



Peddars Way & Norfolk Coast Path National Trail

Improvement and Delivery
Framework 2015—2020
(2018 refresh)



Norfolk
County Council

NATIONAL TRAILS



Review 2018

Foreword

The Peddars Way and Norfolk Coast Path National Trail is changing and developing more now than ever before in its 30 year history, giving rise to challenges as well as exciting opportunities.

The Norfolk National Trails Partnership with Natural England is keen to encourage local engagement with, and commitment to, the future development and management of the National Trails network in Norfolk.

This updated delivery framework sets out the arrangements which will make this happen. These have been agreed by the Norfolk National Trails Partnership for the National Trail, covering the period between 2015 and 2020 in order to include all the new coastal access that is currently underway in Norfolk.

I have great pleasure in recommending this document to all those with an interest in the future of the National Trail in Norfolk and do hope you'll lend your support to our work.

Hilary Cox, Chair of the Norfolk National Trails Partnership



Hilary Cox and Russell Wilson at Beeston Bump SSSI during the helicopter airlift of aggregate needed to repair and improve the National Trail (March 2018). © Norfolk Trails



Summary

The National Trails Partnership in Norfolk will:

- Provide guidance and feedback to Norfolk County Council to assist with the management the National Trail and associated access network in Norfolk so that it is better able to meet the varying demands placed upon it;
- Increase public, economic and environmental benefit associated with the National Trail;
- Actively seek the involvement of communities with the National Trail;
- Take a collaborative approach to responsibilities and resources through establishing and developing the National Trail partnership in Norfolk;
- Increase external investment in the National Trail and associated access network.

The Partnership:

- *Will deliver a high quality National Trail in Norfolk;*
- *Will promote and support the family of trails both nationally and within Norfolk;*
- *Is accountable to users and other local stakeholders;*
- *Will develop new opportunities for the National Trail and Partnership.*

The development framework set out in this document has been agreed by all members of the Trail Partnership in a Memorandum of Understanding.

Russell Wilson, National Trail Manager, Norfolk County Council

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Memorandum of Understanding

A separate document holds the MOU, and is available to trail partners.

Appendices

A separate document holds the appendices to the framework, and is available to all readers.



Norfolk's National Trail—introduction

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1.1 Route

The Peddars Way and Norfolk Coast Path National Trail in Norfolk is part of the wider network of promoted trails managed by Norfolk County Council's Environment Team under the Norfolk Trails brand.

Norfolk Trails is a network of promoted routes which together make up about 1,200 miles. Norfolk Trails comprise 13 long-distance paths, 200 circular walks and associated cycle and



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Norfolk's National Trail—Introduction

bridle routes. All Norfolk Trails are managed to National Trail standards.

There are 13 National Trails in England, with a new National Trail (the England Coast Path) currently being established. National Trails are managed by local trail partnerships with guidance and support from Natural England in an arrangement known as the 'New Deal' <http://publications.naturalengland.org.uk/file/6315301>. Central government support is provided through Natural England, which is responsible for setting standards and investing in trail maintenance, whilst trail partnerships take collective responsibility for local delivery.

1.2 The Natural England 'New Deal'

Norfolk County Council is the lead partner for the Norfolk National Trail Partnership and receives funding from Natural England on behalf of the Partnership and reports to Natural England on progress towards achieving the national quality standards.

The Norfolk National Trails Partnership uses the National Trails New Deal document to structure both the partnership meetings and the annual report highlighting progress made against the new deal key performance indicators.

Performance indicators for the Norfolk Trails Partnership focus on delivering the "New Deal" for National Trails. This is based on:

- Experience



-
- Economy
 - Enhancement
 - Engagement

The Norfolk National Trail Partnership will explore the benefits of increased use and awareness of the Trail and as well as enhancements to the local economy. All partners have had input and have agreed the approach to the 4E's outlined below.

With reference to each performance indicator in turn, the National Trail Partnership will:

Experience

- Encourage all accommodation providers to take up marketing opportunities on the Walk Unlimited National Trail website.
- Develop 'experiential tourism' opportunities that engender a deeper relationship with the Trail corridor and wider landscape.
- Create itineraries for visiting the National Trail, particularly focusing on new coastal access opportunities.
- Review current interpretive provision along the Trail, identifying where quality improvements are needed, working with landowners and exploring modern media techniques.
- Examine provision for Trail use for people with disabilities which will include carrying out disability audits and as a result, providing relevant information.
- Encourage more people to have access to the National

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Norfolk's National Trail—introduction

Trail through the use of Google Trekker to create a trail corridor view and highlight points of interest.

- Explore opportunities for cycling provision along or close to the Trail.
- Identify key gateway points along the Trail and encourage use of branding by all partners to raise public awareness of areas that the National Trail runs through.
- Create a promotion and advertising style guide to be used by all partners to create recognisable brand.
- Continue to develop a relationship with train and bus operators to clarify public transport service and explore promotion opportunities.
- Create new associated circular walks that link into the National Trail.

Economy

- Provide an annual cost-benefit analysis of the National Trail to the Norfolk economy.¹
- Work with SMEs to link the trail to business, gain better brand placement throughout the locality and increase opportunities for partnership working.²
- Use the Norfolk Trails Handbook to procure works on the trail to minimise cost and to deliver to agreed standards.
- Work with Destination Management Organisations to maximise the use of the National Trail brand and create a positive link with rural tourism, for domestic and foreign markets.



