



Norfolk County Council

Norfolk Local Access Forum

Date: Wednesday, 24 October 2018

Time: 10:30

**Venue: Edwards Room, County Hall,
Martineau Lane, Norwich, Norfolk, NR1 2DH**

Persons attending the meeting are requested to turn off mobile phones.

Membership

Martin Sullivan (Chairman)

Chris Allhusen (Vice-Chairman)

Tim Bennett

Julie Brociek-Coulton

Victor Cocker

Geoff Doggett

Fabian Eagle

Mike Edwards

Seamus Elliot

Ken Hawkins

David Hissey

Pat Holtom

Kate Mackenzie

Ann Melhuish

Paul Rudkin

George Saunders

Jean Stratford

Ex-Officio Member (Non-Voting):

Andrew Jamieson: Norfolk County Council Cycling and Walking Member Champion

**For further details and general enquiries about this Agenda
please contact the Committee Officer:**

Nicola LeDain on 01603 223053 or email committees@norfolk.gov.uk

Under the Council's protocol on the use of media equipment at meetings held in public, this meeting may be filmed, recorded or photographed. Anyone who wishes to do so must inform the Chairman and ensure that it is done in a manner clearly visible to anyone present. The wishes of any individual not to be recorded or filmed must be appropriately respected.

A g e n d a

1. To receive apologies and details of any substitute members attending

2. Election of Chairman

To elect a Chairman for the ensuing Council year.

3. Election of Vice Chairman

To elect a Vice-Chairman for the ensuing Council year.

4. Minutes

Page 5

To confirm the minutes of the meeting held on the 18 July 2018

5. Declarations of Interest

If you have a **Disclosable Pecuniary Interest** in a matter to be considered at the meeting and that interest is on your Register of Interests you must not speak or vote on the matter.

If you have a **Disclosable Pecuniary Interest** in a matter to be considered at the meeting and that interest is not on your Register of Interests you must declare that interest at the meeting and not speak or vote on the matter

In either case you may remain in the room where the meeting is taking place. If you consider that it would be inappropriate in the circumstances to remain in the room, you may leave the room while the matter is dealt with.

If you do not have a Disclosable Pecuniary Interest you may nevertheless have an **Other Interest** in a matter to be discussed if it affects

- your well being or financial position
- that of your family or close friends
- that of a club or society in which you have a management role
- that of another public body of which you are a member to a greater extent than others in your ward.

If that is the case then you must declare such an interest but can speak and vote on the matter.

6. Any items of business the Chairman decides should be considered as a matter of urgency

7. Public QuestionTime

Fifteen minutes for questions from members of the public of which due notice has been given.

Please note that all questions must be received by the Committee Team (committees@norfolk.gov.uk) by **5pm Friday 19 October 2018**.

For guidance on submitting a public question, please visit www.norfolk.gov.uk/what-we-do-and-how-we-work/councillors-meetings-decisions-and-elections/committees-agendas-and-recent-decisions/ask-a-question-to-a-committee

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Chris Walton
Head of Democratic Services
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Martineau Lane
Norwich



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Norfolk Local Access Forum
Minutes of the Meeting Held on 18 July 2018
at 10.30am at the British Trust Ornithology Offices, The Nunnery.

Member:

Martin Sullivan - Chairman
Chris Allhusen – vice-Chairman
Tim Bennett
Victor Cocker
Geoff Doggett
Seamus Elliott
Ken Hawkins
Pat Holtom
Ann Melhuish
Kate Mackenzie
Paul Rudkin
George Saunders
David Hissey

Representing:

Motorised vehicle access / cycling
Land ownership / management / farming
Walking / Conservation
Walking
Conservation / voluntary sector / water-based activities
Sport and outdoor recreation / cycling
Walking / cycling
Rural and local business / walking / tourism
Equestrian / all-ability access / sport and recreation
Voluntary Sector / Walking
Walking / GI and planning
All-ability access / health & wellbeing / voluntary sector
Cycling, public transport, health and wellbeing

Officers Present:

Sarah Abercrombie
Andrew Hutcheson

Green Infrastructure Team Leader (Projects)
Environment Manager (Green Infrastructure, Advice and Strategy)
Project Officer (Green Infrastructure)
Area Manager (South)
Norfolk Trails Team Leader

Su Waldron
Matt Worden
Russell Wilson

Visitors Present:

Nick Dickson

Scheme Development Manager, Brecks Fen Edge and Rivers Landscape Partnership
Suffolk LAF
Suffolk LAF (Chair)
Suffolk LAF
Broads Authority
Broads LAF (Chair)
Broads LAF
Broads LAF
Broads Authority
Norfolk County Council (Historic Environment Service)
Norfolk County Council (Norfolk Trails)

Diana Kearsley
Barry Hall
Roley Wilson
Adrian Clarke
Keith Bacon
Adrian Clarke
Alec Hartley
Mark King
Steve Hickling
Sharon Bland

1. Apologies for Absence

- 1.1 Apologies were received from Cllr Fabian Eagle, Mike Edwards, Cllr Julie Brociek-Coulton, Cllr Andrew Jamieson and Jean Stratford.

2. Minutes of the last meeting

- 2.1 The minutes of the meeting held on 18 April 2018 were confirmed as a true record and signed by the Chair.

3. Declarations of Interest

- 3.1 There were no interests declared.

4. Items received as urgent business

- 4.1 There had been no items of urgent business received.
The Chair thanked Geoff Doggett for attending a recent meeting with Rachael Brown of Cambridgeshire ACRE at Denver concerning forthcoming plans on development and new moorings.

5. Public Question Time

- 5.1 No public questions were received.

6. Sub-groups (Permissive Access; PROW; NAIP)

- 6.1 The Forum received the annexed report which summarised activities since the last Norfolk Local Access Forum meeting by the NLAF's 3 sub-groups: the Public Rights of Way (PROW) subgroup; the Permissive Access subgroup and the Norfolk Access Improvement Plan (NAIP) subgroup.
- 6.2 The PROW sub-group reported on Parish Council seminar events that would be taking place from October 2018. It was explained that the venues of the events were based around the current management areas of Countryside Access Officers.
- 6.3 Members of the NLAF asked if there could be a section around business development as it was considered an important topic to be discussed.
- 6.4 The PROW sub-group agreed to produce an information leaflet that could be distributed by members of NLAF to anyone who would be interested in attending the events.
- 6.5 The Forum;
- **NOTED** the date for the Parish Council seminar
 - **AGREED** to taking forward a volunteer co-ordinator project.

7. Pathmakers

- 7.1 The Forum received the annexed report which provided an update on the work of Pathmakers.
- 7.2 It was reported that the first instalment of the recently granted £10k for the geovation project "Community Friends' Walks" would be received shortly.
- 7.5 The Forum **RESOLVED**;
- To **NOTE** the update from Pathmakers
 - To offer support for the work ongoing.

8. Progress with the Norfolk Access Improvement Plan

- 8.1. The Forum received the annexed report which updated the Forum on the progress on the Norfolk Access Improvement Plan (NAIP).
- 8.2 The NAIP sub-group were thanked for all their hard work on the plan.
- 8.3 The Forum **RESOLVED** to;
- **NOTE** work on the plan
 - **AGREED** to a revised timetable for completing the document with a sign-off by the NLAF on 24th October and approval from the EDT Committee to follow on 9th November 2018.

9. Community Infrastructure Levy (CIL) for new access

- 9.1. The Forum received the annexed report which updated the NLAF on the use on the CIL funding for the creation of new public access.
- 9.2 The report explained that it could be possible to use parish based CIL funding on permissive routes.
- 9.3 The Forum heard that the River Wensum Strategy is going through the approval process for Norwich City, the Broads Authority and Norfolk County Council and if successful it will be formally launched in the Autumn. There are potential projects within the Strategy which could be funded by the pooled CIL managed by the Greater Norwich Development Partnership (GNDP) – but it will be restricted to projects on public land. There is a discussion about developing a “designation” for the River Wensum Parkway which may include branding it a “Norfolk Trail”. However a significant part of the River Wensum Parkway is on private land, and any other designation is dependent on future discussions with landowners - Norwich Cathedral being a key partner.
- 9.4 The Forum **RESOLVED** to;
- Ensure that the potential to use community (neighbourhood) CIL for the creation of permissive access at a parish level is communicated to parishes (for example at the forthcoming Parish seminars event).

10. Response to the NLAF re Definitive Map Modification Orders

- 10.1 The Forum received the annexed report which considered the response to the Chairman from Norfolk County Council regarding the policy on definitive map modification orders.
- 10.2 The Forum **RESOLVED**;
- To refer the NCC policy back to the EDT Committee for review, and for answers to questions in the original letter from the Chairman of NLAF.

11. NLAF Constitution

- 11.1 The Forum received the annexed report which highlighted the changes to the constitution to include Councillors from District Councils.

- 11.2 Members also asked that the terms of reference include waterbodies as part of the NLAF's remit.
- 11.3 The Forum **RESOLVED** to adopt the constitution and changes as highlighted in the report and discussed at the meeting.

12. NLAF Recruitment

- 12.1 The Forum received the annexed report which outlined a timetable to enable the membership of the NLAF to be refreshed by the appointing body (Norfolk County Council), and four vacancies be appointed-to, to ensure that the Forum have a full complement of 22 members by 21st March 2019.
- 12.2 The current interests of members were discussed and it was felt that there should be more emphasis on economic development, which would include tourism. Waterbodies was also requested as well as taking into consideration the interests of young people.
- 12.3 There should be an overall balance of interests but essentially members should have a general desire to improve the countryside and time to carry out things productively.

The Forum **RESOLVED**;

- That the NLAF notes the proposed timetable and activities for the recruitment of NLAF members
- That priority areas regarding recruitment of new members should include 2 members for economic development.

13. Countryside Access Arrangements

- 13.1 The Forum received the annexed report which outlined a summary of the work the Countryside Access Officers and Environment teams had carried out. The report highlighted the work in terms of the volumes of customer queries received and responded to as well as other key areas of work.
- 13.2 It was noted that although the data from Trails was good in terms of how many people use them and showed the economic and health benefits, there was no information on the remainder of the PRow network. It was suggested that this information could be extrapolated to provide a picture to members of the benefit of the whole network.
- 13.3 Officers also explained that double sided signs had been used on main roads as a promotional tool, so drivers and passengers were able to see from both sides of the road even when it was a dual carriageway.
- 13.4 The Forum **NOTED** the progress made to date since the Countryside Access officer posts were introduced.

14. National Trails in Norfolk – annual review

- 14.1 The Forum received the annexed report which outlined the work that the National Trail Partnership had undertaken on the national Trail.

14.2 The Forum expressed their gratitude at the useful report. There would be a report for the October meeting on the economics of the whole network.

- 14.3 The Forum **RESOLVED**;
- To note the annual report.
 - To note the activities of the National Trail Partnership.

15. Norfolk Local Access Forum plan for future meetings

15.1 The Forum received the annexed report which outlined the plan for future agenda items.

- 15.2 The NLAF **AGREED**;
- The proposals for future agenda items.
 - That future discussion should include major infrastructure projects such as Norwich Western Link Road, A47 dualling, 3rd River Crossing at Great Yarmouth.
 - That the sign off of the NAIP would occur at the October meeting.

16. Access aspects of the Brecks Fen Edge and Rivers (BFER)

- 16.1 The Forum received a presentation (attached to this minutes) from Nick Dickson outlining the work that had been carried out within the 'Breaking New Ground' project.
- 16.2 Recycled plastic was considered to be used for the boardwalk but was discounted due to the cost and the requirements of the boardwalk in order to make it useable.
- 16.3 Tom Williamson from UEA, had been consulted on the project and was also involved in other Broads LAF projects.
- 16.4 The projects had been funded by £2million from Big Lottery and £1 million from other various sources.

17. Joint Working between the local LAFs (Norfolk Suffolk and Broads)

- 17.1 The Forum welcomed members of the Suffolk LAF to the meeting.
- 17.2 There was a discussion around what could be done to enhance collaborative working between Norfolk Local Access Forum and Suffolk Local Access Forum.
- 17.3 The following points were mentioned;
- Each LAF would benefit from working on the Coast Paths together.
 - Suffolk LAF were happy to share their experience of Network Rail proposed changes.
 - Minutes of the Suffolk LAF and Broads LAF would be added to the NLAF agenda.
 - Attendance to other LAF meetings would also be beneficial.

Dates of future meetings:

24 October 2018	10:30am	Edwards Room, County Hall
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The meeting closed at 11:25pm

**Martin Sullivan, Chairman,
Norfolk Local Access Forum**



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Norfolk Local Access Forum

Report title:	Response from the EDT Committee to the NLA re Definitive Map Modification Orders (DMMOs)
Date of meeting:	24 October 2018
Responsible Officer:	Steve Miller – Assistant Director, Culture and Heritage
Strategic impact The NLA requested a review of the Council's policy and resourcing with respect to Definitive Map Modification Orders and received a response.	

Executive summary

Further clarification on the response received from the Council was requested at the last NLA meeting (18 July 2018) (**Appendix 1**).

The NLA has now received further clarification from the Chair of the Environment Development and Transport Committee (**Appendix 2**). No review of the Council's policy on DMMOs is deemed necessary.

Recommendations:

That the NLA acknowledges the response.

1. Proposal (or options)

- 1.1. See Executive summary

2. Evidence

- 2.1. The NLA questioned the Council's neutral stance on the majority of DMMOs and requested a review of NCC policy. The original response from NCC set out current arrangements.
The Chair of the EDT committee has clarified that the Council considers that it has covered its legal responsibilities under the 1981 Wildlife and Countryside Act with regard to its policy on DMMOs and that arrangements are fair and equitable to all parties. No review of the Policy by NCC is therefore deemed necessary.

3. Financial Implications

- 3.1. None as a direct result of this request

4. Issues, risks and innovation

- 4.1. none

5. Background

- 5.1. See Evidence

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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Norfolk Local Access Forum



28th July 2018

Cllr. Martin Wilby
County Hall
Norwich

Dear Martin,

Thank you for the reply to my letter of 11th April and the explanation of the current NCC policy on Definitive Map Modification Orders (DMMO) from Denise Bales and dated 18th May.

This was an item on the NLAf meeting agenda held on 18th July.

The consensus was that although this gave an insight into the policy, the main question raised by the Forum and in my original letter has not been answered. Therefore, I have been asked to raise this again.

The third paragraph of my original letter was;

*Norfolk County Council has, since 2011, taken a neutral stance on the majority of Definitive Map Modification Orders, (DMMO's), made to them as the authority under section 53 of the 1981 Wildlife and Countryside Act. The NLAf, however, is questioning if this is fair to applicants, particularly if NCC makes an Order at a higher level than sought. Furthermore, is this consistent with NCC's duty, (Highway Act 1980, s.130 (1)), '...to assert and protect the rights of the public to the use and enjoyment of any highway for which they are the highway authority...' **The NLAf would therefore like to ask that NCC reviews its current policy.***

Yours sincerely,

Martin Sullivan
Chair, NLAf.

Please reply to: Greenfields, Kerdiston Road, Reepham, NR10 4LQ



Community and Environmental Services
County Hall
Norwich
Norfolk
NR1 2SG

Mr Martin Sullivan
Chairman, NLAF
Greenfields
Kerdiston Road
Reepham
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NR10 4LQ

Tel: 0344 800 8020
Textrelay: 18001 0344 800 8020
Martin.wilby.cllr@norfolk.gov.uk

Please ask for: Cllr Martin Wilby

Contact: 01379 741504

Your

ref:

My ref: MW/NLAF

Date: 10th September 2018

Dear Mr Sullivan,

Re: NCC's policy on Definitive Map Modification Orders

I am writing in reply to your letter of 28th July 2018 in which you convey the Norfolk Local Access Forum's further request for a review of current Norfolk County Council (NCC) policy on Definitive Map Modification Orders (DMMO).

Norfolk County Council considers that it has covered its legal responsibilities under the 1981 Wildlife and Countryside Act with regard to its policy on DMMOs and that arrangements are fair, and equitable to all parties. The Policy was explained in detail by Ms Denise Bales, Senior Legal Orders Officer on 18th May 2018 (reference DB/17906) in response to your earlier request.

In paragraph 2 of her letter, Ms Bales states:

« The Policy is fair to all parties involved in the legislative process. It is true to say that it necessitates further work by an applicant, but it also encourages a greater community participation in what is, to some extent, a free service and has the added benefit of providing the applicant with a greater sense of responsibility. The County Council still prepares a detailed and documented Statement of Case, which the applicant can adopt as his/her own and which has been found to assist in terms of presentation of arguments at inquiries, hearings and exchanges of written representations. The 2011 policy has been well received and is viewed as being an equitable process. Planning Inspectors have confirmed that it works and is fair to all parties. »

I confirm that no review of the Policy by Norfolk County Council is therefore deemed necessary.

Yours sincerely

Cllr Martin Wilby
Chair of the Environment, Transport and Development Committee, Norfolk County Council

cc. Nick Tupper, Assistant Director, Community and Environmental Services
Andy Hutcheson, Environment Manager (Green Infrastructure Strategy and Advice).

Norfolk Local Access Forum

Report title:	Sub-groups (Permissive Access; PROW; NAIP)
Date of meeting:	24 October 2018
Responsible Officer:	Steve Miller – Assistant Director, Culture and Heritage
Strategic impact Activities since the last NLAF meeting by the NLAF's three subgroups are summarised. The NLAF is a strategic body which provides advice on access to the countryside.	

Executive summary

This report summarises activities since the last NLAF meeting by the NLAF's three subgroups: The Public Rights of Way (PROW) subgroup; the Permissive Access subgroup and the Norfolk Access Improvement Plan (NAIP) subgroup.

Recommendations:

- (i) that the NLAF thanks members of the NAIP subgroup for their work to analyse comments received during the consultation and notes the revised timetable for production of the plan which will now be brought to the NLAF on 30 January 2019
- (ii) that recommendations concerning alterations to the Council's Transport Asset Management Plan (PROW section) are put forward by the NLAF to the Council for consideration (covered in a further agenda item (and report) at this NLAF meeting)
- (iii) that details of a new permissive access scheme developed in Bradenham are noted.

1. Proposal

- 1.1. The PROW subgroup met on the 17 September 2018 (See **Appendix 1** for minutes from the meeting).
- 1.2. The NAIP subgroup met on the 18 July 2018 (prior to the NLAF meeting on the same date at Thetford) to discuss next steps with production of the NAIP (See **Appendix 2** for minutes from the meeting).
 The NAIP subgroup had made significant individual efforts to analysis results from the online consultation.
 Areas for NCC to complete were highlighted including integration of comments into the plan and areas where Statement of Actions targets and methods for measuring progress had yet to be identified for some of the themes.

Although the expectation following this meeting was that a further draft of the plan would be ready for the 24 October NLAF meeting, this has not been met due to reduced NCC officer capacity. NCC therefore postponed the subgroup meeting scheduled for the 26 September (which will now take place on 22 November 2018).

NCC has proposed a new timetable as follows:

- (i) Draft of plan produced for 22 November 2018 NAIP subgroup meeting
- (ii) Plan brought to the NLAF meeting on 30 January 2018
- (iii) Plan endorsed (signed off) by the Council's Environment Transport and

1.3. Permissive Access subgroup

The Chair of the Permissive Access Subgroup (Chris Allhusen) has provided a report on progress with the establishment of permissive access in Bradenham:

An Agreement has been reached whereby much of the permissive access around the Village of Bradenham will continue after the Higher-Level Scheme finishes on the 31 October 2018. In the absence of this agreement all the permissive access would finish on the 31 October 2018. It is planned to start a new scheme on the 1 November 2018. Norfolk FWAG has developed an agreement between the Landowner and Bradenham Parish Council. This will provide 7.5 miles of 2-metre-wide footpaths to the north and south of the village of Bradenham. A public meeting was held back in July, attended by over 50 Parishioners, and the routes were agreed. The Parish Council are funding the initial set up costs, as well as an annual cost that equates to revenue lost owing to the inability to enter these routes into the Estate's new Environmental Mid-Tier Scheme. The Estate will cover the cost of maintenance and mowing. The legal agreement lasts for five years, but it is hoped that this will be renewed after this period. Once the scheme has been finalised and signed by both parties, we intend to try and get some good press coverage to try and persuade other Parish's to follow Bradenham's example. As a side-thought, Michael Gove has made much of his intention to increase public access over private land. I hope that he delivers on this and includes permissive access in any future post-Brexit UK Environmental Scheme, unlike the present Mid-Tier Scheme, also written by DEFRA, which makes no mention of access at all!

2. Evidence

2.1. See proposal and Appendices

3. Financial Implications

3.1. None

4. Issues, risks and innovation

4.1. None

5. Background

5.1. See proposal

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

Officer name : Martin Sullivan **Tel No. :** 01603 879741

Email address : martinsullivan4x4@yahoo.co.uk

Officer name : Ken Hawkins **Tel No. :** 01362 691455

Email address : ken-hawkins@tiscali.co.uk

Officer name : Chris Allhusen **Tel No. :**

Email address : chris@bradenhamhall.co.uk

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**NORFOLK LOCAL ACCESS FORUM
Public Rights of Way Subgroup Minutes**

Date: Monday 17th September 2018 **Time:** 2pm - 4pm
Venue: County Hall

Sub group members	
Keith Bacon (KB)	CPRE Norfolk, Broads LAF
Ken Hawkins (KH) (Chair)	Norfolk Local Access Forum
Ann Melhuish (AM)	Norfolk Local Access Forum, Pathmakers
Ian Mitchell (IM)	The Ramblers
Jean Stratford (JS)	Norfolk Local Access Forum
Martin Sullivan (MS)	Norfolk Local Access Forum
Officers in Attendance	
Matt Worden (MW)	
Andy Hutcheson (AH)	
Sarah Abercrombie (SA)	
Russell Wilson (RW)	
Su Waldron (SW)	

1	Introductions and apologies for absence Apologies from Vic Cocker, Ian Witham ; Helen Leith; Neil Cliff
2	Minutes of the meeting on 18th June 2018 – the minutes were approved as a correct record
3	NLAF Minutes of the meeting on 18th July 2018. The minutes were noted. 3.1 Re item 8.3 (progress with the NAIP). It was noted that progress with completion of the NAIP had been delayed by NCC. SW said that the new timetable was to have the document signed off by the NLAF on January 30 th 2019 and endorsed by the EDT committee at their February meeting. 3.2 Re item 6.5 (Volunteer Co-ordinator). Covered under item 5.1 of this meeting
4	Matters arising from the minutes not otherwise on the agenda 4.1 With reference to NLAF minutes item 10.2 (letter concerning DMMOs), MS had received a reply stating that NCC would not undertake a review of its policy on DMMOs. 4.2 With reference to PROW subgroup minutes item 6.2 concerning enforcement, KB asked about parish council powers of enforcement. MW said he had a list of parish council powers that could be circulated with the minutes of this meeting. ACTION: MW to provide a list of parish council powers.
5	Partnership and Community Working 5.1 Volunteer co-ordinator role. AH said that Community and Environmental Services (CES) do use volunteers in a number of roles (including Norfolk Trails volunteers, and biodiversity recording volunteers) but there was no capacity at NCC to undertake a wider co-ordinator role (such as the Parish Paths Partnerships

scheme run in Bedfordshire).

MW said that there are informal/formal volunteers working on highways matters (such as vegetation cutting and grit spreading) and structured schemes with specific parish councils whereby they receive a devolved budget for maintenance, eg Dickleburgh, Ashwellthorpe and west Breckland. KB asked about insurance and permissions – MW confirmed that the best route to volunteering on highways matters was through parish councils which could arrange their own insurance etc. He had heard of a very successful volunteer initiative in Oxford.

MS said that the Green Lane Association provided insurance cover for working on highways (with local authority approval).

KH suggested that powers available to parish councils were publicised at the forthcoming parish seminars.

AH proposed that Pathmakers and the NLAF took forward the volunteer co-ordinator idea. MS said the role could dovetail with Pathmakers HLF Resilient Heritage bid and current Geovation project and offered to raise the issue with Pathmakers.

ACTION MS/AM agreed to broach the topic of volunteer co-ordinator at the next Pathmakers meeting (17th October).

ACTION SW to circulate future editions of the Trails newsletter for volunteers (“The Volunteer”) to the PROW group.

5.2 Vision and ideas group

AH explained current initiatives at CES with respect to ‘valorising’ the value of walking in terms of health and the local economy. Projects underway include: Green Pilgrimage; Staying Active and Independent Longer (SAIL); work ongoing at UEA on evaluating walking and cycling and the visitor economy/health benefits; and a bid under development to the European France Channel England (FCE) programme looking at promoting outdoor tourism (visiting the natural and historic environment will form a large part of this). AH felt that these ongoing projects would lead to the development of a vision for, and supporting datasets on, the value of the PROW network.

KH requested that the PROW subgroup were updated on a regular basis with developments and this was agreed. AH also offered to bring a paper to the group on the recycling the railways project.

ACTION: AH to bring paper on recycling the railways to a forthcoming PROW subgroup meeting.

5.3 Parish Seminars

KH had decided to postpone the first parish seminar to give more time for preparation and promotion, and to fit in with the revised timetable for the

NAIP.

The North Walsham Atrium booking for 23rd October had therefore been cancelled.

RW felt that March 2019 would be a good time for the first seminar.

KH said that he felt that the overall aims of the event should be broadened to include:

“Increase the effectiveness of total input into path monitoring and maintenance.” A revised proposal was suggested by KH (**Appendix 1**) which was agreed by the meeting.

KB felt that a break during the seminar would allow time for essential networking.

- 5.4 To consider any issues from represented organisations (CPRE, OSS, The Ramblers, U3A).

IM asked about cutting contracts – how these were arranged and monitored. MW noted that there had been problems with one contractor, but he and RW assured the meeting that stringent procedures were in place to let the contracts and monitor the work and that feedback was generally highly favourable. MW informs parishes prior to work going ahead. RW said that habitat regulation assessments were conducted where necessary. **KH thanked RW and MW for their ongoing work to manage the cutting contracts.**

6 Countryside Access arrangements

6.1 General update.

Reports had been circulated from MW and RW. KH asked about the new circular walks in the area of stretch 4 of the England Coast Path and King's Lynn and Hunstanton. RW said that he was liaising with Natural England about the proposed route so that circular walk signage could be adjusted to be future-proof. The deadline for completion of the ECP is 2020.

MW noted that he remained mindful of the wish to include clearer statistics showing processes and timescales of enforcement and maintenance.

KH thanked MW and RW for their report.

6.2 Online reporting system

KH had some queries concerning logged issues still open (possibly not resolved?) on the system since January 2017 and felt that these dented user confidence. MW was unable to comment on specific issues, but agreed to feedback concerns to Maria Thurlow and the Countryside Access Officers. KH suggested that it would be useful to review outstanding issues on a regular basis to ensure that the system was operating as intended.

ACTION : MW to request update from Maria Thurlow on outstanding CRM issues.

6.3 Earsham footbridge

Five options presented by RW were discussed.

AH confirmed that the bridge would have to be removed (even if not repaired) which was expensive.

RW said that the boggy nature of the land either side of the river was a significant issue.

IM suggested that RW considered a Section 26 order to enable the otherwise easiest diversion (Option 1) to be used.

ACTION : RW to investigate IM suggestion involving a s26 order.

6.4 Response times.

KH questioned some of the criteria in the Transport Asset Management Plan (TAMP), which is risk-based. He suggested that there should be an addition to the 'High' priority category for legally required actions such as the ploughing out of a restricted byway. He also proposed that there should be a time limit on 'Low' priority actions so that they would be completed at some stage. RW queried what should be the timescale for a broken gate latch which did not prevent use. KH responded that he would not expect a visit to be made only for such an issue, but instead that it could be dealt with at the next following routine visit. In this connection, he felt that if the time interval between inspections on countryside PROW were shorter, low priority issues could be addressed within reasonable time.

MW said the TAMP was based on a national code of practice on well-managed infrastructure.

The PROW subgroup agreed to ask the LAF to request changes to the content of the Transport Asset Management Plan (9.1.1.1.7.1) as follows:

To amend the High priority category to read "High - if it affects a nationally, or regionally, promoted route, or if there unlawful action (eg a ploughed out Restricted Byway or an obstruction on a public right of way)".

ACTION: MW agreed to ask if it would be possible to generate a report detailing how long it takes for resolution of issues under all the different priority categories.

6.5 Other issues

Nothing further discussed

7 Claims for lost paths (2026)

7.1 The meeting considered the offer made by Helen Chester regarding training for making claims but felt that this was not needed at the present time. (MS said that some NLAF members had already had training.)

JS asked about how to check who is researching a particular claim. MW suggested recording this fact using the CRM reporting system. The link to do that is here:

<https://apps.norfolk.gov.uk/HighwaysDefect/>

KH said that the Ramblers were co-ordinating local activities to work on claims and nationally, the Ramblers Association has funded a project officer post.

8 Reports from NCC officers

- 8.1 SA said that 2 part time Green Infrastructure Officers had been recruited (one post – job share). They are: Gemma Harrison and Michelle Sergeant. They would concentrate on opportunities for access created through the planning process (growth). AH said the posts would flag up opportunities and help generate income.

9 AOB

AM asked for advice concerning dangerous conditions for carriage drivers on the Stoke Ferry bypass. MW agreed to help look into provision of a Kent gap to allow crossing.

10 Date of next meeting

The next PROW subgroup meeting would be on Monday 7th January at 2pm at County Hall. It was noted that LAF dates for 2019 are 30 January, 3 April, 17 July and 16 October. It was agreed that PROW subgroup meetings be held 3 weeks prior, at 1400 on Mondays 7 January, 11 March, 24 June and 23 September.

Appendix 1

Revised proposals for Parish Council seminars

Already agreed

- 3 events, one in each of the Highways management areas
- during 2018, originally agreed spacing to adjust subsequent events in light of experience of earlier ones
- information to be provided ahead of the meeting covering: definitions ('what are PROW'); the volunteer handbook (based on the Norfolk Trails volunteers' handbook); parish path partnerships

Aims

- **increase effectiveness of total input into path monitoring and maintenance**
- to build up a network of people interested in monitoring and maintaining publically available paths (primarily rights of way and promoted routes)

Attendance invited

- relevant LAF personnel
- NCC officer, including the Countryside Access Officers
- parish/town representatives (Clerks, Councillors, Footpath Wardens as appropriate)
- Trails volunteers
- The Ramblers, OSS, U3A, CPRE, WaW towns

Agenda content

- sources of information (to head off issues that can be resolved already)
- survey of current activity - by NCC, parishes/towns, The Ramblers, any others?
- review of action from 2016 Parish Paths Seminar report
- current volunteer network(s) and proposals to unify
- Pathmakers and HLF
- possible separate session/stand for registering specific issues
- the on line reporting system
- others?

Dates and venues

- to be agreed

Possible agenda: (all leaders are suggestions only! Names should be changed to match LAF membership and function if any have changed)

0930/1330 - welcome and very brief intro for NLAF (Martin)

0945/1345- information sessions - all to be backed with concise handouts giving key information and links/contacts, all to be 5 mins presentation, 10 mins questions/comments

Not sure if Pathmakers should be included here?

0945/1345 - NAIP - brief presentation, picking out key community themes (Ken?)

1000/1400 - overview of volunteer involvement (Russell for Trails, Peter James for The Ramblers, plus brief note from Ken on OSS, U3A, CPRE, WaW)

1015/1415 - permissive path issues (Chris or Vic)

1030/1430 - NCC resources - demo of website info and online system (Matt) **Not sure if Pathmakers should be included here? or next session? or at all?**

1045/1445 - resources available to parishes (?)

1100/1500 - tea/coffee/biscuits, networking; stand where specific issues can be logged - PRow related only!!

1130/1530 prompt - introduction to LAF aspiration for volunteer co-ordinator and development of a Norfolk 'vision' (as discussed at PRow and LAF meetings, and depending on progress) and reminder of aims (Martin)

- increase effectiveness of total input into path monitoring and maintenance
- to build up a network of people interested in monitoring and maintaining publically available paths (primarily rights of way and promoted routes)

Groups to discuss these with designated task of coming up with suggestions for either or both aims.

1230/1630 - feedback, discussion, dispersal

NORFOLK LOCAL ACCESS FORUM

NAIP Subgroup Notes

Appendix 2

Date: 18th July 2018 **Time:** 0900 - 1030

Venue: British Trust for Ornithology Offices, The Nunnery, Thetford IP24 2PU

Sub group members	
Martin Sullivan (MS) - CHAIR	Norfolk Local Access Forum
Ken Hawkins (KH)	Norfolk Local Access Forum
Pat Holtom (PH)	Norfolk Local Access Forum
Paul Rudkin (PR)	Norfolk Local Access Forum
Seamus Elliott (SE)	Norfolk Local Access Forum
David Hissey (DH)	Norfolk Local Access Forum
Geoff Doggett (GD)	Norfolk Local Access Forum
Invited	
Su Waldron (SW)	Project Officer, NCC
Sarah Abercrombie	Green Infrastructure Manager, NCC
Apologies	
Keith Bacon (KB)	Broads Local Access Forum
Russell Wilson (RW)	Senior Trails Officer, NCC
Andy Hutcheson (AH)	Countryside Manager, NCC

Item	What	Who
1.	<p>Notes from last Meeting</p> <p>1.1 All group members had completed their analysis of the results of the consultation and it is now on Dropbox. NCC staff will work through them and incorporate the relevant ones into the main NAIP document. There is the likelihood of some contradiction in the results – for example where items were entered under the wrong heading by the consultee – if it is not obvious what was meant, NCC staff will contact the NAIP sub-group member/s for clarification.</p>	
2.	<p>Statement of Actions</p> <p>2.1 NAIP members commented on the Statement of Actions as part of the consultation results activity above. These comments will also be incorporated by NCC staff.</p> <p>2.2 Some further work is needed to tidy up this part of the plan – Pat and Paul offered to come into County Hall to help with this.</p>	
3.	<p>Targets for the Community-led access network Statement of Actions Themes.</p> <p>3.1 The targets, baselines and methods for measuring progress of the Actions have not been completed yet.</p> <p>3.2 Theme 3 a well-protected environment. It was suggested getting Norfolk Wildlife Trust to help.</p> <p>3.3 Theme 6 a community-led Access Network. It was suggested that the number of Neighbourhood Plans could be one way of measuring progress. Another could be the number</p>	

	of events with Parish Councils or	
4.	Timetable confirmed <ul style="list-style-type: none"> - Prepare for NLAF 24TH October - NCC EDT Committee 9th November - Publish January 2019 	
5.	AOB <ul style="list-style-type: none"> • Delivery Plan for 2019 • Appearance of the Plan - this is still to be finalised. It is hoped that a draft can be ready for the October meeting 	
6.	Date of Next Meeting 10 am Wednesday 26 th September 2018 at County Hall, Norwich	

Norfolk Local Access Forum

Report title:	Transport Asset Management Plan (PROW section)
Date of meeting:	24 October 2018
Responsible Officer:	Steve Miller – Assistant Director, Culture and Heritage
Strategic impact Small but significant changes in determining priorities for addressing reported issues affecting public rights of way.	

Executive summary

Norfolk's Transport Asset Management Plan gives no guidance on (1) what priority should be given to dealing with unlawful actions affecting the use of the public rights of way network, and (2) gives no finite time for dealing with issues defined as having low priority. Proposals are made for amending the guidance to address these omissions.

Recommendation:

To request Norfolk County Council to amend its Transport Asset Management Plan priorities for response to issues affecting the rights of way network.

1. Proposal (or options)

- 1.1. To request that Norfolk County Council amend the priority schedule in its Transport Asset Management Plan (TAMP) as follows.
 - 1 To amend the High priority category to read "High - if it affects a nationally, or regionally, promoted route, or if there has been unlawful action (eg a ploughed out Restricted Byway, failure to clear a path across a cropped field or an obstruction on a public right of way)"
 - 2 To consider an amendment to the Low priority category so that a finite time is specified by which every issue will be addressed.

2. Evidence

- 2.1. Norfolk's Transport Asset Management Plan (TAMP) has only one paragraph concerning the maintenance of public rights of way, which reads as follows.
 - 9.1.1.1.7. Public Rights of Way
 - 9.1.1.1.7.1. Work programmes are based on a risk assessment of the severity of the problem and the likelihood of its affecting others. Issue logged for attention as follows:
 - Immediate – if it has health and safety implications
 - High – if it affects a nationally, or regionally, promoted route
 - Medium – if it affects a well-connected or well used path
 - Low – if it affects only an isolated generally unused path or one that runs alongside another path

(There is a separate list in Part 2, 22.7.2 Renewal or Replacement:

22.7.2.1. Surfaces and structures are renewed or replaced based on continual monitoring or reports from the public. These are logged for attention as follows:

- *Immediate - if it has health and safety implications.*
- *High - if it affects a Norfolk Trail spinal route.*
- *Medium - if it affects a Norfolk Trail associated route.*
- *Low - if it affects only an isolated generally unused path or one that runs alongside another path.)*

In recent times, officers responding to reported issues have indicated that they are following the TAMP to guide their prioritisation when dealing with those issues with limited resources. Based on anecdotal evidence from people reporting issues, two concerns have emerged.

The first is that there is no reference in the priorities to how action which is legally required will be dealt with. The second is that there is no time limit on how long a low priority issue remains unaddressed, and in the face of limited resources, low priority issues may never get addressed, especially given that rural footpaths are routinely checked only every 5 years.

3. Financial Implications

- 3.1. None if the change is managed by re-ordering priorities.

4. Issues, risks and innovation

- 4.1. No issues or risks - external reporters of problems would be pleased to see the issues they have reported being addressed.

5. Background

- 5.1. Given above

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

Officer name : Ken Hawkins

Tel No. : 01362 691455

Email address : ken-hawkins@tiscali.co.uk



If you need this report in large print, audio, braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.

Norfolk Local Access Forum

Report title:	Pathmakers update
Date of meeting:	24 October 2018
Responsible Officer:	Steve Miller – Assistant Director, Culture and Heritage
Strategic impact Pathmakers Charitable Incorporated Organisation is the charitable arm of the Norfolk Local Access Forum. Each of the NLAFs subgroups includes a Pathmakers trustee member.	

Executive summary

An update on Pathmakers is provided for the full NLAf membership.

Recommendations:

That the NLAf notes the update from Pathmakers and offers support for their ongoing work.

1. Proposal (or options)

- 1.1. The Pathmakers AGM took place on 10 July 2018 followed by a meeting (**Appendix 1**). The trustees Annual Report of Activities and Financial Report was agreed (**Appendix 2**). All trustees confirmed their eligibility to act as trustees.

Progress with the HLF bid, with the Geovation project, UEA student consultancies was discussed.

2. Evidence

- 2.1. Please see proposal

3. Financial Implications

- 3.1. none

4. Issues, risks and innovation

- 4.1. none

5. Background

- 5.1. Please see proposal

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

Officer name : Martin Sullivan

Tel No. : 01603 879741

Email address : martinsullivan4x4@yahoo.co.uk

If you need this report in large print, audio, braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.



Appendix 1

Agenda AGM followed by meeting : Pathmakers

10th July 2018 1030 in the Colman Room, County Hall

Present:

Trustees:

Martin Sullivan (MS) (Chair); Ann Melhuish (AM); George Saunders (GS);
Seamus Elliott (SE); Pat Holtom (PH); Kate MacKenzie (KM); Jenni Turner (JT)

Apologies:

John Jones

Guests

Su Waldron

Sarah Abercrombie

Sophie Cabot

AGM

1. Trustees declaration – ALL to sign
 - All trustees present signed the declaration confirmed their eligibility and responsibility to act as trustees of Pathmakers (John Jones to sign later).
2. Report of activities for the Charities Commission 2017 – 2018 (TAR) – ALL to agree
 - The trustees agreed the Annual Report of Activities to which the financial report for the year 2017/18 will be appended. MS signed to confirm the trustees' agreement.
 - SW was asked to find out when the report and accounts are due. **I have done this: the 2018 annual return is due by 10 months from the end of the financial period. The return must be submitted online and the service to enable this will be available from the Charities Commission at the end of August 2018 (see <https://www.gov.uk/guidance/prepare-a-charity-annual-return>)**
This delay could be because they are introducing new questions concerning: salaries and benefits; trading

subsidiaries; overseas expenditure; income from outside the UK – none of which will affect the Pathmakers return. I will add in mention of the NANSA audits, and Martin's thanks to the trustees as mentioned during this meeting when I make the online return.

3. Financial report for year end March 31st 2018 (SE/MS) – ALL to agree
 - The trustees agreed the financial report which had been prepared by SE and independently examined by Julie Berry, Finance officer at NCC.
 - It was noted that the audits by NANSA (Dragons) which Pathmakers had paid for had not yet been received. SW to ask RW for update.
 - It was also noted that the charity's reserve of £10,000 (previously agreed) was (at year end) now only just met.
4. Review of Financial Management and Control Procedures (SE/MS): ALL to decide on any updates required
 - The trustees looked at a printed copy of the SIFs. KM recommended that point 4 should mention that project budgets would always have a Pathmakers trustee assigned to them. This would ensure that ultimate budget accountability for projects always resided with the trustees and not NCC members of staff. SE to amend SIFs accordingly, add 'reviewed and approved 10th July 2018' to the bottom, and return to SW for the record.
5. Review of the business plan ALL to decide on any updates required
 - The trustees agreed that the business plan was satisfactory but that the action plan would need adjustment (review of the plan and action plan would follow with the HLF Resilient Heritage project).
6. Election of Chair and Vice-Chair
 - It was proposed by Pat Holtom that Martin Sullivan and Seamus Elliott were re-appointed as Chair and Treasurer for another term. This was seconded by Ann Melhuish. Further discussion of trustee complement and skills (and areas of responsibility) was covered following closure of AGM part of meeting.

Meeting

7. HLF application

- The meeting reviewed documents (Project Plan; bid (Paving the Way Forward); trustee areas of support which had been agreed at the last meeting.
- It was agreed that important areas to address would include recruitment of further trustees as permitted under the constitution (or constitution to be amended to allow more) and related to this, areas of responsibility for specific trustees (KM said that she would prefer not to continue with communications because her skills lay more with budgets and contracts). Recruitment for trustees by the NLAF (which is the appointing body to Pathmakers) would be tailored to address skill gaps.
- JT said communications was an important area – profile raising was essential for Pathmakers future success and would help with fund-raising
- SC advised that the full application was made to the HLF at the earliest opportunity. KM agreed to help look over application and budget with SW/SA.

8. UEA Student Projects ALL to agree feedback for Jenni and to communicate thanks to her and the students. To agree whether to support the programme again next year – if 'yes' to suggest areas

- The trustees thanked Jenni for this opportunity which had generated very good quality reports which would be of great value for future funding bids and reference. The trustees also thanked staff at Environment Team for their support for the students.
- SC said that she would welcome the raw data behind the report (schools use of Trails). JT to address.
- SC felt that she would have been happy to provide more time (than built in) to the student working on her project to help clarify points/provide guidance
- SC asked if it would be possible for a future project to look at mapping safe walking routes between schools and Trails (and personalised) – JT said it would.
- JT said the students found the projects useful (application of studies to real-life problem and situation) plus they had had to think about the presentation of the information. Feedback on the structure of the reports and process would be helpful – ALL to send any comments to JT if not already done so.

- The trustees felt that they'd have welcomed the opportunity to meet the students and have more contact – **could this be factored in for another year?**
- SA said that one thing that had come out in general from the projects was that many of those interviewed didn't know where their local paths were!
- JT felt that the studies indicated that online information should be supported with paper booklets.
- AM said that in some instances, Trail and PROW signs didn't stand out – deterioration in furniture
- PH said that each report could potentially generate several Pathmakers projects.
- **KM** said that it would be good to draw out statistics from across the projects as a whole (where the same survey questions had been used). **The meeting agreed that PH would look at the Poringland report; SE the Weavers' Way report; KM ??**
- JT advised that projects for next year's student cohort would be developed in October of this year. **ALL trustees to think of areas for consideration.**
- The trustees agreed to make the reports available to the NLAF. **SW to rename the reports, amalgamate into one pdf document and distribute to NLAF.**

9. AOB

- SC said that work with the Geovation project at Marriott's Way would commence in August
- Date of next Pathmakers meeting was set for 11am on Wednesday 17th October 2018 at County Hall. **SW to send calendar appointment and arrange room**
- MS suggested that Pathmakers should meet 4 times a year, one week prior to NLAF meetings and on a Wednesday at 11am. **SW to arrange room bookings and calendar appointments.**

10. All supporting documentation for this meeting on Dropbox here:

- <https://www.dropbox.com/sh/f8rc783e7y1ok5m/AAAdqkxjdsMsuYm2J7FwwdpPa?dl=0>



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	1 st	April	2016		31	March	2017

Section A Reference and administration details

Charity name	Pathmakers (CIO)
Other names charity is known by	Previously known as "Improving Countryside Access Together in Norfolk (ICAT Norfolk)"
Registered charity number (if any)	1161475
Charity's principal address	c/o Floor 6, County Hall
	Norwich
	Norfolk
Postcode	NR1 2SG

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Martin Sullivan	Chair		
2	Seamus Elliott	Treasurer		
3	Ann Melhuish	Trustee		
4	George Saunders	Trustee		
5	Jenni Turner	Trustee		
6	John Jones	Trustee		
7	Kate MacKenzie	Trustee		
8	Pat Holtom	Trustee		
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation (CIO)
Trustee selection methods (eg. appointed by, elected by)	Appointment by the Norfolk Local Access Forum (NLAF)

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

Welcome pack available for new trustees with contents as follows:

1. Background
2. Structure and governance
3. Trustee board and meetings
4. Appendices:
 - a. Constitution (governing document)
 - b. Registration certificate
 - c. Standing Financial Instructions
 - d. Statement of Accounts
 - e. Annual report
 - f. Signed Trustee declaration
 - g. Trustee Indemnity Insurance
 - h. Policies and Procedures

Further sections will be added as necessary

Summary of the objects of the charity set out in its governing document

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Charitable purpose 1

For the public benefit, the advancement of health of residents of and visitors to Norfolk by promoting, raising awareness of, improving and creating countryside access for outdoor recreation in the area of Norfolk

Charitable purpose2

For the public benefit, the advancement of improvement to the environment in the Norfolk countryside for the benefit of residents of and visitors to Norfolk by the promotion of, assisting and organising projects to conserve and improve the areas of countryside the public can access.

- Pathmakers is the charitable arm of the Norfolk Local Access Forum (NLAF) a statutory committee which provide strategic advice and direction on improving recreational public access to the countryside.
- Pathmakers objectives align with the Norfolk Access Improvement Plan, a 10 year vision currently undergoing refreshment, which guides improvements to the countryside access network for public benefit.
- Pathmakers mission is to make a lasting and worthwhile difference to the quality of public countryside access in Norfolk. To achieve this, Pathmakers works with local communities, landowners and other partners: (i) to develop projects that improve access locally; (ii) to generate or raise funds to invest in all-abilities access project to benefit all types of user (iii) to improve the biodiversity of the countryside access network
- Pathmakers delivers benefits for all but is particularly keen to reduce inequality by improving access to the countryside for: the elderly; those with young families; those with chronic health conditions including physical and mental disabilities.

We confirm that the trustees have had regard to the Charity Commission's guidance on public benefit.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Summary of the main achievements of the charity during the year

Pathmakers activities to the year ending 31st March 2018:

Pathmakers has continued to make progress during the year as it develops activities to improve access to the countryside, particularly for those who are disabled or experiencing other barriers to access.

Governance and meetings

- Between 1st April 2017 and 31st March 2018 Pathmakers held 7 full meetings (finance reports prepared by the Treasurer for each):
 - April 19th 2017;
 - June 6th 2017;
 - July 5th 2017
 - October 11th 2017 (including AGM for 2016/17);
 - November 21st 2017 (workshop meeting to prepare for a bid to the Heritage Lottery Fund which included an audit of trustee skills)
 - January 16th 2018
 - 9th March 2018
- 10th January 2018 – communications group meeting
- A reserve of £10,000 was agreed at the July meeting
- Pathmakers email accounts set up for Martin Sullivan and Seamus Elliott

Public benefit

Burgh Castle all abilities boardwalk

- Burgh Castle all abilities boardwalk was launched by Pathmakers on June 14th 2017 at an event from 2pm to 4.30pm for invited guests drawn from:
 - Disabled access groups;
 - Norfolk County Council;
 - Norfolk Trails;
 - Great Yarmouth District Council;
 - The local residential care home
 - Nature conservation;
 - Norfolk Archaeological Trust
 - The local community;
 - Countryside Access groups;
 - The Norfolk Local Access Forum;
 - Active Norfolk;
 - Pathmakers trustees;
 - WREN.
- The boardwalk was funded by WREN and delivered by Pathmakers (contractor) working in partnership with Norfolk Trails and the Norfolk Archaeological Trust. The boardwalk forms part of the Angles Way long distance path managed Norfolk Trails. There are stunning broadland views from the path, but prior to the construction of the boardwalk it was very difficult for wheelchairs to use because it was narrow, boggy and rutted. The boardwalk enhances access for visitors, allowing even those with limited mobility to enjoy a circular

route and benefit from being outdoors.

- The launch event itinerary was developed with the Norfolk Archaeological Trust (which owns the site) and included:
 - welcome talks at Burgh Castle village hall,
 - presentation of certificates to 6 Norwich City College students on a vocational learning course who volunteered time on the Burgh Castle access project who developed practical skills alongside the Pathmakers construction team
 - Ribbon cutting at the north end of the boardwalk by local celebrity, author, naturalist and environmental teacher, Mark Cocker;
 - A walk along the boardwalk to the south end with informal guided tours through the Fort
 - Celebration cake and refreshments at the village hall.
- In addition to the 600m boardwalk, the Burgh Castle project delivered:
 - An accessibility audit leaflet (detailed access information)
 - A leaflet to promote the boardwalk
 - Connection with other access paths at Burgh Castle, providing the opportunity for disabled visitor to complete a circuit around the site.
- Trustees were trained in Construction Design Method (CDM)
- The project used 50 tonnes of timber, 28,000 nails and 5,000 screws
- Pathmakers Chair Martin Sullivan volunteered 3 days to help
- Ecological assessment of the boardwalk concluded that there were no impacts anticipated once operation, and precautionary mitigation instructions were followed during construction to minimise adverse impact on overwintering wild fowl on Breydon Water (a Special Area of Conservation and Site of Special Scientific Interest).

