

Countryside

Recreation

ISSN 0968-459X

VOLUME 8 NUMBER 3

AUTUMN 2000



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



I N S I D E

- System Dynamics Model for Visitor Transport
- Local Initiative for Sustainable Tourism
- Opportunities for Disabled Ramblers
- Sustainable Tourism and the Internet
- News Section
- Training and Events Diary

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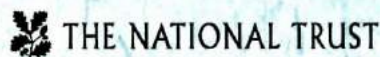


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Editorial

As the UK starts to refuel, following a week that saw an alliance of farmers and hauliers force many people to investigate alternatives to their cars; and Great Britain winning an Olympic Gold medal in cycling, this 'sustainable tourism' issue of Countryside Recreation would appear to be well timed. Also, our next workshop, "Are We Getting There? Delivering Sustainable Transport to the Countryside" (to be held in Cardiff on 7th November 2000) will be looking in detail at alternatives to the private motor car to access the countryside for leisure purposes. The 'Great Transport Debate' is never far away from the headlines.

Many policy makers are looking at ways in which to influence peoples' choice of transport in a shift away from the car to other more 'environmentally friendly' and sustainable forms. Ruth Crabtree in her article "A System Dynamics Model for Visitor Choice of Transport Mode To and From National Parks" looks at how a system dynamics approach can help to predict the possible outcomes of a range of transport policies before they are put in place. Working for the University of Northumbria she is involved in developing a system dynamics model for the North York Moors National Park to assess the likely effect of different initiatives on visitor transport choices.

According to Tim Hughes, sight-seeing by bicycle could be described as the "ultimate in sustainable transport". His article "Exploring Nottinghamshire by Bike" outlines a local initiative to encourage sustainable tourism in Nottinghamshire. Mike Bruton too encourages everyone to get out and enjoy the outdoors, whether on foot or by wheels, as he describes the activities of the disabled ramblers of the Disabled Drivers' Association Countryside Access Group.

Promoting the idea of sustainable travel and tourism via the internet, says Matthew Jones, is the way forward for the future. In his article "Sustainable Tourism and the Internet" he details the increase in the number of people with access to the world-wide web (www) and suggests that the environment sector as a whole has been slow to take up the opportunities that the www opens up. The web is being used as an education tool, but also as a commercial opportunity with holidays and leisure activities being chosen and booked over the web, and with 24 hour access across the whole of the globe, it offers a prime opportunity to promote ideas such as sustainable tourism.

The theme of the next issue of Countryside Recreation is Lottery Funding and the deadline for submissions is 1st November.

Emma Barratt
Network Manager

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 in three areas:

Research:

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

Liaison:

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

Good Practice:

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

Chair: John Thomson, Scottish Natural Heritage

Vice-chair: Eileen McKeever, Environment Agency

Countryside Recreation 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 **1st November 2000**.

Visit CRN on the Internet!

See our home page on <http://www.cf.ac.uk/crn/>

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A System Dynamics Model for Visitor Choice of Transport Mode To and From National Parks

Ruth M Crabtree, University of Northumbria

Concern is felt in a number of countries at the environmental impacts of increasing visitor numbers to national parks and other similar areas, where travel to, from and within the area is dominated by the private car. It is commonly desired to reduce these impacts by bringing about a change in mode of transport to more environmentally friendly forms.

The consensus of opinion suggests that a balance of 'carrot and stick' initiatives is needed to bring about the desired change of mode. However in general these opinions remain to be tested in practice. For example, although attitudinal surveys of national park visitors suggest that a balance of "hard" and "soft" policies would induce behaviour change, these conclusions are not always reflected in subsequent behaviour.

Clearly, one of the major problems facing transport practitioners is how best to predict the results or estimate the impacts of various initiatives and measures, which emerge as part of the process of formulating an overall transport policy. One way of testing such initiatives, short of actual implementation is to develop models of the situation.

A range of transportation models have been developed for use in urban transport policies and include: transport demand models; strategic transportation models; land use/transport interaction models; traffic assignment models, and simplified

demand models. By contrast very few studies have been undertaken into rural transport modelling.

Although attempts to implement urban models into rural environments have been made, they appear to have had little impact and indeed many have failed to even address the reasons and motivations behind the chosen mode of transport used. The application of urban models to rural scenarios appears to be inappropriate, due for example to the much greater proportion of optional leisure trips and a more limited range of alternative modes of transport. Urban models also fail to address factors, which may affect transport usage in rural areas, which would not affect urban areas e.g. weather, motivation, choice of location etc. Further problems highlighted with urban transport models are that they are time-consuming, expensive and the outputs (i.e. predicted levels of demand for movement and trip patterns for specified dates in the future) have also proved to be unreliable.

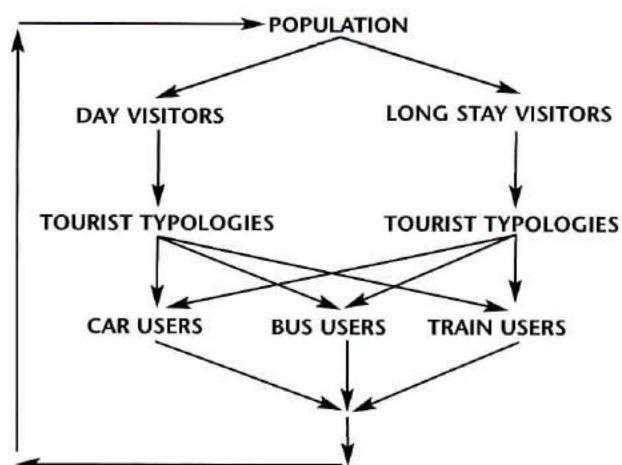
In attempting to understand the determinants of behaviour of visitors to national parks (in particular in their choice of transport mode) it is fundamental that the complex social systems and causal effects are examined. System dynamics modelling, (developed by Jay Forrester in the late 1950s and gained world prominence through the 'Club of Rome' Report in the mid 1960s) is one discipline which is specifically designed to tackle such problems. The past few decades has seen the use of system dynamics

increase dramatically, in particular for attempting to model environmental systems. Although system dynamics has been used in a variety of transport modelling areas, the author is not aware of it being used as a tool for investigating the implementation of transport policies within U.K. national parks.

The use of a system dynamics approach can provide a framework for investigating the likely outcomes of UK transport policies in national parks if certain traffic initiatives ('carrots' and 'sticks') are implemented. Hence, system dynamics modelling may help in assessing the likely impact of different initiatives and in the subsequent formulation of a transport policy for national parks, by providing a model of the major influences that affect people's behaviour and mode of transport they choose when visiting national parks. Once developed, it can aid policy makers by allowing them immediate feedback and analysis of how different transport policies may or may not work, which has clearly been lacking for rural transport practitioners in the past.

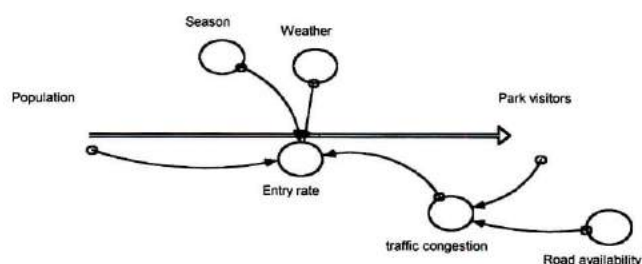
Research work at the University of Northumbria is currently developing a system dynamics model relating to visitors to the North York Moors National Park and the mode of transport they choose. In attempting to build such a model, one must be aware of the key variables within the system and their interconnections. Stocks and flows are the building blocks that are used to construct system dynamics. The stocks represent accumulations within a model, which are measurable quantities of any resources in a system at any point in time. Figure 1 illustrates the main stocks (physical entities) used to describe the visitors within the North York Moors National Park.

Fig. 1 - System Representation of Stocks



Flows represent the rates at which people are transferred between the different stock categories. Figure 2 provides a simple illustration of the flow of people, from a given population, that decide to visit the park (and thus become Park visitors) are represented by the 'entry rate'. In this particular case the entry rate is influenced by two exogenous variables (represented by converters), the weather and the season and by several indigenous variables, traffic congestion and the size of the population. Additionally it also illustrates that traffic congestion is itself influenced by the number of park visitors and the availability of roads to handle the traffic.

Fig. 2 - System Dynamics Diagram for a Resource Flow



Some of the variables currently within the model under study are presented in Table 1.