-
- Promote the use of a Business Toolkit to local enterprises to maximise economic benefit
 - Create visit itineraries to encourage longer visitor stays in Norfolk and maximise the benefit of the trail to the local economy.
- 1. For highlights of these reports during framework period to date (2015-2018), see appendix A.**
 - 2. For case studies and insights on business engagement, see appendix C.**

Enhancement

- Work towards conservation of natural beauty and wildlife when carrying out enhancement works.
 - Work with partner organisations and Norfolk County Council Environment Service teams to ensure that all works are carried out according to environmental and ecological best practices.³
 - Seek to improve the National Trail's offer to cyclists and walkers, particularly by working in conjunction with the Walking and Cycling and Walking Team at Norfolk County Council to link into the proposed network of 'greenways' that this team seeks to create develop along the lines of disused railways and other under used sections of the county's transport network.
- 3. For more information on Improving and protecting the biodiversity and landscape of the National Trail corridor, see appendix F.**

1

Norfolk's National Trail—introduction

- Seek to improve the trail's links with nearby towns and villages by pursuing Community Infrastructure Levies (CIL) where available, by working closely with Norfolk County Council's Walking and Cycling and Walking Team on opportunities to use prospective 'greenways' to this end and by working with Norfolk County Council teams on Market Town Network Improvement Strategies and the Local Cycling and Walking Implementation Plan, both of which are currently in the study/feasibility phase (until 2020, when this document is due for revision).
- Seek to Improve the potential for equestrian users to enjoy multi-day trips on Peddars Way, particularly by working with Stables and Liveries close to the trail.
- Work with motor vehicle user groups to address illegal or heavy use of sections by motorised vehicles that has a detrimental effect on the route and create an agreement on responsible use
- Undertake a full safety audit of road walking and road crossing sections and identify solutions to issues found.
- Continue to create 'Access for All' routes along the National Trail, following the 'Access Tested' audit and promotion method.
- Seek further external funding to enhance surfaces and structures on the National Trail as well as funding for non-infrastructure enhancements to the trail, such as arts council funding etc.⁴

4. for a comprehensive list of trail enhancements so far during this framework



delivery period, see appendix B

Engagement

- Encourage the notion of the National Trail Officer as a 'single point of contact' for users and stakeholders.
- Establish a Stakeholders Working Group to broaden local engagement in the Trail management. This could take the form of a working sub group reporting back to the trail partnership on progress.
- Continue current volunteering practices for audit, promotion and maintenance and where possible, extend this scheme as new stretches of coastal access and new circular walks are established.⁵
- Continue to develop opportunities for education and for young people to engage with the trail, following the success of the 'Junior Passport.'
- Continue to recognise the importance that the trail has to Norfolk's health and wellbeing by supporting projects such as Norfolk County Council's Staying Active and Independent Longer (SAIL) project.⁶

5. For case studies and more information on volunteering, see appendix D.

6. For more information on Health and Wellbeing, see appendix E.

1.3 National Trail Partnership Delivery Framework

The below statements highlight the way in which the National Trail Partnership will deliver outcomes and monitor indicators:

- Quarterly reports are prepared for the National Trails

1

Norfolk's National Trail—introduction

Partnership which provide a method of monitoring project delivery.

- Funding for the National Trail Partnership is currently provided through an agreement with Natural England. The funding ratio is 3:1 (Natural England to National Trail Partnership funding). The opportunity to seek external funding to meet this challenge needs to be explored by the partnership. This will need to become a key function of the National Trail Partnership from this point onwards.
- Norfolk County Council is the lead and accountable partner, and Norfolk County Council will act as host authority to administer the Natural England grant.
- All partners are committed to the Delivery Framework and have an excellent working relationship. The Trail Partnership, with its wider partners, is in a strong position to contribute to the evidence base on the benefits of National Trails. The Trail Partnership is keen to receive and share best practice regarding Trail management, and is particularly willing to innovate.
- The Trail Partnership would like to improve joint working with other National Trails. Discussions have been held with both Suffolk County Council and Essex County Council regarding opportunities for a joint "East of England Coast Path". This could create the opportunity to market an entire eastern England coast path or the "Great Eastern Walk."
- Community involvement is already being enhanced



through the Norfolk Trails volunteer scheme. This will develop over a time period to include increased networking and training opportunities for volunteers on the National Trail.

- The partnership will continue to develop schemes of work between its component organisations to the mutual benefit of those organisations - Environment Agency floodbank surface improvement schemes, for example.



2

National Trails delivery plan

2.1 National Trail maintenance and improvement

A consistent priority for the Trail Partnership and wider stakeholders is retaining a high quality trail corridor, and where possible, improving the trail for all users.

Smaller-scale maintenance and improvement works may be delivered in-house directly by Norfolk County Council employees, often with support from members of the Partnership or volunteers. For larger-scale maintenance and improvement works, external funding will be sought, and such works may be delivered by external contractors.

The National Trail has a volunteer team whose members monitor a section each and report on its condition. These reports can highlight management or maintenance issues which are recorded and then subsequently resolved through a number of different approaches:





- The work may be carried out by a trail officer, either along, with Norfolk Trails colleagues or working with volunteers;
- The work may need to be contracted out to an external party for completion;
- A combination of the two approaches in order to deliver projects in a timely and cost effective manner.

Norfolk County Council has created the *Norfolk Trails Handbook* which provides a framework for carrying out a range of works to an agreed standard across both the National Trails and other trails within the Norfolk Trails portfolio.

Furthermore, there are existing relationships with the National Trail steering group members and local volunteer groups, and these are likely to contribute to small-scale improvement and maintenance of works on the Trail. The National Trail manager and trail officers will support the co-ordination and integration of these works to ensure consistency of approach and delivery.

Consultation has demonstrated that National Trail condition and quality are the highest priorities for users and stakeholders.

The key priority over this framework period is to ensure that mechanisms are put in place to maintain the quality of the Trail and secure its continued improvement.

