



This issue... 'Sustainable Tourism'.

- The South West Wales Coastal Recreation Audit: The Evidence Base for Sustainable Visitor Management?
- Pembrokeshire - Managing Adventurous Activities and Marine Wildlife Tourism • Marketing Sustainability for Small Leisure and Tourism Firms
- Sustainable Tourism and the Outdoors: The Welsh Outdoor Gym! • Pedal Peak District - a Sustainable Way to Enjoy the Peak District National Park
- Visitor Management and Sustainable Tourism in Japan's National Parks • Agency Profile: sportscotland
- Location, Location, Location: Tollymore National Outdoor Centre • News • Case Study: Branching Out Project
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CRN is a network which:

- covers the UK and the Republic of Ireland
- 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 share information to develop best practice through training and professional development in provision for and management of countryside recreation.

Chair: Geoff Hughes

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Editorial

Geoff Hughes, Chairman of the Countryside Recreation Network

As we all face up to the implications of EU plans to combat global warming by cutting green house gas emissions by 30% in the next decade and are constantly reading in the popular press about successes, or more likely failures, of initiatives to “save the planet”, in this issue we look at some examples of how visiting the countryside can be more sustainable.

Our contributors explore the approach that countryside organisations in the UK and abroad are adopting to meet the challenge in reconciling conflicts between encouraging visitors and environmental impact by exploring good practice examples from Wales, England and Japan.

Of course we could have considered the wider issues of sustainable visits to the countryside through consideration of low environmental impacts alongside local community benefits (particularly for indigenous groups) – none of which may mean ever indulging in any form of outdoor recreation per se but this perhaps strays beyond our remit and where others are perhaps best placed to comment. Whilst there are overlaps with the wider agenda they are clearly not the same and we have sought to focus on what is perhaps our unique selling point of sharing good practice in outdoor recreation itself.

Based on a recent CRN member organisations visit to Pembrokeshire to learn about good practice in coastal recreation, Tom Luddington explores some of the issues in reconciling conservation and recreation at the coast. Of course, if conflicts are to be reconciled it requires an evidence based approach rather than just *saying you can't do that its bad for the environment! - the precautionary principle*. The South West Wales Coastal Recreation Audit shows us the considerable lengths that the partners in that project have gone to develop an audit based approach to developing policy. On a much broader front and based on the experience of Visit Wales there is a clear explanation of the links between visiting the countryside and the broader sustainability agenda. The article from Jason Freezer at VisitEngland and Dr Xavier Font at Leeds Metropolitan University focuses on how to market sustainability to small leisure and tourism firms using the recently launched toolkit: Keep it Real.

The article from Dr Richard Campen, Rhonda Pursglove and Barbara Crossley in the Peak District shows how that organisation is aiming to reduce the carbon footprint by getting to the National Park sustainably and travelling around the National Park by bicycle. Of course climate change and conservation of the environment is a world wide issue and it is good to learn from the approach of countryside organisations in other countries as the article from Professor Lynn Crowe and Suzanne Leckie following their visit to Japan shows. Finally, Neil Ramsay at ScotWays gives us an overview of the project he is running on Heritage paths in Scotland.

As always, we welcome contributions from readers about any countryside recreation topic, on their own project and the benefits that have accrued or what is concerning them. We can't guarantee to use all of the material submitted but I firmly believe that the more you tell us the better we will be at spreading the word about what works and doesn't work in furthering opportunities for countryside recreation.

Geoff Hughes is the Chairman of the Countryside Recreation Network

The South West Wales Coastal Recreation Audit: The Evidence Base for Sustainable Visitor Management?

David Jones, Pembrokeshire Coastal Forum



Kayaking in Pembrokeshire

Recent years have seen significant changes in the numbers of people taking part and the range of outdoor activities in South West Wales. This has led in some areas, to increased pressure on resources and in turn has caused conflict between and within some activities.

Activity tourism throughout Wales is growing and with recent strategic developments within Welsh Assembly Government (WAG) to develop these activities further, this trend is likely to continue. The Sport and Physical Strategy: Climbing Higher¹ outlines its aim of ‘increasing the numbers of Welsh people using the natural environment for outdoor activities’ whilst Catching the Wave: A Watersports Tourism Strategy for Wales² aims to increase the number of Watersports trips by 20%. It is therefore crucial to take a proactive approach to managing these activities to ensure the long term sustainability of the industry.

Pembrokeshire Coastal Forum formed the Recreation Audit Working Group (RAWG), a partnership of organisations involved in the management of recreation across South West Wales to drive this sustainable recreation agenda (Table I). The group recognised that there was a lack of adequate data on the capacity for individual activities, the interaction between them, the impacts on resources and the management priorities. It was also clear that there was an

urgent need for greater integration between organisations responsible for managing and promoting recreation.

Bridgend County Borough Council	Meath and Port Talbot Borough Council
Carmarthen Bay & Estuaries European Marine Site	Pembrokeshire Coast National Park Authority
Carmarthenshire County Council	Pembrokeshire Coastal Forum
City and County of Swansea	Pembrokeshire County Council
Countryside Council for Wales	Pembrokeshire Marine Code and Outdoor Charter Group
Environment Agency Wales	Pembrokeshire Marine SAC Officer
Milford Haven Port Authority	Planned
National Trust	South West Wales Regional Tourism Partnership

Table I RAWG members

National strategies refer to the challenges of sustainably managing recreation in the Coastal Tourism Strategy³ WAG state that: “The potential conflict between specific activities is another challenge facing the coastline. The beach can be used for a variety of different activities ranging from sun bathing to physically demanding sports such as parakiting. The challenge is to manage the coastal area to the maximum benefit of all potential users. Conflicts between activities exist not only on land but also at sea. Activities such as bathing, windsurfing, surfing, sailing, angling, and the use of powerboats and personal watercrafts need to be properly managed. The pursuit of such activities will undoubtedly have an effect on the natural environment.”

The RAWG and the Recreation Audit (RA) project seeks to assist in the management of the coastal area to benefit all existing and potential users and the environment by constructing a coherent picture of outdoor recreational activity within South West Wales and aiding in the development of a framework for the future sustainable management of the activities in the region.

Objectives

The main objectives for the project are:

- To obtain a clear understanding of the key recreational activities within the study area
- To determine the scale and distribution of key activities on a site by site basis
- To ascertain actual and perceived negative impacts of activities on a site in terms of the environment, community and human safety and identify conflicts between users and user groups
- To identify the greatest pressures on the resource including impacts on designated sites and protected species
- To provide an indication of likely future trends
- To identify opportunities for recreation

It is anticipated that the project will assist in the development of long term strategies for the planning and management of recreational activities so as to:

- eliminate or prevent user conflicts between participants, between different activities, between recreational participants, local communities and business interests;
- support spatial planning to limit conflicts between recreation, conservation features and socio-economic activities;
- provide the evidence base for the development and marketing of coastal recreation and management of infrastructure and facilities relating to recreational activities.

Research and Methods

A number of methods were chosen for the survey including, telephone interviews, county based workshops, personal interviews, e mail, a variety of desk based research and postal based data collection. Proformas were drawn up, to reflect the type of information required by the stakeholder group, these were posted and e mailed to a range of individuals along with maps and prepaid envelopes to gauge the return rate. Workshops were not held because of concerns regarding consultation overload.

After initial trialling, personal interviews were chosen as the preferred method of consultation. Interviews were carried out by wardens, rangers, RNLI crew, outdoor centre instructors, recreation managers, beach managers and harbour masters. The interviews provided the opportunity to capture up to date spatial information on recreational activities, management issues, and details of infrastructure provision. The interviews also provided the opportunity to establish future contacts for data provision, explain the benefits of the project, and raise awareness of the audit.

The type of data collected

Data on the activities under study (Table II) was collected alongside site specific information on infrastructure, management issues. Recreational management plans, studies and reports provided valuable background material and the opportunity to cross check information from the interviews.

It became evident that information on numbers of participants was limited with data generally only available where management allows e.g. managed slipways, outdoor centre numbers, or numbers of climbing/fishing permits issued. A scale of usage was developed. It ranged from 0-25 users to 2000 plus. It was also agreed to develop a five point confidence tag ranging from 1 = no confidence to 5 = absolute confidence in the data based on a number of variables including the data providers occupation and time in employment, familiarity of the activity/location, time spent at the location, other data providers giving information on the same activity/location and any sources on numbers of people taking part and where the activities occurred.

beach activities	mountain biking
body boarding	power boats
canoeing/kayaking	power kite flying
caving/potholing	quad biking
Climbing	Rowing
Coasteering	sea angling
cruser sailing	Shooting
Cycling	Skateboarding
dingy sailing	Surfing
Diving	Swimming
dog walking	wake boarding / water skiing
horse riding	Walking
jet skiing/FWC	wildlife boat tours
kite boarding	wildlife watching
kite surfing	Windsurfing
land yachting	other non listed activities

Table II Activities under study

Data storage and display

Whilst the importance of data capture methods and confidence are obvious, where and how this information is stored and displayed can determine the success of a project. A web based GIS system was developed that displayed information collected in a way that is user friendly. The group were of the view that "If it's complicated then no one will use it!" The project website displays all the activity layers with details on user numbers, activity trends, seasonality, data and map confidence.



The website also gives the user the option to view more detailed data in four reports highlighting infrastructure, management, issues and research methods including contact details for the data providers. Other GIS layers on the site include details of conservation designations, land ownership, car parking, dog ban areas, beach awards, mooring areas, lifeguarded beaches and climbing restrictions. There is also a data capture function that allows users to email any updates linked to an activity or location directly to the project manager while any spatially relevant plans and reports are also available for download.



An alert layer has been built into the website to display spatial alerts and can inform users via email of management issues e.g. harmful algal blooms, beach closures, coast path closures, large recreational events etc.

