



**Cyfoeth  
Naturiol  
Cymru**  
**Natural  
Resources  
Wales**

# Wales Coast Path – End of Project Report

Resources for Change Ltd, with Asken Ltd.



Llwybr Arfordir Cymru  
Wales Coast Path



Llywodraeth Cymru  
Welsh Government



Wales  
Cymru



## About Natural Resources Wales

Natural Resources Wales brings together the work of the Countryside Council for Wales, Environment Agency Wales and Forestry Commission Wales, as well as some functions of Welsh Government. Our purpose is to ensure that the natural resources of Wales are sustainably maintained, enhanced and used, now and in the future.

Wales' landscape, environment and wildlife are amongst its greatest resource, worth more than £8bn to the Welsh economy.

- We will work for Wales' economy and enable the sustainable use of natural resources to support jobs and enterprise. We will help businesses and developers to understand and consider environmental impacts when they make important decisions
- We will work for the communities of Wales to protect people and their homes as much as possible from environmental incidents like flooding and pollution. We will provide opportunities for them to learn, use and benefit from Wales' natural resources
- We will work to maintain and improve the quality of the environment for everyone. We will work towards making the environment and natural resources more resilient to climate change and other pressures.

We are the principal adviser to the Welsh Government on the environment, enabling the sustainable development of Wales' natural resources for the benefit of people, the economy and wildlife.

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## Abbreviations

AA	Appropriate Assessment
AVE	Advertising Value Equivalent
CAIP	Coastal Access Improvement Programme
CBS	Cardiff Business School
CCW	Countryside Council for Wales
CROW	Countryside and Rights of Way Act 2000
E4G	Environment for Growth
ERDF	European Regional Development Fund
EU/C	European Union/Commission
FSC	Forest Stewardship Council
FTE	Full Time Equivalent
GVA	Gross Value Added
LRA	Least Restrictive Access
MCAA	Marine and Coastal Access Act 2009
NEET	Not in Employment, Education or Training
NRW	Natural Resources Wales
OTS	Opportunity to see
PID	Project Initiation Document
PROW	Public right of way
RNIB	Royal National Institute for the Blind
SSSI	Site of Special Scientific Interest
W3C	World Wide Web Consortium
WCP	Wales Coast Path
WEFO	Welsh European Funding Office
WG/WAG	Welsh Government/Welsh Assembly Government

## **Crynodeb Gweithredol**

Cymerwyd y camau cyntaf i weithredu ar y syniad o lwybr arfordirol a fyddai'n ymestyn ar hyd arfordir Cymru gyfan yn 2005, pan ofynnodd Llywodraeth Cynulliad Cymru i Gyngor Cefn Gwlad Cymru ystyried sut y gellid cyflawni hyn. Datblygwyd cynlluniau a dechreuodd y gwaith yn 2007. Y nod oedd cyflwyno'r llwybr cyflawn a rhoi hwb economaidd i barth arfordirol 2km o led (i'w ariannu gan Lywodraeth Cymru (LIC) o dan y Rhaglen Gwella Mynediad i'r Arfordir - CAIP). Fodd bynnag, sicrhawyd cyllid yr UE drwy Swyddfa Cyllid Ewropeaidd Cymru (WEFO) yn 2009, ac arweiniodd hyn at newid mewn amcanion ac amserlen. Symudwyd cyflwyno'r llwybr gorffenedig (Llwybr Arfordir Cymru - y Llwybr) ymlaen i 2012 a gosodwyd nifer o dargedau ar gyfer allbynnau allweddol. Felly, daeth dau darged oedd yn perthyn yn agos at ei gilydd i'r amlwg - y rheiny a osodwyd gan LIC i'r CAIP mewn ardaloedd heb fod yn rhai cydgyfeirio (h.y. y rheiny nad ydynt yn derbyn cyllid yr UE, sy'n cynrychioli tua 13% o'r Llwybr o ran hyd) a'r rheiny a osodwyd gan WEFO i Brosiect y Llwybr yn yr ardaloedd 'Cydgyfeirio' (h.y. y rheiny sy'n derbyn cyllid yr UE, sef tua 87% o'r Llwybr yn ôl hyd).

Ym mis Medi 2013, comisiynodd Cyfoeth Naturiol Cymru *Resources for Change* ac *Asken Ltd* i baratoi adroddiad diwedd prosiect ar gyflawniadau'r CAIP/y Llwybr hyd yma. Roedd hyn yn golygu fod CNC yn darparu ystod eang o ddogfennau, adroddiadau, setiau data a dogfennau bidio i'r ymgynghorwyr eu hadolygu a'u dadansoddi.

## **Cyflawniadau yn erbyn targedau**

Mae Tabl A isod yn dangos y targedau a osodwyd a'r hyn a gyflawnwyd.

**Tabl A: Y Targedau a osodwyd a'r cyflawniadau a wireddwyd**

TARGED	CYFLAWNIAD (Ardal Gydgyfeirio)	CYFLAWNIAD (Ardal heb fod yn un Gydgyfeirio)	CYFANSWM CYFLAWNIAD
TARGEDAU WEFO			
Cwblhau Llwybr Arfordir Cymru erbyn Mai 2012	Cwblhawyd ac agorwyd y Llwybr yn swyddogol ym mis Mai 2012		
Cynlluniau llai	Ymgorfforwyd wrth gyflawni'r Llwybr yn ei gyfanrwydd		
O leiaf 15km o fynediad cyhoeddus newydd yn yr Ardaloedd Cydgyfeirio	54km	26.6km	80.6km
50,000 o ymweliadau yn yr Ardaloedd Cydgyfeirio	1,739,600 o ymweliadau yn y 12 mis hyd at Fedi 2013	1,083,900 o ymweliadau yn y 12 mis hyd at Fedi 2013	2,823,500 o ymwelwyr yn y 12 mis hyd at Fehefin 2013
Creu 4 o swyddi ychwanegol gros	Dim tystiolaeth sy'n cyd-fynd â diffiniad WEFO ond rhoddir arwyddion clir o swyddi cysylltiedig yn y pedair rhes isod		
Blynyddoedd person o gyflogaeth a grëwyd gan wariant ymwelwyr	535	180	715
Cyflogaeth a grëwyd drwy fuddiannau i fusnes (FTE)			28.2
Swyddi a grëwyd drwy wariant cyfalaf (FTE)	75	110	185
Staff awdurdod lleol a gyflogir - llawn amser (fel yn 2013)	5	3	8
Staff awdurdod lleol a gyflogir – rhan amser (fel yn 2013)	14	6	20
1 menter ychwanegol a grëwyd	4 menter (cyfatebol)		
£10.56m incwm yn cael ei gynhyrchu	£23.54m	£8.77m	£32.31m

TARGEDAU CAIP	
Cwblhau'r Llwybr erbyn Mai 2012	Llwybr wedi'i gwblhau a'i agor yn swyddogol Mai 2012
Targed CAIP: Sicrhau fod 10% o'r Llwybr yn defnyddio LRA	Crëwyd 71km a gwellwyd 158km, sy'n rhoi cyfanswm o 229km neu 16% o gyfanswm yr hyd sydd wedi defnyddio egwyddorion LRA
Sefydlu Grŵp Partneriaeth newydd i Lwybr Arfordir Cymru	Sefydlwyd gan LIC a chynhaliwyd dau gyfarfod hyd yn hyn

### Cyflawniadau eraill

Cofnodwyd nifer o gyflawniadau eraill nad ydynt yn uniongyrchol gysylltiedig â'r targedau penodol ond eto i gyd maent yn haeddu sylw:

- Sefydlwyd gwefannau amrywiol (e.e. *GeoVation* a '*Living Paths*') i helpu busnesau i fanteisio ar fuddiannau posibl gwariant gan ddefnyddwyr y Llwybr;
- Cyfrannwyd at hyrwyddo amrywiol amcanion polisi Cymru gyfan (twristiaeth, datblygu economaidd, mynediad a hamdden, iechyd);
- Cafwyd llawer iawn o sylw gan y cyfryngau, a oedd yn canolbwyntio ar fodolaeth y Llwybr, gyda Chyfateb Gwerth Hysbysebu o dros £2.5m, ynghyd â chyhoeddusrwydd/sylw pellach a gynhyrchwyd gan awdurdodau unedol ac awdurdodau parc cenedlaethol;
- Gwelwyd diddordeb yng ngwefan y Llwybr <http://www.walescoastpath.gov.uk/default.aspx> ym mhob cwr o'r byd a derbyniodd dros 150,000 o 'drawiadau' yn y 12 mis hyd at 30 Medi;
- Drwy gynllunio ar gyfer y Llwybr, gwelwyd 'sgil effaith' creu'r angen am asesiadau a chynlluniau ecolegol;
- Trosoledd o leiaf £436,000 mewn arian cyfatebol ychwanegol;
- Crëwyd seilwaith ar gyfer monitro'r defnydd a fydd ar gael am flynyddoedd i ddod, felly'n gwella dealltwriaeth o ddefnydd y Llwybr;
- Anogwyd mwy o gydweithio/rhannu staff ymhlith awdurdodau lleol.
- Mae llawer o enghreifftiau ar gael i ddangos sut y glynwyd at bolisiau trosfwaol (megis datblygiad twristiaeth/economaidd, mynediad a hamdden, cynaliadwyedd amgylcheddol,

cyfleoedd cyfartal) wrth ddatblygu LIAC.

## **Y Gwersi a Ddysgwyd**

Drwy edrych ar y data a'r wybodaeth a ddarparwyd gan awdurdodau lleol a staff CNC, mae modd i'r ymgynghorwyr wneud rhai ystyriaethau ansoddol ar y llwyddiannau a'r gwersi a ddysgwyd o brosiectau'r Llwybr.

- Mae staff awdurdodau lleol a CNC yn adrodd am ymdeimlad gwirioneddol o gyflawniad wrth wneud y syniad o Lwybr Arfordir Cymru yn realiti o fewn amserlen mor heriol.
- Roedd cyflwyno'r Llwybr yn golygu defnyddio nifer o swyddogaethau staff gwahanol, gan gynnwys y rheiny heb fod yn y timau Hawliau Tramwy/cefn gwlad.
- Dewisodd awdurdodau lleol amryw o strwythurau staffio i gyflawni'r gwaith hwn gyda'r rhan fwyaf yn gwneud penodiadau newydd a phenodol am o leiaf ran o'r gwaith a rhan o'r amser.
- Rhoddodd y CAIP a Phrosiect y Llwybr alwadau trwm ar amser staff, na chafodd ei wobrwyo'n llawn gan y cyllid oedd ar gael ond serch hynny a roddwyd gan gyrff a oedd yn cefnogi'r Prosiect.
- Mae gweithio ar y cyd rhwng awdurdodau lleol, yn cynnwys rhannu staff, wedi bod yn llwyddiannus iawn ar y cyfan a gall fod gwersi defnyddiol wedi treiddio ar gyfer rheoli gwaith mynediad a hamdden yn y dyfodol yn wyneb cyllidebau sy'n crebachu.
- Gwelwyd agwedd gadarnhaol gan swyddogion o ran creu Hawliau Tramwy Cyhoeddus newydd;
- Bu sylw'r CAIP a'r Llwybr hyd yma – yn ddealladwy – yn gryf ar sefydlu'r Llwybr ei hun; byddai'n fuddiol pe bai'r gwaith yn y dyfodol yn rhoi mwy o sylw i'r gwelliannau a'r buddiannau ehangach sy'n gysylltiedig â'r Llwybr.
- Mae pryderon sylweddol ymhlith swyddogion awdurdodau lleol am ymrwymadau cynnal a chadw'r Llwybr yn y dyfodol a gwelliannau mewn cyd-destun o wasgfa ariannol, yn enwedig o ystyried pa mor boblogaidd yw'r Llwybr.
- Roedd cefnogaeth gref gan Weinidogion yn amlwg ac i'w groesawu.
- Mae trafodaethau â thirfeddianwyr ynghylch creu Llwybr yn cymryd amser hir, ac mae angen ystyried hyn wrth lunio amserlenni, cyllidebau a strwythurau staffio (er mwyn sicrhau dilyniant cyn belled ag y bo modd).

- Roedd rhai swyddogion yn cael gweinyddu'r cynlluniau ariannu yn llafurus.
- Mae monitro allbynnau wedi canolbwyntio ar y buddiannau neu'r arwyddion ohonynt. Yn y dyfodol, gall fod o ddefnydd i ychwanegu at hyn drwy asesu gwerth am arian.

## **Executive Summary**

Action to take forward the idea of a coastal path that would stretch the whole length of the Welsh coast was first made in 2005, when the Welsh Assembly Government asked the then Countryside Council for Wales to explore how it could be achieved. Plans were developed and work started in 2007, with the aim of delivering the complete path and give an economic boost to a 2km-wide coastal zone (funded by the Welsh Government (WG) under the Coastal Access Improvement Programme – CAIP). However, EU funds were secured through the Welsh European Funding Office (WEFO) in 2009, leading to a change in objectives and timetable. Delivery of the completed path (the Wales Coast Path – WCP) was brought forward to 2012 and a number of targets set for key outputs. Thus, two closely related targets emerged – those set by WG for the CAIP in ‘Non-convergence’ areas (i.e. those not in receipt of EU funding, representing about 13% of the WCP by length) and those set by WEFO for the WCP Project in ‘Convergence’ areas (i.e. those in receipt of EU funds, representing about 87% of the WCP by length).

In September 2013, Natural Resources Wales commissioned Resources for Change and Asken Ltd to prepare an end of project report on the achievements of the CAIP/WCP to date. This involved provision to the consultants by NRW of a wide range of documents, reports, datasets and bid documents for review and analysis.

### **Achievements against target**

Table A below sets out the targets that were set and what was achieved.

**Table A: Targets set and achievements realised**

TARGET	ACHIEVEMENT – Convergence Area	ACHIEVEMENT – Non Convergence Area	TOTAL ACHIEVEMENT
<b>WEFO TARGETS</b>			
WCP completed by May 2012	Path completed and officially opened May 2012		
Smaller initiatives	Incorporated into delivery of WCP as a whole		
At least 15km of new public access in the Convergence Areas	54km	26.6km	80.6km
50,000 visits in Convergence Areas	1,739,600 visits in 12 months to Sep 2013	1,083,900 visits in 12 months to Sep 2013	2,823,500 visitors in 12 months to June 2013
4 gross additional jobs created	No evidence which fits WEFO definition but clear indications of associated jobs created are given in the following four rows below		
Person years of employment created by visitor spending	535	180	715
Employment created via benefits to business (FTE)			28.2
Jobs created by capital spending (FTE)	75	110	185
Local authority staff employed – full time (as at 2013)	5	3	8
Local authority staff employed – part time (as at 2013)	14	6	20
1 additional enterprise created	4 enterprises (equivalent)		
£10.56m income generated	£23.54m	£8.77m	£32.31m
<b>CAIP TARGETS</b>			
WCP completed by May 2012	Path completed and officially opened May 2012		
CAIP Target: Ensure that 10% of the WCP uses LRA	71km has been created and 158km improved, giving a total of 229km or 16% of the total length that have used LRA principles.		
Establish the new Wales Coast Path Partnership Group	Established by WG and two meetings held so far		

**Other achievements**

A number of other achievements have been recorded which are not directly related to the specific targets but nonetheless merit mention:

- Various websites have been set up (e.g. GeoVation and 'Living Paths') to assist businesses exploit potential benefits of the WCP user spending;
- Contribution to furthering various Wales-wide policy objectives (tourism, economic development, access and recreation, health);
- Substantial amounts of media coverage, with deep penetration of the WCP's existence, with an estimated Advertising Value Equivalent of over £2.5m, with further publicity/coverage generated by unitary and national park authorities;
- Interest in the WCP website (<http://www.walescoastpath.gov.uk/default.aspx>) has been generated world-wide and received over 150,000 'hits' in the 12 months to 30<sup>th</sup> September;
- Planning for the WCP had the 'spin-off' effect of generating the need for ecological assessments and plans;
- Leverage in at least £436,000 in additional matching funds;
- Created an infrastructure for monitoring use that will be available for years to come, thus improving understanding of the WCP's use;
- Encouraged more joint working/staff sharing amongst unitary authorities;
- Many examples are available to demonstrate that overarching policies (such as tourism/economic development, access and recreation, environmental sustainability, equal opportunities) have been adhered to in the development of the WCP.

