

## **Northumberland County Show 2022**

### **1. Purpose of Report**

The purpose of this report is to consider the collated data from the JLAF Stand at Northumberland County Show, looking at what we have learnt and considering how we can use this information to add value in the future.

### **2. What We Did**

At the Northumberland County Show held on Friday 3<sup>rd</sup> June 2022, JLAF held a stand in the newly named Forestry/Countryside area.

The stand was manned by Liz Bray, Marie Fallon, Fiona Gough, Sarah Radcliffe, Sue Rogers and Jayne Longlands, and included the following:-

- a. JLAF Selfie Board with an image of two hikers, promoting the Countryside Code of 'Respect, Protect and Enjoy.'
- b. JLAF Pull-up Banner and JLAF Leaflets on display to publicise the good work of the JLAF Committee, making our presence visible to thousands of people. We also handed out brown paper bags with other leaflets included, such as those promoting Northumberland National Park Authority walks.
- a. A Consultation Map for members of the public to pinpoint where they use access routes in Northumberland.; 118 people engaged with this, an image of which is shown at Appendix 1.
- c. Comments Forms; collecting key data to assist with engagement and an understanding of what people want. The results of this consultation exercise are shown at Appendix 2.
- d. Talking to People; JLAF members shared their experiences and knowledge gleaned whilst attending this event.

### **3. What We Learnt**

#### **Visual Feedback**

- a. People loved our JLAF Selfie Stand. This represented a strong visual profile for JLAF, engaging with key stakeholders and getting our message out there. We even managed to involve Guy Opperman MP in the fun and games (this photograph having been previously circulated to the JLAF committee).
- b. Liaison with other countryside stakeholders was very successful. The line of branded bright and colourful gazebo's and flags providing an eye-catching display. The range of activities provided were a big hit with show-goers on the day.

- c. As shown on the Consultation Map, people were naturally attracted to the “honey-pot” sites, such as Rothbury, Tyne Valley and the North Northumberland Coast. However, there was also interest in visiting other areas across the County.

#### **Written Feedback**

- a. Members of the public said that their favourite activity is walking.
- b. Favourite locations are the North Northumberland Coast, Tyne Valley and Rothbury/Alwinton/Wooler area.
- c. People like views, beautiful area and scenery, as well as peace and quiet.
- d. There was very little that people would change.
- e. Most people prefer short to moderate walking distances of up to 10 miles.
- f. Easy and moderate walks were shown to be preferred.

#### **Verbal Feedback**

- a. People need to be made aware of rights of ways located further from home, highlighting the many paths and options available to them.
- b. We need more places for people to leave their cars, such as car parks and laybys.
- c. Parish Councils should be encouraged to take a greater responsibility for the ROW network in their parish, with a higher profile given.
- d. Parents with young families and those with dogs are keen to get out and enjoy the countryside. However, their expectations need to be managed (outlining food, toilets, safety etc) and this would encourage them to get out and about.
- e. People were keen to flock to the coast, however further encouragement for them to visit inland destinations should be supported.
- f. Further support for NCC’s ROW team would be beneficial to assist with the work required in order to achieve desired aims and outcomes.

#### **4. Conclusions and Recommendations**

- a. Members are invited to consider the findings within this report, recommendations going forward include:-
  - i. Promote what we do well; with PR coverage to highlight the key findings of our research. An image of Alex and Guy Opperman MP in the selfie stand will help in this task.
  - ii. Rights of Way routes should be further promoted to members of the public. Information to include child and dog friendly walks, as well as those which are further from home. Expectations should be managed, and comprehensive information provided.
  - iii. Continued liaison with Key Stakeholders, exploring and promoting health benefits, would be beneficial.

- iv. Use this research as a tool to obtain further support from NCC.
- v. Research and apply for further funding opportunities to help support our work.
- vi. Liaison with Parish Councils to further promote public footpaths in their area.

