

# Sustainable Tourism in UK National Parks

Case studies – July 2010

The case studies below, drawn from all 15 of the UK's National Parks, give just a flavour of the range of initiatives National Park Authorities are undertaking to promote and support sustainable tourism.

Tourism is a major component of the local economies of all our National Parks. The National Park Authorities (NPAs) support tourism that increases understanding for National Parks and does not damage their special qualities. Common themes of these case studies are innovation, partnership working and support for local businesses and communities. This document shows only a small part of National Park Authorities' work on sustainable tourism. Further information is available from individual National Park Authorities or ENPAA.

[www.nationalparks.gov.uk](http://www.nationalparks.gov.uk)

English National Park Authorities Association, 2-4 Great Eastern Street, London EC2A 3NW  
020 7655 4812      [enquiries@enpaa.org.uk](mailto:enquiries@enpaa.org.uk)      [www.enpaa.org.uk](http://www.enpaa.org.uk)



**Broads Authority**  
The Broads - a member of the  
National Park family

Tourism brings in £414 Million to the **Broads** economy (2008 STEAM) and supports 6317 full-time equivalent jobs. We have 7 million visitors a year (11 million tourist days). Tourism and recreation account for more than 50% of the Broads economy.

## **Greening Broads Businesses**



The Broads is an internationally important wetland, full of rare and precious wildlife. It offers a rich mix of year-round attractions and activities, in a unique environment where land and water, people and nature meet together in harmony.

The Broads Authority has secured important European funding to boost quality and lower the carbon footprint of tourism businesses within the Broads. Working closely with the business community, it has embarked upon a drive to substantially increase the number of businesses accredited under the Green Tourism Business Scheme (GTBS), and to develop new eco standards for hire boats in the Broads.

The Authority has recently completed a major branding exercise, in partnership with the Broads Tourism Forum, which it created several years ago. This will give businesses valuable tools to market themselves more effectively, whilst taking better advantage of their special location within a National Park setting.



Tourism on **Dartmoor** is worth over £100m a year to the local economy and supports nearly 2000 full-time jobs. This is out of a total population of 33,000.

### **Dartmoor Partnership**



[dartmoor.co.uk](http://dartmoor.co.uk)

The Dartmoor Partnership was formed in March 2008 with the aim of establishing a tourism and trade organization for Dartmoor. The partnership comprises the former Dartmoor Tourist Association, Dartmoor National Park Authority, West Devon Borough Council, the Duchy of Cornwall and the Dartmoor Farmers Association (DFA).

The link with the farming industry was crucial in establishing the Partnership and securing the funding to employ a professional manager. The Dartmoor Partnership is raising the profile of Dartmoor as a quality destination and as a quality provider of local produce. A joint branding exercise with the DFA is ensuring maximum exposure and a successful partnership between tourism and farming, which will benefit both tourism and farming communities as well as the special qualities of the National Park.

The Dartmoor brand is now used by all 550 Dartmoor Partnership members.



Tourism is worth almost £200 million a year to the Greater **Exmoor** area and supports around 4,301 full-time equivalent jobs (2,090 within the National Park boundary). Tourism is the single largest component of the Exmoor National Park economy.

### **Dark Sky Tourism on Exmoor**



Exmoor is home to some of the darkest skies in the country. In 2009 Exmoor National Park Authority led a partnership with local astronomy societies to host a series of awareness raising events during the International Year of Astronomy. Hundreds of people attended a series of astronomy themed events. Local, regional and national publicity was generated.

Exmoor's night sky at Chapman Barrows (Photo David Brabban)

Keen to capitalise on this work the National Park Authority are bidding to become the first Dark Sky Reserve in England. A series of dark sky discovery points will be established for visitors and local residents alike to discover the dark skies of Exmoor. Work has already begun to train tourism providers in dark sky tourism opportunities and ways in which they can help their guests appreciate one of nature's most amazing sights.

Gaining dark sky reserve status will provide a boost to the tourism offer in the winter months at the same time as helping to protect our dark skies and raising awareness of the value of dark skies. Limiting light pollution will also lower energy consumption and greenhouse gas emissions.



Over 8.1 million visitors come to the **Lake District** National Park each year, making up over 15 million visitor days. The value of tourism to the economy of the Lake District and surrounding area is over £500 million a year and this supports 21800 full-time equivalent jobs. The Lake District economy is very dependent on tourism, with 53% of jobs in the National Park in the tourism industry.

