

**Are We Getting There?  
Delivering  
Sustainable Transport  
to the Countryside**

2000 Workshop Proceedings  
of the  
Countryside Recreation Network

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## Countryside Recreation Network

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

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## DELIVERING SUSTAINABLE TRANSPORT IN THE COUNTRYSIDE

*Glenn Millar*

*British Waterways*

Transport is a key issue for rural areas. Lack of access to, and the expense of, public transport undoubtedly contributes towards the social exclusion of certain sectors of the rural population. At the same time, the growth of road traffic in particular, both from residents of the countryside and visitors, can lead to adverse impacts on the environment and quality of life.

The UK government has committed itself to modernise the nation's transport system to cut congestion and deliver real choice. The Integrated Transport White Paper and the 10-year Transport Plan have considerable implications for travel and transport in the countryside. The agendas of the countryside agencies are increasingly embracing rural transport issues. Therefore, the timing is right for the Countryside Recreation Network to have set up this Workshop to look at some of the practical issues that arise, particularly in the context of transport for tourism and recreation.

Firstly the Workshop will review the factors that impact on transport in the countryside, particularly in relation to:

- trends in the demand for travel and transport;
- trends in the marketplace for leisure and tourism; and
- government policy in its widest sense.

Then we will look at some of the solutions to managing transport in the countryside, both in terms of:

- supply-led solutions, whereby countryside recreation is developed close to where people live; and
- demand-led solutions aimed at managing traffic and transport in the countryside e.g. through road charging, park and ride, traffic calming, green networks, bus/rail initiatives etc.

Finally, through the workshop sessions, we will look at practical experience in the development of integrated transport schemes, focussing on good practice case studies.





## TRENDS IN TRAVEL AND TRANSPORT

*Professor John Whitelegg*

*Professor of Environmental Studies, Liverpool John Moores University, and*

*Director, Eco-Logica Ltd*

### **Introduction**

The State of North Rhine Westphalia with its headquarters in Dusseldorf is not normally associated with rural transport initiatives. It is responsible for some of Germany's oldest urban and declining industrial areas (Essen, Duisburg, Dortmund, Bochum and Cologne) and for a substantial programme of urban regeneration and urban transport which has transformed the region into one of Europe's most pleasant, accessible, economically successful and environmentally advanced areas. At the same time it has embarked on a major rural transport initiative aimed at residents in small villages and dispersed settlements and at providing them with both the means of transport (minibuses) and the resources and control over those buses to bring about a significant improvement in the density of rural transport provision and the accessibility of rural settlements. This investment has to be seen against a background of some of the highest car ownership rates in Europe and an already existing urban and rural transport system that is highly integrated, cheaper to user than in the UK and equipped with better quality vehicles (age, condition, cleanliness). There is no fundamentally difficult problem with providing rural transport services as long as the political will is there and as long as there is a strong regional government with a significant degree of budgetary independence. Needless to say none of these pre-conditions apply in the UK.

### **The Countryside**

From a transport point of view we have to be very careful about how we put rural transport issues into the kind of context that both improves our level of understanding and increases the chances that we can bring about a policy response that is appropriate, targeted and effective. There are a few good anchor points before we move on to some of the intricacies of travel demand:

- the amount of vehicle kilometres driven on rural roads is increasing very rapidly and is likely to increase at even faster rates in the future. The growth of rural transport problems is an indicator of our failure to create attractive, affordable and safe living spaces in cities.

- the environmental and social pressures on rural roads are very large indeed and are not captured by conventional (urban-biased) discussions around congestion, accidents and pollution.
- it is increasingly difficult to define what is meant by "rural". The lifestyles, annual vehicle mileage, commuting habits, disconnectedness from local services and metropolitan preferences of many rural dwellers do not fit the conventional view of what is involved in rural living. Rurality cannot be defined by postcode. It has far more to do with the degree to which the residents of Abbeystead or Dolphinholme spend their time and money in Lancaster, Garstang, Preston, Manchester, London, Paris or New York.
- the practical manifestations of government policy are working towards the suburbanisation of the countryside. The huge housing, business park, superstore and road developments proposed around Carlisle, Lancaster and Preston are all in the countryside, have all been supported by local plan inspectors and central government and will all damage the viability of adjacent urban areas as well as fundamentally change the character of the rural areas. The failure of regional policy in Britain will continue to fuel development pressures in Surrey when Liverpool (a city of enormous architectural, cultural and living space significance) has enough derelict/brown field land to double its size.
- the urban renaissance encouraged by Richard Rogers and John Prescott has not happened and the relatively affluent consumers of distance are moving into the countryside and taking their preferences for consuming distance (by car) with them. We have now embarked on a trajectory that will see the growth of the "edge city" and the "doughnut city" along US lines.

### **Trends in Travel and Transport**

Distance is now a consumer product. Just as we expect to use more energy in our homes and offices than 30 years ago and to purchase more products so we expect to travel over longer distances for the simplest of everyday purposes. This is a global trend, it is core cultural characteristic of American and Australian societies and it is now moving through India and South America. We expect and demand varied leisure and tourism opportunities over a spatial range that would have been unthinkable for all but the elites of society in the 1950s.

Journeys to schools, hospitals, work places, shops and much more are now organised on a military scale with complex logistics, precise targeting in space and time and a great deal of expenditure on fuel, vehicles and time spent in vehicles. This is why most of us have become so vulnerable to fuel crises, whatever their origin and detailed manifestation. Living at the margin, up to the wire and on the edge is always the stage before a crisis. Natural systems and good planning build in substantial margins for error, unpredictability and random perturbation. There is no time or space for this kind of organisational common sense in a household where two adults work 40 miles apart, both have cars and two children attend different schools in directions not shared by the work place direction. There is no room for the kind of thinking that goes with space-time simplicity when the real costs of motoring have declined so much over the last 20 years and the opposite has happened with public transport.

Trends in travel and transport have to be understood in their social and organisational context. We cannot expect public transport improvements to sort out problems that have their origins in the decline of local retailing (village shops), the search for "good" schools, the propensity to change jobs every 18 months, the likelihood that two adults living together will both have careers and wish to pursue them vigorously, the need to escape stressful lives by doing something completely different (we call this tourism) and the desire to double up on trips by escorting children and young adults to school and leisure activities. Fundamentally land use changes have altered the space-time geography of Britain so that the car becomes the only mode of transport that is at least theoretically capable of delivering our spatial desires.

The trends themselves are clear. The following "headline" points are all based on comparisons between the National Travel Survey in 1996/98 and the 1985/86 equivalent survey:

- we now travel 27% more distance each year than we did in the mid 1980s but only make 3% more journeys;
- the average length of commuter, education, escort education and shopping trips has increased by a third;
- in 1996/98 30% of households in Great Britain did not have access to a car. The figure for rural areas is 17%;
- leisure accounts for one third of journeys and 40% of miles;
- the costs of motoring in real terms have remained unchanged since the 1970s and public transport costs have risen significantly.

The picture that emerges from National Travel Surveys is of a huge increase in the number of miles driven, a significant dispersal of the kind of trips that are made so that fewer are of the "traditional" radial nature into and out of city centres and more are tangential around cities, rural to rural trips and trips from rural areas to distant urban areas or to land uses on the edges of urban areas. These dispersed travel tendencies impose significant pressures on rural roads. Most villages around Guildford in Surrey (Compton, Bramley) experience traffic levels that are characteristic of large urban areas in the north of England. This new traffic geography is reinforced by high levels of tourism/leisure demand by car and by traffic increases related to journey purposes that did not figure very much 20 years ago e.g. the school run, shopping trips and social trips. The decline of the traditional work trip has been more than compensated by the growth of trips to new urban fringe developments or more distant towns and recent planning decisions giving approval to business parks, greenfield housing and leisure developments will exacerbate these trends adding to the scale of the rural transport problem.

#### **Social and Equity Issues**

Each day a tidal surge of traffic flows into Liverpool from the affluent areas of Southport, the Wirral and North Wales. Most of this traffic is accounted for by car commuters with professional jobs who take advantage of generous car parking in the City of Liverpool and heavily subsidised motoring costs to make the whole journey by car regardless of the many excellent rail links and connections provided by Merseyrail that provide direct access to the centre of the city and around the city. Most of this traffic has an origin in a rural area or in a small market town (e.g. Ormskirk and Little Neston) or in a larger settlement like Southport. All the traffic adds to pollution in Liverpool and ensures that the urban residents of poorer parts of Liverpool (e.g. Dingle and Toxteth) have to put up with roads that are difficult to cross, hazardous for young children and the elderly and associated with poor respiratory health. Part of the rural transport problem is the "dumping" of environmental and health problems on deprived areas in cities.

Each day in Lancaster several thousand vehicles rat run through residential areas of the city as they make their way from the rural idyll and small villages of the Lune Valley into the centre of Lancaster or to the grammar schools or to the main hospital. In many cases the commuters and school run parents have opted for the high quality of life provided by the Lune Valley which is then "purchased" at the expense of the degradation of the quality of life

of those who live in the urban area, walk and cycle and have car mileages considerably less than their rural dweller counterparts.

The rural transport problem is multifaceted and one facet of the problem is environmental injustice. In situations where the car is heavily subsidised (Maddison et al, 1996) and rural dwellers access economic and social opportunities in urban areas there will be a real social injustice in those circumstances where the car owner has unrestricted access to the urban road network regardless of the environmental and health impacts imposed on disadvantaged groups.

These facets have equal and opposite tendencies. There is also an element of social and environmental injustice in the extent to which urban traffic flows penetrate National Parks and small settlements (e.g. Alfriston in East Sussex) to the detriment of the environmental quality of local residents. The answer in both cases is to restrict car-based access whilst developing the highest possible quality of the alternatives. The residents of Dingle and Alfriston live in very different worlds but both have a common interest in the enjoyment of their own living space, public space and community space.

Alan James (1998) has drawn attention to another important facet of the social distribution of mobility and its impact on rural areas. Recent research studies (Root et al 1996; Stokes undated) have shown that a high proportion of total vehicle mileage is done by a small percentage of users. Both studies find a ratio in which about 60% of mileage is done by the top 24% of car users, while conversely the bottom 50% of car users account for only 16% of total mileage. Taking an average annual mileage of 10,000 miles per car, this means that out of 100 people travelling 1,000,000 miles pa, on average:

- 24 persons account for 600,000 miles, an average of 25,000 miles pa each;
- 50 persons account for 160,000 miles, an average of 3,200 miles pa each;
- 26 persons account for 240,000 miles, an average of just under 9,250 miles pa each.

Further data (Stokes, undated) show that lowest income groups have generally low annual mileage, and vice-versa. Households in the lowest income quartile account for only 7% of total annual mileage in Britain; the equivalent figure for the highest quartile is over 47%. In simple terms this means that most low income car users will be in the lowest mileage group, and few if any will be in the highest group, a fact confirmed by Root (1998) who found that

in the lowest income quintile:

- 70% of car users travel less than 5,000 miles pa;
- only 10% of car users travel more than 10,000 miles pa;
- the number travelling more than 15,000 miles pa did not register statistically;
- in rural areas the percentages of car users in different mileage classes were not greatly different from the above, but significantly more people in the income group - 35% compared with 20% of the total population - own and use cars.

Mileage increases with increasing affluence (one of the strongest correlations of all), but even in the second lowest quintile 64% of car users travel less than 5,000 miles a year, while in the third (middle) quintile the figure is still 57%.

These findings confirm that low income car users are largely in low mileage groups purely on grounds of affordability, but the fact that they take on disproportionately high motoring costs in relation to disposable income suggests that most are probably heavily dependent on the car to travel those few miles. They are therefore disadvantaged by taxation on car ownership as at present, since they are unable to avoid owning a car and must pay a set amount for relatively few miles.

A simple way to redress this taxation anomaly is to transfer the burden of car taxation from ownership to use, scrapping the road fund license and increasing the tax on fuel accordingly. There is nothing new in this idea, but it is rarely expounded to demonstrate its true potential. Above all, the meaning of 'accordingly' has not been fully explored.

It is suggested that the road fund license could be abolished, and an increased fuel tax set at a level which is financially neutral at average annual mileage and average fuel consumption. In other words, for a person doing about 10,000 miles per annum at about 35mpg the cost of car taxation would be the same after the taxation transfer as before. Higher mileage and higher fuel consumption would incur increased levels of taxation, but car users at below average mileage levels would experience lower car taxation overall. This produces a more equitable tax regime for motoring, since:

- it relates taxation more directly to consumption, and is therefore fairer to low mileage users of any income group;
- it is likely to lower the burden of taxation on most low-income car users.

Because of the skewed distribution of average mileage (i.e. the average is nearer the bottom end of the range) and the nature of car use as discussed above, a tax transfer which is financially neutral at the average point will benefit many more people than it adversely affects. For every person doing 30,000 miles pa there have to be four people doing 5,000 miles pa, or ten people doing 3,000 miles pa, to maintain an average of 10,000 miles pa: with the average set at 8,000 miles pa as discussed earlier, this effect is still more marked. Whilst the primary purpose is to improve the equitability and targeting of taxation rather than count winners and losers, this factor would undoubtedly assist the political acceptability of the proposal.

It is calculated that the transfer of road fund license proposed above would add about 11.5p/litre to fuel prices to achieve a financially neutral effect at 10,000 miles pa @ 35 mpg. This adds about 1.5p/mile to the average marginal cost of car travel, a 7.5% increase: it would arguably have a still greater psychological effect as an 13% increase in fuel costs affecting the most visible area of marginal travel costs.

This fiscal re-arrangement would benefit low income car users in rural areas which are the group that do not make longer journeys. It would also send much stronger "pay as you go" price signals to the longer distance more affluent car users who live in rural areas, and tip the balance of choice more in favour of the public transport alternatives. It is fiscally, environmentally and socially efficient and it would help to deliver the objectives of the transport white paper.

### **Re-engineering rural transport**

Britain's rural areas are experiencing transport stresses that are unacceptable. They must be reduced. Living in urban areas is not much better and there is a strong communality of interest for both sets of citizens in reducing the scale of car dependency. There is a symmetry in policy terms in ensuring that they do not annoy each other. It is to the advantage of urban and rural dweller alike that rural dwellers can use the alternatives to the car far more than they now do when they make their trips. Urban dwellers also can benefit from rural recreation and tourism opportunities when their journeys are made by alternatives to the car. The presumption that the car is the transport choice of first call for tourism (wherever it starts) or for rural dwellers to go about their normal everyday trips must be challenged. There are many alternatives and many non-transport solutions to both sets of myths and the time is overdue when rhetoric has to give way to practical solution building.

Solution building has to be deeper and wider than anything previously thought adequate and has to learn from the experiences of providing rural transport in Switzerland, Norway, Denmark and Italy. The main headings are as follows:

- fiscal reform to make sure that the real costs of motoring reflect the full external costs imposed by car based trips and to make sure that lower income groups are not penalised;
- significant attention to the failings of the land use planning system which both damages rural activity through its bias against "low-impact" developments in rural areas and at the same time encourages widespread destructive suburbanisation of the countryside;
- a programme of rural renaissance to encourage rural service provision and rural accessibility improvements. Rural transport problems will not be solved by buses alone. Rural areas need employment, post offices, shops, schools and vitality. The planning system, tax system and business support system has to swing behind this objective;
- integration. Much of rural Britain has public transport that is not as bad as it is made out to be. It is however poorly integrated and buses get stuck in traffic jams on their way into larger towns because of the poor level of provision of bus lanes. Bus interchange is difficult, connections with trains are difficult and carrying bikes on buses and trains frequently impossible. This has to change.
- public transport is too expensive (especially in Surrey where it is 3 times the cost per mile of other areas in the UK). This has to change.
- walking and cycling is acceptable in the countryside where contrary to ill-informed political and professional opinion short journeys do take place. There is a case for re-prioritising the importance of different kinds of transport on rural roads so that pedestrians and cyclists take priority. There is no reason why vehicles should expect to drive at speeds above 30 mph on rural roads. In many cases speeds should be lower. Road closure, resident only access etc. have an important role to play in National Parks and in rural areas without these designations. Cycle paths and pedestrian corridors can be designated on rural roads and do not need additional segregated routes.
- tourism strategies based on car-reduction e.g. East Sussex and the South Downs Conservation Board Recreational facility access strategies e.g. Harewood Hall near Leeds
- company transport plans e.g. Pfizer (Sandwich, Kent), Derriford Hospital (Plymouth), Guildford Business Park, Glaxo Welcome (Barnard Castle); and
- innovative ownership and local democratic solutions e.g. the North Rhine Westphalia "Citizens Bus".



## Conclusion

Political attitudes to rural transport problems in the UK are still based on serious misconceptions and reliance on myth rather than fact. Integration at the policy level is significantly lacking. The transport dimension requires a regional policy dimension and a strong applied urban renaissance dimension. The clear failures to implement PPG13 and to deliver a land use planning system based on accessibility, urban density and reduced travel need are causing far more problems than can be remedied by a transport plan or by transport investment. Indeed much transport investment will be rendered useless as long as the car is fiscally and spatially the preferred mode.

There are signs of progress. Rural transport strategies (CTS) have the potential to pull much of this multi-faceted policy area together. The work of the Countryside Agency in supporting Durham County Council in its CTS work offers a huge step change in the way countryside transport issues are addressed. The CTS will be evidence based, integrated and will reflect the geographically specific needs of the residents of rural County Durham. Improving the way we understand rural transport problems is an essential prerequisite for solving the problems and for the significant national changes that are needed to make sure that urban and rural living are both prized and encouraged and both feed into a general traffic reduction target.

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## LEISURE TRENDS

*Professor Elwyn Owen*

*Visiting Professor in Tourism, University of Wales Institute, Cardiff*

*Cymdeithion R. Elwyn Owen Associates*

### **Introduction**

Forecasting is a precarious science and history is littered with examples of spectacular failures within this field and I always get a little nervous, therefore, when I am asked to give a view on how patterns of tourism and recreational demand have changed over time, and how they might do so in the future.

My brief is to consider contemporary trends in leisure demand in order to help set the scene for later speakers. In addition to addressing transport related issues, which are the focus of today's workshop, I have been asked to say something about social exclusion. All of this has to be accomplished in twenty minutes and so I will be painting with a very broad brush.