Funding bids

- August 2017: Expression of Interest submitted to the Postcode Community Trust for funding for Holme Dunes disabled access improvements. A grant total of £20,000 was sought. The application was unsuccessful but the bid could be re-submitted under another Postcode Lottery Trust (the Postcode Local Trust).
- Trustee workshop held on November 21st 2017 to explore how to increase resilience for Pathmakers. Sessions included: audit of trustee skills and skills deemed necessary to develop Pathmakers (to feed into a funding bid to increase resilience)
- December 2017: expression of interest submitted to the Heritage Lottery fund (Resilient Heritage) which will fund trustees training and co-ordinator role. Initial feedback positive. Full bid will be submitted in 2018/19
- December 2017: successful bid made to the Ordnance Survey's Geovation fund (innovative use of spatial data and mapping) for a project to explore use of Trails and Public Rights of Way by communities/users that need to become more active. Phase 1 of the project (£10,000) will be delivered by Marriott's Way Heritage Lottery Project (in Hellesdon and Mile Cross communities in Norwich). The idea is to create a walking group scheme that matches people with local knowledge of walks with those that have inactive lifestyles. 3 Trustees attended the Geovation 'camp' in London in February to pitch for the funding.

Student Consultancy projects

- December to April 2018. Pathmakers trustee and UEA lecturer Jenni Turner arranged for 5 undergraduate students to undertake a research consultancy project for Pathmakers as part of their degree. The students worked on a specific aspect of the project (5 aspects/location) and focussed on evaluating path useage, with outputs that will be particularly useful to support funding bids made by Pathmakers. The projects were developed with support from Norfolk County Council's Environment Team.

Closer working relationship between Pathmakers and the Norfolk Local Access Forum (NLAF)

- The need for a closer working relationship with the NLAF and its subgroups (to take full advantage of proactive opportunities offered by Pathmakers) emerged from the Pathmakers meeting/workshop on 21st November. The NLAF meeting of February 7th 2018 endorsed the idea which has been achieved by named Pathmakers trustees becoming members of each of the NLAF subgroups as follows:
 - (i) PROW subgroup: Ann Melhuish (Pathmakers trustee) would join the group (Martin Sullivan, Chair of Pathmakers is already a member of the group)
 - (ii) Permissive Access subgroup: Kate MacKenzie and Ann Melhuish (Pathmakers trustees) would join the group (Martin Sullivan, Chair of Pathmakers is already a member of the group)
 - (iii) NAIP: Pat Holtom; Seamus Elliott and Martin Sullivan (Pathmakers trustees) are already members of the group.

Section E

Financial review

Brief statement of the charity's policy on reserves

A reserve of £10,000 was agreed

Details of any funds materially in deficit

No funds are in deficit

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Annual Financial Statement (2017 – 18) and Barclays Account Statement appended

Section F

Other optional information

Section G

Declaration

The trustees declare that they have approved the trustees' report above.

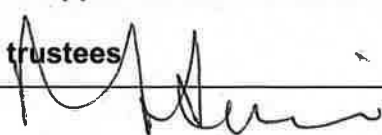
Signed on behalf of the charity's trustees

Signature(s)

Full name(s)

Position (eg Secretary, Chair, etc)

Date

	
Martin Sullivan	
Chair	

10/7/18



Pathmakers

Connecting Norfolk countryside & communities

Report for Annual General Meeting on 10 July 2018

Financial Report for year ending 31 March 2018

1. This is the annual financial report for Pathmakers which is a Charitable Incorporated Organisation (number 1161475).
2. The activity of Pathmakers is determined by the Business Plan 2015 -2020 (dated 21 January 2015) and the decisions made and recorded by Trustees.
3. All of Pathmakers finances are contained and recorded in a Community Account with Barclays Bank. Account statements are produced on-line - these detail all the transactions (receipts and payments) which took place between 1 April 2017 to 31 March 2018.
4. The Income and Expenditure for the year is as follows:

Total Income	£23,512.50
Total Expenditure	£16,559.65
Balance at year end	£10,708.65
5. The Balance sheet report for year ending 31 March 2018 is therefore as follows:

Balance brought forward at 1 April 2017	£ 3,755.80
Surplus / deficit for the period	£ 0.00
Balance carried forward	£ 10,708.65
Interest	£ 0.00
Cash at bank at 31/3/17	£ 10,708.65
6. Trustees agreed on 2 June 2017 to set a working reserve of £10,000.0
7. Trustees agreed that Pathmakers would not register for VAT at present as the threshold for registering is an



Pathmakers

Charity number 1161475 | Improving Countryside Access Together in Norfolk

Registered address: Environment Team Norfolk County Council | Floor 6 County Hall | Norwich | NR1 2SG

Working name: Pathmakers



Pathmakers

Connecting Norfolk countryside & communities

annual turnover of £85,000.

8. No cash in hand has been held by any Trustee or individual working on behalf of Pathmakers during the year.
9. Payments have all been made against a decision of Trustees or an order or an invoice. All payments were authorised by the Treasurer and one other Trustee (normally Martin Sullivan or Ann Melhuish).

10. Notes

- Most of the activity was specifically aligned to the Burgh Castle Boardwalk project and the associated launch event.
 - £256.56 payment for photography at the launch is still outstanding and will appear in next year's accounts.
 - £96.25 is due to be returned from the £200 allocated to S Waldron for consumables for the Burgh Castle launch – this will appear in the next year's accounts.
 - £1,500 was spent on an audit conducted by NANSA (the results of which have yet to be considered by Pathmakers).
 - £686.50 was received from Ordnance Survey for attending Geovation workshop in London.
11. Pathmakers operates within a Financial Management and Control Procedures document which was approved at the AGM meeting on 18 January 2017 - this will be reviewed at the AGM on 10 July 2018).

Julie Berry, Finance Officer, Communities and Environment at NCC has audited the Accounts in July 2018 and has said there are no issues to report.



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Pathmakers

Connecting Norfolk countryside & communities

We approve these accounts and confirm that we have been made available all relevant records and information for their presentation.

Martin Sullivan (Chair of Trustees)

Date 10/7/18

Seamus Elliott (Treasurer)

Date 10/7/18



Pathmakers

Charity number 1161475 | Improving Countryside Access Together in Norfolk

Registered address: Environment Team Norfolk County Council | Floor 6 County Hall | Norwich | NR1 2SG

Working name: Pathmakers

Norfolk Local Access Forum

Report title:	Economic Benefit of Norfolk Trails
Date of meeting:	24 October 2018
Responsible Officer:	Steve Miller – Assistant Director, Culture and Heritage

Strategic impact

The Norfolk Trails network managed by Norfolk County Council provide the public with an opportunity to experience the natural beauty, tranquillity, cultural heritage and wildlife of the county. With over 1,200 miles of trail managed to National Trail standards Norfolk Trails provide access for a range of activities including walking, running, horse riding and cycling) representing a great way to explore the great outdoors in Norfolk. The Norfolk Trails network brings health, environmental and economic benefit to Norfolk.

Executive summary

This report highlights the footfall data recorded for Norfolk Trails and how this information is being used to create an economic model to quantify the financial impact of the Norfolk Trails to the county's economy.

Recommendation:

That the NLAf notes work ongoing to create a model to quantify the economic benefit of the managed Norfolk Trails network.

1. Proposal

- 1.1** At the previous Local Access Forum meeting the National Trail Annual Report was discussed and members asked for information on the economics of the whole of the Trails network (not just the National Trail).

This report and the accompanying power point presentation seeks to highlight the process and methodology for capturing user numbers and how those numbers are used to create an economic analysis.

Whilst this is the current approach being used by the Trails team, members are asked to note that ongoing work with the UEA is underway to create a valuation toolkit. The data collected by the Trails team to date has been shared with the UEA to provide a solid evidence base for the toolkit.

This toolkit will be suitable for use on new and current routes and infrastructure. Once complete it is proposed that a future report is brought to the Local Access Forum for further information.

2. Evidence

- 2.1.** Data counter information has been collected and collated over a period of years (Appendix 1) and this data has been used to support BSc studies at the UEA by previous year in industry students (Appendix 2).

Methodologies of approach have been tested as have existing models such as the ORVal approach which has been created by Exeter University.

Natural England uses a MENE (Monitoring Engagement with Natural Environment) approach to quantifying the economic impact of countryside

access offers an economic value for countryside users and the Norfolk Trails team have used this as a starting point to put an economic value on the Norfolk Trails network (Appendix 3).

In order to produce the National Trail annual report and economic data for 2017/2018 the trails team installed additional portable data counters to reflect the usage of the Norfolk Coast Path and to capture the true use of the route. In addition, self-survey sites were installed which allowed National Trail users to complete the surveys which were then uploads for analysis. This data was then brought together with face to face surveys in order to create a composite approach to the data gathered.

This combined with the data counter report was used to create a final report looking at the Norfolk Coast Path which has provided a number of different data sources which can be used over time to help focus future development of the National Trail.

3. Financial Implications

- 3.1. The Natural England MENE report values countryside access to green space at £6 per visit and visits to the coast at £18. This reflects the fact that people travel further to get to the coast, tend to stay for longer and as a result spend significantly more on the coast than a trip to local green space. When we reported this to our Trails partnership in 2016 a number of business felt that this was a significant under-representation of the value of coastal access in Norfolk. A previous Year in Industry student studied this figure, carried out her own research and came up with a figure of £23.99. After carrying out the surveys and after using the information provided from the data counters the report has highlighted the value of coastal access in Norfolk at £23.41 per visit. This multiplied by the number of users recorded last year puts an annual value on the Norfolk Coast Path of £12,171,662.

The rest of the Trails network has used the MENE figure of £6 to value the remaining trails. This provides a figure of £5,119,334. The trails team have moved portable counters to the Weavers Way during 2018/2019 and these will be moved to the Peddars Way and the Coastal Treasures area during 2019/2020 in order to create a fuller picture of usage and reflect the value of countryside access across the county.

This means the annual value of the Norfolk Trails network is over £17 million annually.

In addition to the economic benefits of the Norfolk Trails network Norfolk County Council have used the Health Economic Assessment Tool to evaluate the health benefits of the network to Norfolk and this adds an additional £147 million of health benefit value into the network.

4. Issues, risks and innovation

- 4.1. As previously highlighted in the report Norfolk County Council are taking a new and innovative approach to valuing countryside access by developing new modelling with the UEA and this will supplement and enhance the existing data set that is currently being used.

A number of data counters have been damaged and moved without consent so maintaining a full and credible data set is an ongoing challenge to the Trails team and working practices have changed in order to mitigate these risks

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, e.g. equality impact assessment, please get in touch with:

Officer name: Russell Wilson **Tel No.:** 01603 223383
Email address Russell.wilson@norfolk.gov.uk

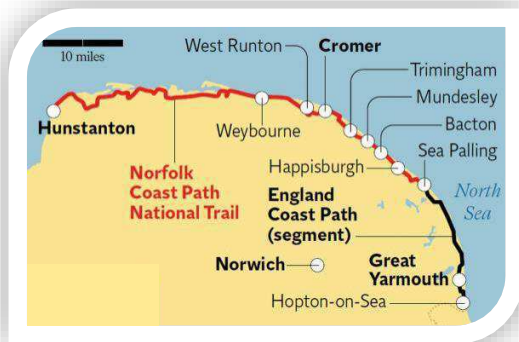


If you need this report in large print, audio, braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.



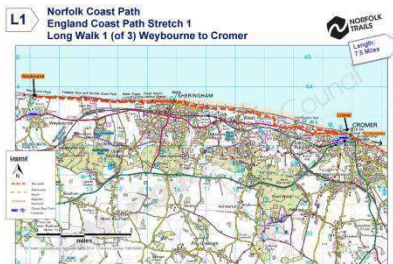
User Research to Inform Decision-Making *Research findings for Norfolk Trails*

June 2018



Prepared by Insight Track Ltd.
T: 01603 626800
E: intouch@insighttrack.co.uk

-
- Background
 - Research Objectives
 - Methodology
 - Respondent profile data
 - Research Findings
 - Summary & Considerations



- The Norfolk Trails network brings together over 1,200 miles of walks, cycle and bridle routes throughout Norfolk such that the public can discover the area's diverse landscape of unique market towns, rich wildlife and fascinating heritage
- The Norfolk Trails management team are monitoring the usage and visitor experience along four stretches of the trail to inform management decision-making and to optimise the visitor experience
- Norfolk Trails have installed self-registration survey boxes, along with pedestrian counters along the route and trail users are invited to complete a paper questionnaire on-the-spot, or alternatively to complete an online survey at a later date (via SMART survey) (noting Insight Track also carried out some interviewer-led surveys)
- The management team have sought support in the form of research consultancy with regards to the survey design/approach, and subsequent support with analysis - whilst Norfolk Trails take care of the practicalities of fieldwork with questionnaire distribution/collation/data-capture
- This report presents the findings from the Norfolk Trails visitor survey

Overall Business objectives:

- ➔ To provide a robust fact-base to inform planning with respect to trail development in Norfolk, and visitor experience optimisation

Research Assignment Objectives:

- ➔ To provide consultancy to cross-reference data from pedestrian counters with that from visitor survey submissions to provide an accurate picture of visitor footfall and ensure greatest accuracy / relevancy / value in analysis of the feedback
- ➔ To enable Norfolk Trails to get a measure of the economic/financial impacts and benefits of the trail (derived from visitor spending patterns)

How?

- Paper based surveys at self registration survey boxes sited along the trail
- Interviewer-led interview sessions at agreed points along the trail

How many?

- Findings are based on 1,177 surveys, which represent a total sample size of 3,041 trail users (compared to 529 surveys/1,219 trail users in 2016-17)

Who?

- Trail users passing one of the designated sites

When?

- Fieldwork conducted between April 2017 to April 2018

Where?

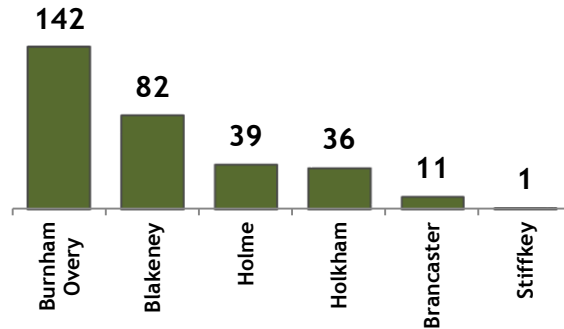
- 17 sites along the trail: Burnham Overy, Blakeney, Holme, Holkham, Brancaster, Stiffkey, Weybourne, Trimingham, Happisburgh, Beeston, Overstrand, Horsey, Waxham, Hopton, Gorleston, Hemsby & Winterton

Participant location (survey data - number of surveys by location)

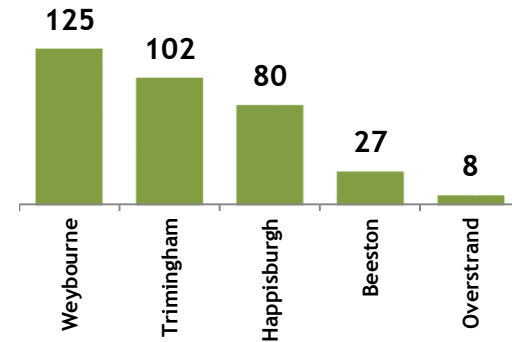
Driven by position of survey boxes

6

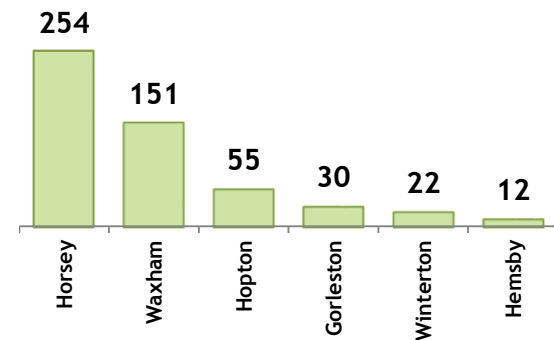
Stretch 3: 311 surveys (26%)



Stretch 1: 342 surveys (29%)



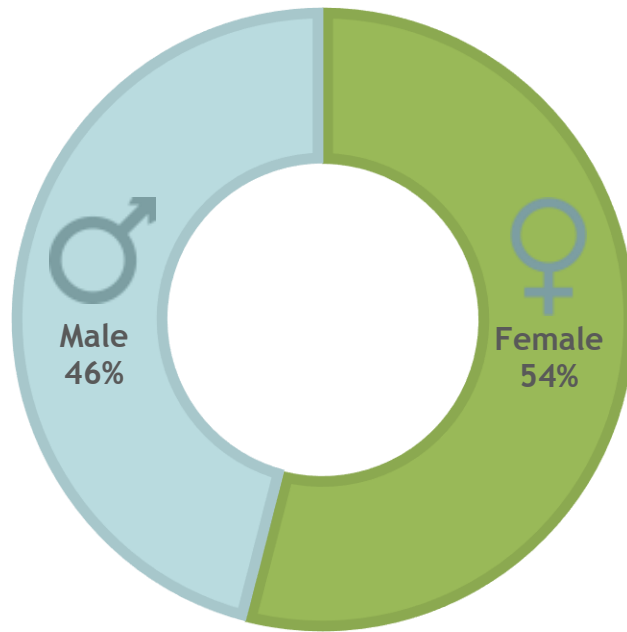
Stretch 2: 524 surveys (45%)



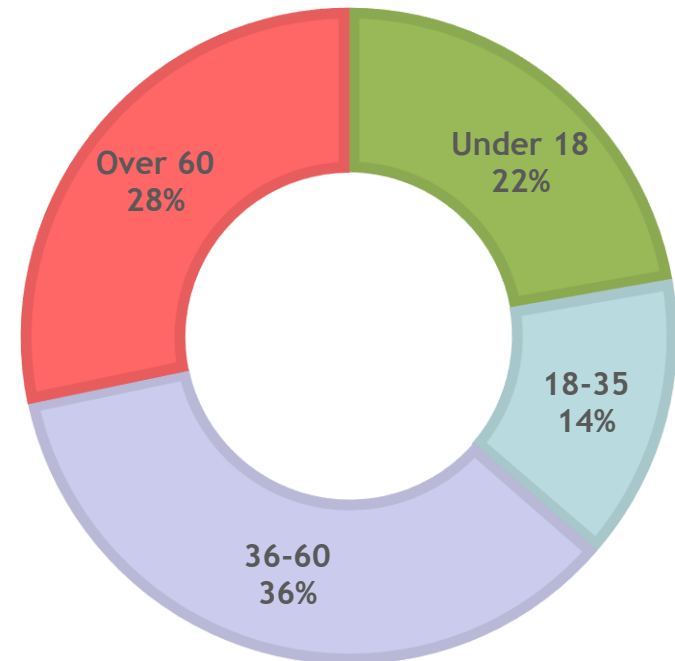
Participant profiles

Gender profiles were broadly evenly split; age profiles typically 35+ (with 18-35s the least represented) 7

Gender



Age - overall

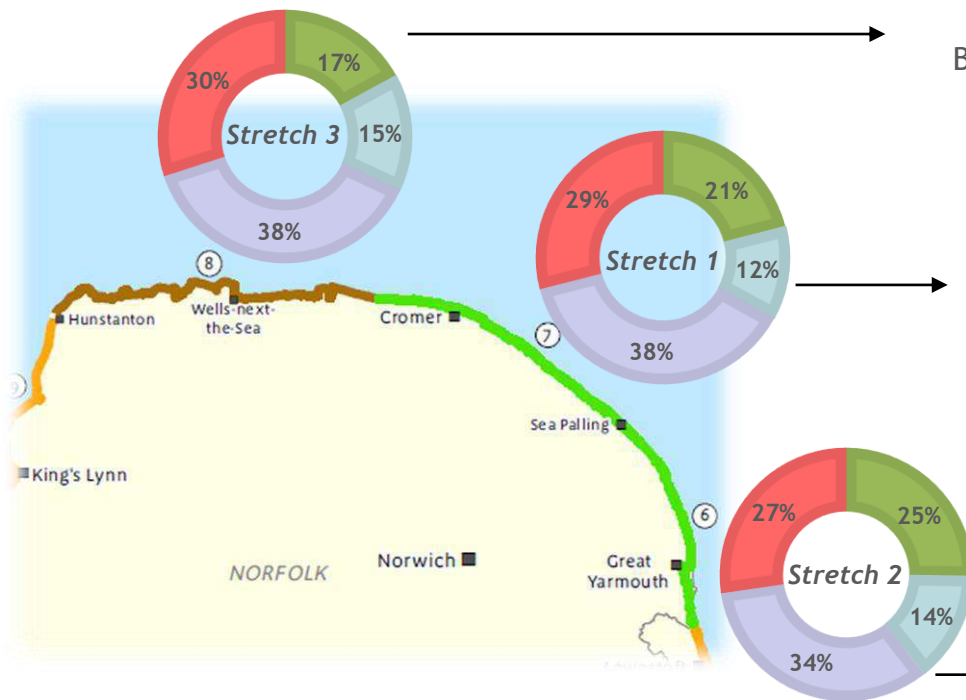


Participant profiles by location

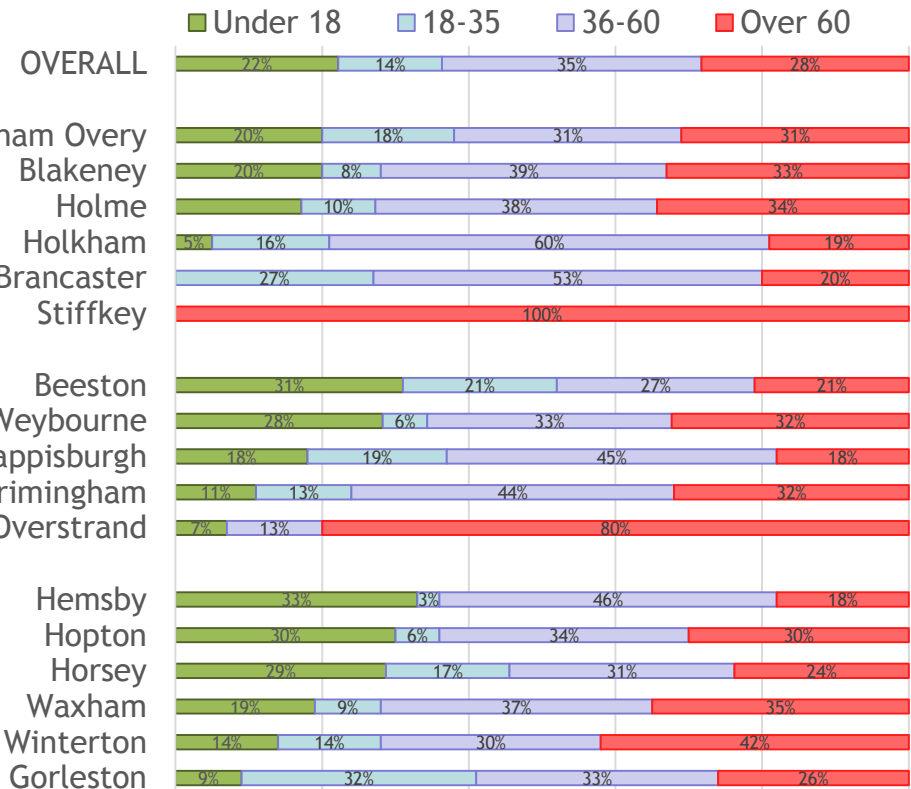
On balance, Stretch 3 has the maturest age profile, whilst Stretches 1 & 2 are slightly more appealing for families; popular specific locations for families are Hemsby, Hopton, Horsey, Beeston and Weybourne

8

Age - by stretch



Age - by location



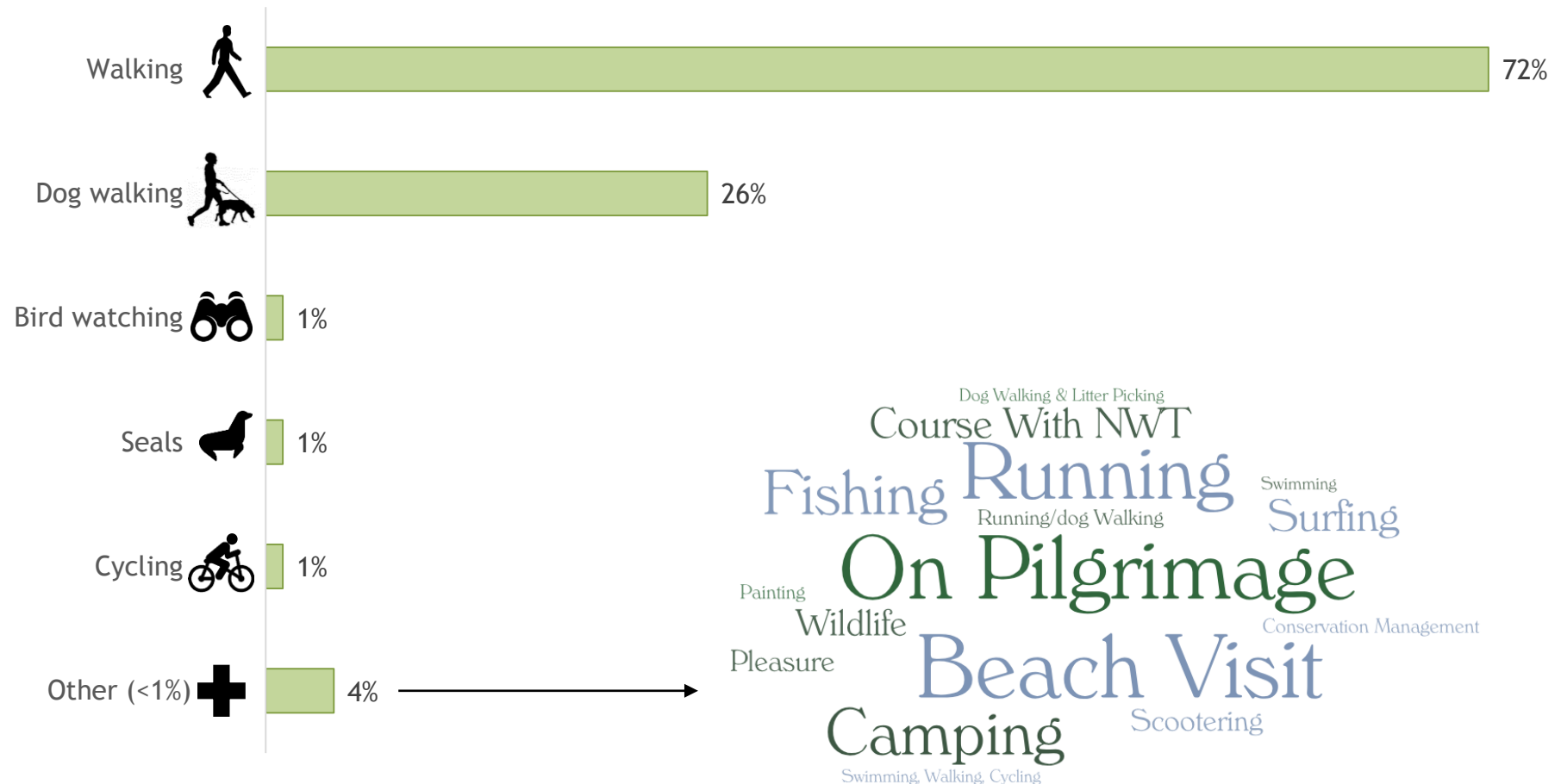
Research Findings:

Visiting reason

Walking, and specifically dog walking, are the main activities on the trails; dog walking is particularly popular in Winterton

10

Are you...

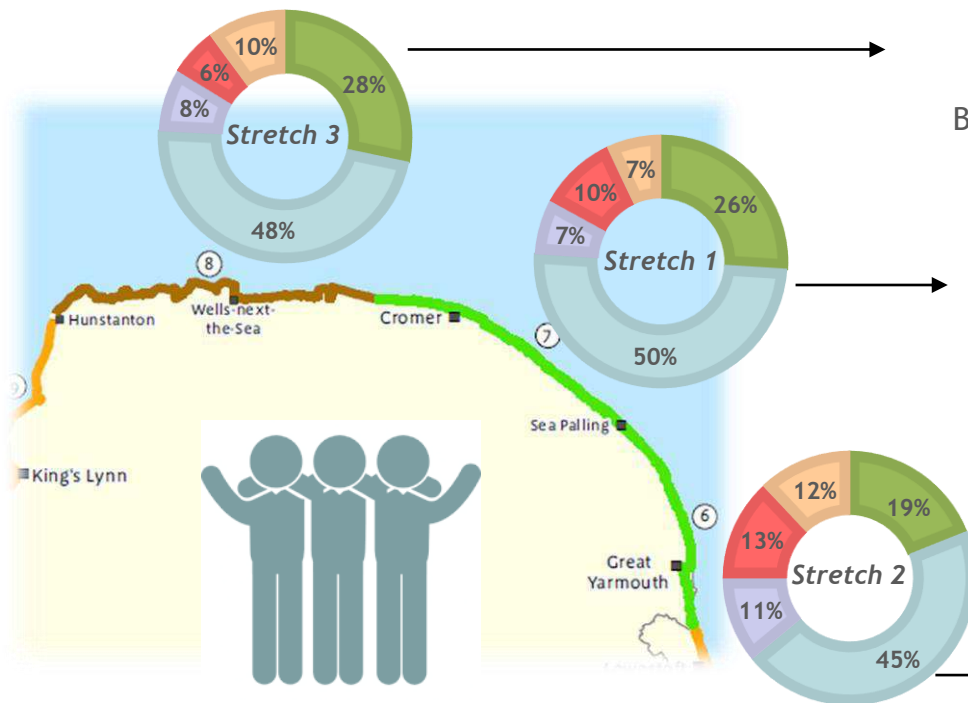


Party size - by location

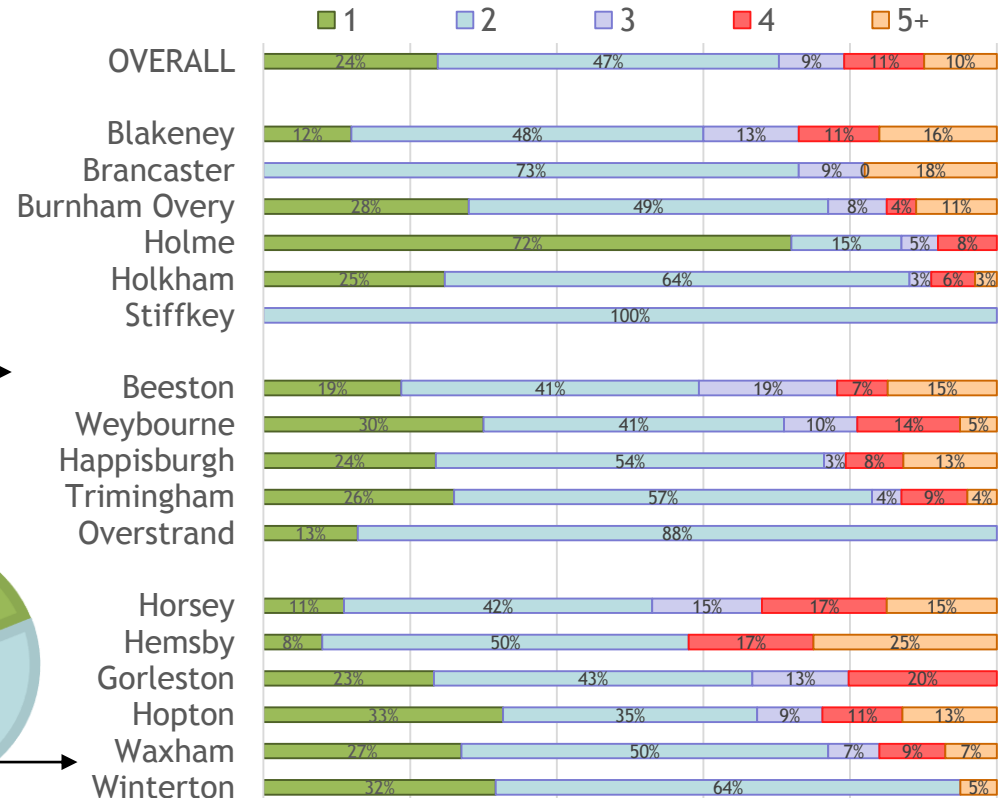
Large differences in party size by location; Stretch 2 has a higher proportion of 3+ party sizes; Horsey, Hemsby, Beeston, Blakeney, Gorleston and Hopton have the largest party sizes; Holme is significantly more likely to have party size of 1

11

Party size - by stretch



Party size - by location

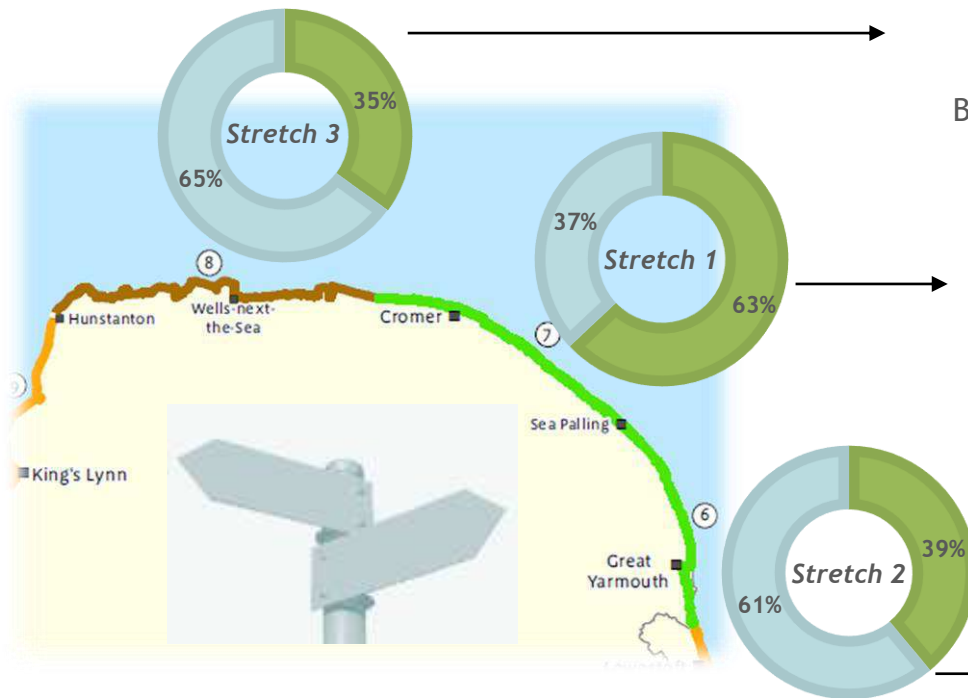


Passing survey point

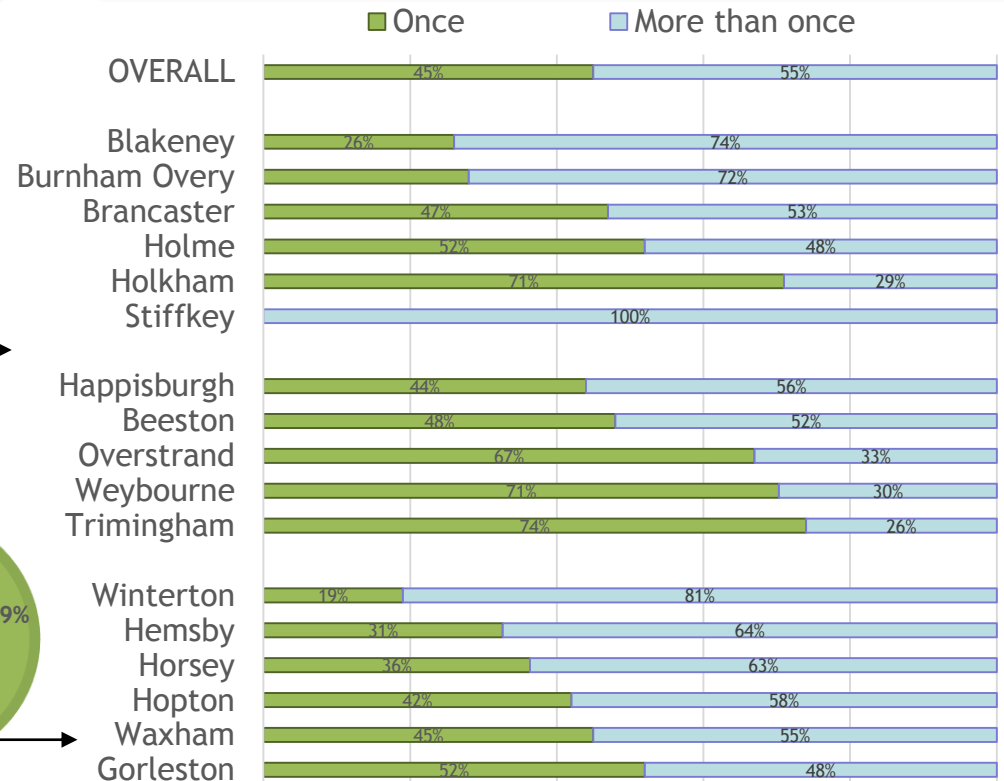
Large differences in 'return' behaviour by location, with Stretch 1 being significantly more likely to only have visitors passing only once; Visitors to Winterton, Blakeney & Burnham Overy are much more likely to pass the counter twice, whilst Trimingham, Holkham, Weybourne and Overstrand visitors are most likely to pass the counter only once

12

No. times passing survey point - by stretch



No. times passing survey point - by location



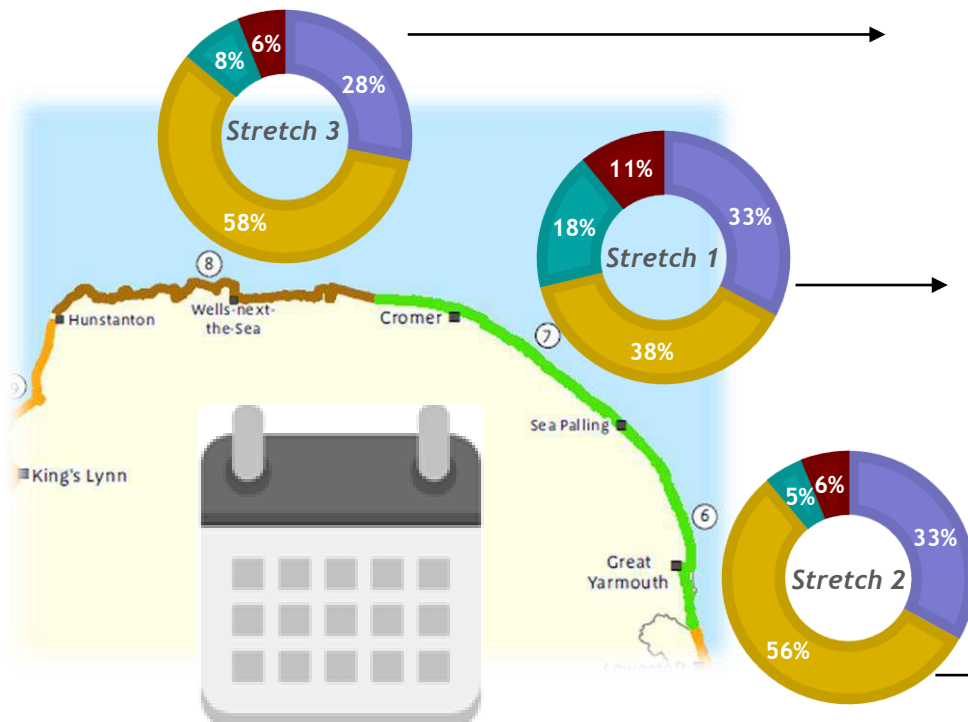
Length of visit

Stretch 2 attracts visitors for shorter periods overall (particularly Winterton, Horsey & Gorleston); longer trips are evident at Holme, Brancaster, Beeston, Trimingham, Hemsby and Hopton

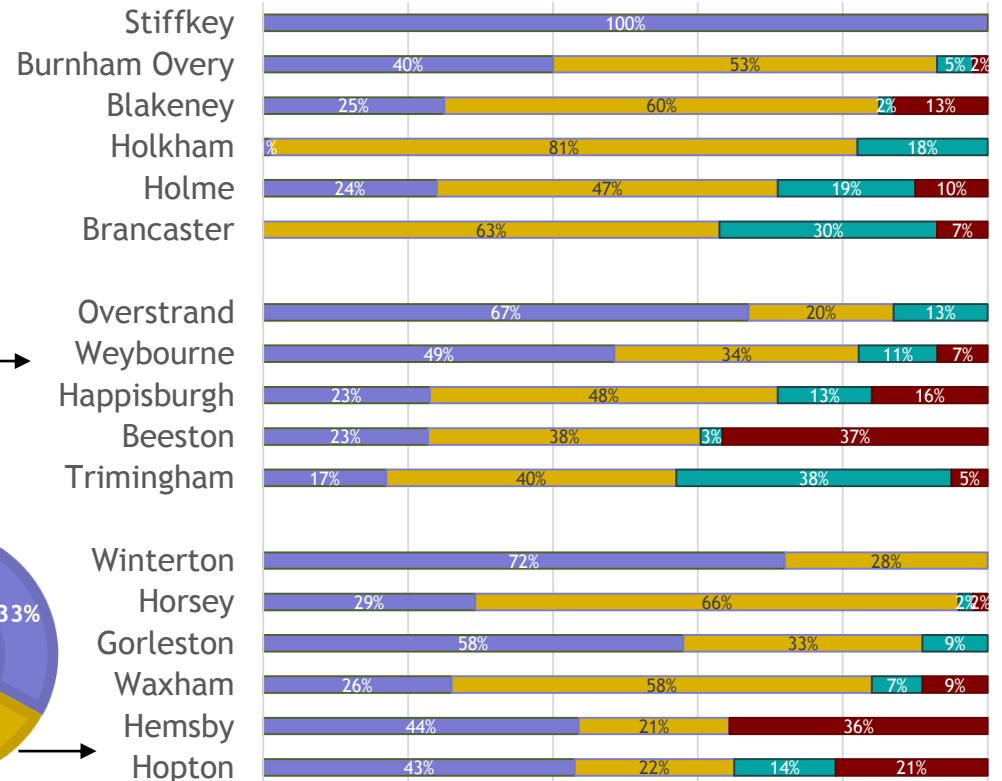
13

Length of visit - by stretch

■ on a SHORT visit (less than 1 hour) ■ on a PART-day visit (1-4 hours) ■ on a FULL-day visit (5 or more hours) ■ on a long distance trip (more than 1 day)



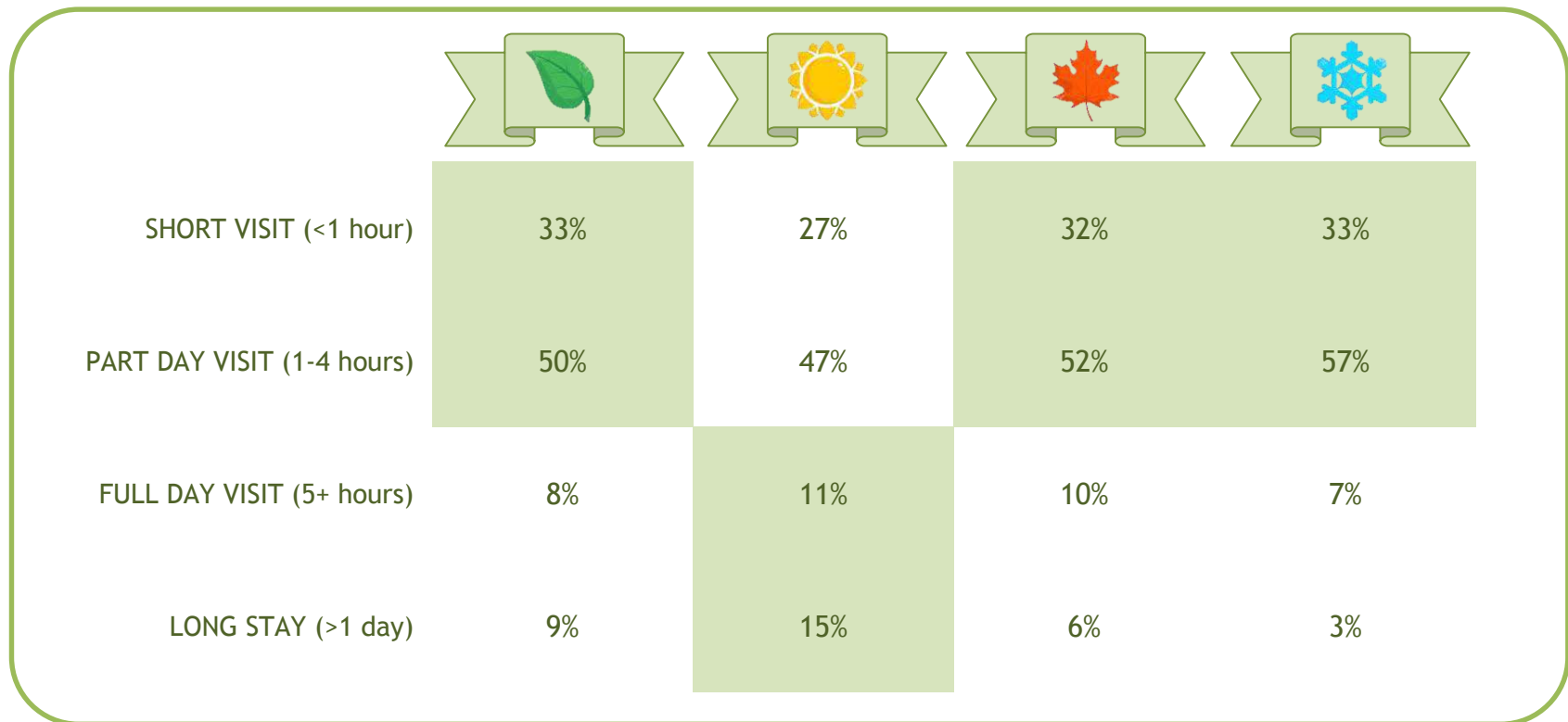
Length of visit - by location



Length of visit

Understandably, length of visit increases in the summer, with 1 in 4 staying a full day or overnight (compared to around 1 in 6 in Spring and Autumn and 1 in 10 in Winter)

14



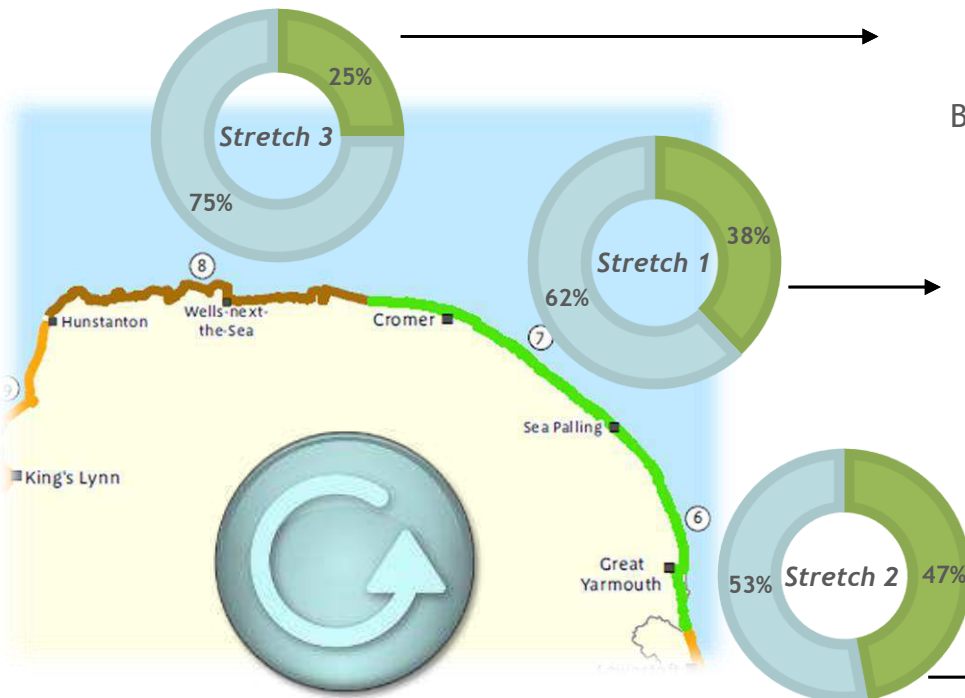
Repeat visiting

Significant differences by stretch in terms of repeat visiting - Stretch 3 has significantly more repeat visitors than Stretch 2, which has significantly more repeat visitors than Stretch 2 (although Winterton is 100% repeat visitors)

