



Outdoor Recreation Network

**New approaches to monitoring participation in outdoor
recreation**

18th April 2018, Cardiff

A collaboration with
Cyfoeth Naturiol Cymru, Natural Resources Wales
and Natural England



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Natural Resources Wales

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The seminar provides an opportunity to consider some of the issues and challenges arising from new approaches to monitoring participation in outdoor recreation, by focusing on three main themes:

1. **Changes to policy and strategy** - and how that influences 'what' we want to monitor (for example measuring levels of physical activity, economic impact, and health and wellbeing benefits).
2. **The potential of new technology and methods** – these include for example online surveys, social media data, apps, GPS and digital photography. It will explore how new technology and methods influence 'how' we monitor, and the implications for rigour, bias and the representation of different recreational groups.
3. **Balancing trend data against responsiveness to policy** – exploring how we might balance the need to understand long term trends with being responsive to changes in policy and technology.

Programme

9.30-10.00	Refreshments	
10.00-10.10	ORN Deputy Chair – James Ogilvie, Forestry Commission	Introduction and welcome from ORN
	Session 1 – Understanding participation outdoor recreation at national level	
10.10-10.35	Sue Williams: Natural Resources Wales	Integrating recreation into the new National Survey for Wales
10.35-11.00	Rose O’Neill: Natural England	Understanding engagement with the natural environment in England – what have we learnt so far and what next?
11.00-11.25	Aileen Armstrong: Scottish Natural Heritage	Connecting people and nature - monitoring visits to the outdoors in Scotland
11.25-12.00	Session 1 Q+A	
12:00-13.00	Lunch	

13.00-13.30	Keynote address 1: Tom Costley: Kantar TNS	Understanding outdoor recreation in a changing data landscape
13.30-14.00	Keynote address 2: Professor Catharine Ward Thompson Professor of Landscape Architecture University of Edinburgh	Shifting the evidence for policy and practice - longitudinal studies and natural experiments
14.00-14.15	Keynote Question and Answer	
	Session 2 - Parallel workshops: series of short innovative case study presentations followed by facilitated discussion (to include a break approx. 3.00-3.15)	
2.15-4.00	<p>Workshop 1: Monitoring participation at site level (local, regional, linear) Quentin Grimley – Natural Resources Wales <i>Assessing the economic and health benefits of the Welsh Coast Path</i></p> <p>Liz O’Brien - Forest Research <i>Opportunities and challenges of using technology to gather data in the Active Forest Programme evaluation</i></p> <p>Anjali Badloe – Sustrans <i>Monitoring the National Walking and Cycling Network in Scotland</i></p>	<p>Workshop 2: Using (new) technology to understand participation Paul McCrorie - Glasgow University <i>Integrating GPS and accelerometry into large scale, population level, data collections: practical utility for measuring participation in outdoor recreation, and concerns and considerations regarding its application in 10-11 year old children</i></p> <p>Richard Rutter – Canal River Trust <i>Using machine learning and spatial data to support strategy</i></p> <p>Dr Adam Brown - Head of Research, Substance <i>Catching the Data: The Sea Angling Diary Project, meeting policy needs through new technologies</i></p> <p>Dr Thomas Smith - Cardiff University & Suzanna Jones - Brecon Beacons National Park Authority <i>Using mobile evaluation methods to monitor visitor use of a heritage App ‘In the wild’: Walking with Romans in the Brecon Beacons National Park.</i></p>
4.00	Summary & feedback of key issues	
4.30	Close	

Presentation Abstracts and Speaker Biographies

Sue Williams, Head of Social Research, Natural Resources Wales

Sue Williams is the lead on Social Research at Natural Resources Wales, covering all areas relating to 'people and the environment', including participation in outdoor recreation, health and well-being. Sue also advises on social research methods, including national and site-based monitoring, along with qualitative and mixed method approaches to increase understanding of people's engagement with nature. For the last 10 years, Sue has been responsible for the national monitoring of participation in outdoor recreation, previously as the 'Welsh Outdoor Recreation Survey', and now as an integral part of the new 'National Survey for Wales'. From this, and other research, she has extensive knowledge of the factors that impact on participation in outdoor recreation, and of the various methods that can be used to monitor attitudes, perceptions, behaviours, and values.



