

# Promoted Routes in Plymouth

## PLAF Briefing Note

### **Background**

There are currently a number of promoted recreational walking routes in Plymouth. These include the South West Coast Path, the Co-operative Way, the Erme-Plym Trail, the West-Devon Way and the Tamar Valley Discovery Trail. Plymouth City Council directly manages the South West Coast path but the other routes are managed through formal or informal partnership arrangements with neighbouring authorities and private sector bodies.

There are also a number of other less formal routes which are promoted by Keith Loze of the Co-operative Society of which 5 currently exist with 2 further routes being planned. These routes fill a niche for easily accessible shorter walks and are focused around the city centre area. They detail the history of the city centre, Sutton harbour and Barbican areas and essentially link points of local interest each with detailed interpretation available through route specific leaflets.

<b>Route Name</b>	<b>Promoter</b>	<b>Total Length</b>	<b>Length in Plymouth</b>
The Co-operative Way	Co-op/ PCC	15 Miles (24 km)	15 Miles (24 km)
Historic Plymouth Trails 1: Barbican	Co-op	3.4 Miles (5.5 km)	3.4 Miles (5.5 km)
Historic Plymouth Trails 2: the Hoe	Co-op	2.4 Miles ( 3.8 km)	2.4 Miles ( 3.8 km)
Historic Plymouth Trails 3: City Centre	Co-op	3.8 Miles (6 km)	3.8 Miles (6 km)
Historic Plymouth Trails 4: Old Plymouth	Co-op	1.1 Miles (1.7 km)	1.1 Miles (1.7 km)
Historic Plymouth Trails 5: Coxside	Co-op	2.2 Miles (3.5 km)	2.2 Miles (3.5 km)
Tamar Valley Discovery Trail	Tamar Valley AONB	30 Miles (48 km)	0.6 Miles (1 km)
The Erme-Plym Trail	Devon County Council	10 Miles (16 km)	1 Mile (1.6 km)
The West Devon Way	Devon County Council	36 Miles (58 km)	6 Miles (9.8 km)
	<b>Total</b>	<b>104 Miles (167 km)</b>	<b>35.5 Miles (57 km)</b>

Plymouth City Council seeks to identify ways to better promote walking routes in Plymouth. Doing so supports the authorities remit to promote healthy living, reduce obesity levels, reduce congestion, improve air quality and promote modal shift.

### **The Current Situation**

Promotion of existing walking routes by Plymouth City Council is at best limited. Both the South West Coast path and the Co-operative Way have detailed and popular walking guides (the latter being produced independently of the council) but there is little online information, no central source of information on recreational walking in Plymouth and no consistency between promotion

of various routes. The South West Coast Path, promoted as the Waterfront Walkway, presents a small commercial opportunity through sales of its walking guide through Tourist Information centres. The South West Coast Path Association have a detailed website which includes further information on the SWCP as a whole.

This year there have been a number of minor enhancements such as the Co-operative Way being formally recognised by the Ordnance Survey and capital investments on small sections of the Co-operative Way in the Forder Valley and Woodland Woods Local Nature Reserves. Further capital improvements are planned to be taking place in a further 4 sites most likely including Ham Woods and the Bircham Valley. We are looking to identify “soft” measures to promote use.

### **Evidence Base**

Extensive public consultation has taken place on walking and cycling habits in Plymouth as part of the Green Spaces Strategy, the Rights of Way Improvement Plan and the Local Transport Plan. There is a clear demand for recreational walking routes, specifically circular routes with helpful information available on where the routes go and how to get to them. Further details of the evidential basis behind this is available in **Appendix A** to this document.

### **Next Steps**

We are seeking to identify ways we can promote use, increase awareness and address latent demand for recreational walking in Plymouth. Given the evidence base we believe effective promotion of recreational walking is a fundamental part of our service delivery and is a cost effective way to address wider corporate priorities. We also believe that partnership arrangements will enable us to be more efficient in doing so. We have partnership arrangements in place with a number of neighbouring local authorities on specific routes which are successful.

We have arranged with the Plymouth University to put forward a number of projects for final year Arts and Media students related to the promotion of existing promoted routes within Plymouth. These projects will be supported and monitored by the University and will form part of the students final assessment in their studies.

The projects we have put forward include: -

- Design and publication of walking guides for the Plymouth Waterfront Walkway including PDF versions for use on our website. This includes scope for extending this brief to include the Co-operative Way.
- Production of digital “guided walks” encompassing downloadable podcasts suitable for use on mobile phones and mp3 players covering the SWCP, the Co-operative way and the 5 Co-op history trails.
- Inclusion of those podcasts within our website, the SWCP association website and iTunes.
- Production of theme based instructional videos (MP4’s) on walking for inclusion on the Plymouth and SWCP association’s websites covering topics such as backpack contents, using gps, safety guidance etc.

