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COUNTRYSIDE RECREATION IN THE 1980's current research and future challenges

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WELCOME TO DELEGATES

Thomas Huxley

Chairman of CRRAG and Deputy Director,
Countryside Commission for Scotland

Welcome on behalf of the University of Bath, (I have been assured that I can convey that welcome to you), and welcome on behalf of CRRAG. As you know we did not have a Conference last year, for a variety of reasons, and I think it is very satisfactory that CRRAG has again arranged a conference. As well as being satisfied about that, we can be satisfied about the number of people who have registered which is 116. So, welcome to you all, especially the large number of people from local authorities throughout the British Isles.

We looked quite hard at the range of subject matter that we would like to cover in the Conference after a gap of a year. Having thought of a number of subjects, CRRAG came to the view that it would be best to try to spread the subject matter reasonably widely so as to cover a range of interests which it was hoped would be of interest to you all. As you know from the progamme, this Conference will be an opportunity to present and review a number of substantial studies of countryside recreation and to discuss their implications for planning and management.

TRENDS AND ISSUES IN COUNTRYSIDE RECREATION IN THE 1970s AND 1980s: ANALYSIS AND INTERPRETATION OF RECENT LARGE-SCALE PARTICIPATION SURVEYS

Roger Sidaway

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AIMS OF THE PAPER

The aims of the paper are three-fold:

To assess trends in countryside recreation so as to identify the issues for the 1980s;

To assess the progress of research during the 1970s and to identify findings relevant to the 1980s;

To interpret implications drawn from research for policy, planning, management and for future research.

TRENDS IN PROVISION FOR COUNTRYSIDE RECREATION

A full history of countryside recreation in Britain has yet to be written. Such a work would cover the prehistoric origins of certain countryside sports, the rural way of life over many centuries, the effects of forest clearance, and common rights and enclosure. The philosophical origins of the current outdoor movement are more recent. William Wordsworth has been given the honour of originally suggesting national parks, but early developments in the movement were not confined to south of the Border. Indeed the first of many unsuccessful legislative attempts to gain a general right of access to open land, which continue up to the present day, was James Bryce's Access to Mountains (Scotland) Bill of 1884.

For the purposes of this paper, history starts with the more concrete stages of providing for countryside recreation, in which three phases can be conveniently recognised. The timing ascribed to each phase is deliberately approximate and the phases conveniently overlap for each is incomplete and leaves outstanding issues for the next. The first can be labelled the era of Designation from about 1950 to 1970. The second phase lasted from 1965 to 1975 – the era of Planning and we are now well into the third phase – the era of Management, a period of consolidation which takes us from 1975 until at least 1985.

The point of approaching the recent past in this way is to highlight how countryside recreation has changed over the years, often without our noticing. Within each phase it is possible to identify how the changes in the structure of society and ideas current at the time influenced recreation. Indeed the problems and issues identified and the approach to solutions were usually coloured by the prevailing climate of opinion. The phases are summarised in Table 1.

TABLE 1

COUNTRYSIDE RECREATION PROVISION: 1950-1985

Phase		Issues	Events	Approach
I	1950-1970 Freedom to Roam (Designation)	Protection of resources Securing access	1949 Act	Designation of NP's AONB's Coastal Surveys LDR's
II	1965-1975 Opportunities for everyone (Planning)	Public pressures on countryside Catering for growth	Rising car ownership 1967/8 Acts	Capacity Regional planning Honeypots and attractions
III	1975-85 Making the most of limited resources (Management)	Multiple use	1974 Act	Wider range of provision Countryside Management
		Cost effectiveness	OPEC	Marketing studies/ trend analysis Promotional surveys (e.g. NSCR)

Phase 1: Freedom to Roam, 1950-1970

Phase 1 was preoccupied with getting countryside recreation onto the map, with protecting the natural resource base -- the scenic quality of the landscape -- and securing access to it. The most significant event was the 1949 National Parks and Access to the Countryside Act and led to, amongst other things, the designation of national parks (NPs) and areas of outstanding natural beauty (AONBs), and the establishment of long distance routes (LDRs). Although it instigated a long and laborious process which is continuing to this day, these were the undoubted successes of the Act. More debatable has been progress towards securing the rights of way network and access to open country.

The Act was very much a creature of its time, stemming from the idealism of the mass movement for outdoor recreation in the 1930s, the spirit of 'freedom to roam', and the prevailing mood of 'social reconstruction' of the 1940s. Although much later, heritage coast definition stems from the same era.

More significant for present purposes are the intention of the Act and the assumption about recreation on which it was based. The intention was to secure public recreation on privately owned land and the assumption was that mass recreation would continue in the form of the 1930s - fresh air and healthy exercise by walking, cycling, youth hostelling and camping in the countryside. That spirit still lives not only in those activities but also the attitude of mind which aims "... to ensure that the peace and beauty of the countryside and the rightful

interests of the resident population, are not menaced by 'an excessive concentration of visitors or disturbed by incongruous pursuits". (National Parks Committee 1947:9).

Research, as we know it today, hardly existed and was limited to basic fact finding. A major research exercise of this era was the coastal surveys of 1966-67, which led to the definition of heritage coasts. Large scale recreation participation surveys began in this era with the Pilot National Recreation Survey (PNRS) in 1965 and Planning For Leisure (PFL) conducted by the Government Social Survey in 1965-66. (Tourism surveys began much earlier with the British Home Tourism Survey in 1951). Although the early recreation surveys are now largely dismissed as descriptive they contributed subtly and significantly to a realisation that things were changing. Like all good surveys they appeared to state the obvious - obvious, that is, if one is blessed with hindsight. The counter theories that prevailed until that time are conveniently forgotten by the critics of research. The major change that the surveys disclosed was the growing popularity of the car and the central importance of motoring in changing patterns of recreation from the 1950s. Their impact was only fully realised during the mid-sixties.

Phase 2: Opportunities for Everyone, 1965-1975

The mid-sixties were the era of Macmillan and Wilson of 'you've never had it so good' and 'white-hot technology', respectively. This era witnessed the major expansion in outdoor recreation as the real costs of private motoring fell while those of public transport rose. The consumer responding rationally enough, purchased a car and took to the countryside. The result, now well known, was a change in the scale of countryside recreation, with an equally dramatic change in its nature. The earlier dominant role of healthy exercise was ousted by so called 'informal countryside recreation' typified by the drive and picnic. Although this is undoubtedly an over-simplification which will be rectified by social historians in years to come, activities such as cycling suffered a major decline in popularity as the roads proved busier and less safe, and people enjoyed the greater mobility provided by a car.

Given the earlier concerns about peace and quiet and the safeguarding of natural places, it is not surprising that the new wave of public enjoyment should have been seen with alarm by many as a major threat to the countryside. Fitton has drawn attention to the emotive nature of this campaign which depicted people's pleasure as a threat (Fitton, 1979). Certainly the well known beauty spots were ill-prepared for the influx and the management of new and existing 'honey-pots' to intercept major visitor flows was a rational response on the part of the providers. It flowed from the recommendations of the 'Countryside In 1970' Conferences which were substantially implemented in the 1967 and 1968 Countryside Acts. These established the Commissions for Scotland, and England and Wales respectively. One result was a steady rise in the numbers of country parks from 1969 onwards (principally in the public sector) making a significant increment to this form of public access. Ironically it implied that the solution to recreation growth lay in the concentration of use in a way which ran counter to many of the 1940s ideas of dispersing recreation.

The private sector responded somewhat later by opening to the public a wide range of stately homes, safari parks, country parks, and

latterly commercial theme parks and similar attractions for the paying customer. Such attractions had existed for many years but they had been the exception rather than the rule as had been the deliberate installation of recreation facilities in state forests or around reservoirs. By the end of the era the Forestry Commission and the water authorities had become leading public sector providers.

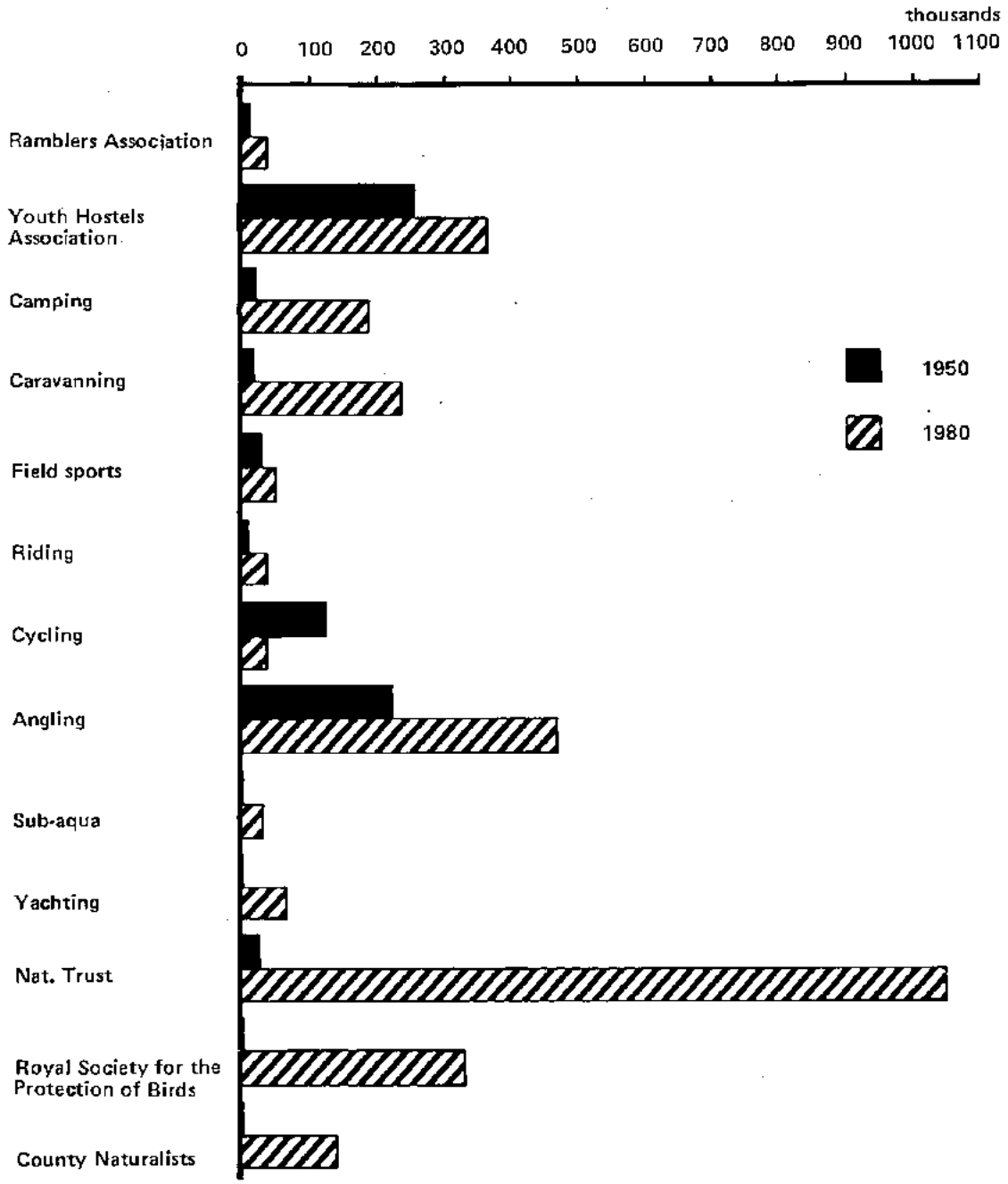
Research prospered, stemming from a belief in a planned approach and the concern about threatened natural resources and greatly facilitated by the new Commissions, armed with the powers and resources to conduct research and experiments. But no central agency was mandated to plan for recreation as a whole and the belief was growing that the region presented a more realistic focus for planning. Attention turned from the early descriptive national surveys to regional (so called 'demand') studies both north and south of the Border. These were known invariably by their acronyms: SIRSEE (Study of Informal Recreation in South East England) and STARS (Scottish Tourism and Recreation Study). Compared to contemporary successes in the exploration of space, regional recreation demand and the scientific assessment of 'carrying-capacity' (in all its dimensions) seemed to be technical problems of no great order. That the system could be thrown off balance by events in the Middle East was unthinkable. As a result the significance of the OPEC crisis of 1973 was not appreciated for several years, signalling the beginning of another phase.

Phase 3: Making the Most of Limited Resources, 1975-1985

To typify this third phase as one of management does little justice to earlier work. The need for management of designated areas had been recognised and practised, while the earliest experiments in countryside management began in 1972. Yet the late seventies was the time when management came into its own from sheer economic necessity. Naturally enough management began with a preoccupation with natural resources, to which ecology and allied skills were the appropriate nostrums. It was usual for management advice notes to end with a formal entry on financial methods – an additional consideration or after-thought perhaps.

But management was transformed by the coincidental effects of economic forces. The attention of conservationists was drawn from the impact of recreation on natural resources to that of the agricultural industry on the landscape. As a result recreation was no longer seen as the major threat to the countryside. One way of registering the change in interests is the growth of the conservation movement in absolute and relative terms demonstrated in Figure 1. Meanwhile recreation managers grappled with balance sheets and cost effectiveness. CRRAG certainly assisted in bringing the economic aspects of management to the fore. (The title of its 1980 conference – "Making the most of limited resources" – makes an apt slogan for phase 3). It pioneered the application of the marketing approach which now permeates much of recreation management.

After 1973, informal countryside recreation lost some of its momentum. Using visits to historic properties as an index (Figure 2), it appears that the annual pattern fluctuated for a while. Growth in visitor numbers apparently resumes whenever real disposable personal income increases and real prices of petrol fall, as they did in 1977.



Source: Countryside Commission

Fig. 1. Voluntary organisations - direct membership 1950-1980 (GB).

This type of market analysis has become an increasingly important application of research (one further influence of marketing) and the detailed comparison for 1977-1980, just published, shows how the decline of holiday markets has affected countryside recreation (Countryside Commission, 1982). In 1977, holiday-based trips made up one third of

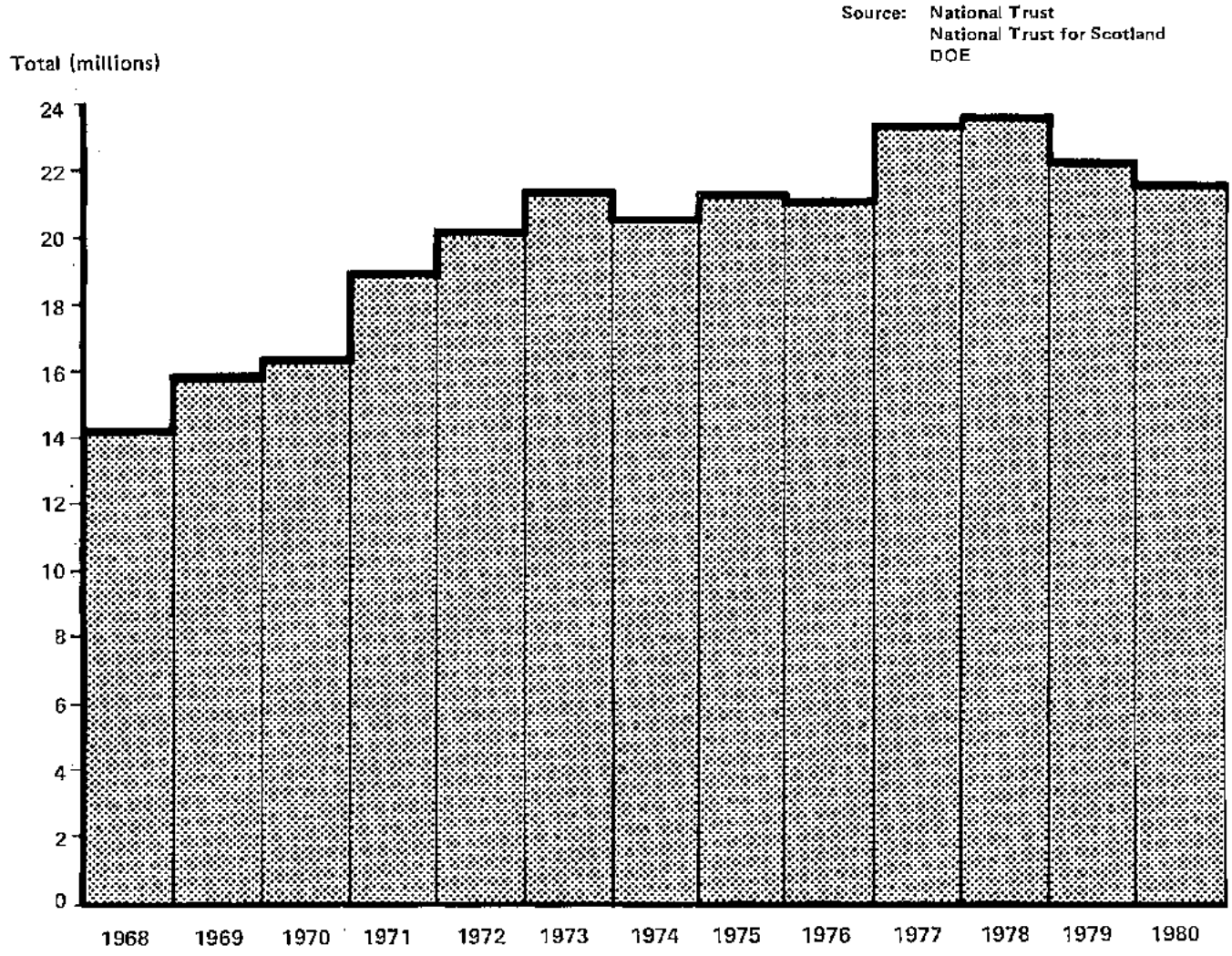


Fig. 2. Visits to historic properties: Great Britain 1968-1980.

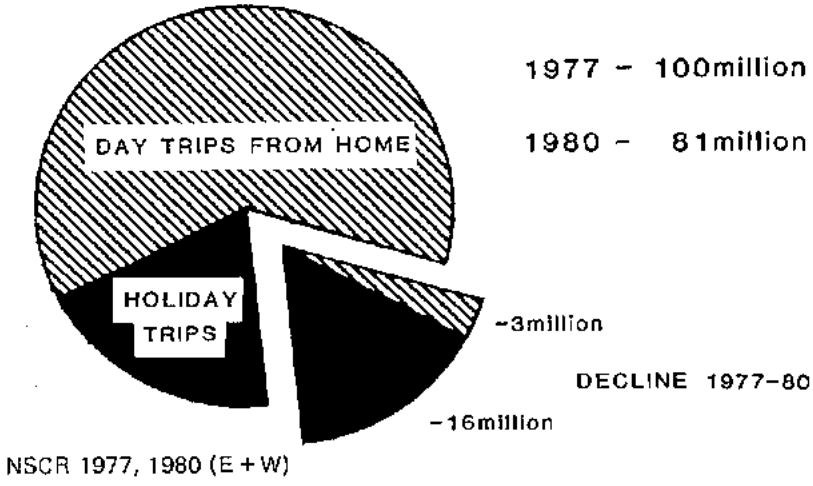


Fig. 3. Decline in countryside trips.

average summer use. By 1980 the proportion had fallen to less than one quarter and this constituted the major part of the decline in countryside trips over the three year period (Figure 3). The latest indications are of a further decline in trips and holidays in 1981, probably to be exceeded in 1982. The significance of this change is all the more apparent when one recalls that the largest increase in leisure time of post-war years has been the increase in holidays with pay.

Perhaps in the current era, issues are seen less simplistically than in the age of planning. Countryside recreation provision is a mixed economy of public and private areas with voluntary organisations making a significant contribution to their management. The basic approach is more varied - countryside management provides a good illustration. It began, in part, out of the frustration with planning and its apparent failure to secure practical results. Nevertheless in the more complex conditions of the urban fringe, countryside management requires the degree of stability afforded by a soundly based land use plan. One result of the attention paid to the urban fringe has been the recognition that town and countryside recreation are intimately related; even if that relationship is little understood. The most formal recognition comes in Scotland with the inception of a parks hierarchy which promises to yield significant lessons south of the Border.

THE GENEALOGY OF THE NATIONAL SURVEY OF COUNTRYSIDE RECREATION (NSCR)

There are trends in the design and execution of large-scale participation surveys as there are elsewhere in research and planning. The initial phase of description, is passing, as analyses of the large scale surveys grow more sophisticated. Their analysts, more mindful of leisure research and the value of theory, probe towards explanations of recreation behaviour. There is still a long way to go before leisure behaviour can be satisfactorily explained and predicted. The analysis of NSCR is a useful step in the right direction.

The large-scale surveys of the second and third phase were comprehensively reviewed a few years ago on behalf of CRRAG (Duffield and Long, 1979). It is not intended to repeat that review here nor to describe NSCR in detail; specifications of the surveys are included in the Appendix. As the review pointed out, the architects of NSCR attempted to learn from the earlier experience, particularly from SIRSEE, by establishing less ambitious targets for the exercise. It was conceived as a single sponsor study, restricted in scale to the perceived information needs of that sponsor and did not attempt to tackle the planning problem. It deliberately avoided the maze of modelling which had proved so problematic in SIRSEE and STARS.

The initial analysis of the 1977 survey was highly successful. It fulfilled a promotional need of the Countryside Commission and simple descriptive reports of countryside recreation in England and Wales became available in the form of a slide-tape presentation and an associated pamphlet (Countryside Commission, 1979). An analytical programme, commissioned in 1979, involved several academic consultants working on the major themes covered in the interview schedule - social class, attitudes to the countryside, working time, mobility, trips from home and holiday base and regional analysis. Organisational changes delayed the

completion of the analysis, nevertheless work continues on publication and this paper summarises, for the first time, several sections of the analysis. Brian Duffield's paper to this conference deals with the issues of personal mobility and its impact on countryside recreation.

The omission of one other major survey from this review is deliberate. The General Household Survey (GHS) has included leisure questions, after considerable effort on the part of CRRAG, in 1973, 1977 and 1980. The survey provides a valuable overview of leisure activity for Great Britain which sets specific recreation activities into context. The form of the questions lends itself to reasonably accurate recordings of well structured activities. It is far less successful at giving an accurate picture of unstructured, informal activity such as visiting parks and the countryside. Indeed the location of activities is not recorded and although there appears to be a high level of agreement between the statistics recorded in GHS and NSCR in 1977, it is doubtful if the comparison is a true one. This weakness of GHS was one reason for the Countryside Commission's decision to include questions from its 1977 survey in a commercial 'omnibus' survey in 1980. Figures from that survey, which cover GB, will now be presented to give the latest state of the art.

USE OF THE COUNTRYSIDE IN 1980

Although there was a major decline in recreation activity between 1977 and 1980, this did not affect the popularity or the ranking of countryside recreation relative to other comparable outdoor activities (Figure 4). Forty two per cent of the population made at least one trip to the countryside for one of the activities shown in the lower half of the Figure during a summer month in 1980. The relative popularity of individual activities in the countryside was largely unchanged and in most cases the percentage participating in the average summer month fell. The exceptions were watching sport and taking part in sports other than fishing and horse riding.

The 1980 survey confirms patterns established in 1977 of who participates in countryside recreation. Taking countryside recreation as a whole, participation declines with increasing age, but outings and walking maintain their popularity with the older age groups, which sports in the countryside cannot (Figure 5). Between 1977 and 1980 the influences of income and car ownership on participation have become more marked. If the sample is divided into three income groups of equal size, the divisions fall conveniently at £3,500 and £6,500 per annum. Figure 6a shows the proportion of each group who made at least one countryside trip during the summer of 1980. The participation rate of the highest income group is well above average, that for the middle band is exactly at the average level, while that of the lowest group is well below average. The second diagram (6b) shows a similar pattern for the average number of trips made in the summer months. The width of each band represents the proportion of trips made by each income group. Comparison of the two diagrams (6a and 6b) demonstrates how many more trips the high income group make to the countryside than one would expect from their numbers in the population. The third part of the Figure (6c) provides part of the answer. Here the proportions of each income group having the use of a car are plotted against the 'share' each group has of the population of car owners. Once again the high

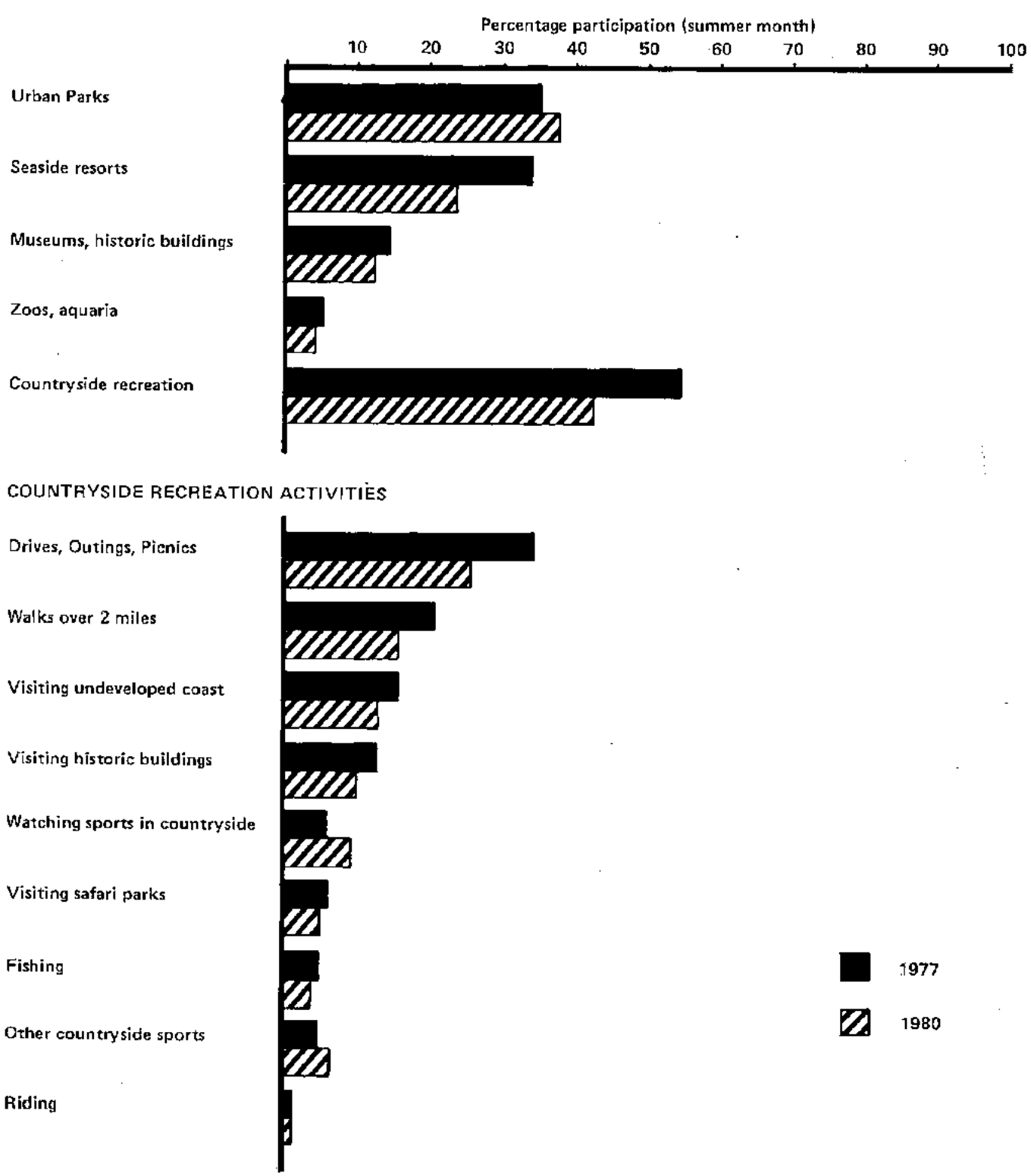


Fig. 4. Change in outdoor recreation: 1977-1980.

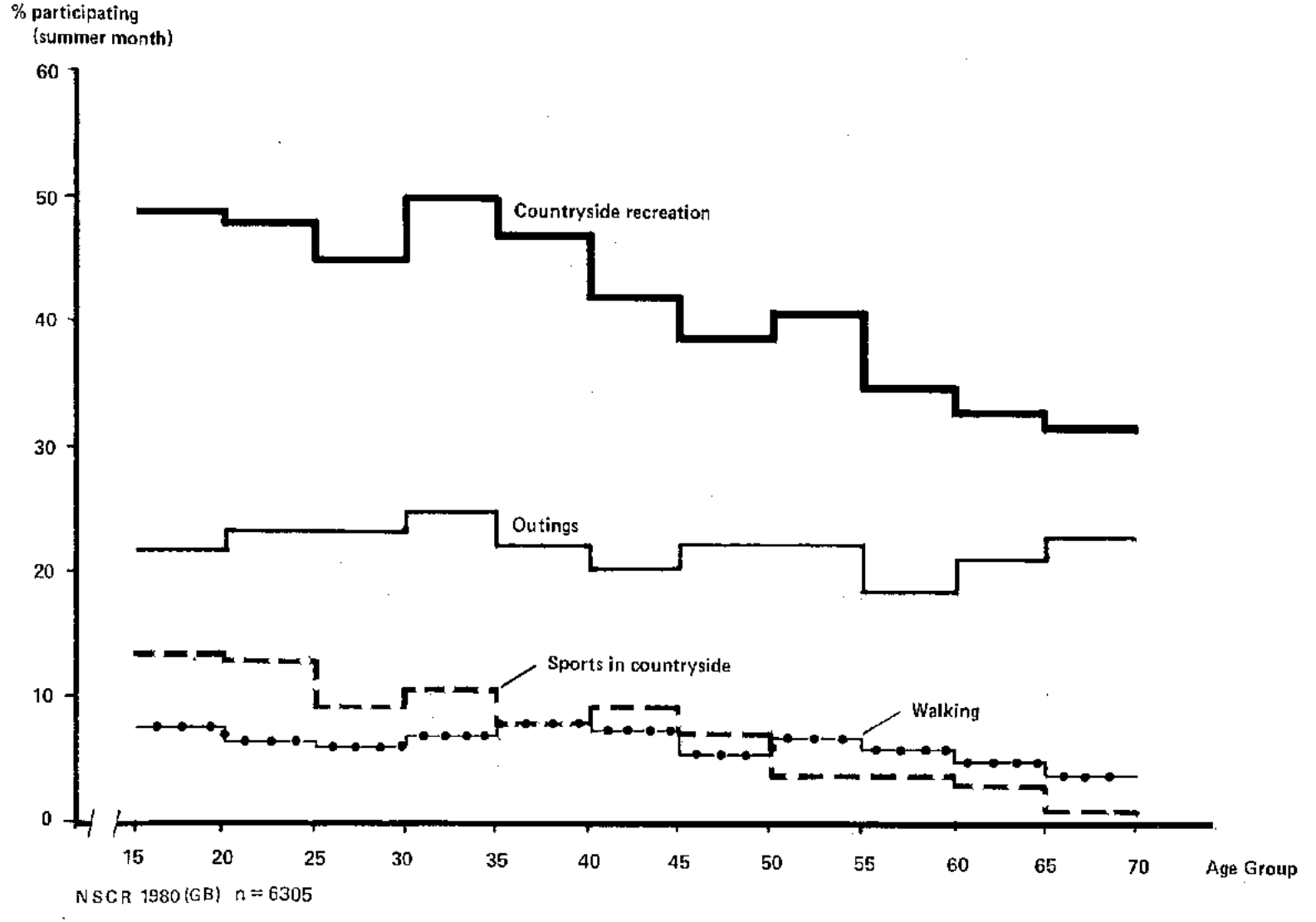


Fig. 5. Countryside recreation and age.

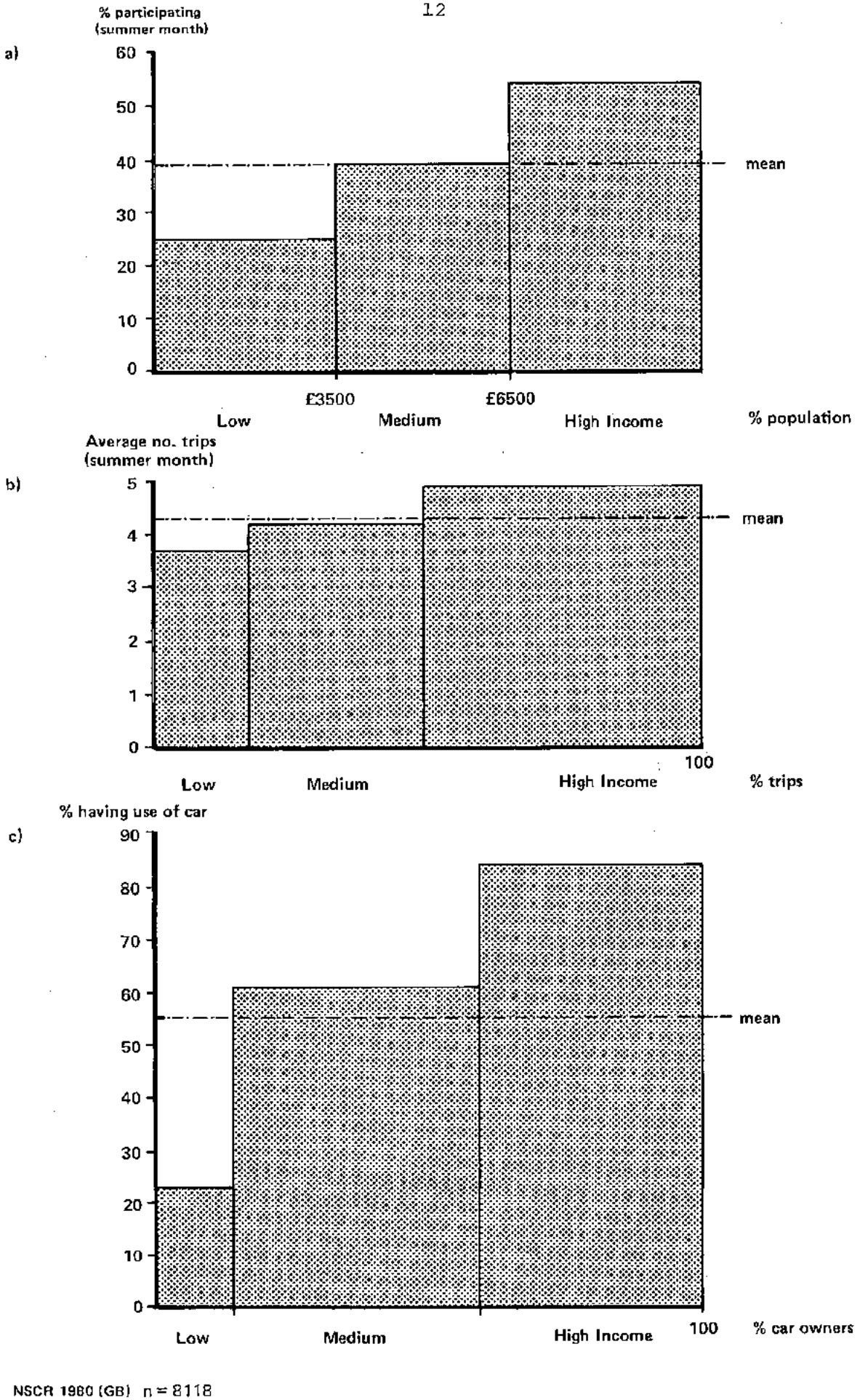


Fig. 6. Income and countryside recreation 1980.

income group are disproportionately over-represented. But this is not the entire story, for although the low income group make up a third of the population and 14% of car owners, they comprise 17% of trip makers. Income and car ownership cannot be the only factors at work.

A similar exercise can be conducted examining the participation rates of social grade categories. (Social grade is a variant on social class used in commercial surveys – for full description see Monk, D., 1970). For example, the AB grade makes up 15% of the population, but 26% of trip makers, and is well above average both in the percentage of the category that participate and the average number of trips they make to the countryside during the summer months (Figure 7).

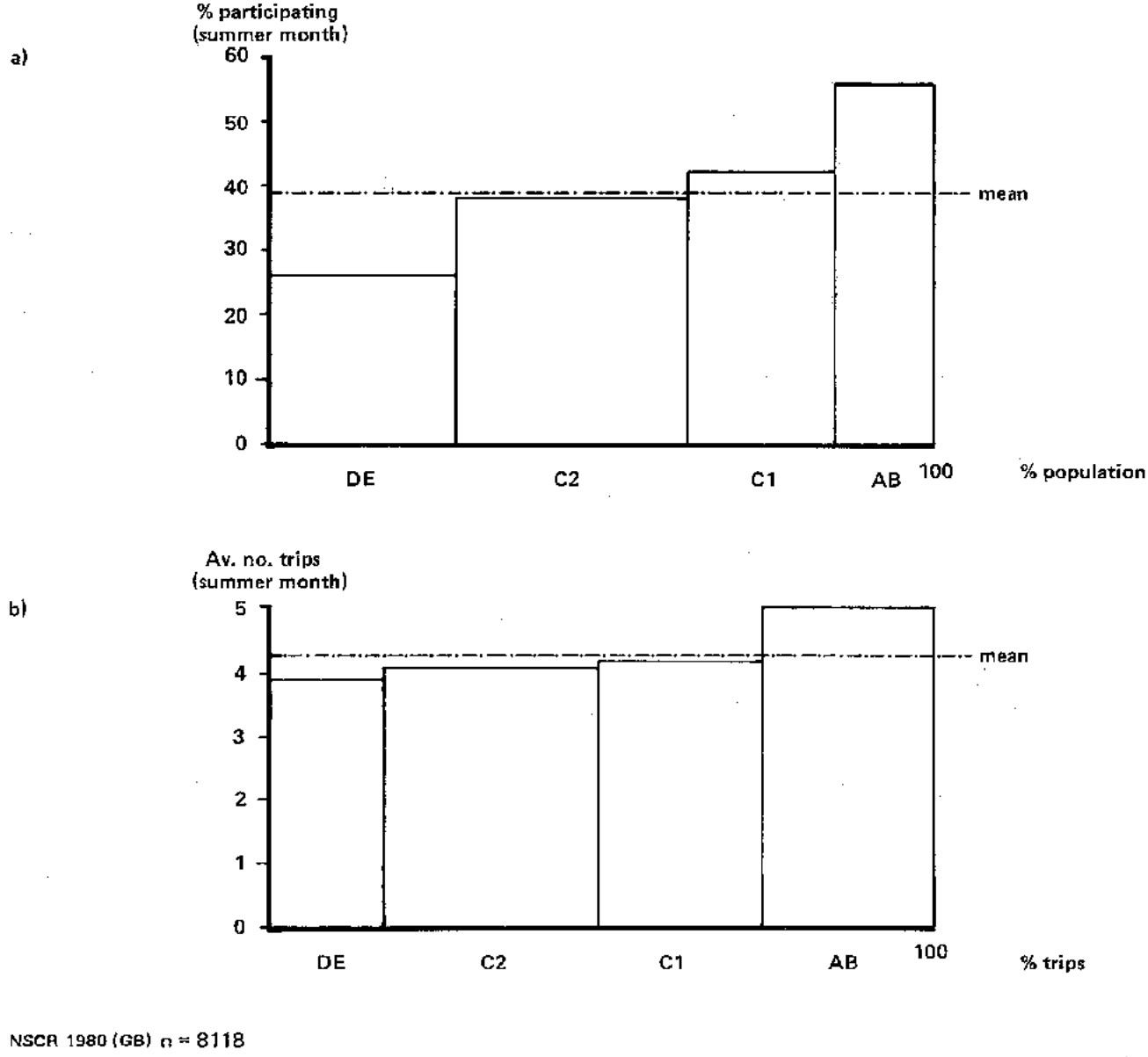


Fig. 7. Social grade and countryside recreation 1980.

The influence of income, social class and car ownership form a major theme in the analysis of the 1977 NSCR data, which began by scanning a wide range of factors for their effects on participation in countryside recreation.

FACTORS INFLUENCING PARTICIPATION IN COUNTRYSIDE RECREATION

Leisure research has never been short of speculative theories concerning why people indulge in particular activities. However, few have been put to the test, perhaps to the relief of their exponents. This is one amongst many reasons why the field has been heavily and justifiably criticised for its lack of theoretical development and while the following discussion does not claim to rectify that deficiency, it does clear the decks by placing certain notions into proper perspective, at least as far as countryside recreation is concerned. The findings have wider relevance, although other variables will influence other types of leisure activity to different degrees. Nor is it claimed that the NSCR analysis does more than lay the foundation for more rigorous research which could provide a deeper understanding of countryside recreation. For example, in common with most other social surveys of this kind, it deals with statistical aggregates and not social groups. This minimises its contribution towards an understanding of the meaning of recreation to individuals or to a deeper understanding of the social institutions and social organisation of recreation.

The 1977 survey included a wide range of about 20 independent variables which might be thought to influence participation in countryside recreation. They have been grouped somewhat arbitrarily into the following headings: biological, material, temporal, environmental and pre-disposition. The full list is set out in Table 2. Throughout the survey, countryside recreation was defined as the list of activities included in Figure 4. The measure of participation has usually been taken as the percentage of a defined sample group (or occasionally the whole sample) who take part in at least one of the specified activities in the four weeks previous to interview. This is only one of a range of possible dependent variables. Its significance is that it measures the extent of participation throughout the population and, as has been already demonstrated, identifies categories who do or do not benefit in the prevailing circumstances. It may be referred to cryptically as whether a person participates. But the second dimension of participation is how often a person participates, which takes account of the frequency of visits which will vary among different categories and indeed by activities. The activities themselves are the third possible dependent variable concerned with what people do in the countryside once they are there. Activities allow for a variety of tastes and preferences and have implications for the range and forms of provision. Thus the choice of dependent variable could be crucial to any analysis geared to policy formulation or management (Table 3).

It seems reasonable to postulate that different independent variables could influence each of the dependent variables and this proves to be the case. This can be demonstrated using a statistically unsophisticated tool of evaluation – the index of displacement. This is essentially a coefficient of association which measures the extent to which particular sub-groups in the population are similar to or dissimilar from

TABLE 2

VARIABLES INFLUENCING COUNTRYSIDE RECREATION

Biological	Sex Age Household/Life cycle
Material	Occupational Status Income Car Access
Temporal	Hours of Work Weekend Work Shiftwork Overtime Holiday Entitlement
Environmental	Present Residence
Predisposition - Experience	Childhood Recreation Childhood Residence Adult Residence Education Childhood Countryside Holiday
- Perception	Attitude to Countryside Familiarity with Countryside

TABLE 3

COUNTRYSIDE RECREATION: DEPENDENT VARIABLES

WHETHER	-	% participating in any activity in the last month/year
HOW OFTEN	-	No. of trips made in the last month/year
WHAT	-	Range of activities in the last month/year

the population as a whole, relative to certain defined characteristics (the independent variables).

High values of the index register a high degree of association which can be positive or negative. For example if there is a marked difference in the extent to which men and women play football, the value of the index for the association between gender and football will be high. The index will not divulge that it is men who play football more often than women.

Figure 8a depicts the values of the index for the association between whether sub-groups participate and seventeen variables. The influence of two variables is outstanding – income and car ownership.

Another six variables appear in the middle band of influence: age, occupational status, present residence, length of education, attitude to the countryside and adult residence (whether the respondent had lived in the countryside during adult life). In this diagram, and the next one (8b) which depicts the frequency of trips, the interpretation of individual variables is less important than the broad pattern of influence across the range of variables. Material factors predominate in their influence on whether and how often people visit the countryside. The effects of car ownership are the most marked of all. But in the progression from 'whether' to 'how often' a wider range of factors are having a growing influence, notably present residence (urban/rural dwellers) and the pre-disposing factors of attitude and experience. As significant is the lack of influence of biological factors, notably household composition (notwithstanding theories which advocate the importance of family life cycle) and leisure time - hours and patterns of working.

Turning to countryside activities some very different patterns emerge (Figure 8c-h). Three activities: drives, outings and picnics; visiting the undeveloped coast; visiting historic buildings and stately homes (which represent almost 60% of trips) show a similar pattern to countryside recreation as a whole. The material factors, particularly car ownership predominate; residence, attitudes and education have some effect. Visits to zoos and safari parks however are as influenced by biological as material factors, indeed for countryside sports the biological factors of age and gender predominate. In both of these activities, predispositions hardly feature. Countryside walks show the most distinctive pattern of all, being the least affected of the countryside activities by the availability of a car, but occupation, residence, education and attitudes all have a marked effect on this activity. At this stage little can be said about the degree of influence each variable exerts but the clues are laid for later investigation. The influence of car ownership pervades all avenues of the analysis, other material factors (income and occupation) constrain the ability to participate but in the range and extent of activity (what people do in the countryside) subtler influences begin to play a part. The analysis of mobility is covered by Brian Duffield's paper in this volume* the next section of this paper is concerned with the influence of social class.

CONSTRAINTS OR CULTURE

The value of analysing countryside recreation participation using social class is two-fold. The first reason is essentially pragmatic; the variable synthesises many of the other factors (income, car ownership, the effects of both formal and informal learning in childhood). The second reason is more profound in that there is more to theories of social class than the direct effects of occupation. If properly measured, social class should distinguish genuine cultural differences between social groups and could therefore provide clues to certain key questions such as:

- what is provided to suit the tastes of different groups in the population;

- what measures are taken to ensure that certain social groups are not excluded from provision;

*This volume: 'A Review of Mobility and Countryside Recreation', pl12-128.

