



Transforming the  
**Trent Valley**

## **Economic Assessment of the Trent Valley Way in the Transforming the Trent Valley Landscape Partnership area**

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## **1 Executive Summary**

This report investigates the demand for the Trent Valley Way (TVW) within the Transforming the Trent Valley (TTTV) Project area. The report summarises the route of the TVW within the TTTV Project area and calculates economic benefit and presents advice on interpretation, promotion and monitoring success.

### **Demand for walking**

The report finds that demand for recreational walking is increasing. Increased awareness of the health benefits of physical activity mean that for many people the health benefits of walking are the main motivation, this is increasing year on year.

There is demand for long distance walks. People usually enjoy them and go on to do more. Only 2% of trail users complete a trail in one go, but this group generate the greatest income. A much greater number of people enjoy circular walks, often within 15 minutes of their homes.

20% of all international visits to the UK involve walking and hiking. 32% of visits to the region involve walking. The change in holiday patterns due to the Euro exchange rate mean increased demand for walking routes as more UK residents choose to holiday at home.

### **Demand for the Trent Valley Way**

There is substantial local demand for recreational walking routes. 127,000 people are expected to use the trail each year.

### **Barriers to walking**

The report looks at some of the more common barriers to walking, and discusses how providing a well waymarked, high quality route and circular walks close to where people live can overcome some of these.

### **Nature Reserves**

The TVW within the TTTV Project area passes many Nature Reserves. The existence of these add value to the trail. The development of the trail has the potential to attract more visitors and income to the nature reserves.

### **Cultural Heritage**

The area is rich in cultural heritage. The TTTV Cultural Heritage Audit report identifies

cultural sites relating to the evolution of the river, human settlement, agriculture, religion, transport, elite landscapes, industry and 20<sup>th</sup> century military activity.

### **Economic Benefits**

The report, in Appendix 1, updates the data used in the previous Trent Valley Way Feasibility Report, published in 2009. It uses these calculations to generate figures for the economic benefit of each user group. It finds that the overall new direct and indirect annual benefit is £310,811. Long distance walkers generate over £170,000 of this. The 127,000 local walkers generate £140,500.

### **Social benefit**

The TWV has potential to be developed for and promoted to people with mobility impairments, and to local people who do not currently meet government levels of activity.

### **Interpretation**

The report makes suggestions for interpretation and information provision, including possible locations for information boards, Geocaching, Orienteering, children's activities, a trail passport and use of smart phone apps.

It goes on to look at ways to maximise the benefits of the trail including advice attracting long distance walkers and day walkers. It addresses waymarking, the website, leaflets, social media and events.

### **Monitoring success**

The report discusses ways the success of the TVW can be evaluated using techniques employed on other long distance trails.

### **Volunteering**

Volunteers are key to the success of the trail, different ways that they can be involved are discussed.

## 2 Introduction

In autumn 2017 Walk Unlimited were contracted by the Trent Rivers Trust to carry out an Economic Assessment of the Trent Valley Way within the Transforming the Trent Valley Project area. This work included:

- A review of the data used in the 2007 Trent Valley Way Feasibility Study<sup>24</sup>
- Analysis of relevant economic trends and applying these to the Trent Valley Way (TVW) within the Transforming the Trent Valley (TTTV) project area
- Desktop assessment of the potential demand and economic impact of the TVW within the TTTV project area.
- Advice on maximising the economic and social impact of the TVW within the TTTV Project area
- Advice on interpretation
- Advice on monitoring success.

## 3 Overview

The Trent Valley Way is (TVW) is a long distance path that starts near the source of the Trent in Staffordshire and follows the Trent valley for its entire 270km (168 mile) length to join the Humber Estuary south of Hull. The route is well established from Nottingham downstream to the Humber. Upstream of Nottingham the TVW only exists as a line on the map using existing Rights of Way.

Developing the TVW is central to the 'Transforming the Trent Valley' Project, as the route forms a central spine through the project area, and links many heritage sites together.

The open section, from Nottingham to the Humber, is 135 Km (84 miles) long, and is promoted on a series of leaflets. These leaflets provide the website address [www.trentvalleyway.org.uk](http://www.trentvalleyway.org.uk) website. This url redirects the user to the Trent Rivers Trust page on the TVW.

## 4 Demand for walking

Department for Transport<sup>3</sup> research indicates that walking as a form of transport is in decline but that walking for recreation is increasing.

The Ramblers<sup>25</sup> claim that 22% of the adult population walks recreationally, and state that *'The popularity of leisure walking appears to be rising'*. Department of Transport figures from 2014/15<sup>4</sup> show that on average 25% of people walk recreationally at least 3 times per week.

The Monitor of Engagement with the Natural Environment (MENE<sup>12</sup>) study, carried out annually for Natural England, is one of the best measures of walking activity. The headline report (2015/16) shows that 25 million people (58% of the population) visit the natural environment weekly. The summary graphic from the MENE report is shown below (Figure 1).

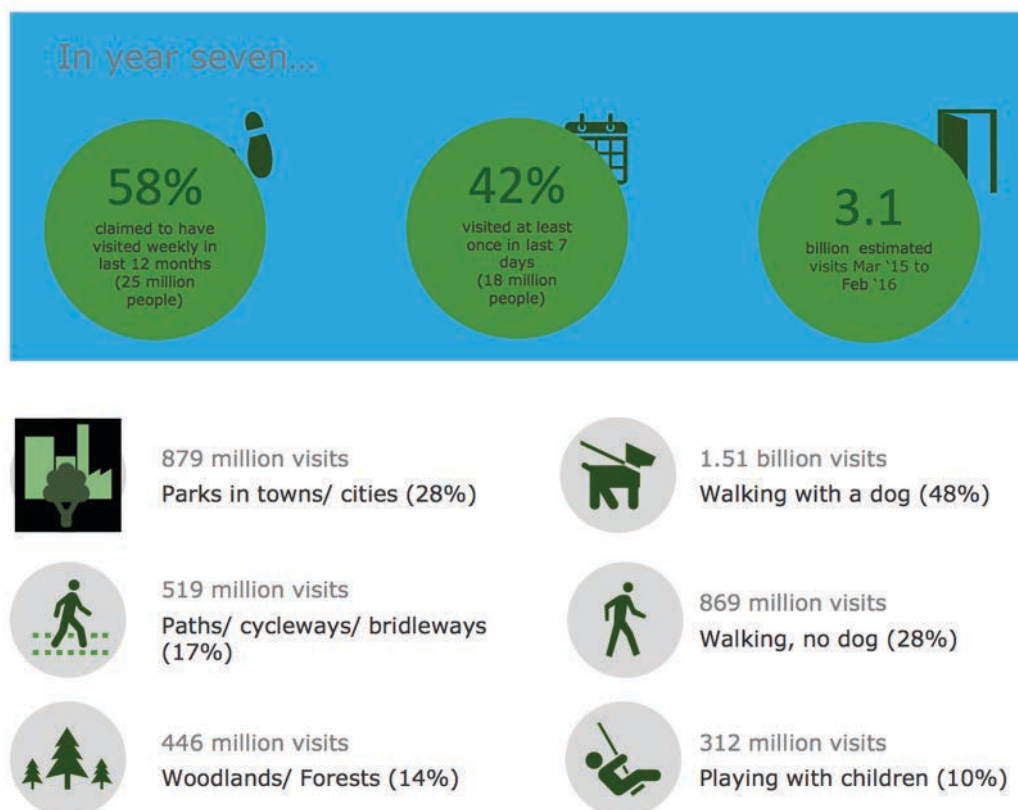


Figure 1 - MENE summary graphic 2015/16

Walking with a dog is the most popular activity, carried out by 48% of people. Walking without a dog is the second most popular activity (28%).

Walking is the most popular outdoor activity (MENE and British Heart Foundation<sup>1</sup>). It is accessible to almost everyone, and requires no specialist equipment. The health benefits of walking are frequently mentioned in the press, a desire to improve personal health



and fitness is often quoted as a reason for visiting the natural environment<sup>14</sup>.

Appendix 1<sup>15</sup> provides an update of the Trent Valley Way feasibility study. This estimates the demand for the TVW within the TTTV Project area to be 127,000 people.

**Table 1 - Estimated demand for the TVW within the TTTV Project area**

User Type		
Short Walk	68,580	54%
Part Day Walk	43,180	34%
Full Day Walk	10,160	8%
Long Distance users	5,080	4%
<b>Total</b>	<b>127,000</b>	<b>100%</b>

#### 4.1 Long distance walks

The Long Distance Walkers Association<sup>11</sup> list 1,047 long distance walks in the UK. These vary from 20 mile long routes with no waymarking, though to the 15 established National Trails which are flagship routes. New long distance routes are still being developed, often with Heritage Lottery Funding (HLF). HLF recognise the value of routes that connect communities to their local heritage, as do Natural England who state *'Enabling access increases people's understanding and appreciation of the special qualities of the natural environment including its wildlife, geology, history and landscape'<sup>14</sup>.*

User numbers for long distance paths is are difficult to calculate. Natural England state that *'there are at least 70 million visits each year to places passed through by a National Trail. Visitors include local people, day visitors and international visitors to England'<sup>14</sup>.* Around 1.4 million people visit the National Trail website each year, this is increasing year on year<sup>i</sup>. Figures for the Thames Path, the second most popular National Trail, have been calculated at over 21 million using Exeter University's ORVal tool<sup>18</sup>. This figure is skewed by the large number of people in London using the Thames Path coincidentally as a way to get around. Whichever figure is used, it is safe to say that National Trails are popular and used by many millions of people each year.

Many of the other long distance routes are also popular, although user numbers are generally not available. There is an increasing interest in pilgrimage routes, this is spreading to the UK where routes such as the Via Francigena, which starts in Canterbury, are becoming more popular.

Long distance walking has many attractions, the most often quoted being having time to think. Some people report that long distance walks have been life changing. Completion

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<sup>i</sup> Web usage from Google analytics supplied to Natural England

surveys on the National Trail website show that 56% are already planning another long distance walk, and 34% are thinking of doing another one. Less than 1% say that they would not do another long distance walk.

Only a small percentage of people complete a long distance walk in one go, the 2014 National Trail User Survey<sup>22</sup> found that 2% of the people interviewed on a trail were aiming to complete in in one go. 6% were aiming to complete it over a series of weekends.

**Table 2 - National Trail user types – 2014 National Trail Visitor survey**

Are you planning to:	
Complete whole trail in one go	2%
Complete whole trail in series of days or weekends	6%
Follow part of it for more than one day	16%
Follow part of it for just today	76%

## 4.2 Circular walks

The majority of people who go for part-day or full day walks look for circular walks. For many people the ideal walk starts somewhere with good parking, and for a percentage of people a toilet and/or café.

Visit England<sup>27</sup> report that 66% of people use a car or motorbike to visit attractions. Walk Unlimited research on the Solent<sup>31</sup> showed that 66% of dog walkers on the coast had driven, 32% had walked, indicating that they were walking close to their homes.

People like to walk close to their homes, especially for short walks or dog walking. Walk Unlimited data<sup>31</sup> shows that 66% of people travel for less than 15 minutes.