2

National Trails delivery plan

Working to develop and maintain relationships within Norfolk County Council and with Local Planning Authorities should also be considered and important part of the trail's maintenance because of the potential for section 106 agreements and Community Infrastructure Levy payments to contribute to the capital costs of maintaining the trail.

2.2 Projects

Natural England no longer explicitly requires the provision of a Trail Officer for individual National Trails, instead recognising that a 'shared resource' approach to Trail management may be more appropriate in some cases.

The latter approach is preferred by Norfolk County Council. There is a single point of contact for the National Trail (the National Trail Officer), supported by the wider Norfolk Trails team.

By focusing on future outcomes rather than just maintenance, much has been achieved over the past three years through the plans set out in the Delivery Framework and New Deal.

The National Trail Partnership delivers projects with partners that may be generated from a number of sources.

Following volunteer trail audit inspections and subsequent Trail Officer involvement, projects may be generated to address access issues. These can be carried out immediately, or when funds allow. Alternatively, projects could come forward from partners within the National Trail Partnership group and may focus on enhancing the experience of using



the trail or interpreting the landscape in new and innovative ways. In order to fund projects, applications may be submitted to organisations and groups from the health, arts and private sectors, but will actively aim to create innovative partnerships with new non-recreational sector partners where there are mutual benefits to achieve local outcomes on the Trail.

The National Trail Partnership group will review the Trail condition on an annual basis report and agree the annual report which has to be submitted to Natural England. Following the annual report the partnership will agree future priorities for actions which have been highlighted.

2.3 Marketing and publicising the National Trail in Norfolk

The Peddars Way and Norfolk Coast Path is represented on the Walk Unlimited-supported National Trails website — www.nationaltrail.co.uk/peddars-way-and-norfolk-coast-path

Over and above this the National Trail is also promoted on the Norfolk Trails website and there is a link between the two. The National Trail Officer is the 'single-point-of-contact' for the website to ensure a consistent approach.

Social media is also part of the promotional package and both Twitter, Facebook and Instagram are used to promote the National Trail.

All partners within the National Trails Partnership have promotion elements to their work.

2

National Trails delivery plan

2.4 Wider promotion opportunities

The Trail Partnership intends to strengthen the National Trail brand.

The National Trail in Norfolk is expanding with the creation of the England Coast Path which creates opportunities to promote the National Trail to existing and new audiences and to maximise the economic impact of the route within Norfolk.

Partners have the opportunity to support the National Trail through the co-branding of itineraries, events and activities.

The expanding Norfolk Coast Path offers an opportunity for increased provision of visit itineraries to the area promoting multi-day stays rather than day visits.

Peddars Way can be used to promote both a link between the Brecks and the Norfolk Coast and also represents a premier destination for horse or cycle riders, offering a largely off road route.

2.5 Performance monitoring

Data counter information shows year-on-year increases in footfall on the Norfolk Coast Path, and after carrying out improved signage and infrastructure works on Peddars Way the data shows that user numbers are on the increase here, too. Analysis of this data is analysed, with insights provided that can help to guide the future direction of work to be undertaken by the partnership.⁷

The National Trail Partnership meets once a quarter⁸ and re-



ceives a number of progress reports that may cover subjects such as volunteers, condition monitoring, promotion, trail developments and projects.

Trail condition

Condition surveys are completed for the annual report to Natural England. Work is then prioritized for the following year with the Trails Team delivering significant improvements on the whole National Trail route year on year since the creation of the National Trail Partnership.

Enhancement and improvement work has been delivered (with more planned in the future) by the Environment Agency as part of coastal flood management schemes. Norfolk County Council footpath improvements were delivered as an element of the scheme. In addition, the single largest scheme currently being planned is a multi-million pound "Sandscaping" scheme at Bacton, which will see huge beach replenishment, improving walking opportunities on the National Trail by proving year round access for the very first time. Annual surveys provide a baseline from which trail improvements can be accurately worked up into project development and delivered.

7. for analysis of strengths, weaknesses, opportunities and threats to the trail based on 2017-2018 data insights, see appendix G.

8. It is worth noting that some trails' partnerships meet only twice a year. This is something that can be reviewed by this group in 2020.

For further information please contact Jack Davidson (National Trail Officer):

Jack.Davidson@norfolk.gov.uk | 01603 223126



Lord Gardiner opens Stretch 2 of the Norfolk Coast Path © Norfolk Trails

Peddars Way & Norfolk Coast Path National Trail

Improvement and Delivery
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Appendices



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A

Appendix A: Economic Report Highlights

Economy

The economics of the National Trail has been subjected to significant research over the past 3 years with a number of different reports looking at the economic value of the National Trail and the Norfolk Coast Path in particular.

InsightTrack

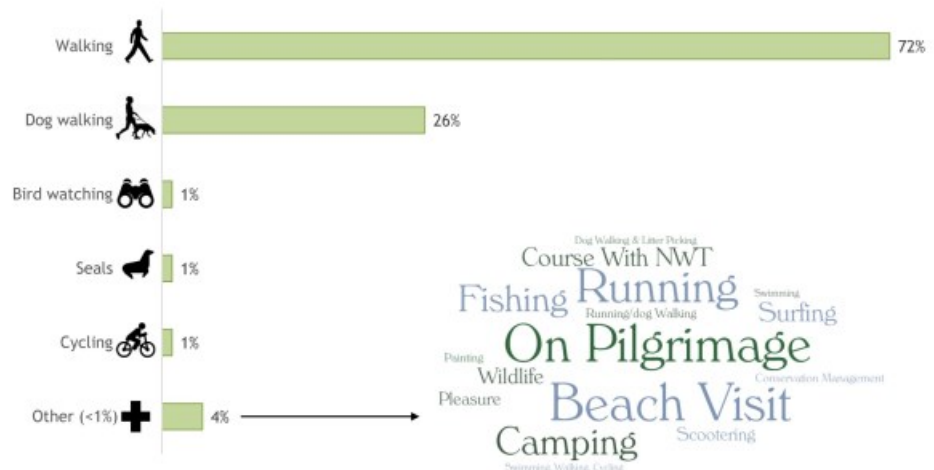
The consultancy 'InsightTrack' has measured the economic and financial impacts and benefits of the Norfolk Coast Path National Trail in Norfolk. Their findings are based on surveys of 3041 trail users between April 2017 and April 2018.