– whether those groups who do not participate at the moment cannot or do not want to do so.

These questions are encompassed in two rival theories – constraint – that people are precluded from participation by certain factors and – culture – that their tastes and preferences attract them to other things or that they are excluded by the taste and preferences of others. If one or other theory gains more support from the empirical evidence, policies can be aimed at either relaxing the constraints or at providing for non-participants in the countryside or elsewhere.

There are problems of measuring something as complex as social class. Ad hoc social surveys like NSCR can only approximate class by using conventional aggregations of occupation. In this paper these are usually aggregated into three categories of occupational status, for convenience labelled high, medium and low. No real or sociological significance should be read into this apparent hierarchy. (The classification of occupation is also sexist in that it is largely concerned with the occupation of the male 'head of household'). It approximates to the social grade classification used earlier. Those in the high occupational status are more likely to have a high income, to have received more education, to have access to one or more cars, to have longer paid holidays but not necessarily to have worked shorter hours. As indicated by the 1980 data they are more likely to visit the countryside more often than their counterparts in the other status groups. By using the occupational data obtained in the survey and a ten-fold aggregation it is possible to demonstrate class-related differences in activity within groups that enjoy the same income levels and identical levels of personal mobility. For reasons of space these detailed analyses cannot be presented here.

If there are difficulties in measuring class via occupation from NSCR and similar social surveys, there are even greater problems in adequately representing the 'culture' questions of aspiration, taste and attitude. One approach initiated by Ken Roberts is to examine theories which suggest that a more fragmented class structure is developing in Britain (Roberts, 1979). His series of hypotheses suggested that the more prosperous members of the working class are separating from the traditional working class as they gain more education and income, become car owners and move from tightly knit communities into home ownership. Secondly, self-employed members of the working class obtain comparable rates of pay to their prosperous peers but work longer hours to do so and therefore have little time for recreation. Meanwhile, it is suggested that the middle class is becoming more varied. A new social elite, dubbed 'spiralists', moves from job to job, region to region as its members pursue their careers. Their active life style could be reflected in their patterns of countryside recreation. It is also postulated that those on the bottom rung of white collar jobs, office and technical workers, are trapped by their lack of qualifications and job prospects and that this might be reflected in their leisure behaviour. The four hypothetical groups and four control groups are set out in Figure 9.

In fact, only two of the four hypotheses are supported by evidence from NSCR. The prosperous blue collar workers and the spiralists are particularly active both in their levels of participation and their choice

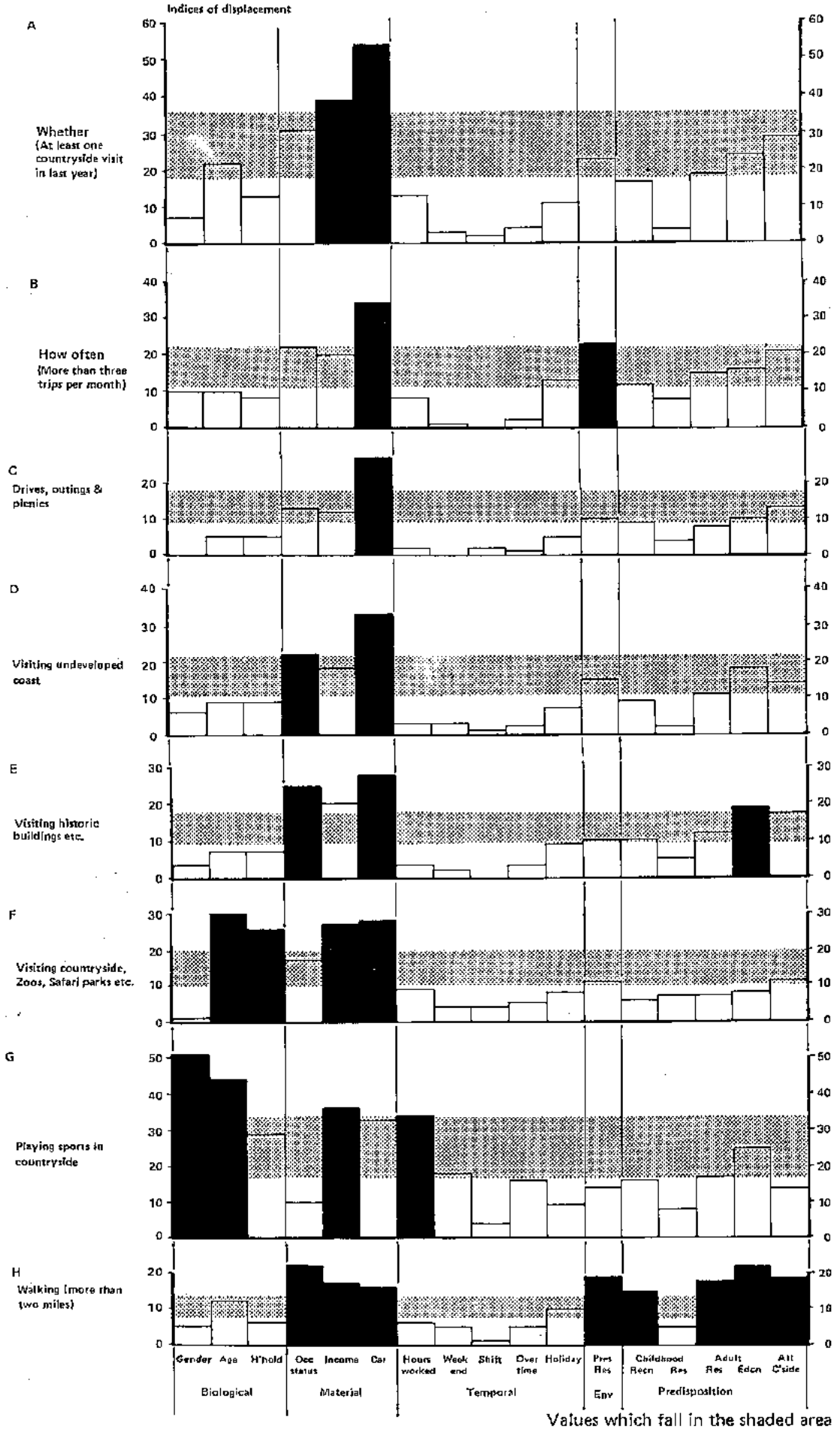


Fig. 8. Influences on countryside recreation.

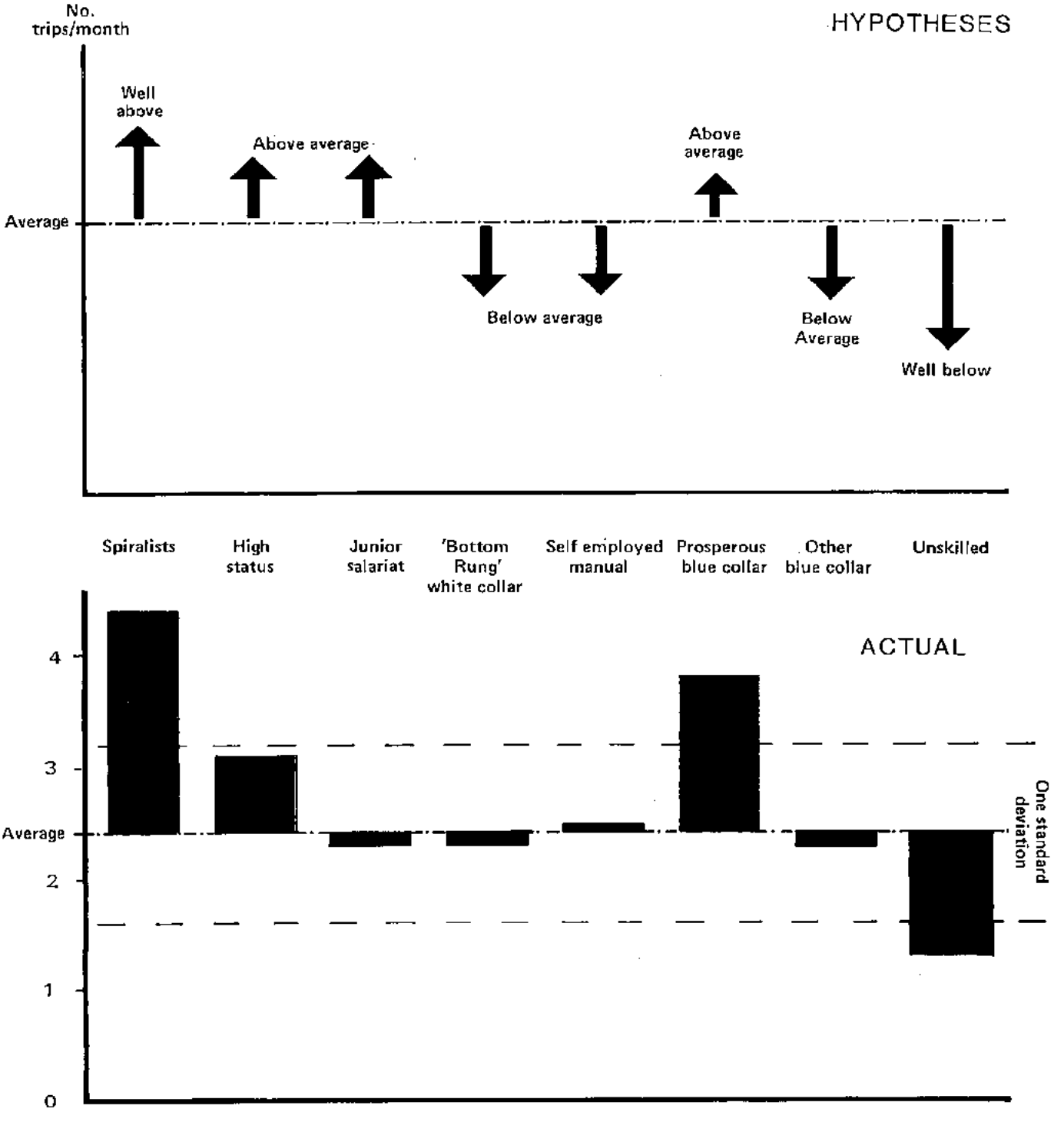


Fig. 9. Social theories of participation in countryside recreation.

of activities. The unskilled are recognised by their particularly low level of participation. The remaining categories participate at about average levels. If the constraints on mobility are relaxed the differences between the sub-categories narrow. Even in the unskilled occupational

group gaining access to a car has the telling effect of increasing participation. This suggests that the desire to visit the countryside is universal and crosses all class boundaries, for the two most active groups are in different parts of the social spectrum. The analysis points to the value of a more sociological approach to the examination of leisure behaviour in place of using the conventional occupational classification.

Returning to the original question of constraints versus culture, it is not a question of one theory supplanting another. Both have something to contribute to our overall understanding of recreation behaviour. In the case of countryside recreation the mobility constraint governs the extent of an individual's participation. The question remains as to whether there is more to be said of the influence of culture on countryside activities.

PREDISPOSITION

Once again the limitations of NSCR have to be recognised, for the 1977 survey did not purport to be a definitive attempt to measure attitudes, experience, or the processes of a socialisation during which interests in the countryside are developed. But by including questions on aspirations and expectations of future behaviour and a limited number of attitude statements, it touches on these issues in an intriguing fashion. It cannot be claimed that the level of attitude measurement is other than rudimentary for it lacks statistical rigour. The statements are internally consistent but their validity and reliability are otherwise untested. The results are indicative and no more.

The value of this aspect of the survey lies in its contribution to two key questions. One concerns cultural differences - whether certain groups may be culturally disposed against visiting the countryside. The other is concerned with the processes of learning and the potential role of education and information, of particular relevance at this conference.

Six attitude statements were included in the interview schedule. Respondents were asked whether they agreed or disagreed with each statement on a five point scale.

Statement A "I'd rather spend my leisure time in the town than in the countryside";

Statement B "The countryside is overcrowded these days";

Statement C "I like the countryside better than the seaside";

Statement D "Going to the countryside is relaxing";

Statement E "It's difficult to know where you can stop or walk in the countryside";

Statement F "Being in the countryside soon gets boring".

The range of responses is set out in Figure 10. Pro-countryside feelings predominate. Indeed four statements are so highly correlated that they can be represented by one. Statement A was chosen: it discriminates positive and negative attitudes and is uncomplicated. Statements B and E are less satisfactory for this analysis, as they combine both an impression of fact and preference.

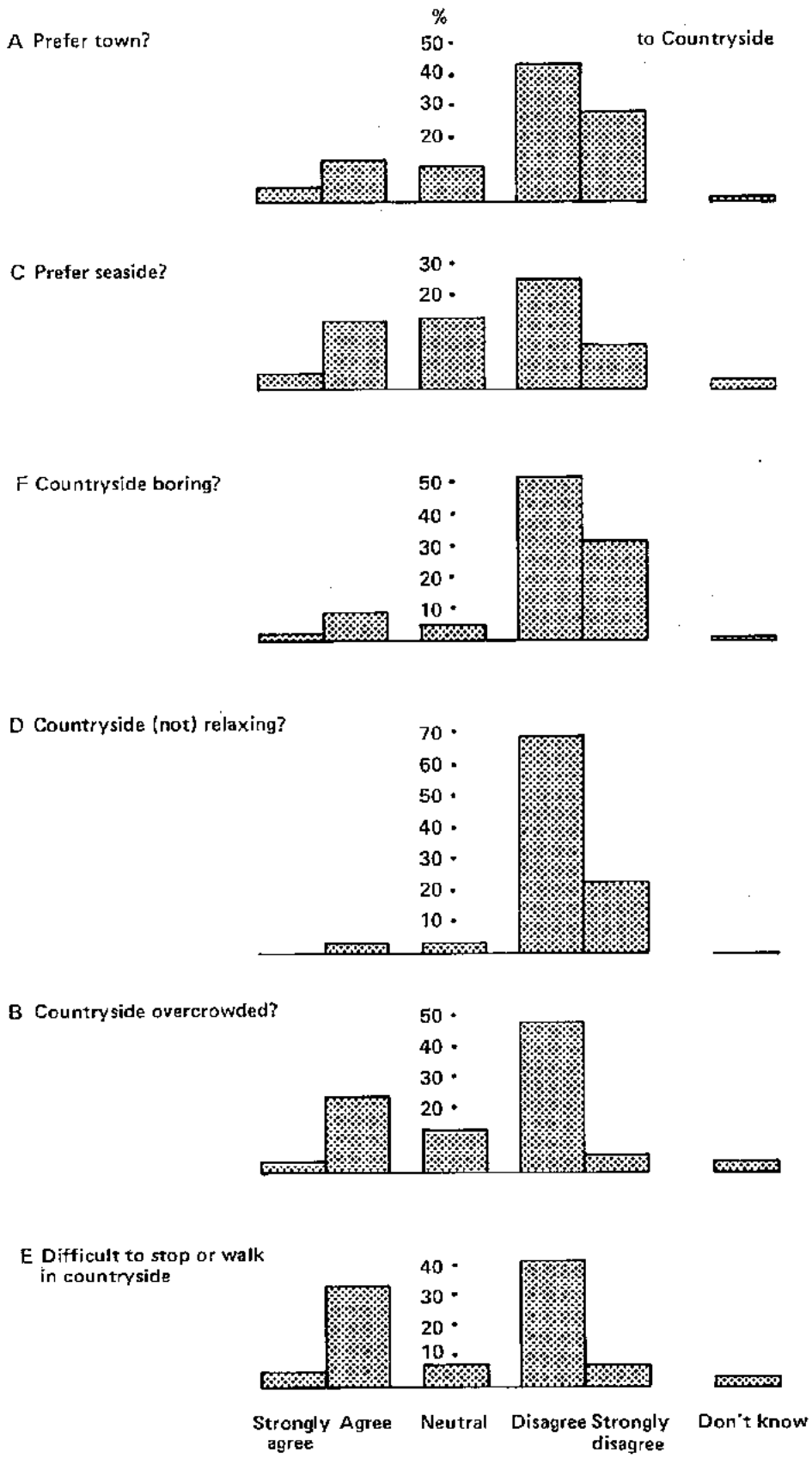


Fig. 10. Attitude statements.

Figure 11 shows the influence of the pro-countryside attitudes on behaviour as it contrasts the positive and negative attitudes with the overall sample mean. With 71% of respondents preferring the countryside to the town for recreation there is little difference between the mean and the positive level. So it is the marked inhibiting effect of the negative attitude that becomes the finding of significance. This finding is equally true if the dependant variable is whether, how often, or what activities are enjoyed in the countryside.

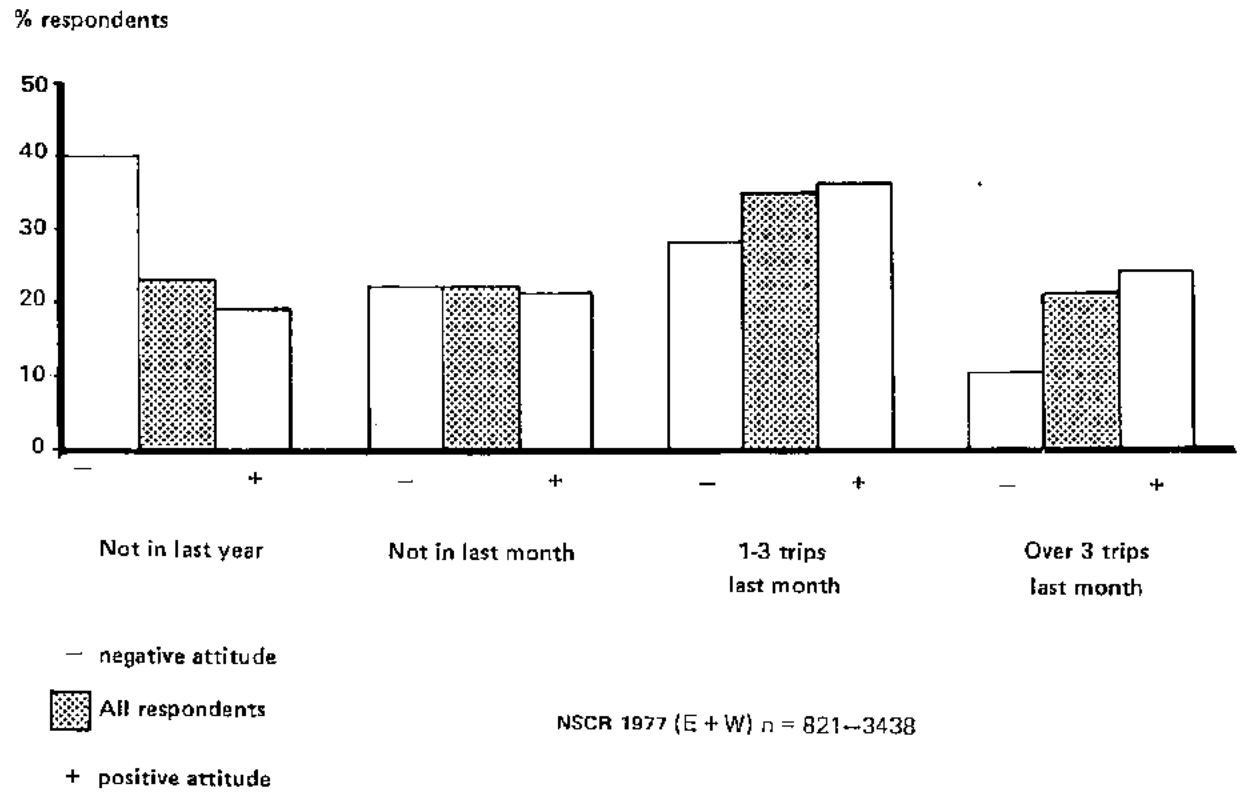


Fig. 11. Influences of attitudes on behaviour.

If the strong linkage between attitudes to the countryside and behaviour is to be put to practical use, we need to know who holds the positive and negative views and how they are formed. As the majority of the sample is pro-countryside, positive attitude holders are very much a cross section of the population as a whole, biased slightly towards the older age groups, families, high occupation status and income, those with a higher education, those with access to a car, and those who live in a rural constituency. Evidence of attitude formation is of course circumstantial. Of the relevant factors that NSCR 1977 took into account, living in the country as a child, visiting it frequently for recreation or on holiday are all related to the positive attitudes of adult respondents.

As far as cultural differences between those who participate and those who do not are concerned, with the caveat that no evidence was collected on the preferences of ethnic minorities, it appears that the countryside appeals to almost everyone. As far as education is

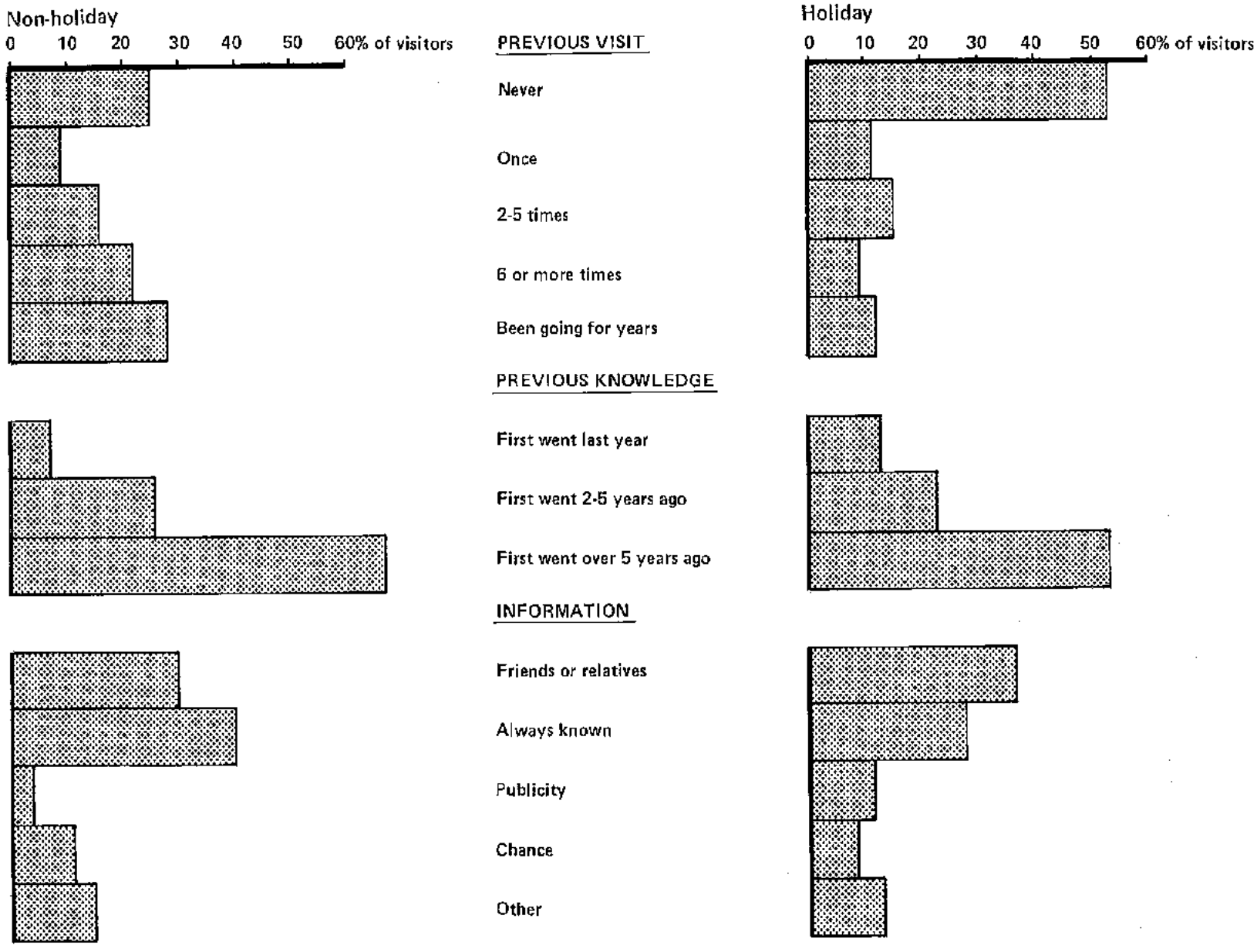
concerned, there is probably little point in preaching to the converted. Therefore, negative attitude holders could be considered as target groups for conservation education and information about the countryside. They tend to be younger than the population as a whole (particularly in the 16–19 age group) single, or married with no children, of low occupational status and low income, found to have received only basic education, not to possess a car, to have little experience of the countryside as a child and to live in a metropolitan area. If however we look for evidence of what might attract them to the countryside, on the basis of present participation of those groups, there are no clear pointers. Their tastes appear to be general. Participation is slightly higher in sports and walking but contrary to certain theories they are no more attracted to the honey-pots of zoos or country parks than the average participant.

If the majority of the population are favourably disposed towards the countryside, what do they know of its attractions or what use do they make of information in seeking them out? There is a marked difference between trips made on holiday and those made from home. Holidays appear to be a time of discovery, of exploring new territory in contrast to non holiday trips which are very much a question of habit; sticking with the tried and the tested. Once discovered, regular visiting becomes a marked feature of behaviour, whether on holiday or close to home. The challenge to promoters is considerable, at present. Finding a place by chance ranks as highly as publicity – the recommendations of friends and relatives are three or four times as important as either (Figure 12).

Among the attractions, stately homes receive a small regular local clientele but the majority of their visitors are there for the first time and have learnt about the place from publicity and guide books. The pattern of familiarity and information is somewhat similar for zoos and safari parks. Country parks are clearly habit forming. Their clientele is largely one of regulars who know of the place through personal recommendation. While the same is true of visitors to the coast, rivers, canals and lakes, publicity is used by holiday makers who visit lakes and reservoirs. The truism of country pubs relying on a passing trade appears to hold. The picture is one of first time users who came by chance or on personal recommendation. Sportsmen follow very regular patterns and have always known of the place they visited. The overall conclusion depends on how far one believes that new patterns of behaviour can be established by publicity. On present participation the softer option would be to concentrate on holiday areas where publicity is generally more important to a first time visitor.

MARKET SEGMENTATION

Market segmentation is one stage in the development of a complete market analysis which enables distinctive groups of visitors to be identified and certain of their characteristics (e.g. income, age) and activities to be related to sites, catchments and modes of travel. The likelihood for future growth of each segment at a particular facility can be assessed so that opportunities for increasing the market share relative to other sites can be identified. Equally, similar analysis can be performed for activities looking across sites or for the market share of countryside recreation as a whole relative to sight-seeing and outings or all leisure activities. Market segments can become the target groups for specific promotional campaigns or, at paying facilities, the basis of



NSCR 1977 (E + W) n = 541–2101

Fig. 12. Familiarity and information about site visited.

assessing present and potential revenue. NSCR data have already been used in the market analysis of several site studies (Coopers and Lybrand, 1980, 1981; Research Bureau Limited, 1982).

Attempts at market segmentation using the NSCR 1977 data have proved inconclusive and frustrating. Their inconclusiveness reflects many of the inherent difficulties of deriving satisfactory typologies of activity and relating those to readily measurable and commonly accepted characteristics of visitors to the countryside. There are dangers in producing a classification of great sophistication using advanced statistical techniques, which cannot be applied in everyday recreation management (Romsa and Girling, 1976).

There are several alternatives on which segmentation could be based:

- distinctions between holiday makers and non-holiday makers, which would allow different predictions to be made for tourism and recreation;
- social and demographic characteristics of visitors, which would take into account the age and life cycle variables and their predictive power; and
- destinations and activities, which would be of direct application in the management (regimes) of various types of facility.

None of these approaches is mutually exclusive; elements of all three might be incorporated in an overall scheme.

In practice it has only been possible to distinguish one activity group, on the basis of its distinctive group of participants, as a potential market segment - that of sports in the countryside, which in 1980 account for 17% of all trips. Certain other visitor characteristics are at slightly above average levels in certain activities but there is no clear basis for segmentation. For the remainder of trips, the most promising line of enquiry appears to be by differentiating between holiday and non-holiday trips. Four holiday types (or more exactly, trip origins) were recognised in the survey: trips made from holiday accommodation whilst taking a holiday of four nights or more (long holidays); similar trips made on holidays of less than four nights (short holidays); trips made whilst on holiday but staying at home (holiday from home); and trips made from home but not on holiday (non-holiday). On the basis of their countryside characteristics, the first, third and fourth groups are distinguishable and the statistics are summarised here. Holiday trips made while staying away from home, are distinguished by the greater time available which is reflected in a longer duration of trip. There is more novelty of choice at a holiday location but no great desire to spend the time travelling and therefore the distances travelled tend to be short. The additional costs of accommodation and travelling to the holiday destination are probably reflected in the numbers of day trips that can be afforded while away from home. In contrast the non-holiday trip tends to be short in duration as there is only a limited amount of time on hand. Distances travelled tend to be short to minimise travel cost and time. Not surprisingly, trips made while on holiday at home possess some holiday and some home-based characteristics. The freedom of holiday time

enables the duration of the trip and the distance travelled to be longer. As locations close to home are familiar, visitors can widen their choice by travelling further.

The comparison between 1977 and 1980 behaviour presented earlier tends to confirm these patterns of trip making. The greatest reduction has been in holiday trips, reflecting the costs of holiday making, and there is evidence of a decline in the distance travelled on non-holiday trips.

IMPLICATIONS FOR POLICY, MANAGEMENT AND RESEARCH

In any review of the development of countryside recreation, certain enduring themes emerge. Some issues evaporate quickly while interest is periodically revived in others. There is renewed interest in access to open countryside, for example and this is likely to remain until the issue is resolved. The recent growth in active sports will also figure in the access debate even though, in statistical terms, countryside sports are a conglomeration of minority pursuits. However, they have considerable local impact on sensitive areas. The relationship between urban and rural recreation and the strategic position of the intermediate fringe touches on issues of accessibility, mobility and indeed social equity. Is the countryside for all? Future policy making is likely to be heavily influenced by one aspect of marketing - the identification of market segments and target groups towards whom specific provision might be aimed.

Underlying all these planning issues is the key question of predicting future growth and here we are increasingly aware of the interdependence of countryside recreation with wider leisure and the value of more fundamental leisure research. Countryside recreation is not immune from external events, the recession has taught us that. The short term prospects are bleak - rising unemployment brings no leisure - yet leisure features strongly in the rising expectations of the population as a whole. The argument would appear to be about timing, and the role of the countryside. The strategic debate about dispersed or concentrated use will continue. So too will discussions about public preference and perceptions of development and commercialisation. One key issue, which gets a welcome airing at this conference is the role of information and education in promoting the understanding and enjoyment of the countryside. These then are the issues which large-scale participation surveys can help to clarify.

The early part of this paper emphasised the importance of relating recreation research to the context in which it operates. Part of the failure of recreation planning in the 1970s and its related research stemmed from a series of false expectations of and assumptions about the nature and role of planning and the researchers' preoccupation with methodology in its own right. In advocating recreation planning, it has been assumed that it is acceptable, indeed desirable, to plan, notwithstanding the underlying, somewhat anarchic, philosophy of leisure for the individual. The scope of planning and the activities for which it intends to cater, need to be defined with some care. It has been assumed that the public can participate in planning, notwithstanding the unorganised nature of much informal recreation activity and the geographical separation between the countryside resource and the

constituency of its recreation users. It was assumed that recreation behaviour could be simply represented within models that had been developed for other purposes. The reality has proved more complex. It was assumed that the underlying social trends which stimulated recreation would continue, instigating a chain of events which justified planning for expansion. Now that expectations of growth are lower, the need to be more selective in the allocation of limited resources justifies a rational approach. Most plans have been preoccupied with the public sector, thereby assuming that public sector provision was more significant than the private and voluntary sectors. This in turn pre-supposes that land use decisions are the most crucial and that economic activity is easily incorporated into a physical plan. While decisions concerning publicly owned land may be crucial, NSCR 1977 shows that most recreational activity takes place on privately owned land. Thus the conditions under which the general public gains access to privately owned land are more material. The variety and complexity of a multitude of individual cases may not lend themselves to planning in the form we know it. It was assumed that research for planning was cheap, flexible, quick and simple, when probably it has been costly, rigid, slow and complex.

The latest round of large-scale national surveys in England, Wales and Scotland has side-stepped these issues by not stressing their contribution to planning but concentrating on successfully promoting the significance of countryside recreation in government. The surveys have established the universal appeal of countryside recreation and provided a pen portrait of participants. The major constraints on visiting the countryside are income and the lack of easy access to a car. Most of the population are favourably disposed towards the countryside or will continue to enjoy trips well into old age. Some activities have a distinctive clientele - sports participants, with the exception of horse-riding are predominantly young and male, for example. For the rest there is some bias towards the more affluent, reflecting patterns of car ownership, but generally all social groups are well represented. Since 1977, the effects of the recession have been evident in countryside recreation as elsewhere. Most striking has been the reduction in trips made while on holiday, particularly by the lower income groups. The social equity issue remains the most important one for policy makers. Whether it will be grasped in the present economic situation remains to be seen.

The implications for managers lie in the contribution of these surveys to marketing, promotion and information. The evidence on attitudes is revealing. Positive attitudes to the countryside for recreation are widespread while characteristics of those with negative attitudes can be distinguished and usually denote little experience or knowledge of the countryside, particularly in childhood. This appears to be promising ground for further research.

Others have advocated the value of research into leisure life-styles (Glyptis, 1981). The point is emphasised by the behaviour of two sections of the population who have three things in common: their relative affluence, their active aspiring life-style and the frequency with which they visit the countryside. One is typified by the socially mobile executive, the other by the high paid, home-owning foreman who considers himself to be middle class.

Recent large-scale surveys have contributed to the learning process from and about research in two ways - they have shown how simple statements of statistics can be assimilated into the political system and thus provide a sounder basis for political debate. They have also demonstrated that painstaking detailed analysis contributes to a sounder understanding of recreation behaviour. Further participation surveys on the scale of NSCR 1977 would be likely to show diminishing returns and they would do little more than confirm much that is already known. However the technique will be valuable on the limited scale of the 1980 'omnibus' to monitor broad trends. The most profitable research for government agencies is likely to be policy-related examining specific issues on the lines pursued by the joint Sports Council/Social Science Research Council Panel - access to the countryside is a ready example. Basic understanding of the motivations and perceptions of countryside visitors, on which much policy-related research will depend, requires more sophisticated social research into life-styles, patterns of socialisation and the place of recreation activity within the broader realm of leisure.

ACKNOWLEDGEMENTS

Much of this paper draws on the NSCR project from 1976 onwards. I would like to pay tribute to many colleagues who have been engaged on the project at one time or another, notably David Coleman, Martin Fitton, Robbie Stoakes, David Champion from Commission staff; Mike Cooke and Ivor Stocker of NOP; and Brian Duffield, Ken Roberts, Graham Day, Bill Bacon and Tony Veal who undertook various consultancies. I am particularly grateful to John Crawforth, Bob Monks and Elaine Lennon for their work on the visual presentation of the data. The final interpretations and presentation are my own and have been developed in discussion with Brian Duffield and do not necessarily represent the views of the Countryside Commission.

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APPENDIX: SURVEY SPECIFICATIONS

(A) NATIONAL SURVEY OF COUNTRYSIDE RECREATION (NSCR) 1977

Sponsors:	Countryside Commission (CC)
Type of Survey:	A purpose-built household survey with the primary aim of measuring participation in countryside recreation.
Subject Areas:	Day trips in the preceding four weeks, recreational activities in towns over the past year, recreational activities in the countryside over the past year and individual relationships with the countryside. Contextual information was also gathered on holidays of 4+ nights in the preceding four weeks, organised outdoor sport (plus spectating), indoor sport (plus spectating), gardening, do-it-yourself.
Date and Timing:	The survey was launched in 1976, field work was carried out between 27.6.77 and 23.10.77, analysis and reporting are continuing.
Organisation:	CC designed the study and commissioned Social and Community Planning Research to pilot the questionnaire. Further design work was followed by the main period of field work which was carried out by National Opinion Polls Ltd., (NOP). Computing has been done internally and a range of consultants has been involved in the continuing programme of analysis.
Sampling:	A three-stage stratified random sample was used to identify clusters in England and Wales in which residents between the ages of 16 and 69 (inclusive) were interviewed. The constituencies of England and Wales were stratified according to the new Standard Region within which they lay, their urban/rural nature, and their make-up in terms of socio-economic groups. A random sample of 210 constituencies was selected, and a further 30 constituencies added for the booster sample to ensure at least 500 respondents were interviewed in each Regional Council for Sport and Recreation in England and in Wales. This provided 480 primary sampling points within which a random elector's name was selected and every twentieth thereafter until 20 electors had

been identified. Non-electors were then selected randomly from within the previously chosen households. Consequently a weighting factor had to be applied to statistics relating to non-electors.

Sample Sizes:

Basic sample	5246
Booster sample	794
Personal income up to £3000	886
Personal income £8000+	248
Personal income refused	1628
Respondents making one or more trips to the countryside in preceding year (Trip A)	4596

Publications:

Countryside Commission (1979) Digest of Countryside Recreation Statistics, CCP86, Cheltenham, Countryside Commission, contains a report of the initial analysis (first published in the Digest in 1978).

Countryside Commission (1979) leisure and the Countryside, CCP 124, Cheltenham, Countryside Commission, gives a summary account.

Duffield, B.S. and Sidaway, R.H. (in preparation). A day out in the countryside: a national appraisal will present a full account of the analysis.

Data Availability:

Data currently available through CC and filed on the SSRC Survey Archive.

(B) NATIONAL SURVEY OF COUNTRYSIDE RECREATION (NSCR) 1980

Sponsors:

Countryside Commission

Type of Survey:

Sixteen questions from the NSCR 1977 were included in the Random Omnibus Survey organised by NOP Market Research Ltd.

Subject Areas:

Day trips in the preceding four weeks, 4 urban recreational activities over the past year, recreational activities in the countryside over the past year.

Date and Timing:

Field work was carried out between 3.7.80 and 7.10.80, analysis and reporting are continuing.

Organisation:

CC designed the study and commissioned Survey Research Associates Ltd. (SRA) to pilot the questionnaire. Field work was carried out by NOP Market Research Ltd. SRA prepared initial tabulations.

Sampling:

A two stage stratified random sample was used to identify clusters in England and Wales in which residents over the age of 15 were interviewed. Six hundred and twenty one constituencies of Great Britain were stratified according to the new Standard Region within which they lay, their urban/rural nature, and the ratio of Conservative to Labour votes in the 1979 General Election. A systematic sample of 180 constituencies was selected. Within each constituency a random elector was selected, who became the first elector of each cluster. To form a cluster every fifteenth elector was selected, following the first randomly selected elector, until the required number of electors had been reached.

Non-electors were then selected randomly from within the previously chosen households. Consequently a weighting factor had to be applied to statistics relating to non-electors.

Sample Sizes:

Basic sample	8134
Weighted	8118
England	6926
Wales	428
Scotland	764
Personal income up to £3500	1511
Personal income £8500+	833
Personal income refused	1131
Respondents making one or more trips to countryside in preceding year	5288

Publications:

Countryside Commission (1982). Participation in informal countryside recreation: a comparison of the results of two national household surveys of countryside recreation (1977 and 1980) CCP. Cheltenham, Countryside Commission.

Data Availability:

Data currently available through CC.

DISCUSSION

J.M. Sully (West Yorkshire Metropolitan County Council)

As a politician I would say that the results of research often come too late and are not always accurate. There was a survey conducted which showed there was a requirement for a countryside bus in, I think, the Forest of Dean. The bus was provided but, in the event, hardly used.

In West Yorkshire we have a low level of car ownership but excellent public transport facilities. We want to have these used as much as possible by people from the industrial towns. Last year we co-operated with the Keighley and Worth Valley Railway in providing a recreational bus service and our Countryside Unit organised guided walks from this bus service. We had a maximum off-peak fare of 30p for adults and 15p for pensioners. The bus service ran full for the whole period it was operated and the actual cost to the Recreation and Arts Committee was only £300. I believe more research is needed into the public transport aspect. We are trying to change the demand but we need research results to see if we are doing it in the right way.

R. Sidaway (Countryside Commission)

Good luck to you in trying to change demand. This issue relates to transport which Brian Duffield will be talking about tomorrow. As a politician, what were you trying to achieve when you set up the transport scheme?

J.M. Sully

We were subsidising the buses to a considerable amount and if we could cut down the subsidy then more money would be available for recreation.

R. Sidaway

I think you have got to be fairly precise in your objectives when you set up a scheme and be quite clear what you will not be able to do with a scheme The first point is that you will not be able to roll back the tide of what has happened since the 1950's in car ownership. I do not think that public transport can be easily adapted to effect change in the sort of time-scale, that you as a politician, are dealing with, particularly if you are dealing with precise budget terms, and trying to get money from one budget to another. The Gwent research showed that laying on a public transport system is not going to get the low income/no car group out into the countryside. It is the well-informed, articulate, middle class who tend to benefit from such schemes.

I think the answer to your question lies in clearly knowing who you are going to try to influence and to what extent. Transport schemes add variety and help in a marginal kind of way but they will not solve the central problem of immobility.

T. Huxley (Session Chairman, Countryside Commission for Scotland))

Well I am relieved to hear your last comments having been involved in trying out a similar scheme.

K.I. Meldrum (Greater Manchester Council)

I am interested to know the extent to which the Countryside Commission uses the information which Mr. Sidaway has presented in determining its own policies. I am particularly referring to a recent publication, 'The Countryside Commission Prospectus'. I think the Prospectus lays particular emphasis on conservation of the environment, and considerably less emphasis on the encouragement of active recreation. This is our interpretation in Greater Manchester, particularly as it affects the urban fringe. What information from your research leads you to believe that this is where the emphasis ought to be placed?

R. Sidaway

There is a widespread concern about the countryside as a natural resource. It is becoming commonly accepted by a large number of people, although not necessarily landowners, that there is much change going on in the countryside, and that it is in some way threatened. In terms of conserving the resource because of perceived and real change, the importance is of making sure that there is an attractive countryside left to visit. The major items in our grant-aid expenditure are country parks and warden services. Whether local authorities will still be prepared to help fund these services we shall see. I suspect that we are going into a period of consolidation with local authorities and I suspect that there is more than one way of providing for countryside recreation than capital expenditure.

T. Huxley

I think Mr. Meldrum's point was to some extent trying to find the sequitur between policy and research. Perhaps it was political policies which led to the particular definition of priorities in the Prospectus. I have seen recently that there may be some further fine tuning of Commission policy in relation to its priorities relating to conservation and recreation in the English and Welsh countryside.

R. Sidaway

Can I also add that CRRAG has given me the opportunity and stimulus to provide this overview of the National Survey of Countryside Recreation and this is the first time that it has been done. A further point is that there is a considerable time lag between events happening and policy-makers responding.

In 1977 the Countryside Review Committee talked about recreational growth; and it is still talking in terms of a previous phase. There is a time lag and I hope we will see this kind of research feeding through into Commission policy during the next couple of years.

J.H. Butterfield (Leeds Polytechnic)

Referring to your comment on cultural attitudes towards the countryside, in a recent newspaper article it was suggested that our industrial performance is due to a long lingering rural value system, and that our failure to compete as an industrial nation is due to our obsession with countryside values. I wondered to what extent the attitudes that you measured are peculiar to Britain and whether research is needed to change our patterns of demand.

R. Sidaway

My answer will be speculative because that is research that I would like to do, rather than research that I can quote. I would suggest that there are differences between England, Wales and Scotland, for example, the attitude towards forestry in Scotland, where it is accepted as being a long standing rural industry. I would not like to speculate on our general malaise. Robbie Stoakes has done some work on the decline in participation which suggests that it is the lower income groups, the target group for much of our attention in policy terms, who are the ones that are missing out at the moment.

I am not at all sure that we will see a reverse in the decline of holiday trips in the remoter areas when the economic recovery finally comes.

G. Ryan (Durham County Council)

I wonder about the 1980 survey and whether it is misleading us. In 1980 my local authority conducted surveys, not household, but site-based which largely agree with many of Roger's findings. Yet a survey conducted this summer has shown, perhaps for the first time, a large amount of material that we would never have expected. In 1982 we are finding a vast increase in numbers, longer journeys and certainly an increase in occupancy rate per car which has consistently risen every year. We have found a tremendous increase in visitors and I think this is due to the fact that you do not have to pay for the country parks and picnic areas but you do for the historic houses.

R. Stoakes (Countryside Commission)

Most people think that since 1973 we have been in a very deep recession with no growth in income and petrol prices being very high. In fact, between 1976 and 1979 we have had the strongest post-war economic recovery. I suggest that when the economic statistics come out in the next few years, you might find that the 'haves' are already benefiting and that the effects of the 1979 petrol price rises will have become completely irrelevant by that time. The point that I am making is that most of our economic statistics are usually a year or two out-of-date and I suspect that the 'haves' are already on the way to the next recovery. The decline in recreation is associated with the recessions, 1973, 1976, and 1979-81.

B. Duffield (Tourism and Recreation Research Unit, Edinburgh University)

I liked the description of the three phases that countryside recreation and the political and planning response have taken, particularly in the transition from the second phase, 'Opportunities for Everyone', to the third phase, 'Making the Most of Limited Resources'. It seemed to me that the transition had taken place not in relation to changing needs but because of professional problems. The professionals did not have the expertise or the technology to meet people's needs. Robbie Stoakes' answer stressed that macro-economic forces seem to make people manage with what they have got as best they can, rather than plan for an expansion of resources.