### **Lessons Learnt**

Reflecting on the data and information provided by local authorities and NRW staff, it is possible for the consultants to make some qualitative reflections on the successes and lessons learnt from the WCP projects.

- Local authority and NRW staff report a real sense of achievement in making the concept of the Wales Coast Path a reality within such a challenging timescale.
- Delivering the WCP has involved many different staff roles, and including those other than the ROW/countryside teams.

- Local authorities chose a variety of staffing structures to deliver this work, with most making new and specific appointments for at least part of the work and part of the time.
- The CAIP and WCP Project have placed onerous demands on staff time, not fully recompensed by available funding but nonetheless provided by organisations in support of the Project.
- Collaborative working between local authorities, including staff sharing, has largely been successful and may have imbued useful lessons for future management of access and recreation work in the face of declining budgets.
- A 'can do' attitude was engendered in officers with respect to creation of new PROW;
- The focus of CAIP and WCP to date has – understandably – been strongly on the physical establishment of the Path; future work could usefully have more focus on wider improvements and benefits linked to the Path.
- There are significant concerns amongst local authority officers about the future maintenance commitments to WCP and improvements in a context of financial pressures, particularly in the light of the popularity of the Path.
- Strong championing by Ministers was evident and welcomed.
- Negotiations with landowners over path creation take a long time, and this needs to be factored into timetables, budgets and staffing structures (to ensure continuity as far as possible).
- Some officers found the administration of the funding schemes to be burdensome.

Monitoring of outputs has focused on benefits or indicators thereof. In future, it may be helpful to add to this through assessment of value for money.

# 1. INTRODUCTION

## 1.1. STUDY AIMS AND OBJECTIVES

The aims of this study were stated in the Invitation to Tender as being: *“to report on how the WCP [Wales Coast Path] project delivered against its aims and objectives, identify and report achievement of any wider benefits and explain any changes in focus and variance against the targets, the lessons learnt, and any other outcomes such as best practice models and any additional outputs.”* (NRW, 2013<sup>1</sup>) The objectives were set as being to *“collate and analyse reports and data gathered by the WCP project team to produce an end of project report”* (ibid).

## 1.2. CONDUCT OF STUDY

Natural Resources Wales (NRW) commissioned Resources for Change and Asken Ltd to undertake the work in September 2013. A methodology was proposed in the tender and this was followed closely. It involved:

- A start-up meeting;
- Collation and review of data supplied by NRW, which they obtained from various sources, particularly the 15 coastal local authorities in Wales;
- Review of qualitative data and analysis of quantitative data, with queries referred back to NRW;
- Agreement of a report structure;
- Report written, reviewed and finalised.

The targets set by the Welsh European Funding Office (WEFO) for the WCP were distilled from the review of information and provided the structure for the report, in that each target and what has been achieved in relation to it is reviewed in turn. Additional achievements are also reported, where relevant (e.g. the modified targets for the Coastal Access Improvement Programme – CAIP), together with discussions of how the WCP has contributed to wider government policy objectives, and lessons learnt from the Project.

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<sup>1</sup> References are cited in full in Appendix 16.1

## 2. BACKGROUND TO WALES COAST PATH PROJECT

In keeping with the then UK government's policy of improving public access to the countryside, "Wales: A Better Country" (WAG, 2003) made a commitment to further extend public access to the Welsh coast. The Labour Party's Rural Manifesto for the 2005 election included a commitment to "*improve public access to the coast*" (Labour Party, 2005).

In 2005, the Welsh Assembly Government (WAG) asked Countryside Council for Wales (CCW) to scope the options available to deliver this commitment. CCW submitted advice to the Assembly Government in April 2006 and it decided to develop the coast path using existing public rights of way (PROW) and, where new PROW were needed, to use existing powers under the Highways Act 1980 (s25 for creation agreements and s26 for creation orders). In early June 2006 the then First Minister announced a Coastal Access Improvement Programme (CAIP). It commenced in 2007, funded largely by the Welsh Government and coastal local and National Park authorities. The programme had two main aims (CCW, 2009):

- Improve access in a 2km Coastal Zone to provide better links to the coast and circular routes connecting settlements and tourist attractions and facilities;
- Develop an All Wales Coast Path.

With the introduction of the Environment for Growth (E4G) element of the European Regional Development Fund (ERDF) Convergence Programme, funding became available to support economic development initiatives in designated parts of Wales. Consequently, a successful application was made to secure ERDF funding and 'Coastal Access' became one of the seven themes under the E4G programme. As a result, money was available for coastal access improvements in 10 of the 15 local authority areas, estimated as being 87% of the length of the total route (CCW, 2010).

As a result of the gaining of EU funding in 2009, the CAIP was merged into a better funded and more tightly focused Wales Coast Path Project. There was a change in the focus from being on a coastal zone to being on the WCP itself and it was recognised that targets initially set out to improve facilities for horse riders and cyclists would not be met through the WCP as these

targets were originally intended for the work within the coastal zone and over a longer period (CCW, 2011). Delays in availability of the approved funding led to delays and a need to re-profile the capital spending pattern (CCW, 2010b) and further re-profiling in the face of budget cuts in 2013 (CCW, 2012).

So, from 2011, target outputs for the CAIP were to:

- Deliver signed, branded and promoted all Wales Coast Path available for use by walkers by 2012;
- Ensure that 10% of the all Wales Coast Path has improved accessibility of the Path for people with mobility problems through implementation of least restrictive access principles wherever possible;
- Establish the new Coastal Access Standing Committee – Arfordir, and set in place appropriate arrangements for the long term management and ongoing development of the all Wales Coast Path and future improvements in the coastal zone;

Further, with the introduction of EU funding, revised targets were set so that the WCP was required to deliver the following outputs and results within Convergence areas:

- 15kms of new coastal footpath
- 100,000 additional visitors to the Welsh Coast
- 8 new jobs
- 2 new enterprises

These target outputs were subsequently amended by WEFO in September 2010 (CCW, 2010) to be as shown in Table 1 below. These are the targets that NRW and partners have been working towards and are now being reported on in this report.

**Table 1: WCP Outputs, Results and Impacts**

	Details	Quantitative estimate
OUTPUTS	Initiatives developing the natural environment	1 – the All Wales Coast Path which will include numerous smaller initiatives
	Managed access to countryside or coast	At least 15km
RESULTS	Visits	50,000
	Gross additional jobs created - WEFO definition	4
	Additional enterprises created	1
IMPACT	Income generated	£10.56m

Thus the development of the 1,400 km (870 mile), and 60 official alternatives<sup>2</sup>, long WCP has been managed by CCW/NRW and funded by the WG (in ‘Non-Convergence areas’), the European Union (EU) (through the E4G theme and Coastal Access strategic project of the ERDF Convergence Programme) and the coastal local and National Park authorities through which the path passes.

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<sup>2</sup> See: <http://www.walescoastpath.gov.uk/about-the-path/distance-tables.aspx>

### 3. KEY TARGET 1: DELIVERY OF THE WALES COAST PATH

#### 3.1 HEADLINE TARGET AND ACHIEVEMENT

TARGET	ACHIEVEMENT
WEFO Target: The All Wales Coast Path which will include numerous smaller initiatives CAIP Target: Deliver signed, branded and promoted all Wales Coast Path available for use by walkers by 2012	WCP in place and officially opened May 2012, the combined result of numerous individual initiatives completed under the programme.

#### 3.2 EVIDENCE

Key Target 1 was the delivery of the WCP by May 2012 (earlier than originally planned).

In May 2012, CCW conducted a Final Internal Audit to review delivery of the WEFO-funded element of Wales Coast Path (Butler, 2012). The auditors reported that:

- The Wales Coast Path opened officially on 5th May 2012.
- The project had been delivered according to the project plan, with no significant changes to the outputs.
- The original financial profile did not reflect how funds were actually spent over the lifetime of the project, but this had been addressed by re-profiling of the WEFO funded part of the budget.
- The management structure for the project had been appropriate.
- Performance reporting was detailed and worked well.
- Risks were being managed, with a regularly updated risk register.
- There was an adequate separation of duties between project staff to ensure adherence to financial controls.
- There was a full and complete audit trail of supporting documents to show where money had been spent.
- The cross-cutting themes of equal opportunities and environmental sustainability were

honoured.

- Financial staffing resources as per the original business case had not proved sufficient, with impacts on staff workload and knock-on effects for some claims. However, it was recognised that the project team had managed to keep the project on track to meet the Path's opening deadline.

'Smaller initiatives' were not specifically defined within the broader programme of work undertaken within the WCP Project. In effect, the delivery of the WCP was the culmination of a host of these smaller initiatives. Evidence of the existence of these initiatives can be seen in subsequent chapters, especially Section 4 below.

## 4. KEY TARGET 2: NEW SECTIONS OF MANAGED ACCESS

### 4.1 HEADLINE TARGET AND ACHIEVEMENT

TARGET	ACHIEVEMENT
WEFO Target: At least 15km of new public access in coastal zone	54km of new public access in Convergence Areas 26.6km of new public access in Non-Convergence Areas
CAIP Target: Ensure that 10% of the all Wales Coast Path has improved accessibility of the Path for people with mobility problems through implementation of least restrictive access (LRA) principles wherever possible	71km has been created and 158km improved, giving a total of 229km or 16% of the total length that have used LRA principles.

### 4.2 EVIDENCE

In order to secure public access in perpetuity, so as to safeguard public rights and the investments made on their behalf, it was necessary to ensure the new sections of access were made public rights of way. The Welsh Government did not introduce any new powers for creation of rights of way and so local highway authorities (the unitary authorities and, by virtue of the Environment Act 1995, the Pembrokeshire Coast National Park Authority) have to use powers available under the Highways Act 1980, namely:

- Section 25: which allows highway authorities to enter into creation agreements with landowners, often involving provision of ‘accommodation works’; and
- Section 26: which gives highway authorities the power to impose creation orders, subject to certain legal tests being met and the payment of appropriate compensation.

These authorities have submitted returns showing the number and length of, and compensation costs paid for, newly created sections of public rights of way. Results are summarised in Table 2 below.

**Table 2: Rights of Way Creations (Actuals for period 2007 – 2013)**

<b>Convergence</b>					
	Number	Total length (km)	Average Length (km)	Total cost of compensation (£)	Average cost of compensation (£)
Creation Orders	9	4.5	0.5	38,250	4,250
Creation Agreements	81	49.5	0.6	336,073	4,149
<b>Non-Convergence</b>					
Creation Orders	15	10.8	0.7	6,523	435
Creation Agreements	15	15.8	1.1	67,436	4,496
<b>Total</b>	<b>120</b>	<b>80.6</b>	<b>0.7</b>	<b>448,282</b>	<b>3,736</b>

Source: Local authority returns to NRW

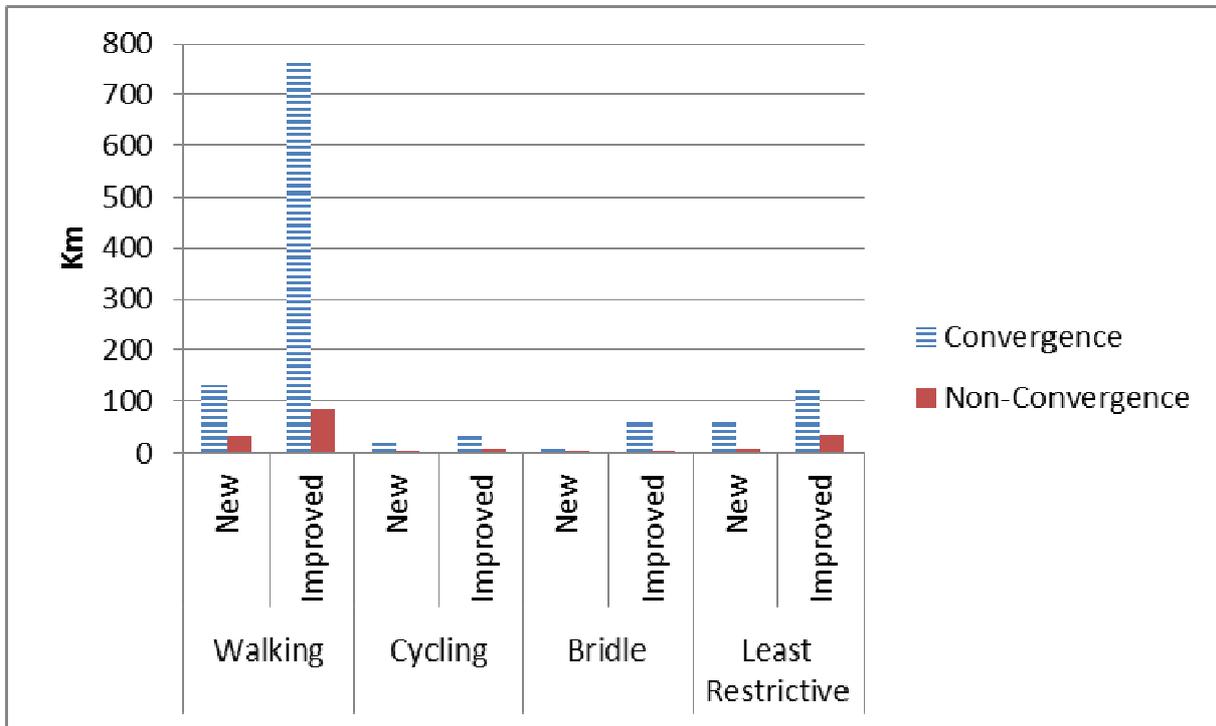
It is clear from the above table, that the target for Convergence areas has been exceeded by some margin (actual of 54km, vs target of 15km). It can be considered an achievement that many of the new creations were agreements rather than orders (15.3km achieved via orders, compared to 65.3km through agreements). Further, anecdotal evidence suggests that many highway authorities had been reluctant to impose Creation Orders because of the liability to pay compensation this generates. So, it is an achievement in terms of changing local authority culture, as well as the fact of the creation itself, that should be recognised.