The following slides are taken from the 2017/18 InsightTrack Report for the Norfolk Coast Path and illustrate the qualitative information collected to date.

Visiting reason

Walking, and specifically dog walking, are the main activities on the trails; dog walking is particularly popular in Winterton 10

Are you...

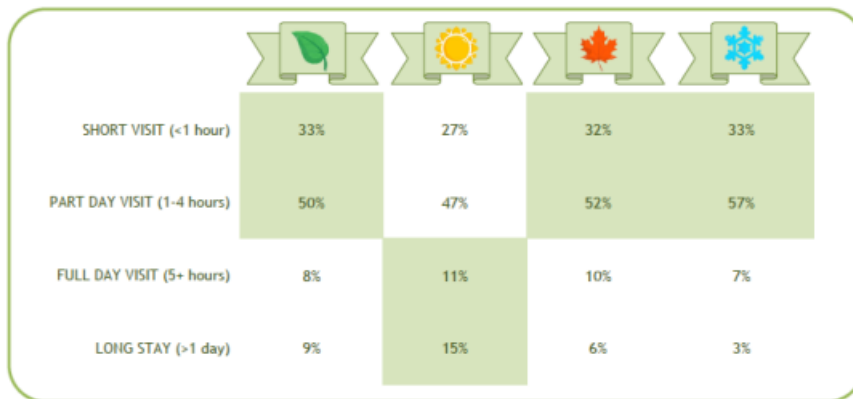




Length of visit

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

14



Cy-



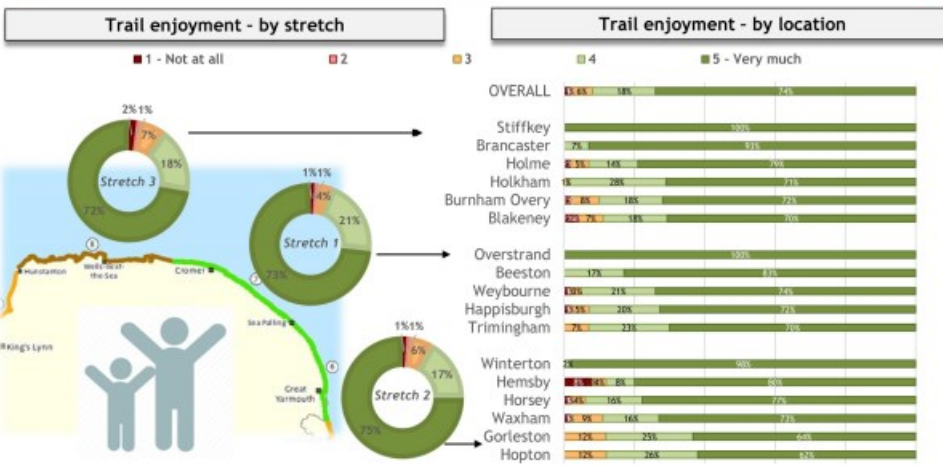
Q: Which ONE of the following BEST describes your visit to this trail?
N=2,952 - those who responded to both questions



Enjoyment of the Trail

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

20



Q: To what extent have you enjoyed using this Trail, on a scale of 1 to 5?
N=2,972 those who responded