Your paper, with its evidence from the National Survey of Countryside Recreation, seems to indicate that the third phase may

disguise some key social issues, for example, social mobility. Some people are escaping the constraints of blue collar work through promotion or good pay and are savouring a life style which has been associated with white collar workers. However, others in the blue collar group are drifting down the participation scale and this does seem to suggest that we are in danger of becoming two nations. There is a danger of stretching participation, with one group very active, involved in a range of pursuits, and another group, the unemployed, the less geographically mobile, with very low levels of participation.

You gave a date for the third phase as 1975-1985. What is going to happen beyond 1985? What procedures are going to cope with the changing society in terms of recession, unemployment, and structural changes in the pattern of work? Is it going to be a response dominated by the management ethos? If not, what is going to be able to meet that sort of challenge?

T. Huxley

It is unfortunate that our final speaker, Lester Borley, is not able to be with us today. Michael Collins and I will be telling Lester the type of questions that are coming up today because in part, the discussion document, 'Leisure Policy for the Future', which the Chairmen's Policy Group has been involved in preparing, has identified a very similar problem, the problem of the two nations. It will be interesting to see to what extent the Chairmen's Policy Group of national agencies wants to point thinking - in one way or another through its document. There is a debate as to whether future effort ought to be made in the direction of those who are not adequately provided for or to what extent we shall have to go on giving priority to providing for those who make the biggest demand on the countryside.

R. Sidaway

I think we have already detected an undercurrent in the questions so far that researchers may not respond quickly enough and that we ought to be looking ahead rather than looking back. It is so easy to portray most of the research that we do in terms of history rather than going into the future.

The extent to which society is becoming more polarised will be a question of fact, perception of fact, and to some extent of ideology and interpretation. Therefore, I would like to ask the Conference, 'Is marketing going to be a useful way to progress?'. By marketing I mean clarifying objectives, and segmenting the population into participants and non-participants and trying to perceive their needs. Many of the issues are timeless; who participates and who does not.

C. Gordon (Nottinghamshire County Council)

In the 1977 Survey, some work was done to break the data down into regional areas. Is that possible in the 1980 survey and if it has been done are there any trends identified in regional variation?

R. Sidaway

It cannot be done to the same extent. In 1977 we boosted the sample to make sure we had a minimum number of respondents for

regional analysis. But, we looked at it and there were no differences between the years in the regions.

M. Collins (The Sports Council)

I would like to see countryside visitors as 'customers', rather than seeing visits to the countryside as a 'commodity'. It seems that there were all sorts of hints in the 1977 survey that there might be new ways of segmenting the market for countryside recreation.

R. Sidaway

Our attempt to segment the market using the 1977 data has so far been very inconclusive. There are some identifiable groups that you can segment out; the sporting activities have a clearly recognisable clientele. For the majority, the activity is so generally popular and something that is so widely shared that unless you perform the kind of statistical analysis that is going to make divisions I do not think we are going to get much further with this type of approach. I think you can force data through a strainer and get results but there are going to be groupings that are so unsatisfactory, so meaningless to managers and planners that I do not think they would be particularly helpful. It may be that we are now in danger of just following the institutional line of our research, i.e. research sponsored by the Countryside Commission should therefore be on the countryside, to such an extent that the countryside as one part of one segment of a much broader market is overlooked. It may be that we have to do more collaborative research with a wider perspective if we are going to get much further with this line of enquiry.

T. Huxley

Roger that was marvellous; thank you.

DISTANT VISITORS AND LOCAL RESIDENTS: THE LINKS BETWEEN TOURISM AND RECREATION IN SCOTLAND

Tom Costley
Scottish Tourist Board

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INTRODUCTION

In Scotland, the tradition of co-operation between Government agencies involved in the field of leisure is well established. The Scottish Tourism and Recreation Study (STARS), undertaken in 1973, provided an early context for this interaction, which has continued to develop. The Scottish Tourism and Recreation Planning Studies (STARPS) have been another public expression of close liaison between the national agencies and with the Regional Councils in Scotland.

In 1979, a working group of staff from the Countryside Commission for Scotland (CCS), the Scottish Sports Council (SSC), the Scottish Tourist Board (STB) and the Forestry Commission (FC) was established, which included as one of its Terms of Reference: "To identify the information requirements for future joint planning work and to encourage and co-ordinate the collection of essential new information".

Although the particular information requirements of the individual agencies reflected their sectoral interests, their need for up-to-date information was evident. Each agency, to a greater or lesser extent, expressed a need for demand/participation data for:

- the examination of specific policy issues at a national level,
- planning at a national level,
- promotion of their activities.

A LARGE SCALE RECREATION PARTICIPATION SURVEY?

In discussing the most appropriate survey vehicle for obtaining data of this nature, the agencies were influenced by the use which had been made of STARS data. In the absence of any more up-to-date information relevant to the Scottish situation, results from the survey continued to be used by the national agencies and local authorities.

The phrase, "relevant to the Scottish situation" was the crucial issue. Each of the agencies participated in, or had access to, 'national' (i.e. British) surveys of demand/participation in recreation and tourism. However, the Scottish component of these surveys was inevitably limited by the size and geographical distribution of the sample.

The cost of mounting a national survey on a unilateral basis was considered prohibitive and so discussion centred on those areas of common interest which could form the core for a multi-agency exercise. The dual demand for the Scottish countryside from local residents and holiday-makers emerged as the major 'core' and so the initiative to proceed with a national survey lay with the Countryside Commission for Scotland and the Scottish Tourist Board.

These two agencies decided to undertake a preliminary investigation during the summer of 1980. Survey Research Associates (SRA), one of the National Opinion Poll (NOP) group of companies, were appointed as consultants for the study, which had as its objectives:

1. The consultants should work with the sponsors in clarifying and harmonising their objectives for the study, and to translate these objectives into specific information requirements.
2. To ascertain through discussion and correspondence, the relevant information requirements of the SSC, FC, and the Highlands and Islands Development Board, the British Tourist Authority, the Scottish Arts Council, the Scottish Development Agency and appropriate local authorities; and establish the extent to which these can be accommodated without prejudicing the sponsors' interests.
3. To devise a realistic, workable methodology and prepare a timetable for the survey.
4. To devise and test questionnaires thoroughly by means of small-scale pilot surveys.
5. To prepare preliminary specifications for analysis.
6. To draw together the above information into a brief which can form the basis for obtaining estimates of costs from research agencies, and for seeking financial contributions from local authorities and other relevant organisations.

The favourable report on the preliminary investigation from the consultants encouraged the two agencies to proceed with preparations for undertaking a national survey in the summer of 1982.

SURVEY METHODOLOGY

In devising the most appropriate methodology to accommodate the main information requirements of the sponsoring agencies, the consultants had to resolve the basic problem that there were two distinct populations to be sampled – people resident in Scotland and holidaymakers in Scotland.

Consequently, the survey methodology was composed of a number of individual, interrelated components:

1. A home interview survey of a random sample of people resident in Scotland aged 15 years and over.
2. A seven day time-diary to be completed by those Scottish residents selected for interview in 1.
3. A cordon survey of non-Scottish resident holidaymakers as they left Scotland at the end of their holiday.
4. A self-completion questionnaire distributed at the cordon site to those holidaymakers selected for interview, for subsequent completion and return.

The main features of these four survey components are described in the following sections.

1. The home interview survey

The random sample of Scottish residents was drawn from the electoral register with a random selection procedure for 'non-electors'. The interviews were distributed throughout the period June-October, 1981.

Over 2,900 interviews were achieved with residents of Scotland who provided details of their participation in general recreational activities and in particular, information on any days out in the countryside.

Twenty three per cent of those interviewed had also spent one night or more away from home on holiday in Scotland in the preceding three months - this sub-sample also provided details of their holiday trips to the interviewer.

The demographic profile and regional distribution of those interviewed was subsequently found to be very representative of the Scottish population.

2. The time-diary

Both CCS and SSC were concerned to obtain some indication of the relationship between work and leisure and the patterns of participation in recreational activities in the context of total leisure time.

On completion of the in-home interview, the interviewer was instructed to ask the respondent if he/she would co-operate in completing a seven day time-diary. To facilitate the respondents' understanding of what was required, the diary included an 'example' page on which the interviewer took the respondent through the previous day's activities.

Postal and telephone reminders were used to encourage completion of the diary on a daily basis. On completion, it was returned to the consultants by means of a pre-paid envelope. To encourage response, the incentive of a prize draw was offered to respondents to complete the diary. In the end, a response rate of 33% was achieved.

3. The cordon survey

The only realistic way of measuring the volume of non-Scottish resident holidaymakers in Scotland over a given period, and of identifying them for the purpose of interviewing a representative sample, was to mount a series of cordon surveys on the main routes of exit from Scotland. Throughout the period May-September, a series of cordons were established on the six main roads from Scotland to England - the A75, A74, A7, A68, A697 and A1; the cross-border train and scheduled bus services, at the airports and on the ferry services from Scotland to Northern Ireland.

On each cordon, one weekday and one weekend day were selected each month for interviews. With the exception of the roads, where interviewing took place between 0800 hours and 2000 hours, and the airports where interviews took place on either a morning or afternoon shift, a specific train, bus or ship was selected and a sample of eligible passengers interviewed. Across the five month period, on each mode, every service was included on both a weekday and a weekend. A total of 5,250 interviews were achieved:

Cars	3,630
Private hire coaches	257
Boat	345
Train	371
Scheduled bus	127
Plane	521
Total	5,251

Adding the holiday details on 817 trips obtained from the in-home interviews provided a total holidaymaking sample of over 6,000.

4. The self-completion questionnaire

To maximise the information obtained from the holidaymakers interviewed, whilst minimising the actual delay to their journey, a self-completion questionnaire was distributed at the end of the personal interview. A pre-paid envelope was also provided for return of the questionnaire after its completion.

A written reminder with another copy of the questionnaire was issued if a completed questionnaire had not been returned within a certain period of time. The incentive of a prize draw was also offered to respondents. A combination of these factors and the nature of some of the cordon surveys produced a response rate of 94%:

Cars	94%
Private hire coaches	93%
Boat	95%
Train	96%
Scheduled bus	96%
Plane	88%
Total	94%

LIAISON WITH OTHER ORGANISATIONS

One of the objectives of the preliminary investigation was to examine the extent to which the information requirements of other national and regional agencies, and local authorities, with a responsibility for the planning of tourism and recreation in Scotland, might be accommodated within the survey without prejudicing the two main sponsors' needs. In the event, a variety of arrangements was negotiated for non-sponsor participation in the survey.

The time-diary exercise was jointly funded by CCS and SSC, whose participation in this element of the survey reflected its concern as to the most appropriate survey vehicle for obtaining information on minority sports.

STB approached the Highlands and Islands Development Board and the British Tourist Authority with regard to the holidaymaking section of

the survey, and offered a 'package' which included: discussion on questionnaire content and design, access to the survey results, and the opportunity for further analysis of the data. Both these agencies accepted the terms of the 'package' and made a financial contribution towards the survey costs.

Both CCS and STB, conscious of the demand from local authorities in Scotland for ready access to the survey results, offered them the opportunity of subscribing to a package of analysis consisting of the main initial results for a nominal sum. Around 20 local authorities accepted this offer.

STB made a similar offer to those commercial organisations involved in the holidaymaking industry in Scotland, which was also accepted by a number of companies. Altogether, these financial contributions amounted to around 20% of the total cost of the survey.

> "Collaborative exercises have historically proved more difficult to mount and implement. Nevertheless, they have been underpinned by the true logic of identifiable common interest in the subjects under study and in the alleviation of the financial burden borne by any one organisation, a benefit not to be underestimated for studies which often involve analytical and reporting costs at least as big as the considerable expenses involved in design and fieldwork."

This comment, abstracted from the report on the CRRAG Workshop, 'Large Scale Recreation Participation Surveys: Lessons for the Future', succinctly describes the raison d'etre behind the sponsors' decision to proceed with the Scottish Leisure Survey on a collaborative basis. However, by limiting the status of the other agencies to that of participants rather than joint sponsors, the responsibility and management of the survey remained firmly under the control of the two sponsors.

ANALYSIS OF THE DATA

To illustrate the essence of the reasons for joint working the following summary of data deals with the use of the Scottish countryside for recreation by those out for the day and those on holiday, wherever they come from, in Britain or abroad. The data are used to answer three questions:

- How important is use of the countryside to residents and holidaymakers?
- Do holidaymakers and residents enjoy the same activities in the countryside?
- Do they use the same types of facilities and go to the same places?

RESIDENTS AND HOLIDAYMAKERS: A PROFILE

Seventy per cent of people over 15 living in Scotland (2.8 million people) went to the countryside at least once during the year. (For the purposes of the paper adults are taken to be people aged 15 and over.) Forty three per cent of adult residents (1.7 million people) had made at least one recreational trip to the countryside in the summer month before being interviewed. The average number of visits was 3.8 per month, and

this means that during the summer (from May to September) people over 15 living in Scotland made 30 million informal recreational trips to the countryside. Countryside recreation is more popular than most other summer outdoor activities which could be seen as reasonable alternatives, except gardening. Even visiting town parks, taking part in outdoor sports, or watching sports are less popular than going for a day or part day out to the countryside.

TABLE 1

PARTICIPATION IN OUTDOOR ACTIVITIES BY RESIDENTS IN SCOTLAND

	% population participating in the 12 months before interview	the 4 weeks before interview
Gardening	64	52
Day or part of a day out in the countryside	70	43
Visited town parks or other urban open spaces	54	32
Visited seaside towns in Britain	68	30
Taken part in any outdoor sport	27	19
Taken part in any indoor sport	29	17
Watched outdoor sport	34	17
Visited historic buildings, museums and exhibitions in town	38	13

Turning to holidaymakers, we know from the British Home Tourism Survey that Scotland is one of Britain's greatest holiday destinations after the West Country and attracts 13% of the domestic holiday market. During the summer of 1981 some 4 million people aged 15 and over had holidays away from home in Scotland. The adult holidaymaking population passing through Scotland between May and September is the same size as the resident adult population: 4 million.

A useful prelude to examining the use of the countryside by both residents and holidaymakers is to look at the characteristics of both populations. Much previous work has correlated participation in recreation activities with the interrelated factors of income, socio-economic group, age and car ownership and the accessibility of the countryside.

Illustrating the influence of accessibility, in terms of car ownership and nearness to the countryside, surveys (1) have shown us that 46% of car owners make one or more trips to the countryside in the summer compared to 25% of non-car owners. Those who own or have the use of a car go to the countryside almost three times as often as those who do not own or cannot use a car. Those who live in villages are most likely to visit the countryside, and those living on the edges of towns or cities are more likely to take day trips than those in the town or city centre. (Table 2).

TABLE 2

House location	% of Scottish residents making at least one trip each month
Village	55
Edge of towns or cities less than a mile from the countryside	44
In towns and cities more than a mile from the countryside	38

Turning to the demographic profile of those who use the countryside, 81% of holidaymakers in Scotland come from within the UK. They are likely to be white collar workers, car owners, married, in the higher income groups and between 35 and 65.

People who take day trips into the countryside show many of the same characteristics but to a lesser degree (Figure 1). The group includes a higher proportion of the lower paid, lower social grades, younger age groups and non-car owners.

USE OF THE COUNTRYSIDE

Not only are holidays and day trips to the countryside taken by only a section of the population, but the participating group is itself highly segmented. Of the 6 million trips to the countryside generated each summer month by adults living in Scotland, 44% were made by 10% of the participants (Figure 2). Each participant had been at least 8 times in 4 weeks. On the other hand, 12% of the trips were made by 41% of the people who had been to the countryside only once in the same 4 weeks.

Altogether, residents and tourists make some 40 million leisure trips into the countryside during the summer months May to September. It was an objective of the Scottish Leisure Survey to assess the impact which tourists and residents have on the countryside - insofar as this can be done solely by a large scale participation survey - and to identify whether both groups use the same kinds of facilities and go to the same kinds of places in the countryside.

We know that for a third of holidaymakers, Scotland's beautiful countryside was the prime reason for having a holiday there. Holidaymakers found the countryside Scotland's most attractive feature. When asked to describe the kind of holiday they had taken, over a third of holidaymakers (1½ million) said they had been on a countryside holiday, either touring or staying in one or two country places. (Table 3).

Holidays involving a high degree of mobility - touring and sightseeing - were more popular among tourists from outside Scotland. Sporting holidays and visiting friends and relations were far more popular with residents.

Turning from the type of holiday to its component parts - what did people do while they were on holiday and how did they use the

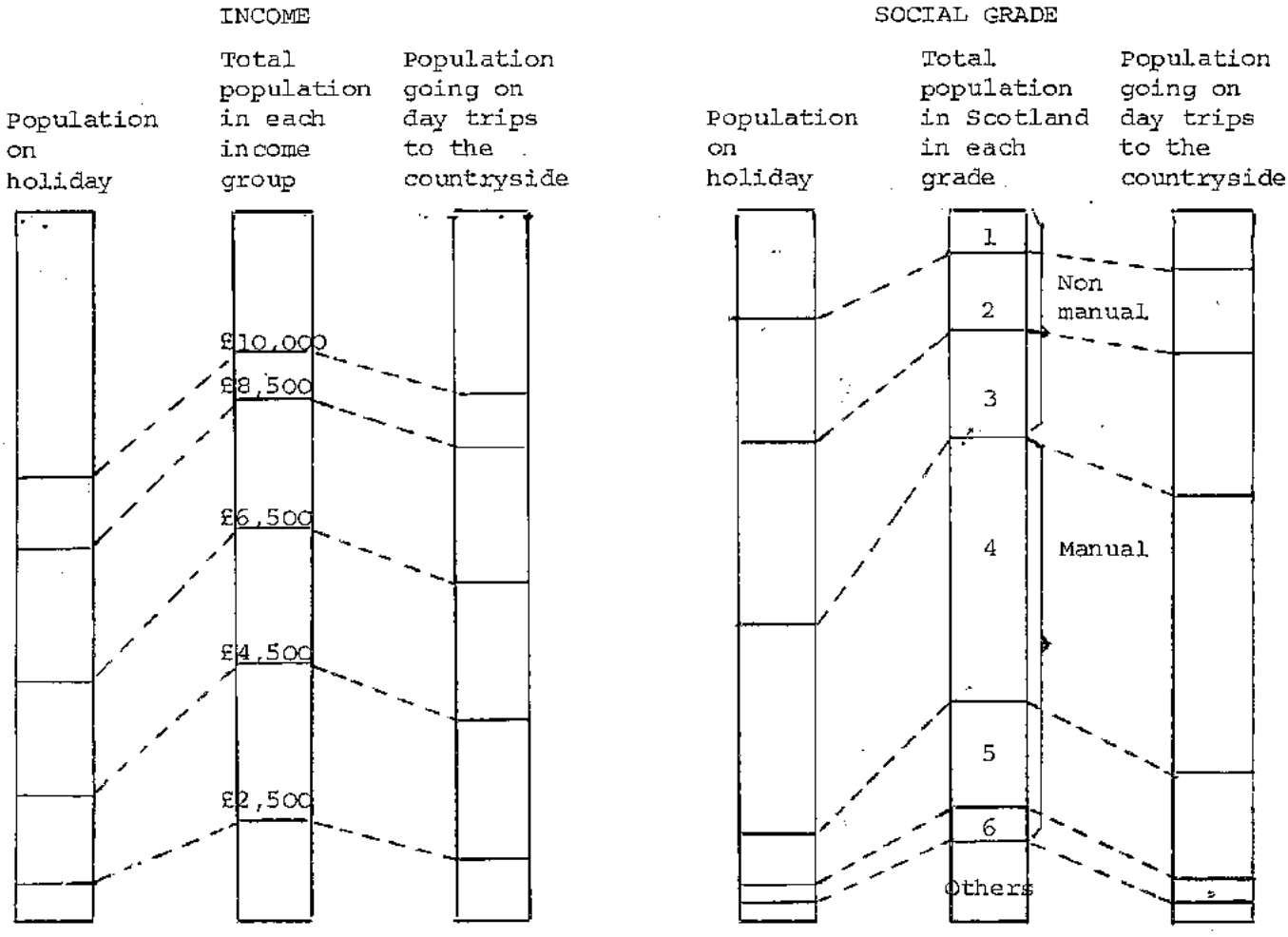


Fig. 1. Profile of Holiday-makers and those on day trips

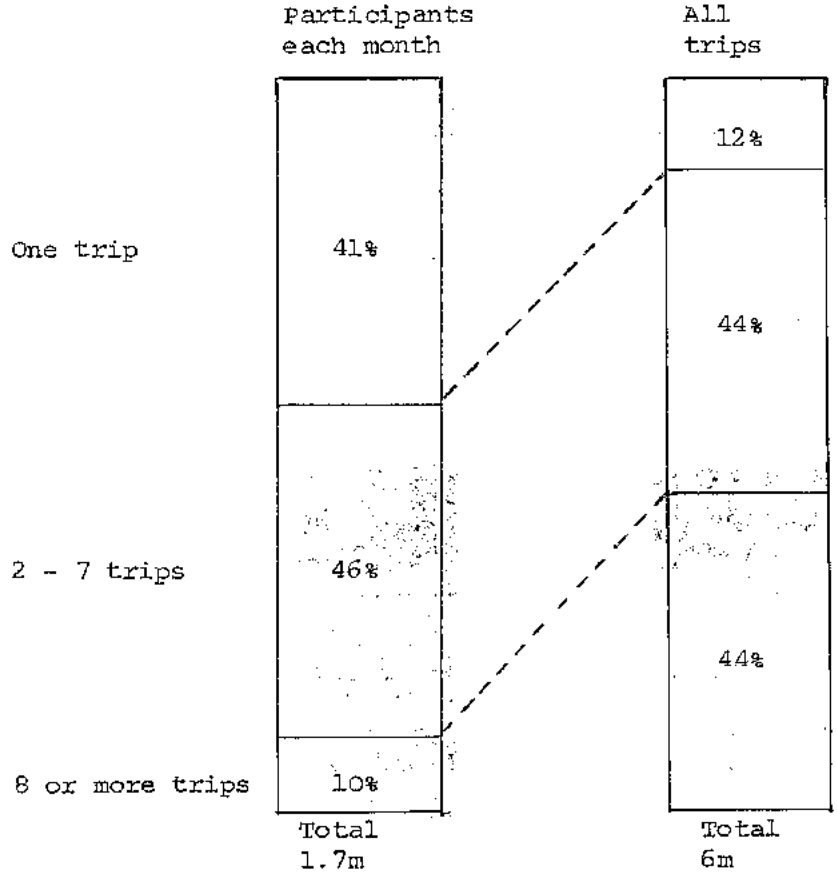


Fig. 2. Days out in the Countryside: Proportion of Trips made by Frequency Groups

TABLE 3

TYPES OF HOLIDAY TAKEN BY HOLIDAYMAKERS IN SCOTLAND

	All %		Scottish residents %		Non-residents %	
A sightseeing holiday	27		7		35	
Visiting friends and relatives	26		34		23	
Countryside touring holiday	19)	) 35	9)	) 32	23)	) 36
Quiet countryside holiday	16)		23)		13)	
Sporting holiday	7		11		6	
Hobby or special interest holiday	5		5		5	
Holiday centre or resort	4		8		2	
Attending a festival or a special interest holiday	4		2		5	

countryside? The activities which people enjoy in the countryside are remarkably similar whether they are on holiday or on a day trip. (Table 4).

TABLE 4

THE MOST POPULAR LEISURE ACTIVITIES IN THE COUNTRYSIDE UNDERTAKEN BY HOLIDAYMAKERS AND RESIDENTS IN SCOTLAND

	Number of trips or visits made by: Holidaymakers number in m	%	Residents number in m	%
Drives in the countryside, outings and picnics	8½	37	14¼	62
Visits made to lochs and riversides	7¾	36	13½	64
Visits to the beach, the sea coast or cliffs (but not seaside resorts)	7	42	9⅓	58
Long walks, hikes or rambles (of at least 2 miles) in the countryside	5	26	14	74
Visits to stately homes, museums, gardens and parks in the countryside	1	24	3½	76
Fishing trips in the countryside	1½	38	2½	62
Visits to nature reserves	4/5	46	1	54

In terms of total volume, the ratio of countryside outings by residents and holidaymakers is in the order of 2:1. For long walks and hikes, and for visits to stately homes the ratio rises to 3:1. Going for drives, picnics, casual outings and runs in the car are the most popular

activities with both groups. In terms of type of places to visit, land near water is predominant. There are over 21 million visits each summer to the lochshores, and riverbanks and over 16 million trips to the beach. However, a remarkably high number of people went to the countryside with the purpose of going on walks, hikes and rambles of over two miles. Thirty three per cent of visitors had been on long walks during their holiday and 20% of residents had been in the month before being interviewed. Twenty eight per cent of tourists, and 10% of residents had been to historic houses, stately homes, museums, gardens and estate grounds over the same periods, generating $4\frac{1}{2}$ million visits to these notable properties.

PLACES TO GO IN THE COUNTRYSIDE

The impact of these 40 million leisure trips into the countryside is greatest at the chosen destinations and stopping places. Ninety one per cent of all groups out on a trip to the countryside stop somewhere in the countryside for 15 minutes or more. The Scottish Leisure Survey data on stopping places in the countryside refers only to trips made by residents and by holidaymakers from Scotland. Those on holiday make more stops in the countryside than those out for the day, and the stops are longer (Table 5).

TABLE 5

NUMBER OF PLACES STOPPED AT FOR 15 MINUTES OR MORE ON THE LAST DAY OUT IN THE COUNTRYSIDE

	On holiday			
	Away 1-3 nights	Away 4+ nights	At home	At home not on holiday
% making more than one stop on a day out in the countryside	21	18	16	12
% making 3 or more stops on a day out in the countryside	11	8	7	4

Do holidaymakers and residents stop at the same kind of places?

The places where holidaymakers choose to stop include a higher proportion (11% more) of places where an entrance charge or parking charge is paid, particularly stately homes, museums, gardens and parks (Table 6). Local people may be familiar with these sites, and tourists may not know where else to go, but the reasons for the difference of attendance at charging sites must also be partly explained by the demographic profile of holidaymakers. Certainly, manual workers, the unemployed, and the retired are underrepresented at sites where charges are made. Yet it is these sites, where charges are made, that have provided us with almost our only information on countryside recreation trends.

Apart from making fewer visits to villages and more to beaches and notable properties in the countryside, holidaymakers stop at sites very similar in kind to those on day trips.

TABLE 6

TYPES OF PLACES WHERE THE MAIN STOP WAS MADE ON A VISIT TO THE COUNTRYSIDE

	% All	% Holidaymakers	% Residents
Lochsides, riversides, canal banks, reservoir edges	19	16	18
Sea coast, clifftops (not resorts)	11	14	9
Hills, mountains	6	5	6
Fields, farmland, woodland	6	3	6
Roadside	3	2	3
Country parks, gardens, parklands, estate grounds	10	7	9
Stately homes, historic houses, museums	7	14	5
Zoos, safari parks, bird sanctuaries	2	2	2
Nature reserves	2	2	2
Sports grounds, swimming pools	4	3	4
Caravan sites, campsites	0.7	-	1
Ruins, earthworks, ancient monuments	0.6	1	1
Pubs in the country	8	6	8
Other places	7	-	-
Villages	15	9	14

Forty five per cent of all trips to the countryside involve more than one stop. Sixty per cent of all second stops on the day out are made in villages (13%), cafes or restaurants in the country (10%), licenced hotels and pubs (15%), towns and cities (22%). All these places present opportunities to spend money, and holidaymakers, who stop more, for longer and at more places where charges are payable, give themselves more opportunities to spend money on their day out in the countryside than those who go out from home for the day.

THE DISTRIBUTION OF COUNTRYSIDE RECREATION THROUGHOUT SCOTLAND

Holidaymakers and residents undertake similar kinds of activities in the countryside, their most popular activities are the same and the types of places they visit are, with minor variations, the same. But, do they use the same resources? Are they in the same place at the same time?

Taking time first of all, the holiday season in Scotland is relatively short. Relatively, because a higher proportion of holidays in England (66% of all holidays) and Wales (76%) take place between May and September than in Scotland (61%). Within the summer season holidays are becoming less concentrated than in previous years and in 1981 more people set out on their Scottish holiday in May than in any other month.

Nevertheless, countryside activities are concentrated, and over half the outdoor countryside activities done by tourists in the summer are done in July and August. Fifty seven per cent of all holiday trips to the beach, and 56% of all drives and picnics occur then and less than half take place in the other three months. For residents the outdoor activity season is not quite as short, although 46% of countryside outings are made in the eight week period covering late June, July and early August.

There is a concentration, then, of use of the countryside in midsummer. But is it the same countryside?

Residents are far more concentrated within Scotland than holidaymakers. Fifty seven per cent of residents live around Glasgow (42%) and Edinburgh (15%). Scotland is not alone among the British standard regions in such concentration but the distance between the remaining communities is far greater than in any other. Eight seven per cent of trips to the countryside were made by car or private coach. On average, excluding those who went to the countryside for long walks, they stayed within a 25 mile radius. Of those who went for long walks or went riding, 81% set off walking or riding from home, and 15% travelled less than ten miles to get to their walking place - a round trip of 20 miles. Such distances take us merely to the edges of upland country for most people's days out.

Day trips are, then, relatively concentrated within the area of Scotland. In addition, another factor increases the concentration of recreation around urban areas. Urban dwellers make more day trips to managed sites than country dwellers, and fewer trips to open countryside. Inner city dwellers who go to the countryside make twice as many visits to gardens, parks, country parks and estate grounds as those who live in houses dispersed in the countryside, and twice as many visits to stately homes and historic buildings in the countryside as those living on the edges of cities.

Turning to holidaymakers, one might reasonably expect a concentration in southern Scotland, knowing that 88% of holidaymakers from outside the country (that is three-quarters of all tourists) enter Scotland across the Southern borders, 6% enter Dumfries and Galloway by sea, and 4% fly into the western airports. However, 52% of holidaymakers visit one or both of the two most popular regions, the Highlands and Lothian Region. These two regions accommodate 30% of all holiday nights.

Forty two per cent of holidaymakers' time is spent in areas which are predominantly rural and upland and which, except for the Borders, have long indented coastlines on the west of Scotland or on the islands. They are the Highlands, Argyll, Dumfries and Galloway, Shetland, Orkney, the Western Isles and the Borders. Only 10% of Scotland's population lives here. Thus, during the summer, holidaymakers form a more noticeable proportion of the population here than in the Central Belt (Figure 3). On an average day in the peak season every other person in Argyll will be a tourist. In the Highlands and in Dumfries and Galloway more than one in five will be a tourist compared with one in a hundred in and around Glasgow. The impact is intense and relatively shortlived.

USE OF THE COUNTRYSIDE

It is possible to examine in more detail the coincidence of the activities of residents and holidaymakers by taking two popular countryside pursuits, one with a concentrated pattern of distribution, the other dispersed. Each activity has a different type of participant. Visits to historic buildings, stately homes, museums, gardens and parks in the countryside are characterised by the following:

Fig. 3. Tourists per 100 local residents each day in July and August.

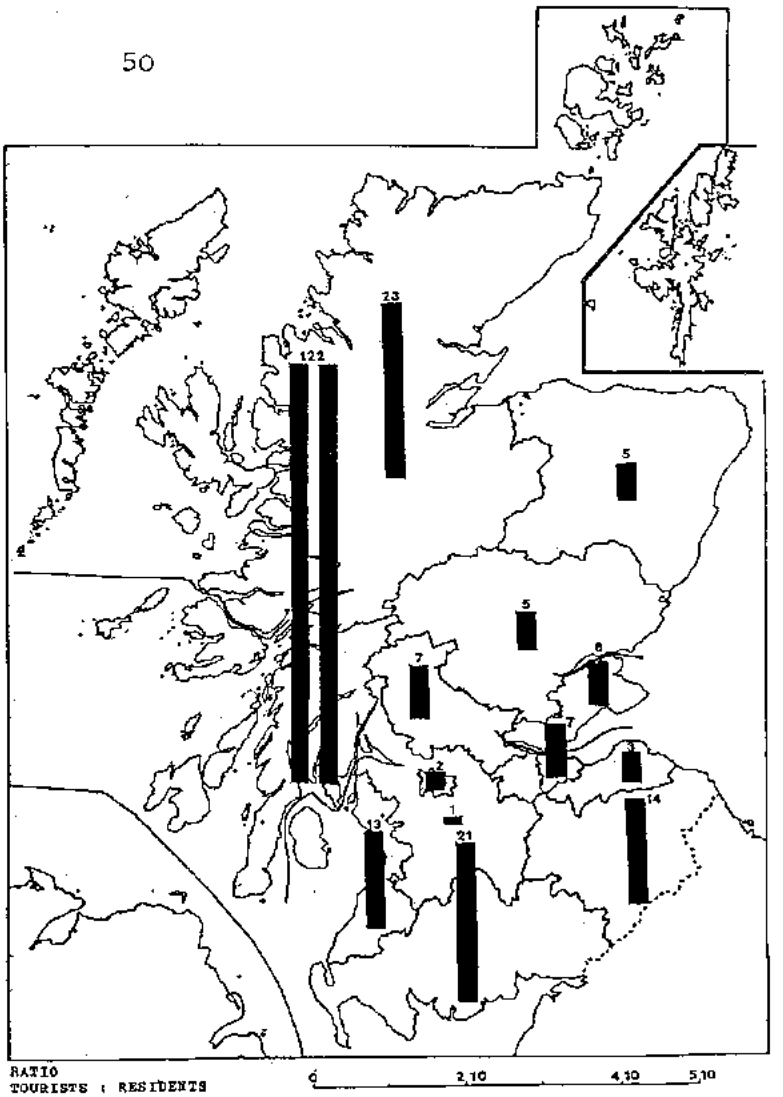
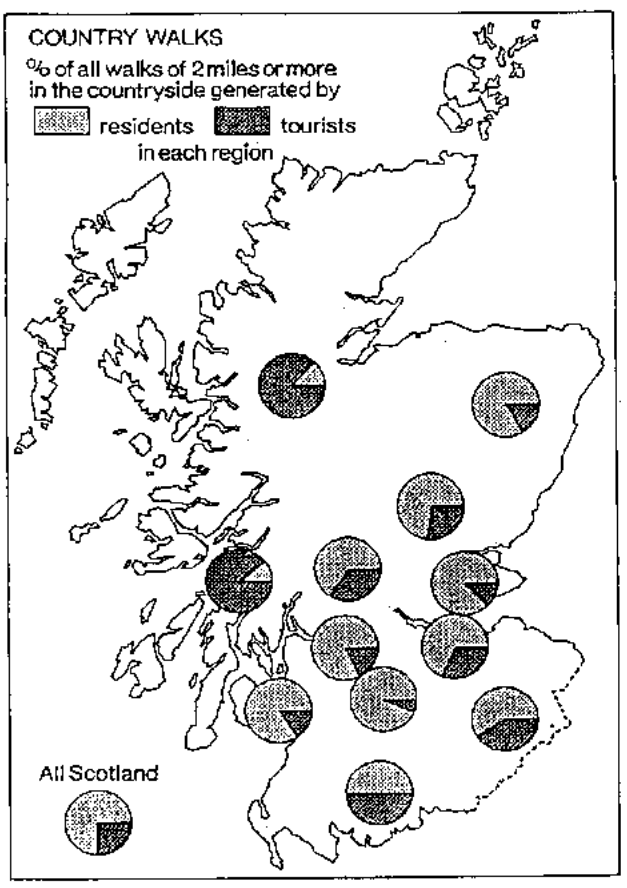
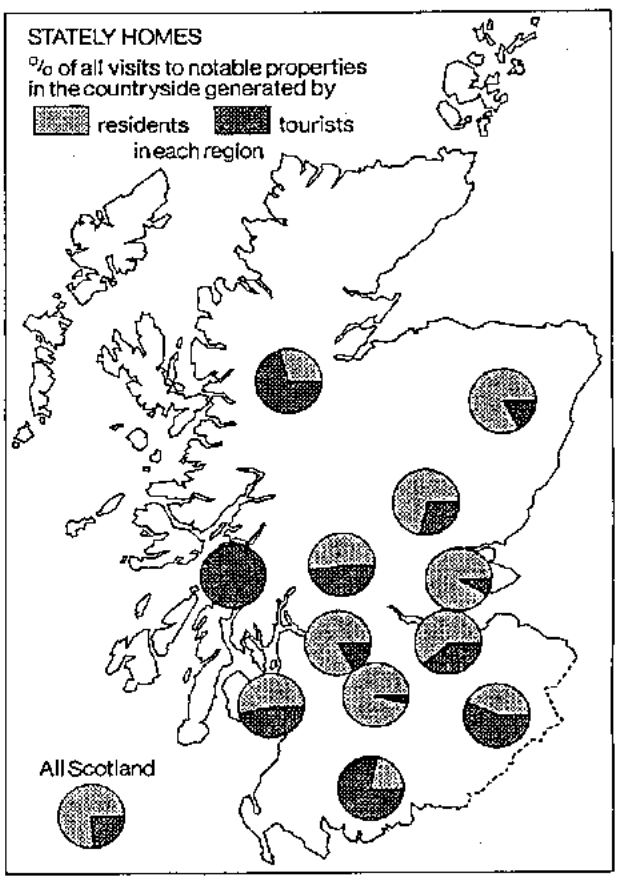


Fig. 4. (below).





- those in work and in full-time education are overrepresented in terms of their incidence in the population, the unemployed are underrepresented;
- they are most popular with those who live in towns or cities more than a mile from the countryside;
- they are made by more women than men;
- they include a high proportion of first time visitors;
- they include a high proportion of elderly visitors;
- a high proportion of visitors pay charges.

Going on walks, hikes and rambles of more than two miles may be considered a relatively dispersed activity. It is characterised by:

- being popular with the unemployed and those in full-time education;
- involving a high proportion of young people;
- being done by 20% more men than women;
- being popular with those who live on the edges of towns, or in villages rather than with those living in town or city centres;
- having few participants who pay parking charges;
- having a highly segmented user pattern, so that 11% of walkers account for 51% of the outings.

Altogether, holidaymakers and residents go on some 19 million walks of more than two miles and some 4.7 million visits to notable properties in the countryside. The ratio of resident to holiday outings is, in both cases, 3:1.

However, when looked at on a regional basis in Figure 4, it can be seen that in the economically and ecologically more fragile areas of the north, west and south, holidaymakers use the countryside far more than residents. In Highland Region walks by holidaymakers outnumber those by residents by seven times. In Dumfries and Galloway visits by holidaymakers to stately homes and such properties outnumber those by residents by $3\frac{1}{2}$ times.

Thus, although holidaymakers make one-third of all the trips, the impact of their use on parts of the countryside is disproportionately large. Holiday use of countryside extends recreation pressure further than the participation of the resident population. In areas of low resident population it dramatically increases the scale of the recreational activity taking place. The impact is increased by the propensity of the holidaymaker to make more and longer stops at places where a charge is made.

CONCLUSION

Evidently, much analysis remains to be done at the regional and sub-regional scale to examine which segments of the market go where. The patterns of recreation movement in Scotland are of interest to both the Board and the Commission.

Further work is required to understand trends in recreation for different sectors of the population since STARS in 1973. Over the last decade, Scotland's population has fallen by 2.2%, the cities have lost population, and new towns and the oil industry areas on the east coast have gained it. Holidaymakers now take a million more holidays in Scotland than they did in 1973. How has the pattern of recreational trips to the countryside changed over this period?

We expect analysis of the time-diary to throw further light on the alternative activities and responsibilities of those who do not participate in countryside recreation.

However, the first priority of both the Board and the Commission is to publish the results in forms which are of interest to the public and of use to the local authorities and private organisations. The Board will be using the information in fact sheets in its Research and Planning Information Handbook, and the Commission proposes to issue a leaflet and a more detailed report at the earliest opportunity.

REFERENCE

(1) 1980 National Survey of Countryside Recreation (NSCR). Omnibus Monitor; data for Scotland.

DISCUSSION

T. Huxley (Session Chairman, CRRAG Chairman, Countryside Commission for Scotland)

It is always interesting when one has been part of events to hear them being rationalised with hindsight. If it had not been for a number of individuals who felt that the Scottish Leisure Survey (SLS) was the right thing to do, it might never have occurred. There was a certain moment when we felt that it would be helpful to repeat the work that had been done about 10 years earlier. Just now, as the results of SLS become available, one is slightly alarmed to hear Roger Sidaway saying we have passed the phase of large-scale surveys, because we, in Scotland, are still in the middle of producing results. Since the beginning of our survey, Tom Costley has had a new Chairman who is now being fed some of the results and is making use of this information. In my own case, at the Countryside Commission for Scotland, we are about to change Chairman and it will be very interesting to see how much the new Chairman wants to make use of the information which is now coming 'on-stream' from this survey. One hopes that he will do so and that the results will be published through the kind of leaflets that Sue Mackenzie spoke about. We shall be using them in a rather major way at our stand at the Royal Highland Show next year, and also at the Game Fair. We shall see these as major outlets to try and tell people about recreational participation in the countryside of Scotland. I hope that this is helpful in understanding how things can get pushed along.

J.M. Sully (West Yorkshire Metropolitan County Council)

It seems to me that the Scottish Leisure Survey is in conflict with Roger Sidaway's evidence. Walking in the countryside is predominant amongst the unemployed and 90% walk within less than 10 miles from

home. I wonder whether Mr. Sidaway's national survey is looking at people going greater distances.

S. Mackenzie (Countryside Commission for Scotland)

What I meant about the market segment who do the walking as compared to visiting stately homes is that unemployed people are over-represented in walking and under-represented at stately homes in terms of their incidence in the population. Eighty one per cent of people who set out to go walking set out from home whilst the rest went less than 10 miles.

J.M. Sully

I was wondering whether Mr. Sidaway's information gave the same results.

T. Costley (Scottish Tourist Board)

We are referring to people who left home, walking. It does not include people who drove somewhere, left the car and then went walking. I think Roger would include these in his walking element.

B. Duffield (Tourism and Recreation Research Unit, Edinburgh University)

Having compared the distances travelled by either car or walking for recreational journeys in both the English and Scottish surveys, it is remarkable how similar they are. I think it gives much reassurance for those with responsibility for planning to look at the results and start thinking what implications they have for their areas.

T. Huxley

Will you join with me in thanking Tom Costley and Susan Mackenzie who have done a splendid job in a twinning presentation of recent research work in Scotland.

THE ENGLISH TOURIST BOARD'S PROMOTION 'MARITIME ENGLAND': THE CHOICE OF METHODS AND MARKETS

Patrick Roper
Head of Publicity, English Tourist Board

David Jeffries
Marketing Director, English Tourist Board

The aim of a theme promotion is to inspire, encourage and assist improvement in the tourist industry's product; specifically to motivate tourist enterprises to put up a more attractive overall programme or performance. Show business and tourism have much in common. A successful impressario must have the right theatre or concert hall, but he must, above all, offer a programme that will bring in the customers. What he sells in the end is a performance. The tourist industry must also 'perform'. It is not merely a provider of transport, rooms, meals and drinks. It is very much more. This is all the more true in England where the industry must seek to satisfy the customer with interesting things to see and do, as well as with pleasing service. It is not in the business, as some resorts in some countries may well be, of simply providing the physical framework for sun basking and dolce fa niente. The industry in this country consists of a very wide range of enterprises - hotels, restaurants, tourist attractions, stately homes, leisure and sports centres - which need, literally, to 'put their act together', and which would be in difficulty without the co-ordinating mechanism which exists at resort, regional and national level (though major groups may be less dependent on co-ordinating bodies than the mass of smaller enterprises). The industry, taken as a whole, is much more complex than a single theatre but with a need, nevertheless, to 'put on a show'. The English Tourist Board, in its theme promotions, assumes a role rather like that of the impressario. Its main contributions are the initial idea itself and skill in bringing together and stimulating others to exploit the idea.

Theme promotions started in a small way in the mid-1970s and each new one was larger and more ambitious than its predecessor. This gave the Board's staff the opportunity to originate and improve gradually on practical working methods for encouraging enterprises to experiment and innovate. Our contention is that there is nothing scarcer, or more precious, in our business than imagination. During the preparatory period of two years before the launch of each promotion, the ETB, Regional Boards and others, hold regular briefing meetings. With the aid of centrally produced audio-visuals, examples are given of what might be done to improve the product in line with the theme - new weekend holiday packages, new bus tour itineraries, guided walks, exhibitions, concerts, poetry readings, children's competitions and many other ideas. It is essential that the meetings and particularly the informal discussion sessions which follow the audio-visuals, fire people with enthusiasm and have, as far as possible, a 'revivalist' atmosphere.

In the initial months, the creative input comes largely from the English Tourist Board and its staff, but in time the more lively minds in

the industry announce their own plans and in due course many more follow. Towards the end of the preparatory period it is usual for many initiatives to occur without the English Tourist Board even being directly informed. This is taken as a sign of success. For when the Board has, in a sense, lost control in detail, the theme has indeed caught the collective imagination. One useful practice is to make sure that all intending or potential participants are kept fully informed of each other's projects from their conception and as they evolve. It is a simple formula: all interests have a common objective to work to, a definite deadline by which to bring out new products and a forum for discussion and collective learning. Several thousand entrepreneurs met, under ETB and ETB Regional auspices, at briefing and progress meetings held up and down the country during the two years leading up to the Maritime England launch in October 1981. The Board's team does not care for rigid operational planning. Theme promotions are organised informally and they move forward at the pace of the participants and of the public or market.