## 4.3 Walking for Health

The health benefits of walking are regularly in the media<sup>21</sup>. Public Health England (PHE) has found that four in ten middle-aged adults – six million Britons – are failing to manage even one brisk 10-minute walk a month, increasing their risk of developing potentially fatal illnesses. One brisk walk a day is enough to cut the risk of early death by as much as 15 per cent, according to PHE.

1 in 7 adults in the UK own an activity tracker. A recent, international GfK survey, conducted online in 16 countries, shows one in three people currently monitor or track their health or fitness. The increase in awareness of the health benefits of walking, and physical activity is reflected in the MENE findings which show an increase in people being motivated by health.

## Motivations and attitudes

2.9. Health and exercise continued to be one of the most frequently cited motivations for visiting the outdoors. The proportion of visits where this was cited as a motivation rose from around a third of visits in year one (34 per cent) to just under half in year seven (47 per cent, as shown in Figure 2.3).

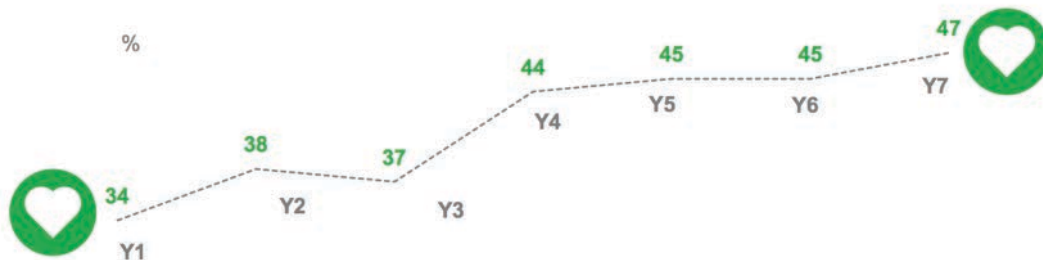


Figure 2.3 Proportions of visits where health/exercise cited as a motivation

### Figure 2 - MENE data on increasing motivation of health

#### 4.4 Running

An estimated 2 million people run in the UK<sup>7</sup>, and numbers are increasing, in part due to the success of the NHS Couch to 5K app<sup>15</sup>. Runners like routes close to home that are free of barriers, easy to follow and flat.

#### 4.5 Domestic and overseas tourism

##### 4.5.1 Overseas tourism

The Visit Britain<sup>28</sup> 2011 International Passenger Survey<sup>28</sup> showed that 20 % of all visits including walking and hiking. Walking was the second highest activity recorded in the survey, beaten only by visits to parks and gardens.

33% and 32% of visits to the West Midlands and East Midlands (respectively) include walking in the countryside.

##### 4.5.2 Domestic tourism

There has been a recent shift in UK holiday patterns. An increasing number of people are choosing to holiday in the UK – for a ‘Staycation’<sup>8</sup>.

In the same report travel marketing group Sojern found a 23.8 per cent rise in British holidaymakers planning UK stays for summer 2017.

UK trips are getting shorter, over half of staycationers were planning a break of three days or less – up 9% per cent from the previous year.

Visit Britain's inbound tourism forecast 2017<sup>29</sup> predicts visits to increase by 6% and spend to increase by 14% on 2016.

#### Summary of demand

- Demand for walking for recreation is increasing
- The popularity of long distance walking is increasing
- People doing shorter walks like to walk close to home
- The TVW within the TTTV Project area passes through towns and cities and is close to over half a million people
- An increasing number of people are motivated to visit the natural environment for health reasons
- 32% of visits to the East and West Midlands region include walking in the countryside
- More UK residents are choosing to holiday within the UK. More people are visiting the UK from overseas. 20% of overseas visits include walking and hiking.

## 5 Barriers to walking

There are several barriers that prevent people from walking. The most commonly cited reason is lack of time<sup>12</sup>. Other reasons that have consistently appeared in research include:

- Not knowing where to go
- Lack of information on where to go
- Lack of confidence in own ability
- Fear for personal safety

There is a low level of understating of where people can go in the countryside among many communities. People don't feel confident just setting off, they often don't understand what a public footpath is. Some people worry about what they will find if they set off on a walk, will they be shouted at by a farmer, or find locked gates or

obstructions.

Providing a well waymarked, well managed route close to where people live can overcome some of these barriers. Providing good information about what the walk is like, what there is to see and do, and how easy it is to follow gives people the confidence to go for a walk.

For many people seeing other people using a route makes them feel safer. Events such as short guided walks, family events and celebrations specifically targeted at local people can help to make a route feel safe and familiar.

**The main barriers to walking are:**

- Lack of time
- Not knowing where to go
- Not knowing what there is to do and see
- A lack of confidence in personal ability to do a walk
- Concerns for personal safety

## **6 Nature reserves**

One of the key features of the Trent Valley Way is the large number of nature reserves along the route. This gives the trail a unique appeal to a variety of users. The nature reserves are destinations in their own right, but also add interest to long distance and day walkers. Developing the Trent Valley Way has the potential to increase visitor numbers to the nature reserves by providing easy access to them for local people.

Natural England research<sup>13</sup> suggests that local visitors account for 79% of all visits to National Nature Reserves. It is likely that this figure is even higher for Local Nature Reserves. However, a study by the RSPB suggested that 38.5% of visitors to the RSPB reserves in 2009 stayed overnight, 38% were day-trippers and 22.5% lived locally. Some of this difference may be due to the fact that the RSPB market their nature reserves more and that they tend to have higher awareness outside of the local area.

Developing the TVW will benefit the nature reserves by increasing awareness, and therefore visitor numbers, leading to increased income.

## Nature Reserves

- The TVW within the TTTV Project area passes many nature reserves
- These add to the attractiveness of the trail
- The existence of the trail will benefit the nature reserves and generate increased income.

## 7 Cultural Heritage sites

The TTTV project area has a rich cultural heritage. Many of the sites identified in the Transforming the Trent Valley: Cultural Heritage Audit Report (Arc Heritage 2017) are very close to the TVW and can be accessed using the trail.

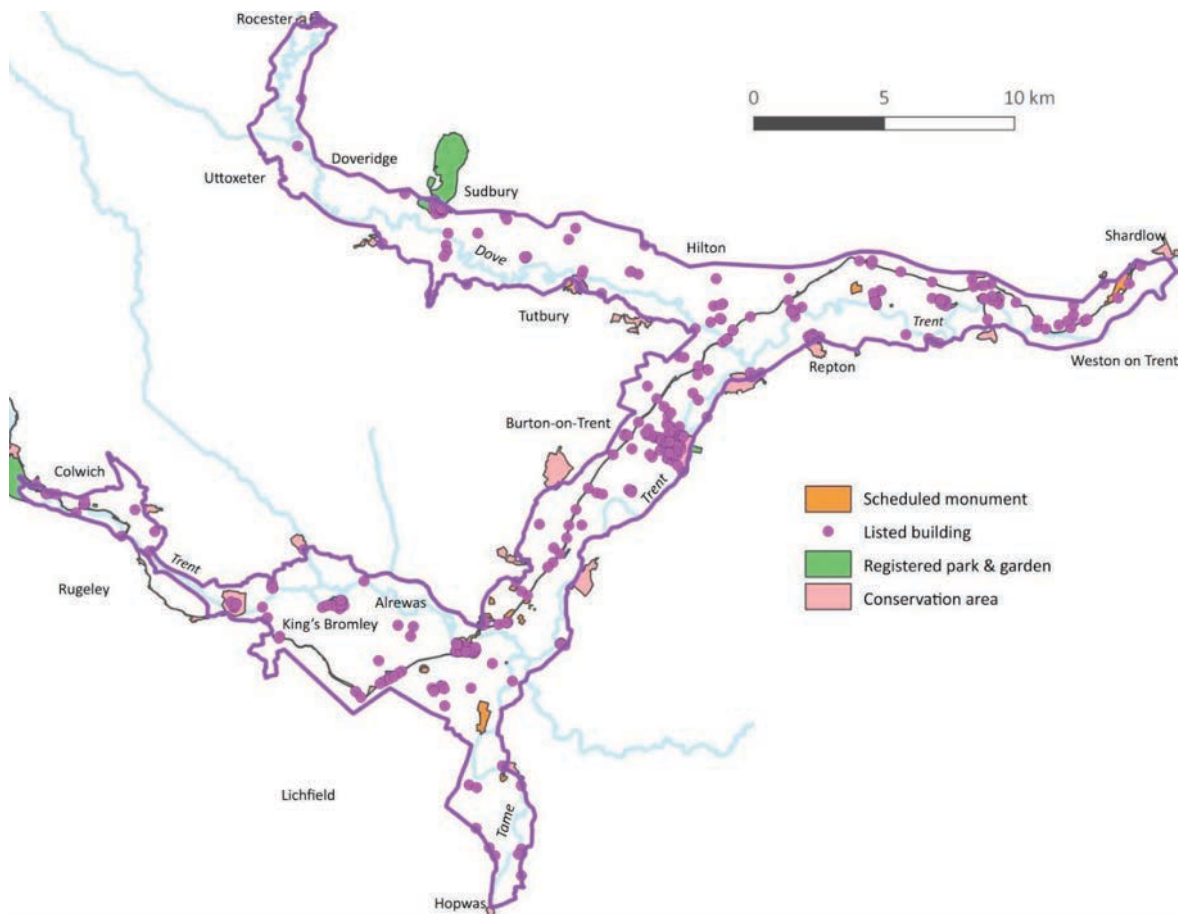


Image 1 - map showing designated cultural heritage sites within the project area - taken from Arc Heritage report

The river valleys provided transport throughout the prehistoric period and all the way through to the 20<sup>th</sup> century. The idea of a long distance trail following the river echoes this history. The area has a long history of industry, water power mills were common in the medieval period, most survived until the 19<sup>th</sup> or 20<sup>th</sup> century, many have been converted to dwellings and can be seen today. Quarrying was a main industry in the area

and created the many of the ponds that are now nature reserves. Brewing was also very important especially in Burton on Trent where many historic breweries and maltings survive.

Protecting the river from potential military invasion was important in the 20<sup>th</sup> century, and many sites of military significance can be seen along the river, in particular many pillboxes.

## 8 The route of the Trent Valley Way

The Trent Valley Way follows the River Trent from its source to where it reaches the Humber Estuary. The Trent Valley Way within the TTTV Project area starts near Little Haywood and ends to the south west of Nottingham, near Long Eaton. Beyond Nottingham the route is waymarked on the ground and promoted through a series of leaflets. Development and promotion of the route is happening in sections as funding is available.

This report covers the section still to be established within the TTTV Project area. Section lengths are approximate.

### 8.1 Little Haywood to Handsacre (10 Km / 6.3 miles)

The route starts near Little Haywood. It follows the canal south from Colwich towards Rugeley.

Rugeley has 2 railway stations, toilets including an accessible toilet in Rugeley Library (subject to opening times). A Super loo available 24 hours at Rugeley Bus Station (Elmore Lane).