### **The Growth of Tourism and Leisure**

There is hardly a need for me to remind today's audience that the growth of leisure travel has been a defining feature of the second half of the twentieth century - not simply as a social phenomenon but also as a major driver of economic development. Nevertheless, we all tend to forget the sheer scale of that growth: according to World Travel Organisation statistics, the number of international tourist arrivals has risen from about 25 millions in 1950 to more than 635 millions in 1998 - a staggering growth of 2,410% in less than forty years,

### *Staying Tourism*

It is a relatively simple matter to trace trends in the volume, value and characteristics of 'staying tourism' by UK residents at home and abroad, from surveys undertaken by the statutory tourist boards.

Figure 1 (Annex 1) is particularly helpful in setting the scene because it illustrates very dramatically just how much the holiday taking behaviour of the British population has changed over time. To the extent that they refer solely to holidays of 4+ nights, these figures cannot show the totality of tourism travel by the home population. My reason for showing

the graph is that it pinpoints very clearly the significant growth in long holidays taken abroad at the expense of ones taken within this country.

The United Kingdom Tourism Survey (UKTS) provides information on trips of one night or more taken by British people for all purposes - including holidays, visiting friends and relatives and for business and work purposes.

Figures 2 and 3 (Annex 1) provide trend data on the nights spent by UK residents on tourism trips taken within this country and abroad and on spending on these trips, measured at real (1999) prices.

These charts are revealing for a number of reasons:

- the total number of tourism trips taken by UK residents to all destinations has risen by 61.4%, from 114.7 millions in 1990 to 185.1 millions in 1999. The number of tourism nights spent by UK residents away from home has risen more slowly by 44.4% from 608.7 millions in 1990 to 879.2 millions in 1999 and so it can be inferred that the average length of trip has fallen during the last decade;
- total spending by UK residents on trips taken at home and abroad rose by 56.6% from £28,700 millions in 1990 to £44,970 millions in 1999, when measured at constant (1999) prices. Thus, even after allowing for inflation, there has been a substantial real growth in tourism spending;
- much of the growth in tourism by UK residents has come from an increase in travel to destinations outside the UK. Thus, whereas the number of nights spent within the UK rose by a relatively modest 24% during the decade, the number of nights spent in non-UK destinations rose by as much as 83.1%. Again, the growth in spending between 1990 and 1999 was far higher for non-UK destinations (91.7%) than for UK destinations (18.5%) and so spending by British people on tourism trips taken abroad now far exceeds that on trips within the UK;
- finally, although tourism demand continues to be affected by short term economic and political factors, tourism has demonstrated that it is a very durable activity. The desire to travel is now ingrained in society and tourists are not easily put off by short-term adversity.

### *Leisure Day Visits*

Information on the volume and value of leisure day visits is less easy to obtain - primarily because such trips do not lend themselves well to precise measurement.

The main source of information is the UK Day Visitors Survey (UKDVS), undertaken in 1994, 1996 and 1998 on behalf of a consortium of national UK agencies. Leisure trips were defined for survey purposes as round trips made to and from home within the same day for leisure purposes, without any lower time limit.

The following findings from the UKDVS are useful in helping to build up a picture of the volume and value of the leisure day visits market:

- in 1998 more than five in six GB adults (85%) had made a leisure day visit within the past six weeks - a slightly higher proportion than 1994 (82%) and 1996 (83%);
- in 1998 there were an estimated 5.9 billion leisure day visits from home in the UK, compared with 5.7 billion trips in 1996 and 5.2 billion leisure day visits in 1994;
- expenditure on leisure day visits grew from about £44 billion in 1994 to about £52 billion in 1996 and about £71 billion in 1998.

The 1996 and 1998 surveys also provided information on tourism leisure day visits, defined as those leisure day visits which lasted for three hours or more and were not taken on a regular basis:

- the total number of tourism leisure day visits in 1998 was just under 1.3 billion (1,261m), which represents 21% of all leisure day visits. The number of tourism leisure day visits in that year was 8% higher than in 1996 (just under 1.2 billion);
- estimated spending on tourism leisure day visits was £31 billion in 1998, compared with £21 billion in 1996.

### **Characteristics of the Leisure Market**

It is beyond the scope of the present short review to look in detail at the characteristics of UK tourists and leisure day visitors. However, it is important to look briefly at some attributes that are especially important from the standpoint of today's workshop.

### *Incidence of Holiday Taking*

Table 1 (Annex 1) analyses the incidence and frequency of holiday taking by GB residents. Although these statistics relate solely to holidays of 4+ nights, they do highlight very clearly

the propensity for those who travel to do so more frequently. They also show that the proportion of the British population not taking a holiday of 4 nights or more away from home has remained virtually constant for the last twenty five years or so, at around the 41% mark. This is a substantial proportion, which is not often mentioned, and which we should all be concerned about.

Further developing the theme of social exclusion, Table 2 (Annex 1) provides data on the age and profile characteristics of those GB residents who do and do not take a holiday of 4+ nights. These figures illustrate clearly the relationship between economic status and holiday taking and, to a lesser extent, the influence of age on holiday taking propensities. Thus, for example, both the AB and the C1 socio-economic groups were over-represented among GB holiday takers and, in particular, abroad holiday takers whilst, in contrast the DE groups were substantially under-represented.

Interestingly, the findings of the UKDVS suggest that the socio-economic characteristics of those taking leisure day visits are very similar to those of the population as a whole. This may be a reflection of the fact that a leisure day visit was defined without reference to duration or distance travelled.

#### *The Countryside as a Leisure Resource*

The seaside has traditionally been the most important location for holidays taken by the UK within this country, although it is noteworthy that the proportion of all holiday trips taken at seaside locations fell slightly from 40% in 1990 to 35% in 1999. During the same period the proportion of all holiday trips taken in countryside locations ranged from 23% to 27%, without showing a sustained trend either upwards or downwards. Hiking/hillwalking/rambling were consistently the most popular activities undertaken on holidays taken within the UK, although these activities were cited as being the main purpose of more than 7% of all such holiday trips.

Just over one half (51%) of the adults interviewed in the UKDVS had made a leisure day visit to the countryside in the last year, whilst 37% had done so within the last two weeks. Walking/hillwalking/rambling were the most popular countryside activities (34% of trips).

### *Car Dependency*

The domestic tourism industry is noted for its car dependency. Thus, the UKTS indicates that during the 1990s this mode of transport was consistently used for between 78% and 79% of all holiday trips taken by UK residents within this country: it accounted for between 77% and 79% of all holiday nights, and for between 74% and 77% of all holiday spending.

The UKDVS shows that the car was the most important form of transport for more than one half of all leisure day trips taken during 1998 (56%). This figure needs to be viewed in the knowledge that leisure day visits were defined without reference to duration or distance travelled and a quite different picture emerges when one looks at recreational visits to the countryside. The 1994 Survey of Visitors to National Parks showed that no fewer than 91% of visitors travelled there by car, van or camper van.

### **Tourism and Recreation Trends**

The changes that I have observed are a function of demographic, socio-economic and lifestyle trends within society. An understanding of these trends is important in order to develop more sustainable and more socially inclusive forms of tourism and recreation.

### *Demographic Trends*

Figures 4 and 5 (Annex 1) summarise how the structure of the population is changing within the UK.

The ageing of the population is a striking phenomenon within the UK, as in other developed countries. In 1901 about one person in 20 was aged 65 or over and just over one person in 100 was aged 75 or more. By 1998 the proportions were one in six and one in fourteen respectively. During the same period, the proportion of the population aged under 16 fell from about one third to just over one-fifth. Projections suggest that by 2016 the number of people aged 65 or over will exceed the number aged under 16.

Concurrently there have been significant changes in household structure, which also have a major bearing on patterns of tourism and recreation behaviour. In particular, there has been a decline in the proportion of 'traditional' households consisting of a couple with dependent children and a compensating increase in the proportion of households with one person living alone or a lone parent.

The ageing population, changes in household structure and changes in employment patterns have all helped to shape the so-called leisure revolution. Thus, for example, much has been said and written about the emergence of so called 'empty nesters', those couples without dependent children, who have a paid off mortgage and the time and money to travel ever more frequently and to ever more exotic destinations. Far less is said and written about the growth of one person households and lone parents, whose social (and, often, economic) circumstances have a profound limiting influence on leisure behaviour. At best they have to cope with products, service delivery practices and pricing strategies geared to the needs of couples and families and, at worst, they are excluded altogether.

### *Personal Mobility*

The proportion of households with the use of a car has increased dramatically over the last twenty years. Whereas only three out of ten households in Great Britain had a car in 1961 the proportion had grown to seven out of ten by 1998. Over the same period the proportion of households with two or more cars has risen from 2% to 28%. As noted earlier, the overwhelming majority of tourism and informal recreation trips taken within the UK are by car. Subsequent speakers will be looking at what can be done to reduce car dependency and, since I do not wish to encroach on their territory, I will confine myself to three very simplistic comments:

- as a car owner, I take for granted the luxury of being able to get from my home in suburban Cardiff to the heart of the Brecon Beacons within little more than half an hour or to the Pembrokeshire Coast National Park within about an hour and a half. I tend to forget the 30% of households who do not have access to a car, whose opportunities to visit rural areas are diminished as a consequence;
- the car culture is deeply ingrained in almost all of us - and we tend to think of car as an integral element of the tourism and recreational experience, at least as far as travel within this country is concerned. In short, this mode of transport is perceived to offer far greater flexibility, far more convenience and lower costs than public transport. Changing established patterns will not be easy and the car will remain the *preferred* form of transport for most visitors during the foreseeable future;
- discussions about reducing car dependency cannot be considered in isolation from the general debate about the problems of rural areas. Peripheral areas such as Pembrokeshire



are not well served by public transport and that is why I am often guilty of the hypocrisy of arguing the case for reducing car dependency at meetings of the Pembrokeshire Coast National Park Authority knowing full well that the engine of my car is still warm from my 100 mile journey from Cardiff. As recent events have shown, the lobby to reduce fuel prices is very strong in the countryside. Gaining the support of the visitor for schemes to reduce car dependency is just one part of the challenge: we have to win community support as well, and that will not be easy.

### ***Disposable Income***

Overall *real personal income* is increasing, and the purchase of leisure related goods and services is a growing element of consumer spending, however, this general trend obscures important differences between different societal groups. For example:

- the income gap between the rich and the poor is getting bigger and, as I have demonstrated, there remains a significant element of society to whom holidays are either an infrequent luxury or not feasible at all;
- wealth in itself does not guarantee the freedom to travel at will: whilst affluent retired people benefit from being in a '*time rich, cash rich*' situation, those who remain in full time occupation increasingly are often the victims of a growing culture of long working hours and so they suffer from being '*time poor, cash rich*'. Leisure time is a scarce resource for such people, to be spent as productively as possible, in a different and less stressed environment.

### ***Consumer Expectations***

As we have seen, the frequency of holiday and day trip taking has grown and patterns of tourist behaviour have changed. Increasingly, the holidays taken within Britain by UK residents are subsidiary to a main holiday taken abroad. They tend to be of short duration and they are not planned as far in advance as was traditionally the case. The generic labels 'tourist' and 'leisure day visitor' are becoming less meaningful as time goes on: leisure products are becoming far more varied and specialised and they are being targeted towards many different and carefully defined market segments.

Consumer expectations continue to increase. Higher living standards at home, better education, modern technology and extensive travel have all helped to create greater confidence and higher expectations. Today's more experienced and more discerning traveller

demands greater choice, consistent and high quality and excellent value for money. Greater consumer confidence has led to a growth in demand for independent travel. People are used to shopping around for bargains and decisions are often taken at the very last minute. Suppliers now have to be far more flexible in their pricing strategies and far more visible in what is now a global and highly competitive market place.

### *Environmental and Cultural Issues*

The population is becoming more health and diet conscious: people are healthier and they remain more active as they get older. Environmental consciousness is growing (Table 4, Annex 1), there is more interest in supporting practical conservation initiatives, sales of organic food and holistic medicines have grown and more emphasis is being placed on sourcing traditional/local products and services. Linkages between tourism enterprises and local food suppliers benefit the visitor, the community and the environment.

More and more, visitors are looking for genuine experiences, which offer integrity and reinforce a sense of place. This is reflected in a growth in reflective and learning holidays, involving such activities as painting, nature study and cultural activities. Visitors to Wales nowadays see tangible evidence that this is a bilingual country, with its own distinctive history and cultural traditions, and research confirms that they do value this distinctiveness.

### **What Does the Future Hold?**

I very much hope that this brief review will have helped to set the scene for today's Workshop. The main trends that I have described are set to continue and, to sum up, I will leave you with these thoughts about how I see the future as far as tourism and recreation in the countryside are concerned;

- demand for tourism and recreation in the countryside will continue to grow, fuelled by rising living standards, the pressures of urban living and growing awareness of the importance of exercise and relaxation. Participation rates will continue to be biased towards the more affluent in society, unless measures are taken to ensure greater equality of opportunity;
- increased concern about the state of the environment will lead to greater interest in visiting the countryside in order to appreciate the beauty of nature and wildlife at first

hand. There will be a greater willingness on the part of visitors to adapt to a greener lifestyle whilst on holiday/away from home;

- the trend towards short breaks among UK visitors will continue and there will be considerable scope here for developing imaginative and attractive products, involving a thematic or activity element and featuring more sustainable modes of transport. Demand from overseas visitors will also grow, particular for activity holidays and ones with a cultural heritage element. To succeed in the future, operators will need to pay increasing attention to the development of good quality products, targeted at specific markets and competitively priced;
- there will be increased use of the countryside for adventure activities and as a learning resource by both children and those using the outdoors for personal development, training and team building. A 'cash rich - time poor' generation will respond positively to innovative marketing approaches, using new media technology;
- the problems experienced by the Millennium Dome and other major themed attractions will prompt a more cautious approach to investment decisions in tourism and leisure. Hopefully, there will be a greater appreciation of the virtues of smaller attractions, incorporating traditional values and espousing the principles of sustainability; and
- there will be a greater willingness on the part of visitors to adapt to a greener lifestyle whilst on holiday/away from home.

Although the task of reducing car dependency will not be easy, I believe that the next decade will see real progress being made in this direction. Carrots will be needed as well as sticks. In particular, there has to be an holistic approach, where the public transport element is accepted as an integral element of the product on offer, and recognised by the purchaser as adding value to it.



## THE POLICY APPROACH - COMMUNITY RAILWAYS IN THE UK

*Dr Paul Salveson*

*Director, Association of Community Rail Partnerships (ACORP)*

The community-rail partnership movement now has over 20 members and is continuing to grow. Its federation, the Association of Community Rail Partnerships (ACORP), recently won Rural Transport Partnership funding from the Countryside Agency, with match funding from the Strategic Rail Authority and the Esmée Fairbairn Charitable Trust. The funding will enable ACORP to significantly strengthen its activities. We have reached a major stage in our development and the funding will enable us to take some great leaps forward over the next three years.

Rail partnerships are thriving on several rural lines. Their prime purpose is to encourage greater use of these lines by linking the railway with local economic and social activities. Seeing the line as a corridor along which a range of social and economic activities can develop is a central part of their vision. It's about seeing the line as much more than a way of getting from A to B. We should be looking at rural railways as key elements of strategies for sustainable development in rural areas.

The rail partnerships are community-based and aim to bring social and economic benefits to the communities served by the railway. Each partnership is slightly different, but they all have the active involvement of the railway companies, local authorities, local businesses, and community groups. All have at least one paid member of staff.

ACORP functions as a rail equivalent of the CTA, and sees great potential in stronger links between the two national bodies. It has built up good relationships with the DETR, Rail Passengers' Council and Strategic Rail Authority, as well as NGOs like Transport 2000, Railway Development Society, Cyclists' Touring Club and Sustrans.

ACORP acts as an information exchange and a means of maintaining contact between the full-time partnership officers. It organises meetings of the partnerships, including seminars and visits, and acts as a link with national television, press and radio. It is based in Huddersfield, and resourced by Transport Research and Information Network (TR&IN).

The new funding will enable ACORP to employ a full-time Development Officer whose brief will be to support existing partnerships and help set up new ones. ACORP will have greater capacity for membership development, including training and general support, and its national profile will be substantially strengthened.

Most of the partnerships cover lines which are part of the main railway network, owned by Railtrack. Strong links are developing with the Railtrack zones on station development schemes and other infrastructure projects which benefit the local community. The new train operators work closely with the partnerships, and often help to fund the partnership co-ordinator on each line. The status of the partnerships is usually that of an NGO, with involvement from the TOCs, Railtrack, local authorities, businesses and community groups.

The partnerships have been successful in getting more passengers using their lines. Many different methods are used and some involve innovative activities, including music on the trains, social activities using the train, links with tourism agencies, schools projects, and improving facilities at stations through community involvement. In many cases the partnerships can help improve links between local bus services and the train and in some cases are involved in bringing freight back to rural lines, such as in the North of Scotland.

ACORP believes there is enormous potential for closer links between rural railways and community transport operations. Some CRPs already have good relationships with local CT operators, but there is scope for doing much more. Where you have got a railway it makes sense to use it for longer-distance journeys, with the CT operator taking people to the station, and picking them up on return. It shouldn't be impossible to arrange for a distant CT operator to pick people up at their destination.

Rail partnerships are a relatively painless way forward to develop rural railways. They will not solve all the problems facing rural lines. For the longer-term, devolving management of rural lines to a more local level - what has been termed 'microfranchising' will help to ensure that railways really are part of the community. Local management and ownership of rural railways has brought amazing results to many 'no hope' branch lines on the continent. It brings targeted management and strong commitment from staff and users. In a UK context it will require co-operation of a parent train operator, who could devolve many of their functions to a smaller partner. Integrating operations with infrastructure would make a lot of

sense on lines like Heart of Wales, Conwy Valley and other lightly-used routes. It would bring good quality employment back into rural areas and make a serious contribution to sustainable development. Lines like the Ffestiniog are already major employers in their areas, and help support the local economy by buying local goods and services. This should be applied to the 'mainstream' railways too.

The new Wales and Borders franchise offers an excellent opportunity to turn the concept into a reality. Local operation of some rural lines in Wales would allow for much closer integration of rail with other local forms of transport, and crucially, with a range of countryside initiatives.