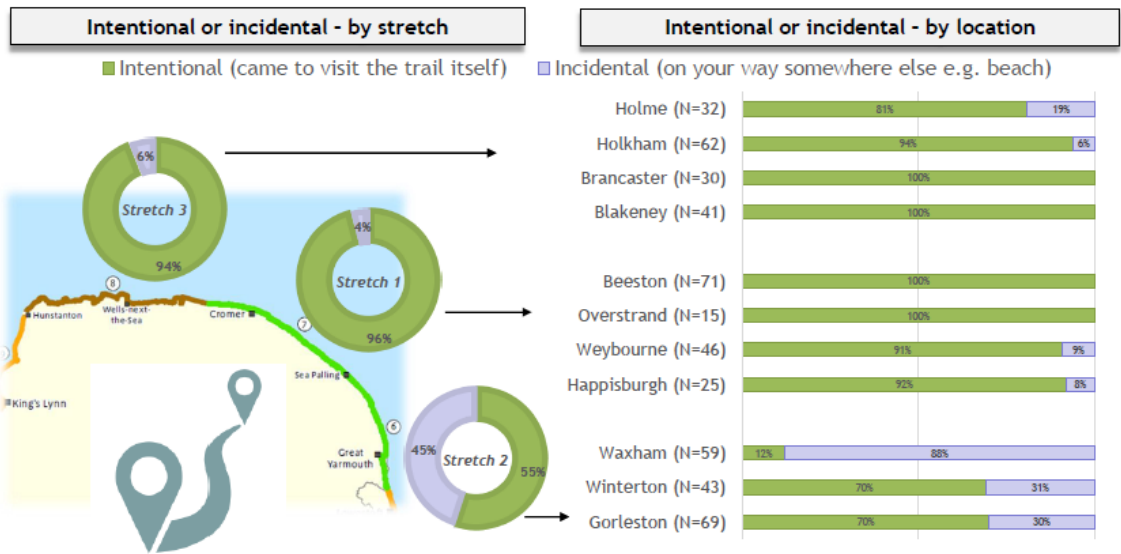


A

Appendix A: Economic Report Highlights

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

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

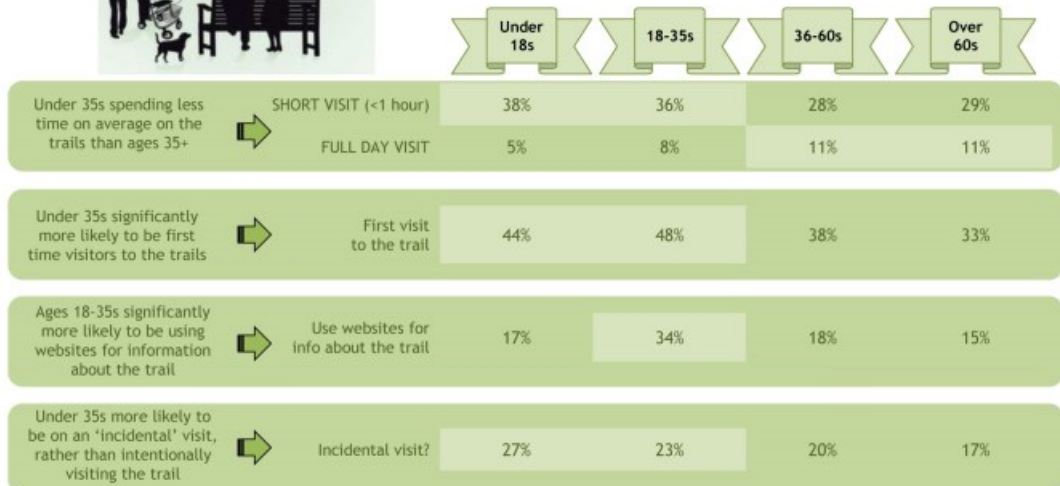


Q: Was your visit to the trail...?
N=525 - all interviewer-led surveys



Visitor behaviour (by age)

25





Total (unfactored) spend

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

28

Overall>>







54%

Spending money as part of their visit to the trail

£22.76

Average spend (across all visitors)

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

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



Q: During your visit to this Trail, approximately how much have you spent on the following, per person, per day, and where? (all spend combined)

* This does not mean that under 18s themselves are spending this amount but more likely that their responsible adult is

insightTRACK

Considerations

50

Overall>>



54%

Spending money as part of their visit to the trail

519,841

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

£23.41

Average factored/adjusted spend PER VISITOR

£12,171,662

ECONOMIC ANNUAL VALUE OF THE TRAIL 2017-2018

Stretch 3
(Hunstanton up to Weybourne)

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

Stretch 2
(Sea Palling to Hopton)

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



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

36-60

→ Ages 36-60 are the highest spenders



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



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

B

Appendix B: Enhancements 2015-2018

Action and improvements to the National Trail 2015-2018

Since the first draft of the National Trail improvement and delivery framework, the National Trail Partnership has overseen a number of significant improvements to the National Trail in Norfolk.

Peddars Way enhancements:

- Peddars Way re-signed throughout its 47 mile length;
- Creation of a fully-waymarked cycle route to accompany the trail, and divert cyclists around pedestrian-only sections. This includes a signed link between Thetford train station and Peddars Way;
- Re-construction of a plastic boardwalk at Shadwell

New boardwalk at Shadwell, Peddars Way © Norfolk Trails





improving access throughout the year;

- Significant tree management throughout the route over a 3 year time period;
- Creation of new circular routes attached to the Peddars Way delivered as part of the Breaking New Ground scheme. As well improving the area's heritage tourism offer, these routes create better links between the National Trail and local businesses, villages and towns;
- Removal of all stiles from route, making Peddars Way stile-free for the first time in its history;
- New vegetation cutting contract in place. Procured contractors cut three times a year.

Norfolk Coast Path enhancements:

- New Coastal Access delivered extending the National Trail by a further 47 miles from Cromer through to Hopton-on-Sea, including all the infrastructure associated with creation of a new route, such as: bridges; boardwalk; signage throughout; virgin access and route creation for the first time.
- On-going boardwalk management and repair at Thornham improving access for all;
- Installation of new sloped boardwalk at Holme-next-the-sea to replace a set of steps: opening an accessibility 'choke point';

B

Appendix B: Enhancements 2015-2018

- Access improvements delivered in partnership with the Environment Agency at:
 - ⇒ Brancaster
 - ⇒ Burnham Overy Staithe
 - ⇒ Morston
 - ⇒ Blakeney;
- The Environment Agency has an ongoing programme of floodbank maintenance that includes both vegetation and stabilisation management, effectively maintaining sections of the trail that are coincident with floodbanks;
- New access improvements at Beeston Bump addressing access and recreational impact mitigation;
- Creation of disabled access-specific infrastructure elements in Great Yarmouth;
- Creation of new circular routes associated with the National Trail;
- New vegetation cutting contract in place with three scheduled cuts a year.

Overall National Trail Improvements:

The National Trail links together more communities than ever before as a result of the creation of a range of different circular walks associated with the National Trail.

- The National Trail partnership has added new data counters on sections of the National Trail in order to monitor usage of the National Trail and to report on experience.



- Norfolk National Trail junior and adult passports have been created to encourage more people to use the Trail and to support junior users of the National Trail.
- New cycle guides (for the Peddars Way) and leaflets (for the whole of the National Trail) have been produced.
- The Norfolk Trails Team have “Google trekked” the whole route which will provide new engagement tools for potential new users to enjoy a visit to the National Trail.
- The Norfolk Coast Path is one of seven National Trails that form the England’s Great Walking Trails project: this will create better tools for engagement with new audiences, with a focus on the Dutch, American and German markets.

