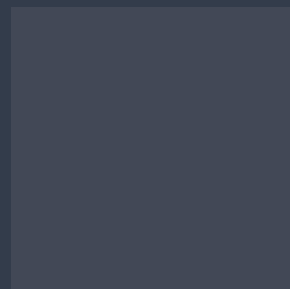
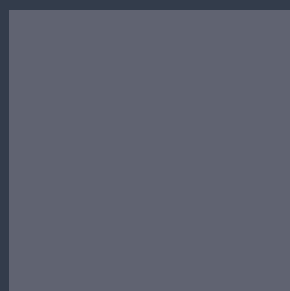




© Hewitt & Walker



Case studies of tourism good practice in UK National Parks



 **Parciau National
Cenedlaethol Parks**

Case studies of tourism good practice in UK National Parks

The following are a series of short case studies, with links to further details, highlighting the breadth of activity with which National Park Authorities in the UK are involved with to support the development of regenerative tourism.

There is a lot more happening beyond the projects highlighted here, including many other initiatives led by partner organisations.

Cover images clockwise from top left:
North York Moors
Pembrokeshire
Peak District



© Tom Martin

1

Business development & strengthening resilience

Businesses, mostly micro-sized, are the bedrock of our visitor economy. It is essential we work with these businesses who meet and greet virtually all visitors to our National Parks.

National Park Authorities work to equip businesses to develop and adapt through tools and training. We help them to: tell their stories and the stories of our landscapes; promote their businesses; make the most of being in a National Park; and reduce their environmental impacts and associated costs.



© Anne Katrin Purkiss

South Downs

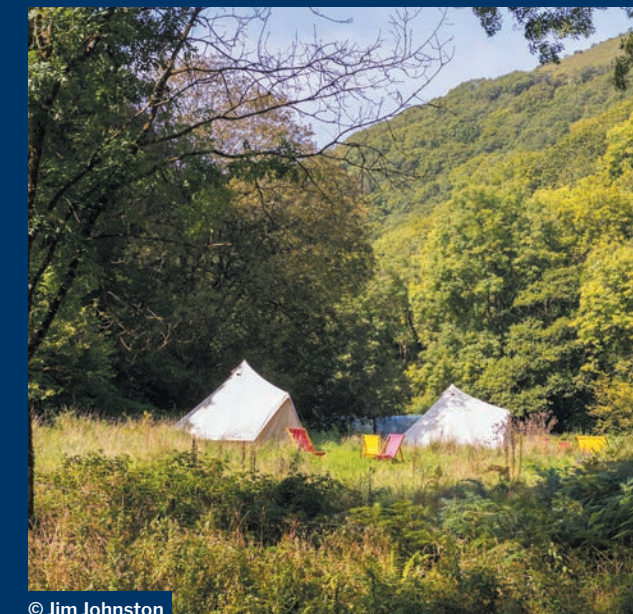
Has a sustainably minded business network of 300+ businesses called **Our South Downs** offering support, advice and networking to help transition to Net Zero. In partnership with Green Tourism, South Downs National Park Authority has also developed **Green South Downs**, a sustainability certification scheme aligned to UN sustainable Development goals, to give support and recognition for businesses on their sustainability journeys.

North York Moors

A **Tourism Business Grant Scheme** provides funding to businesses of up to £10,000, to support their transition to becoming net-zero.



© Visit Britain/Peter Kindersley



© Jim Johnston

Exmoor

Doing Business on Exmoor:

A suite of three interactive toolkits to support and promote sustainable tourism on Exmoor

Loch Lomond & The Trossachs

A Sustainable travel options appraisal and Modal Shift study

assessed options for improving sustainable transport coverage and patronage for both visitors and local communities. This led to the initiation of pilot bus services at locations experiencing the greatest pressures from traffic volumes as well as a **Journey Planner App** to give visitors all the potential travel options for National Park journeys in one place, making it easier to research, plan and book a day trip.



© Michael McGurk

Peak District

The Peak District has a well-established **multi-user trail network**, utilising former railways lines. The routes are suitable for walkers, wheelers, cyclists and horse riders, and the network supports a range of businesses.

Many of these iconic routes are owned and managed by the National Park Authority who also operate cycle hire, with a wide range of cycles for all abilities, including tandems, e-bikes, wheelchair bikes, trikes and trampers (rugged electric buggies).