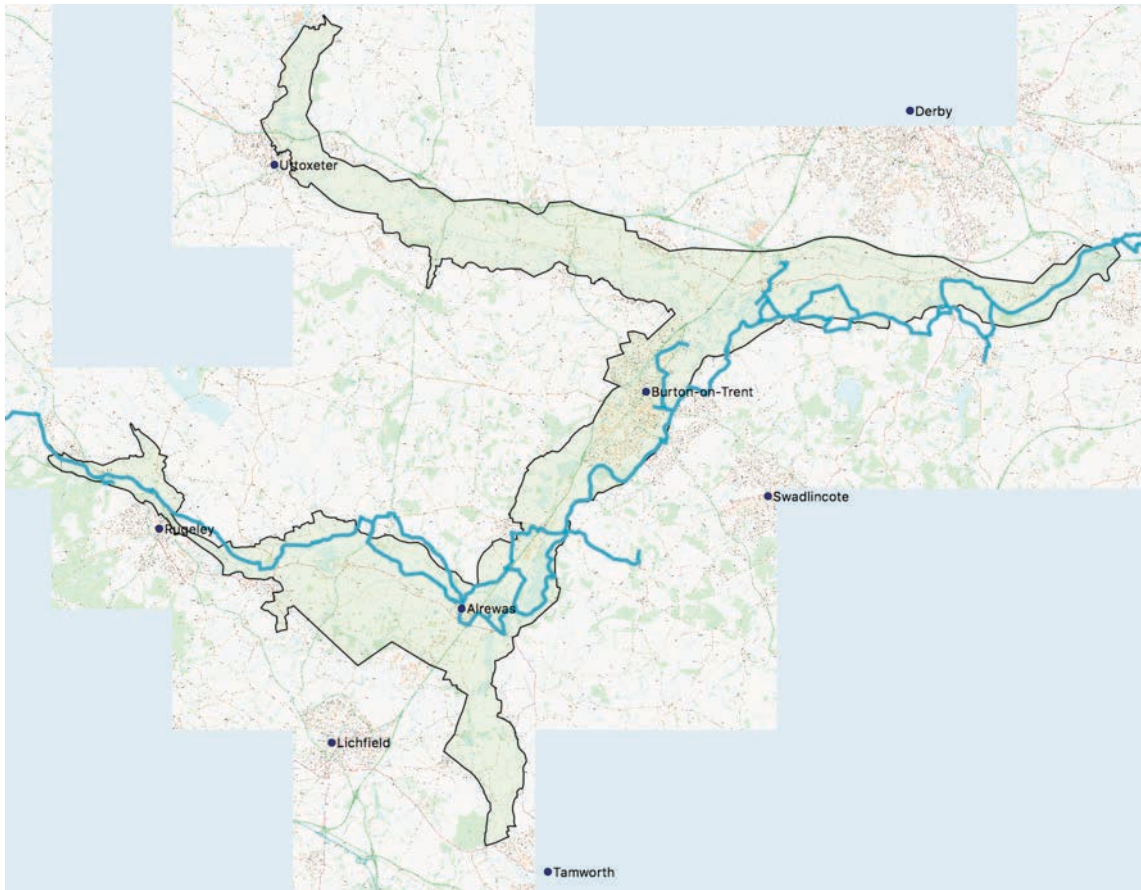
From Rugeley the TVW leaves the canal and follows public rights of way to Handsacre.

To the south of Shugborough Estate is **Cannock Chase** which has Birches Valley Visitor Centre, car parking toilets, accessible toilets, café. There is also Cannock Chase Visitor Centre with shop, café, toilets, disabled toilets.

The Cannock Chase Heritage Trail is a 10-mile route linking the towns of Cannock, Hednesford and Rugeley. It has good accessibility although gradients in some of the rural sections of the trail can be difficult for manual wheelchairs and buggies<sup>ii</sup>.

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<sup>ii</sup> [https://www.cannockchasedc.gov.uk/custom/HeritageTrail/welcome\\_rugeley.html](https://www.cannockchasedc.gov.uk/custom/HeritageTrail/welcome_rugeley.html)



Map 1 - TTTV Project area and line of the Trent Valley Way

## 8.2 Handsacre to Alrewas (12 Km / 7.5 miles)

The route heads east following public rights of way close to the Trent to Yoxall. From Yoxall the main route follows the Trent to Alrewas. There is an alternative route slightly to the north that forms a 12 Km / 7.5 mile circular route between Alrewas and Yoxall.

There are facilities in Alrewas and the National Memorial Arboretum which is just to the east of the A38.

## 8.3 Alrewas to Burton (16 Km / 10 miles)

From Alrewas the preferred route turns north following the river past a series of large ponds to Burton on Trent. The lakes to the north of the National Arboretum are flooded quarries. Croxall Lakes is a Staffordshire Trust nature reserve. It has a small parking area but no other facilities.

The preferred route stays close to the Trent for the whole section. In parts there are no public rights of way so an interim route is planned that takes the route to the west.

Burton has many visitor facilities, and a railway station.

A spur route heads east from Walton on Trent to Rosliston, a village with a pub. Rosliston Forestry Centre has a cafe, gift shop, free parking for Disabled Blue Badge Holders,



wheelchair-accessible toilets, a wetroom shower and an Adult Changing Bed with hoist, mobility scooters and wheelchairs available free of charge (donation requested).

#### **8.4 Burton to Stanton by Bridge (21 Km / 13 miles)**

From Burton the route follows a variety of paths. A spur links it to Willington, where there is a railway station. An 8 Km / 5 mile circular walk starts at Repton and passes through Foremark and Milton.

The route then follows public footpaths, at times close to the Trent, at others moving away from it, to Stanton by Bridge.

Swarkestone Bridge is a medieval bridge crossing the River Trent between the villages of Swarkestone and Stanton by Bridge, about 6 miles south of Derby. It is currently Grade I Listed and a Scheduled Ancient Monument.

There are no facilities in the village. Swarkestone Sailing Club has clubhouse and caters for disabled sailors so must have disabled facilities, but it is not clear if these are open to the general public.

#### **8.5 Stanton by Bridge to Shardlow (10 Km / 6 miles)**

The route follows public rights of way at first, then follows the Trent and Mersey canal to Shardlow.

There is a circular walk from Stanton by Bridge, to Swarkestone via the medieval bridge, and back via King's Newton and Melbourne.

#### **The route of the TVW within the TTTV Project area**

- The route passes through several centres of population
- It stays close to the Trent and follows the Trent and Mersey canal in places
- There are plenty of good access points with good visitor facilities
- Link routes and circular walks increase the appeal of the route

## **9 Economic benefits**

An economic assessment of the Trent Valley Way was published in 2009<sup>24</sup>. The figures used in that report, referred to as the Feasibility Report in this document have been

updated using the most up to date information available. The calculations and assumptions made are explained in Appendix 1 – update of the Trent Valley Way Feasibility Study.

The overall combined direct and indirect new annual income generated by the Trent Valley Way within the Transforming the Trent Valley Project area is calculated to be **£310,811**.

The recent increase in the number of people choosing to holiday at home in the UK, and the increase in the number of visitors from Europe suggest that this is a conservative figure, and that with active marketing and promotion the economic value of the Trent Valley Way could be considerably higher.

The ORVal (Outdoor Recreation Value tool developed by Exeter University<sup>18</sup>) provides a figure for visitor numbers based on estimates of the recreational behaviour of a person with particular characteristics living in a particular location. The model can be used to predict which greenspaces an individual might visit over the course of a year and how much welfare value they get from each of the greenspaces available for them to visit.

Adding the basic line of the TVW within the TTTV Project area into the ORVal tool (excluding attractions, points of interest, circular walks or link routes) generates an annual usage figure of 52,538 and an annual welfare value<sup>iii</sup> figure of £212,205.

## 9.1 Long distance walkers

The TVW has an inherent appeal for long distance walkers. Walking from the source of a river to its end is an attractive and enjoyable activity, and one that we know from the popularity of the Thames Path National Trail is actively sought by many people. In addition, the walk passes many features of interest, including the nature reserves, market towns and the cities with their rich industrial heritage.

Long distance walkers (those walking the entire trail from end to end in one go, or those completing it over a series of weekends) will be a small but valuable percentage of overall users.

We estimate that a maximum of 2% of overall use will be long distance walkers completing the entire trail 15.3.3 (Appendix 1, 14.3.3). Despite their small number this group bring the greatest economic benefit, as they pay for accommodation, food, drink

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<sup>iii</sup> The welfare gain is that enjoyed by adding this new site to the set of greenspaces available for individuals to visit. This is converted to a money equivalent and aggregated to give an annual figure for the whole population.

and transport. Figures from National Trail completion surveys show that this group spend on average £100 per day.

The Update of the Feasibility Report calculates that long distance walkers will generate new annual direct income of **£114,300**, and combined direct and indirect income of **£170,000**.

There is demand in the UK for long distance walks, both for UK residents and overseas visitors who visit the UK for walking holidays. The marketing and promotion of the TVW must make it appeal to this group to maximise the income that comes with long distance walkers.

If the trail is promoted well it could bring increased economic value. New businesses, such as accommodation providers, event organisers, luggage transfer services and cafes may open along the route. The Pennine Bridleway which opened in 2012 attracted 36 new businesses and research has shown that it supports a further 117 local businesses<sup>14</sup>.

The TVW in the TTTV Project area can be promoted to those wishing to walk it over a series of days or weekend as there are several railway stations and bus services close to the route, making it easy to break the trail into walkable sections.

## 9.2 Day walkers / part day walkers

The TVW in the TTTV Project area is ideally situated within easy reach of over a half a million people. The 2014 National Trail survey<sup>22</sup> showed that 31% of people on trails had travelled less than 5 miles, 15% between 6–10 miles.

On average 24% of people in the West Midlands walk for leisure purposes at least 3 times per week<sup>4</sup>. There are 127,000 people living locally who could be encouraged to visit the TVW.

Most day and part day walkers seek out circular walks, ideally with easy car parking at the start. A smaller number are happy to do a linear walk and use public transport to return to the start point. Lack of information about, or confidence in, public transport can put people off this option.

Promoting the existing circular walks and linear sections with good access to public transport will maximise use by day and part day walkers. On average day walkers spend £18 per day<sup>30</sup>.

Day walkers and part day walkers will generate direct income of **£94,298**. Combined with indirect income this rises to **£140,500** annually.

### 9.3 People doing short walks

By far the greatest number of walks are short walks, walks of less than an hour. Many people doing short walks are walking a dog, or walking to get somewhere.

Dog walking is one of few walking activities not affected by seasonality and weather. Dog walkers are a significant group when looking at the value of any recreational route.

- A dog is taken on 48% of all visits to England's countryside and urban greenspace<sup>12</sup>
- There is a dog in 24% of households in England (PFMA 2016<sup>19</sup>).

Walk Unlimited<sup>31</sup> research shows that when people with dogs are choosing where to walk 47% are influenced by the presence of a dog friendly café or place to buy refreshments. 59% said they would be tempted to walk in a new place if there was a dog friendly café. This survey work was carried out in the winter, which may have affected the results, but shows the potential economic value of dog walkers. Research without Borders<sup>2</sup> found that on average in the Midlands people spend £8.01 each time they visit a coffee shop.