Coastal Access Improvements:

Natural England is currently working on implementing new Coastal Access required by the Marine and Coastal Access Act 2009. This process enables the creation of a continuous, well-signed and managed route around the entirety of the English coastline.

Work on the Norfolk part of the England Coast Path has been divided into four stretches, which when completed in 2020, will create a new coastal National Trail for Norfolk. Norfolk County Council manages the installation of route infrastructure once the route has been agreed, and is responsible for ongoing management of the trail, once completed.

- The first stretch runs from Weybourne through to Sea Palling (25 miles) and opened on 12th December 2014

B

Appendix B: Enhancements 2015-2018

(see above);

- The second stretch runs from Sea Palling to Hopton on Sea (22 miles) and was opened by Lord Gardiner (see back cover).
- The third stretch will realign the current Norfolk Coast path and runs from Hunstanton to Weybourne (39 miles). At the time of writing, this is expected to open in late 2019/early2020.
- The final stretch will run from Hunstanton to Kings Lynn (18 miles). At the time of writing, this is expected to open in 2020.

The new stretches of the Norfolk Coast Path will form part of the management remit of the National Trail Partnership and will be managed in a similar way to the current National Trail.

The Norfolk Coast Path has been extended by 47 miles and a range of new circular walks has been created linking local communities and businesses to the National Trail. This has been accomplished via the Explore More Coast and Coastal Treasures projects, both of which have been funded by the Coastal Communities Foundation.



Access for all

The National Trail offers a range of easy access routes. The Norfolk National Trails Partnership has created a series of Access Tested Routes which are associated with the National Trail.

To date, access audits have been carried out on a wide geographical area encompassing Hunstanton to Gorleston.

Local businesses have an opportunity to use the National Trail website to promote facilities that cater for the needs of multi-users, especially those with physical disabilities.

Norfolk Coast Path
Blakeney Freshers



Access Tested 2017

Accessibility Information



Route Summary
An accessible 2½ mile linear stretch of the coast path from Blakeney to Cley next the Sea with an optional circular route back which may be difficult for some.



1



Start point looking north towards Gorleston Lighthouse

2



Here the coast path is orientated between the sea walls, but wheelchair users must use the roadside pavement as there are steps at the far end

3



Steps with handrails. Wheelchair users to detour along route shown in pink

4



Route follows Riverside Road. Take care as there is shared use with traffic with only narrow pavement to the eastern side of the road.

C

Appendix C: Business Engagement

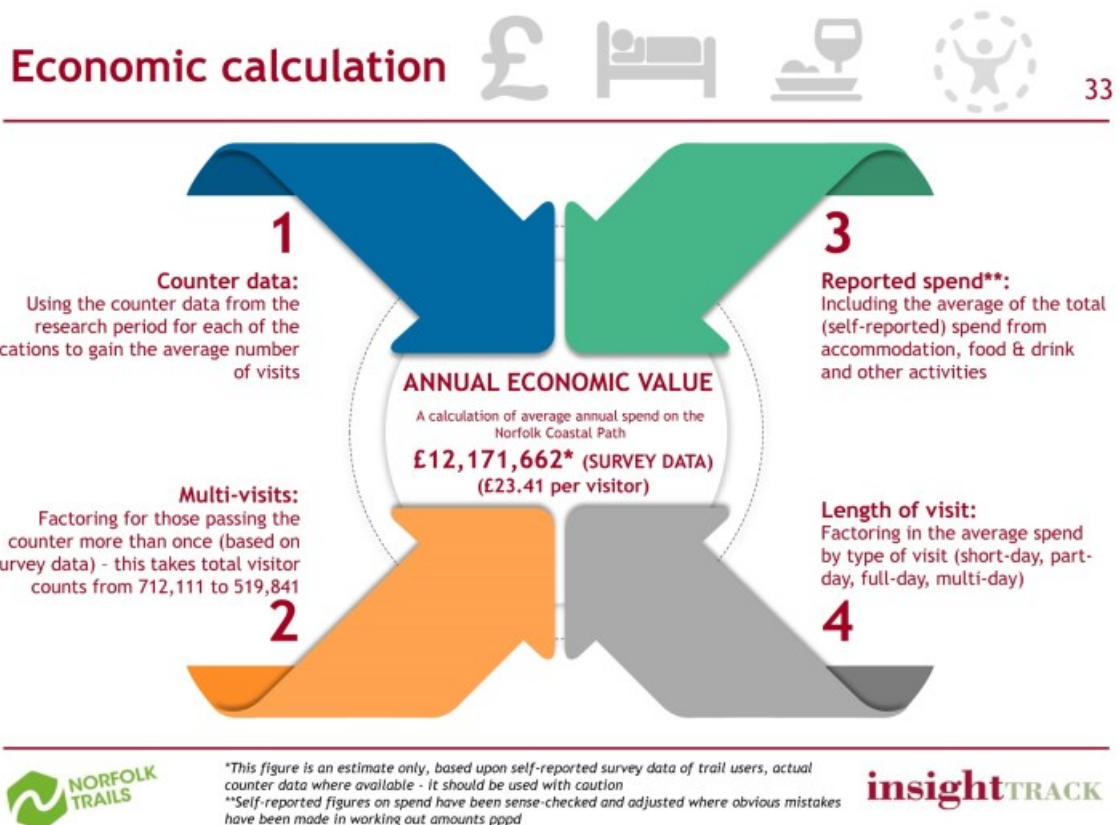
Boosting local business

The National Trail promotes links to local business through signage and through creating business links. This is a model that has been used for a long time and has created many strong relationships between local businesses and the National Trail. There is a real opportunity to extend this business marketing offer to businesses on the new stretches of the coast path.