In order to hit the delivery target for a WCP, sub-optimal alignments were used to permit continuity of the route. The alignments can be improved over time by further path creations. Authorities in Convergence areas have also indicated that they expect to create a further 42.1 km of new rights of way in the period 2013 – 2015 (10.5 km via orders and 31.6 km via agreements) at a total cost of compensation of nearly £391,000 (£34k and £357k for orders and agreements respectively). Authorities in Non-Convergence areas expect to create a further 4.9km of new paths (split more or less equally between orders and agreements) over the next two years.

### **4.3 ADDITIONAL ACHIEVEMENTS**

The majority of public rights of way are footpaths and may only be suitable for people unencumbered by physical limitation or accompaniments such as wheelchairs or prams. Gains over and above the WEFO targets were made in terms of extending the usability of the coastal path by allowing access for a wider range of users and abilities, including by bringing the route's condition up to a set standard (CCW, 2008 – Route criteria and quality standards). Figure 1 below shows the new and improved access by type of beneficiary, split between Convergence and Non-Convergence areas. Walkers have seen the biggest gains but this reflects the make-up of the existing network (of which about 80% is public footpath). Those with some mobility impairment have also benefitted significantly, with both new and existing access made suitable for their use. A large majority (80-90% in nearly all cases) of the new and improved access is in the Convergence areas.

**Figure 1: Length of new and improved access by type of beneficiary (2007 – 2013)**



Source: Local authority returns to NRW

The figure shows that around 1,008 km<sup>3</sup> of PROW have been created or improved and, it is reasonable to assume, these are likely to have met the ease of use standards. This represents around 74% of the total length of the route. However, this does not mean that the remaining 26% of the route has not met the required standard. The nature of the improvements can be seen in Table 3, which enumerates the extent of the items of new and replacement infrastructure put in place over the period of the project.

**Table 3: New and Replacement Infrastructure (2007 – 2013)**

New/Replacement Infrastructure	Convergence	Non-Convergence
Post & rail stiles	221	1
Ladder stiles	18	2
Stone stiles	8	0
Pedestrian gates	272	36
Bridle gates	67	15

<sup>3</sup> There may be some 'double counting' of improved lengths but the effect is estimated to be small

<b>New/Replacement Infrastructure</b>	<b>Convergence</b>	<b>Non-Convergence</b>
Field gates	122	55
Kissing gates	557	158
Bridges	133	26
Culverts	98	8
Flight of steps	519	24
Boardwalks	120	49
Fingerposts	1239	193
Waymarks	986	505
Waymarker discs*	3426	515
Urban waymarkers*	695	289
Acknowledgement plaques (EU and WG) *	84	23
Interpretation boards*	9	6
<b>Items Removed/Replaced</b>		
Stiles replaced by gates	352	49
Stiles replaced by gaps	16	5
Gates replaced by gaps	13	10

\* Introduced in 2012/13

Source: Local authority returns to NRW

As can be deduced from the table, the ease of use<sup>4</sup> of the WCP will have been enhanced substantially by this new and replacement infrastructure, although no BVPI 178 results specific to the WCP have been generated.

With respect to the percentage of the WCP that is available to those with limited mobility, 71km has been created and 158km improved, giving a total of 229km or 16% of the total length.

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<sup>4</sup> 'Ease of use' in this context refers to the Best Value Performance Indicator 178, which uses a standard/nationally-approved method for assessing ease of use and is reasonably objective and comparable with others

## 5. KEY TARGET 3: VISITS

### 5.1 HEADLINE TARGET AND ACHIEVEMENT

TARGET	ACHIEVEMENT
WEFO Target: 50,000 visits in Convergence Areas	1,739,600 visits in 12 months to September 2013 in Convergence Areas.  1,083,900 visits in 12 months to September 2013 in Non Convergence Areas

### 5.2 EVIDENCE

The benefits of the project derive from the use made of the route by members of the public, and the enjoyment they experience and the money they spend whilst doing so. A target was set of 50,000 visits to sections of the path in Convergence Areas (CCW, 2010).

In order to measure achievements, people counters were installed at a large number and variety of locations around the coast (see Figure 2 below). In its Wales Coast Path Visitor Survey 2011 - 13, Cardiff Business School (CBS/Beaufort, 2013) report an estimated 2.82m visits to the Wales Coast Path between October 2012 and September 2013, of which 2.45 million were by adults (16 years or over).

In order to gain some insight into usage by individual authority, raw data was supplied by local authorities and are shown in Table 4 below. These provided a wealth of data and the results for the 12 months to June 2013 (the latest date for which the majority of authorities have provided data).

It is abundantly clear from this (but see caveats below the table) that the WCP is now heavily used by the public. It is also apparent that usage rates are perhaps more dependent on location of the counters within route sections rather than its length. For example, Bridgend, with a relatively short length of coastline, has recorded over 650,000 visits, probably because its counters are placed in 'hotspots'. In contrast, in Pembrokeshire, with a relatively large length of coastline much of it within a National Park, has recorded only 85,000 because its counters tend

to be located about 1.5km from hotspots (which tends to mean that many users, who only walk – say – 0.5-1.0km are not captured).

**Table 4: Data from visitor counters**

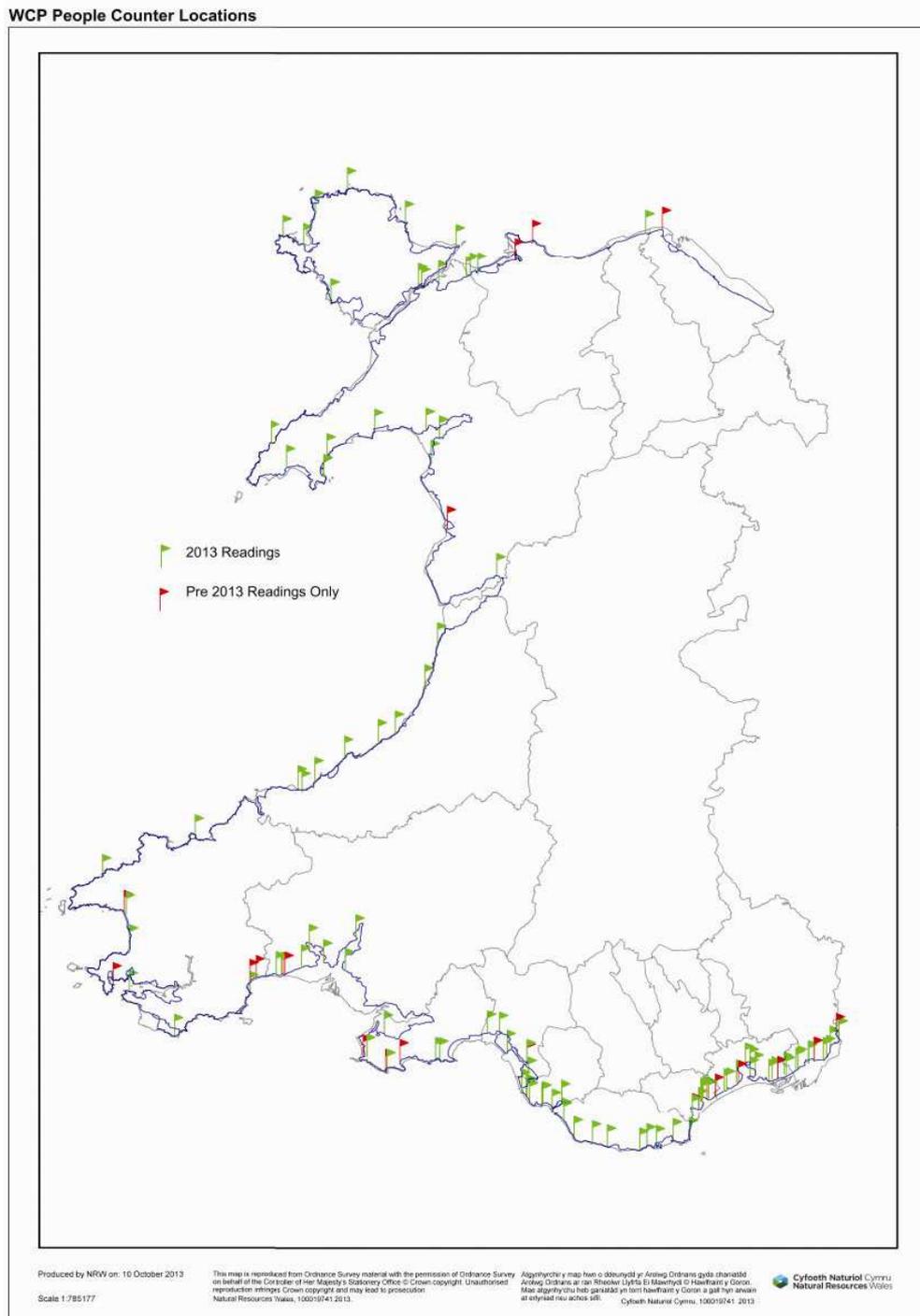
Local Authority	Visitor Counter Number on Wales Coast Path	Period	Comments
<b>Convergence</b>			
Anglesey	93,217	Jul 2012 – Jun 2013	Two counters stopped working for 4 <sup>th</sup> quarter
Bridgend	666,625	Jul 2012 – Jun 2013	
Carmarthenshire	6,205	Jul 2012 – Jun 2013	Counters not working for 3 quarters
Ceredigion	134,397	Jul 2012 – Jun 2013	Many readings affected by faulty equipment
Conwy	3,456	Jul 2012 – Jun 2013	Two quarters' readings missing from one counter
Denbighshire	37,204	Jul 2012 – Jun 2013	
Gwynedd	281,699	Jul 2012 – Jun 2013	
Neath Port Talbot	43,242	Jul 2012 – Jun 2013	One counter lost throughout due to theft
Pembrokeshire	85,261	Jul 2012 – Jun 2013	Two counters not working for one quarter
Swansea	375,423	Jul 2012 – Jun 2013	Some errors in data
<b>Sub-Total (Convergence)</b>	<b>1,726,729</b>		
<b>Non-Convergence</b>			
Cardiff	43,091	Jul 2012 – Jun 2013	Various gaps in data coverage
Flintshire	0	Not applicable	No data
Newport	92,130	Jul 2012 – Jun 2013	Some problems with equipment
Monmouthshire	82,702	Jul 2012 – Jun 2013	One counter affected by path closure due to cliff collapse
VOG	381,018	Jul 2012 – Jun 2013	Data from one quarter was for a 2-week period only
<b>Sub-Total (non-Convergence)</b>	<b>598,941</b>		
<b>Total</b>	<b>2,325,670</b>		

However, it is notoriously difficult to accurately record the number of visits attributable to a project such as this, because:

- Much of the WCP uses existing rights of way and it must be assumed that some use was made of them prior to WCP;
- With 1,400km (870 miles) miles of route to cover, it is impractical to expect full coverage;
- There is a danger of 'double counting' if counters are placed too close together or in places where circular routes are commonly followed by users;
- People counters typically record the number of people passing a particular point and so the choice of that point is critical to minimise errors arising from (for example) users by-passing the chosen location or capturing people who are on a 'there-back' walk;
- Gaps in the data record have arisen due to path closures, breakdowns and vandalism.

Consequently, the figures quoted should be regarded only as an indicator of visitor usage, not a measure, but nevertheless serves as a useful basis for assessing economic impacts.

Figure 2: Map showing location of people counters



Source: NRW (filename: WCP-People-Counter-lge.jpg, received 25/10/13)

In addition to the visitor numbers recorded by people counters, anecdotal evidence from local authority officers indicates an increase in visits, based on their own observations of noticeably increased impact on path condition in certain places, landowner observations of more people on the Path over their land, more enquiries about use being made to the local authority and to local tourist information centres.

It needs to be borne in mind that there would have been prior use of much of the WCP because it uses existing public rights of way. Therefore, it is relevant to consider what the baseline position may have been, so that any change in numbers can be reported. Baseline data can be used from local authority reports for 2010 as, at this point in time, the WCP was not officially open and no promotion had taken place. Data provided by the authorities, however, is imperfect in that:

- Fewer people counters were installed at the earlier date (63 in 2010 vs. 100 in 2013);
- Gwynedd and Carmarthen provided no data for 2010;
- Flintshire and Vale of Glamorgan provided no data for 2013;
- Usage is highly variable and the comparison is sensitive to the periods chosen for comparison (e.g. due to the effects of bad weather, for example);
- Usage is likely to build up over time and we are still early in that process.

With these caveats in mind, data are compared for the 2010 and 2013 datasets in the table below for those counters where a like-for-like comparison is possible (i.e. data for the each counter is available for the whole of each period). Only 30 counters were able to provide data that was not affected by faults, vandalism etc., and so produced full records for both 12 month periods (see Table 5). The result shows a drop of 8% between the two periods, although this masks an increase in Non-Convergence areas of 16% and a decrease in Convergence areas of 13%.

**Table 5: Comparison of 2010 and 2013 Data (30 counters)**

<b>Authority</b>	<b>12 months to Dec 2010</b>	<b>12 months to Jun 2013</b>	<b>Change (2013 minus 2010)</b>
Anglesey	59429	66437	7008
Ceredigion	20232	13739	-6493
Pembrokeshire	84502	72635	-11867
Neath Port Talbot	77333	40935	-36398
Bridgend	78713	83559	4846
Newport	4521	6247	1726
Monmouth	72344	82702	10358
<b>Total</b>	<b>397074</b>	<b>366254</b>	<b>-30820</b>
Convergence	320209	277305	-42904
Non-Convergence	76865	88949	12084

Cardiff Business School comment that “The levels of statistical error associated with visitor counting are significant at lower spatial scales such as UAs. We deliberately do not compare year on year at UA level in our reports due to these statistical uncertainties, and also due to inconsistencies in counter placement and effectiveness. We would strongly suggest avoiding such comparisons”.

It is possible to derive a further indication of change in use of the WCP by looking at data from people counters that have been placed on paths that are newly created as part of the WCP. Four counters were identified which have been placed on sections of the WCP that use newly-created PROW. Results to the 12 months to June 2013 (there are no data for 2010) are as follows:

- Cim (Gwynedd) – 36,431
- Treborth (Gwynedd) – 27,635

- Aberporth (Ceredigion) – 91,117
- Locks Common (Bridgend) – 136,760

It is likely (indeed in the case of Locks Common it is known) that some prior use may have existed before the creation of a PROW. Nonetheless, these results are indicative of a major level of use post WCP creation.

Another possibility of finding baseline data was explored. Visitor surveys were conducted in Anglesey and Pembrokeshire which give some figures for pre-project public use of the coastal path, albeit it in very popular areas. However, these are now of such an age (up to 8 years old) that they are unlikely to provide a sufficiently accurate indication of baseline figures.

## 6. KEY TARGET 4: GROSS ADDITIONAL JOBS CREATED

### 6.1 HEADLINE TARGET AND ACHIEVEMENT

TARGET	ACHIEVEMENT
4 gross additional jobs created	Indications from research are that new jobs have been created, plus associated jobs, far in excess of the target.  One study found that an estimated 41 extra staff were employed as a result of the Wales Coast Path, equivalent to 28.2 FTEs  A further study found employment created by visitor spend to be 715 person-years  Project staff employed by authorities – 8 full time and 20 part time  Jobs created by capital spending – 185 FTE

### 6.2 EVIDENCE

WEFO define job creation (WEFO, undated) as comprising two elements:

- New Jobs: which did not exist before, will exist for more than 12 months and would not have existed had it not been for the Convergence Programme;
- Associated jobs: those connected with delivery of a project within the programme (e.g. constructions workers, seasonal workers) but excluding project management/ administrative jobs.