Potential and actual uses

Potential uses for the project data are wide ranging and are summarised in Table III. Recent users of the data have included: *The Countryside Council for Wales, Finding Sanctuary and Irish Sea Conservation Zones involved in creating a network of Marine Conservations Zones, Plymouth Marine Lab and Tidal Energy Limited for an EIA into Marine Renewables, Department of Energy and Climate Change for their upcoming Marine Action Plan-The South West Wales Marine Federation, The Pembrokeshire Outdoor Charter Group trying to investigate new coasteering locations, WAG for the Marine Renewable Energy Strategic Environment Assessment, Carmarthen Bay and Estuaries European Marine Site for their proposed Management Plan and the Pembrokeshire Coast National Park Authority to assist in providing sustainable messages for their new map based public recreation website.*

Next steps

It is intended that the next few months will see continued demonstrations of the web based GIS system throughout the region. An addition of GIS layers and data including slipways, water quality, Rights Of Way and Coast Path closures is planned to be incorporated. It is hoped that the project will be extended to the rest of the Wales coast. The project team are working with the Pembrokeshire Coast National Park Authority to incorporate their Recreation Plan

into the website and to carry out the consultation process using the email facility.

<p>RECREATION MANAGER Accurate data on recreational activity numbers, distribution, trends and management linked with detailed information on activity sites enables:-</p> <ul style="list-style-type: none"> • ID capacity of sites allowing appropriate marketing • ID 'hotspot' areas where management effort needs to be focussed • ID opportunities for more / different recreational activity at site • Reduction of user and other conflicts • Effective allocation of resources for facilities, infrastructure, health & safety and marketing • Tailoring of management plans accordingly 	<p>TOURISM MANAGER A clear understanding of the scale and distribution of recreational activity, capacity and facilities at sites in SW Wales enables:-</p> <ul style="list-style-type: none"> • Effective marketing of coast for recreational activities (Catching the Wave etc.) • Effective direction of visitors away from sites already at capacity • Help reduce seasonality of visitors to the coast • Reduction of conflicts at sites • Effective allocation of resources • Realistic long-term tourism strategies • Improved visitor enjoyment means repeat visits / word of mouth recommendation
<p>ENVIRONMENT / CONSERVATION MANAGER Accurate data linked with spatial information will enable:-</p> <ul style="list-style-type: none"> • ID of activities which may impact on sensitive conservation sites • Linkage of seasonality of activities with seasonality of wildlife sensitivity • Awareness raising / education of relevant users on ways to minimise / avoid impact on wildlife • ID areas needing better management in order to reduce conflicts and protect wildlife 	<p>BENEFITS TO ALL</p> <ul style="list-style-type: none"> • Accurate information being fed into the spatial planning process which will allow more informed planning decisions • Partnership working • Sharing of information • Avoiding duplication of effort • Effective allocation of resources • Proactive rather than reactive management

Table III potential benefits and uses

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References

1 Welsh Assembly Government (2005) *Climbing Higher, The Welsh Assembly Government Strategy for Sport & Physical Activity.*

2 Welsh Assembly Government (2004) *Catching the Wave, A Watersports tourism strategy for Wales*

3 Visit Wales (2008) *Coastal Tourism Strategy, The Tourism and Marketing Division of the Welsh Assembly Government.*

Photographic References

All photographs are credited to the Pembrokeshire Coastal Forum

Website snapshots taken from the GIS website



Windsurfers

Pembrokeshire - Managing Adventurous Activities and Marine Wildlife Tourism

Tom Luddington, Pembrokeshire Outdoor Charter and Marine Code



Coasteering

The County of Pembrokeshire in South West Wales is a major attraction to visitors who are drawn here by the rugged cliffs, beaches, offshore islands and spectacular wildlife.

Most of the coastline is within the Pembrokeshire Coast National Park and the inshore waters and coastline areas of Pembrokeshire are both nationally and internationally important for wildlife and landscape. This is recognised by the designation of approximately two thirds of the coast as Sites of Special Scientific Interest, and large areas as marine and terrestrial Special Areas of Conservation and Special Protection Areas for seabirds. Skomer Island in south west Pembrokeshire is one of only two Marine Nature Reserves in the UK.

Tourism is now by far the biggest industry in Pembrokeshire with around 4.2 million visitor days recorded last year. With the support of the Welsh Assembly Government, many organisations are helping to market Pembrokeshire as a destination which offers high quality activity tourism, and spectacular wildlife watching opportunities. Recently a survey of visitors to Pembrokeshire was carried out (by Pembrokeshire County Council, the Pembrokeshire Coast National Park and South West Wales Tourism Partnership), and it showed clearly that there is a significant increase in the numbers of people taking part in activities such as water sports, adventure activities and wildlife watching trips.

As activity tourism increases, so does the potential for conflicts of interest between people seeking to do adventure activities / see wildlife, and the actual wildlife / interests of conservationists. Indeed over the past two years incidents of alleged disturbance to wildlife by jet skiers, fast boats and sea kayakers have increased, and there is pressure on outdoor centres to develop new stretches of previously undeveloped coast for commercial activities such as coasteering, as the current sites for these activities get busier.

So how do we manage the development of activities, and the need to conserve and protect landscape, wildlife and the preserve the 'wild corners' so you can still expect to find the peace and quiet that is so valued by visitors to the Pembrokeshire Coast National Park?



Pembrokeshire Landscape

In Pembrokeshire, a partnership approach to managing activity tourism has been developed and refined over the past ten years, and whilst there is much work still to be done, there has been some good progress.

The Pembrokeshire Outdoor Charter (POC) and Marine Code (PMC) partnerships are now well established. All the major adventure activity centres, field study centres, and outdoor activity clubs and providers have signed up to an environmental commitment to minimise disturbance to wildlife and the environment during adventurous activities, and work towards reducing their carbon emissions too. The activity centres have also agreed to seek permission from the Countryside Council for Wales (CCW), Pembrokeshire Coast National Park (PCNPA), and land owners such as the National Trust, before developing any new sites for adventurous activities.

The group have also developed a range of 'agreed access restrictions' to areas of the coastline for specific adventure sports, where there is wildlife sensitive to disturbance, or a known conflict of interest between users. There are seasonal cliff climbing restrictions to certain areas of the coast, put in place (and reviewed each year) to minimise disturbance to nesting sea birds. Another example is the marine code for sea kayakers developed by local sea kayakers and Canoe Wales in partnership with local conservation organisations. Recently the POC group also facilitated a meeting to review the management of kite sports in Pembrokeshire with all key stakeholders represented, to ensure that measures currently in place are reasonable, accurate and being suitably publicised – quite a few actions were identified!

In most cases, through partnership working group meetings, accurate and reasonable agreements between activity providers, managers, and conservationists can be developed, often with relatively minor compromise necessary on all sides, and then signage and guidance can be produced and publicised to the right people in guidebooks, online, and through education / on courses. Activity providers spend their working lives in the outdoors, so are well placed to pass on good practise to clients and the general public visiting Pembrokeshire.

Where possible these best practice guidelines and codes are also communicated to groups from outside Pembrokeshire who are known to be regular visitors, and publicised online to targeted user groups.

The PMC group has similar aims, and now includes all the major wildlife tour boat operators, dive organisations and sea kayak centres in Pembrokeshire. These groups have worked closely with conservationists to draw up detailed codes of conduct to help members and the general public to minimise disturbance to wildlife when out exploring the marine environment. Maps of all of the offshore islands such as the one of Skomer (see below), and other coastal wildlife hotspots have been marked up to show areas best avoided / to be cautious in at certain times of the year due to seabirds, seals and cetaceans. The key part of both projects is that they are inclusive – all activity / wildlife tour providers and conservationists are routinely invited to meetings to discuss the codes of conduct, and air any issues / conflicts of interest. Best practice is developed and agreed at these meetings, and strong positive relationships between conservationists and activity providers and between activity businesses have formed over the years.

As well as meeting regularly, the groups organise practical environmental training days on a wide variety of subjects. In the last few years five Wise (Wildlife Safe) courses to learn more about the species of sea birds, seals, and cetaceans in Pembrokeshire, and how to minimise disturbance when wildlife watching, have been organised with over 170 skippers, crew and sea kayakers becoming Wise accredited. In addition, since 2002, over 1,100 outdoor instructors, activity leaders and boat tour operators have attended 36 environmental training events including coastal walks to learn about seals and cetaceans and the Marine Code, geology boat trips, wildlife crime awareness / reporting training, canoeing and the river environment, rocky shore and coasteering, sea kayaking with wildlife, climbing and sea birds, and woodlands / estuary training. Recently 30 members attended a sustainability event aimed at hearing about local examples of best practice, and learning more about climate change, and how to integrate sustainability into their business.



As well as running events for members, the groups have held three Wildlife Sightings Events open to the general public (2006, 07 & 2009) to celebrate the diversity and unique wildlife in Pembrokeshire. At these events, members of the groups prepare presentations on Pembrokeshire's wildlife with their own photos and video footage on a wide range of species from lichens to whales, and bumblebees to bats. 650 people attended the last three events (they were all fully booked two weeks before the night) and in 2009 short films of the presentations were produced and posted on the Marine Code and Outdoor Charter websites. (See below for web address). The events also acted as a platform from which to raise awareness about the agreed marine codes of conduct and work of the PMC and POC groups to a wider audience during the publicity and marketing for the event.

There have been a good variety of education, publicity and marketing materials produced by the groups too. In 2005 a set of 28 'fact sheets' on Pembrokeshire's wildlife with 'funky facts' on flora, fauna and geology to help engage instructors, skippers and visitor to Pembrokeshire were produced, and 550 laminated copies have since been distributed to members. In 2008 a Pembrokeshire Marine Code leaflet for the general public was produced, as it was felt that general public needed to be made aware of the agreements, and following a recent update and reprint 20,000 copies have now been distributed county wide. Waterproof versions of the code have been distributed to all members and small boat owners / kayakers. Posters about the PMC have been put in all the beach notice boards around the county in collaboration with the Pembrokeshire County Council, and press releases and presentations have been prepared for a wide variety of audiences.