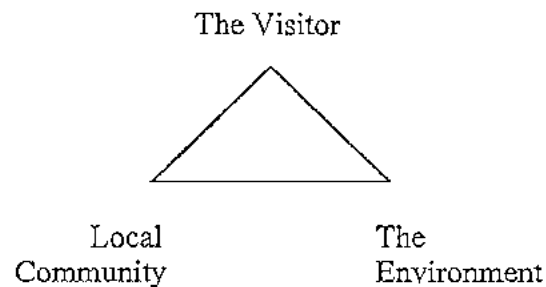


## DELIVERING SUSTAINABLE TRANSPORT IN THE COUNTRYSIDE: DEMAND-LED SOLUTIONS

*Mr Colin Speakman*

*Transport for Leisure Ltd*

Managing how people travel to and within a recreational area is an essential aspect of Visitor Management. Balancing the competing demands of visitors, the local community and the environment within the countryside in a sustainable way, reflects the classic dynamic triangle of sustainable tourism:



Each has their own set of demands - the visitor needs the highly quality environment to enjoy his or her days walking or sightseeing, the local community on the one hand may need the visitors' cash to support local businesses and services and create jobs, but on the other hand may resent the congestion, noise and disturbance caused. The environment may also suffer from pollution, congestion and erosion caused by visitors yet may also benefit from a prosperous local community, especially the farming community, to manage the infrastructure and husband the land.

Achieving a balance between these competing demands in ways that are politically and socially acceptable and financially affordable, is perhaps the greatest single challenge facing countryside managers

### **Environmental Capacity**

This leads to another important concept, that of *environmental capacity* - the number of visitors an area can enjoy without the area suffering perhaps irreversible damage because of the pressure of too many wheels, too many feet. This may be both temporary or permanent

physical damage in the sense of erosion, pollution, congestion, danger, but also psychological both to local people and to visitors themselves in the sense of a loss of tranquillity, or even sense of place as too many people and their cars overwhelm an area, turning it, at least temporarily, into the very traffic dominated environment motorised visitors have tried to escape.

Defining *environmental capacity* is difficult as few objective measures exist, but there are some useful indicators including the health and well-being of local flora and fauna, in biodiversity, in visitor satisfaction, and, to link this with economic support for the local community, in length of stay and spend in the local economy. Crowded, noisy places in the countryside are less likely to attract longer staying visitors or remain prosperous.

There is ample evidence from many surveys and studies to suggest that both from the point of view of environmental damage and impact on local communities, it is visitors' cars that are the prime source of damage and disturbance. Problems include:

- traffic congestion. In rural areas this may occur at relatively few places at few times, but is likely to be an increasing problem
- visual pollution.- cars by roadsides and in car parks can have a huge negative impact in a protected landscape or heritage village
- noise pollution - traffic noise caused by visitors can penetrate a wide area at busy times e.g. Sunday afternoons
- air pollution. In most European National Parks air pollution from visitors' cars is regarded as a major cause of localised damage as well as contributing to global warming and acid rain.
- danger to wildlife and to non-motorised users. RSPB and other naturalist organisations report major loss of wildlife through traffic, and cyclists, walkers and horse riders are deterred from using once quiet country lanes because of speeding traffic.
- suburbanisation - traffic, and even management of that traffic for safety and other reasons, can have a major impact on villages, rural roads, open countryside.

#### **What Measures can be Adopted by Local Highway Authorities to Deal With these Problems?**

By far the most important single piece of legislation is the 1984 Road Traffic Regulation Act which gives local authorities specific powers, especially in protected areas such as National

Parks, AONBs, along Heritage Coasts or National Trails to close roads at certain seasons or certain times of the day, to control speeds, to restrict parking and to create rural 'clearways'. A few areas of rural areas of Britain such as the Peak District National Park, Dartmoor and the New Forest have applied such measures, together with a wide variety of environmentally sensitive traffic management techniques. Anticipated powers in the Transport Bill may also allow authorities, in certain circumstances to charge for road use, though whether this will apply in rural areas is not yet clear.

These are the '*sticks*'. Equally important are the '*carrots*', the positive measures which if applied with the sticks, can influence and change attitudes and behaviour.

First and foremost we need to attack, head-on, the dominant car culture, the assumption, reinforced by surveys that as 95% or so of trips to the countryside are made by car, non-car users simply do not matter. The provision and marketing of high quality networks of public transport, and of public transport accessible networks of walking and cycling routes, is essential, not only for that 25% or so of the population who live in households without a car, but also for those who own their own transport. It is important that everyone feels that they have a choice. *Opportunity* and *choice* are the bywords of all sustainable transport.

There are two lines of approach. First the *Deep Green* solution. We should be doing everything possible to support and encourage people without cars or those who are prepared to leave their cars at home, to use affordable, understandable and enjoyable networks of rail and bus services both for day trips from nearby major catchment areas but also from further afield for short break holidays. This means promoting existing services, filling the gaps with new services, whether conventional buses or demand responsive taxi-bus services. And why do most rural transport networks virtually close down on Sundays and Bank Holidays? It is an outrage that too many local authorities regard leisure as low priority in their transport hierarchies. Good Sunday networks are there for local people too, and weekend bus users support the local economy.

Second, *Pale Green* Solutions. This is where Park and Ride and the notion of the '*Green Point*' car parks comes in. Why should the polluters - recreational motorists in the countryside - expect free or subsidised car park when less polluting public transport users pay significantly more for a day out? Parking control zones, with pay as you enter car parks, can also be used to develop new park and ride opportunities. If 90%+ of visitors still insist on

coming by car, increasingly car parks should become Intermodal Gateways or Green Point, where you change mode, leave your car behind in a secure, well screened location at the fringe of the recreational area close to the main road network where it does least damage. Maybe your car park ticket is also a voucher for the bus, or for bike hire, and publicity material will promote linear walks using the bus and walking back, not circulate walks from the car.

This is not a pipedream. It is already happening and not just in areas like Germany and Holland, but increasingly in the UK, with areas such as the North York Moors, and Sussex Downs showing the way. But such is the power, influence and dominance of the car culture, it will need courage and determination from policy makers and implementers alike. If today's Conference is about anything it is about giving you that courage.

## SUPPLY-LED SOLUTIONS

*Mr Paul Walton*

*Eastern Area Manager, Sussex Downs Conservation Board*

### **Introduction**

The Sussex Downs Area of Outstanding Natural Beauty (AONB) covers some 983kms with approximately a third of the area in the county of East Sussex and two thirds in the county of West Sussex. The designation of AONB recognises that the landscape is of national importance and deserves special protection.

47,000 people live within the designated area, mainly scattered in villages and hamlets, with a further one and a half million people living on or close to the boundary. In addition some 10 million people live within an hours drive. A survey carried out in 1992 indicated that 2.5 million households visited the South Downs in that year. An analysis of the survey revealed an estimated 32.5 million leisure visits to the Downs in a year with 86% of people travelling to the AONB in a car. Given that many of these journeys are to a limited range of sites or areas within the AONB using small country lanes there is clearly a need to actively manage access, sites and activities to minimise the impact on the qualities of the AONB.

The Sussex Downs Conservation Board (SDCB) was established in 1992 with three main objectives:

- to protect conserve and enhance the natural beauty and amenity of the Sussex Downs AONB, including its physical, ecological and cultural landscape;
- to promote the quiet enjoyment of the of the Sussex Downs AONB by the general public but only so far as is consistent with the first objective; and
- generally to promote sustainable forms of economic and social development, especially working with farmers and landowners to encourage land management which supports the two objectives above.

### **Background**

From the outset the SDCB has been concerned with car use in the AONB and how the area might be protected from traffic growth. In 1995 it adopted a report on Public Transport,

'Access to the Sussex Downs', which included amongst its key recommendations the following:

- the Board should be prepared to play a direct promotional role in the development and funding of recreational bus services affording access for walkers and others to key points in the Downs and in particular the South Downs Way;
- promote a demonstration project with the aim of creating opportunities for linear walks, thus providing an incentive for the use of public transport in preference to the private car; and
- seek support from local authorities to provide public transport information concerning the AONB. This should include the development of AONB timetables, posters and information points.

However, the report and subsequent surveys highlighted the size of the task of achieving specific modal shift in visitors travel habits. 84% of visitors currently access the area by private car. At Seven Sisters Country Park, one of the most popular countryside sites in the Downs attracting over 450 000 visitors a year, only 10% arrive by means other than car.

#### **Developing Sustainable Access To and Within the Sussex Downs AONB**

The extensive linear nature of the AONB makes it difficult to manage access as a single unit in transport terms. Instead the Board has developed an educational and promotional campaign aimed at those visiting the Downs, with specific action targeted at areas that reflect catchment populations. In simple terms this has meant dividing the Downs into three areas; an eastern area, dominated by Eastbourne, Seaford and Newhaven, a central area reflecting the coastal conurbation of Brighton, Hove, Shoreham and Worthing and finally a larger western area whose immediate towns include Chichester and Midhurst. All three are within a couple of hours travelling time of central and south London.

A significant feature of the coastal towns of Sussex is the level of usage of public transport. In the towns there are networks of well-used buses and trains whose usage is rising. However, this culture has not translated itself to countryside access and the use of public transport for informal recreation and leisure use.

### **Action to Date**

The SDCB has developed a three-point programme to improve sustainable access, covering promotion and support for existing transport services, supporting new services and working with the partner County Councils to develop access strategies in Local Transport Plans.

### **Promotion of Existing Services**

The Board has developed two key promotions: 'Take the Bus for a Walk' and 'Days Out in the Downs'. This has concentrated largely on existing bus and train services, linking them with visitor attractions across the Downs and developing linear and circular walks accessible from established bus routes. Promotion has been mainly by printed walk leaflets incorporating feedback cards, used in all three areas, and a general bus promotion campaign. Feedback indicates that the leaflets encourage access by people without cars (42%) but also encouraging people to use the bus instead of their car (26%). 67% of people doing the walks used the bus to travel to the walk start point. Combined bus travel and entry tickets to downland attractions have also shown increasing popularity in the two years they have been operating.

Key to the success of the walks promotions are reliability of the bus service, good interpretation at the start of the walk and maintenance of the routes to ensure they are attractive to the walker who may not have great experience of the wider countryside

### **Supporting New Services**

New services have been developed in each of three areas. In the east the SDCB works in partnership with the Cuckmere Community bus, a voluntary bus service. A summer weekend service linking tourist attractions and countryside with mainline rail stations was set up in 1998 and a second service established this year. The two services carried over 3,000 passengers this summer.

In the central area the 'Breeze Up to Devils Dyke' partnership subsidised an open top bus service from Brighton seafront to one of the most spectacular destinations on the Downs. Feedback from this service indicated that over 8,500 fare paying passenger journeys were made during the 51 days of operation. 41% of passengers had access to a car. 44% would not have visited Devils Dyke without the bus service (Number 1, Annex 2).

Both the Cuckmere bus service and the Devils Dyke bus have been nominated in the Bus Industry's annual awards this year in the Buses for Pleasure category (Number 2, Annex 2).

The risk of developing new services were highlighted by a further 'town to down' service in the central area that is likely to be withdrawn by the operator next year citing lack of funds to run the service. This is despite its apparent success and popularity with the public. Breaks in service reinforce the perceived unreliability of public transport in the minds of car users.

The new and existing services are promoted on the Sussex Downs Conservation Board website: [www.vic.org.uk](http://www.vic.org.uk), and opportunities are taken to encourage visitors to use public transport when visiting the Downs. At Seven Sisters Country Park car parking charges have been introduced from which a percentage of the revenue will be used to further develop public transport services, and guided walks programmes that start from bus stops and train stations.

### **Local Transport Plans**

Devising a coherent access strategy for the Sussex Downs is made more difficult by the need to co-ordinate action across four separate administrative boundaries East Sussex, West Sussex, Hampshire and Brighton & Hove. However, Local Transport Plans (LTPs) provide an exciting opportunity to develop a sustainable access package for the Downs as a whole. Over the past 18 months the SDCB have worked with East Sussex County Council (ESCC) to develop a South Downs strategy for East Sussex that could be rolled out across the whole of the AONB in future years.

The South Downs Strategy element of the ESCC Local Transport Plan covers five key areas:

- traffic demand management - reducing the amount of car borne visits, highway proposals to restrain traffic and encourage other road users on rural lanes, the reduction of severance effects of main roads, parking strategies, traffic management measures and safety measures;
- upgrading of networks and facilities for walkers, cyclists and equestrians and integrating bus and train services;
- improved public transport information systems;
- promotion of leisure packages involving public transport providers and businesses; and
- local participation in formulating and developing transport policies.



The package was part of the provisional LTP last year which received support from the DETR and funding of £75,000. A request by the DETR for improved public consultation on the measures proposed has resulted in a revised bid for £855,000 being made this year. Improvements to the bus network as a consequence of the work done on the LTP has also featured in ESCC's recently submitted Rural Bus Challenge bid.

### **Will It Work?**

The big question is will there be an overall reduction in the number of car journeys made into the Sussex Downs AONB in the future?

A great deal of work has gone into getting the strategy right - which will hopefully unlock the funds to put the proposals in place. The commitment towards reducing traffic in the countryside displayed by the various partners involved has been recognised. Transport 2000 chose the Sussex Downs as the host of the national pilot project *Tourism Without Traffic*. The project is designed to encourage and develop forms of tourism in the English countryside that are not dependent on the private car. This will help reduce the impact of cars on the countryside while helping to sustain and support the local economy. As part of this project, work is continuing to develop links between transport providers, local authorities, tourism officers, attractions and accommodation providers. A number of local community groups are already promoting the use of public transport in place of the car and the *Tourism Without Traffic* project will give them a platform to develop their ideas.

The South Downs is an environment of the highest quality, likely to become a National Park in the near future. It is well served by public transport and has a number of countryside, tourist and heritage attractions that can be accessed without a car. If successful the LTP and *Tourism Without Traffic* project will provide encouragement for protected landscapes at increasing risk from traffic.



WORKSHOP PAPER  
DELIVERING INTEGRATED TRANSPORT  
FUNDING RURAL RECREATIONAL BUS SERVICES

*Bill Breakell*

*North York Moors National Park Authority*

Local and national policy is to encourage less car-dependency and the provision of quality recreational bus services can make an important contribution to this goal.

There is a special case for support in an area which relies on tourism as the mainstay of its economy and where the qualities which attract visitors are particularly vulnerable to increased traffic. Quality of life can also be significantly improved for both local people and those in surrounding urban areas by enhanced levels and quality of public transport.

However, experience and research suggests that it is not feasible for rural recreational services to be provided at a frequency and to a quality which will encourage significant modal shift without substantial long-term investment. The following points show that the normal economics of public transport operation cannot be used in a deeply rural area where the main opportunities for modal shift require high quality services:

1. *Visitor patterns are often multi-journey.* To replicate these journeys by public transport requires multi-journey tickets (i.e. an all-day fare). As confidence builds, so the number and complexity of stages which are used by passengers may increase, however, such additional use does not generate more income.
2. *Recreational use of public transport is very volatile.* Once someone is committed to public transport for the journey to their place of employment they will use the facility regularly and at a pre-determined time. A visitor is not so constrained and can change the time, the destination, or not travel at all if other factors (such as weather) exert an influence. This means that bus capacity must be planned on a best estimate for 'reasonable' weather. There is not the flexibility (especially when services operate many miles from depots and on Sundays and holidays) to call in smaller vehicles should the day be wet (and, of course, weather can improve during the day, thus generating half-day

- trips). Other factors such as exchange rate fluctuation may affect holiday patterns for both domestic and overseas visitors.
3. *The use of minibuses is not financially viable.* On some routes the use of smaller vehicles is essential to avoid the criticism of using large coaches on narrow roads. The economics of such a policy mean that journey costs for these services cannot be met from revenue. Not only has the cost of such a service to be divided over perhaps only 16 seats, but many users of these services have already purchased an all-day ticket on a long haul journey.
  4. *Fare levels are price sensitive.* As a result of pilot low fares promotions in the Hull areas during 1999 and 2000, additional travel on the Moorsbus Network was generated. This suggests that long haul journeys would increase if fares were reduced. Another benefit of maintaining low cost travel on these long haul services is to encourage visitors to make the full journey by public transport rather than encouraging those with a car to drive part way and then intercepting them at a peripheral park and ride site.
  5. *Demographic change and social inclusion requires inexpensive travel options.* Running services from areas of high deprivation may require special pricing structures. Trends show that the number of active elderly people will increase over the next decade (45% increase in the number of over 55s from 1995-2010). This sector represents a significant proportion of visitors to the National Park. At the same time forecasts suggest that there will be a widening of the gap between the rich and poor, with the poorest sector (possibly 30% of the population) showing a real decrease in income. Surveys show that this is significantly under-represented in visits to the National Park, except for those using Moorsbus. Both these groups have finite disposable income. (Conversely, of course, the elderly and those not working are the two groups which have above average leisure time). A third group which is also under-represented in both visitor profiles and users of Moorsbus is young people for whom special marketing as well as inexpensive fares will be required.
  6. *Recreational needs of urban areas should be met by environmentally friendly transport.* If car owners in urban areas are encouraged to give up their cars and transfer to public transport, there may be a moral obligation to maintain access to recreation

including National Parks. Urban local authorities should therefore support recreational transport services to the countryside as part of their provision of leisure facilities for their residents. Some urban dwellers say they are unwilling to give up their car as it would affect their ability to undertake recreational journeys to the countryside.

7. *Continuity of services requires continuity of funding.* One of the critical elements of modal shift from car to recreational public transport is continuity and forward planning. Most holiday guides are finalised during late summer yet funding commitment is usually on an annual basis and is therefore not agreed until much later. This means that at present it is not possible to promote the concept of recreational services through holiday guides. Likewise, if funding changes significantly, existing services may be under threat. The funding package for rural recreational public transport must be based on a 5-year commitment, rolling forward so as not to see abrupt changes to the level of service provision.
8. *Dispersed patterns of recreation require a wide network of services.* The concept of a National Park is based on access to an extensive area, rather than to a limited number of honeypots. The design of a transport system for the North York Moors is thus very different, and far more costly, than one based on concentration of travel into employment centres, as in the traditional urban model. It also follows that 'Park and Ride' (P&R) type schemes which focus travel into a central location such as a town or city, cannot be replicated in the countryside. They require a more diverse network: in effect, a 'reverse flow' where cars are concentrated in the P&R site and then visitors are dispersed to a wide range of destinations by public transport or other modes such as on foot or by cycle.
9. *'Access to Open Country' legislation will place different demands on public transport.* New sites for informal parking may develop in insecure or non-sustainable locations to serve open country unless bus services and routes can ensure that there is a viable alternative to the private car. This links with a need to provide adequate access from surrounding urban areas (as in 6 above) otherwise Access for All will be seriously compromised.
10. *Quality provision is essential for modal shift.* Visitor monitoring in the North York Moors shows consistently that visitors are drawn largely from the higher social categories. These groups are perhaps more discerning when it comes to choice of

transport (although conversely, some sub-groups are more environmentally aware and thus easier to persuade). The implication is that as countryside recreation is currently an activity undertaken by higher income groups, the quality of public transport (and its reliability) is a key factor in encouraging significant modal shift.