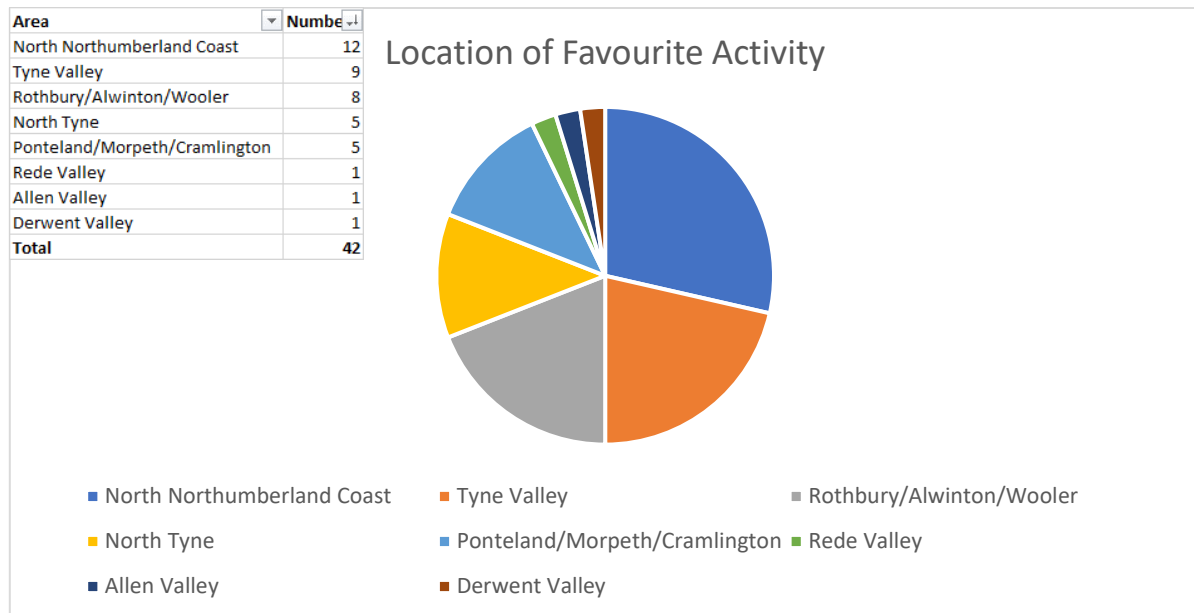
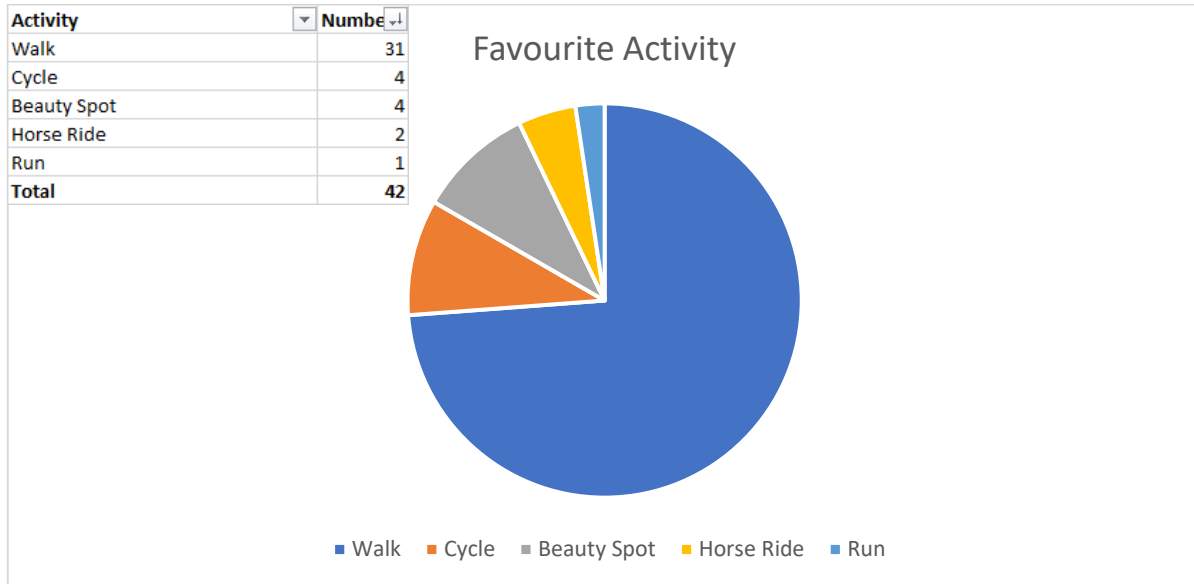
### Appendix 1: Stick a Pin On It Map