It is understood that WEFO/EC insisted on targets based on new jobs rather than associated jobs. Consequently, a target was set for the creation of 4 gross additional jobs within the Convergence areas created from the creation of the WCP (CCW, 2010).

To date, there is no data available to make it possible to report on gross additional jobs created, as per the WEFO definition. This is partly due to the reluctance of business operators to divulge information about employees and partly because of the difficulty in attributing increased business activity (which led to extra jobs) to the WCP. However, the Economic Impact of Wales

Coast Path Visitor Spending on Wales 2011 – 13 presents an indicative estimate of the employment impact associated of around 715 person-years of employment, for the period of October 2012 to September 2013 (CBS/Beaufort, 2013), split between areas as shown below.

	Convergence Area	Non-Convergence Area	All Wales Total
Employment (person years)	535	180	715

Further research was undertaken by the Tourism Company (2013) in order to assess the benefits to businesses of the WCP. The consultants undertook a survey of tourism-related businesses in the Convergence Areas likely to be influenced by the WCP. They reported that 41 extra staff were employed as a result of the Wales Coast Path, equivalent to 28.2 FTEs. This exceeds the WEFO indicator of 4 additional jobs created. It was estimated that a total of 112.1 additional FTEs may have been created along the entire Wales Coast Path. However, this is likely to be embedded within the CBS estimates, so including these as additional jobs created could be double counting.

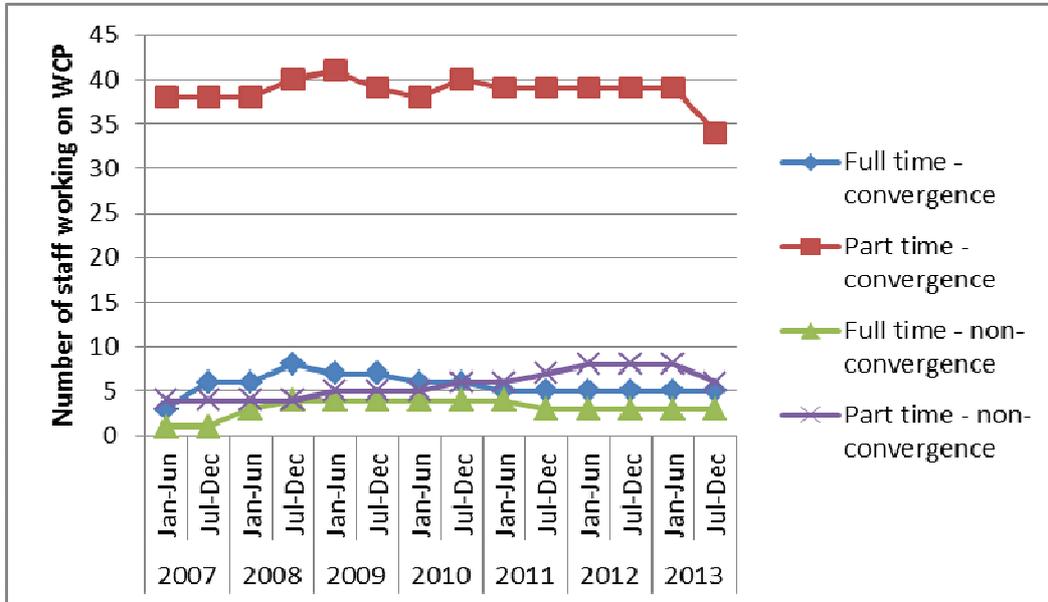
## **6.3 ADDITIONAL ACHIEVEMENTS**

### **6.3.1 PROJECT STAFFING**

The definition of 'gross additional jobs created' used by WEFO for European funded projects excludes project staff. However, it is not unreasonable to make some reference to the number of staff who have been engaged on the project and the increase in skills base that this represents. Data on staffing was provided by unitary authorities in their returns to CCW/NRW. This information is summarised in the figure below. The majority of the part-time workers are actually full time (mostly existing) staff, who are assumed to spend only part of their time working on WCP. Carmarthenshire and Neath Port Talbot account for the majority of these (varying between 70% and 85% throughout the course of the period covered). Some of the data

has been deduced from the general comments supplied (rather than specific data on deployment) but may be inaccurate in terms of duration of deployment, rather than level.

**Figure 3: Staff used to deliver WCP**



As of the end of 2013, the returns show:

*Convergence*

- 5 full time staff
- 14 part time staff

*Non-Convergence*

- 3 full time staff
- 6 part time staff

**6.3.2 IMPACT OF CAPITAL SPENDING**

It is important to recognise that the WCP Project has also generated considerable amounts of capital spending. Much of this has been in the form of construction-type activity. Estimates of output and employment supported during developmental activity can, however, be included in a more general evaluation of the project’s impact CBS (2013). Data from the CBS report is provided in Table 6.

**Table 6: Estimated Value Added and Employment Supported by Wales Coast Path  
Capital Spending to Project Completion (to end 2013)**

Project and Local sourcing assumption	Value Added (£m)	Approx Employment (FTE person years)*	Value Added (£m)	Approx Employment (FTE person years)*	Value Added (£m)	Approx Employment (FTE person years)*
	<i>Convergence Area whole project (£6.015m)</i>		<i>Non-Convergence Area whole project (£8.624m)</i>		<i>Convergence and Non-Convergence (£14.639m)</i>	
100%	5.4	125	7.8	180	13.2	305
80%	4.4	95	6.2	135	10.6	230
60%	3.3	75	4.7	110	8.0	185

\*Note. The employment estimate numbers have been rounded to the nearest 5.

Further, it is noted in the report that “much of the capital spending has taken place in more needy parts of the regional economy, such that employment and incomes supported in construction could have important local effects”.

## 7. KEY TARGET 5: ADDITIONAL ENTERPRISES CREATED

### 7.1 HEADLINE TARGET AND ACHIEVEMENT

TARGET	ACHIEVEMENT
1 additional enterprise created	Research suggests that the equivalent of 4 enterprises have been created as a result of the WCP

### 7.2 EVIDENCE

The target set was for 1 new enterprise to be created in the Convergence areas as a direct result of the creation of the WCP (CCW, 2010).

In order to provide some indication of the effects of the WCP on businesses, the Tourism Company undertook research (2013) into the effects. They did this by identifying all the businesses falling within the zone of influence of the WCP. Using a variety of existing databases, a total of just over 5,400 businesses were identified. Their characteristics are shown in Table 7. From this, a sample of 1,600 businesses was interviewed.

**Table 7: Characteristics of businesses in final database**

Population	Total (% of total)	Unweighted Sample (% of total)
<b>Total</b>	5407	1600 (30%)
<b>Convergence / non-Convergence</b>		
Convergence	4038 (75%)	1390 (34%)
Non-Convergence	1369 (25%)	210 (15%)
<b>Sector</b>		
Accommodation	1923 (36%)	728 (38%)
Service / hospitality	2155 (40%)	501 ((23%)
Retail	1128 (21%)	310 ((27%)
Attraction / activity / other	201 (4%)	61 (30%)
<b>Distance to WCP</b>		
Up to 1km	4285 (79%)	1341 (31%)
1km+	1122 (21%)	259 (23%)
<b>Urban-Rural</b>		
Urban	4082 (75%)	1072 (26%)
Rural	1325 (25%)	528 (40%)

Respondents were asked whether they had provided any additional services to customers as a result of the WCP. The most frequently mentioned service was giving out or offering information/maps/booklets/leaflets/guides about the Path, mentioned by 6% of businesses and 9% of accommodation businesses. Information about the range of new services offered is presented in Table 8.

**Table 8: New services or products introduced to support use of WCP**

<b>Service or product introduced</b>	<b>Number of businesses offering</b>
Give out or offer information/maps/booklets/leaflets/guides	80
Encourage walking/to go on walks/tell customers about Path	24
Offer books on it	15
Provide storage for walking gear/bikes etc	12
Dry their clothes/provide drying facilities	12
Packed lunches	11
Pick up and drop off service for customers	11
Offer tea/coffee/sandwiches/refreshments to walkers	10
Publicise Path on website	8
Arrange transfer of luggage	8
Discount for walkers	7
Involved with Walkers Welcome	5
Changed menu	5
Use more Welsh produce	4
Make facilities available to walkers	4
Walking holidays	2
Others	21

The services provided in Table 8 above relate to additional services provided by existing businesses. Within the same study, 50 tourism-related businesses were identified as likely candidates to have recently opened within the WCP zone in the Convergence area. Nearly 80%

of these (n=39) provided information which indicates that the WCP has had some impact in generating new enterprises. These responses show that, while the WCP has played no significant role in the decision to start a business for the majority of new businesses identified, it has been critical in some. The results are shown below in Table 9. The researchers estimated that this is equivalent to the creation of 4.0 new enterprises.

**Table 9: Role of WCP in decision to create new enterprises**

<b>Response</b>	<b>Score (i.e. proportion attributable to WCP)</b>	<b>Number of responses</b>	<b>Enterprises Created (Score x No. of enterprises)</b>
Main reason for starting up the business in this location	100%	1	1
One of the most important factors in starting a business in this location	50%	2	1
Part of a range of reasons for starting a business in this location	25%	6	1.5
Of minor importance only	10%	5	0.5
Of no discernible importance	0%	20	0
Not aware of WCP or not serving relevant market	0%	3	0
<b>Total</b>			<b>4</b>

Further evidence, albeit anecdotal, is available on a BBC web-page<sup>5</sup>. This includes a quote from Chris Osborne, a Tenby hotelier who chairs the Wales Tourism Alliance, who said the path was boosting business all year round: "The fact you have something that goes right around Wales, I think, is an opportunity for a huge number of businesses. What is evident too is that people walk throughout the year, regardless almost of the weather." A further example offered is the Cartws Café in Ceredigion, which now opens all year, in order to cater for walkers on the WCP.

<sup>5</sup> See: <http://www.bbc.co.uk/news/uk-wales-25096911>

Further, a short video created by VisitWales posted on YouTube<sup>6</sup> provides first-hand accounts by some business managers about the beneficial effects on their businesses of the WCP. Finally, the edition of Countryfile screened on 8<sup>th</sup> December 2013, also contained contributions from managers of businesses which had benefited from WCP-generated trade.

### **7.3 OTHER ACHIEVEMENTS**

It is also of interest to note that a website has been set up with the aim of helping companies create their own websites to exploit business opportunities arising from the WCP. It was one of five ideas which were selected to receive funding from Ordnance Survey in the 2012 'Wales Coast Path' GeoVation Challenge. The website<sup>7</sup> states that "The initiative has the potential to generate new jobs and business and help bring about economic growth along the Path. Using the online heat map business can identify areas of opportunity for their new ventures. Through aggregating different sources of open data the website identifies numbers and types of business along the Path and includes other important information in decision making, such as access to road networks."

Similarly, a project called 'Living Paths/Llwybrau Byw' has been established via Wikipedia<sup>8</sup>. The main aim is to train new Wikipedia editors in Wales so that information (in the form of articles and other entries) about the WCP can be better disseminated.

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<sup>6</sup> See: <http://www.youtube.com/watch?v=Fs2zKrkkg0M>

<sup>7</sup> See: <http://www.geovation.org.uk/category/wales-coast-path/>

<sup>8</sup> See: [http://en.wikipedia.org/wiki/Wikipedia:GLAM/Welcome\\_to\\_Llwybrau\\_Byw!\\_-\\_Living\\_Paths!](http://en.wikipedia.org/wiki/Wikipedia:GLAM/Welcome_to_Llwybrau_Byw!_-_Living_Paths!)

## 8. KEY TARGET 6: ADDITIONAL VISITOR SPEND

### 8.1 HEADLINE TARGET AND ACHIEVEMENT

TARGET	ACHIEVEMENT
£10.56m income generated	£23.54m income generated in Convergence Areas. £8.77m income generated in Non-Convergence Areas.

### 8.2 ACHIEVEMENTS

An internal document (CCW, 2010), and subsequently in an amended business plan, listing WCP Targets/Outputs/Impacts set an 'Impact' target for additional income generated of £10.56m. Beaufort Research Ltd and Cardiff Business School (CBS/Beaufort, 2013) were commissioned by NRW to undertake an analysis of data on visitor usage and spending patterns in order to estimate the visitor spend attributable to the WCP and its impact on the Welsh economy. The exercise was completed on data from October 2011 to September 2012, and then again for data from a year later (CBS, 2012; CBS/Beaufort, 2013). The key results are shown in Table 10 below. However, it should be noted that this is an assessment of total spending related to the WCP, rather than additional spending as a result of the project, and no adjustment has been made for spending that took place by users of sections of the coastal path prior to the WCP Project.

**Table 10: Visitor spend associated with WCP (years ending September)**

Area/Type of spending	Volume of trips (adults – 000s)		Average spend (£/adult)		Total WCP-related spend (£m)	
	2011/12	2012/13	2011/12	2012/13	2011/12	2012/13
Convergence (day trips)	765.5	823.9	4.2	4.6	3.22	3.80
Convergence (overnight)	706.6	647.4	31.7	30.5	22.43	19.74
Sub-total (Convergence)	1472.1	1471.3	17.4	16.0	25.65	23.54
Non-Convergence (day)	842.2	891.7	4.6	2.8	3.90	2.49
Non-Convergence (overnight)	129.0	88.2	28.2	71.2	3.65	6.28
Sub-total (non-Convergence)	971.4	979.9	7.8	9.0	7.55	8.77
Total for WCP	2,443.5	2451.2	13.6	13.2	33.20	32.31

The data show a remarkable degree of consistency across the two years, although this is too short a time to establish a trend. However, there are some interesting findings, particularly in the Non-Convergence area where overnight stayers have dropped by nearly 50% but spending by each adult has increased by 250%, whereas the day tripper data has followed the reverse – an increase in numbers (by 6%) but decrease (of 40%) in average spend.

Some of the detail of the 2012-2013 data is presented here:

- Average spend *while on the WCP* was £3.52 per party per day, equating to £1.76 per adult. This varied considerably by area, with an average daily spend per party of £6.40 along the Pembrokeshire - Carmarthenshire stretch and just £1.46 along Swansea – Vale of Glamorgan. Average spend was higher on urban stretches than rural stretches (£3.95 compared to £2.99).
- Average *total spend per day* (excluding accommodation, but including items such as fuel costs to and from the Path, parking, food and drink, souvenirs) was much higher with an average spend of £15.62. Visitors between Flint and Anglesey and between Pembrokeshire and Carmarthenshire spent the most (average of £19.91 and £19.64 respectively) and those using the Path between Cardiff and Monmouth spent the least (average £6.98). Spend was considerably higher in Convergence than Non-Convergence areas (average £23.21, compared to £6.94).
- Day visitors spent less than staying visitors: £15.89 compared with £28.96. The proportion of day visitors was higher in the Non Convergence areas (91%) than Convergence areas (56%), an important factor in driving relative levels of expenditure.
- The average cost of paid accommodation was £57.20 per night. There was urban-rural variation, with average spend in urban stretches of £62.93 and £49.61 in rural sections.
- It was estimated that there were 735,000 overnight trips in Wales made by visitors to the WCP, involving 2.816 million staying nights and a total expenditure of £95m. However, not all of this spending can be attributed to the WCP, and adjusting these figures by assuming that only one night's expenditure is WCP related, it was suggested

that just over £26m was spent by WCP visitors who stayed overnight in the year to end of September 2013.