Integrating recreation into the new National Survey for Wales

In 2016, a new national survey was established in Wales that brought together a number of previous separate surveys, including the previous Welsh Outdoor Recreation Survey, the Welsh Government survey, the Health Survey, and Sports Wales survey. This presentation outlines the main drivers behind the development of the new integrated 'National Survey for Wales', how it has worked in practice, and the benefits and challenges of taking forward a new approach. In particular, this presentation considers the balance between meeting new evidence needs (such as the benefits of outdoor recreation for health and well-being), practical constraints of survey size, and the need for trend data. It highlights both the methodological issues, and the effect that it has on results and the provision of evidence for policy and practice. Sharing the experience of developing a new National Survey for Wales provides useful learning that applies to other surveys, both national and local.

Rose O'Neill, Natural England

Dr Rose O'Neill is Natural England's Principal Specialist for People and the Environment. Rose leads the social science function in Natural England and oversees MENE, Natural England's national survey on people and the natural environment. Prior to joining Natural England, Rose held roles in local government and at WWF where she led the rivers programme, working with government, water companies and catchment partnerships. Rose has a PhD in environmental behaviour change and a masters in geology. Rose is a trustee of Wessex Rivers Trust and a non-exec director of Waterwise, the water efficiency NGO.



Understanding engagement with the natural environment in England – what have we learnt so far and what next?

Natural England launched our large scale public survey, the Monitor of Engagement in the Natural Environment (MENE), in Spring 2008. Ten years and over 400,000 interviews later, we have learnt a huge amount about how people use the natural environment and what they think about it. Rose O'Neill joined Natural England in 2017 and has since been immersed in all things MENE. In this talk, Rose will share some of the key things she has learnt from the survey and will explore what these insights mean both for development of interventions to encourage more engagement, future research questions and methodological insights.

Aileen Armstrong, Policy & Advice Officer (Research), Scottish Natural Heritage

With a background in market research and an active interest in outdoor recreation, I joined the People, Places and Nature Unit of Scottish Natural Heritage in 2009 after ten years spent working in research consultancy. One of my first tasks was to take over the management of the Scottish Recreation Survey (a national survey of participation in outdoor recreation nearing the end of its ten year contract) and to consider SNH's longer-term research needs.

The compilation and dissemination of research data on how people in Scotland use, value and enjoy the

natural environment continues to form a large part of my work at SNH, along with monitoring and evaluating the 'people' impacts of a range of initiatives aimed at connecting more people with nature. These include the Scottish Biodiversity Strategy, the National Walking and Cycling Network and our Natural Health Service, a programme of work aimed at raising the profile of the natural environment as a health-promoting resource.

I've lived in the Scottish Highlands for more than twenty years and still feel fortunate to have such an amazing natural playground right on my doorstep.



Connecting people and nature – monitoring visits to the outdoors in Scotland

Scottish Natural Heritage has been monitoring participation in outdoor recreation since 2003.

In 2011, a review of the Scottish Household Survey, a separate review of population surveys around the theme of 'people and nature', and the impending completion of the Scottish Recreation Survey's ten year contract provided SNH and its partners with an opportunity to consider a more focused, collaborative and cost-effective approach to data collection.

In 2013 the Scottish Household Survey became the survey vehicle for collecting annual headline data on participation at both national and local level and a new triennial partnership survey, Scotland's People and Nature Survey (SPANS), was commissioned to provide the detailed story behind the headlines. But with continued pressure on budgets, a change to the current SPANS methodology (in home, face to face interviews) is being considered, with discussions focused on the risks around loss of data continuity versus the importance of retaining survey scale and content.