Table 1 - Examples of Variables in the Current System Dynamics Model

Stocks	Flows	Converters (other influences on flows)
Population - Visitors	Park Entry Rate	Climate (Weather, Day of Week, Season)
Day Visitors - Typology	Rate of Car Freaks	Attitudes (Public Transport, Environment)
Typology - Car User	Car User Rate	Congestion (Road Capacity, Car Park Spaces)
		Sticks (Road Tolls, Increase in Car Park Prices)
Typology - Bus User	Bus User Rate	Decision Factors (Awareness, Convenience)
		Carrots (Increase in Bus Services, Reduced Fares)

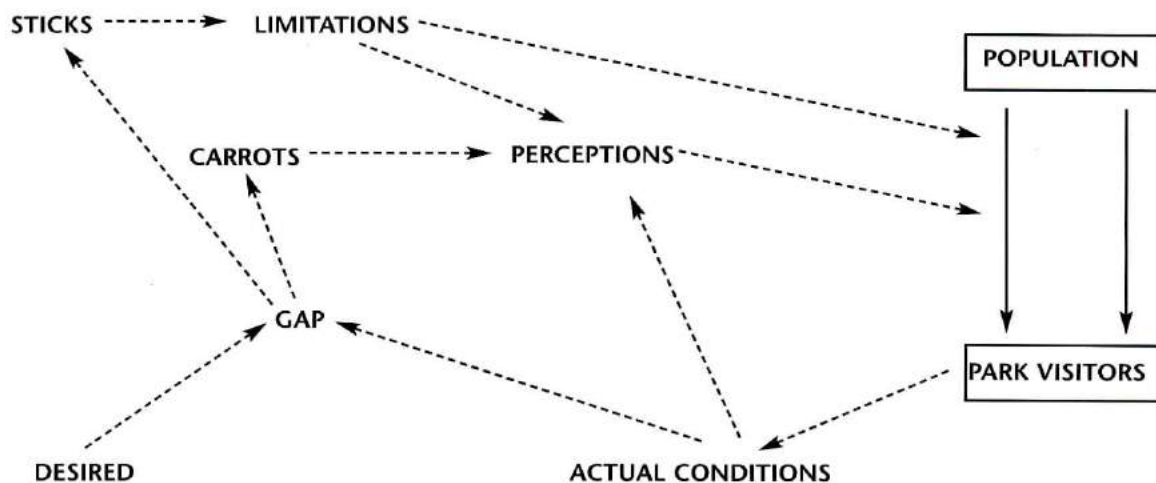
The combination of stocks and flows provide the model with its physical structure whilst the converters provide informational links surrounding the structure. It is the combination of these features that form feedback loops, which in turn help, explain the dynamic behaviour of visitors to national parks.

The analysis and modelling of such loops are extremely important and form a major part of system dynamics. It is the analysis of such loops that help facilitate how a system works and how infrastructures interrelate with one another. Feedback can occur in two main forms, namely positive (reinforcing) and negative (balancing). Reinforcing feedback causes a system to grow, for example; increased advertising of public transport may result in increased public transport patronage that in turn leads to a higher budget being available for advertising. Balancing feedback neutralises any change in the system. For example, increased public transport patronage may cause overcrowding or use up all the available public transport facilities, thus limiting the further transfer of visitors from cars to public transport as well as causing some people who have transferred to revert back to car use. Attempting to model such behaviours will be dependent upon the feedback loops which are built into the model.

Figure 3 illustrates how park users influence conditions in the park (i.e. congestion and pollution), which in turn influences people's perceptions of the park and their decision to visit the park. The traffic related conditions in the park also influence the traffic initiatives implemented within the park, which again influences people's decisions to visit the park. The model can be described as a 'limits to growth' model, within this type of model a reinforcing process is set in motion to produce a desired result. It creates a spiral of success but also creates an inadvertent secondary effect (resulting in a balancing process) which eventually slows down the process. The 'gap' highlighted in the model represents whether the situation requires the implementation of a 'stick' or 'carrot'. For example, the difference between the 'desired' number of cars entering a national park and the 'actual' number of cars entering a national park is defined as the 'gap'. The 'gap' will then determine whether the implementation of a 'stick' or alternatively a 'carrot' is deemed necessary.

Information on visitor's attitudes, motivation and behaviour is currently being gathered and collated, which will help gain a greater understanding into how the transport aspects of a decision to visit a national park might be influenced. The data which

Figure 3. Some policy influences on National Park visitors



will be used to represent values for variables in the model, is being collected by various methods (i.e. questionnaires, traffic counts etc.).

The model structure, together with the data will be transferred into a computer software package, STELLA II. This software package is an 'expert system' that facilitates the development of system dynamics models. It automates the development process by creating the mathematical model from a system dynamics diagram and permits the rapid evaluation of alternative policies and models.

It is hoped that the system will enable transport planners and the management bodies associated with the park to assess the likely outcome of different traffic initiatives that may be implemented within the park and the impact they will have on the visitors' mode of transport. If the problems and concerns of the National Park Authorities are to be addressed and acted upon, then clearly such new and more productive approaches are needed in traffic management initiatives within national parks.

Ruth Crabtree is currently a Lecturer in Sports Management in the Division of Sport Sciences at the University of Northumbria. She holds a Masters from Loughborough University where she specialised in Countryside Recreation, undertaking research in public perceptions and awareness of the North York Moors National Park. For the past three years she has been undertaking her current research (as highlighted in the article) travelling to many European and North American National Parks to study the traffic initiatives there. Ruth may be contacted at Newcastle Business School, the University of Northumbria, e-mail: r.crabtree@unn.ac.uk .

Exploring Nottinghamshire - by Bike

Tim Hughes, Cleary-Hughes Associates



Photo: Tim Hughes

Cycling guide to Nottinghamshire

It seems particularly fitting to encourage people to explore the lanes of Nottinghamshire by bike: as far back as the 1880s Thomas Humber of Beeston was renowned as one of England's finest makers of quality bicycles and tricycles. And between then and today Raleigh have been pretty prominent, too. Now there's an extra compelling reason: exploring by bicycle is near the ultimate in sustainable tourism.

This project had its origins in an initiative by Nottinghamshire County Council. For some fifteen years now the council's Environment Department has coordinated a series of gentle guided 'Rural Rides' into the countryside, mostly at weekends. In Rural Rides terms, 25 miles is a 'long' ride, while short ones must be under 15. The rides are led either by council and countryside officers or - the majority

- by volunteers from the local cycle campaign group, Pedals, or from the local sections of the Cyclists' Touring Club (CTC). This year the programme totals 74 outings, from April through to late autumn.

By the time the Rural Rides had been going for about ten years there began to be a call for copies of routes: people who couldn't make a particular ride on the weekend it was led often wanted to make the trip on their own on another day. Out of this concept was born the idea of a booklet of gentle rides. In the event it was soon evident that it would not be entirely practical to 'lift' the Rural Rides programme's routes because many involved entry to places not available at other times. So, Pedals and the local CTC group joined forces to publish independently a green guide to cycling in Nottinghamshire.

First some rules were established. If the guide - still at this stage referred to as a 'booklet' - was going to appeal to all abilities, and in particular families with young children, the shortest routes would have to be very short indeed. If it was not to encourage people to put their bikes on the back of the car to go to starting points, rides would have as far as possible to start from towns and the city, or from railway stations. Impetus to this last was given by the recent opening of the 'Robin Hood Line' from Nottingham - at that time as far as Mansfield Woodhouse, about 15 miles north of the city. The line is substantially subsidised by the City of Nottingham, Nottinghamshire and Derbyshire Councils, and one of their stipulations was that trains should carry bikes free of charge and unbooked. (Unfortunately there is no service on a Sunday, the most popular day of the week for cycling trips.) Central Trains, who provide most of the services in the area apart from the main line to London, have a similar policy on their local trains.

Some of the shorter routes were to be largely on easily rideable tracks and cycle paths to encourage newcomers and families with children who might be uneasy about cycling in traffic, but the bulk of the routes would make use of the nearly 3000 miles of minor and mostly very quiet roads in the county. Because of the wide target readership, the guide would have to have a preamble with cycling tips, from the very simplest. Finally, to complete the work, it would list bike shops and - most important of all - refreshment stops. Compiling the latter list, even without the compulsory sampling, was highly encouraging. The growth of garden centres and the sculpting of country parks around former pit spoil heaps helped to swell the total of mainly rural stops to about 70 - and that's before including any pubs.

By this time the project was a booklet no more and it became clear that substantial pump-priming funding would be needed to cover the initial preparation and printing costs. Some very generous help was pledged from local government and other sources* and the project was under way. Forty provisional routes were sketched out, based on suggestions by Pedals and CTC members including ourselves, and links suggested between them. Now

the real work of surveying them in detail - by bike, of course - began.

Riding the routes by bicycle isn't just a pious green gimmick, though: it's essential. Bikes travel at a human speed, while the allround vision you get from the saddle, unlike that from the seat of a car, means that you see landmarks very differently. If you're going to make route descriptions to be followed by a cyclist, they have to be compiled from the saddle. It's also worth noting that almost every provisional route had to be modified to a greater or lesser extent as a result of this route-following survey. In addition, riding the routes gave the chance of getting photographs for possible illustration or as references for sketches.

Experience on working on other route guides had taught us that by far the best way of note-taking on this type of project is a microcassette tape recorder. It's easy to pop in a pocket and you can even make comments while riding - though they do come out a bit breathless. But the biggest feature is the almost complete memory recall prompted by playing the tape back, so that in transcribing the notes you can quite often pick up additional details held only in your memory and not on the tape.

We adopted a standard format for the route descriptions. The heading comprises a banner with the length of the route, whether it is on- or off-road, the terrain (from flat to hilly), and its starting village or town. Next comes a brief introduction to the route and places of interest on or near it, followed by a section giving detailed directions at each point where there might be any doubt. We originally thought of combining these two sections but in the end found it much simpler to follow if the route directions were not interspersed with 'tourist information'. After some prolonged debate we plumped for using miles - to the nearest quarter - and yards for distances, largely on the pragmatic grounds that that's what all the signposts and road signs use. We adopted a convention of using bold type for the names of places reached at that particular point in the route description, and italic for the wording on signposts and other direction signs.

Each route has a simple line sketch map with enough detail for it to be possible to follow the route with this and the route directions alone. Nevertheless some people may want to explore off the route, so the information box with each route lists the relevant Ordnance Survey Landranger 1:50 000 sheets (nearly all are on sheets 120 and/or 129) and 1:25 000 maps for the shorter routes or those with appreciable lengths of bridleway etc. Also listed are more detail on the distance, terrain and the exact starting point of the route, refreshment possibilities, possible public transport links, and references to other routes and links in the book.