The analogy of ETB as impressario must therefore not be taken too literally. The Board does not undertake the major funding, although it does have a modest reserve for helping to 'pump prime' new events. Apart from initiatives and leadership, the ETB's main contribution is publicity. The theory is that the combined publicity of the Board, together with that of the many interests which adopt the theme, will achieve synergy and there is some justification for believing that this happens in practice. Certainly the free media exposure achieved for participating enterprises is considerable, taking into account the relatively modest publicity budgets involved.

Themes are not chosen arbitrarily. A large number of candidate themes is usually considered before a choice of one is made for any given three-year period.

The key criteria are:

1. Relevance to overall strategy.
2. Appeal to national and international publicity.
3. VIP appeal (because development of any theme depends on adoption by opinion leaders and by influential media)

Maritime England, at the time of its selection, showed up well on these criteria.

Criterion number one: one of the most important elements of the strategy was the spreading of traffic outside the main 'milk run' centres of tourism. The existence all over the country of under-utilised tourist installations - together with a growing number of redundant resources potentially convertible to tourist use - all of which could be grouped under the heading 'Maritime Heritage', presented an obvious opportunity. It was, in fact, news of the increase in the number of ships being preserved and conserved as floating museums which gave ETB's Marketing Director the initial idea which was then assessed and evaluated by ETB's Publicity Services Department before being put up, along with other options, to the Board.

Criterion number two: little formal research was necessary. England's maritime connection is so obvious and its appeal so emotional

that a warm response from the public could be reasonably expected. Moreover, the maritime theme could embrace many different types of product with known market potential, for example, tours with an emphasis on heritage and traditions; sea or shore-based sporting activities; gastronomic sea food festivals; cultural festivals and events.

Criterion number three: little comment is needed here except to confirm that informal soundings were taken at high level at the outset and there was, as anticipated, an enthusiastic response.

In choosing any future theme the same criteria are likely to be applied. As Maritime England is even now only in its first year and has not yet been fully exploited no new major theme is likely to be launched before 1985. The assumption ought not to be made that there is an inexhaustible supply of opportunities potentially as powerful as Maritime England. This occurred at a point in history in which massive amounts of national heritage resources became available for new uses.

So far we have covered the general theory of theme promotions, and we shall now move on to some of the specific marketing methodology. For Maritime England we evolved a range of publications needed for different aspects of the work.

First we produced a small leaflet, 'What are you going to do in 1982?' which set out what the theme was all about, when it was scheduled to start and so forth. This was quite quickly followed by a quarterly paper called 'Maritime England News', used to spread good ideas around and give general encouragement to those who could contribute to the theme. The fact that we were printing 22,000 of these gives a good indication of the very large number of people who were co-operating with us prior to the announcement of the theme to the general public.

Our own publicity for the theme involved a glossy brochure which sold well through retail bookshops, Tourist Information Centres and other outlets and a free Events and Attractions newspaper. The latter was a new venture for us. It enabled us to shorten production lead times to the minimum so that events that were notified to us very late in the day could be included. In addition to these items we also worked with Country Life Books on a hard-back for distribution through retailers and book clubs and helped many other publishers who wanted to produce titles on some aspect of Maritime England.

These items are specifically concerned with Maritime England but, with any theme, we also use the opportunities provided by our other publications and a maritime emphasis or cast can be given to much of our marketing work without in any sense diluting its capability of achieving its original objectives.

We also find a new theme very useful for attracting and sustaining the interest of the press and those in broadcasting. A number of our major Tourist Board promotions are well established and have been running for several years. So far as their target audience, the travelling public, is concerned, this is an advantage rather than a disadvantage, but it is true of much marketing work that as a promotion begins to bear fruit those who have known all about it from the beginning tend to start getting bored with it and seek change. The press in particular likes new stories and new angles and while we find that

coverage for our long-standing promotions remains good, a new theme refreshes their interest and keeps England as a place to have holidays well before the reader, the viewer or the listener. Moreover, these promotions tend to gain for tourism, exposure from media, programme producers and writers who do not normally write about holidays or travel. This is in addition to the coverage given by specialised holiday and travel media and journalists.

Our theme promotions are normally planned to continue after their public launch for a minimum of three years. Clearly this helps to exploit fully the initial publicity and impetus, but it is also very important in giving the trade an opportunity to consolidate the products created to the point where they become a permanent part of the tourist industry's stock. The various maritime packages such as weekend breaks or coach tours need more than one year of publicity underpinning at national and regional level if they are to be permanently secured. The first year of any theme also, fairly obviously, helps to sell that theme and there are many that will be inspired to take action in the second and subsequent years. It should be said, however, that we expect the major effort on the special events front to take place almost entirely in the first year. An annual carnival or festival can only adopt a special theme once and it is at the beginning of a promotion that this is important.

In the early days of theme promotions we tended to develop them too quickly and at too modest a level. If the maximum potential of a given theme is to be harnessed a pre-launch working period of two or three years is essential, not only to identify and enthuse as many contacts as possible, but to ensure that others who want to co-operate are given maximum warning. Many have to plan a long time ahead: those in television, for example, or souvenir manufacturers. The Post Office, through being approached early enough, was able to include a set of maritime stamps in their annual cycle for 1982.

It is also important to alert the travel trade and the British Tourist Authority and others whose primary objective is overseas markets. In the case of BTA, publicity material not only has to be compiled, but for many territories translated as well, and bulk shipment of literature inevitably takes time.

So far in 1982 we have been notified of over 2,000 events of a maritime nature. Based purely on a head-count, the majority of these have undoubtedly been successful and this is very gratifying. Less immediately obvious, but equally important, are those things that will go on selling Maritime England for many years to come: the hard-back books and maps; the permanent exhibitions such as that devoted to Admiral Boscawen at the National Trust property of Hatchlands; the bright ideas like 'Intelligent Beachcombing' designed to give parents a break from their youngsters and to tell these youngsters about the life of the shore-line; and perhaps most important of all, the introductions that have been made between people who, in the absence of the special theme, might never have made contact. By having frequent receptions and workshops, by setting up mailing lists and circulating 'keep-everyone-informed' news-sheets a whole network of new and fruitful relationships is established which will be contributing to England's tourist industry long after Maritime England as a formal Tourist Board promotion has ceased.

'THE PAST AFLOAT': A TELEVISION SERIES WITH LESSONS FOR RECREATION PRACTITIONERS

Anthony Burton

Presenter, BBC 2 Series 'The Past Afloat'

Michael Garrod

BBC Producer, 'The Past Afloat'

Anthony Burton

Michael Garrod and I were involved, in an indirect sense, in the 'Maritime England' promotion. We were involved because both Michael and I had worked together on a series called 'The Past At Work' and we had both expressed a wish to do something about ships and boats and the sea. When we heard that there was to be a Maritime England promotion we felt that it gave us exactly the excuse we were looking for.

I am a freelance, I do not work for the BBC. I am going to talk about this one particular series which we did this year. I will try and show some of our thinking and what we hoped to try and do with the series.

We wanted to do a series about ships and the sea. There are lots of things that we could have done. We could have looked at the entire history of the world of ships from the beginning up to the present day spread all over the world. We would have loved to have done that, but the budget would not have spread so far. However, we had a very good case for saying that we wanted to do this series about Britain because it is where we live and the part that we know best. Even then there are several ways in which you can do exactly the same job. You could look at all the maritime museums or all the preserved ships. Alternatively, you could look at all the archive films. However, we wanted to do two things.

Firstly, we wanted to tell a story about ships and the sea. Secondly, we wanted to tell people about things that they could go and see for themselves. This is where the Maritime England promotion and ourselves came together. We deliberately set out, both in 'The Past At Work' and 'The Past Afloat', to show that there are a lot of wonderful things in the British Isles which we find tremendously exciting. It is our firm belief that one way to tell other people about them and to encourage them to go and see these things for themselves, is to put them on television. We know that, as the English Tourist Board's promotion works, our promotion activity works as well. We have had letters, and I had one today from the Director of the Frigate 'Unicorn' in Dundee, who thanked us and said that we had proved what he had been saying for ages that his 'ugly duckling' is actually a 'swan' in the making. A lot of people have turned up to see it who said that they had seen it on television and thought they would come and see it for themselves. As long as people will do that, see the television programme and then go and see the real thing, then we have achieved one of our main objectives. However this is only one of our major objectives. The other thing that we do is to tell a story. When Michael and I plan a series we

do not ask ourselves what ships, maritime museums or old docks we want to feature, but what story we want to tell. We start by assuming that nobody has any idea what the subject is all about. This is not true because everybody who does know something about it writes in and tells you where you have gone wrong. However, there is a very much larger number of people who do not know anything at all, so we start by asking a list of fundamental questions. Why is a ship shaped like a ship? How did ships develop to be that shape? What happened at the very beginning before there were any ships? We then ask, 'How does a ship sail?', and 'Why are there different sorts of rigging?' Each programme was trying to tell a particular story. It was a narrative.

Once we had decided which story we wanted to tell we then had to travel all over the country looking at all the preserved ships, and all the maritime museums trying to find those examples that could best tell the stories that we wanted to tell. This is when it all gets rather heart-breaking and sad because inevitably there are some wonderful museums with some super exhibits which do not fit and you have to write and apologise for not featuring them.

Usually these people do appreciate that we are helping them. There are a few odd exceptions who believe that the primary objective of their museum staff is to make money from the BBC. They feel that they are doing us an enormous favour by making their facilities available. We always have a large excess of places that we can go to. When we include a place we try to portray the museum in a way that the museum authorities think is helpful to them and not to misuse the facility. We want to get things right and express the museum in the best possible light. We always have the constraints that there is i) never enough time and ii) an overriding concern that we have got a story to tell.

On the whole we do not make too bad a job of it. It is never good enough; there is never enough time or enough facilities. There is always so much more than you can possibly do on television which is why we always come back to the fact that we have only communicated a small fraction of what is on offer. We have worked in collaboration with the English Tourist Board to produce a leaflet which gives people addresses of these places and when they are open, and in the case of some ships how you can sail on them. We are not the important item in the equation. We are not the publicity agency for anyone, we are specifically there to tell a story, to make programmes. However, I am very conscious in saying that, that I had a wonderful time sailing a Humber Keel and a Thames Barge, and visiting the new Liverpool museum. Why don't you go along and have a wonderful time as well was the message. This can be done by direct promotional programmes, i.e. holiday programmes, but I think we do an important job in showing these museums in relation to the maritime history of Britain. If we can do these two jobs together then we have succeeded.

Those are our objectives and I think that they work within a BBC context. We are not there to promote anybody directly. I feel that I am legitimately involved to promote the preservation of our historical past. I feel that is important. If it means that people have to spend money at a turnstile then they will have to do that. What we can do is to look at a ship, tell them what it is like and its importance and if they were to go along and see it for themselves they would find much more than I am able to tell them through a flat television screen.

This is a personal view, I am speaking entirely as a freelance. I am not a BBC spokesman and they would probably disagree with half of the things that I have said. This is only one aspect of this sort of work and Michael, a genuine BBC spokesman will now tell you how it fits into the whole BBC picture.

Michael Garrod

I want to talk about three things: firstly, how the series 'The Past Afloat' came into being, because it is only one of the many series that we do; secondly, I want to say a little about the part of the BBC that I come from; and thirdly, I want to come back to the question, 'Was, or is, 'The Past Afloat' a success and how do we know?'

First, 'The Past Afloat' came out of a series that Anthony Burton and I did together some years ago, 'The Past At Work'. I had been trying for 10 years or so to get a series on ships off the ground. It is quite difficult if you have an idea to get the authorisation, in other words, to get money. We tried several aspects of this idea of ships and shipping in the past in my Department and we had always been held up by questions like, 'How were we going to do it' and 'Would the Channel Controllers accept it'? It was a good idea and we tried co-productions with German television and other places but we had never actually got it all together. Because 'The Past At Work' had been such a success we were able to go ahead with 'The Past Afloat'. It took us months to get the title. We had done 'The Past At Work' and now we had ships and shipping. No one is going to watch a series called 'Ships and Shipping' but they would watch 'The Past Afloat'. I think it took six months to get that title. Titles are extremely important because once you have got a title and it is a good one, such as 'The Past At Work', 'The Past On The Move', it is something that people remember. You then have a saleable package for the future.

The Department I work in is Continuing Education Television. It is part of Educational Broadcasting. I work in the area of Continuing Education which is mainly to do with science, technology and medicine. I am concerned with the area of science and technology. The science and features department make programmes such as 'Horizon' and 'Chronicle', a sub-section of another department, makes programmes to do with archaeology. Network presentation makes very similar programmes to us but one important feature differentiates us from other Departments. Broadcasting generally is about informing, educating and entertaining. It never says in what order or what emphasis is placed on each of these. We like to do this too, and like most programme makers, we make people aware of what is going on. Some programmes help people to understand what they have just been made aware of but we think that Educational Broadcasting has the extra job of trying to promote some kind of activity in the people who watch programmes. Most of us watch television in an amazingly passive frame of mind and we come away with relief, disgust, boredom, but what we like to leave our viewers with is the feeling that they would like to go and do something else. In the case of 'The Past At Work', and 'The Past Afloat', people will be stimulated to watch other things, to visit the sites that we have shown them for the first time, or even just to read a book. We aim to leave people with the feeling that they would like to take part in some kind of activity related to what we have been trying to show on television.

On the whole, other parts of the television operation do not view the world quite like that but I think if we differentiate between them and us it is with this idea of residual activity - something that does not end with the end of the television programme. We try to produce programmes which encourage people to go out into the world, or just into their own back garden. If you come across 'Insight' anywhere it has probably got something to do with Educational Broadcasting because this is the banner under which we publicise our continuing education radio and television activities.

We have been cooking with Delia Smith for many years; we have been gardening with Geoffrey Smith for many years and we have been barking up trees with Barbara Woodhouse for a short time. We also look at modern languages and the state of the British economy with various people. The most recent series is 'Will Tomorrow Work?' and this uses a rather novel presentation technique. These give you an idea of the range of activities which are encompassed within my particular Department of Educational Television.

Over the last ten years, in the areas that I am particularly concerned with I see that we have done about ten series with David Bellamy. At the moment he is making a series of programmes in America which will go out next year probably under the title 'Bellamy's America'. Shortly, there are four programmes with him called 'The Four Great Seasons' and next year we are making a series with him to do with trees. This tree series is an interesting one because it is going to be entirely shot in the United Kingdom. It is going to try to tell people about trees that they have never been aware of before and we hope that it will stimulate people to 'visit' trees.

We work quite a lot with Tony Soper in a series called 'Beside The Sea', which tries to take people out along the seashore with a little bit more understanding than they would normally have if they stayed at home or just read books. He is currently doing another series with us to do with bird watching. He has been doing several programmes called 'Bird Spot' but now we have asked him to do a series to tell you how to watch birds. We did say that we would do it on British birds but it was interesting to find that birds do not regard the Channel as being much of a barrier. So it fell to the lot of the producer who did this series to travel through quite a lot of Europe to find out where the British birds went to and came from.

'Discovering Hedgerows' is a monthly programme which also comes from our Department. This tries to tell people about hedgerows, how they progress from month to month around the seasons of the year, how to find things that you can study in hedgerows and things that you can pick and cook. There has been a lot of controversy about picking and cooking things. Someone said that if the viewers take away all the stuff that you have been suggesting that they cook there will not be any hedgerows left for the other people to look at.

To finish I would like to talk about making programmes. We have a big problem about publicity. You may think that if we have a big production coming up it can easily be publicised on the air or in the Radio Times. However, the people who are in charge of those very important chunks of air time between programmes have themselves

constituted an empire, a preserved chunk of air time which you have to gain access to. You cannot say that you would like publicity for this particular programme because it is good, because they will say that everyone feels that way about their own programmes. On the whole you have to fight for these pockets of air time that are apparently unused between programmes. The Radio Times is similar. It is its own master. You may think that we have some say about what goes into the Radio Times but that is not quite so. We had 'The Past Afloat' programmes ready for transmission about January of this year and they actually got out in July. One of the reasons for this long delay was because we had hoped to have the front cover of the Radio Times with some publicity but in the event we did not get the front cover - we got a feature article. In the event the feature article was not quite about the series. It was about the Windermere Steamboat collection and only briefly mentioned that there was a series of programmes called 'The Past Afloat' that covered similar topics and happened to mention the Windermere Steamboat collection.

Finally, is this successful in television terms? We do get a little bit of feedback from our audience research. So far as 'The Past Afloat' is concerned we had a maximum audience, for one particular programme, of over 3 million which is probably quite good on BBC 2 at the time of night that it went out. It was good because we have a 'Top 10' of the programmes that went out on BBC 2 and 'The Past Afloat' was in the Top 10 several times, usually rising to number 5 and beaten occasionally by Arthur Negus. So far as the quality of the response is concerned, the Audience Research Department has a measure called the 'Reaction Index' and we managed to reach 82 on a scale of 100 which is pretty good. So we think that we have done quite well.

DISCUSSION

Tony Ellis (Session Chairman, Water Space Amenity Commission)

Thank you Patrick, Anthony and Michael for presenting a very interesting subject.

Jane Anderson (BBC Education Liaison)

I would like totally to back what Patrick Roper said about how effective it is when organisations combine to a certain end. I think we in Educational Broadcasting, would see this as the essence of the way we work, whether we are talking about a health campaign or a way of connecting people up with the opportunities that are out there. A 'pooling' effort certainly means an economy of publicity and is mutually reinforcing.

Secondly, I totally agree with what Patrick Roper said about planning and the long term commitment in communication with other agencies being absolutely essential. However, that means knowing how other organisations work. Over the past three years we have increasingly worked with the English Tourist Board on a number of series: 'Discovering English Churches', 'The Past At Work' and 'The Past Afloat'. I think we now know how our respective organisations work and therefore we end up with successful collaborative arrangements.

Michael Garrod mentioned the essence of Educational Broadcasting, which is to encourage people to follow up the broadcast, and get out and do something, whether it is reading, visiting or some activity. This implies some sort of collaboration with other agencies. The question to the Conference is whether there are other organisations that we should be working with, other contacts that we should be making, because at the moment we do a fair range of educational broadcasts with an emphasis on recreation, leisure and hobbies, and only some of the time are we having the kind of happy relationships with organisations that we have with the English Tourist Board.

B. Bayliss (Directorate of Ancient Monuments and Historic Buildings)

Why have we not had a programme on castles, a programme on abbeys, on pre-historic sites, and Roman sites?

M. Garrod (BBC)

Those subject areas are always under consideration but the trouble is, as you will appreciate, they do not always reach the top of the priority list. We have had a series on castles on the stocks for four years. We have it well worked out but in fact in our Department other things have seemed to be more important.

P. Roper (English Tourist Board)

I think there is an important point that may not have been adequately covered. Television, by its nature, if it covers castles, will want to consider one or two castles in the course of a half-hour programme. There may be hundreds of castles, for example, in the Welsh Marches, but only one can be covered which is particularly relevant. All

the others will be left out. What a Tourist Board, or another organisation, can do, working with television, is to tell you how to get to the particular castle spoken about in the programme and say where the nearest Tourist Information Centre is so that you can find out where other castles are. It can list other places round about that relate to the particular theme. This is something that television cannot usually do in its programmes, but it can be done by other organisations working with the TV company, co-operating on a piece of follow-up literature. An example of this is the pamphlet on the 'Past Afloat'. There are many more things mentioned in it than appear in the programme.

J.E. Moran (Argyll and Bute District Council)

I would like to ask a question about the leaflet. One of the speakers said that the BBC is not in the business of promoting tourism, but I am afraid, whether they like it or not, they are, when a publication like this is sent out, presumably to those who have written in, having seen the programme. Can I ask who puts this sort of publication together? It is absolutely vital that people getting it will get the right information. Without striking too sour a note, the content, as far as Argyll and Bute in Scotland are concerned, does not really bear much scrutiny.

P. Roper

The facts are put together by the English Tourist Board. In the case of a publication like this we do of course contact the Scottish Tourist Board to check the facts. Our mandate covers only England but when television creeps over the Borders we are happy to include Scotland also. I can understand that we are not quite so good on Scottish affairs as we are on English.

A. Burton

Could I ask what sorts of things are actually wrong? Is it the descriptions of the sites in detail or is it the information surrounding them?

J.E. Moran

For example, it is impossible to get from Tarbert to the island of Colonsay. The Colonsay boat leaves from Oban.

P.V. Moore (Cheshire County Council)

Taking the more general point about how we might 'connect', it seems to me that there are occasions when, both as a County Council and a formal amenity body, it would be nice to have fair warning of your programmes, such as the Bellamy tree programme, so that we can build on it and use it. We would need to know well ahead. You probably do send 'Insight' out to the Education Department of a County Council but it may not get through to other Departments.

M. Garrod

On the specific programme on trees; we are still talking about it - nothing has been filmed yet. We are going to do eight programmes and at the moment we have got eight ideas on which we are working. It is certainly not going to be transmitted until the autumn of 1984.

Jane Anderson

The question of communicating what we are doing is a perennial problem, especially when we are changing the profile of what we are doing and trying something that we have not tried before. We are always looking for a new communication network so that we can tell the right people what we are doing.

Tony Ellis

When CRRAG was discussing this session, we felt it would be a good opportunity for delegates to get in touch with the BBC just through them being here today.

R. Hall (British Waterways Board)

Dare I raise the question of cable television? To me this represents a tremendous opportunity for organisations like my own, or other public sector organisations in this field. Am I right, or is this a mine-field that we ought to steer clear of?

M. Garrod

I hope that is a comment rather than a question because we would be here for a very long time if you want to discuss cable television and direct broadcast satellite television.

J.M. Sully (West Yorkshire Metropolitan County Council)

I would have thought there would be many more interesting topics than castles. I live in Holmfirth which appears in 'Last of the Summer Wine' and tremendous interest has arisen because of this. It has made Holmfirth a major tourist attraction because people have seen it on television.

A. Burton

As a member of the Huddersfield Canal Society I think I ought to say, 'Yes' it is the sort of thing that is interesting to somebody who is involved in programme making. It is an area that I have thought about and discussed with the BBC. Life amongst television people is full of discussion about things that might go on the air but the greatest event in all our lives was the start of Channel 4. In a certain circle the only topic of conversation was, "What is your Channel 4 project?" Out of the thousands of projects that were put in, something like 0.001%, ever got through. Channel 4 simply cannot cope with the sheer volume of material. The difficulty is getting those ideas through the different stages. An idea has to go through a whole chain of people before it actually arrives on the screen.

T. Robinson (Countryside Commission)

You mentioned an objective of the programme was to get people to get up and go out and visit the places that you were talking about. In the process of making the programme you would have made contact with the sites that you were featuring. Did you, at any point, consider what you might do to maintain that contact and actually get any evaluation as to how far you were getting people to go out and visit sites?

A. Ellis

At one of the sites with which I am involved, takings were doubled the week after the programme. We have also maintained about a 20% higher level of visitors through the year. On the day of our Maritime England event we received about two-thirds of our usual number of visitors for a whole year. Anthony came to open the Maritime event so it was a continuing development of the theme. From our point of view it has certainly been very successful and I am sure it has been mirrored in all the other locations.

A. Burton

I do not think we go out specifically to make these connections. What tends to happen is that we keep in contact on a more personal level. For example, we featured a Thames sailing barge and in a couple of weeks time I am speaking at the Thames Sailing Barge Annual Dinner. One of the vessels we featured, Manxman, was threatened with the scrapyard this year. The Manxman Society wrote to me asking if I could help. I did what I could to help and, I am happy to say, this week the vessel has been saved. I do not think we have the time to continue close contact as individuals and I doubt if the BBC has the time, but what tends to happen when we go on location to film is that we do have a very close working liaison with the people who work there. At the end of the day, they have often come back as organisations or as individuals and asked either Michael or myself to attend open days or promotions and every time it is feasible we attend.

C. Bonsey (Hampshire County Council)

What do you do to check whether some of the more fragile and beautiful areas can withstand their subsequent fame?

M. Garrod

This has occurred in two areas. One concerned geology and the other botany. When we were making a series called 'On The Rocks', which was about geology in this country, we were very worried about this. We showed an area where you could find fossils and we did not want people to chip them off. The same with the botany series, with rare orchids.

One specific example of this is 'The Four Seasons' which has not yet gone out nationally. It has been shown in the north-east. It features a particular area of Northumberland quite extensively. We filmed through the year to see how the seasons change. We have not mentioned the exact location otherwise, with David Bellamy's personality, there could be all sorts of people treading the same path. In fact, in the last series we made the specific plea about not going to certain sites where there could be damage by pressure of people. I know this is a very big problem in all aspects of the countryside. We may indeed be running into problems by over-publicising particular areas for particular activities.

P. Roper

On a Tourist Board angle, we have regular contact with the Countryside Commission and the Nature Conservancy Council, etc., to find

out where places are suffering from too many visitors and where we should play down, or perhaps not mention them as a site to go to in the summer season, but perhaps in the autumn or winter. We do know where we should not be promoting and in the instances where we have worked with the BBC they normally do come and see us and tell us their suggestions and ask if there are any particular problems.

T. Huxley (CRRAG Chairman, Countryside Commission for Scotland)

I work with a number of people who call themselves 'interpretive planners' and they are much concerned about duplication of facilities for interpretation. This is based on the simple notion that, by telling the same story in a number of places, people will get bored with it. Personally, I feel that people can go to a lot of places and see the same sort of subject and still enjoy it, or the numbers of people who are available to go and see the same story are so large that duplication is not a real problem. When the ETB is running a promotion - a story - do they get at all worried about evident duplication around the country or is it just a matter of 'the more the merrier'?

P. Roper

We certainly think about it but don't exactly worry. It is very difficult to hear, in detail, what everybody is doing. Taking fishing boats as an example, I think there are sufficient people who want to see them to enable a number of good presentations of fishing boats to flourish. However, there are many people who would be bored after they had seen one. So it is important, on the other side of the coin, to have a very good mix of different activities.

A. Guest (Prince of Wales' Committee)

I would like to contrast the two sessions that we have had today. In the first one we were listening to people talking about very detailed surveys of what people are doing, who they are and exactly what their motivations might be. In the second session we have been hearing about some fairly large-scale promotions to very big audiences. Some questions in this session have drawn answers which show that comparatively little evaluation of the sort discussed in the first session is taking place on these promotions. To me this is slightly worrying. You could say that the target audience identified in the first session was people with negative attitudes towards doing things in the countryside. Many of this group may be the people who sit at home watching the television and programmes like those we have just been hearing about. I was wondering whether the people producing these promotions and television programmes had a target audience in mind. Are these audiences the same or is there something common between them that could be a subject of further research?

A. Ellis

We should just remind ourselves that people with a negative attitude towards the countryside had an age range of 16-19, tended to be single, with low income, no car, lived in a metropolitan area and had a low educational standard. That is the target group of people the Countryside Commission wants to get into the country.

Mrs. L.R. Middleton (West Yorkshire Metropolitan County Council)

In fact it sounds like the football hooligan. This is something which we really ought to be thinking about very seriously indeed.

A. Burton

I do not think we see our job in the type of programmes that we make as focusing on a target group. If we were trying to make a programme appeal to a particular group, we would not do the same programmes that we are making and we would certainly not be the right sort of people to do it anyway. I have recently been involved in school television and broadcasting on radio. School television asked me to advise them on a programme they were doing on ships and they said, "We don't want you in front of the camera because teenagers do not want to look at people like you". What they want are people they associate with pleasure; young and well-known, such as DJs or actors in popular series. Those are the sort of people whom they believe can best get through to that age group. Whether this is true I cannot say. We certainly do not see ourselves as aiming to do this. If they do like us and we get through then we are delighted. Speaking to people who are concerned with this audience, they feel very strongly that people like me are the wrong people to do it.

P. Roper

I do not think that Maritime England is the sort of promotion for this particular kind of market. It is very difficult in terms of leisure, tourism or any kind of market, to approach those areas where people are perhaps less literate. Tourism is normally bought by reading brochures and there is a strong disinclination to read amongst a very large sector of the population. Our strategy for the sort of topics that would interest the kind of markets that you had in mind is to approach the youth leaders and teachers and tell them of the opportunities that are available. They find this very helpful in passing on the message to their particular markets. I think that is the most satisfactory way of doing it. Using DJs and the media the message is got across in the manner that is appropriate to young people.

A. Ellis

We must thank Patrick, Anthony and Michael for their contribution. It has been a very tight session but a very interesting one.

THE DEVELOPMENT AND INFLUENCE OF AA PUBLICATIONS

Ralph Robbins

Editor-in-Chief, Publications, Automobile Association

I should perhaps begin this talk by explaining the organisation behind AA books. In fact, the books in which you are primarily interested are published by Drive Publications Ltd. (DPL). This is a company which is jointly owned by the Automobile Association and the Readers Digest Association Ltd. The operation of DPL is jointly funded and profits accruing are shared equally. Readers Digest have editorial responsibility supported by AA information and mapping.

As Editor-in-Chief of AA Publications, I am responsible for publications produced solely by the AA. They include annual guidebooks (of hotels, restaurants, camping, etc.) for the UK and the Continent, maps and atlases, and research into routes and all other information AA members are liable to require.

My association with DPL books is usually with the mapping requirements, any information held in our files or the acquisition of information, and details of specific AA information. Maps in particular play a vital role in DPL books, so my contacts are frequent.

Subjects selected for these books are the result of very careful market research. This research fulfils two major functions:

1. it identifies the most popular subjects,
2. it indicates the likely demand.

The two are obviously interlinked, the more popular the subject the higher the demand. Whilst there is no upper limit on response there is a minimum, below which it would not be possible to prepare a book.

We are looking for a response of 10%. Our combined mailing list of previous puchasers (books or merchandise) totals approximately 4.5 million. A 10% response would enable us to print 500,000 books which would include 50,000 for trade distribution.

A book can take up to three years to produce, from planning stage to finished copies. Throughout this period, market research is continued to monitor responses. The descriptive text used and the appearance, when colour broadsheets are used in research, must accurately reflect the finished book because any mistakes made when calculating such enormous print runs can be very costly. It does not take a mathematician to calculate that a book selling 500,000 copies for £10 is going to generate £5M turnover. We will have been funding investment for three years in market research, editorial development, design, illustrations, photography, reproduction, typesetting, paper and print and finally an enormous mountain of books. Prior to this mountain another mountain will have been produced and despatched in the form of mailing literature. The mail-order operation itself, in first the mailing of millions of pieces of paper and then fulfilment of thousands of orders and

collection of monies, is a very complex business. All this for just one book, but what a book it will be. The immense efforts and investment will have resulted in a beautiful book, very well printed on high quality paper and bound with equally high quality material, full of authoritative text and illustrated with up to 1,000 pictures selected from a total of up to 30,000 pictures taken especially for this book by the best photographers in the land. All of this effort by a body of the most skilful professionals can be purchased for around £10.

Books on the countryside from DPL are intended for car-owning readers who want to use their cars not simply as a means of getting quickly from A to B, but as a means of exploring their country more fully and enjoying the open air pleasures it has to offer. Hence books such as:

Illustrated Guide to Britain: A gazetteer of the whole country, highlighting the most interesting natural and man-made features, region by region.

Book of the British Countryside: An encyclopaedia of the natural world of birds and flowers, oak woods and river valleys.

Country Walks: A loose-leaf album of 205 family walks, starting from a car park and passing through some of the most attractive stretches of countryside.

Book of British Villages: An A-Z gazetteer of the most beautiful of our villages, many of them with roots in the ancient past.

Discovering Britain: A guide to the less frequented stretches of our countryside, easily reached by car for a weekend breather, provided you know where to make for.

The emphasis of DPL books has changed over the years from the general to the specific. People are showing an interest in ever greater detail about individual places. From the 'Illustrated Guide to Britain', covering the whole country, we progressed to books on towns alone, and villages alone. From the 'Book of the British Countryside' we progressed to 'Country Walks', studying the wild life and man-made attractions of small selected areas. Our readers' interest in more detailed information mirrors the national growth of interest in the pleasures of the countryside, and the campaign to conserve our heritage of wildlife and scenery.

We keep in close and friendly touch with numerous conservation organisations when we are preparing a new book, or updating an old one. These include the Countryside Commission, the Nature Conservancy Council, the Royal Society for Nature Conservation, the Royal Society for the Protection of Birds, the National Trust, the Forestry Commission and scores of smaller bodies up and down the country. We invite their representatives to comment on any aspect of our books that concerns their interests, and we act on the advice they give us. For instance, in 'Country Walks' we re-routed one walk in the Surrey Hills, on National Trust advice, to avoid a spot where a rare orchid was growing, and we omitted one highly recommended East Anglian route altogether because the local natural history society was concerned about the threat to a breeding ground of the marsh harrier if too many people came there. On that particular book incidentally, we achieved the feat of maintaining good relations with, on the one side, the Ramblers' Association,

concerned to keep every footpath open, and, on the other, the National Farmers' Union, whose members often appear to want to see half the country's footpaths closed for good.

New titles for DPL books are selected after intensive market research. From a reservoir of titles, dreamed up in the office or in some cases suggested by readers, we test in the course of a year, numerous book ideas. These tests pass through many stages, starting with a brief summary of the themes of several possible books and inviting a simple 'interested' or 'not interested' response from the reader, and progressing to a full-scale test of the more promising concepts using a leaflet complete with specimen pages, with real words and pictures.

The battery of tests includes a detailed questionnaire which invites prospective readers to play a part in shaping the contents of the book. We ask them – and they tell us – exactly what parts of the country and what aspects of the subject they are most interested in – whether they are more likely to visit South-West England or the Lake District, whether they are more interested in animals than butterflies, whether they would rather visit a castle or lie on the beach.

DPL books are usually produced with a relatively small in-house editorial team, but a large number of outside contributors who are experts in particular fields. For 'Country Walks' we had a writer in each of six large regions researching and writing up walks – and he in turn went to local ramblers for their advice on what routes to include. For 'Book of British Villages', some 30 writers reported on villages in their own particular parts of Britain, while well-known names such as Richard Adams, John Arlott, Fitzroy Maclean and Robert Dougal wrote about their own favourite villages. For 'Discovering Britain', more than a dozen writers experienced in the travel field were despatched to report on the hidden charms of various selected regions.

After each batch of draft text is received, photographers are commissioned to illustrate chosen areas, art-editors produce layouts for each successive spread, and editors work to fit together the jigsaw of pictures, text and the various 'panel' features that are a hallmark of DPL books.

DPL books are practical volumes designed for use in the field, and the fact that people do use them is evidenced by the feedback received in the form of readers' letters and telephone calls. Generally the tendency in recent books – 'Country Walks', 'Villages', 'Discovering Britain' – has been to encourage people to break away from traditional holiday patterns and explore new parts of the country.

We are often asked whether by drawing public attention to some hitherto little known spot we are not spoiling the very solitude that gives it its charm. But there is no cause for alarm. The traditional beauty spots that draw the big crowds will not lose their appeal; many holidaymakers enjoy them and will return to them year after year. Meanwhile, most of our lesser-known places are extensive enough to absorb many additional visitors without losing their timeless character. If a few signposts to these places can help spread the holiday load, then so much the better for everyone.

I firmly believe that this operation conducted by the AA and Readers' Digest has brought beautiful books into homes that would not otherwise be bookbuyers.

In the midst of all its activities the AA has an Environmental Affairs Department. It has produced a policy document entitled 'The Use of Leisure by the Motorist': an examination by the AA of the needs of the leisure motorist and his place in the environment. It was produced in 1974 and predicted that by 1984 75% of all households in Britain would own a car. Not surprisingly the document pressures for increased facilities to parallel increased leisure time and increased mobility. It also emphasises the fact that the motorist must accept increased responsibilities for the increase in freedom. Whilst we in AA Publications are aware of policy documents and statements, the publications we produce are not vehicles for AA policy. We aim to provide the best factual information possible for those subjects popular with our members.

PROMOTING A COUNTRY PARK IN SCOTLAND

John Mackay

Planning Officer (Research), Countryside Commission for Scotland

INTRODUCTION

This paper describes a piece of action-research in which the action was a promotion of a country park and the research involved surveys to monitor the effect of the promotion, as well as to gather some information about respondents' knowledge of a set of recreation sites. In recent years CRRAG has taken a close interest in the marketing of countryside recreation and this was one stimulus to the promotion, although it was not the main starting point.

The promotion was undertaken as one element of the work of the Lomond Hills Project, which was jointly sponsored by the Countryside Commission for Scotland and the Fife Regional Council in the period 1971-81. The Lomond Hills Project was concerned with access to the countryside for recreation in a 50 square mile project area in north-central Fife, including the Lomond Hills, which comprise attractive hill-land, easy of access to car-borne visitors from the main towns in Fife and also having a good number of visitors from outside Fife. The project area extended south of the Lomonds and over the northern edge of the Fife coalfield to include other countryside recreation sites, notably Lochore Meadows Country Park - the park promoted in the experiment - which has been created on land reclaimed from the dereliction of past mining.

One aspect of the project (a general description of which is available elsewhere (1)) was a review of the reasons why residents of some of the towns and villages in the project area did not make more recreational use of their local countryside, as evidenced by surveys of visitors to the Lomonds. Some of these reasons are self-evident from the social statistics for the area which, like other parts of Scotland with declining basic industries, is not fully prosperous and, of particular relevance to countryside recreation, has low levels of car-ownership. One theme pursued in the review of reasons for low or non-participation in countryside recreation was the relationship between information and access, or, in other words, the extent to which people know where to go in the countryside and how to get there. This is not an easy topic to research and it may have been underrated in previous analyses of reasons for non-participation.

One approach to this topic was an exploratory home-interview survey that placed some emphasis on the role of information and which was undertaken in Glenrothes New Town, located on the eastern edge of the project area. This survey considered only a few recreation sites in the project area and it was the starting point for this further enquiry into knowledge by the public of a larger and more dispersed set of recreation sites, mostly in Fife, as described below.

In summary then, this promotion experiment was undertaken with the joint aims of gaining some experience in promoting a country park

and of acquiring, through the monitoring of the experiment, some information about knowledge of, or awareness of, a set of recreation sites.

THE PROMOTION

As already mentioned, the promotion was of Lochore Meadows Country Park. The park lies close to a number of old mining villages and it is the location of a massive reclamation scheme, part of an impressive programme of improvement to derelict industrial land, begun by the former Fife County Council and continued by the Regional Council. The park came into being in the mid 70's and since then a range of facilities has been built up, in part centering on the use of the loch, which lies in the heart of the park, with more recently a visitor centre and a golf course opened. Lochore Meadows is also the base for the Regional Council's lively ranger service, which has a strong programme of educational work with local children. Progressively the park has become well established locally and the intention of the promotion was to build on this and generate further awareness of Lochore Meadows in the towns of Dunfermline and Kirkcaldy, both about nine miles distant and with populations of 42,000 and 47,000 respectively.

For both towns the promotion used the GPO home delivery service, distributing the general park leaflet to every house, a total of some 34,240 calls.

Monitoring of any increased visitation generated by the promotion should preferably have been undertaken at the park. However, effective monitoring on-site would have required a major survey effort, beyond the budget for the experiment, and it was decided to monitor the experiment in the two towns by interview-surveys before and after the promotion, in effect attempting to identify from the paired samples any change in knowledge or awareness of the park. Also, the aim of gathering data about awareness of other parks would best be met by surveys undertaken in the two towns, as only in a wider population would a reasonable sample of non- or infrequent participants in countryside recreation be acquired.

Again to keep monitoring costs down, the survey method was quota-sampled, on-street interviewing, undertaken on Saturday mornings in each town. The sample size was 200 (in retrospect, perhaps too small for secure analysis of sub-samples), quota-sampled for age and sex in line with the distribution of these attributes in each town. Comparison of survey data on social class allocation confirms that for this factor, the difference between the before and after samples is within the limits of sampling variation. The distributions of the social classes within the samples are satisfactory, although somewhat biased towards the higher classes as compared with Census data, particularly in class 3 non-manual, this reflecting, in part, that allocations were made for working wives. But this difference is also a reminder that the sample universe, of Saturday shoppers, is likely to be biased in a number of ways as compared to the total population of each town, an important point to be borne in mind in subsequent generalisations. The experiment was run over summer 1981 and the after-promotion surveys were held in Dunfermline five weeks after distribution of the leaflet, and three weeks after in Kirkcaldy.

Turning to the questionnaire, this had some preliminary questions to sieve out persons not resident in the catchment of the distribution, and about use of local parks in order to introduce the subject of the survey; then followed questions about awareness and visits to a list of seven parks (including Lochore) and knowledge of the location of the two country parks on the list; lastly, some socio-economic data were gathered for quota and social class allocation. The after-promotion surveys also had questions about recall of receipt and readership of the leaflet.

The make-up of the list of parks used in the surveys was influenced by several factors. First, the parks were chosen to provide cover to the main enquiry about Lochore and hence they were drawn from the key town parks and countryside recreation sites in Fife, with one park from Dundee. Then, a range of distances and anticipated levels of awareness was built in, and it was thought important that the names of the sites did not immediately signal an obvious geographic location. Also, a range of site types and of age of establishment was sought, in particular, to span the gap that often exists between consideration of the use of town and of rural recreation sites. Lastly, although eight parks are listed in Table 1, each survey used only seven, with the main park in each of the survey towns (the first two in the list) not being used for the surveys in its home town.

TABLE 1

PARKS USED IN SURVEY OF AWARENESS

Name	Location	Type
Pittencrieff Park	Dunfermline	Long established town park
Beveridge Park	Kirkcaldy	Long established town park
Craigtoun CP	near St. Andrews	Established park in countryside
Silversands Bay	Aberdour	Popular beach park
Balbirnie Park	Glenrothes	New park in country house grounds
Lochore Meadows CP	central Fife	New creation on reclaimed site
Kellie Castle	south-east Fife	Historic house, NTS
Camperdown Park	Dundee	Long established town park

RESULTS AND DISCUSSION

Only a limited selection of results is presented here, there being a more detailed report on the analysis (2). A reminder is required here that the survey sample is not wholly representative of the populations of the two towns and also that direct questions of the kind asked in the survey (about awareness of and visits to parks) are likely to generate a proportion of aberrant responses.

Taking first the effect of the promotion, Table 2 below sets out the responses on awareness for the before and after surveys for each town.

TABLE 2

AWARENESS OF PARKS (%)

	Dunfermline Before	Dunfermline After	Observed change	Kirkcaldy Before	Kirkcaldy After	Observed change
Beveridge	82.5	91.5	+ 9.0	-	-	
Pittencrieff	-	-		78.5	81.5	+ 3.0
Craigtoun	66.5	76.5	+10.0	94.5	91.5	- 3.0
Silversands	75.5	85.0	+ 9.5	75.0	73.0	- 2.0
Balbirnie	16.0	17.0	+ 1.0	41.5	52.5	+11.0
LOCHORE	57.0	82.0	+25.0	51.0	73.0	+22.0
Kellie Castle	23.5	23.0	- 0.5	34.5	37.0	+ 2.5
Camperdown	27.5	30.0	+ 2.5	48.0	50.0	+ 2.0

From the table it will be noted that a fairly massive increase in awareness was recorded for Lochore in both Dunfermline and Kirkcaldy, this against less shift in the other seven parks that act as controls. However, four of the other parks do show divergent figures and by chi square test they are just approaching levels of significance, suggesting sampling problems or (less likely) these parks may have had some significant exposure in the local press between surveys. Nonetheless, the shift in awareness at Lochore is large and highly significant for both towns, although it must be stressed that this is a short term observation only. In further analysis it appeared that the effect of the promotion was general across the sample in respect of sex and broad groupings of age and social class but the sub-samples are small for secure analysis.

In both towns, claimed recall of the leaflet was around 60% as tabulated in Table 3 for the after-promotion surveys.

TABLE 3

RECALL AND READERSHIP OF THE LEAFLET

	Recall leaflet %	Don't recall %	Unsure (%)	Claimed readership
Dunfermline	62.5	32.5	5.0	155
Kirkcaldy	61.0	34.0	5.0	238

Turning more generally to the data for claimed awareness of parks, the range of responses in Table 2 is of interest, ranging from 16% for Balbirnie (Dunfermline) to 94% for Craigtoun (Kirkcaldy). This last figure must be close to a peak of awareness and it also reflects the high popularity of Craigtoun as a place for a family or group visit on account of the excellent facilities for children. However, this is a prompted awareness and it will overrate the real extent to which this park (and others, of course) stands high in respondents' consciousness. But all the

traditional and older sites stand fairly high with the newest (Balbirnie) and the specialist interest site (Kellie Castle) having lower levels of claimed awareness. There is also an indication that distance has some effect on awareness.

In search of factors that may affect awareness (and using in this case amalgamated before and after samples to give a sounder basis of analysis, but excluding Lochore) it appears that the social factors of sex, age and social class do not emerge as being overtly significant influences on claimed awareness. In a few cases there is confirmation of linkages that might have been hypothesised, in that higher social classes are better informed about the specialist site of Kellie, and older respondents are more aware of the traditional sites, but such effects are relatively muted, the differences only just reaching significant levels in statistical tests.