The Update of the Feasibility Report does not allocate any net economic income from people doing short walks, although research suggests that a proportion of this group do spend money. The reasoning is that this group will walk anyway, and therefore any spend is not new income. Applying the MENE figures for people walking with dogs (the lowest spenders) to the number of people doing short walks generates a spend by this group of over £500,000.

The direct economic value of short walks is lower than for longer walks, however the health and social benefits of encouraging people to take short walks is very significant. The social value, i.e. the value to the local community of providing a good quality, safe place for local short walks should not be underestimated.



Image 2 - people walking

## 9.4 People with limited mobility

There are around 13.3 million disabled people in the UK (almost one in five of the population)<sup>5</sup>, around 52% of these have a mobility impairment. There are more people in the north whose activities are limited because of health problem than in the south. The TVW in the TTTV Project area has great potential to provide access to the natural environment for people with limited mobility. Long sections of the route follow canal towpaths or river banks, which are generally flat with no steep gradients.

### Summary – economic benefit

- Direct new income for the TVW in the TTTV Project area is calculated to be **£208,598**
- **Indirect and Direct income** is calculated to be **£310,811**
- This income will **create or safeguard 6 fte jobs**
- There is potential to increase this income through promoting the trail.

## 10 Social Value

Government guidelines on physical activity suggest that adults should do 150 minutes of moderate intensity physical activity per week. These guidelines have been well publicised for several years, but despite this the Department for Health estimates that 40% of adults don't do even a 10 minute walk per month. We know that for many people not knowing where they can walk, or if a place is safe, can be a big barrier to becoming more active.

Providing a well waymarked, easy to follow, trail close to where people live is one of the best ways to overcome this barrier. Research on National Trails<sup>22</sup> shows that good signage is extremely important to 20% of people, and important to 21%.

The Trent Valley Way has the added advantage that for much of its length it is on flat ground, which helps reduce the anxiety that many people have about their own ability to complete a walk. Knowing a walk is level without any steep climbs makes it less intimidating.

Public Health England Public Health Outcomes data<sup>20</sup> shows the percentage of people

utilising outdoor space for exercise or health reasons. Table 3 shows extracts of this data. Derbyshire and Derby are above average, Nottingham, Nottinghamshire and Staffordshire are below the national average. Stoke on Trent is considerably below the national average, and the figure is decreasing.

**Table 3 - Percentage of people utilising outdoor space for exercise or health reasons – Public Health England**

Area	Percentage	
England average	17.9%	
Nottinghamshire	16.7%	Below average
Nottingham	15.6%	Below average
Derbyshire	18.5%	
Derby	20.7%	
Staffordshire	17.8%	Below average
Stoke on Trent	12.6%	Decreasing

The health benefits of walking are not limited to physical benefits. There is increasing evidence of the mental health benefits of being outdoors, and of walking<sup>32</sup>.

### **Social Value**

Several of the communities in the TTTV Project area fall below the UK average for the number of people utilising outdoor space for exercise or health reasons

The TVW in many places is flat and easy to follow

Providing a trail that overcomes some of the key barriers to walking will help to encourage some people to go for a walk.

There is great potential to promote sections of the route to people with limited mobility.

## **11 Interpretation**

A separate interpretation study is being commissioned for the Trent Valley Way. The ideas put forward here are specific to promoting the walking routes, and will feed into that study.

## 11.1 Interpretation panels

This research was entirely desk based, which means we are unable to specify locations for interpretation panels in any detail. However a key element of attracting people to explore the TVW will be to make people aware of it, and aware of how close it is to where they are.

Information / interpretation panels should be installed in places where people are likely to go to look at the Trent or the Trent and Mersey canal, and in popular tourist locations. The panels should show the line of the trail on easy to read maps, and show circular walks and links to key features, such as nature reserves. The aim of the panels is to show how much there is of interest in the nearby area, and show how easy it is to walk to interesting places using the TVW.

A suggested list of potential locations is given below.

Interpretation panels need to be carefully designed. They need to look attractive and provide information in an interesting way with limited amounts of text. They can be expensive to produce but should last for many years.

## 11.2 Colwich Bridge

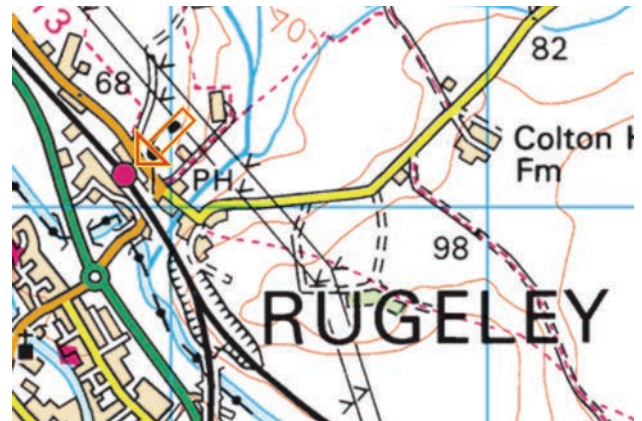
There is a bridge over the canal at Colwich, this is a short walk from the village, and good place to showcase the TVW, and the links to the Wolseley Centre run by Staffordshire Wildlife Trust.



Map 2 - possible location of information panel at Colwich

### 11.3 Rugeley Trent Valley Rail Station

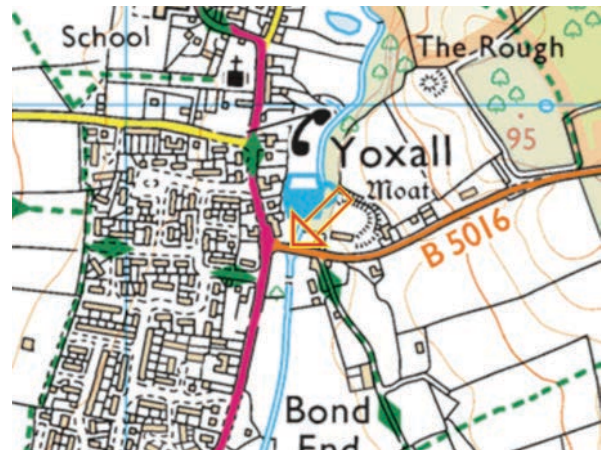
Railway stations are excellent places for information boards, and this station is directly on the TVW. A panel here showing the route at a larger scale with links to other railway stations such as Burton and Willington would be a great way to encourage people to walk a section using the train.



Map 3 - possible location of panel at Rugeley station

### 11.4 Yoxall

A circular walk starts in Yoxall, positioning an information board in the village centre to promote this walk and the wider features of the TVW would be valuable. We have suggested somewhere near the bridge, but a site in the village centre would also work.



Map 4 - possible location for information panel in Yoxall

### 11.5 Alrewas

A panel in Alrewas, showing the circular walks, National Arboretum and lakes in the area would be a good way to encourage people to explore the local area. An alternative or additional location would be to install a panel near the visitor centre at the National Arboretum.



Map 5 - possible panel location at Alrewas



## 11.6 Barton under Needwood

The marina at Barton under Needwood is attractive and popular with visitors. A panel here to encourage people to visit the Trent Valley Way would be worth considering.



Map 6 - Possible panel location Barton under Needwood

## 11.7 Burton on Trent

There is real potential to attract new visitors to the Trent Valley Way from Burton on Trent. An interpretation panel at the railway station, with a link route to the TVW would be helpful, as would one by the river, possibly at the existing information point shown on the map below, or in the car park to the south.



Map 7 - Possible panel locations Burton on Trent

## 11.8 Repton / Willington

A panel, showing the link route, could be installed at Willington railway station. In addition a sign could be installed on Repton by the church, showing the link route to Willington and the circular walk.



Map 8 - possible panel location Repton

## 11.9 Stanton by Bridge

A circular walk starts in Stanton by Bridge, a panel on this route in the village would help encourage people to explore.



Map 9 - possible panel location Stanton by Bridge

## 11.10 Geocaching

Geocaching is a type of treasure hunt, popular with adults and children. There are more than 3 million geocaches in 190 countries<sup>6</sup>. Geocaches are a good way to attract new visitors to a location, and work especially well on trails.

Appendix 2 – provides more information on geocaching.

Several geocache-related activities could be used to attract more visitors, and to help them learn about or engage with the heritage.

Engaging with geocachers is a low cost activity mainly requiring staff time.

### Possible Geocaching ideas for the Trent Valley Way

1. Set up and promote geocache trails on the TVW within the TTTV Project area.  
  
Project staff could set up and maintain the caches, or they could work with existing local geocachers willing to help. These people can be reached via social media or through geocache events.
2. Geocache trails can be promoted to school groups and through 'have a go' events.
3. Release a number of project trackables with a TTTV related aim, for example to visit all of the nature reserves along the Trent, travel the length of the Trent from source to the Humber, or visit other long distance paths.
4. Set up puzzle geocache trails using information on new interpretation.

Set puzzles, where the answers can be found in new interpretation, to lead people

to explore new areas and engage with the heritage.

5. Consider using earth caches to interpret geological features along the TVW.
6. Consider a Cache In Trash Out event to clean up areas along the Trent, and to attract geocachers that may then be willing to help with trails etc.

### **11.11 Orienteering**

Orienteering is a popular sport. Setting up orienteering trails along newly opened routes attracts new people to the trail. A new Sporteering app allows people to use their smartphone to log points. This means that the orienteering trail needs only small scan-able markers. The company promoting the app<sup>iv</sup> are keen to encourage take up and will work with organisations for free to get trails set up. The app is free to use, and doesn't rely on 3G phone coverage as the route is downloaded at the start.

The orienteering trail can have a theme, and can be part of a set.

### **11.12 Children's activities**

A key feature of the TVW in the TTTV Project area is the number of lakes and nature reserves. There is great potential to create a set of simple wildlife identification or heritage information charts for children based on easy to see features. These could be promoted to local schools, and to the public through events.

### **11.13 Trent Valley Way Guidebook**

The most popular long distance walks have guidebooks. These books not only help people navigate the route, but also provide information and interpretation of the things they will see along the way. Usually guidebooks break the trail into sections that can be easily done in a day, ending at locations with services including accommodation. Having a guidebook increases the number of people who will find out about the TVW and make the route more appealing to people from outside the local area.

Several companies specialise in walking guidebooks, including Cicerone Press, Aurum Press and Pathfinder. Local Ramblers group also produce guidebooks, as do some local history groups.

Working with a publisher or local group to develop a guidebook should not incur a cost

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<sup>iv</sup> [theteam@sporteering.com](mailto:theteam@sporteering.com)

beyond staff time as the publisher/author will gain income from sales of the book.

#### **11.14 Trail Passport**

Several long distance trails have passports. These are generally free, or low cost publications that people use to record which sections of the trail they have completed. Most have stamping stations in local attractions, visitor centres or cafés. There is potential for a TVW passport with stamping stations at the many nature reserves along the route.

On some trails just completing the passport and collecting the stamps is the reward, on others a completed passport can be exchanged for a completion certificate or badge. Walk Unlimited produce completion certificates for National Trails, these are very popular.

Passports can be used to encourage people to visit certain locations. They can have a theme, such as industrial heritage where all the stamps and locations relate to the theme. Passports appeal to children, although adults also enjoy them.

Printing costs are low for passports, and they can be sold at a price that covers production costs, although free ones are more popular. Setting up the stamping stations takes staff time and a small budget to create the stamps.