Tom Costley, Senior Account Director, Kantar TNS

Tom has been involved in research within the leisure, recreation and tourism sectors for around 40 years. His initial interest arose from working with Professor Tivy at the University of Glasgow on the study of the Recreational Use of Scottish Lochshores for the Countryside Commission for Scotland in the mid 1970's. This led to postgraduate research at the Centre for Urban and Regional Studies, University of Birmingham before joining the Scottish Tourist Board, where he became Head of Research.



In the mid 1980's, he moved to the agency side of market research and he has been involved in the design and implementation of a wide variety of outdoor recreation and tourism studies throughout the UK, both at a national and local level over the last 30 years. Along with colleagues from Kantar TNS, he has been responsible for the design and launch of MENE (Monitoring Engagement with the Natural Environment) in England, the Scottish Recreation Survey in Scotland and the Wales Outdoor Recreation Survey. In addition, he has been directly involved in both the GB Tourism Survey and GB Leisure Day Visits Survey over the last 10-15 years.

He is a regular speaker at conferences and seminars on the application of market research information to decision making within the leisure, recreation and tourism sectors.

Understanding outdoor recreation in a changing data landscape

Over the last 50 years, measuring and understanding outdoor recreation in the UK has primarily focused on the use of interviewer administered surveys – either in-home or telephone for large scale participation surveys or on site interviews for local visitor surveys.

Large scale surveys such as MENE in England, the Scottish Recreation Survey and the Wales Outdoor Recreation Survey have provided a wealth of data and insight on the volume and patterns of participation. However, the data landscape is changing and a number of factors need to be considered when planning for the future such as declining response levels to market research surveys and reduced budgets for clients.

This presentation will outline a number of new and emerging data options which have been or could be used to provide the required insight and understanding of patterns of outdoor recreation with a critical review of the relative advantages and disadvantages. Reference to some case studies will be used to highlight the potential of some of the options for consideration in the future.

Catharine Ward Thompson, Professor of Landscape Design, University of Edinburgh.

Catharine Ward Thompson is Professor of Landscape Architecture and directs OPENspace - the research centre for inclusive access to outdoor environments (<http://www.openspace.eca.ac.uk>) - at the University of Edinburgh. She has led several multidisciplinary research collaborations investigating relationships between environment and health, including GreenHealth, which explored links between green space and stress mitigation in deprived urban groups. A more recent, longitudinal study, funded by the UK's National Institute of Health Research, considered health outcomes from interventions to enhance deprived urban communities' access to local

woodlands. She has studied older people's access to outdoor environments and quality of life in a series of projects funded by UK Research Councils since 2003. The most recent of these, Mobility, Mood and Place, used innovative techniques to explore neural activity evident in older participants while they moved between different types of environment. The study also considered the influence of access to green space environments from childhood to old age on patterns of wellbeing in people aged 70 plus. She recently contributed to a report for WHO's European Regional office on links between urban green spaces and health.



Shifting the evidence for policy and practice - longitudinal studies and natural experiments

The changing policy landscape, from the global and international stage to UK, national and local government concerns, inevitably influences how outdoor recreation is valued and where its perceived benefits may lie. This in turn challenges what strategic approaches are most relevant and what monitoring and evaluation is needed to provide robust evidence of effectiveness. This presentation looks at how organisations at each of these levels is considering evidence needs and the implications for practice. It discusses the challenges involved in undertaking research in this context and the need to consider what data gathering is appropriate.

Examples draw on engagement with the World Health Organisation, Forestry Commission, Scottish Government and local authorities.

Quentin Grimley, Natural Resources Wales

Quentin has worked for Natural Resources Wales and one of its predecessor bodies, the Countryside Council for Wales, since 1996. After short spells in the finance and protected sites departments, he joined the Access Team in 1998 and worked on various areas of work, including National Trails, open access implementation, Access Forums and Least Restrictive Access.

He has worked on the Wales Coast Path since 1997, the year development of the route started. His main responsibilities include policy, guidance, standards, national coordination, funding distribution, governance structures and, more recently, participation and economic monitoring.