## 9. POLICY OBJECTIVE 1 – TOURISM DEVELOPMENT

The visitor survey 2011-13 (CBS/Beaufort, 2013) provides information about the visitors who are currently attracted to use the WCP, and therefore by implication, gives some indication of where there may be potential for tourism development in future. Most notably, the research shows that the path attracts a high proportion of local visitors; those from outside Wales are mostly drawn from the geographically close English North West and Midlands, and the M4 corridor.

Over half of users travel from home for a walk that day, and over a third use the path as part of a longer holiday. Respondents on stretches of the path between Pembrokeshire and Carmarthenshire are most likely to be visiting as part of a longer break or holiday in Wales (57%), while only 8% of users between Cardiff and Monmouthshire are holiday makers.

Over 91% of those in Non-Convergence areas are day visitors, compared to 56% in Convergence areas.

Nearly 2 in 5 users are daily users, nearly half use it between 1 and 4 times a month, and a quarter use it once a year or less. First time users were in their highest proportions along the Cardiff-Monmouth stretch of the path.

The average stretch of path covered by visitors is 1.8 miles, although this varies according to area. The region with the highest mileage covered is the Pembrokeshire – Carmarthenshire stretch (average 2.3 miles) and the stretch with the lowest is Cardiff – Monmouth (1.3 miles). Amongst those users staying overnight, the most popular type of accommodation is campsite/caravan site (41%), followed by self-catering (21%), and with friends and relatives (12%). 9% stay in a hotel, and just 2% in a hostel or bunkhouse.

Anecdotal evidence from local authority officers indicates a growth in interest in the WCP from visitors, as suggested by increasing numbers of user enquiries directly to the local authority, as well as with tourist information centres. One authority reported specific demand for information about accommodation close to the WCP.

## 10. POLICY OBJECTIVE 2 – ECONOMIC DEVELOPMENT

The total direct spend of visitors between October 2012 and September 2013, estimated at £32.3m, was discounted for leakages such as taxes and spending on imported goods and services, resulting in an estimated net injection of £23.6m into the Welsh economy.

It is assumed that the businesses receiving these monies then re-spend it in successive indirect rounds (e.g. accommodation providers purchase goods and services to meet needs of their visitors, and so on), increasing local wealth and in turn, levels of spending. The overall economic impact is determined in changes in output, gross value added (GVA), and employment. This additional activity in the regional economy was associated with £15.9m of GVA. The indicative estimate of the employment impact associated was around 715 person-years of employment (see Table 11 below).

**Table 11: Economic impact of the spending of visitors to the WCP (Oct 2012 – Sept 2013)**

	Convergence Area	Non-Convergence Area	All Wales Total
Output (£ millions)	23.5	8.2	31.7
Gross Value Added (£millions)	11.8	4.1	15.9
Employment (FTE*)	535	180	715

\* = Full Time Equivalents

When assessed by industrial sector (see Table 12 overleaf), it can be seen that the impact was most concentrated in Accommodation (£5.1m GVA) and Restaurants/Bars/Cafes (£2.3m GVA). However, it is significant that there is also impact for financial and business services (£1.8m GVA) and transport/communication (£1.8m GVA).

**Table 12: Economic benefits by industry sector (2013)**

	Output (£m)	GVA (£m)	FTEs
Manufacturing sectors	5.0	1.3	30
Distribution/ Retail	4.1	2.2	90
Accommodation	8.7	5.1	285
Restaurants etc.	4.3	2.3	140
Transport & Communication	4.0	1.8	65
Financial & Bus. Services	3.0	1.8	40
Recreation etc.	0.3	0.2	5
Public Sector (inc. forestry)	1.7	0.9	40
All other industries	0.6	0.3	20
<b>TOTAL</b>	<b>31.7</b>	<b>15.9</b>	<b>715</b>

## 11. POLICY OBJECTIVE 3 – ACCESS AND RECREATION DEVELOPMENT

At the start of the WCP development project, the policy imperative was set out in Wales – A Better Country (WAG, 2003). This voiced a commitment to: “further extend open access to coastal areas after the initial access to open country is established.” The underlying aim was “to promote the rural economy and active lifestyles.” As noted above, the WCP has resulted in the creation of around 80km of new linear access (as opposed to ‘open access’ – a term which normally means area-wide access, as in the case of ‘open country’, a term defined in CROW). It is implicit that the rest of the WCP uses existing access (linear or area-wide) but a significant proportion of this has been made easier to use.

In terms of achieving the aims set out in Wales – A Better Country (WAG, 2003), it is likely to be the promotion of the route (in whole or in parts) as a desirable place to walk that has had a bigger effect on increasing user numbers, thus boosting the local economy and contributing to a more active lifestyle. The gains in these areas are explained in Sections 5, 8 and 9 above. The publicity and promotional activities are presented in Section 13 below, under ‘Other Outputs’.

## 12. POLICY OBJECTIVE 4 – HEALTH

'Creating an Active Wales' (WAG, 2009a) is an important cross-cutting theme of Welsh Government policy. The original vision (for 'Climbing Higher' in 2005 – one of the precursors to Creating an Active Wales) was for *"An active, healthy and inclusive Wales, where sport, physical activity and active recreation provide a common platform for participation, fun and achievement, which binds communities and the nation and where the outstanding environment of Wales is used sustainably to enhance confidence in ourselves."* The high level targets set for this policy are:

- Adults: Shift the average point of activity from 2.4 to 3.4 by 2020.
- Children: Shift the average point of activity for 11 to 16 year olds from 3.9 to 4.9 by 2020.

The 'point of activity' means an increase in the days with physical activity by one day more, and can only be achieved by increasing the activity levels of people who do little or no exercise as well as of those already doing 3 or 4 days a week. There are a number of more specific actions, including *"Ensure implementation of Rights of Way Improvement Plans under the CROW Act and the Coastal Access Improvement Programme, increase opportunities for both walking and cycling which are marketed to the public"*.

No specific information was found which links gains in the health and well-being of the Welsh population that is attributable to the WCP. However, Section 5 above addresses the subject of visitors using the WCP and from this, it can be inferred that health and well-being gains have arisen. Also, during 2014, NRW will be commissioning specific research to evaluate the health benefits accruing from use of the WCP.

## 13. POLICY OBJECTIVE 5 – EQUAL OPPORTUNITIES

The WCP work that Local Authorities have done has been underpinned by their Equal Opportunities Statements/Policies and Welsh Language Statements/Policies. It is helpful to consider what this has meant in practical terms, and what examples of good practice can be drawn out.

### 13.1 PHYSICAL ACCESS AND USE BY DIFFERENT EQUALITY GROUPS

Access by different equality groups can be considered in terms of both physical and virtual access. In terms of physical access, the creation of the Wales Coast Path has included many new construction projects that have created new opportunities for people with disabilities to access the outdoors.

Local Authorities have implemented work in line with WCP standards, which include QS1: Least Restrictive Access. Authorities have also carried out targeted work so that certain sections of the WCP can be accessible to all. For example:

- Ceredigion Council has created the All-Access Trail at Aberporth and the removal of steps and surfacing of a section of the WCP between Aberystwyth and Clarach;
- Denbighshire has undertaken similar work, including installing a viewing platform at Horton's Nose with ramped access, allowing 360° views of the area;
- Pembrokeshire Coast National Park Authority which has removed over 500 stiles from the Coast Path;
- in the City and County of Swansea, all but three stiles along their entire section of the WCP have been removed.

Further examples were identified by Bridgend Council, which has created facilities targeted at people with limited mobility, including a kissing gate with a Radar lock that can be used by people with larger wheelchairs and mobility scooters on to Rest Bay boardwalk, and also a shared walking/cycle path on Locks Common that has proved very popular with those with limited mobility, particularly due to the installation of drop kerbs which have increased the

number of access points. Dropped kerbs were also an important part of improvements to accessibility for wheelchair users on the Great Orme in Conwy.

Gwynedd has created a new tarmac surfaced path on Shell Island, opening up an area that had previously been inaccessible, and the wheelchair accessible path at Nantgwrtheyrn now reaches down to the beach.

In Carmarthenshire, a new section of path between Laugharne and Brixtarw has been created with low gradients and radar gates.

On Anglesey, sections of the WCP have been used for Anglesey's contribution to the 'Big Welsh Walk' which attempted to increase young people's access to the outdoors, and also for their Walking Your Way to Health/Step Out programme aimed at disadvantaged and sedentary people. Similarly in Pembrokeshire, the National Park Authority manages a Walkability project which works with individuals who have been referred following illness and surgery, and the Wales Coast Path has been used by this project, as well as the 'Your Park' project which engages NEETs<sup>9</sup>, people in care and the elderly. In addition to this, National Park rangers carry out targeted work to engage people who might otherwise find it difficult to enjoy the National Park and the Coast Path, including groups working with the young unemployed, care homes, hospices and disability groups.

Pembrokeshire Coast National Park Authority will be meeting the national Disabled Ramblers Group later this year, building on previous work with them to identify new opportunities and to test out longer accessible routes.

There is limited data about visitors with disabilities. Ceredigion Council recorded a total of 2,503 visits by wheelchair users in 2012, showing year round use of the WCP with a peak in July and August. Pembrokeshire Coast National Park Authority has recorded an increase in opportunities for wheelchair users to triple the levels in 1990, from 18.4 km to over 61 km now.

## **13.2 VIRTUAL ACCESS AND USE BY DIFFERENT EQUALITY GROUPS**

In terms of virtual access, Local Authorities have used a variety of approaches to open up accessibility to the WCP.

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<sup>9</sup> Young people who are Not in Employment, Education or Training

There are many examples of how Local Authorities have treated English and Welsh languages on the basis of equality. Signage on-site, website and promotional material have complied with Local Authority bi-lingual policies. Carmarthenshire's LAF meetings are bilingual with translation facilities, and staff use Welsh with landowners along the WCP route.

Bridgend Council has produced its WCP booklet in large print to cater for those with visual impairment, the latter with support from a representative of the Local Access Forum who has impaired vision. Gwynedd Council has ensured that WCP material is produced in appropriate colours that conform with DDA guidelines. Signage in Carmarthenshire has been designed in line with Access for All guidance to aid visually impaired people and wheelchair users.

Pembrokeshire Coast National Park Authority publishes a booklet of easy access walks, viewpoints and beaches, and distributes free copies to partner agencies working with less able individuals. This information is also available on the Authority's website.

Ceredigion Council's Coast Path website has a section dedicated to inclusive access, which details those sections of the WCP which are suitable for people with limited mobility, and what facilities are in place, e.g. wheelchair friendly toilets. Similarly, the Accessible Denbighshire website aims to help journey planning for a variety of user groups through providing information about access points, path width and path surface. NRW's website includes information about easy coastal walks for people with mobility issues and families with pushchairs. The WCP website (managed by NRW) has been designed to ensure that users with disabilities can easily access the information contained within it, including users who may be blind or partially sighted, or have reading difficulties. The site follows the guidelines set down by the W3C (World Wide Web Consortium) and RNIB so that the site coding supports screen readers, i.e. technology that allows the site to be "read" for the visually impaired or blind.

### **13.3 TRAINING AND VOLUNTEER OPPORTUNITIES**

The creation and maintenance of the WCP has opened up new volunteering opportunities, including established groups and people who have not previously been involved.

- In Anglesey, the Silver Slashers group comprises largely older retired people, but there has also been volunteering input from young students from Appalachian State University and from local Guides, Scouts and Beavers as well as schoolchildren, all of whom have undertaken practical tasks.
- In Denbighshire, there are regular volunteers from the Rhyl Communities First area who have helped with a variety of practical tasks on the WCP including boardwalk maintenance, marram grass planting and dune management.
- Carmarthenshire Council has been providing volunteering opportunities for mental health groups, who have carried out access improvements and vegetation management on the WCP.
- The Mosaic Project in the Pembrokeshire Coast National Park has provided training and volunteer opportunities for 17 Community Champions from black and minority ethnic communities.
- In Carmarthenshire, international volunteers from UNA Exchange have been helping with physical and other works along the WCP.
- NRW has provided short-term office-based volunteer placements for two young students.

### **13.4 STAKEHOLDER ENGAGEMENT**

Engagement of the LAFs has been particularly important for Local Authorities, including contributing at the development stage, being consulted on work programmes, reviewing progress and giving ideas. For example, Bridgend LAF and the three LAFs in Gwynedd have played a role in regular monitoring, Ceredigion LAF played an important role in discussions over the alignment of the Dyfi Valley section of the WCP route and also formed a Coastal Access sub-committee along with other local interests. In Denbighshire, LAF members visited sites to consider and evaluate proposed works, and similarly in Neath Port Talbot, the LAF's site visit to Margam Moors was important in giving views and gaining support to Authority staff in relation to the various orders required to create the WCP in that area.

Local authorities have used a variety of mechanisms to seek wider stakeholder engagement and to build a community-led approach. For example, Ceredigion Council circulated a consultation document on the proposed route along the Dyfi Valley to community councils, user groups and farming unions, as well as attending meetings to outline the proposals. The responses were then used to guide the proposed route alignment. In Bridgend, staff used questionnaires and workshops to seek views from user groups and Town and Community Councils; comments and suggestions from these were then used in relation to a number of coastal access improvements. In Conwy, local authority staff carried out an environmental arts project with local schools in Llanfairfechan and Penmaenmawr, and as part of this, the children created drawings which have been used to create panels for sections of the WCP along the promenade of each town. NRW has participated in numerous meetings with stakeholder organisations at national, regional and local levels, including through the National Access Forum, Welsh Government, Visit Wales, Keep Wales Tidy, regional tourism meetings, landowners and conservation bodies.

## 14. POLICY OBJECTIVE 6 – ENVIRONMENTAL SUSTAINABILITY

The Welsh Government has a duty under the Government of Wales act 2006 (s79) to prepare a sustainable development scheme for Wales (WAG, 2009b). This lists as two of the desired outcomes that “our land, freshwater and marine environment is best managed to provide the services of food, wood, water, soil, habitats and recreation” and that “our long term economic future secured by achieving the transition to a low carbon, low waste economy.” The commitment to environmental sustainability was introduced into the conditions imposed by WEFO when supporting development of the WCP in Convergence areas<sup>10</sup>.

It should be noted that local authorities, along with other public sector organisations, also have a general duty to promote environmental sustainability, and have developed policies to put this requirement into effect. The ‘cross-cutting themes’ statements produced to cover the WCP project include a reference to the individual authority policy documents. For example, the PCNPA has committed itself to the following:

- “Periodically review our operations to assess our environmental impact.

