



# Exploring Opportunities for Promoted Routes in Wales

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**CCW Stakeholder Seminar**

**3<sup>rd</sup> October, 2012**

**Royal Welsh Showground, Builth Wells**

**TRANSCRIBED REPORT**



**Cyngor Cefn Gwlad Cymru  
Countryside Council for Wales**



## About the event

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The 'WALES TRAILS' ('Camau Gorau') – EXPLORING OPPORTUNITIES FOR PROMOTED ROUTES IN WALES event was held in order to initiate and facilitate the input of key stakeholders in developing this work on a Wales wide basis, and if considered that it should be taken forward, to draw out contributions and consider the steps needed to make it happen. The event marks the starting point for the process. Delegates from a range of organisations were invited to help shape the future of this work because of their current or potential role and experience.

CCW's role (during the event and in terms of follow up) is to act as the catalyst for developing the project, and to use the results to inform our future work going in to the Single Body. CCW's Directors Team have also given their support to the development of this area of work by endorsing that CCW actively seek to increase national route promotion as part of an overall Welsh product.

An external contractor, Lindsey Colbourne Associates who have expertise in event organisation/facilitation was appointed in order to ensure that the event addresses this point to maximum effect.

## About the facilitators

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This CCW seminar was designed and facilitated by Lindsey Colbourne Associates, an independent business with more than 12 years experience in facilitation, training, partnership working and consensus building in the UK and internationally.

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## About this report

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This report has been produced by Lindsey Colbourne Associates, based on notes made on flip charts and worksheets during the meeting, including feedback forms issued at the end of the event. It also includes suggestions from three delegates (two from CCW, one from Conwy County Council) who were unable to attend but who sent in thoughts before the event.

All words are those of participants, except where themes and headings and explanations have been added. *These additions are in italics.*

The report is being circulated to all participants and to those who have expressed an interest in the project but who were unable to attend.



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## 1. Summary of findings and recommendations

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*This section is a collation of points raised on the day, by participants. It aims to give a sense or flavour of the key points of discussion, rather than an executive summary.*

### 1.1 Visions for promoted routes in Wales

*(Taken from section 5.1)*

- “Promoted routes deliver economic and health and wellbeing benefits to all” (Welsh Nation declared healthiest in Europe!)
- “Wales WALKS well, BIKES better and GALLOPS to greatness: Promoted routes” (WG Tweet)
- “A network of Welsh GOLD STANDARD trails of national, trusted standards, applied in a locally – distinct/themed way; with users able to create their own bespoke experience (pick and mix!) through access to ONE source of downloadable information (delivered through working in partnership)
- “Llwybrau o Fydd I bawb” “Paths benefit all”
- “Promoted routes puts Wales on the international map – increased recognition of its attractive landscape”
- “Wales tops the national league for awareness of promoted trails within UK”
- “Come to Wales, our Promoted Routes make you forget the rain!”
- “Successful ‘Welsh Ways’ shows local action can generate tourism (is the 10% fall in obesity in Wales due to the 50% increase in path usage?)”
- “Wales revival fuelled by best used trails in the world” (New York Times)
- “Success of promoted routes prompt ministers to increase budgets for public R.O.W in recognition of social, economic and health benefits for the people of Wales!!”
- “Anglesey children (kids) show local sites to (cruise ship) American visitors”
- “#Welshways are World Winners on foot, hoof, wheel and afloat”
- “8 out of 10 walkers/horseriders/cyclists/etc (who expressed a preference) prefer Wales” (the Sun, 2017)
- “The Welsh Ways Network provides something for everyone!”

### 1.2 Decisions/next steps

*(Taken from section 6.1)*

- We want to get something together on Promoted Routes to put to the Single Environmental Body. This is not something CCW should do on their own: Keep a wide group of stakeholders involved (this group +): Select and create task and finish groups with reps as appropriate/required.
- The proposal and way forward should be informed by discussions today [encapsulated in this report]: This report will be used by CCW to create an



executive summary that informs a proposal for taking the initiative forward and how to involve this stakeholder group.

This will be circulated to the stakeholder group for comments and further involvement.

- We want to influence longer term policy e.g. the Environment Bill, and to be part of influencing policy such as recreation, tourism etc policies.

### **1.3 Themes to be considered in taking Promoted Routes forward**

*(Amalgamated from sections 5.2 and 6.2)*

- The definition of a promoted route/ criteria for becoming a promoted route
- Creating a proposal/get SEB/Welsh Government to take it forward
- Continuing the involvement of stakeholders (this group +)
- How to identify which routes and how the local, regional and national fit together
- How to enable diversity of types of routes (including how to build on existing routes)
- The need for an evidence base and monitoring outcomes.
- Sustainability/funding/support/infrastructure - sustainable business model. Budgeting, finance and maintenance
- How to promote the routes in terms of provision of information and marketing (eg user led vs portal) locally, regionally, nationally?
- What we need to do to advocate this to landowners and politicians
- Considering a different legal/management model
- What else is needed to support the routes (other than promotion) eg transport, accommodation, information
- How to tie Promoted Routes into other policies, strategies and initiatives eg describing this as part of 'green transport infrastructure', provision of a new Wales-wide outdoor recreation strategy.



## 2. Seminar Aims and Programme

### 2.1 Aims of the seminar

The seminar was hosted by CCW to bring together key stakeholders to explore the potential of a co-operative approach to building Wales' reputation for high quality promoted routes and related outdoor recreation for the people of Wales and its visitors, providing greater benefits to local areas and Wales as a whole.

The seminar aimed to:

- Explore the need, benefits and potential vision of 'promoted routes in Wales', bearing in mind:
  - the needs and demands of visitors
  - the distinctive Welsh experience
  - local strengths, experience and good practice delivering promoted routes
  - existing information, promotion & marketing
- Identify the actions needed, including the role of participants/their organisation in taking it forward.

It was designed to be participative, and was run by Lindsey Colbourne, an independent facilitator, with the support of Margaret Peters and Ken Perry from CCW.

### 2.2 Programme

Time	Session
1100	Welcome and introduction
	Introduction to CCW's interest in promoted routes, (Morgan Parry), followed by discussion of the views of participants on the need for and scope of promoted routes
	Small group discussions exploring 'visions' of promoted routes (2017)
1300	<b>Lunch</b>
1345	Themed discussion groups to explore and recommend ways forward on key issues
1500	Decisions and next steps
1530	<b>Close</b>

### 3. The need for promoted routes?

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*This section of the report records the opening presentation by Morgan Parry, Chair of CCW, and participants' initial views on the need and scope of promoted routes.*

#### 3.1 Presentation by Morgan Parry, Chair of CCW

“Thank you for the opportunity to say a few words to kick-off this event today. The work you do at the local and national level is very close to my heart and I have always been a great believer in the importance of encouraging and enabling access to the countryside. It’s a great way of educating people about their environment but also a way of giving the greatest number of people that life-changing emotional experience in contact with the natural world.

I decided to follow a career in the environment and learned to love nature because of the experiences I had when I put on my boots, opened the map and followed the trails that I’d heard about and read about. I walked the Inca Trail in Peru, the Yukon Trail from Alaska to Canada and the Pennine Way closer to home because they were named trails, with a story to them, and a beginning and an end. I worked for Gwynedd Council and helped build Lon Eifion, I even worked the dumper truck and the road roller that put the surface on the track.