He is very aware that the success of the Wales Coast Path is a team effort, involving many NRW colleagues and partnerships with staff in 16 local authorities, 2 National Parks, Welsh Government, Visit Wales and other organisations too numerous to mention!



The Wales Coast Path - Monitoring Participation & Derived Benefits

The Wales Coast Path, opened in 2012 following a five-year development programme, is an 870-mile route around the coast of Wales, from near Chester to Chepstow. Two of the main objective of the Path, which is

aimed at both locals and visitors alike, are to bring economic and health benefits. NRW have contracted various surveys with the purpose of estimating these benefits: 'The Wales Coast Path Visitor Survey' (2015), 'The Economic Impact of Coastal Walking in Wales' (2014), 'Evaluating the Benefits to Business of the Wales Coast Path' (2013) and 'Economic Assessment of the Health Benefits of Walking the Wales Coast Path' (2014). This presentation will summarise the methodological approach taken with each of these surveys and consider possible changes to the approach for intended future follow ups.

All the reports can be found at:

<http://www.walescoastpath.gov.uk/about-the-path/reports/?lang=en>

Liz O'Brien, Head of Social and Economic Research Group, Forest Research

Her research explores well-being and the cultural ecosystem benefits of trees and woodlands including a strong focus on the health benefits of engagement with trees and woodlands – physical, mental and social. She was previously involved in two EU COST Actions: 1) Forests and human health, 2) Urban forests and green infrastructure, as well as the UK National Ecosystem Assessment Project on shared values. She has researched groups that are excluded and disadvantaged and their engagement with woodlands and wider nature. She has been involved in a large number of evaluations of projects and programmes including the current Active Forest Programme and the Westonbirt Community Project (both led by Forestry Commission England), and the Grow Wild Programme (led by the Royal Botanic Gardens Kew). She has collaborated with a range of countries in her research including Norway, Sweden, and Australia. She spent 14 months in Defra in 2012 in its Centre for Expertise on Influencing Behaviour. To find out more about her research see: <https://www.forestry.gov.uk/fr/INFD-5Z5ALT> and <https://www.forestry.gov.uk/fr/infd-5xnatv>



Opportunities and challenges of using technology to gather data in the Active Forest Programme evaluation

The Active Forest Programme is a partnership between Forestry Commission England (FCE) and Sport England with the aim of encouraging physical activity. Five sites were chosen to run the 3 year pilot programme and an Active Forest Coordinator (AFC) was employed at each site to develop activities. A wide range of core activities such as running and cycling were developed along with a variety of events and new 'play on the day' activities that had not been previously trialled by FCE such as table tennis and volleyball. Monitoring and evaluation were critical elements of the programme. Throughput data on the number of events and numbers attending was gathered by AFCs. A short participant survey was run both online and on site (via the use of a tablet computer), and a three month follow up survey was sent to all those who completed the first survey to explore changes in behaviour. Challenges included capturing a representative sample, self-led activities and encouraging a good survey response rate. The programme has been scaled up to more sites across England. Changes have been made to data collection via lessons learnt and new opportunities for the future are explored.

Anjali Badloe, Senior Evaluation Officer, Sustrans

Anjali has worked in Sustrans Research and Monitoring Unit (RMU) since 2015 and has managed the monitoring and evaluation of a diverse portfolio of up to 20 behaviour change and infrastructure projects across the UK. This includes the implementation of quantitative and qualitative measurement of travel behaviour, health, wellbeing, economic and environmental outcomes. She has a background in economics and interest in the economic appraisal of active travel infrastructure.

Anjali led the design and delivery of baseline monitoring of the National Walking and Cycling Network in Scotland

against Scottish Government outcomes across 2016 and 2017. This monitoring included indicators on network usage, perceptions of the network, user demographics, physical activity and economic impact. She managed a team to design and deliver data collection and analysis of 17 route user surveys, automatic cycle counter data, GIS data, a business survey and a public questionnaire.