Respondents to the survey were asked whether they had ever visited the seven sites. A plot is presented in Figure 1 of awareness and ever-visited for the seven parks and for each before and after survey, that is 28 data plots, and a strong relationship emerges between these factors. The Dunfermline and Kirkcaldy data are separated on the plot and the before and after points for Lochore are indicated. The ordering of the points is generally similar to Table 2, with the established sites of Craigtoun, Pittencrieff, Beveridge and Silversands leading Lochore and Camperdown, followed by Balbirnie and Kellie Castle. Evidently, the effect of the promotion in the short term has been to displace Lochore off the main curve. We may hypothesise that in a subsequent survey Lochore would be found back on the curve in that there will have been decay in awareness created by the promotion and that given a span of time, additional first visits induced by the promotion will have taken place.

The apparent strength of the relationship is intriguing. One might speculate that it depends, in part, on the choice of a set of sites that are linked in being all out-of-town and within easy day-trip distance. For example, it would be likely that if the list included some much more distant but well known sites then they would fail to fit the present curve by virtue of lower levels of visits. Thus, to take the point to an extreme, many will have heard of Copacabana or Bondi beaches, but few will have paddled there. It can be speculated then that the curve in Figure 1 may be one of a set of curves characteristic of different categories of sites and different catchment populations.

Assuming that this kind of relationship can be verified, we might see some practical uses of value to recreation management. First, it provides a sort of ranking of how a site stands in the public consciousness against alternative destinations for day-trips. Of course, no value judgement on merit is implied here in the ordering of awareness, as the management aims for some sites will not embrace mass visitation or involve active promotion outside the local catchment. But if numbers are important then the graph also gives an indication of targets to head for. In addition, and this is a more speculative proposition, periodic repetition of survey may be a means of evaluating the effect of promotion efforts and of signalling the desirability of shifting from promoting awareness and initial visits to encouragement of repeat visits. Finally, there is a different and more general point, namely, that the data do highlight the continuing importance of the long established parks as having a high place in the repertoire of recreation sites known to respondents.

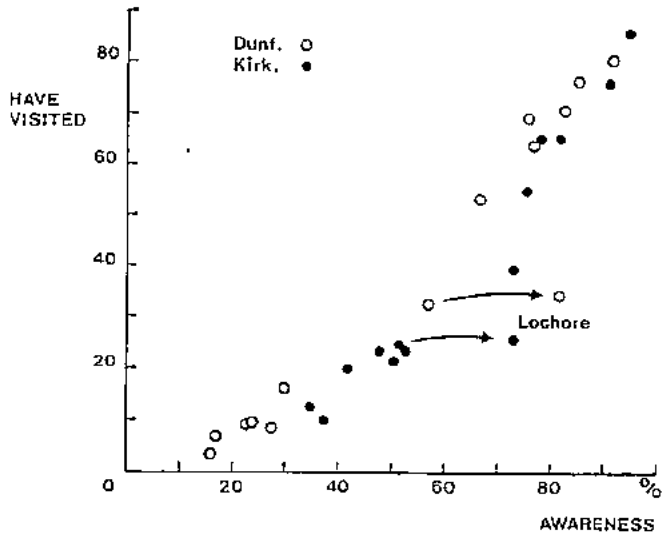


Fig. 1. Dunfermline and Kirkcaldy.

REFERENCES

(1) The Lomond Hills Project: Final Report, 1982. The Countryside Commission for Scotland, Perth.

(2) Promoting Lochore Meadows Country Park, 1982. CCS, Perth. (Please note that Figure 2 in the report is replaced by Figure 1 in this paper, as the former is based on faulty data).

DISCUSSION

B. Duffield (Tourism and Recreation Research Unit, Edinburgh University)

I found what Mr. Robbins was saying about AA/Drive Publications' market research very interesting. You obviously make a very careful and intimate examination of the potential buyers of your books. However, the information that you were getting was very reminiscent of what Mr. Sidaway was talking about in the first session in terms of information about what people like and what appeals to them about the countryside. Is it possible that other agencies beyond the Automobile Association can have access to that research material?

R. Robbins (Automobile Association)

The short answer is, 'No'. We do spend enormous amounts of money in obtaining that information and it is information that our competitors in the publishing field would dearly love to get their hands on. I appreciate that it is information of great interest to those of you who are engaged in countryside activities but it is information of a confidential nature. It is information on which we base decisions which are going to cause us to invest millions of pounds.

B. Duffield

In terms of information about the countryside and the challenge of the future it is probably unique in terms of its relevance to public policy. I think it is probably as significant as the surveys that we were talking about earlier.

R. Robbins

It certainly would not be my decision, but if you would like to write a letter as a result of this meeting, then I will discuss it at Basingstoke and London and it is possible that we could come to a compromise on information that is, in our terms, out-of-date, in that we have produced the publication for which it was gathered.

It is interesting how the themes of our publications keep coming up in other people's surveys.

B. Duffield

John Mackay illustrated graphically a relationship between awareness and the level of visiting of sites. Doing some quick arithmetic, it seemed that one in two of those who knew about the Lochore Meadows Country Park actually went to it. Who are the 50% who did not go and how did they differ from the 50% that did, other than in their awareness?

J. Mackay (Countryside Commission for Scotland)

We did look at this and we did some cross-tabulations using the various parameters that we had, i.e. social class, age. Again though, the samples were really too small to be conclusive. However, they did indicate the sorts of things that you might hypothesise. For example, the higher social class groups were more aware of Kellie Castle and were more likely to visit. However, at this level of analysis the sub-samples

are very small and one cannot place any reliance on them. Likewise, it would be a reasonable hypothesis that older people had a better awareness of the longer established parks.

V. Middleton (Department of Hotel, Catering and Tourism Management, Surrey University)

I am sure you know that awareness is one thing and perception is another and one can clearly be well aware of something which one is not the least bit interested in. In fact one may be actually opposed to it. How far did you consider the possibility of finding out what thoughts and images people had? This, in the end, is going to determine how awareness is going to translate into visits and is, I guess, the main aim of promotional material.

J. Mackay

I think that is a very important point but obviously this was just exploratory work. It is also fair to add that the kind of awareness I am talking about might be called 'prompted' awareness which is very different from people sitting down and asking themselves where can they go.

B.D. Hughes (Thames Water Authority)

Looking at the relationship between the surveys which were mentioned in the first session and AA market research, I wonder to what extent the AA actually took notice of the first type of surveys in deciding what topics to deal with in publications? I ask this question because during the first session one of the slides did illustrate a fairly high percentage of people who went on trips to beaches. However, I do not think there has been an AA Guide to British beaches, or if there has I am afraid I have not seen it. I wondered to what extent you took notice of these types of surveys?

R. Robbins

I think we might look for trends in large-scale surveys, although we might know them already because of the research that we do. However, the specific idea of the book must be right, as well as the way that we approach the subject. You can get the subject right but the approach to that subject drastically wrong. We did the beaches book about 10 years ago. We did a fairly comprehensive guide to British beaches but we got the approach wrong. It was a two-colour book and a very small format, smaller than A5. The number of books printed was about 350,000 and they lasted about four or five years. It is out-of-print now, but it is one of those books which for the people who used it, they would not be without it when they go to the beach. What we got wrong was the presentation. There will be a new book on British beaches and this time we have got it right, because we got the research right.

B.D. Hughes

Will that be because of the type of surveys that we heard about in Session One which showed that a fairly large number of people do go to beaches, or will it be because of your own market research?

R. Robbins

It will be because of our own market research. The sort of research that we have heard about today might indidcate trends to us but we are endlessly testing titles of books and they cover many trends. It is the approach to the subject which is the key.

T. Costley (Scottish Tourist Board)

I would just like to back up what Mr. Robbins has just said. The Automobile Association was one of the commercial organisations that we involved in discussions on our survey (Scottish Leisure Survey). They actually put a couple of questions on the survey and have been involved in the design of the questionnaire and getting some of the results. Therefore, they have got results from this survey that will give them trends and I am sure that they will want to develop it.

I would like to ask a separate question of Mr. Robbins, referring to your annual publications and your guides. From our own survey last year when we tested some of our own guides, the penetration level was not of the highest order. Only a very small percentage of holiday makers were carrying their copy of 'Where to Stay'. The immediate reaction is that it is not really cost-effective to go on producing them. The second reaction is that if we did not produce them there would be a terrible outcry. Are you caught in a similar situation, where you have not got an established reputation for producing guides and are caught in that you have to produce them although the annual cost might not be recouped by sales?

R. Robbins

This is a thorny question. There is not so much disposable income around now and there is not the same call for guides such as the 'AA Hotel and Restaurants Guide' and even guides to guest houses, farmhouses and inns. The camping guide remains popular. We are finding that people hold on to their guides longer in that they know there will be an increase in costs. They do not really consider it worth investing in a new copy for the slight annual changes. We have to continue this publication because we are providing a service to our members first and foremost. Our members do not have to buy these guides, they can ring up any local AA Office and get the same information, but they will only get it for the specific area that they are enquiring about. If they prefer to buy the guide then they can get it nationally. However, the annual guide books are a problem because costs are rising but disposable income is decreasing.

T. Costley

I think obviously a commercial organisation is in the same situation that STB is in. The information is there and we have got to provide it, even if it means producing it for a market that definitely is not lucrative.

C. Gordon (Session Chairman, Nottinghamshire County Council)

Can I close this session with great thanks to our speakers.

PRESENTATION OF ENGLISH TOURIST BOARD'S 'MARITIME ENGLAND' AUDIO-VISUAL

A video-tape of the audio-visual prepared by ETB to publicise its 'Maritime England' promotion in the initial stages was shown to delegates. It aimed to stimulate tourist operators and the voluntary sector to take part in the promotion and to stage maritime-related events. The showing aroused considerable discussion.

DISCUSSION

P. Roper (English Tourist Board)

I will be very happy to answer any questions on the video that you have just seen.

T. Huxley (CRRAG Chairman, Countryside Commission for Scotland)

I was always led to believe that the word 'maritime' was restricted to the coast and marine environments and not freshwater. Why is there so much about freshwater areas in a programme about Maritime England?

P. Roper

I do share your anxiety but it is very difficult to find a word that describes all waters. I originally thought that we were going to confine ourselves to the coast. Apart from covering rivers and canals etc., there has been a tremendous inland dimension, admittedly often based on pirates and smugglers, but doing things in a maritime way. We did include it although it was stretching the definition of the word 'maritime'.

A. Guest (Prince of Wales' Committee)

What was the budget for this special promotion?

P. Roper

Our budget was about £120,000. That was the English Tourist Board budget. When you look at the multiplier effect when all the others have put in money, then it would be considerably more. In our terms, that is not a lot of money for a national promotion of this scale. I think these days you would have to start somewhere between £500,000 and £750,000, so an advertising agency would tell you, if you are really going to do some image-changing work. In our terms it was relatively low cost for the sort of scale and the sort of achievements that we hoped to gain.

A. Guest

The Regional Tourist Boards had separate budgets for it?

P. Roper

Yes. It is up to Regional Tourist Boards to decide for themselves what they want to spend on these things and their budgets would have been quite small. They did have a lot of help from our central budget, but they did not have an increase to their budgets to include maritime

topics in their annual brochure. The budgets did not change and so many people were able to join in without spending more money at Regional level.

P. Muggeridge (South West Water Authority)

Rather interestingly, at the end the audio-visual referred mainly to the voluntary bodies, and getting the WI's, etc. involved. Was this aimed at the public or the private sector?

P. Roper

I think the public sector is fully aware of its responsibilities. It is very often in the voluntary area that you have to work a little bit harder on your message to get them to take it up seriously. They need more encouragement because they are voluntary.

P. Muggeridge

Have you been able to evaluate yet the effect on overseas tourism?

P. Roper

It is not actually my department to do that. It will be the task of the British Tourist Authority and it will be too early for them to have done it. Much more evaluation will be done during the next few months both domestically and overseas. It was confused, of course, by the Falklands War, which was not an event planned by us, I hasten to add. It did come at an extraordinary time for us, just when Maritime England was getting off the ground.

V. Middleton (Department of Hotel, Catering and Tourism Management Surrey University)

An interesting question was raised on evaluation. My guess is that you cannot actually evaluate the effectiveness in terms of numbers, of this type of campaign at all, either on the domestic side or indeed on the overseas side. It was a good question and I do not think that because you cannot evaluate the promotion it is necessarily a criticism of what ETB did. But I think that it has to be said fairly bluntly that there is no way you can precisely evaluate the effect of this type of operation.

P. Roper

I think that the key word there is 'precisely'. It is too easy to say that a promotion was successful and have absolutely no quantification whatsoever. So we will get what information we reasonably can as to how it has worked. I am not a researcher but we do have a research department and I am sure they will make their best efforts to get whatever feedback and information they can helpful to us and to other people. I do take the point that something of this nature is impossible to evaluate accurately and precisely.

M. Garrod (BBC)

Just an observation and that is about Britain rather than just England. As you know, we are very conscious that Scotland has a very strong maritime tradition, and there are a few vessels around in Wales. It seems a pity that such a very interesting stimulus to the whole of maritime history has to stop at the Borders.

P. Roper

I tend to agree as a British person, but I work for the English Tourist Board and our mandate, unfortunately, does stop at the English borders. We do, of course, talk to one another as Tourist Boards with great regularity and the British Tourist Authority does cover the whole of Britain, and wherever possible we work very closely with Scotland and Wales. It is the way that we are constituted and set up that is the limiting factor, but I think we all understand the value of having a British dimension. Indeed we have lost a certain amount of publicity that we might otherwise have had because Maritime England is confined solely to England. For example, some of the cereal manufacturers and other people in big chain grocery fields very much wanted to do on-pack promotions, but they will not do anything that is not British. They will not do an English, or Welsh, or Scottish thing only.

M. Garrod

I am just wondering if, when you come round to your next blockbuster, it could in fact be British? I know that you are the English Tourist Board but is it not possible for there to be extra collaboration somehow?

P. Roper

If we come forward with an idea and if Scotland and Wales are happy to co-operate with us then it would indeed be a British thing. In fact when we did 'Roman Heritage' we co-operated very closely with the Wales Tourist Board and if in the future we do anything on the Tudor theme, which we well might do because 1985 is the anniversary of the Battle of Bosworth, we may well co-operate with the Welsh.

J.M. Fladmark (Countryside Commission for Scotland)

Is there any danger that the tourist market might become saturated with campaigns of this kind? Does the Board have any policy to limit itself to so many themes or campaigns of this kind?

P. Roper

Yes. At the moment we are only doing one major theme every three years. We would not want to do any more than that unless there was some very substantial reason for doing it. I think you are right, it could become too much of a good thing and people could become confused. As it is, one discovers that any given year is 'the year of this' or 'the year of that'. I am sure that the vast majority of people do not catch up with what year it is.

J.M. Fladmark

What are you going to do with the two years that are left for Maritime England?

P. Roper

Essentially, we continue to work with the trade but in a rather lower profile. There is a lot of consolidation to be done. There are many workshops that we can have putting producers together with the travel trade, wholesalers, tour operators and transport undertakings. They will have seen during 1982 that Maritime England is a good

property, a good 'brand'. If we tell them that beforehand some of them will believe us but they will not believe us very much until they have actually seen it with their own eyes. If we just stopped it at the end of 1982 it would be too late for them so we have to go on giving those people support.

We did that with 'Visit an English Garden'. I think that it has probably been very successful in the sense that garden visiting has continued to go up during a period when other things have fallen in numbers. However, I think if we had stopped in the first year of 'Visit an English Garden' steam would have gone out of it. We have kept on supporting gardens for three years and in fact we are still doing it after five years in a minor way.

R. Sidaway (Countryside Commission)

Did you use this same audio-visual when going out to commercial operators and what has been the response by them to a presentation of this kind of which they must have seen very many? Was there any reaction to it?

P. Roper

Their response is very varied to this type of audio-visual presentation. Some get very excited by a certain topic whilst others do not. What we want to do is to try and inform as many of them as possible, and with about the 4,000 that there are in this country it is not very difficult. Out of this number we get the enthusiasts in a given topic. When we go to the Association of British Travel Agents Conference and we organise a session which presents Maritime England, we do not get a very large audience but we get a very important one. We know that we are going to be able to influence them and they will start doing good business with the products generated with our advice. Hopefully others will follow suit and it will have a 'knock-on' effect.

R. Sidaway

I was just wondering how much the presentation matters. What you appear to be saying is that either the idea catches on, or not, but the presentation does not particularly matter.

P. Roper

I think that presentation in AV form, for the travel trade, does not necessarily matter. The AV was designed to deal with people who have not had much experience of tourism. Dealing with the trade you have to be much more specific and you have to present in a way which they understand such as through a workshop or seminar. We probably would have shown the AV as well, but the trade wants rather more technical detail and information than is seen here. If they see something like that, it is really only demonstrating to them that we are doing a lot of other work elsewhere. We are showing information rather than hoping specific action will be taken on it.

T. Costley (Scottish Tourist Board)

Speaking from the experience of the other Boards and the English Tourist Board, I think it is significant that any evaluation that we undertook would probably reveal the fact that more day trippers take

part in these events than actual tourists. Yet it seems to be the Tourists Boards that are involved in this sort of promotion; for example, Wales and its' castles; the Scottish Tourist Board and 'Victorian Scotland'. Can I ask the audience why the other national agencies and bodies do not seem to be directly involved in this sort of promotion?

The major market for this sort of promotion is not the tourist but the day tripper. It seems strange it is the Tourist Boards only who have been involved in these sorts of promotions.

T. Huxley

From experience of working in one national agency, the Countryside Commission for Scotland, there is evidence that some colleagues do not like the word 'marketing'. Personally, I do not object to it because I have been to so many CRRAG Conferences that I understand what is intended by it. However, when one has gone back from a CRRAG Conference and tried to talk about marketing in the terms that are spoken here, it is discouraged because of worries about the conservation side of the picture. I think this is the reason why at least one other national agency in Scotland is nervous of joining with the Scottish Tourist Board in this sort of exercise. Personally, I hope this attitude will change. I genuinely believe what Roger Carter (latterly of STB) used to say: that money put into tourism can help towards conservation objectives. But it is not something that people readily accept. They are nervous of it.

P. Roper

We do very much appreciate those remarks and I think that is a point well made. I think that one of the difficulties is the multiple meanings that the word 'tourist' has. Tourists are often seen as people festooned with cameras in Bermuda beach shorts with their transistor radios blaring and making a noise and a mess by throwing litter everywhere. 'Tourist' is not a very nice word in our language.

I was recently at a presentation given by the RSPB where work carried out in Scotland found that the vast majority of tourist visitors in the early part of the season, when hotels are badly in need of business, are actually serious bird watchers. So a lot of tourists are environmentally sensitive and conscious; they are not going to destroy the environment in large numbers. However, the very word 'tourist' does conjure up visions of hoards. The task of Tourist Boards is to manage the market properly and to manage the demand and to make sure that the right numbers of people are at the right place and at the right time of the year.

T. Huxley

The Nature Conservancy Council has actually been promoting a maritime conservation policy in recent years. However, their message did not come through in your Maritime Year promotion. I have been wondering why this is so and now I think I know. They would be too nervous.

P. Roper

We have been in contact with NCC about their policies. However, as you rightly say, they are nervous and I can understand why. They are afraid that any slightly insensitive promotion will cause great

environmental difficulties in a given area. We do have regular contact with the NCC about these problems and they are the people who must advise us. However, referring back to 'hoards' of tourists who might turn up because the word 'tourist' has been used is very often a problem. I have heard quite a lot of debate about Upper Teesdale and its wildlife aspects. People have said that there will be a problem if too many tourists come, since it is a very sensitive area. Yet the tourists who do go to Upper Teesdale are school botany teachers with parties who are actually very interested in that environment although they turn up with a lot of people. The car-borne tourist is not going to bother with a place like that. The message can get very garbled and activity has to be looked at very closely: who is doing precisely what and why and how can it be managed?

M. Taylor (Lake District Special Planning Board)

Speaking for the English Lake District, which has been referred to as a less frequented part of the landscape, (I can assure you it is not) I am perturbed by what you say in reassuring us. Our Regional Tourist Board recently had to be stopped from publishing 10,000 copies of a promotional field study guide which would have led to severe over-use of some very sensitive areas. This is evidence of a Regional Tourist Board being unselective in its promotions. I would like to think that the Regional Tourist Boards could really influence tourists to come in the right numbers to the right places at the right time. I do not see how it can happen. In case I sound like an obstructive conservationist could I just say that while one of the objectives of the National Park is to promote the enjoyment of people, we are reluctant to do very much about promotion because we are not given adequate resources to manage these areas that are under pressure. I have sat here fascinated with the talk of promoting things to the public which can stand the strain, but we dare not do this. It is not your fault, but I would like to stress that I think we have got our priorities wrong. Roger Sidaway produced statistics about the growing membership of the Natural Trust or the RSPB, but little of that money is going on the sort of conservation that I have in mind. We are being starved of resources because despite what Government Ministers say, we are not getting more support to keep up with inflation. Yet we are under more pressure than ever. Erosion is getting worse and I wish there was some way of getting some publicity, perhaps through the BBC, not only regarding the beauty of the countryside but the fact that it needs positive management and resources are needed to do that.

P. Roper

I think management very often means not promoting at all. If a particularly sensitive area is featured in a publication which is going to attract a large number of people who cause damage to it, then I submit it should not go in that publication. It is probably the sort of area that should be totally restricted because it is very sensitive.

Tourist Boards cannot stop absolutely everything. They cannot stop someone else publishing and the newspaper or television picking it up. However, in respect of the work that they are actually doing, they are very responsive, I hope, to the needs of conservationists and if we are not, then we should have a better dialogue.

R. Sidaway

I agree with that. While I must accept much of what Michael Taylor (Lake District Special Planning Board) says, we must be very careful as resource agencies that we are not using the conservation argument as some kind of barrier towards public enjoyment. For a long time my own organisation was resistant to the idea of putting out a leaflet on country parks. Somehow, it was just the people who came across them by chance, or the people who were 'our kind of people' that we were happy to see. We can be too selective and use caution as a filter if we are not careful.

Just to pick up on another aspect of non-communication; the link has not been made between the Heritage Coast work and heritage coast management projects of the Commission and 'Maritime England'. We can say that there are conservation projects and we are not out to promote them. Yet we are missing out on opportunities because many recreational facilities are provided within the Heritage Coast projects such as guided walks. I think it does behove us to 'get our act together'.

P. Roper

The point has been made that there is almost a fear of marketing. People hear about marketing and think that it will bring in millions of people which is that last thing that is wanted. Therefore, it does happen that heads are buried in the sand. It is much better to sit down with the marketing people from the Regional Tourist Boards and explain the position that you are in and ask for their recommendations to achieve the different objectives that you may have. I think if this was done it would help a lot.

V. Middleton

It has not been made clear yet that marketing is not about making more people do something. Marketing is actually about understanding what it is that people want to do, or to some extent, what they are going to do anyway, in order that people can actually manage what is going to happen, do so in a more effective way. If you want to stop people doing something you use marketing tools. For example, if you want to stop them smoking you have advertising campaigns. You use all the promotional techniques in reverse in order to destroy people's positive attitudes towards smoking. Marketing is not about making more people do things; it is about understanding why it is they want to do things at all. The more you understand something, the more likely you are to be able to do something effective about it. It is really a misconception that it is about 'more' of something.

C. Bonsey (Hampshire County Council)

Those who are worried about the impact of a Regional Tourist Board should be the first people to join the Regional Tourist Board so that they can get their argument listened to. From experience I have found that this does work. My own County shunned joining the Regional Tourist Board for far too long. They eventually joined and they have found that they have got a say in things and control and sensible management can come about. I think the most stupid act is to stand in the wings and criticise.

J.E. Moran (Argyll and Bute District Council)

I think that the Regional Tourist Boards and local tourist organisations are not quite so heavy-handed as people may believe. For example, with the osprey situation in Scotland, the local tourist organisations do not promote the location of the birds and bring it to the attention of the visitor at all. They do not just rush in and randomly promote things. There is a policy of conservation and it is by getting involved in these organisations that the right sort of balance is found.

P. Roper

That is correct. The English Tourist Board has quite a long list of places that one organisation or another has asked us not to promote or to play down. We do get quite a lot of conflict. For example, a hotel near an osprey's nest will want to be promoted. An example of this is the National Trust who asked us not to feature the Farne Islands in our publicity because too many visitors were going there. However, we then received a letter from the local boat association at Seahouses opposite the Farne Islands saying that their trade had dropped alarmingly and they were about to be put out of business and could we help them? It seemed very sad that their trade had fallen so much that they were about to be put of business. Sometimes there is tension. I am sure you can see that there are fine balances to be drawn between conflicting considerations.

A. Guest

To follow Victor Middleton's point, I suspect there are different ideas of marketing. Marketing can be making people buy things that they have never thought of or never wanted to have before, such as the increase in consumption of sliced white bread. I suspect that part of the tension or nervousness between marketing and countryside conservation is that often there are things in the countryside conservation world that marketing people would not think of as marketable products. I read today a report of the Society for the Interpretation of Britain's Heritage, Conference at Stratford. People working in interpretation were looking at the provision for tourists in Stratford and one of the issues was bus tours round the City. They were suggesting that a slightly more educational and more informed guide could go with these bus tours rather than the parrot-fashion type of delivery. This was turned down by the bus company which runs the tours because it was unmarketable, in the sense that it would have no appeal. I suspect that tension arises from this.

P. Roper

'Marketing' is an emotive word just like 'tourist' is an emotive word and it is often misunderstood. In fact the bus company may have been right, but, on the other hand, you will get a lot of commercial enterprises in tourism who will not try anything new. They have a sort of prejudice against it. This is partly why you get overcrowding in some places. Tour operators are often very conservative and will only go to places to which they say there is a demand and the public will only ask for the places which they have heard of or which the tour operators are selling. A vicious circle builds up but the load could be spread more widely if only everybody could be educated simultaneously.

A. Burton (Presenter 'The Past Afloat')

As an historian I see a great comfort in that nothing changes very

much. I could say almost exactly the same argument applied to exactly the same place, Stratford-on-Avon, in about 1750.

C. Gordon (Nottinghamshire County Council)

Can I just thank Patrick Roper for the contribution he made earlier today and this evening. Thank you for the time you have taken in bringing this presentation here and making it so absorbing. I am sure everybody is very grateful.

THE NOTTINGHAMSHIRE COUNTY COUNCIL PROMOTION OF RUFFORD PARK

Roger Jowell, Co-Director and Helen Finch, Project Researcher,
Social & Community Planning Research (SCPR)

INTRODUCTION AND BACKGROUND

Rather than outlining the precise ways by which a country park has been promoted, this paper describes how a research project is being used to develop and evaluate a marketing approach towards promoting a country park. It describes an exercise in linking up, or matching, three elements: a) the sort of people who come to the park; b) the sorts of events, activities and experiences they want to find when they get there and c) the way in which that experience can be promoted.

The Park in question is Rufford Country Park in Nottinghamshire, some 17 miles north of Nottingham and 25 miles south of Sheffield. It is within the Sherwood Forest area – only about three miles from Sherwood Forest Visitor Centre. Cistercian monks built an abbey there in the twelfth century. Later a country house was built on the site of the abbey, a lake was constructed and a stable block added. Today the lake remains and there are both woodland and open walks around the remaining parts of the abbey and the house. The old stable block has recently been converted into a craft centre which includes a gallery for art and craft exhibitions, a buttery, a souvenir shop and craft shop.

While Rufford was in the process of being established as a country park in the late 1970s, the Countryside Commission, with Nottinghamshire County Council, decided to experiment by applying a marketing approach to this new countryside development. Nottinghamshire were developing the Park at the lowest possible net cost to the Authority and had decided that the primary source of income should be from trading activities in the Park. Although at that time the combination of countryside recreation and marketing was unusual, there was a growing awareness that the public sector manager could learn much from the marketing approaches used by managers in the private sector. In fact, the initiative for investigating this approach in relation to Rufford grew out of the 1977 CRRAG Conference whose theme was 'Providing for Countryside Recreation – The Role of Marketing'.

It was felt that a marketing approach required testing before it could be recommended to managers. Therefore a study of the proposals for the Park was commissioned from the marketing consultants – Cooper and Lybrand. They carried out a six-week study which aimed to show how marketing expertise could be applied to the provision of facilities for informal countryside recreation. They analysed current developments in Nottinghamshire, looking especially at the proposals for Rufford in the light of experience at nearby Sherwood Forest Country Park and Visitor Centre, and they prepared marketing strategies for Rufford in the light of current budgeting constraints and commercial management practice.

Among their recommendations they identified 'market gaps' within the area, suggested what might be provided at Rufford, discussed various

pricing options and developed an initial promotional strategy for the Park. They emphasised the need to define the market and aim for market segmentation and targeting. As a result of their recommendations a Marketing Officer was appointed whose main responsibility was to formulate and implement a promotional strategy.

Social and Community Planning Research were approached to carry out a programme of social research that would assist in this promotion of the Park. This paper outlines the role of that research. It describes how the research fits in to the promotional campaign and hopes to contribute towards developing the facilities offered and how it hopes to help Nottinghamshire County Council to spread the right message to potential visitors to the Park. The research does not aim to be a major piece of work. Social and Community Planning Research is a social research institute with technical expertise in the problems of sampling, of measurement, and of running social surveys, so we will not be talking about the marketing and promotion itself. The research is still being carried out and we are not able, as yet, to present many results. What we will do is first to describe the aims of the research and outline the methods and techniques that we have used, and then discuss why we have used them and the problems involved in the selection of techniques.

THE AIMS OF THE RESEARCH

An overall aim of the research is to seek to understand the needs and interests of the public visiting country parks in general and Rufford Park in particular. One of the first requirements therefore was to carry out a straightforward descriptive study of the types of visitors coming to Rufford; to look at the usage patterns throughout a 12 month period, and to see how those patterns change.

Second, we wanted to identify visitor needs and expectations in relation to the Park - what they expected to find when they got there or would have liked to find - so that the extent of any 'mismatching' between their expectations and what they found, could be assessed. In this way it was hoped that the research would play a part in the development of the facilities and services within the Park.

Next, the research was designed to provide an input in the developing of the promotional strategy - both in general by providing ideas and suggesting directions that the strategy might take, and, more specifically, by evaluating reactions to particular promotions that already existed.

All these objectives, so far, are challenging but fairly conventional research tasks. Two other factors make the research somewhat different.

First, the research findings needed to be dovetailed into the existing information that Nottinghamshire County Council already had about the Park. One of the recommendations made in the Cooper and Lybrand 'Rufford Country Park Marketing Study' was that a Management Information System be set up. We needed to liaise closely with Nottinghamshire's Marketing Officer to supplement the information that he already had.

Second, and more important, the project aimed to develop, at least in outline, an approach to monitoring and evaluating countryside

recreation programmes that could be adapted to the needs of, and used by, other local authorities. In other words, the research was not seen merely as a one-off exercise. Within the local authority the information may be updated over time and fitted into the monitoring system. However, the whole programme of evaluation and monitoring, based on our experience at Rufford with Nottinghamshire, may be able to be replicated by other authorities.

NOTTINGHAMSHIRE COUNTY COUNCIL'S PROMOTIONAL STRATEGY AND EXISTING INFORMATION ABOUT THE PARK

Four principal promotional objectives were determined from the Rufford Marketing Study and became the basis of Nottinghamshire's 1981/82 promotional campaign. They were:

1. to increase the general awareness of visitor facilities in the Park – so that the number of visitors overall would rise, leading to increased expenditure by visitors.
2. to increase mid-week use of visitor facilities – by making the visitors aware that the facilities were open in mid-week and by stressing the benefits of visiting then rather than at other times.
3. to extend the visitor season by making visitors aware that the facilities were open, particularly in the 'shoulder season' months of March/April/May and September/October, and stressing the benefits of visiting then.
4. to promote special events and programmes within the Park – hoping to attract enough visitors to ensure the financial success of each event and thus generating 'repeat business' to the Park.

A number of target markets and media were identified for each of these objectives. The Council already had certain limited information on visitors to the Park from sales account figures for craft shop, gallery, buttery and souvenir shop; car count figures from mechanical car counters at the two car parks which are the only means of vehicle access into the Park; and foot count figures from mechanical foot counters for the craft shop, gallery and buttery. There were, however, various problems with the accuracy of these figures, for example, owing to initial faults in the mechanical counters.

Nevertheless, the estimated number of visitors to Rufford Country Park in the 12 month period up to August 1982 was 290,000.

THE RESEARCH PROGRAMME

We should point out that although this paper is about Rufford Country Park only, the brief for our research was to cover nearby Sherwood Forest Country Park in exactly the same way. Although the Visitor Centre at Sherwood had been established some years before, a new interpretive display was developed there following the development of the Craft Centre at Rufford. The promotional campaign was intended not just for Rufford Country Park but to promote the recreational use of the Sherwood Forest area in general. Therefore, virtually all the research described below took place at Sherwood as well.

In terms of practical fieldwork there were three parts to the research programme. These were:

- a visitors' self-completion survey,
- a personal interview survey within the Park, and
- a programme of qualitative research.

Each of these are described in turn, showing how they fit into the objectives of the research.

The Visitors' Survey - Self-completion interviews

At the start, basic data on the visitors coming to Rufford were needed to provide an input for the management information system. We needed descriptive data on the type of people visiting the site at different seasons throughout the year. Car counts could give an estimate of the number of visitors but only survey data would be able to describe them. Since increased visitor use and expenditure by specific target groups of visitors was an objective, knowledge about the kind of people currently visiting was needed as a starting point. It was needed for different seasons of the year (to compare off-peak with the main season), and for different days of the week (to reflect weekend and other midweek use of the Park), and for special event days. The type of information required was straightforward:

- where the visitors came from,
- the reasons for their visit,
- demographic characteristics such as age, sex, employment status,
- how many people were in the travel party,
- whether they were first time or repeat visitors,
- whether they had seen any promotions recently on the Park, and if so, where,
- the length of their visit.

A large sample of visitors was needed to collect reliable information on these topics for visitors at all the different times mentioned. To be able to make comparisons for example between mid-week and weekend visitors, or between winter and summer visitors, we needed to ensure that large enough numbers were found in each group to generate a valid comparison. The combination of the large sample size needed with the straightforward nature of the questionnaire topics, led us to recommend that this stage of the work employed self-completion questionnaires rather than personal interviews.

There are two car parks at Rufford, and, owing to the location of the Park, hardly any visitors arrive by foot. Therefore, by positioning interviewers at the entrance to each car park we were able to hand out short self-completion questionnaires to vehicle drivers as they arrived and before they found a parking space.

The questionnnaire was kept as simple as possible. It consisted of one printed piece of paper folded into three in the form of a leaflet. It was designed to obtain demographic information on all the adult members of the party so that only one questionnaire per vehicle would suffice. Respondents were urged to complete it as soon as possible. Large, clearly marked containers were positioned around the car parks - and at other places within the Park on the survey days, to act as post-boxes for the returned leaflets.

This self-completion survey took place at Rufford Country Park, on a total of 12 different survey days throughout the 12 months' period. On each of these days, within a five-hour working shift, a census of all visitors arriving, (with the exception of coach visitors) was covered. In effect, we put a cordon around the Park and contacted people as they passed through it.

On any one of the survey days at Rufford, the maximum number of leaflets issued was around 700. The total number issued throughout the year was 4,500 and 70% of this total, about 3,200, were returned completed. This gave us information on some 7,000 adult visitors coming to the Park throughout the year.

This method of collecting basic data on visitors worked reasonably well. It was made considerably easier by the fact that there were, in effect, only two entrances into the Park and no open access into it along the side of the road, which is the case at Sherwood Forest Country Park. In extremely busy periods interviewers sometimes missed cars in their distribution exercise but these would have been counted by other people working alongside the interviewer who were specially employed for this job as 'counters'. In this way the total number of cars entering the Park during the five-hour survey shift was known so that the data obtained for the shift could be weighted accordingly. The County Council helped us in this exercise by providing the bins in which the leaflets were posted and arranging for them to be emptied at the end of each survey day. They also employed the counting staff who worked alongside each interviewer.

Visitors' Survey - Personal Interviews

A further important aim of the programme was to identify visitor needs and expectations in relation to the Park. We wanted to see what people expected to find or would have like to find when they got there. We also wanted to assess reactions to the facilities and the environment. The self-completion survey collected basic factual information, but these further topics, relating to people's attitudes, could only be investigated by personal interviews. To obtain a representative probability sample of all visitors to a 150-acre Park would have proved too expensive. So, rather than opt for a quota sample of visitors all over the Park, we decided to aim for a probability sample of visitors to the Craft Centre. People were contacted as they left the Craft Centre through its main entrance. On each survey day two interviewers worked at the Park accompanied by one person who counted the total numbers in each time period. They approached adults (aged 16 or over) as they left the Craft Centre and passed the contact point (an imaginary line across the entrance). After completing an interview they then approached the next person to pass by, and so on. If a group of people passed the contact point simultaneously, interviewers approached the adult nearest to where they were standing. Chairs were provided near to the contact points which could be used for the interview. Throughout the survey period the total number of adults passing the contact point was counted so that the data could be weighted, when the full analysis is carried out, to reflect all visitors to the Centre during the survey period.

Therefore, we aimed to achieve a random sample of adults who had visited the Craft Centre during the survey period. Because the visitors were leaving the Centre, the majority had spent some time in the Park.

A filter question asked by the interviewers when making contact ensured that only those who were at least half way through their visit were included. The questionnaire was designed after running two group discussions held locally - one in Nottingham and one in Sheffield - which had explored attitudes towards, and people's expectations of, country parks in general.

During the interviews, questions were asked on:

- people's likes and dislikes of the Park and of the facilities and environment within it,
- expectations of what they would find there,
- expenditure,
- how people first heard about the Park,
- awareness of any recent promotion of the Park,
- the decision-making process in going to the Park (who made the decision, when and why),
- certain characteristics of the visitors - such as their frequency of taking day trips into the country, composition of travel party, socio-economic groupings, age group, origin of journey, first time or repeat visitor.

There were three phases of personal interviewing in the Park: one in autumn and two summer phases. A total of 300 interviews was obtained in all.

Qualitative Research

The third element of the research programme centred around some qualitative research. In total, eight group discussions have taken place during the course of the project which covered both Sherwood and Rufford. Four were conducted with special reference to Rufford. The group discussions were intended to explore in depth people's views and preferences towards countryside recreation:

- why they would use certain facilities and not others,
- what they expected when they spent a day in a country park,
- what would encourage them to visit more often,
- why some people visit parks regularly while others visit them seldom or not at all.

The composition of each of the groups was selected with care and although the sorts of topics just mentioned were covered at each, other topics emerged in particular groups. Also, different types of promotional material were shown to the groups to gauge reactions. In deciding on the composition of the group discussions, we had identified certain key target groups in the population and the structure of the group discussions was designed to fit into this pattern. For example, one group was composed of people in the 25-45 age group who had been to Rufford Country Park. The aim here was to contrast images put across through publicity with the reality of a visit. Another was with people who had never visited Rufford, who lived in the inner city (inner Nottingham), and who were non-car owners. The objective here was to

see what they thought about the idea of going to the countryside and what their latent desire and ability to visit the countryside might be.

Another group consisted of those who had not only never visited Rufford but who lived well outside the catchment area, in fact in Leeds. We wanted to establish visitor knowledge of, and reactions to, such labels as 'country park' and 'craft centre' in an area well away from Rufford Park.

Finally, we carried out an 'instant group' within the Park on one of the survey days. We wanted to find first-time visitors to the Park and assess at first hand their reactions to and expectations about the Park. We recruited visitors as they arrived and invited them 'to tea' at the Group Discussion in the Craft Centre later that afternoon.

Overall we wanted to find out from the group discussions whether what was being provided at Rufford was what people wanted and to ensure that the promotional activity conveyed the right images and messages. This was the purpose of all the groups in addition to the specific focus of interest that each group generated.

APPRAISAL OF THE RESEARCH STRATEGY

Having summarised the aims and methods we have deployed, it is now appropriate to question them. It should be noted, however, that the project is planned to be completed only at the end of this year (1982), encompassing a full year of operation of the Park and of the promotional campaign. It is an autumn, winter, spring and summer survey. We cannot yet provide a breakdown of results.

Nonetheless, a few results that have come out of the autumn survey are instructive enough for me to mention briefly, remembering that they are not final results.

Over 80% of the autumn visitors to Rufford had not become aware of the Park through any promotion of the Park - at least not as far as they knew or could recall. A third of them said that they had always known about the Park; another third of them said that they had been told about it by friends or relatives. A fifth of them said that they had found out about Rufford quite spontaneously; they happened to be driving past, saw a sign and either came in or came back. Their visit had nothing to do with any specific promotion, except for the fact that the sign to the Park happens to be on a main road.

This sort of spontaneous awareness is supported by another answer that we received suggesting that about 25% of the visitors did not know that they would be coming to Rufford until they were in their car on a day's outing. This may just be an artefact of the small sample on which these results are based, but it is interesting to note how many people had simply set out for an outing to nowhere in particular. Rufford had only occurred at some point along the trip, or when they happened to be passing it.

From a financial point of view it is also interesting to note that 70% of the autumn visitors had been to Rufford before and most of them more than once before; so there seems to be a lot of repeat visiting to the

Park, at least in autumn. The problem is that as many as 25% of these repeat visitors had still never been to the Craft Centre which is, of course, the principal source of potential revenue from the Park. This makes it very difficult for the promoters of the Park. How much should the Craft Centre be stressed in the promotions as opposed to the rural amenities? Nottinghamshire County Council has produced a splendid booklet showing the Cistercian Abbey, relating the romantic story of the families who occupied the country house until the 18th century, and so on. There is only a one line mention in the booklet of the Craft Centre and Buttery. This is understandable because amidst all the vivid pictures and descriptions of beautiful lakes and wonderful gardens, it would be out of place to explain that the stables, once lovingly constructed for the horses, are now used, on good economic grounds, for feeding, watering and grooming around 300,000 visitors a year to the Rufford Country Park. It is difficult to decide how much stress to place on facilities as opposed to amenities.

Now let us come to our choice of research strategy. Our initial brief from the Countryside Commission, and agreed to by Nottinghamshire County Council, said that, as part of the research, a 'before and after' study should be conducted to measure awareness of the promotional activity. We argued strongly in our proposal, and subsequently, against the inclusion of such awareness monitoring. Our argument eventually prevailed. We opposed it, not because it would not be useful or interesting (and John Mackay's paper has shown how interesting this kind of monitoring can be), but because it was likely to be wasteful of resources that could be deployed to generate more interesting, and, we thought, more useful, material. This was, of course, within a given budget. With a large enough budget, we would certainly have wanted to conduct some measurements of awareness.

Consider the three elements in the research design we have deployed. First, there are head counts. Clearly it is important to find out not only how many people come in each season but who comes: what kind of people with what characteristics? That is the aim of the car park surveys. The second element is explanatory: why do they come? How often do they visit the Park? Do they get from the Park what they anticipate? Are they likely to come again? Indeed, what do they anticipate and what image do they have of the Park? How long do they stay? Do they visit the Craft Centre? Was any form of promotional material responsible for their visit? Those are the sort of questions our interview survey is designed to answer by approaching visitors to the Craft Centre.

The obvious missing population from these two complementary elements, both conducted among visitors to the Park, is the great majority of people in the catchment area who do not visit the Park and who may never visit the Park unless the promotion reaches them and has a positive effect on their propensity to visit. Given a limited research budget, we strongly supported diagnostic research among that missing element instead of monitoring awareness among them. Ideally both would have been useful, but given the choice, we were convinced that group discussions (held amongst very different sub-groups of the population) will provide greater utility for the marketing effort. We will have to wait and see if we were right.

The aim of the group discussions was to 'get a feel' for the preoccupations and interests of potential consumers of country park facilities, to find out what might attract them, to describe their image and perception of a country park. Moreover, we wanted to glean this information by employing a method that was repeatable by the local authority itself. With this in mind there has been a continuous exchange of information with local authority staff and they have attended the group discussions.

THE GROUP DISCUSSION

For those who are not familiar with the technique, a group discussion comprises a meeting of a purposefully selected group of around eight or nine people. It is usually held in the evening at a local venue. Participants are recruited with particular characteristics in mind. For instance, one of our groups consisted of 25-45 year old, non-visitors to the Park, non-car owners. Another group consisted of car-owners within the same age group. Our aim in the selection of target groups was to obtain information from each group about the barriers, the blockages and the preferences about recreational activities of the kind we were interested in. Each discussion takes about two hours and there is a pre-determined guide to what we want to cover in the discussion; not a pre-set agenda, but a guide that develops as the discussion progresses. The group leader - the researcher - simply has to ensure that the discussion remains more or less relevant and that everyone participates. It is tape recorded, transcribed, and ultimately its content is analysed. The aim is broadly to search for patterns, for ranges of opinion and attitude and for vocabulary choices. We will be examining, for example, whether the term 'country park' conveys anything to the public. If it does, then what does it convey? It has usually proved most fruitful in group discussion work to confine the discussants at any single discussion to people of similar characteristics in terms of age, class, etc. Otherwise the discussion tends to be confounded by a rather avid but lively exchange of different experiences.

The disadvantage of group discussions is that they are not representative of the population in the sense that a sample survey can be said to be statistically representative. Therefore, we cannot draw from the results of group discussions the sorts of inferences that a survey itself would generate. They tell us very little about the prevalence of a particular opinion in the population or of a particular characteristic. Instead they are designed to inform us about the range of opinions that might be present and about the ways in which they are expressed. This is particularly important for promotion and marketing activity, provided that group discussions are supported, as in this case, by some quantitative material from other sources.