11. *Accurate public transport information in a rural area is vital.* Services are likely to be far less frequent than in urban or sub-urban areas, thus real-time information may be even more appropriate. The cost of providing such vital information is higher in a rural area and the payback per passenger is lower, nevertheless this level of passenger support is essential if visitors are to be given the confidence to use public transport. Given that many local services are provided by smaller operators who have limited marketing ability or resources, capital and revenue costs should be met centrally.
  
12. *Public transport information must reflect the special needs of visitors.* It is less easy to target visitors who are drawn in from a wide geographical area (compared with services which primarily meet local needs). Information provision must reflect (or anticipate) their different travel requirements, a need for information (on topics as varied as weather, accommodation or attractions), and must acknowledge that their geographical knowledge of the area is likely to be limited. In addition, many users of rural recreational services are likely to be new to public transport (especially when compared to frequent urban travellers) leading to a need to identify innovative ways of purveying timetable information. These points are amplified because few visitors have a 'get-you-home' option such as a friendly neighbour or relative who can be persuaded to drive out to meet a beleaguered family and bring them home (or even an AA 'Relay'-type service!)

This would suggest that the funding required for rural recreational services is unlikely to be met from fares revenue and requires long term, high-level commitment from external sources.

#### **The Moorsbus Network (case study)**

##### *Early Aims of Moorsbus*

During the 1980s the embryonic Moorsbus aimed to enable those without a car - especially from surrounding urban areas - to access the North York Moors. Routes and timetables were devised by the bus operators, with the National Park contributing towards marketing.

### *Changed Priority*

With the 1990s came a greater awareness of the negative environmental impact of the private car. The Moorsbus took on a new role as champion of modal shift and by the mid 1990s the Park was contracting a number of bus operators to run services which were specified by the Park in order to provide key routes, at an affordable fare, and with built-in integration. The Network attempted to replicate car journeys the 'grazing' patterns which visitor surveys had identified. Substantial financial support was made by the National Park.

### *How the Network Works*

In 2000 there were 18 vehicles providing the Network under the liveries of ten different operators. Long-haul services originated in Hull, York, Darlington, Northallerton and Scarborough, with half-hourly shuttles from key car parks, an hourly service on the 50 mile route between Scarborough and the National Park Visitor Centre at Sutton Bank, as well as services dedicated to the Cleveland Way National Trail and Forest Enterprise's Dalby Forest. All-day fares were pitched at £2.50 per person and £5 per family within the Park, although local fares were available especially for use by local residents. Added value and linkages were achieved through joint ticketing with Northern Spirit's Esk Valley Railway and the North Yorkshire Moors Railway, as well as a private bus operator. Car park tickets incorporated a £1 off bus travel voucher, whilst over 40 attractions and catering establishments offered significant discounts (of up to 50%) for Moorsbus users. Co-ordinators at key locations were employed to provide added confidence for passengers (and bus drivers) and empowered to take management decisions in the event of road closures, accidents or late running. Finally, a survey was undertaken (annually since 1994) to ascertain passengers' aspirations and views, and their rating of the quality of service.





## WORKSHOP PAPER

### DEVELOPING LOCAL ROUTES FOR WALKING AND CYCLING

*Ms Jacqui Stearn*

*Countryside Agency*

#### **Why a National Programme for Greenways?**

There are many reasons for developing a Greenways programme; recreational, environmental, health and social benefits, and to widen peoples' travel choices. Research has shown that there are around 17,000 kilometres of greenways of variable standards. These greenways provide a means of addressing barriers to access, by creating routes that are designed, constructed and managed for shared use and the Greenways programme enables that good quality routes are provided. Communication is very important to the success of these routes from signage on the route to the promotion and celebration. The Greenways programme covers the whole process from route selection through to construction.

#### **Three Year Programme to Test the Idea of Greenways**

Initially seven Greenways demonstrations were chosen around England to test the feasibility of developing: *'A network of largely car-free off-road routes connecting people to facilities and open spaces in and around towns and cities and to the countryside. For shared use by people of all abilities on foot, horseback, for commuting, play or leisure'*.

#### **Objectives**

The objectives of the Greenways Programme were:

- to develop a methodology for route creation and management;
- to devise standards to raise quality of shared provision;
- provide information and advice; and
- produce a technical handbook.

Consultants were appointed to assist the Countryside Agency to deliver these objectives and manage the seven initial demonstrations. A further objective was picked up along the way and the Psychology Department of the University of Surrey was appointed to research this: to establish the truth about 'conflict' between users.

### **Tools for Greenways**

The outcome of the three-year programme was the identification of three 'tools' for the creation and management of Greenways:

- a methodology that works from the bottom up, builds on demand and encourages a 'joined up' approach to provision;
- a body of research which shows that conflict is a rare occurrence; and
- a developing set of standards for provision.

### **Methodology: PACE Process**

#### *Plan*

1. Partnership;
2. Partner roles;
3. Vision;
4. Policy framework;
5. Demand assessment;
6. Community and user participation; and
7. Objectives and targets.

#### *Activate*

Develop an Action Plan or strategy to fulfil policies, objectives and targets; and include in Action Plan lists of tasks, programmes and resources.

#### *Check*

Check Action Plan against policy and objectives, criteria for corridor and route selection and community and user group participation.

#### *Enable*

This is the implementation and delivery component and comprises:

- detailed design;
- costing;
- working drawings;
- statutory approval;
- construction;
- accreditation, validation and review;
- evaluation of network in use; and
- management and monitoring.

Experience from demonstration projects, e.g. the Barrow in Furness Partnership, has shown that senior officer support is essential to ensure a partnership approach and that a political champion is very important to the success of the scheme. The initial stages of the process can be very slow, taking around 18 months to set up and establish a firm partnership.

### **Year 1, Creating Partnerships and Piloting**

The first stages of the project need to focus on:

- bringing people together to establish trust and see the common benefit of the scheme;
- partners have to be from across the range of recreation, planning and transport;
- at all levels of local government; and
- forming a steering group and, because of so many partners, a Working Party.

Carrying out a SWOT analysis with all partners helps to strengthen joint appreciation and ownership of the project.

Pilot areas within the demonstrations set up:

- to test design and technical standards;
- to test accreditation principles;
- make best use of Countryside Agency Grant and local authority resources; and
- to demonstrate potential and attract future funding.

### **Year 2, Identifying User Demand, Mapping and Action Plans**

User demand studies set up to identify:

- current use and demand for cycling, walking, horse riding, rollerblading;
- potential user and frequency of use;
- overall perceived demand;
- actual and perceived constraints; and
- factors that would encourage use.

Mapping of origins and destinations for the networks and creation of Action Plans based on the PACE process are part of year two. Setting out objectives, targets and tasks for the projects.

### Year 3, PACE

- PACE process carried out;
- coverage in strategic and local plans; and
- Local Transport Plans.

### Results

At the end of the process we have:

- excellent partnerships;
- routes being developed that go where they are needed;
- routes that are sustainable;
- 1,300 kilometres of routes planned or developed; and
- potentially 200 million new journeys per annum representing a 5 - 10% increase in use.

### Workshop task

Is it all worth it? It is a (comparatively) long process. Let's contrast it with the NCN top down approach:

- corridor of search;
- join up major cities;
- bang it in

1. List the pros and cons of each, bearing in mind:

- developing a Local Network
- sources of funding

2. Consider which of the two approaches is more likely to meet the national targets to increase cycling and walking.

See Annex 4 for additional information about the Greenways Programme.

**WORKSHOP PAPER**  
**CANALS AND INLAND WATERWAYS: ACCESS TO YOUR WORKING**  
**WATERWAY HERITAGE**

*Mr Terry Kemp*

*Business Development Manager, Kennet and Avon Canal - British Waterways*

**Case Study: A Public Transport and Visitor Management Strategy for the Kennet and Avon Canal**

***Background***

The Kennet & Avon Canal was substantially restored from dereliction in the 1970s and 1980s, funded and jointly managed by riparian Local Authorities, The Kennet and Avon Canal Trust and British Waterways. In 1995 a bid to the Heritage Lottery Fund for a grant was made. In October 1996 the agreement to a £25 million grant as a substantial contribution to a £29 million project was announced.

The grant is subject to contractual agreements, the most significant being the completion of:

- a Conservation Plan;
- a Public Transport and Visitor Management Strategy; and
- 'A management plan for the property..... For the avoidance of doubt the management plan shall include a Public Transport and Visitor Management Strategy prepared in consultation with the Countryside Commission'.

***History***

The Kennet and Avon Canal connects the River Thames in Reading with the River Avon in Bristol providing a waterway link between London and Bristol.

The waterway was completed in 1810 but fell into disrepair in the 1950s. Local and national pressure for restoration was always strong and following 40 years of effort and partnership between riparian Local Authorities and The Kennet and Avon Canal Trust working with British Waterways, the navigation was declared re-opened by HM The Queen in 1990.

The Heritage Lottery Project will be implemented over five years finishing in 2002 and involve significant engineering works.

These works involve:

- relining and dredging the channel of the canal
- embankment repairs
- lock gate replacements
- lock repairs
- interpretation
- access and towpath improvements
- environmental and landscape protection
- car parks
- signs
- back pumps
- visitor moorings

### **Mission and Objectives of the Heritage Lottery Project**

#### ***Mission***

- to secure the structure, operation and environment of the 87-mile working waterway heritage of the Kennet and Avon Canal to make it operational, sustainable and accessible for the enjoyment of future generations.

#### ***Objectives***

- to secure the structure of the Canal in good operational condition;
- to achieve high levels of public (including disabled people) accessibility for all to the Canal heritage and environment;
- to raise the level of economic activity on the waterway to the point of financial sustainability;
- to create an environment in which a visit to the waterway is an interpretative experience of the Canal's history and environment; and
- to sustain harmony between environmental, heritage and leisure uses.

## **The need for a Public Transport and Visitor Management Strategy for the Kennet and Avon Canal**

The Kennet and Avon Canal is an attractive resource already well valued and used by local communities, visitors and tourists. Whilst visitors make an important contribution to the local economy, there may however be concerns about their impacts on the sensitive environment, the local way of life and the character of the area. The purpose of the strategy will be to seek to attract and provide for the widest possible range of visitors who make an important contribution to the local economy, subject to retaining the inherent quality and character of the canal and quality of life of the local residents.

The House of Commons Government Committee in their recent report 'The Environmental Impact of Leisure Activities' concluded that leisure and tourism do not cause widespread ecological damage to the countryside; but that there are important issues to address concerning transport, problems in specific areas, and cultural conflicts, the latter being often more significant than the physical problems.

A Public Transport and Visitor Management Strategy was required as a contract condition with the Heritage Lottery Fund to guide and support the Kennet and Avon Canal Partnership by examining the issues and identifying ways that visitors can be positively managed and encouraged. The tender and brief as well as its development with the consultant was undertaken with active representation by members from each part of the partnership.

### **Strategy Objectives**

- provide for the widest possible range of visitors and activities consistent with sustaining the environment, communities and economy of the waterway corridor;
- enhance the visitors experience and enjoyment of the waterway and its immediate environs;
- maintain and increase the benefits to the local economy from visitor use of the waterway;
- improve and protect the quality of life for local residents and other waterway users;
- protect the natural and built environment of the waterway corridor; and
- encourage visitors to access the waterway by environmentally-friendly means, in particular to encourage the use of public transport.

### **The Changing Context of Recreation and Tourism Use**

The Waterway and its corridor provide a wide variety of water and land based leisure opportunities for local residents, day-trippers and holiday-makers. Current (1995) annual levels of use are estimated from a range of surveys to include:

- over 6.6 million informal recreational leisure trips;
- 106,000 visits by anglers;
- 474,000 visits by cyclists;
- 99,000 visits by canoes and unpowered boats;
- 128,000 visitor days on private cruising boats;
- 50,000 visitor days on hired cruising boats; and
- 76,000 trips on trip boats.

In October 1997 there were 936 private, 82 hire boat and 11 day hire boat licences on the Kennet and Avon Waterway. British Waterways estimated an average of 2,649 private boat movements per year per kilometre (Hanham Lock to Reading) and an average of 454 hire boat movements per kilometre.

A review of national trends in recreation and tourism suggest potential changes in demand on the Kennet and Avon Canal over the next decade to be as follows:

- 10-20% increase in hire cruising demand;
- 45-68% increase in informal tourists visits to the Waterway;
- 30-50% increase in private boat mooring demand;
- 10-20% increase in walking activity;
- 30-60% increase in cycling activity; and a
- 10% increase in informal day visits from home.

### **Strategic Issues and Policies**

The strategy identifies five main strategic issues and puts forward policies and specific actions for each:

1. The Character of the Waterway Corridor and its Local Distinctiveness
2. Integrated Access Involving Public Transport, Walking and Cycling
3. Managing the Use of the Waterway
4. Adding Value for the Visitor Through Information and Interpretation Services
5. Generating Local Benefit



*The Character of the Waterway Corridor and its Local Distinctiveness*

The varied character of the canal should be reinforced through specific standards of treatment for built and natural features, as identified in the Conservation Plan. New developments and/or increased activity should where possible be focussed on the urban sections of the canal. Specific standards for the treatment of the tow-path and adjoining areas should be agreed for each section reflecting its character.

Water management is a key consideration to protect wildlife interests and increased provision for boats must be matched with adequate water supply. The design and location of any new land based facilities should take into account the local character and potential impact on local communities.

*Integrated Access Involving Public Transport, Walking and Cycling*

Policies should encourage as much non-private car use as possible. Currently a large proportion of visitors use a car to access the waterway and visitors make little or no use of public transport (possibly only 3% of visits in 1990), despite there being a relatively wide provision of rail and bus services, except between Bradford on Avon and Pewsey. These rail and bus services are geared to local resident requirements for commuting, travel to school and shopping and there are no specific leisure services linked to the canal.

The strategy proposes that the use of public transport to access the canal should be vigorously promoted by improved information on timetables, improved signing of rail stations and bus stops, the introduction of "park, ride, walk/cycle" opportunities over appropriate sections of the Waterway, the organisation and promotion of activities and events geared to public transport access and the provision of on-board activities on selected services.

Additional public transport services could be encouraged such as water bus services and the encouragement of Sunday opening of stations. There could be joint and discounted ticketing initiatives focussed on particular market sectors.

A joint public transport working group should be created to help progress these and other initiatives detailed in the strategy. The group should include representatives of public transport operators. Additional funding support for experimental and pilot projects should be sought by the Partnership.

Access to the waterway on foot and by cycle provides by far the largest number of users and this should be further encouraged through developing additional pedestrian and cyclepath links from residential areas and by improving the signing of routes. Where there is some conflict between cyclists and other users, then surface treatments and barriers to encourage dismounting or slowing down should be introduced. In some cases alternative routes for walking and cycling are required such as in the Bath - Bradford section. A speed limit for cyclists on the tow-path may be required.

There is already substantial provision for car parking along much of the canal and additional car parking provision should only be made when it meets a number of suggested criteria:

- such provision can afford significant increased benefit to the local economy, e.g. adjacent to pubs and restaurants;
- there is a substantial and recurring parking problem leading to on-going environmental damage or community disbenefits;
- there is unlikely to be any significant damage to sensitive wildlife in the adjoining sections arising from increased use;
- the new provision can be satisfactorily integrated into the landscape through screening and other appropriate action;
- specific provision is required to meet disabled people's needs;
- there is no public transport or alternative car parking facilities close by; and
- it conforms with local planning policy.

The provision of cheap all day parking away from the Waterway but linked to it should be encouraged. Raising income from car parking to fund the visitor management activities should be investigated.

The benefits of the Waterway should be open to all and the "Access for All" principles should be followed. An access audit should be carried out for the whole Waterway and involve potential disabled users. When new facilities are planned specific 'Access for All' considerations should be made. The canal should be accessible to groups arriving by coach and special vehicle, many of whom are old or disabled.

### *Managing the Use of the Waterway*

This involves balancing the needs of a variety of users and activities which generally are not in conflict. In a few serious cases of conflict, amelioration measures may include the provision of alternative routes or sites, and in extreme cases charging or physical constraints on the offending activities.

A combined welcome and code of conduct for visitors is proposed for distribution and as a notice at main car parks. A calendar of events should be regularly updated and distributed. Some short sections of tow-path (or a parallel route) may merit upgrading to bridleway to provide better links to existing bridleways. A register of incidents should be kept as a basis for considering any changes in the management of users or the infrastructure.

Cycling has been one of the fastest growing forms of outdoor recreation in recent years and is likely to be further stimulated by the National Cycle Network of which sections of the Kennet and Avon canal tow-path are an essential element linking London with South Wales. There is a presumption in favour of using the tow-path for leisure cycling with some specific provisos. The principle of the newly introduced cycling licence fee is accepted, subject to the ability of local authorities or others to negotiate alternatives, such as making a direct financial contribution or taking on the maintenance and management of a stretch of canal tow-path.

Litter clearance initiatives should be undertaken at least once a year and the assistance of voluntary wardens should be sought. Competition organisers should be responsible for removing all litter after an event. Litter bins should only be provided in particular problematical stretches, normally in urban areas.

### *Adding Value for the Visitor through Information and Interpretation Services*

The provision of information and interpretation facilities and services can greatly enhance the experience for visitors. A co-ordinated approach to information provision should inform the public that the canal is there and what there is to do, provide information on transport options, car parking, visitor facilities, attractions, by-laws and the role of the different organisations with interests in the canal corridor. A review of information provision is recommended and consideration given to the siting of information panels at the main access points.

Interpretation facilities and services can help to improve the public's understanding and enjoyment of the Waterway. They can include publications, boards, displays, events, walks

and talks and visitor centres/museums. Good quality interpretation requires professional expertise, good organisation, revenue budgets to support staff, a commitment to maintenance and to constantly refresh and renew information. The strategy includes a range of actions to enhance the existing interpretation of the canal including a proposal to establish a small grants fund to support local community groups with their events and projects to interpret the canal and its surroundings.

### *Generating Local Benefit*

The growth in use of the canal offers opportunities for local economic benefit involving catering, cycle, canoe and day boat hire, retailing, moorings, boat servicing and accommodation provision. Development must respect local circumstances and be consistent with the policies of the statutory development plans, but in general it should be encouraged, particularly in the urban character zones (see below).

Proposals for new marina development and on-line moorings should be reviewed to determine their likely impact on water conservation. Business support initiatives should focus on small and medium sized businesses and involve ACE. Further consideration should be given to additional slipway provision, canoe rodeo sites and the provision of a network of electricity supply points along the waterway.