To make them easy to refer to, the routes are numbered in order of increasing length - from 4 miles to 45 - and grouped into chapters: circular routes up to 10 miles, 11-20 miles, and over 20 miles; linear routes; and a dozen link routes, numbered L1 and so on in order of increasing length, joining various route together. These links allow longer routes - even a complete circular 'Tour de Nottinghamshire' - to be made up. In retrospect it would probably have been better to have numbered the link routes according to the numbers of the routes they join (e.g. L24-34 rather than L3).

All that then remained was the enormous task of transcribing the route notes, writing the preamble, compiling the listings, sorting out illustrations, designing and laying out the book and negotiating the printing. Our 'booklet' had grown to a 208-page paperback - City County Forest. By good fortune there proved to be enough in the depths of the kitty to allow us to improve its sales appeal and appearance by incorporating eight pages of colour illustrations. The binding method (square-back perfect binding) meant that these could be wrapped round the 32-page text sections so that they were nicely spread through the book.

But why 'City County Forest'? Well, there had already been at least two commercial publications as well as several brochures with the obvious 'Cycling in Nottinghamshire' title and we wanted something

distinctive and completely different. City County Forest is descriptive of the book's coverage - and the front cover picture and the back cover blurb make it quite clear that it's emphatically not about Nottingham's two football clubs.

**The financial support of the then Countryside Commission, the Cycle Touring and Countryside Trust, Gedling Borough Council, Nottingham City Leisure and Community Services Department, Nottingham Health Authority, Nottinghamshire County Council Green Grant, Nottingham Green Partnership and RJB Mining PLC is acknowledged. The compilers are also grateful for the professional assistance of Gill Moss in preparing the maps and Dr Stephen Wallwork in preparing sketch illustrations.*

Tim Hughes is (with Jo Cleary) a partner in Cleary Hughes Associates, a small Nottinghamshire-based planning consultancy specialising in walking and cycling for transport and leisure (0115 964 1869 or clearyhughes@btinternet.com). City County Forest (ISBN 0 907191 02 9) costs £6.95, through bookshops or from Lawrence Geary, 96 Pierrepont Rd, West Bridgford, Nottingham, NG2 5DW.

New Millennium: New Horizons for Disabled Ramblers

*Dr Mike Bruton, Chairman, Disabled Drivers' Association
Countryside Access Group*

"I am a disabled person, virtually unable to walk, and yet I am a keen Rambler who loves good, long trips along countryside paths and trails". As a member of the Countryside Access Group of the Disabled Drivers' Association we do indeed undertake long country rambles, even though none of us can walk more than a few yards at best. The key to this is that we do our rambling on wheels, and not on foot.

For the last eight years the Disabled Drivers' Association has organised rambles for disabled people, and the Countryside Access Group (CAG) now devotes itself entirely to promoting disabled rambling as a new and delightful pastime. The CAG is an independent registered charity (no 0170362), and is affiliated both to the Disabled Drivers' Association and Ramblers' Associations.

Over 40 rambles have now been organised, covering in excess of 400 miles, and enjoyed by over 300 disabled people. These rambles have been held in many areas of the United Kingdom, over forestry tracks, bridle paths, cycle routes, national trails and local footpaths; some routes have been predominantly level, others hilly, varying from the smooth to the rough and very rutted. We have shown that, with adequate vehicles and support, it is possible to travel over surprisingly rough ground. People taking part have very much enjoyed the experience: despite disability many have regained the joy of country rambling.

The DDA is organising a one day conference "New Millennium: New Horizons for Disabled Ramblers" on 6th November, Ascott Race Course, Berkshire. See conference information panel on p27 in this issue of Countryside Recreation.



Photo: Courtesy of Dr Mike Bruton

Rambling in Kielder Forest

Sustainable Tourism and the Internet

Matthew Jones, Image Makers

OKEHAMPTON AREA Discovery Map

The West Devon Way:
Connecting Okehampton with Tavistock and on to... this 36 mile (56 Km) route takes in moorland, super valleys and quiet rural lanes, skirting the western edge of Dartmoor for most of its length. A parallel bus service offers a whole range of options to be walked.
TIP: Use the buttons to follow the route and point to... for more information

Places to Visit

- Finch Foundary (National Trust)
- Lydford Gorge (National Trust)
- Castle Drogo (National Trust)
- Okehampton Castle (English Heritage)
- Lydford Castle (English Heritage)
- Dingles Steam Village
- Meldon Viaduct and Dam
- Roadford Reservoir
- Fernworthy Reservoir

Close Menu

Close Menu

Map labels: Boasley Cross, Thorndon Cross, A30, Sourton, Meldon Reservoir, YES TOR, HIGH WILLHAYS, Belston, Bridestowe.

Accessibility icons: Pedestrian, Bicycle, Building, Bus, Stroller, Horse, Wheelchair, Hearing Aid, Information.

Imagemakers

The internet has made vast amounts of information available to a much larger audience than traditional techniques

From dot coms to WAP phones, the internet is never very far from public consciousness. Whilst it's clear that the business world is taking the internet very seriously, can the same be said of conservation, recreation and tourism professionals?

This article examines how the internet can be used, in particular, to help implement sustainable rural tourism policies in the UK.

Some broad internet trends

According to the UK Government we are living in the 'Information Age':

"The Information Age characterises a society in which there is widespread use and adoption of Information and Communications Technologies and in which information is a key determinant of economic success" (<http://www.dti.gov.uk>).

Use of the internet, at all levels from local to global, is expanding at a huge rate. At the macro-scale, a number of factors are responsible, including the development of cheaper and more accessible technologies, changing patterns of consumer behaviour and working practices and strongly proactive government policy. In Britain, for example, the government has pledged to make the internet accessible to all schools and libraries.

Add to this the growth in publicly-funded drop-in IT centres, the widespread emergence of 'cybercafes' and massive take-up by businesses and home-users alike and it becomes apparent that this exciting and powerful new medium for communication and commerce cannot be ignored. Indeed government has warned UK industry that anyone not developing an internet strategy risks being left behind, and ultimately putting their business interests at risk.

As the internet becomes firmly implanted in the public's mind, people increasingly expect to find the information they are looking for, and buy the goods they want, online. Organisations in the public domain, whether commercial or otherwise, risk losing credibility if they do not enable people to do this.

Using the internet to promote sustainable tourism

Use of the internet as a tool for promoting sustainable tourism is as yet very undeveloped in the UK. This is bound to change once people are more fully aware of its benefits and capabilities. The following sections consider briefly, some of these key benefits for visitors, countryside managers and local people.

At a recent CRN workshop in York, delegates discussed current thinking on sustainable tourism. Through these discussions a number of clear policy objectives emerged, including the need for:

- increased provision and uptake of public transport by visitors
- enhanced economic well-being and quality of life for host communities
- involving host communities in tourism projects and initiatives
- promoting awareness of how people's actions affect the environment
- engendering a sense of local pride and ownership

The attainment of these objectives depends largely on being able to involve, inform and educate visitors and local people in order to modify behaviour in appropriate ways.

Visitors must be informed and aware of the impact of their actions throughout the visit process, from initial choice of destination and mode of transport to choice of on-site activity and accommodation. Local people need to be fully aware of the impacts of tourism (both positive and negative), and the importance of looking after the natural and cultural heritage of their area, which is the fundamental

tourism resource. For tourism, recreation and conservation professionals, there needs to be a willingness to consult and involve local people in decisions which affect them - not simply an assumption that tourism is a universal panacea.

Communicating sustainability messages to visitors

Traditional methods of informing and educating visitors, such as leaflets, posters, visitor centres and outdoor panels, are effective over a relatively limited geographical area and timeframe. By contrast, the internet is able to reach a potentially global audience over an indefinitely extended timeframe.

Promoting public transport

Reducing people's dependence on the car, both as a means of reaching a destination and moving around within it, is a key element of sustainable tourism policy. Accordingly, people need to know what options are available before setting out. Using the internet, people can download timetables, book tickets, and plan whole travel itineraries. Using the new generation of internet-accessible mobile phones, people can even find out where the nearest bus route is whilst they are out and about. The ability to access this sort of information when and where people want is a major advance in combating the most common excuse for not using public transport, namely that it is inflexible and inconvenient.

Promoting understanding and enjoyment

Communicating important management or heritage interpretation messages to visitors is an essential part of modifying behaviour in order to lessen environmental impacts and generate support for conservation work.

Using current internet technologies people can take virtual tours of countryside sites, historic buildings or visitor centres; they can view virtual reality reconstructions of historical sites, such as Iron Age hill forts; and learn about wildlife and landscape conservation through online interactive panels and leaflets. People can also view published policy

documents, management plans and codes of conduct.

Using password-protected databases, up-to-the-minute news items or articles from visitor newspapers can be added simply to a website or updated instantly by anyone regardless of their technical knowledge.

Education

As budgetary and curriculum constraints make it increasingly difficult for many schools to conduct field visits, the internet offers an opportunity to take the countryside to the classroom. Detailed fieldwork itineraries, online teachers' resources, downloadable worksheets and project work bulletin boards are some of the ways in which the internet can contribute to educating and informing the next generation of countryside users.

Rationalising resource use

Using the internet as a medium for disseminating information can help reduce the need for costly

leaflet / brochure re-prints, particularly those which incorporate features such as timetables, events and accommodation listings, multiple languages and telephone numbers.

It also allows re-use of panel, leaflet and / or visitor centre artwork. This artwork can simply form a backdrop for textual information, or may be the basis for more complex animations and interactive games and puzzles. In the long term this means reduced consumption of paper and greater value for money.