MONITORING AWARENESS

If instead (and unfortunately in this instance it would have been instead of these group discussions) we had carried out a before-and-after awareness study, I think we would have gleaned some information about the success, or otherwise, of the promotion, but I think we would have missed a great deal of valuable information that is being learned from the group discussions. Awareness is only one small part of the story in promotion. Reference has already been made to the difference between awareness and perception. For instance, I am 'aware' of the Billy Butlin holiday camps, but my 'perception' of them is such that I am (perhaps wrongly) unlikely to visit them. It is very important to respect

that difference in the planning of a research strategy.

Our initial results indicate that awareness is extremely difficult to measure accurately. A third of our visitors said that they had always been aware of Rufford Park. Another third said that they had become aware through friends, who in turn might have become aware through other friends, who in turn may have become aware of it through promotion. We do not know the source of the initial awareness. What can be monitored, and we are doing so, is actual usage of the Park. It is only partially related to awareness, but it does provide an unambiguous measurement. In some cases, usage precedes (or at any rate coincides with) awareness. As many as a fifth of our visitor sample had actually become aware of the Park by visiting it. They had simply noticed it and had gone in.

Monitoring awareness through before-and-after studies is almost certainly less useful for small promotions, such as country park promotions, than it is for mass advertising campaigns from which the technique is borrowed. In cases where, for instance, television advertising is deployed, there are likely to be major, if temporary, shifts in awareness through the mass penetration of television. With these large changes, very small samples can discern shifts in awareness. However, when modest marketing exercises are undertaken in local recreational services, very large samples would be required to discern shifts in attitude accurately. Small and sporadic shifts cannot be picked up by small and sporadic surveys.

Moreover, there are dangers inherent in monitoring awareness of small promotional campaigns. In one sense, a marketing strategy depends on a trial and error approach. A campaign is launched to produce a shift in behaviour. If it fails to do so, it will eventually be discontinued. In those circumstances, the most direct strategy is to measure behaviour, not awareness. Unless behaviour is monitored, an effective campaign could be ditched because it fails to generate statistically significant increases in awareness, despite its success in attracting more usage through stimulating activity by people who were already aware.

We are not arguing that our combination of research methods is the best and only approach towards recreational research of this kind, simply that the elements within it are probably the most important for this sort of exercise. They also have the distinct advantage of being fairly modest research objectives. The elements, once again, are:

1. Obtain numbers and a profile of users.
2. Obtain explanations from the users of why they are users, what they are looking for and whether they find what they want from the amenity and its facilities.
3. Conduct investigations into the range of factors and barriers that lead people towards or away from the facilities that are being offered.

Campaign monitoring is, we believe, a lower order objective than these three when, and only when, it has to compete on budgetary grounds for a place in the research programme.

WAS THAT GOOD? THE ROLE OF VISITOR CENTRES

Jon Wilkinson

Operations Director, Research Bureau Limited (RBL)

Visitor Centres are a relatively recent phenomenon in this country, and I think it is fair to say that most members of the public would not even recognise the term. I myself was certainly blissfully ignorant of Visitor Centres until last year, when RBL conducted a large study for the Countryside Commission on this topic which forms the basis of my talk today.

The definition of a Visitor Centre in this context is, "a building or group of buildings which serves as a focal point in interpreting the countryside, or some aspect of it, to a visitor". Many Centres so defined have other facilities such as shops, cafes etc. The chief stimuli for the development of interpretation, and Visitor Centres as one means of carrying out interpretation, were the Countryside Acts of 1967 and 1968.

The essence of the brief for our study was to take stock of the Visitor Centres which had been opened since the late 1960's, and to look at how well they were satisfying the requirements both of the provider, or sponsor, on the one hand, and the customer on the other. I have chosen to interpret my given title for this talk in much the same spirit; that is, where are we with Visitor Centres and where could and should we be going?

In the course of this study we looked at about 35 Centres in all, covering a very wide range of providers and types. The nature of the study was a 'trade' survey, in that we talked to many people such as site managers. We looked at management data and we watched people at the sites and talked to visitors informally. At Brockhole and Tintern Station we did some quite large formal surveys, but I do not propose to discuss those results because I think they are rather too site-specific for the points that I want to make. However, we did find that 'source-of-awareness' of Centres was very difficult to measure. Much of it came from 'non-obvious' sources, such as the fact that people drove past the place and happened to see it and not necessarily from Tourist Information Centres.

I would like to start by considering the question of objectives: what are Visitor Centres for, and what are they trying to do? We immediately run up against the problem that 'Visitor Centre' is a portmanteau term for a very wide variety of facilities, and operated by providers with very differing aims. Most public sector bodies, for instance, see Centres primarily as a focus for interpretation and information. However, in some cases they have a PR function and pragmatically, the objectives behind opening many of them are that somebody simply has an old building and cannot think what else to do with it.

In the voluntary sector, the Naturalists' Trusts, the RSPB and so on, the main object is rather different. It is more or less overtly to

make money, and/or recruit visitors to membership of the organisation. You often find that where such Centres include interpretive facilities they are often rather a token gesture.

If we look at Visitor Centres from the public's point of view, I think the picture is very different. Firstly, as I mentioned earlier, the term itself is not in common use. Thinking about area-based Centres, I am sure most consumers would draw little distinction between a Tourist Information Centre (TIC), and a National Park Centre which may in any case include TIC provision in addition to interpretive facilities. They would both be seen as sources of information, and if information is supplied by an exhibition or AV display in addition to a person behind a desk, that matters little to the 'man in the street'. Obviously, it does matter to the people who are providing the service because they would see the distinction. Any member of staff in a National Park Centre will tell you the commonest question, as in a TIC is, 'Where is the loo?', and not a deep question about natural history. The distinction between tourist information and interpretive provision, is no doubt genuine, but it is provider-drawn, and largely irrelevant to the public at large.

Similarly, if we think of site-based Centres, the public can encounter a wide variety of facilities and structures when they enter the car park of an historic monument, country park, stately home, or wildlife sanctuary. This may range from a toilet block, through the characteristic DoE ticket hut, to a National Trust shop, cafeterias, centres with interpretive displays, or any combination of these. Obviously, the visitor does not say, 'Aha, that is a genuine Countryside Commission-approved Visitor Centre". He may notice that at some National Trust shops there is a small exhibition and at others there is not, but in essence all these facilities are providing some form of interface between the site and the incoming visitor. The problems arise when, as so often, the nature of this interface is determined not by the needs of the visitor in relation to the qualities of the site, but by the preconceptions and parochial requirements of a particular provider, aided and abetted by rival sponsoring bodies.

Thus one has Country Parks with large and elaborate Visitor Centres where a toilet block and cafeteria would be far more appropriate, and other sites crying out for full interpretive provisions which lack even the simplest facility of this type.

The reasons for this mismatch between visitor provision and visitor need vary according to the provider. In the public sector, I feel providers are over-influenced by their perceived statutory requirements and tend to be inflexible in applying these to particular sites. Apart from creating inappropriate facilities, this inflexibility can cause financial difficulties and management problems. Facilities are opened and then it is found that they are too expensive to run, or the facility itself does not generate any income. Management problems arise when a Centre is opened without the necessary management skills or experience. An important factor here is that very many providers only have one Visitor Centre. They only ever do it once. Therefore, the mistakes that have been made tend to recur because Visitor Centres are difficult things to run well and unfortunately you do not get a second chance. Equally, in local authorities you can get some very individualistic approaches. Different departments are responsible for this sort of provision. They all

have different backgrounds and preconceptions, but what they do not have is very much experience in running Visitor Centres because they do not have many.

In the voluntary and private sectors the desperate need of many providers to maximise short-term income inevitably leads them to concentrate on facilities which generate this, thereby perhaps missing the point that good interpretive provision where appropriate can greatly increase enjoyment of a visit and encourage repeat business.

I will now look in more detail at the financial side (Table 1).

TABLE 1

	Centre A (Small voluntary body Country Park)	Centre B (Large area based Visitor Centre)	Centre C (Large LA Country Park*)
Capital Cost £	130000	800000	700000
Running Costs £			
Salaries	16000	95000	90000
Accommodation	3500	25000	30000
Other running costs	1500	15000	12000
Depreciation	1000	-	-
Dept repayment	1500	16000	20000
Total	23500	151000	152000
Net income	28000	110000	61000
Profit/loss	4500	(41000)	(91000)
Subsidy/head	(10p)	25p	25p

*Centre only

Table 1 shows costs for different Centres at 1981 prices. I have disguised them a little but they provide a fair picture. Centre A is a modest Country Park run by a voluntary body, operated on a shoestring but including some features which at least enable it to charge a reasonable admission. Even so it is very pressed to make a small operating surplus and this is only achieved through scrimping and saving. In fact most similar sized Country park -cum- Visitor Centres would be more likely to make an operating deficit of £15,000 - £20,000.

Centres B and C are both at the other end of the scale. Although they are very different operations, Centre B has a relatively small attached area of open ground, whereas Centre C is in a large Country

Park. The costs are strikingly similar. You are talking in current prices about £750,000 capital cost for a large Centre and a subsidy of between about £50,000 and £100,000 upwards a year to run it. In reality the situation is rather worse because very few Centres make adequate provision for depreciation or equipment replacement, most are highly reliant on MSC schemes to lower staff costs, and some are by their nature not able to achieve the income levels even of Centre C.

Now most of these subsidies, and indeed most of the capital costs, arise directly from the provision of interpretive and information facilities in a Centre. If as applies to site based Centres, one chose not to have these facilities at all, or indeed to place one's interpretation on site and use methods other than exhibitions or AV displays, a large proportion of these costs would disappear. Moreover, the income would not all disappear since most sites would still justify an admission or parking charge.

The sums are complicated to do, but I would suspect the subsidy per visitor head in providing interpretive services in a Centre would range from 20p upwards to £1 in the worst cases. How worthwhile this is from the provider's point of view will clearly depend on his objectives and the value of the interpretive input to the customer.

I would like to return to the latter in a moment, but first let us look at what it costs the customer. In most area-based Centres, of course, it costs the customer nothing. On a site, however, in most cases providers will attempt to recoup at least some of their costs by charging either a parking fee, or an entrance fee to the site, which is higher than it would have been without the Centre. In other words, although there is rarely an explicit charge for entering a Centre, the public is nevertheless often paying for the facility indirectly. Again, the calculations are hard to do, but I estimate that this 'extra' payment might vary between about 5p a head at a small site with a modest Centre, to perhaps 15p a head for more elaborate instances and perhaps 40p a head in one or two exceptional cases. In other words, the public is paying very little for their interpretation.

What do they get for their money, and are the provider's interpretive objectives being achieved? This latter question is not an easy question to answer: the objectives expressed tend to be in terms of increased understanding and awareness about a site or area, greater sympathy with the provider's aims, countryside education, etc., which are difficult things to measure and not covered extensively in our study. The most thorough study of the effectiveness of communication of Visitor Centres - the Dartington Amenity Research Trust (DART) project - concentrated on acquisition of specific knowledge rather than increased understanding or shifts in overall attitudes. An additional factor is that Visitor Centres may be preaching to the converted, except perhaps for school parties.

Most Visitor Centres rely on exhibitions to fulfil the major part of their interpretive role; only a minority have any form of AV display. In assessing how well Centres accomplish interpretive objectives, one is essentially talking about exhibitions. Having subjected ourselves to a large number of Visitor Centre exhibitions, it is rather depressing to have to report that the basic, simple lessons being preached by the

Countryside Commission and others are still largely ignored. Most exhibitions are vastly over-wordy, use a level of language that is far above the comprehension of most of the population, and make little attempt to capture and stimulate the imagination. There are very few instances where you are brought up short and feel that you had been made to understand something in the simple and straightforward fashion that the method leads you to expect. What you actually find is 'books on walls'.

At Risley Moss an attempt is made to do something a little more imaginative. At the beginning of the exhibition there is an exhibit telling you what moss is. There is a clay dish with some wet peat in it. In 10 seconds you understand what the place is about. I guess that in 99 exhibitions out of 100 it would have taken 3,000 words and 8 panels to try and explain and it would not have been done very well. Even worse, there is a negative reaction from many providers or potential providers when they see imaginative provision at Risley Moss or Sherwood Visitor Centres.

There are other problems with exhibitions. They are expensive both overtly and covertly, in terms of construction costs and space occupied. They tend to become boring to site management, because they offer little chance for change and variety, and little opportunity (unlike an AV show) for personal involvement. This is why management in many successful Centres concentrates much more on events, AV displays, guided walks, and interpretation on site.

We are seeing advances in communications technology now which I feel are likely to make the conventional exhibition, with its built-in inflexibility and high fixed costs, increasingly unattractive, especially to an audience which has largely lost the habit of reading and has a very limited attention span.

This neatly brings me to the future; whither Visitor Centres? I think we first have to clear our minds of the confusion between interpretive centres and others: this unnecessarily clouds the issue. The key questions are these:

1. What are we trying to do for or to the visitor to this site or area?
2. What do they need to make their visit interesting and enjoyable?
3. What is marrying 1. and 2. going to cost in capital and revenue terms?
4. What are the management implications?

This is obvious, providers will say. But in practice providers do not actually do it. Proposals for Visitor Centres are very explicit on whether the third exhibition panel on the right will contain a dissertation on the life history of the Greater Striped Toad. They very rarely consider whether a site can be sensibly interpreted at all, or whether an exhibition is an appropriate means of doing it, or indeed what the net subsidy per head of providing such a facility is likely to be on an on-going basis or finally, whether they actually have the skills and resource to control the operation. These comments apply equally to shops, cafeterias and all the other facilities that may be provided.

All this may have given you the impression that I am anti-Visitor Centres. On the contrary, I think many of them are offering a very valuable service to the public, are excellently managed under adverse conditions, and are a cost-effective use of public money. Equally, I feel the problems which have arisen with some of the larger and more expensive Centres should not lead to the conclusion that many people seem to have drawn, that these are inherently unviable. I do not think it is true, in fact I think it is probably the middling-size Centres which actually fall into that category. They are relatively expensive to construct, staff and maintain, but cannot offer the quality of experience that would justify a significant charge, or the range of non-interpretive facilities to generate other sources of income.

It is in any case possible to build and operate large facilities at a fraction of the cost of most existing Centres. We have been involved this year in the development of the Yorkshire Museum of Farming, where a conscious decision to use unheated agricultural-type buildings to house the exhibitions has created a large amount of excellent space for very little money. Obviously office accommodation for site management needs to be habitable year-round, but given that most Centres only really operate during the summer I see no reason why such simpler buildings, or even marquees or inflatables, should not be used to house interpretive facilities where it is appropriate to have them inside a Centre.

So, to return to the question I was posed, 'was that good'? I think it was good to put up such a wide variety of Centres, and to see which work and which do not. It was also good to pause and take stock. It will be good if in future both providers and sponsors consider the real questions before they embark on building new Centres. It will not be good if, as a result, they become frightened to invest in this type of facility where it is really needed. I think, in the right place, there is a very important role for Visitor Centres. It would be very sad if some of the problems that have occurred stopped people putting up this type of facility in the future.

I await future developments with interest.

DISCUSSION

C. Gordon (Session Chairman, Nottinghamshire County Council, Leisure Services Department)

I would like to ask Victor Middleton to speak at this point. His job is to lead the discussion by drawing out some points from the papers you have just heard. In addition to the people who have already spoken I am going to ask my colleague Steve Lemottee, who is a Marketing Officer in the Countryside Division of Nottinghamshire CC Leisure Services Department, to join us in case there are questions that specifically relate to promotion campaigns.

V. Middleton (Discussant, Department of Hotel, Catering and Tourism Management, Surrey University)

How many people here actually depend for their livelihoods, for their salaries or part of their income, on organisations which depend upon profit as opposed to public sector grants?

(Four hands were raised.)

This leads me into the first of six points that I want to make. Firstly, one has to say briefly what marketing is. Although it may be relatively new in a countryside context, it most certainly is not new in the commercial sector and people have been studying marketing and writing about it since about 1912. There is a vast body of knowledge about marketing. I would just like to read one comment, 'Marketing is frequently assumed to be wholly concerned with selling', and that certainly sums up the implication that I heard last night. However, the principles extend beyond the promotion of a product. Central to the concept of marketing is the attitude, 'Produce what you should sell rather than sell what you can produce'. This attitude is characterised by a sensitivity to demand, markets and customers.

While marketing commenced in the commercial sector, and most of the techniques have developed there, there has been, for at least a decade, a highly reputable stream of marketing in relation to countryside non-profit organisations. It is an application of standard techniques, such as sensitivity of demand etc., within a countryside context and this, I think, is its value. It is not new in terms of marketing theory.

The second point I want to make is, be aware of the usefulness of marketing as a way of establishing what people are actually looking for, rather than having to rely on your own judgements of what you think people want and ought to have.

The third point is that awareness is not the same thing as perception. I liked the point that the words 'Country Park' and 'Visitor Centre' do not communicate to the public; simply using them unless one is convinced that customers understand them and respond favourably is not likely to be very helpful.

The fourth point: I found it interesting that Helen Finch (SCPR) talked about products. I think what is provided for in the countryside are effectively 'products' though this does not mean that they have to be

sold for a profit. The product, at any point in time, is simply a current way of packaging the satisfactions that people actually look for. The trick is to understand the satisfactions, the needs and the wants of people. The way in which you provide it, whether through an interpretation centre or an active element, is purely a current way of packaging the satisfaction. It is a way that can change and has to change over time.

Fifthly, a comment on satisfaction: we did not really hear as much as I would have hoped because in the end, satisfaction, in terms of a product, means repeat customers. Nearly everybody here depends to the level of 50% or more on repeat customers. Your best form of promotion is word of mouth. It is repeat customers and it comes up very clearly from what was said this morning. Unless you are sure what satisfies people you are really running into considerable danger in terms of repeat customers.

Sixthly, I would like to hear more about monitoring because I think, with respect to Roger Sidaway, he knocked the idea of monitoring a little bit. All I want to say is that nothing is static when one is dealing with customer perceptions and satisfactions and what is available to them. I think a monitoring exercise is not necessarily an 'awareness' monitoring exercise but a routine procedure for keeping up-to-date with satisfactions, with expectations and with changing customer profiles and it is the only sure way to engage in an effective marketing strategy.

D. Groome (Manchester University)

Can the SCPR speakers please give us some idea of the hazards involved in carrying out their discussion group studies, particularly in inner city areas where people's perception and awareness of the product is extremely limited?

R. Jowell (Social and Community Planning Research)

We tried to select groups to represent different kinds of interests. Some of our discussions were amongst people who had been to Rufford. It was interesting to find out how people from the inner city area had got themselves to a country park and how these people differed from those who had not gone to a country park but who lived in the same areas. What they read and what places they visited differed and it is all important when one is trying to promote in an inner city area. It is very rare to hold a group discussion where nobody has anything to say. The people in our discussions had been to the country and liked rural settings. Very few simply said that because they lived in the city they had never been out. The attraction of rural areas was there and therefore, of a country park if they knew what it was.

C. Field (London Borough of Greenwich)

Do you know whether any diagnostic research had been done before the park was constructed? If not, would it have been a good idea? In carrying out some market research in Leeds for a Nottinghamshire provision, did that reflect a wish on the part of Nottinghamshire to have a substantial number of people from Leeds in the park?

R. Jowell

Initially we were looking within the catchment area of the park.

H. Finch (SCPR)

The reason we did it in Leeds was just that it was an example of a place well out of the area. We could have done it in Cornwall.

J.H. Butterfield (Leeds Polytechnic)

Just a question on the subsidy calculations on visitor centres. I wonder if you included interest charges which would be substantial and double your other costs?

J. Wilkinson (Research Bureau Limited)

The problem is that many of them do not have a lot of interest charges because they were built with capital grants which have been written off. I think that the books are fudged a lot of the time. So, yes, the costs are always higher than they appear.

J.H. Butterfield

I think this makes the point that perhaps we should not write capital off if we are studying cost-effectiveness.

J. Wilkinson

No, I do not think you should, but then you would get into lengthy discussions on accountancy procedures in the public sector.

K.I. Meldrum (Greater Manchester Council)

I was interested in the comment Mr. Middleton made about packaging bundles of satisfaction. I feel that maybe there is a danger of trying to package something that does not really exist. What I am trying to say is that I think many people go to the countryside for the very informality that is offered. Have any of the speakers come across consumer resistance to formal packaging of what is essentially an informal experience?

V. Middleton

Packaging does not mean forcing people through some carefully moulded channel. The ideal package is where the consumer is totally unaware of the way in which he is being processed and managed through a site. One example is where one person can arrange several hundred cars in a car park simply by moving barriers so that everyone parks sensibly and then proceeds to the entrance and disappears. It is simply a way of organising what is on the ground and the way in which people go through the experience.

J. Wilkinson

In the Brockhole survey, there was certainly a sizeable chunk of people who were not going there for precisely the sort of reasons that you mentioned. They wanted to be up on the hills and they did not want to be instructed, informed, badgered and all the other things that they might perceive Visitor Centres as doing.

M. Collins (Sports Council)

You said that some of the on-site provision might be cheaper if it

did not have to have staff to interpret it. Did you look at any on-site interpretation for a comparison with those areas with a high unit subsidy per head?

J. Wilkinson

Not much, because there is not much around. Most of the sites that do have Visitor Centres do not actually do any on-site interpretation either because they have run out of money or because the staff is so occupied in running the Visitor Centre they do not have time. I think there is a trade-off here although there should not be.

J.M. Sully (West Yorkshire Metropolitan County Council)

You quoted a 25p subsidy per head at two of the Visitor Centres. Have you got the same kind of figures for sports centres, bcause I suspect the cost would be substantially higher than 25p?

J. Wilkinson

I have not unfortunately. I am sure it is a lot higher and that is why I think it is a little bit difficult to understand why some people get so alarmed about the subsidies involved in Visitor Centres. In local authority budget terms they are peanuts.

C. Gordon

This is just a comment. The subsidy per user for a sporting activity can range from 10p to £2 and possibly more. Certainly the cost of borrowing a library book is comparable with the 25p subsidies for visitors to Visitor Centres.

A. Miller (Coopers and Lybrand Associates Ltd.)

Has the success of Rufford Park been to the detriment of some of the other leisure-related activities in the area? Obviously there are only a finite number of people to attend. I was just wondering if there were some other figures collected lately to show the attendance at some of the other sites in the area.

S. Lemottee (Nottinghamshire County Council,
Leisure Services Department)

I would not say that Sherwood Forest Visitor Centre has suffered at all because of the Rufford Park promotion. In fact, we are showing similar increases there. The third park we run, Cresswell Crags, has also shown a considerable increase. I would suspect that anywhere that is free at the moment is going to pick up visitors at the expense of anywhere that charges. I do not know exact figures, but it has not affected the other two parks we run which are in the immediate area of Rufford.

C. Gordon

It is significant that there is much more interest in the private sector, in making tourist-related investments, more than we could have conceived of ten years ago. Ten people have just formed the Sherwood Forest Farm Tourist Association. Some of them are talking about substantial investments and their view is that they would not be

considering such a move if it were not for the success of the Visitor Centre at Rufford Park. I think there are signs that the knock-on effect is now actually beginning to happen.

I am sure you would wish me to thank our speakers this morning and I hope that you have enjoyed the session.

A REVIEW OF MOBILITY AND COUNTRYSIDE RECREATION

Brian S. Duffield

Director, Tourism and Recreation Research Unit
University of Edinburgh

INTRODUCTION

Survey after survey has demonstrated that the personal mobility conferred by having the use of a private motor vehicle is the major enabling factor in countryside recreation. The National Survey of Countryside Recreation (NSCR) indicates that those who own, or have access to, a car are almost twice as likely to make trips as are those without and, as Figure 1 indicates, only 14% of recent trips to the countryside were made by those without access to a private motor vehicle. It is clear, in these circumstances, that leisure provision only represents an opportunity if it is accessible, and, if the aim of public policy is to encourage wider sections of the population to enjoy the countryside, it is necessary to acknowledge that low levels of personal mobility are invariably associated with those social groups who seldom visit the countryside.

A concern for the relatively immobile might have seemed to be of reducing moment as the levels of car ownership rose rapidly in the 1950s, 1960s and early 1970s. But energy crises have persisted since 1973, the cost of petroleum has continued to increase, and, earlier forecasts in the growth of car ownership ' have been revised against more modest expectations. The realisation of 'Countryside for All', the theme of the CRRAG Conference 1978, seems as far away as ever.

This paper sets out, firstly, to examine the nature of personal mobility insofar as it relates to other socio-demographic variables, secondly, to look at the way differential mobility affects the pattern and characteristics of countryside recreation, and, thirdly, to identify factors which might shape future policies for, and the long term relationship between, countryside recreation and mobility.

TRENDS IN MOBILITY

The NSCR data suggest that on an average summer Sunday ten million people visit the countryside for recreational purposes. Over seven million of these recreationists use a car for their recreational journey. No more stark commentary could be made of the significance of the motor car for countryside recreation, and this statistic is the culmination of trends which have been evident for some time.

The ever increasing growth in personal mobility has been a phenomenon of the post-war years, when car ownership levels more than doubled over the decade 1950-1960 and doubled again over the following decade (Table 1).

Underlying the increasing trends in car ownership was a growth of real personal disposable income through the period and declining real

TABLE 1

TRENDS IN CAR OWNERSHIP - GREAT BRITAIN (1910-1980)

Year	Cars per person	Decennial growth rate (cars per person)	Decennial growth rate %
1910	0.0013	-	-
1920	0.0044	0.0031	238
1930	0.0237	0.0193	439
1940	0.0303	0.0066	278
1950	0.0459	0.0156	51
1960	0.1085	0.0626	136
1970	0.2137	0.1052	97
1980	0.2955	0.0818	38

Source: Tanner, 1977.

energy costs which made motor vehicle purchase increasingly attractive when set against the increasing real costs of public transport. As Toland observes:

> "The relative cost of different types of transport, and their availability and reliability, play an important part in determining which will be used. The cost of rail and bus fares increased by some 50% in real terms between 1951 and 1977, the increases being particularly marked in the mid-1970s. The cost of motor cars, on the other hand, rose by smaller amounts, and the average price and running cost of new and second-hand cars fell in real terms between 1951 and 1977."
>
> (Toland, 1980, 31).

These trends were, in turn, reflected in the rapid growth of private road traffic, a decline in the use of public service road vehicles and virtually static rail passenger traffic.

The first three years of the 1970s saw a continuation of the rapid growth rate in car ownership of previous years (Table 2). In these circumstances, the concern of the countryside recreational planner was, understandably, to cope with this explosion of demand and its implications for the management of countryside resources rather than to examine the needs of that section of the population who lacked such personal mobility. The latter concern seemed unnecessary given the rapid enfranchisement, in terms of mobility, of all sections of the population. Notably, between the period 1966-1971 it was the semi-skilled and unskilled manual working groups among which car ownership increased most rapidly.

In the more immediate past, however, the increase in car ownership has been affected by the 1973/74 'OPEC crisis' and subsequent steep rises in oil prices which have contributed to continuing economic crises since that time and the consequent realisation that petrol would continue to increase in real cost. Since 1973 there has been much more restricted growth in car ownership which averaged only 1%/annum, in 1973/75 and,

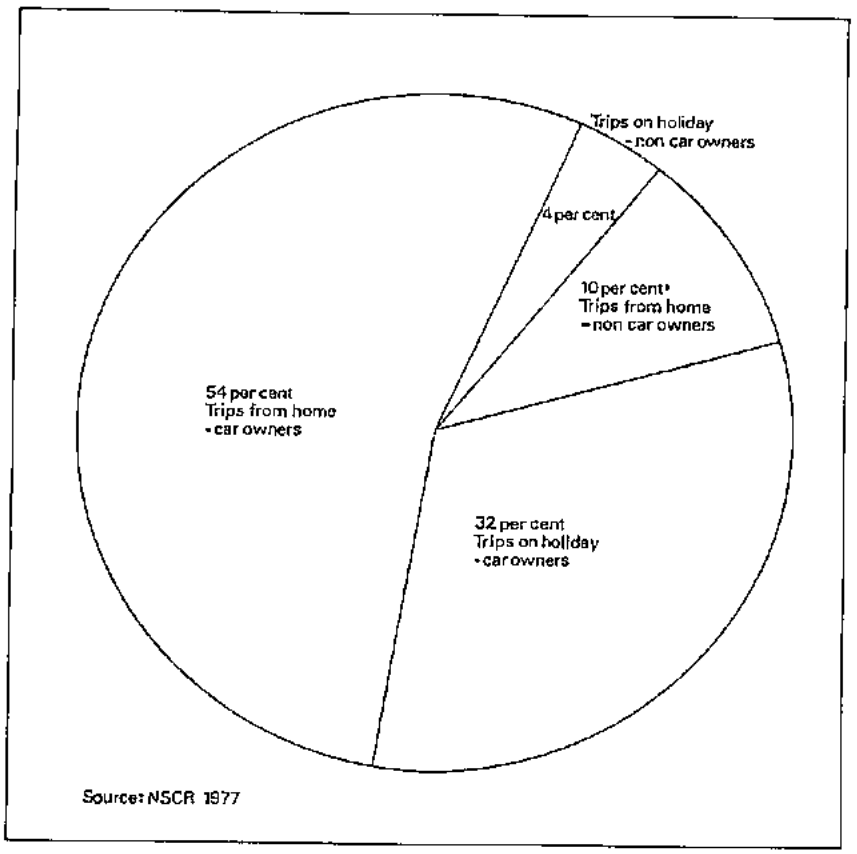


Fig. 1. Distribution of trips.

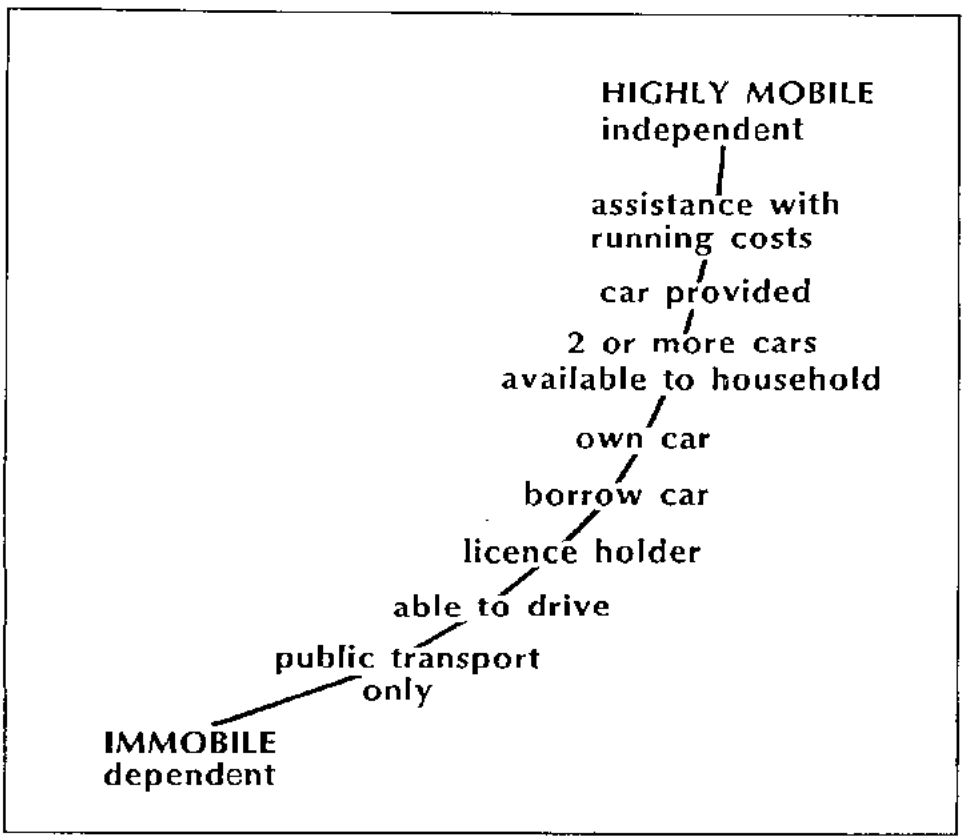


Fig. 2. Degrees of personal mobility.

TABLE 2

RECENT TRENDS IN CAR OWNERSHIP - GREAT BRITAIN 1970-1980

Year	Cars per person	Annual growth rate (Cars per person)	Annual growth rate %
1970	0.2137	-	-
1971	0.2230	0.0093	4.4
1972	0.2344	0.0114	5.1
1973	0.2482	0.0138	5.9
1974	0.2506	0.0024	1.0
1975	0.2526	0.0023	0.9
1976	0.2585	0.0059	2.3
1977	0.2655	0.0070	2.7
1978	0.2740	0.0085	3.2
1979	0.2858	0.0118	4.3
1980	0.2955	0.0097	3.3

Source: Department of Transport, 1980.

latterly, fluctuated around 3%/annum. Given these much more modest increases the profile of those having access to a motor vehicle is unlikely to change significantly in the near future. Moreover, 42% of households in Great Britain still do not have access to a car (Central Statistical Office, 1982, 160). What then is the present (and likely continuing) pattern of personal mobility in the community and how does it affect patterns of countryside recreation?

MOBILITY EXAMINED: A THEORETICAL PERSPECTIVE

Access to a motor vehicle is strongly related to a range of social factors which themselves, in turn, combine to produce distinctive characteristics of those households in the population who do (and do not) have access to private cars. Although more than half of the households in Britain own or have the use of a car, such access is not only closely related to income and social status (which are themselves strongly correlated) but is also associated with strong geographical variations in car ownership. As a study by Hillman, Henderson and Walley (1976) has demonstrated, the irony, at least as far as countryside recreation is concerned, is that those with the greatest need of mobility are those who at the present time, are least likely to enjoy it. Their study revealed that among a group of five representative communities it is those living in inner London or in the city suburbs which have the highest percentage of households without cars (57% and 54% respectively) (1976, 2). These levels are almost double those recorded in households located in small towns and in villages (29% and 33% respectively). It is important to stress, however, the particular dilemma of those living in rural areas with low personal mobility.

It is vital also not to take too simplistic a view of personal mobility - it is more than just whether or not the household possesses a car. Even with such fortunate households that do own a car, there are still members who have little effective access, since:

a) either they cannot drive (or do not have a licence) and are therefore dependent upon someone else;

b) or the car is used for the majority of the time by the head of the household for work-related purposes.

This perspective may be extended by recognising a number of other constraints or enabling factors which inhibit or facilitate personal mobility: the availability of a frequent and reliable public transport system which may confer a degree of (additional) mobility to members of the household, or, at the other end of the scale, the provision of a car by an employer who may or may not provide financial assistance with running costs. These degrees of mobility can be conceived as occupying a spectrum which extends from immobility to a high degree of mobility. The factors interact and their combined effect can be cumulatively greater than their individual influence suggests. The hypothetical relationship is more exactly set out in Figure 2. The following analysis examines in turn those degrees of mobility that were measured in NSCR before considering their combined effects. Two other dimensions of personal mobility can also be recognised: one temporal dimension is the availability of the car to different members of the household at different times during the week; another is the length of time since a car was acquired or the likelihood of its acquisition in the future.

Information on several of these factors was obtained in NSCR, which measured access to or ownership of a car, licence holding and financial support as well as participation in countryside recreation.

DEGREES OF MOBILITY

Seven out of ten of those interviewed in NSCR claimed access to a motor vehicle, a figure higher than that evidenced by other recent surveys. However, when allowance is made for the fact that the study excluded those aged 70 and over, this statistic seems broadly comparable with the 56% of those questioned in the General Household Survey in 1976 who claimed regular use of a motor vehicle (the NSCR did not seek to establish the degree of access).

As Table 3 indicates, while those with access to a car differ from the immobile in social terms (in terms of sex, age, occupational status, income and education) there are also significant differences among those with access. Those with the use of two or more cars, for example, are disproportionately drawn from the white collar occupations and the higher income groups, and a third of this group will have had the benefit of education beyond the basic school-leaving age.

Table 4 illustrates the relationship between the acquisition of a car and licence holding and demonstrates that, even among those having access to a car, nearly one in three are still dependent upon licence-holders, who are able to determine the extent and timing of trip making. Indeed on the evidence of Table 4, the most mobile group (i.e. those that have a driving licence and access to a car) constitute a minority of those interviewed (48% of the total), an interesting commentary on the seemingly very high levels of personal mobility evidenced by the study.

TABLE 3

DIFFERENTIAL ACCESS TO A MOTOR VEHICLE AND SOCIAL FACTORS

	Access to a motor vehicle					
	None		Established			
	Never had access	Lost	Recently gained	One car	Two or more cars	Total sample
	Percentage of each category					
SEX						
Male	40	43	58	51	53	49
Female	60	57	42	49	47	52
AGE						
16-19 years	6	7	12	6	9	7
20-29 years	18	19	46	17	22	19
30-44 years	20	23	23	33	31	29
45-54 years	18	14	9	21	22	19
55-64 years	23	22	6	17	13	18
65+	16	16	4	7	2	9
HOUSEHOLD TYPE						
Single/living alone	36	35	39	48	52	45
Married without dependent children	34	31	37	36	27	34
Married with dependent children	31	35	24	16	20	21
OCCUPATIONAL TYPE						
Blue collar	37	28	22	13	7	18
Intermediate	39	41	50	40	30	38
White collar	23	31	28	47	64	44
INCOME						
Up to £3,000	53	54	26	18	4	28
£3,000-£5,000	35	35	31	40	29	37
Over £5,000	12	12	43	41	67	35
EDUCATION						
Basic	91	86	74	76	64	78
Extended secondary	4	9	8	13	19	12
Tertiary	3	4	14	9	13	8
Still continuing	2	2	4	3	4	3
LICENCE HOLDING						
Yes	6	33	50	65	82	52
No	94	66	50	35	18	48
% of sample	18	12	2	51	17	100
n =	905	591	98	2550	808	4951

Licence holder

Living in a household that has access to a car affords a major degree of mobility to the individual but effective personal mobility is conferred by the ability to drive, the holding of a current driving

TABLE 4

ACQUISITION OF A CAR AND LICENCE HOLDING

	Access to a motor vehicle					
	None			Established		
Licence holder	Never had access	Lost	Recent gained	One car	Two or more cars	Total sample
	Percentage of total sample					
Yes	1	4	1	33	14	52
No	17	8	1	18	3	48
Total	18	12	2	51	17	100

n = 4947

licence, having the vehicle available at a convenient time and being able to afford the cost of motoring. Not every section of the population has equal access to a car or driving ability.

The vast majority of men have personal control over their mobility (65% have both access to a car and possess a driving licence) but only one woman in three is independent of others in the use of a car, even though two-thirds of women live in households which have the use of a car. In most social categories licence holders are still in the minority: teenagers, pensioners, low income groups, blue-collar workers. It is these groups too who lack access to a car; not surprisingly the proportions having access and a licence are lower still. Conversely, those in the middle age bands and with greater material wellbeing, are more likely to have both vehicles and driving licences.

Financial support for car use

Subsidised transport has fast become, in one form or another, an important feature of indirect income for certain groups in the community (Field, 1980, 354). A minority of those with access to a car benefit in this way, either directly through having a car made available to them by a firm or organisation (12% of the total), or indirectly through financial support for overheads or running costs associated with the car (4% of the total). However, as Table 5 indicates, there are further strong discrepancies between different groups, which exacerbate the mobility gap between the most mobile and the immobile.

Car access, licence holding and financial support have been combined in the NSCR sample into a number of mobility classes which further accentuate the disparities between age, income and social groups. Ten categories can be identified ranging from the least mobile who lack access to a car and are unable to drive (as judged by their lack of a licence) to the most mobile who live in a household with two or more cars, who receive financial assistance with motoring costs and who possess a driving licence (Figure 3).

Nearly three-quarters of the population fall in three of the ten mobility classes. Those in the largest class (29%) possess a driving

TABLE 5

MOBILITY, FINANCIAL SUPPORT AND SOCIAL FACTORS

Type of financial support	Occupational Type: Blue collar	Intermediate	White collar	Total of those with car access
	Percentage of each category			
No support	95	91	76	84
Car provided	3	7	18	12
Assistance with running costs	2	2	6	4
n = 3188				

	Income (per annum): Up to £3,000	£3,000 to £5,000	£5,000 and over	Total of those with car access
	Percentage of category			
No support	92	87	77	83
Car provided	5	9	17	12
Assistance with running costs	3	4	6	5
n = 1800				

	Type of car access: Established: Recently gained	One car	2 or more cars	Total of those with car access
	Percentage of each category			
No support	90	89	70	84
Car provided	7	7	26	12
Assistance with running costs	3	4	4	4
n = 3422				

licence, have access to a car but do not receive financial assistance towards running costs. Just about one-quarter of the population have no car and no licence. The other major group (18%) have access to an unsubsidised car but no licence. There is, however, a significant minority with enhanced access.

Mobility deprivation

The association of car ownership with material wellbeing is but one aspect of its influence upon patterns of recreation. Personal mobility has been demonstrated to be as much influenced by age and stage of life cycle as by socio-economic circumstances. Hillman et al. argue that

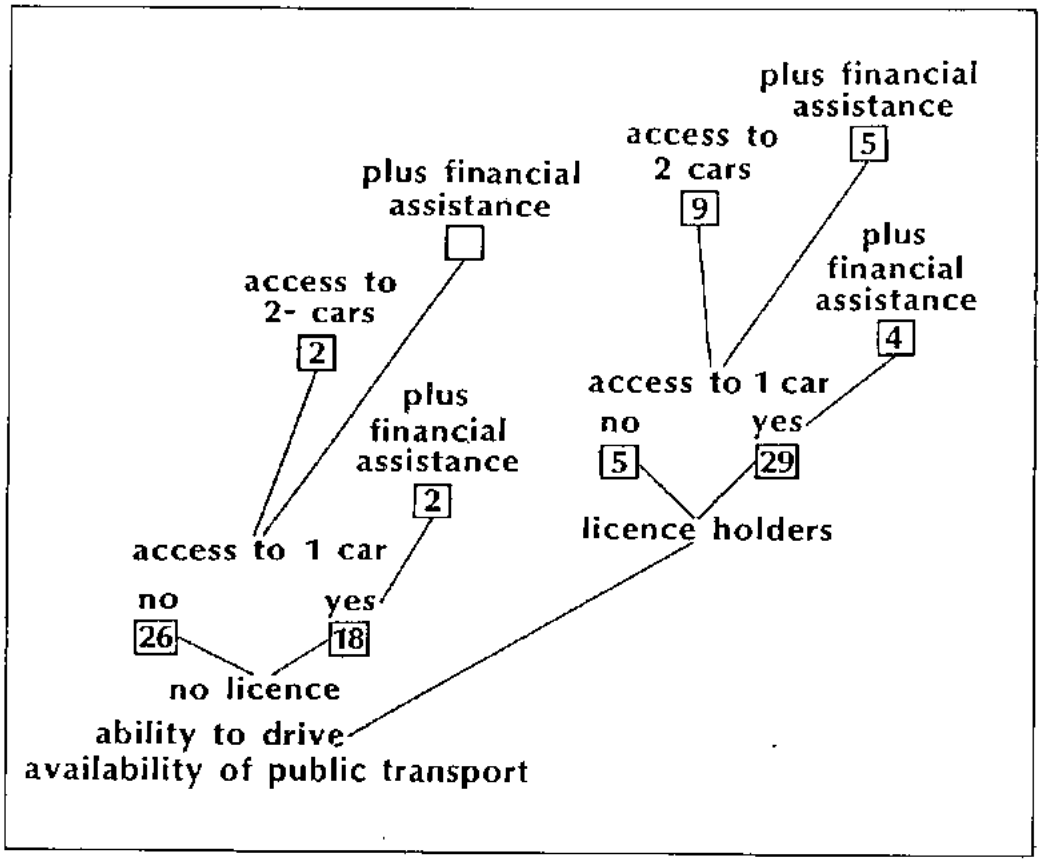


Fig. 3. The extent of mobility (%).