Promotional and marketing activities are important in attracting users to the canal as a whole and to specific facilities and events. Marketing activity should ensure that visitors are attracted to sections of the canal and sites which can sustain the increased use and as far as possible are served by public transport links. A marketing plan should be agreed with all partners. Individual operators should be encouraged to join existing organisations such as ACE, the Wiltshire Tourism Consortium and other appropriate groups. Marketing activity should be monitored to judge its effectiveness.

### **Local Issues and Policies**

Three broad character zones are identified, the boundaries of which are compatible with the landscape zones of the Conservation Plan; urban, intermediate and rural zones. These zones are designed to help recognise and retain the different nature of stretches of the canal corridor and provide general guidelines for planning, development control and management.

*Urban Zones* present the best opportunity for the provision of permanent moorings and marinas and can easily be reached by public transport. Policies are designed to encourage recreation and service provision and to accommodate heavy and mixed use of the tow-path.

*Intermediate Zones* are the stretches which are primarily rural but contain small towns and villages. They will often have locations which are attractive for temporary overnight moorings and for day visitors. Policies will accommodate expanded recreation facilities, particularly where there is local economic benefit. Particular care is required in these zones to prevent creeping 'urbanisation'.

*Rural Zones* are the least developed and there will be a presumption against new canalside developments and facilities. The tow-path should normally remain grassed and bankside vegetation retained.

Existing facilities, particular issues and some specific opportunities have been identified at sites along the length of the canal.

### **Monitoring and Review**

An important aspect of the strategy is the recommendation of a structured monitoring programme to inform management and planning decisions. Balancing the recreational, environmental and economic objectives of the strategy requires the adoption of a decision making process based on hard data and the strategy recommends the adoption of a sustainability indicators approach.

An appropriate steering committee should agree what is to be measured, monitoring methods should be simple and inexpensive, the information collected must be relevant to ongoing management and it should be agreed beforehand which organisation is collecting data and how. Some possible sustainability indicators are suggested under the headings of:

- Economic, Pressures on the Environment;
- Environmental Quality;
- Recreational Quality;
- Management Response; and
- Public Transport.

Thresholds for the chosen indicators could be set through discussion. Some possible management responses are listed under the headings of managing recreational use, reducing recreational use and managing the environment.

Establishing a sound monitoring system will have resource implications and an appropriate budget of staff time and finance will be required.

### **Implementing the Strategy**

The Kennet and Avon Canal Partnership will continue to operate as a forum. The remit of the Partnership with regard to recreation, access and public transport issues is to be decided but it could be to:

- regularly review and update this strategy and the conservation plan;
- encourage increased use of public transport;
- carry out the sustainability indicators monitoring programme;
- advise BW and the local authorities on the management of recreation/access; and
- ensure co-ordinated marketing, information and interpretation.

**WORKSHOP PAPER**  
**THE PARTNERSHIP APPROACH TO RAILWAYS AND SUSTAINABLE**  
**TRANSPORT IN THE COUNTRYSIDE**

*Dr Paul Salvesson*

*Transport Research and Information Network (TR&IN), and*

*Mr Neil Buxton*

*Association of Community Rail Partnerships (ACORP)*

Transport is a vital resource for local communities, in both rural and urban areas. Rail ought to provide the core of an integrated transport network since it works well as a longer-distance mode, with local bus and taxis feeding into the rail hub, as well as car, cycling and walking access. The theory is fine, but too often rail is a neglected after-thought for many rural towns and villages which have a train service - of sorts. Rail is often not seen as a convenient form of transport because of perceived inadequacies of service and fare levels; sometimes that perception is justified. In other cases, rail does have something to offer but people have fallen out of the habit of rail travel: the car still rules supreme, despite the best efforts of many involved in rural transport. If we are to achieve a change in visitors travel patterns to the countryside rail must play a central role: it's far easier getting people out of their cars onto a train, than onto a bus - at least for longer journeys. Being able to offer a good quality, well-integrated network of trains and buses in rural areas, particularly National Parks and areas of high visitor numbers, is critical.

**The Reality**

Take Melksham, an attractive Wiltshire market town of some 20,000 inhabitants. The station is about a mile from the town centre, served by less than a handful of trains each day. The station itself is a squalid, vandalised mess. Falmouth Town station, serving one of Cornwall's premier tourist centres, presents an equally dismal appearance, despite having a respectable hourly train service. You would not want to wait there for a train unless you had to. Yet the next station up the line - Penmere - is a model of how a small rural station could look: well-tended gardens, a clean and well-lit shelter, a sense that someone really cares for the place. The difference between Falmouth Town and Penmere is that someone *does* care for the station - Friends of Penmere Station, a small voluntary group which has worked with Railtrack and the train operator to revive what was once an equally-neglected station to Melksham and Falmouth Town. The Friends has been supported by the Devon and Cornwall

Rail Partnership, which brings together rail companies, local authorities and National Parks to promote the Devon and Cornwall branch lines.

### **Making Rail Relevant**

These three examples; Melksham, Falmouth Town and Penmere, offer up some useful 'ways in' to explore how railways and local communities inter-act. In the case of Melksham, with such a minimal train service, the railway really is irrelevant to the vast majority of the town's inhabitants. It would be difficult to imagine local people taking the initiative to spruce up their station when it really does not fulfil any useful function. Yet the town council and West Wiltshire Railway Action Group are campaigning to increase the service to one train per hour and they have won the support of Wiltshire County Council. In the case of the Falmouth branch line, where the service is, compared with Melksham's, relevant to local people's needs, it is easier to develop forms of community involvement which build on a useable product, and help make the case for improvements - such as winter Sunday services and later evening trains. It ought to be possible to stimulate interest in a 'Friends of Falmouth Town Station', whereas Melksham, for the moment, is a lost cause.

Community involvement can work, but only if the rail product is already relevant to the local communities' needs. The advantages of community involvement are numerous. The key strengths they bring to rail are:

- helping create a sense of 'community ownership' in a station and/or a route;
- helping to create a pleasant and unthreatening environment at and around stations;
- helping to reduce vandalism and anti-social behaviour at stations;
- helping to publicise the railway's role in the local community; and
- creating linkages between the railway and local businesses and community groups, including tourism agencies.

This results in more people using a particular station or line. People feel it is 'their' station and that it is a pleasant, friendly place to wait for a train. To create this feeling takes time. Sometimes, groups like Friends of Penmere come together because of one or two individuals' enthusiasm. In other cases, it needs a development body, like the Devon and Cornwall Rail Partnership, to act as a catalyst in getting local people involved with their local station or railway. It is not easy to do, and there is no simple model for how to do it, but when it is



done creatively, in ways which link up with local communities' needs and interests, it can bring exciting results.

### Partnerships

One of the most successful 'ways in' to encouraging community involvement is through 'community-rail partnerships', which have seen an exciting growth in the last few years. They are usually informal structures which bring together train operators, Railtrack, local authorities and the wider community in the promotion and development of a line or group of lines. Rail partnerships are ways of bringing the railway and the community closer together, acting as linear development agencies along a rail corridor. Rail partnerships encourage their members to see rail not just as an isolated form of transport, but as a key part in a much broader canvas including integrated transport, land-use, economic development and tourism, and other areas of social policy.

The Association of Community Rail Partnerships now has twenty-five member organisations, covering lines from as far north as Thurso and Wick, down to Penzance and Swanage! The association provides a means for partnerships to share ideas and experience and promote the importance of rural railways amongst national decision-makers. It is funded by the Strategic Rail Authority, the Countryside Agency and the Esmee Fairbairn Charitable Trust.

### *The Devon and Cornwall Rail Partnership*

First established in 1992, it has brought together a wide range of partners including Wales and West (the train operators), Railtrack, local authorities and National Parks. It promotes the network of branch lines in Devon and Cornwall for both visitors and local people. Activities include:

- *promotional literature*: last year it published 200,000 copies of 'Great Scenic Railways of Devon and Cornwall' and a range of individual Line Guides for the Tarka, Tamar Valley, Looe Valley and Falmouth branch lines. Leaflet racks are supplied to major tourist attractions and hotels.
- *events*: the Partnership has organised special events on trains, such as a Jazz Night, a Carols Train, local exhibitions on the history of the railways, and other media events
- *station improvements*: most local stations now have tailor-made 'welcome' posters at their exit points. Local artists were used to research and design each poster. Other small-scale improvements have included new seating and station refurbishment

- *information:* posters have been provided at several stations with connecting bus services; rail information posters have been erected in town and village centres.

All of the Devon and Cornwall branches are experiencing growth, with the Looe and Falmouth branches experiencing the biggest increases.

### *The Penistone Line Partnership*

The Penistone Line runs from Huddersfield to Penistone, Barnsley and Sheffield, serving a mixture of urban and rural communities. The National Lottery Charities Board funds a development worker for the Partnership, which was established in 1994 with a volunteer-run structure. It originated the idea of live music on scheduled trains, and still runs monthly Jazz Trains and other special events at Christmas and on other occasions.

The Partnership is at the forefront of community development initiatives on railways. It works with local schools on educational projects, and local community groups, such as Womens' Institutes, on station garden projects. Its *Tracking Lives* project involves local people building up an archive of material to create a community history of the line and the towns and villages it serves.

The Partnership has worked with Passenger Transport Executives to identify scope for new bus links, and initiated a project at Denby Dale which led to the award of Rural Bus Challenge funding for a bus-rail interchange and new bus services linking the rail service with outlying villages. It is exploring the idea of running its own 'community bus' services which feed into the railway, for local residents, and visitors to 'Summer Wine' country. The Partnership is also developing links with the Trans-Pennine Trail at Penistone. It also organises:

- monthly guided walks from stations along the line;
- days out for members and friends; and
- a quarterly community newsletter.

The service on the line is the best it has ever had, with additional evening and Sunday services introduced over the last three years. Passenger numbers continue to rise.

### *The Essex Community-Rail Partnership*

The Partnership is based in a refurbished station building at Mistley, on the Manningtree to Harwich branch. As well as supporting the Harwich branch it also covers the Southminster and Walton-on Naze lines in the south of the county. Its activities include:

- developing 'community adoption' schemes for stations;
- preparing funding packages for station renovation;
- developing 'Lineside Action Groups' for the three lines;
- producing leaflets promoting rail travel and bus links on the three lines;
- promoting local attractions which can be reached by rail; and
- organising special 'on train' events e.g. Santa Train.

### *The Settle-Carlisle Business Liaison Group*

This is a unique partnership, bringing together local businesses along the Settle-Carlisle railway corridor which have a commercial interest in the railway's survival. It's living proof that rural railways and small businesses have intertwined interests, and has a membership of over 50 companies. They include shopkeepers, hoteliers, and firms involved in e-commerce. The businesses involved, and groups including Friends of the Settle-Carlisle Line and the Settle-Carlisle Railway Development Company, have made a massive difference to the line, with stations which are warm and welcoming, and key parts of village communities. The group publishes a quarterly newsletter *Business Line*.

### **User Involvement**

In addition to community-rail partnerships, many lines, or individual stations, have 'user' groups. Britain has the biggest network of rail user groups anywhere in the world. This remarkable growth owes much to the efforts of the Railway Development Society, the umbrella group for local rail user bodies. These are invariably small, entirely volunteer-run organisations which work closely with train operators and local authorities to lobby for service improvements. A growing number have become pro-active in supporting rail, producing local timetable information and undertaking small scale schemes at local stations.

Rail partnerships and rail user associations often work together, with the partnerships acting as an umbrella body, with the user group playing an active part. For example, the Ormskirk Preston and Southport Travellers' Association is an active member of the West of Lancashire Community-Rail Partnership. At a national level, the Railway Development Society and the Association of Community-Rail Partnerships work together very closely.

### Bringing Results

Good community involvement should bring benefits to those communities which are putting in voluntary effort to supporting their local railway. In the case of the Penistone Line, the work of the Partnership led to additional late evening services and more Sunday services. The Esk Valley Rail Partnership stimulated initiatives including the new multi-modal transport centre at Whitby, and helped make the case for Winter Sunday train services to the SSRA. It is actually a lot easier persuading train operators and Railtrack to do something when local people are already making *their* contribution.

In turn, improved rail services bring a range of social, economic and environmental benefits to local communities. Several partnerships have initiated Local Residents' Railcards which bring the cost of rail travel down and open up new travel opportunities for local people. Rail can be part of strategies to reduce social exclusion, by offering attractive fares and services which meet the needs of people travelling to work and college. Locating business activity at and around stations helps reduce car-dependence and opens up opportunities for people who don't have a car. It isn't just about meeting the transport needs of local residents. Many potential visitors to the countryside don't have access to a car, and attractively-priced rail fares can provide people on low incomes with an improved quality of life.

**WORKSHOP PAPER**  
**LOCAL TRANSPORT PLANS AND FUNDS**

*Mr Andy Ryland*

*Yorkshire Dales National Park Authority*

Local Transport Plans (LTPs) are a centrepiece of the Government's proposals outlined in the Transport White Paper. They replace Transport Policies Programmes (TPPs) which were produced annually and were primarily a bidding document. LTPs will be produced every five years and give a greater certainty of future funding for the five year period. They are partly a bidding document, but also a strategic planning document for a local authority. *The process of production should be an inclusive approach, involving District Councils, National Park Authorities, as well as operators, local business and public consultation etc.*

LTPs should contain targets, performance indicators, and methods of monitoring output. The emphasis in an LTP should be on integrated transport solutions and to encourage public transport, cycling and walking.

**What Should LTPs Contain?**

Objectives consistent with the Government's overarching objectives for transport. An analysis of problems and opportunities, a long-term strategy to tackle the problems and to deliver the LTP objectives, a costed and affordable five-year plan and a set of targets and performance indicators.

*Annual Progress Reports*

Each year Highway Authorities will be required to produce annual progress reports on progress in implementing Local Transport Plans. Progress reports will also give an opportunity for a need to review elements of an LTP and make additional bids. Work towards producing the next round of LTP should start in 2003.

**What Local Transport Plans should cover?**

Transport integration increasing choice, all forms of transport, cars, buses, taxis, light rail, lorries, trains, cycling, walking, traffic restraint, parking and road safety. A key aspect of the guidance on producing LTPs is that they should integrate with wider policies such as the

Government's agenda for social inclusion, urban renaissance and measures to combat climate change etc.

### *Rural Issues*

LTPs should develop policies for transport that fit into the Government's wider aims for rural areas including improved access to services and combating social exclusion and rural traffic management strategies. LTPs should recognise the particular characteristics and needs of the rural areas they cover, Both the needs of local people and the protection of the countryside as well as the needs of tourists and visitors to the countryside.

There should be evidence of the involvement of a wide number of partners and consideration of demand management if appropriate. The management of freight should be considered both in terms of access and the protection of sensitive areas. The role of taxis and community transport should be considered as well as improvements in transport interchanges and the potential for walking and cycling. The potential of making full use of Countryside Agency funds should be considered as well as the development of rural bus quality partnerships.

### *Rural Road User Charging*

To quote the guidance:

*"In rural areas, road user charging is most likely to be used where there are significant problems caused by very high levels of seasonal traffic, for example in tourist areas such as the National Parks. We would welcome proposals for such initiative to provide the basis for pilot schemes in rural areas".*

### *Major Road Schemes*

LTPs look forward over five years and any schemes over £5m should be individually outlined.

### *Cycling*

LTPs should contain strategies for cycling. A model cycling strategy is available and guidance is also available from the CTCs who have produced a guide. Traffic management and infrastructure improvements and integration with public transport could be part of such strategies. Other parts of LTP should take account the needs of cycling.

### *Walking*

LTPs should encourage walking, for short journeys and access to public transport, it is noted that walking is healthy and cheap method of travel.

### *Countryside Traffic Management Strategies*

Rural Traffic management strategies should improve road safety and conditions both for people who live in the countryside and those who visit it, whilst helping to protect the qualities that make the countryside special. They should take into account the economy of the area and its relationship with urban areas. There are opportunities in the countryside to improve road conditions for non-motorised road users although the creation of quiet roads needs careful consideration. Guidelines on village speed management have been produced by the village speed-working group. Special care needs to be taken in the countryside so that traffic management measures are in keeping with a rural area and acceptable to the local community. The Countryside Agency's Countryside Traffic Measures Group (CTMG) is researching good practice guidance on rural traffic management design.

### **Rural Bus Services**

#### *Public Transport Information*

Local authorities are encouraged to consider the potential of improving public transport information as a relative economic way of improving access to public transport.

#### *Rural Transport Services*

The Government has made an additional £170 million to develop rural bus services. LTPs should demonstrate how this is being used and how the expenditure links to wider transport aims. Local authorities are also encouraged to set minimum standards for rural bus services as an LTP performance indicator.

*Note: since the conference in Cardiff the Rural White Paper has been published which contains further advice to local authorities concerning rural bus services and indicates that LTPs should take into account the needs of people who wish to visit the countryside for leisure purposes.*

### *Rural Community Public Transport*

Ordinary bus operation is not the right solution to all transport needs in rural areas. The Government, through the Countryside Agency's *Rural Transport Development Fund (RTDF)*, and the *Rural Transport Partnership scheme (RTP)*, is able to fund various rural community transport services.

The RTDF aims to support innovative projects while the RTP aims to develop rural transport partnerships between operators, local and community organisations, and to provide long-term improvements to rural transport services.

### **Funding for Rural Public Transport**

#### *Rural Bus Grant*

100% Grant for the provision of new and improved Rural Bus services and promotions. An annual allocation is made to each Highway Authority with a rural area; this includes some metropolitan authorities.

#### *Rural Bus Challenge Competition*

An annual Challenge Competition for 100% grant for the provision of innovative rural bus services. The competition is open to Highway Authorities with a rural area.

#### *Rural Transport Development Fund*

50% Grant for the provision of new rural bus services and associated projects such as bus shelters, maps, and promotional material. Contact regional offices of the Countryside Agency

#### *Rural Transport Partnership Funding*

75% Grant for the provision of a Rural Transport Partnership project officer and subsequent grants to implement an Action Plan. Contact regional offices of the Countryside Agency.