15

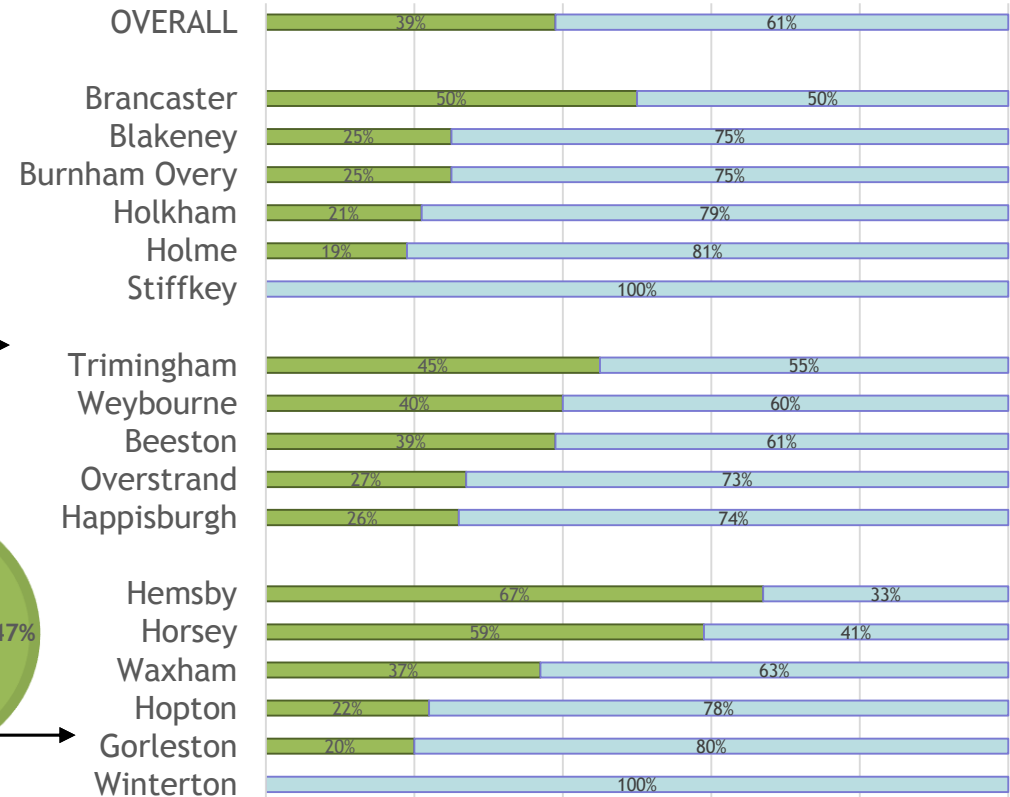
Repeat visiting - by stretch

■ Yes - first visit



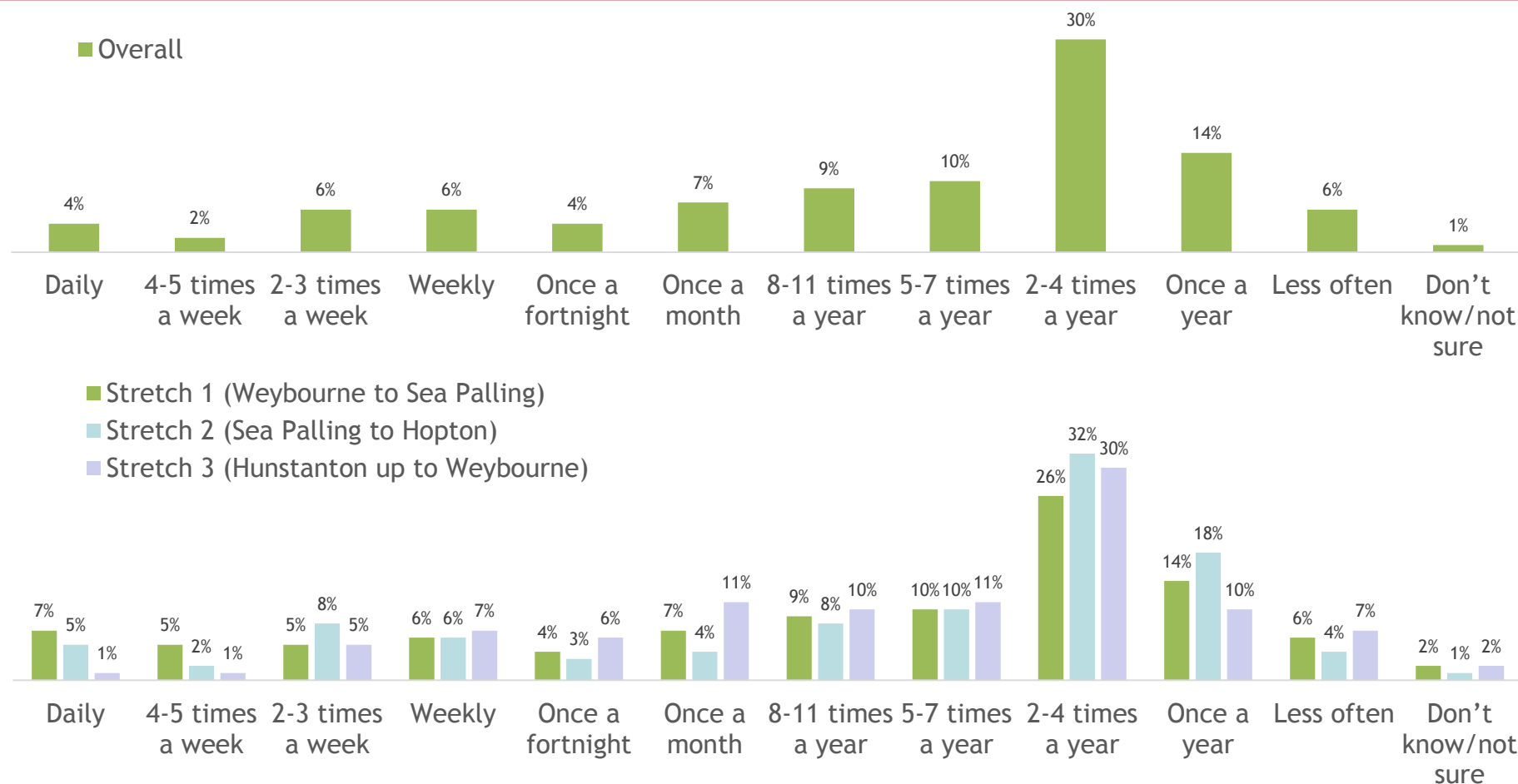
Repeat visiting - by location

■ No - visited before



Frequency of repeat visiting

16



* Suggest simplification of scale for future surveys e.g. Daily, Several times a week, Weekly, Fortnightly, Monthly, Every 2-3 months, Every 4-6 months, Yearly, Less often

Use of public transport

Around 1 in 10 use public transport along Stretches 1 & 3 but this rises to nearly 1 in 5 along Stretch 2

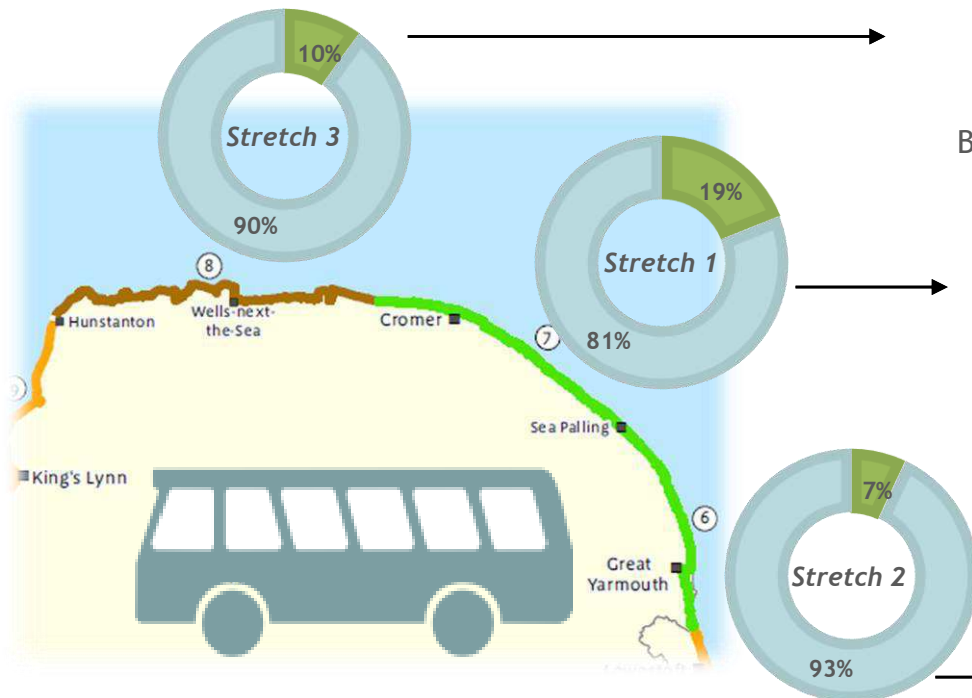
Use of public transport is highest amongst visitors to Trimingham, Beeston and Hemsby;

Use of public transport increases as length of stay increases

17

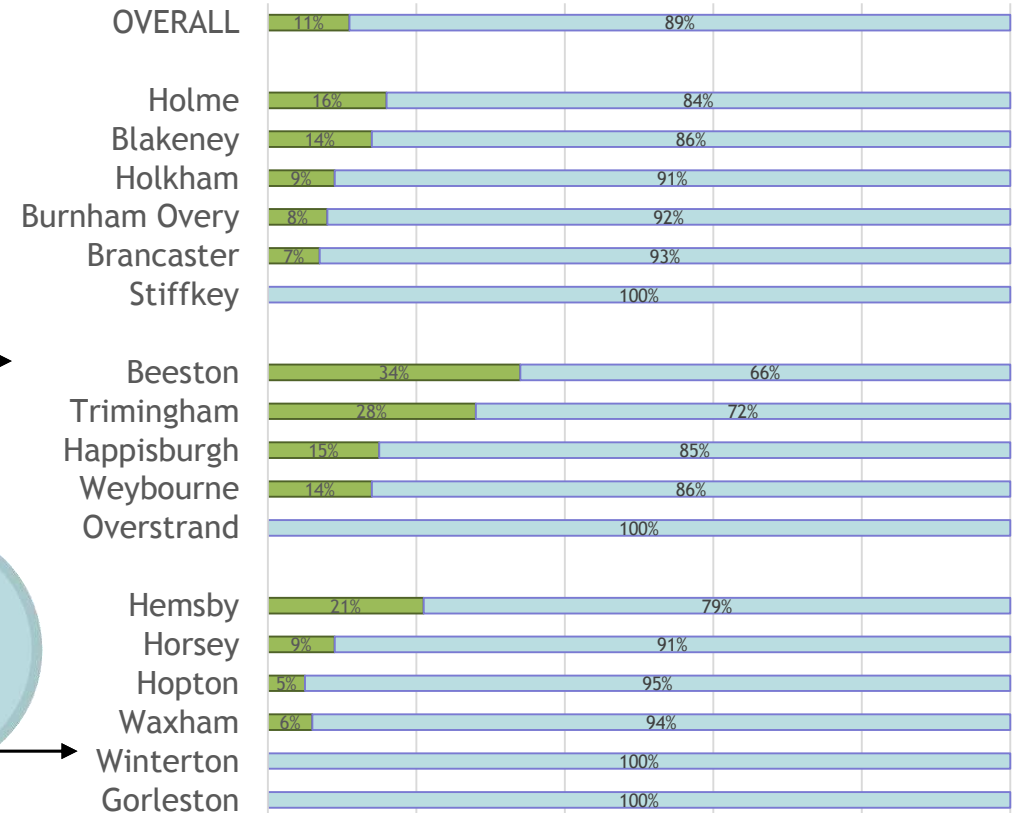
Use of public transport - by stretch

■ Yes



Use of public transport - by location

■ No



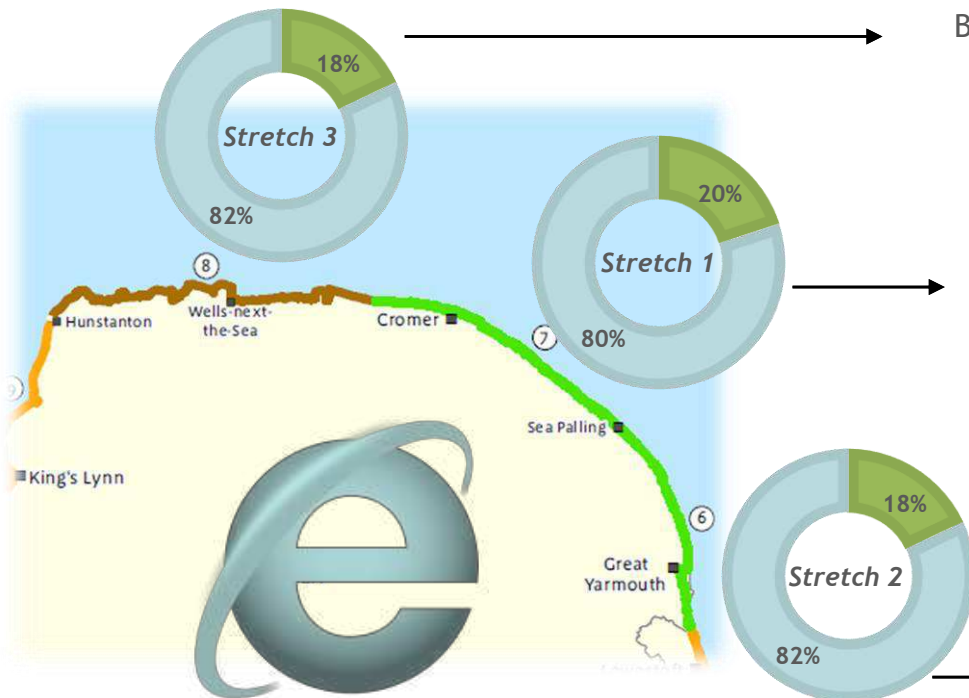
Use of websites to find information

Use of websites to find out information about the route varies widely for the different trails, being much higher for Burnham Overy, Happisburgh, Overstrand, Trimingham and Horsey; Use of websites increases as length of stay increases

18

Use of websites for information - by stretch

■ Yes



Use of websites for information - by location

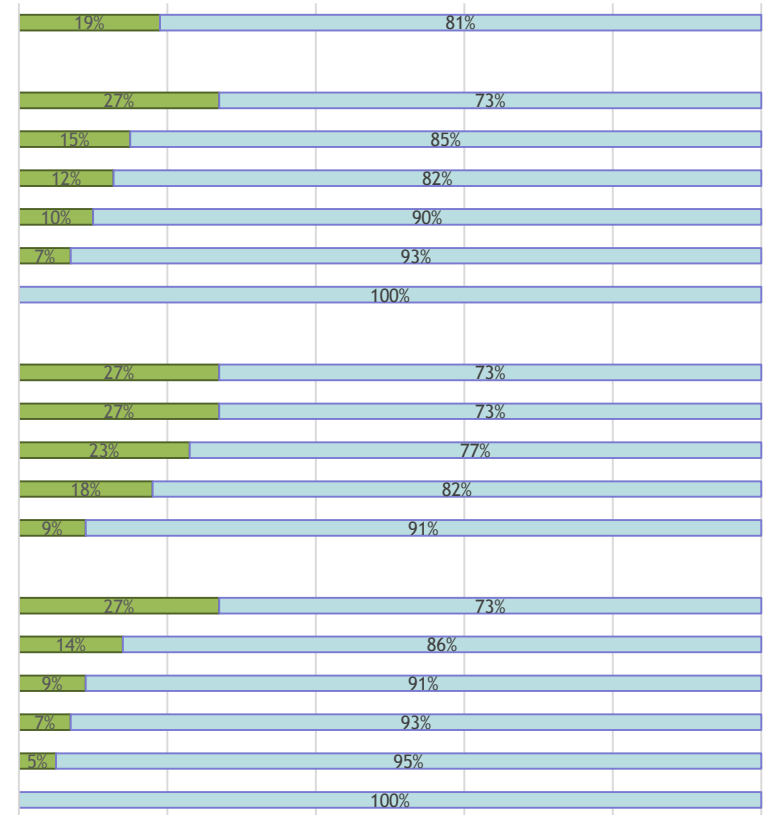
■ No

OVERALL

Burnham Overy
Holkham
Holme
Blakeney
Brancaster
Stiffkey

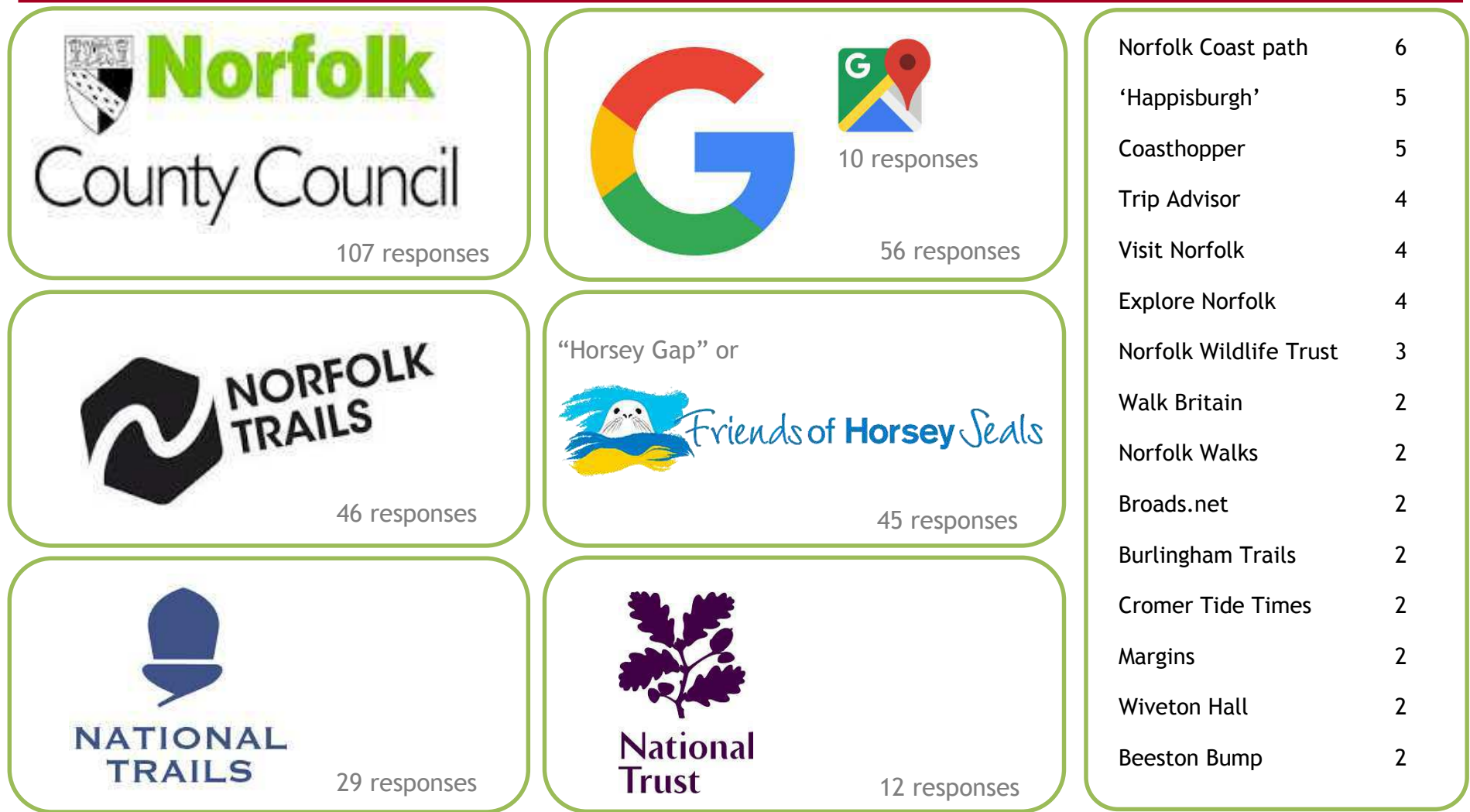
Happisburgh
Overstrand
Trimingham
Beeston
Weybourne

Horsey
Waxham
Winterton
Hopton
Hemsby
Gorleston



Which websites?

19



Enjoyment of the Trail

The trails are very much enjoyed by visitors, with only a small minority saying they didn't enjoy their visit

20

Trail enjoyment - by stretch

1 - Not at all

2

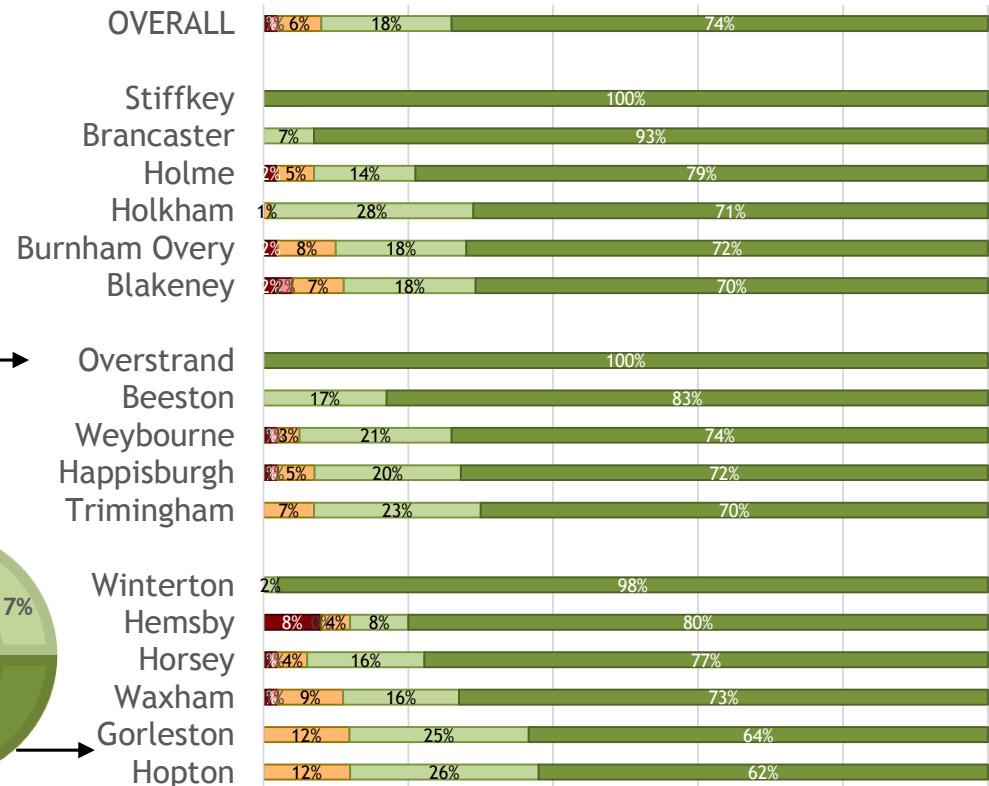
3



Trail enjoyment - by location

4

5 - Very much



Returning to the Trail

There is a strong inclination to return to the trails; even for those who don't intend to return, the majority say they would recommend the trail (see next slide), indicating that it isn't enjoyment of the trail that reduces intent to re-visit

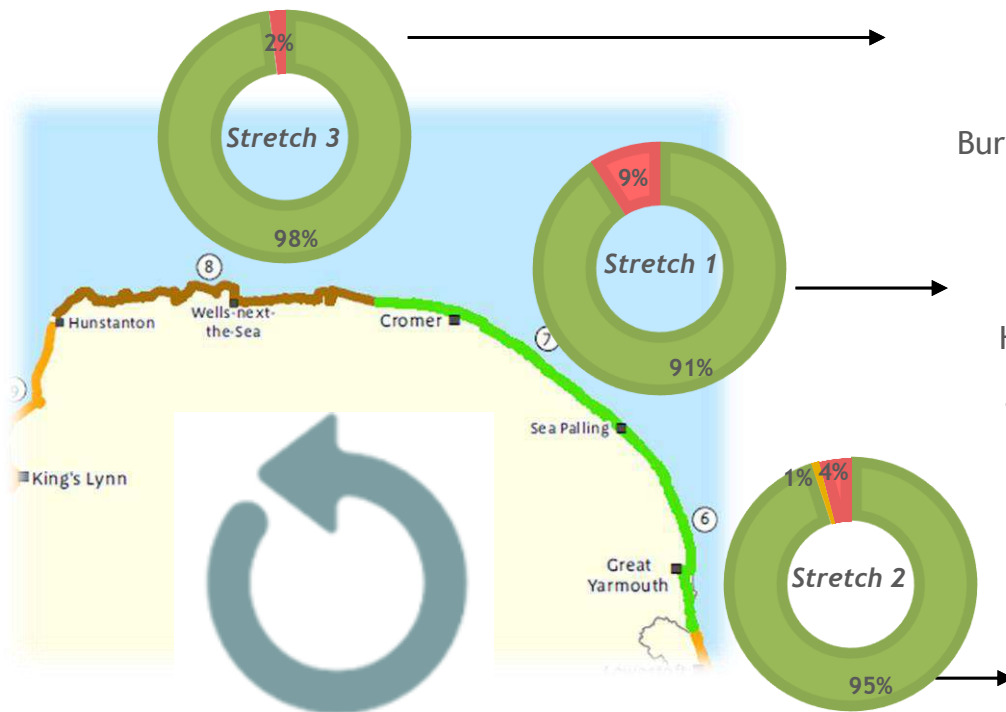
21

Likelihood to return - by stretch

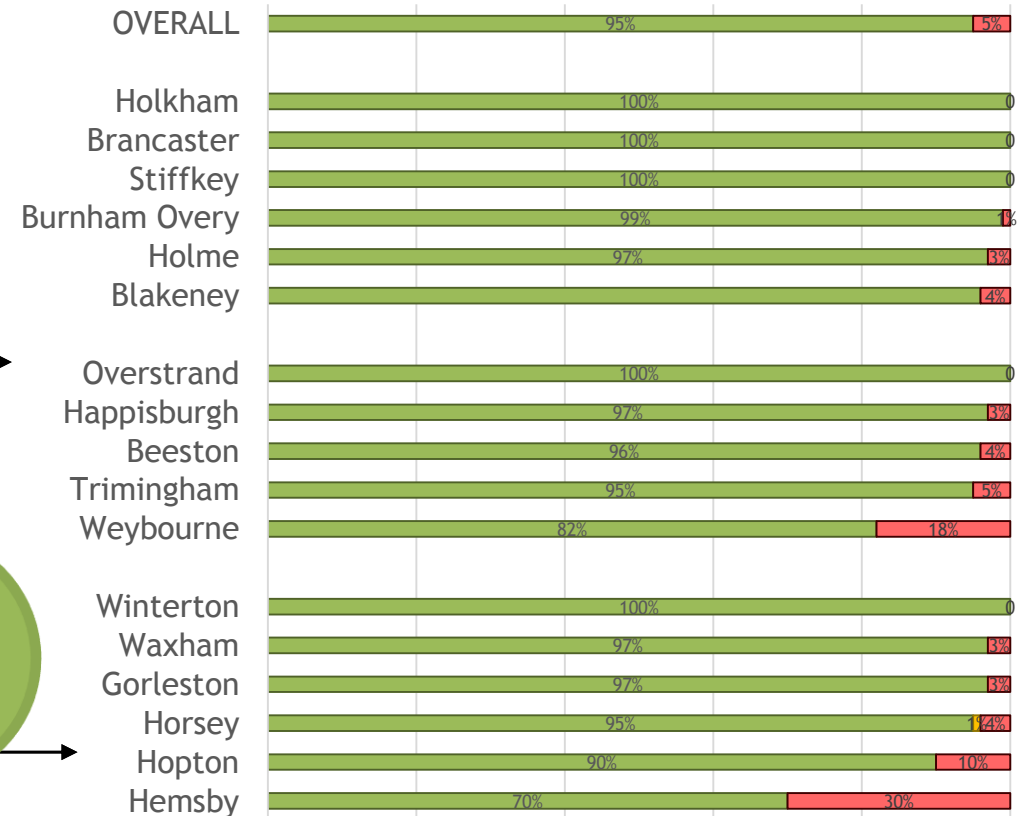
■ Yes

■ Maybe

■ No



Likelihood to return - by location



Recommending the Trail

The vast majority of visitors would recommend the trail they visited;

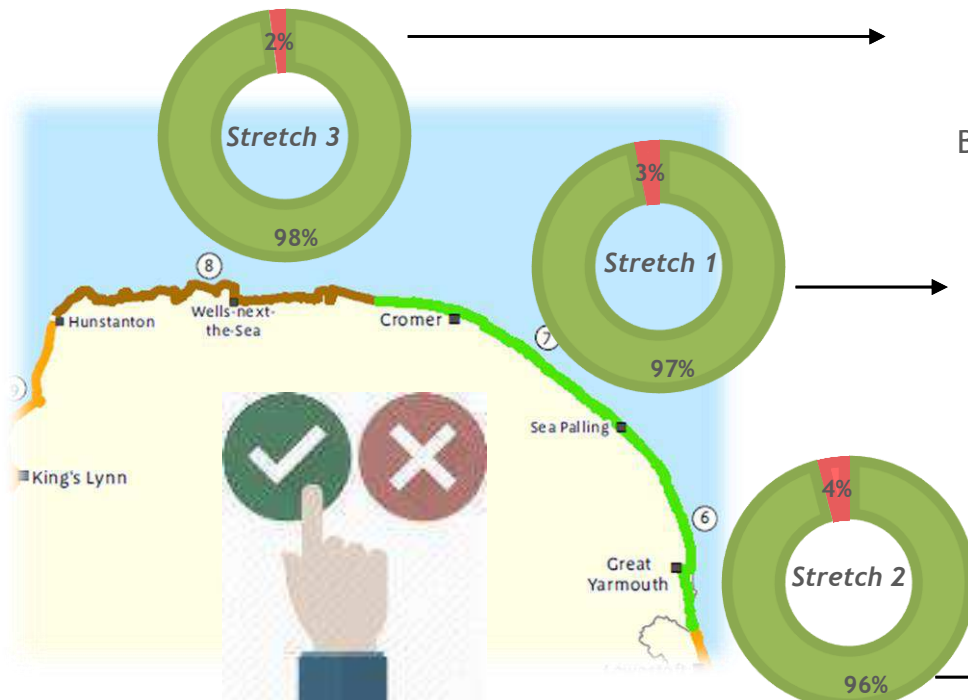
However, Winterton, Hopton and Gorleston stand out, with a notable proportion saying they wouldn't recommend the trail

22

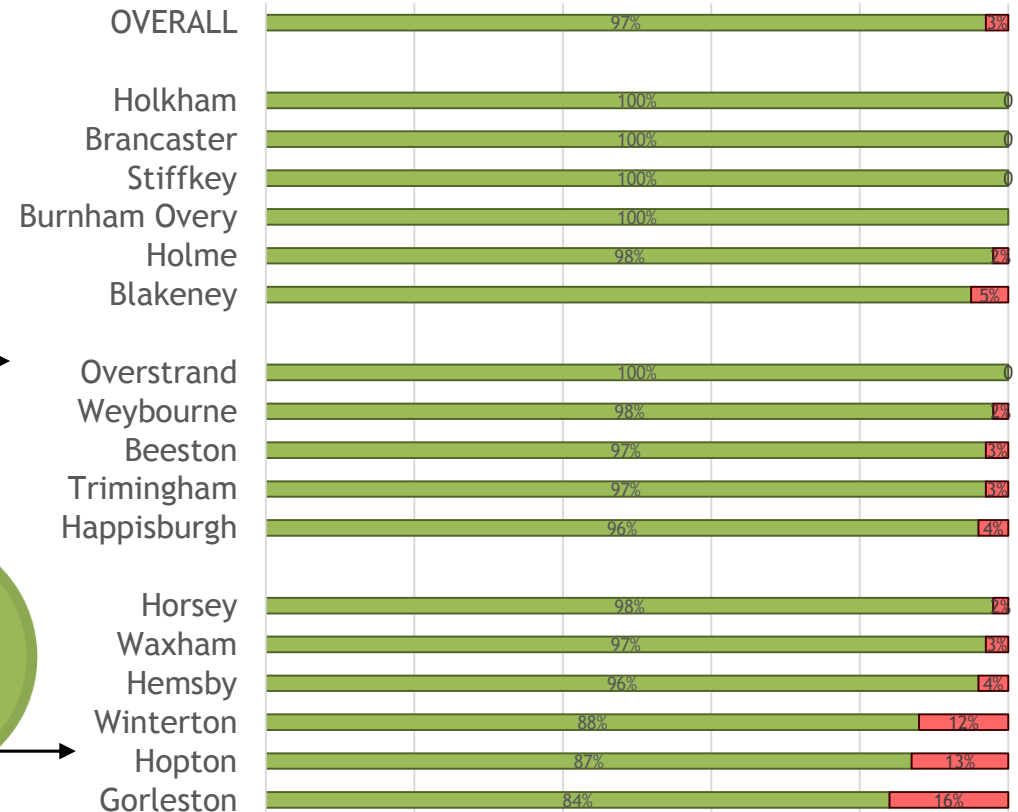
Likelihood to recommend - by stretch

■ Yes

■ No



Likelihood to recommend - by location



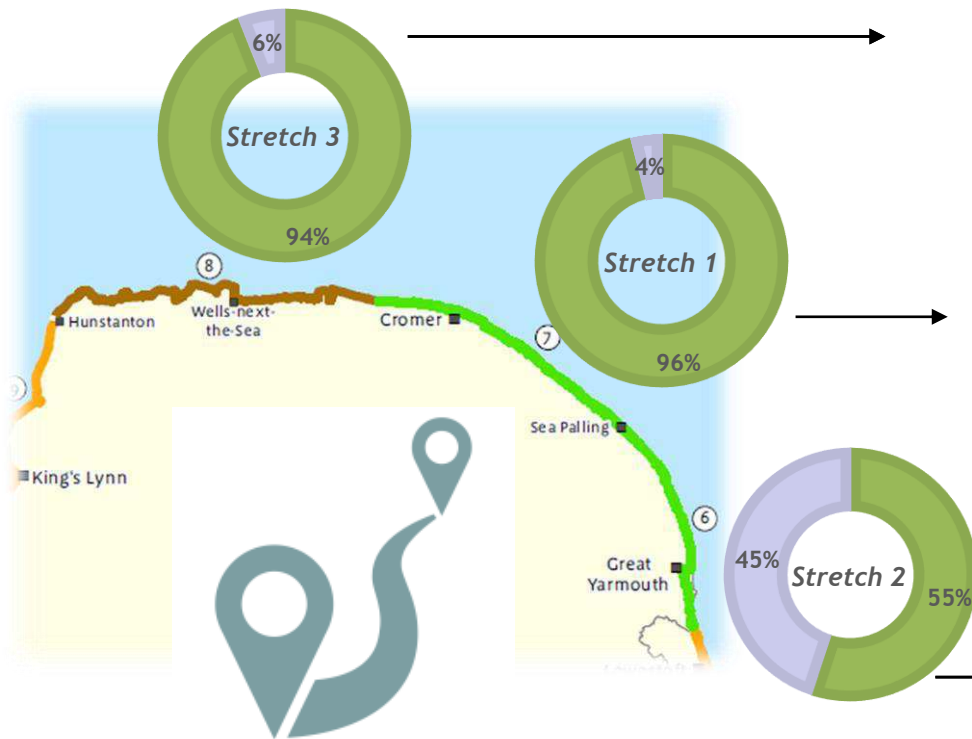
Was visit incidental or intentional? (interviewer-led surveys)

The vast majority of visitors intentionally visited the trail, although Stretch 2 and particularly Waxham stands out, with many people saying they were visiting the beach rather than the trail 23

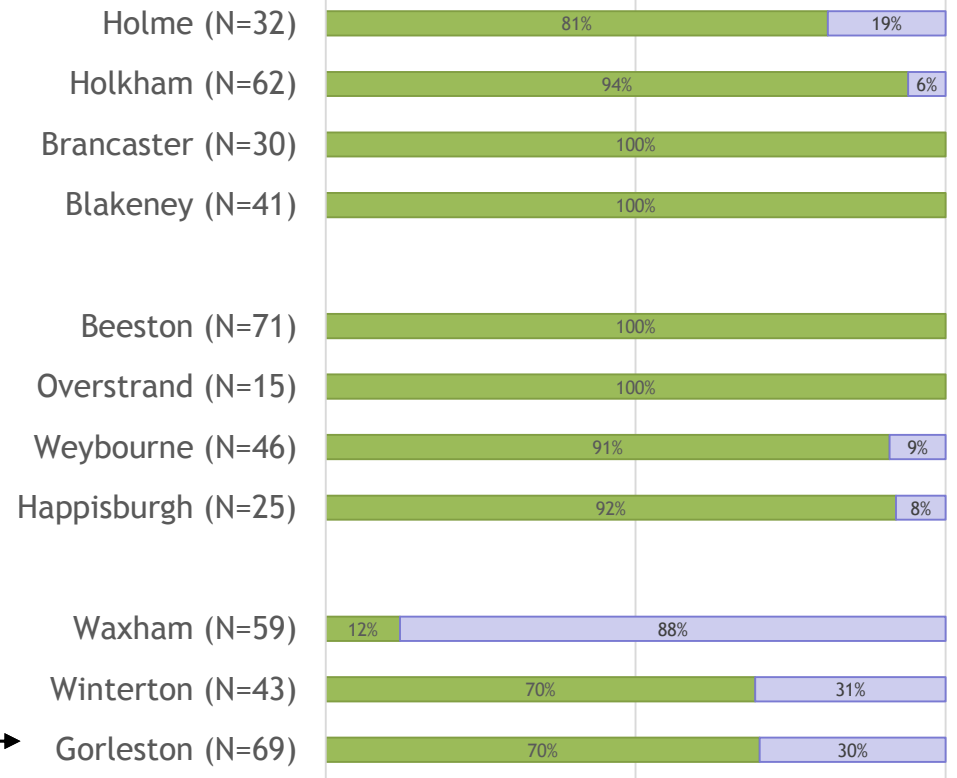
Intentional or incidental - by stretch

■ Intentional (came to visit the trail itself)

■ Incidental (on your way somewhere else e.g. beach)



Intentional or incidental - by location

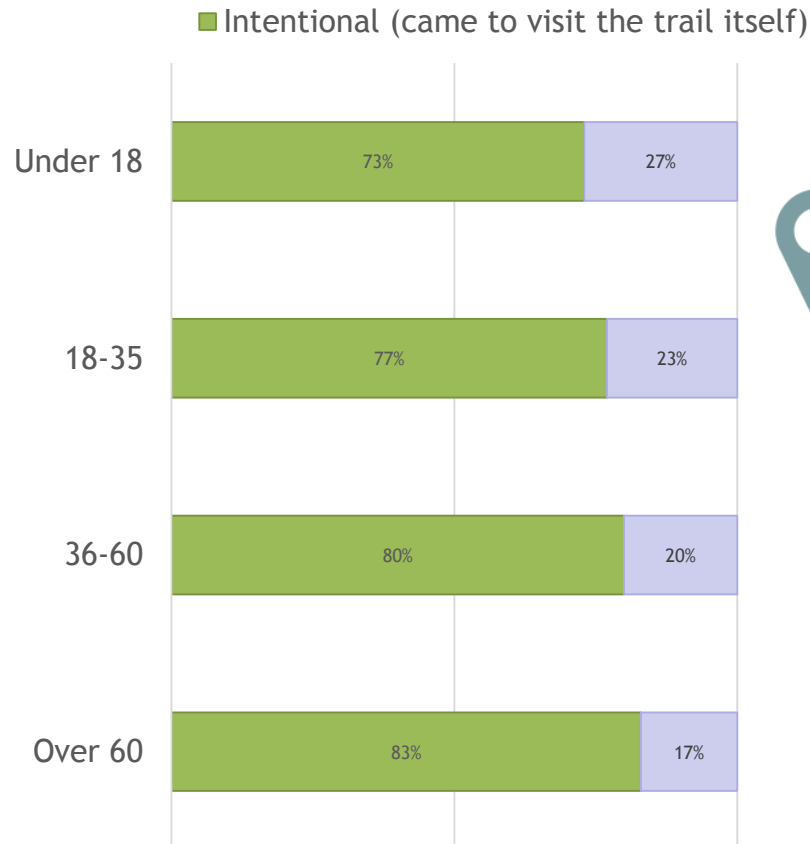


Was visit incidental or intentional? (interviewer-led surveys)

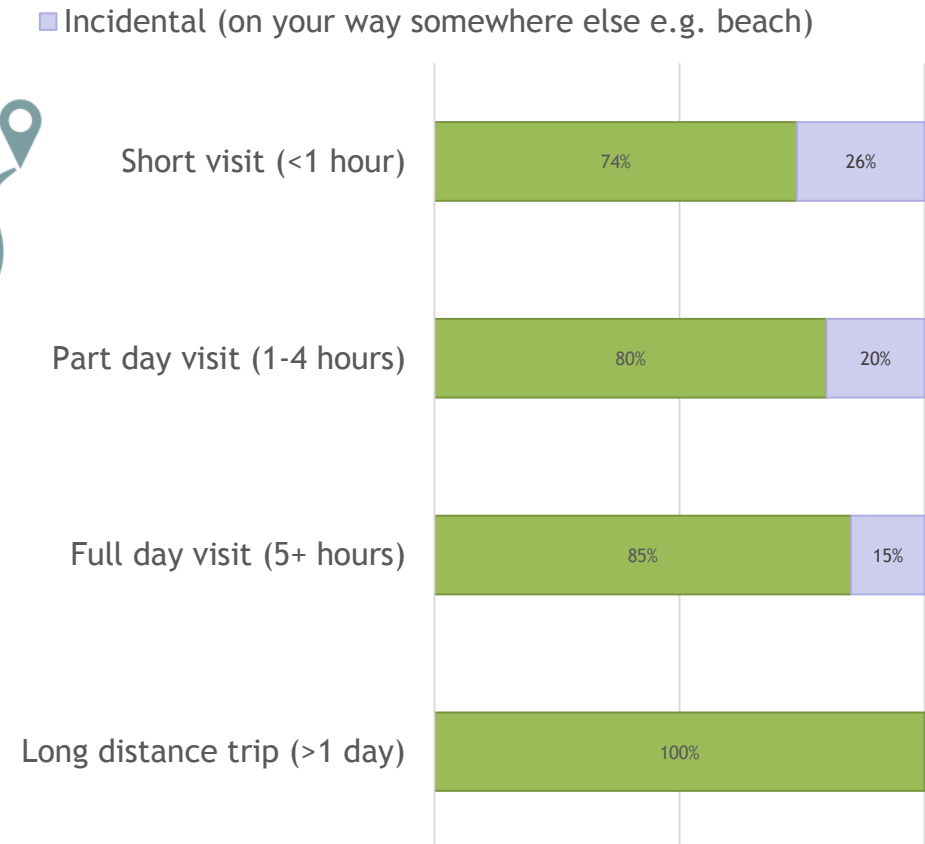
As age and length of stay increases so does 'intentional visiting' i.e. they have specifically come to visit that trail

24

Intentional or incidental - by age



Intentional or incidental - by location



Visitor behaviour (by age)

25



Under 18s	18-35s	36-60s	Over 60s
-----------	--------	--------	----------

Under 35s spending less time on average on the trails than ages 35+



SHORT VISIT (<1 hour)
FULL DAY VISIT

38%	36%	28%	29%
5%	8%	11%	11%

Under 35s significantly more likely to be first time visitors to the trails



First visit to the trail

44%	48%	38%	33%
-----	-----	-----	-----

Ages 18-35s significantly more likely to be using websites for information about the trail



Use websites for info about the trail

17%	34%	18%	15%
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Under 35s more likely to be on an 'incidental' visit, rather than intentionally visiting the trail



Incidental visit?

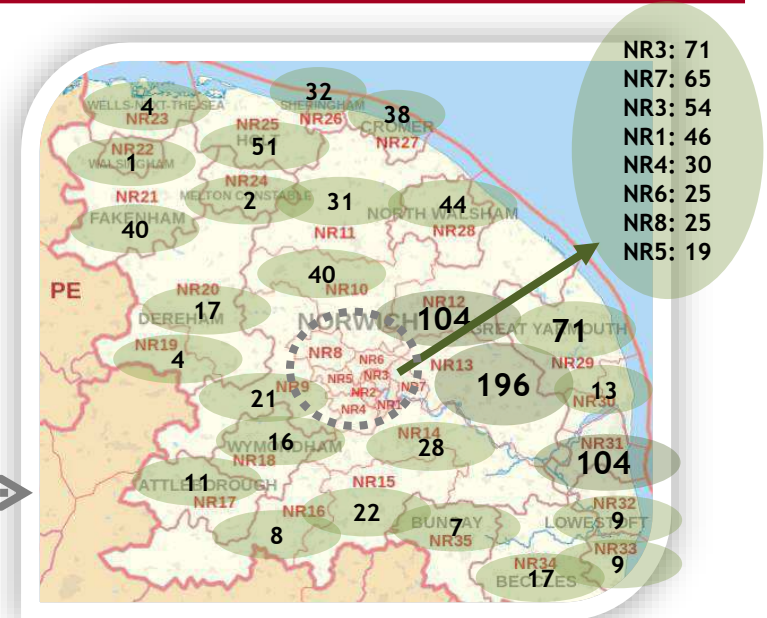
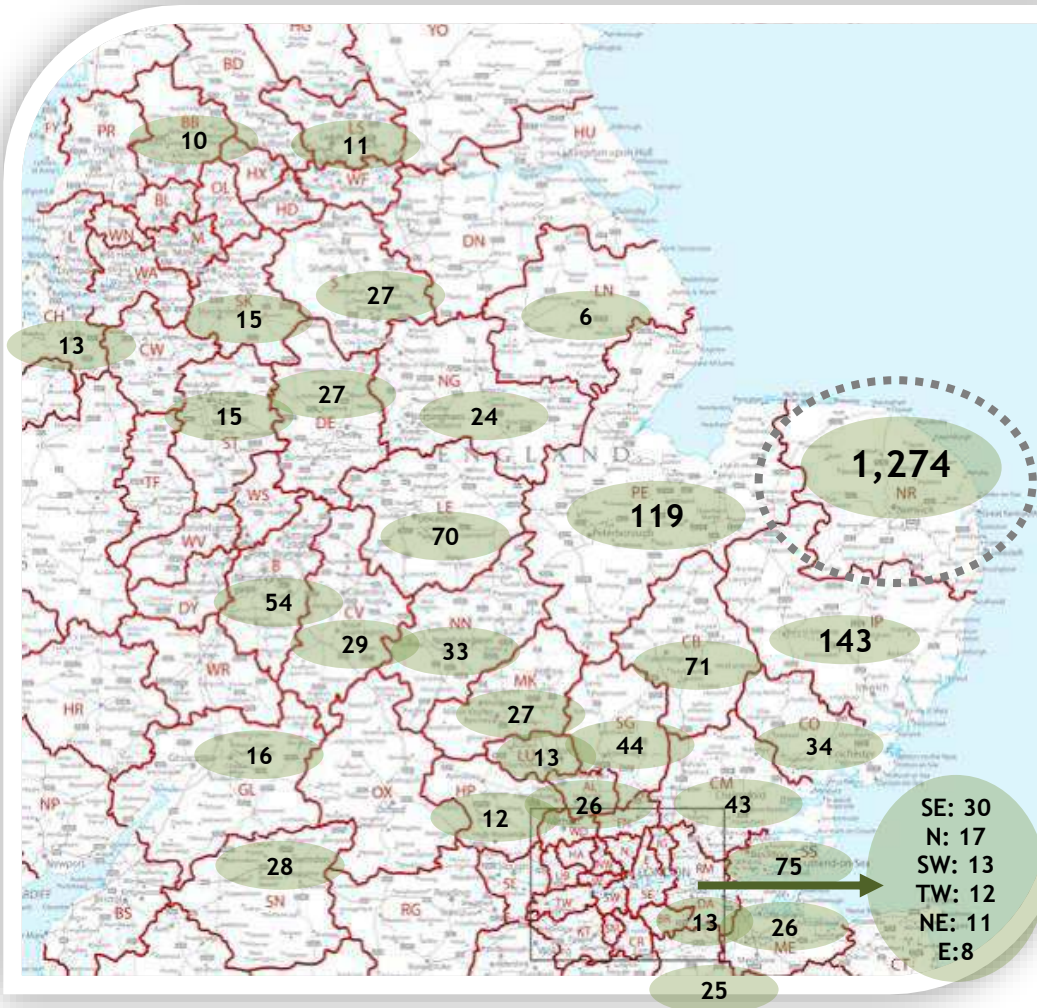
27%	23%	20%	17%
-----	-----	-----	-----

Location of permanent address (key responses)

Locally, NR13, NR12 and NR31 are the key feeder postcodes for visiting the trail;

Visitors are most likely to travel to the trail from IP and PE postcodes; LE, CB and SS postcodes also feature strongly

26



Economic impact of the trail

Total (unfactored) spend





1 in 2 visitors are spending money as part of their visit to the trail (on either accommodation, food & drink and/or other activities), with an average spend of £22.76 across all visitors (N.B. this is a 'raw data figure and does not factor in elements such as return visits or the impact of length of stay')

28

Overall>>



Spend decreases as the trail moves from West to East and in Winter and Spring (noting that spend is highest in Autumn; average spend is highest amongst the 36-60 age group)

Stretch 1 (Weybourne to Sea Palling)	60%	£23.61		48%	£15.51	Under 18*>> 54%	£19.06
Stretch 2 (Sea Palling to Hopton)	51%	£21.11		59%	£27.36	18-35>> 56%	£18.74
Stretch 3 (Hunstanton up to Weybourne)	50%	£25.06		59%	£28.35	36-60>> 56%	£26.95
				44%	£15.69	Over 60>> 49%	£22.39





Spending on accommodation

1 in 4 spent money on accommodation (with an average across ALL trail users - including non spenders - of £12.01) 29

Overall>>



The highest proportion and value of spenders on accommodation was in Stretch 1 and in Summer and Autumn; ages 36+ spend the most on accommodation

Stretch 1 (Weybourne to Sea Palling)	32%	£13.03		17%	£7.06	Under 18>> 27%	£10.14
Stretch 2 (Sea Palling to Hopton)	22%	£11.35		32%	£12.78	18-35>> 21%	£8.65
Stretch 3 (Hunstanton up to Weybourne)	21%	£12.17		32%	£16.88	36-60>> 26%	£14.12
				14%	£8.23	Over 60>> 23%	£12.49

Spending on food and drink





43% spent money on food and drink (with an average across ALL trail users - including non spenders - of £8.79)

30

Overall>>



Spending on food & drink is highest along Stretch 3 and in the Summer; ages 36-60 are the highest spenders on food and drink

Stretch 1 (Weybourne to Sea Palling)	49%	£8.80		40%	£6.68	Under 18>> 37%	£6.51
Stretch 2 (Sea Palling to Hopton)	39%	£7.78		53%	£11.56	18-35>> 45%	£8.13
Stretch 3 (Hunstanton up to Weybourne)	45%	£10.81		45%	£9.62	36-60>> 48%	£10.78
				34%	£6.17	Over 60>> 41%	£8.44

Spending on other activities





Only 15% spent money on other activities, with an average of £1.95

31

Overall>>



Spend on other activities is highest (in value) along Stretch 3 and in the Summer; those with under 18s are more likely to be spending more money on other activities

Stretch 1 (Weybourne to Sea Palling)	16%	£1.77		14%	£1.77	Under 18>> 19%	£2.42
				16%	£3.02	18-35>> 21%	£1.96
				14%	£1.86	36-60>> 15%	£2.05
				16%	£1.30	Over 60>> 9%	£1.46
Stretch 2 (Sea Palling to Hopton)	17%	£1.98					
Stretch 3 (Hunstanton up to Weybourne)	10%	£2.08					

Spend by length of visit

The value of longer stay visitors is evident when looking at spend by length of visit