Lon Eifion is perhaps closer to the definition of a promoted route – not a National Trail but more than just a footpath or cycle route. Everyone knows about it in the neighbourhood where I live: it’s in the Caernarfon Herald almost every week – every school sponsored walk seems to happen on Lon Eifion, and everyone values it. It’s used by local people to discover more about their own neighbourhood, and by tourists just wanting to see further than Caernarfon Castle. You all have similarly important routes in your care.

I think today provides a great opportunity to take the development of these routes to the next level. We can do more to maximise the benefits of promoted routes in Wales. We can do more to provide a single source of information readily available that people can find out about these routes on a Wales level, to visitors and local residents alike.

We know Wales has got a fabulous landscape, great countryside and wonderful recreational resources. The Wales Visitor Survey showed that the natural environment and the people are the main reason why people to Wales on holiday. At a time when we need to justify expenditure on the environment, it’s important that we show that the landscape is our single biggest business asset.

We must build on the great success we’ve had this year and the amazing publicity around the Wales Coast Path. We have a Minister who is determined to see the benefits of access to the countryside made available to everyone. We must spread the benefits to all parts of Wales.

CCW has no agenda coming into today’s meeting, and has taken no decisions as to the way forward. We bring evidence and experience like all of you, and a remit to spread best practice, promote high standards, disseminate information and to advise





the Government accordingly. CCW's interest in 'Promoted Routes' is in maximising the economic, health and community benefits of regional and local trails by visitors and also by local people. We estimate that the equivalent of between 13-24% of the rights of way network in Wales is promoted and that most (if not all) local authorities are undertaking promotion of routes. We can do more.

This event provides the opportunity to share experiences and good practice. There's a real opportunity here. And a need, given the breadth of responsibilities that the new Single Environment Body will have, to raise the profile of routes and trails with those who will set the direction and priorities of the new Body after April next year. If I was to make just one recommendation to you, it would be that you should put a costed programme together and offer it to the new Body on day 1, building on the success of the Coast Path but taking your work to the next level.

I apologise in advance for not being able to stay for the afternoon session. I have to be in Cardiff by 3.30 for an interview for the Board of the new Single Environment Body for Wales. If I'm successful I promise to be a champion for promoted routes and for access and recreation more generally!

Thank you for coming here today to share your experience and knowledge, and I wish you success as you create a consensus on the way forward."

### **3.2 Participants' views**

*This section records comments from individuals made in an open session following Morgan Parry's presentation.*

*Also included here are the opinions of three delegates who were unable to attend the event, but who sent in their points before hand.*

- Agreement for need of promoting, but need to define 'promotion': not just marketing media for the routes themselves, but also need to make sure things being promoted are easily accessible i.e. transport links to the routes, and that these are publicized too
- We need criteria e.g. SNH model of Great Trails including canoe and bikes – criteria, promotion and monitoring of results e.g. economic value
- Great Trails in Scotland e.g. 3 Locks Way 25-mile route linking 3 communities, community led, is one of the Great Trails. Published and promoted routes not necessarily maintained to a standard (e.g. once funding runs out)
- Don't forget need to promote local trails for locals
- Local authorities and national parks independently advertising routes, need to have a recognised place to go to, information for your holiday. Local people and tourists know where to go
- Recognise hierarchy in routes and maintaining to standard but plethora of promoted routes/leaflets not to recognised standards
- Local/residential benefits of walkers e.g. Shropshire Walkers are Welcome Towns are sharing best practice – making booklet. Approach is very much



community led. Regional approach. Other towns can work together to promote routes. AONB helped this process

- Important that network is open and clearly available including leaflets
- Concerned that may just be for walkers: what about equestrian routes: bridleways offer multi-user routes available to widest variety of people. 134,000 horses in Wales – support local economy.
- The focus on prioritising P.R.o.W duties can be used to 'ignore the rest': Senior managers decide what routes we promotes, can't just 'pick and chose' and ignore everything else: Other routes get neglected, budget holders decide what they promote
- Importance of small/short promoted routes – different users and benefits
- The development of the WG proposals for Active Travel Bill may need to reflect the promoted routes and ensure that non utility routes are included
- Integrate with concept of integrated transport – two funding streams from different places need to be reconciled to deliver
- Prioritisation process is important: Flintshire CBC together with LAF set criteria for priority maintenance objectives
- There would need to be standards for promoted routes in terms of publication/information and quality of the paths used. All of which requires funding in particular the maintenance of the footpaths. There is a demand for more promoted routes in Conwy but we struggle to maintain what we have to a reasonable standard.
- In Conwy we have many promoted routes from short circular to long distance (some web examples attached). As Conwy Countryside Service we have developed a 'brand' for our walks publications: How would this fit into a 'Promoted routes in Wales'? We do struggle (time wise) to market and promote our routes so maybe promoting routes across Wales would help. We now work a lot with communities to put on events/walks and our Walking Week and people enjoy having the local historian/local person on the walk who can tell the stories. We also aim to finish walks in pubs/cafés shops. Guided walks are extremely popular.
- Landscape – greatest business asset, creating guidelines for what is a 'great' trail must include economic things as part of the criteria. We need to have the data available (analysis)
- Local vs Wales working, vital to look at what's happening locally. Need to look at the national level, what can we do collaboratively to add value? Help support the local/regional/national action.



## 4. Our Visions for Promoted Routes

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*In this session, participants were asked to imagine, in 3- 5 years time, something akin to promoted routes has been a huge success, delivering significant benefits of the kind they'd like to see (or be supportive of). Working in small groups (up to 5 in a group), participants talked of their individual ideas and then worked together to identify any common ground between them. They were asked to turn this common ground into a potential headline from 2017, which reflected their aspirations for promoted routes.*


*Section 4.1 below records individual suggestions while section 4.2 records the group 'headline' from 2017.*

### 4.1 Individual 'visions

*What do promoted routes consist of (users, places, types of route)?*

- Multi-purpose routes now in place
- Community involvement is key to management and sustainability
- There is more access to water and a whole new market now exists which Wales excels in
- Places and destinations are linked as one promoted trails
- Path orders are made to create useful trail links
- Well-maintained, well waymarked – users know what they are facing. Health and well being as well as economic benefits. Give something for people to do outdoors
- Locally promoted routes and regionally promoted routes. Local routes used on regular basis – social wellbeing and a draw for communities. Link onto Olympic success
- Economic benefits as tourism product. Locals know of promoted routes to suggest. Have a standard people can expect.
- Needs to be accessible to locals as well as tourists. Adding onto coastal path success. Link to communities
- Ensure visitors use inland routes as well as the coastal path. In destination prints on hand to ensure everyone aware of what's out there.
- Element of promoted routes will have to be interactive, blogs etc
- Open, variety of routes, no set criteria
- Popular routes will attract more funding
- Community involvement will also attract visitors to Wales
- Cross border interaction linking 'tribes'
- Promote areas and local knowledge
- There will be more multi-user routes
- Promoted routes officers will encourage cross border interaction
- Local routes, create loops around a community not necessarily long distance routes
- 3x more people in Wales will go walking, then paths will be more valued and there will be a cry for routes to be more effectively managed