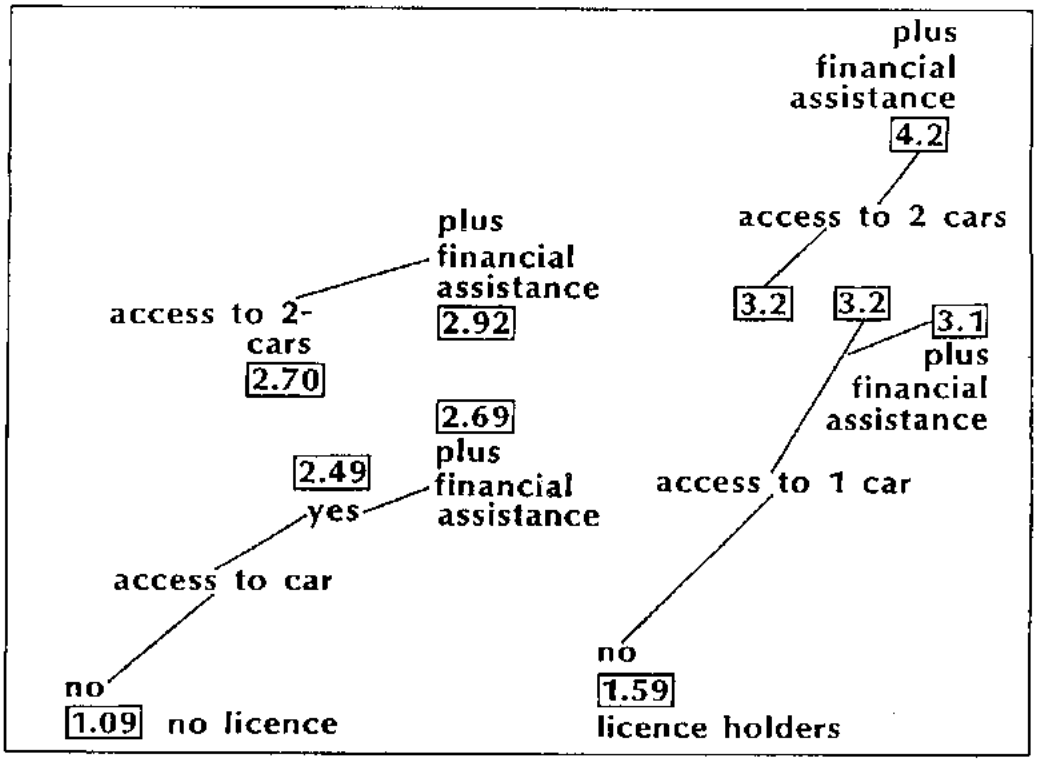


Fig. 4. Mobility and countryside recreation.

although individual needs differ, there are groups in the population with basically similar needs, for example, children, adolescents, mothers of young children, the elderly and disabled. The paradox of the present situation is that these socially dependent groups are the most limited in their personal mobility. It seems difficult to escape the logic (at least in terms of countryside recreation opportunities) of the call by those authors 'that mobility deprivation should be considered in the same way as other forms of deprivation, such as housing, education and employment' (Hillman et al., 1973, 134). In the next section the impact of these differential levels of mobility on patterns of recreation is examined more closely.

THE INFLUENCE OF MOBILITY ON COUNTRYSIDE RECREATION

It may seem trite to say that mobility has a profound influence on countryside recreation, when the majority of people in Britain live in towns and therefore have to travel to get to the countryside. But the ability to travel, even short distances, conveniently and relatively cheaply by car encourages greater participation in most forms of sport and recreation, and this has been consistently demonstrated by survey data gathered from the mid-sixties onwards. Participation rates, however they are measured, are roughly twice as high in car-owning households compared to those without a car (Table 6).

TABLE 6

THE INFLUENCE OF CAR-OWNERSHIP ON SPORT AND RECREATION

Survey	Households without car	Households with car	Measurement
Active recreation (Sillitoe 1969)	30	57	% people participating
Informal recreation (Hillman, 1972/73)	6.2	10	% adults making trips any one day
Open air outings (General Household Survey, 1973)	13	27	% adults participating at least once in last four weeks (summer quarter)
Countryside recreation (NSCR, 1977)	33	64	% adults participating at least once in last four weeks (summer quarter)
(NSCR, 1980)	29	50	% adults participating at least once in last four weeks (summer quarter)

(After Hillman and Whalley, 1977); National Travel Survey (NTS); General Household Survey (GHS), 1973; National Survey of Countryside Recreation (NSCR), 1977 and 1980.

This paper has already demonstrated the complexity of mobility; if, however each of the aspects (access to a car, licence holding and financial assistance with running costs) acts in concert as well as independently, their combined influence should be detected in recreation behaviour. And so it proves. If a comparison is made between the percentage of respondents in each mobility class and the percentage of trips they make, plotted cumulatively it becomes clear there is no single mobility threshold. There is a series of steps certain of which form significant increments of mobility. These are demonstrated in Figure 4. The first comes upon gaining access to a car, but most significant is the acquisition of a driving licence, and licence holding features in each further significant stage. Indeed, the access to a second car makes little difference unless the respondent is a licence holder, and the impact of financial subsidy is negligible, unless accompanied by licence holding. NSCR convincingly demonstrates the significance of licence holding to the ability to enjoy the countryside for recreation. The acquisition of access to a car is a major threshold which demonstrates those who can visit the countryside regularly from those who cannot, but the ability to visit the countryside frequently is conferred by the personal freedom to visit at a time of one's own choosing.

It is always vital to remember the link between mobility trip-making and other social factors. As Figure 5 indicates, the advantages bestowed by social class status, income and mobility constitute a mutually reinforcing system of privilege as far as the frequency of countryside recreational trips is concerned.

MOBILITY AND THE TRIP TO THE COUNTRYSIDE

The car is overwhelmingly the principal means of getting to the countryside. Seventy three per cent of countryside recreation trips in 1977 were made by car. If recreational journeys with walking as the main journey purpose are excluded, the proportion of trips made by car rises to 84%. Those walking to the countryside or using private coaches to get there, each accounted for 5% of the total, while trips made by public transport accounted for only 3%, with only 1% using a bicycle as a means of transport.

Distances travelled

One further aspect of the appeal of the motor car and the extent to which it both confers more freedom and choice for recreationists is presented in Figure 6 which relates the distance they travelled to their means of transport. A key feature revealed by the Figure is the degree of freedom and convenience which the private car bestows, illustrated by the wide range of distances participants travel compared to those using other forms of transport. While the average journey distance travelled by car was lower than for private coaches and trains, which tend to be used primarily for journeys to more distant locations, it was greater than journeys by transport by service bus; a function, perhaps, of the comparative slowness of bus travel. Understandably, the shortest journeys were made on foot, with 86% of such journeys involving a return journey of 5 miles or less. The journey distances of the small minority travelling by bicycle, were probably inflated by cyclists for whom bicycling is primarily a recreational pursuit rather than a form of transport.

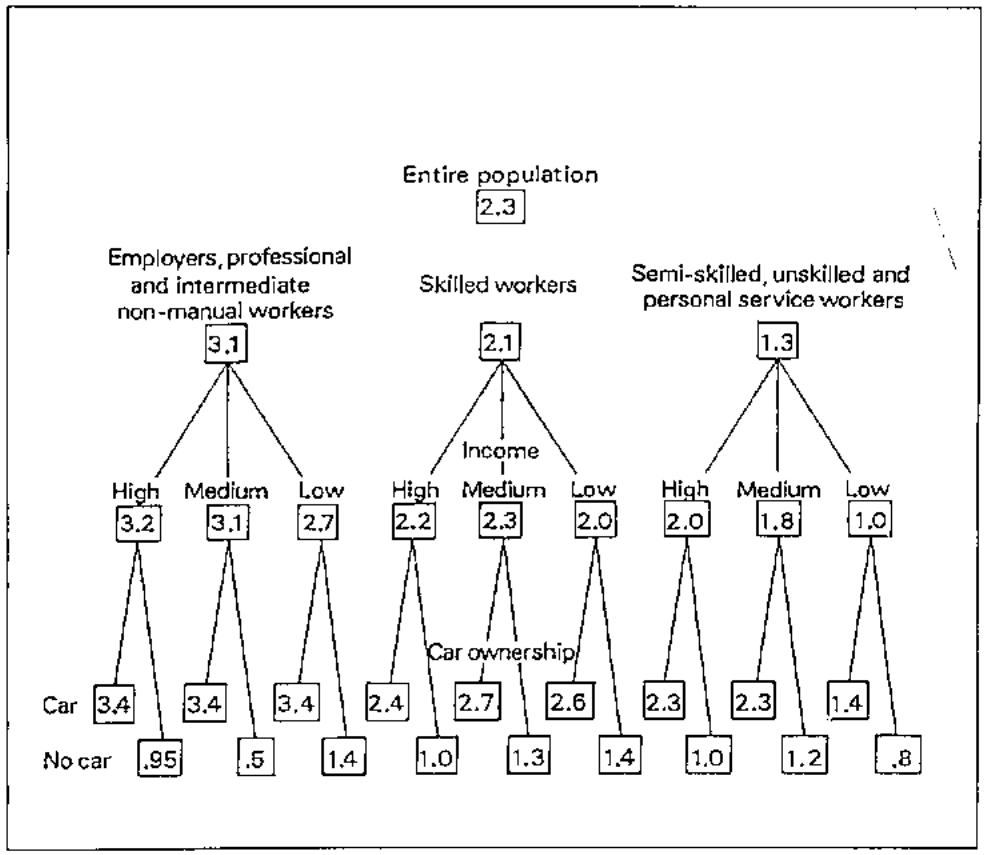


Fig. 5. Average number of countryside trips by occupational groups, income and car ownership.

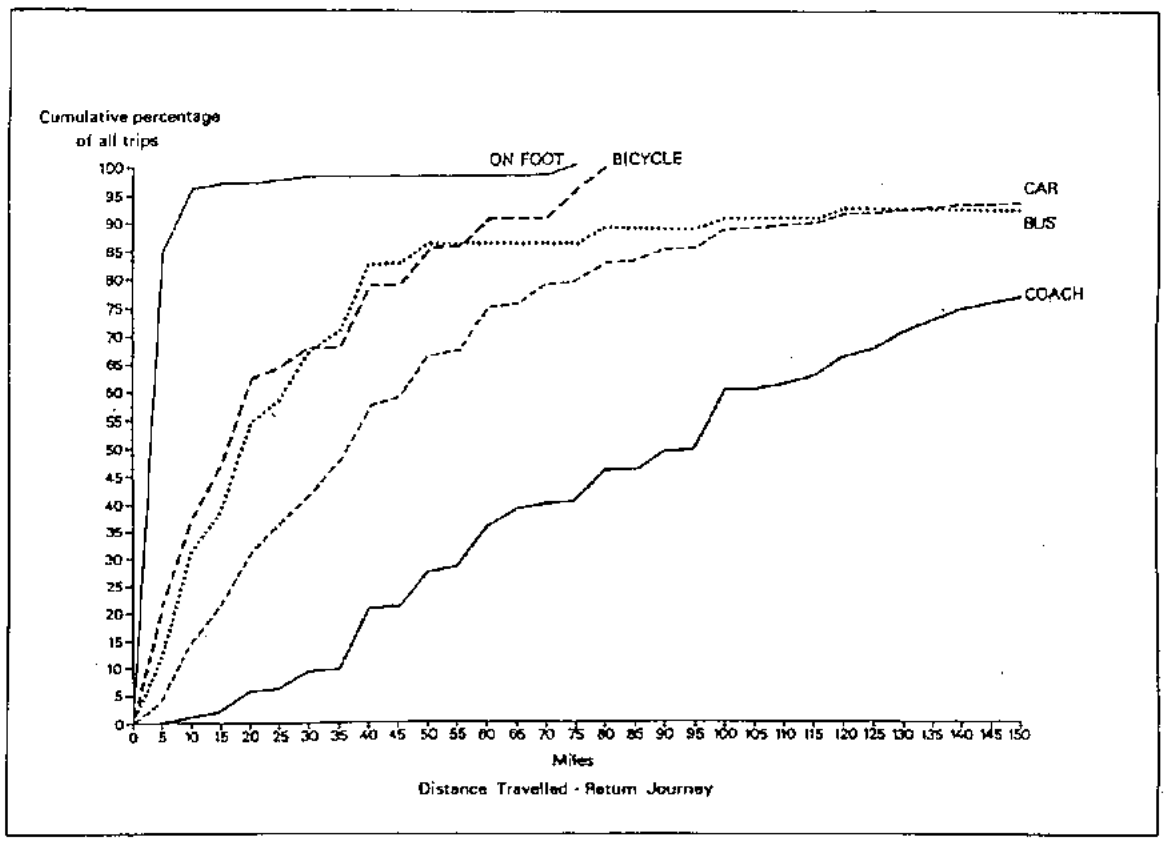


Fig. 6. Distance travelled on day trips by mode of travel.

The pattern of recreational journeys presented in Figure 6 highlights certain planning implications of personal mobility. The choices between prospective countryside pursuits and/or attractions are made within a time-space circle of relatively fixed dimensions which depends largely on the available form of transport. The more time a recreationist seeks to spend on a particular activity, the more restricted will be the area that is available if journey times are to be kept to a minimum. If, on the other hand, recreationists want to visit a particular recreational facility located many miles from home, then the time at the destination will be limited by the requirements of the journey itself. It is possible, therefore, to delimit an area around an individual's home within which the choice of pursuit and destination must be made. The dimensions of this opportunity-space will depend upon the time an individual is able, and willing, to devote to travelling, his or her mobility and the available mode of transport.

Apart from mobility afforded by different forms of transport, two additional factors seem likely to have an important influence on the distances travelled by recreationists. The first is the constraining influence of the physical supply of recreation resources in any given situation. For some recreationists, for example, opportunities to undertake particular pursuits will be sought, and found, close to home; while for others, long journeys may prove necessary to locate the resources necessary for their chosen activity. Table 7 presents comparable results for distances travelled from home on recreational journeys drawn from NSCR and from the Scottish Tourism and Recreation Survey (STARS). The results indicate that, despite strongly contrasting circumstances, there are tentative grounds for believing that there exist relatively stable zones of territoriality associated with different modes of transport in Great Britain.

TABLE 7

DISTANCES TRAVELLED ON DAY TRIPS FROM HOME IN GREAT BRITAIN

Average distance travelled (miles)	Car	Train	Service Bus	Private Coach	On Foot	Total
NSCR*		Length of trips in last month (miles)				
Average	49	86	33	113	6	51
Median	39	43	25	94	3	39
n = 5040						
STARS**						
Average	57	69	25	124	-	53
Median	45	55	15	105	-	40
n = 6938						

Source = NSCR, STARS

*Excluding recreational trips with 'walking' as the main journey purpose
**Relating to a range of informal and purpose pursuits

It should be remembered, however, that journey distances also vary with the activity pursued. On the basis of data from STARS, the Tourism and Recreation Research Unit were able to identify the existence of

distance relationships associated with particular pursuits which supported a classification of activities into resource-based, intermediate, and user-oriented groups (TRRU, 1977, 104). Conceived in North America, this broad categorisation of activities has been seen to have a relevance to outdoor recreation in Great Britain. Law (1967), among others, has incorporated similar distance relationships in the classification of recreational facilities and resources based on the relative powers of attraction of activities over distance.

THE FUTURE

Having demonstrated the extent to which different sections of the community possess different degrees of personal mobility and that these are reflected in their use of the countryside, it is appropriate to assess the broader implications of these research findings for recreation policy.

One of the principal declared objectives of recreation policy is to increase the availability of recreation opportunities. Yet such policies usually fail to distinguish between:

- extending participation to a broader cross-section of the population (increasing the number who participate);
- increasing the frequency with which present participants go to the countryside.

It would be more equitable if public policy was to concentrate on the former; for, while not every member of the population has the interest to participate in countryside recreation, it is nevertheless clear that the appeal of the countryside is broadly based and that to bring people into participation would meet a perceived need. This is confirmed by the statistics in Table 8 which indicate the dilemma for those planning countryside recreation provision: the 'mobility deprived' have no less developed aspirations to visit the countryside more in the future. It is their expectations which are dulled by low personal mobility. It is the job of recreational policymakers and planners to ensure that aspirations and participation become more closely matched in the future (Table 8).

Forecasts made by Tanner as to the likely future growth in vehicle ownership are presented in Table 9 and indicate that for the more immediate future (up to 1990), the number of cars per person is likely to increase by nearly 50% (Tanner, 1977,19). Over this same period (1977-1990) the proportion of car-owning households is expected to increase much more slowly from a level of 56% in 1977 to between 65 and 69% in 1990. This growth (20-25%) is slower than that which has prevailed in the past and it is important to stress that it will still leave a significant proportion of the population without personal car access and in a situation where personal immobility may be yet further exacerbated by a continuing decline in the extent, and quality, of public transport, particularly to, and in, rural areas.

Even though the socially disadvantaged, in numerical terms at least, are likely to be the most strongly represented group amongst those newly acquiring access to a motor vehicle over the next decade, it must equally be remembered that they will ever increasingly dominate the rump of those without personal access to a motor vehicle. If policies for

TABLE 8

EXPECTATIONS AND ASPIRATIONS OF FUTURE VISITS TO THE COUNTRYSIDE AND THE ACQUISITION OF A CAR

Countryside Trips	Access to a Motor Vehicle					
	None. Never had access	Lost	Recently Acquired	Established One car	Two + Cars	Total Sample
	Percentage in each category					
Future expectations*:						
More Trips	25	32	53	37	36	35
Fewer Trips	8	9	4	3	4	5
About the same	67	59	43	59	60	61
Future aspirations**:						
More Trips	56	66	61	56	51	57
Not bothered	44	34	39	44	49	43
n =						

*Responses to the question "Taking everything into consideration, over the next 2 or 3 years, do you think you will visit the countryside: more often, less often, about the same as this year, don't know?"
**Responses to the question "Would you like to go to the countryside more often if you had the opportunity, or are you not bothered?"

TABLE 9

CAR OWNERSHIP GROWTH FORECASTS - GREAT BRITAIN, 1970-2010

Year	Cars per Person*	Decennial Growth Rate Cars per Person	Decennial Growth Rate %
1970	0.2137**	-	-
1980	0.2970	.0833	39
1990	0.3800	.0830	28
2000	0.4330	.0530	14
2010	0.4640	.0310	7

*Forecasts based on the assumption of a saturation rate of 0.5 cars per person

**Actual value
Source: Tanner, 1977

recreational provision and opportunities in the countryside are to be geared to the needs of the whole community, then these underprivileged groups must be given greater attention in policy formulation. Appropriate policies would include improvements to public transport, the location of 'countryside' facilities close to people's homes, especially in

the green areas around towns and indeed within the urban fabric itself. Such a policy of intra-urban and urban fringe provision need not, however, be seen as totally altruistic, for there is evidence that significant real increases in the cost of petroleum are most likely to lead to a diminution in the time – space circles of those with car access. Shorter recreational journeys and a greater preparedness to take advantage of sub-optimal alternative recreational opportunities nearer to home, are both likely to lead to a greater concentration of journey destinations closer to urban centres than is currently the case. If the time – space circles do contract in this way, then the pressures on areas around towns will increase geometrically, rather than linearly, reflecting the likelihood that as many, if not more, recreational journeys will be concentrated in a much smaller proportion of the countryside.

The focus on open space provision in the urban fringe and within towns, therefore, could fortuitously serve the needs of social equity (and a move to countryside for all) on the one hand, and on the other, reflect the conservation needs and priorities which are likely to emerge in these areas in the future.

Policies should also take into account the need to maximise individual mobility within those households who already have access to a car. Ironically, it seems possible that the most effective public transport policy would not be to subsidise public transport for recreational purposes (such schemes have had a mixed record of achievement) but rather, to enhance economical public transport for journeys to work which would have as one objective (among others) the greater use of public transport by car owners. Such policies, if successful, could lead, not only to environmental benefits, but also to the household car being available to other members of the family for recreational and leisure purposes rather than being parked at the work place for a large proportion of the week.

The recognition of the ability to drive as being a prime social skill might also be more strongly reflected in education programmes, particularly those designed for continuing and community education. The evidence of NSCR seems to indicate that, independent of access to a motor vehicle, the holding of a driving licence increases the likelihood of people making recreational trips into the countryside. Attempts to move people up the mobility ladder and thereby improve their opportunities for making countryside trips seem much more realistic and socially desirable than fostering universal car ownership.

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CHARGING AND PRICING FOR COUNTRYSIDE RECREATION

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INTRODUCTION

Charging for access to the countryside is a very contentious issue, evoking strong emotions in people with a belief in a right of free access. This conference is not the proper forum for a debate on the principles of whether or not to allow charging. Consequently this paper will seek to avoid any discussion of the legal and political issues involved. Instead it concentrates on technical issues, in particular the effect that different levels of charges might have on levels of visitor use at recreation sites. It should also be noted that, whilst most of what I will say relates to work carried out for the Countryside Commision, it does not represent the Commission's policy on charging, though I am sure that the discussion here will be of value to the Commission.

OBJECTIVES OF PROVISION

It will be obvious to most recreation managers that pricing is not an end in itself, it is a means to an end. To understand, therefore, the potential role of pricing it is necessary to discover what managers are seeking to achieve in managing recreation sites. An examination of written management plans for sites, or better still a study of management action, reveals three broad sets of objectives of provision. These relate to –

the protection of the resource

the enjoyment of users

staying in business

I have made no mention, for example, of education or interpretation because they can be subsumed under any of the three sets of objectives, depending on the circumstances of each particular site. The three sets of objectives can be seen as representing the prime objectives within which there can exist a range of secondary objectives relating to specific aspects of provision.

It will also be apparent that the balance of priorities between each set of objectives will mainly be influenced by the resources and facilities available at a site and its attractions (the type of site it is); whether it is operated by a public, private or voluntary sector body; and, finally, of importance in the public sector, the prevailing climate affecting recreation demand and public expenditure. In relation to the last point, one could speculate that, in the period up to the mid 1970s, the prevailing ethos was resource protection. More recently, managers have begun to emulate the private sector in attaching high priority to survival as a goal. Staying in business can be achieved by keeping costs down or by boosting demand (market share) and revenue – hence the recent interest in marketing. In the 1980s survival is likely to remain at

the head of the list in both public and private sectors. The question is: is the norm likely to be scaled down provision, in order to reduce costs, or is it likely to be a more concerted attempt to justify provision with the aid of a marketing ethos – albeit as applied to non-profit making bodies?

ROLE OF PRICING

Within the framework set by objectives, what role is there for charging? It would be nice to let people have everything for nothing; but in a world of scarcity and competition for resources, some form of rationing is inevitable. Rationing by price is one way of achieving a balance between supply and demand, though the most efficient price is not necessarily the one established by a free market; public intervention in price setting can often by justified as a means of achieving efficiency and equity goals.

In the context of the broad objectives noted above, a clear role for pricing can be identified. It can be used to:

a. regulate use and so protect the resource from over-use;

b. provide information on levels of use and help to indicate what people value;

c. help finance survival by raising revenue from visitors.

Whatever the climate facing providers in the 1980s it can be seen that pricing is a tool which can be relevant to the success of a particular site.

RESTRAINTS ON MANAGERS WISHING TO LEVY A CHARGE

Despite the role of pricing as a potentially effective means of achieving the purposes of provision, there are a number of technical reasons why the rational manager will discount its relevance. These relate mainly to the public sector. Firstly, in many instances there are likely to be heavy financial costs involved in setting up a charging system, and the uncertain prospect of revenue might not justify the investment in charging facilities. Furthermore, for local authority country parks, charging for admission is illegal under the Countryside Act 1968. So in those instances charging is restricted to car parking and specific facilities. Another common complaint of managers is that any revenue raised by charging may not benefit recreation provision at all, it may simply result in the revenue going to another part of the authority. While in accounting terms there is no incentive for one department to raise revenue if the money goes to another department (Finance), it is likely that a department which is seen to be raising revenue from users will fare better in expenditure allocations than a department which does not. A more serious aspect of the same problem relates to grants from central to local government. It is the case that for many authorities revenue raised from users may result in a reduction in grant from other bodies. Consequently the managers may find life less risky to live in their pocket than to have to rely on the uncertainty of visitors turning up and paying a charge. After all, visitors may not like what is being provided on their behalf.

It should also be noted that the problem is not confined to the public sector, It has been said that many voluntary bodies in the

TABLE 1

COSTS OF PROVISION

		USER RELATED		RESOURCE RELATED		
	Type of Site	Degradation Costs: Reduced value to future users from present use	Congestion Costs: Reduced value to users from congestion	Operating Costs	Capital charges and overheads	Costs of running and setting up a charging system, relative to level of use
I	Countryside and open space	Low	Low	Low	Low	High
II	Natural attractions, beauty spots, 'honey-pots'	Moderate (few high)	Moderate (few high)	Low	Low	Moderate
III	Enclosed properties. Man-made/designed features. Replaceable landscapes/attractions	Low	Low	Mod/high	Mod/high	Low

business of recreation provision may feel constrained in their ability to charge because they are not allowed to make a profit. However, in this case the rational response is to charge to maximise revenue and to raise expenditure to ensure zero profit.

THE RELEVANCE OF CHARGING TO SPECIFIC TYPES OF COUNTRYSIDE RECREATION SITE

So far I have spoken generally about recreation sites. For informal recreation sites in the countryside, it is possible to be a bit more specific about the kinds of site where user charges are likely to be relevant.

Table 1 illustrates a classification of sites into three types: countryside open space; natural attractions, beauty spots and 'honeypots'; and, finally, enclosed properties including man-made and designed features which are replaceable. Within this simple classification of sites it is possible to identify the broad range of costs per visitor and to indicate whether these are likely to be low, medium or high. The relevance of charging to each type of site can be determined by reference to the range of costs per visitor (low, medium or high) involved in instituting a charging system. From Table 1 it is possible to draw the following conclusions. (These are noted in Table 2).

TABLE 2

CHARGING AT TYPES OF RECREATION SITES

	I	II	III
	Countryside Open Space	Natural Attractions	Enclosed Properties
Costs of provision			
User	low	moderate	low
Finance	low	low	high
Costs of charging	high	moderate	low
CHARGING POLICY	FREE ACCESS	CAR PARK CHARGES	ADMISSION AND FACILITY CHARGES

Charging is only relevant to two of the three categories of site, with car parking charging being suitable to the second category of site and admission charges relevant for enclosed, man-made attractions.

THE DISTRIBUTION OF RESOURCES ACROSS THE THREE TYPES OF SITE

Having established the relevance of charging to particular types of site, the next task is to determine the proportion of all sites which fall into each category. There is little information on this because of the difficulty and cost of conducting resource inventories. Neither do we know how much of investment and current expenditure is going into provision and management for each type of site. What information do we have? The best source is the National Survey of Countryside Recreation (1977 and 1980). The 1977 NSCR demonstrated that 33% of all countryside

trips were to sites specifically managed for recreation; though this figure excludes the sea-coast and cliff tops (20% of trips) and lakes and reservoirs (4% of trips) which, in many instances, require car park charges to be paid at points of access. In addition, the 1980 NSCR showed that 18% of respondents indicated that they or someone else in their party paid an entrance charge or parking fee at the main stop of the trip. The evidence from these two surveys seem to indicate that while a large number of trip destinations are to managed sites, charging for access is still only present at a relatively small proportion of sites.

COSTS OF PROVISION

Having established that, for certain types of site, it is relevant to consider levying a charge, the next task is to discover more precisely what sort of costs per visitor are involved in recreation provision. This is necessary in order to gain some idea of the level of charges which would cover costs. There are two types of financial costs which need to be considered: fixed costs and variable costs. The difference between the two is that, for the time period being considered, fixed costs are those costs which do not vary with changes in the number of visitors, whereas variable costs do.

For most recreation sites almost all costs are fixed. Consequently it is a relatively straightforward exercise for the manager to use costs as a bench mark against which can be set his estimate of the number of visitors who can be attracted to the site at different levels of charge. The result should be a balance struck between costs, desired levels of revenue and numbers of visitors.

From studies carried out by the Commission on Category III sites (see Table 1), including many sites comparable with many country parks, the current range of costs per visitor will be between 30p and 75p. The distinction between sites at the lower, and sites at the higher, range, is that those around the 30p mark tend to be sites which consist solely of natural resources attractions with little in the way of added capital investment in built facilities. Site with costs of around 75p per visitor are those which either inherited large built facilities or which have had new facilities built as an added attraction.

Many sites in the private and charitable sector are able to achieve a much lower net cost per visitor than sites in the public sector, and in some cases, of course, they make a profit. This is not due to differences in efficiency between the various sectors. More often than not it simply reflects differences in the quality of the attraction available to each sector. When one examines the levels of costs and revenues involved, it is often the case that high revenue is associated with a high level of costs. In other words, to attract large numbers of people who are willing to pay relatively high prices, expenditure has to be increased to provide and maintain the attractions which justify the charge. These attractions are usually associated with built facilities (heritage properties) or with formal gardens. This sort of property is rare in the public sector. If it does exist it is usually only the shell of the property which remains, and this invariably requires extensive restoration and refurbishment if a new use is to be made of it.

The conclusions to be drawn from an examination of costs are that the costs of provision of recreation facilities can be very low (in terms of

costs per visitor). Once could compare these costs with other forms of subsidised leisure provision and see that, in both absolute and relative terms, the costs involved are minuscule. Differences between the public and other sectors result as much as anything from differences in the type of properties they operate than from differences in efficiency. In both sectors the high level of uncertainty associated with varying revenue, compared with the high level of certainty associated with costs, will invariably lead to a preference for grants and subsidies rather than an attempt to recoup costs via user fees (as in the case of public transport, this may not be possible).

SETTING PRICES

If we now move on to consider the charges which are set for access to recreation sites, it is clear that a wide range of practices exists. At many sites the practice is to set a nominal charge – the price is not one related to either the costs of provision or what the market will bear, but simply a token charge. While these token charges are unlikely to deter use or to raise much in the way of revenue, they do have the virtue of giving managers some indication of how many people make use of the facility.

Much more common are going rate prices; that is, in setting his charge a manager will look to see what other people are charging. Again, these prices may be unrelated to the costs or to what the market will bear. They have the important effect of providing signals to visitors of the prices they can expect to pay 'this year' for visiting recreation sites, and so may cause problems for those managers and sites which are faced with the challenge of setting prices to achieve targets; for example, revenue in relation to cost.

Much less common, certainly in the public sector, is the practice of setting charges to achieve cost targets; either to cover running costs (as advocated by the House of Lords Committee on Sport and Leisure in 1973) or full costs (as advocated by the recent report to the Department of the Environment by Coopers and Lybrand Associates Limited entitled 'Service Provision and Pricing in Local Government: Studies in Local Environmental Services', published by HMSO in 1981).

Much more rewarding, in terms of maximising revenue, are the policies set by some of the more market-oriented providers in the private and charitable sectors of countryside recreation provision (and to a much more limited extent in the public sector). In these instances prices are set in relation to the various types of user being catered for. Prices are varied in a manner somewhat analagous to those set by British Rail. Prices will be set to maximise revenue from –

a) different types of visitor (adults, children, members, school parties, local parties);

b) the type of facility produced (facility charges, admission and car park charges);

c) the location of the facility (sites in holiday areas will stand different prices than those serving day visitors, as will sites in areas with few comparable competing opportunities); and finally

d) the time of use (charges can be varied between seasons of the year and between weekends and weekdays).

This market-oriented approach to pricing recognises that charges can be varied to reflect the differing demands of visitors for facilities in certain locations and at different times of the year. People will accept the notion of paying various prices for access to resources which on the face of it are the same.

The only danger is that people may not know the costs of access to a site until they set out on their trip. Very often the costs of getting to a site are likely to be the major item of expenditure of the trip. To overcome this problem, the better run sites will seek to inform people about charges through publicity and will endeavour to monitor satisfaction and measure value for money to ensure that too many people do not feel 'ripped off'.

PRICE ELASTICITY

In making decisions about the level of charges, the site manager will need to know, or at least have a feel for, the likely market response: if he decides to raise prices by 10% how will visitor numbers be affected and what will be the consequent effect on revenue? This relationship between price and visitor use is known as the price elasticity of demand; a concept familiar to economists, and one of great potential value to managers.

A year or so ago the Countryside Commission decided that there was a need for the simmering debate on the pros and cons of charging for access to countryside recreation sites to be informed by data on how revenue and visitor use has altered as prices have changed at those sites which levy admission charges. The Commission sponsored a study with the Joint Unit for Research on the Urban Environment (JURUE) at Aston University. The study was a purely technical exercise designed to measure price elasticities.

The measure of price elasticity can be best understood with the aid of some very simple diagrams. The first diagram (Figure 1) illustrates a demand curve for a hypothetical recreation site. This demand curve plots the level of use which can be expected at different levels of admission charge. If, for example, the current charge is 50p and the level of use is 100,000 visitors, the manager has to decide whether it is better to raise the price to 60p, which would reduce numbers by 10,000 and raise revenue by £4,000. When the proportionate change in use is less than the proportionate change in price, demand is said to be inelastic.

The second diagram (Figure 2) illustrates the opposite case. When price is increased from 50 to 60p level of use falls from 100,000 visitors to 40,000. Thus an increase in price of 10p has resulted in a fall in use of 60,000 and a reduction in revenue of £32,000. Clearly the manager has to decide whether a 20% increase in price is worth it when both use and revenue fall considerably: in those circumstances it would probably be better to lower prices. When the proportionate change in use is greater than the proportionate change in price, demand is said to be elastic.

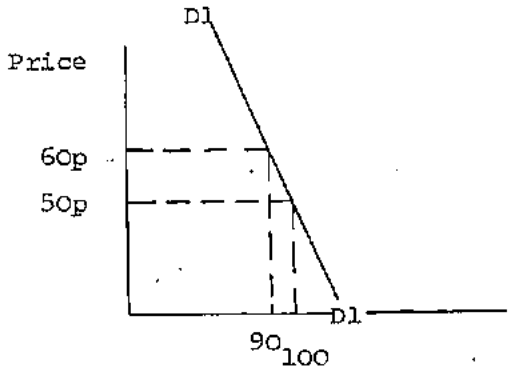


Fig. 1.

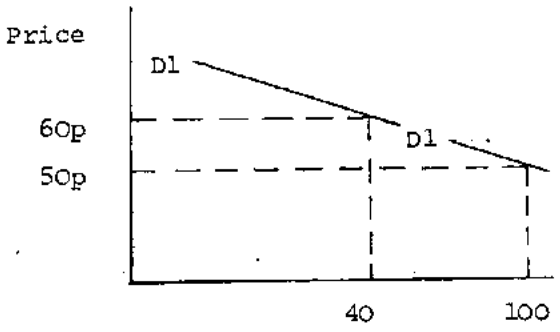


Fig. 2.

The two examples noted above illustrate the crucial difference between inelastic and elastic demand. Failure to understand this difference in market conditions could have serious consequences for level of use and revenue. Managers of countryside recreation sites need to know whether a 10% increase in price will lower use by, say, 5% (inelastic demand) or by, say, 20% (elastic demand).

The Commission/JURUE study sought to provide measures of elasticity using data for sites comparable with country parks which levied an admission charge and which could supply information on charges and use over a number of years. This limited the exercise to a sample of DOE Ancient Monuments and National Trust properties.

Two types of information were available from DOE and National Trust Properties to measure price elasticity: firstly, time series: where the sensitivity of visits to a particular site to changes in admission charges can be estimated from a series of measured visits and charges over a period of time during which real and/or money prices have varied significantly: secondly, cross sectional: whereby if the levels of price and/or price change have varied between sites it is also possible to estimate the elasticity of demand from data relating to shorter periods of time by correlating changes in the level of prices with changes in the number of visitors for a 'cross section' of sites.

These two sources of data provide us with information about DOE and National Trust pricing policy. These are summarised in Table 3 (DOE) and Table 4 (National Trust).

TABLE 3

DOE PRICING IN THE 1970s

A PRICE INCREASES (%)

1973	28
1976	103
1978	41
1980	59

(despite the large money increases in these four years, over the decade as a whole prices were just about at their 1970 level in real terms).

B MEDIAN PRICE LEVELS

1970	1 -	5p
1980	20 -	30p

(so despite the big money price increases, the median price level in 1980 was still quite low. This is shown up in the revenue. Ten sites generated 90% of the revenue, and one site, the Tower of London, produced 60% of all revenue).

C VISITOR TRENDS

1975 - 1980 -12%

D PRICE ELASTICITY

Cross sectional	1976	-0.51
	1978	-0.23
Longitudinal	-0.2 to -0.3	
Time series	-1.0 to 0.3	

The conclusions to be drawn from the DOE data are that demand is price inelastic. In other words if prices were increased revenue would be increased and the fall off in use would be less than the proportionate changes in price. Given the size of the 1976 price increase it is not surprising that price did have some impact on use; nevertheless this was a short term effect. Data from other years indicate that the level of prices at DOE sites has not been much of a deterrent to visitor use.

When we come to examine data from a sample of National Trust sites (Table 4) a different picture emerges.

TABLE 4

NATIONAL TRUST PRICING IN THE 1970s

A PRICE INCREASES

Charges were raised every two or three years at a fairly steady rate. The average increase did not exceed 18%.

Real charges have been kept more or less in line with inflation.

At some sites (the more popular ones) charges are 40-60% above their 1973 level (in real terms).

B MEDIAN PRICE LEVELS

1968	11 -	20p
1980	75 -	100p

C VISITOR TRENDS

1975 - 1980		+ 32%
	members	+139%
	paying visitors	-15%

D PRICE ELASTICITY (FOR PAYING VISITORS)

cross sectional	-0.5 to -0.8
longitudinal	no significant results
time series	-0.4 to -1.0

The conclusions to be drawn from the sample of National Trust properties comparable with country parks is that demand is price inelastic. So, despite prices which are appreciably higher than at DOE sites, it is evident from the measures of elasticity that prices could be raised further without significantly reducing visitor numbers, while raising revenue. In addition, it is evident that over the period as a whole there was a significant relationship between price rises at sites and growth in members' visits. A 10% increase in real admission prices appeared to result in an average 3.5% decrease in the ratio of paying visits to visits by members. Taken together the results suggest that the National Trust has been successful in relating price increases to the attractiveness of sites, but has not yet reached the limit.

The research carried out in the Commission/JURUE study revealed that demand is price inelastic with a 10% increase in price resulting on average in a 5% to 8% reduction in use at higher priced sites. The work has also indicated that the policy of uniform pricing throughout the year means that in the peak months, price is not much of a deterrent. Another way to look at this is that price in the peak periods could be significantly higher, if the aim were to average out use over the summer period.

The study focused on price and while showing it to be significant in affecting use, it is only one of a number of factors affecting use. The full results of this work will be made available shortly.

CONCLUSIONS

There are three main conclusions to be drawn from the analysis presented above. For the bulk of people making use of the countryside, pricing is irrelevant. However, for the small proportion of sites where it is relevant, it is clear that demand is not very responsive to changes in price. Furthermore, through conscious attempts to improve the attractiveness of its properties and to increase its efforts to attract people via promotion and membership, the National Trust has been able to increase its visitor revenue.

DISCUSSION

J. Stevens (Sports Council)

In considering the future transport patterns of society, have you given any thoughts about the potential role of an increase in cycling as either a means of getting to work or as a means of actually getting into the countryside for recreation?

B. Duffield (Tourism and Recreation Research Unit, Edinburgh University)

It is not an aspect that I have considered in detail in research terms. However, I do think it is very relevant. I think we are all aware how, in recent years, cycling has not suffered the same decline which Roger Sidaway was pointing out in other activities. In certain sectors there has been a very strong resurgence of the use of cycling, no longer simply for work or leisure purposes but almost as an environmental statement by certain groups. I think there are several factors, reasons of economy or social reasons of one kind or another, which could underpin a return to a much greater use of cycling, particularly for journeys to work, perhaps more for work than for an expansion of countryside trips.

C. Mitchell (Session Chairman, Transport and Road Research Laboratory)

The pattern of cycling in Britain is very much more prevalent in the east and south. These are the areas that are drier and flatter and, because these factors are correlated, we do not know which is the more dominant effect. In East Anglia there are quite a number of towns where many people go to work by bicycle rather than by bus. The bicycle does not compete with the car it competes with public transport. I agree with Brian Duffield that if we do not get increased public transport subsidies, which seems unlikely, there is considerable scope for the increased use of cycles to work, which releases the car for out-of-work use.

W.C. Neil (Strathkelvin District Council)

Are there any statistics available for motorcycling or use of mopeds in the countryside?

B. Duffield

In the countryside, 'No'. Most surveys do differentiate between different forms of transport whether it be car or motorcycle. In analysis they all tend to get lumped together and called private mobility. There are statistics available but you will have to ask for them. They do not tend to find their way into reports because they are a very small fraction of the total.

J.M. Sully (West Yorkshire Metropolitan County Council)

I wonder whether any researchers have seen what we have done in West Yorkshire. We have already emptied the shops in Leeds and Bradford by 4 o'clock through our off-peak bus fares which finish then. We have altered the travelling patterns of people, which we did not intend to do, and we have also changed the travelling patterns to the countryside. Double decker buses are running full to the countryside twice the number of services as previously. We have started a guided walk programme where we are trying to get more people into the

countryside. You say there are less trips by non-car owners than by car owners. They do make trips and so obviously there are ways of trying to encourage that.

B. Duffield

I did look at some research in West Yorkshire upon the effect of public transport systems of one kind or another. I think the unfortunate factor is that the debate about public transport subsidies and policies has got so caught up in the political debate that the contributions that research might make have gone by the board. I think there should be a more social policy view for all forms of transport.

C. Mitchell

West Yorkshire shows a very interesting result. Previous work with low frequency bus services to the countryside has shown them to be relatively ineffective. It may be that by getting more high frequency services as part of the main public transport system you make people aware of them and they will use them.

J.M. Sully

The off-peak fares are steadily going down. We have virtually paid for the off-peak fares by the passengers who have come back onto the buses.

M. Collins (Sports Council)

I would like to link the two papers. Brian was talking about policies which, either by intent or accident, have led to a regressive effect on the immobile and poor. When one talks about putting up prices it is often said, and not often test, that the same thing happens, a regressive effect on those who can least afford it. I would hypothesise that many of the type 3 sites that Robbie talked about are probably the sites that are most attractive to the lower income, non-car group. Therefore, if you put up prices you are not only penalising in mobility terms, you might also be penalising on admission terms. I wonder if you have any data on that.

R. Stoakes (Countryside Commission)

I think it is a real problem. What I would suggest is that pricing is not the means to an end and it is only one bundle of measures available to the manager in managing the site. In setting a price I would relate the price to the kind of person that you are targeting at and the kind of product that you are providing. If the aim of the provider is to attract people in the low income group or without cars then pricing must be sensitive.

B. Duffield

I found that what Robbie was arguing about was a more sophisticated approach to pricing in just the same way that I was arguing for a different approach to mobility. Why not charge for peak use at weekends, making it possible for the unemployed or housewives to come with the children when there are lower charges? If you are worried about the effect on the less mobile, why not gear your charges through the car park system or through systems related to the car owner? I think there are ways to carry out social pricing policies.

R. Stoakes

The basic problem, as in all forms of subsidies, is that to benefit the 20% in the low income groups, you invariably find that 80% of the subsidies go to the 20% who are the richest. There are ways round that but they have to be recognised.

C. Mitchell

British Rail pricing is extremely sophisticated and is designed to charge businessmen at peak-time high fares but having schemes for people who are less well-off to use services, but at times when space is available.

J. Wilkinson (Research Bureau Limited)

Is there any evidence from your work of price thresholds operating? Were your demand curves smooth lines stretching to infinity or did there come points when there were abrupt discontinuities?

R. Stoakes

I am afraid I have not got an answer for that.

B. Bayliss (Directorate of Ancient Monuments and Historic Buildings)

Can I ask whether the work on pricing has been published yet?

R. Stoakes

It is currently being redrafted. A decision will shortly be made by the Commission.

L. Borley (English Tourist Board)

May I ask Robbie Stoakes if he knows whether the pricing on National Trust properties, or other sorts of group three properties, takes into account the impact on the secondary expenditures which sometimes occur at these sites such as shops? There may be a policy to keep the price low to keep the second expenditure high.

R. Stoakes

No. Because of the nature of the exercise we simply obtained data on levels of use by a particular category of visitor. We did not go into much detail about any specific properties.

L. Borley

The point being that although National Trust membership is rising, both categories, non-members and members are equal when it comes to spending at the secondary level.

R. Stoakes

I think it is general that people like to spend money. Indulging is part of the social behaviour at many sites and I think we ought to recognise that.

C. Mitchell

May I thank the speakers for a very interesting session.

WHAT RESEARCHERS DO AND WHAT PRACTITIONERS WANT TO KNOW

M.F. Collins

Principal Officer (Research and Information), The Sports Council

INTRODUCTION

I begin with a text: Acts 8: 30, 31, "Do you understand what you are reading?", asked Philip of the Ethiopian eunuch. "How can I understand", he replied, "unless someone explains it to me?" Its appositeness will I hope become evident by the end of this paper. The paper will briefly review the nature of countryside recreation research, and then examine what practitioners use and what they say they want to know, and what systems of information exist to serve them.

COUNTRYSIDE RECREATION RESEARCH

Table 1 sets out under a simple classification, 179 projects in progress and 69 planned by the DOE, MAFF and thirteen CRRAG agencies relevant to countryside recreation. It does not include local authority projects, nor work by individual academic researchers. This represents over £2m worth of work in the current year listed in the 1982/83 programmes of CRRAG agencies (1).

What is quite clear is that the majority of projects are in the fields of facility planning, management, demand and conservation. There has been a recent growth in projects related to policy analysis (DOE and Sports Council), but the burst of interpretation research in the late 1970s seems to have passed. The work on marketing is concentrated in the English and Wales Tourist Boards and the Countryside Commission. There is relatively little work on the motivation of users and non-users, the needs of special populations and none on education and training.

WHAT PRACTITIONERS WANT TO KNOW

This section draws on a report prepared by the Polytechnic of North London (2) for the Joint Sports Council/SSRC Panel on Leisure and Recreation Research to examine how leisure practitioners get to know about the results of research and practice. Self-completion questionnaires were sent out to members of eight professional bodies, with the aid of their secretariats. They were distributed to 5,200 members of the Association and Institute of Recreation Managers, the Recreation Managers Association, the Institute of Municipal Entertainment, the Institute of Parks and Recreation Administration (all soon to be incorporated in the Institute of Leisure and Amenity Management), the Institute of Baths and Recreation Management, the Chief Leisure Officers' Association, and the chief officer members of the Royal Town Planning Institute.

