

Committee: ACCESS
Date: 15 October 2009

Report: HEAD OF DEPARTMENT REPORT

ACTIVITIES

1. Since the last meeting of the committee the following meetings and events of relevance to the Access Committee have taken place:

- Meeting regarding access for timber extraction from Cam and Greenfields Plantations
- Meeting with Richard Gunton, Director of Recreation, North York Moors National Park to discuss issues of mutual interest.
- Attendance at the launch of the Friends of the Three Peaks
- Joining the Duke of Edinburgh Award residential group for a day activity
- Meeting of the Yorkshire Dales Access Forum
- Meeting of the GoDales steering group
- Meetings of the sub-regional 'outdoor adventure' geographic programme group, and cultural officers group
- National Park Authorities Access Officers annual workshop and site visit to the New Forest
- Attendance and presentation on open access in the Yorkshire Dales at the 'shooting summit' organised by Defra on behalf of the Minister, Huw Irranca-Davis
- Meeting of the Yorkshire Dales Sustainable Travel Partnership.
- Meeting with Martin Davies, Property Manager, National Trust to discuss management of National Trust properties in the National Park.

ISSUES FOR MEMBERS' CONSIDERATION

2. There are no issues for members' consideration.

ISSUES FOR MEMBERS TO NOTE

GoDales

3. Members will be pleased to note that Sport England have confirmed funding for years 2 and 3 of the GoDales project. This means the project can continue to develop along

the lines identified in the first year annual report, (as discussed at the July Access Committee).

4. A workshop for outdoor providers, operating in the Yorkshire Dales, is being organised as part of the project. This half day event will be a chance for providers to gain an understanding of the Go Dales project and its aims, and other initiatives, based around outdoor adventure in the Yorkshire Dales. It will also give the attendees a good chance to network with one another and discuss opportunities for joint marketing, and working together in the future.
5. The GoDales project has also recently developed a website www.godales.org.uk which is a microsite within the Authority's main site that can be accessed through this separate URL. To help get across key messages about the National Park the website has three main themes: 'inspire' find out how to have a go at an adventure; 'encourage' giving information on how to continue a new found activity; and 'protect', helping to promote understanding that the National Park is special and worth protecting for the future.

AdCap (Adventure Capital - UK)

6. Planning Solutions Consulting Limited (PSCL) were commissioned, in March 2009, by Cumbria Tourism to undertake a market review and appraisal to identify and assess best growth prospects for the adventure tourism sector in Cumbria.
7. The adventure tourism sector has become an important part of the tourism and leisure market. The Adventure Capital UK (Ad Cap) 'brand' has been created to co-ordinate and facilitate investment to develop and promote adventure tourism in Cumbria. The focus of the study was to review and assess the adventure tourism sector – its strengths, weaknesses, opportunities and threats – from a customer and market perspective, test and develop strategic priorities for the sector in Cumbria and provide a coherent framework with defined actions and interventions for developing the adventure tourism sector. The report reviews the health of the adventure tourism sector and strategic influences affecting the sector now and in the future. In addition, the report provides a suggested framework and delivery mechanisms for the future development of the adventure tourism sector product in Cumbria.
8. The report makes very interesting reading. It identifies that the adventure tourism sector has become an important part of the UK tourism and leisure market with adventure tourism being one of the fastest growing segments of the travel industry globally. By the end of 2008, activity holidays were expected to account for nearly one in eight holidays taken by Britons, growing from just over one in ten holidays in 2003. Activity holidays currently account for 17.6% of overseas market value. This means the growth of this sector has outpaced the overall holiday market in terms of both the domestic and overseas markets.
9. The report states that tourism choices are influenced by growing interest in health, wellness and fitness. The range of niche activities continues to grow as tastes diversify. Activity holidays have most appeal to people aged 20-44 with a broad appeal

across ABC1/C2. The traditional 'relaxing on a beach' holiday is showing a decline' (-9% from 2003-07) in favour of more active pursuits.

10. Ad Cap (through Cumbria tourism) is currently developing a strategy to take these findings forward through a partnership approach, which includes the Yorkshire Dales National Park Authority.

Hawes Interchange

11. At the end of last year North Yorkshire County Council had been given money from the Regional Funding Allocation (RFA) under spend for transport schemes. The money originally came from the Department for Transport. The Regional Transport Board had decided to allocate this under spend to transport authorities to spend on transport schemes identified in their local transport plan and linked to local development framework and regional objectives. Projects with RFA funding need to be delivered by 2012.
12. The Yorkshire Dales National Park Authority has been allocated £150,000 of this funding to deliver a transport interchange at the Dales Countryside Museum site, Hawes (similar to that in Grassington). The need for an interchange, to help facilitate visitors changing between different modes of travel - public transport to cycle or walking or car to public transport, was identified in the current Local Transport Plan. The scheme will be developed alongside other proposals for the Dales Countryside Museum, with various options being explored through consultation with interested parties from an early stage.

Cumbria Countryside Access (CCA)

13. Cumbria County Council is currently undertaking a review of the function and effectiveness of Cumbria Countryside Access (CCA) of behalf of the partnership. The review has been carried out in three stages:
 - A meeting of members of the Operational Steering Group (OSG) in July to establish and agree the scope and structure of the review, and how it should be conducted – a scoping paper was produced.
 - A consultation exercise undertaken via an email questionnaire to all members of the task groups.
 - A meeting of members of the OSG to evaluate the responses received and make recommendations to the CCA Board.
14. The partnership's overall aim is "to work together across Cumbria to manage, develop and improve access to the countryside, to ensure that the services and facilities provided by all the partners are of a consistent high quality and standard, and that overall provision is integrated and coordinated." In practical terms, the objectives of the partnership are to:
 - drive effective delivery of the joint work programme by the task groups
 - provide oversight and coordination of each partners activities

- ensure good communication with stakeholders about what's going within the partnership
- provide the opportunity for relevant interests to get involved and have influence over the work of the partnership
- enable political members to have an input, champion and recognise the needs of Cumbria as a whole
- share good practice across all its work and add value to the whole.

15. In 2007 Cumbria County Council put in place an agreed structure, terms of reference and membership for the partnership. At this time the Access Committee members were concerned about the number of meetings proposed and potential level of bureaucracy, but as delegated highway authority, on behalf of the County Council, recognised the importance of the Authority being in the partnership and represented on the various groups. The Authority's initial view has been borne out in practice, and has been recognised by others as part of this review process. Current proposals being considered are to radically streamline the structure to re-invigorate the partnership and put in place a more effective means of both getting things done and engaging with the various interests at the appropriate level.

16. The proposals as to how the partnership should change are still under discussion and the outcome will be reported to the next Access Committee.

Jon Avison
Head of Park Management

1 October 2009

Background papers

Planning Solutions Consulting (2009) Adventure Capital UK: Market Appraisal