Sam Dennis, Sustrans

Having joined Sustrans in 2014, Sam has developed broad experience monitoring a large portfolio of active travel and community projects, including large-scale evaluations for DfT in the Cycle City Ambition and Access to Stations projects. More recently, specialism in whole scheme usage estimates and economic appraisal and forecasting has been gained, including developing estimates for cycling and walking levels on Scotland's National Walking and Cycling Network and Sustrans' NCN as part of the forthcoming annual review. Sam's background is broad, but with significant experience collaborating with partners on innovative research studies, both domestically and internationally



Monitoring the National Walking and Cycling Network in Scotland

An outline of the methodology and results of baseline monitoring of the National Walking and Cycling Network (NWCN) in Scotland published in August 2017, delivered in partnership by Scottish Natural Heritage, Sustrans and Scottish Canals. This monitoring exercise has included an online public survey, a business survey, route user surveys, manual counts and automatic counter data from across the network, providing a comprehensive understanding of network usage and its impact. An estimated 8,764,020 trips occurred on the network in 2016. 86% of trips are expected to be for recreational purposes. These recreational trips are estimated to generate £84,934,795 of tourism-related expenditure in the local economy. 90% of the Scottish public who responded to the survey are aware of the existence of a network of walking and cycling paths and routes and use this to access the outdoors for both purposeful travel and recreation. Active travel for leisure emerged as a primary motivator for using the network – with 18.2% reporting they use walking and cycling routes for leisure walking and 15.9% of respondents using it for leisure cycling.

Paul McCrorie, Glasgow University

Paul joined the MRC/CSO funded Social and Public Health Sciences Unit (SPHSU), University of Glasgow in September 2012 as a Career Development Fellow, and has since taken up a Research Associate post as of September 2015. Paul is the lead researcher on the [SPACES](#) (Studying Physical Activity in Children's Environments across Scotland) study and is working with Professors Anne Ellaway and Rich Mitchell, and the Neighbourhoods and Communities team to investigate the role of the built and natural environment on children's health and physical activity levels and behaviours.



Paul graduated in 2006 with a first class BSc (Hons) degree in Psychology from Glasgow Caledonian University. In 2008 he received his MSc (Distinction) in the Psychology of Sport and Exercise from Loughborough University. Following his Master's program, Paul returned to Glasgow Caledonian University to complete his PhD, entitled 'Objectively measured free living physical activity – A socio-cognitive theory based intervention to increase physical activity levels in Scottish adolescent children'.

Paul's primary research focus lies in the physical activity levels and behaviours of children and young people; he is specifically interested in the built, natural, and social environmental determinants of this health behaviour.

Integrating GPS and accelerometry into large scale, population level, data collections: practical utility for measuring participation in outdoor recreation, and concerns and considerations regarding its application in 10-11 year old children.

The SPACES study (Studying Physical Activity in Children's Environments across Scotland) is a large accelerometry and Global Positioning Systems (GPS) data collection involving 10-11 year old children from across Scotland. GPS technology has advanced significantly over the last 10 years, and this presentation will identify how it can be used successfully to measure outdoor recreation, whilst simultaneously identifying some of the challenges associated with its use.

The relationship between place and health is well established. GPS technology allows us to advance our understanding of outdoor recreation by strengthening the measurement of 'actual' exposure to our local and wider environments. As such, we are now able to understand - more precisely - how people move through space, and subsequently experience place (e.g. natural land, greenspace, parks, and playgrounds); opening up a fascinating array of opportunities for those in research, policy, and practice. However, the utility of GPS is not without its issues and problems. From data management and processing, practical/logistical and ethical considerations, this presentation will also speak to a number of observed examples that may, if not addressed, impact the quality and the usability of collected data.