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<sup>10</sup> See: <http://wales.gov.uk/docs/wefo/publications/140128ccteserdfactsheeten.pdf>

- Monitor our energy and water consumption to report usage and carbon emissions
- Deliver sustainable travel initiatives to minimise Authority mileage
- Reduce our resource consumption through good practice, good housekeeping and the use of resource efficient and renewable technologies where appropriate.
- Take action to ensure that we minimise the risk of pollution from our sites and operations.
- Purchase 'green' electricity.
- Comply with all relevant UK, European and international environmental legislative and regulative requirements and agreements
- Follow the Welsh Government's Sustainable Procurement Framework to favour products and services which are less harmful to the environment.
- Reduce, reuse, recycle and repair to minimise waste.
- Monitor progress to continually improve environmental performance.
- Integrate sustainable principles into the planning process.
- Maintain a high level of awareness of sustainability issues.
- Encourage good environmental practice through our grants and land management agreements
- Educate and train employees in environmental issues and the environmental effects of their activities" (PCNPA, 2012).

Similarly, Carmarthenshire County Council has a Sustainable Development Policy Statement which includes the guiding principle – "Respecting environmental limits so that resources are not irrecoverably depleted or the environment irreversibly damaged".

At a more specific level, Neath Port Talbot included in the contract it awarded for construction of a boardwalk at Rest Bay, that environmentally sustainable materials should be used (other than wood, which is susceptible to vandalism).

In order to ensure minimum standards were used consistently along the length of the route, NRW issued guidance to local authorities (CCW, 2008a), which was drawn from guidance developed for national trails (CCW, 2008b). This guidance covers most aspects of route

development which are likely to be of relevance to local authorities. However, it is environmental sustainability that is to be considered and this can be viewed from several different perspectives.

Many examples are listed in the cross-cutting theme statements of the individual local authorities but listed below are examples provided by the authorities in response to a specific request, relating to route selection, materials used, mitigation of environmental impact, and promotion of sustainable transport

#### **14.1.1 ROUTE SELECTION**

A local authority has to decide what alignment the WCP should follow and guidance was made available from CCW (2008a and 2008b) to ensure that the selected route will be sustainable in the long-term. The guidance states that to enable this criterion to be met it will be necessary for “the main Path to be on:

- Public Rights of Way,
- other highways, or
- other routes to which the public have a permanent right of access.”

In this way, it is ensured that investment of public funds is not subject to the risk of being rendered nugatory by (for example) a landowner withdrawing permission for its continued use. Where the preferred route did not follow existing rights of way, or the only alternative routes are unattractive, encouragement was given to local authorities to use their powers under the Highways Act 1980 to create new public rights. As of autumn 2013, a total of 80.6km of new public right of way have been created (combining both Convergence and Non-convergence areas). The net result is that virtually all the WCP uses ways with legally-secure public access rights.

The guidance also encourages the authorities developing the route to stay as close to the edge of the sea as possible, which is desirable from an aesthetic point of view. However, the guidance does not urge caution over the erosive effects of the sea and the need to ‘future-proof’ the chosen route against this effect. Nonetheless, authorities some have achieved this through the

use of 'rolling path agreements' (e.g. Ceredigion) which allow for the path to move inland as erosion occurs.

#### **14.1.2 MATERIALS USED**

There are several criteria against which choice of materials can be judged to be environmentally sustainable. For example, use of re-used/re-cycled materials, drawing from local/sustainable sources and selecting materials that are sympathetic to the environment in which they are used. The WCP design guidance (CCW, 2008b) makes reference to "When considering the installation of furniture, full regard should be given to ... aesthetics, sustainability and traditional local materials and designs."

Examples of use of materials sourced in a sustainable way are legion amongst the local authorities in the Convergence Areas include:

- Authorities reported that re-cycled plastic is used wherever possible, most commonly for boardwalks which are often constructed in wetlands or fragile areas to prevent damage but also for other purposes. Examples include
  - o Llanddona (bridgeworks) and at Plas Newydd (boardwalks) on Anglesey;
  - o WCP waymarkers and signs in Swansea's and Bridgend's areas;
  - o Boardwalks at Llanystumdwy and Abergwyngregyn in Gwynedd;
  - o Boardwalks at Margam Moss in Neath Port Talbot;
  - o The Rest Bay boardwalks in Bridgend were constructed with re-cycled plastic.
- Woodland for timber products/access furniture from sustainable sources, for example:
  - o In PCNPA, in compliance with its environmental sustainability policy, all the timber products it needed for WCP work were sourced from local suppliers (through its own Woodland Centre at Cilredyn). The FSC-registered Centre procures timber from sustainable sources (either from PCNPA woodland in the Gwaum Valley or local woodlands elsewhere) and manufactures its own furniture. Materials are left untreated, to facilitate re-use/re-cycling, and timber waste is used as woodfuel;

- Carmarthen County Council timber needs are met from Cothi Fencing, whose products are manufactured from sustainable British sources
- Timber sourced from local forests (mainly Glasfryn) is used by Gwynedd County Council;
- Stone is a product often used in footpath work and examples of local sourcing were available in:
  - Swansea - stone markers used at Port Eynon are as found on-site;
  - All stone used in Carmarthen is sourced locally;
  - Stone steps built in Gwynedd use locally-won materials.

However, Gwynedd's cross-cutting theme statement (November 2012) highlights occasions of some opposing pressures for sustainability "when constructing the path we often have to import materials for substantial distances because environmental protection policies prevent us from using materials that would otherwise be available locally, sometimes next to the work site. It therefore depends on what the priority is, protecting the landscape or saving carbon emissions."

#### **14.1.3 MITIGATION OF ENVIRONMENTAL IMPACT**

Local authorities in Wales are duty-bound to have regard to the environment impact when exercising their functions in designated areas. The duty (as defined in the Wildlife and Countryside Act 1981, s28G) is "to take reasonable steps, consistent with the proper exercise of the authority's functions, to further the conservation and enhancement of the flora, fauna or geological or physiographical features by reason of which the site is of special scientific interest". As with other aspects of environmental sustainability, authorities have developed policies to ensure this duty is met. For example, Monmouthshire County Council has developed its technical manual/Biodiversity Action Plan for public rights of way (MCC, 2011) which sets out procedures and principles to be followed when undertaking work on public rights of way in SSSIs. Another example comes from Carmarthenshire, which adheres to the Eco Code and so "contractors are fully briefed [verbally] when initially on site about issues such as badger setts, nesting birds, habitat issues etc. This advice can be ongoing as and when periodic visits are made to direct/supervise contractors" (Carmarthenshire Cross Cutting themes statement, November

2012).

In fulfilment of this duty, where the delivery of the WCP impacted on areas of natural and/or cultural heritage value, there was a need to undertake an assessment of some kind (e.g. an Appropriate Assessment (AA) as required under Habitats Directive). Unitary authorities reported that they had:

- Conducted four AAs (one of them a joint venture between several authorities covering the Severn Estuary);
- Two scoping exercises (that ruled out the need for an AA);
- An ecological method statement that, amongst other things, led to the introduction of improved management to control invasive species;
- Taken biodiversity of the coastal zone as a key factor in determining the route along the Dyfi Valley (in Ceredigion)
- Developed policies to protect the environment during the WCP project. For example, Swansea introduced policy AM7 which promotes the development of the route but with the proviso that it should be “in keeping with the landscape and environment and, as far as possible, kept in its natural state”.

Cardiff City Council commented in their response that much of the route across their territory had to be created as a public right of way in order to provide a continuous route between the neighbouring authorities (Vale of Glamorgan and Newport Councils), for as many path users as possible. They stated that “as much of this route was alongside the Severn Estuary, due to the special nature conservation restrictions, we had to conduct a local and regional assessment to consider the impact this route could have on the habitat of protected species, namely over-wintering birds and waterfowl. This proved to be a lengthy process, which caused a long delay in necessary work on the ground to ensure the route was a path fit for purpose...”.

Similarly, in Neath Port Talbot, a Habitats Regulations Assessment was carried out for the Wales Coast Path project through Neath Port Talbot. This covered the complete route and identified where any works could affect European protected sites. No likely significant effects were identified, so an appropriate assessment was not required. Even so, an Ecology Method

Statement was undertaken prior to works being undertaken adjacent to Margam Moors SSSI. This outlined the impact of any works on the SSSI and what mitigation, if any, would be required. Considerations were made for the possibility of encountering Great Crested Newts and for the management and eradication of invasive species along the proposed WCP route such as Sea Buckthorn.

Arising from this, not only have adverse impacts been avoided but also there will also have been improved management of sites of natural heritage value.

#### **14.1.4 PROMOTING SUSTAINABLE TRANSPORT**

Another aspect of environmental impact is the potential for reduction in emissions of carbon dioxide where walking or cycling substitute for vehicle use. Again, examples are found within the WCP development:

- The WCP website (set up and managed by NRW) has links to public transport operator website (see: [http://www.walescoastpath.gov.uk/plan\\_your\\_trip/public\\_transport.aspx](http://www.walescoastpath.gov.uk/plan_your_trip/public_transport.aspx)).
- Ceredigion Council has operated the 'Cardi Bach' coastal bus between Cardigan and New Quay. The service is an asset as far as the use of the Coast Path is concerned and has proved popular with local residents and visitors alike. It helps to reduce congestion on narrow coastal roads and, in reducing reliance on private vehicles, saves carbon emissions;
- PCNPA has supported projects that encourage a more sustainable way of life. Projects supported of relevance to the WCP include sustainable transport initiatives, such as an alternative-fuelled walkers' and community transport bus and a subsidised water taxi service.

## **15. OTHER OUTPUTS**

### **15.1 WALES COAST PATH PARTNERSHIP GROUP**

TARGET	ACHIEVEMENT
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CAIP Target: Establish the new Coastal Access Standing Committee – Arfordir, and set in place appropriate arrangements for the long term management and ongoing development of the all Wales Coast Path and future improvements in the coastal zone	Two meetings of the Partnership Group have been held
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### 15.1.1 EVIDENCE

Arfordir was conceived as a key element of NRW’s exit strategy from the WCP Project, with the aim of leaving a sustainable feature. It is therefore a key component for the future maintenance, management and long-term success of the WCP. However, Arfordir was re-labelled the Wales Coast Path Partnership Group and the Welsh Government took the lead on it. It has held two meetings, one hosted by Jane Davidson and the other was hosted by John Griffiths.

## 15.2 PUBLICITY/PUBLIC RELATIONS

One of the agreed outputs for the project was that local coastal access is identified and promoted through a range of media including VisitWales, the Outdoor Wales Online website, local tourism information, local authority supported websites, and printed information. This is a qualitative output but its achievement can be judged against the reports provided of media coverage and publicity events staged, as described below.

### 15.2.1 WEBSITE

A website has been set up<sup>11</sup> to provide information about the path and help people plan a visit. Usage of this website is monitored by SiteImprove and, through NRW, headline statistics were provided on usage between 1st October 2012 and 30th September 2013 (Siteimprove, 2013). Some of the data provides useful measures of who is using the website. Headline figures for the year to 30th September are:

- 152,887 visits
- 709,786 page views

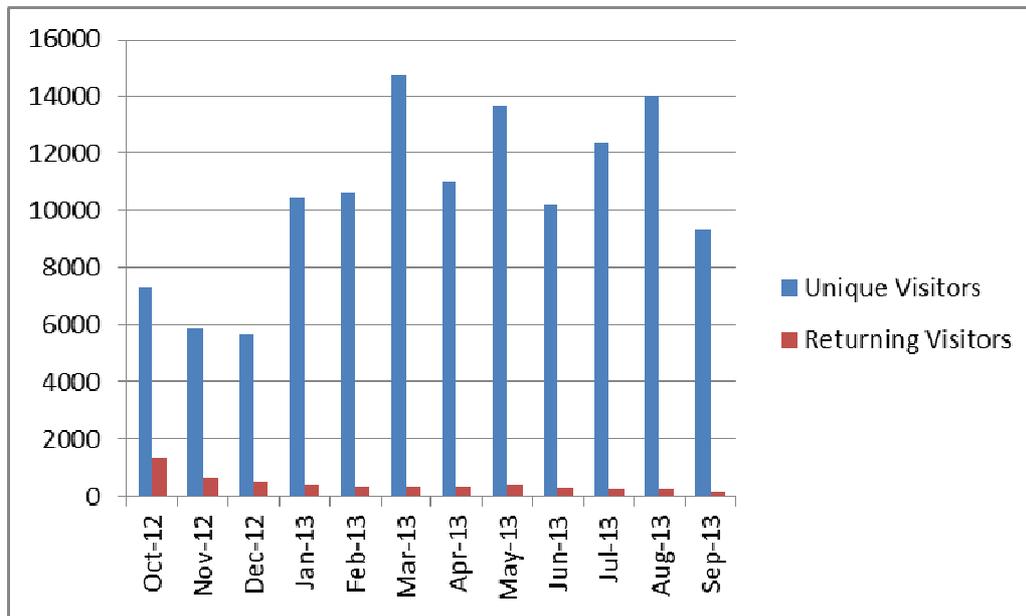
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<sup>11</sup> See: <http://www.walescoastpath.gov.uk/default.aspx>

- 125,337 unique visitors
- 5,366 returning visitors
- Overall bounce rate of 42.7%

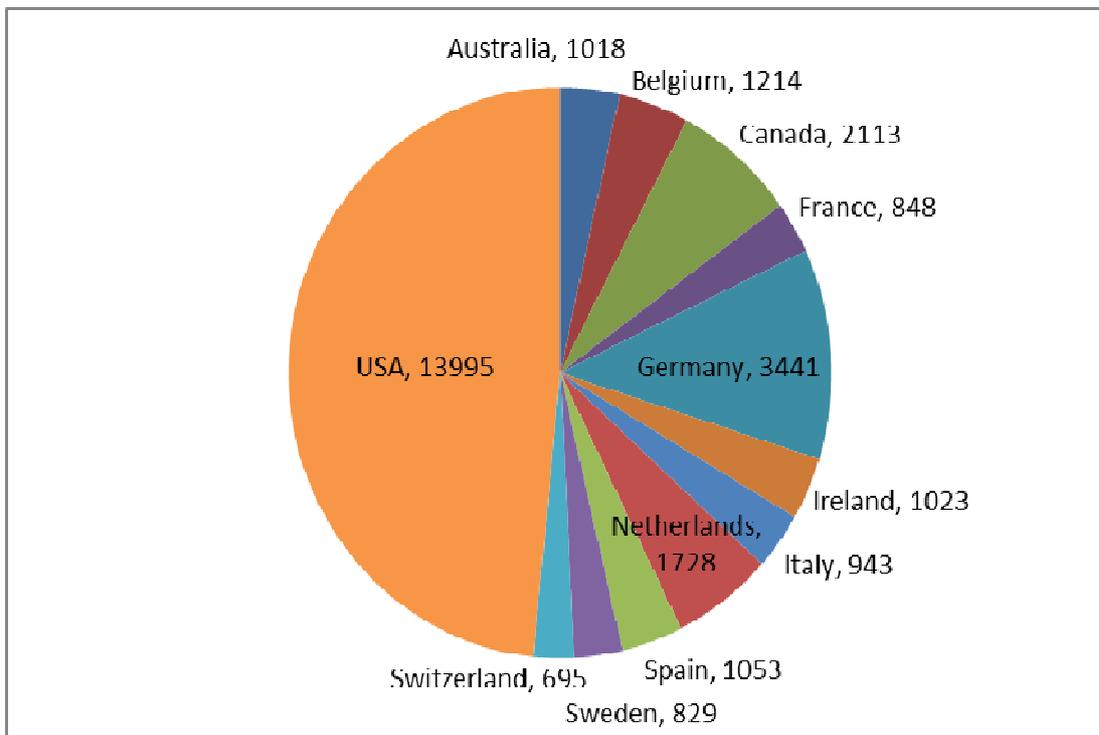
The number of unique visitors to the website is recorded, together with the number of repeat visitors. The results are shown in Figure 4. Unique visitor activity is greatest in the eight months between January and August 2013, peaking over the spring months at an average of 13,150. The number of returning visitors was greatest at the start of the period and declined steadily during the year. The returning visitors as a percentage of unique visitors declined from 17% in October 2012, to 2% in September 2013.