*Note: since the conference in Cardiff the Countryside Agency has announced that from April 2001 the Rural Transport Development Fund and the Rural Transport Partnership Fund will be merged and administered by Rural Transport Partnerships, full details are not currently available.*



WORKSHOP PAPER  
ACCESS TO COUNTRYSIDE RECREATION

*Dr Kevin Bishop*

*Senior Lecturer, Cardiff University, and*

*Mr Colin Speakman*

*Transport for Leisure*

**Case Study: Access to the Countryside in the Heads of the South Wales Valleys**

The Taff Bargoed Valley and Cefn Coed and Trefechan villages in Merthyr Tydfil, South Wales, are former industrial communities in the Welsh Valleys. They exhibit many of the problems of declining industrial areas throughout Europe, with high levels of unemployment, including decaying infrastructure relating to the former coal mining industry, leading to urban dereliction, vandalism, drug abuse, health problems and social dislocation. Ironically the Heads of the Valleys also lie within a few kilometres of some of the most spectacular countryside of South Wales, notably the Brecon Beacons National Park, and large areas of open moorland, rich in archaeological remains and access opportunities, which are easily accessible by footpath and bridleway from the valley communities.

These problems are being addressed in a variety of ways, including the development of the Taff Bargoed Community Park in former coal mine workings along the valley, the Wales International Climbing Centre near Trelewis, the Taff Trail and the National Cycle Network. There are also active youth community workers in both valleys and a successful Going Green initiative based in Bedlinog, a former mining community at the head of the Taff Bargoed valley which has carried out a number of environmental improvements. The Rhondda Taff Groundwork Trust, Bargoed, has carried out a number of footpath and bridleway improvements. Both areas are subject to European Union (EU) Objective One Funding opportunities to meet their wider social and economic needs.

The prime objectives of the study were to assess the recreational and transport resources within the case study areas and assess:

- local peoples' travel and recreational needs and aspirations;
- how they and visitors use the existing transport networks and recreational resources (including footpaths and cycle routes); and

- assess how public transport, including the 'Beacons Bus', can extend opportunities for people living in the case study areas to enjoy the countryside further afield and in the National Park.

Attitudes of local people to the countryside and the access opportunities to that countryside available to them, were assessed in two main ways; by means of two focus groups held in Trelewis and by a detailed household survey of 224 households within the study areas. At the same time a desk analysis was carried out of the local public transport network as it related to the access opportunities to the countryside.

What emerged from the studies was that a higher proportion than average of the people living in these communities had in fact visited the countryside during the previous last 12 months either to pursue a leisure activity or for general enjoyment. Yet even though car ownership was low in the area, the majority of respondents in both study areas who visited the countryside did so by means of a private car. The research suggested that even people living in households without a car, perceived the car as their main mechanism for reaching the countryside. This was despite the fact that the Taff Bargoed valley enjoys a reasonable level of bus service, through publicity and promotion is poor and reliability and quality of provision a serious issue since bus deregulation. Cefn Coed/Trefachan actually has a better bus service and relates fairly closely to both the weekday and Sunday 'Beacons Bus' service. Lack of access to a car is also perceived as the greatest single barrier to reaching the countryside, even where local bus services do exist. Knowledge of such networks was often minimal or non-existent.

Recommendations from the consultancy team included measures to secure better reliability standards and more innovative marketing for recreation of the local bus network, including self guided walks to and from local bus stops. Even more important was the need to encourage direct work with local community groups on bus-orientated guided walks, especially linear walks, to educate individuals, especially young people, on the wide range of possibilities which could be opened up.

In the debate that followed, many of those present agreed that among disadvantaged communities conventional printed leaflets, however attractive, were not by themselves likely to motivate non-users to get out into the countryside on their doorstep, or to counter the

predominant car-culture of our society. Examples were given from other parts of the UK where, unlike in the case study areas, there was no easy, immediate access to local countryside except after miles of walking along concrete or tarmac suburban roads, or across busy and dangerous ring roads and by-passes. In these circumstances use of a local bus to access the countryside was essential, as well as the creation of safe cycleways from urban areas.

However, even in communities of low car ownership, and where there were good networks of both urban and rural transport, knowledge and confidence to use bus services for recreation was low. Yet use of such service could not only give easy access for urban populations to nearby countryside, it could also help secure important new sources of revenue for rural bus networks which rural communities depend on. The new Rural Bus Grant has substantially increased opportunities to access the countryside by public transport, and main Train Operating Companies were now doing much more to encourage off-peak use of their network to access the countryside, for example with imaginative leaflets, such as those produced by Connex for East Sussex and for the Bristol-Weymouth Line by the Heart of Wessex Line Rail Partnership.

There was a strong consensus supporting the value of "outreach" guided walks programmes to give people the confidence and the skills to use both local public transport and footpath networks, wherever possible supported by good quality print. A number of '*Walking for Health*' programmes were cited. A particularly successful example came from Wiltshire County Council where as part of their Travelwise programme, an easy local guided walk initiative has been developed known as "*Doorstep Walks*". As a result of this initiative a significant number of people were now taking part in a guided walks programme which included access to the local countryside by taking advantage of the local bus network as well as local footpaths.



**ANNEX 1. LEISURE TRENDS**

Fig. 1 Holidays of 4+ nights by GB residents 1971-98

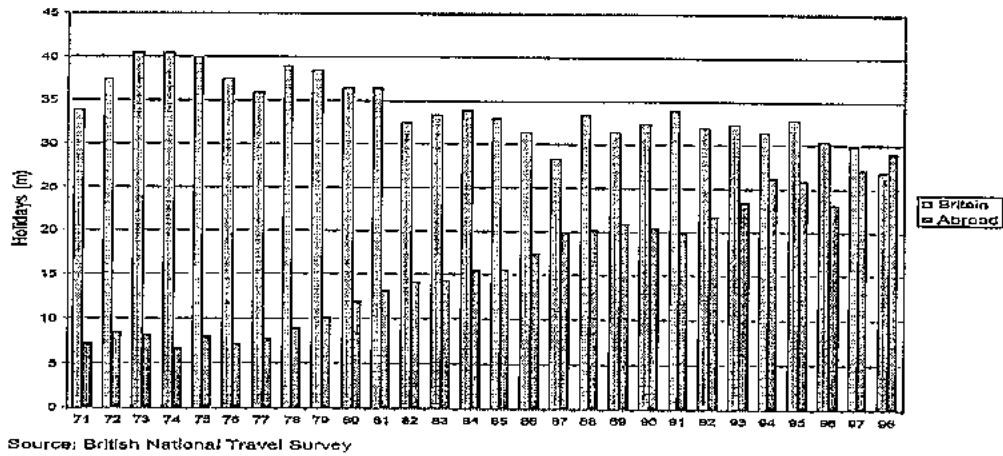


Fig. 2: Tourism nights by UK residents 1990-99

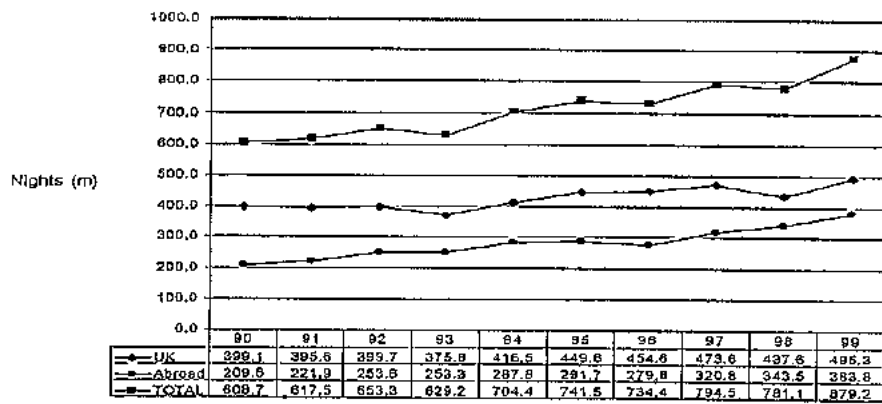
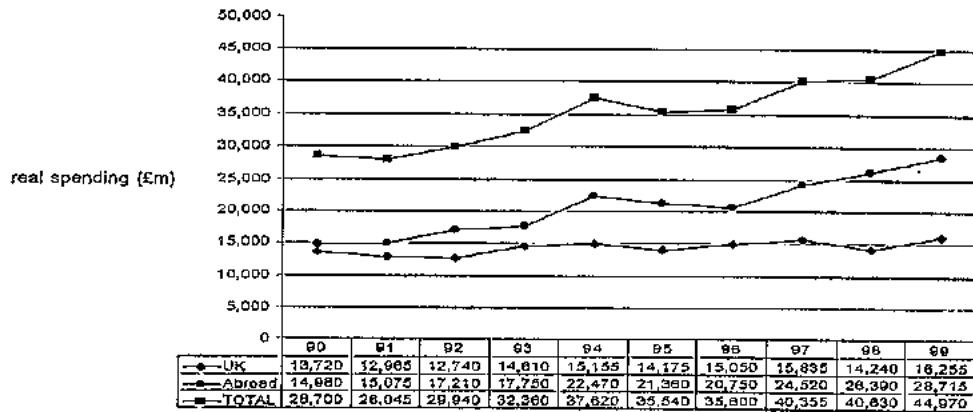


Fig.3: Tourism spending by UK residents 1990-99



**ANNEX 1. LEISURE TRENDS**

Table 1: Incidence and frequency of holiday taking (4+night holidays) by GB residents 1971-98

	1974	1978	1982	1986	1990	1994	1998
	%	%	%	%	%	%	%
All taking:							
1 holiday	44	42	40	40	36	34	34
2 holidays	13	14	14	14	15	16	16
3+ holidays	4	6	6	6	8	10	9
..... any holiday	62	61	59	60	59	60	59
No holiday taken	38	39	41	40	41	40	41

Source: British National Travel Survey

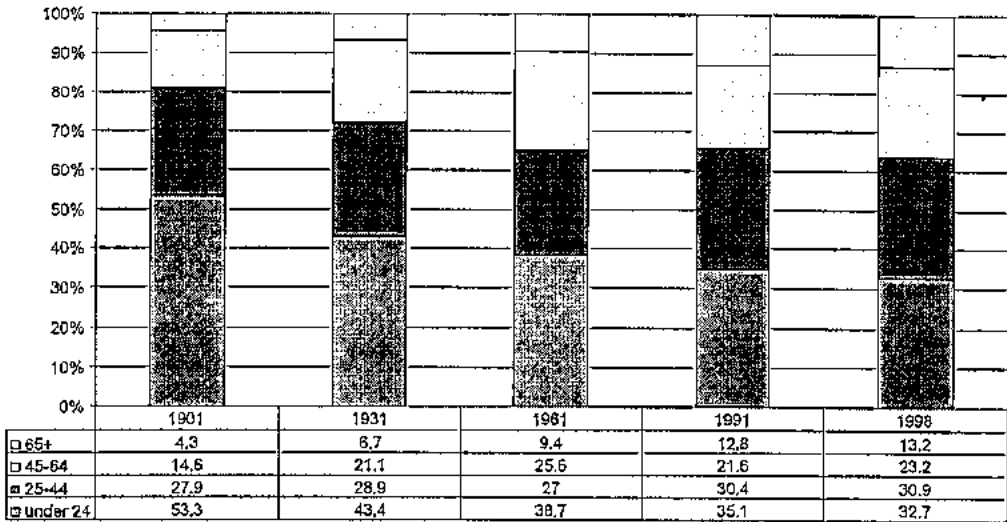
Table 2: Demographic profile of holiday takers and non-holiday takers 1998

	GB adult population	Adults taking no (4+ nights) holiday	Holidays in Britain (4+ nights)	Holidays abroad (4+ nights)
	%	%	%	%
Age:				
15-24	13	16	8	14
25-34	20	20	17	22
35-44	18	14	20	20
45-54	16	13	17	20
55-64	12	11	14	13
65+	20	26	23	10
Socio-economic group:				
AB (professional/managerial)	17	9	22	24
C1 (clerical/supervisory)	29	22	29	37
C2 (skilled manual)	22	21	22	21
DE (unskilled, pensioners, etc)	33	49	27	18

Source: British National Travel Survey

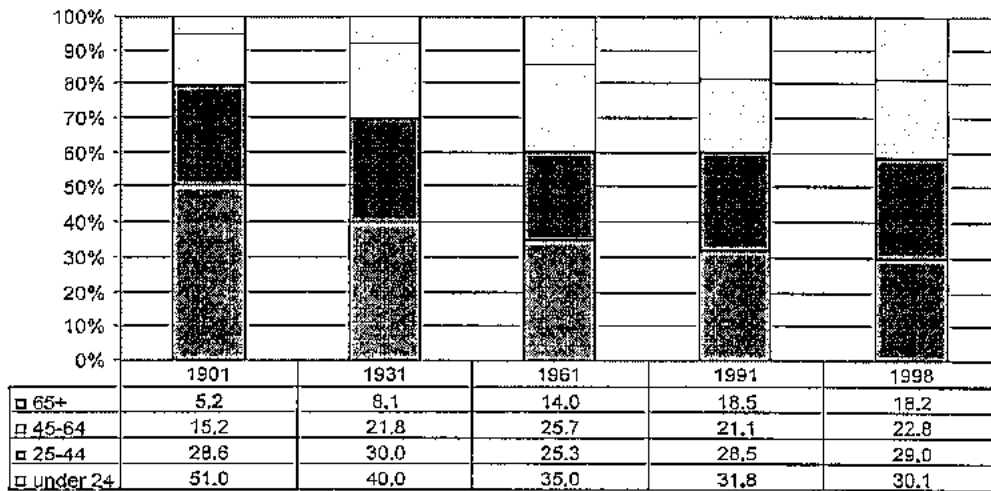
**ANNEX 1. LEISURE TRENDS**

**Fig. 4 UK Male Population by Age (%)**



Source: Social Trends

**Fig. 5 UK Female Population by Age (%)**



Source: Social Trends

## ANNEX 1. LEISURE TRENDS

Table 3: People in private households: by type of household and family in which they live (GB)

	1961	1971	1981	1991	1996-99
	%	%	%	%	%
One family households:					
Living alone	4	6	8	11	12
Couple:					
No children	18	19	20	23	26
Dependent children	52	52	47	41	39
Non-dependent children only	12	10	10	11	8
Lone parent	3	4	6	10	11
Other households:	12	9	9	4	4

Source: Census and General Household Survey, Office for National Statistics

Table 4: Membership of selected environmental organisations (1,000s)

	1971	1981	1991	1997	1998
National Trust	278	1,046	2,152	2,489	2,557
RSPB	98	441	852	1,007	1,012
Civic Trust	214	..	222	230	..
Wildlife Trusts	64	142	233	310	320
World Wildlife Fund for Nature	12	60	227	241	240
National Trust for Scotland	37	105	234	228	228
Woodland Trust	..	20	150	195	200
Greenpeace	..	30	312	215	194
Ramblers Association	22	37	87	123	126
Friends of the Earth	1	18	111	114	114
CPRE	21	29	45	45	47

Source: Social Trends



## ANNEX 2. THE POLICY APPROACH TO COMMUNITY RAILWAYS IN THE UK

### Association of Community Rail Partnerships (ACORP): Aims and Objectives

#### *Aims*

- the promotion of partnerships for the development of quality local rail services and facilities for the movement of passengers and goods, on existing and new routes;
- the encouragement of awareness and usage of local rail services;
- the linking of railways with sustainable local development along rail corridors for the benefit of local communities, businesses, railway employees, and visitors; and
- the development of sustainable local transport networks which integrate rail with bus, light rail, cycling and walking, and park-and-ride.

#### *Objectives*

- to promote the concept of community-rail partnerships and to encourage stronger links between the railway industry and local communities;
- to raise awareness of the role of railways in stimulating sustainable local economic development and in promoting social inclusion;
- to provide a forum for mutual support and exchange of ideas and experience;
- to encourage and disseminate examples of good practice; and
- to create links with similar organisations abroad.

#### *More information:*

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*Fax: 01484 544234*

*Email: [info@acorp.uk.com](mailto:info@acorp.uk.com)*

*Website: [www.acorp.org.uk](http://www.acorp.org.uk)*

**ANNEX 2. THE POLICY APPROACH TO COMMUNITY RAILWAYS IN THE UK**

*Association of Community Rail Partnerships (ACORP) Membership October 2000*

Esk Valley Line Partnership (Middlesbrough-Whitby)  
Devon and Cornwall Rail Partnership  
West of Lancashire Community-Rail Partnership  
Shrewsbury - Chester Rail Partnership  
Hope Valley Community - Rail Partnership (Manchester-Sheffield)  
Penistone Line Partnership (Huddersfield-Sheffield)  
Aln Valley Railway Trust (Alnmouth - Alnwick)  
Conwy Valley Rail Initiative Llandudno-Blaenau Ffestiniog)  
Cambrian Lines Partnership (Shrewsbury-Pwllheli/Aberystwyth)  
Bittern Line (Norwich-Sheringham) Partnership  
The Wherry Line Partnership (Norwich - Great Yarmouth)  
Essex Community Rail Partnership (Southminster/Harwich, Walton)  
Highland Rail Partnership  
Bristol-Weymouth Rail Partnership  
Lincolnshire Community Rail Partnership  
Peterborough-Norwich Community-Rail Partnership  
Purbeck Rail Partnership (Swanage Railway)  
Yorkshire Coast Rail Partnership (Hull-Scarborough)  
Friends of Handforth Station  
Heart of Wales Line Forum (Shrewsbury-Swansea)  
Leeds to Lancaster/Morecambe Joint Steering Group  
Dartmoor Railway/RMS Locotec  
Llangollen Railway

**ANNEX 3. SUPPLY-LED SOLUTIONS***Number 1***'Breeze up to Devils Dyke' Partnership Project - Results of Passenger Interview Surveys**

- 161 groups of passengers interviewed during the summer 2000, by Brighton & Hove Council staff (on the bus) and, on separate days, a National Trust volunteer (at the Devil's Dyke bus stop).
- 8,649 fare paying passenger journeys were made during 51 days of operation.

**Access to a car**

- 41% had access to a car

**Alternative means of travel available to respondents**

- 44% would not have visited Devil's Dyke if there was no bus service
- 42% would have gone to Devil's Dyke by car if there was no bus service

**Importance of open top experience in decision to travel to Dyke by bus**

- 49% would not have travelled by bus to Devil's Dyke if it was not an open top bus. This figure increased to 79% among those who had access to a car

Source of information leading to travel on the bus	Percentage of travellers
Saw the bus	33%
'Breeze up to Devil's Dyke' leaflet	19%
'Bus times' booklet	9%
Word of mouth	9%
'Always knew/assumed'	9%
A board on seafront	7%
Press articles	5%
Bus enquiry phone lines	3%
Guide Friday bus co	2%
Devil's Dyke bus stop	2%
Council website	2%

(Source R Johnson, Public Transport Officer, Brighton & Hove Council)

*Number 2*

The Cuckmere Community Bus and partners were Winners of the Buses for Pleasure category of the Bus Industry Awards 2000.