32

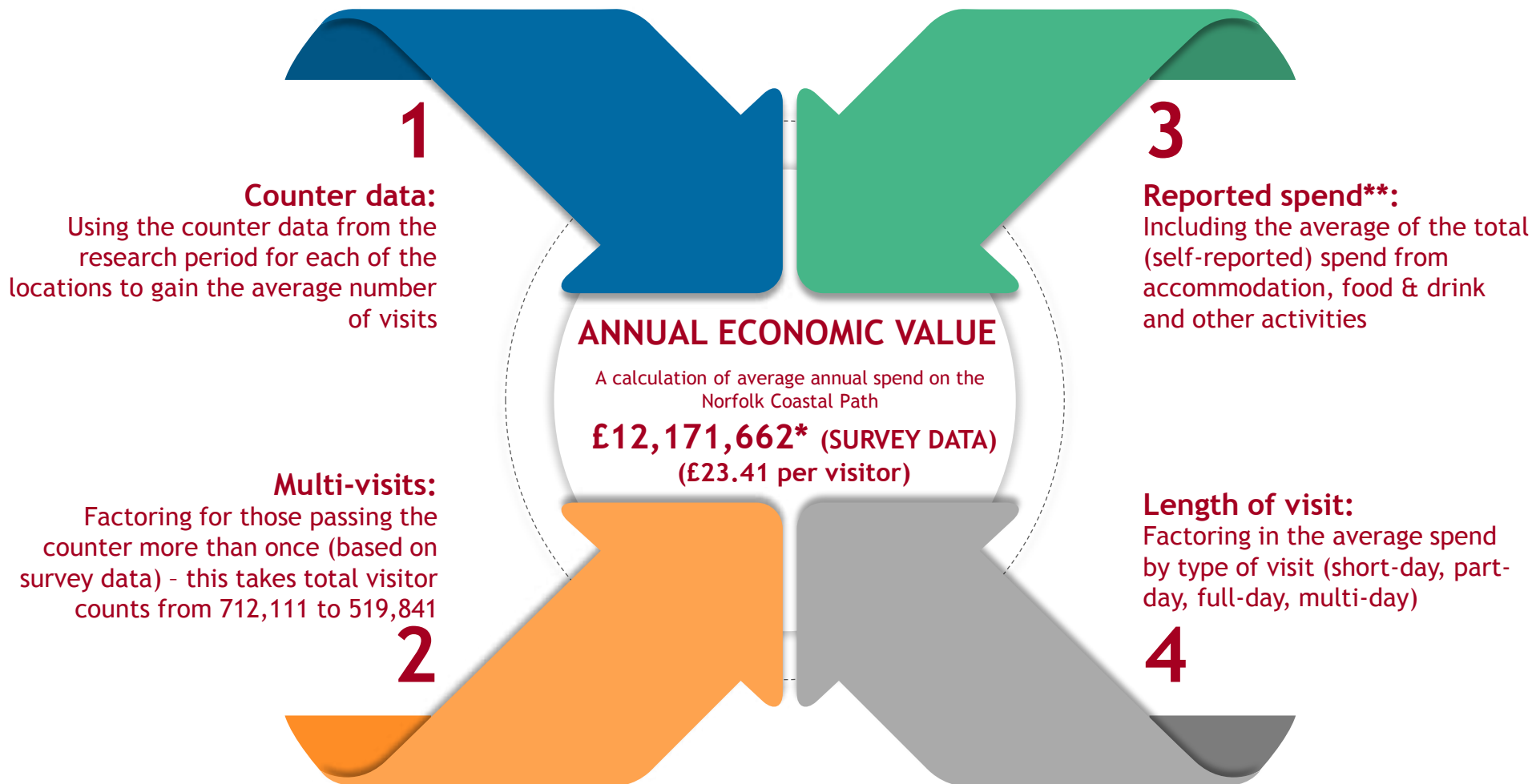


Length of trip	Accommodation	Food & drink	Other activities	Overall
SHORT VISIT	21%	29%	12%	43%
	£9.86	£5.80	£1.49	£17.15
PART VISIT	20%	44%	15%	54%
	£10.39	£8.40	£1.78	£20.57
FULL DAY	31%	68%	14%	70%
	£16.78	£13.96	£1.68	£32.42
LONG DISTANCE	66%	72%	28%	83%
	£29.13	£18.92	£5.85	£53.90

Economic calculation



33



Business owners - qualitative insights

Four unstructured qualitative interviews were carried out with local businesses along the coast to provide insights about the impact of the trail from a different perspective



Positive impact on businesses

- The trails clearly have an impact on many businesses along the coastal path - from businesses that have reaped the benefits of increased footfall to those that have based their offering on the path itself
 - ⇒ *"You cannot underestimate the value of having a really good set of trails"*
 - ⇒ *"I saw the huge opportunity that 84 miles of coastal path had to offer"*
- The economic impact figure of the path in this report does not reflect the additional impact of the trail on businesses (nor indeed the positive impact to health) - there is also some scepticism about models that are used to measure impact on businesses, due to the idiosyncrasies of individual sites/areas
 - ⇒ *"What some bodies can't get their heads around is that the value goes way beyond the users of that trail"*
 - ⇒ *"The tourism value wouldn't be the same if we didn't have a trail on our doorstep"*
- It's also a two-way street
 - ⇒ *"We're now put more people on the path than we take off it. I'd like to see more counters, East and West of Deepdale"*



Growing the Norfolk brand

- There is appetite for working in partnership more to grow the Norfolk brand - but help is needed to do this
 - ⇒ *"The challenge is promoting the whole of Norfolk"*
 - ⇒ *"Giving back programmes go some way to helping and enhancing the visitor experience"*
 - ⇒ *"The council isn't hugely connected with businesses. We've suggested an online portal to access imagery/maps - promoting walks & trails even more - one point of reference, PDF newsletters. It would make it easy for visitors and businesses. We're eager to help promote what they're doing - let us help!"*



Booking trends

- ➔ It's an exciting time for Norfolk, with some key trends being:
 - ⇒ 35% increase so far in short break bookings (under 7 nights)
 - ⇒ People seemingly taking a handful of short breaks, rather than one big break
 - ⇒ People are increasingly coming at different times of the year
 - ⇒ Increased visits in 'shoulder months' - May/June/September (*"The biggest is the school holidays but we're now starting to see it spread across to non-school holiday times too"*)
 - ⇒ Increase in multi-generational holidays/groups: rentals of properties sleeping 6 are up 10% year on year and those sleeping >6 are up by 20% - but with no massive change in the portfolio of properties
 - ⇒ An increase in holidays with pet bookings - which suggests an increased likelihood of people subsequently doing walking/outdoors activities
 - ⇒ People are spending more too - booking values are going up on average



The coast is a hotspot for investment

- ➔ Property owners are investing in the coast more than the Broads and countryside;
- ➔ Hunstanton to Sheringham/Cromer is a key area of growth. Wells is the most 'searched-for' area on the website but there is an increase on people searching for Sheringham and Cromer



Winter doesn't have to be a detractor

- ➔ The trails can have a positive impact in the 'harder to sell' colder/winter months:
 - ⇒ *"We have to work harder at selling in the cooler months - walking and wildlife is ideally placed to do this"*



There are opportunities for the council to engage more with businesses on the trail

- ➔ There is a perception that many businesses are unaware of the opportunities the trails can bring to their businesses, and only a handful of businesses are currently engaging with the trails partnership
 - ⇒ *“There are people who are aware... and people who are aware and shout about it”*
 - ⇒ *“We join up with local businesses e.g. yoga retreats - it means there’s no cost, it’s just another experience for our customers”*
 - ⇒ *“With us and Deepdale we’ve shown how it can work - if you sit down and talk to each other, you can achieve a mutual understanding but it takes two to make it happen”*
 - ⇒ *“People need to join forces without taking on too much work - work that is mutually beneficial”*
 - ⇒ *“On walking holidays people can enjoy the coast in a sustainable way. We promote local businesses that can provide guided walks, there’s the nature shop at Deepdale, Runton Walks, Paddle Boards - we encourage people to enjoy other activities”*
 - ⇒ *“I thought National Trails were one big company until I got a bit more involved with people - had no idea Norfolk Trails was part of the council, so it’s a comms issue”*
 - ⇒ *“I sometimes have an issue with number of nights when booking our walking holidays - many are two night stays over the weekend which is no use for walkers”*

Transport



- ➔ The coastal bus service was mentioned several times as an issue
 - ⇒ *“Transport can be an issue - we need a decent bus service - between Mundesley and Caister it is non-existent - it would make such a difference”*
 - ⇒ *Travel is an issue - If you parked in Hunstanton, how do you get back from Sea Palling - from Cromer to Great Yarmouth is a black hole*



The perceived differences in sections of the trail and impact on businesses is evident:

- North Norfolk is an AONB and will always attract more interest, but the eastern seaside towns/villages are not always well-regarded and the landscape is considered less attractive
 - ⇒ *"People are sometimes quite happy to stop in Cromer than go round the east side"*
 - ⇒ *"The east coast is popular but horrible in comparison (although Winterton and Mundesley are lovely)"*
 - ⇒ *"Remote areas are not as accessible to get through and not as picturesque"*
 - ⇒ *"Mundesley is beautiful but people don't explore the path there enough"*
 - ⇒ *"Hemsby and Great Yarmouth are not nice - full of arcades, not gentrified"*
 - ⇒ *"Problems with coastal erosion"*
 - ⇒ *"They'd have to build amazing houses and delis to have an impact"*
 - ⇒ *"There aren't the facilities and infrastructure around the east side e.g. fewer B&Bs, 'Reef' and cash only in some places"*
- There are also fewer vacation properties on the east coast compared to North Norfolk
 - ⇒ *"The east coast has beautiful properties but they are harder to fill"*
- But perhaps more could be done to help mitigate some of the detractors:
 - ⇒ *"There could be a lot more promotion of the Deep History Coast"*
 - ⇒ *"Need more promotions of circular walks"*
 - ⇒ *"The beaches are nice. And the tides don't go out as far"*
 - ⇒ *"Could brand it as the Secret Stretch - more funding with products and maps; add into next year's Acorn Scheme"*



How to better promote the trails

- There was consideration of promoting the trails with more walking champions who are not part of the council e.g. local celebrities such as Suzy Fowler-Watts
- 'Experiences' are on-trend at the moment and this works to the trail's advantage
 - ⇒ *"Everything is about the experience these days. Norfolk's big skies - you can totally immerse yourself and carry on the experience, get the mud between your toes. It is an exclusive and unique opportunity for us"*
 - ⇒ *"Seals! We have big reviews on the website about them"*
- Several have found they have had to embrace social media, with positive results
 - ⇒ *"Social media - it doesn't come naturally to me but we embraced it and directed people to the website; blogging was also important"*



Being dog-friendly is a huge benefit

- The dog-friendliness of the coastal path as an experience is a big attraction, and the number of dog-friendly places on the North Norfolk Coast is seen as beneficial
 - ⇒ *"Dog friendly is a real draw"*
- However, increased dog walking means helping to manage irresponsible owners
 - ⇒ *"Leave no trace (our business is being mindful of this but not all are)"*
 - ⇒ *"Dog friendly is great but some leave mess and disturb the birds so need help to stop that e.g. more dog bins"*

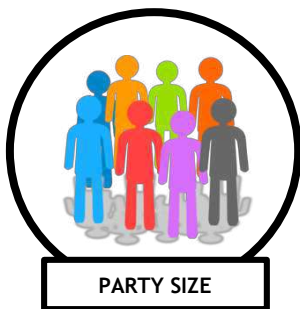
Summary & considerations



- The gender profile is broadly evenly split between males and females
- The age profile for the trails is typically aged over 35, with 36-60 being the most represented age cohort; 18-35s are the least represented
- On balance, Stretch 3 has the maturest age profile, whilst Stretches 1 & 2 are slightly more appealing for families; popular specific locations for families are Hemsby, Hopton, Horsey, Beeston and Weybourne



- Walking, and specifically dog walking, are (by far) the main activities on the trails
- Dog walking is particularly popular in Winterton
- However, the range of activities on the trails is wide-ranging, with nature featuring strongly (particularly birds and seals) but also creative, educational, conservational and religious pursuits (e.g. painting, courses, litter picking, pilgrimages)



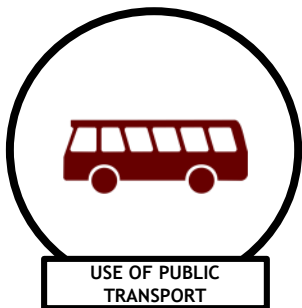
- There are large differences in party size by location
- Stretch 2 has a higher proportion of 3+ party sizes, with Horsey, Hemsby, Beeston, Blakeney, Gorleston and Hopton having the largest party sizes
- Holme is significantly more likely to have party size of 1 (most likely to be bird watchers)



- Large differences in 'return' behaviour by location, with Stretch 1 being significantly more likely to only have visitors passing only once;
- Visitors to Winterton, Blakeney & Burnham Overy are much more likely to pass the counter twice, whilst Trimingham, Holkham, Weybourne and Overstrand visitors are most likely to pass the counter only once



- Stretch 2 attracts visitors for shorter periods overall (particularly Winterton, Horsey & Gorleston); longer trips are evident at Holme, Brancaster, Beeston, Trimingham, Hemsby and Hopton
- Understandably, length of visit increases in the summer, with 1 in 4 staying a full day or overnight (compared to around 1 in 6 in Spring and Autumn and 1 in 10 in Winter)



- Around 1 in 10 use public transport along Stretches 1 & 3 but this rises to nearly 1 in 5 along Stretch 2
- Use of public transport is highest amongst visitors to Trimingham, Beeston and Hemsby;
- Use of public transport increases as length of stay increases



- Significant differences by stretch in terms of repeat visiting - Stretch 3 has significantly more repeat visitors than Stretch 1, which has significantly more repeat visitors than Stretch 2 (although Winterton is 100% repeat visitors)
- The trails are very much enjoyed by visitors and there is a strong inclination to return; even for those who don't intend to return, the majority say they would recommend the trail, indicating that it isn't enjoyment of the trail that reduces intent to re-visit
- However, a notable proportion say they wouldn't recommend the trails at Winterton, Hopton and Gorleston



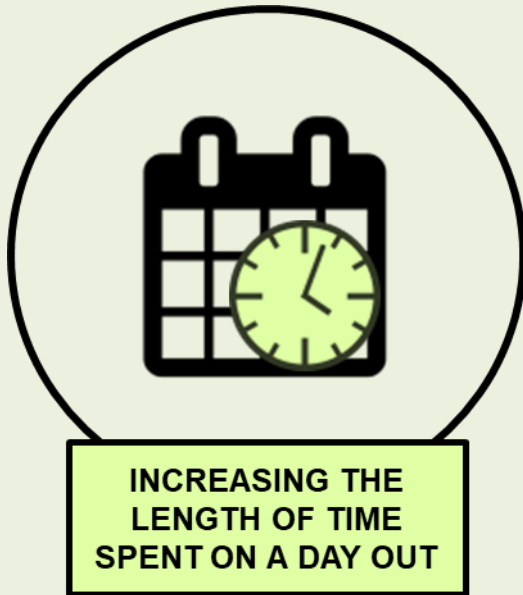
- Use of websites to find out information about the route varies widely for the different trails, being much higher for Burnham Overy, Happisburgh, Overstrand, Trimmingham and Horsey
- Use of websites increases as length of stay increases
- Ages 18-35 are significantly more likely to search for information about the trails via websites than other age groups
- Websites most likely to be used for information are Norfolk County Council (by far), Google (& Google Maps), Norfolk Trails, (Friends of) Horsey Seals/Horsey Gap, National Trails and National Trust



- The vast majority of visitors intentionally visited the trail, although Stretch 2 and particularly Waxham stands out, with many people saying they were visiting the beach rather than the trail
- As age and length of stay increases so does 'intentional visiting' i.e. they have specifically come to visit that trail
- Locally, NR13, NR12 and NR31 are the key feeder postcodes for visiting the trail;
- From outside NR postcodes, visitors are most likely to travel to the trail from IP and PE postcodes; LE, CB and SS postcodes also feature strongly



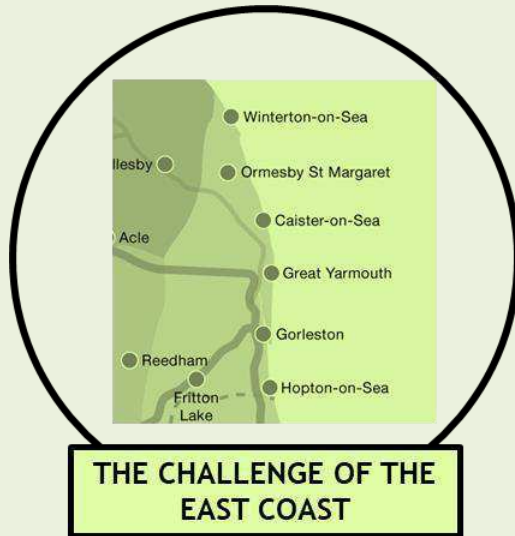
- The age profile for the trails is typically aged over 35, with 36-60 being the most represented age cohort; 18-35s are the least represented. There is no significant gender bias and party size is most likely to be 2
- It is also important to note differences by stretches and individual sites e.g. Stretch 2 (generally), Hemsby, Horsey, Hopton, Beeston and Weybourne all have a higher proportion of larger group sizes and under 18s (i.e. families)
- Whilst this is not new information, it is important to remember when communicating about the trails in terms of content (tone of voice, images used, calls to action, competitions)



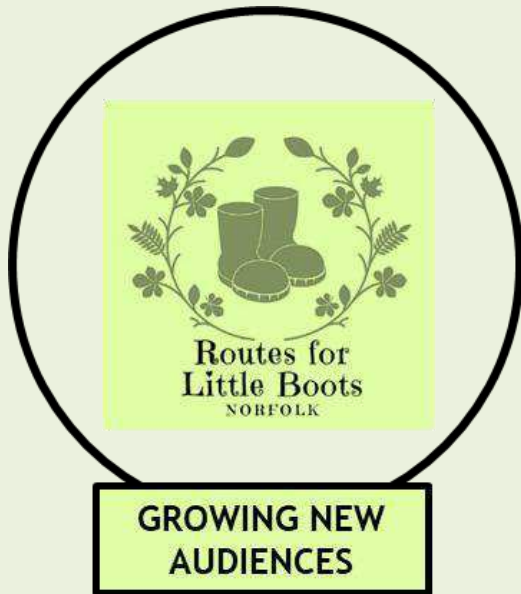
- ➔ Length of visit varies widely by stretch, site and season; it is also clearly evident the impact longer stays have on visitor spend (particularly overnight stays)
- ➔ Norfolk Trails is only one cog in the wheel of **growing the Norfolk brand** and consideration might be given to:
 1. Continuing to help facilitate partnerships between local businesses e.g. keep encouraging organisations to attend partnership meetings, show how it can be mutually beneficial (case studies?)
 2. Consider how to help and inspire visitors e.g. adding more information to communications about walks by @mentioning pubs, eateries, activities, local attractions, events that might be of interest, do shout outs, mini itineraries and mini blogs about businesses on the trails. Consider what your target audience like to do e.g. people love a pub walk
 3. Consider an online portal for visitors and businesses to access information (e.g. access to imagery/maps/PDF newsletters - promoting walks and trails even more)



- 'Norfolk Trails' is heavily eclipsed by 'Norfolk County Council' in terms of referenced websites and there is opportunity to grow the brand's presence
- The council's walking pages are not currently branded as Norfolk Trails and having a dedicated, branded website may present opportunities for the brand and enable clearer communication to users/potential users, such as the vision, aims, objectives, activities and initiatives, rather than simply being a list of walks (although these would still be great to include!)



- North Norfolk AONB (Stretch 3) has so much to offer: it has a significantly higher proportion of repeat visitors (rather than first-time visitors) and average spend is higher per person - yet the further round the coast travelled, the less the average spend, the higher proportion of first-time visitors and proportion of 'incidental' visitors to the trail
- **BUT Stretch 2 has the highest proportion of families. Can this be turned into a positive? What else can be done to embrace families along this stretch? What partnerships with local businesses? E.g.**
 - ⇒ Access-tested, short circular walks for tots near
 - ⇒ Munzee trails/Treasure Trail style walks
 - ⇒ Geocaching
 - ⇒ Den-building hotspots
 - ⇒ Activities along the trails to create adventures e.g. brass rubbings, sculpture trails
 - ⇒ Circular family pub walks (with play areas?)
- With potentially minimal effort (e.g. adding and carefully developing a family section on the website), the east can really 'own' the space of being an adventure hotspot for children & families



- The core age profile for the coastal path is ages 35+; However, consideration might be given to **new/different/growing audiences with different needs i.e. families**
- The increase in the number of ‘Access tested’ walks is a positive step and building on this in future months/years would be a positive step to ensure the needs of different audiences are catered for
- Things to consider for families:
 - ⇒ Is the walk accessible for a pushchair (are there any styles? Are gates/kissing gates wide enough?)
 - ⇒ Surfaces - are they hard or soft? Affected by the weather? Bumpy or smooth? Pushchair friendly or pushchair tolerable, or neither?
 - ⇒ Length - how long is the walk? People with toddlers will potentially be after shorter walks than those with a pushchair
 - ⇒ Parking - is there a car park, how easy is it to park and how much does it cost?
 - ⇒ Seating - are there any rest stops for breastfeeding?
 - ⇒ Facilities - is there a food or drink establishment nearby, does it have toilets and, specifically, baby change facilities? Is there a play area? Anything extra that is child-friendly?
- Finding this information via the council is currently challenging! Yet there is appetite for it amongst families



- Being dog-friendly is a huge benefit for the coastal path
- However, increased popularity comes with increased irresponsible behaviour by some e.g. dog fouling - and work is needed with partner organisations to help mitigate this
- Continued communication about health threats to dogs along the coast is also important - with such a high proportion of visitors being dog walkers, the recent threats to dog safety are likely to have deterred many people from visiting

Considerations

50



Overall>>

54%

Spending money as
part of their visit to
the trail

519,841

VISITORS
Factored number of
visitors (i.e. factoring
in return trips)

£23.41

Average factored/
adjusted spend
PER VISITOR

£12,171,662

ECONOMIC ANNUAL
VALUE OF THE TRAIL
2017-2018

Stretch 3

(Hunstanton up to Weybourne)

→ Average spend is highest @ Stretch 3 (Hunstanton to Weybourne)

Stretch 2

(Sea Palling to Hopton)

→ ...and lowest @ Stretch 2 (Sea Palling to Hopton)



→ Summer and Autumn have significantly higher average spend levels (and Autumn is as important as Summer)



36-60

→ Ages 36-60 are the highest spenders



→ The longer people visit the trail for, inevitably they will spend more money - keeping people on the trail longer should be a key objective



→ **HOWEVER**, economic calculations are only part of the picture - a lot of the value of the path cannot be quantified and the value goes beyond what people are spending e.g. physical & mental health benefits, knock-on effects to businesses, entire livelihoods depending on it and general wellbeing

STRENGTHS

- Trails are highly enjoyable
- Propensity to return/recommend is high
- North Norfolk AONB
- 'Experiential'
- Dog-friendly
- Lots to offer
- Positive impact on local businesses

OPPORTUNITIES

- Encouraging/facilitating greater business connections
- Helping grow the Norfolk Brand
- Supporting any public transport initiatives for the east side
- Targeting areas with large party sizes to make them family-friendly e.g. short circular walks with kids activities near Hemsby, Beeston, Hopton and including activities
- Keeping people on the trail for longer/encouraging overnight stays (increases spend)
- Greater promotion of Deep History Coast
- Stretching out the influx of seal visitors further e.g. to Waxham and Winterton

WEAKNESSES

- Information on accessible pathways not always easy to find online
- Some visitors on the east coast are not aware they are walking on the coastal path
- The main draw is North Norfolk - some areas on the east coast are seen as much less appealing

THREATS

- Infrastructure poor on east coast
- Public transport a hindrance to one-way walking on the path
 - Continued threat of coastal erosion
 - Increased popularity comes with increased irresponsible behavior by some e.g. towards wildlife, littering, wild camping debris and dog fouling - work needed with partner organisations to mitigate this
- Recent issues regarding dog deaths on beaches



The Value of Coastal Access: A Case Study of the Norfolk Coast Path



(Norfolk County Council, 2017).

1000 84079

Dr Rosalind Bark

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1. Abstract

Local authorities around the UK are responsible for the management and maintenance of the natural environment, including recreational spaces such as walking trails. However, efficient management of these spaces requires an understanding not only of the costs of maintenance but also of the benefits derived. Valuing the benefits from natural ecosystems is challenging, and these ecosystems are therefore often undervalued. This thesis looks at the case study of the Norfolk Trails, a countryside access team within Norfolk County Council, who have lacked suitable methodologies to fully estimate the value of their walking trail network. As such, the economic value of their trails has been underestimated, which has negative implications for their decision-making or for funding applications.

Environmental economics provides a suite of non-market valuation tools that can be employed to reset the balance. As this thesis coincides with the England Coast Path Scheme, contingent valuation and travel cost methods are used to identify the economic value of Norfolk's newest stretch of coastal access, constructed as part of the scheme. Travel cost and contingent valuation methodologies were employed, estimating values of £3.29 and £3.09 per visit respectively. Each value was combined with an average user spend of £20.90 per visit, and fed into a cost-benefit analysis. Results showed the aggregate benefit of the trail outweighs construction costs 26 times in the first year since launch. The findings and implications from this study, specifically as a framework for Norfolk Trails to follow, are then discussed. The need for future studies to incorporate multiple methodologies was concluded.

Keywords: Contingent valuation, travel cost, non-market valuation, recreation, England Coast Path, cost-benefit analysis.

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2. Introduction

2.1 The England Coast Path Scheme

Under the Marine and Coastal Act of 2009, new rights of coastal access were established. A duty was placed on the Secretary of State and Natural England (NE) to secure a route for the whole of the English coast, along which the public can make recreational journeys. For context, NE is a non-departmental public body responsible for protecting and improving the natural environment. The England Coast Path (ECP) is being created as a result of this legislation, combining pre-existing public rights of way (PROW) and newly created access (Gov.uk, 2018a). On 29th June 2012 the first stretch, 32km from Portland to Lulworth Cove was opened to the public (Gov.uk, 2017a). On 24th October 2017, Norfolk followed suit with its second stretch, 34km from Sea Palling to Hopton-on-Sea (Figure 4) (Gov.uk, 2017b). This thesis will focus on this stretch, henceforth referred to as ECPS2.

Human beings, as welfare maximising agents, attach positive economic values to non-market goods and services, which the coast provides (Wilson *et al.*, 2005). It is therefore recognised that coastal recreational activities have the potential to deliver significant economic benefit to rural areas, and thereby support rural diversification, innovation and regional development (Barry *et al.*, 2011). In view of this, policy makers worldwide have introduced a number of initiatives to enhance coastal resources, such as the Marine and Coastal Act of 2009 discussed above. However, there are surprisingly few empirical studies quantifying the economic benefits associated with coastal recreation, with many previous studies focusing on the recreational value of agricultural land, forests, or protected areas (Barry *et al.*, 2011). Furthermore NE publications (2013) frequently refer to “recreational benefit” however this is never quantified. Hence, the impact that ECPS2 may have on the economy, whether it will bring about enough economic benefit to make the effort and expenditure worthwhile, is unknown. Moreover, stretches 3 and 4 of ECP in Norfolk, 60km from Hunstanton to Weybourne, and 53km from Sutton Bridge to Hunstanton respectively, are in the planning stages. It would be appropriate to identify the value gained from prior stretches, to inform any planning and decision-making for these subsequent stretches.

2.2 Norfolk Trails Management

The Norfolk Trails (NT) comprise a network of over 1,900km of walking, cycling and bridle routes, including the Norfolk Coast Path and its newest stretches (Figure 1). Funding is sourced from external projects to support the vast majority of these trails and their maintenance (personal communications, 2017). Although NE supplied the funding to develop ECPS2, they have not and will not supply any funding for its maintenance and upkeep (*ibid.*).

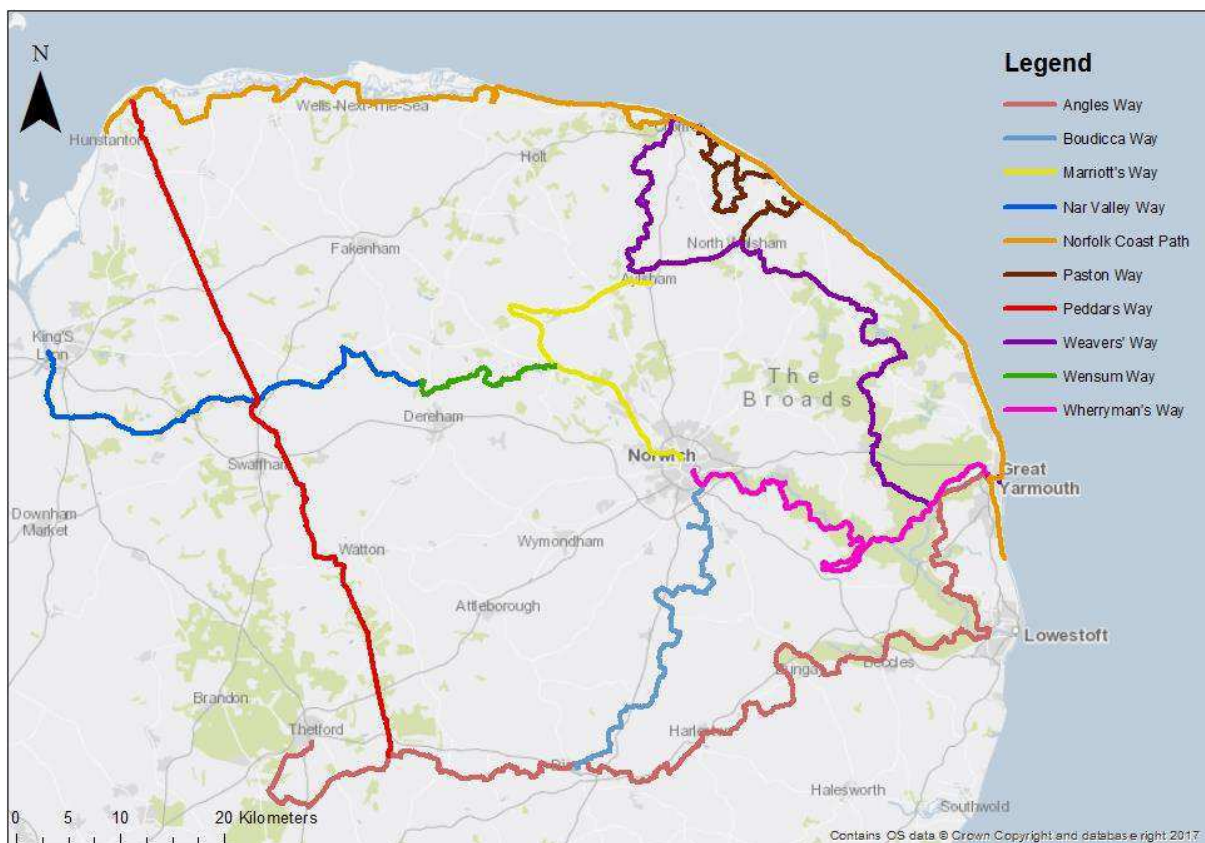


Figure 1: The Norfolk Trails network (produced in ArcMap).

The NT team, part of the Environment Team at Norfolk County Council, lack adequate information regarding the value of their trails (personal communications, 2017). They therefore lack a basis to inform their decision-making, and the ability to convey the importance of their trails to funding providers. Realising the true value of their trails will provide an advantageous tool to aid this decision-making, and furthermore can support and justify applications to administrative bodies, to fund future maintenance (Oh and Hammitt, 2010).

Moreover, the team lack an appropriate method in which to identify the value of their trails. Self-registration surveys currently administered (Appendix 1) look at user spend, to estimate the economic impact. However, by only looking at the economic impact, the economic benefit is excluded and as such the recreational trails are undervalued (Section 3.2). NT also use the Monitoring Engagement with the Natural Environment (MENE) report to help estimate the value of their trails (Natural England, 2016). This produces inaccurate results, due to the MENE report's analysis of 'days out' instead of the value of access to greenspace. Furthermore, feedback from meetings with partners and stakeholders often suggests that the value of these trails are much higher than estimated. The need for an appropriate method to calculate the value of the trail becomes clear, and this thesis could provide a framework to NT such that they can conduct the same research for their other trails.

2.3 Research Aims

1. To identify an appropriate methodology for NT to estimate the recreational value of their trails;
2. To test this proposed method with ECPS2;
3. To employ cost-benefit analysis to determine whether construction of ECPS2 was worthwhile in economic terms.

3. Literature Review

3.1 Outdoor Recreation

Walking, rambling and day hiking in natural areas are some of the most popular forms of outdoor recreation (Bennett *et al.*, 2003; Oh and Hammitt, 2010). Studies suggest that recreational visits to the natural environment, and specifically coastal areas, are increasing (Bennett *et al.*, 2003; Cordell, 2004; Oh and Hammitt, 2010; Barry *et al.*, 2011; Natural England, 2017). Increased affluence, urbanisation, and changing values are contributing to this increased demand (Barry *et al.*, 2011).

Recreational trails provide a variety of benefits to users, including the opportunity for exercise, nature enjoyment, and spending time with family and friends (Bowker *et al.*, 2007; Oh and Hammitt, 2010). Furthermore, recreational trails provide benefits to communities by providing a place for local people to gather and relax, and by attracting tourists who spend money in the local economy (Bowker *et al.*, 2007). It is because of these such benefits that government agencies and local government authorities provide walking trails through the PROW network. Some parts of this network are linked to form the 16 National Trails (Bennett *et al.*, 2003), of which the ECP will become part of when completed (National Trails, 2017). The National Trails span nearly 4,000km, with another 4,500km as part of the ECP (*ibid.*).

One of the best ways to improve the value of coastal resources is through the provision of walking trails (Barry *et al.*, 2011). These not only provide a valuable source of recreation to the public but also increase access to the coastline (*ibid.*). For example, as part of ECPS2 construction, a boardwalk was built onto the beach at North Denes, allowing users who may have otherwise been unable to access the beach (Eastern Daily Press, 2017).

3.2 Economic Impacts and Economic Value

Economic impacts, in the context of this study, can be defined as the net economic change in a host community that results from spending attributed to ECPS2 (Turco and Kelsey, 1992; Crompton, 1995; Bowker *et al.*, 2007). Total economic impacts are composed of the direct, indirect and induced effects (Crompton, 1995; Bowker *et al.*, 2007). The direct effects represent the initial spending by tourists in the local economy, for example the money that might be spent on food, accommodation, and transport (*ibid.*). The “ripple effect”

expenditures made by business sectors to meet tourist demands for goods and services are the indirect effects (*ibid.*). As household incomes and expenditures grow, additional economic activity is stimulated, representing the induced effects (*ibid.*). The idea of economic impacts link to the multiplier effect (Crompton, 1995). Economic impacts can be estimated through a number of techniques, such as the Impact Analysis for Planning (IMPLAN) model, which has been widely applied in the context of tourism and recreation (Bergstrom *et al.*, 1990; English and Bowker, 1996; Loomis and Caughlan, 2006).

Economic value on the other hand, although defined differently by the different schools of thought within economics, can be thought of generally as the innate worth of the commodity, which determines the normal ratio at which two commodities exchange (Keen, 2001). This does not exactly reflect the market price, because consumer and producer surpluses also contribute to economic value (Fisher *et al.*, 2015). Consumer surplus (CS) is defined as the amount by which an individual's willingness to pay for a good exceeds what the individual must pay for the good (Bowker *et al.*, 2007; Fisher *et al.*, 2015). Producer surplus (PS) is defined as the difference between the amount a producer receives and the minimum amount the producer is willing to accept for the good (Fisher *et al.*, 2015). These surpluses are illustrated in Figure 2. In the absence of market prices, CS is accepted for use in economic efficiency analysis and cost-benefit analysis (Pearse and Holmes, 1993).

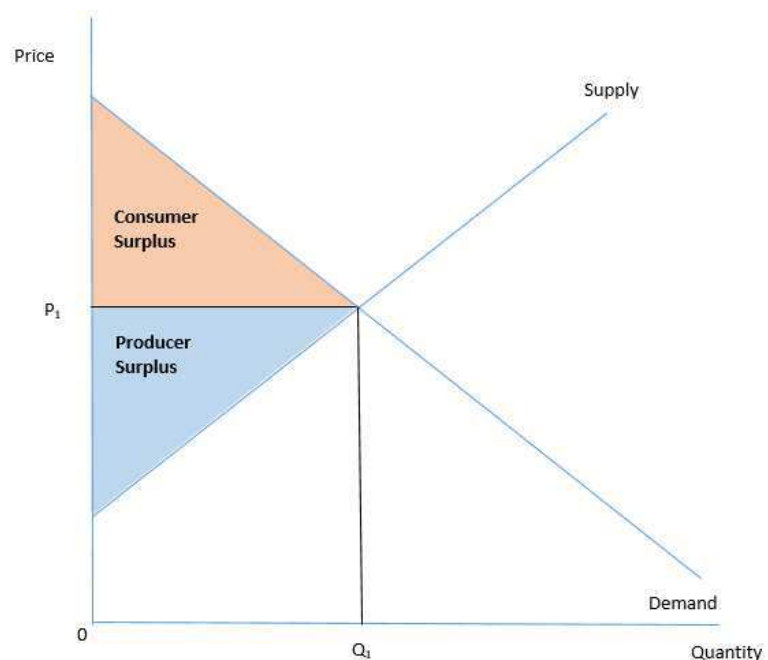


Figure 2: Simple supply and demand curves used to show producer and consumer surplus (drawn by author).

Literature review has highlighted a disconnection between the academic world, and application by those who manage recreational spaces. Academia focuses on estimations of the economic benefit of recreational spaces, but often ignore the economic impacts, whereas those managing the spaces tend to focus only on the economic impacts and not on the benefits. This occurs not only with NT but with South West Coast Path, Wales Coast Path, and the Ramblers, Britain's walking charity, outlining the broader application of this research (southwestcoastpath.org.uk, 2014; walescoastpath.gov.uk, 2015; ramblers.org.uk, 2018).

3.3 Cost-Benefit Analysis

Cost-benefit analysis (CBA) is a procedure for evaluating the social worth of investment projects and policy (Pearce, 1998), and has become a tool widely used for analysis across the globe (Hanley, 2001; Pearce *et al.*, 2006). The idea has become particularly pertinent with government use of scarce public resources (Asafu-Adjaye, 2000; Hanley, 2001), resulting in a number of legislative bodies including the European Commission and HM Treasury creating documents outlining rules for best practice (European Commission, 2014; Gov.uk, 2016a).

The basis of CBA are as follows; any costs and benefits of said proposal, defined as losses and gains in human well-being respectively, are identified and measured (Pearce, 1998). Only those projects where the benefits are in excess of the costs are deemed economically acceptable (Griffin, 2008).

Importantly, CBA should include the opportunity cost, or the benefit that is lost from

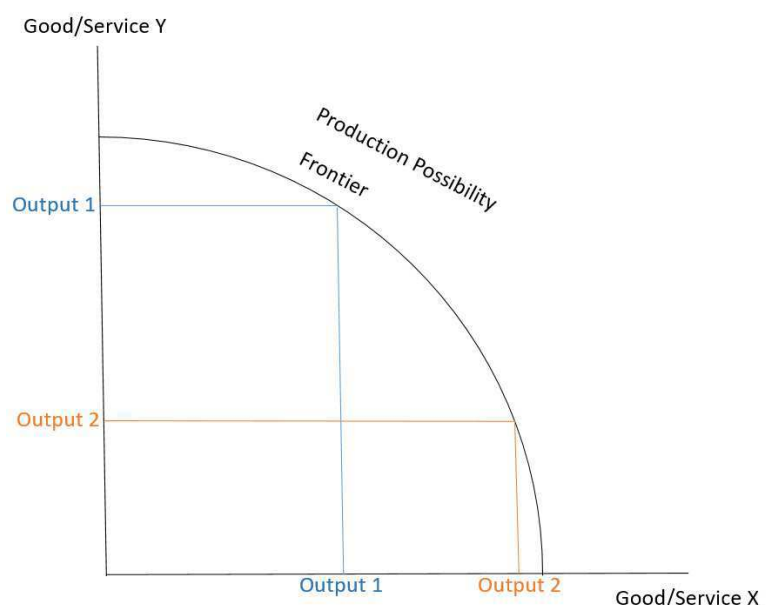


Figure 3: The basic concept of opportunity costs. The opportunity cost of achieving output 1 is what could have been achieved with output 2 (drawn by author).

other projects that would otherwise have been financed (Figure 3) (Gov.uk, 2016a; Fisher *et al.*, 2015).

However, ethical concerns surrounding CBA do exist. Notably, CBA fails to look at who the costs or benefits are accrued by (Srinivasan *et al.*, 2008; Fisher *et al.*, 2015). Although, the Green Book by HM Treasury (Gov.uk, 2016a) does specify that distribution of costs and benefits should be taken into account. Hence these concerns may begin to diminish as distribution considerations become commonly practiced.

Further concern surrounding the use of discounting also exists. Economic analysis tends to assume that a given unit of benefit or cost matters more if it is experienced now than in the future (Pearce and Turner, 1990; Pearce, 1998). Hence, cost or benefit values accrued in the future are often discounted, and typically diminished (Fisher *et al.*, 2015). The use of discounting in CBA therefore often favours decisions that are unfair to future generations (*ibid.*). Hence use of discounting in CBA faces criticism, with literature citing “the tyranny of discounting,” (Atkinson and Mourato, 2015) or “discrimination against of the future,” (Pearce and Turner, 1990). Some suggest discounting raises ethical implications, and others argue the assumption that society as a whole will act like a given individual is deeply flawed (Fisher *et al.*, 2015). Considerable debate therefore exists in the literature surrounding whether cost or benefit values should be discounted at all, or the discounting rate to be used (Arrow *et al.*, 2013; Atkinson and Mourato, 2015).

Despite these controversies, some argue that CBA is a better decision-making tool than the alternatives (Hsu and Loomis, 2002), and is still widely used by British and European governments.

3.4 Why Value Nature

Understanding the economic value of nature and the services it provides to humanity has become one of the most significant and fastest evolving areas of research in environmental economics (Turner *et al.*, 2003). Much of the need for nature valuation comes from decision-making by government and business alike using CBA (Turner *et al.*, 2003; Parsons, 2013; Fisher *et al.*, 2015). Anything without a monetary value, such as environmental benefits, would otherwise be left out of CBA and given a *de facto* value of zero (Loomis *et al.*, 2000; Losey and Vaughan, 2006; Kong *et al.*, 2007; Fisher *et al.*, 2015).

The debate over what value resides in nature is, at the core concept, complex and multidimensional (Turner *et al.*, 2003). Ecosystem valuation can be combined with an

ecosystem function approach (*ibid.*) resulting in a school of thought known as ecosystem goods and services (Fisher, 2009). The model has become so important that it has led to the creation of the Millennium Ecosystem Assessment (MEA) (2005), a framework for valuation assessment to aid decision-making. However, the ecosystem services concept causes some controversy, most notably surrounding the heavy anthropocentric focus (Brown *et al.*, 2007). Some argue that conserving the planet's biodiversity is an end in itself, a moral imperative that does not require economic justification (Fisher *et al.*, 2015). The methodology is also criticised for a number of flaws, including issues surrounding marginality, double counting, and typological issues (Turner *et al.*, 2003; Pagiola *et al.*, 2004; Morse-Jones *et al.*, 2011).

The ideas of existence values follows, also referred to as bequest value, intrinsic value, passive-use and non-use values (Carson, 2000). Definitions trace back to Krutilla (1967), who suggests "there are many persons who obtain satisfaction from mere knowledge that part of wilderness ... remains even though they would be appalled by the prospect of being exposed to it." Without the inclusion of existence values, pure public goods, those which are non-rival and non-excludable, have little or no measured economic value (Carson, 2000). These pure public goods are typically provided by the government, and can include air quality, national defence or areas for outdoor recreation such as coastal trails (*ibid.*).

3.5 Non-Market Valuation Techniques

Assessing the economic value of some public goods, such as walking trails, cannot be accomplished using traditional market-based studies due to the absence of market prices (Oh and Hammitt, 2010). As such, non-market valuation methodologies must be employed, which refers to a suite of techniques that can estimate the value of goods and services that do not pass through established markets (Fisher *et al.*, 2015). These methods are often divided into stated preference (SP) and revealed preference (RP) techniques. The RP approach makes use of market decisions to infer value for goods and services not exchanged in the market place (Ward and Beal, 2000), whereas SP techniques elicit how respondents would behave given a specific hypothetical situation (Oh and Hammitt, 2010). RP is often considered more reliable than SP, as studies actual behaviours as opposed to hypothetical questions (Fisher *et al.*, 2015). However, RP does not elicit the exact values one wishes to study, and instead rely on other markets which may reflect complex drivers (*ibid.*).

3.5.1 Hedonic Pricing

Hedonic pricing, an RP technique, refers to valuation methods that decompose a good or service into the component attributes that define its value, and is most frequently applied to the real estate market (Fisher *et al.*, 2015). Hedonic models therefore use properties as proxies to quantify environmental amenities (Kong *et al.*, 2007). Green spaces produce benefits that can make a neighbourhood a preferable place to live, which is often reflected in higher house prices (Tyrvaenen, 1997; Kong *et al.*, 2007). Regression analysis is then conducted to determine the relative contribution of each characteristic to property value (Fisher *et al.*, 2015). The technique has received increasing attention since a statistically significant relationship between air quality and house prices was identified (Ridker and Henning, 1967).

3.5.2 Travel Cost Method

Travel cost models, an RP methodology, have been widely used to determine the environmental value of recreational resources (Kong *et al.*, 2007; Fisher *et al.*, 2015). The method relies on two basic premises. Firstly, time and travel expenses that people incur to visit a site represent the “price” of access to that site (Kong *et al.*, 2007; Fleming and Cook, 2008; Bertram and Larondelle, 2017). In this way, consumers reveal their willingness to pay for recreational use of the environment (Parsons, 2013). Secondly, that preferred places will have more visitors and crucially, more visitors from further away (Fisher *et al.*, 2015; Bertram and Larondelle, 2017). The technique has been employed since Harold Hotelling famously suggested the method to the director of the National Park Service in 1949 (Parsons, 2013).

The general travel cost demand curve is typically specified as:

$$TRIPS = f(TC, SC, INC, SE, TP, OTH) + u \quad (1)$$

where TRIPS is the annual number of primary purpose trips to a recreation site; TC is the travel cost per trip; SC is the cost of visiting a substitute site; INC is the annual income; SE is a vector of socio-economic variables; TP is a vector of taste and preference variables that could include activity preferences; and OTH is a vector that could include site quality indicators (Bowker *et al.*, 2007). The variable u is used to account for random error (*ibid.*). With regression analysis, the demand function can be estimated and, in turn, a

measurement of CS (Fleischer and Tsur, 2000; Parsons, 2013). In this format, the results of TC studies can then easily be compared to other valuation estimates.

However, a number of issues can cause complications in the estimations and interpretation of TC studies. These include multipurpose or overnight trips, where all of the travel costs incurred no longer exclusively apply to a single site (Fleming and Cook, 2008; Parsons, 2013). These trips can be excluded from analysis (Parsons, 2013; Bertram and Larondelle, 2017), or respondents can be asked to estimate, of their enjoyment of the overall trip, what proportion they would attribute to time spent at the recreational space being valued (Fleming and Cook, 2008). Other complications include people travelling together in the same vehicle, inclusion of overseas visitors, and the significant debate surrounding the opportunity cost of time (Flemming and Cook, 2008; Parsons, 2013).

3.5.3 Contingent Valuation

Contingent valuation (CV) is the most prevalent method used to estimate the economic value for environmental goods (Price, 2000; Zhongmin *et al.*, 2003; Kong *et al.*, 2007; Richardson and Loomis, 2009). The concept at its core being relatively simple; if you want to know how much something is worth, go to those who value it and ask (Bennett and Tranter, 1997; Price, 2000). It therefore involves the direct questioning of people to elicit their valuations of the good or service by asking them for their willingness to pay (WTP) by means of posing hypothetical markets (Bennett and Tranter, 1997).

The CV method does face criticism, largely surrounding the reliability and validity that can be drawn from hypothetical scenarios (Cummings *et al.*, 1986; Carson *et al.*, 2001; Oh and Hammitt, 2010). Despite this, Johnston *et al.*, (2017) argue that the need for information on economic values in the absence of market choices leads to an unquestionable demand for CV survey estimates.

A vast CV literature exists, often debating the technical problems (Bennett and Tranter, 1997; Price, 2000). For example, it has become standard practice in CV research to use dichotomous choice models (Kanninen, 1993), particularly following the strong recommendation of the format in the report of the US National Oceanic and Atmospheric Administration Panel on CV (Arrow *et al.*, 1993). It is overwhelmingly recommended as the 'take it or leave it' approach is similar to the market, as such participants are used to

thinking in this way and seeing market decisions in this format (Teasley *et al.*, 1994; Kanninen, 1993). Furthermore, the use of open-ended questions often results in a large number of respondents who provide either unrealistically high or zero WTP estimates (Johnston *et al.*, 2017). Other literature debate the use of mean or median WTP in analysis (Harrison and Kristrom, 1995), how to design surveys to ensure incentive compatibility, the incentive for respondents to truthfully reveal their preference (Carson *et al.*, 2014; Johnston *et al.* 2017), or the mode of survey administration (Carson *et al.*, 2001).

Although CV has been used frequently to estimate the value of recreational spaces, it has also been employed with much wider applications, for example the technique was famously used by the Alaskan government to place a monetary value on the damages caused by the Exxon Valdez oil spill of 1989 (Carson *et al.*, 1992). It has also been used to estimate the WTP for climate change mitigation targets (Uehleke, 2016), to estimate consumers WTP for animal welfare legislation (Bennett and Blaney, 2003) or to estimate WTP for road traffic noise controls (Moncayo *et al.*, 2017).

Despite CV being the only methodology able to estimate existence values (Loomis *et al.*, 2000; Carson *et al.*, 2001; Johnston *et al.*, 2017), the existence value has frequently been excluded from CV studies of outdoor recreation (Bennet *et al.*, 1995; Bennett *et al.*, 2003; Oh and Hammitt, 2010). This may be due to the debate that surrounds the existence value concept (Turner *et al.*, 2003).

3.5.4 Choice Experiments

Choice experiments (CE) are another example of an SP method of non-market valuation. In CE, respondents are presented with a set of choices made up of alternative outcomes from which they are asked to select the preferred outcome (Morris *et al.*, 2009). Each alternative is described by various levels of a set attribute (Horne *et al.*, 2005). CE are particularly pertinent when a range of scenarios exist and when the non-market good can be valued by several attributes (Rolfe and Windle, 2013). Crucially, CE must include a status quo option, which sets the baseline for economic welfare analysis (Carson *et al.*, 1994). Choice models can then be estimated and statistical analysis carried out (Horne *et al.*, 2005).