The draw back with partnership working is that producing the codes, and achieving agreement about access arrangements often requires compromise on all sides, and this process can take a really long time. In addition, the agreements / codes arrived at in the end may not make everyone 100% happy, but codes of conduct and guidance/ best practice that is agreed on by the vast majority is more likely to be followed and accepted by the thousands of visitors taking part in activities in Pembrokeshire throughout the season. It is vital that agreements are reviewed regularly too, to make sure they are working and that they are still accurate.

The projects are both managed by the Pembrokeshire Coastal Forum, an independent coastal partnership, and the day to day fundraising, events and meetings are organised for the groups by the Activities Liaison Officer, Tom Luddington. Funding for the work is sought from a wide variety of sources from both statutory agencies and the private sector.

Currently, Visit Wales are supporting the groups, and ensuring that current best practice for activity management

and sustainability are shared both ways between the three National Parks in Wales through a pilot project called the Wales Activity Tourism Organisation. It is hoped that funding can be secured to support the establishment of an Outdoor Charter group in North Wales, and for a similar project with environmental training courses for outdoor providers in the Brecon Beacons.

To find out more about the work of the Pembrokeshire Outdoor Charter and Marine Code groups, visit the websites below:

www.pembrokeshireoutdoors.org.uk
www.pembrokeshiremarinecode.org.uk

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Photographic References

All photographs except "Jump!" are credited to Tom Luddington
 "Jump!" photograph credited to the Pembrokeshire Coastal Forum



Marketing Sustainability for Small Leisure and Tourism Firms

Jason Freezer, VisitEngland and Dr Xavier Font, International Centre for Responsible Tourism



VisitEngland and its regional tourism partners launch a new toolkit called Keep it Real: market and communicate your credentials.

Nearly 3,000 leisure and tourism companies in the UK take part in some form of sustainability certification programmes, yet few of them know how to use their efforts for marketing purposes to the best possible results. More than half of these businesses are in rural locations. Sustainability helps to keep it real because if promoted in the right way, it encourages customers to connect with the place they visit and to appreciate it fully. As customers and sustainability practices become more sophisticated, companies need to understand how and when it's appropriate to communicate "green".

Rural businesses find it easier to communicate sustainability, because it is closer to what the customers expect from them. Most of the examples found in collating research for this report came from using local food and the natural environment in and around protected areas as a marketing draw. The reasons that encouraged most businesses interviewed to act were their appreciation for rural life and outdoor landscapes. At the same time many small businesses were found not understanding marketing, and missing out on opportunities to share their passion for the outdoors. They simply did not interpret, communicate and market their sustainability actions effectively.

The challenge is finding the balance - between

communicating "worthy but non-engaging" and "flashy but meaningless" messages. It's great to market green credentials, provided you understand who you tell, for what purpose and through which channels, and more importantly that you know what you're saying is really worth shouting about.

The content of this toolkit has consequences for policy makers and destination management organisations in rural and urban locations. It is a call to look at sustainability differently. All too often agencies have got stuck with the social, economic or environmental arguments, yet this is not the easiest way to help companies put into practice sustainability. If the uptake of sustainability practices is to be increased, the promotion of it needs to be done in a format that relates to businesses daily working practices.

It is clear from research¹ that businesses tend to join certification schemes for one of two main reasons – their personal environmental beliefs or a perceived marketing benefit. This is supported by the business case for sustainability that eco-labels promote, which often revolves around economic savings and increased market access.

This increased market access, however, has been very difficult to prove with little evidence to suggest that consumers book holidays on factors other than price, location, quality and facilities. The difficulty lies in the fact that visitor surveys indicate that demand is passive rather than active – part of the mix of what attracts a visitor rather



than the primary driver. As a consequence the impact of green certification is difficult to identify whether in terms of new, repeat or recommended business. Anecdotal and survey evidence is consistent in showing a positive response from visitors but managing expectations and understanding the nature of visitor demand/ expectations for a business' 'green' actions is critical.

Many businesses are, however, lacking the confidence or understanding to access any marketing benefits that could be available. This is because the elements businesses are taught about sustainability are not market led. Sustainability facilitators have not learnt what the link is between sustainability and increased customer satisfaction, or how to use sustainability to create opportunities to engage with potential visitors before, during and after their stay.

During our research, rural accommodation and outdoor activity providers were worked with to help them understand methods to use sustainability features to manage seasonality. It was evident that many had misunderstood that sustainability meant doing business differently when the reality is that it means doing business even better. It is clear that the financial survival of rural businesses depends on their ability to balance being entrepreneurial and respecting the environment they work within.

The toolkit, developed by VisitEngland and its regional tourism partners², was launched on World Environment Day, 4th June 2010. It aims to support small firms in leisure and tourism in communicating sustainability actions. These work at three levels. First, to engage these companies in understanding that sustainability can, and should be communicated, as part of offering a higher quality product. Second, to provide confidence that these companies can do it, that they have something worth telling, by showing wide ranging cases achieving quite a bit with creativity and low budgets. Only when these first two barriers are overcome can actual knowledge on how to do it be communicated.

So what does the report cover?

Who to tell? It looks at the range of visitors that exist, and how we ought to target our sustainability communications at the middle of the market - those that will not buy because you are green, but that will appreciate your efforts as long as you make it easy and enjoyable for them. There clearly are two extremes but all research shows these to be small percentages, those that will not value your work and at the other end those that will go out of their way to consume green services and products.

Adding to the product, offering discounted cycle hire at Carey's Manor Hotel and SenSpa



Each market needs a different approach to communicating sustainability.

- **Green this, eco that - can I really trust these marketing people?** Blinding them with facts might help, but also show the human side of your company, why you are to be trusted.
- **Travelling is time out, I am already green at home.** Show how on holiday they can learn the fun parts of being green, not the chores - make these just be part of what they do without necessarily noticing.
- **Being green is for hippies!** Show your average customer doing typical things to demonstrate this is for the majority, not an alternative lifestyle.
- **Here they go again, pushing it down our throat...** Use humour to change opinions.
- **Companies should take responsibility to clean up their mess!** Use labels explaining your credentials, particularly where you buy produce from. This group might not want you to go into details.
- **I don't want to feel guilty, but also don't want to change my behaviour...** Show them how they are already making a difference with their purchase, and how easy it is to take the next step.
- **What will others think of me?** Show them how buying the green option will make them look good.
- **What's in it for me?** Show the selfish side, why this is a better product for your customer.
- **I really mean to, but keep forgetting...** Sell sustainable products using your usual channels, rather than assuming they will come looking for a sustainable product in some other way.
- **I just can't afford to be green, I buy the offers.** Choose quiet times when you can discount your services to attract first time customers. Choose individual products to sell at cost that act as a hook to get customers through the door, when you are likely to upsell - make sure they buy other products or services, just as supermarkets promote offers to get you in buying everything else.
- **I want to buy a green product.** Show them how they belong here, how they are amongst friends and how special this is.

Why to tell?

All too often vague statements are found saying that you are a green company, or that you care about the environment, or that you purchase local wherever possible. What does this mean? What do you expect your customers to do different? In this report four possible marketing objectives are looked at, and how different actions can help achieve them. These are to make your visitors feel good, to get them to change their behaviour, to sell them something extra, or to sell them more of your main product or service.

What do I tell?

Keep it fun, and make it easy for visitors to enjoy the place they go to. The messages in the past have been dry and dull, they sound almost like an apology, no wonder customers find them too worthy and ignore them. You don't have to say the word sustainable or green, you can show it in the way you speak to your visitors, and the type of things you say. Above all it is about engaging. If you just say "I am sustainable" it's easy to criticise because it somehow says you are 100% sustainable - instead explain the actions you take, and let the actions say how sustainable you are and where you are making improvements.

The trouble is, some of the things you do might contradict each other. Before you shout about your great actions you already take, make sure there are no red flags. You'll find that your credentials will be taken as greenwashing if you also use non recyclable plastic cups and throwaway crockery, or have an outdoor patio heater unnecessarily on. Don't try to promote your sustainable policy printed on bleached chlorinated paper - print on Forest Stewardship Council certified paper from self sustaining forests.

How do I tell?

How credible your message will be depends on both what you say and how you say it. Integrate sustainability as part of quality, using your current channels, to say more than listing your product features - you sell using the emotional side of how you will make those visitors feel.

Your website probably has a very dull section with your environmental or sustainability policy. It is likely to be written in management speak, not for visitors to read it and enjoy. Instead weave in what makes you sustainable into every section of the website, where it is relevant to the visitor experience. Use your sustainability practices as stories to engage visitors, they work well for your social media marketing.

If you have achieved a sustainability certification, or won an award, display it proudly in your premises and on your marketing materials. Don't forget to explain why you gained it, and why that makes you better. It's not you bragging, it's showing the recognition that others have given you for your hard work. Work with the press to show what's quirky and unusual about you, and to present the events you run so you get media coverage.

Finally check what other distribution channels say about you - Google yourself, and you might find that you need to "help" others say more interesting things about you, as they are either underselling you, or worse even, misrepresenting what you have and do.

When do I tell?

You communicate all the time! You need a plan to think about the visitor journey, and what you tell them before they arrive, during their stay and once they have left. Every stage in their journey needs different information that helps them take decisions - including coming back!

When deciding where to go, your customers need to know how your sustainability work makes you a more attractive, better managed organisation, that can be trusted with their hard earned money and limited leisure time. You need to give visitors information to take the right decisions, whether it is nutritional value of food, the stories behind the food suppliers, or how they can reasonably get to you by public transport - and enjoy doing so. Once they have decided, you need to give information on what they can do, and on arrival

you get the one off chance of making first impressions. During their stay visitors should experience sustainability not as an added thing, but you can help them make part of the fun- and all businesses can do, from outdoor activity centres to bed and breakfasts and self catering cottages. What you show and how will vary across your premises, but remember to find ways that your visitors will learn, enjoy, value and participate in what you do to be more sustainable. The messages about sustainability will often be implicit, or if they are explicit they need to show the enjoyable, easier aspects of being sustainable. Finally after their stay try to find ways to stay in touch with your visitors and enjoy word of mouth and repeat visits through communicating aspects of what you do to be sustainable that they can connect with. You can download the toolkit at www.visitengland.com/green

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Foot Notes

¹ VisitEngland and its regional tourism partners; *GTBS members research*; VisitEngland, London, 2009

² One North East, Northwest Development Agency, Welcome to Yorkshire, East Midlands Tourism, Heart of England Tourism, East of England Tourism, London Development Agency, Tourism South East and South West Tourism

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Introductory picture credited to VisitEngland
Couple cycling picture credited to BeWILDerwood Adventure Park
Recycling sign picture credited to Carey's Manor Hotel and SenSpa



Making signs fun and engaging for the family audience, BeWILDerwood Adventure Park

Sustainable Tourism and the Outdoors: The Welsh Outdoor Gym!