## ANNEX 4. DEVELOPING LOCAL ROUTES FOR WALKING AND CYCLING

## Research Notes

Issue: CCRN 4  
Date: January 1998



This document was originally produced by the Countryside Commission as a Countryside Research Note

## GREENWAYS

## Summary

Visiting the countryside is the most popular outdoor leisure activity away from the home. This public demand for countryside recreation involves an increasingly diverse range of leisure activities. One strategy for meeting such demands and improving public access to the countryside is the development of a network of Greenways covering each of the counties of England.

'Greenway' is a term used to describe a wide range of routes for commuting and recreation in and around the countryside. They are designed for shared use by people on foot, bicycle and horseback and will help the government to deliver its sustainable transport policy by providing alternatives to the motor car. They cater for recreation and play, sports training or commuting to work or school. Greenways may be a single route or a network of routes linking up with each other and with a range of places of interest. Many routes make use of existing corridors in the landscape such as rivers, canals or disused railways. 17,000 km of Greenways are either planned or already in existence.

To ensure that these schemes are viable and meet people's requirements whilst, at the same time, avoiding conflict with other land-users, there is a need for more information regarding:

- the demand for such recreational routes;
- what people want from them;
- how best to plan and manage such routes;
- how best to finance them.

To answer these questions, the Countryside Commission has undertaken a wide-ranging research program. These studies confirm the public demand for Greenways and highlight a range of management and funding issues. The findings of the research will be important in helping to improve the future development and implementation of such recreational routes.

## Greenways: what do people want, what can be done and how can they be funded?

## Main findings

## The demand for Greenways

There is a widespread demand for safe, attractive, traffic-free routes by a range of recreational groups. The main demand for Greenways comes from casual walkers, cyclists, horse riders, people keeping fit and local commuters and family groups.

People want leisure routes within their local area and linking places of interest within the countryside. There is less demand for routes which link the urban fringe to nearby countryside because of the distance involved and, therefore, the need to use motorized transport.

Greenways appeal to casual visitors to the countryside because they increase its accessibility. Similarly, because they are seen as safe, they appeal to people who might not otherwise have the confidence to make a visit to the wider countryside.

Representatives from organized cycling, walking or horse riding groups are happy to have multi-user routes providing there is sufficient width for the different types of users to pass each other easily.

## What people want from Greenways

As the routes are for leisure use, people want them to be attractive in their own right. They want them to provide a reassuring and safe environment so that they can enjoy themselves (see box 1).

People want information. Signs at access points to show where the route goes, and how long it is, encourage public use of Greenways. A route map with features of interest, local wildlife, as well as the

Box 1. What people want from Greenways.

## Features people want on Greenways include:

- a 'natural' green environment to make it pleasant to use and to encourage wildlife;
- to be away from the sound of traffic;
- a continuous off-road route;
- things of interest along the way;
- facilities such as refreshment stops, play areas and toilets;
- ease of access for horses, prams and cycles;
- freedom from litter and vandalism;
- somewhere safe to park cars or good public transport provision to improve accessibility.

## ANNEX 4. DEVELOPING LOCAL ROUTES FOR WALKING AND CYCLING

location of toilets and nearby pubs and cafes are also seen as important. People like to have plenty of access points so that they do not feel trapped on the path. They want the paths to be firm, well-drained and well-maintained.

### Planning and management of Greenways

Different types of path surface, the numbers of signs and provision of information affect public confidence and perceptions of safety. These factors have a big influence on subsequent public use of Greenways. A route identity is also important to attract users and to secure long-term popularity.

Some existing Greenways projects lack a strategic approach to development and have inadequate processes for consulting local communities and user groups.

### Resolving conflicts of use

There is broad support for additional Greenways but individual objections arise when specific routes are identified. In rural areas, these objections largely relate to fears about loss of privacy and tranquillity. In urban areas there are fears about increased vandalism or assault.

Walkers, cyclists and horse riders express concerns about sharing the same path because of potential conflicts of use. These groups are concerned that it will be difficult to find a path surface that suits all of the different user groups' requirements – soft for horses, tarmac for cyclists, 'natural' for walkers.

Many routes which have been developed for one particular use, for example, as a walking path, cycling trail, bridle way or canal tow-path, are poorly equipped to take new uses.

Both walkers and cyclists express frustrations at the actions of the other user group. Walkers are concerned with the speed at which cyclists travel and their lack of consideration when passing. Cyclists raise concerns that walkers ignore markings on the paths separating walkers and cyclists and walk across the full width of the paths forcing cyclists to stop.

Conflicts between different user groups are addressed in different ways by different projects (see box 2).

#### Box 2. Reconciling multiple-uses of recreational routes

##### Solutions include:

- placing markings on paths to segregate use;
- segregating users on different paths but using the same route corridor;
- altering surface textures to reduce speeds;
- introducing codes of conduct;
- placing signs encouraging greater courtesy;
- policing routes with paid or voluntary wardens.

The actual incidence of conflict between users is low, but there is a perception of potential conflict. These fears are reduced by sensible planning. There is a lot to be learnt from the way in which particular problems have been dealt with in other areas and building on this experience.

It is important to consult at all times with those who use the route and with the local community. Types of user may change over time and, as a result, there may be different concerns and requests.

### Costs of management and maintenance

Long-term management and maintenance costs are one of the main factors that govern the number, length and quality of new routes being planned. Maintenance of Greenways can be expensive. Planning needs to be long-term to take into account the full scale of the responsibility of those providing such a route.

Routes must be maintained regularly. This makes a great difference in reducing concerns about safety, security and vandalism. There is greater public use of routes that have a high level of maintenance.

Some providers encourage volunteers to police or maintain routes. However, local community action is only forthcoming where the authority itself takes a positive attitude to the route. It is virtually impossible to generate enthusiasm from the local community to maintain a route unless there are adequate resources.

### Greenways and nature conservation

The development of Greenways creates an opportunity to provide positive enhancement and improved management for both the route corridor and for the wider environmental setting. It is important to consider the impact such routes have on nature conservation. Linear routes linking areas of open space and countryside provide corridors through which animals, birds and insects can move freely. The majority of multi-user routes constructed in Britain have added significantly to areas under direct management for nature conservation and wildlife protection.

### Accreditation

The quality of Greenways is variable in terms of path surfaces, signs, information and links between different routes. Accreditation is a means of evaluating each route so that it meets a common standard of provision and high quality.

Forty-eight per cent of local authorities were positive about the benefits of an accreditation scheme and saw potential for it to

## ANNEX 4. DEVELOPING LOCAL ROUTES FOR WALKING AND CYCLING

set standards of quality for the provision and maintenance of Greenway routes (see box 3).

Providers are concerned about the cost of paying for accreditation and whether this would outweigh the likely benefits, in particular, helping them to secure outside funding.

Box 3. *The benefits of an accreditation scheme.*

Those local authorities providing recreational routes see the main advantages of an accreditation scheme as:

- enabling projects to secure access to funding and sponsorship;
- an aid to marketing efforts, for example, through a national Greenway routes publication and guides;
- bringing prestige to a project;
- increasing public use;
- a means of attracting tourists and the associated economic benefits;
- providing necessary management frameworks and setting standards of provision;
- helping those providing Greenway routes to be able to share good practice.

#### Funding

Financial support is needed at all phases of the development of Greenways. The availability of funds to maintain such recreational routes is a major concern for local authorities and hampers the development of new routes.

Land ownership is also an issue. One of the objectives of Greenways is to provide routes where people would like to go rather than where public access is currently available. The costs of acquiring land for new routes are a constraint upon the development of Greenways.

Greenways projects currently use a wide range of sources of financial support. This varies across England and reflects the availability of Lottery, Government and European funds. It also reflects the creativity of those who have put forward proposals in addressing the priorities of the various funding organizations in the fields of sport, health, environment and transport.

There are few funding sources for feasibility studies and maintenance work. There is a need for a new single national fund to help develop Greenways across the country. This requires the Countryside Commission to form new partnerships with other relevant organizations.

#### Conclusions

Greenways are an important initiative in increasing public access to the countryside and helping people to make the best of the opportunities the countryside provides. This research will help the Countryside Commission and its partners to better implement and develop the Greenways program. In summary, the results show:

- there is evidence of a groundswell of support for the development of such routes and clear evidence of their increasing popularity;
- careful design and construction is an important factor in the subsequent public use of Greenways;
- many of the tensions and concerns raised by local communities, landowners and users in relation to Greenways are typical of the wider issues relating to development, management and maintenance of public open spaces and access in the countryside;
- the solutions to many of these concerns lie in public consultation and involvement at all stages of development of Greenways. It also requires proper levels of resourcing;
- many local authorities have a great deal of expertise on implementing and developing recreational routes. Good practice on planning and management of Greenways needs to be shared more widely;
- Greenways make an important contribution to nature conservation in England;
- accreditation is a way of ensuring a high standard of provision. To be acceptable to the providers of Greenways, it will have to open the way to new funding opportunities and administration costs must be kept to a minimum;
- the costs of developing and maintaining Greenways are the main constraint on the development of new routes. There is a need for a new single national fund.

#### Further reading

Groome D, (1990) *Green Corridors: A Discussion of the Planning concept*. Chester City Council, (1996), *Chester Greenways - a Community Vision for the next Millennium*.

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Stewart J, (1987) *Turning towpaths into footpaths*.

Fabos J G and Ahern J (editors), (1996) *Greenways: the beginning of an international movement*.

Turner T, (1996) *From no way to Greenway*.

## ANNEX 4. DEVELOPING LOCAL ROUTES FOR WALKING AND CYCLING

### Bookmark this Site

<http://www.greenways.gov.uk>  
or <http://www.quiet-roads.gov.uk>

• This is the new Countryside Agency sponsored web site for Quiet Roads and Greenways.

Quiet  
Roads



Visit soon and visit often.

 The  
Countryside  
Agency

### Bookmark this Site

<http://www.greenways.gov.uk>  
or <http://www.quiet-roads.gov.uk>

The site will provide information about the Greenways and Quiet Roads demonstrations, the advisory service, technical and research information. The discussion forum will enable you to air your views, swap information about initiatives and ask for solutions to problems. It will be linked to related sites.

Greenway is a network of largely car-free off-road routes connecting people to facilities and open spaces in and around towns, cities and to the countryside. For shared use by people of all abilities on foot, bike or horseback for commuting, play or leisure. [GREEN+WAY]

#### A Quiet Road is....

- a place where there are fewer cars and they are travelling at slower speeds than normal
- a place that is safer for those who are not in motor vehicles
- a place that still retains some tranquility and respect for the environment
- a place where hedges, verges, walls and wayside trees have been sensitively managed both to improve the landscape, retain local character and make travel easier for cyclists, walkers, horse riders and those in wheelchairs.

 The  
Countryside  
Agency

Contact:  
Countryside Agency  
John Dover House, Crescent Place,  
Cheltenham, GL50 3RA  
Phone: 01242 521331 Fax: 01242 584270



## ANNEX 4. DEVELOPING LOCAL ROUTES FOR WALKING AND CYCLING

Greenway is a network of largely car-free off-road routes connecting people to facilities and open spaces in and around towns, cities and to the countryside. For shared use by people of all abilities on foot, bike or horseback, for commuting, play or leisure. (GREEN+WAY)

the Challenge is to make Greenways the way to go, so that every town and city has a network.

for the Countryside Commission...

to find answers to questions through demonstrations, share advice and information and establish recognisable, measurable standards.

for central Government...

to re-direct funding for walking and cycling.

for users, groups and communities...

to call for safe, local routes that cater for all needs and help locate desirable routes.

for business...

to help finance and support routes and promote their use with their employees.

for local government...

to create and manage networks to school, to work, for leisure.

### the way to go...

...for fun

...leisure, recreation, out to play,

...for health

...fresh air and exercise

...for everyone

...easy access for all children, young people,

...to work, to school, to home,

...in safety

...well designed - good signs, surfaces and no cars,

...attractively

...interesting features - play spaces, wildlife,

...always

...well managed - sustainable and permanent.

### ...starting small...

Throughout the country, people are working locally to provide safe, attractive car-free routes for healthy commuting, recreation and sport.

Up to 17,000km of these Greenways are created or planned, but there is strong public demand for more.

Greenways link to other off-road networks and to 'quiet' minor roads designed to be safer for people on bikes, on horseback and walking.

Often routes will link open spaces, country parks, schools, leisure centres, features of interest. The aim is always to provide well designed facilities where they are most needed locally.

Greenways offer a practical way to help achieve the Government's sustainable transport targets.

## ANNEX 4. DEVELOPING LOCAL ROUTES FOR WALKING AND CYCLING

### ...aiming high...

We will ensure that new and existing *Greenways* meet high standards that give people confidence to use them. Although diverse, schemes will have features in common to cater for access by a range of users.

We will develop an *Greenways* accreditation standard that gives users a guarantee of safety, accessibility and environmental quality. All schemes that comply will be able to use the *Greenways* 'G' mark in publicity and in seeking sponsorship, as well as on waymarks and signs.

### ... the missing links ...

*Greenways* are largely off-road routes. However, some linking sections will be on-road. These sections called 'Quiet Roads' will be managed to enable use by all traffic, both motorised and non-motorised.

We are developing schemes to explore and help resolve the issues that arise when providing for shared use. Quiet Roads schemes are being set up alongside our *Greenways* demonstration schemes to explore and help resolve the issues.

Quiet Roads will encourage and enable motorised vehicle users of local lanes to give greater priority to walkers, cyclists and horse riders, allowing them to share use of the road space more safely.

These new on-road networks will help to provide access to and through the countryside. They may result in a significant reduction in motorised vehicles. Their management for local and wider use will be in keeping with local characteristics such as high hedges or wide verges.

They will be promoted for local use as part of wider, strategic rural traffic management solutions. They will link with other access networks such as rights of way, the National Cycle Network and *Greenways*.

### ...sharing ideas...

We are establishing an advisory service to collate and provide technical information and to support networking of good practice.

The '*Greenways*' handbook will be available on paper and on the internet:

<http://www.countryside.gov.uk>.

Our website also offers research notes, advice and information on other transport issues.

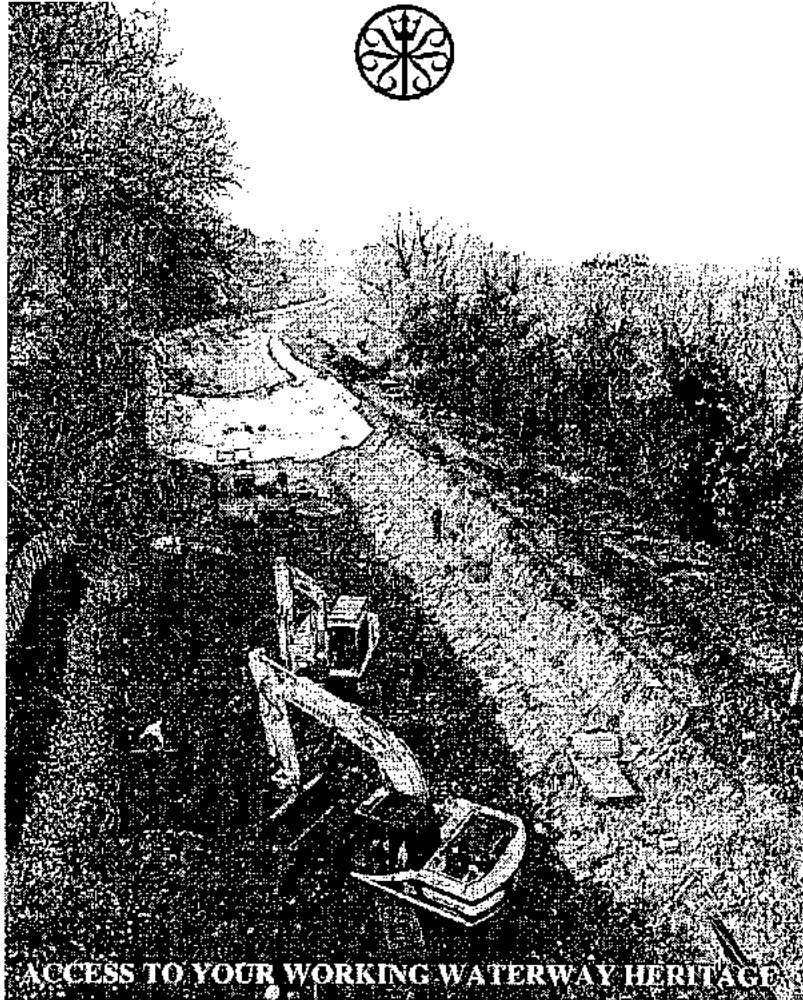
Networking is critical to meeting the challenge. We want to hear your ideas and share information we have with you. Please contact us on 01242 521381 (01242 584270) and visit our website.

**COUNTRYSIDE  
COMMISSION**

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**ANNEX 5. CANALS AND INLAND WATERWAYS: ACCESS TO YOUR WORKING  
WATERWAY HERITAGE**

Supported by the  
**Heritage Lottery Fund**



**ACCESS TO YOUR WORKING WATERWAY HERITAGE**

**A PUBLIC TRANSPORT AND VISITOR MANAGEMENT STRATEGY FOR  
THE KENNET AND AVON CANAL**

**THE KENNET & AVON CANAL PARTNERSHIP**



**ANNEX 5. CANALS AND INLAND WATERWAYS: ACCESS TO YOUR WORKING  
WATERWAY HERITAGE**



## ANNEX 6. ARE WE GETTING THERE? DELIVERING SUSTAINABLE TRANSPORT TO THE COUNTRYSIDE - PROGRAMME

### Programme

10.00	<b>Registration</b>
10.30	<b>Welcome and Introduction</b> - <i>Chairman: Mr Glenn Millar, (British Waterways)</i>
<b>Session 1: The Road to Nowhere?</b>	
10.40	<b>Trends in Travel and Transport</b> - <i>Professor John Whitelegg (Ecologica)</i> Setting the scene on what is actually happening in terms of transport and policy in relation to the demand for travel.
11.00	<b>Leisure Trends</b> - <i>Professor Elwyn Owen (R. Elwyn Owen Associates)</i> What is happening to the leisure 'market' and how this will impact on the demand for transport and travel; the link between transport and recreation and people (including social inclusion issues)
11.20	<b>The Policy Response</b> - <i>Dr Paul Salveson (TR&amp;IN)</i> How should future government policy respond to the trends in travel and transport across the UK?
11.40	<b>Panel discussion: Questions and Answers</b>
11.55	Tea/Coffee break
<b>Session 2: Getting on the Right Track</b>	
12.10	<b>Demand-led Solutions</b> - <i>Mr Colin Speakman (Transport for Leisure Ltd)</i> Overview of the various approaches highway authorities and other bodies can adopt: road charging, park and ride, traffic calming, green networks, bus/rail initiatives etc. Methods to manage existing and future demands in a sustainable way.
12.30	<b>Supply-led Solutions</b> - <i>Paul Walton (Sussex Downs Conservation Board)</i> Development of recreation close to where people live - what works, what doesn't work. Dampening of demand in countryside sites and shifting the recreation experience to the people.
12.50	<b>Panel discussion: Questions and Answers</b>
1.00	Lunch
<b>Session 3: Workshops</b>	
1.50	Workshop session 1
2.50	Workshop session 2
<b>Session 4: The Road Ahead?</b>	
3.50	<b>Summing Up and Closing Remarks</b> - <i>Ms Carey Newson (Transport 2000)*</i> Feedback from Workshop sessions and presentations - summing up the main themes and ideas running throughout the day.
4.10	Close.