CE have been frequently used nature valuation (Horne *et al.*, 2005; Birol *et al.*, 2006; Rogers, 2013) but can also be employed in a much wider range of contexts. For example, CE have

been used to determine preference for a place of child delivery in Tanzania (Kruk *et al.*, 2011), to study consumer preferences with organic and locally grown produce (Yue and Tong, 2009), and to assess the determinants of local acceptability of wind-farm investment (Dimitropoulos and Kontoleon, 2009).

3.5.5 Identification of Appropriate Technique

The CV and TC methodologies were both identified as suitable for this study. As such, both an RP and an SP methodology has been employed.

CV was identified for three reasons. Firstly, based on the recommendation of Johnston *et al.* (2017), who argue it is the preferred method for value estimations of public goods such as trails. Secondly, due to the relative ease with which the more straightforward approaches, such as mean WTP, can be analysed. This only requires analysis with Microsoft Excel, so is suited to potentially limited resources afforded to future studies by NT. Finally, CV can be specifically designed to estimate recreational values in the form of entrance fees. This is appropriate as NT measure the number of users who walk along their trails annually with people counter posts, so the two figures can easily be multiplied to estimate an annual aggregate benefit, similar to studies by Bennett *et al.*, (1995), Bennett and Tranter (1997), Bennett *et al.* (2003), or Oh and Hammitt (2010).

The TC was identified due to the relative ease with which it could be implemented by NT in future studies, as the self-registration surveys they currently administer (Appendix 1) already note where along the trail the survey was administered, and ask for respondent's postcode. Furthermore, the more straightforward approaches to the TC do not require any environmental economics or statistical expertise, and can be analysed using Microsoft Excel. Again, this is suited to limited time and monetary resources that NT may afford future studies.

CV and TC can calculate the 'use' value of the trail, which stem from tangible consumption of an environmental resource (Pearce and Turner, 1990). In this context, the use value is henceforth referred to as the recreational value (Hsu and Loomis, 2002).

In another area, perhaps the more densely housed areas of the Thames Estuary in which ECP construction will soon begin, it would be interesting to use hedonic models to

investigate the value of ECP. If future studies are afforded greater resources, it would also be interesting to employ CE.

4. Methodology

4.1 Case Study

ECPS2, 34km long spanning from Sea Palling to Hopton-on-Sea, can be seen in Figure 4. The route passes through areas recognised and protected for their landscape value, specifically the Norfolk Coast Area of Outstanding Natural Beauty (Landscapeforlife.org.uk, 2018). The coast is described as an “undulating, intimate landscape under huge skies,” attracting many day and weekend visitors (*ibid.*).

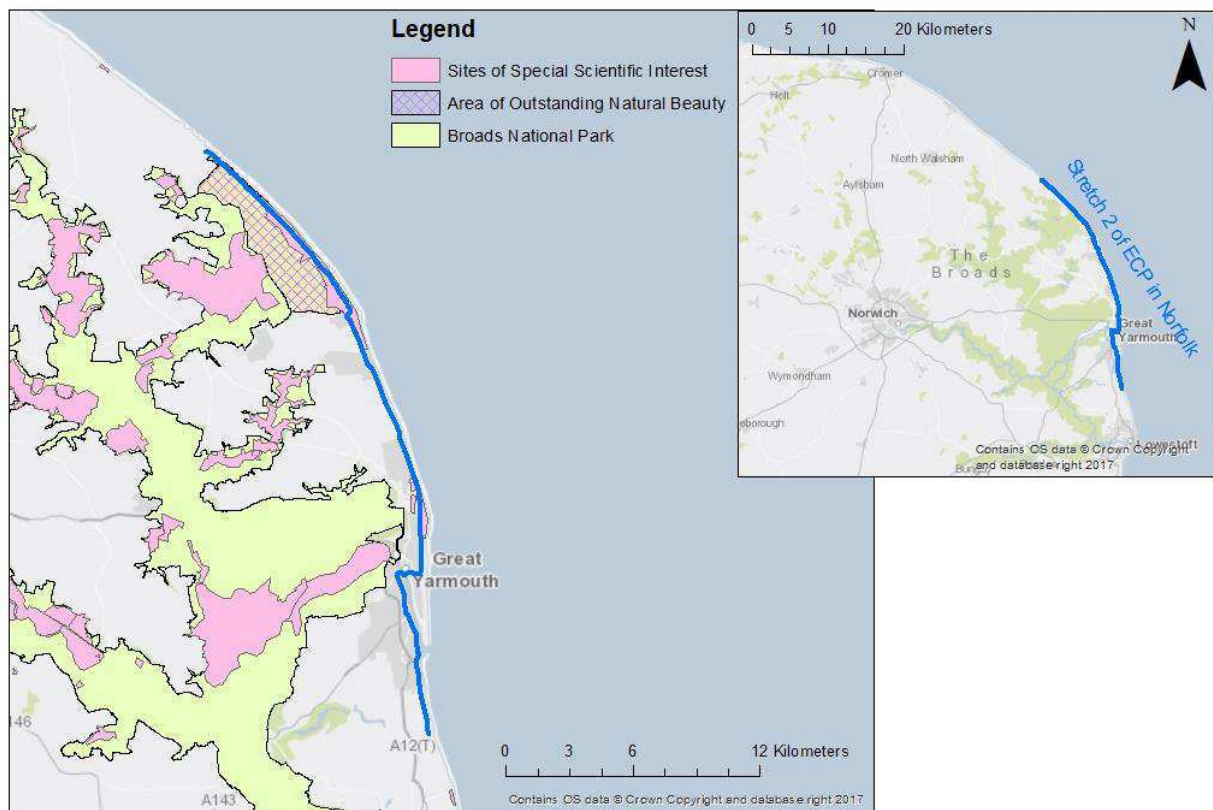


Figure 4: ECPS2, shown to pass through the Broads National Park, an Area of Outstanding Natural Beauty and a number of Sites of Special Scientific Interest (produced in ArcMap).

Much of the route is of unique scientific and ecological value, passing through a number of designated areas including the Winterton-Horsey Dunes SSSI, also a Special Area of Conservation (Natural England, 2018a), the Winterton Dunes National Nature Reserve (Gov.uk, 2008), and the Great Yarmouth North Denes Special Protection Area (Natural England, 2018b). These areas hold such internationally important designations due not only to the embryonic dune systems but also to the rare groups of plants and animals which they support. This includes natterjack toads, a range of insects such as sand wasps, dragonflies,

and damselflies, and butterflies including graylings and dark green fritillaries (Gov.uk, 2008). Furthermore, a colony of little terns arrive in May and settle on beaches to breed (*ibid.*).

Additionally, the route is home to a much loved grey seal colony who come ashore a 5km stretch of beach at Horsey every winter to birth their pups. The colony appears to be growing since first inhabiting the beach in 2003, with latest count figures showing 1,643 pups born this season, an increase of 343 pups compared to the same week last season (BBC News, 2017a; Friends of Horsey Seals, 2017). Estimates suggest 50% of the world's grey seal population live and breed around the British coast, making sites such as this important for conservation (Norfolk Wildlife Trust, 2018), with grey seals being protected under the Conservation of Seals Act 1970 and the Conservation of Seals (England) Order 1999.

Finally, the route passes through the Broads National Park, protected due to its beautiful countryside, wildlife and cultural heritage (Gov.uk, 2018b). The Broads form Britain's largest protected wetland, home to more than a quarter of its rarest wildlife (Gov.uk, 2018c).

4.2 Intercept Contingent Valuation Survey Design

An intercept CV survey was conducted to elicit the recreational value of ECPS2. The survey was split into three sections, to obtain accurate and meaningful information firstly on respondent's use of the trail, secondly to elicit their WTP and reasons why, and finally to determine their socio-economic characteristics. (Bennett and Tranter, 1997; Bennett *et al.*, 2003; Oh and Hammitt, 2010). These sections were prefixed by an introductory script outlining the general context for the study, following the guidance of Carson (2000) and Jonhston *et al.* (2017).

A pilot study was conducted. This was used to identify any flaws within the survey or any questions that caused confusion, and more importantly, to determine how respondents reacted to the random WTP bid amounts. 30 respondents were intercepted along the trail for the purposes of this pilot study.

Five different bid amounts were selected following the pilot study. Equal numbers of surveys with these bid amounts were printed and given out in sequence, to ensure randomisation of the bid amount. The survey can be seen in Appendix 2.

Surveys were carried out over a period of three weeks in June and July, both during the week and over weekends. Users of the trail were intercepted, as this ensures respondents had a clear understanding of what was being valued (Bennet *et al.*, 1995; Bennet and Tranter, 1997).

Surveys were carried along three stretches of the trail, chosen to avoid 'tourist hotspots' such as Great Yarmouth. This ensured that respondents were recreational users of ECPS2, and not recreational beach and seaside visitors that happened to be on the trail. The three sections were along the trail near Winterton, Waxham and Horsey.

4.3 Travel Cost Design

Crucially, the intercept survey was designed such that the recreational value could also be calculated using the TC methodology. The survey asked for the postcode of respondent's home address, and for the respondent's annual income. Finally, respondents were asked for any car parking or other travel expenses.

4.4 Online Contingent Valuation Survey Design

An online survey was conducted to identify the existence, or the non-use, value of ECPS2 (Bennet *et al.*, 1995). This complements the intercept survey, which elicits the recreational, or the use, value. The two can be combined to calculate the total economic value (Loomis and Larson, 1994; Carson *et al.*, 2001; Richardson and Loomis, 2009).

This survey, mirroring the intercept survey, was split into three sections. The first asked respondents about their knowledge of the ECP and their use of the trail, the second asked respondents WTP followed by debriefing questions, and the third asked for respondents socio-economic characteristics. Again this survey was prefixed with a script outlining the context of the study, and can be seen in Appendix 3.

5. Results

5.1 Descriptive Results

159 intercept surveys were conducted. 80% of users stated they were either walking or dog walking, with other activities including running or nature appreciation (Figure 5). On average, users would visit the trail 28 times per year and walk 6km. However, 38% of users stated they were visiting the trail for the first time, so the average number of visits per year are likely to

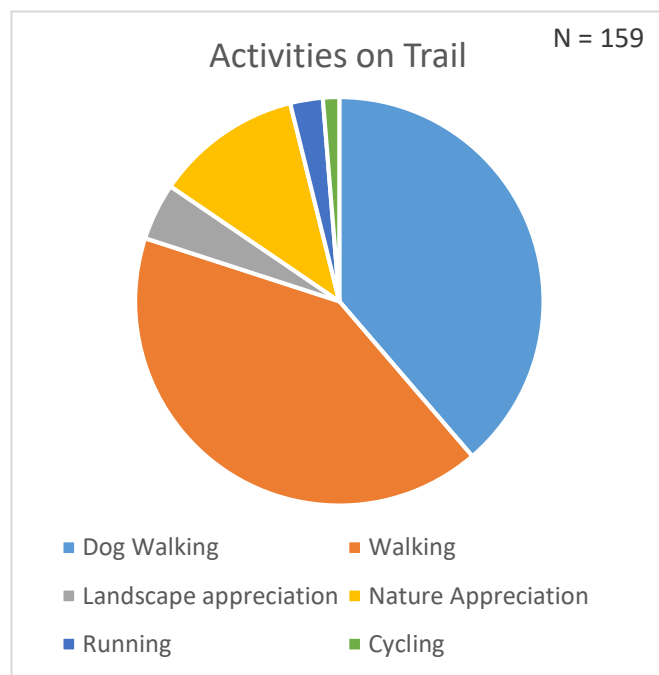


Figure 5: Activities undertaken by trail users.

be skewed by local residents who will visit relatively frequently. 17% of users stated they visit the trail at least once a week. Users listed 'landscape,' 'peace and quiet,' 'fresh air' and 'wildlife' as qualities they value about the path, with very few listing more practical qualities such as 'car park,' 'accessibility' or 'way marking' (Figure 6). Hence the recreational value (estimated in Section 5.2) can be thought of as a function of these attributes.

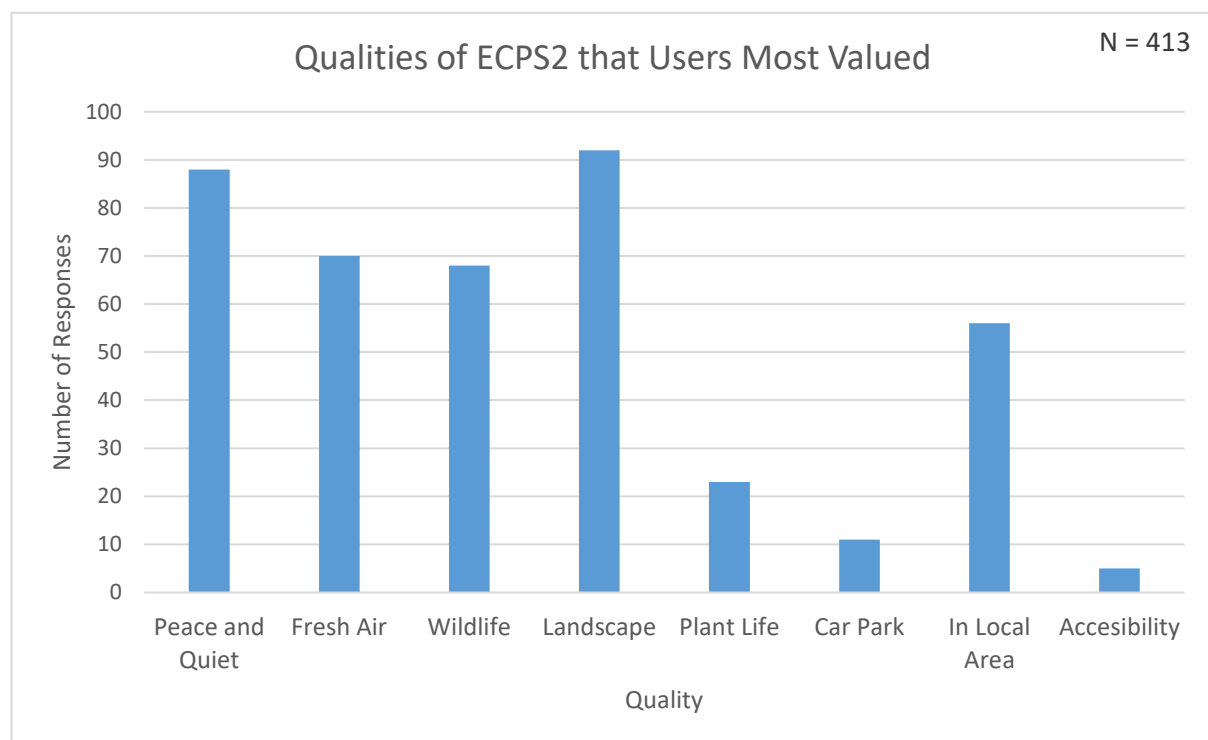


Figure 6: Survey responses to Q7 (Appendix 2); 'Which aspect of the path do you value the most?'

In terms of demographics, 48% of users were age 55 or older (Figure 7), and 34% were retired. 42% of users belonged to “green bodies” such as the National Trust. The majority of users (53%) identified their annual household income as £11,501 - £45,000, followed by the £45,001 - £150,000 bracket as the next most frequent (33%).

Results showed an average spend per person of **£20.90** (£20.27 - £38.12 95% confidence limits). This result does not include transport and car parking fees, as are accounted for in

the travel cost analysis (Section 5.3). Regression analysis showed a statistically significant relationship between total spend and income ($P < 0.01$), belonging to a green body ($P = 0.04$), distance travelled to reach the site ($P < 0.01$) and distance walked along the trail ($P < 0.01$).

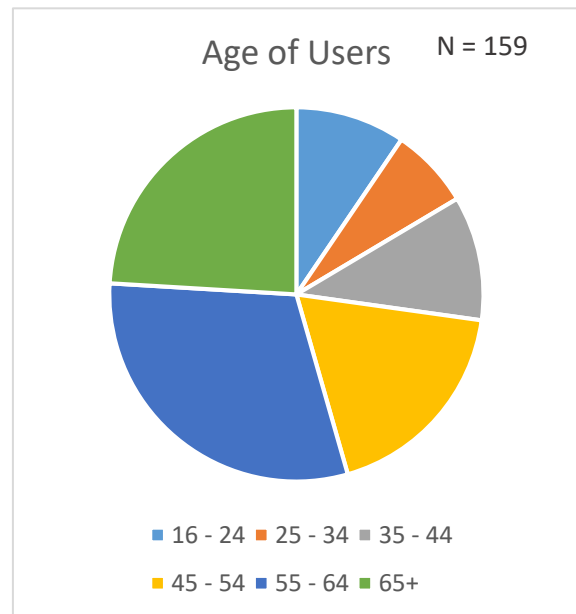


Figure 7: Age of ECPS2 users.

5.2 Contingent Valuation Results

Of the 159 surveys carried out, 52 were counted as ‘protest votes’ and excluded from CV analysis (see Section 6.4). Although a single-bound, dichotomous choice survey was administered, due to the natural tendency of users who did reject the bid amount to offer a value they would be more inclined to pay in the follow-up question, as well as the small sample size, the results were treated as double-bounded. Single-bound meaning one bid amount was asked, double-bound meaning two bid amounts were asked. Mean WTP, which has been widely accepted as relatively straightforward (Bennett *et al.*, 2003), was calculated as **£3.09** per person (£2.77 - £3.42 95% confidence limits).

The straightforward approach is suited to undergraduate dissertation level but also future implementation by NT, who may not have adequate environmental economics and statistical expertise to carry out more complicated analysis. Double-bound surveys have been shown to be statistically more efficient than single-bound (Hanemann *et al.* 1991; Kanninen 1993). This can mean fewer surveys are required, making analysis simpler.

Regression analysis showed a statistically significant relationship between age and WTP ($P < 0.01$), in that higher WTP values were elicited from younger respondents. No other statistically significant relationships were identified, which is to be expected of such a small sample size.

5.3 Travel Cost Results

It can be seen from Figure 8, showing the postcodes of respondent's home addresses, that some users travel considerable distances to reach ECPS2. This speaks for the value of ECPS2, hence use of the travel cost methodology becomes increasingly pertinent.

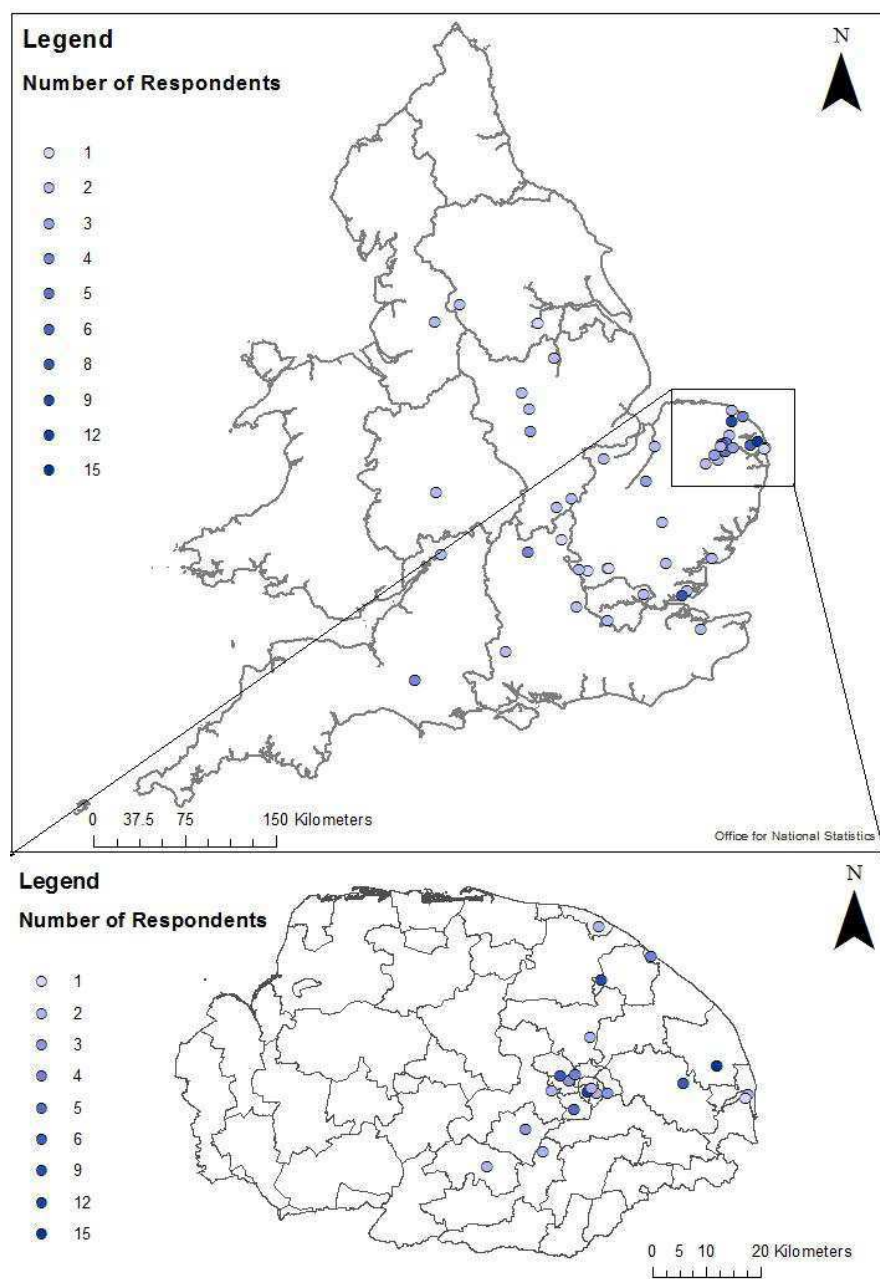


Figure 8: Locations of respondents home address, based on Q15 (Appendix 2).

The individual travel cost method (Willis and Garrod, 1991) was employed. This was based on the postcode of respondents home address (Q13, Appendix 2), which was fed into Google Maps to calculate the miles travelled to the site. As such fuel costs were calculated (Bertram and Larondelle, 2017), based on the standard UEA mileage rates (UEA Portal, 2017). The postcode of respondents home address was also used to calculate the time spent travelling, which was multiplied by three quarters of the residents wage rate (from Q15, Appendix 2), to account for the opportunity cost of time spent travelling (Parsons, 2013). Both of these factors were then doubled to account for the journey to the site and back home (Bertram and Larondelle, 2017). Any car parking fees that respondents indicated they had paid were also included (Q11, Appendix 2).

Regression analysis was conducted comparing the number of visits against the travel cost, income, occupation, age, and whether or not respondents belonged to a green body. As the TC was shown to be statistically significant ($P < 0.01$) (Table 1), CS was calculated as:

$$CS = -1/TCC \quad (2)$$

where TCC is the travel cost coefficient (Bowker *et al.*, 2007; Shrestha *et al.*, 2007; Bertram and Larondelle, 2017). This study estimated a CS, or a recreational value, of £3.29 per visit.

Table 1: Output table for TC regression analysis.

SUMMARY OUTPUT									
Regression Statistics									
Multiple R	0.47								
R Square	0.22								
Adjusted R Square	0.20								
Standard Error	64.06								
Observations	158.00								
ANOVA									
	df	SS	MS	F	Significance F				
Regression	5.00	180274.46	36054.89	8.79	0.00				
Residual	152.00	623737.08	4103.53						
Total	157.00	804011.54							
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%	
Intercept	87.37	28.84	3.03	0.00	30.40	144.35	30.40	144.35	
Travel Cost	-0.30	0.06	-5.15	0.00	-0.42	-0.19	-0.42	-0.19	
Household Income	0.00	0.00	-1.78	0.08	0.00	0.00	0.00	0.00	
Green Body Membe	-14.08	10.82	-1.30	0.20	-35.44	7.29	-35.44	7.29	
Retired	-26.91	13.97	-1.93	0.06	-54.50	0.69	-54.50	0.69	
Age	0.18	0.41	0.44	0.66	-0.63	0.99	-0.63	0.99	

5.4 Existence Value Results

82 existence value surveys were completed. In a similar way to the intercept CV survey (Section 5.2), mean WTP was estimated. An existence value of £2.29 (£1.60 - £2.98 95% confidence limits) was estimated.

5.5 Cost Benefit Analysis

Costs of constructing and installing ECPS2 route are outlined in Table 2. These costs include items such as bespoke timber signage (Figure 9), trail furniture, and staff time. Crucially, this table outlines NT costs of construction, hence does not outline any costs for marketing the trail, including professional photography, production of leaflets or social media marketing. Furthermore, the table does not include the costs to NE for their stages in outlining the route. As such the overall cost for the stretch is likely to be more, however this information was unavailable.

As discussed in Section 3.2, valuation literature often ignores the economic impact of recreational spaces. However, when considering NT stated aims of ensuring nature contributes to Norfolk's economic success, for their trails to serve as a sustainable resources for the local economy, and to ensure business' benefit economically from their proximity to any trails (Norfolk Trails, 2017), the combination of economic impact and economic value becomes imperative.



Figure 9: Example of bespoke timber signage (James Bensly, 2017).

Table 2: Costs to NT for construction and installation of ECPS2.

ECPS2 Construction Costs	
Item	Cost (£)
Bespokse Timber Signage	5,787.00
Waymark Stickers	370.00
Acorn Waymarkers	2,118.00
ECP Roundels	135.00
Interpretation "Dogs on Leads" Signs	208.00
Heritage Signpost	1,235.84
Interpretation - Alternate Route Signs	165.00
Town Signage Pointers	2,182.50
Street Furniture Installation	2,341.73
Additional Waymark Posts	350.00
Damage Repairs	32.00
Staff time	50,000.00
Mitigation	40,000.00
Total	104,925.07

The CV recreational value of £3.09 per person can therefore be combined with the average spend of £20.90 per person, to estimate a value of £23.99 per person. This can be multiplied by 115,509 annual users of ECPS2 to estimate an aggregate value of £2,771,060 annually. Similarly, the TC result can produce an estimate aggregate value of £2,794,162.

Cost-benefit ratios cannot be calculated due to the construction costs being a 'one-off' as opposed to annual maintenance fees or rental values. However, even when the lower estimate of the CV result is considered, the aggregate benefit of the trail outweighs the costs of construction nearly 26 times in its first year.

5.6 Interviews with Local Stakeholders

An interview was conducted with James Bensly, owner of the Hemsby Beach Café located along ECPS2, and a Borough Councillor for Great Yarmouth. He “could not speak highly enough of the trail,” and felt it “put Hemsby on the map.”

He argued more people are using ECPS2 now, compared to when much of the route existed previously as PROW. The National Trail brand was discussed and the reassurance it provides to walkers, and the trust that the public place in it. He argued that not only was he seeing more walkers as a result of the trail but that he was seeing walkers come back in the winter. This is significant to his business which has been, up until the launch, a seasonal “bucket and spade” beach café. He was now seeing more customers throughout the year. Additionally, he argued that people are now walking along the trail in groups, which is significant in combatting loneliness, depression and other mental health issues (see section 6.4).

Finally, he spoke about increasing interest in Great Yarmouth and the surrounding areas such as Hembsy. This includes a £10m investment into a local holiday park (Richardsonsholidaysparks.co.uk, 2017). He thought that the trail “increased interest in the area,” and that it may well have “worked hand in hand” to encourage this investment.

Although what can be gained from this interview is only anecdotal, it does add weight to the argument that the creation of ECPS2 has been beneficial to the region. Given greater time and resources, this is an example of how qualitative data could be used to support quantitative, and add richness to future studies.

6. Discussion

6.1 Comparison of Results

Table 3 shows a range of recreational value estimations from various studies. All values have been converted to GBP using Bank of England exchange rates (Bank of England, 2018), and adjusted for inflation using the Consumer Price Index, to 2016 prices (Office for National Statistics, 2018).

Table 3: Comparing the results of a number of recreation valuation studies.

Study Area	Valuation Methodology	Adjusted with CPI (£)	Author
Cannabullen Trail, Queensland	Benefit Transfer	£172.56	Cook, 2008
Derwent Country Park	Contingent Valuation	£0.68	Bishop, 1992
Whippendell Wood	Contingent Valuation	£0.87	Bishop, 1992
Windsor Forest	Contingent Valuation	£1.59	Bennett and Tranter, 1997
South Carolina State Park	Contingent Valuation	£0.82	Oh and Hammit, 2010
Windsor Forest	Contingent Valuation	£1.66	Bennett, 1995
Rideway National Trail	Contingent Valuation	£1.65	Bennett <i>et al.</i> , 2003
Tupuri Forest, Finland	Contingent Valuation	£2.35	Tyrvaenen, 2001
Maalu Forest, Finland	Contingent Valuation	£2.47	Tyrvaenen, 2001
Kankare Forest, Finland	Contingent Valuation	£1.52	Tyrvaenen, 2001
Agricultural Land, Israel	Contingent Valuation	£34.27	Fleischer and Tsur, 2009
Urban Greenspace in Guangzhou, China	Contingent Valuation	£1.40	Jim and Chen, 2006.
Apalachicola River region, Florida	Count-data Travel Cost	£45.20	Shrestha et al., 2007
Hula Valley	Count-data Travel Cost	£162.38	Fleischer and Tsur, 2000
Jazreel Valley	Count-data Travel Cost	£47.65	Fleischer and Tsur, 2000
Grunewald Forest	Individual Travel Cost	£12.73	Bertram and Larondelle, 2017
Brecon Forest	Individual Travel Cost	£2.35	Willis and Garrod, 1991
Buchan Forest	Individual Travel Cost	£0.84	Willis and Garrod, 1991
Cheshire Forest	Individual Travel Cost	£0.67	Willis and Garrod, 1991
Lorne Forest	Individual Travel Cost	£2.57	Willis and Garrod, 1991
New Forest	Individual Travel Cost	£3.89	Willis and Garrod, 1991
Ruthin Forest	Individual Travel Cost	£2.17	Willis and Garrod, 1991
Thorsborne Trail, Queensland	Zonal Travel Cost	£112.73	Cook, 2008
Sonoran Desert, East	Zonal Travel Cost	£15.26 - £23.23	Weber and Berrens, 2006
Sonoran Desert, West	Zonal Travel Cost	£10.79 - £14.64	Weber and Berrens, 2006
Xiamen Island, China	Zonal Travel Cost	£11.99	Chen <i>et al.</i> , 2004

It can be seen from Table 3 that previous attempts at valuing nature have produced a vast array of results. This does, of course, depend on the site being valued, but also on the methodology. Willis and Garrod (1991) have shown that differences in zonal travel cost

(ZTCM) and individual travel cost (ITCM) estimations of consumer surplus exist, as well as differences between CV and TC estimations (see Table 4). Brander and Koeste (2011) show further the fundamental differences between CV and hedonic models, and how this yields different results. Despite these factors, the recreational value estimations made in this thesis seem very much in line with the results shown in Table 3.

Table 4: A comparison of some benefit estimates for informal forest recreation (Willis and Garrod, 1991).

	Consumer Surplus Based on ZTCM (OLS) (£)	Consumer Surplus Based on ITCM (OLS) (£)	Willingness to Pay (CV) (£)
Brecon	2.6	0.66	0.46
Buchan	2.26	0.20	0.57
Cheshire	1.91	0.06	0.47
Lorne	1.44	0.96	0.72
New Forest	1.43	0.12	0.43
Ruthin	2.52	0.88	0.44
(per person per visit, 1988 prices)			

NT currently estimate the value of their trail as £18 per visit (personal communications, 2017), based on the MENE report (Natural England, 2016). However use of this value is inaccurate for a number of reasons. Firstly, MENE only looks at the average spend per visit, hence does not look at the recreational value. Secondly, it looks at visits to the coast and not coastal paths, which is important as the two will attract different users who will undertake different activities, and as such will value the areas differently. It is encouraging to see the results from this study are higher than those of the MENE report, meaning that NT have been underestimating the value of their trail.

6.2 Existence Value Discussion

Some previous research has extrapolated existence values (Turpie, 2003). In this case, the value could be extrapolated to the Norfolk population of 892,870 (Office for National Statistics, 2017) to estimate an existence value of £2,044,672. Other research, in a more conservative estimate approach, assumed that respondents who refused to answer have a WTP of zero, and as such accounted for the response rate in their estimations (Loomis *et al.*, 2000). The survey platform used in this study makes it difficult to ascertain a response rate.

Pearce and Turner (1990) describe a total user value which combines use and non-use values per user. As such, the intercept CV value of £3.09 can be combined with the online CV value of £2.29 to estimate a total user value of £5.38. This can be multiplied by annual users of ECPS2 to estimate an aggregate total user value of £621,438, and again combined with the user spend to suggest a final aggregate value of £3,035,568.

Some researchers discuss the idea of total economic value as a combination of use and non-use values (Loomis and Larson, 1994; Carson *et al.*, 2000; Richardson and Loomis, 2009). As such, the existence value, extrapolated to the Norfolk population, could be combined with the aggregate recreational value of £356,922 to estimate a total economic value of £2,401,594.

Due to significant debate in the literature surrounding existence values (Rosenthal and Nelson, 1992; Turner *et al.*, 2003), and because of the relatively small sample size as well as some sample biases (Section 6.3.3), it is difficult to determine how best to analyse the existence value results. The existence value results presented in this thesis should only be taken at face value. However, with greater time and resources a more reliable existence value study could be undertaken, which would allow for better analysis of the results. As such, it is still an important concept to introduce and include in this thesis, to inform NT of some of the ways in which the concept can be analysed and manipulated, and to advise that it should be included in future research.

6.3 Limitations

With greater time and resources, this study could be improved in a number of ways that may increase the validity and reliability of the results. However, this is not to discredit the results, conclusions and learnings that can be drawn from this thesis, which has begun extensive research into the area for NT and can serve as a thorough pilot study.

Furthermore, this thesis provides another non-market valuation estimate that can be used in research by academics or consultants, contributing to the body of grey literature on the topic.

6.3.1 People Counters

NT have experienced a number of issues with their people counting, and in particular with the people counters along ECPS2 (Figure 10). The counts used in this thesis are an estimate based on average counts over the year. Hence the total economic value suggested based on the people count may be inaccurate. Some of these issues involve the people counter simply going offline, problems with vandalism, or with extensive vegetation growth distorting final counts (personal communications, 2017). Some of these issues however, can be thought of as ‘teething problems’ that will likely improve over time as the counter is able to establish more accurate averages.



Figure 10: People counter post along ECPS2 (Norfolk Trails, 2017).

6.3.2 Surveying Methodology

Time and resource constraints were such that the intercept survey could only be conducted over a three week period in the summer. The landscape and the trail naturally changes throughout the year with the seasons, and as such users may value different attributes of the trail at different times of the year, and this will likely reflect in WTP elicitations. As such, it would be an improvement in future studies to survey throughout the year.

6.3.3 Online Survey

The sample of the online CV survey has two notable biases. Firstly, the survey was shared amongst the staff at the School of Environmental Science at the University of East Anglia. These staff may share similar demographic characteristics or hold similar values, which will reflect in their WTP elicitations. This may lead to biased results. Secondly, the survey was shared across social media platforms, which may result in biases based on who the survey reached.

6.3.4 Travel Cost Limitations

A number of assumptions were made when calculating the TC that may impact the validity of the results. Firstly, the survey asked for household income whereas TC must be estimated using individual income. As such household income was divided by the average number of people in UK households, which may produce inaccurate results. This can be easily improved in future surveys carried out by NT. Secondly, where respondents stated household income up to £11,500, an annual income of £8,000 was assumed, based on the minimum wage. Finally, it was assumed respondents worked 2080 hours annually, which was used to calculate a wage rate as a proxy for time costs. This may lead to inaccurate results with, for example, part-time workers. However, this assumption is frequently made in the applied literature (Parsons, 2013; Bertram and Larondelle, 2017).

Worth more consideration is that this study did not include the TC to potential substitute sites in the regression analysis. This is normally carried out based on the second assumption discussed in Section 3.5.2. As such, CS of ECPS2 users may have been undervalued (Bertram and Larondelle, 2017).

Finally, no adjustments were made for cases where two or more people travelled to the site in the same vehicle. In any future research, it would be good practice to divide transportation costs by number of people in the party (Fleming and Cook, 2008). A question asking for number of people in party could be very easily included in future studies.

6.3.5 Cost-Benefit Analysis Limitations

The CBA has not considered the opportunity cost of other projects that could have been funded with the resources used to finance ECPS2. It would be best practice to include this in future CBA.

6.4 Protest Votes

Protest votes, or protest bidding, is where refusal to pay the stated user fee does not appear to reflect the respondent's true valuation of the recreational access (Teasley *et al.*, 1994). In this survey these often manifested as answers such as "already pay council tax," "have already paid for the carpark," and "countryside access should be free." These answers do not imply that the user does not value being able to access the footpath, and often quite the opposite. It merely suggests that the respondents are objected to these types of questions,

or the idea of having to pay. It is common practice to discard these protest votes from WTP estimations (Cummings *et al.*, 1986; Boyle and Bishop, 1988; Reiling *et al.*, 1989; Oh and Hammitt, 2010). In this study, 62 of the 159 surveys (38%) were discarded. Compared to other studies who have received 9.7% protest votes (Bennett *et al.*, 2003), 18% (Oh and Hammitt, 2010), or 22% (Bennett, 1995), the question as to why this survey received so many protest responses follows.

23% of protest vote respondents stated that they would avoid paying and walk along other coastal trails, or would walk beside ECPS2 either along the beach or the dunes instead. It would seem, contrary to the advice of Johnston *et al.* (2017), the utility consequence of not being able to access the path was not clear, or in other words, there were viable alternatives for respondents such that they could refuse to pay. It is likely this is a particular problem of coastal CV studies because beaches or clifftops will often exist as an alternative to coastal paths. This substitute may not be as readily available with countryside or forest valuations where land outside of the route is privately owned.

A further 19% of protest votes were attributed to already paying for the carpark. In a subsequent interview with the Senior Trails Officer at NT, the “juxtaposition between people so willing to pay for the likes of Intu car parks, a large corporation, compared to people so unwilling to pay for car parks that are privately owned” was discussed.

Anecdotally, a number of people were surprised to find out that the car parks near survey sites were privately owned and not owned by Norfolk County Council, which may explain why respondents were unwilling to pay further money towards the County Council.

Questions surrounding what people feel should be or expect to be provided by local authorities and what they assume is provided are raised, in contrast with what is actually provided.

Previous studies have linked protest voting with public sensitivities surrounding council tax (Bennett *et al.*, 1995). With 16% of users answering that they “already pay for the trail through tax,” it is possible these sensitivities may have arisen in this study also. These may stem from issues such as the “Age of Austerity,” (BBC News, 2017b), the public sector cap (BBC News, 2017c), or the increasing pressures faced by the NHS (BBC News, 2018a; BBC News, 2018b; BBC News, 2018c).

Regression analysis showed a statistically significant relationship between protest voting and number of visits ($P < 0.01$), in that those who visit more frequently were more likely to protest vote. This could be because, as a number of respondents answered, they use the route too frequently to pay an entrance fee each visit, as the cost would begin to add up. Again, 17% of respondents stated they used the route at least once a week (Section 5.1) so it is likely those users who are unwilling to pay. Often, users stated they would have preferred an annual fee or a donation box, which may have appeased some of these concerns. It would be interesting to provide this payment vehicle in future studies.

Furthermore, much of the route existed as PROW before the launch, with only 5km of new coastal access being created (Gov.uk, 2016b). Respondents, and particularly regular users of ECPS2, may feel unwilling to pay for something they feel already existed and has simply been 'rebranded' as ECP.

6.5 Other Economic Value

In looking at estimates of recreational value and economic impact, one very significant aspect of the economic benefit of ECPS2 is overlooked; the economic benefit of physical activity. This idea is particularly pertinent as one of NT stated aims is to "improve people's health, mental health and well-being by connecting communities with nature," (Norfolk Trails, 2017).

Conservative estimates suggest that physical inactivity costs the NHS between £1bn and £1.8bn annually, a figure which could be doubled if conditions such as falls or osteoporosis are included (Department for Health, 2009). Physical activity leads to a wealth of benefits to health, including reduced risks of coronary heart disease, obesity, hypertension, certain cancers, and osteoporosis (*ibid.*). To quantify, those who are physically active reduce the risk of developing stroke and type 2 diabetes by up to 50% and the risk of premature death by 20-30% (*ibid.*).

Recreational walking is known to produce mental health and well-being benefits also, resulting from an appreciation of landscape, wildlife, and weather, combined with the rewards from a sense of exploration within the landscape. Hence, walking along coastal trails with the added value of the activity being embedded in the landscape, has been linked

to improving self-esteem and relieving symptoms of depression and anxiety (Blumenthal *et al.*, 1999; Department for Health, 2009).

Furthermore, walking is considered a universally accessible and acceptable form of physical activity (Wimbush *et al.*, 1998). The health benefits that walking provides therefore become increasingly important in reference to recreational trails as they are accessible to almost everyone. Furthermore, those most at risk of leading sedentary lifestyles include older people, who experience a notable decline in physical activity after the age of 55 (Department for Health, 2009). This is particularly pertinent as this study showed 48% of users of ECPS2 were aged 55 or older (Section 5.1). As such this trial provides a means for physical activity, and in particular to a high risk group, which should be reflected in CBA.

The idea of health and well-being values is gaining interest in the academic world and becoming increasingly researched. Bodies have been set up to provide funding for this research, such as the five year, £6.5m Valuing Nature Programme, funding research to improve the understanding of the role of biodiversity and ecosystem processes in human health and well-being (valuing-nature.net, 2017a). This programme also recognises the value of coastal access specifically, with another project, CoastWEB, looking at valuing the contribution coastal habitats make to human health and well-being (valuing-nature, 2017b).

The Health Economic Assessment Tool (HEAT) for cycling and walking, is a tool created by the World Health Organisation to estimate the value of reduced mortality that results from regular walking and cycling (World Health Organisation, 2014). It is designed specifically to facilitate evidence-based decision-making, for example to be part of comprehensive CBA of transport or infrastructure projects such as the ECP (*ibid.*). This is a tool that could be used to estimate the health value of walking that ECPS2 enables, which could feed in to future CBA.

7. Conclusion and Further Research

This thesis has looked at the concept of valuing nature, and more specifically, the non-market valuation techniques that can be used to assess the economic value of public goods in the absence of market prices. Two methodologies, the travel cost and the contingent valuation, were then applied to NT newest stretch of coastal access, to identify its recreational value. Results of the valuation were then fed into a CBA to determine whether construction of the route was worthwhile economically. This thesis coincides with the ECP scheme, making the results particularly pertinent as they could feed into the planning of subsequent phases of the ECP. The CV and TC estimated recreational values of £3.09 and £3.29 per visit respectively. These values were combined with an average user spend of £20.90, and shown to outweigh the costs of construction even in the first year. This thesis will be shared with NT, such that they can use the recreational values and the results from the CBA to support decision-making and funding applications. Furthermore the methodologies outlined, and the learnings from employment of the methodologies, will provide a framework to NT for future valuation studies of their trails.

The first conclusion to be drawn is of the disconnect between the academic world of recreation valuation, and application by those who manage recreational spaces. Where the literature talks overwhelmingly about non-market valuation, this is not reflected in practice. As such those managing recreational trails, such as NT but also with a wider application, are undervaluing their recreational areas. They must begin to incorporate non-market valuation to more accurately estimate the economic value of their trails and not just the economic impact their recreational spaces create. Although academics often work in interdisciplinary teams, perhaps they should begin to collaborate with bodies such as NE that are working on the ground. From the perspective of NT, it can be concluded that the public do identify a value for simply being able to access ECPS2 and use it for recreation, and as such they must begin to assess this recreational value.

The second conclusion to be drawn is of those who are likely to spend more along ECPS2. As discussed in Section 5.1, those who are younger, with greater income, members of green bodies, those who have travelled from further to reach ECPS2, and who aim to walk further along ECPS2 are likely to spend more money associated with their visit. NT could therefore implement a number of strategies to encourage use of the trails by these groups to increase

the economic impact of ECPS2. For example, creation of a geocaching trail may encourage users to walk further along ECPS2, or NT could aim to work collaboratively with the likes of the National Trust to encourage their members to explore the trail.

Finally, based on the high protest vote rate the CV questionnaire received, likely stemming from some of the route previously existing, the existence of viable substitutes, public confusion about what is provided by local authorities, and more generally a longstanding history of public footpath provision in the UK, the third conclusion to be drawn is the importance of employing more than one non-market valuation methodology. Literature exists on not only the combination of RP and SP methodologies (Adamowicz *et al.*, 1994) but on specifically combining CV and TC and what can be gained (Cameron, 1992; Englin and Cameron, 1996; Kling, 1997; Alberini and Longo, 2006). This literature could be used as the starting point for the next stage of research; identifying an appropriate way to combine the results from the two methods, and then applying these methods to begin to estimate the recreational value of the NT.

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10. Appendix

Appendix 1: Norfolk County Councils Self-Registration Surveys

SS1 - Weybourne

Norfolk Trails User Survey

We are carrying out a survey of Norfolk Trails users to better understand your requirements and how we can improve our services - please help us by completing this form. The information you give will be **CONFIDENTIAL**. Please complete only **ONE** form for each **GROUP** and put it into the box provided. Complete the form by putting a [✓] tick in the relevant boxes.

1. Please record today's day and month:

Mon Tue Wed Thu Fri Sat Sun
[] [] [] [] [] [] []

Jan Feb Mar Apr May Jun
[] [] [] [] [] []

Jul Aug Sep Oct Nov Dec
[] [] [] [] [] []

2. How many people are in your party? (including yourself) Please write in number

Male		Female
	Under 18	
	18-35	
	36-60	
	Over 60	

3. Are you:

Walking []
Dog Walking []
Cycling []
Other (please specify) _____

4. How many times will you pass this point today?

Once [] Twice [] More []

5. Which ONE of the following BEST describes your visit to this Trail?

Please select one answer only

I am:
on a SHORT visit (less than 1 hour) []
on a PART-day visit (1-4 hours) []
on a FULL-day visit (5 or more hours) []
on a long distance trip (more than 1 day) []

6. Is this your first visit to this Trail?

YES [] NO []

If NO, approximately how often do you visit this Trail during the year?

Daily	[]	8-11 times a year	[]
4-5 times a week	[]	5-7 times a year	[]
2-3 times a week	[]	2-4 times a year	[]
Weekly	[]	Once a year	[]
Once a fortnight	[]	Less often	[]
Once a month	[]	Don't know/not sure	[]

7. Did you / will you use public transport as part of your walk or to get to or from this Trail? YES [] NO []

8. Did you use a website to find out information about the route before your visit to this Trail? YES [] NO []

If YES, which one(s) _____

9. What is the postcode of your permanent address? If you are from overseas, which country are you from?

(This is just to help us monitor where visitors come from) _____

10. During your visit to this Trail, approximately how much have you spent on the following, per person, per day and where?

Please write in £

Accommodation [£]

Where: _____

Food and drink [£]

Where: _____

Other activities [£]

What / where: _____

11. To what extent have you enjoyed using this Trail, on a scale of 1 to 5?

Not at all 1 2 3 4 5 Very much
[] [] [] [] []

12. Will you:

Return to this Trail? YES [] NO []

Recommend this Trail? YES [] NO []

13. Please include your e-mail address if you would be happy to complete a more detailed survey? (Not everyone will be sent an additional survey)

Thank you for your help. Please post this completed form through the slot in the box.

Alternatively please fill in directly on-line at:

www.smartsurvey.com/s/NationalTrailUser

Please only complete this form/survey once even if you use the trail again.



New legislation established in 2009 has meant that a route around the entire English coast is to be established where the public are enabled to make recreational journeys. As part of this in October 2016, 21 miles of coastal access from Sea Palling to Hopton-on-Sea was launched.

Section 1:

1) Have you read, understood and agree to the confidentially and consent statement?

Yes ☐ No ☐

2) Were you aware of the England Coast Path scheme?

Yes ☐ No ☐

3) Were you aware that you were on a new stretch of England Coast Path? Yes ☐ No ☐

2) Since this stretch was launched in October 2016, how many times have you used the path?

3) Did you use this route, or any of the rights of way associated with this route, before it was launched in October 2016?

Yes ☐ No ☐

4) If yes, please state how many times you would use the route in a 12 month period?

5) Are you

Walking ☐ Dog Walking ☐ nature appreciation ☐

Running ☐ Cycling ☐ landscape appreciation ☐

sightseeing ☐ Other (please specify)

6) How far along this path are you planning to go today (answer can be given as distance or from place to place)

7) Which aspects of the path do you value the most? (please tick 2 or 3 most important)

Fresh air ☐ Peace and quiet ☐ Landscape ☐

plant life ☐ wildlife ☐ Accessibility ☐

car park ☐ proximity to public transport ☐

other (please specify)

Section 2:

Please imagine a hypothetical scenario whereby an entrance fee onto this stretch of Norfolk Coast Path (from Sea Palling to Hopton-on-Sea) was charged by Norfolk County Council to fund the necessary maintenance and upkeep of the trail, to maximise user enjoyment.

8) Would you be willing to pay an entrance fee of (£2, 3, 4, 7, 10) to access this trail for a day?

Yes ☐ No ☐

9) Please explain your answer to the previous question?

10) Would this entrance fee cause your use of the Coast Path to change? If so how?

Section 3:

11) How much do you expect that you will spend in total today in the local area on the following:

Eating and drinking in cafes, pubs, restaurants

Buying food and snacks from shops

Shopping such a souvenirs

Tourist and recreational activities (for example water sports lessons)

Transport, petrol and car parking

Other (please specify)

12) Please tick which age bracket you fall into?

16-24 ☐ 25 – 34 ☐ 35 – 44 ☐

45 – 54 ☐ 55 – 64 ☐ 65 + ☐

13) Please give the postcode of your home address

14) Please state your occupation?

15) Which annual gross income bracket does your household fall into?

Up to £11,500 ☐ £11,501 - £45,000 ☐

£45,001 to £150,000 ☐ over £150,000 ☐

15) Do you belong to any countryside or green bodies, e.g. National Trust?

Yes ☐ No ☐

Thank you on behalf of Norfolk Trails for taking the time to fill out this survey

Copy of Dissertation non-intercept survey

I am a BSc Geography undergraduate at UEA carrying out this research as part of my final year independent project. This research will feed back to Norfolk County Council, with whom I completed my year in industry, to provide an estimation of the economic value of one of their walking trails.