Increasing visitor spend

By staying in accommodation and buying local products and services, visitors can help sustain rural communities. Increasing visitor spend is therefore an important aspect of sustainable tourism. A well designed website can attract new visitors (both foreign and domestic) and provide opportunities for generating valuable new revenue streams, for example through setting up online marketing co-operatives, accommodation booking facilities and events and attractions guides.

Fig 1. Summary of internet benefits for information provision

- Increases public awareness - achieving the same exposure using traditional media would be prohibitively expensive for most organisations.
- Opportunity to provide up-to-the-minute information.
- Allows control over the information presented through ownership. 'Public' ownership of the internet means that people can promote pretty much any message that they want. This sometimes causes conflicts of interest, for example, between a local business promoting jet-ski hire in a fragile marine environment and a conservation organisation for protecting that same environment. In is case, the conservation organisation could exert greater influence over the business if it was to develop its own site (e.g. by offering links or advertising space to the business on the proviso that the business displays codes of conduct on his or her site).
- Reduces the need for costly leaflet/brochure reprints, particularly those incorporating features such as timetables, events and accommodation listings, multiple languages and contact details.
- Allows re-use of panel, leaflet and/or visitor centre artwork. This artwork can simply form a backdrop for textual information, or may be the basis for more complex animations and interactive games and puzzles.
- Enables rationalisation of information. This appeals to modern consumer behaviour which favours the one-stop-shop.

Visitor payback

Just as local communities can benefit from the marketing power of the internet, so too can countryside organisations. The extra money which can be generated by selling all manner of tourist-related publications, can be used to help sustain and develop a website, and more importantly, can be ploughed back into the local environment, e.g. path maintenance.

Involving local communities

The internet can be used as a medium for conducting public consultation exercises, through chat rooms, online questionnaires and bulletin boards.

Working with local people to set up a 'community website', can help bolster a sense of pride and ownership - for many people the thought of their community and local area being given a global stage is actually quite a powerful and motivating thing.

Local community groups can use a website rather like a parish notice board, for example by writing articles and submitting them directly to appear 'live' on the site, or advertising local events. Take this a step further and you might also have a car-sharing page, or a facility whereby people could organise their public transport travel through an online booking, ticketing and timetabling service.

Monitoring resource use and visitor preferences

Monitoring visitor preferences and attitudes is a vital part of managing the tourism resource and targeting visitor information strategies. Traditionally this monitoring has been achieved through on-site interviews, mailback questionnaires and focus groups. Using the internet, online questionnaires can be accessed by a wide range of visitors and dedicated chat rooms can complement these methods.

A less obvious advantage of the internet is the ability to collect all sorts of statistics about the enquiries that website visitors make. This information can range from the value of online transactions and bookings to the locations and types of activities which people most often enquire about. All of this can assist countryside managers in gauging the likely success of schemes and initiatives in the future.

Summary

For countryside, tourism and recreation professionals, the internet provides an excellent and cost effective means of promoting sustainable tourism initiatives. Given the relentless pace at which new internet technologies are developed, the opportunities, and the potential audiences, can only increase. What better way of tackling the global issue of sustainable tourism than through the global network that is the internet?

Matthew Jones is the Heritage & Tourism Project Manager for Imagemakers - a marketing & design company specialising in heritage interpretation - and can be contacted at The Old School, Sticklepath, Okehampton, Devon, EX20 2NJ Tel: 01837 840717 e-mail: image.makers@virgin.net Web: www.imagemakers.uk.com.

News Releases

'VALUES IN OUTDOOR LEARNING'

The Association for Outdoor Adventure (AfoA) has launched a new publication 'Values in Outdoor Learning', aimed at opening up debate. It comprises a collection of papers from authors in the field, edited by Dr Peter Barnes, and is available from the AfoA.

For orders or further information, contact The Association for Outdoor Adventure, 12 St Andrew's Churchyard, Penrith, Cumbria or Tel: 01768 891065 or e-mail: afoa@adventure-ed.co.uk

TRANSPORT 2010 - THE 10 YEAR PLAN.

Deputy Prime Minister, John Prescott, announced on 20th July that the Government was pledging a £180 billion investment package set to modernise the UK transport system.

The money would be split between railway investment (£60 billion), roads improvements (£60 billion) and £60 billion for local transport. This investment is designed to "tackle the legacy of under-investment, fragmentation and short-termism which had come from 30 years of neglect", said Mr Prescott.

The 10 Year Plan is set to deliver:

- reduced road congestion
- better train services - through modernised trains and reduced fares
- 50% increase in passengers using the rail network
- resources for London: to reduce overcrowding on the underground, and congestion in London - including 100 new bypasses
- 360 miles of motorway widening
- big improvements in rural transport
- better bus service with 10% increase in passengers using buses
- up to 25 new light rail projects for major cities
- safer roads and railways
- lower emissions and better air quality

Mr Prescott went on to say: "It will deliver something positive for everyone - motorists, pedestrians, cyclists, rail and bus users, rural and urban communities, the old, the young and disabled people."

Richard Wakeford, Chief Executive of the Countryside Agency, warmly welcomed the announcement of the long term funding for rural transport, saying "it would help breathe new life into rural areas".

For copies of the report "Transport 2010 - The 10 Year Plan" (ISBN 185112 4316) and "Transport 2010: the background analysis (ISBN 185112 4144) contact the DETR, Publications Sales Centre, Unit 21, Goldthorpe Industrial Estate, Goldthorpe, Rotherham, S63 9BL, or tel: 01709 891 318.

The reports are also available at TSO Bookshops and on the internet at www.detr.gov.uk/trans2010/index.htm

WATERWAYS FOR TOMORROW

John Prescott, Deputy Prime Minister, announced in June the publication of the inland waterways policy paper, "Waterways for Tomorrow", which covers the waterways of England and Wales and follows on from the White Paper "A New Deal for Transport: Better for Everyone". (The Scottish Executive will consider whether to issue a separate document for Scottish waterways.)

"Waterways for Tomorrow" covers all aspects of waterways; heritage, leisure and recreation, transport, wildlife, business, and management. The document looks at waterways as an asset for future generations to enjoy and the need for proper maintenance and sustainable development "so that they fulfil their social, economic and environmental potential".

Partnership is the ongoing theme throughout the document. The newly signed collaborative agreement between the Environment Agency and British Waterways was welcomed along with the partnership work that has already been completed by the two agencies.

From the feedback of the Consultation "Unlocking the Potential", launched in 1999, various recommendations made by British Waterways have been incorporated into the document:

- the Waterways Trust is to be established as an independent body dealing with waterways,
- a subscription information service will be launched by British Waterways raising funds for the Waterways Trust, and
- British Waterways is to improve its consultation processes.

The Government's aims and objectives for the future of the waterways are outlined in the document, along with the strategy to achieve these goals. The main aims were identified as:

- an improving quality of infrastructure;
- a better experience for users through more co-operation among navigation authorities;
- increased opportunities for all through sustainable development.

The DETR plans to launch the initiative by holding a national conference to provoke discussion on the proposals in "Waterways for Tomorrow" bringing together all those with an interest in the waterways.

For a copy of "Waterways for Tomorrow" contact DETR, Free Literature, PO Box 236, Wetherby, LS23 7NB, tel: 0870 122 6236. It is also available on the web at: www.detr.gov.uk

EAT THE VIEW - EATING THE WAY TO SUSTAINABLE LAND MANAGEMENT

In answer to the Government's "Action Plan for Farming" (March 2000), Agriculture Minister Nick Brown, along with the Countryside Agency

Chairman, Ewen Cameron, launched a new project, 'Eat the View', at the Royal Show on 3rd July.

Close to £1 million pounds is being pledged by the Countryside Agency to support the 'Eat the View' project. This grant is intended to help small and specialist producers to find markets for their produce, encourage producers to diversify and create and strengthen links between consumers and producers.

Examples of projects that will be supported by this project include:

- High Weald Directory of local products - a Countryside Agency sponsored Guide to goods and services that help to maintain rich landscape and wildlife qualities. Similar directories also produced of the Suffolk and Norfolk Coasts.
- Local sourcing project for the hotel and catering sector - a partnership project with the English Tourism Council, MAFF, FRCA, regional tourist boards and Food From Britain.
- Forest of Mercia Innovation Centre - promotes local woodlands and their products.

It is hoped that by making consumers more aware of where their food comes from, how it is produced, and the impact this production has on the environment will, in the long run, lead to more sustainable management of the land.

Ewen Cameron: "Purchasing decisions made by consumers can have an important influence on how land is managed. Some products can help maintain the environmental quality and diversity of the countryside".

The project will be run by an Advisory Panel, led by the Countryside Agency, and made up of key individuals from industry, environment, consumer organisations and the media.

Alongside this will run new research focussing on consumers' understanding of the links between the food they eat and how it is produced.

For more information see the Countryside Agency website: www.countryside.gov.uk or contact Andy Neale: andy.neale@countryside.gov.uk or James Markham: james.markham@countryside.gov.uk tel: 01242 521381.

SPORT ENGLAND FUNDS PENNINE BRIDLEWAY

Over £1,800,000 was awarded to the Countryside Agency by Sport England Lottery Fund in July to create a new section of the Pennine Bridleway National Trail in Derbyshire.

The Trail will eventually run from Middleton Top in Derbyshire to Long Preston in North Yorkshire, and work has now started on the Derbyshire section, as a result of the grant.