- Different target audiences will be catered for – promotion targeted at different user groups
- All inclusive/all encompassing – hostelines
- Routes may be targeted to users/needs
- Users: quiet recreational use → non-motorised (except Trampers and powered wheelchairs) ... or discriminatory to 4x4 and scramble bikes?
- Anywhere/everywhere
- Links/linking to other trails
- Integrated with transport
- High/agreed standard of access and maintenance
- Ring fenced budget for R&M and promotion
- Delegated /LA grant or WG direct
- High profile national routes well-promoted -> users reflect the population: inclusive – quality and diversity. All –ability trails
- Local promoted routes in the places where there's the highest health inequalities
- Visitor routes e.g. coastal path, pilgrim way route (only high profile) used interactively, digitally, e.g. apps, social media i.e. tag yourself to show where you've been
- One facility where all people can find out information about all routes in the area → needs to be information about all back-ground information e.g. links, transport
- One portal for all the routes – where all information is held – nationally managed
- Information on consistent grading of difficulty and associated amenities and transport links
- Smaller circular routes available linking from larger routes
- All users – walkers, biking, equestrian – catered for
- Graded by difficulty, gradient, length
- Ban use of 4x4s and trail bikes from sensitive areas – but develop specific areas where they can be used e.g. FCW land.
- 50% increase in local community: Places → local community. Medium sized routes
- Routes - well maintained: Trails – all users. Multiuse – not separate trails. All local authorities amalgamated. VRP → covering all the areas. Multi-user.
- Users – health benefits. More joined up thinking with NHS. Tourism → generating local businesses in the area. Equestrian. Tapping into this more. Multi-user – variety of routes → all users. Subdivide the routes – different users
- More identifiable routes → multi users
- Market each route separately
- Every authority area – variety of different routes. Variety of users. Mobility problems → widely available across all areas. Provide easily accessible IT. IT sources and printed sources. Promotion – routes. Tourism websites – accommodation providers
- Improve partnership – health service
- Lon eifion, local, children, access

- 
- Visitors, mixture of bikers, walkers
  - Open access – promoted routes to link into open access ?, historical sites
  - Linking things together – paths, places, transport
  - Decent network of routes for horses that can be used for B&Bs for horse users. They would then be self maintained for walkers. All main towns and villages but the benefits also need to be in the countryside
  - Promoted for all users
  - Multi user paths. There is a shortage e.g. coastal path not suitable for everyone. Coastal path would be back bone
  - Whenever possible, routes to be multi-user. They have to be sustainable – promotion and marketing. The information needs to be fresh and up to date
  - Be clear why paths are promoted

*What benefits have promoted routes brought (and to whom/what, where)?*

- Economic benefits to local communities/businesses
- Multitude of walkers – different age range, more younger people, families, disabled etc
- Statistics on benefits of the use of the promoted routes to health and well being, tourism, economic benefit
- Businesses given information/tools to make benefits
- Pride in routes
- Well being, economic benefits (tourism), accessibility
- Benefited locals as well as visitors
- More people will walk, cycle, ride, path. People will be healthier, more likely to be employed
- There is something for everyone
- It's free! Children will appreciate routes there will be a culture of activity going outdoors
- Health and wellbeing increased for users
- Enhanced experience (4 season) for users
- Community pride along routes
- Return visitors to areas with routes
- Economic returns locally and nationally
- Diversified returns locally and nationally
- Diversified local economy along route(s)
- Routes not causing erosion
- Education of users and local communities about local communities, conservation and heritage
- People are healthier and there's greater benefit to smaller business arena
- Local spend increased
- More investment in public transport
- Managed with conservation and respect for countryside in mind
- Visitor payback means that routes are well-maintained
- Places that are promoted are suitable and up to a consistent standard that's required



- Visitor number increased
- Increase bed-occupancy numbers
- More local people using routes
- More officers lead health workers to work with more communities and more funding to help ? More staff → work in the promotion of health walking. Medium sized routes
- People – benefited the most – local people. Duke of Edinburgh scheme. Improve their health. Generally South Wales or even North to South Wales. More linear routes.
- All users – happy. Health targets – met. More partnership working with Health Boards local level and national level
- Wales – reputation as great destination water based recreation as well as terrain based recreation. More → associated economic benefits. Local community more engaged.
- People know where there are things
- That there is benefit to the economy of Wales
- Sponsored walks – contribute to the trails
- To experience different areas of Wales
- To go to new places
- Making people stay longer
- All round, economic, health, community
- Economic benefits – caravan sites, B&Bs close to the promoted routes
- People counters to show the benefits
- Connection with other councils and communities



## 4.2 Headlines from 2017: Promoted Routes Success!

*This section records the results of group discussions in answer to the question “what headline from 2017 would encapsulate the common ground between your individual visions (aspirations) for Promoted Routes?”*

- “Promoted routes deliver economic and health and wellbeing benefits to all” (Welsh Nation declared healthiest in Europe!)
- “Wales WALKS well, BIKES better and GALLOPS to greatness: Promoted routes” (WG Tweet)
- “A network of Welsh GOLD STANDARD trails of national, trusted standards, applied in a locally – distinct/themed way; with users able to create their own bespoke experience (pick and mix!) through access to ONE source of downloadable information (delivered through working in partnership)
- “Llwybrau o Fydd I bawb” “Paths benefit all”
- “Promoted routes puts Wales on the international map – increased recognition of its attractive landscape”
- “Wales tops the national league for awareness of promoted trails within UK”
- “Come to Wales, our Promoted Routes make you forget the rain!”
- “Successful ‘Welsh Ways’ shows local action can generate tourism (is the 10% fall in obesity in Wales due to the 50% increase in path usage?)”
- “Wales revival fuelled by best used trails in the world” (New York Times)
- “Success of promoted routes prompt ministers to increase budgets for public R.O.W in recognition of social, economic and health benefits for the people of Wales!!”
- “Anglesey children (kids) show local sites to (cruise ship) American visitors”
- “#Welshways are World Winners on foot, hoof, wheel and afloat”
- “8 out of 10 walkers/horseriders/cyclists/etc (who expressed a preference) prefer Wales” (the Sun, 2017)
- “The Welsh Ways Network provides something for everyone!”

## 4.3 Further explanation of the headlines

*This section records notes made of explanations given by the groups when presenting their headlines:*

Headline	Explanation/extra information
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<p><b>“Promoted routes deliver economic and health and wellbeing benefits to all” (Welsh Nation declared healthiest in Europe!)</b></p>	<p>Diversity of user: diversity of benefits</p>
<p><b>“Wales WALKS well, BIKES better and GALLOPS to greatness: Promoted routes” (WG Tweet)</b></p>	<p>Diversity of routes linking homes, work, and businesses. Disabled users, mental health benefits. Cross over between visitors and locals for the routes</p>
<p><b>“A network of Welsh GOLD STANDARD trails of national, trusted standards, applied in a locally – distinct/themed way; with users able to create their own bespoke experience (pick and mix!) through access to ONE source of downloadable information (delivered through working in partnership)</b></p>	<p>Bring national/regional trails together. Quality information from one site to design your own experience. This will happen by working in partnership: stronger and better</p>
<p><b>“Llwybrau o Fydd I bawb” “Paths benefit all”</b></p>	<p>Routes for all types of users – walkers, cyclists and horseriders, scope for horseriding sector. Scope for all sectors to develop this and a network to take us beyond 2017: maintenance/promotion needs to carry on when funding stops. Need to keep it fresh and ever-changing to maintain interest</p>
<p><b>“Promoted routes puts Wales on the international map – increased recognition of its attractive landscape”</b></p>	<p>Links to economic benefits</p>
<p><b>“Wales tops the national league for awareness of promoted trails within the UK”</b></p>	<p>Well maintained, managed and way marked routes, promoting benefits of health and wellbeing, tourism and economic benefits</p>
<p><b>Headline</b></p>	<p><b>Explanation/extra information</b></p>
<p><b>“Come to Wales, our Promoted Routes make you</b></p>	<p>We were focusing on the impact on your life – memorable experiences - the wellbeing benefits of walking, kayaking, angling. Quality</p>