New legislation established in 2009 has meant that a route around the entire English coast is to be established where the public are enabled to make recreational journeys. As part of this in October 2016, 21 miles of coastal access from Sea Palling to Hopton-on-Sea was launched. This section of coast path is renowned for its striking dunescape, its stunning landmarks including the Happisburgh Lighthouse, and the much loved grey seal colony who come ashore every winter to breed. Furthermore sections of the route are of significant scientific and ecological importance, with the Horsey-Winterton SSSI home to dragonflies, rare butterflies, the natterjack toad and a little tern colony.

Confidentiality and Consent

Please note that you can refuse to answer any question you wish. All data will be collected anonymously. All personal information will be used only for the purposes of this study and will then be destroyed. Although the results of the survey will be shared with Norfolk County Council, personal information will not be shared. This research has received ethics clearance from UEA.

1. Have you read, understood and agree to the confidentiality and consent statement above?

- ☐ Yes
☐ No

2. Were you aware of the England Coast Path scheme prior to reading the statement above?

- ☐ Yes
☐ No

3. Have you ever, or do you intend to walk along this section of Norfolk Coast Path?

- ☐ Yes
☐ No

Copy of Dissertation non-intercept survey

Please imagine a **hypothetical** scenario whereby an entrance fee onto this stretch of Norfolk Coast Path (from Sea Palling to Hopton-on-Sea) was charged by Norfolk County Council to fund the necessary maintenance and upkeep of the trail, to maximise user enjoyment.

4. Would you be willing to pay an entrance fee of: £2/3/4/7/10 to access the trail for a day?

- ☐ Yes
☐ No

5. Please explain your answer to the previous question

Prev

Next

6. Please select which age bracket you fall into

- ☐ 16 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65+

7. Please state your occupation

8. Which annual gross income bracket does your household fall into?

- ☐ Up to £11,500
- ☐ £11,5001 - £45,000
- ☐ £45,001 - £150,000
- ☐ Over £150,000

9. Do you belong to any green or countryside bodies (such as the National Trust)?

- ☐ Yes
- ☐ No

Prev

Done

Monitor of Engagement with the Natural Environment

The national survey on people and the natural environment

Visits to coastal England

NATURAL
ENGLAND



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Foreword

Natural England produces a range of reports providing evidence and advice to assist us in delivering our duties.

Background

In 2009 Natural England, Defra and the Forestry Commission commissioned TNS to undertake the Monitor of Engagement with the Natural Environment (MENE) survey for the first time.

The data enables Natural England, its partners and data users to:

- Understand how people use, enjoy and are motivated to protect the natural environment.
- Monitor changes in use of the natural environment over time, at a range of different spatial scales and for key groups within the population.
- Inform on-the-ground initiatives to help them link more closely to people's needs.
- Evaluate the impact and effectiveness of related policy and initiatives.
- Measure the impact of and inform policy relating to the natural environment.

This report

This report presents the results of an analysis of the MENE findings from the first six years of fieldwork from March 2009 to February 2015 regarding visits to the coast.

A separate Headline Report providing a broader overview of the latest survey findings is available separately.

Published alongside these reports are:

- A Technical Report providing full details of the survey methodology, sampling, grossing and weighting and estimates of confidence intervals.
- An electronic data table viewer: an interactive tool which allows detailed analysis of the MENE dataset.

Please see GOV.UK for further outputs from the survey:

<https://www.gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results>

National Statistics

The UK Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics.

Designation can be broadly interpreted to mean that the statistics:

- Meet identified user needs.
- Are well explained and readily accessible.
- Are produced according to sound methods.
- Are managed impartially and objectively in the public interest.

Once statistics have been designated as National Statistics it is a statutory requirement that the Code of Practice shall continue to be observed.

The responsible Statistician for this publication is Haney King: haney.king@naturalengland.org.uk

Keywords: visits, engagement, natural environment, coast, participation, motivations, barriers, activities and expenditure

This report can be downloaded from the Natural England website:

<https://www.gov.uk/government/statistics/monitor-of-engagement-with-the-natural-environment-2014-to-2015>

For information on Natural England publications contact the Natural England Enquiry Service on 0845 600 3078 or e-mail **MENE@naturalengland.org.uk**.

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INTRODUCTION



1 Introduction

- 1.1. This report provides the results of an analysis of data which focus on visits taken to the coast using the following sources:
 - Results from the Monitor of Engagement with the Natural Environment (MENE) survey using data collected between March 2009 and February 2015.
 - The results of questions regarding coastal visits and the England Coastal Path which were added to the omnibus survey used for MENE. These additional questions were included over a two week period in March 2013 and again in December 2015.
 - Where appropriate, results from other surveys, including the Great Britain Tourism Survey (GBTS) and Great Britain Day Visits Survey (GBDVS). These surveys are undertaken by TNS for VisitEngland, VisitScotland and Visit Wales.
- 1.2. In Section 7 this report also includes an introduction to an upcoming report on visits to urban greenspaces, which will be published as part of the suite of outputs released for the 2015-16 survey.

Background

- 1.3. The MENE survey was conducted by TNS on behalf of Natural England, the Department for Environment, Food and Rural Affairs (Defra) and the Forestry Commission.
- 1.4. In the six years since the survey commenced, a wealth of evidence on outdoor recreation behaviour, attitudes and engagement with the natural environment has been collected. MENE has provided a basis for specific analysis on areas such as how members of different societal groups and children engage with the outdoors. The data set also provides scope for deeper exploration of the data in relation to areas such as well-being, the relationship between valuing the natural environment and actions taken to protect it and visits taken to specific types of place.
- 1.5. MENE fieldwork is undertaken using the TNS in-home omnibus survey with at least 800 interviews undertaken with a sample representative of adult residents in England every week. This provides an average annual sample size of around 47,000 interviews.

MENE aims and objectives

- 1.6. MENE provides information about the relationship between people and the natural environment. Whilst the main focus of the survey is on visits to the natural environment, it also captures other ways of using or enjoying the natural environment such as time spent in the garden and watching nature programmes on television.
- 1.7. The objectives of the survey are to:
 - Provide estimates of the number of visits to the natural environment by the English adult population (16 years and over).
 - Measure the extent of participation in visits to the natural environment and identify the barriers and drivers that shape participation.
 - Provide robust information on the characteristics of visitors and visits to the natural environment.
 - Measure other ways of using and enjoying the natural environment.
 - Identify patterns in use and participation for key groups within the population and at a range of spatial scales.

MENE survey scope

- 1.8. The survey relates to engagement with the natural environment. By natural environment we mean all green open spaces in and around towns and cities as well as the wider countryside and coastline.
- 1.9. The main focus of the survey is on leisure visits to the outdoors in the natural environment, away from home and private gardens. This could be anything from a few minutes to all day. These may include time spent close to a person's home or workplace, further afield or while on holiday in England. Routine shopping trips or time spent in a person's own garden are not included in the definition of a leisure visit in MENE.
- 1.10. The survey also includes a smaller section of questions regarding engagement with the natural environment other than that experienced during visits. This includes activities such as time spent in private gardens, watching nature programmes on television, undertaking pro-environmental activities such as recycling and access to a private garden.
- 1.11. Please note that any trends or variations between results highlighted in the text are statistically significant unless stated otherwise. This means that differences between results, for example when comparing two years or two population groups, have been proven through statistical analysis as likely to be real differences at the 95 percent confidence limits, as opposed to differences which are the result of sampling error or chance.

Further publications from the survey

- 1.12. This report forms one part of a larger suite of outputs from the survey. Published alongside this report are an annual report, technical report, an electronic data viewer, quarterly reports, SPSS and Excel data sets. To access these, go to:

<https://www.gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results>

HEADLINE FINDINGS



WE DO LIKE TO BE BESIDE THE SEASIDE

The Monitor of Engagement with the Natural Environment (MENE) survey captures data on use and enjoyment of the natural environment by members of the English adult population (aged 16+).

313 million

= coastal visits by English adults March '14 - Feb '15



A VALUABLE GREENSPACE

Average amount spent on greenspace visits:



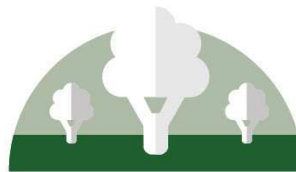
£18

Coastal visit



£6

Town & city



£6

Countryside

Spend reflects longer visits, greater range of activities, including eating and drinking, and further distances travelled to destination.

Source: MENE Years 1 to 6 (March 2009 to February 2015)

MORE THAN THE MONEY

People are attracted by:



37%

Health & exercise



36%

Relaxing & unwinding



34%

Fresh air & pleasant weather



30%

Scenery

The positive outcomes:



55%

Enjoyment



37%

Appreciated surroundings



36%

Calm & relaxed



36%

Refreshed & revitalised

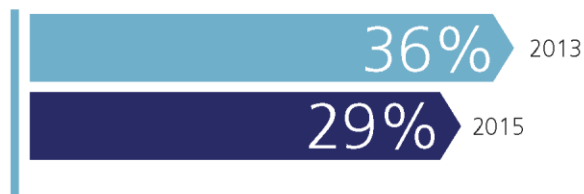
Source: MENE Years 1 to 6 (March 2009 to February 2015)

Source: MENE Years 1 to 6 (March 2009 to February 2015)

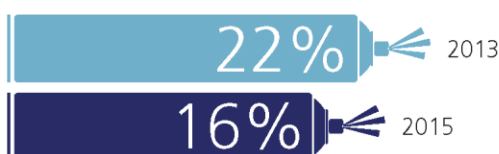
MAKING THE MOST OF THE COAST

Problems are decreasing

People experiencing any access problems:

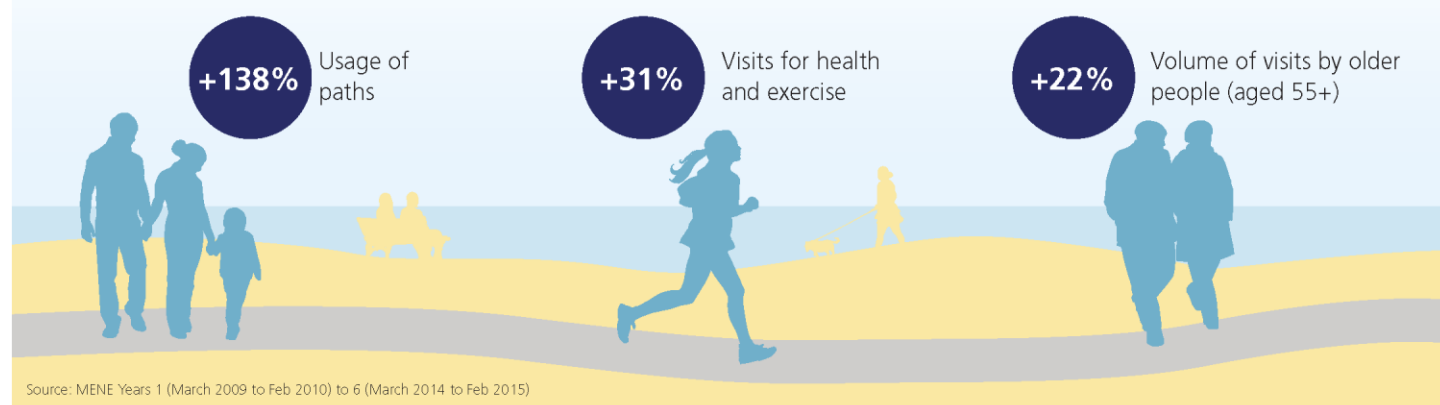


People experiencing litter, vandalism, graffiti:



Source: Additional questions added to MENE in March 2013 and December 2015

Since 2009, visit numbers have not changed but how people are enjoying the coast and why is changing



Barriers to visiting the coast



Source: Additional questions added to MENE in March 2013 and December 2015

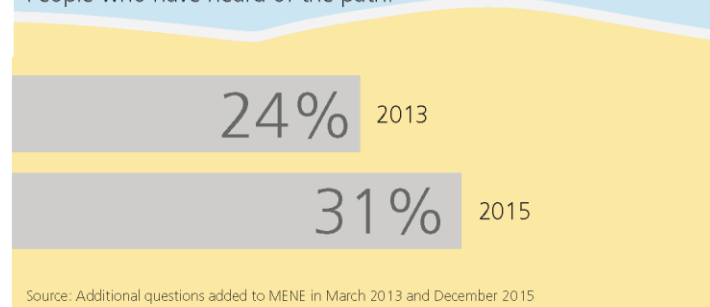
Source: Additional questions added to MENE in March 2013 and December 2015

TAKE THE PATH

The England Coast Path provides a route to more coastal visits - tackling challenges and building on the appeal of health and wellbeing.

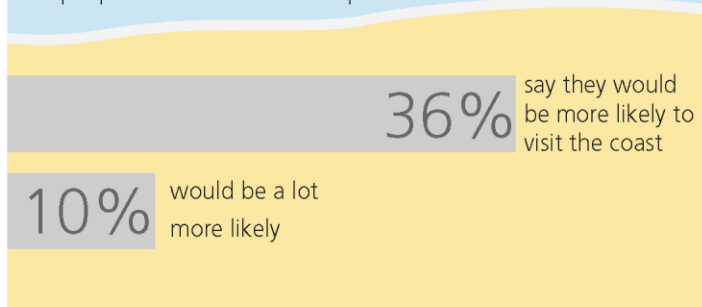
Awareness of the path is increasing

People who have heard of the path:



Source: Additional questions added to MENE in March 2013 and December 2015

Of people who hear about the path:



Unless stated otherwise, results are presented from MENE Years 1 to 6 (March 2009 to February 2015). For more information and survey results, go to <https://www.gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results>. The UK Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics. Designation can be broadly interpreted to mean that the statistics: meet identified user needs; are well explained and readily accessible; are produced according to sound methods; and are managed impartially and objectively in the public interest. Once statistics have been designated as National Statistics it is a statutory requirement that the Code of Practice shall continue to be observed.

WE DO LIKE TO BE
BESIDE THE SEASIDE



3 We do like to be beside the seaside

Over 300 million coastal visits per year

Between March 2014 and February 2015, adults resident in England took 3.12 billion visits to the natural environment. As illustrated in Figure 3.1, 10 percent of these visits (313 million) were taken to the coast.

By comparison, the national tourism surveys estimate that around a third of all domestic holidays (32 percent) and nine percent of tourism day visits have a coastal destination¹.



Figure 3.1 – Distribution of visits to natural environment by main type of place visited
MENE Year6: March 2014 to February 2015

As shown in Figure 3.2 overleaf, in around two-thirds of these 313 million visits, the main place visited was a seaside resort or town (202 million visits) while other visits were taken to more rural places on the coastline (111 million).

During the same period, the national tourism surveys recorded that around 13 million holidays and 123 million tourism day visits were taken to the English seaside by GB residents and that an estimated £7 billion was spent during these visits¹.

It is important to note that the scope of MENE means that the survey includes shorter visits, those taken closer to home and visits taken for a variety of reasons, whereas the tourism visits are typically longer and therefore there may be greater scope for some to include a coastal visit as part of these trips.

¹ Data on holidays obtained from GB Tourism Survey 2014 and data on tourism day visits from GB Day Visits Survey 2014. Note these visits are not mutually exclusive from those recorded in MENE.

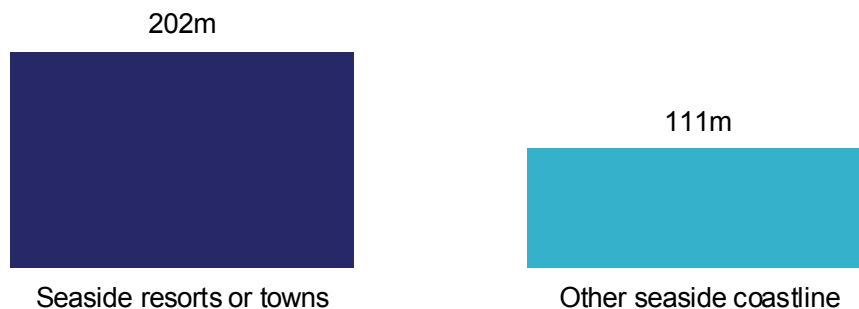


Figure 3.2 – Annual number of visits including natural places/ green spaces (millions)
MENE Year6: March 2014 to February 2015

The coast attracts a range of visitors

In terms of place of residence, the coast attracts a mix of local users, day visitors and tourists. Specifically, as shown in Figures 3.3 to 3.5 below and overleaf:

- Almost two in five visits to the coast (38 percent) were taken by people resident in a different Local Authority area, a much higher proportion than recorded for other types of place.
- The average distance travelled to reach coastal destinations was significantly longer than on visits to other types of place.
- Almost half of visits taken to coast were taken by car (47 percent), a much higher proportion than recorded for other types of place.

Also, some eight percent of visits to the coast started from holiday accommodation – a much higher proportion than recorded for other places (one percent of urban green space visits, two percent of countryside visits).

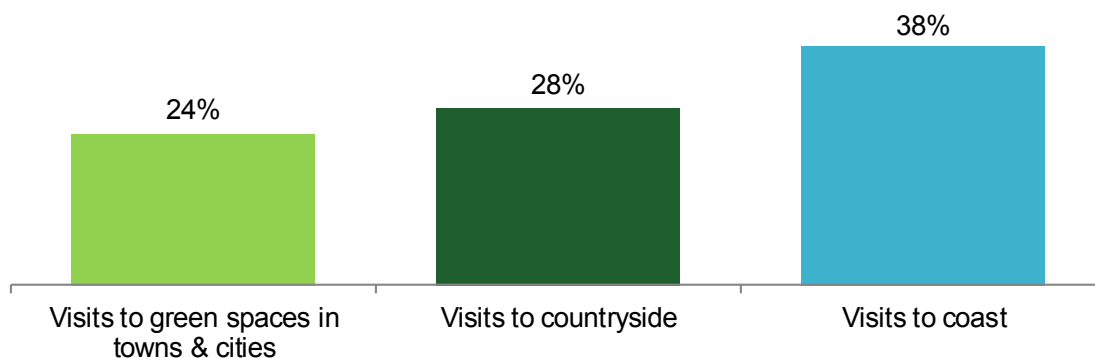


Figure 3.3 – Proportion of visits taken by people from a different Local Authority by destination type
MENE Years 1-6: March 2009 to February 2015

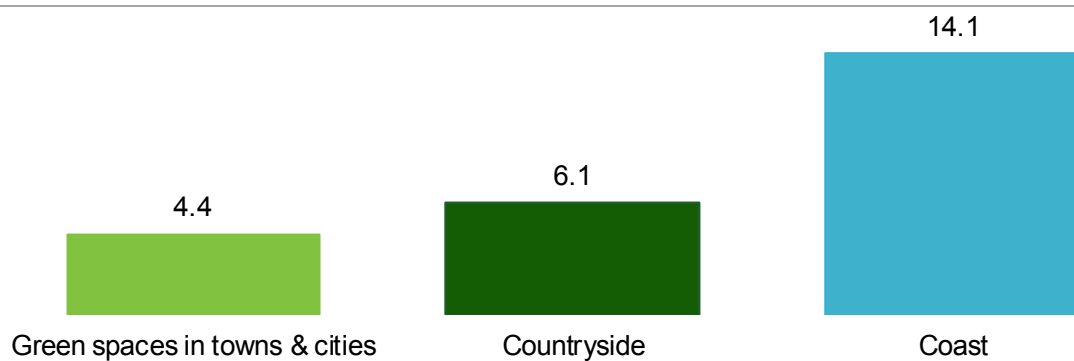


Figure 3.4 – Average distance travelled by destination type (miles)
MENE Years 1-6: March 2009 to February 2015

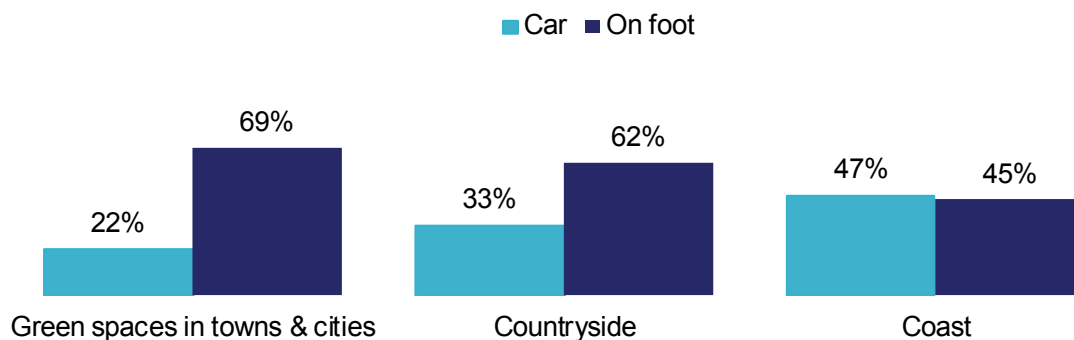


Figure 3.5 – Use of car and walking to travel to destination by destination type
MENE Years 1-6: March 2009 to February 2015

Considering the demographic profile of visitors, as shown in Figure 3.6 overleaf, the coast attracts a wide spread of socio-economic groups (SEG²) with around a third of visits taken by members of the most affluent AB groups (32 percent) while 19 percent were taken by members of the D and E groups (unskilled manual occupations and unemployed).

Compared to the English adult population, visitors to the coast were more likely to be in the more affluent socio-economic groups. Also related to these socio-economic variations:

- 86 percent of visits to the coast were taken by people with a car (compared to 75 percent of GB households who own a car).
- 73 percent of visits to the coast were taken by people who either own their home outright or have a mortgage (compared to 63 percent of all households in England who own outright or have a mortgage on their home).

² See Annex for SEG definition

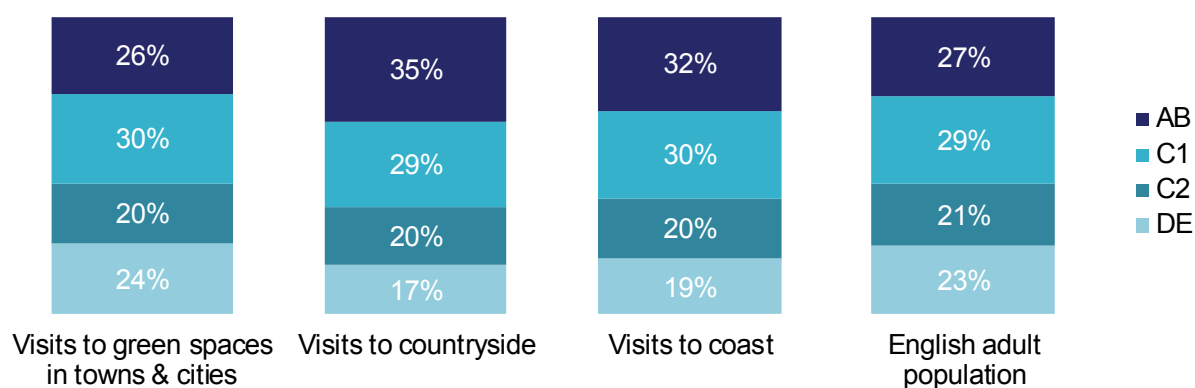


Figure 3.6 – SEG profile of visitors by destination type

MENE Years 1-6: March 2009 to February 2015

As shown in Figures 3.7 and 3.8 below, the coast also attracts a variety of people at different life stages and in different age groups. While around a quarter of visits were taken by families (i.e. children in household), a larger proportion were taken by people classified as Empty Nesters (55 and over, no children).

Compared to the English adult population, visitors to the coast had an older age profile. Also, related to this variation:

- 29 percent of visits to the coast were taken by people who are retired (compared to 18 percent of population).
- 17 percent of visits to the coast were taken by people with a long term illness or disability (compared to 18 percent of the population).

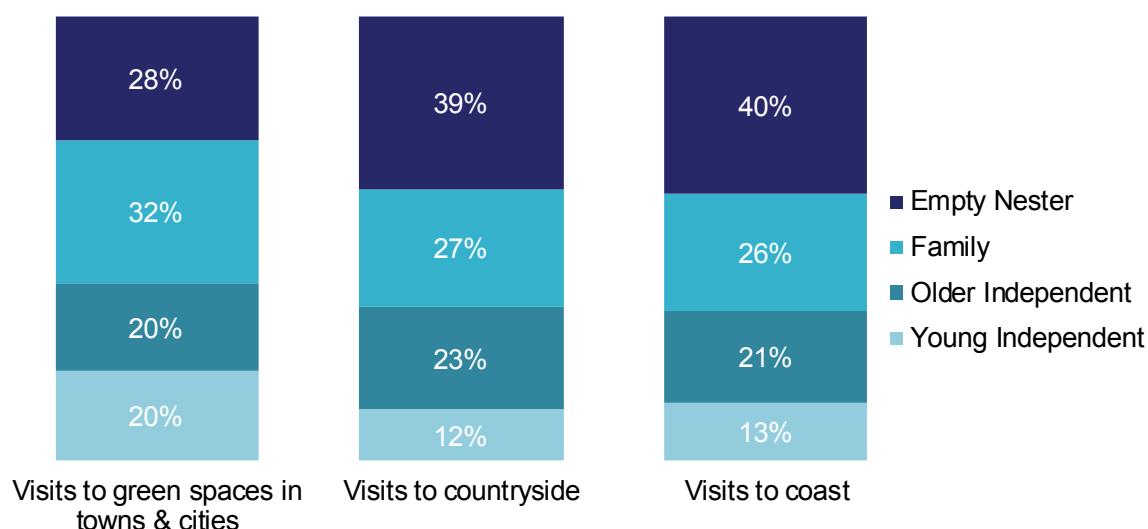


Figure 3.7 – Lifestage of visitors by destination type

MENE Years 1-6: March 2009 to February 2015

Definitions: Young Independent – aged 16-34, no children under 16 at home; Older Independent – aged 35-54, no children under 16 at home; Family – any children under 16 at home; Empty Nester – aged 55+, no children under 16 at home.

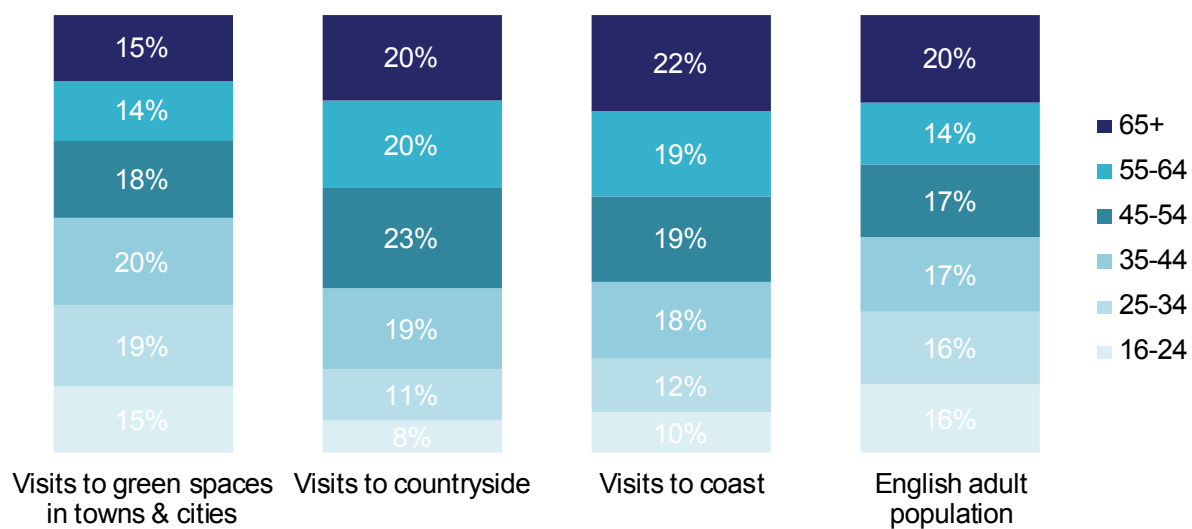


Figure 3.8 – Age profile of visitors by destination type
 MENE Years 1-6: March 2009 to February 2015

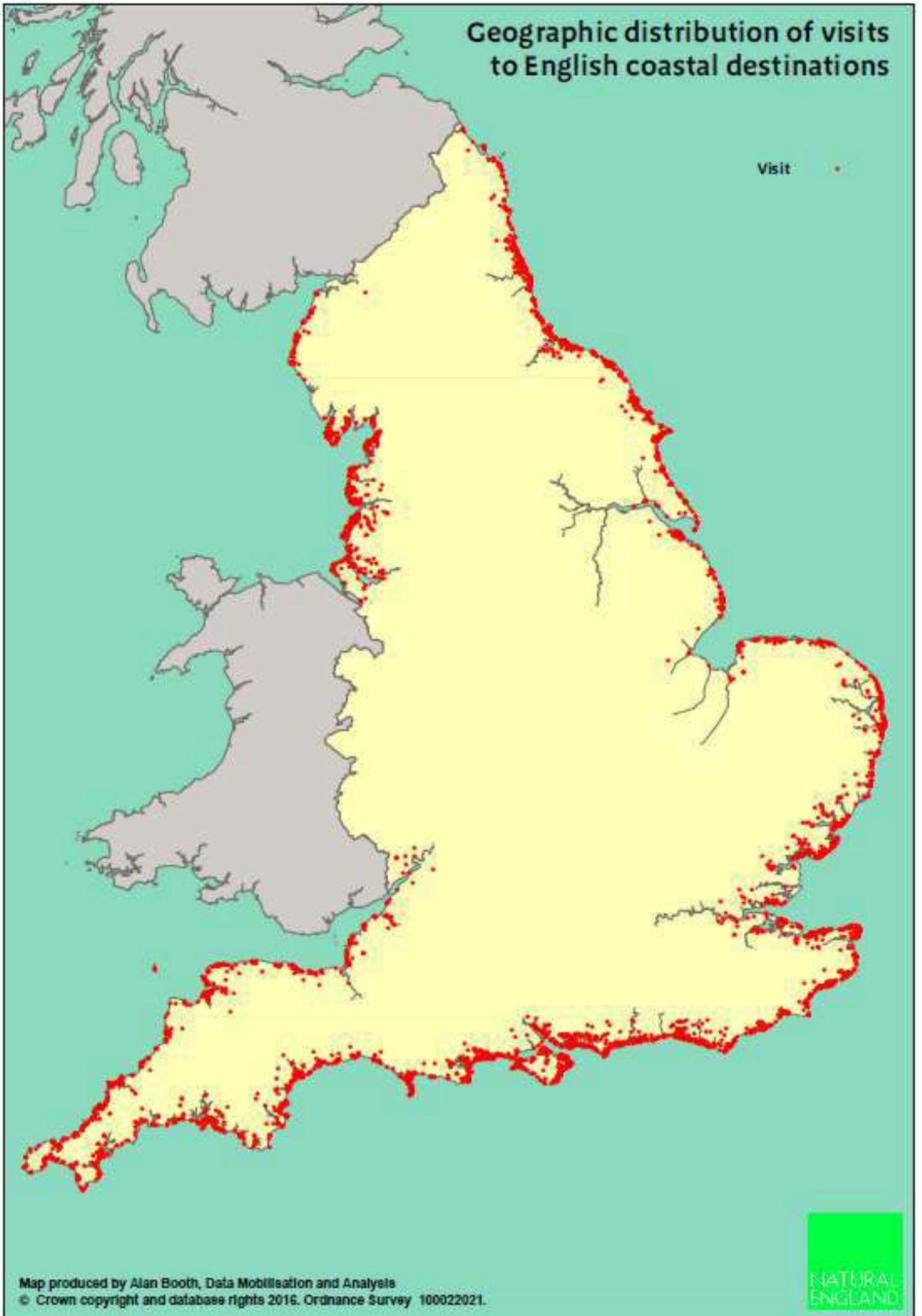
Geographic variations

While MENE recorded that 10 percent of all visits to the natural environment taken by adults resident in England had a coastal destination, this proportion varied significantly by region and county – generally reflecting the proximity of large population centres to the coast.

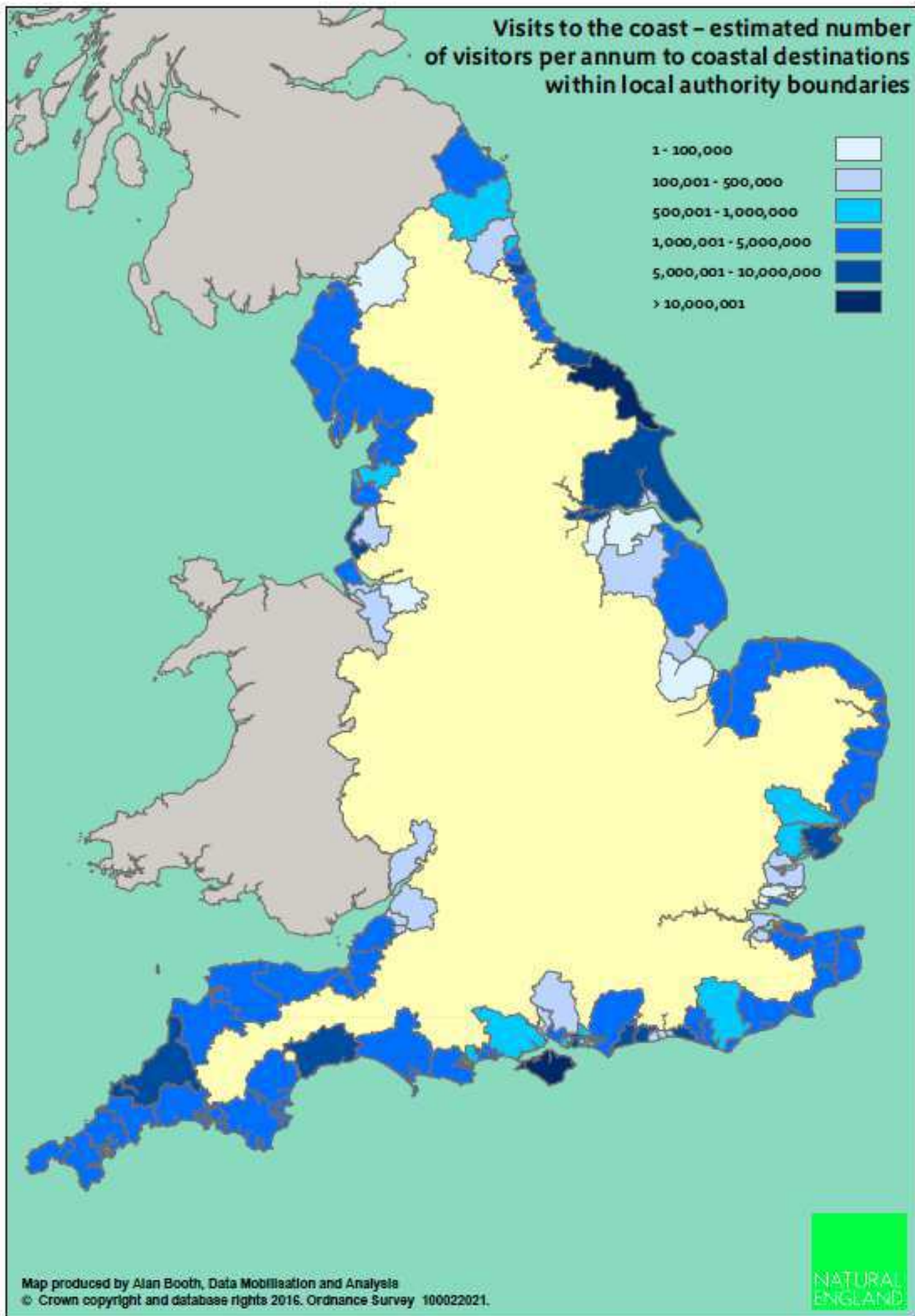
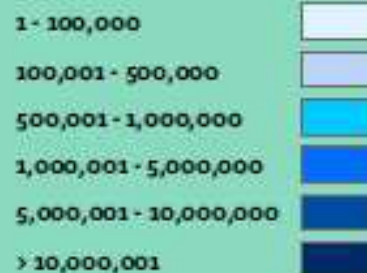
The maps on the following pages illustrate the geographic distribution of visits made to the natural environment by MENE survey respondents to English coastal destinations, the estimated annual number of visitors to English coastal destinations by destination local authority and the average distance in kilometres travelled by visitors when making visits to coastal destinations. The source data for these maps employed MENE Years 1-6: March 2009 to February 2015 survey data; visitors were identified by their response to core survey Question 2 'General type of place where most time during the visit was spent' and further refined by selecting visit data from destinations laying within a 5km buffer inland from the coastal mean high water mark.

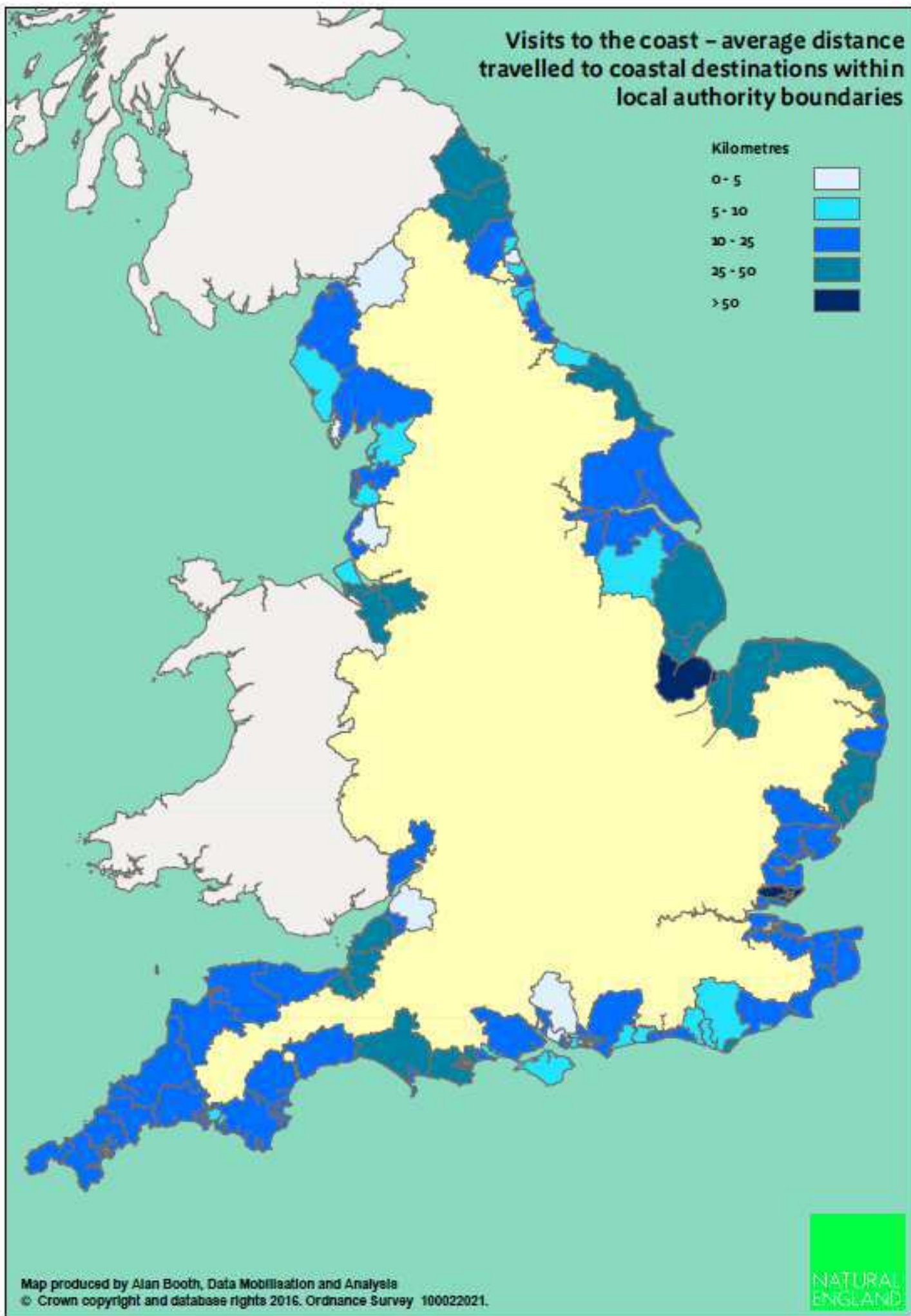
Geographic distribution of visits to English coastal destinations

Visit •



Visits to the coast – estimated number of visitors per annum to coastal destinations within local authority boundaries





Visitor profiles variations

The profile of visitors to the coast varies significantly by the type of place visited, day of visit and place of residence.

Some of the key variations are summarised below, highlighting where visits to, for example, coastal towns and resorts are significantly more likely to be taken by a particular group or for a particular reason than recorded for visits taken to other coastal places.

Variations by type of place visited	<p>Visitors to coastal towns & resorts are more likely to be:</p> <ul style="list-style-type: none"> C2DE socio-economic groups. Non-locals (live in different local authority). Travelling on longer journeys to reach coast. Visiting to relax & unwind or to entertain children. Taking part in beach activities, eating out, playing with children. Spending more money than average for all coastal visits. 	<p>Visitors to other coast are more likely to be:</p> <ul style="list-style-type: none"> ABC1 socio-economic groups. Locals (live in same local authority). Taking visits for health & exercise, peace & quiet. Taking part in dog walking, wildlife watching, appreciating scenery. Feeling close to nature.
Variations by day of the week	<p>Weekend visitors are more likely to be:</p> <ul style="list-style-type: none"> Younger age groups & families. Non-locals (live in different local authority). Travelling on longer journeys to reach coast, taken by car. Spending time with family, entertaining children. Taking part in beach activities, eating out, playing with children. Spending more money than average for all coastal visits. Feeling enjoyment, relaxation. 	<p>Weekday visitors are more likely to be:</p> <ul style="list-style-type: none"> Older age groups, empty nesters. Locals (live in same local authority), travelling on foot. Taking visits for health & exercise. Taking part in dog walking.
Visits by place of residence	<p>Non-local visitors (live in different local authority) are more likely to be:</p> <ul style="list-style-type: none"> Travelling on longer journeys to reach coast, taken by car. Visiting at weekends Taking visits for health & exercise. Taking part in eating out, picnics, playing with kids, sightseeing by car, beach activities. Feeling enjoyment, refreshed & revitalised, appreciative of surroundings, close to nature. 	<p>Local visitors (live in same local authority) are more likely to be:</p> <ul style="list-style-type: none"> Empty nesters. Travelling on foot. Visiting on weekdays. Spending time with family, relax & unwind. Taking part in dog walking.

**THE COAST IS A VALUABLE
GREENSPACE**



4 The coast is a valuable greenspace

Coastal visits last longer and involve a greater range of activities

On average visits to the coast lasted around three hours (3hrs 3 mins), about an hour longer than the averages recorded for visits to the countryside or urban destinations (1 hr 58 mins and 1 hr 51 mins respectively).

The breakdown shown in Figure 4.1 below illustrates the wide range of visit durations. Around two fifths of visits to the coast lasted three hours or more (39 percent) compared to 20 percent of visits to urban greenspaces and 21 percent of visits taken to the countryside.

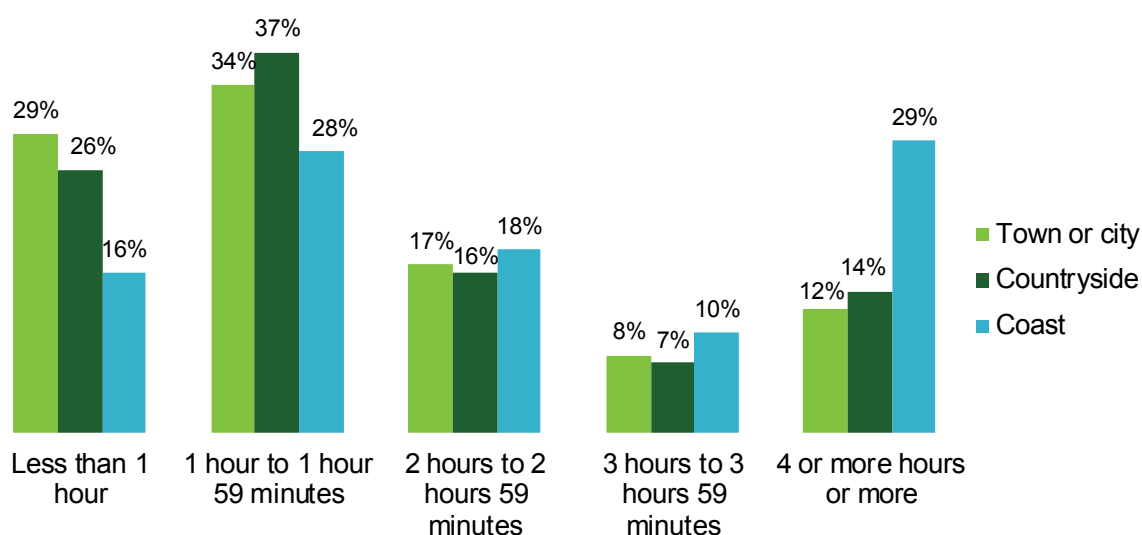


Figure 4.1 – Visit duration by destination type
MENE Years 1-6: March 2009 to February 2015

Visits to the coast also typically involved participation in more leisure activities than visits taken to other places. Coastal visits were particularly likely to include walking (without a dog) and eating out, with other activities including visiting attractions, enjoying scenery from a car and/or picnics.

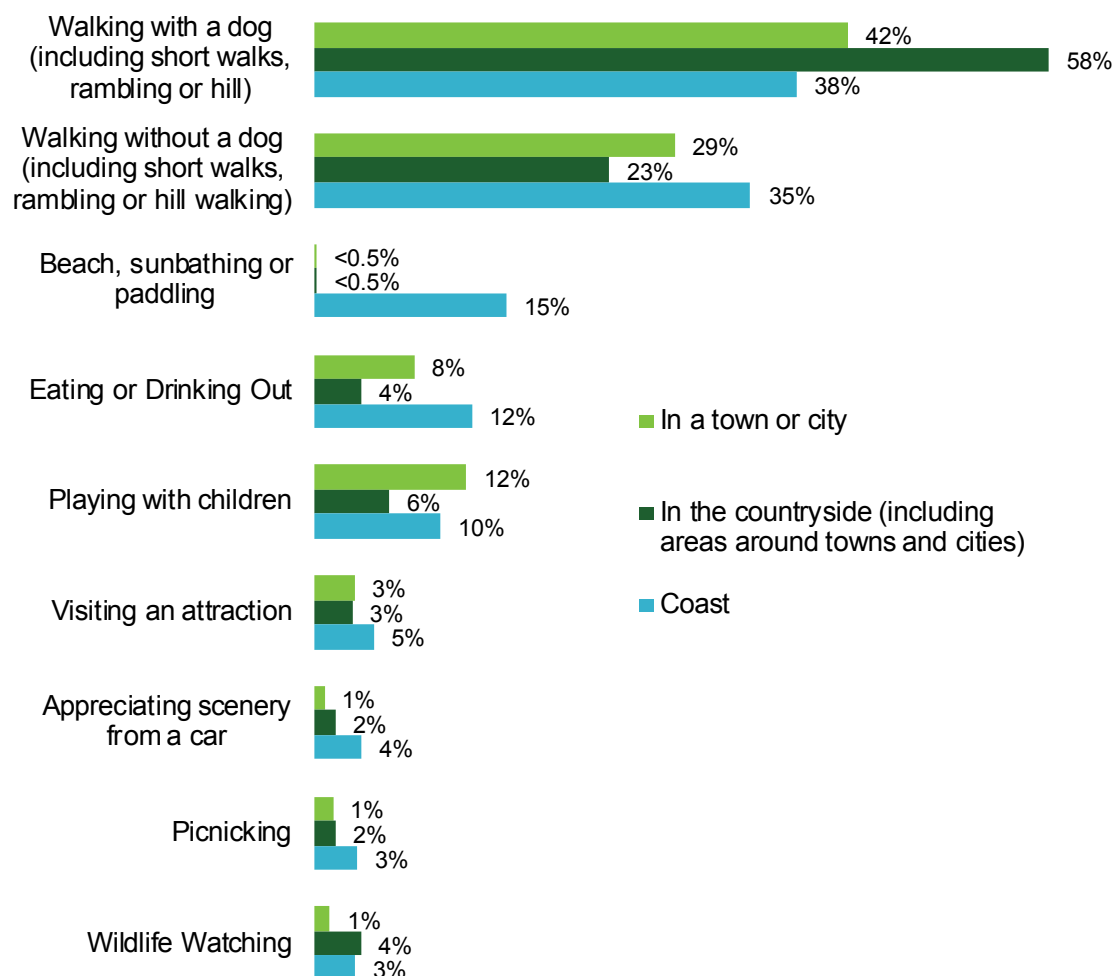


Figure 4.2 – Activities undertaken on visits by destination type
MENE Years 1-6: March 2009 to February 2015

Visits to the coast involve higher expenditure levels

Reflecting the greater distances travelled, longer visit durations and wider range of activities typically undertaken, the amount of money spent during visits to the coast tended to be higher than during visits to other destination types³.

Also, reinforcing their importance to seaside economies, coastal visits were more likely than those with a countryside or urban greenspace destination to be taken by people from outside of the local area (38 percent of visits taken by people living in a different local authority – see Figure 3.3).

Table 4.1 illustrates the average amounts spent on different items during visits to the coast and other types of destination.

Overall, the average amount spent during coastal visits was just over £18, around three times more than the amounts spent during visits to urban greenspaces (£6) or the countryside (£6). The largest amounts were spent on food and drink and fuel (51 percent and 17 percent of total spend respectively).

	Town & cities	Countryside	Coast
TOTAL	£6.42	£5.67	£18.29
By item:			
Food and drink	£3.78	£2.86	£9.38
Fuel	£0.65	£0.96	£3.20
Admission fees	£0.54	£0.76	£1.49
Gifts\Souvenirs	£0.42	£0.26	£1.24
Other items	£0.43	£0.33	£1.21
Car parking	£0.13	£0.11	£0.58
Bus\Train\Ferry fares	£0.33	£0.11	£0.58
Purchase of equipment	£0.08	£0.20	£0.41
Hire of equipment	£0.05	£0.06	£0.16
Maps\ Guidebooks, etc.	£0.01	£0.01	£0.03

Table 4.1 Average spend per visit by destination type (including visits with no expenditure on items)

MENE Years 1-6: March 2009 to February 2015. Note to take account of inflation values have been adjusted to 2014 prices using annual CPI rates. As a rule of thumb, when comparing prices, only differences of around £5 or more can be considered as statistically significant.