### **Grizedale Camping Site**



Grizedale Camping Site ([www.grizedale-camping.co.uk](http://www.grizedale-camping.co.uk)) is an example of combining farm diversification with sustainable tourism. The project has a low environmental impact, it provides benefits to some sectors of the local community, and it contributes to reducing traffic around the Lake District National Park. The camp site is in a tranquil, scenic area. LDNPA has worked with the farmer to help make his farm diversification project a sustainable one.

Initially, LDNPA worked with the farmer to ensure that new tent pitches did not disturb the semi-natural woodland on the property. Later LDNPA and the farmer worked together to enable construction of ten camping pods. These are small, basic wooden huts that enable year-round camping. LDNPA gave advice on the design of the wooden pods so that they successfully blend in with the surrounding woodland.

The farm also has an established horse riding business - campers can take horse riding lessons; go on a horse trek; or take their own horses and keep them in the stables during their holiday. The camp site is 2 miles from Grizedale Forest Park, which provides a wide range of walking, riding and mountain biking opportunities. Because they can camp close to so many recreational experiences, visitors to Grizedale Camping Site don't need to use their cars once they have arrived.



The tourism industry makes a valuable contribution to the local economy, comprising about 600 businesses across the New Forest District, employing over 9000 people directly related to tourism. It is a sector that is of significance to the local economy, generating around £400m a year.

### **The New Forest Tour** [www.thenewforesttour.info](http://www.thenewforesttour.info)



The New Forest Tour is a seasonal open top bus attraction serving the New Forest National Park. It provides a unique and exciting way of seeing the National Park, and includes a commentary that covers the cultural heritage and fascinating history of the New Forest. The route includes settlements, attractions, campsites and of course the iconic New Forest landscape, including New Forest ponies.

The National Park Authority is a lead partner, providing a funding subsidy toward the operation of the service and the annual marketing campaign. There are clear links to both National Park purposes and the Tour makes an important contribution to the local economy, estimated to be in the region of £250k each year.

The New Forest Tour has experienced year on year growth for each of the last 4 years, both in terms of passenger journey numbers and revenue from ticket sales - boosting the economy and reducing the number of car journeys.

Northumberland National Park



Around 40% of the local economy in Northumberland National Park is based on tourism. Tourism within the National Park is worth £60 million a year (supporting 1,032 full-time equivalent jobs) but within its wider 'sphere of influence' that value is £139 million (supporting 3,025 jobs).

### **MOSAIC – Making Northumberland National Park a destination for everyone**

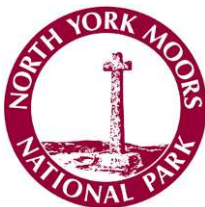


[Mosaic](#) is a national project, led by the [Campaign for National Parks](#), which aims to build sustainable links between black and minority ethnic communities, the National Parks in England and Youth Hostels Association.

About 10% of the population of the UK is from an ethnic minority group, but only 1% of visitors to National Parks are from an ethnic community. Many face barriers to accessing and enjoying National Parks, including physical and social barriers, and perceived barriers such as lack of knowledge about access rights.

By recruiting and working closely with local 'community champions' from within the BME communities of Tyneside, Northumberland National Park is now beginning to be viewed as an attractive and welcoming destination by many living in these communities. More importantly, some now feel that they have a real stake in its future.

Events are being planned in 2010 that will deepen and extend the relationship between the BME communities of Newcastle and the National Park.



Tourism is worth around £300 million to the North York Moors and employs 6,000 people. It is our largest employment sector.

### **An Inspired Success Story**



Photo by Doug Jackson

The Inspired by... Gallery at The Moors National Park Centre houses permanent exhibitions about traditional local arts and crafts such as glass-making and jet jewellery and also plays host to a year-round programme of visiting local artists.

One of the reasons the North York Moors National Park Authority created the Inspired by... Gallery was to support the local economy by providing a place where arts and crafts people, inspired by the landscape of the National Park, could gain greater exposure for their work. Since it opened its doors in May 2007, around £73,445 has been generated through sales for exhibiting artists and many have received private commissions through exhibiting at the gallery. Information on forthcoming exhibitions at the gallery can be found at [www.northyorkmoors.org.uk/events](http://www.northyorkmoors.org.uk/events)



The Peak District receives more than 10 million visitors a year, and an estimate 20 million people live within one hour's journey of the National Park. Tourism is one of the main industries in the Peak District.