Some parts of the bridleway are already in place and being renovated, but other sections of the route are currently under negotiation with the landowners. The new Derbyshire section is scheduled for opening in Spring 2003, and will be maintained by the Council to ensure that it continues to meet National Trail Standards.

When the route is completed it will provide 231 kms (144 miles) of pathway that is designed for use specifically by horse riders and cyclists, and form a new route for walkers.

For further information, visit the Countryside Agency web site: www.countryside.gov.uk

PROVIDING BETTER ACCESS INTO THE COUNTRYSIDE FOR PEOPLE WITH MOBILITY IMPAIRMENTS

Commissioned by the Countryside Agency and funded by the John Ellerman Foundation, the report "Sense and Accessibility" is the outcome of research and consultation carried out in 1999/2000.

The report gives recommendations and policy guidelines on improving access for people with

mobility limitations for organisations or individuals involved with countryside access management and provision. The main barriers to access are identified as:

- Information
- Physical
- Cultural and Psychological
- Transportation
- Financial

For copies of "Sense and Accessibility" contact Countryside Agency Publications, PO Box 125, Wetherby, West Yorkshire, LS23 7EP, quoting reference CAX 26.

RISK ASSESSMENT FOR ENVIRONMENTAL PROFESSIONALS

"Risk Assessment for Environmental Professionals", a joint Chartered Institute of Water and Environmental Management (CIWEM), and Environment Agency publication will be launched in early 2001.

The publication is divided into two sections; principles of risk assessment - drivers, tools and techniques, and a series of six practical examples of risk assessment by key contributors. It is authored by Simon Pollard, Risk Manager, Environment Agency, and Jo Guy, Lecturer, Imperial College London.

The publication is intended to complement the forthcoming DETR / Environment Agency Guidelines on Risk Assessment. It is priced at £20.

For details contact: admin@ciwem.org.uk or visit the CIWEM website at: www.ciwem.org.uk

TIR GOFAL AGREEMENTS SHOW ENVIRONMENTAL GAINS

The Countryside Council for Wales (CCW) announced on 25th July that half of the Tir Gofal agreements (1999 to present) had shown positive environmental and amenity benefits.

The aims of Tir Gofal are to:

- encourage agricultural practices, which protect and enhance the landscapes of Wales, their cultural features and wildlife.
- improve public access to the working countryside
- provide new opportunities for farm environmental education and training

CCW reports that the farms participating in the scheme are providing a practical demonstration of the principles of sustainable development and are helping to meet the priorities of the UK Biodiversity Action Plan.

Achievements of the Tir Gofal initiative to date include:

- 4,000 hectares upland heath in conservation management
- 1200 hectares broadleaved woodland in conservation management
- 100 hectares of newly established broadleaved woods
- 250 kilometres of restored hedgerows
- 120 hectares salt march in conservation management
- 300 hectares coastal and floodplain grasslands conservation
- 200 hectares of unsprayed cereal crops
- 70 kilometres of new permissive footpaths
- 7 kilometres of new permissive bridle and cycle ways
- 2 kilometres of new disabled access
- 450 hectares of new permissive area access
- 40 educational access sites.

To date, Tir Gofal is reported to be on target to deliver 600 agreements from the first round of applications, constituting over 60,000 hectares. A key priority now for CCW is to increase the amount of access provision for people with disabilities over land covered in the scheme.

For further information contact Rhodri Ellis Owen at CCW, tel: 01982 551637.

PUBLIC TRANSPORT AS A TOOL TO REDUCE SOCIAL EXCLUSION

Keith Hill, Transport Minister, launched the government report "Social Exclusion and the Provision and Availability of Public Transport" in July.

"Good public transport links can help break down social exclusion by making sure that people can travel for work or leisure," said Mr Hill, "The findings raise challenges to all of us involved in improving the availability, accessibility, affordability, and acceptability of public transport services".

The report identifies and researches the links between provision of public transport in urban and rural areas and social exclusion rates across England. Highlighted in the report is that planners and transport providers need to be aware that public transport has functions other than purely transport, but also has social, health and economic functions.

The message coming through strongly from this research was that it required a co-ordinated approach by central Government and local authorities working with the public, community and voluntary sectors. The report clearly identifies the role that public transport has in decreasing the levels of social exclusion in communities.

For copies of the report "Social Exclusion and the Provision and Availability of Public Transport" contact the DETR Free Literature, tel: 0870 1226 236. Quote product code SP/07 for the main report and SP/06 for the summary.

PARTNERSHIP REJUVENATES BEACHES

Turning the Tide, a millennium project partnership of local authorities, regeneration businesses, environment and heritage organisations, has spent five years and £10 million regenerating 18 km of coastal environment of County Durham.

1.3 million tonnes of coal waste, from post war industrial dumping, has been removed from the

beaches and the partnership has started working on 225 hectares of habitat recreation. This clean-up operation, as well as benefiting the local human communities, hopes to save the Durham Argus butterfly from extinction, which is native only to that area.

The Turning the Tide partners are: Durham County Council, District of Easington, The National Trust, One North East, The Countryside Agency, Northumbrian Water Group, English Nature, European Commission, The Wildlife Trusts, Groundwork East Durham and the Port of Seaham.

As part of the area's rejuvenation, 47 km of cycleways and 20 km of footpaths, are also being created to encourage visitors to the area.

Durham County Council's Community Liaison Officer, Simon Nott, emphasised that this is only the beginning of the process, and that although the results of the work so far were already beginning to show, it would be over 20 years before the coastline habitats will be fully reinstated.

CONCERN OVER DISAPPEARING HABITATS

Illegal extraction of limestone pavements is still occurring, according to a report produced by Traffic International commissioned by the Heritage Council of Ireland and the Countryside Agency.

The main reason behind the limestone extraction is reported to be due to the popularity of the limestone for garden landscaping. Both Agencies are calling for more protection against illegal extraction from protected sites.

The report, 'On Stony Ground', makes the following recommendations:

- ensure statutory protection for all important areas of limestone pavement;
- consider introducing restrictions on trade; run an awareness raising campaign to influence consumers' purchasing decisions;

- actively promote alternatives such as artificial stone, granite or deep quarried limestone.

For further information visit the UK Limestone Pavement Biodiversity Action Group web site at: www.limestone-pavement.co.uk

HERITAGE LOTTERY FUND GRANT TO RESTORE THE BRECKS

The Heritage Lottery Fund (HLF) announced on 9th August that they were to give A £505,000 grant to "Tomorrow's Heathland Heritage", a national conservation and restoration initiative led by English Nature.

The project is set to restore and manage areas of heathland in the Brecks, covering 21 heathland sites covering 6,284 hectares. Access, education and landscape appreciation will be covered by the project, in addition to the conservation and protection of the site. Recreation of an additional 300 hectares of heathland is also planned.

HLF's Regional Manager for the East of England, Elish McGuinness, explained the decision saying: "As well as improving the heathland sites through conservation and re-creation, English Nature will use the HLF grant to spearhead better access through education, access and interpretation. Consequently local people and visitors will learn more about the Brecks and its importance to local and national wildlife and hopefully encourage the continued preservation of the heathland within the community."

BARBARA YOUNG APPOINTED NEW ENVIRONMENT CHIEF

Barbara Young is to take over from Ed Gallagher as Chief Executive of the Environment Agency in autumn 2000.

Young joins the Environment Agency from English Nature, as Chairman, and had previously been Vice-

Chairman of the BBC, Chief Executive of RSPB, Non-Executive Director of Anglian Water, and has held a number of other posts in the environmental voluntary sector. In 1997, she was made a Life Peer, Baroness Young of Old Scone.

Visit the Environment Agency web site for more information: www.environment-agency.gov.uk

HEATHER MOORLAND HABITAT ON THE INCREASE

The Moorland Association released figures in August which show that heather moorland habitat in the North of England is on the increase. Research carried out by the Moorland Association shows that the last 15 years has done much to reverse the decline in heather moorland since 1945.

Over £9.6 million has been invested into regeneration of these moors, by landowners, Countryside Stewardship Scheme, Ministry of Agriculture and European Funds, resulting in over 16,000 hectares of moorland being reclaimed. Projects include the Northern Uplands Moorland Regeneration Programme and the North York Moors Objective 5b Moorland Regeneration Programme.

Sir Anthony Millbank, Chairman of the Moorland Association expressed his pleasure at the result; "It is good to see the government, farmers and moor owners all pulling in the same direction on heather regeneration and this can only be good news for the heather moors and their magnificent array of wildlife".

Contact: The Moorland Association, 16 Castle Park, Lancaster, LA1 1YG, tel: 01524 67171, or the Northern Uplands Moorland Regeneration Project, Barningham Park, Richmond, North Yorkshire, DL11 7DW, tel: 01833 621061, for more information.

MILLENNIUM VILLAGES AND SUSTAINABLE COMMUNITIES

In March 1999 the DETR commissioned research into the Millennium Villages initiative. The research was to investigate the initiative's contribution to sustainable development, and to stimulate discussion about the creation of sustainable communities. The final report was published on 8th June.

Project aims:

- Supporting sustainable community development e.g. local housing and regeneration programmes, incorporating developments in urban and rural areas.
- Proposing a framework upon which to base Millennium Village initiative evaluation, and to identify examples of good practice.

Key findings:

- Sustainability aims need to be adopted as central objectives for sustainable development initiatives, to achieve integrated sustainable settlements.
- Performance targets need to be set, and progress monitored and reported
- Experimentation with organisational and delivery models, other than commercial competition, would be beneficial.
- For maximum success high priorities in the selection of sustainable development sites need to be; availability of 'sustainable infrastructure', and a pool of receptive residents.
- Schemes with aims of 'uncompromisingly high' achievement will take longer and often cost more than originally anticipated.
- In future, sustainable community projects should experiment not only in built forms, but also in different institutional solutions.

