Management Planning in the Countryside

Plas Tan y Bwlch  
11-15 November, Gwynedd

## Working with Words

Producing low cost publications  
CEI, Scotland  
13-15 November, Edinburgh

## Volunteers in the Countryside

Part 1 - Building volunteer involvement, 13-15 November  
Part 2 - Organising volunteer teams, 16-17 November  
Losehill Hall, Derbyshire

## Your place or theirs?

Involving communities in interpreting their places  
CEI, England and Wales  
13-15 November, venue tbc

## Deer or the New Woodlands?

Managing Deer in Community Forests and the Urban Fringe  
SCEEM  
16 November, Sheffield

## Mountain Leader Training

FSC Cymru  
17-22 November, Gwynedd

## Landscapes of Leisure and Pleasure

1996 joint annual conference of the Countryside Recreation Network and Landscape Research Group. Explores the challenges and trends of recreation in the countryside  
Countryside Recreation Network  
19-20 November, Peterborough

## Public Transport Corridors

Aston University  
20 November, Birmingham

## Biodiversity from Politics to Practice

IEEM 5th anniversary conference  
26-28 November, Kent

# **Countryside Recreation Training and Events cont..**

## **Breaking Down the Barriers**

Disability Awareness Course  
Countryside Management  
Association  
27 November, Exmoor  
Contact: Tim Braund, 01398 323665

## **Landscape Planning in Britain:**

### **Current Practice**

Oxford Brookes University  
29 November, Oxford  
Contact: Caroline Tidbury, School of  
Planning, Oxford Brookes University,  
Gipsy Lane Campus, Oxford, OX3 3BP

## **Mountain Leader Assessment**

FSC Cymru  
2-6 December, Gwynedd

## **Environmental Interpretation**

CEI, England and Wales /  
Plas Tan y Bwlch  
2-6 December, Gwynedd

## **Access and public rights of way law and management**

Course to further knowledge and  
understanding  
Plas Tan y Bwlch  
2-6 December, Gwynedd

## **Internet for Leisure Managers**

ILAM  
3 December, Sheffield

## **Effective Communication Skills**

For communication with colleagues  
and the public  
Plas Tan y Bwlch  
9-13 December, Gwynedd

## **Seminar for Directors and Senior Managers of**

Countryside Environmental  
Organisations  
Plas Tan y Bwlch  
13-17 January, Gwynedd

## **International Conference on Land Management**

RICS  
6-8 January 1997, London  
Contact: Dr R Bullard,  
tel: +44(0)181 8493618,  
e mail: Bullard@UEL.AC.UK

## **Gender and Landscape**

RGS/IBG Annual Conference  
7-10 January, Exeter  
Contact: Susanne Seymour,  
tel: 0115 9515453,  
e mail:  
susanneseymour@nottingham.ac.uk

## **Countryside Interpretation**

CEI, England and Wales  
17-24 January 1997, Derbyshire

## **Practical Application of Countryside Law**

To improve confidence of rangers and  
wardens when dealing with incidents  
in the field.  
Plas Tan y Bwlch  
13-17 January 1997, Gwynedd

## **Hands up for Hands on**

Investigating interactives  
CEI Scotland  
23-24 January 1997

## **A Way with Words**

Writing effectively for your visitors  
CEI England & Wales  
24-26 February 1997, Gwynedd

## **Schools, the Curriculum and the Countryside**

Low Bank Ground OEC  
10-14 March 1997, Cumbria

## **Storytelling and Interpretation**

CEI, Scotland  
19-22 March, Perthshire

## **Aston University –**

Joan Domone 0121 359 3611

## **CEI, England and Wales –**

Jane Regan 0161 247 1067

## **CEI, Scotland –**

James Carter 0131 650 8017

CoastNET– 0161 247 1067

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### **ESRC – Geraldine Reilly**

0171 380 7456

### **Forestry Commission –**

Ann Alexander

0131 334 0303

### **FSC – Christine Reader**

01743 850380

### **FSC Cymru – 01690 710494**

### **IEEM – 01635 37715**

### **ILAM – 01491 874222**

### **Institute for Bioregional**

**Studies – (902) 892 9578**

email: pferraro@cycor.ca

### **IPROWO –**

Sue Rumfitt 01234 781093

### **Leisure Industries Research**

#### **Centre –**

Samantha Crofts

0114 253 2518

### **Losehill Hall – 01433 620373**

### **Low Bank Ground –**

Geoff Cooper, 015394 41314

### **Plas Tan y Bwlch –**

01766 590324

### **Robert Gordon University –**

01382 453128

### **SCRA –**

Alison Gimmingham

01250 881286