### **Pedal Peak District**



Pedal Peak District [www.pedalpeakdistrict.co.uk](http://www.pedalpeakdistrict.co.uk) is a one year £2.25million project, managed by the Peak District National Park Authority and part of a pilot project run by Cycling England, to:

- create a cycling route from Bakewell to Buxton, including re-opening four ex-railways tunnels.
- run a social marketing campaign to encourage behavioural change that will see more people cycling, more often.

Objectives of the project include increased tourism, developing economic opportunities for cycling and tourism businesses and promoting sustainable transport alongside improving people's health, increasing their understanding and appreciation of the National Park and improving access to the Peak District National Park.



The South Downs receive approximately 39m visits per year (Countryside Agency 2001). 70% of visits are by local people making frequent visits and day visitors, usually by car. The value of visitors to the local economy is estimated at £333m (Oxford Brookes University 2005). Benefiting 1,270 businesses and directly supporting 4,137 full-time equivalent jobs.

### **COLLABOR8**



Funded by Interreg IVb the COLLABOR8 partnership ([www.collabor8.me](http://www.collabor8.me)) seeks to contribute to the economic prosperity of North West Europe. The nine partners are supporting business clusters in a variety of ways ensuring that quality and sustainability are core and that products and marketing are linked strongly to their 'sense of place'.

The aims of the partnership are to encourage people to stay longer in the South Downs, increasing the amount of money going into the local economy, particularly those businesses that help to maintain the landscape, and provide more sustainable options for visitors to enjoy the area.

The SDJC are working with seven thematic or location based clusters, involving over 50 businesses, aiming to reduce their impact, and that of their visitors, on the environment. Products that let the visitor experience the local distinctiveness of the South Downs in a sustainable manner that have been developed include Hassocks bike hire and Steyning walking routes. Local food is being promoted to hospitality sector through 'Meet the Buyer' events and Sussex Breakfast accreditation. Businesses involved in the clusters are being encouraged to take up Green Advantage or Green Tourism Business Scheme accreditation.



**YORKSHIRE DALES**  
National Park Authority

The value tourism to the **Yorkshire Dales** National Park and its area of influence is over £800 million a year. Tourism supports over 15000 full time equivalent jobs.

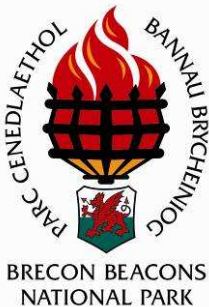
### **Go Dales**



Go Dales is a three year project aimed at working with under 25s who have moved on from school and may have lost many of the opportunities associated with healthy activity.

This joint project with Sport England aims to persuade under 25's to consider responsible independent visits to the Park and increase revenue brought in and inspire them to feel a need to protect such a special landscape that enables such activities to be enjoyable. This will create a sustainable and responsible bank of younger visitors to the National Park.

Over 3 years the project will work with at least 400 people drawn from under represented groups, all within one hour's drive of Grassington, the project base.



The **Brecon Beacons** has over £200 million tourism income, 5.25million visitor days and tourism supports 4350 full-time equivalent jobs. Tourism is a major component of the Brecon Beacons economy.

### **COLLABOR8**



Much of our work is currently being delivered through COLLABOR8 but we also have projects on Visitor Transport and Fforest Fawr Geopark.

COLLABOR8 is an Interreg IVB NWE project with partners from Belgium, Netherland, UK and Ireland. It is focused on developing clusters of tourism businesses based on locations as well as themes like horse riding. These clusters commit to

sustainability, sense of place and quality objectives and implement local tourism projects like art trails and walking guides.

Also included in COLLABOR8 is a programme on Eco-certification, our National Park Ambassador scheme (a lighter version of which is now delivered to taxi drivers) and projects like Sustainable Tourism Indicators.

The clusters now form part of the Sustainable Tourism Partnership as we see them as key to destination management. The Partnership has now been recognised by Visit Wales and the Brecon Beacons has recently been given destination status within the country.



Parc Cenedlaethol  
Arfordir Penfro  
Pembrokeshire Coast  
National Park

**Pembrokeshire Coast** National Park attracts 4.2 million Visitors a year - 14 million tourist days. Total visitor spend is over £500million (almost £400m direct spend) and the sector supports more than 14,000 full time equivalent jobs.