Stephanie Wait, Visit Wales



Aberdulais Water Wheel

Tourism is vital to the economy of Wales supporting an estimated 93,500 jobs. Visitors spend more than £3 billion a year, equivalent to £8 million a day.

Breathtaking landscapes and scenic coastlines are the very foundation of Welsh tourism – they are what visitors come to experience. Realising the potential of the environment is a key priority for tourism development.

How Wales develops its tourism sector, however, has to be seen against the background of its commitment to sustainable development (SD). The Welsh Assembly Government (WAG) is one of the few governments in the world that has SD as one of its core principles and it is the overarching framework for all that the Assembly Government does.

So what does that mean in practice?

Essentially the development of the tourism sector must support and promote Wales as a more sustainable nation. Visit Wales' vision for tourism reflects this aim:

“Wales is recognised internationally as a leading sustainable tourism destination that promotes local economic prosperity, supports community well-being and engagement, enhances its natural environment and culture and delivers a high quality experience to visitors.”

In the field of sustainable tourism all actions should reflect WAG's commitment to sustainability, with four key objectives supporting our vision for sustainable tourism.

They are:

- Promoting local prosperity
- Community well-being and involvement
- Minimising tourism's impact on the environment
- Protecting and giving value to natural heritage and culture.

Efforts to promote sustainable tourism should be viewed as one aspect of a broader movement to promote sustainable development. It is clear that tourism can have a significant effect on the environment and the way we live. The long term future of the industry within Wales is dependent on our ability to safeguard the quality of the environment as well as contribute to the economic development and well being of individuals living, working or staying in Wales. Through investing in and developing our coastline, beaches, local food, creating local jobs and providing leisure access for all, tourism has a unique opportunity to create an environment where both the visitor and the community feel a greater sense of well being.

The Welsh coast and countryside are in fact a giant outdoor gym, inviting residents and visitors alike to increase their health, reduce their stress and learn about all aspects of the environment simply by taking advantage of this wonderful national asset. From a gentle evening countryside stroll with

the family to an energetic day out coastering or mountain biking, outdoor recreation is fundamental for creating and maintaining well being.

As well as WAG, visitors themselves are also driving change in the tourism sector. A survey of visitor attitudes carried out for Visit Wales in 2009 found that 72 per cent of those interviewed rated environmental factors as important in their choice of holiday destination. It also found that 18 per cent of those questioned looked for environment-friendly accommodation, with that figure rising to 26 per cent among overseas visitors.

As part of the survey visitors were asked what the terms 'sustainable tourism' or 'responsible tourism' meant to them. Only eight per cent said they did not know what the phrases meant, while 40 per cent had an understanding that they refer to tourism that minimises harm on the environment. Other responses highlighted a respect for nature, support for the local economy and use of locally-produced products.

Clearly then the tourism sector in Wales must ensure that it delivers the authentic, ethical and high quality experience that visitors are looking for and one that minimises impact on the environment. This can only be achieved by "working together" in partnership in Wales.

Sustainability is everyone's business

The drive to make tourism more sustainable is also encouraging organisations across Wales to work together in cross-sector partnerships to achieve shared goals. For example, Visit Wales has been working with Visit Britain to give further recognition and marketing incentives to tourism businesses that have signed up to a recognised sustainable accreditation scheme. The intention is that only "validated" schemes will be recognised so that visitors can be sure of a scheme's quality, consistency and green credentials.

Since 2007, a **Sustainable Tourism Forum** made up of the private, voluntary and public sector bodies has been working to coordinate the development of sustainable tourism across Wales and it has put in place a Sustainable Tourism Action Plan. Important areas of the forum's work to date have been in bringing the tourism and transport sectors together to look at barriers that visitors face when using public transport. This has resulted in improvements in information provision and new incentives for visitors to use public transport.

The forum has also initiated new work on environmental management in Wales's three National Parks – Brecon Beacons, Snowdonia and Pembrokeshire Coast. Each of the National Parks is now involved in pilot environmental management projects with Visit Wales.

In Snowdonia the work is focussing on the development of an information package on areas of environmental management that is tailored for tourism businesses and will

be downloadable from the Visit Wales website. There are also plans for face-to-face meetings with local businesses.

Pembrokeshire is developing an "opportunities package" of fact sheets for operators on sustainability for tourism as well as meetings to highlight key issues in sustainable tourism. It also plans to offer Tourist Information Centre staff training out of season on sustainability. In the Brecon Beacons the pilot project is developing training for tourism businesses to monitor their environmental performance. It looks at minimising energy, water use and waste.

Another example of successful cross-sector collaboration is the **Green Sea Partnership**, an all-Wales working partnership that aims to safeguard and enhance the coastal environment of Wales. Improving the quality of our beaches, the built and natural environment and maintaining and improving seawater quality is especially important for tourism and the economy in Wales. Since its launch in 1996, the partnership has been a driver in quality in coastal tourism in Wales securing two successive EU projects totaling over £3 million. The focus has been on improvements to beach infrastructure and curbing pollution and it is a measure of the partnership's success that 15 years ago only two Welsh beaches qualified to meet the international Blue Flag standard while this year a record 50 beaches and marinas have been accorded the status. As well as a record number of high water quality Blue Flag awards this year, Wales also boasts 50 Green Coast Awards. The Green Coast Award is unique in that it recognises Guideline water quality (Guideline is the EU designation for excellent water quality) as well as Best Practice in environmental management for beaches, which may not have the facilities associated with resort beaches. Since its launch in Wales, the Award has grown in popularity and has expanded to other counties in Ireland.

What then does the visitor find when he or she arrives at their chosen holiday destination?

National Parks in Wales

Around 20 per cent of Wales can be found within one of three National Parks, the Brecon Beacons, the Pembrokeshire Coast or Snowdonia. Their special qualities have led to these areas being designated as areas of national



Brecon Beacons Walking

importance, worthy of legal protection with local communities continue to play a significant role shaping the modern environmental, historic and cultural landscape.

Brecon Beacons National Park

Brecon Beacons National Park became a key player in pan-European tourism by becoming the first Welsh National Park to be awarded the European Charter for Sustainable Tourism in Protected Areas (Europarc Charter) in 2007. The Charter seeks to recognise parks that are following the right approach in developing and managing sustainable tourism. The internationally-recognised European Charter is awarded to protected areas that support “sustainable tourism” – tourism that contributes to local economic development while preserving the area’s natural and cultural resources. The Charter offers a systematic approach and a step-by-step guide to sustainable tourism development.

In meeting the high expectations of the Charter, Brecon Beacons National Park is working with Powys County Council to help tourism businesses to work with the Green Tourism Business Scheme (GTBS), a UK-wide validated sustainable tourism certification scheme. This has involved an assessment of each business’s impact on the environment, local economy and community. In April this year the GTBS awarded gold medals to nine of the businesses along with 12 silver medals and one bronze and the scheme is now being extended to cover the whole of Wales.

Visitors can see and appreciate a different view of the Park by exploring on foot or by bicycle. It has never been easier for visitors to leave the car behind and, in doing so, help keep its unique feel intact. A range of public transport options allow visitors to enjoy a car-free day out in the countryside. For example, the Beacons Bus is a network of specially-commissioned buses that runs from major towns and cities bringing visitors/residents into Brecon in the morning with the added bonus of bringing your bicycle on board. The buses then run on various routes around the National Park before returning home via Brecon at the end of the day.

Snowdonia National Park

Snowdonia National Park is the largest National Park in Wales, boasting the highest mountain and the largest natural lake in Wales. The Park attracts thousands of visitors each year to enjoy a wealth of activities as well as admiring the picturesque villages such as Betws y Coed and Beddgelert. The National Park Authority’s aims are to conserve and enhance the natural beauty, wildlife and cultural heritage of the area; promote opportunities to understand and enjoy its special qualities; and to foster the economic and social wellbeing of its communities

Working hard in the park is the **Snowdonia Society** which is a member-based environmental charity formed in 1967 and is concerned with all aspects of the Snowdonia National

Park. Members take part in practical activities to improve the environment and engage in campaigns to prevent inappropriate development in the area, raising awareness and promoting the uptake of sustainable practices in the Snowdonia region. By showcasing and rewarding best practice the work of the Snowdonia Society demonstrates that acting sustainably does not need to limit the quality of the visitors’ experiences or the profits for tourism businesses. The Society also organises a lecture programme, publishes books and magazines, maintains a detailed website, runs themed walks and organises competitions and awards such as the Green Snowdonia Tourism Awards.

This is the third year of the prestigious Green Snowdonia Tourism Awards which are sponsored by Visit Wales. The awards recognise tourism businesses in the Snowdonia National Park and surrounding area who have taken steps to improve their business. The 2009 awards saw a strong field of entries with six successful businesses selected as demonstrating that operating sustainably can enhance the experience offered to visitors. Not only are these businesses showing commitment and imagination in reducing their environmental impacts, they are doing it with flair and style, providing exciting and high quality experiences for visitors to Snowdonia. The overall winner as Best Sustainable Tourism 2009 Business was Tree Top Adventure Ltd, Betws-y-Coed.