<p><b>forget the rain!"</b></p>	<p>mark/standard – properly resourced and funded. Needs different approach (including legal side) that removes barriers. Role of landowners – positive role in promoting routes, needs careful engagement. National identity – how do people in Wales view Wales</p>
<p><b>"Successful 'Welsh Ways' shows local action can generate tourism (is the 10% fall in obesity in Wales due to the 50% increase in path usage?)"</b></p>	<p>Concentrate on encouraging local action in informal paths as well as promoted routes</p>
<p><b>"Wales revival fuelled by best used trails in the world" (New York Times)</b></p>	<p>Agreed that there should be a one stop shop for promoted routes – national and local paths/trails. Standard that is adopted through Wales. Also standard in amenities (businesses, attractions etc). result is education and awareness, respect for the environment and economic, health and wellbeing benefits</p>
<p><b>"Success of promoted routes prompt ministers to increase budgets for public R.O.W in recognition of social, economic and health benefits for the people of Wales!!"</b></p>	<p>Focus on diversity of users including horse riders, less able bodied. Zones for 4x4s?</p>
<p><b>"Anglesey children (kids) show local sites to (cruise ship) American visitors"</b></p>	<p>Deprived communities can benefit e.g. taking tourist for a walk around Holyhead mountain</p>



<b>Headline</b>	<b>Explanation/extra information</b>
<b>"#Welshways are World Winners on foot, hoof, wheel and afloat"</b>	Linking destinations, services and places and water (less concentrated on uplands) – access to it – lot more work to be done here
<b>"8 out of 10 walkers/horseriders/cyclists/etc (who expressed a preference) prefer Wales" (the Sun, 2017)</b>	How local and national might come together to benefit different areas/sectors. Integration of routes, build up confidence in the quality of what's available
<b>"The Welsh Ways Network provides something for everyone!"</b>	



## 5. Taking Promoted Routes further: Discussion of key themes and issues

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### 5.1 Discussion topics

*Following a short session to share the vision/ headlines from the discussion groups (see previous section of the report), participants were asked to suggest key issues and themes that they'd like to further discuss in the afternoon.*

*The following topics were suggested. Numbers in brackets indicate roughly how many people chose to discuss that topic, from a show of hands at the time:*

- What are the criteria for becoming a promoted route? (8)
- How do the local, regional and national fit together? (7)
- How do we identify which routes? (3)
- Should we concentrate on existing or should we create new routes (4)
- What are the different standards/types (characteristics/standards) of the routes we are trying to promote? (2)
- How will we monitor outcomes (benefits)? (3)
- How to make a sustainable business model? (4)
- How could they be budgeted and financed and maintained? (5)
- How do we organize development of promotion material for local and national routes? (4)
- Could we describe this as part of 'green transport infrastructure'? (2)
- What do we need to do to advocate this to landowners and politicians? (6)
- Should we consider a different legal/management model (0)
- How do we promote the routes in terms of provision of information and marketing? (0)
- What do we need to support these routes eg transport, accommodation, publicity? (0)
- Would the provision of a new Wales-wide outdoor recreation strategy help promote the route? (0)

*The sections below record the results of each of the 11 discussions, as recorded by the groups themselves on flip charts.*

*The two larger group were assisted by the two support facilitators.*

*Each group was asked to discuss (i) What's the issue? (ii) What approach do you suggest? (iii) What actions are required?*



## 5.2 Criteria for becoming a promoted route

### *What's the issue?*

- All weather route suggested. Encompasses from the long distance to the short. Circular route would be 'nice'
- Route caters for different activities e.g. walking, bridleway etc
- User feedback key/important to promoting route, - route quality (poorly maintained infrastructure)
- Who and how would monitor the quality of the route?
- Good quality landscape? Understandable/manageable and effective criteria
- Can we include benefits as part of the criteria?
- Funding? Sustainability, prioritisation
- Is there a limit to how many promoted routes (scoping study of what's already out there)
- Do you consider demand on present route?
- Should community routes be considered?
- Accessibility

### *What approach do you suggest?*

- Partnership working and local involvement (including landowners) important in coming up with criteria
- Government involvement, cross border authorities. Consultation needed
- A general agreement needed. Go through a formal approach
- Categorising routes – length etc
- Find out what works/what doesn't now
- Ask SNH about their model – learning from others
- Consider existing criteria for NTs, Green Flag etc. See how they apply it
- Accessibility to the route
- Identification between national, local and regional trails need to understand this before coming up with criteria
- Accommodation, facilities on route need to be considered

### *What actions are required?*

- To look at criteria for promoted routes from SNH, N Ireland Trails
- Identify funding and who should implement this
- Task and Finish group to come together to develop criteria – cross sector working group
- In due course a wider consultation undertaken
- Government support, understanding of how they fit in, i.e. WG priorities fitting into the criteria?
- Need an understanding of basic legislation requirements
- Scoping study of what's already out there in Wales
- Process of identifying routes that meet the criteria. Need some way of managing this
- Should there be flagship routes (higher tier) that starts the process?
- Ties in with how we promote the routes
- Benefits of becoming a promoted route. What's the hook, umbrella benefits?



### 5.3 How do the local, regional and national fit together?

#### *What's the issue?*

- How do we make sure unpromoted routes aren't forgotten?
- Strategic thinking on waymarking and standards applied
- Funding levels
- Need clear ideal understanding of required standards
- Think about how different routes displayed on maps
- How do you make the different routes (local, regional, national) retain their value?

#### *What approach do you suggest?*

- Mapping symbols identify type of route (e.g. ●◆) using a common theme needs discussion with OS (as covered by Active Travel Bill – duty on LAs). Look at Bill
- Database working with active maps to detail furniture/routes that can be queried by the public to find something that suits their need
- Collate/integrate existing databases
- Crucial to include funding for maintenance in addition to creation
- Some routes may fall out of use if funding or qualifying criteria being too restrictive. Need flexibility so local routes not lost because don't meet national standards.

#### *What actions are required?*

- Find out what databases/routes exist joining up initiatives
- Liaise/contact OS/online mapping
- Look at N Ireland example 'walk Northern Ireland' VRP (Valleys Reg Park – Activity maps)
- Compile national standards for types of routes

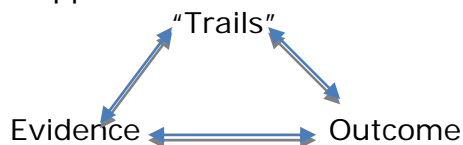
### 5.4 How do we choose which routes?