© Tom Marshall



© Julian Claxton

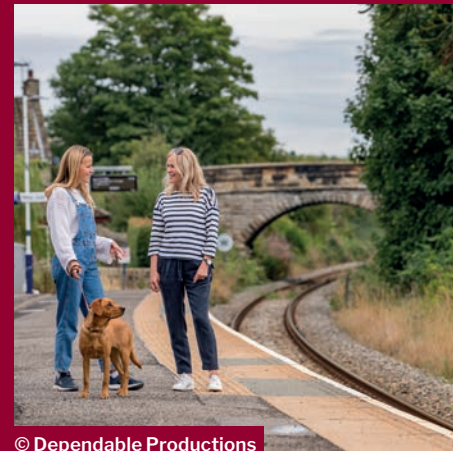
The Broads

Working in partnership with the local Community Rail Partnership, the **Rails, Trails and Sails** project provides free transport to take urban schools into the National Park for field study lessons. In addition, platform signs at all stations on the Bittern and Wherry Lines, now feature the Broads National Park and several have interpretive displays that encourage people to access the National Park using sustainable rail travel. The Broads Authority also operate three electric powered **boat trips** from its National Park Tourism Information Centres.

Supporting sustainable transport & active travel

Access to and within the National Park can remain a barrier for some visitors. Travel also accounts for a significant amount of the carbon footprint of visitors to and within National Parks.

2



© Dependable Productions

North York Moors

Public transport is built into all visitor marketing campaigns, including a **'Slow Travelogue'** series, focused on travel on foot, bike, bus, train and boat, while a partnership-led 'Sit Back and Enjoy the Ride' free leaflet encourages car-free exploration with places to visit accessible by bus or train. An ongoing partnership with VisitEngland focuses on no-fly tourism from the Netherlands and Germany. Outdoor activity participation is encouraged via a cycling and walking friendly business scheme and providing free e-bike charging across the National Park.



Northumberland

Hadrian's Wall Bus (AD122): Since its inception in the 1970s, Northumberland National Park Authority has supported a low-carbon means of transport for thousands of visitors, especially inbound, seeking to travel to and between key visitor attractions, stunning landscapes and picturesque villages along the central sector of Hadrian's Wall World Heritage Site.



© Keith Meatheringham/Dobson Agency

All National Parks

Corporate sponsorship from BMW has established the **Recharge in Nature** partnership project, providing new e-charging points within National Parks as well as supporting a range of initiatives through 'The Recharge in Nature Fund', including sustainable travel projects such as new bus routes in Loch Lomond & the Trossachs and Pembrokeshire Coast National Parks.

3

Supporting accessible and inclusive tourism

National Parks are primarily funded nationally as 'National Assets' and should be welcoming and accessible to everyone.

All National Parks

The Miles Without Stiles initiative includes a selection of well-surfaced, easy-access routes without stiles, steps, or steep gradients in National Parks across the UK, graded for ease of use by as many people as possible. Recent additions include the **Exmoor Strolls**, **Accessible Dartmoor routes**, and **audio guided trails** within the South Downs.



© Visit Britain/Peter Kindersley



Loch Lomond & Trossachs

Partnering with regional organisations, the **Access Forth Valley** project was developed to engage with businesses across the area to promote accessible experiences and visitor services. The project has developed new promotional assets (itineraries, blogs, short films etc.) to showcase the range of tourism options and helping disabled people find great places to visit.



© Visit Britain/Peter Kindersley

North York Moors

The North York Moors **Accessibility Project** with VisitEngland inspired Dutch people with accessibility requirements to take short breaks, while an expanded **'Breath of Fresh Air'** guided walks programmes has developed new partnerships such as Muslim Hikers, LGBTQI+ (Scarborough Pride), Changing Lives (substance abuse) and Walking with Grief (young widow/ers).



© Tom Barrett

All National Parks

Accessibility is a significant focus for the National Parks. Several have recently installed Changing Places toilets, including three along the Hadrian's Wall World Heritage site in Northumberland, the National Park Visitor Centre in Bannau Brycheiniog, the Dales Countryside Museum in the Yorkshire Dales and at Sutton Bank National Park Centre in the North York Moors.

Many National Park Authorities have all-terrain trampers available from their sites for those wanting to explore further.

4

Promoting health & wellbeing

National Parks in the UK were born in the same post-Second World War era as the National Health Service to offer green lungs to the nation. Their role in supporting health and wellbeing is ever more relevant in the 21st century.