Richard Rutter - Policy, Research and Impact Unit Manager, Canal & River Trust

Natural resource, land management, outdoor recreation and countryside conservation professional before becoming project manager for major leisure projects in 1996 (Lee Valley Regional Park Authority). Started work at British Waterways in 2002 as Regeneration Manager and went on to lead the restoration of Bow Back Rivers in East London to support the 2012 Olympic Games. Headed the Canal & River Trust's national enterprise team before becoming Policy, Research and Impact Unit Manager for the Trust in 2016.



Edward Arnold - Project Manager Tracsis plc, Traffic and Data Services Division

Working in the Traffic and Data Services Division of Tracsis since 2014, I have led our most recent project with Canal & River Trust introducing the innovative application of monitoring techniques using machine learning technology. The Tracsis Group is the leading international provider of transport survey, rail passenger survey, data capture and event traffic management services in the UK and Republic of Ireland.



Waterways and Wellbeing: Building the Evidence Base

The Canal & River Trust (CRT) is a registered charity caring for 3,219km of working canals and river navigations, docks and reservoirs across England and Wales. The Trust works in partnership with others to support the health and wellbeing of millions of people.

To demonstrate its impact, the Trust has designed an Outcomes Measurement Framework (OMF) launched in September 2017.

This presentation will explain the OMF with focus on:

- CRT's approach to evaluation and measurement at national, local and project levels;
- The selection of sixteen longitudinal study areas which focus on in-depth measurement and evaluation;
- Principal quantitative and qualitative measurement and evaluation methodologies including:
 - A bespoke National Waterway Engagement Monitor
 - Economic valuation methodologies for monetisation
 - The evaluation of projects and day-to-day activities
 - Towpath use research, utilising intercept surveys and innovative application of monitoring techniques using machine learning technology

Findings and Originality:

The OMF methodology is an original approach to policy outcomes measurement utilising an innovative mix of tools, techniques and data sources to build an evidence base.

Conclusion and Policy Implications:

We hope that our approach and activities in the fields of research, measurement and evaluation will contribute to the growing evidence base and that future studies can be used to help distil and share the evidence on waterways and wellbeing supporting national and devolved policy.

Dr Adam Brown, Head of Research, Substance

Adam has led Substance's research into outdoor recreation, particularly recreational angling; is a leading expert in community ownership in sport, working regularly with Sport England; and has been widely published at national and European levels on good governance in sport.

Adam is nationally recognised for his research into the social and economic impacts of angling and has developed Substance's pioneering work in this area. He led the Sea Angling Diary project (2016-2018, www.seaangling.org) for Cefas/Defra;

led the Social and Community Benefits of Angling project for the Big Lottery Fund (2009-2012); has developed a series of projects for the Angling Trust, helping to inform and design the national angling strategies; and led the social and economic impact research on sea angling for Sea Angling 2012.

Other outdoor recreation work includes a series of national studies for the RNLI on coastal risk (diving, yacht sailing, sea angling) and volunteering.

Adam was Senior Research Fellow and Deputy Director of Manchester Institute for Popular Culture, Manchester Metropolitan University (1996-2006); a founding board member of FC United of Manchester (2005-2016); and a trustee of Cornerhouse arts centre (200-2013).



Catching the Data: The Sea Angling Diary Project, meeting policy needs through new technologies

The Sea Angling Diary project (www.seaangling.org) helps demonstrate how national policy demands for information on participation can be met through new (and old) technologies.

The government has a legal obligation to the European Commission under the Common Fisheries Policy to report the activity, catches and spending of recreational sea anglers in the UK. To help them meet this obligation, Substance has developed a bespoke online diary tool used by a panel of more than 1,400 sea anglers to record activity levels, locations, methods, catches and spending. Data is raised to the national level to provide estimates of the activity of c.800,000 sea anglers utilising the National Watersports Survey.

The diary tool:

- Allows participants to self-report activity and outcomes in a user-friendly way
- Utilises new technologies to do this (online tool and potential app)

The project has run since 2016 with increasing levels of participation and data collection, assisted through pro-active recruitment and incentivised data completion.