#### *What's the issue?*

- Limited resources – can't do everything everywhere
- Limited knowledge about provision and demand

#### *What approach do you suggest?*

- Evidence and outcome based approach



- Evidence: provision audit (where would benefit); demand audit (who would benefit) → Wales wide recreation strategy
- Outcome: economic, health benefits
- In parallel: user-led approach and communities identify for themselves e.g. using social media

#### *What actions are required?*

- Development of an evidence based recreation strategy to identify priorities
- Support for community initiatives outside priority areas too



## 5.5 Should we build on existing or create new routes?

### *What's the issue?*

- Existing routes not linking up to each other to form a network
- Variation in standards of existing routes
- Cost of creation, maintenance, promotion
- Demand?

### *What approach do you suggest?*

- Review of existing routes/standard/use/missing links
- Options for development to link up route with desired destination
- Engagement of user groups in early stage + community and people + businesses

### *What actions are required?*

- Objectives = enhance existing routes
- Establish partnership with user groups, community, businesses
- Resources identified

## 5.6 What are the different types (characteristics/standards) of the routes we are trying to promote?

### *What's the issue?*

- Current National Trail Standard is predominantly walking
- Difference in interpretation

### *What approach do you suggest?*

- Adoption of a similar standard for cycling/equestrian/access to water. National trail

### *What actions are required?*

- Agree standards
- Agree interpretation of standards

## 5.7 How will we monitor outcomes (benefits)?

### *What's the issue?*

- Justification for spending on promoted routes
- Proving there is an economic, social and health/wellbeing improvement

### *What approach do you suggest?*

- Baseline data
- People counters – quantitative
- User surveys – qualitative
- Business surveys – economic (accommodation providers etc)
- Health walk registers (quantitative) e.g. cardio referrals – health/wellbeing →  
Dr feedback (qualitative)

- Financial monitoring
- Feedback/evaluation forms/online surveys



*What actions are required?*

- For all points: gather data, quality checks, analyse – compare = report
- E.g. people counters – accuracy and maintained and enough counters → regularly reported

## **5.8 Sustainable business model**

*What's the issue?*

- Finance (e.g. community interest company in Scotland going under because not financially sustainable)
- Victim of its own success – resources
- Where and how do we make money?
- Infrastructural funding

*What approach do you suggest?*

- Meaningful analytics
- Stronger partnerships (contractual)
- Something worth paying for (not necessarily the user)

*What actions are required?*

- [none noted]

## **5.9 Budgets and maintenance – how?**

*What's the issue?*

- All PROW underfunded
- Money not ring fenced
- Different types of trail have different needs
- Set up – ok, maintenance and promotion are the issues
- Who accepts ownership/responsibility? Should it be LAs??

*What approach do you suggest?*

- ROWIP? Standards monitored. Not light touch
- Privatisation/sponsorship, charity involvement
- Visitor giving
- Friends of... groups, national trails membership, adopt a path, become a volunteer
- Long term path sustainability during planning stage
- Glastir? Taxbreak for landowners
- S106 agreements
- Revenue from led walks

*What actions are required?*

- What do other countries do? Investigate
- What funding is already available in other departments – health etc
- What funding/resources have we got? LAs, CCW, National Trust
- How big is volunteer base?

- What have we got and what would be needed to maintain to the standard required?
- Identify funding opportunities
- Link to other partners – get buy in
- Look at cost of inaction
- WAG
- Need dedicated team



## 5.10 How do we organize development of promotion material for local and national routes?

### *What's the issue?*

- Standards – national guidelines; local format
- Levels of promotion: horses for courses (?)
- Catalogue/audit promoted routes (LA level)
- Current promotion disparate – LA website; tourism website/outlets; local outlets; national distribution
- Google maps
- Life span of routes (out of print routes still being used)
- Maintenance
- Marry tourism and recreation and/or countryside/PROW

### *What approach do you suggest?*

- Involve local people and LAF
- National framework dependant on standards – users/audience; media
- National portal for posting links to routes... map based (point or route/GPS?)
- Cross referencing between local/regional and national routes (literature/links)
- Work with 'walkers are welcome' groups
- Audit/research how people access existing promotional route information

Product: What material – medium; route

Audience: Who is it for – users/audience; landscape

Marketing: How do we promote it – marketing

Author: who creates it? Author/lead partner

### *What actions are required?*

- i. What routes to be included: criteria
- ii. Determine standards/templates for different users and different media – guidelines
- iii. National portal (map point based)
- iv. Funding linked to adoption of guidelines and use of portal

## 5.11 Could this be part of a 'Green Transport Infrastructure'?

### *What's the issue?*

- No coherent policy to provide linkage of public transport to trails and other types of routes
- Cycle routes need to be multipurpose
- Joined up thinking for provision of a more over-arching green transport plan





- Lack of car-free holidays

*What approach do you suggest?*

- Wales wide map of all trails, cycle routes and public transport
- Involve participation of local/national business
- Inclusion of transport links on leaflets and websites
- Greater commitments from politicians – lobbying

*What actions are required?*

- Provide funding for the infrastructure improvements
- Greater need/push on marketing of routes and links to transport
- Provide quality reliable product service

## **5.12 Advocating/selling the idea to politicians, landowners, communities**

*What's the issue?*

- Research and evidence gap and information not packaged and implications shared effectively
- Lack of knowledge understanding of benefits. Nervous about implications
- Landowners could harbour perception that its new access – need to counter this. Liability issue a concern too
- Need politicians to step in more proactively to resolve issues e.g. access through industrial premises – tricky
- Need stronger long term commitment
- Sell as part of a wider rationalisation programme
- Sell as equal or better alternatives to users (e.g. kayakers, 4X4) as part of recreation management

*What approach do you suggest?*

- Voluntary approach with landowners more likely to be successful
- Direct lobbying of politicians
- Create realistic expectation of what can be done amongst key groups. What this 'p.r.' programme is and how it fits with wider initiatives e.g. path rationalisation

*What actions are required?*

- *Research – collate what we've got, identify gaps – develop persuasive messages*
- *Reduce liability on landowners*



## 6. Decisions, next steps, actions and offers

*This section records decisions and next steps discussed in the last plenary of the day (section 6.1). Section 6.2 records individual suggestions for themes and actions for taking the results of the day forward, including names where given.*

### 6.1 Decisions made and immediate next steps

*The table below records the points made and clarified in the last plenary of the day, designed to capture decisions required to inform very next steps.*

Decision	Action	By whom	By when
We want to get something together on Promoted Routes to put to the Single Environmental Body. This is not something CCW should do on their own: Keep a wide group of stakeholders involved (this group +): Select and create task and finish groups with reps as appropriate/required	Note on your feedback forms the actions and themes to take forward (and put your name down if you want to be part of them) <i>[see 6.2 below]</i>	All present	3.10.12
	Write a transcribed report from today (including flip charts, worksheets and feedback forms) and send to Rachel Parry at CCW	Lindsey Colbourne	13.10.12
The proposal and way forward should be informed by discussions today [encapsulated in this report]	Include a delegates list in the report	Lindsey Colbourne	13.10.12
	Circulate report to all here today and all those giving apologies/expressing interest	Rachel Parry	20.10.12
We want to influence longer term policy e.g. the Environment Bill, and to be part of influencing policy such as recreation, tourism etc policies	Use the report to create a summary paper which informs a proposal for taking the initiative forward and how to involve this stakeholder group	CCW	November 2012
	Send the summary paper to the group for comments and further involvement	CCW	November 2012