Pembrokeshire Coastal National Park

Most visitors to Pembrokeshire go to the county for its spectacular landscape of rugged cliffs, sandy beaches, wooded estuaries and wild inland hills. The Pembrokeshire Coast National Park works to help the public enjoy and understand the landscape and to build a sustainable future for local communities, which means that the emphasis is on an approach to tourism that protects the natural environment and cultural heritage. Given the nature of the county the focus of activity is very much on the sea and all those involved in managing the coast work to run activities in a sustainable way – one that ensures that future generations will have the same opportunities to enjoy recreation in an unspoilt, wildlife-rich environment that people enjoy today.

Many visitors to the park take part in one of a wide range of organised adventure activities, such as coasteering, kayaking and cliff climbing. They are led by providers who are members of the Pembrokeshire Outdoor Charter Group, run by the Pembrokeshire Coastal Forum, which is working to ensure that adventure activities do not harm the environment or wildlife.



Snowdonia National Park

The group brings together activity providers and conservationists to develop activities in a way that is sustainable. It has organised environmental training days for a large number of outdoor instructors during the past year, as well as workshops on best practice for safety and the environment when leading coasteering groups. The businesses involved with the group are pioneers of new and better ways of working. A good example is the TYF Group. Based in St David's, TYF claims to be the first carbon neutral adventure company in the world.

The Pembrokeshire Coastal Forum has also developed a detailed code of conduct to protect wildlife. Visitors will see forum's leaflets, signage and publicity that have been produced to raise awareness of good practice and of seasonal access restrictions, which have been put in place to protect wildlife. Another popular activity for visitors to the county is wildlife-watching. Pembrokeshire Coastal Forum is working to ensure that members operate in a responsible way by implementing a voluntary Marine Code. A number of wildlife tour boat operators and conservationists are now working together to ensure that disturbance to wildlife is minimised.

On land, many visitors go to the county to explore the 186 mile Pembrokeshire Coast Path National Trail, Wales's oldest long-distance footpath and the connecting network of right of way footpaths. For a growing number of people the most convenient way to realise that ambition is to combine a linear walk along the path with a trip on one of Pembrokeshire's seasonal coastal bus services.

The Puffin Shuttle service first took to the road in 2000 as part of the Pembrokeshire Greenways project, a partnership between Pembrokeshire County Council and Pembrokeshire Coastal National Park Authority that was set up in 1994 by the Countryside Council for Wales. It works to develop and promote the use of public transport to access the countryside. The success of the Puffin Shuttle has prompted Pembrokeshire Greenways to set up four similar coastal services: the Poppit Rocket, the Strumble Shuttle, the Celtic Coaster and the Coastal Cruiser. Each complements existing bus services to make accessing the coast easier for visitors and for local people.

Improved access to the whole of the coast of Wales is one of the Welsh Assembly Government's priorities for the next few years. In 2006 it announced a commitment to improve public access to the Welsh coast via a programme based on new and improved coastal paths. A key element of this Coastal Access Improvement Programme is the provision of a new All Wales Coast Path. The programme is now fully underway and is due for completion by July 2012. Clearly, significant strides have been made towards our vision of Wales as a leading sustainable tourism destination through working in partnership and driving change for the industry. Accreditation offers a platform for certification

schemes to play a role and Visit Wales will actively promote validated schemes through its marketing and industry websites. The current validation programme offers the opportunity to set a framework for these improvements and set the required benchmark for the industry as well as helping visitors make an informed choice and meeting the growing consumer expectations around sustainability. More work is needed however, in terms of engaging with the industry and investing in product development in order to ensure that industry needs are met. Visit Wales has committed over the next four years to a programme of developing seven strategic Centres of Excellence in tourism and embedding sustainability into the investment. Three of these centres were launched in April for coastal tourism - Aberdaron, Swansea and Pembrokeshire.

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Photographic References

All photographs credited to Visit Wales

So how is the tourism sector in Wales making the SD vision into a reality?

In May this year the first Wales Sustainability Week highlighted the contribution that many individual businesses and organisations are making.

Hafod Elwy Hall, a country house hotel near Denbigh, the operators' active commitment to responsible tourism affects every aspect of the business. Much of the electricity used is generated by a small-scale wind turbine, waste is recycled, meals are made using home-grown or local produce and rooms are heated by using wood, a carbon neutral fuel.

A similar commitment to sustainability by the owners of Y Goeden Eirin, a B&B near Caernarfon, which has been recognised by the judges of the Green Snowdonia awards. The business makes every effort to respect the environment and has invested in solar energy technology and high standards of insulation. It uses low energy bulbs and eco-friendly cleaning products as well as minimising waste and water use.

The National Trust is working hard to see that the many historic houses, gardens and ancient monuments that it cares for are more sustainable. One of the Trust's priorities in Wales is to reduce its climate change footprint by using less fossil fuel. It is investing in energy-saving and renewables technology at many of its properties, including a woodchip boiler at Dinefwr Farm, Carmarthenshire. It has also insulated more than 150 houses with wool during the last year, which cuts household energy bills by up to 15 per cent and also creates a new market for Welsh wool.

Pedal Peak District - a Sustainable Way to Enjoy the Peak District National Park

Dr Richard Campen, Peak District National Park Authority



Cycling at Hope



Tissington Trail

Tourism is a vital business sector in the UK. VisitBritain figures (from Deloitte research) put the total economic value of the tourism sector at around £114 billion, which is over 8% of Gross Domestic Product. It is estimated that tourism is responsible for around 2.645 million jobs, and that both the economic value and the employment levels could rise to £133 billion and 2.817 million jobs respectively (VisitBritain, 2009).

The Peak District National Park is one of the key outdoor recreation destinations in the UK but establishing its value to the national visitor economy is difficult because of its location in parts of four socio economic regions on which statistics are collated. Most of the area of the Park falls within the East Midlands, so using that context, the key statistics for East Midlands tourism are:

- It contributes £5 billion to the economy
- There are 30,000 businesses in the sector
- 200,000 people are employed in the sector
- 90% of trips are day trips, 9% are staying trips from other parts of the region, and 1% overseas

These figures show how important the visitor economy is to Britain as a whole and at a regional level. But, with an

increasing focus on sustainability and climate change, domestic tourism is now taking a much higher profile than in the past. The Government's sustainability strategy "Securing the Future" (Defra, 2005) seeks a tourism sector which grows and thrives by actively embracing sustainable development principles through regional, economic and other strategies. Other reports and strategies such as the Stern Review on the Economics of Climate Change (HM Treasury, 2007), Defra's (2007) Adapting to Climate Change Framework, the Climate Change Act (OPSI, 2008) – to name but a few – have all raised issues that need to be addressed by the tourism industry.

At the international level, the Davos Declaration on Climate Change and Tourism – developed by the United Nations World Tourism Organisation (UNWTO) in conjunction with the United Nations Environment Programme (UNEP), the World Economic Forum, the World Meteorological Organisation and international stakeholders – was presented and accepted at the UN Climate Change Conference in Bali in 2007. The EU Commission has also been active in seeking to improve the competitiveness and growth of the EU tourism industry by using a sustainable approach in Europe and globally and in particular through the report of the EU Tourism Sustainability Group; Action for a More Sustainable European Tourism (European Commission, 2007).

As the above outline of the subject indicates, a variety of aspects of sustainable tourism policy are directly relevant to

the strategies and plans of the organisations with responsibility for developing opportunities for outdoor recreation in the Peak District. The questions that arise concern how we identify the characteristics of sustainable tourism and how do we embrace the principles? There are many definitions of sustainable tourism and, for the purposes of this article the definition below is adapted from VisitScotland (2010). There are three aims:

- **Environmental and cultural protection;** Reduced pollution and degradation of the global and local environment; Tourism that maintains and strengthens biodiversity.
- **Social equity and cohesion;** Tourism that improves the quality of life of local communities; Community involvement in tourism planning and management; Safe, satisfying and fulfilling visitor experiences; Tourism that maintains and enriches our unique and diverse culture
- **Economic prosperity;** Long term competitive and prosperous tourism businesses; Quality employment opportunities, fair pay and conditions for all employees.

In terms of meeting these aims, the framework for Sustainable Tourism in England (DCMS, 2009), sets out six key challenges for action to address the key sustainability challenges facing the tourism industry:

- Minimise environmental impact and resource use
- Address the impact of tourism transport
- Improve quality and make holidays accessible to all
- Maintain and enhance community prosperity and quality of life
- Improve the quality of tourism jobs
- Reduce the seasonality of demand

The Peak District National Park Authority (PDNPA) and its partners have many years of experience of balancing the environmental, economic and social aims of sustainable development. Whilst many organisations (such as Destination Management Organisations) have traditionally had a remit that focuses more on marketing the area, the Authority is renewing its approach to sustainable tourism and working with its partners to strengthen environmental sustainability aims. The Authority cannot achieve these aims on its own but innovative projects can help find ways of addressing the key challenges. From the perspective of managing a protected area such as the National Park there is further scope for interpreting the special qualities of the National Park to the visitor and as part of a brand that includes choices around sustainable transport and ways of enjoying the Park. It is hoped that the project, taken together with other initiatives such as the Environmental Quality Mark (PDNPA, 2010) and Peak Connections will help the Authority and its partners deliver a more sustainable approach to recreation as part of a truly sustainable tourism sector.

Pedal Peak District

To give a flavour of the approach the PDNPA is adopting to meet the challenge of sustainability, the following case study shows how the PDNPA is attempting to influence the way people arrive and travel within the area. A new project 'Pedal Peak District' funded by Cycling England (from the Department for Transport) aims to influence behaviour and develop a green tourism product building on the growing popularity of cycling. It hopes to:

- Get thousands more people cycling – for enjoyment, health and fitness;
- Encourage more local residents to find and use cycling routes on their doorstep;
- Improve the infrastructure of cycle-routes

Current funding focuses on a route between Bakewell and Buxton and it is planned that by Spring 2011 four former railway tunnels on the Monsal Trail will be re-opened for cyclists, walkers and riders. The longer-term, wider vision is for a full cycle-circuit linking Buxton, Matlock and Bakewell. There are rail-heads at Matlock and Buxton with scope for identifying sustainable transport packages for cyclists from Manchester and other urban areas around the National Park. Work needs to be done to promote a wider approach to cycling as a 'tourism package'; cycling holidays, visitor accommodation, facilities for cyclists (and others) – all requiring some innovative and entrepreneurial approaches that contribute to the visitor economy in general and specifically to the six key challenges above.