**Figure 4: Numbers of unique and returning visitors to the website**



The data also show the country of origin of the website visitor. Perhaps not surprisingly, the vast majority (126,717, equating to 79.1% of visitors) were UK-based. Of the non-UK based website visitors, the USA was the most common location (13,995), followed some way behind by Germany (3,441) and Canada (2,113). Figure 5 overleaf shows the proportion of website visitors from different countries of origin, excluding UK-based users and those countries with fewer than 500 visitors. Bounce rates were generally in the range of 30% – 45% but particularly high bounce rates were recorded by visitors from USA (56.5%), Poland (51.2%) and Brazil (48.5%). The results show the world-wide reach of the website, with visitors from as far afield as Europe, North America and Australia.

**Figure 5: Proportion of website visitors from outside UK**



### 15.2.2 UNITARY AUTHORITIES

Unitary authorities were asked to provide information about the publicity they gave to the WCP in their areas. They provided information about press releases issued/published and events staged. Data on press releases is shown in Table 13, overleaf. Five authorities provided no data, and the bulk of the press releases are accounted for by Gwynedd (which reported 21 releases issued and published, in both Convergence and Non-Convergence areas) and Cardiff (which issued 20 press release and, as a result, got 40 published articles in Non-Convergence areas). Pembroke reported 11 press mentions, 5 of which were in its own publication.

**Table 13: Press releases**

	Issued	Published articles
Convergence	43	42
Non-Convergence	44	64

Unitary authorities reported 27 different forms of publicity (events, launches and many more varied promotional activity), of which 18 were in Convergence areas and 9 in Non-Convergence areas. Details are provided in Appendix 2.

In addition, ‘branding’ of the WCP, including information about how it was funded, was delivered in the form of plaques along the route and design of written materials (e.g. leaflets, website). Information about numbers of plaques and interpretation boards is provided in Table 3 (Section 4.3).

### 15.2.3 MEDIA COVERAGE ACHIEVED

An evaluation of media coverage relating to CCW or the Wales Coast Path between December 2011 and June 2012 (Press Data Ltd, 2012) considers the number of media items, the financial value of these items, the tone of coverage and its impact, and the share of voice. The volume of the media items, the opportunities to see (OTS<sup>12</sup>) that this equated to and the advertising value equivalent (AVE<sup>13</sup>) are shown in Table 14.

**Table 14 Media Coverage Achieved**

Subject	Items	OTS ('000)	AVE (£'000)
WCP Only	833	284,592	2,167
WCP and CCW together	138	25,399	304
CCW only	848	67,831	553

Source: Press Data Ltd, 2012

Two-thirds (66.4%) of the overall coverage (i.e. WCP and CCW) was positive in tone, due mainly to items about the launch of the Path. Only six items about the WCP were negative in tone.

<sup>12</sup> Opportunities to see: the number of opportunities for the target audience to be exposed to a given item or message. For press, this is the same as the readership figure. For broadcast items, this is equivalent to the average audience for that programme and/or station. For internet items, this is derived from the number of monthly unique users visiting the site.

<sup>13</sup> Advertising Value Equivalent: the cost for purchasing the same amount of space and/or airtime for advertising purposes.

CCW or the Path carried a high share of voice<sup>14</sup> in just under a quarter of items identified (n=452). 402 of these were also positive in tone, i.e. 22.1% of all coverage.

The impact of coverage was also assessed. High impact items<sup>15</sup> accounted for 27.8% of total coverage (n=506). Of these, 369 were also positive in tone, and 96 also carried a high share of voice.

### **15.3 LEVERAGE OF ADDITIONAL FUNDING**

Unitary authorities were asked whether they had been able to draw in additional funding to support WCP implementation. Four authorities gave responses which included a figure and one said it has used internal budgets but did not state a value. The sums involved were:

- £400,000 of funds in Convergence areas (£250,000 for a new bridge)
- £36,000 of funds in Non-Convergence areas (mostly from private sector companies).

### **15.4 ROW MONITORING INFRASTRUCTURE**

As can be seen from the figure in Section 5, there is now a good infrastructure in place, in the form of around 120 people counters, for monitoring usage of the WCP which will allow data to be obtained in the future.

Other forms of monitoring reported by local authorities included:

- Numbers of creation agreements (VOG)
- Officer observations
  - Regular inspections for maintenance and health and safety (Ceredigion, Cardiff, Bridgend)
  - Of a path that was previously not used becoming more worn and well used over time (Swansea).
- User/customer comments (Pembrokeshire, Monmouth, Denbighshire, Ceredigion, Bridgend)
  - Log of all customer comments which allows monitoring of how well the signage is and how it can be improved (Pembrokeshire)

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<sup>14</sup> High share of voice: article is specifically about CCW or Wales Coast Path

<sup>15</sup> High impact: front page article, full page spread or significant feature; 3 minutes or more broadcast item; internet item over 650 words.

- Tracking of issues/complaints re: current condition
- Feedback at events, via email and social media (Denbighshire)
- Coast Path Forum member feedback (Newport)
- Website feedback (Carmarthenshire)
- Feedback from landowners (Carmarthenshire)
- More phone enquiries (Carmarthenshire)
- Monitoring of spend on maintenance (Neath Port Talbot)
- Aerial photography (Monmouth)
- Progress report to LAF quarterly, Town and Community Councils annually, Council scrutiny committees annually (Carmarthenshire)
- Economic assessment baseline carried out early in the programme and will be compared with NRW economic assessment (Monmouth)
- Collection of local visitor data (Monmouth)
- Spreadsheet of furniture, waymarkers & interpretation panels – helps annual inspections (Conwy).

## **15.5 JOINT WORKING**

There are several examples of authorities working together to deliver the WCP.

- Monmouth County Council and Newport City Council joined forces to work on the project and appointed a single Project Officer (between 2007 and 2011) to benefit from the economies of scale that resulted.
- Monmouth also joined with Newport and Cardiff City Councils to produce an AA of the route where it ran through sensitive areas of the Severn Estuary.
- Since 2011, Bridgend and Neath Port Talbot shared a Project officer between them for part of the implementation period.
- Vale of Glamorgan and Cardiff City Council share a Coastal Access Officer.

This experience of joint working could stand them in good stead for future joint ventures (e.g. Rights of Way Management).

## 16. LESSONS LEARNT

### 16.1 CCW/NRW OFFICERS

The information in this section summarises responses from CCW/NRW staff from three main sources, i.e. reflections sought during the course of project implementation, internal audit returns, specific information-gathering focussed on 'lessons learnt' for the purposes of this report.

#### 16.1.1 WHAT HAS WORKED WELL

A diverse range of elements were noted:

- The fact that the project was delivered in its entirety within the required timescale.
- Dedicated project staff at CCW/NRW, enthusiastic about the project, with little turnover during the project period, and who were supportive of the authorities' work and provided active support to their claims and reporting requirements.
- The mix of central and regional CCW/NRW staff.
- The collaborative working between stakeholders, including the shared local authority posts.
- The development of the WCP brand and the contracted delivery of marketing.
- A ring-fenced budget that was maintained for the duration of the project.

#### 16.1.2 LESSONS LEARNT

The responses from NRW/CCW staff show that their reflection on the delivery of the WCP project has yielded a rich learning resource for planning and implementing future projects. These are presented in broad themes, in no particular order.

##### **Project management**

- Face to face communication at regular intervals between the project team and partners is very helpful.
- The activity and spend profile for the project as a whole needs to be realistic, reflecting the large volume of set-up work needed centrally and at local authority level, as well as the time needed for set-up before full-scale delivery can begin. This includes the time

needed to work through all legal requirement to agree and sign Memorandum Of Agreements.

- Local authorities may need support to prepare accurate annual workplans, including consistent and realistic costing of work, timetabling and contingency planning.

### **Funder requirements**

- WEFO procurement requirements are onerous, and not all local authorities are experienced in procurement procedures, so support may be required and the right amount of time factored into project planning.
- WEFO has very strict claims procedures, which all local authorities need to be aware of and to understand the implications of. This is likely to require considerable support from the central project team. It is very important that delivery partners understand the timetable for making claims, and set in place internal procedures to meet it.
- The importance of funder requirements, e.g. public acknowledgements of funding source, must be relayed to and recognised by all partners.

### **Staffing**

- It has worked well to have a dedicated project management team, but it needs to be fully staffed, particularly at known busy times.
- The central project team needs to be resourced at the right level to be able to meet funder reporting and financial claim requirements. The level of input required for WEFO should not be under-estimated.
- Local authority posts supported by project funding should work to standardized job descriptions, and it may work well to include the development of these job descriptions as part of the central project establishment work.
- The opportunity to share staff between local authorities should be available.

### **Rights of way related matters**

- The long-term nature of some of the work, e.g. landowner negotiations, procurement of large-scale activities such as bridge-building, means that an annualized approach to project financial management makes it more difficult at the operational level. It would

be much easier if there was the option to plan and deliver a piece of work over more than one financial year.

### **Marketing and communications**

- Web presence is vital, and needs resourcing to enable careful, on-going input. Social media is becoming increasingly important, and again, needs to be resourced.
- It has worked well to have a combination of pro-active and reactive work, delivered by a mix of specialist marketing and communications resource together with in-house project staff who understand the project and PROW.
- Whenever there is the potential for negative coverage, it works well for a member of the central project team to tackle this at the earliest opportunity in order to avoid a larger problem developing.

## **16.2 UNITARY AUTHORITIES**

Undertaking an exercise such as this leaves a legacy of improved institutional capacity in areas that are possibly new to officers within unitary authorities, such as path creation processes, marketing of tourist offering and how to secure funding. In the template provided to local authorities, provision was made to allow them to suggest three or more lessons learnt from the project. These responses have been analysed and results presented below.

### **16.2.1 STRATEGY**

Some of the lessons learnt were strategic in nature:

- Support was needed at national level to make it easier to create the route, e.g. by allowing compulsory purchase of land, as this would then have helped secure the best route rather than the route acceptable/able to be negotiated with landowners (Carmarthenshire).
- Monmouth felt that a 'destination management-centered' approach would have added more value than the one adopted, which focused on basic infrastructure.
- Regional collaboration adds significant value (Monmouth).
- Cardiff felt that the Wales Coastal Zone programme should have been allowed to

continue as originally planned, so that inland linkages were incorporated into designs.

Denbighshire also referred to the need to ensure new works link in with existing work to add value.

### **16.2.2 DEALING WITH LANDOWNERS**

Authorities had to work closely with landowners/large companies over work being done and, in some cases, over the legal process of creating new public rights of way.

- Several (Anglesey, Bridgend, Gwynedd, Neath Port Talbot) made reference to the length of the processes involved and the need to build this into project planning.
- Leaving it late meant that there was less leeway for negotiation and better outcomes may have been possible in some cases (Anglesey).
- There was a perception by another authority (Neath Port Talbot) that the Welsh Government could have smoothed the way with larger companies and so saved a lot of local authority officer time. However, it should be noted that Welsh Ministers' reserved powers in relation to public path creations orders mean that it would be inappropriate for the Welsh Government to get involved in individual cases.
- Ceredigion referred to the need to maintain good relations with landowners.
- Newport learnt that getting land ownership details correct at the outset, by reference to the land registry, was key to accuracy.
- Staff need to be involved in drafting and negotiating creation orders/agreements, with proposals drafted as early as possible as a focus for discussions (Vale).

These lessons apply equally whether in Convergence or Non-Convergence areas.

### **16.2.3 FUTURE MAINTENANCE**

It is clear from the analysis presented in Section 4 above that the WCP Project has led to the creation of a valuable national asset. However, the asset will need to be maintained if the benefits it generates are to be sustained and resources will be needed for this (Bridgend, NPT). Coastal erosion will continue and there is a need for the long-term integrity of the path to be safeguarded, such as with Rolling Path Agreements (Ceredigion).

#### **16.2.4 PUBLICITY/MARKETING**

There was recognition of the need to raise public awareness of the new facility (Ceredigion, Denbighshire) and the usefulness of media such as websites (Ceredigion). Cardiff believed that central/national level marketing of the WCP should have started earlier and the website should contain a 'live' map.

#### **16.2.5 GRANT MECHANISMS – CONVERGENCE AREAS**

More lessons were learnt about the operation of the grant mechanism than any other subject area. All apply to Convergence areas; no learnt lessons were recorded about the grant mechanisms by authorities in Non-Convergence areas). In summary, the lessons learnt were:

- Gain familiarity with the paperwork as soon as possible, as this helps avoid errors and omissions, ensures it is understood what is and is not covered and facilitates claiming in the future, although it does take time (Anglesey, Swansea).
- Record everything (data, pictures etc.) in anticipation of information requests (Carmarthenshire, Conwy).
- Management needs to be planned around the timescales laid down by the grant-giving mechanism (Carmarthenshire, Conwy, Swansea).
- Good communication between grant-giving and grant-receiving bodies is crucial (Conwy).
- It is better to have project-based funding rather than annual awards over several years (Gwynedd).

#### **16.2.6 OTHER LESSONS**

Some comments were made that related to other matters:

- Need for good communications to prepare staff for changes (Anglesey).
- The time taken to undertake and gain approval for an Appropriate Assessment was over 3 years and this element should not be under-estimated (Cardiff).
- There is a need for a fully-funded dedicated officer to deliver projects as large as this, in the required time scale and quality (Monmouth, Vale).

- Be flexible, as circumstances change quickly (Swansea).
- In-house landscape architects provided a huge advantage for design and delivery (Vale).

## 17. CONCLUSIONS AND RECOMMENDATIONS

### 17.1 SUMMARY OF ACHIEVEMENTS

The achievements are summarised in the table immediately below. These are tabulated to show Convergence and Non-Convergence Areas (where relevant), as well as the totals.