## 6.2 Suggestions and offers for taking the initiative forward



*These points are taken from feedback forms completed individually at the end of the day in response to the question "What would you most like to see taken forward?". Where offers or suggestions were accompanied by a name, these are included. Headings have been added as a way of pulling out key themes.*

### *Definition/ criteria for 'promoted routes'*

- Setting criteria for promoted routes :- look at SNH model for Great Trails – I would be willing to follow up on this and the setting of criteria (Rob Dingle, Powys CC)
- Definition/categorization of promoted routes [happy to be involved in consultation group]; National portal [willing to upload links → contribute input]; Enhanced funding [more than willing to make good use of!]
- What is the best shape for a promoted route to add value to linear routes to maximize use; circular, figure of 8 which gives users a choice about how to use it. And what is the optimum length for a promoted route – what levels of awareness is there about how they are used? (Sarah Tindal, CCW)
- Establishing criteria is important – looking at examples in Scotland etc. Would be willing to assist with this (no name given)
- WROWMWG and IPROW would like to be involved with the formulation of any quality standards or criteria for promoted trails and a representative will attend any necessary workshops/meetings
- Happy to take part in further discussions in particular standards, criteria etc for routes (DS Maclachlan, PCNPA)
- Deciding what the criteria for promoted routes will be.
- Deciding which types of routes will be promoted and the standards that will be set for the process to be successful and the need to keep stakeholders involved in the process.
- Definition of a promoted route and establishing the standards.
- Can contribute what we've done on the Valleys Regional Park Walking Accreditation Options (adapted from the Northern Ireland Model)

### *Continue involvement of stakeholders (set up working group)*

- The LAFs and NAFW will wish to be involved and contribute as CCW considers timely and useful
- Working group
- Circulate list of all those who took part in today's seminar. Keep us informed and involved.
- Provide an opportunity to feed in ideas which may not have been discussed today and/or expand on ideas briefly touched on today
- I think that a working party needs to be set up fairly quickly to give more direction to subsequent meetings of this group. I am prepared to be part of this if there are no other equestrians taking part. There is a lot of work to do. (Jeanne Hyett, British Horse Society)
- I'm happy to assist on working groups. The Vale of Glamorgan already run promoted routes in association with Waterways (charity) amongst others (Gwyn Teague, Vale of Glamorgan CC, Rights of Way)
- That a working group is taken forward to explore this further

- To push/promote the importance of PRow/promoted routes and for all to work together to achieve this
- The proposal and developing ideas further but by keeping the connection/link with relevant groups.
- Establishing themed groups to contribute towards further development.



*Requests for diversity of types of routes (including building on existing routes)*

- That consideration is given to other users - not just walkers and cyclists. I had to bring up the inclusion of equestrians and also pointed out that multi-use paths offer the best value for money. The disabled did get a mention - but much later on.
- Ensure all promoted routes are valued (for what they meant to their developers) even if they aren't up to 'national' standards
- The use of existing access provisions instead of the creation of new routes if promoted routes are taken forward
- The development of a way to promote more routes in Wales, particularly existing developed trails such as Regional Routes
- Include sharing access to waterways

*Consider sustainability/ funding/support/infrastructure*

- Development of overall vision/strategy for Wales – but once decided – stick to it long term. No short term grants! Coordination with tourism/businesses
- Review of funding
- That work and discussions are undertaken in Welsh and UK government and European funding bodies to change funding rules to allow community groups to generate income from grants secured to enable longevity and sustainability of projects and products supported by short term funding e.g. retail walking publications
- The question how proposals will be funded (this includes maintenance funding)
- I would like to see concerns over maintenance and sustainability of all P.R.o.W. addressed on a National not local level
- Robust proposal for the support and sustainable development of promoted paths (Gwenda Owen, Ramblers Cymru)
- Provision of accommodation to support routes. World wide publicity of routes via YHA international website

*Clarify how local (regional) routes will fit with national*

- Review of promoted routes followed by guidance on national/regional and local. Co-ordination of promoted routes. Would like to be involved in commenting on any proposals produced (Helen Mrowiec– Denbighshire County Council)
- How local routes can be part of other routes in Wales
- I hope that the initiative will recognise the potential to engage local communities and that there will be a mechanism included to ensure relatively smaller walks have the opportunity to thrive if popular. Even promoting the idea that smaller walks are community led 'the keepers of the small routes' .... Something like that!
- What is a promoted route? And how different routes are treated e.g. local vs national trails

- The question - 'can you have too many promoted routes'? as every local authority has so many routes which are promoted in some way, how to target/be clear about the audience for local and nationally promoted routes - be clear about who they are aimed at.

#### *Promotion: user led vs portal?*

- That promotion is approached by assessing the way that people access information and feeding into that (e.g. aiming at travel agents or Google maps) rather than something invented and hoped that the public find it
- Technology, mapping, marketing (*not* one stop shop but use of Google, user ratings, tripadvisor)
- Any digital ideas for delivery of promoted routes – portal developments for promoted routes (Andrew Hurst, Visit Wales)
- Map based portal with info about national promoted routes.
- Exploring technology and the links to open access land (Alun Price, CCW).

#### *Create a proposal/ getting SEB/Welsh Government to take it forward*

- The single body carries this forward
- Adoption by Welsh Government
- That a proposal is taken forward
- A proposal to SEB, working in the future with the relevant partners to develop a high profile, promoted trails package
- Putting ideas forward to the new body.

#### *Link to other strategies, legal processes*

- National, spatially prioritized, evidence based recreation strategy for Wales, of which promoted routes will be a key, but one element.
- Hope to have an Outdoor Recreation Strategy
- Keen to look at rationalising rights of way and simplification of the legislation relating to public rights of way (Charles De Winston, CLA)
- A need for better community between internal Government bodies i.e. CCW and FC and EA and whoever has the fascination for windfarms

#### *Monitor outcomes and gather evidence base*

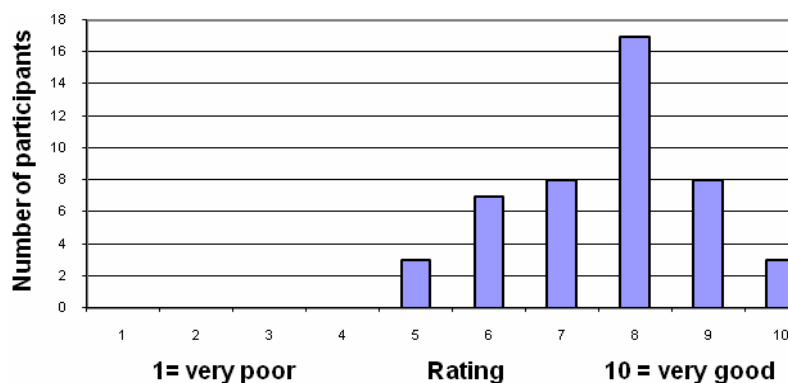
- Monitoring and evaluation – outcomes (Ann Whelan, CCW)
- Monitoring of actions for health and wellbeing → health and wellbeing action groups (Ageliki Politis, Caerphilly CBC)
- The discussion around the need to create an evidence base, through research, of benefits, in financial terms particularly, which can still be used to 'sell' ideas to government/politicians and funders to invest more heavily in our rights of way network e.g. £1 invested in walking can save £7 in NHS bills
- It would be useful to have research on existing good practice i.e. SNH. A recurring theme seemed to be the lack of research and evidence gap that exists to show real benefits from promoted routes. This needs to be dealt with
- How there is still no consideration of evidence based spatial prioritisation – how we decide what to do where, and unquestioningly assume that national/regional routes are in the 'right' place



## 7. Feedback/evaluation

At the end of the seminar, the 59 participants were asked to complete a feedback form. This asked both about how they felt about the seminar itself, and also to note suggestions and offers for taking the initiative forward. 46 forms were returned.