**ANNEX 6. ARE WE GETTING THERE? DELIVERING SUSTAINABLE  
TRANSPORT TO THE COUNTRYSIDE - PROGRAMME**

**Workshops**

**Session 1**

**Delivering Integrated Transport**

*Leader: Mr Bill Breakell (North York Moors National Park Authority)*

**Developing Local Routes for Walking and Cycling**

*Leader: Ms Jacqui Stearn (Countryside Agency)*

**Canals and Inland Waterways**

*Leader: Mr Terry Kemp (Kennet and Avon Canal - British Waterways)*

**Session 2**

**Community Rail Systems**

*Leader: Dr Paul Salveson (TR&IN) and Neil Buxton (Association of Community Rail Partnerships)*

**Local Transport Plans and Funds**

*Leader: Andy Ryland (Yorkshire Dales National Park Authority)*

**Access to Countryside Recreation**

*Leader: Dr Kevin Bishop (Cardiff University) and Colin Speakman (Transport for Leisure)*

\*Paper not submitted

**ANNEX 7. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES****Bill Breakell**

*Tourism and Transport Officer for the North York Moors National Park Authority.*

Bill has worked in the public, private and voluntary sectors, establishing a number of initiatives throughout the U.K. mainly concerned with economic development, regeneration, tourism and transport, winning several national and international awards for marketing and communication activity.

In 1997 he was asked by the Secretary of State to become a member of the government's Tourism Forum which led to the publication of 'Tomorrow's Tourism'. He has since served on a number of Taskforces, especially on the development of sustainable tourism, rural transport policy, and local and national tourism statistics and indicators.

His work in the North York Moors has included the development of the Moorsbus Network of recreational public transport services and a number of innovative, and sometimes controversial, traffic and transport initiatives. Researching visitors and residents in the countryside over the past decade has suggested to Bill that social equity demands radical action to ensure that access to and from Britain's rural areas is improved.

**Neil Buxton**

*Development Officer, Association of Community Rail Partnerships*

Neil comes from a transport family and has been involved with transport in one form or another most of his working life. He has worked in the community transport sector since 1983 and was responsible for setting up and operating a successful Dial A Ride and Community Transport service in Swindon. In 1995, he moved on to take up the post of Project Officer for the Esk Valley Rail Partnership, where he worked to improve the use and long-term future of the rail link between Whitby and Middlesbrough. Amongst his successes was a 25% increase in passenger use. After the funding for this project dried up in 1998, Neil undertook two 'rescue' projects, the first for Yorkshire Rural Community Council and the second for Whitby Network, where he was responsible for concluding a European funded capacity building project.

He was appointed as national Development Officer for the Association of Community Rail

**ANNEX 7. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES**

Partnerships in September of this year. Neil is also a member of the Community Transport Association's Executive Committee, is Chair of Whitby's community transport organisation and has written a number of articles on accessible minibus design.

**Terry Kemp**

*Business Development Manager, British Waterways*

Terry has worked for British Waterways now for over 20 years having left a banking career in London in pursuit of his passion for canals and the countryside.

Terry co-ordinated the team that put together the bid to the Heritage Lottery Fund and also led the Partnership workshops that worked with the consultant who produced the Public Transport & Visitor Management Strategy.

**Glenn Millar**

*Research Manager, British Waterways*

Glenn Millar is Research Manager in the British Waterways Marketing Research Unit. After graduating with a BSc.Hons. in Geography in 1972 from Queen's University, Belfast, Glenn gained an M.Sc. in Town & Country Planning, also from Queen's. He also holds a Diploma in Management Studies from the Polytechnic of Central London, and a Diploma in Marketing.

Glenn joined British Waterways in 1978, after working for a period in the road freight industry. His role involved carrying out project work and market and business research in the freight transport sector, in particular in relation to inland waterways and ports & harbours.

In 1988 the various commercial research functions of the organisation were amalgamated, and Glenn was appointed Manager of the combined unit, with the focus of the research programme being in the leisure and tourism sector. Glenn is responsible for the day-to-day control of this programme, which, includes undertaking or co-ordinating projects and studies related to waterway usage, the market characteristics and preferences of waterway users, the social & economic benefits of waterways and the development of waterways as a multi-user resource. From 1995 to 1998, Glenn was Vice-Chairman of CRN.



## ANNEX 7. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES

### Andy Ryland

*Transport and Visitor Manager Officer for Yorkshire Dales National Park Authority*

Over the last two years Andy has worked as part of an inter-agency team which produced the Provisional and five year North Yorkshire Local Transport Plans and was responsible for drafting the section concerning the Yorkshire Dales.

Andy has developed his career first specialising in rural bus operation and more recently in Traffic Management and leisure bus operations in National Parks and Countryside areas. Previous posts include Cumbria County Council's Rural Transport Advisor, Senior Public Transport Assistant (Bus) and Project officer for the Lake District Traffic Management Initiative.

He lives in Linton near Grassington in the heart of the Dales where he enjoying cycling and walking and, when he can, world travel and skiing.

### Dr Paul Salveson

*Director, Transport Research and Information Network (TR&IN)*

Paul Salveson is director of the Transport Research and Information Network and director of the Association of Community-Rail Partnerships (ACORP), a federation of 25 rail partnerships around the UK. ACORP is funded by the Countryside Agency, Strategic Rail Authority, and Esmee Fairbairn Charitable Trust. Paul also runs his own business, Transport Research and Information Network (TR&IN), which he set up in 1994. TR&IN specialises in innovative approaches to developing rural and local railways.

Before that he worked in journalism, adult education and economic development consultancy. He spent six years working for British Rail, as a guard and then signalman. His PhD is in Lancashire regional culture, and has a BA (Hons) in Sociology.

Publications include:

- British Rail: the radical alternative to privatisation (1989)
- New Futures for Rural Rail (1994)
- Getting the best from bus and rail in rural areas (1999)
- Branching Out: Railways for rural communities (2000)

**ANNEX 7. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES****Colin Speakman***Managing Director, Transport for Leisure Ltd*

As well as being a successful author and part-time Secretary of the Yorkshire Dales Society, Colin has been, at various times, a lecturer in English, a Principal Officer of the Yorkshire Dales National Park Authority, Countryside Commission Project Officer running the "Wayfarer" Recreational Transport Project in West Yorkshire and West Yorkshire County Tourism Officer.

In 1986 he established Transport for Leisure, one of the first UK specialist consultancies dealing purely with sustainable tourism and travel in the countryside - walking, cycling and public transport and related visitor management issues. TFL have operated the Recreational Transport Advisory Service for the Countryside Agency since 1987, and, in partnership with the University of Cardiff, the Transport Advisory Service for CCW since 1992. Colin has also worked on a variety of rural transport and sustainable tourism projects in various parts of Europe, including Germany, Poland, Hungary and Slovakia.

Most recently he has been working with Ecologica for the Transport 2000 Trust on the two Tourism Without Traffic demonstration projects at Harewood, Leeds and in the eastern Sussex Downs.

**Jacqui Stearn***Senior Policy Officer, Countryside Agency*

Jacqui Stearn (Latin: sternus sternus Engl: starling, so a bright star) joined the Countryside Commission on a one-year contract, which somehow became longer term. For 5 years she worked in the South East Regional Office - setting up the London Walking Forum was one of her achievements - then at the Cheltenham HQ working on all manner of policy issues. The move was for her (then) baby son rather than a career development.

She is currently responsible for developing the Agency's work on Greenways and is rapidly learning the meaning of partnership in the European context. This year's success so far has been the REVER partnership adopting the PACE process for Greenways.

Jacqui has a BSc. in Social Sciences and a MSc. Landscape Ecology Design and Maintenance. Encouraging a focus on the 'people' side of 'place' is an abiding concern.

**ANNEX 7. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES**

Paul Walton

*Eastern Area Manager for the Sussex Downs Conservation Board*

Paul Walton has been the Eastern Area Manager for the Sussex Downs Conservation Board since 1994. The SDCB represents a unique experiment in AONB management. Not 'just one more countryside organisation', its special role is to bring together and develop the various services across the AONB so that challenges can be met in a co-ordinated way. Paul has been the lead officer for the Board in developing a South Downs strategy in the East Sussex County Council Local Transport Plan and the Transport 2000 national demonstration project 'Tourism Without Traffic'.

Previously, Paul has worked in countryside management with Horsham District Council and the then Nature Conservancy Council.

Paul has lived in Sussex for 20 years since studying at Brighton Polytechnic. He is married with two young daughters.

Professor John Whitelegg BA, PhD, FCIT, FILT, FRSA

*Managing Director, Ecologica*

John is 51 years old and started his career as an economic development officer in the Outer Hebrides, one of the remotest parts of Britain. Since then he has worked mainly at Lancaster University but also as an official in the Department of Transport in Dusseldorf, Germany and in India where he made a special study of non-motorised transport.

John left the University in 1993 to set up his own company and is currently Director of Ecologica Ltd, a Lancaster-based consultancy specialising in sustainable transport, environmental audit and review, life cycle analysis and corporate environmental strategies. From 1990 until 1993 John was Head of Department of Geography at Lancaster University and Director of the University's Environmental Epidemiology Research Unit. He has written eight books and over 50 papers on transport and environment topics. His books include 'Transport for a Sustainable Future: the Case for Europe' published by Wiley in 1993 and 'Traffic Congestion: is there a way out?' published by Leading Edge Press in 1992. 'Critical Mass: transport, environment and society in the 21st Century' was published in October 1997 and 'Greening the Built Environment' (Earthscan, London) in 1998.

**ANNEX 7. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES**

In March 1996 he was appointed Professor of Environmental Studies in the School of the Built Environment at Liverpool John Moores University.

John is Editor of the journal 'World Transport Policy and Practice' and has acted as a consultant to the government of Australia and governments and community groups in Israel, Sweden, Denmark, Romania, Slovakia and Poland. He also works with community groups in Calcutta who are trying to improve environmental quality and persuade the state government to retain and expand the tram system and to retain cycle rickshaws and hand pulled rickshaws as an alternative to new road construction. John has worked in detail on alternatives to some of Britain's largest road schemes (e.g. the Birmingham Northern Relief Road) and on large scale infrastructure projects overseas e.g. the Oresund Bridge linking Sweden with Denmark, Trans European Road Networks and the Trans -Israeli Highway.

John has worked for a large number of private and public sector clients on environmental strategies. They include British Airways, BICC Cables Ltd, Surrey County Council, Scottish Homes and Pfizer Ltd. He has been a consultant to DGXI in the European Commission in Brussels on the implementation of environmental strategies in small and medium sized enterprises and on environmental strategies in road freight transport and in the design of the 6<sup>th</sup> Environmental Action Programme for the European Union. He has produced commuter strategies and transport plans for Derriford Hospital in Plymouth, Chase Farm Hospital in Enfield, Wrexham Maelor Hospital, Surrey County Council (County Hall) and Riverside NHS Trust in central London. Current projects include transport strategies for Surrey County Council (Guildford) and car-free tourism strategies for East Sussex County Council and Harewood Hall (Leeds).



**ANNEX 8. ARE WE GETTING THERE? DELIVERING SUSTAINABLE  
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DELEGATE LIST**

Miss	Amanda	Barton	Chilterns Project Officer	National Trust
Mr	Andrew	Beattie		Sussex Downs Conservation Board
Mr	Mike	Benton	Environment Manager	Derbyshire County Council
Mr	Nick	Bialynicki-Birula	Recreation and Navigation Officer	Environment Agency
Dr	Kevin	Bishop	Senior Lecturer	Cardiff University
Mr	Hugo	Blomfield	Access and Recreation Co-ordinator	National Trust
Mr	Peter	Brabban	Community Development and Volunteering Manager	The National Trust
Mr	Bill	Breakell	Tourism and Transport Officer	North York Moors National Park Authority
Mr	George	Browne	Marketing Policy Manager	Northern Ireland Tourist Board
Mr	Neil	Buxton	New Development Officer	Association of Community Rail Partnerships
Miss	Sue	Cassell	Head of Countryside and Environment	Youth Hostels Association
Ms	Mairi	Caughey	National Strategy Officer	Scottish Natural Heritage
	Kaja	Curry		Caradon District Council
	Sue	Dampney	Countryside Management Officer	Bath and North East Somerset Council
Mrs	Anne	Edwards	Cycling Officer	Ceredigion County Council
Mr	Oliver	Ehret	P/G Student	Cardiff University
Mr	Russell	Elliott	Sustainable Development Policy Officer	Countryside Council for Wales
Mr	David	Evans	Swindon Greenways Project	Swindon Borough Council
Mr	Jonathon	Felton	Countryside Officer	Countryside Agency

<b>ANNEX 8. ARE WE GETTING THERE? DELIVERING SUSTAINABLE TRANSPORT TO THE COUNTRYSIDE DELEGATE LIST</b>				
Mr	David	Fletcher	Environment Development Fund Officer	Pembrokeshire Coast National Park Authority
Mr	Tim	Frenneaux	North Warwickshire Rural Transport Partnership Officer	North Warwickshire Rural Transport Partnership
Mr	Jake	Griffiths		Cycling Wales
Mr	Roger	Harvey	Leisure and Tourism Manager	British Waterways
Mr	Jonathan	Hibberd	Student	Cardiff University
Mr	John	Hobby	Public Transport Co-ordinator	National Trust
Mr	Paul	Holton	Recreation Officer	British Waterways
Mr	Tim	Hughes	Sustainable Transport Consultant	Cleary Hughes Associates
Mr	Bob	Jones	Head of Design and Interpretative Services	Forest Enterprise
Mr	Brian	Jones	Ranger	Peak District National Park Authority
Mr	John	Jones	Project Officer	Loch Lomond and the Trossachs Interim Committee
Mr	Terry	Kemp	Business Development Manager	British Waterways
Mrs	Debbie	Lumb	Waterway Manager	British Waterways
Mr	Gareth	Maer	Economic Analyst	British Waterways
Mr	Leo	Markham	Brecon Beacons Project Manager	Brecon Beacons National Park Authority
Mr	David	Markham	Transport and Recreation Advisor	English Nature
Mr	Nigel	McDonald	Sustainable Managed Access Project Officer	Shropshire Hills Countryside Unit

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DELEGATE LIST**

Ms	Kathryn	McElwee	Swindon Greenways Project	Swindon Borough Council
Mr	Glenn	Millar	Research Manager	British Waterways
Mr	Jim	Mitchell	Recreation Ranger	Forest Enterprise
Mr	Dave	Morris	P/G Student	Cardiff University
Ms	Kirsty	Morris	Greenways Initiative Officer	Pembrokeshire County Council
Ms	Carey	Newson	Consultant	Transport 2000
Mr	Richard	Ninnes	Senior Recreation and Access Officer	Countryside Council for Wales
Professor	Elwyn	Owen	Managing Consultant	R. Elwyn Owen Associates
Ms	Louise	Owens	Trans Pennine Trail Officer	Trans Pennine Trail
Mr	Mike	Duxbury	Manager for Wales	Sustrans
	Liz	Price	Special Projects Officer	Wye Valley AONB
Miss	Caroline	Randall	Canal Project Officer	British Waterways
Mr	Ceri	Rees	Rural Transport Innovations Officer	Pembrokeshire County Council
Mr	Derek	Robbins	Senior Lecturer	Bournemouth University
Mr	Terry	Robinson	Head of Recreation and Tourism	Countryside Agency
Ms	Libby	Robinson	Project Co-ordinator	Greenlink
Mr	Richard	Robinson		Scottish Natural Heritage
Mrs	Deborah	Russell	Rights of Way/ Sustainability Transport Project Officer	Isle of Wight Council
Mr	Andy	Ryland	Transport and Visitor Management Officer	Yorkshire Dales National Park Authority
Dr	Paul	Salveson	Director	TR&IN
Mr	Colin	Speakman	Managing Director	Transport for Leisure Ltd
Ms	Jacqui	Stearn	Senior Policy Officer	Countryside Agency
Mr	Michael	Stone	Corporate Development Manager	RSPB



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DELEGATE LIST**

Mr	Neal	Stote	Countryside Ranger	Redditch Borough Council
Mr	Andrew	Stuck	Travelwise Manager - Environmental Services Department	Wiltshire County Council
Mr	James	Swabey	Recreation Development Manager	Forest Enterprise
	Alison	Templeton	Yeovil Countryside Initiative Officer	South Somerset District Council
Ms	Sarah	Tindal	Routeway Coordinator	Groundwork Merthyr and RCT
Mr	Paul	Walton	Eastern Area Manager	Sussex Downs Conservation Board
Mr	G	Wallis		Worcestershire County Council
Mr	Neil	Warren	Planning Officer	East of England Tourist Board
Mr	Chris	Weedon	Access Officer	South Gloucestershire Council
Prof	John	Whitelegg	Managing Director	Ecologica
Mr	Jonathan	Wilkes	Senior Engineer	Ceredigion County Council
Miss	Claire	Wilson	Canal Project Officer	British Waterways
Mr	Duncan	Wise	Team Leader Visitor Services	Northumberland National Park Authority
Mr	Ian	Woodhurst	Countryside Protection Campaigner	Ramblers Association
Mr	J	Wyatt		Bicton College of Agriculture
Mr	Jon	Young	Recreation Officer	Brecon Beacons National Park Authority
Mr	Robert	Young	Ranger	Peak District National Park Authority