In addition to funding capital works on the cycle trails, the Cycling England grant is being used to support a social marketing programme to engage with people who have never cycled, or who are very occasional cyclists. This National Park Authority-led marketing campaign works in parallel with other campaigns (for example co-ordinated by VisitPeakDistrict) to promote recreational activities in the Peak District. New cyclists who sign up to chart their progress at www.pedalpeakdistrict.co.uk get the chance to win a £300 bike every month and can find out about routes, training, cycling tips at: www.peakdistrict.gov.uk/cycle People who hire a bike from a National Park Authority cycle-hire centre get a half-price voucher for up to nine people for their next visit and are offered free bike maintenance, safety and confidence-building sessions.

For more information, contact:
pedal@peakdistrict.gov.uk

To arrange group sessions, national Park cycle-hire centres are:
Parsley Hay (High Peak Trail) – 01298 84493
Ashbourne (Tissington Trail) – 01335 343156
Upper Derwent Valley (Fairholmes – Ladybower, Derwent and Howden reservoirs) – 01433 651261
Public transport: www.transportdirect.info
Traveline 0871 200 2233.



Paul and Sarah of Hathersage

Paul and Sarah Nixon, of Hathersage, took up cycling only a year ago after a holiday in San Francisco when they hired bikes and cycled over the Golden Gate Bridge:

“We’ve explored places we wouldn’t have seen without the bikes”. “We enjoyed it so much that when we got back we bought a couple of mountain bikes,” said Sarah.

“Now we go out a couple of evenings a week after work, just to stretch our limbs and get some fresh air, and we do a longer ride at the weekend.” “We wanted to explore our own glorious back yard which is the Peak District National Park,” explained Paul, “and now we’ve explored places we wouldn’t have seen without the bikes, although we’ve lived here 11 years.”

Using guides and maps which grade the rides, give conditions to expect and an approximate time, their rides have included Cavedale, Coombsdale, Stanage Pole, the Long Causeway, Redmires, Ughill and Blacka Moor.

“We really like the circuit round Ladybower, Derwent and Howden reservoirs,” said Paul. “It’s absolutely spectacular scenery and excellent trails that people of most abilities can do. We took our teenage nephews and hired bikes from the cycle-hire centre. They thoroughly enjoyed it.”

Fitness is also a key motivator for the couple, who run a sustainable packaging firm, SP Containers, in Rotherham:

“We do feel better for it,” said Sarah. “I used to struggle pedalling up the hill to get home, even got off and walked, but now I can do it. You get a sense of satisfaction when you achieve a new milestone.” “It’s sociable too, people chat and exchange advice about the route. We’ve seen people of all ages doing it, from youngsters up to a couple in their 60s.” “We used to be gym-members, but we were always making excuses not to go. Biking is different, we go out in all weathers, it’s lower impact on your joints than jogging or aerobics, and it’s an activity we can enjoy together.”

Launch-pad for the Olympics



Cycling Monsal Trail

Local girl Ellie Koyander grew up cycling round the national park from her home-village of Tideswell. She took up skiing aged 11 at Sheffield Ski Centre, and at just 18, Ellie took part in the 2010 Winter Olympics as the top UK women’s Mogul freestyle skier (www.elliekoyander.com).

“The national park inspired me to take up outdoor sports as a child, and began my love for adventure” said Ellie. “I love cycling to keep me fit in-between ski training, and I’ve spent many happy hours on my bike, whilst also enjoying the area’s fabulous scenery, a great sense of freedom and fresh air.”

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Visitor Management and Sustainable Tourism in Japan's National Parks

Pr Lynn Crowe and Suzanne Leckie, Sheffield Hallam University



Our eco-guide explains ritual washing at the first gate at the foot of Mount Fuji

Many countryside managers in the UK know Japan has the most visited National Park area in the world - Mount Fuji - with over 100 million visits to this sacred site every year. But there is much more that we can learn from each other in terms of the promotion and management of sustainable tourism founded on the special qualities of the landscapes of both countries.

The UK and Japan have more in common than you might imagine; Japan is also an island nation (in fact composed of an archipelago of islands - large and small), has a largely urban, aging population (living mostly on a narrow coastal strip) and a long tradition of countryside recreation. 29 National Parks have been designated since 1931 and, like the UK, they are 'lived in' landscapes with forestry, agriculture and settlements - in other words cultural landscapes. The land is not owned by the Government, instead much of it is privately owned. Management of individual National Parks is the responsibility of the Ministry of the Environment (MoE) - a central government department - and each National Park has a field office of the MoE with a small number of locally based staff. A primary function of these National Park offices is to produce a National Park Plan, based on zoning, to manage development (MoE, 2006).

In May 2009, we were fortunate enough to visit several National Parks and government agencies in Japan on a study visit organised and hosted by fellow academics in that country. We used some of the key tenets of sustainable tourism and visitor management to guide our observations and questions of the Rangers, Ministry of Environment (MoE) officials, Non-Governmental Organisations and academics whom we met. Our visit to Fuji-Hakone-Izu National Park and Lake Towada National Park raised some interesting and unexpected issues.

Recent Japanese research (Noriyoshi & Suzuki, 2006) had suggested that their National Parks shared some of the same challenges which many people might also feel are relevant to our protected areas:

- Overuse and pressure of visitors
- Erosion of vegetation
- Alien species management (exotic wildlife and plants)
- Rubbish and human waste disposal
- Management of accidents and injuries
- Conflicts between different landowners and agencies
- Changes in habitats - due to climate change and to the decline in forestry management.

We therefore anticipated that managing the impacts of visitors would be the overriding management concern, although current thinking in the UK now recognises that these issues can often be adequately managed, and that conflicts between recreation and conservation of these landscapes is not the hugely significant issue many once

thought (see for example, Crowe, 2005). In Japan we did find evidence of intense visitor pressure, but also effective local initiatives to manage these impacts. More interesting for us were growing concerns about declining visitor numbers and the need to better involve local stakeholders in the long-term future of their protected areas.

The fact that National Parks in both countries are cultural landscapes creates some distinctive opportunities. Cultural landscapes are those that have "co-evolved with the human societies inhabiting them. They are protected areas based on the interactions of people and nature over time. Living examples of cultural heritage, these landscapes are rich in biological diversity and other natural values not in spite of but rather because of the presence of people. It follows that their future relies on sustaining people's relationship to the land and its resources" (Brown, Mitchell and Beresford, 2005).

We discovered impressive volunteer initiatives contributing to the 'stewardship' upon which the conservation of cultural landscapes relies so much. Japanese 'Greenworker' and 'Active Ranger' initiatives see volunteers maintaining paths, picking litter, managing invasive species, liaising with visitors and collecting visitor data. 'Natural Park Foundations' and special NGOs called 'Park Management Organisations' have been established in some National Parks. These bodies work in collaboration with the National Park office to deliver environmental education, interpretation services and habitat management, critically expanding the capacity of the limited National Park staff resource.



Lake Towada- a more remote National Park where boarded-up shop fronts are testimony to the decline in visitor numbers and spend

However, we found that the 'voice' and role of the local community and other stakeholders in National Park management planning and decision making was constrained by the legal and organisational framework of the MoE and their National Parks offices. Although the National Park Plan is offered up for comments during the consultation phase, it does not enable stakeholders to be involved in the early stages of plan making. In the UK, National Park Authorities have explored many different ways of involving local people

in this process. The Peak District National Park Authority set up the 'Stanage Forum' to produce a management plan for its North Lees Estate (Crowe, 2005). Starting with a genuinely 'blank sheet of paper', generating and agreeing a vision of what sustainable management of this much-visited Estate would look like in the future has resulted in a greater achievement of National Park purposes than would have been likely otherwise.

However the Ministry of Environment is a small department, with limited resources and influence. The majority of National Park staff are called 'Rangers' and there are only 270 of them for the 29 Parks. This may sound generous until you learn that their role is very different from that of a UK Ranger. Most of their time is dedicated to producing the National Park Plan and other regulatory duties related to development control, very little time is spend on any field activities or visitor management. The MoE sees itself as strictly focused on biodiversity and landscape protection, rather than being responsible for creating a strategic vision of sustainable development and management in the National Parks. Yet to achieve an integrated vision, some agency must bring together key players such as the local Prefecture, the Forest Agency, the local community, businesses and visitors.

The National Park staff themselves are without doubt enthusiastic and committed, conservation-minded professionals, but as civil servants they are automatically moved onto a new Park every 3 - 5 years, leaving little chance of developing long term professional relationships with local partner organisations or groups. This will become more important as partnership working increases, as it surely must. Their expertise tends to be in forestry, agriculture and planning not, say, community engagement. The development of professional bodies and journals (much like the CRN journal!) could make a crucial contribution to the development of new skills for these changing times. We also discovered changing tourist behaviour and visitor profiles affecting the viability of the tourism economy in National Parks. In Lake Towada National Park for example, we saw large, empty hotels, built for coach loads of Japanese tourists on package holidays who might stay for a night or two on their itinerary. They no longer arrive in such great numbers; instead visitors travel independently in family or friend groups, on short breaks staying in small hotels, hostels or camping.

The number of young people visiting and enjoying National Parks is also decreasing. The rangers we talked to proposed a number of hypotheses as to why - competition from computer games, lack of leisure time, transport difficulties and so on - all issues familiar to countryside staff in the UK. Older visitors, especially early retirees, were clearly a larger part of the visitor profile, although collecting accurate data on visitors is only just beginning to be resourced in Japan. Popular beauty spots and traditional recreation sites are well known to Japanese visitors, but the visitors are often unaware that they are in a National Park. The notion of

National Parks as a destination or `brand` in themselves does not seem to be as well established in Japan as in the UK.