### 7.1 How would you rate the meeting overall?



### Comments

#### General

- Good to be so active – great no speakers! Brave of CCW to invite us all in – more participation and involvement welcome. Could have started with definition of ‘promoted route’ – we still need to do this (8)
- Process and facilitation both very good (9)
- Well organized, ran, delivered event (8)
- Well structured, facilitated and led (8)
- Good facilitator, well planned, good group discussions/activities and nice lunch/facilities (9)
- Worked quite well I think. No suggestion for improvements! (6)
- Good cross section ensured broad discussion (8)
- Interesting discussions on the theme of promoted routes. Better discussion the health benefits of walking (9)
- Opportunity to discuss with and meet other interested parties from across Wales (9)
- Discussions held on a number of different things but that also enabled a wider open discussion. The morning session worked well as a lead into the afternoon session (6)
- Smaller room! (5)

#### Small group discussions worked well

- Small working groups (8)
- Exploring topics and focus groups (8)
- Small working groups. Everything noted on flip charts. Shaping of info from small groups with whole (9)
- Well facilitated, good involvement and group exercises (9)
- Interaction groups worked well (10)



- Group discussion worked well (7)
- Effective facilitator/presenter and group discussions (10)
- Group discussions and making changes (7)
- Group discussions worked well. Opportunity for everyone to have their say. Needed more time (8)

#### *Concerns about decision/action discussion at end*

- The day generally went well, the end summing up decisions/actions digressed slightly (8)
- Staged discussions worked well. Perhaps in the last session there seemed to be too strong a desire to define 'next actions'. Time is needed to digest and create the many varied and valuable points made in the earlier sessions (8)
- Discussion at the end did not seem to be clear? (8)
- The summary at the end didn't work so well/as good. (7)

#### *More information before / on the day*

- It would have been nice to have known the context/reasons behind the moved to take forward promoted routes by CCW (7)
- Group structure worked well. Perhaps some more information before hand would have been useful as to what would be expected (9)
- The purpose/aim of the seminar was unclear beforehand (5)

#### *Breadth of the topic, stimulating debate vs clarity*

- Discussions worked well. Clarity of the overall vision could have been better (seemed a bit ambiguous) (8)
- The subject was very broad and so it was hard to focus on all of it, but it stimulated very interesting debate and got everyone thinking, which I guess means it did the job intended (8)
- Good facilitator. Wide topic not enough time (7)
- It all seemed a bit vague and I do wonder what, if anything, we established about the opportunities for promoted routes. What are we trying to do? We need some basic criteria urgently that we can work from. (5)
- Group discussion by role worked well. Afternoon discussion would have been better as a suggestion of core themes expanded upon by the group rather than entirely derived from the floor (overlaps) (8)
- The open discussion at the start, everyone giving their views on different things (6)

#### *Suggestions for wider engagement*

- Discussions were well planned and questions encouraged participation from all. Many of those attending were from local government and a few from third sector. It would be nice to have individuals from relevant community groups/maybe businesses that could benefit from the initiative (6)
- Needed to involve more diverse partners (8)

#### *About the facilitator*

- The facilitator was excellent! X2 (6) (7)
- Facilitator was exceptionally good at capturing and summarising audience comments. Splitting into groups to discuss specific themes worked well (9)
- Facilitator excellent (as usual) (8)
- The facilitation was excellent (10)



## 7.2 What discussions, ideas or insights did you find particularly striking or useful?

### *All/the range of topics covered*

- All
- All discussions useful
- Found all groups valuable

### *Hearing different perspectives*

- Different perspectives from participants
- Disparate
- Group discussions/ideas from range of stakeholders
- Interesting to hear what organisations think about the subject
- Discussion with others, sharing ideas.
- Group discussions
- Listening to other participants' views and input.

### *Vision/thinking outside the box*

- Opportunity to 'think out of the box'
- Made to think originally
- Group discussions to get new/wider ideas/insights. Feedback from topic discussions
- Discussion about what we hope to see in promoted routes in 5 years time
- The future for promoted routes was useful – made it clear what we would like to see from today
- The full extent of what a Promoted Route is. Much thought is needed before progress can be made

### *Promotion/marketing/getting buy in*

- Liked: Sustainability, the role of the local community and businesses, health benefits. Didn't like the obsession with route grading, 'one stop shops' and web portals for the whole of Wales. Has nobody heard of Google? User ratings? Tripadvisor?
- Information and discussion on 'applications' for smart phones and laptops
- The unstructured discussion about the general routes relating to marketing.
- The break out discussions were useful especially looking at selling the idea to landowners and politicians

### *Commonality?*

- Discussions/issues raised from other practitioners – a lot of common themes and potentially a lot of duplication
- Range of topics discussed. Overall support for the promoted routes idea from all present
- All of it – we all seemed to be saying lots of things, but we also all agreed that the majority of them needed to be taken forward



### *Need for outcomes monitoring and evidence base*

*[NB The points under this heading have been moved to the Next Steps section, Section 6, to inform the action planning]*



#### *Prioritisation/criteria/standards*

- Grading/criteria to be included in promoted routes. I think this should be user-generated feedback. Have categories, but needs to have limited barriers to ability
- Well structured, lot of good ideas. Establishing criteria for promoted trails is key
- Discussions about which routes should be promoted. It's obvious that the task of choosing the most important ones is going to be difficult.
- The need to be clear and consistent throughout Wales about the standard of promoted routes.

#### *Other points*

- Core themes were: Marketing; inclusivity; standards; upkeep; budget
- Case studies and examples provided by the group of what has helped, initiatives that have been successful elsewhere were particularly useful and interesting
- Green infrastructure – interesting. Legal structure → PRoW – interesting. Business model – interesting. Criteria for selecting promoted routes – interesting.
- The possibility of applying for a route to get a higher status or recognition
- Ensure included in Active Travel and Environment Bill work
- Budgeting – maintenance
- Standardisation of routes
- Better aligning access in rural Wales
- My first impression was that the whole process was designed and targeted towards walkers and promoting footpaths. Until I brought up the topic, equestrian routes were being totally ignored - which is often the case!
- The Chair's introduction.
- Discussing who's going to take the work forward.
- Facilitator worked well with the team.