Given these higher levels of spend, while 10 percent of all visits to the natural environment had a coastal destination, 25% of all expenditure made took place during these visit (see Figure 4.3).

³ See note in Annex regarding expenditure data recorded by MENE

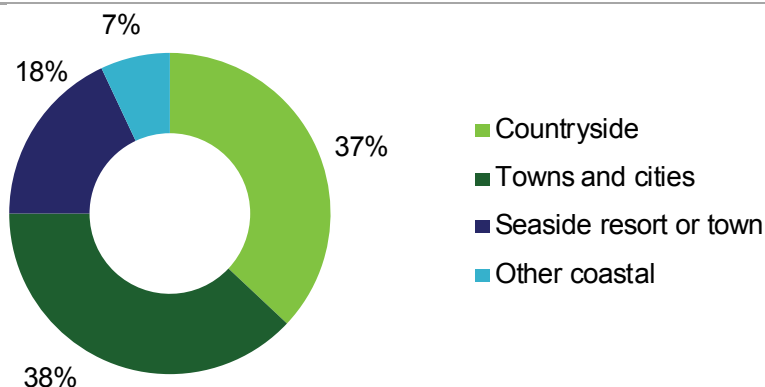


Figure 4.3 – Distribution of expenditure on visits to natural environment by main type of place visited

MENE Year6: March 2014 to February 2015

A place to exercise and unwind

The benefits of visits to the coast extend beyond their economic value and include positive health and wellbeing impacts.

As shown in Figure 4.4, the coast attracts visitors for a wide variety of reasons. The most common motivations relate to health and exercise, relaxing and unwinding.

As described in more detail in Section 5, over the six years since MENE commenced, the volume of visits taken to the coast for health and exercise reasons has increased significantly (+31 percent). This reflects broader trends seen for other natural places.

Compared with visits to towns/cities, coastal visits were more likely to be motivated by opportunities to enjoy scenery.

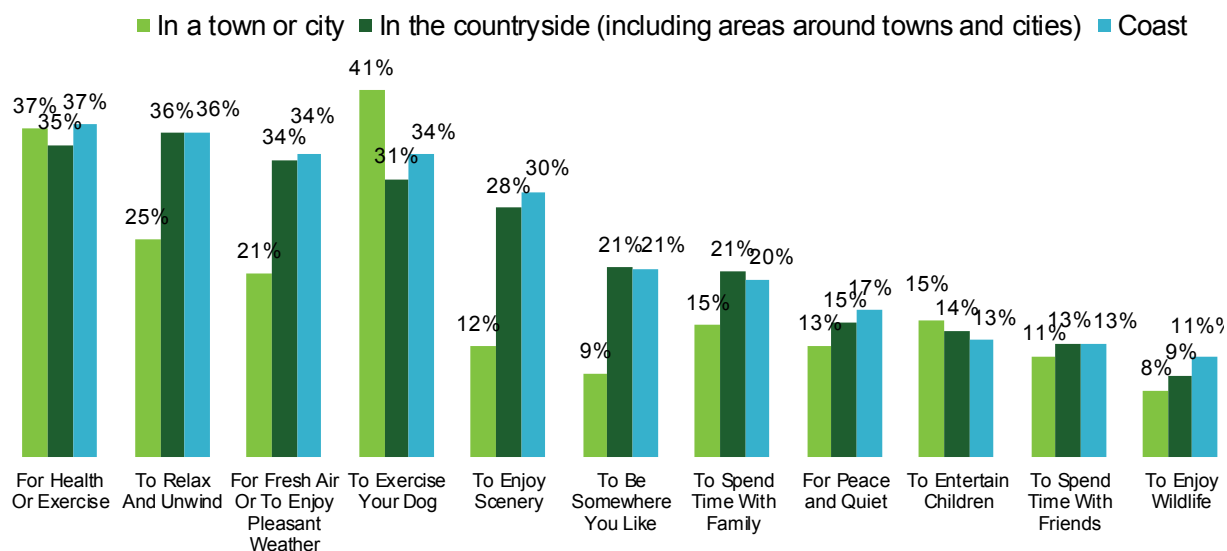


Figure 4.4 – Reasons for visits by destination type

MENE Years 1-6: March 2009 to February 2015

Reflecting the wide range of reasons for visiting, visits taken to the coast and countryside tend to have stronger positive outcomes than those taken to urban green space (Figure 4.5 below).

Notably, enjoyment is rated higher for visits to the coast than for other types of place (55 percent strongly agree compared to 50 percent of countryside visits and 40 percent of urban greenspace visits).

Also, visits to rural coastline receive the highest ratings in relation to visitors feeling ‘calm & relaxed’ and ‘appreciating surroundings’.

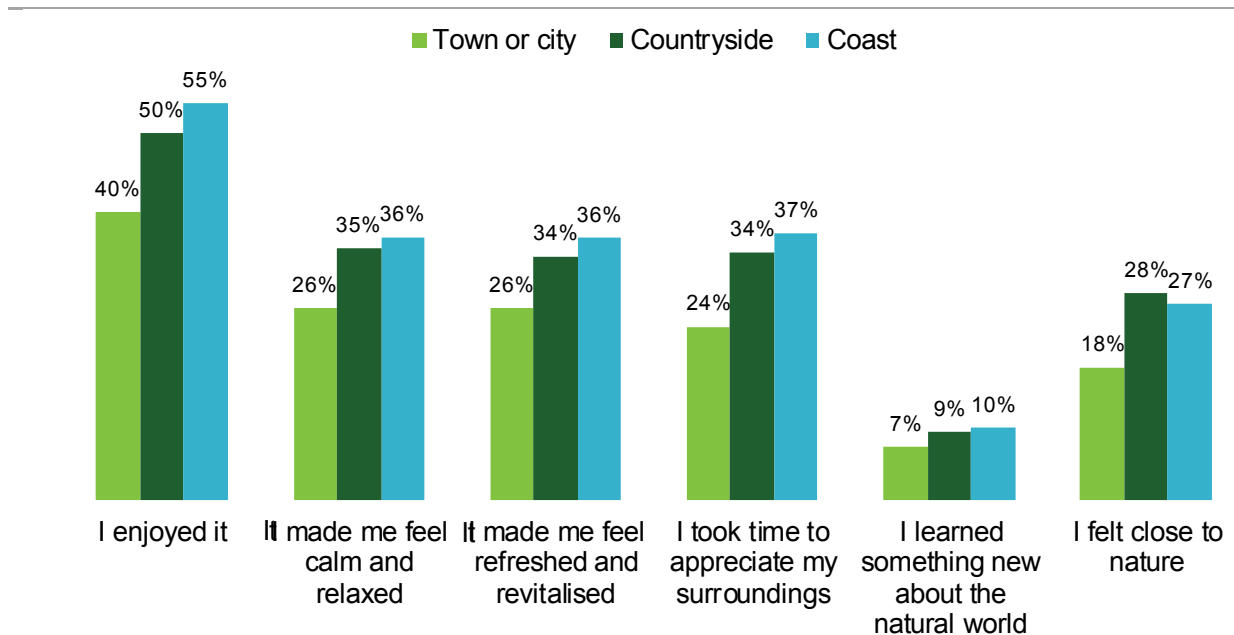
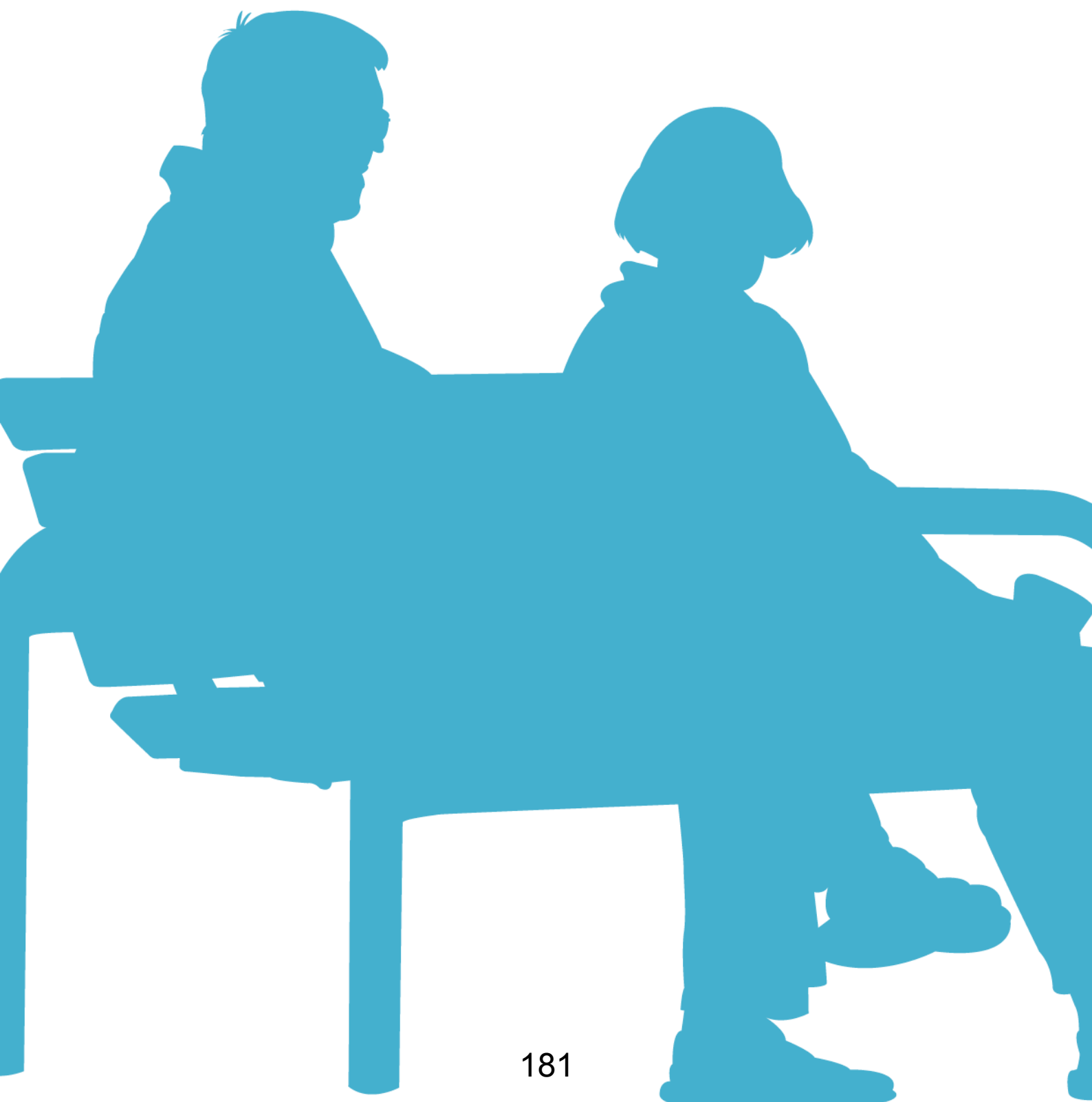


Figure 4.5 – Outcomes of visits by destination type – agree strongly with statement
MENE Years 1-6: March 2009 to February 2015

OPPORTUNITIES TO INCREASE VISITS TO THE COAST



5 Opportunities to increase visits to the coast

2009 to 2015 trends

As shown in Figure 5.1 below, during the six years since March 2009, the annual volume of visits to the coast (both seaside resorts and other coast) has fluctuated but there has been no consistent upward or downward trend.

During the same period visits to the countryside have also remained at fairly constant levels. However the volume of visits taken to urban green spaces has increased significantly (63 percent increase from 2010/11 to 2014/15), driving the overall upward trend in visits taken to natural places.



Figure 5.1 – Billions of visits including natural places/ green spaces by the coast
MENE Years 1-6: March 2009 to February 2015

While there has been no significant change in the overall volumes of visits taken to the coast between 2009 and 2015, further analysis suggests a number of underlying trends.

Most notably, as shown in Figures 5.2 to 5.4, between the first and sixth years of the survey the volumes of coastal visits including **usage of a path, cycleway or bridleway**, including participation in **walking without a dog** or **playing with children** and the volumes of visits taken for **health or exercise reasons** increased.

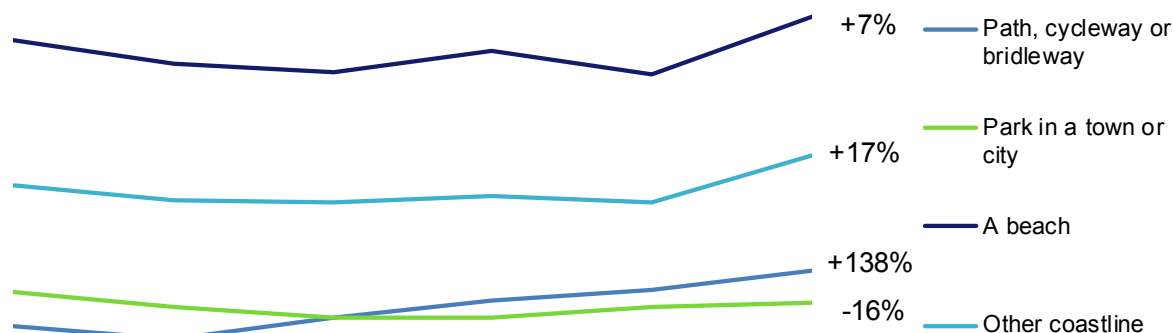


Figure 5.2 – Annual volume of visits to the coast by specific types of place included in visit. MENE Years 1-6: March 2009 to February 2015. Percentage figures show differences in volumes of visits between Year 1 and Year 6 of MENE

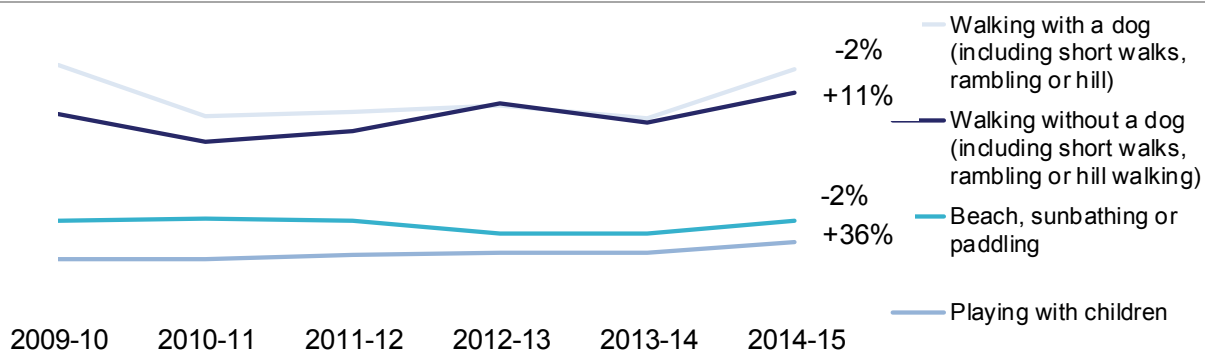


Figure 5.3 – Annual volume of visits to the coast by activities undertaken on visit (percentage figures shown are average year on year changes between each of the six years of MENE). MENE Years 1-6: March 2009 to February 2015. Percentage figures show differences in volumes of visits between Year 1 and Year 6 of MENE

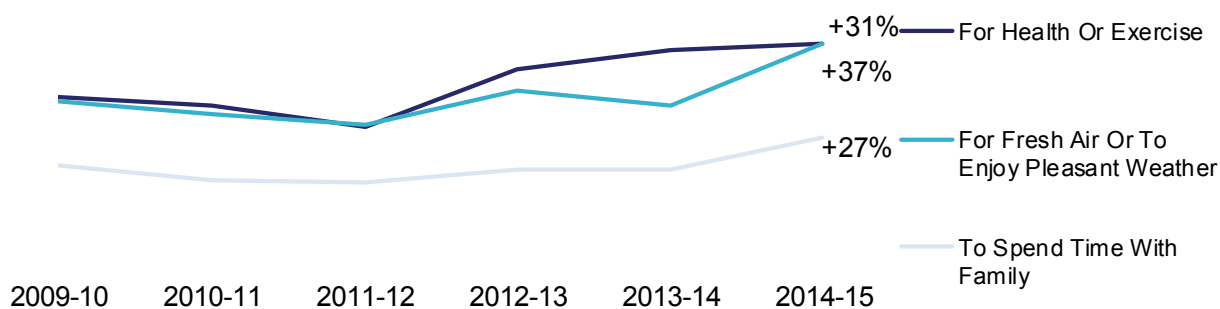


Figure 5.4 – Annual volume of visits to the coast by motivations for visit. MENE Years 1-6: March 2009 to February 2015. Percentage figures show differences in volumes of visits between Year 1 and Year 6 of MENE

In terms of the demographic profile of visitors, during the first six years of MENE, the volume of visits taken to the coast by **older age groups** (esp. those in empty nester lifestage) and **more affluent** socio-economic groups increased (Figures 5.5 and 5.6).

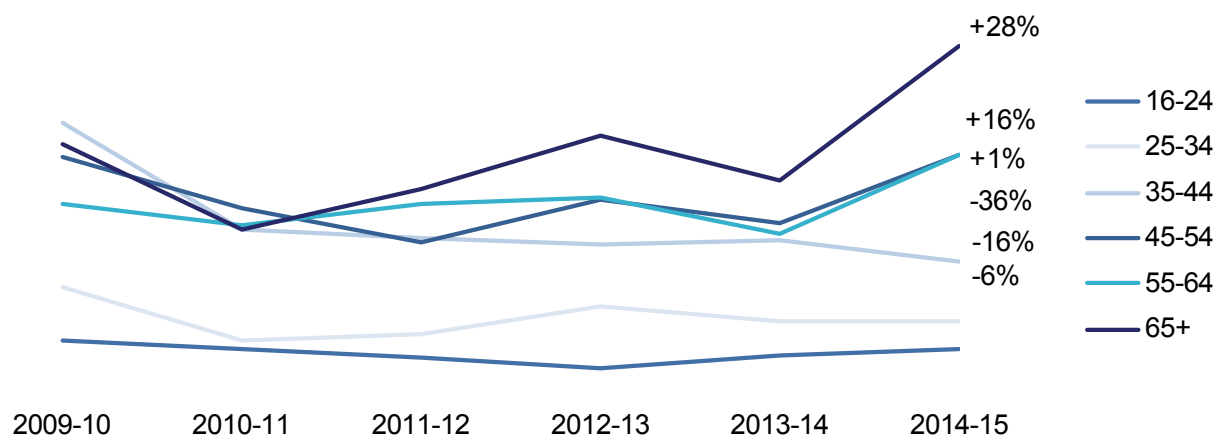


Figure 5.5 – Annual volume of visits to the coast by age MENE Years 1-6: March 2009 to February 2015. Percentage figures show differences in volumes of visits between Year 1 and Year 6 of MENE

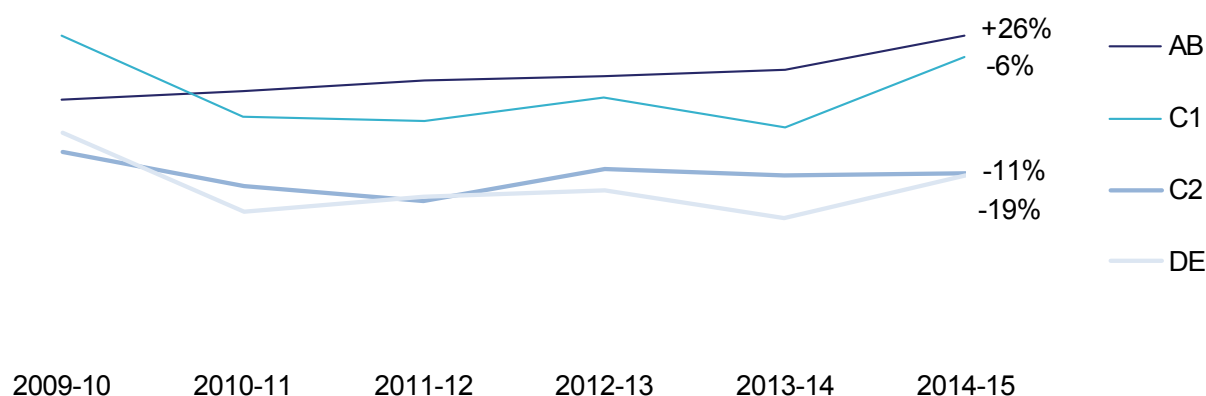


Figure 5.6 – Annual volume of visits to the coast by socio-economic grade MENE Years 1-6: March 2009 to February 2015. Percentage figures show differences in volumes of visits between Year 1 and Year 6 of MENE

Most visits to the coast are taken by around a fifth of the population

In December 2015 a sample of MENE respondents were asked to state how often they typically visited the coast to take part in activities such as walking (Figure 5.7). This question was also asked in 2013.

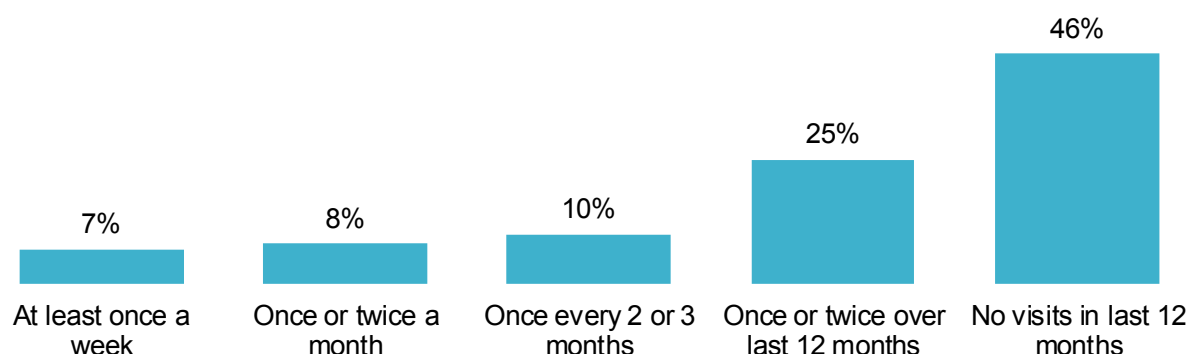


Figure 5.7 – Frequency of visits taken to the coast to take part in outdoor activities such as walking (last 12 months)

Omnibus questions 2015. Base: All respondents (2015: 1763)

Q1. How often, on average, have you visited the English coast to take part in outdoor activities such as walking? Please include all visits, regardless of how long they lasted or whether they were taken from home or while on a holiday in England. Chart does not show Don't Know responses (3 percent in 2015)

These results suggest that most of the c.300 million visits taken to the coast annually are made by a relatively small proportion of the population while many people rarely or never take visits.

In 2015, around 71 percent of the population had taken two or less visits to the coast in the preceding 12 months. The following demographics were more likely to be in this low visit frequency group:

- Women (73 percent compared to 69 percent of men)
- People in C2DE socio-economic groups (75 percent compared to 66 percent of ABC1s)
- People with children in their household (74 percent compared to 70 percent with no children).
- Members of the Black and Minority Ethnic population (90 percent).

Comparing the 2015 results with those obtained when the same question was asked in 2013 (Table 5.1), it is notable that the proportion of the English adult population had *not* taken a visit to the coast in the last 12 months increased from 32 percent in 2013 to 46 percent in 2015.

However, as shown in Figure 5.1, over the same period the overall volumes of visits taken to the coast by the population have remained fairly constant. These apparently contrasting results, with no change in overall visit volumes whilst more people claim to never take visits, may be explained by an increase in the frequency of visit taking amongst those groups who take visits most often (for example those who indicated that they normally visit 'once or twice a month' or 'at least once a week').

	2013 (%)	2015
Most days	2	2
Several times a week	3	2
Once a week	4	3
Once or twice a month	10	8
Once every 2 or 3 months	13	10
Once or twice over last 12 months	32	25
Never	32	46

Table 5.1 Frequency of visits taken to the coast to take part in outdoor activities such as walking (last 12 months)

Omnibus questions 2013. Base: All respondents (2013: 1701)

Q1. How often, on average, have you visited the English coast to take part in outdoor activities such as walking? Please include all visits, regardless of how long they lasted or whether they were taken from home or while on a holiday in England. Chart does not show Don't Know responses (4 percent in 2013)

Visits to the coast are more seasonal and focused on weekends

Compared to visits to other types of place, there is a greater seasonal variation in the volumes of visits taken to the coast. This variation is illustrated in the indexed data in Figure 5.8.

This comparison also illustrates the upward trend in the volumes of visits taken to green spaces in towns and cities while visits to the countryside and coast have varied but with no general upward or downward trend.

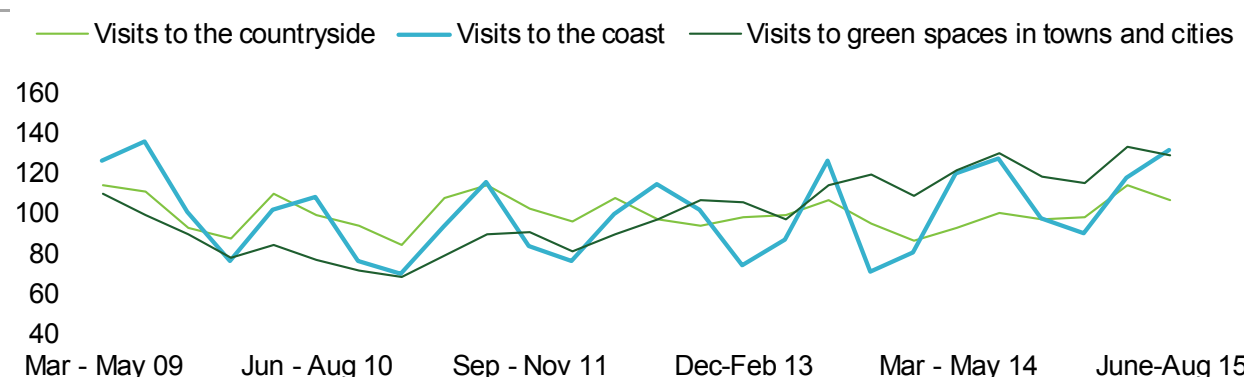


Figure 5.8 – Quarterly volume of visits by destination type – indexed data 100=monthly average over 6 year period

MENE Years 1-6: March 2009 to February 2015

Also, compared to visits to other types of place, visits to the coast are more likely to take place at weekends (40 percent), especially Sundays when around a quarter of visits are taken (23 percent). In contrast, the distribution of visits to urban green spaces is more evenly spread over the week.

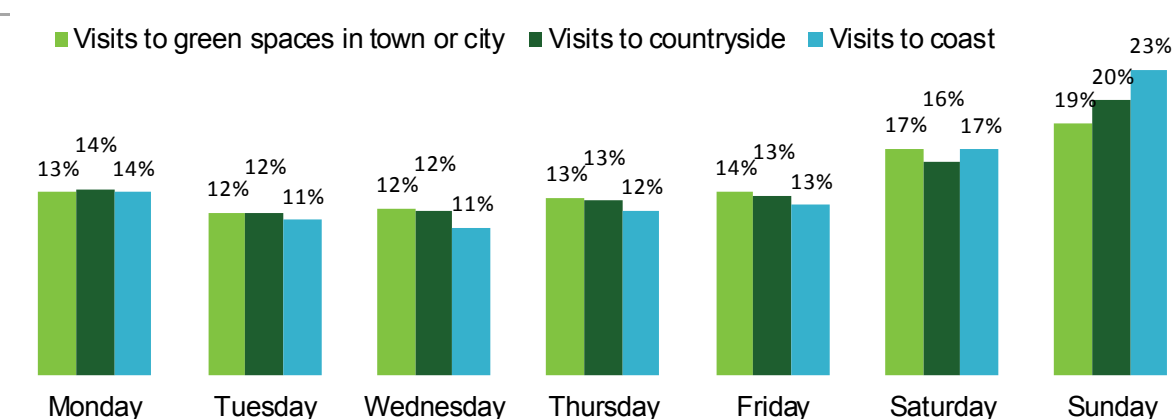


Figure 5.9 – Daily volume of visits by destination type

MENE Years 1-6: March 2009 to February 2015

Half of English adults would like to take more visits to the coast

Around half of the population (49 percent) would like to visit the English coast more often than they do at the moment (Figure 5.10). While this is a lower proportion than recorded in 2013 (57 percent), it suggests a significant opportunity to increase visit levels.

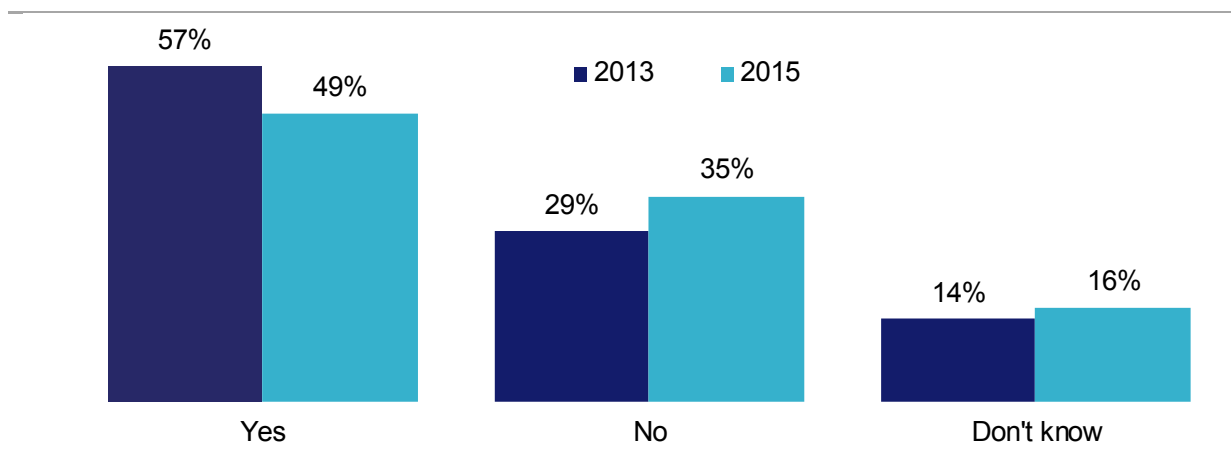


Figure 5.10 – Whether would like to visit the English coast more often

Omnibusquestions2013,2015. Base: All respondents(2013:1701, 2015:1763)

Q6. Now thinking of the next 12 months, would you like to visit the English coast more often than you do at the moment?

Looking across demographic groups, interest in visiting the coast more often was highest amongst:

- Women (52 percent compared to 45 percent of men).
- People aged under 55 (53 percent compared to 43 percent of those aged 55+).
- People in ABC1 socio-economic groups (52 percent compared to 46 percent of C2DEs).
- People with children in their household (56 percent compared to 46 percent with no children).

Figure 5.10 below illustrates frequency of visits to the coast in the last 12 months amongst the 49 percent of the population who would like to visit more often.

This analysis illustrates that while 36 percent of this group currently never take visits to the coast, 56 percent are occasional visitors (visiting at most once or twice a month).

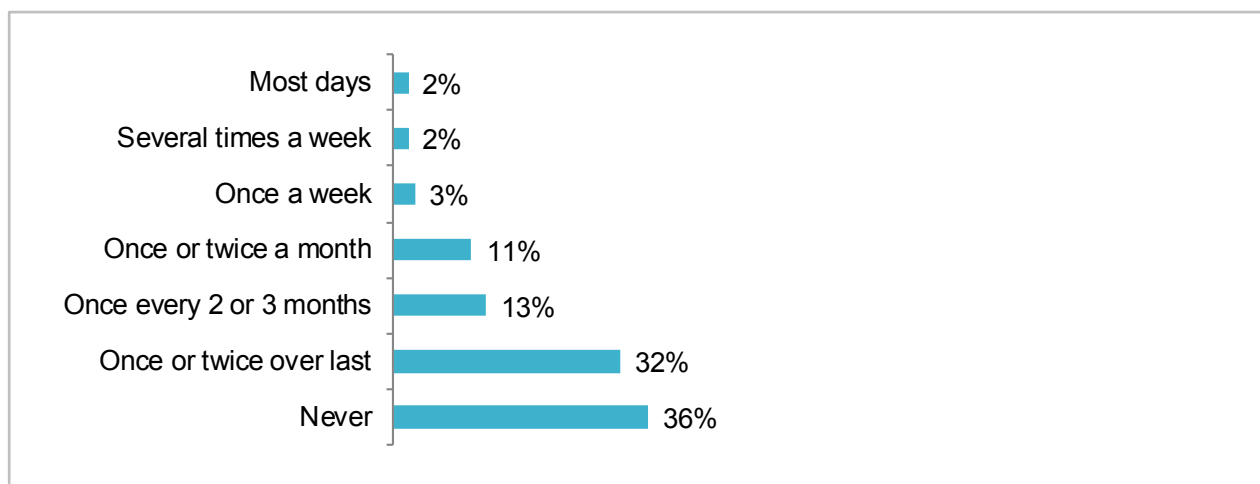


Figure 5.11 – Current frequency of visits to coast in last 12 months amongst those who would like to visit more often

Omnibusquestions2015. Base: All respondents(2015:1763)

As summarised in the table below and overleaf, the profile of these groups and their reasons for not taking more visits to the coast vary somewhat with those who generally never take visits more likely to be limited by factors such as health or expense while those who occasionally take visits are more likely to mention a lack of time as an issue.

<p>Want to visit more – currently never visit -</p>	<p>More likely to be...</p> <p>Aged 16-24</p> <p>C2DE</p> <p>Children in household or pre-family</p> <p>Residents of London or Midlands</p> <p>Barriers to visiting the coast more likely to include...</p> <p>Poor health</p> <p>Too expensive</p> <p>Too far from home</p> <p>No access to car</p> <p>A physical disability</p>
<p>Want to visit more – currently visit less than weekly</p>	<p>More likely to be...</p> <p>Aged 25-54</p> <p>ABC1C2</p> <p>Children in household</p> <p>Working full or part time</p> <p>Residents of Yorkshire, Humberside, East of England</p> <p>Barriers to visiting the coast more likely to include...</p> <p>Too busy at work</p> <p>Too busy at home</p> <p>Young children</p>

Overall a lack of time is the main barrier to visiting the coast

In both 2015 and 2013 the most frequently mentioned barriers preventing people from visiting the coast more often were being too busy at work or home and the weather (Figure 5.12). The proportion of people stating that nothing in particular stopped them from visiting the coast more often increased between 2013 and 2015.

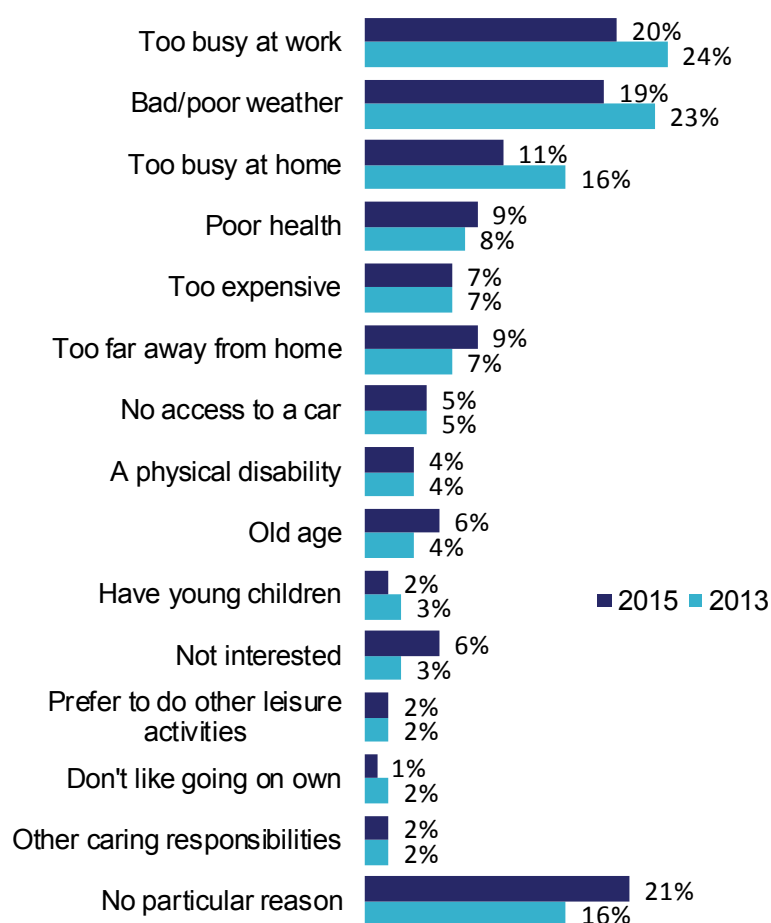


Figure 5.12 – Barriers to visiting the English coast more often

Source: Omnibus questions 2013, 2015. Base: All respondents (2013: 1701, 2015: 1763)

Q5. What, if anything, has stopped you from visiting the coast more often during the last 12 months?

Demographic variations in the barriers mentioned included:

- Too busy at work – more mentions by men, 24-44 age group and people with children.
- Bad/poor weather – more mentions by people with children.
- Too busy at home – more mentions by women, 35-54 age group and people with children.

Problems encountered during visits to the English coast

As in 2013, the most frequently encountered access issues continued to relate to litter, the behaviour of other users and path conditions in 2015 (Figure 5.13). Notably, less than a third (29 percent) of those who visited the coast for activities such as walking during 2015 encountered any types of access problems – a lower proportion than in 2013 (36 percent).

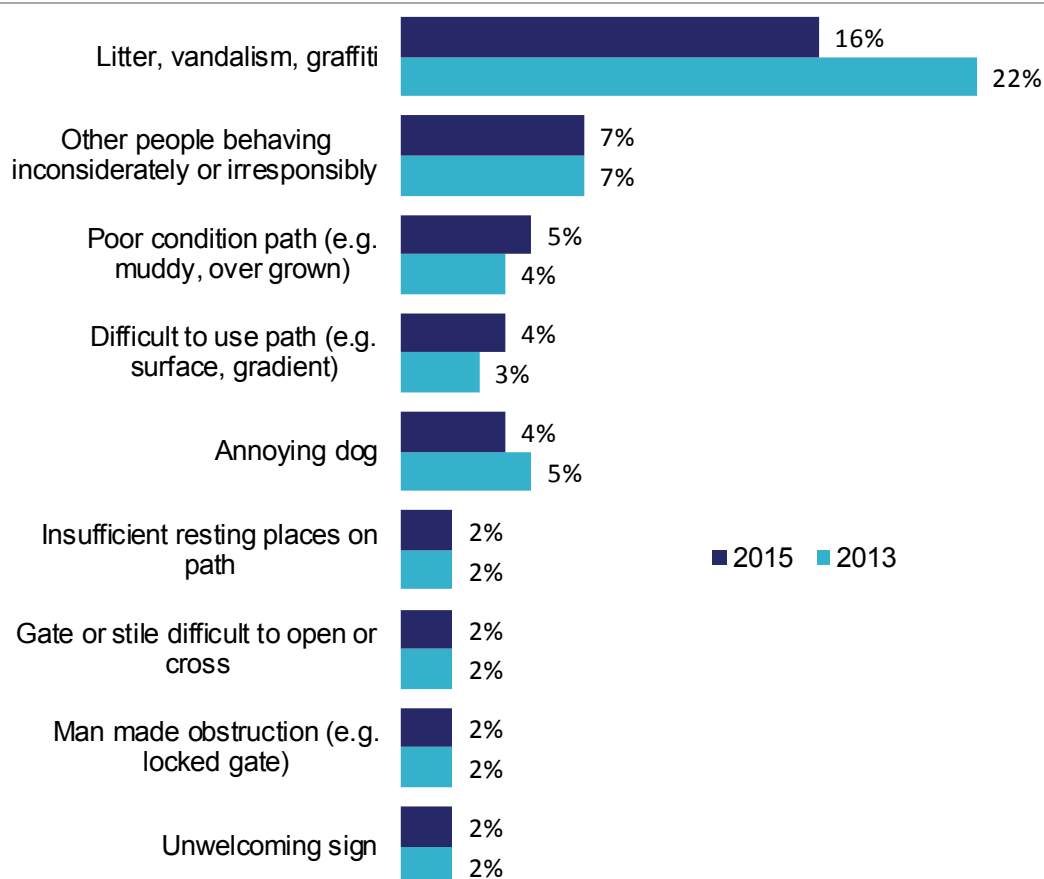


Figure 5.13 – Problems encountered when visiting the English coast

Omnibus questions 2013, 2015. Base: All respondents who have visited the English coast for activities such as walking in the last 12 months (2013:1085, 2015:901)

Q2. During the visits you took to the English coast in the last 12 months, which of the following problems, if any, have you encountered?

In 2015 there were a number of demographic and regional variations in the issues encountered during visits to the coast. These included:

- Residents of South East of England – more likely to report litter, vandalism or graffiti (23 percent).
- Residents of South West of England – more likely to report that the path they used was in a poor condition (12 percent)
- Younger age groups (16-24) – more likely than older people to report litter, vandalism or graffiti (26 percent) or an unwelcoming sign (seven percent).

THE ENGLAND COAST PATH



6 The England Coast Path

Awareness of the England Coastal Path is increasing

As shown in Figure 6.1, during 2015 31 percent of the population were aware of plans for a coastal path around England ('definitely' or 'think so'), a significantly higher proportion than recorded in 2013 (24 percent).

Awareness of the plans was highest amongst:

- Men (33 percent compared to 28 percent of women).
- People aged 55 or over (39 percent compared to 25 percent of those aged 16 to 54).
- People who visit the coast most often (44 percent of those who visit weekly compared to 34 percent of those who visit less often and 26 percent of those who normally never visit).

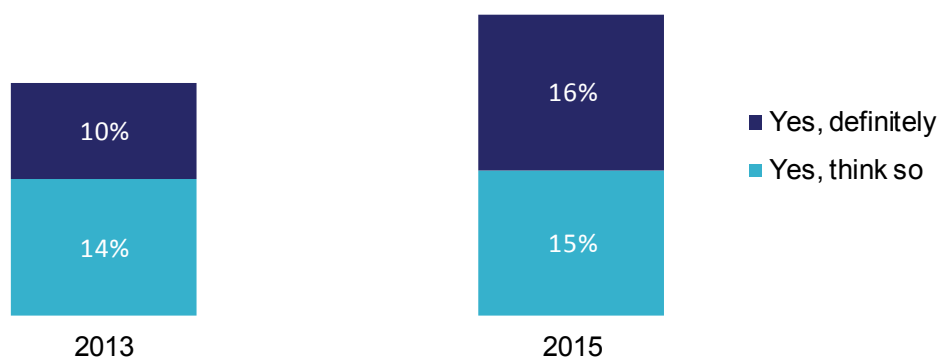


Figure 6.1 – Awareness of the England Coast Path

Work is underway on the England Coast Path - a new National Trail around all of England's coast. When complete, this will provide a walking route around all of England's open coast, extra space to enjoy the coast (for example to picnic), as well as access to all beaches, dunes, flats and cliffs. Some sections already exist with the whole path is due to be completed by 2020.

Prior to this interview were you aware of these plans?

Omnibus questions 2013, 2015. Base: All respondents (2013: 1701, 2015: 1763)

Q7. Prior to this interview were you aware of these plans [for entire England coastal path]?

A third of the population are more likely to visit because of the England Coastal Path

As shown in Figure 6.12 the England Coastal Path plans could influence just over a third of the population to take a visit to the coast – 10 percent believe that they could be a lot more likely to visit the coast. The 2015 result is similar to that recorded in 2013.

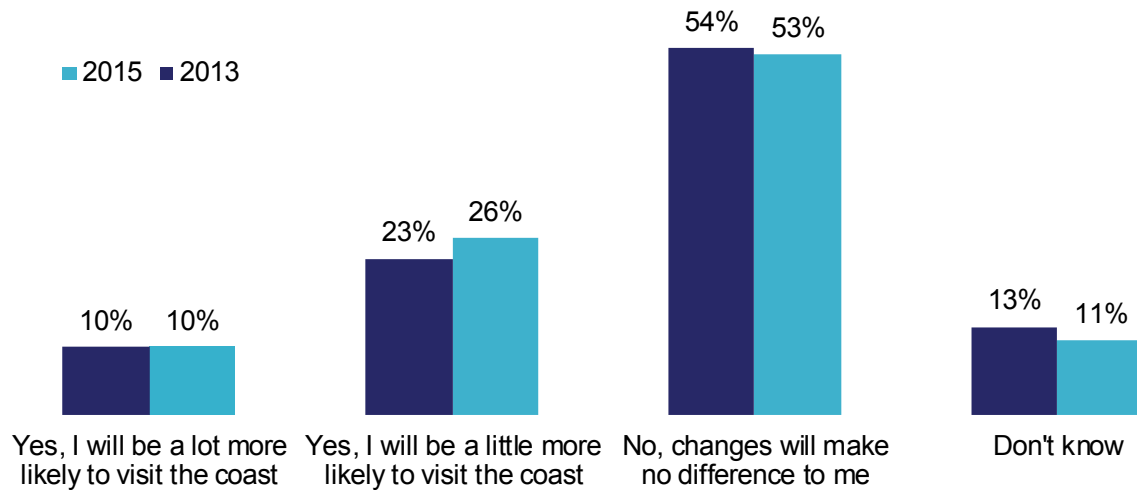


Figure 6.2 – Whether proposed changes would influence likelihood to take visits

Omnibus questions 2013, 2015. All respondents (2013: 1701, 2015: 1763)

Q8. Do you expect these proposed changes to influence your likelihood to take visits to the English coast?

AN ANALYSIS OF VISITS TO URBAN GREENSPACES



7 Taking MENE further – an analysis of visits to urban greenspaces

This report has used MENE data to provide insights regarding visits to the coast. Given the size of the MENE database there is potential to undertake further, similar detailed analyses for other types of place, in relation to specific outdoor activities or in relation to specific population groups.

In light of the significant growth in volumes of visits, urban greenspaces will be one of the focus areas in a future report in this series.

Some of the key survey findings regarding visits to urban greenspaces which will be explored further in this report are summarised below.

A significant growth in visits to urban greenspaces

Between March 2014 and February 2015 adults living in England took around 1.5 billion visits to greenspaces in towns and cities. This equates to around half of all visits (48 percent) taken to the natural environment during this period.

As shown in Figure 7.1, the volume of visits taken to urban greenspaces has increased consistently between the 2010-11 and 2014-15 periods. During the same period, the volumes of visits taken to other natural places (i.e. countryside and coast) remained at fairly constant levels.

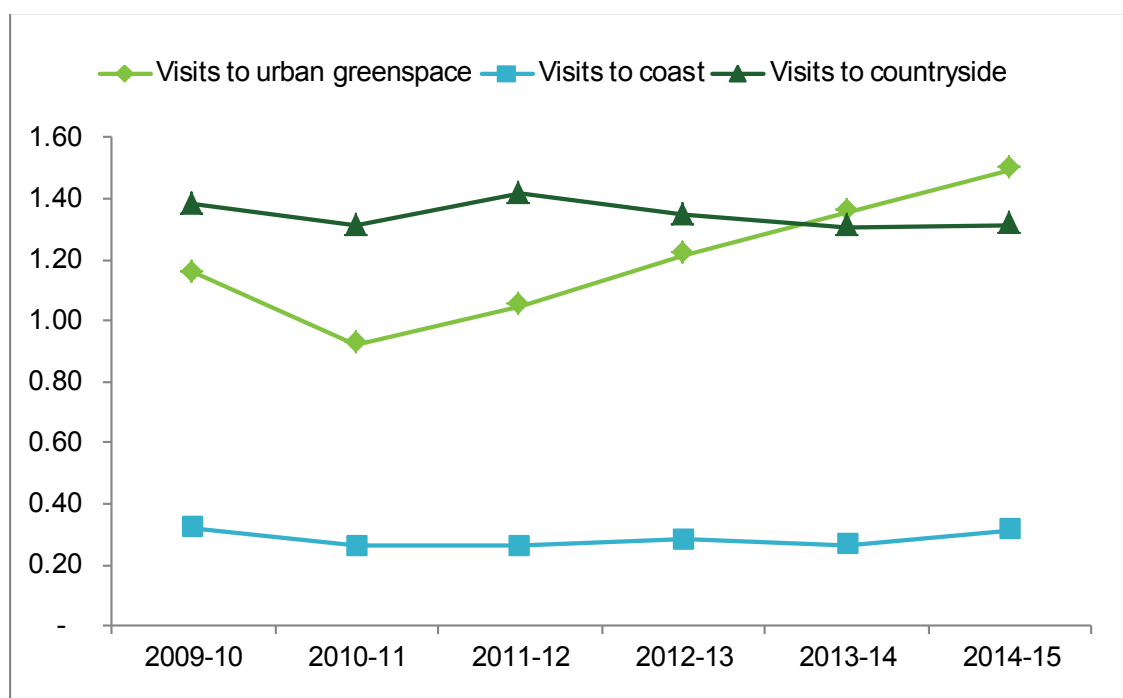


Figure 7.1 – Annual volume of visits to the natural environment - urban greenspace, coast and countryside destinations (Billions)

MENE Years 1-6: March 2009 to February 2015

Urban greenspaces provide a place for exercise and play

Figures 7.2 and 7.3 illustrate the most frequently undertaken activities and most frequently provided reasons for taking visits to urban greenspaces reported during the first six years of MENE. Most visits involved walking and the largest proportions were motivated by the need to exercise a dog, for personal health & exercise or to entertain children.