We concluded that there is clearly potential to develop tourism and recreation activity. The challenge is doing it in a way that contributes to the aims of the National Parks rather than in a way that undermines them. Developing appropriate 'niche' forms of responsible tourism could deliver this whilst building on the special qualities of the Japanese National Parks. Perhaps the most obvious would be ecotourism and adventure tourism. Other possibilities include 'discovery' tourism based on cultural heritage and, for some locations, food-based tourism.

The seeds of such enterprise are already present in Japan. We were, for example, guided around Mount Fuji by an independent eco-guide. Our eco-guide provided environmental educational activities for schools, guided nature tours for family groups, and conservation based management training courses and corporate days. He was able to employ up to 50 part-time staff in the high season, but revealed the picture was not entirely rosy - he found it difficult to find employees with enough ecological and heritage expertise, and that, although he included package operators amongst his clients, this market was hard for an independent trader to break into.

Nor entirely unexpectedly, we found limited mechanisms to direct the financial benefits of tourism back into conservation and the local community. As often happens in the UK, car parking and toll road fees in popular locations are re-directed back to conservation work, in this case via the Natural Park Foundation, but expanding this aspect of sustainable tourism is clearly challenging for everyone.

We felt honoured to hear and see successes and difficulties shared with us so openly; everyone we met enriched our visit with not only their expertise and enthusiasm, but also their good humour and warm hospitality. The experience brought into sharp focus the key challenges and opportunities tied up with managing sustainable visitor and tourism development in the amazing cultural landscapes of both Japan and the UK.

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Photographic References

All photographs credited to Prof. Lynn Crowe and Suzanne Leckie



Visitors on the veranda of a visitor centre in busy Mount Fuji National Park

The Heritage Paths Project: Revitalising Scotland's Historic Paths for the Future

Neil Ramsay, ScotWays



Sluggan bridge on a military road near Carrbridge

A little over three years ago The Scottish Rights of Way and Access Society (ScotWays) were awarded funds from Scottish Natural Heritage (SNH) and the Heritage Lottery Fund (HLF) for a project called the Heritage Paths Project. I was appointed as Project Officer shortly afterwards. One of the project aims is to educate children about the change in transport methods over the years and provide learning resources to encourage teachers to take their classes out-of-doors.

The project is about heritage paths, which we define as historic roads or paths that have been used for a particular purpose. Heritage paths include a wide variety of path types, including Roman roads, medieval roads and Scotland's network of 18th century military roads. They also include some unique kinds of paths and tracks, like the path on Unst to the top of Hermaness Hill that was used daily from 1858 to 1939 to receive signals from the nearby Muckle Flugga lighthouse in case they needed supplies.

We aim to find out about as many of these paths as possible, research their history, promote their use, and inform people about their fascinating histories. We are doing this by developing a website, www.heritagepaths.co.uk, which gives users details of every path we know about so

far, by publishing a book and by installing at least 150 signs on historic routes which will give passers-by brief information about the age and use of the path they are travelling on. We are also looking for ways to engage young people in the project and enthuse them about experiencing the outdoors.

So far the project has involved young people through the organisation of two events where classes of pupils were taken on walks along old roads while learning about the people who would have used the routes. The first of these events was undertaken as part of Scottish Archaeology Month in partnership with the Highland Folk Museum in Newtonmore. Pupils between primary 4 and 6 walked along some old routes and visited the remains of some of the old settlements before going to the Highland Folk Museum to look at modern reconstructions of some of the ruined houses they had seen.



Primary school pupils on a walk along old roads, learning about people who used these roads in the past

The second event was held to mark the launch of our website in May 2009, and was in partnership with an organisation called 'Forth Pilgrim'. They took a class of pupils from a primary school in Ceres, Fife, along a nearby route that would have been used by pilgrims on their way to St Andrews before the reformation effectively brought pilgrimages to an end.

Both of these events were very successful and showed the potential for using historic paths as a means of teaching the curriculum while getting pupils out of doors and active, and hopefully cultivating the enjoyment of that experience. However, both events were very onerous in terms of the time it took to prepare and execute them, and so we are looking to develop stand-alone learning resources that will continue to be available beyond the limited lifetime of the Project.

Scottish education has been going through a transformation with the setting up of the new Curriculum for Excellence. This aims to encourage pupils to become successful learners, confident individuals, responsible citizens and effective contributors. A recurring theme running through the new Curriculum for Excellence is the aspiration for school classes to use the outdoors as a learning environment, and for young people to pursue a healthy and active lifestyle.

It is this broad aim that our project will be able to help deliver. We will provide paper-based resources that talk teachers through the learning outcomes that can be gained from looking at and talking about heritage paths. As a result, we hope that pupils will be stimulated to learn more about the paths in their area. Our resources will also have the advantage of being tailored to specific areas, which should make them particularly relevant to young people.

Of course young people don't simply want to read and talk about historic paths, but also want to go out and experience them and, to aid this, our resources will have sample routes to enable teachers to take their pupils out on these paths. There is always a balance to be drawn between providing a stimulating experience whilst minimising any risk to young people and so in the future we'd like to provide sample routes that have already been risk-assessed by us so that teachers will be able to anticipate potential problems that might arise.

An additional feature of our resources is that the pupils will have a level of interactivity with the website. We hope to set up a facility on the web site to display artworks, photographs, films and sound clips received from schools that are using the learning resources.

This project is essentially about using the historic landscape as a tool to encourage more people to get outdoors. Supplying teachers with the ability to find coffin rests, packhorse bridges or drinking wells and interpret them to their pupils will not only impart valuable social history but

will also give young people exciting experiences outdoors and encourage them to make outdoor activity a regular part of their lives.

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Photographic References

"Sluggan Bridge on a military road near Carrbrige"
photograph credited to Brian Kille
"Primary school pupils on a walk along old roads"
photograph credited to Scottish Natural Heritage
"Wallace Road near Glenfang" photograph credited to Brian Kille



Wallace Road near Glenfang

Agency Profile

Each issue of *Countryside Recreation* will profile a relevant agency/organisation.

sportscotland

Campbell Gerrard, Planning Officer- Countryside



sportscotland is the national agency for sport. We are the lead agency for the development of sport in Scotland.

Our aim is to increase participation and improve performance by investing in and joining up the people, places and thinking that make sport happen.

We work with partners to build success for Scottish sport by:

- advising the Scottish Government and supporting delivery of its policies
- leading, supporting and coordinating the key providers of sport
- investing National Lottery and Scottish Government funding
- delivering quality services in targeted areas through the **sportscotland** institute of sport and our three national training centres.



In everything we do we aspire to act in the best interests of Scottish sport - putting sport first.

sportscotland – 10 goals

sportscotland is successful in partnership – these ten goals represent our ambitions and will be achieved through effective partnerships:

- More people playing sport more often
- Scotland winning more medals on the world stage
- Stronger sporting pathways creating opportunities for people to participate and compete in sport at any level and any stage of life
- More children active in sport through Active Schools
- An Active Schools Coordinator working in every school in Scotland
- Two hours of physical education per week in schools as part of the curriculum
- Stronger sports clubs and successful community sport hubs
- More qualified coaches and volunteers actively coaching and volunteering

- More and better places for people to play sport
- Glasgow 2014 – Scotland’s biggest ever team winning most ever medals (including most ever gold)

sportscotland has two particular areas of focus which are currently being rolled out across Scotland:

Community sports hubs

Community Sports Hubs (CSH) will bring together local people to participate in sport and physical activity in their own community. CSH’s will be based in local facilities such as sports centres, schools and/or community centres and will provide a ‘home’ for local clubs and local sport and provide information and advice to local people about sport and wider community activities.

sportscotland sees CSH’s as a long-term project and has allocated an annual budget of £1.5m National Lottery investment to CSH’s up to 2015.

Regional Sporting Partnerships

sportscotland aims to develop a national network of Regional Sporting Partnerships that links all 32 local authorities and appropriate Scottish Governing Bodies at a regional level to maximise the impacts and contribution of sport.

The formation of this regional sporting infrastructure will offer the opportunity for partners to plan for sport and explore ways of developing their services in an integrated and complimentary way.

Regional priorities will ensure future investment from partners has maximum impact on increasing participation and improving performance.

For further information on the work we do please contact:

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Photographic References

*All photographs credited to **sportscotland***



Increasing Participation

Location, Location, Location

Sport Northern Ireland re-opens Tollymore National Outdoor Centre following a major redevelopment.



Panoramic view

Tollymore National Outdoor Centre is one of 3 National Centres for Outdoor Adventure Activities in the United Kingdom. The National Centres have a long and well established history and are funded and supported by Sport England, Sportsotland and Sport Northern Ireland. The primary roles of the national centres are to provide training for leaders in the outdoor sports at all levels and to run courses for skill development.

Tollymore National Outdoor Centre has re-opened its doors following a complete re-build of the facility. The stunning new building is a state of the art and purpose built facility that simply takes your breath away. On entering the centre there is a 3 storey dining atrium which is supported by huge curved laminated timber columns.

The centre now has 3 meeting rooms, a large lounge area, fully stocked equipment stores, a heated indoor pool for teaching kayak rolling skills, a new gym and climbing training wall as well as the existing Hotrock Climbing wall. There are 20 twin bedrooms all furnished to the highest standard with en-suite facilities and tremendous views over the forest and Mourne Mountains. The new building is built to be very eco-friendly incorporating a biomass boiler system, solar panels and rain water recycling system.

Located at the edge of the Mournes and built to be in keeping with the environment, the centre provides training and development at all levels for a range of outdoor sports. The centre staff are some of the most experienced and well

qualified in the United Kingdom and Ireland and are enthusiastic practitioners of the sports as well as tutors. The centre has partnered with the Mourne Heritage Trust to be a Mourne Information Point and can provide information on walking routes, access points and guidance on the flora and fauna of the Mourne Mountain environment.

After a great day out in the hills or on the water – being challenged by our great natural environment – it is great to come back to the centre for a hot shower, great food provided by our renowned catering team and finish the day in front of the log burning stove with a cup of great coffee before retiring to a comfortable bed. Even if you're not resident at the centre – why not call in to see it, gain information about the local area and have a cup of coffee and some of our chef's famous flapjacks.