For copies of the report "Millennium Villages and Sustainable Communities" (ISBN 1 85112 3792, cost: £24) contact: DETR, Publications and Sales Centre, Unit 8, Goldthorpe Industrial Estate, Goldthorpe, Rotherham, S63 9BL, tel: 01709 891318. It is also available for viewing on the DETR web site: www.detr.gov.uk

CCW APOINTS CONSULTANTS TO ADVISE ON WARDENING ACCESS LAND

Amongst the provisions within the Countryside and Rights of Way Bill is one which states that access authorities may appoint wardens on access land. The Countryside Council for Wales has recently appointed independent consultants to examine how this clause might best be implemented in Wales. The commission has been awarded to R. Elwyn Owen Associates, Consultants in Sustainable Tourism and to Edward Holdaway, Freelance Rural Affairs Adviser. The consultants will be approaching a variety of organisations to seek information and views - including local authorities, national park authorities, landowners and their representatives, and user groups.

The study is scheduled for completion in December 2000, when the consultants will be reporting on their conclusions and recommendations. The report will consider the scale and role of future warden services, examine opportunities for sharing current best practice and, perhaps most important, consider the resource implications for CCW and for access authorities. The consultants would welcome inputs from readers of 'Countryside Recreation'.

For further details please contact R. Elwyn Owen Associates, tel: 029 2062 5962 or e-mail: reowen@globalnet.co.uk

Countryside Recreation and Training Events

CRN WORKSHOPS FOR 2000

Sustainable Transport
7th November 2000
Cardiff
Cost: To be announced

Access to Water
December 2000
Venue and cost to be announced

CRN WORKSHOPS 2001 (provisional titles)

Social Inclusion and
Access to Countryside
Around Towns

Local Access Forums

Fundraising and the
Lottery

OCTOBER 2000

October

**Countryside on Your Doorstep:
Regional Training Seminars**
(Countryside Management
Association)
Cost: £24 subsidised

**1st - 4th October
Mountain Path Building**
(The Footpath Trust)
Venue: Wester Ross
Cost: £400 (£100 for VQ candidates)

**2nd - 3rd October
Taking Forward Your Interpretation**
(Losehill Hall)
Cost: £260 full

**2nd - 5th October (Part 1) and 19th
- 22nd February 2001 (Part 2)
Management Skills for
Countryside, Tourism and Heritage
Staff**
(Plas Tan y Bwlch)
Cost: £690 full

**3rd October
Working with People with
Learning Difficulties**
(Environmental Trainers Network)
Venue: Birmingham
Cost: £57.69 subsidised/ £115.38 full

**3rd - 4th October
Creative Community Consultation**
(Bishops Wood Centre)
Cost: £109 subsidised

**3rd - 5th October
EMS Internal Auditor**
(SGS United Kingdom Ltd)
Venue: South East
Cost: £720 + VAT

**4th October
Executing Environmental Projects
on the Ground**
(IEEM)
Venue: Poole, Dorset
Cost: £90 full/ £45 IEEM members

**5th - 6th October
Risk Assessment on Rights of Way**
(Field Studies Council)
Venue: Somerset

**5th and 12th October
Introduction to 'Planning for Real'**
(Environmental Trainers Network)
Venue: Birmingham
Cost: £95.17 subsidised/ £191.43 full

**6th - 8th October
New Directions in Conservation**
(Shared Earth Trust)
Venue: Denmark Farm Conservation
Centre
Cost: £108 subsidised

**6th - 8th October
First Aid and Navigation**
(Kindrogan Field Centre)

**6th - 8th October
Managing Woodlands for Wildlife**
(Field Studies Council)
Venue: Flatford Mill
Cost: £119

**6th - 8th October
Celebrating Nature**
(Creeping Toad)
Venue: Monkton Wyld Court, Dorset
Cost: £80 subsidised

**8th - 10th October
Team Leading Skills for the Path
Industry**
(The Footpath Trust)
Venue: Dingwall
Cost: £75 for VQ candidates/ £300
full

**9th - 11th October
Upland Footpath Management**
(Plas Tan y Bwlch)
Venue: Snowdonia
Cost: £146 subsidised/ £244 full

**9th - 13th October
EMS Lead Auditor**
(SGS United Kingdom Ltd)
Venue: Scotland
Cost: £1,100 + VAT

**9th - 13th October
Biological Surveying: Course 2**
(Field Studies Council)
Venue: Flatford Mill
Cost: £235

**9th - 13th October
Countryside Character and Its Use
as a Decision Support Tool**
Venue: Wye College, Kent
Cost: £230 subsidised

10th October
Putting Sustainability into Practice in the Coastal Environment
 (Coastlink)
 Venue: London
 Cost: £95 (subsidies available for CoastNet members and students)

10th October
Outreach Work for Countryside Staff
 (Environmental Trainers Network)
 Venue: Birmingham
 Cost: £95.71 subsidised/ £118.33 full

10th October
Environment Management Systems Awareness
 (SGS United Kingdom Ltd)
 Venue: Scotland
 Cost: £240 + VAT

10th - 12th October
Green Globe Green Team Leader
 (SGS United Kingdom Ltd)
 Venue: North
 Cost: £675 + VAT

11th October
Negotiating and Influencing Skills
 (Environmental Trainers Network)
 Venue: Wakefield
 Cost: £63.33 subsidised - National Trails Officers/ £126.67 full

11th October
Working with Badgers
 (IEEM)
 Venue: Gloucestershire
 Cost: £90 full/ £45 IEEM members

13th - 15th October
The Scenery of the Southern Lakes - Geology and History
 (Field Studies Council)
 Venue: Castle Head, Lake District
 Cost: £112

13th - 15th October
Managing Hedgerows for Wildlife
 (Field Studies Council)
 Venue: Flatford Mill
 Cost: £114

16th - 18th October
Into Management
 (Losehill Hall)
 Cost: £330 full

16th - 18th October
Animating Community Environmental Events: Involving Local Communities in Sites Through Animated Events
 (Bishops Wood Centre)
 Cost: £124 subsidised

16th - 18th October
(The Footpath Trust)
 Venue: Wester Ross
 Cost: £75 for VQ candidates/ £300 full

16th - 19th October
Recreation - Making it Happen on your Site
 (Losehill Hall)
 Cost: £227 subsidised/ £454 full

16th - 20th October
Integrating Tourism into Protected Landscape Management
 (Low Bank)
 Venue: Cumbria
 Cost: £330 subsidised

16th - 20th October
Environmental Interpretation - A Visitor Centred Approach
 (Plas Tan y Bwlch)
 Cost: £250 subsidised/ £500 full

17th October
Right of Way Foundation Level Day 2
 (British Horse Society)
 Venue: Birmingham

17th October
Visitor Survey and Monitoring Techniques
 (Environmental Trainers Network)
 Venue: Northampton
 Cost: £57.69 subsidised/ £115.38 full

17th - 18th October
Implementing ISO
 (SGS United Kingdom Ltd)
 Venue: Scotland
 Cost: £480 + VAT

17th - 18th October
Introduction to Rights of Way and Access for All Issues
 (British Horse Society)
 Venue: Epping Forest

18th October
Improve Your Fundraising Skills
 (Environmental Trainers Network)
 Venue: Milton Keynes
 Cost: £59.62 subsidised/ £119.23 full

19th October
Woodland benefits - designing for multiple yields
 (Environmental Trainers Network)
 Venue: South Oxford
 Cost: £58.46 subsidised/ £116.92 full

20th - 23rd October
Digital Imaging for Environmental Recording
 (Field Studies Council)
 Venue: Slapton Ley
 Cost: £150

21st - 22nd October
Autumn Countryside Celebration
 (Weald and Downland Open Air Museum)
 Venue: Chichester

23rd - 27th October
Lichens as Bio-Indicators
 (Field Studies Council)
 Venue: Slapton Ley
 Cost: £180

24th October
Botanical Surveys and their Interpretation
 (IEEM)
 Venue: Cardiff
 Cost: £90 full/ £45 IEEM members

24th October
Involving Children in the Environment
 (Environmental Trainers Network)
 Venue: Leeds
 Cost: £57.86 subsidised/ £115.71 full

25th October
Definitive Map - Interpretation of Evidence
 (IPROW)
 Venue: Lewes, East Sussex
 Cost: £46.50 subsidised

25th October
Community Involvement and Sustainability - a challenge for the planning system
 (Environmental Trainers Network)
 Venue: Birmingham
 Cost: £59.23 subsidised/ £118.46 full

25th - 26th October
EMS Internal Auditor
 (SGS United Kingdom Ltd)
 Venue: Scotland
 Cost: £480 + VAT

26th October
An Introduction to Community Needs Analysis
 (Environmental Trainers Network)
 Venue: Manchester
 Cost: £59.64 subsidised/ £119.29 full

26th October
Integration of Conservation and Agriculture - Livestock Farming
 (IEEM)
 Venue: North Yorkshire
 Cost: £90 full/ £45 IEEM members

27th - 29th October
Navigation Skills
 (Field Studies Council)
 Venue: Malham Tarn
 Cost: £125

27th - 30th October
Navigation in the Hills
 (Field Studies Council)
 Venue: Blencathra
 Cost: £150

30th October
Right of Way Foundation Level
 Day 2
 (British Horse Society)
 Venue: Peterborough