Members of the public were invited to ‘Stick a Pin On it’ to identify their favourite walk, run, cycle ride, horse ride and beauty spot. This was a colour-coded exercise (where walks were identified by a green pin, runs by a yellow pin, cycle rides by a white pin, horse rides by a blue pin and beauty spots by a red pin). The results of which are shown below:



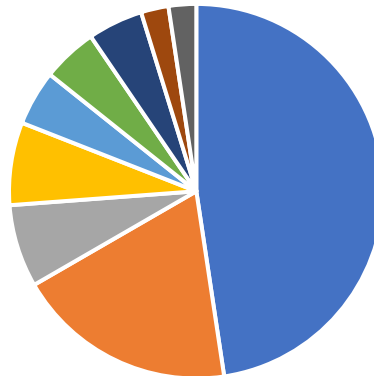
## Appendix 2: Comment Form Analysis of Data

We asked people to tell us about their favourite activities, including location, what was good about it, what they would change, the distance and difficulty rating. Results have been presented in graph form, as shown on the following three pages.



Item	Number
Views/Beautiful Area/Scenery	20
Peace and Quiet	8
Good Footpath	3
Water	3
Woodland Trail	2
Open Heather/Wildness	2
Food and Drink	2
Sealife	1
Not Stated	1
<b>Total</b>	<b>42</b>

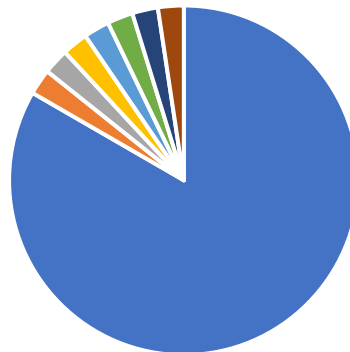
What was Good about it?



- Views/Beautiful Area/Scenery
- Peace and Quiet
- Good Footpath
- Water
- Woodland Trail
- Open Heather/Wildness
- Food and Drink
- Sealife
- Not Stated

Item	Number
Nothing	35
Better information	1
Disabled Parking	1
Upgraded Footpath	1
Keep burning heather for wildlife	1
More watersports	1
More wild	1
No toilets	1
<b>Total</b>	<b>42</b>

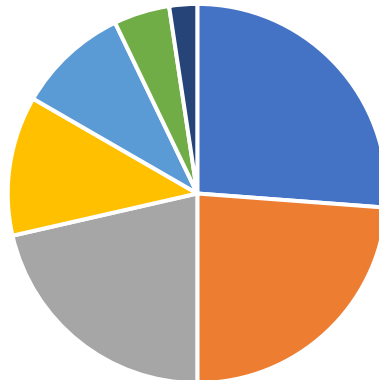
What would you change?



- Nothing
- Better information
- Disabled Parking
- Upgraded Footpath
- Keep burning heather for wildlife
- More watersports
- More wild
- No toilets

Item	Number
Not Stated	11
1 - 3 miles	10
4 - 9 miles	9
10 - 50 miles	5
Varied	4
51+ miles	2
Less than 1 mile	1
<b>Total</b>	<b>42</b>

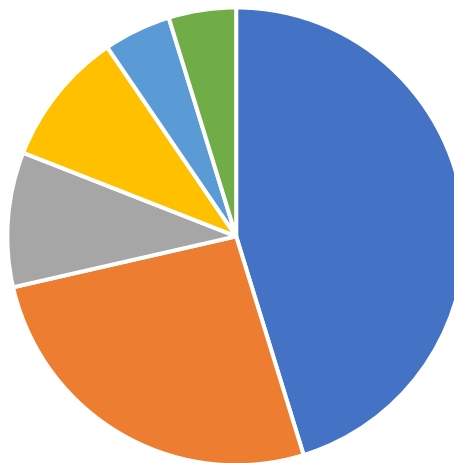
Distance of Favourite Activity



- Not Stated
- 1 - 3 miles
- 4 - 9 miles
- 10 - 50 miles
- Varied/as long as you want
- 51+ miles
- Less than 1 mile

Item	Number
Moderate	19
Easy	11
Moderate/Difficult	4
Not Stated	4
Any	2
Easy/Moderate	2
<b>Total</b>	<b>42</b>

Difficulty Rating of Favourite Activity



- Moderate
- Easy
- Moderate/Difficult
- Not Stated
- Any
- Easy/Moderate