Research to date on the Norfolk Coast Path National Trail users estimates the value of coastal access to be over £12 million annually to the Norfolk economy.

Data counter trend information indicates this is likely to increase in the future.

Economic value of the National Trail in Norfolk © Insight Track report (2018)





Case study

MarGins—walking and glamping in north Norfolk

MarGins is a new business set up in 2017 offering walking holidays along the Norfolk Coast Path National Trail with overnight glamping accommodation.

The business model is entirely dependent on the opportunities offered by the Norfolk Coast Path.

Three glamping holiday package options are available ranging from 3 to 6 days walking (and 38 to 84 miles distance) on the Norfolk Coast Path. MarGins also tailors other holiday options based on the Trail, such as running or walking a specific section or cycling. Dogs are welcome.

Glamping accommodation is set up along the way and bag transfer is included. Detailed information packs are provided, with maps, route information, places of interest, places to eat, things to do.

All the campsites are close to the coast path, and the holidays include welcome and breakfast hampers containing Norfolk produce.

<https://walkandglamp.co.uk/>

MarGin's owner, Ginny says: "A welcoming quietness is never far away. Experience all that this fantastic coastline has to offer whilst we set up your glamping accommodation along the way."



C

Appendix C: Business Engagement

Case study

Deepdale Farm

A family farm in north Norfolk has branched out to deliver successful hostel accommodation serving the nearby Norfolk Coast Path. Deepdale remains a working farm but has converted disused barns into accommodation, provides camping facilities, tourist information, shops, yurts, tipis and events all tailored to visitors who come to walk the National Trail.

Deepdale now accommodates over 50,000 bed nights each year and has a turnover in excess of £300,000. Events such as Christmas Markets attract up to 10,000 people a year.

“Focus on who your visitors are. This means thinking about the facilities and services they are looking for an offer info/services based on their needs. Don’t be afraid to diversity and try new things. Also make sure to tailor marketing to your audience—make sure different elements of the business are marketed using the right tools to reach specific people—creating a buzz in the right place.”

Jason Borthwick—Owner

Further information at: <https://www.deepdalebackpackers.co.uk>



Camping © Deepdale Farm



As part of the survey local business owners were interviewed and they have provided their insights into how the National Trail Partnership could maximise the economic benefits for the Norfolk Coast Path:

Business owners - qualitative insights

35



Positive impact on businesses

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



Growing the Norfolk brand

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



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Business owners - qualitative insights

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Booking trends

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



The coast is a hotspot for investment

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



Winter doesn't have to be a detractor

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



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D

Appendix D: Volunteer Engagement

Volunteering

The National Trail has a proud history of working with local communities and volunteers. An extensive volunteer network now exists to assist with management of the National Trail in Norfolk and is proving fundamental to its delivery.

- In 2016/17, volunteers gave £24,350 worth of time on activities such building boardwalks, clearing vegetation, route inspection and newsletters to help with delivery of the coast path.
- In 2017/2018 the volunteer contribution for the National Trail in Norfolk had grown to £50,525 (an increase of 107%)

The 2018 “Walkers are Welcome” national conference was held in Cromer in October 2018, taking full advantage of the town’s proximity of the coast path. “Walkers are Welcome” is a UK-wide community of accredited towns which are developing and promoting walking. <https://walkersarewelcome.org.uk/>



Walking at Salthouse
© Walk Cromer





Case study

Val is one of our volunteers and reports on a number of different sections of the National Trail including the Salhouse circular walk

We have picked up all the issues that Val has highlighted and have redesigned the whole of the circular walk, with new fingerposts, new waymarking, and an up to date audit inspection.

We use all these volunteer inspections to inform our work programme and schedule work in to deliver any remedial works as required.



Activities such as beach cleans are growing in popularity and there are a number of volunteer events organised across the National Trail by external groups and organisations.

Case study

The Friends of Horsey Seals group protects the grey seals population at Horsey Dunes from disturbance by the public. The group was set up when funding from statutory bodies was lost. Although the site is not promoted, visitors numbers are huge, with recent estimates of 80,000 visitors between November and January (2018).

Over 170 volunteers contributed over 2,000 hours and are involved with wardening activities which are focused on looking after the visitors and providing information, ensuring that the seals are not disturbed and the fragile dune habitat is protected. The group now plays an additional welfare role, taking care of abandoned pups and running litter picking from the beach and surrounding areas.

<http://friendsofhorseyseals.co.uk/>



E

Appendix E: Health and Wellbeing

Improving health and well-being

The health benefits of walking are well documented, and the National Trail is well positioned to provide remote Norfolk communities with access to a world-class walking experience.

The National Trail is a well signed and maintained linear route and associated circular walks that spur off them encourage participation from all sections of the community.

Health improvements are linked to people engaging with the natural environment and the National Trail offers the opportunity to get involved by volunteering which leads to both physical and mental wellbeing.





The Norfolk Trails Team, through the Staying Active and Independent Longer (SAIL) programme, is working with communities along the National Trail and in particular targeting areas of the Norfolk Coast Path. Health inequalities have been mapped with a targeted approach to creating new accessible routes and routes that support local health outcomes. The National Trail Partnership will continue to support his work going forward and recognised the opportunities that health interventions can provide.