30th October
Developing Multi User Green
Routes for All
 (Field Studies Council)
 Venue: Flatford Mill, Essex
 Cost: £57 subsidised

30th October - 1st November
Habitat Creation
 (Losehill Hall)
 Cost: £415

30th October - 3rd November
Wildlife Enhancement in Historic
Gardens and Parklands
 (Plas Tan y Bwlch)
 Cost: £221 subsidised/ £441 full

NOVEMBER 2000

November
Community Capacity and
Consensus (2 day course)
 (University of Bristol)
 Venue: Bishops Wood Environmental
 Education Centre, Worcestershire
 Cost: £145 subsidised

November
Buying a Village Shop
 (ViRSA)
 Venue: Reading
 Cost: £50 per individual/ £75 per
 couple - subsidised

1st November
Marketing - an Introduction and
Practical Tools
 (Environmental Trainers Network)
 Venue: Milton Keynes
 Cost: £58.46 subsidised/£116.92 full

2nd November
Environment Management
Systems Awareness
 (SGS United Kingdom Ltd)
 Venue: South East
 Cost: £240 + VAT

2nd November
Naturally Accessible - Opening the
Environment to Disabled People
 (Environmental Trainers Network)
 Venue: Bristol
 Cost: £58.46 subsidised/ £116.92 full

3rd - 5th November
Training for BTO Bird Rangers
 (Field Studies Council)
 Venue: Flatford Mill
 Cost: £114

6th November
New Millennium: New Horizons
for Disabled Ramblers
 (Disabled Drivers' Association
 Countryside Access Group)
 Venue: Ascot Race Course, Berkshire
 Cost: £75

6th November
Local Access Forums
 (Field Studies Council)
 Venue: Blencathra Centre, Cumbria
 Cost: £79 subsidised

6th - 8th November
Passion for Place - Interpretation
to Help Visitors, Including the
Local Community, Relate More
Deeply to Sites
 (Bishops Wood Centre)
 Cost: £58.46 subsidised

7th November
Community Consulting
Using the Arts
 (Environmental Trainers Network)
 Venue: Birmingham
 Cost: £61.25 subsidised/ £122.50 full

7th November
Right of Way Foundation Level
 Day 2
 (British Horse Society)
 Venue: York

7th - 9th November
Joined Up Transport - the Cumbria
Experience
 (Field Studies Council)
 Venue: Blencathra Centre, Cumbria
 Cost: £142 subsidised

8th November
Community Grants Workshop
 (Environmental Trainers Network)
 Venue: Birmingham
 Cost: £59.64 subsidised/ £119.29 full

8th - 9th November
Geographies of Home
 (University College London)

8th - 10th November
Community and Environment -
Working with Communities to
Enable Local Action
 (Losehill Hall)
 Cost: £207.50 subsidised/ £415 full

8th - 12th November
Management Issues of Hunting
and the Exmoor Landscape
 (Field Studies Council)
 Venue: Nettlecombe Court
 Cost: £209

9th November
Partnerships for Tourism in Rural
Areas
 (Environmental Trainers Network)
 Venue: Wirksworth, Derbyshire
 Cost: £59.23 subsidised/ £118.46 full

9th - 10th November
Risk Assessment on Rights of Way
 (Field Studies Council)
 Venue: Lake District

10th - 11th November
First Aid for Remote Places: Life
Saver Award
 (Field Studies Council)
 Venue: Castle Head
 Cost: £69

10th - 12th November
First Aid for Remote Places:
Emergency Care
 (Field Studies Council)
 Venue: Castle Head
 Cost: £131

10th - 13th November
First Aid for Remote Places:
Standard
 (Field Studies Council)
 Venue: Castle Head
 Cost: £214

10th - 12th November
Trees and Tree Identification in
Autumn
 (Field Studies Council)
 Venue: Flatford Mill
 Cost: £114

10th - 12th November
Biological Mapping with DMAP
 (Field Studies Council)
 Venue: Flatford Mill
 Cost: £124

13th - 14th November
Risk Assessment on Rights of Way
 (Field Studies Council)
 Venue: Slapton Ley, Devon
 Cost: £109 subsidised

13th - 17th November
Basic Training for Wardens and Rangers
 (Plas Tan y Bwlch)
 Cost: £252 subsidised/ £387 full

13th - 17th November
Foundation Ranger Training - for Urban and Countryside Based Staff
 Losehill Hall
 Cost: £509 full

13th- 17th November
EMS Lead Auditor
 (SGS United Kingdom Ltd)
 Venue: South East
 Cost: £1,100 + VAT

13th- 17th November
Management Planning in the Countryside
 (Plas Tan y Bwlch)
 Cost: £248 subsidised/ £414 full

14th November
Creative Presentation Skills
 (Environmental Trainers Network)
 Venue: Birmingham
 Cost: £95.00

15th November
Interpretative Provision for People with Special Needs
 (Environmental Trainers Network)
 Venue: Birmingham
 Cost: £58.46 subsidised/ £116.92 full

15th - 16th November
Marine SACs: Partnership in Action
 (UK Marine SACs Project)
 Venue: Edinburgh
 Cost: £90 full

15th - 17th November
Creating Small Woodlands
 (Field Studies Council)
 Venue: Nettlecombe Court, Somerset
 Cost: £140 subsidised

16th November
Green Networks - Devising Sustainable Transport Routes
 (Environmental Trainers Network)
 Venue: Leeds
 Cost: £58.46 subsidised/ £116.92 full

16th - 17th November
Working with Local Communities - Turning Needs into Action
 (Field Studies Council)
 Venue: Preston Montford, Shrewsbury
 Cost: £107 subsidised

16th - 17th November
Delivering Sustainable Development and Transport in Rural Areas
 (Field Studies Council)
 Venue: Preston Montford, Shrewsbury
 Cost: £107 subsidised

20th - 24th November
Wildlife Law - Understanding and Using the Law to Benefit Wildlife
 (Losehill Hall)
 Cost: £442 full

21st November
Marketing in the Countryside - Practical Approaches for Recreation and Tourism Initiatives
 (Environmental Trainers Network)
 Venue: Leeds
 Cost: £59.23 subsidised/ £119.23 full

21st - 22nd November
Implementing ISO
 (SGS United Kingdom Ltd)
 Venue: South East
 Cost: £480 + VAT

22nd November
Public Consultation Techniques
 (Environmental Trainers Network)
 Venue: Manchester
 Cost: £59.62 subsidised/ £119.23 full

22nd - 24th November
Cultural Uniqueness and Regional Economy
 (CURE3)
 Venue: Leeuwarden, Netherlands

22nd November - 3rd December
Esso National Tree Week
 (Tree Council)

23rd November
Professional Practice: Managing a Contract
 (IEEM)
 Venue: Stevenage, Herts
 Cost: £90 full/ £45 IEEM members

23rd November
Raising Funds from Companies and Trusts
 (Environmental Trainers Network)
 Venue: Birmingham
 Cost: £59.62 subsidised/ £119.23 full

25th - 26th November
Practical Conservation Issues
 (Field Studies Council)
 Venue: Epping Forest

27th - 28th November
Organising Programmes of Guided Walks and Events
 (Losehill Hall)
 Cost: £225 full

28th November
Public Rights of Way
 (Rights of Way Law Review)
 Venue: Oxford

28th October
Using the NVC for Environmental Impact Assessment
 (IEEM)
 Venue: Cardiff
 Cost: £90 full/ £45 IEEM members

28th November
The Rural Challenge - Tackling Rural Issues and Problems
 (Environmental Trainers Network)
 Venue: Northampton
 Cost: £59.23 subsidised/ £118.46 full

28th - 29th November
EMS Internal Auditor
 (SGS United Kingdom Ltd)
 Venue: South East
 Cost: £480 + VAT

29th November
School Grounds as Resources for Play and Learning
 (Environmental Trainers Network)
 Venue: Birmingham
 Cost: £95 full

29th November - 1st December
Multiple-use Woodland Management
 (Field Studies Council)
 Venue: Nettlecombe Court, Somerset
 Cost: £140 subsidised

30th November
Involving Cultural Minority Groups
 (Environmental Trainers Network)
 Venue: London
 Cost: £57.69 subsidised/ £115.83 full

DECEMBER 2000

December**Sustainable Recreation and Tourism in your Region**

(Countryside Management Association)

Cost: £24 subsidised

3rd December**Tree Dressing**

(Weald and Downland Open Air Museum)

Venue: Chichester

4th - 6th December**Education for Sustainability - New Directions in Environmental Education**

(Losehill Hall)

Cost: £415 full

4th - 8th December**Access and Public Rights of Way, Law and Management I**

(Plas Tan y Bwlch)

Venue: Snowdonia

Cost: £204 subsidised

4th - 8th December**EMS Lead Auditor**

(SGS United Kingdom Ltd)

Venue: North

Cost: £1,100 + VAT

5th December**The Role of Evaluation in Fundraising Success**

(Environmental Trainers Network)

Venue: Birmingham

Cost: £59.64 subsidised/ £119.23 full

6th December**Working with Consultants and Contractors**

(Environmental Trainers Network)

Venue: Birmingham

Cost: £56.54 subsidised -Voluntary Sector Participants/ £113.08 full

7th December**Storytelling as a Tool for Development/ Education**

(Environmental Trainers Network)

Venue: Birmingham

Cost: £95.00 full

12th December**Working With the Community - Taking Action on Waste**

(Environmental Trainers Network)

Venue: Bristol

Cost: £95.00 full

JANUARY 2001

January**Community Consultation Skills and Techniques**

(University of Bristol)