Visit www.tollymore.com for further information about this exciting project.

Photographic References

All photographs credited to Sport Northern Ireland



New Building

News



Countryside Recreation Network

CRN quarterly E-newsletter is now available.

Register your contact details with the CRN

Secretariat.



Forestry Commission

The information outlined below provides a basic overview of the BREEAM Forestry Commission Visitor Centres tailored assessment criteria developed on behalf of the Forestry Commission.

This tailored version of BREEAM can be used to assess visitor centre buildings which are procured, funded or part funded by the Forestry Commission in the UK. The assessment criteria can cover a range of building types/spaces which may form part of the main building being assessed or be a stand alone building within the visitor centre complex such as:

- The main visitor centre building
- Small educational rooms/buildings
- Small café/retail space e.g. bike rental

For more information, please contact: Busola Olatoregun

BREEAM Technical Consultant

BREEAM

For and on behalf of BRE Global Limited

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Forestry Commission Phd Students' current research

Working Between Art and Forestry - Jennifer Clarke

My research interests are connected to emerging perspectives in art, design and social research that are exploring the critical relationships between creative art and design practices and environmental issues. My PhD project is concerned with how forests are creatively produced, managed, and imagined, working with foresters and artists in Scotland. The main aims of my research are to understand aspects of: 1) the forestry commission as a public institution in terms of the shift towards multi-purpose forestry 2) the engagement of artists with forests and forestry - the ways art comes to be made in forests and the role of the professional artist in public projects. How might art open up the ways people understand forests, what they are and

what they are for? How are artists, their objectives and processes of art making, affected by making art in and about forests? 3) the role of landscape design, interpretation and planning, in collaborations between forestry, other organisations and local communities - this involves questions of value and methods of evaluation within diverse objectives which reflect and refract complex issues about environmental knowledge and decision-making. My approach sits within the interdisciplinary field of Design Anthropology, and is concerned, likewise, with relationships between anthropological and art & design based research practices; it is a collaborative endeavour.

For further information or discussion, please feel free to contact me by email at: jclarke@abdn.ac.uk - Jennifer Clarke - University of Aberdeen

Forestry Commission Phd Students' current research

Young Men in Woods and Forests - Elinor Predota

The research, funded by Forestry Commission GB, aims to explore the interactions between young men and 'nature', through looking at the work and play of young men in woods and forests. It builds on previous research into teenagers' use of urban fringe woodlands in central Scotland (Bell et al. 2003), and into how use and perceptions of woods and forests might play a role in young adults' mental health (Milligan and Bingley 2007).

The objectives of the research include identifying:

how young men interact with and perceive woods and forests, the factors that influence their use – or non-use – of woods and forests, and what roles engagement with woods and forests do, or could, play in their everyday lives.

As well as contributing to academic work around youth, gender and nature-society relations, the research aims to be of use to woodland and forest managers, and to make a positive contribution to the Forestry Commission Scotland's Woodlands In and Around Towns programme. The research fieldwork is still in the planning stage. The first stage of fieldwork will be carried out in north-east Glasgow, using qualitative, ethnographic and participatory approaches. During the course of this first stage, a second, complementary field site will be identified. Fieldwork will begin this summer, and continue until autumn 2011. It is anticipated that analysis of data and writing up of findings will continue until the end of 2012.

For more information, Elinor Predota can be contacted at

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Case Study

Branching Out Project - Glasgow



Branching Out is an innovative programme offering woodland activities on referral for mental health service users in Greater Glasgow and Clyde. Clients attend the project for an afternoon per week, and take part in a wide range of activities such as health walks, environmental art, conservation, bushcraft skills and relaxation, which provide a holistic approach to recovery.

The programme is designed to encourage physical activity, teamworking, environmental stewardship and the acquisition of transferable skills. Clients also work towards their "Discovery" level John Muir Award. Typical activities include coppicing, clearing rhododendron, making wind chimes, willow weaving, campfire cooking and tai chi.

At the end of each 12-week programme, groups are brought together to share their achievements with friends and family, and clients are supported to move onto local community projects. Previous Branching Out participants have progressed on to join local walking, woodwork and conservation volunteer groups.

Who is involved?

Branching Out was developed by a diverse range of partners including Forestry Commission Scotland, NHS Greater Glasgow and Clyde, GCV Green Network Partnership, Glasgow Centre for Population Health and Glasgow City Council. Since then over 200 clients have attended from a wide range of NHS and voluntary sector services, and the project is expanding into Edinburgh later this year.

What has been achieved?

Since the project was established in Sept 2007:

- 200 clients have attended the project from 19 different mental health services
- An average of 75% of participants have completed the course
- Clients have ranged in age from 17-88, and many have had additional health or learning support needs
- An evaluation report highlighted social, physical and mental health benefits for participating clients
- A resource guide was produced to help other services run their own mental health and greenspace referral projects
- The Branching Out model is being rolled out to other areas of Central Scotland in partnership with environmental and health organisations
- Branching Out was the recipient of the 2010 UKPHA Michael Varnam Health, Humanity and Environment Award

What can we learn?

Greenspace and conservation on referral appears to be effective as an additional form of treatment in a secondary and tertiary care mental health population. Service users reported increases in physical activity, improvements to mental well-being, transferable skill acquisition and social skills development. These positive outcomes demonstrate the benefits of the environment and health sectors working together to deliver health outcomes for mental health service users.

For more information on the project please contact:

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Photographic References

All photographs credited to the Forestry Commission Scotland



Summary of Past CRN Events

Growing Up Outdoors the next steps: children's health and the outdoors - 03 December 2009 - Oxford

This seminar attracted 30 delegates and was chaired by Marcus Sangster from Forestry Commission. The seminar aimed to explore the relationship between the use of the outdoors and children's health.

The morning session included presentations from:

Liz O'Brien, Forest Research, on "it's fun to play about in": children and the outdoors - setting the scene; Catharine Ward Thompson, OPENspace, on the importance of children's and young people's experience; Dr William Bird, Outdoor Health Forum, on how do we integrate this work into the NHS agenda?

The afternoon case studies included presentations from:

Rebecca Lovell, Forest Research, on Physical Activity at Forest School; Steve Tilling, Filed Studies Council, on Combining activity, health and the curriculum on residential visits; Sarah Dandy, Knowledge into Action, on NHS Forest project

Education in the Outdoors - 23 February 2010 - Sheffield

This seminar attracted 31 delegates and was chaired by Mike McClure from Sport Northern Ireland. The seminar aimed to examine the importance and value of education in the outdoors, the impact of the Manifesto for Learning outside the Classroom and promoted examples of best practice.

The morning session included presentations from:

Dr Pete Higgins, Edinburgh University, on the value of outdoor learning; Beth Gardner, Learning outside the Classroom, on the manifesto for outdoor learning; Dr Sarah-Anne Munoz, Sustainable Development Research Centre, on what the research has indicated;

The afternoon session included workshops from:

Bob Barton, the Adventure Activities Industry Advisory Committee, on Badging Adventure Safety and Quality; Karen Boyd, Forestry Commission, on Forest

Kindergarten; Julia Sargent, Oxfordshire County Council, on the Without Walls Project; Debbie Pearlman-Houghie, University of Hertfordshire, on the Not So Great Outdoors?

Accessible Outdoors: Outdoor access for disabled people - 26 May 2010 - Sheffield

This seminar attracted 32 delegates and was chaired by Robin Helby from Disabled Ramblers. The seminar aimed to exchange good practice in improving access and information regarding outdoor recreation for disabled people; identified priority issues and areas of work to be taken forward over the next few years.

The morning session included presentations from:

Claudia Booth, Natural England on Where are we now? A personal reflection on how outdoor recreation for disabled people has changed over the past decade and what the priorities for the future should be; Helen MacVicker, Natural England, on Outdoors for all: creating inclusive outdoor environments; Lynsey Robinson, Sensory Trust, on good practice in information provision

The afternoon session included presentations and workshops from:

Fiona Cuninghame, Scottish Natural Heritage, on understanding path attributes, Dr Alice Mathers, The University of Sheffield, on creating the right environment: the participation of people with learning disabilities in the experience of public open space; Tony Crosby, Heritage Lottery Fund, on From Paths to Podcasts; Phil Chambers, CEM Ltd, on Good practice in site management for a range of impairments.

If you wish to purchase a copy of the proceedings from these events please refer yourself to the CRN Publications List on the back cover of the journal

Countryside Recreation Network Publications List

Price (incl.postage) Tick

REPORTS

Volunteering in the Natural Outdoor (2008)	£15
A Countryside for Health and Wellbeing: The Physical and Mental Health Benefits of Green Exercise (2005)	£20
Social Exclusion in Countryside Leisure in the United Kingdom - the role of the countryside in addressing social exclusion (2001)	£10

CONFERENCE PROCEEDINGS

Removing Barriers; Creating Opportunities: Social Inclusion in the Countryside (2001)	£15
Managing the Challenge of Access (2000)	£15
Is the Honeypot Overflowing? (1998)	£15
Making Access for All a Reality (1997)	£15

WORKSHOP PROCEEDINGS

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Accessible Outdoors:Outdoor Access for Disabled People (2010)	£20
Education in the Outdoors (2010)	£20
Growing Up Outdoors the Next Steps: Children's Health and the Outdoors (2009)	£20
A New Era for Country Parks? (2009)	£20
Making a Splash:Providing Opportunities for Water Recreation in Inland Water (2009)	£20
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A Question of Respect; Conservation and Countryside Recreation (2005)	£12
Delivering a Countryside for Health and Wellbeing (2005)	£12
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Visitor Information and Wayfinding Needs (2004)	£12
Demonstrating the Economic Value of Countryside Recreation (2004)	£12
Accessible Greenspace (2003)	£12
Country Parks II (2003)(Country Parks I & II can be purchased together for £20)	£12
Country Parks I(2003)	£12

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Front page photograph: "Water Recreation along the Pembrokeshire Coast" credited to the Pembrokeshire Coastal Forum