#### **11.15 Smart phone app**

Apps are a good way to provide information about heritage along a walk. They can detect where a person is and send them an alert so that they can stop and find out about what they are passing. Apps can also provide information on the line of the route to aid navigation.

Creating a successful app is not cheap. There are initial development and promotion costs, which should not be underestimated – there are millions of apps, making yours stand out is not easy. In addition there are on-going costs. Each time smartphone operating systems are upgraded apps need to be updated. This can end up a significant long term financial burden, for this reason we advise using pre-existing apps.

There are pre-existing apps that can be ‘white labelled’ so that they are branded to look like a bespoke app. There are others where walks can be added to an existing app platform. Some apps allow for images of how a site looked in the past to be uploaded so people can compare the modern view with a historical one.

There are a number of walking apps, the most popular being Viewranger. Viewranger allows for a significant amount of information to be provided along with the walk line. In

particular it includes an augmented reality feature called Skyline that can be used to highlight and name features visible from wherever you are standing. It is possible to add a walk and add features of interest to the app – these will appear in the augmented reality function. The app is free to use and free to add data to.



Image 3 - screenshot of Viewranger Skyline

Not all apps are sustainable. Caution is needed before investing time and resources into an app. Check how many people are using the app, and investigate the business model – if the app is paid for how much income it is bringing in, if it is free what is the income stream.

**Ideas to promote and interpret the TVW include:**

- Geocaching
- Orienteering
- Children's activities
- A Trail guidebook
- A Trail Passport
- Use of existing apps

## 12 Maximising the benefits of the Trent Valley Way

The Trent Valley Way is an appealing route with a clear objective and lots of interest along the way. The preferred route stays close to the river wherever possible. Interim

routes, necessary while new access is negotiated, are less appealing as they are further from the river, but are not unpleasant.

### **12.1 Attracting long distance walkers**

Making it easy for people to find out about the Trent Valley Way is key to attracting long distance walkers. These people need to be able to plan their visit, know how to get to the start and end points, where they can stay and what the route has to offer them.

Providing easy access to this information online will increase long distance use.

Promoting the trail is vital. Sending press releases about the opening to local and specialist walking media, using social media, contacting walking bloggers, and inviting walking journalists to walk the trail are all valuable ways to spread the word and attract more visitors.

### **12.2 Circular walks**

Promoting circular walks as part of the Trent Valley Way broadens its appeal. Identifying a number of circular walks that showcase some of the best part of the Trent Valley Way will appeal to day walkers, and may encourage them to try more of the trail.

Circular walks can be used to promote the trail, many newspapers and magazines include circular walks. They also provide a taste of the trail to people who are not confident to tackle a long distance route, or who simply want an enjoyable walk. They are the most popular type of walk, and will attract a larger audience of walkers than a linear route alone.

We recommend that the circular walks are waymarked with a 'Trent Valley Way Circular Walk' waymarker to help build the identity of the TVW within the TTTV Project area, and to make them easy to navigate. The waymarker should be similar to the TVW waymarker, but different enough to avoid confusion, possibly a different colour.

### **12.3 Waymarking**

The route should be clearly waymarked with a distinctive and easily recognisable waymarker. It should be waymarked consistently along the entire length of the trail. It should be signed from the road and at major junctions with fingerposts ideally with destinations and distances on.

The section from Nottingham to the Humber is waymarked already and we recommend that the same waymarker, shown in Figure 3 is used for the entire length of the Trent Valley Way.

Where possible distances should be given in time as well as length. Many people do not know if they can walk a mile, but may know that they can walk for 20 minutes.



Figure 3 - Trent Valley Way waymarker

## 12.4 Promoting accessibility

Sections of the trail that are barrier free and on firm level surfaces should be identified and promoted. Good practice is to provide people with information about surfaces and gradients and let them decide if they can manage the walk, rather than promote sections as 'wheelchair friendly' or similar. There are a number of organisations that offer advice or can help audit routes, including the Disabled Ramblers and Fieldfare Trust. The Fieldfare Trust's Phototrails<sup>v</sup> website is a good place to promote accessible trails.

When deciding which sections to promote and/or improve to a more accessible standard it is sensible to look at parking provision, including marked spaced for disabled visitors and the location of toilets (including disabled toilets).

## 12.5 Information provision

### 12.5.1 Trent Valley Way Website

It is vital that information about the TVW can be easily found online, either through its own website, or on dedicated pages as part of another website.

The website should:

- Have attractive inspiring photos to show the best of the trail
- Have clear maps to show where the route goes
- Provide downloadable directions
- Provide gpx routes that people can upload to gps devices to allow them to follow the route

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<sup>v</sup> <http://www.phototrails.org/>

- Include information on key attractions and facilities
- Include circular and short walks
- Provide public transport information
- Provide information on accessibility

The [www.nationaltrail.co.uk](http://www.nationaltrail.co.uk) website is a good (but high budget) example of how a trail website can be presented. The Don Valley Website [www.donvalleyway.org.uk](http://www.donvalleyway.org.uk) is a lower budget site providing walk information.

### 12.5.2 Other walking websites

There are several walking websites. Some of these, such as [walk4life.info](http://walk4life.info) allow walks to be added. The TVW and associated circular walks should be added to as many of these sites as possible.

### 12.5.3 Leaflets

To enable local people to discover the TVW we recommend creating a series of TVW leaflets, available in print and as pdf downloads. These should be available in local outlets such as libraries, visitor centres, shops, pubs and cafés along the trail.

Pdf versions of the leaflets need to be designed to be printed at home. They should print easily in A4 format, and have limited background colouring and photos to reduce ink consumption.

It is good practice to have an overview leaflet showing the line of the trail. This should provide a tempting overview, attractive images and basic information to make people feel that they want to explore further. The overview leaflet needs to tell people what is special about the trail, how challenging it is, and where to go to find out more.

The series of leaflets already produced for the TVW from Gainsborough to the Humber Estuary have an informal design-led style. They give lots of historical information and a graphical map. They are attractive and accessible, but for more complex sections a map will be needed to help navigate.

If this series is extended consider making more detailed maps available as additional pdf downloads. These could be sections of Ordnance Survey map (subject to licence agreement) or free mapping such as open street map<sup>vi</sup>. Ordnance Survey maps show public rights of way, but the 1:25,000 and 1:50,000 scales (which walkers use) are subject

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<sup>vi</sup> <https://www.openstreetmap.org>



to complex licence payments. Open Street Map is created by the public, so the quality varies, but it is free to use. Public footpaths are shown in some place, but not all. A screen shot of the Open Street Map from near Willington is shown below. Overlaying the line of the TVW over this map and providing this as a download to accompany the leaflets would be helpful.

#### **12.5.4 Social media**

Increasingly people use social media to find out what is happening in their local area. Managing social media accounts is time consuming, but is a great way to tell people about new projects. Having a Facebook and/or Twitter account that promotes events, open stretches, accessible stretches of trail etc. is the best way to engage with people.

It takes time to build up a following on social media – it is worth starting early, so that you can talk about works being done on the trail, and build up demand and followers before the route opens.

The Trent Valley Way does have its own Facebook account <https://www.facebook.com/rivertrentvalleyway/>. This account could be used to promote work within the TTTV Project area.

#### **12.6 Events**

Events on the Trail are a good way to attract local media attention and bring new people on to the Trent Valley Way.

##### **12.6.1 Walking for Health walks**

There are walking for health schemes in Derby, Nottingham, Erewash, Ashby by Stone, and Stoke on Trent. Working with these groups to run regular walks on the TVW will increase awareness and may encourage local members to walk on the route without the group. Walking for Health leaders may also be happy to lead walks for one off events.

##### **12.6.2 Guided walks**

Guided walks are a good way to show walks to new people, and to tell them about the heritage. A TVW free guided walk program has the potential to attract local people and people from further afield. Walk leaders should be trained to ensure they provide a good experience. Walks should be varied, with some short, easy walks, family friendly walks, themed walks and some longer day walks.



Image 4 - extract of Open Street Map

### 12.6.3 Geocache events

As described in section 10 above If geocache trails are established these can be promoted through Treasure Hunt days – where people new to geocaching are encouraged to have a go. Geocaching uses a smartphone app or GPS device. Any events will need to make it clear that people need to bring their own device, unless you are able to offer loan equipment.

## 13 Monitoring success

Monitoring the success of the Trent Valley Way in the area can be done in a number of ways. A separate monitoring strategy for the TTTV Project is being prepared, the ideas below relate to the Trent Valley Way within the Project area only.

### **13.1 Completion certificates / on-line survey**

A good way to gather information about the success of a long distance walking route is to offer a free completion certificate in return for completing a survey. You can decide how much of the trail needs to be walked in order to merit a certificate – it need not be all of the trail.

This can be done via website functionality, removing the need for anyone to print and post a certificate.

The survey can be written using standard on-line tools such as SurveyMonkey. Some web functionality is needed to generate a certificate that adds in a person's name and the date they walked the trail, but this is not expensive, and is considerably less resource heavy than having hard-copy certificates. This approach is used successfully by many of the National Trails.

This approach generally collects data on visitor spend, user demographics and satisfaction ratings of longer distance walkers.

### **13.2 On-line user survey**

Using a standard user survey that can be completed by anyone who has walked any part of the trail is valuable. Unlike the completion certificate survey there is less incentive for people to complete this survey, so the data tends to be biased towards people who have a complaint to make – people who enjoyed their walk are less likely to complete a survey.

Offering a prize draw, with a desirable prize such as an iPad, will increase response rates. Promoting the survey through social media, on leaflets and interpretation boards will raise awareness.

User surveys can collect many types of data, generally including demographics, travel choices, and satisfaction. They can also be used to establish if specific target groups are using the trail, for example younger people or people with mobility impairments.

### **13.3 Face to face survey**

Face to face surveys can be used to connect with users and non-users of the trail. They can be used to add qualitative data to quantitative data collected by user counts or automatic pedestrian counters (see below).

They are expensive to carry out, in comparison to on-line surveys, but can reach different audiences. It can be hard to get people to engage with surveys, especially on-street surveys, so as with the online survey an incentive is advisable.

Face to face surveys can be used to measure awareness of the trail and willingness to use it. They can be used as a baseline before the trail opens, then repeated later to see if awareness has increased.

## **13.4 Pedestrian counts**

Counting number of people using the trail, and repeating the counts at different times is a good way to measure if use is increasing. There are 2 main ways to collect this data, through manual counts or by using automatic pedestrian counters.

### **13.4.1 Manual counts**

Manual counts require someone to stand at a set location and simply count who comes past. Volunteers can be used for this task, although they should be given relatively short time slots (no more than 1 hour). Paid staff can do longer slots, up to 2 hours. Counts can be simple totals, or include more detail such as user type, direction, group size, presence of dog etc. More complex data can only be collected at quiet sites, or by using more than one person.

Repeating counts at the same locations at the same time of day/week generates data over time that can be used to measure changes in use levels. However the data needs to be used with caution as weather is often the biggest factor in use levels.