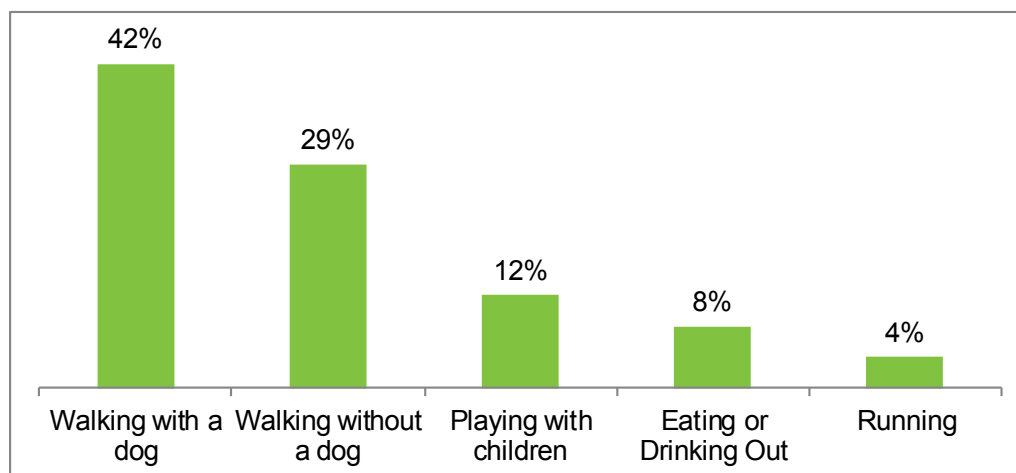


Figure 7.2 – ‘Top 5’ activities undertaken on visits to urban greenspaces
MENE Years 1-6: March 2009 to February 2015

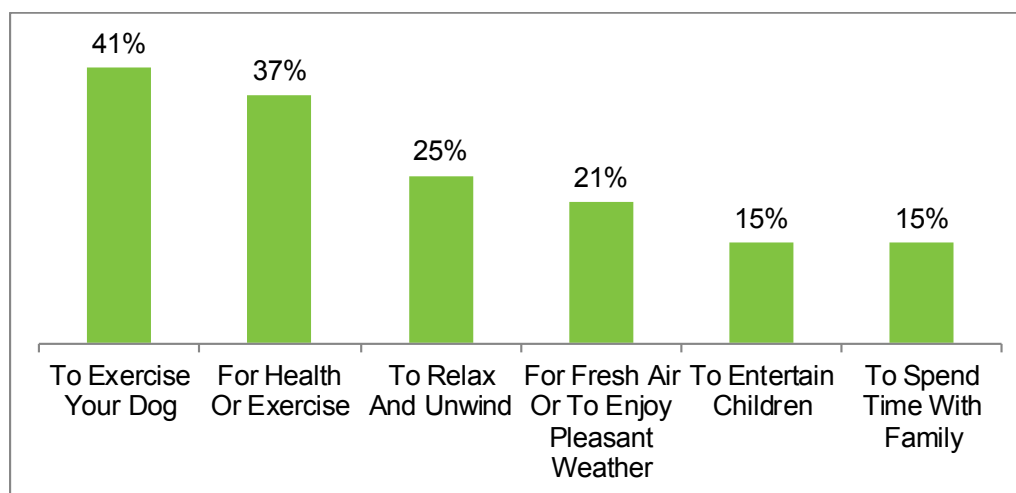


Figure 7.3 – ‘Top 5’ reasons for visits to urban greenspaces
MENE Years 1-6: March 2009 to February 2015

Urban greenspaces attract a more diverse population than other natural places

As shown in Figures 3.6 to 3.8 in Section 3 of this report, urban green spaces were visited by a wider spectrum of demographic groups than both the countryside or coast. This includes higher levels of usage by younger people, lower socio-economic groups and members of the BAME population.

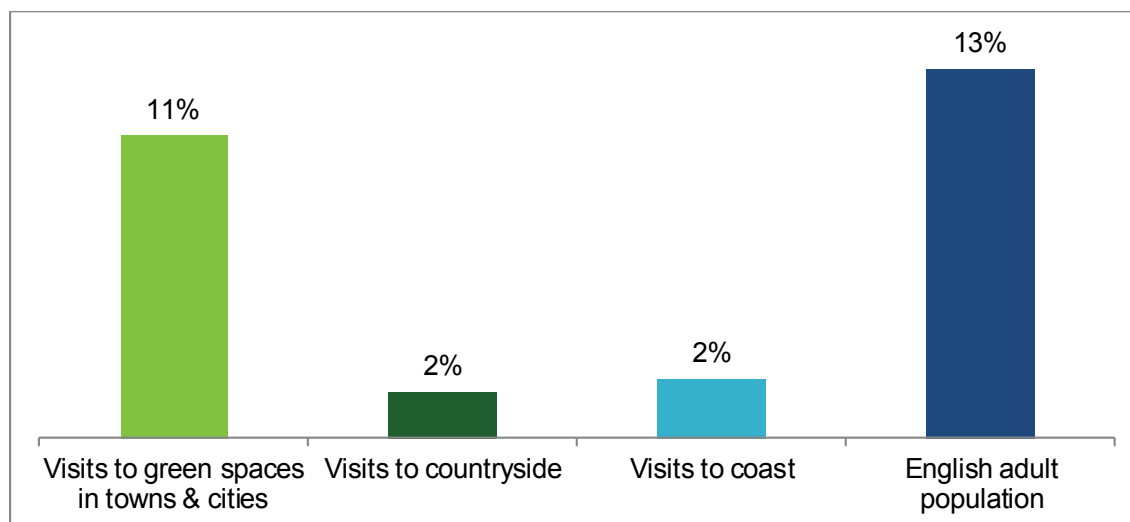


Figure 7.4 – Proportion of visitors in Black and Minority Ethnic Population by destination
MENE Years 1-6: March 2009 to February 2015

A link between local greenspaces availability and frequency of visit taking?

Visits to urban greenspaces also tend to be taken by people who live locally (see Figures 3.3 to 3.5 in Section 3). Between 2009 and 2015, 76 percent of visits to urban greenspaces were taken by people who lived in the same Local Authority as the place visited and in 69 percent of visits the participant walked from their home to the place visited.

Given these very high levels of local usage, previous MENE analyses have sought to better understand the relationship between the available local greenspace and levels of participation in outdoor recreation⁴.

At a national level these analyses have shown a strong association between levels of greenspace density and frequency of participation in outdoor visits. This relationship was also explored in an analysis of MENE data which focused on a number of East London boroughs, finding a link between the availability of greenspace in these areas and the frequency of visits⁵.

⁴ See Section 8 of the Year 5 MENE Annual Report

<http://publications.naturalengland.org.uk/publication/6579788732956672?category=47018>

⁵ Visits to the Natural Environment in East London

<http://publications.naturalengland.org.uk/publication/5400445944070144>

An increasingly urbanised population

Between 2004 and 2013, the UK population grew by seven percent. This population growth was greatest in cities, especially in the south of England (London, South West, South East and East) where the population increased by 11 percent⁶.

Current estimates suggest that this urbanisation trend will continue. ONS predict that by 2022, around four million more people will live in England. The greatest rate of population growth is predicted in London where a 13 percent increase is anticipated, equating to one million more people.⁷

Looking ahead to the urban greenspace report

The next report in the MENE Thematic series will explore these topics further using the latest MENE data covering the period March 2009 to February 2016.

Areas of interest to be covered will include:

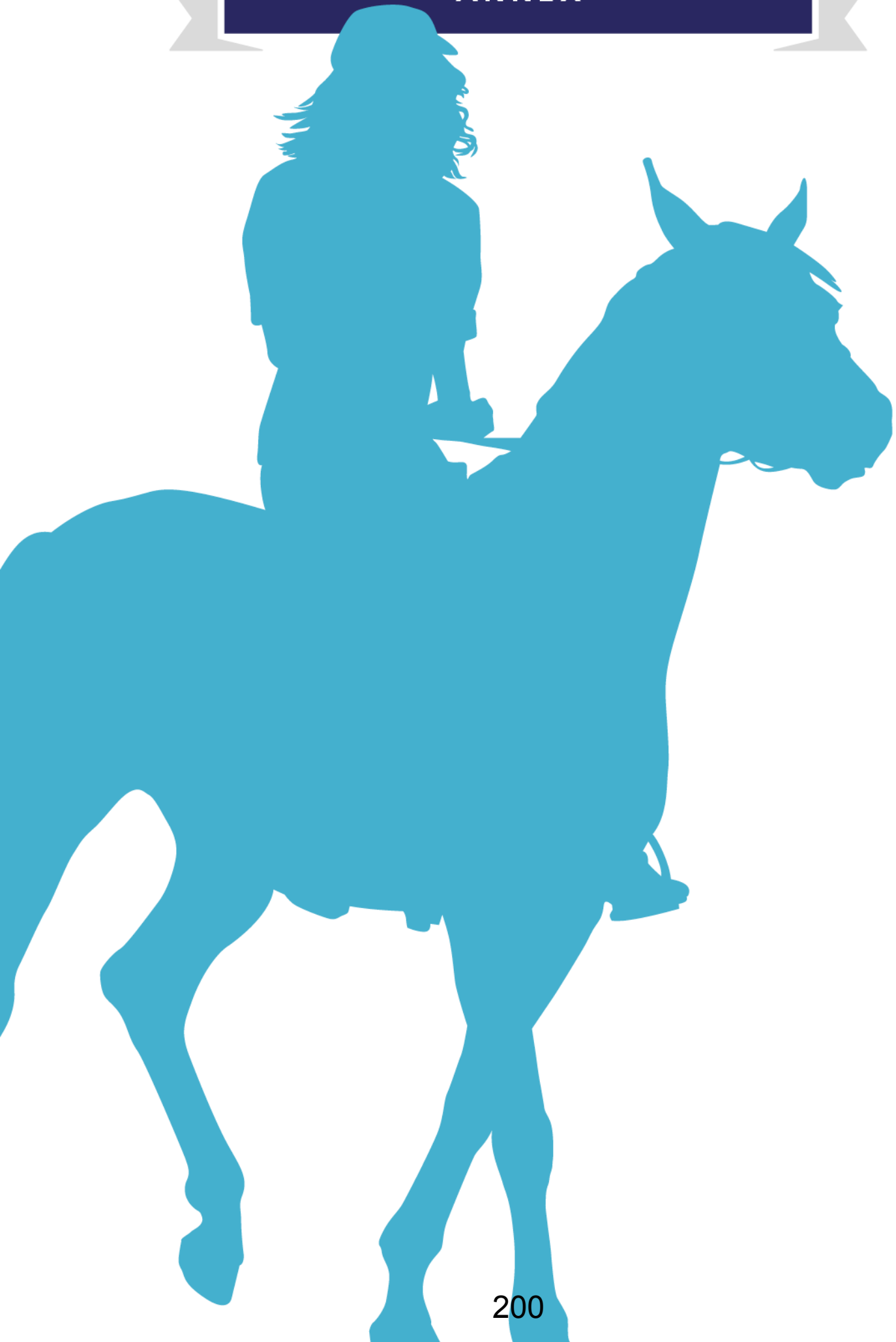
- Wider environmental behaviours and attitudes amongst those taking visits to urban greenspaces including attitudes towards the natural environment and actions taken to protect/ conserve it.
- Analysis of sub-national data, for example the report will provide an opportunity to focus upon the results at a local authority level to understand where urban greenspaces visits are being taken, who they are being taken by and how this has changed over time.
- Exploring external data sources to provide context and colour to the findings, such as weather data, accessibility to greenspace, health levels etc.
- Mapping the MENE data to show data such as urban greenspace visits by Local Authority or region, movement between regions with regards to visiting urban greenspace, visits to urban areas taken for health reasons etc.
- Analysis of expenditure data for visits to specific types of urban greenspaces such as parks, Local Nature Reserves etc.

With data collected on thousands of urban visits per year (c. 142,000 visits between March 2009 and February 2015), the size of the MENE data set available means that there is a great deal that can be done, even more so with the addition of the data for the 2015-16 survey.

⁶ <http://www.centreforcities.org/wp-content/uploads/2015/01/15-01-09-Cities-Outlook-2015.pdf>

⁷ <http://www.ons.gov.uk/ons/re/snp/sub-national-population-projections/2012-based-projections/stb-2012-based-snp.html>

ANNEX



8 Annex

Definitions

The Natural Environment	MENE records engagement with the natural environment. By natural environment we mean all green open spaces in and around towns and cities as well as the wider countryside and coastline.
Visits to the Natural Environment	The main focus of MENE is on visits to the natural environment. By visits to the natural environment we mean time spent outdoors in the natural environment, away from home and private gardens.
Visits to the coast	Visits to the coast are the sub-set of visits to the natural environment where most of the duration of the visit was spent either in a seaside resort or town or in another seaside coastline place such as a beach or cliff. Respondents self define whether recent visits they took were to the coast, countryside or natural places in a town or city.
Socio economic groups	MENE respondents are classified by socio-economic group. In summary the classification is based on the chief-income earner's occupation as follows: A – Higher managerial, administrative or professional B – Intermediate managerial, administrative or professional C1 – Supervisory or clerical and junior managerial, administrative or professional C2 – Skilled manual workers D – Semi-skilled and unskilled manual workers E - Casual or lowest grade workers, pensioners, and others who depend on the welfare state for their income
BAME population	Black & Minority Ethnic Community

Note on MENE expenditure data

As illustrated in Figures 8.1 and 8.2 below, the data on expenditure collected by MENE tells us the amount of money that people spend during a visit to the natural environment. This is different to the expense that people incur in making the visit – which is not specifically collected by MENE.

Some of the expense that is incurred – such as food, fuel and public transport – may be met through purchases made before the trip.

During the trip people may spend money on goods such as equipment, food and fuel that they use after the visit. Expenditure on car parking, admission fees and gifts and souvenirs are likely to be incurred as part of the trip.

It is also important to remember that the MENE data does not tell us where people spend money on many of the items. For example, they may purchase food and fuel from close to where they set off from, on the way or at the place that they visit.

Also people may undertake their visit to the natural environment as part of a trip that includes other activities such as visiting a relative. Additional information is needed if we are to attribute expenditure specifically to visits to the natural environment.

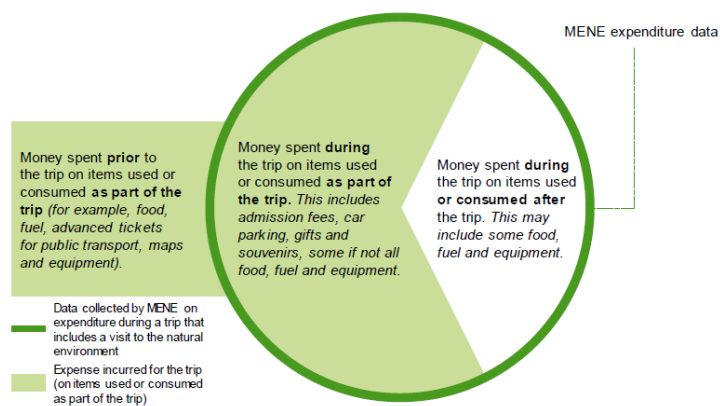


Figure 8.1 – Conceptual diagram of how expenditure on items used or consumed for a trip relates to expenditure during a trip.

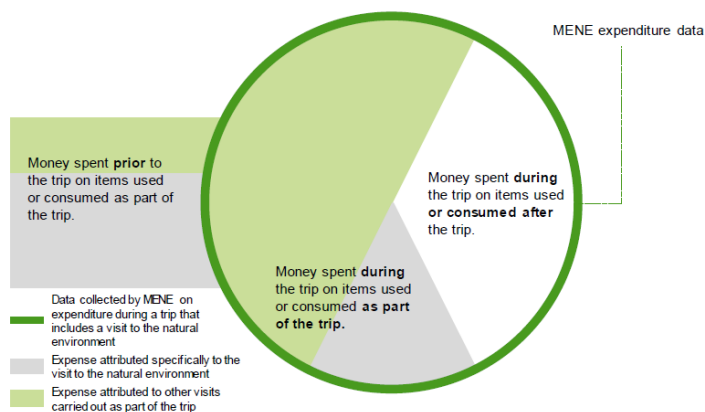


Figure 8.2 – Conceptual diagram of how expense attributed to a visit to the natural environment relates to trip

Norfolk Local Access Forum

Report title:	Norfolk Local Access Forum Annual report
Date of meeting:	24 October 2018
Responsible Officer:	Steve Miller – Assistant Director, Culture and Heritage
Strategic impact This is the annual report submission to Natural England of the Norfolk Local Access Forum's activities between April 1, 2017 and March 31, 2018. The NLAf provides advice to Norfolk County Council on improvements to public access for outdoor recreation and sustainable travel.	

Executive summary

Recommendations:

That the NLAf agrees the Annual Report of its activities between April 1, 2017 and March 31 2018

1. Proposal (or options)

- 1.1. An annual report of the Forum's activities has been prepared (**Appendix 1**)

2. Evidence

- 2.1. See proposal

3. Financial Implications

- 3.1. none

4. Issues, risks and innovation

- 4.1. none

5. Background

- 5.1. See proposal

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

Officer name: Martin Sullivan

Tel No.: 01603 879741

Email address: martinsullivan4x4@yahoo.co.uk



If you need this report in large print, audio, braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.

Local Access Forum Annual Review Form

April 2017 to March 2018

Appendix 1

Name of LAF	Norfolk Local Access Forum
Name of LAF Chair	Martin Sullivan
Name of LAF Secretary	Chris Walton
The period this report relates to is between April 2017 and March 2018	

Total number of LAF members (October 2018)	17
Number of members representing users of public rights of way or access land	9
Number of members representing owners and occupiers of access land or land over which PROW subsist	1
Number of members representing other interests	7

Number of full LAF meetings held	4	Number of sub-group meetings held	10
Number of working groups led by others	0	Number of training days provided by the Appointing Authority	0
How many km of PROW have been improved due to LAF input?		How much funding did the LAF (or an associated body) raise?	0
How many extra volunteer hours were committed to public access (not including LAF committee meetings)?			0

Partners your LAF worked with during 2016/17 (click on a box or type 'x')

Local Nature Partnerships	<input type="checkbox"/>	Local Enterprise Partnerships	<input type="checkbox"/>
Health and Wellbeing Boards	<input type="checkbox"/>	LEADER funding Local Action Groups	<input type="checkbox"/>

LAF achievements/making a difference?¹ Please give examples to illustrate how your LAF has improved public access to land for the purpose of open air recreation and the enjoyment of the area. Do you think your LAF has made a difference to public access in your area via its discussions and actions?

The Norfolk Local Access Forum (NLAF) has a keen and dedicated membership and benefits from good support from Norfolk County Council officers and democratic services staff.

It has 3 subgroups: Public Rights of Way; Permissive Access; Norfolk Access Improvement Plan (NAIP)

The NLAF has set up an independent charity – Pathmakers (CIO) - which has a legal identity and can make direct improvements to access (or seek funding for access improvements). The NLAF makes trustee appointments to Pathmakers.

Over the course of this year, the NLAF has made many significant achievements:

1. Pathmakers launched a significant all-access 600metre boardwalk at Burgh Castle Roman Fort near Great Yarmouth in June 2017

http://www.norfarchtrust.org.uk/sites/default/files/Pathmakers%20Burgh%20Castle%2014_s.pdf and between 1st April 2017 and March 31st 2018, held 7 full meetings.

2. Pathmakers continued to look for appropriate opportunities to improve public access and started an application to the Resilient Heritage Lottery Fund to develop trustee skills. It was successful with a £10,000 bid to the Ordnance Survey's 'Geovation' fund in December 2017 to explore use of Trails and Public Rights of Way by communities/users that need to become more active.

Local Access Forum Annual Review Form

April 2017 to March 2018

3. A closer working relationship between the NLAF and Pathmakers has been developed with Pathmakers trustees becoming members of each of the 3 NLAF subgroups.
4. Planning for the new Norfolk Access Improvement Plan (NAIP) – Norfolk's new Rights of Way Improvement Plan - got underway and the subgroup advising Norfolk County Council on content and production held 4 meetings over the period of this report. Consultation on the new draft plan took place over a 12 week period starting on 14th March 2018 <https://norfolk.citizenspace.com/consultation/naip/> . The NAIP incorporates the Council's vision for cycling and walking (Norfolk Cycling and Walking Action Plan).
5. The NLAF was represented at the Local Access forum National Conference on 21st June 2017, hearing from a range of speakers on topics from statutory access to health and the natural environment.
6. The NLAF continues to work closely with the Norfolk County Council Highways, Definitive Map team and Norfolk Trails.
7. Planning for a parish paths seminar by the PROW subgroup (which will increase the effectiveness of total input into path monitoring and maintenance and build up a network of people interested in monitoring and maintaining publically available paths) is well underway.
8. Access audits of walks on the Weavers' Way long distance trail was part funded by Pathmakers (with Norfolk Trails), leading to 5 new publications which describe with clear text and photos what access difficulties might be encountered on each of the routes to allow users decide if the walks are suitable for them e.g <https://www.norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/access-tested-walks>

What activity did your LAF undertake to help record historical PROW before 2026?

At their April 2017 meeting the NLAF agreed to support the establishment of a first point of contact for co-ordination of claims.

¹ These achievements form an important part of the national annual report that is submitted to Defra/Minister and help to promote the work and good practice of LAFs

Local Access Forum Annual Review Form

April 2017 to March 2018

Please add numbers to the following differentiating between formal consultations and general advice given by the LAF on particular subjects. If a consultation covered more than one subject area, please count separately.

	Consultations	Advice	Optional Detail
Green Infrastructure strategies			
Transport (LTP, traffic management, rail, DfT, Highways Agency)			
Water / Coast (slipways, flood defence, EA, shoreline)			
Public open space (public space protection orders)			
Dog control/exclusion/on leads/fouling orders			
Planning applications /Housing development schemes			
Land use and planning matters (e.g. informal advice on land development)			
Local development frameworks and planning strategies			
PROW creation, diversion or closure - number of each			
Recording lost ways/historical rights - working towards the 2026 cut-off			
Right of Way Improvement Plan review	1		Public consultation on draft plan March 14 th for 12 weeks
Route improvements (to PROW and other multi-user/cycling/horse-riding/walking routes)			
Promotion of access, open air recreation and the enjoyment of the area			
Vehicular access and issues relating to motorised use of PROW			
Parish Council or other grant schemes			
Access for people with reduced mobility	1		Audits commissioned by Pathmakers for Weavers' Way
Commons, village greens			
Open Access land restrictions	2		Stone curlew and Stanta
Coastal Access/National Trails			
NNR dedication			
Greenspace including Country Parks and Local Nature Reserves			
Nature conservation (including SSSIs)			

Local Access Forum Annual Review Form

April 2017 to March 2018

Agri-environment scheme issues (HLS and new Countryside Stewardship) e.g. expiring permissive access agreements, effects of land management options on public access etc.	1	1	Select Committee call for evidence on the NERC Act 2006. the NLAf drew attention to the need for rural grant programmes for economic and rural protection post Brexit – especially in relation to funding permanent improvements to England’s recreational access infrastructure. The Chair wrote to the Minister concerning the loss of permissive access through changes to the Countryside Stewardship scheme.
Forestry and woodland			

Any other LAF activity (please specify):

What are your top priorities for the year ahead?

Recruitment to fill member vacancies and ensure that there is a good spread of interests and skills to help fulfil the NLAf’s remit and Pathmakers aspirations. Completion of the Rights of Way Improvement Plan (Norfolk Access Improvement Plan), Statement of Actions and Delivery plan and the making use of it as a blueprint for action. Supporting Pathmakers.

Do you foresee any issues or challenges that may affect your LAFs operation and/or its ability to deliver improvements to public access in the coming year?

The LAF, does not foresee any issues or challenges in the coming year. However, with the current financial challenges placed on Norfolk County Council there maybe as yet unknown ones.

Is there any particular support or training that you need to deliver your priorities or work program for next year?

None identified.

Local Access Forum Annual Review Form

April 2017 to March 2018

Summarise any feedback received from section 94(4) bodies²

N/A

Comments from the Appointing Authority

NCC is grateful for the many hours of time volunteered by the NLAF members in attending and preparing for NLAF and subgroup meetings including extensive efforts to help with production of the Norfolk Access Improvement Plan.

Comments from LAF Chair

We have a strong membership with mixed interests in access to the countryside. During this period, we have unfortunately had three resignations, all regrettably due to changes in their employment or moving home out of Norfolk.

NCC will begin a recruitment drive in the coming months with a refreshed LAF in the new year. We hope to find further diversification in the new membership, by looking, for example, for members with in interest in the hospitality business.

Our thanks go to the officers and staff on Norfolk County Council for their continued support and administrative help, without such we would we would not be in the very good position we are today.

Any other comments

None

² The Countryside and Rights of Way Act, 2000, Section 94(4) specifies that it is the function of a local access forum, as respects to the area for which it is established, to advise the appointing authority; the local highway authority; other bodies exercising functions under CROW Act Part 1 (Natural England, Forestry Commission and English Heritage) and such other bodies as may be prescribed. These other bodies are set out in the LAF Regulations 2007, paragraph 21, and include: any conservation board established by the Secretary of State, any parish or town council in the area covered by the LAF, and Sport England.

Norfolk Local Access Forum

Report title:	Countryside Access arrangements update
Date of meeting:	24 October 2018
Responsible Officer:	Steve Miller – Assistant Director, Culture and Heritage
Strategic impact To address the concerns raised by the Local Access Forum with regards to Public Rights of Way Management and delivering the service in an economic and cost-effective way.	

Executive summary

At the July 2017 Local Access Forum (NLAF), it was agreed that at each future meeting, a summary of the work of the Countryside Access Officers and Environment teams would be provided. At the October 2017 NLAF it was agreed that this report should be presented to the PROW sub-group prior to being brought to NLAF.

This paper highlights this work in terms of the volumes of customer queries received and responded to. The paper also highlights other key areas of work.

Recommendations:

That the Local Access Forum note the progress made to date since the Countryside Access Officer posts were introduced.

1. Introduction

- 1.1. Since 1 April 2017, there is a single point of contact within each Highways Area office being responsible for their local rights of way issues. By having the officer within the Area office, they are more “on the ground” and better placed to deal with the operational reactive issues that occur when managing rights of way. They are supported by the wider Highways Area team staff. In addition, the Norfolk Trails team sits within the Environment Service at County Hall and carries out strategic and developmental aspects of developing the countryside access network.

2. Performance

- 2.1. The information below summarises the performance information available for the complete months in the financial year 2018-19 (June/July/August)

The new CRM defect reporting system went live Thursday 22 March 2018. Defect notes are being made visible to the public in the automatic update emails sent when third party defects have been inspected & more status options are available on tablets under the ‘No Defect’ category, as previously reported.

The provision of additional information appears to have led to a decrease in follow up requests.

Current situation as at 10 September 2018

Actual defect showing on systems as of 10/09/18		
Area	Mayrise defects Active	CRM's
North	97	25
South	131	11
West	16	1
TOTAL	233	35

Most enquiries received continue to be regarding damaged signs, non-reinstatement, obstructions, overgrown surface, overgrown hedges/trees and surface condition.

The Norfolk Trails Team had at 10 September, 303 open CRM issues.

The detailed situation over the last 12 months is attached in Appendix 1.

- 2.2. In addition to the numbers above, there have been a number of enforcement notices sent out to landowners since April 2018. The following have been issued:
- 108 x Section 131A, 134-137 Non-reinstatement Notices sent
 - 44 x Section 130's (obstructions) and s56 (out of repair) received and issued (enforcement against NCC).

It should be noted that processing these s130/56 legal notices is time consuming for NCC staff. As part of a legal process with set timescales, regardless of priority considerations it has an adverse effect on staff resources. Recent surveys of local authority Public Rights of Way (PROW) services indicate that across the country the average number of s130/56 notices served on any authority is only approximately 2 per year.

These issues remain ongoing and are being actively monitored and pursued with landowners.

- 2.3. In terms of other progress, key highlights include:
- Cutting contract has been updated and was sent out to the contractors in April (2018-19 financial year). The first (primary) cut was completed but there were some delays in completion, in part due to the density of the vegetation encountered. The issue was compounded in North and East as commencement relied on completion of the Trails first cut.
 - Information on the budget including the lengths and frequency of grass cutting was asked to be included in the regular report. In 2017, 820 km of PROW were cut in June and July with a second cut of some of the routes (490 km) completed in September and October. In 2018-19 the initial cut is of 840 km. The second cut has been ordered to be carried out in September/October and is underway, with just under 500km of paths included.
 - Data has been received from The Rural Payments Agency (RPA) regarding landowners, and is being processed by the I.T. department. This will show all

landowners who claim DEFRA grant aid and are therefore subject to “cross compliance” requirements including appropriate management of PROW on their land. This data is hoped to strengthen the enforcement process and will be updated annually. For data protection purposes this data can only be accessed by CAO’s and can only be used for PROW enforcement issues, not as a general landownership database. Update: This is still with the I.T. department at the current time.

- Money for PROW capital improvement work schemes has been approved. Schemes for 2018/19 have been submitted and work will be carried out at Hunstanton, South Walsham amongst others. The Hunstanton scheme is progressing, with quotes having being received to undertake improvement works. Use of the path is suspended from September to allow works to take place.

2.4. Additional work that the Trails team has completed during July and August 2018

Access for all works on the Boudicca’s Way

The access for all work has continued on the Boudicca’s way and work has been carried out at Stubbs Green, Joys Loke and on Naiden’s Lane to improve the accessibility of the route. This has included additional definitive map work to get the walked route back on the definitive line and landowner negotiations to improve the access opportunities.

Stubbs Green before:



Stubbs Green afterwards – route realigned onto the definitive line, boardwalk crossing structure installed, signage installed.



Naiden's Lane before:



Naiden's Lane afterwards – vegetation clearance, base layer laid, drainage installed and resurfaced throughout.



Joys Loke before:



Joys Loke afterwards – new bridge, new drainage, new surface.



National Trail

New signage from Holme through to Fring:



New boardwalk installed between the National Trail and Holkham Beach:



Boardwalk repair carried out at Burnham Overy Staithe and at Holme.

Coastal Treasures

This is a project looking at circular walks in the North West of the County and likely linkages from these to Stretch 4 of the coast path running between Kings Lynn and Hunstanton when it is defined by Natural England.

The project is time limited and the funding needs to be spent during the timescale, the funding comes from the Coastal Communities Fund. A combination of the Trails and Historic Environment teams have been installing and characterising new circular routes. Access improvements are a key part of this work. This includes:

Four new lighter bridge crossings to improve accessibility
Four new kissing gates and removing stiles from circular walks

The circular walks that are being installed are:

- Brancaster
 - Snettisham
 - Leziate
 - Burnhams
 - Ringstead
 - Heacham
 - The Wootons
 - Dersingham
 - Heacham
 - Thornham
 - Houghton
- Plus three cycle loops and routes.



These routes will be completed by the end of August/start of September and will offer increased access to the countryside through improved signage and promotion.

Publication of booklets will follow as will a series of business workshops etc.

Plus the team has been dealing with ongoing reactive issues reported through site visits inspections etc.

3. Financial Implications

3.1. None arising from this report

4. Issues, risks and innovation

4.1. None arising from this report

5. Background

5.1. The background information to this paper is covered by the preceding paper on Public Rights of Way Maintenance, presented to this Committee.

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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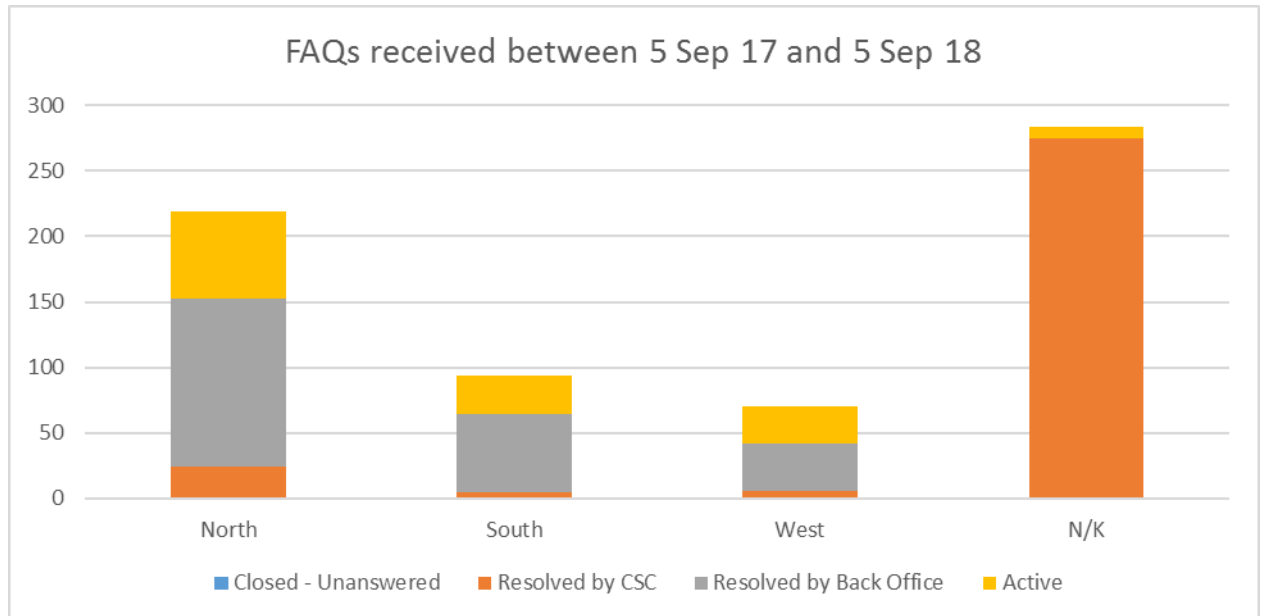


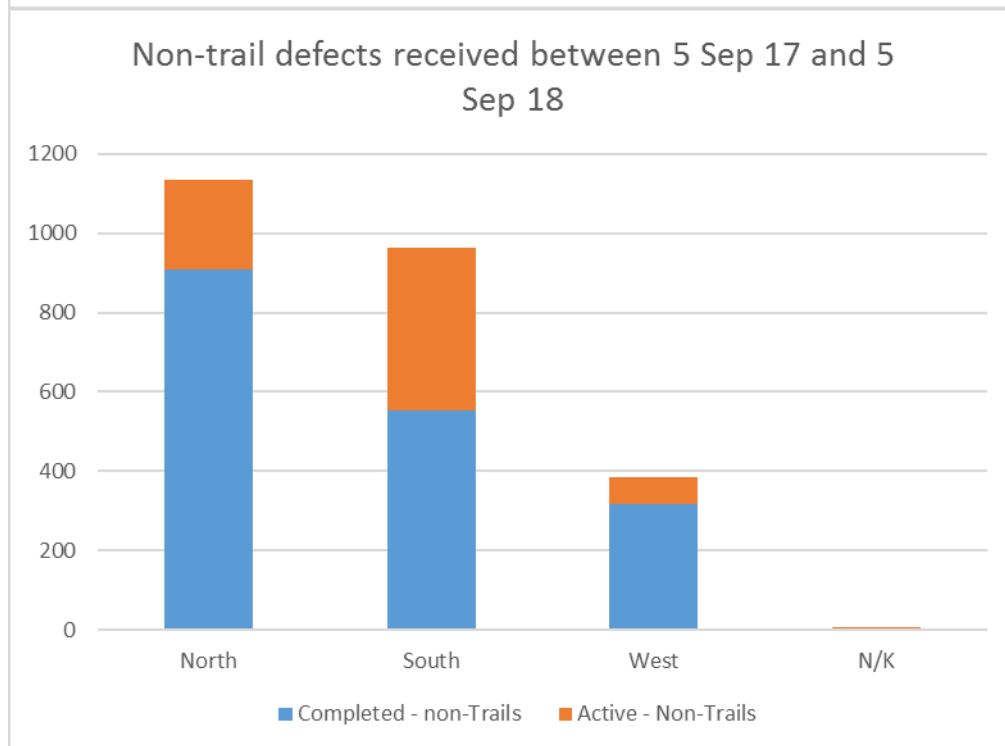
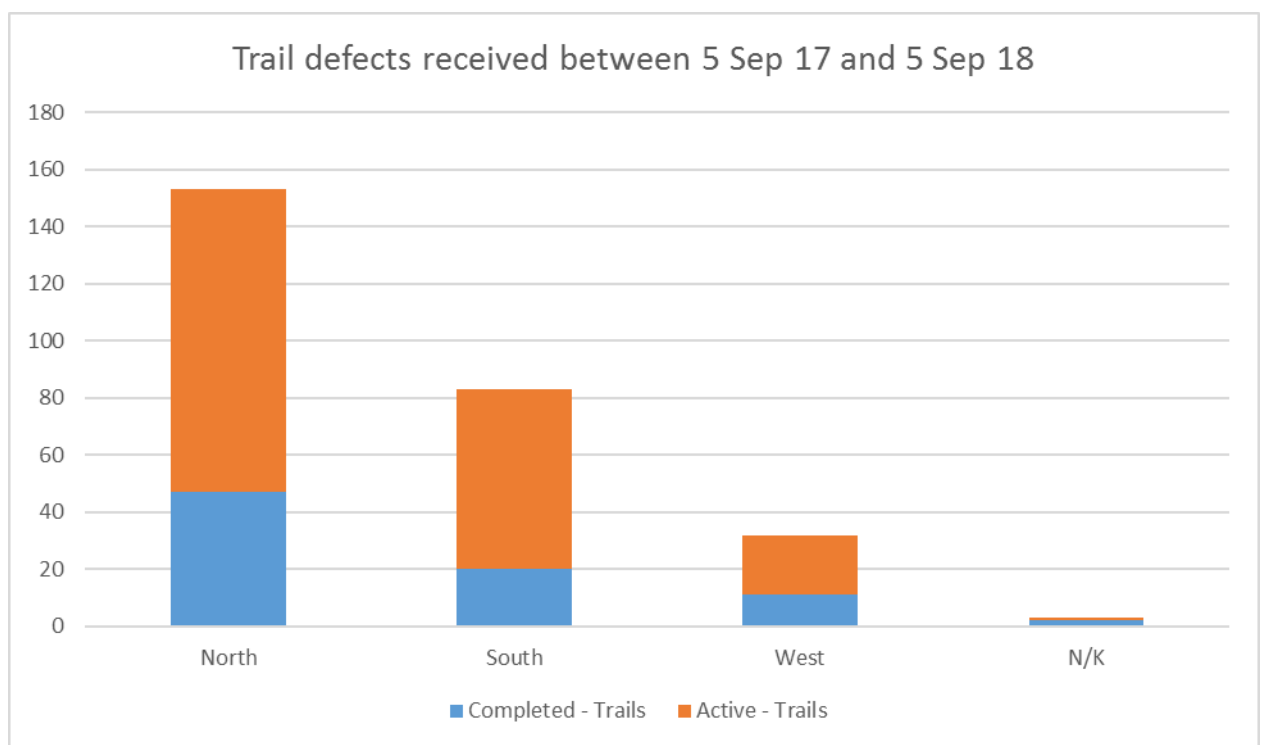
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Appendix 1: Performance information – detailed situation over the last 12 months

Enquiries received		FAQs					Defects			
Area	Code	Received	Closed - Unanswered	Resolved by CSC	Resolved by Back Office	Active	Completed - Trails	Active - Trails	Completed - non-Trails	Active - Non-Trails
North	N	219	0	24	128	67	47	106	908	228
South	S	94	0	5	59	30	20	63	554	411
West	W	70	0	6	36	28	11	21	318	67
N/K		284	0	275	0	9	2	1	3	2
All	*	667	0	310	223	134	80	191	1783	708

Generated Defects

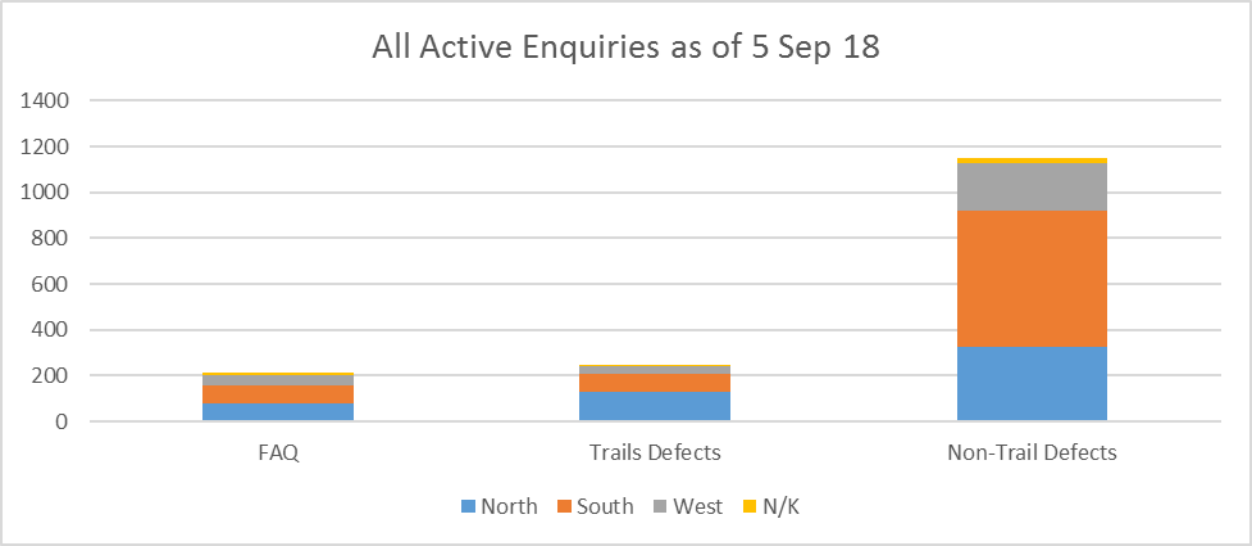




Enquiries

All Active Enquiries as of 5 Sep 18

Area	Code	FAQ	Trails Defects	Non-Trail Defects
North	N	81	131	324
South	S	75	76	597
West	W	49	34	208
N/K		6	4	19
All	*	211	245	1148



Norfolk Local Access Forum

Report title:	Major Infrastructure Projects
Date of meeting:	24 October 2018
Responsible Officer:	Steve Miller – Assistant Director, Culture and Heritage
Strategic impact Major infrastructure projects (including Nationally Significant Infrastructure Projects (NSIP)) in Norfolk carry implications for the public rights of way (PRoW) network.	

Executive summary

The way in which major infrastructure projects (including Nationally Significant Infrastructure Projects (NSIP)) impact on public rights of way is presented

Recommendations:

That the NLAF notes PROW implications associated with current major infrastructure projects and plans and considers its response to the issues and opportunities presented.

1. Proposal

- 1.1. A number of Nationally Significant Infrastructure Projects (NSIP) are planned in Norfolk. The implications for the PRoW network have been identified and explained.

2. Evidence

- 2.1. A list of current major infrastructure projects with PRoW implications has been collated by NCC Green Infrastructure Team (Appendix 1)

3. Financial Implications

- 3.1. none

4. Issues, risks and innovation

- 4.1. none

5. Background

- 5.1. Please see Evidence

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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Project	Current Status	PRoW Implications
Norfolk Vanguard - Offshore Wind Farm and ancillary onshore grid connection (Vattenfall) (1.8 GW)	Nationally Significant Infrastructure Project (NSIP) Preliminary Examination Meeting – expected November 2018	The project interacts with PRoW at 45 locations, including Weavers Way, Paston Way, Marriott's Way, Wensum Way, three public bridleways, three restricted bridleways, Regional Cycle Route 30, Regional Cycle Route 33, and National Cycle Routes 1 and 13. Disruption to any PRoW will be managed by the Principal Contractor to ensure safe access for members of the public. Management methods will be agreed in advance with the Local Authority and detailed within the final Code of Construction Practice (CoCP). Methods available include appropriately fenced (unmanned) crossing points, manned crossing points, and temporary alternative routes. There will be no permanent closures of any PRoW.
Hornsea Project Three – Offshore (2.4 GW) Wind farm and ancillary onshore grid connection (Orsted)	NSIP Preliminary meeting 2/10/18; Deadline for SOCG; Written Reps; and LIR (7/11/18)	The project interacts with PRoW at 30 locations, including the England Coast Path, Peddars Way, Marriott's Way, 18 Public Footpaths, 9 bridleways, and two restricted bridleways, Regional Cycle Route 30, and National Cycle Route 1. In almost all cases, with the notable exception of the England Coast Path at Weybourne, the cable will be laid under PROW using horizontal directional drilling. Where there will be an interface between users of these routes and construction traffic, management measures will be put in place in accordance with the Construction Traffic Management Plan. There will be no permanent closures of any PRoW.
Boreas (1.8 GW)	NSIP Approximately 12 months behind Norfolk Vanguard (Sister Project) S42 PEIR consultation expected 6 November to 11 December 2018	The project will use the same cable corridors as the Vanguard Project. Additional impacts on PRoW are likely to be minimal.
EAOW One and Two	NSIP On-going pre-applications	Landfall of electricity cables and grid connection will be in Suffolk. No impacts on Norfolk PRoW are likely.

	discussions with applicant's agent on these two proposals. No firm timetable as yet for progression.	
Blofield to North Burlingham Dualling Scheme	<p>NSIP S42 (PEIR) Consultation – Recently responded</p> <p>S56 DCO – Consultation – Spring 2019.</p>	<p>Burlingham FP3 has been identified as being directly affected by the proposed scheme, as has a section of permissive footpath that forms part of Burlingham Woodland walks. The A47 currently bisects two potential routes, Blofield FP4a to Blofield FP4 and Burlingham FP1 to Burlingham FP3. Due to no formal crossing points and high volume of traffic, the A47 the road acts as a barrier to not motorised users.</p> <p>The proposed scheme includes the provision of a new route in the form of a combined footway/cycleway between Blofield and North Burlingham via the existing A47 and the proposed Blofield Overbridge. The current permissive path which runs parallel to the existing A47 at North Burlingham will be provided to the south of proposed alignment of the A47 and a new access track to the south of the proposed A47 will provide a connection between the proposed Blofield Overbridge and Burlingham FP3.</p>
A47 / A11 Thickthorn Junction Improvement	<p>NSIP S42 consultation on PEIR expected later in 2018</p> <p>S6 DCO Consultation – Oct/Nov 2018</p>	<p>There is an existing crossing for non-motorised users at this junction and Highways England is anticipating retaining this feature which is a well-used facility. Issues and opportunities for PRoW will become apparent in due course as Highways England further develops plans.</p>
A47 North Tuddenham to Easton Dualling Scheme	<p>NSIP S42 (PEIR) Consultation – Spring 2019</p>	<p>There are PRoW in the general area of the current 'preferred option'. Issues and opportunities for PRoW will become apparent in due course as Highways England further develops plans.</p>
Third River Crossing – Great Yarmouth	<p>NSIP Section 42 statutory consultation ongoing.</p> <p>DCO submission March 2019 Examination in Public during</p>	<p>No PRoW directly affected. The plans for the new bridge includes opportunities for walking and cycling improvements to help improve links for non-motorised users through the settlement.</p>

	summer/autumn 2019.	
Norwich Western Link	<p>Maybe a NSIP (yet to be agreed)</p> <p>Informal consultation in Summer 2018.</p> <p>Preferred solution expected early 2019.</p>	Currently no route has been selected. There are some public rights of way in the general areas under consideration. Issues and opportunities for PRow will become apparent as the County Council and its main contractor develop plans.
Long Stratton Bypass	<p>Planning application to be determined by South Norfolk Council</p> <p>Planning application submitted, decision expected in coming months.</p>	<p>Six public rights of way will be intersected by the proposed bypass. PRow will be dealt with as part of the planning application.</p> <p>There are evolving plans that include one 'at grade' crossing at the southern end of the bypass for pedestrians, and two bridges for non-motorised users. The planning application includes the creation of circular walks.</p>

Norfolk Local Access Forum

Report title:	Meetings Forward Plan
Date of meeting:	24 October 2018
Responsible Officer:	Steve Miller – Assistant Director, Culture and Heritage
Strategic impact The Norfolk Local Access Forum (NLAF) is a statutory body which advises the Council on access to the countryside.	

Executive summary

A plan for agenda items for future NLAF meetings has been prepared.

Recommendations:

1. That the NLAF agrees (and puts forward further suggestions) proposals/timings for future agenda items.

1. Proposal

- 1.1. Suggested agenda items for future NLAF meetings are brought to the meeting for agreement and timetabling (Appendix 1). A spreadsheet of proposals is maintained by NCC officers and the plan will feed into the Department's Forward Plans for Committees ('Other' committees).

2. Evidence

- 2.1. A spreadsheet of forward meeting items suggestions has been prepared to facilitate meeting arrangements.

3. Financial Implications

- 3.1. There are no financial implications

4. Issues, risks and innovation

- 4.1. None.

5. Background

- 5.1. None.

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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Norfolk Local Access Forum	Report Title
24-Oct-18	
Appointment of Chair and Vice Chair	
Response from NCC to NLAF re DMMO (follow up)	
Sub-groups report (Permissive Access; PROW; NAIP)	Subgroups report - REPORT
Pathmakers REPORT	
Economic benefit of Norfolk Trails	
NLAF Annual Review 2017/18 (for year end March 2018)	
Countryside Access Arrangements report	Countryside Access Arrangements REPORT
Major infrastructure projects	
Meetings Forward Plan REPORT	- REPORT
Transport Asset Management Plan (PROW section)	
30th January 2019	
Meetings Forward Plan REPORT	- REPORT
Sub-groups REPORT (Permissive Access; PROW; NAIP)	Subgroups report - REPORT
Pathmakers REPORT	Pathmakers REPORT
Countryside Access Arrangements REPORT	Countryside Access Arrangements - REPORT
Major infrastructure projects	
NAIP (sign off)	
Cycling and Walking Strategy (tbc)	
Pushing Ahead (tbc)	
Ash Die Back/ Tree Disease/ Climate Change (tbc)	
Water, Mills and Marshes REPORT and presentation (tbc)	
Coastal Treasures (tbc)	
Windfarm Routes (tbc)	
NE - coastal access (tbc)	
Recruitment of new NLAF members (update)	
3rd April 2019	
Meetings Forward Plan REPORT	Norfolk Local Access Forum Plan for future meetings
Sub-groups REPORT (Permissive Access; PROW; NAIP)	Subgroups report - REPORT
Pathmakers REPORT	Pathmakers REPORT
Countryside Access Arrangements REPORT	Countryside Access Arrangements - REPORT
Major infrastructure projects	
LCWIP	
SAIL	
17th July 2019	
Meetings Forward Plan REPORT	- REPORT
Sub-groups REPORT (Permissive Access; PROW; NAIP)	Subgroups report - REPORT
Pathmakers REPORT	Pathmakers REPORT
Countryside Access Arrangements REPORT	Countryside Access Arrangements - REPORT
Major infrastructure projects	
Appointment of Chair/Vice Chair - prepare for voting at October meeting	
16th October 2019	
Meetings Forward Plan REPORT	Norfolk Local Access Forum Plan for future meetings - REPORT
Sub-groups REPORT (Permissive Access; PROW; NAIP)	Subgroups report - REPORT
Pathmakers REPORT	Pathmakers REPORT
Countryside Access Arrangements REPORT	Countryside Access Arrangements - REPORT
Major infrastructure projects	