Allowing for multiple membership, the response of 1045 is about 26%, with some bias towards those working on managed sites, the type III sites mentioned by Stoakes. The characteristics of these people are set out in Table 2 and show the profession to be young, overwhelmingly male, and mainly working in the public sector (see also Murphy, 1981 (3)).

TABLE 1

COUNTRYSIDE RECREATION RESEARCH AND PRACTITIONERS' REQUESTS FOR INFORMATION

Topic	CRRAG Agencies Research			Professional Needs	
	Committed	Planned	Tentative	Omitted in Journals	Research Needed
	(Nos.)			%	%
Facility planning, provision, design	29	8	8	56	38
Facility management/ finance	52	13	1	55	13
Conservation	37	10	-	n.a.	n.a.
Marketing	7	3	2	50	13
Motivation of users/ non-users	1	-	-	38	15
Policy analysis	10	6	4	28	-
Evaluation	3	-	-	27	-
Special needs	2	-	2	20	24
New technology	4	1	-	10	14
Demand	31	8	2	-	12
Interpretation	2	1	-	-	-
Education/ training	-	-	-	-	-
Legal issues	1	-	-	-	-
	179	50	19	n = 1045	
	n = 238			% ranking topic in 1st 3.	

The practitioners were asked whether they knew of or used six published bibliographic sources, fifteen Sports Council or Countryside Commission research and technical reports, eight sets of more specialist leisure research papers produced by the Leisure Studies Association, and also seven professional journals. The results are set out in Table 3.

Awareness of the bibliographic sources was low and usage negligible. Given their specialist nature and small circulation, this is not surprising. When it comes to the technical reports, the fact that on average three out of five did not know of these publications must give pause for thought to the national bodies. The reports dealing with the planning, dimensions and management of sports halls and those published for five years or more were part known, but only by just over a half of users. This suggests that either the form of the reports is unsatisfactory, or the agencies' marketing has been poor, or both.

TABLE 2

LEISURE PROFESSIONALS' SAMPLES

n = 1,045	
	%
21–40 years	62
Male	92
1–6 years in job	90
In public sector	83
%	
28	Sport and leisure manager
22	Recreation manager
11	Park manager
17	Urban & rural planner

TABLE 3

ACCESS TO INFORMATION

6	Bibliographic studies	69–87% 2– 3%	Unaware Use regularly
15	Sports Council/ Countryside Commission reports	60% 25% 15%	Unaware Know but not read Read
8	Leisure Studies Association Conference papers	75% 17% 8%	Unaware Know but not read Read
7	Professional journals	63% read	25% personal) subscrip- 75% office) tion
		42% for general interest 40% for professional update 18% for specific interest	

One amusing sidelight on this is that hidden amongst the fifteen titles was a fake entry – the 1981 CRRAG Conference proceedings 'Countryside Recreation for the Disabled' – a non-existent report of a conference that was never held: 26% of respondents claimed to have heard of the report, and 11% even to have read it. It proves that professionals like to appear well read, and some may genuinely have confused the title with one of the spate of reports produced during the International Year of Disabled People, but it also shows that the other figures are, if anything, overclaimed.

Again, not surprisingly, the awareness and readership of the Leisure Studies Association reports was even lower.

When it came to the professional journals, the picture changed completely. Readership averaged over 50% with 'Sport and Leisure', 'Parks and Recreation' and 'Recreation News' the most popular, and 'Entertainment and Arts Management' the lowest, being the most specialist. Three quarters of readers saw a copy through their office, and one quarter as personal subscribers.

Table 4 sets out some characteristics of the readership of five of the journals. It is interesting that 'Recreation News' and 'Sport and Leisure' have the highest readership for general interest and 'ARM News' and 'Arts and Entertainment' for professional updating. What is significant is the low proportion – one in six or seven – who go to these journals for specific professional information. This implies that either the editors are not seeking the sort of material that arises from research and experiments, or the researchers are not providing it, or indeed that the managers do not want it, in these journals.

TABLE 4

READERSHIP OF PROFESSIONAL JOURNALS

	Readership % for				
	Personal	Library /office	Gen. Inf.	Prof. update	Spec. Inf.
ARM News	17	29	35	49	16
Parks & Recreation	10	34	39	39	20
Arts & Entertainment	4	16	35	44	19
Recreation News	4	34	46	35	17
Sport & Leisure	8	38	49	33	16

Having been asked about what they read, the 1,045 practitioners were asked to say what topics they thought were omitted from their journals and what topics needed additional research. As the two right-hand columns of Table 1 show, the most demanded topics for journals were respectively facility planning and management – the two fields where most work is going on. There is much less interest in demand studies from those who work at local level compared with the commitment to demand studies from the national agencies.

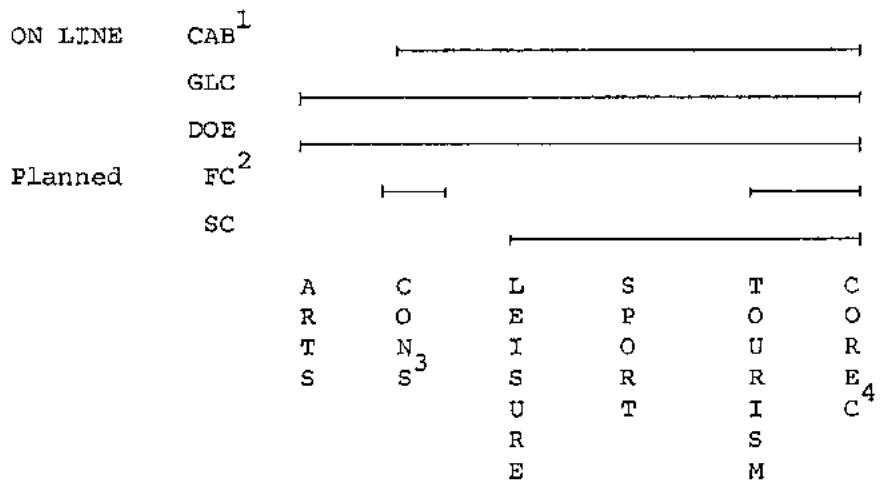
On the other hand, there was an unsatisfied demand for studies on marketing, the needs of special populations (the disabled, the elderly, ethnic groups, the unemployed), evaluation and policy analysis and applications of new technology. With these exceptions, however, it is clear that the findings and policy implications of much of the work being done are just not getting through to the practitioners through the present means available.

WAYS OF LINKING RESEARCHERS AND PRACTITIONERS

What can one say about this situation, given the professional resources available for information transmission? For, even outside the professional journals and the publishing machines of the national agencies, there is a considerable resource (Table 5) (4). The Department of the Environment and the Greater London Council have large multi-purpose libraries and information staffs but even disregarding these there are sixteen agencies employing 64 staff, with over a quarter of a million documents and nearly four thousand journals between them to start on. Five have computerised services for retrieval, with three more planned, and soon there could be five on-line retrieval services, with considerable overlap in coverage. Can such overlap be justified in the relatively small British market?

TABLE 5
LIBRARY AND INFORMATION SERVICES

	Total 18	excl. GLC, DOE 16
Staff	154	64
Books	469,000	269,000
Periodicals	6,500	3,800
Publications	7	5
Computerised	7 + 3 planned	5 + 3 planned



1 Commonwealth Agricultural Bureau
2 Forestry Commission
3 Conservation
4 Countryside Recreation

At present	6 abstracting	12 public
	1 listing	4 academic
	3 internal listings	1 commercial
	14 library bulletins	1 consultancy

What's wrong with the present system? I suggest the following, in no particular order of importance:

(i) Few research reports draw out policy conclusions from their findings. This may be understandable in some theoretical and methodological research, but not in work funded by public agencies and by Research Councils to do with policy analysis. Likewise few provide summaries of findings in leaflets, or at the front of the report.

(ii) Few write in everyday English: they are afflicted by polysyllabic language and jargon (5).

(iii) Few researchers write their findings in the professional magazines.

(iv) The academic journals in which researchers do write are mostly inaccessible to practitioners, certainly as selectively and speedily as practitioners need information.

(v) The reports produced by national agencies are inadequately marketed.

(vi) The present abstracting/listing sources are too inaccessible and bundle too many disparate items together to help practitioners in solving particular problems.

(vii) Practitioners do not rigorously write down and exchange experiences. Much of the material in the professional journals is rhetoric, exhortation, anecdote and gossip.

So what sort of solutions suggest themselves?

(i) Research reports should have both a summary and a section on policy implications (wherever relevant).

(ii) Research commissioning agencies should provide enough resources for contractors to think through the policy and theoretical implications after having completed the grind of analysis, so as to write separate papers to be published either with the report, or in professional and academic journals respectively. Too many commissioners are 'consultantitis'-minded – piling up facts without getting the full significance and value out of them.

(iii) Researchers must talk with the editors of professional journals about getting greater coverage. Perhaps ILAM and the LSA should get together.

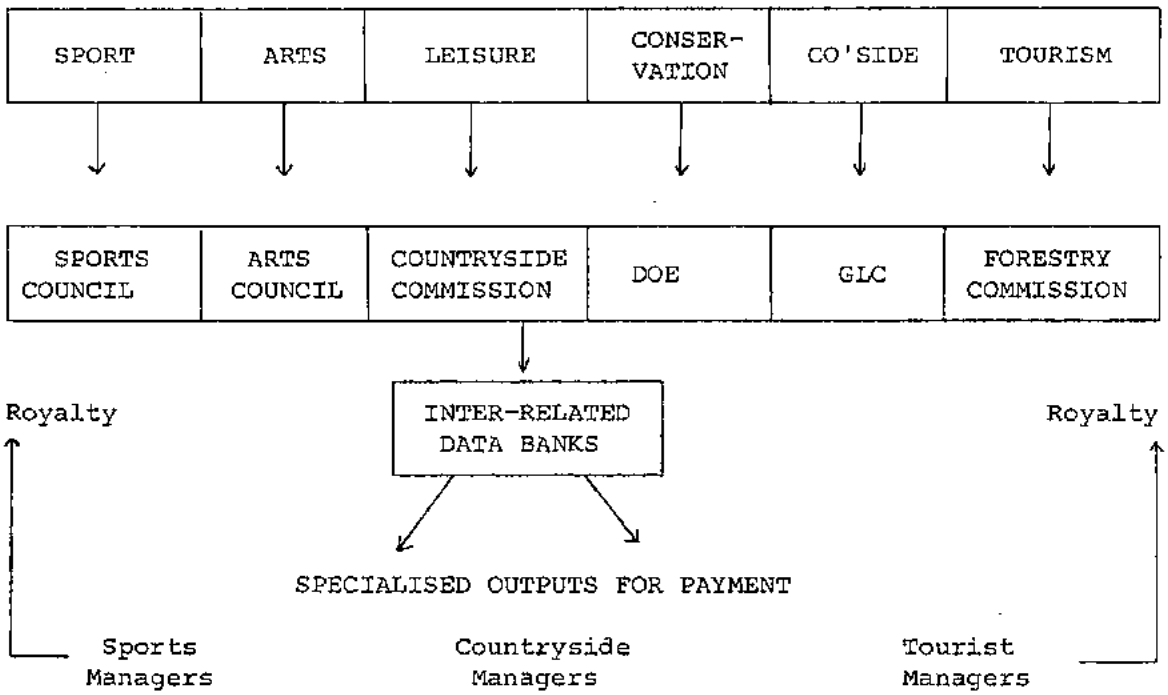
(iv) The national agencies should look at the marketing techniques for their existing publications. Perhaps CRRAG has a role here.

(v) If the practitioners are to keep up-to-date on special interest fields then the existing bibliographic sources need to be restructured to produce more accurately targeted, faceted outputs in terms of specialist listings and abstracts. This needs to draw on a wide range of material and hence there is great justification in terms of effectiveness for the existing information agencies to pool their information. But informal abstracting (and possibly translation),

storage and retrieval is a costly operation especially in the first two stages, and in terms of efficiency, therefore there is a great deal to be said for agencies to agree to specialise in terms of both input and output from this shared pool.

Table 6 sets out schematically such a pooled system. Having agreed inputs and outputs, other ad hoc usage of the system would generate payment for enquiries if the response was swift and relevant, and payment could be calculated in relation to drawing on particular input, or could be distributed pro rata on an agreed basis.

TABLE 6



To devise such a system would require complex, but not impossibly complex, discussions between provider agencies. The system has not yet solidified to the point where this is impossible.

NEW FIELDS FOR RESEARCH

A final note relates to needs for countryside recreation research in the late 1980s. Burton (6) used a system devised by Breton of the Ontario Social Research Institute to classify 93 Canadian leisure research projects related to policy into groups related to operation of the system, its institutions, and cultural values in society, and into two types that related to monitoring (describing what is) and intervention (trying to suggest ways in which things might be different and better).

TABLE 7

BRETON AND BURTON'S CLASSIFICATION OF RECREATION RESEARCH: SOME BRITISH EXAMPLES

	MONITORING	INTERVENTION
OPERATIONS	Background Information	New Techniques/Procedures
	NSCR SLS NAL	Landscape Management
	Access ?	Access Management ?
INSTITUTIONS	How the Natural, Social Systems Work	Improving the System's Working
	Monitoring Facilities Grant Systems	A Park System for Scotland
	The interaction of institutions	Better public-voluntary public-private central-local working
VALUES	Understanding Value Systems	New Value Systems
	Holiday Motivations Social Futures	Interpretation Schemes??
	Meaning of various leisure activities	?
	Images of sports, arts, countryside	

He made the point that the bulk of the research relates to describing the present operation of the system. Where such research becomes innovative is when it leads to proposals for more effective operations and actual experiments to engineer change. This is essential but becomes increasingly routine work. One major example in British recreation research is how the New Agricultural Landscape analysis led to the Countryside Commission's landscape management programme. And indeed this is where the bulk of British research lies. As Roger Sidaway (7) has said, a major new thrust of work here may lie in examining the issue of access for recreation.

The second group of research covers institutions. It is more difficult to do research here because only rarely are researchers allowed a no-holds-barred examination of how institutional systems work, still less of proposing changes, and if they do reports are usually confidential. Yet as Murray Stewart reminded the 1980 CRRAG conference, one of the biggest problems in modern society is getting institutions to work together better, and this is equally true of recreation in town and country. Perhaps more research on the working of the present system could lead to better public-voluntary and public-private sector partnership schemes.

The third and least researched pair of fields is that of understanding values and inducing value changes. Only a little of the tourist marketing and social forecasting work currently covers the first area. Yet, as Sidaway's paper to this conference shows (7), an understanding of the social context of a particular piece of leisure or recreation activity is crucial to effective operation of a service or institution, and to the satisfaction of the participant.

Thus do the elements fall together: we have a modest but growing body of research into policy implications that are not transmitted to practitioners; we have a young, dynamic and growing leisure management profession which wants information but does not get it; we have a sizeable professional information system which has the technology and skills to link the two but is too fragmented to do so.

Can we not in our tightly-knit little islands contrive a better system (which incidentally could be attractive to the 50% or more of the rest of the world willing to work in English)? The present situation can be explained by theories of the imperfection of a new leisure and recreation market. If things have not improved in five or six years' time, such explanations will be inadequate, and we will have to resort to theories of institutional selfishness, or pigheadedness, or even conspiracy, to explain such duplication of effort.

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LEISURE POLICY FOR THE 1990s

Lester Borley

Chief Executive, English Tourist Board

I speak today not as an English Tourist Board officer but as a member of the Chairmen's Policy Group (CPG) and I think that this is an important distinction to make if I want to make the theme clear. I speak for a group that is trying to work together in the field of leisure policy. Mike Collins of the Sports Council also assists that group in much of its work. We have been jointly concerned with a document which is called 'Leisure Policy for the Future'. A great deal more discussion will follow before it is finally published next year.

I do not bring any panaceas for the 1990s. What I want to do is to sketch for you the methods we have used. For those of you who do not know, the Chairmen's Policy Group, it is a group of statutory agencies, together with representatives of the Local Authority Associations with roles to play in the field of recreation. It is virtually a mirror of CRRAG. In fact CRRAG reports to the Chairmen's Policy Group. On the Chairmen's Policy Group are a collection of people who are largely chairmen or directors of agencies; people who are committed to their own organisations and devote most of their energies to their own agency priorities. However, what they have in common is the 'field of recreation". The Group is trying to show that there is a will between agencies to co-operate. If we, at the centre, the translators of central government policies, cannot be shown to be acting together or have the will to operate together, how can we expect those in the wider field outside to do so?

What are the objectives of the study that we have produced? First, I think it is based on a desire to understand the changes which have taken place in our society and those changes which are vital for the work of the member agencies of CPG and for the local authorities themselves. It is also important for the role of central government in the leisure field and for the broad range of private, commercial and voluntary bodies involved in leisure provision. That is a very big task; a very big canvas. What we hope to show from the study is that what has happened, and what will happen in the 1990s, has considerable implications for public, private and voluntary sector interests in the fields of leisure provision, education, employment, the media, social services, housing and environmental management. What we are trying to say is that meeting the consequences of changes is not the responsibility of any one agency, it is the responsibility of a great number taken together.

The aim of the Chairmen's Policy Group is not to have all the answers or to claim that it can actually act on behalf of all those bodies. What it has got to do is to find a role by trying to harmonise the work of each member agency. The report that we have just produced will form the basis of a seminar next year, we hope. A first draft which we completed internally as officers last year has just been updated by Michael Dower. The document itself really has three parts to it. First of

all, it tries to sketch the changing society and then it addresses itself to, what we call, the 'leisure seekers' and then it addresses itself to the 'leisure providers'. Finally, it tries to draw implications for policy. If I am following Michael Collins' lead very well, it does have a summary and it does have a chapter on implications for policy. Therefore, those of you who do get this document as a basis for discussion will not have to read the bulk of it, although we would hope that you would; the aim is to concentrate minds on issues which are clearly presented.

What I would like to do is go through some of the key points and then to return to the ways in which we hope to get the dialogue going. Firstly, Michael Collins touched on the multiplicity of sources of data in his earlier paper. This particular document makes reference to 77 different sources of statistics and patterns of research which are in the public domain. They are facts that are known about all aspects of our society and the uses of leisure and the future needs of those who use leisure. In other words, it is a synoptic view, trying to pull together information that has been known to a great number of organisations individually for a long time, who have watched change happening under their noses, but have not necessarily connected it with other information which is of equal relevance. Even if this study is unsuccessful in other ways, it will have been of value because it has brought together trend data which ought to have been collated much earlier.

What do we know about our changing society? We know that we no longer have what we thought we were going to have, namely great economic growth. The growth of the 60s did not maintain itself into the 70s and 80s. We have observed structural changes in our society and a change in the pattern of living of people. I think that we are more or less coming to terms with the minority dimensions, what we call the impact of the New Commonwealth. Those groups of people who have settled in our society now have a part to play and needs to be served. We have observed in the study the various employment changes and we touch very much on the traumatic levels of current unemployment. Today's newspaper tells us rather plainly that the current, average unemployment in this country is 14%. When we did our first draft, about a year ago, we forecast that there could possibly be unemployment in this country, at the end of the decade, equal to about 5 million. That was politically unacceptable at that time. In fact, we had a meeting at which Sir Richard O'Brien, of the Manpower Services Commission, was present, when we reviewed the first draft of the document. It was so politically unacceptable that we actually finessed it in the first draft. Yet it was only about a month later that Sir Richard O'Brien used figures very similar and resigned in great haste from the MSC. The fact is that our data were taken from the Institute of Manpower Services at Warwick University and the Cambridge Economic Group. We sent the draft to the MSC and showed them what we intended to say and asked if they had another way in which we could say it. The facts there are based on present policies. We could be experiencing a level of unemployment beyond our experience in the last ten to twenty years. We were very anxious to look ahead and say that if things did not change then this would be the scenario. It is not to say that we believe it should happen, it is merely to make a statement on the way things are going. Therefore, what are the consequences?

We feel that there are so many policies of government that ought to harmonise both at central and local level. With the harmonisation of the major spending and policy agencies, there must be place and scope for a good relationship with all the other providers of leisure facilities. What the document does show is that a great deal of leisure depends upon personal resources. A lot of what the public wants it does for itself – it does not depend upon massive investments of money. What it does require is the right climate, the right environment, and the right set of social circumstances within which it can form leisure for itself. I have a phrase here that was referred to yesterday: the problem of the 'haves' and the 'have nots'. We have legislated for a form of provision and use that we all understand and somewhere along the line we have failed to 'connect', or to communicate, with a group which is not able to make use of it on our terms.

Those of you who have seen the Sports Council strategy for the next decade ('Sport in the Community: The Next Ten Years'), will know that in its own planning, the Council has made a decision to bias its provision towards sections of the 'have nots'. It is a conscious decision that any agency, or any provider of facilities, has got to come to terms with.

What we show in our document is the distinction between the 'haves' and the 'have nots'. We also point to other trend data. For example, only five years ago if you had received higher education you had a reasonable chance of getting a very good, or above average income. That has quite dramatically changed in the last four years. Education, by itself, is no longer a clue to self-sufficiency or the well-being that it used to be. You do not get such a high above average remuneration now to match educational attainment.

For the first time leisure time has begun to exceed actual working time for most people. Nearly half of leisure spending goes on home-based leisure and one third goes on 'social activity'. This great area of the needs of the 'leisure seekers' lies outside the conventional, heavily capital intensive facilities that we have traditionally provided. The other day I managed to hear the lyrics of a pop song, "Stick your ivory towers, give me hearts and flowers". I thought that was rather relevant because here we are all thinking that people want this marvellous concept of leisure, but really they do not. They want something a bit simpler. Basically we have to understand the needs of the 'leisure seekers' more clearly.

The high incidence of television watching and 'social' drinking has come from the analysis of the time people spend at leisure. To me this is a fact of life. We heard this morning that the providers of television programmes are too 'up-market'. I think the term used was that there should be 'democratisation'. That is all well and good but democracy is already evident, it is called 'Coronation Street' and the 'Archers'. I believe that one should not buck the trend, one should manipulate 'Coronation Street' and the 'Archers' to present what it is that you want the people to do. It is not too difficult to affect what the script writers say if you want your policies to be generally understood by the public and you want them to do something that is acceptable. I do not think that the answer is to stop people doing up-market programming about 'Maritime England', but in addition, to look at the other expressions of broadcasting and see how they can be used. We have learned that it is

no use going against the trend. You have got to use the media that exist to help the people who are going to be spending the balance of their time, when they are not watching these 'democratic' programmes, creatively and fulfillingly.

A great number of people are turning to voluntary and social work and we, in the Chairmen's Policy Group, think that these are two areas in our society that need much more understanding from us for the harnessing of that effort. We believe that in tourism a lot of 'substitution' is taking place. The fact is that a lot of people have holiday time available, statutory holidays have grown enormously, but they do not take as much time away from home on holidays as they used to. A great deal of their increased holiday time is being spent on substitute forms of recreation or day visits. If you run an historic house it does not really matter if the person who comes through the door is a local resident, a holiday maker, or someone from abroad making an extended trip; the money through the door is the same from whichever source it comes. The people who are missing out on holiday expenditure are those who used to accommodate the tourists. It is not just the 'have nots' who are not taking holidays, it is the 'haves' who are also having to cut back on holidays away from home. We believe they are substituting with a greater number of day trips, so that revenues are still apparent for some forms of tourist attractions.

I said earlier that education attainment does not appear to have the above average levels of reward that it did a few years ago. We believe that more important is 'education for leisure'. With unemployment at 14%, it is still easy for politicians to argue that there are 86% still in employment. We must, however, be seriously worried about how much of the population will continue to be unemployed and for how long. It is not just affecting those unemployed but there is also the 'shadow effect' on the families dependent upon unemployed wage earners. There is a great number of people, beyond the 4 or 5 million unemployed, who worry us even more.

The 'leisure seekers', at the moment, are having to adjust to different economic circumstances as well as the leisure providers. I said earlier that all the research indicates that people are very self sufficient when it comes to leisure time and so the first leisure providers are the people themselves. The second group is the voluntary bodies and in the report we express the need to look at Charity Law and tax relief on sponsorship and other business involvement. We draw the conclusion that there is very little real contact between the public sector and the private sector in leisure provision. I can think of very few examples of a 'mixed economy' leisure operation. One that has recently opened, and which is of particular interest to us in tourism, is the Marina Centre at Great Yarmouth which was opened with local authority money, but is actually managed on a concession by Trust House Forte. The money was borrowed from the National Coal Board Pension Fund. This is a very good example of all the strands coming together to create a facility and to manage it properly.

We are really talking about the influence that we can use in the media. We are interested in education for leisure for its proper uses and, above all, we are interested in the balance of this mixed economy. Some of the questions that we raise in the document are in 'shorthand'

because we want these to stimulate an audience which we will hope to invite to a seminar next February. The audience will consist of about 120 'leaders' of society: politicians, businessmen, trades unionists, educationalists, the media etc. If we can get them together we want them to consider the implications of the document and the leisure policy for the 1990s. We have put down some markers, some questions, about the leisure society, but the first question is to decide whether there is an ethical base for what we might call a leisure society? The 'workaholic' generation has got to come to terms with this.

Firstly. we want to look more closely at the costs and benefits of flexibility and variation in patterns of work. We want to look at the role of education at all levels, particularly now, new forms of teaching resources should be appraised and applied. As I said earlier, there is nothing to stop the person who is sitting at home, thoroughly enjoying his leisure on his own terms, making full use of the new media for education.

My second question concerns the 'haves' and the 'have nots' and leisure for all. The question, which arose this morning, was whether there should be social pricing policies in countryside recreation. I wondered earlier whether the Sports Council should support positive discrimination in favour of those in society most in need of help.

The third question is, what should be the priorities in leisure provision? Should we regard the growth in leisure facilities over the last ten or fifteen years as obsolete, and too costly to maintain? Is it better to replace or update them with even greater facilities? Should there not be a more rational use of both the facilities owned by the public and private sectors? I know that the Metal Box Company has a very fine swimming pool at its Reading offices, but I wonder what use the community makes of such private facilites? The Armed Forces' facilities are very good (and we make this point in the document), but do we harmonise and rationalise them?

Within all this there is a phrase in the document, which Michael Dower introduced, namely 'to connect'. He means, how can people connect with training needs in terms of turning people into the motivators of other people and through them others to be better leaders of communities at whatever scale? The social and the voluntary element, therefore, is extremely important.

Fourthly, housing and environment: if we take the points that I made earlier, that half of leisure takes place in the home, or within the vicinity of the home, what real concern has been given to the quality and the setting of the immediate neighbourhood in which people are living?

Finally, the role of leisure providers: we asked that there should be better relationships, and more partnerships. We believe that the local authority should provide the right development environment. It should encourage the private sector to find its natural place within it, merely through the way it sets about planning in a long term way. We, in the Tourist Boards, think that things to do with the law, such as Sunday trading, and the Licensing Laws, should be changed. Above all, we want to release some of the public undertakings, who are perhaps constrained by an Act of Parliament, that require them to have a set

minimum return on capital employed. We want them to have a little more freedom over that part of their assets which are deployed for recreational purposes; for instance, in the case of the Forestry Commission and the Water Authorities. Above all, we have got to look for new initiatives in informal recreation and within the urban areas. This seems to bring us back to the point about the direction of some of the policies of provision which went on in the past.

How are we going to disseminate this document which is a list of desirable ends and open questions (assuming it is accepted by the Chairmen's Policy Group)?. We are aiming for the seminar in February 1983, which we hope the Prince of Wales will Chair. The important point about it is that we want a balance of trade unions, the CBI, alongside the public bodies, both central and local, as well as voluntary body representatives. It might be the first time that we have managed to get them all together and they will need to consider all the elements that are in a document that depends on 77 different references and sources of data. We are hoping to get them to concentrate on 5 or 6 areas which are well documented in trend terms. It will be difficult because most people are preoccupied, on a day-to-day basis, with their own priorities and problems. It is never easy for a group of organisations to place their own immediate priorities below the surface and aim at the general public good. Michael Collins felt harmonisation was needed in research and information and we think this is required even more when it comes to provision.

The facts are that when the Chairmen's Policy Group started this exercise it had in its sights not just the business community and the trades unions, but primarily the Government. We are, as I said earlier, a number of statutory agencies fulfilling objectives given to us by Acts of Parliament. We are responsible to a whole host of Government Departments. We would certainly like to see the policies of the Department of Education and Science related to those of the Department of Industry and the Department of the Environment. All three are so closely interrelated if we are going to have the correct basis for planning leisure policy for the 1990s.

DISCUSSION

A. Phillips (Session Chairman, Countryside Commission)

I would just like to comment on the question of the 'haves' and 'have nots'. I assume that the 'have nots' are, in a rather narrow sense, those who do not have ready access to countryside recreational facilities and who do not make much use of them for the reasons that Brian Duffield advanced earlier. 'Have nots' are also deprived in many other senses, notably in terms of employment and poor housing and education. The one thing that concerns me about the drift of policy which is strongly towards using the investment in recreation and leisure to make opportunities more accessible to the 'have nots', is that it could be misrepresented and almost misunderstood as 'throwing leisure' at problems which are more fundamental. I think it needs to be done but it has to be thought through in a very tactful way. You only have to look at some of the comments about some of the MSC Programmes to see the political sensitivity which can be aroused if this is mishandled.

D. Fawcett (Leeds Polytechnic)

I have a question on 'education for leisure', which was raised by Lester Borley, and the problem of having an educational system that up until now has been geared towards a work ethic and employment. The problem is that of reconciling an economy and a culture which is directed to work as the central activity and of trying to graft on to that, an area of education which is related to leisure, which has always been seen as idle time or a waste of time. I wonder if you could indicate what might happen in terms of educational policy in response to this shift of mood because of the 14% unemployed. Every young person growing up in our society may face a period of short or long-term unemployment. It is not always going to be in the same sector, it is going to move up and down through the population.

L. Borley (English Tourist Board)

Those I worry about most are those who are already in employment who find it very hard to accept that they are in a leisure society. I suppose what we are saying is that we need an educational philosophy which has to start to operate at a very young age. The difficulty is that those who are responsible for bringing about change have engrained in them this old ethic. I must question how open-minded they might be in answer to the need. However, I have been very encouraged, when I have been at conferences in the company of adult and continuing education people that they understand that they have a very important role to play in making adjustments in the thinking of those people who have already gone through formal training. I think that there are two ways to do it. The first is that there should be programmes to adjust the thinking, not only of those who are unemployed but those who are fully employed, to use their time creatively, fulfillingly. The second is that I believe there has to be a longer term view towards a new philosophy of education for leisure. One must not apologise for it.

M. Collins (Sports Council)

I agree with Lester. There is a major philosophical and political block because of this generation gap. I think there are many things that

could be done by educationalists themselves in short term or marginal changes. The fact is that we do not have a leisure curriculum, we have a curriculum of a number of subjects which transmit skills and one or two which transmit interests. Virtually none of them transmit an overall system of values. Virtually none of them connect with one another or with the traditional subjects. We teach social history as if it was all about massive social institutions; we say very little about how people lived in past times and how we live now and how it differs. In teaching sport we say very little about its health benefits and how the body works.

There are an enormous number of connections that have not been made and there are lots of things missed out in the 'non-vocational' curriculum. I think educators could help to do something about it from primary to adult education.

R. Sidaway (Countryside Commission)

I think we are in danger of seeing leisure as some panacea and therefore treating it rather glibly. I think Lester's presentation has helped to break down that 'one-eyed' look at leisure. I think there is a danger of seeing education as the next panacea for the leisure professionals. In fact, it goes wider than that. It is not just about changing the curriculum as some kind of mechanical operation. It goes back to parental expectations and the expectations of society. The reason why many educationalists will not adapt in ways that they would like to, is because of the regimentation that is imposed by the examination system. It is becoming all the more acute because people think it is essential that their children get the jobs, to be the 'haves' rather than the 'have nots'.

M. Collins

David Fawcett is quite right when he says that a lot of unemployed youngsters will not be wholly unemployed. There is a good deal of unemployment in the first six months and the first year after leaving school and after that there is much sporadic unemployment, some of which is chosen either because work is not rewarding or just is not there for long periods. They settle for periods of unemployment and we have to present leisure, educational and social policies in a totally different way. Employers have to adapt to having a much more mobile work force.

C. Gordon (Nottinghamshire County Council)

Leisure has been referred to as a panacea. The Leisure Services Department that I work in is fairly broadly based, it includes Libraries and it is the only one that includes Youth and Community services. In a sense, because of that, it has a very strong educational bias. Much of the discussion that we have as a management team tends to revolve around the philosophy for leisure in the future. We use terms such as releasing people's creative energies, providing them with an opportunity to realise horizons beyond their present expectations, etc. I think there must be a real relationship between the future of leisure provision and some kind of development and extension of people's abilities and creative energies. This seems to me to be the root of what future leisure policies should be, without attempting to turn 'education for leisure' into a panacea for the future. I think the two things are distinct.

M. Ryan (Leisure and Recreation Consultants)

Are we not possibly making the mistakes that we made in the period of growth in reverse, when we talk now about having 5 million unemployed in 1990. Can I put forward a suggestion that actually something quite different is happening. We are painfully changing from one way of living in an industrial society, into a much more service-orientated society based on new technology. We should try and prepare ourselves for a lot of new and interesting things that are going to happen.

L. Borley

I apologise if I made 5 million seem the end figure, I hope it will not be and I do not think we are planning for that figure of unemployment forever. We now have more leisure time than time we actually spend at work. People who are not working can be freed of a guilt complex and understand the new framework that exists. Is it a leisure society? It is sometimes called a post-industrial society. I do not think that that is the right phrase. We need a new vocabulary. Post-industrial suggests that we have given industry away which would be quite wrong as service industries in Western societies employ at least half the people and by the 1990s will be employing more. There will still be industries and the need to manufacture and create, so post-industrial society is not the right label. 'Leisure society' does not appear to be the right label. It is really an attitude to life and we need a different word for it. We are trying to plan for a different attitude and approach and I believe it has got to come from deep in the education system and continue through life. Many of us with initiative do evening classes. A friend of mine does woodwork one evening a week and spends one fortnight a year making himself a dining room table. He has extended his creative experience into the pleasure of actually doing something. That is what I think you are hinting at, fulfilment.

Mrs. L.R. Middleton (West Yorkshire Metropolitan County Council)

I disagree with Michael Collins' summing up of the education system. I have just taken early retirement from a comprehensive school which is totally different and I would suspect that, unless all the children of the people in this room are at private schools, their educational experience is very different from what Michael has just said. One thing that has not been said is that we ought to be getting people in their 50s to give up work and be educated towards using extra leisure time, given that this age group is fitter than it has ever been before with a longer expectancy of life. Young people, by the very fact of their age, are motivated towards other things, a job and marriage. It seems to me that we should be much more orientated towards getting people who are in work and who can have the sense and experience to see that there are things better than work, to give up a full-time working commitment. There are more interesting and pleasurable things than work. The Sports Council is trying to do it, but the universities and the parents, have a lot to answer for. I do not think it is entirely the schools' fault.

M. Collins

I think if we have the ability to adapt to technological change then there will be job creation and there will certainly be wealth creation.

By the same token if there is wealth creation and if we do not find a new mechanism for redistribution then the 'dole' will remain the dole. Unemployment will remain a stigmatizing experience. High levels of unemployment do not mean that there is not an enormous amount of work to be done in society and there has never been more need for various forms of human services and social work. One of the things that the advent of the woman worker (62% of all married women work) has brought about is the loss of the carers in society for both children and older people. There are only about 1 in 9 of the people who existed at the time of the First World War to look after people who need looking after, the other eight have disappeared and are working. Those needs have not gone away and I think it is in human services that we have the biggest challenge. Some people are not capable of doing those sorts of jobs but others are and many have not been given the opportunity. This is one of the biggest problems and one that is not being argued through in theoretical terms and political feasibility. The dole is seen as a very poor reward for not having an ordinary paid job. Until we somehow separate taxation and the dole I do not see how we are going to change the value basis of society.

R. Hall (British Waterways Board)

It seems to me that we are in danger of seeing a leisure society as an alternative to a work society. Perhaps in five years time we will not talk about the 'haves' and the 'have nots' but the 'work' society and the 'leisure' society. It strikes me that it would be difficult to replace people's desire to have a job. I cannot help wondering if we ought to be thinking more about changing patterns of work such as job sharing and bringing down the age of retirement. Lester Borley seems to have omitted these considerations. This is an area where the Government has quite a major influence, for example through National Insurance charges and legislation, and I wonder if you are addressing yourself to this particular aspect?

L. Borley

In trying to encapsulate the document I did not mention that but it is one of the options. How do you tackle squeezing a lot of people into the shorter amount of time required to produce? Your point is that new technology is really going to make it possible to produce the new Ford car with 200 robots. Presumably there is a decreasing amount of manpower days required, so how do we share it? Jobs can be shared but a full wage will not be paid for sharing and will the unions allow it? Clive Jenkins' books are very good on this. I do not agree with you: we do not have to have a 'work' and a 'leisure' group, the whole thing has got to be relabelled. Work is important, but is it paid work or is it work for society?

A. Phillips

I wonder what the audience feels this may mean for established agencies? I am very conscious for example of the Countryside Commission's statutory role which is to provide facilities for an expressed demand. Many of these issues, which should underlie our thinking, we are statutorily inhibited from playing a significant role in. Is the structure of agencies represented in CRRAG capable of dealing with these sorts of questions?

T. Huxley (CRRAG Chairman, Countryside Commission for Scotland)

I think Michael Collins' analysis of information services was marvellous but I was uncertain whether the solution that he was proposing was not of a kind which, in ten years' time, would be subject to the same kind of slightly critical analysis. There are quite fundamental factors about the amount of time that people actually have to read written information. My own experience over many years in two very different organisations, both with research staff, is that the best people to interpret research results are the researchers themselves. However, for the non-researcher the first thing is to have the motivation to go and ask and the second is the willingness of the researcher to leave his research temporarily so as to help. I think that very often it is a matter of the time within institutions for the right people to make the effort to get together.

M. Collins

I have been in the research business long enough to know what it can and cannot do. As far as the research technology, the actual apparatus and the methods, I do not much care if in this country of 50 million people only 200 people read the detailed results of what we have done. What I do care about is if the broad ideas that come out at the end do not get to the several thousand people who are making the decisions. It is my conservative estimate that 30% of this new research and growing practice information is not worth the paper that it is written on. Another 30% is very confusing, and at best 30% is worth reading. I want to know how you can ensure that the best stuff gets to the people who need it other than by good people talking to good people. If everyone had got the good people to talk to who are specialists, in the way that Tom suggests, then we would not need this system. At the moment we are investing over £1 million and people are not getting the information. Perhaps we ought to scrap the whole system and publish much less but more succinctly.

J.M. Sully (West Yorkshire Metropolitan County Council)

Just a point on the job business: one of the areas where jobs are created is through tourism. In the Hebden Bridge area of West Yorkshire there are 150 jobs directly related to tourism which have grown over the last few years because of its attractions. One of the ways in which I know Mr. Borley is directly involved is trying to get more money for the English Tourist Board. The money at the moment is £5 million to support projects all round the country. It is a pathetic sum and yet the amount of money needed to create one job in tourism is very small. I would like to see more money for the English Tourist Board from the Government.

M. Hazell (Ramblers' Association)

I think I am probably the only representative of a voluntary organisation at this Conference. I think in 1975, John Cousins, who is a Countryside Commissioner, addressed the Ramblers' Association National Council and he put a challenge to us. He said, "In the future more people are going to have very much more leisure time and what are you, the Ramblers' Association, doing about it?" I think that this is something which has not yet come up at this Conference, the involvement of voluntary organisations in preparing people for leisure and showing them the way in which they can use it.

L. Borley

I think the Chairmen's Policy Group places enormous importance on people first. Groups of people in voluntary associations come second, then the commercial sector and local government, and then last, but not least, the central government agencies. We have got our priorities right. The words 'to connect' imply training and helping people to help other groups. I agree with what Adrian Phillips said before. It is an issue that we, as statutory agencies, are not really funded to do.

M. Hazell

Our own resources are stretched to the uttermost and I think that in associations such as mine we need guidance and additional resources.

L. Borley

Resources should be channelled to you and I would argue very strongly in favour of that. The Yates Committee Report, when it is published, is all about training people to be better managers of resources in the field of recreation and leisure. I believe that there are clues in that to making maximum use of smaller resources but articulating them through people.

M. Collins

We do not know a great deal about voluntary organisations compared with public sector agencies as human institutions and how they function. All the evidence shows that the voluntary effort is often weak where the individuals in society are also weak. In areas where you need to put resources in, you find it most difficult to engender individual leadership and voluntary groups. I think this is one of the issues that national voluntary bodies ought to look at, because often their strength is very patchy. Trying to get new bodies together in areas where leadership is sparse is a very hard road. There are many initiatives which start up new groups and after five or six years, when support is withdrawn from a statutory source, there are enormous problems with often a very long gestation period before a stable branch is formed from a voluntary body. I think this is a very serious challenge to society. In public expenditure terms I think it is the experience of all of us that voluntary sector investment, because it is committed, is often the very best way of doing things.

D. Groome (Manchester University)

I found it quite difficult from Michael Collins' presentation to judge how far and how detailed the investigations were that you were describing. I would have thought that it would have been interesting to have found out just how discriminating professional people were in selecting particular articles to consult. As he hinted there is a great deal of hidden research going on in the British Isles that perhaps does not get the publicity that some of the better reports produced by consultants certainly do.

M. Collins

I would say that your last point is true. It tends to be very small scale, heavy in manpower and not very heavy in other forms of resource. With a self-completion questionnaire I do not think you can

ask about content analysis. We can get a profile of readership for the eight professional journals, and to some extent for the fifteen individual reports. Of the professional journals there is quite a high level of cross-readership particularly from the people who are trying to look for analogues between sports and leisure centres etc. This high level of cross readership makes it all the more important to get significant research results into the main journals.

D.G.J. Wilkinson (Sports Council)

I would really like to follow the comment made by the lady from the Ramblers' Association. No one knows more or has worked more closely with the voluntary bodies than the Sports Council. An essential part of our new strategy will be working with the voluntary bodies and we shall be having discussions with them on how they can contribute to the work ahead. In fact, we are having a specific drive with the Ramblers' Association over the next four years.

M. Hazell

I was aware of that but I wanted my question to encompass far more voluntary bodies than just the Ramblers' Association. The challenge was thrown out to us to look much wider to more voluntary organisations in seeking the answer to this problem.

A. Phillips

I had the honour of being involved in the very first meeting of CRRAG and I remember Reg Hookway saying to the anxious people gathered from the Sports Council, the Forestry Commission, and so on, "Yes, we shall confine ourselves to the countryside; yes, we shall confine ourselves to recreation; yes, we shall confine ourselves to research. These will be the limit. We won't go outside them." Well, in the last hour I do not think that there has been a subject that we have not touched on and maybe that says something for the liveliness of the discussion over the last couple of days. I would like to thank the two speakers and hand over to Tom Huxley.

CLOSING REMARKS

Thomas Huxley

Chairman of CRRAG and Deputy Director,
Countryside Commission for Scotland

The next CRRAG Conference is on the 21st-22nd September, 1983 at Durham University and we are hoping to have a good subject for you.

As to this year's Conference, I shall greatly look forward to reading the Conference report because I think we have had a lot of information which one felt, at the time, one wanted more time to absorb. I would just like to make one quick concluding remark, and here I am quoting from Roger Sidaway who said yesterday that we ought to get 'our act together'. I think it only needs one mild improvement, I think it ought to be 'acts'. To me this is the clear message that comes out of this Conference. It is not just a matter of trying to get acts together between the 'enabling' national agencies, the Countryside Commissions, etc., and those who are in the business of publicising the countryside. There is obviously a need to get acts together between all the providers and those for whom they provide and there is also a need to get acts together within organisations. Even people 'down the corridor' are not talking to each other enough. Clearly it is very important to 'get acts together' at every level. In a sense Roger's words are not dissimilar from Michael Dower's quotation that Lester Borley referred us to, about 'only connect'.

To me this is one of the real messages that we have somehow got to be thinking about, how we can collaborate more effectively and not just in relation to research.

My next job is to thank people, particularly in relation to what I have just been saying about looking forward to reading the Report. Thus my thanks go to Molly Robins and Sally Danes from Janssen Services who will be working very hard to produce an accurate record. The person who was particularly responsible for thinking up and arranging this Conference was Michael Collins assisted by a group of CRRAG members. We owe a considerable debt of gratitude to Michael for having organised this Conference and its success will bring considerable satisfaction to him. Also, I want to thank Nicholas Mays, who took over as Secretary of CRRAG when both CRRAG and the Sports Council were new to him, and yet within a year has not only got to grips with the problems of running CRRAG but has also managed to run this Conference with considerably fewer resources than previously. All the speakers have been thanked by the Session Chairmen and it is my job to thank the Chairmen themselves: to Tony Ellis for taking on a session at such very short notice, to Clive Gordon, to Kit Mitchell, Adrian Phillips and also, although not formally listed as a Session Chairman, to Patrick Roper who steered a very enjoyable and spontaneous half-hour yesterday evening. Finally, may I thank all of you who have taken part in the Conference, and who have asked interesting questions.

I wish you a safe journey and bon voyage.