### ***The Greenways Sustainable Transport Partnership***



Developed 9 years ago the Greenways Partnership includes Pembrokeshire County Council, the National Park Authority, PLANED, CCW, National Trust, Environment Wales and the Pembrokeshire Access Group. Partly funded by the National Park Authority it employs a coordinator based within the County Council Transportation Department.

The partnership aims to improve access to the countryside and coast of Pembrokeshire, making it easier for able and less-able people including local residents and visitors. The Greenways Partnership also promotes cycling and walking and is linked closely to projects such as the Pembrokeshire Coast Path, the 200 circular walks on the National Park website and the easy access paths both within and outside the National Park.

Greenways has supported the introduction of 5 coastal buses and 3 inland bus services as well as a Water Taxi on the Milford Haven Waterway. Passenger numbers on the coastal buses have grown steadily and have been over 70,000 p.a. for each of the last four years. The bus routes are named – e.g. Puffin Shuttle - and heavily marketed. In 2010 RDP funding has allowed the purchase of 6 buses powered with waste vegetable oil, greatly reducing carbon emissions.



The value of tourism in **Snowdonia** is around £400million and the industry supports around 8,000 jobs (25%). This is the largest job sector outside public services in the Park (26%).

**Hafod Eryri** ([www.eryri-npa.gov.uk/snowdon\\_summit](http://www.eryri-npa.gov.uk/snowdon_summit)).



The stunning new building on the summit of Snowdon replaced the 1930's structure which did little credit to such an iconic spot. The £8.3million pound project by Snowdonia National Park Authority has immediately increased the number of visitors to the mountain by 107,000 or 27% with major benefits to the local economy.

The building is a magnificent structure incorporating over 60% Welsh materials and many cultural references. It was an immense challenge to the Authority, its architects and contractors. Highly praised, it has already gained the Building Surveyor's Building Award, the RICS Wales Project of the Year Award, The Institute of Civil Engineers' Outstanding National Scheme Award and the RIBA Wales Award.



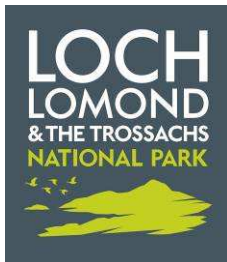
Tourism in the **Cairngorms** National Park accounts for almost a third of the Gross Value Added (GVA) at around £115m out of a total of £399m GVA.

### **The Cairngorms Brand**



After developing a Sustainable Tourism Strategy and Action Plan in 2005 the Cairngorms Brand was created to provide not only a strong identity for the National Park, but as a tool to help embed Park values, specifically high standards of quality and environmental management, providing greater marketing advantage for those businesses/groups or organisations eligible to use the brand than would be the case if it was purely a geographical logo. At the same time, if businesses see the brand as creating marketing advantage, those that do not currently meet the criteria for brand use will be more likely to pursue the accreditation that is required to access it.

CNPA retains ownership and decisions on implementation and use are taken by a Committee set within a broad framework agreed by the Board. The Committee comprises representatives from the CNPA Board, VisitScotland, the private sector and relevant staff. To date, over 200 applications for use have been approved.



Recent research for the Scottish Parliament found that the West Coast and Islands, Loch Lomond & Trossachs were the second most important region for wildlife visitors, with 23% of trips and nights, and £65 million of wildlife visitor expenditure. Wildlife tourism is just part of the tourist economy of Loch Lomond and the Trossachs with people visiting for cultural activities, to take part in outdoor activities and a range of other reasons.

**Scotland** [www.scotland.co.uk](http://www.scotland.co.uk)



**Celebrate**  
the language  
of the landscape

ScottsLand marks the 200th anniversary of Sir Walter Scott's iconic and cinematically described poem *The Lady of the Lake* which transformed popular perceptions of landscape and established Scotland as a tourism destination.

Loch Lomond & The Trossachs National Park are celebrating the bicentenary through a programme of 45 diverse events, half of which are new events to attract visitors to the Trossachs and provide a lasting legacy of renewed interest in Scott and the area.

Events include an art and literary trail, a film festival, candle lit recitals, cruises, talks, exhibitions, debates at the Edinburgh International Book Festival and heritage trails and a reprinted edition of the poem. Half of the events were enabled through the ScottsLand Community Grants Scheme. ScottsLand culminates with The Chase, a cycling and running event which follows the original route of the stage chase in the poem, attracting 1,000 competitors and spectators to the area.