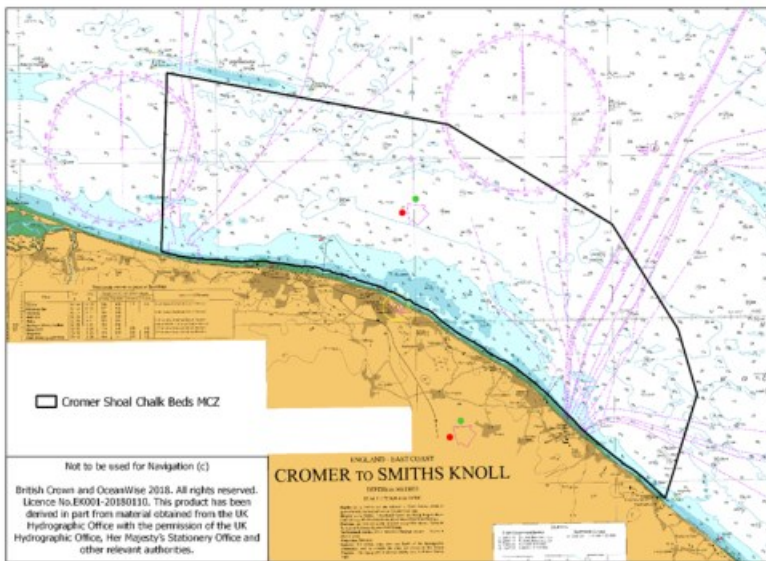
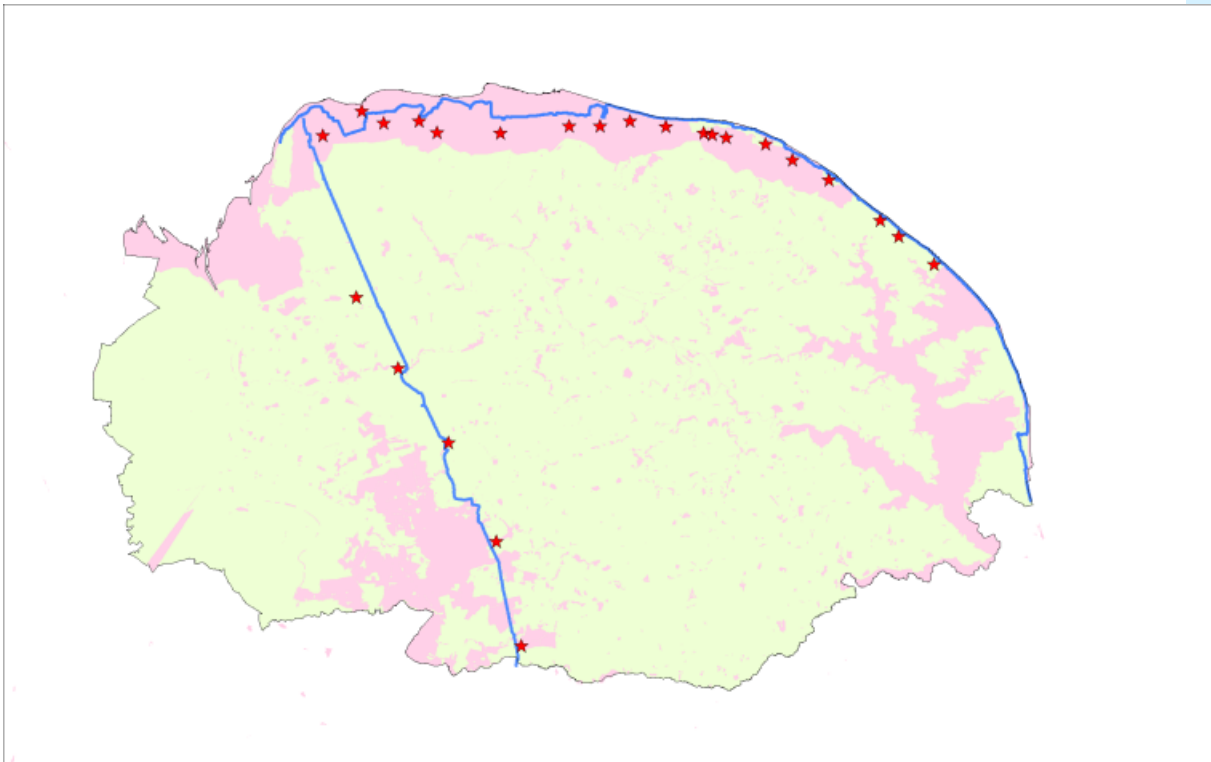
F Appendix F: Environmental Considerations

Protecting the biodiversity and landscape of the National Trail corridor

A major strength of the National Trail is that it runs through extensive protected landscapes and sites.

These areas are often biodiversity-rich, and as a result, attract significant visitor numbers. Part of the National Trail Team's remit is to create accessible, well-signposted, well-managed access that forms the National Trail itself, as well as its associated circular routes. In order to do this responsibly, officers work closely with Natural England responsible officers as appropriate to a site's designation, or with colleagues within Norfolk County Council's Environment Service for expert advice or consent before carrying out any works. The aim of this is, as well as improving access for trail users, is to mitigate the impacts of both the work itself and of long-term recreational use on all sites.

The map opposite highlights (in pink) the extent of areas protected for their importance to nature conservation and landscape in Norfolk which include: the Norfolk Coast Area of Outstanding Natural Beauty; the Broads National Park; Sites of Special Scientific Interest and Natura 2000 sites (including the Wash and North Norfolk Coast Special Area of Conservation and SSSI and Special Protection Areas. The Cromer Shoal Chalk Beds Marine Conservation Zone is shown below right. (N.B. the stars show the rough location of data counters coincident with protected areas).



G

Appendix G: SWOT Analysis

Analysis of Strengths, weaknesses, Opportunities and Threats, National Trail 2016

This SWOT analysis is based on the Insight Track report that was commissioned during 2017/18.

The report highlights some key points that may help with guiding the future direction of work to be undertaken by the National Trail Partnership.





SWOT analysis

STRENGTHS

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

OPPORTUNITIES

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

WEAKNESSES

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

THREATS

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