### **13.4.2 Automatic pedestrian counters**

Automatic counters can be installed on the trail to keep a constant record of use levels. There are many different types, and a variety of costs. The advantage of an automatic counter is that they count all the time, usually gathering hourly data that can be interrogated in several ways. The disadvantage is that they can be expensive, low cost models tend to be unreliable and conspicuous counters can be targets for vandals.

Choosing locations for counters is tricky, usually they need to be located in places where the path narrows, so only one person passes the counter at a time. Sites such as gates and stiles are not ideal as people tend to congregate at these locations.

The best automatic counters work if no-one knows there are there, pressure pads buried beneath the path surface can work well depending on the surface. PIR<sup>vii</sup> counters can be hidden in posts and only require a tiny hole for the sensor.

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<sup>vii</sup> Passive Infra Red

### **13.4.3 Business surveys**

As the TVW becomes more popular local businesses should notice an increase in trade. A baseline business survey could be carried out, then repeated after the trail has been open and promoted for some time.

### **13.4.4 Web traffic and leaflet downloads**

As a minimum the Trent Valley Way website should use a traffic monitoring system such as Google Analytics to record the number of people visiting the site. This data can be used to measure how well people interact with the content on the website.

The number of people who download leaflets is a useful measure of how interested website visitors are in the TVW. This level of information is not usually available through Google Analytics, a different tool may be needed to measure this.

### **13.4.5 Other measures**

Sales of trail guidebooks are a good way to judge popularity. The more popular a trail becomes the more publishers will see the benefit of producing a guidebook.

Downloads of the trail through apps such as Viewranger are a good measure of interest.

## **13.5 Volunteering**

### **13.5.1 Trent Valley Way volunteers**

Involving volunteers in developing and caring for the TVW is a good way to engage with local people, and to keep up with routine maintenance tasks on the way.

Many trails have volunteer lengthsman who adopt a length of trail and commit to walking it a number of times per year. They send in reports on any issues that need to be addressed and carry out small scale tasks such as vegetation clearance, replacing waymarkers, clearing drains etc.

Some people prefer to volunteer in groups, groups of volunteers can achieve larger projects such as clearing invasive plants, rubbish clearance, vegetation clearance etc.

Volunteers can also lead guided walks and help with events.

Involving local volunteers in the trail is a good way to engage with local people, trail volunteers act as ambassadors and spread the word about the trail.

### 13.5.2 Other volunteering opportunities

Businesses operating close to the trail may be interested in letting their staff have a day out to volunteer on the Trail. For many businesses this is a good way to put something back into their local community, and helps with team building.

#### **Recommendations on ways to maximise the potential of the Trent Valley Way within the TTTV Project area include:**

- Attracting long distance walkers
- Creating and promoting circular walks
- Consistent and distinctive waymarking
- Promoting accessible sections
- Providing information through a Trent Valley Way website, leaflets, and social media
- Including the trail on other walking website and apps
- Organising events including walking for health walks, guided walks and geocache events
- Involving volunteers

## 14 Conclusion

The Trent Valley Way in the Transforming the Trent Valley Project area is a good long distance walk with potential to bring significant economic benefit to the area.

Demand for walking nationally is increasing, as is demand for long distance walks. Creating a new long distance walk within the TTTV Project area to connect up with the existing Trent Valley Way will create a walk from the source to the end of the Trent, a route that will appeal to long distance walkers.

There is significant local demand for walking routes. The new route will provide walking opportunities for people looking for a day or part-day walk, through the creation of circular walks and the promotion of linear stretches of the route. There are good public transport options to many places along the trail. The proximity to large centres of population mean the route can be used for short walks by local people. Many of these will be for dog walking. Runners will be attracted to the trail due to its terrain.

There is an excellent opportunity to encourage existing walking for health groups to use the trail, and to improve sections to make them accessible to people with restricted mobility.

The economic impact of the trail within the TTTV Project area has been calculated as **£310,811**. This is a conservative estimate and does not take account of the increased increase in UK tourism from the rest of Europe, or the change in holiday patterns by domestic tourists who are preferring to stay in the UK due to the Euro exchange rate.

Promoting the trail to long distance walkers, both domestic and overseas, will increase income. Raising awareness of the attractions of the route, and promoting shorter walks will attract more day and part day visitors and generate increased income. It is likely that new businesses will be supported by the development of the trail, this has happened on other new long distance trails. 6 full time equivalent jobs will be created or sustained by the TVW within the TTTV Project area.

The many nature reserves along the route will benefit from increased visitor numbers.

There are many ways that the heritage along the route can be interpreted. Existing groups such as geocachers and orienteers can be encouraged to visit. Use of Trail Passports and events and activities for children will provide opportunities to teach young people more about the heritage.

Promoting the trail is important to maximise the benefits it can bring. Creation of a website and series of leaflets, and including the line of the trail and associated circular walks on existing walking website and apps will all help to raise awareness and attract walkers. Giving the trail a clear identity through use of a consistent waymarker along the entire length, including the section outside the TTTV Project area, is very important.

There are many opportunities to involve volunteers in the development, management and promotion of the TVW within the TTTV Project area.

## 15 Appendix 1 – update of the Trent Valley Way Feasibility Study

### 15.1 Introduction

This section takes sections from the Trent Valley Long Distance Footpath Feasibility Study report by the Institute of Transport & Tourism with Simon Holt Marketing Services (June 2009<sup>24</sup>) (referred to as the Feasibility Study in this document), and updates them with more recent data. The sections that have been identified for updating relate to demand and economic impact.

The Feasibility Study was written for the entire Trent Valley Way. In order to accurately update the report for the TTTV Project the data has been scaled down.

Sections quoted from the Feasibility Study are numbered as they were in the original document. Text from the study is indented and highlighted in green and tables taken from the Study have green borders.

The Trent Valley Way follows the River Trent from its source to where it reaches the Humber Estuary. The Trent is the third longest river in England. The landscape is varied and has lots to interest walkers including evidence of the previous uses of the river, and many nature reserves, mainly sites that have been used for mineral extraction in the past. The route also passes through the cities of Stoke on Trent and Nottingham as well as the towns of Burton-on-Trent and Newark-on-Trent. It is unusual for a long distance walk to pass through so many urban areas, but they are places of interest with a rich history and industrial heritage in brewing, ceramics and silk.

The TVW is shown on OS maps from just south of Long Eaton to West Stockwith, although it continues north to end at Alkborough. The last part of the route, from Littleborough, is waymarked on the ground and has a set of leaflets. A further section is waymarked although there is currently no printed material. A book had been produced but is now out of print. The remainder of the route is unmarked and the final route has still to be established.

The Trent Valley Way within the TTTV Project area starts near Little Haywood and ends to the south west of Nottingham, near Long Eaton. Beyond Nottingham the route is waymarked on the ground and promoted through a series of leaflets. Development and promotion of the route is happening in sections as funding is available.

The distances between settlements are ideal for day walks. Many places have a railway station, allowing people to easily access the start and end points of their walk. Long



distance walkers will find it easy to find accommodation and will bring income in to the towns and some of the smaller settlements.

## 15.2 Spend Associated with walking

The value of walking to the UK economy is difficult to quantify as walking covers a wide range of activities, from a daily dog walk to a multi-night long distance walk. When the Feasibility Study was written the best source of this data was the Great Britain Day Visitor Survey. Section 3.5 of the study, below, refers to this data.

### **3.5 Spending associated with walking**

*Christie & Matthews (2003) derived figures from the UK Day Visitor Survey 1996 to calculate the average spend per individual. For each walking trip the average figure was £9.10, with £5.15 the average for a trip to the country, and £10.45 the average for a trip in a town or city. The same study, which assesses the economic and social value of walking in England found that expenditure from day walking trips in the countryside generates between approximately £1.5 billion and £2.8 billion of income annually.*

In 2015 Visit England<sup>26</sup> produced an outdoor activities topic paper that calculated the annual spend attributable to long walks/hikes/rambles (minimum of 2 miles or 1 hour) among domestic visitors to be £1.5 billion. The Ramblers in 2010<sup>24</sup> (Walking facts and figures) state that walkers in the English countryside spend around £6.14 billion a year, generating income in excess of £2 billion and supporting up to 245,000 full time jobs.

The Great Britain Day Visitor Survey 2016<sup>30</sup> found that people undertaking outdoor activities spend an average of £18 per person per visit.

The Monitor of Engagement with the Natural Environment (MENE<sup>12</sup>) survey is funded by Natural England, with support from Defra and the Forestry Commission. It is currently the most comprehensive study of engagement with the outdoors.

MENE collects information about the ways that people engage with the natural environment such as visiting the countryside, enjoying green spaces in towns and cities, watching wildlife and volunteering to help protect the natural environment. This survey has been running since 2009 and is updated every year.

The latest data MENE for spend while walking is shown in Table 4 below.

**Table 4 - MENE data on average walking spend (20014/15 data)**

	Average spend	
	Including people who spent nothing	Excluding people who spent nothing
Walking – including short walks / rambling / hill walking		
Walking - not with a dog	£8.68	£25.91
Walking - with a dog	£2.93	£30.32

The MENE study separates out people walking with a dog from those walking without a dog. This is valuable as regular dog walkers are likely to find places to walk that do not require them to spend any money. The data shows that 90% of people walking with a dog spent nothing, this represents regular dog walkers who are out with the main purpose of walking the dog.

The data does show that people out specifically for a walk spend an average of between £8.68 - £25.91 per day, which is in line with the £18 figure from the Great Britain Day Visitor 2016 annual report.

### **15.3 Potential Demand for the Trent Valley Way within the TTTV Project area**

The Transforming the Trent Valley Project area, including the Derbyshire extension, covers the Trent Valley Way from Colwich near Little Haywood to near Shardlow where the Trent meets the M1. The route is already well established from Nottingham to the Humber, this section of the report adjusts the demand and economic figures to only cover the areas within the TTTV Project area.

Section 5 of the Feasibility Study addressed demand for the TVW. It used the local population statistics, research into who walks, and data from the National Trail User Survey. Unfortunately, the National Trail User Survey has not continued, so a direct comparison is not possible, although a survey on National Trail users was carried out in 2014 which provides some useful data.

#### **15.3.1 Local Demand – TTTV Project area**

### **5. Potential Demand for the Proposed Route**

#### **5.2 Sources of demand**

*By using a variety of data sources such as the UK Day Visitor Survey, the national*

*travel survey and population statistics from potential generating areas, it is possible to estimate demand for each market segment identified in section 3. We have also reviewed the use of other well establishing walking routes, such as the National Trails, where survey work has been undertaken such as the Thames Path. For example, the estimate of walkers using the Thames Path (approximately 290 kilometres) is 448,000. Of these, 95 percent were classified as short distance walkers, i.e. on the trail for a day or less, only 5 percent were classified as long-distance walker spending more than a day on the trail and around 14 per cent were walking the entire trail on the current trip.*

It is reasonable to assume that demand will come from the same populations as were identified in the initial report. However, some of the demand will have already been met by the existing open section of the Trent Valley Way, especially for the communities to the north east of Nottingham, namely Nottingham, Radcliffe on Trent, Newark on Trent, Gainsborough and Scunthorpe. For increased accuracy Derby has also been excluded, although the areas on the southern edge of Derby have been included.