**7.3 What one thing do you hope is taken forward (by you or others)?  
[if you are able to offer a specific action,  
please note your name against it]**

*[To ensure that suggestions are not lost from the 'action planning' part of the report, this section has been moved to Section 6]*

**7.4 Any other comments or suggestions?**

- Helped to have a better understanding of the issues related to promoted routes
- Found the day very interesting and stimulating
- Full consultation is carried out with the process in the future
- Continued involvement with project
- Thank you!
- Thanks for an interesting day!
- Compliments to the chef!
- The facilitator was very useful to the process
- CCW: Please use Lindsey to help develop your engagement process for the next steps
- A lot of the suggestions/suggestions were a tall order by the establishment of the Single Body (in my view!), this is a longer-term area of work. The day was useful and great to have discussion about promoted routes
- It was good to get everyone together to see each other had similar ideals
- Nice to get others with similar interests together once in a while
- Circulate attendance list + contact details?
- Good luck
- It's essential that the process goes ahead jointly with strategies/policies developments such as 'Active Travel'.
- The facilitator did an excellent job.
- Feel that this has been a bit of a waste of time if CCW/WG won't fund the whole process for the future. What about funding for 10-15 years rather than 1-2 years?
- Facilitator was very good.
- Smaller group should be set up to come up with criteria.
- Clear focus.
- Another assessment or arrange another meeting once the report from today's seminar has been produced.



## 8. Participants

### 8.1 Attendees

Name	Gwaith	Work
Ageliki Politis	Cyngor Bwrdeistref Sirol Caerffili	Caerphilly County Borough Council
Alan Bowring	Parc Cenedlaethol Bannau Brycheiniog	Brecon Beacons National Park
Aled Davies	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Alun Price	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Andrew Blake		Wye Valley AONB
Andrew Gurney	Undeb Amaethwyr Cymru	Farmers Union Wales
Andrew Hurst		Visit Wales
Andrew Powell	Cyngor Bwrdeistref Sirol Caerffili	Caerphilly County Borough Council
Angela Charlton	Ramblers Cymru	Ramblers Wales
Ann Whelan	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Barbara Anglezarke	Comisiwn Coedwigaeth Cymru	Forestry Commission Wales
Charles de Winton	Cymdeithas y Tirfeddianwyr	Country Landowners Association
Dafydd Wyn Morgan	Cyngor Sir Ceredigion	Ceredigion County Council
Daniel Thomas	Llywodraeth Cymru	Welsh Government
Dave MacLachlan	Parc Cenedlaethol Arfordir Penfro	Pembrokeshire Coast National Park
David Keith Coleman	Cyngor Gwynedd	Gwynedd County Council
David Liddy	Comisiwn Coedwigaeth Cymru	Forestry Commission Wales
Edmund Parsons	Dwr Cymru	Welsh Water
Elena Mair Davies	Cyngor Gwynedd	Gwynedd County Council
Elinor Gwyn	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Ginny Cooke	Cyngor Powys	Powys County Council
Gwenda Owen	Ramblers Cymru	Ramblers Wales
Gwyn Teague	Cyngor Bro Morgannwg	Vale of Glamorgan Council
Hazel Bowen	Cyngor Powys	Powys County Council
Helen Mrowiec	Cyngor Sir Ddinbych	Denbighshire County Council
James Parkin	Parc Cenedlaethol Arfordir Penfro	Pembrokeshire Coast National Park
Jean Rosenfeld	Fforwm Mynediad Lleol	Local Access Forum Chair
Jeanne Hyett	Cymdeithas Ceffylau Prydain	British Horse Society
Jont Bulbeck	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Katie Wren	Groundwork Cymru	Groundwork Wales

Keith Rogers	Cyngor Bwrdeistref Sirol Blaenau-Gwent	Blaenau-Gwent County Borough Council
Kelly Shefford	Cyngor Sir Gar	Carmarthenshire County Council
Ken Perry	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Lee Barrett	Cyngor Bwrdeistref Sirol Castell-Nedd Port Talbot	Neath Port Talbot County Borough Council
Leigh Tuck	Cyngor Bwrdeistref Sirol Pen y bont ar Ogwr	Bridgend County Borough Council
Leighton Davies	Cyngor Bwrdeistref Sirol Castell-Nedd Port Talbot	Neath Port Talbot County Borough Council
Lindsey Colbourne	Cyswllt Lindsey Colbourne	Lindsey Colbourne Associates
Liz Dean	Cyngor Bwrdeistref Sirol Rhondda Cynon Taff	Rhondda Cynon Taf County Borough Council
Mair Huws	Parc Cenedlaethol Eryri	Snowdonia National Park
Margaret Peters	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Mark Panniers	Cyngor Bwrdeistref Sirol Torfaen	Torfaen County Borough Council
Martin Murray	Cyngor Sir Gar	Carmarthenshire County Council
Matt Strickland	Asiantaeth yr Amgylchedd	Environment Agency
Molly Lovatt	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Morgan Parry	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Paul Sandham	Geosho	
Phil Stone	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Rachel Parry	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Rhys Gwyn Roberts	Cyngor Gwynedd	Gwynedd County Council
Richard Neale	Ymddiriedolaeth Genedlaethol	National Trust
Rob Dingle	Cyngor Powys	Powys County Council
Rosalind Owen	Comisiwn Coedwigaeth Cymru	Forestry Commission Wales
Rowland Pittard	Cymdeithas Hosteli Ieuenctid	Youth Hostel Association
Ruth Rourke	Cyngor Sir Fynwy	Monmouthshire County Council
Sara Evans	Cyngor Sir Ynys Mon	Anglesey County Council
Sion Roberts	Cyngor Bwrdeistref Sirol Wrecsam	Wrexham County Borough Council
Sioned Jones	Cyngor Mon	Anglesey County Council
Stacey Delbridge	Cyngor Bwrdeistref Sirol Rhondda Cynon Taff	Rhondda Cynon Taf County Borough Council
Trish Doree	Parc Cenedlaethol Bannau Brycheiniog	Brecon Beacons National Park
Wyn Williams	Cyngor Gwynedd	Gwynedd County Council

## 8.2 Apologies



Name	Gwaith	Work
Andrew Fleming	Cyngor Bwrdeistref Sirol Blaenau-Gwent	Blaenau Gwent CBC
Angela Charlton	Ramblers Cymru	Ramblers Wales
Beth Jones	Cyngor Bwrdeistref Sirol Merthyr Tudful	Merthyr Tydfil County Borough Council
Chris Dale	Dinas a Sir Abertawe	City and County of Swansea
Ian Dutch	Cyngor Sir Ceredigion	Ceredigion County Council
Ken Barker	CTC Cymru	Cyclists' Touring Club
Laura Crickmore		Prodo
Luke Maggs	Parc Rhanbarthol y Cymoedd/Cyngor Cefn Gwlad Cymru	Valleys Regional Park/Countryside Council for Wales
Peter Rutherford	Parc Cenedlaethol Eryri	Snowdonia National Park
Richard Ball	Parc Cenedlaethol Bannau Brycheiniog	Brecon Beacons National Park
Richard Morgan	Llywodraeth Cymru	Welsh Government
Rosalind Owen	Comisiwn Coedwigaeth Cymru	Forestry Commission Wales
Samantha Bibb	Cyngor Powys	Powys County Council
Sarah Tindall	Cyngor Cefn Gwlad Cymru	Countryside Council for Wales
Sheila Talbot		Walkers are Welcome
Sian E. Williams	Cyngor Bwrdeistref Conwy	Conwy County Borough Council
Rona Gibb		Paths for All Partnership Scotland
Wendy Thompson		Natural England