This presentation will reflect on:

- How this 'citizen science' approach helps meet national and European policy commitments
- Issues of recruitment, retention, data completion and bias
- Transferability to other outdoor recreation activities
- How this sits within wider bodies of research.

Dr Thomas Smith, Lecturer in Human Geography, Cardiff University

Some of his recent research has focused on young peoples and adults' engagement and interaction with outdoor recreation and heritage, including the use of mobile technologies in these interactions. His other research interests include young people's participation in environmental education (in East Africa and the UK); Evaluation of environmental education; Alternatives to environmental conservation in East Africa and elsewhere; Intangible values of environmental resources; skills of outdoor navigation, and community-led housing in the global South.



Suzanna Jones, Interpretation Officer, Brecon Beacons National Park Authority

During her career she has managed and delivered a range of European and Heritage Lottery funded interpretation and visitor experience projects, including the award-winning 'Walking with Romans' App, alongside other forms of interpretation. Her research interests include evaluating the use of mobile digital devices to Interpret landscapes and heritage. She is a Trustee of the Association of Heritage Interpretation and an Interpret Wales Steering group member working with colleagues across Wales to promote best practice and support practitioners



Dr Ria Dunkley, Lecturer in Geography, Environment and Sustainability, University of Glasgow.

Her research interests focus on transitions towards sustainability through environmental education (especially in informal, experiential environments) and community-led action (such as grassroots and artistic communities); human-nature encounters and changing perceptions of nature; and citizen science and sustainable development. She has led and worked on several projects funded by the British Council; Centre of Expertise for Waters (CREW); the Welsh Government, AHRC, Department for Education and the European Social Fund, and has collaborated with a range of environmental organisations.



Using mobile evaluation methods to monitor visitor use of a heritage App 'In the wild': Walking with Romans in the Brecon Beacons National Park.

Participation in outdoor recreation at heritage sites is increasingly promoted and delivered, through mobile and digital media, such as mobile phone Apps. At the same time, mobile digital media, devices, and more broadly 'mobile methods' offer new opportunities to monitor and evaluate participation, engagement and interaction through outdoor recreation at heritage sites. We briefly present here initial findings from an in-depth qualitative evaluation of a digital heritage App 'Walking with Romans', developed by the Brecon Beacons National Park Authority (BBNPA). BBNPA previously evaluated the quantitative outcomes of the project, such as the number of downloads and number of people using the App on-site. The research we present here builds on

this to evaluate use of the App through in-depth qualitative social science methods. These included the use of on-body video cameras to record visits, and post-visit interviews allowing participants to reflect on their experience. Drawing on analysis techniques from Human Geography, Social Sciences and Human-Computer Interaction studies, our initial findings demonstrate some of the problem-solving that visitors do to successfully navigate the site using the mobile App, as well as how they engage and interact with the interpretive elements of the App. We discuss some of the challenges for practitioners of utilising in-depth, mobile, qualitative evaluation in measuring and monitoring meaningful interaction and participation in outdoor recreation at heritage sites.

Delegate List

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Venue

Neuadd Y Ddinas City Hall
 Parc Cathays Cathays Park
 Caerdydd Cardiff
 CF10 3NP

Access & Facilities

City Hall offers good wheelchair access. From street level, a wheelchair lift gives entry to the ground floor and a further lift allows access to the first floor. Both ground floor and first floor are level throughout, with the exception of the Council Chamber where there are steps to access the room.

Toilets for disabled visitors are available.

Parking

The postcode for City Hall is CF10 3NP

Parking on site at City Hall is limited. Visitors are advised to use the paid on street parking spaces around City Hall. Cardiff Council is unable to reserve spaces for visitors unless special arrangements are needed for unloading equipment etc.

Disabled parking is situated in front of the main entrance and can be accessed via the bollards on the East entrance.

Visitors with special access requirements should contact City Hall in advance. (029) 2087 1736)

Car parking is also available at Castle Mews and North Road.

Other car parks can be found on nearby Greyfriars Road and Dumfries Place.

ORN Contacts for the Seminar :

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