Northumberland

'Walks to Wellbeing': A programme of healthy walks designed for people recovering from illness or wanting an easy introduction to the National Park.

New Forest

Part of the **ENLIVEN** project, connecting people with dementia to the New Forest National Park, focusing on access, experience, engagement and community.



© New Forest National Park Authority



Cairngorms

The UK's first **outdoor dementia resource centre** has been opened by Alzheimer Scotland with support from the Cairngorms National Park Authority. The new centre enables people with dementia, their families, and carers to experience the mental and physical benefits of spending time outdoors.

North York Moors

Mindful Month (September): A collection of events and activities designed to help people feel invigorated and rejuvenated in nature, including free online sessions.



© Dependable Productions

Yorkshire Dales

Sense of Place toolkit including access to free images, training and **resources** for tourism businesses.



Cairngorms

Make It Yours: A programme that provides free resources to local businesses and communities to help them tell their unique stories and to make the most of being in a National Park.



© Chris Pearsall

South Downs

Shared Identity is a free digital toolkit for businesses and organisations, with iconic visual designs for headers, footers, logos and photography to download.



© Drew Buckley

Developing local distinctiveness and sense of place

5

Many National Parks have undertaken work on local distinctiveness, looking at the sense of place in each location, uncovering hidden gems and highlighting ways to slow down and spend longer exploring each area, cut down on travel and appreciate National Parks' special qualities.

Bannau Brycheiniog and Eryri

Popular online ambassador courses in **Bannau Brycheiniog** and **Eryri** offer in depth training for tourism businesses to enhance their knowledge of the tourism offer, providing a free, ready-made staff induction programme. The improved knowledge helps businesses to improve their service to visitors and help the National Park Authorities to engage directly with businesses, providing vital information about their priorities.

6

Developing transformational and inspirational experiences and extending the season

National Parks are special places and can provide unique experiences – particularly outside of the main peak season, spreading the load and benefit throughout the year.

All National Parks

With initial funding from the Discover England Fund, the **National Park Experience Collection** developed bookable immersive visitor experiences, celebrating the cultural integrity of each National Park, as well as connecting people with nature. Many examples of more experiential based products have been developed since then off the back of this initial investment.



© Dependable Productions

Exmoor

From **Special Qualities to Special Experiences** – practical guide and video aimed at tourism businesses on and around Exmoor to promote the experiences that make Exmoor memorable, based on PhD research from the University of Exeter.



© Jon Rowley

Many National Parks

National Parks contain some of our **darkest skies**. Exmoor was the first designated International Dark Sky Reserve in Europe in 2011, Bannau Brycheiniog the first in Wales in 2013, and Northumberland is part of England's first International Dark Sky Park, where dark skies tourism is valued at £25m per annum (EIA report 2018), with a further five DarkSky accreditations in the Cairngorms, Eryri, South Downs, North York Moors and Yorkshire Dales. Other initiatives developed in several National Parks include the establishment of Dark Sky Discovery Hubs, self-accreditation schemes for Dark Sky friendly businesses and **Dark Sky Festivals**. These support off peak tourism, while providing a unique visitor experience and help protect dark night skies as an increasingly scarce commodity.



© Paul Clark



© Stephen Garnett

Yorkshire Dales / North York Moors

A **Food Tourism Toolkit** developed jointly to celebrate and promote local food suppliers to businesses and consumers.



© Mother Goose

Exmoor

Eat Exmoor is a local food programme with an emphasis on low-input options and encouraging young people to get involved in the industry.



© Mischa Haller



© Chris Russell

South Downs

Through the Our South Downs business network, the **product/service search** function and map facilitates local B2B supply chain supported by 'meet the supplier' hospitality event run at the National Park Authority's HQ. Funded research into the growing Viticulture sector in Sussex and partnership funding for projects such as **Sussex Grazed** – creating online B2C commerce between farmers and local buyers.

New Forest

Through a partnership with **The New Forest Marque**, the New Forest National Park provides more than 100 local food, drink and craft producers with business support and opportunities to showcase their products at producers' roadshows and other consumer events.

7 Supporting sustainable land management through food tourism

Our landscapes have been shaped by thousands of years of human interaction and farming continues to play a vital role in managing our National Parks.

Promoting the use of local produce within the visitor economy can maintain the viability of farming, contribute to landscape management, retain spend locally and enhance the visitor experience.



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