TARGET	ACHIEVEMENT – Convergence Area	ACHIEVEMENT – Non Convergence Area	TOTAL ACHIEVEMENT
<b>WEFO TARGETS</b>			
WCP completed by 2012	Path completed and officially opened May 2012		
Smaller initiatives	Incorporated into delivery of WCP as a whole		
At least 15km of new public access in the Convergence Areas	54km	26.6km	80.6km
50,000 visits in Convergence Areas	1,739,600 visits in 12 months to Sep 2013	1,083,900 visits in 12 months to Sep 2013	2,823,500 visitors in 12 months to Sep 2013
4 gross additional jobs created	No evidence which fits WEFO definition but clear indications of associated jobs created are given in the following four rows below		
Person years of employment created by visitor spending	535	180	715
Employment created via benefits to business (FTE)	28.2	N/A	28.2
Jobs created by capital spending (FTE)	75	110	185
Local authority staff employed – full time (as at 2013)	5	3	8
Local authority staff employed – part time (as at 2013)	14	6	20
1 additional enterprise created	4 enterprises (equivalent)		
£10.56m income generated	£23.54m	£8.77m	£32.31m
<b>CAIP TARGETS</b>			
WCP completed by May 2012	Path completed and officially opened May 2012		
Ensure that 10% of the WCP uses LRA	71km has been created and 158km improved, giving a total of 229km or 16% of the total length that have used LRA principles.		
Establish the new Wales Coast Path Partnership Group	Established by WG and two meetings held so far		

### **WCP Completion**

The WCP was formally opened on 5<sup>th</sup> May 2012. This significant achievement was made in the context of the original intended completion date of 2013, which in 2009, was brought forward to 2012.

### **New public access**

Not only was the target for the amount of new public access created considerably exceeded, but this was achieved largely through negotiation. For the Convergence Areas, only 9 Creation Orders were required, whilst 81 Creation Agreements were made.

### **Visits**

The people counter data for 2012/13 show that the target for the Convergence Areas was massively exceeded. However, the lack of sound baseline data and the variation in location and presence of people counters makes it impossible to establish with complete certainty the degree of visitor usage. This complex subject is considered more fully in Section 5.

### **Gross additional jobs created**

According to the very strict WEFO definition, it has not proved possible to capture the information to assess whether this target has been achieved. However, there are clear indications that WCP has contributed to job creation in a significant manner.

### **Additional enterprises created**

Research into business benefits suggest that WCP was:

- Critical to the establishment of one new enterprise;
- A key factor in setting up 2 new enterprises
- One of a range of factors in setting up 6 new enterprises
- Of minor importance in setting up a further 5 new enterprises.

Weighting these reasons appropriately provides an equivalent value of 4 new enterprises set up as a result of the WCP.

### **Income generated**

The estimated income generated through visitor spend in 2012/13 in the Convergence Areas by WCP was more than double the WEFO target for income generated.

## 17.2 CONCLUSIONS

Reflecting on the data and information provided by local authorities and NRW staff, it is possible to make some qualitative reflections on the successes and lessons from the WCP projects.

- Local authority and NRW staff report a real sense of achievement in making the concept of the Wales Coast Path a reality within such a challenging timescale.
- Delivering the WCP has involved many different staff roles, and including those other than the ROW/countryside teams.
- Local authorities chose a variety of staffing structures to deliver this work, with most (all?) making new and specific appointments for at least part of the work and part of the time.
- The CAIP and WCP Project have placed onerous demands on staff time, not fully recompensed by available funding but nonetheless provided by organisations in support of the Project.
- Collaborative working between local authorities, including staff sharing, has largely been successful and may have imbued useful lessons for future management of access and recreation work in the face of declining budgets.
- A 'can do' attitude was engendered in officers with respect to creation of new PROW;
- The focus of CAIP and WCP to date has – understandably – been strongly on the physical establishment of the Path; future work could usefully have more focus on wider improvements and benefits linked to the Path.
- There are significant concerns amongst local authority officers about the future maintenance commitments to WCP and improvements in a context of financial pressures, particularly in the light of the popularity of the Path.
- Strong championing by Ministers (Jane Davidson) was evident and welcomed. However, more pro-active support from Welsh Government would have been welcomed in relation to negotiations with major landowners.
- Negotiations with landowners over path creation take a long time, and this needs to be factored into timetables, budgets and staffing structures (to ensure continuity as far as

possible).

- Some officers found the administration of the funding schemes to be burdensome.
- Monitoring of outputs has focused on benefits or indicators thereof. In future, it may be helpful to add to this through assessment of value for money.

## 18. APPENDICES

### 18.1 - REFERENCES

Author/ Source	Date	Title	File name
Butler, I	2012	Final Internal Audit Report for the Review of Major Projects: Wales Coast Path	DCT-12-241888 PB34 02 Wales Coast Path – Audit Report 2012.pdf
CBS	2012	The Economic Impact of Wales Coast Path Visitor Spending on Wales 2012	Interim Report The Economic Impact of Wales Coast Path Visitor Spending on Wales 2012.pdf
CBS/Beaufort	2013	The Wales Coast Path Visitor Survey 2011-2013. The Economic Impact of Wales Coast Path Visitor Spending on Wales 2013	BO1135 Combined Beaufort Weru WCP 2013 Draft Report Oct4.doc
CBS	2013	The Wales Coast Path –Impacts of Capital Spending	Capital Impact Estimate Statement 2013 Convergence NonConvergence and Total.doc
CCW	2013	Coastal Access Project Case 80192 Amended Business Case: Report to accompany financial re-profile Final Version 30 January 2013	WEFO Reprofile Business Case 2012.DOC
CCW	2011	WALES COASTAL ACCESS IMPROVEMENT PROGRAMME Paper No: PB25/Revised Outputs	PB25 Revised Outputs.DOC PB25 Minutes 19 January 2011.DOC
CCW	2010b	Coastal Access Project Case 80192 Amended Business Case: Report to accompany financial re-profile Version 4 24 September 2010	Business Case for Reprofile 2010 Version 4.DOC
CCW	2010a	Method for apportionment. WEFO Project No. 80192.	Methodology for apportionment WCP.pdf
CCW	2010	WCP Targets/Outputs/Indicators	WCPTargetOutputs.doc
CCW	2009	Wales Coast Path Business Plan	Coastal Access WEFO Business Plan April 2009.DOC
CCW	2008a	Route Criteria and Quality Standards	DCT-12-382082 Route Criteria and Quality Standards for the Development of the Wales Coast Path – First ~ March 2008(2).pdf

Author/ Source	Date	Title	File name
CCW	2008b	Handbook of Quality Standards for National Trails in Wales, 2 <sup>nd</sup> Edition	See: <a href="http://www.iprow.co.uk/docs/uploads/nationaltrails-wales-quality-std.pdf">http://www.iprow.co.uk/docs/uploads/nationaltrails-wales-quality-std.pdf</a>
CCW	2006	Project Initiation Document – Wales Coastal Path access Improvement Programme	PID_Coast_Access_2006Dec8.doc
Labour Party	2005	Labour Party Manifesto	Original not found
MCC	2011	Monmouthshire public rights of way biodiversity action plan	Technical summary manual. See: <a href="http://www.monmouthshire.gov.uk/wp-content/uploads/2013/09/JMON102-Summary-BAP-Version-0.01-11_02_2011.pdf">http://www.monmouthshire.gov.uk/wp-content/uploads/2013/09/JMON102-Summary-BAP-Version-0.01-11_02_2011.pdf</a>
NRW	2013	AN END OF PROJECT REPORT FOR THE WALES COASTAL PATH PROJECT	363_EOG_ITT.doc
PCNPA	2012	Environmental Policy	App 1 Environmental policy Edition Eight English
Press Data Ltd	2012	Countryside Council for Wales Media Evaluation Dec 2011 – Jun 2012	PB34 08 CCW Media Evaluation Dec 2011 – Jun 2012.pdf
Siteimprove	2013	Standard analytics report	Siteimprove WCP website Sep 2013.pdf
Tourism Company	2013	Evaluating the Benefits to Business of the Wales Coast Path	Evaluating the Benefits to Business of the Wales Coast Path.pdf
WAG	2009a	Creating an Active Wales	<a href="http://www.sportwales.org.uk/media/144469/creating%20an%20active%20wales.pdf">http://www.sportwales.org.uk/media/144469/creating%20an%20active%20wales.pdf</a>
WAG	2009b	One Wales: One Planet. The Sustainable Development Scheme of the Welsh Assembly Government	<a href="http://wales.gov.uk/docs/desh/publications/090521susdev1wales1planeten.pdf">http://wales.gov.uk/docs/desh/publications/090521susdev1wales1planeten.pdf</a>
WAG	2003	Wales: A Better Country	<a href="http://wales.gov.uk/dcells/publications/publications/circularsindex/03/abettercountry/abettercountry-e.pdf?lang=en">http://wales.gov.uk/dcells/publications/publications/circularsindex/03/abettercountry/abettercountry-e.pdf?lang=en</a>
WEFO	Undated	Definition of jobs created	<a href="http://wefo.wales.gov.uk/publications/guidance/monitoringandevaluating/grossjobs/?lang=en">http://wefo.wales.gov.uk/publications/guidance/monitoringandevaluating/grossjobs/?lang=en</a>

## 18.2 – PUBLICITY EVENTS AND ACTIONS

### Number of publicity events and action reported by authorities in their returns to NRW

#### Convergence Areas

Anglesey	Updates in newsletter such as 'Swn y Môr'. Issue press releases where appropriate.
Bridgend	<p>Three events were held to promote the Wales Coast path in Bridgend showcasing works carried out between 2007 and 2012.</p> <ol style="list-style-type: none"><li>1. The opening of the Rest Bay Boardwalk phase 1 2010: Jane Davidson (previous Welsh Government Minister for Environment, Sustainability and Housing) attended and officially opened the new section of boardwalk that could be used by pedestrians and those with mobility problems.</li><li>2. The opening of the Locks Common footway/ cycle path in Porthcawl 2011: The mayor of Porthcawl Town Council and the Deputy Leader for Bridgend CBC officially opened this section of newly created coast path as a safe link between Porthcawl and Rest Bay, over Locks Common. Local coastal stakeholders and businesses were in attendance to see the ongoing work of Bridgend Council in developing the Coast path.</li><li>3. The official opening of the Bridgend Coast Path 2012: This event was held in August 2012 where Carwyn Jones, First Minister of Wales and AM for Bridgend was in attendance to open the local section of the Wales Coast Path. The Minister unveiled an interpretation board on the sea front to commemorate the opening and Launched the Bridgend Coast Path Booklet/ leaflet. Madeline Moon MP was also in attendance. The event ensured that landowners, stakeholders, local businesses and contractors involved in developing the path were invited to celebrate the path.</li></ol>
Bridgend	<p>The Coast Path has been promoted in Bridgend through three channels.</p> <ol style="list-style-type: none"><li>1. Five Interpretation boards have been installed along the coast path providing information on the section they are located in such as history of the area, geography, wildlife and conservation for example.</li><li>2. A Bridgend Coast Path Booklet has been released to promote the path, its route and the areas through which it passes. It provides tourist information to locals and visitors to the area. The booklet allows users to walk the path following the route whilst reading about Bridgend's varied coast.</li><li>3. A coast Path leaflet has also been developed that guides people around the coast path, although this is not as comprehensive as the booklet described above. The leaflet provides route guidance and a general overview of the area.</li></ol>
Carmarthenshire	Carmarthenshire Tourism Summit 2012; Carmarthen Leisure Centre Open Day 16/09/12; Pendine Area Team Event 28-30/09/12
Ceredigion	<p>Information about the project was provided on leaflets, panels, the Council's web pages and on the Ceredigion Coast Path website (which has with links to the WCP website). Contractors were made aware of the EU funded project through working with them. Internal customers e.g. Finance/Procurement, were aware of the EU requirements because of their involvement with previous EU grant programmes.</p>

## Convergence Areas

Conwy	The WCP project standard paragraph was put on contractual paperwork once CCW informed the local authority that this was necessary. Appropriate Logos on various panels and interpretation. Press releases, design and interpretation were passed via CCW to WEFO for approval.
Denbighshire	By displaying the relevant logos on printed interpretation panels. Also the details of funding were displayed in the briefs sent out to contractors invited to quote for work.
Gwynedd	Apart from putting up all the logos and plaques that CCW provided we used the standard paragraph on all publications and tender documents
Neath Port Talbot	The WCP was opened on May 5th 2012 and as part of the opening celebrations, NPT hosted a local walk that allowed local people to enjoy the newly created upland section of the Coast Path through Port Talbot. The walk was led by the local Ramblers group, with support from NPTCBC, and attended by members of the public.
Pembrokeshire	The County Echo page 5
Pembrokeshire	The Castlemartin Range Trail was formally opened by Jane Davidson the Minister for the Environment, Sustainability and Housing on 29th November 2010
Pembrokeshire	9th August in western mail – stiles removed at Swan Lake – this was also a radio piece on Farming today early on Sunday morning.
Pembrokeshire	The National Geographic magazine recommends the Wales Coast Path as the second of their top ten travel trips; featuring the Pembrokeshire Coast Path.
Pembrokeshire	The Daily Telegraph had a very small paragraph on the Pembrokeshire Coast Path being the third in a top ten of the world's best walks (according to Cheapflights); the Western Mail had a full page on the same topic.
Pembrokeshire	The Pembrokeshire Coast Path has been shortlisted again for Best Coast Path in the 2012 Coast Magazine Awards.
Pembrokeshire	The NPA has released 5 Coast Path stories in the last year: Coast magazine Awards 2011 – PCP runner-up best path Pembrokeshire Tourism Awards – PCP best day out Coast Path Walk 2011 finish press release Coast Path strimming press release
Swansea	Contractors - were given the standard paragraph about the project on financial paperwork. Contractors worked in the area where there were EU signs up already or were asked to put up the EU signs in the first place.
Swansea	September 2011 - Opening attended by Jane Davidson for a stretch covering Port Eynon - Llanmadoc April 2012 - Radio Wales - C. Dale interviewed whilst walking along Whiteford Point.

### Non-Convergence area

Cardiff	For internal departments involved and contractors, we have described the initiative and project, along with how the grant funding system worked, for outline information
Cardiff	1. opening of the CBBCP on 10th July 2008, with Jane Davidson and Mayor, along with VIP's, press, guests & general public - approx. 200 attended. 2. official opening of WCP on 5th May 2012; Tricia also interviewed on stage by Fran Donovan. 3. as part of Cardiff Walking Festival 2013, [local authority officer] held 2 walks (Cardiff Bay & Canals) to mark the 1st anniversary of the opening, on 5th May 2013, complete with anniversary cake! 40 participated in 20:20 split; Bay walk hosted by Tiger Bay Ramblers on our behalf. NB, this is to be an annual event in CWF
Cardiff	[local authority officer] conducted approx. 20 Presentations to a wide range of groups, including WCP Stakeholders, LAF, Countryside Forum, Nat CAOs, Friends Groups, etc. Included in the number of articles is the piece [local authority officer] did for IPRoW's Waymark magazine (summer 2012) - and the Travellers stories of course!
Flintshire	Wales Coastal Path in Flintshire publication (done before the official launch on 5 May 2012)
Monmouth	Through use of the standard statements supplied by CCW, inclusion in briefs etc. and use of relevant logos etc.
Newport	Publicity information has been detailed in annual reports already sent to CCW
Newport	A full description of the CAIP was supplied to contractors providing quotes for any related CAIP works
Vale of Glamorgan	We have provided regular reports to the Vale LAF regarding the progress of the scheme and details of its funding arrangements...
Vale of Glamorgan	Annual grant acceptance has been subject to approval by internal grants group comprising departmental representatives in which programme details have been described