Overall the local population has increased by 51% since the 2001 census data used in the Feasibility Study. Removing Derby results in a revised figure of 520,120 people living local to the TVW within the TTTV Project area (within around 15 travel time).

**Table 5 - population statistics for the Transforming the Trent Valley project area**

Population data		
	(in 2009 report <sup>viii</sup> )	2011 / 2015 <sup>ix</sup>
Stoke on Trent	188,485	253,200
Stone	10,525	16,385
Stafford	46,915	63,681
Rugeley	16,481	17,749
Lichfield	20,634	32,219
Alrewas	2,006	2,852
Burton on Trent	31,094	64,449
Repton	1,765	2,867
Chellaston	Included in Derby	15,198
Alvaston	Included in Derby	16,255
Allenton	Included in Derby	5,000
Littleover	Included in Derby	23,958
Derby	169,359	Not included
Long Eaton	33,654	37,760
	<b>520,918</b>	<b>520,120</b>

<sup>viii</sup> 2001 Census data

<sup>ix</sup> Census data from the most up to date census, 2011 or 2015

The feasibility study used the population data and data from the Department of Transport on walk numbers to generate a figure for demand:

*Potential demand for walking routes is generated from two populations regardless of the purpose of the walk itself, i.e. utility or leisure and recreation; these are the resident and holiday populations. The trip purpose and level of participation is likely to be determined by the population from which it is drawn. The National Travel Survey (Department of Transport, 2006) reports that the average person undertook 249 trips on foot each year. The average trip duration was 16 minutes. Table 5.2 shows the resident populations in the main settlements along the proposed footpath.*

The National Travel Survey England 2016<sup>1</sup> shows a slight decrease in the number of walks per year. An average person in 2016 took 243 walking trips per year. The average trip duration remains 16 minutes.

Applying these figures to the most up to date population statistics for the TTTV Project area generates a demand figure of 126 million local walks per year.

#### Summary – local demand

- The local population has **increased by 51%**
- Average number of walks per person has decreased slightly to 243 per person per year
- There is **demand for 126 million local walks** per year in the TTTV project area.
- 17% of walks are for leisure, **21 million leisure walks** are taken local to the TVW within the TTTV Project area.

#### 15.3.2 Demand for long distance trails

The National Trail Visitor Survey has not been repeated so these figures cannot be easily updated. Figures for use of the Thames Path vary between 2,379,000 (source Natural England National Trails facts and figures 2012 document) and 21 million (Exeter University research<sup>18</sup>). The higher figure includes use on the stretches through central London where the path is used by people walking in London and coincidentally using the Thames Path. The Thames Path is comparable to the Trent Valley Way in that it follows a

river from the source, and passes through urban areas, although demand for the TVW will be much lower. There are other comparable routes such as the Teesdale Way and Weardale Way, but usage figures are not available for these trails. Table 5.1 below is taken from the Feasibility Study and shows the breakdown of user type on 3 National Trails.

**Table 5.1: General walk profile**

Walk type	Thames Path	Peddars Way	North Downs Way*
Short walk (<1 hour)	46%	24%	66%
Part day walk (1-4 hours)	32%	40%	15%
Full day walk (over 4 hours)	3%	13%	7%
Long distance users	5%	13%	6%
Cyclists	14%	5%	4%
Other users	1%	5%	2%

\* The segmentation for short distance users for the North Downs survey was different from the other paths: <2 hours, half a day and whole day.

Recent data from surveys on the Norfolk Coast Path<sup>10</sup> show use varies considerably depending on the site, but averaged out the data shows 17% doing short walks, 51% doing part day walks, 18% doing full day walks and 14% long distance walkers.

The 2014 National Trail user survey<sup>22</sup> asked a slightly different question. The results, averaged out across all of the trails, show that only 2% of people were completing the whole trail in one go, and 76% were doing a walk on the trail that day. It is not possible to directly compare the data in these 2 tables, but the overall story is similar.

**Table 6 - 2014 National Trail survey user types**

Are you planning to:	
Complete whole trail in one go	2%
Complete whole trail in series of days or weekends	6%
Follow part of it for more than one day	16%
Follow part of it for just today	76%

### 15.3.3 User Type

It is useful to breakdown the demand into user types, as different users have different needs, and generate different level of income. The Feasibility Study presented this in section 5.3.

### 5.3 Potential demand

Source: Census 2001

*Based on the data collected from surveys undertaken on other long distance footpaths it has been possible to construct a schedule of demand for the proposed footpath. This has allowed the type and seasonal distribution of demand to be estimated as well as an overall figure. Table 5.3 below shows a breakdown of demand by the type of walk. The same categories have been used as on the National Trail surveys.*

**Table 5.3: Expected breakdown of demand on the proposed route**

User type	
Short walk	49%
Part day walk	31%
Full day walk	7%
Long distance users	4%
Cyclists	8%
Other users	1%

The figures for user type are in line with recent research, so the same percentages have been used to calculate demand in 2017.

The National Travel Survey 2016<sup>1</sup> shows that 17% of walking trips are for leisure purposes. Using this multiplier, 17% of the 126 million local walks gives a figure of 21 million leisure walks per year by local people, which represents a considerable local demand for somewhere to walk.

A different figure can be obtained by looking at the Department for Transport statistics showing the proportion of adults who walk<sup>4</sup>.

**Table 7 - Average walking in local area<sup>x</sup>**

Local authority area	Walk for recreational purposes at least		
	1x per week	3x per week	5x per week
England average	43.3%	24.6%	16.9%
East Midlands average	45.6%	26.7%	19%
West Midlands average	41.7%	24.4%	16.6%
Staffordshire	45.4%	25.7%	17.8%
Derbyshire	48.8%	28.2%	20.3%
Nottinghamshire	48.4%	28.3%	19.7%
Leicestershire	48.9%	29.6%	20.9%
Rutland	55.9%	35.9%	27.1%

<sup>x</sup> Department for Transport, Local Area Walking and Cycling Statistics: England, 2014/15

In England 25% of people walk for recreational purposes at least 3 times per week. The averages for the local areas are slightly above the national average as can be seen in the table above.

On average in the West Midlands 24.4% of people walk for leisure purposes at least 3 times per week. Applying this to the local population data we produce a figure of 127,000 people living locally who can be regarded as regular walkers.

These figures generate estimated demand as shown in Table 8 below.

**Table 8 - Estimated demand for the TVW within the TTTV Project area**

<b>User Type</b>		
Short Walk	68,580	54%
Part Day Walk	43,180	34%
Full Day Walk	10,160	8%
Long Distance users	5,080	4%
<b>Total</b>	<b>127,000</b>	<b>100%</b>

#### Summary of demand by user type

- **24.4%** of people in the local area **walk recreationally at least 3 times per week**
- **127,000** local people are **regular walkers**
- 54% of people do short walks (less than 1 hour)
- 34% do part day walks
- 8% do full day walks
- 4% are long distance walkers

#### **15.4 Economic Benefit for the TVW within the TTTV Project area**

The demand figure of 127,000 figure calculated above has been used to review the economic benefit figures in the Feasibility Study. The section below explains how the Feasibility Study calculated economic benefit.

## 6. Economic Impact of Route Use

### 6.1 Direct economic impact

Using the estimated demand generated in the previous section the aggregate spending by the route users is estimated. No allowance was made for spending by those on a 'short walk'. For part day walkers a figure of £2.15 has been used; this is 25% of the average spending reported in the Great Britain Day Visits Survey for visits to the countryside. The full figure of £8.61 is used for full day walkers. For long- distance users a figure of £46.77 in used; this is the figure reported in the UK Tourism Survey for the East Midlands. The figure is an average of all domestic tourism visits for holiday purposes and visiting family and friends. Table 6.1 lays out the estimated income from users of the proposed long-distance footpath based on these assumptions.

**Table 6.1: Estimated aggregate spending on the proposed footpath**

User type	£
Short walk	-
Part day walk	183,105
Full day walk	165,579
Long distance users	513,956
<b>Total</b>	<b>862,639</b>

The Feasibility Study used the following figures to calculate direct economic impact:

- People doing short walks were given a zero figure
- £2.15 – part day walkers (25% average spend in Great Britain Day Visitor 2016 annual report – visits to the countryside)
- £8.61 for full day walkers – (100% UK Day Visits survey figure)
- £46.77 for long distance walkers – from East Midlands Tourism (2008) Strategic Plan<sup>xi</sup>

Most up to date figures show an increase in daily spend. The Great Britain Day Visitor Survey 2016<sup>30</sup> is now £18 per visit. MENE<sup>12</sup> provides a figure of £8.68 for walking without a dog. These are in line with recent figures from National Trail surveys, see Appendix 2.

MENE also shows a significant number of people spend nothing while walking. Taking these people out of the averages changes the figures considerably. If we assume that the people on short walks are the ones spending nothing, the average spent on a day out walking increases to £25.91, this gives us 3 possible figures for a day walk :

<sup>xi</sup> East Midlands Tourism (2008) Strategic Plan 2008-2011 Building the Visitor Economy



- £18 from the GB Day Visits Survey
- £20 from the National Trail Survey
- £25.91 from MENE

The lowest of these has been used to generate economic impact figures.

#### 15.4.1 Aggregate spend

The economic benefit calculations are based on:

- Zero for short walks
- £4.50 for Part day walkers – 25% of full day figure
- £18 per day for Full day walkers
- £45 per day, based on National Trail survey data

Using the spend figures above, the estimated aggregate spending on the Trent Valley Way within the TTTV Project area is shown in Table 9.

*Table 9 - estimated aggregate spending on the TVW in the TTTV Project area*

User Type	£
Short walk	-
Part day walk	194,310
Full day walk	182,880
Long distance user	228,600
<b>Total</b>	<b>£605,790</b>

#### 15.4.2 Net new demand

The Feasibility Study allowed for displacement and substitution:

***Displacement and substitution** – a large proportion of the ‘part’ or ‘full-day’ walking trips are likely to have occurred regardless of the existence of the proposed long-distance footpath or will have displaced users from some other activity. It is also likely that some of the walkers on ‘holiday’ or ‘tourer’ trips would have visited the area. However, without any data on the exact proportion of these the selection of which to allocate as ‘new’ spending is likely to arbitrary. For this study we have chosen to apply the following discounts to demand, which are based on English Partnerships Additionality Guide (2004).*

**Table 6.2: Discounts applied for displacement effects**

User type	Discount
Short walk	100%
Part day walk	75%
Full day walk	75%
Long distance users	50%

*If this is then applied to the additional demand identified in Table 5.3 above we get the net new-demand on the proposed footpath as shown in Table 6.3. This gives a total new demand on the network of over 31,593.*

**Table 6.3: Net new demand on the proposed footpath**

User type	
Short walk	0
Part day walk	21,291
Full day walk	4,808
Long distance users	5,494
<b>Total</b>	<b>31,593</b>

A large proportion of walking trips are likely to occur whether the Trent Valley Way exists or not, and some walks will have displaced users from another local activity. To allow for this a discount is applied to the demand figure. The discount percentages used are the same as in the Feasibility Study, shown in table 6.2 above.

Applying these to the demand figure provides figures for net new demand.