Venue: Long Ashton Research Centre, Bristol

Cost: £72.50 subsidised

January**Buying a Village Shop (ViRSA)**

Venue: Reading

Cost: £50 per individual/ £75 per couple - subsidised

17th January**Internet for Environmental Information**

(Environmental Trainers Network)

Venue: Birmingham

Cost: £95.00 full

22nd - 26th January**Practical Application of Countryside Law**

(Plas Tan y Bwlch)

Cost: £248 subsidised

23rd January**Environmental Grants Workshop - Meet the Fund Managers**

(Environmental Trainers Network)

Venue: Sheffield

Cost: £59.64 subsidised/ £119.29 full

23rd - 24th January**Involving Young People**

(Bishops Wood Centre)

Cost: £116 subsidised

23rd - 26th January**Leadership, Learning, Partnership**

(Development and Learning)

Venue: Glenfall House, Cheltenham

Cost: £525

24th January**Low Cost Ideas for Environmental Interpretation - Assessment of Theory and Techniques**

(Environmental Trainers Network)

Venue: Birmingham

Cost: £95.00 full

25th January**Negotiating and Influencing Skills**

(Environmental Trainers Network)

Venue: Birmingham

Cost: £95.00 full

29th January - 1st February**A Way with Words**

(Plas Tan y Bwlch)

Cost: £312 subsidised

30th January**Sustainable Communities - Local Agenda 21**

(Environmental Trainers Network)

Venue: London

Cost: £95.00 full

31st January**Low Cost Ideas for Environmental Interpretation - Practical Design and Construction**

(Environmental Trainers Network)

Venue: Birmingham

Cost: £95.00 full

31st January - 2nd February**Working with Communities - Tools and Techniques**

(Losehill Hall)

Cost: £207.50 subsidised

Contact details for training/events organisers

Bishops Wood Centre

Tel: 01299 250513

British Horse Society

Tel: 01926 707814

BTCV

Conservation Holidays

Tel: 01491 821600

www.btcv.org

CoastLink

Bob Earll

Tel: 01531 890415

Countryside Management

Association

Tel: 01473 583179

Creeping Toad

Tel: 0161 226 8127

(CURE3)

E-mail: cure3@fa.knaw.nl

cure3@fa.knaw.nl

Web: www.cure3.nl

Development and Learning

Lesley Timings

Tel: 01539 821691

Disabled Drivers Association
 Countryside Access Group
 Dr Mike Bruton
Tel: 01628 621414
 E-mail: mike@thebrute.freemove.co.uk

Environmental Trainers Network
Tel: 0121 358 3155
 E-mail: ENTP@dial.pipex.com
 (n.b. VAT is charged on all courses listed)

Field Studies Council
Tel: 01743 850380

IEEM (Institute of Ecology and Environmental Management)
Tel: 01962 868626
 E-mail: enquiries@ieem.demon.co.uk

Institute of Public Rights of Way Officers (IPROW)
Tel: 07000 782317

Kindrogan Field Centre
Tel: 01250 881286

Losehill Hall
Tel: 01433 620373

Low Bank
Tel: 01539 441314

Plas Tan y Bwlch
Tel: 01766 590324/590334
 E-mail: plastanybwlch@compuserve.com

SGS United Kingdom Ltd
Tel: 01276 691133

Shared Earth Trust
Tel: 01570 493358

The Footpath Trust
Tel: 01349 865533
 E-mail: rory@footpath.demon.co.uk

Tree Council
Tel: 020 7828 9928
 Web: <http://www.treecouncil.org.uk>

University of Bristol
Tel: 0017 928 9035
 University College London
Tel: 020 7882 3658
 Web: www.geog.ucl.ac.uk/geographies_of_home.stm

ViRSA Ltd
Tel: 01305 259385

Weald and Downland Open Air Museum
Tel: 01243 811348

Yvonne Hosker Training and Advice Service
Tel: 0161 432 5951



Your challenge starts here...



Make a real difference to the lives of vulnerable children, young people and their families by taking part in one of the following events, organised by leading child care charity NCH Action For Children.

Trek Kilimanjaro, Tanzania
 (January 2001)

Bike Ride, Thailand
 (February 2001)

Ski Challenge, France
 (January 2001)

Bike Ride, Laos
 (February 2001)

Trek China
 (May 2001)

For further information and a brochure:

Telephone: **Supporter Helpline open 9am-5pm**
Monday to Friday 0345 626579 lo-call
 E-mail: events@nchafc.org.uk
 Web Site: www.nchafc.org.uk/events
 Registered Office: **NCH Action For Children, 85 Highbury Park, London N5 1UD**
 NCH Action For Children is a Registered Charity (No. 215301) founded in 1869

New Millennium: New Horizons for Disabled Ramblers

Understanding and Matching the Rising Aspirations of Mobility Impaired People for Improved Access along Countryside Tracks, Paths and Trails.

Date: Monday 6th November 2000
Venue: Ascot Race Course, Berkshire

Organised by the Disabled Drivers; Association Countryside Access Group (CAG)

This conference will be of interest to countryside landowners/ managers, Local Authority Rights of Way and Access staff, National Park staff and Countryside Rangers.

The programme will involve members of DDA CAG sharing their experiences of countryside access, update on project work presentations by the Countryside Agency, Sustrans and the Fieldfare Trust introduce their new initiative "Millennium Miles". Good practice is highlighted with illustrations from the National Parks and Local Authority examples, and speakers will cover design of paths and furniture and show examples of wheelchairs and buggies for outdoor use. A section on the legal framework will cover the Disability Discrimination Act, the 'CROW' Bill and the new role for the Disabled Persons Transport Advisory Committee. With key-note speaker Margaret Hodge MBE MP, Minister for Disabled People.

Wheelchairs, scooters and buggies designed for outdoor use will be exhibited, along with alternative accessible designs for stiles and kissing gates, for delegates to experience.

For details contact: Dr Mike Bruton, Chairman DDA CAG, 14 Belmont Park Road, Maidenhead, SL6 6HT Tel: 01628 621414. E-mail: mike@thebrute.freemove.co.uk

Countryside Recreation Mailing List

Change of mailing details form

Please photocopy and post or fax this form to the address below or e-mail Emma Barratt to change your address or be added to the mailing list for Countryside Recreation .

- Please add my name to the mailing list
- Please delete my name from the mailing list
- Please note change of address

New details

Title: First name: Surname:

Job position:

Organisation:

Address:

..... Postcode:

E-mail Tel:

Previous details (if changing address):

Title: First name: Surname:

Job position:

Organisation:

Address:

..... Postcode:

E-mail Tel:

Emma Barratt, Network Manager. (e-mail: crn@cf.ac.uk)
Countryside Recreation Network, Department of City and Regional Planning,
Cardiff University, Glamorgan Building, King Edward VII Avenue, Cardiff CF10 3WA
Tel: 02920 874970 Fax: 02920 874728

Countryside Recreation Network Publications List

	Price (incl.postage)	Tick
Conference Proceedings		
Is the Honeypot Overflowing? (1998)	£15	<input type="checkbox"/>
Making Access for All a Reality (1997)	£15	<input type="checkbox"/>
Today's Thinking for Tomorrow's Countryside (1995)	£15	<input type="checkbox"/>
Communities in their Countryside (1994)	£15	<input type="checkbox"/>
Workshop Proceedings		
Using Local Distinctiveness as an Economic Development Tool (1999)	£8	<input type="checkbox"/>
Just Walking the Dog (1999)	£8	<input type="checkbox"/>
Sponsorship (1998)	£8	<input type="checkbox"/>
Making Ends Meet (1997)	£8	<input type="checkbox"/>
GIS & Countryside Management - Theory and Application (1997)	£8	<input type="checkbox"/>
Access to Water - Sharing Access on Reservoirs and Rivers (1997)	£8	<input type="checkbox"/>
Do Visitor Survey's Count? – Making use of Surveys for Countryside Recreation (1996)	£8	<input type="checkbox"/>
Consensus in the Countryside II (1996)	£8	<input type="checkbox"/>
Consensus in the Countryside I - Reaching Shared Agreement in policy, planning and Management (1996)	£8	<input type="checkbox"/>
A Brush with the Land – Art in the Countryside II (1996)	£8	<input type="checkbox"/>
A Brush with the Land – Art in the Countryside I (1995)	£8	<input type="checkbox"/>
Playing Safe? Managing Visitor Safety in the Countryside (1995)	£8	<input type="checkbox"/>
GIS & Access to the Countryside	£8	<input type="checkbox"/>
Sport in the Countryside (1995)	£8	<input type="checkbox"/>
Recreational Travel (1994)	£8	<input type="checkbox"/>
A Drive in the Country? - Examining the Problems of Recreational Travel (1994)	£7	<input type="checkbox"/>
Environmental Economics, Sustainable Management and the Countryside (1994)	£6	<input type="checkbox"/>
CRN Research Directory		
<i>An annual directory of the research work carried out by the CRN agencies during the year</i>		
Research Directory 1998	£5	<input type="checkbox"/>
Research Directory 1997	£5	<input type="checkbox"/>
Research Directory 1996	£2	<input type="checkbox"/>
Research Directory 1995	£2	<input type="checkbox"/>
<i>In future the Research Directory will be available as a searchable database on the CRN Website</i>		
UK Day Visits Survey 1994 (1996)	£15	<input type="checkbox"/>
UK Day Visits Survey 1993 (1995)	£15	<input type="checkbox"/>

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King Edward VII Avenue, Cardiff, CF10 3WA.