**Table 10 - Net new demand for the TVW within the TTTV Project area**

User Type	
Short walk	0
Part day walk	10,795
Full Day walk	2,540
Long distance user	2,540
<b>Total</b>	<b>15,875</b>

#### 15.4.3 Direct Income from the TVW within the TTTV Project area

Applying the figures in section 5.1 (zero for short walks, £4.50 for part day walks, £18 for full day walks and £45 for long distance walks) to the net demand figures gives us a figure for direct income:

**Table 11 - Direct income from the TVW in the TTTV Project area**

<b>User type</b>	
Short walk	0
Part day walk	£48,578
Full day walk	£45,720
Long distance user	£114,300
<b>Total</b>	<b>£208,598</b>

#### **15.4.4 Direct and Indirect Income**

The Feasibility Study applied a multiplier of 1.49 to adjust their figure to calculate direct and indirect income.

*Multiplier – a multiplier of 1.49 will be applied to the direct income generated by users of the proposed long distance footpath. This has been derived from the South West Tourism Intelligence Project report for the South West Regional Development Agency and compares favourably with the suggested figure in English Partnerships Additionality Guide.*

*Multiplying the direct spending by a multiplier of 1.49 gives a combined direct and indirect impact of the proposed long distance footpath of £512,748.*

Applying the same multiplier to calculate the current direct and indirect income from the TVW within the TTTV Project area generates a figure of **£310,811**

#### **15.4.5 Employment Creation**

The additional income generated by the TVW can be used to estimate the number of jobs that will be generated or sustained. Average wages have fluctuated but not changed significantly since the Feasibility Study was written, and in the absence of an alternative reliable figure we have applied the same figure.

#### **6.3 Employment creation**

*It is possible to estimate the number of jobs that the trail would sustain or generate as a result of the additional income generated by the development of the proposed trails. The figures used have been derived, as above, from the South West Tourism Intelligence Project report for the South West Regional Development Agency. A full time equivalent (fte) job is created or safeguarded for each £51,000 of new income. For the estimated new income of £512,748 this equates to 10 fte jobs. The majority of these will be in the accommodation and food & drink sectors, as these will be the main recipients of spending.*

A job is created or safeguarded for every £51K income. This calculation shows that the Trent Valley Way in the TTTV Project area will **create or safeguard 6 jobs**.

#### Summary – economic benefit

- Direct new income for the TVW in the TTTV Project area is calculated to be **£208,598**
- **Indirect and Direct income** is calculated to be **£310,811**
- This income will **create or safeguard 6 fte jobs**

## 16 Appendix 2 – National Trail spend data

National Trails are designated by government. They are funded through Natural England and local authorities. National Trails are outstanding natural assets providing access to our finest landscapes, and a range of significant health and economic benefits<sup>14</sup>. They are waymarked on the ground, have official guidebooks and maps, and are promoted on the national website [www.nationaltrail.co.uk](http://www.nationaltrail.co.uk). They are managed to very high standards, usually with a dedicated Trail Manager.

Completion surveys on the National Trail website<sup>xii</sup> ask how much long distance walkers spend per day while on the trail. The responses vary from trail to trail:

*Table 12 - National Trail survey data*

Trail	Length of trail	Average number of days to complete trail	Average spend per day (Mean)	Mode spend per day (most common response)	Second mode (second most common response)
Thames Path	294 Km	14	£31	£20 (56%)	£30 (13%)
South Downs Way	160 Km	8	£57	£20 (16%)	£100 (10%)
Cleveland Way	175 Km	9	£44	£10 (15%)	£20 (14%)
Yorkshire Wolds Way	127 Km	6	£45	£20 (14%)	£10 (14%)
North Downs Way	246Km	12	£42	£20 (21%)	£30 (20%)
Offa's Dyke Path	285 Km	14	£59	£30 (24%)	£100 (11%)
Pennine Way	429 Km	18	£43	£20 (17%)	£30 (14%)
Peddars Way Norfolk Coast Path	150 Km	7	£57	£100 (14%)	£20 (12%)

<sup>xii</sup> [www.nationaltrail.co.uk](http://www.nationaltrail.co.uk)

The data shows that the average spend for someone completing a National Trail is between £31 and £59 per day, but this figure hides a lot of variation. The most frequent response for most trails is £20 per day. This is likely to be the amount spent by people walking the trail over a series of day walks, as it is too low to include accommodation costs. The table below shows how people complete the trails. Several trails show a second peak in responses at £100 – this is likely to be an average amount spent by people staying overnight while walking the trails.

The previous Thames Path survey asked the question differently. This data shows that 24% of people spent over £200 per day while completing the trail. This was the most frequently selected response, with 23% saying between £26 - £50.

**Table 13 - National Trail completion survey data**

Trail	Whole trail in one visit	Series of day visits	Series of multi-day visits
Thames Path	17%	n/a – see below	n/a
South Downs Way	55%	24%	21%
Cleveland Way	53%	28%	19%
Yorkshire Wolds Way	55%	22%	22%
Peddars Way Norfolk Coast Path	68%	22%	10%
Offa’s Dyke Path	45%	4%	51%
Pennine Way	72%	8%	20%
North Downs Way	19%	54%	27%

The Thames Path has recently launched a new completion survey, the old survey which has many more responses asked questions in a slightly different way. This older survey shows that 17% walked the whole Thames Path in one trip, 59% walked it over several trips, 24% walked part of it.

## **17 Appendix 3 - Geocache information**

### **17.1 Types of geocache**

There are different types of geocaches. The most popular include:

- Traditional geocaches
- Micro caches
- Puzzle caches
- Earth caches
- Cache in Trash Out (CITO)

Traditional caches are plastic boxes hidden in public places. They will always contain a log

book so whoever find it can record their name, usually they have a pen or pencil and often have swappable items such as plastic toys, coins, shells, stones, or other items of interest to children.



*Image 5 - example of traditional geocache*

Traditional caches are most appealing to children. They tend to be relatively easy to find due to their size and have things in that children can take away. They may also contain trackables (see below).

Micro caches are small traditional caches, they can be tiny. They are often magnetic boxes that can be fastened to gate posts, phone boxes etc. They can be disguised as other things, for example snail shells or rocks. They may contain a log book, but generally nothing else.

Puzzle caches are a sequence of caches, each with a clue that reveals the location of the final cache.

An EarthCache is a special geological location people can visit to learn about a unique feature of the Earth. EarthCache pages include a set of educational notes along with coordinates. Typically, to log an EarthCache, you will have to provide answers to questions by observing the geological location.

Cache in Trash Out is the environmental initiative supported by the geocaching community. CITO can be large events where geocachers meet and carry out environmental improvements or litter picking. They can also be single caches containing for example, bin bags and plastic gloves. People finding the cached are asked to spend 10 minutes picking up litter and leave the bag in a specific location where the cache owner can collect it.

## 17.2 Geocache trails

It is possible to set up and promote geocache trails. These are walks that pass a number of caches. You can see an example of a geocache trail on the Yorkshire Wolds Way here: <http://www.top10trails.com/yorkshire-wolds-way/2>.

The aim of a trail is to bring people into an area they would not normally think to visit.

A puzzle cache is a kind of geocache trail, people solving the puzzles are led along a defined route, the difference is that they have not been provided with a map beforehand, and have no idea where they will end up.

## 17.3 Trackables

Trackables are distinctive items that have a unique reference number so that they can be tracked as they move around the world. They are logged with the geocaching website, then each time they are found in a cache, or moved to another cache their progress is recorded. Often, they have an aim, for example the National Trails have a set of trackable acorn coins. Their aim is to visit other National Trails. They get picked up by walkers and dropped off at other caches.

The Don Valley Way, a HLF funded project, use salmon trackables to help tell the story of the salmon returning to the river Don. The salmon trackables aim to travel up the length of the river. They have been very successful and have travelled over 21,000 miles in a year.



*Image 6 - salmon trackable*

Similar trackables for the TVW would add interest to geocaching along the trail, and could help to raise awareness of the TVW and its heritage.

A number of companies sell trackables, they can be made to any shape or design. A cheaper alternative would be to use a standard keyring (£3), as the Don Valley Way did, and attach a trackable tag, available from <http://ukgeocachers.co.uk/> for around £6 each.

There is clearly an active community of geocachers around the TTTV project area. Figure 4 shows the location of geocaches around Burton on Trent.

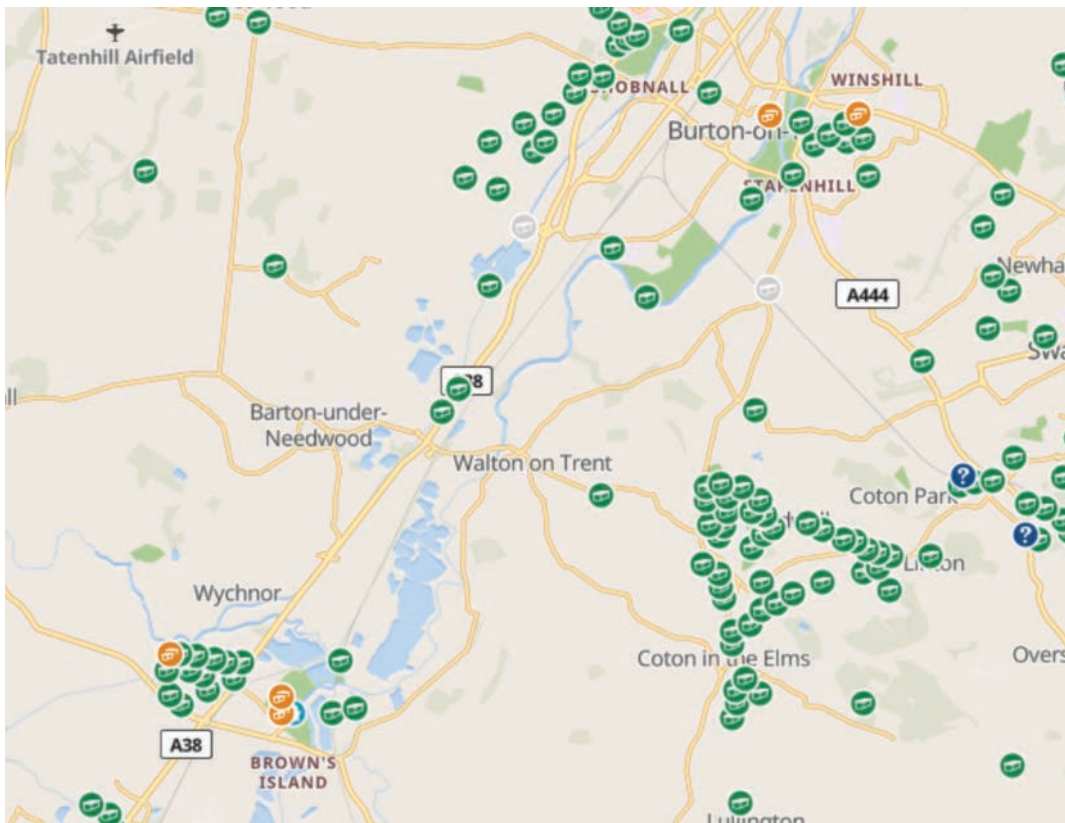


Figure 4 - geocaches around Burton on Trent – taken from geocaching.com



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