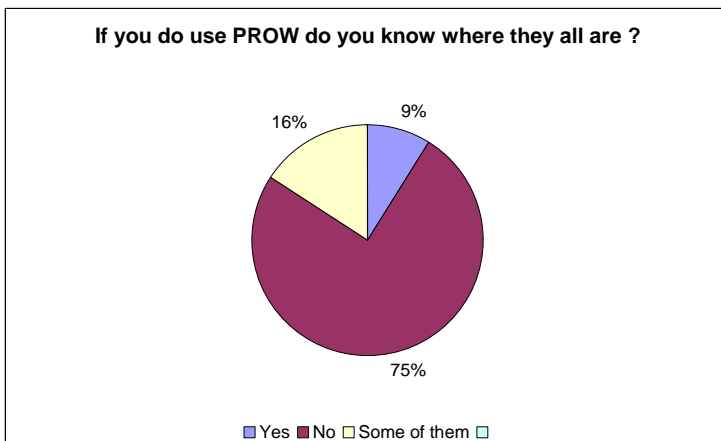
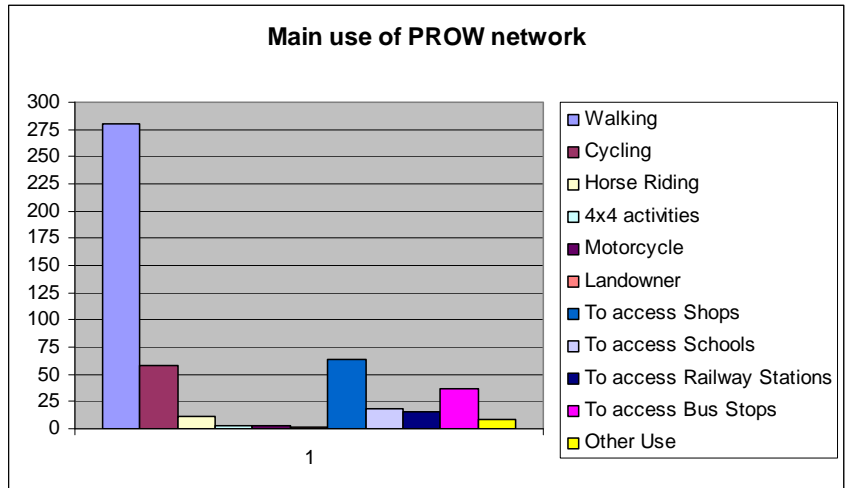
We also have a number of other areas where improvements can be made which include for example signage improvements (incorporating route identity, destinations, walking times etc) formal on-street route maps/interpretation, a city wide online “walking map” and new pages on the PCC website to incorporate walking leaflets and information. There will also be a longer term marketing strategy to promote the existence of this information.

### **Delivery and LAF Involvement**

We anticipate forming a steering group to work with and mentor the students that steering group being made up of a small number of PCC Officers, representatives of partners and the PLAF. In the first instance we anticipate the PLAF forming a small working group to discuss proposals and agree the way forward with PCC. PLAF members who sit on the steering group would report back to the full Forum to provide updates and set direction. The PLAF is therefore requested to consider forming a working group and to invite nominations from 2–3 members interested in this topic.

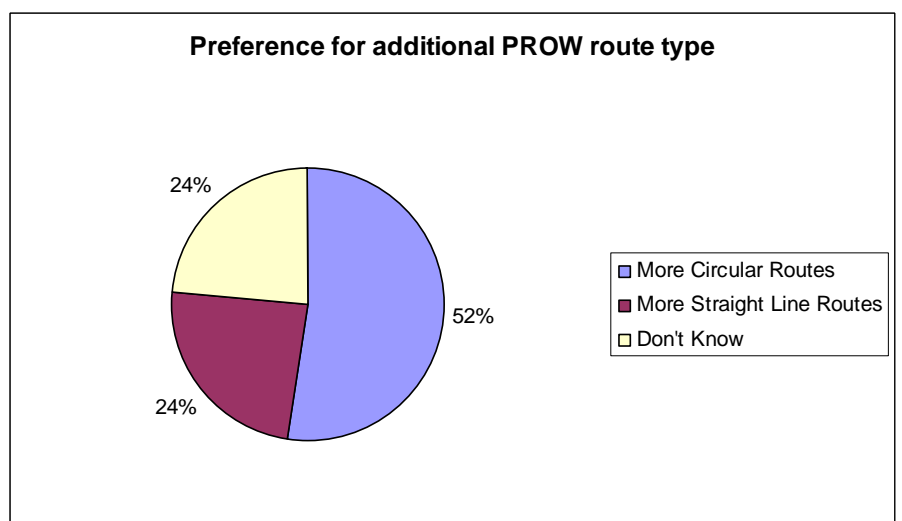
## Appendix A – Evidence Base

Consultation from the ROWIP tells us that the vast majority of people in Plymouth who use our rights of way network do so by walking.

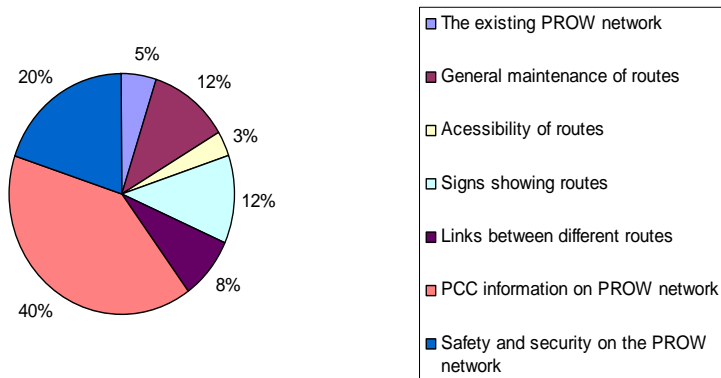


It also tells us that only 9% of people who use rights of way know where our paths are suggesting their knowledge of PROW is limited to their local area or to paths they use frequently.

When asked over 50% of people who walked recreationally told us they wanted us to provide more circular routes they could use.



**Very Dissatisfied with PROW network**



When we asked people who walked recreationally what area they were most dissatisfied with 40% were most dissatisfied by the information available to them about where they could go.

Finally improving the information and publicity about where people can walk recreational was seen as the third most significant improvement we could make to our services

**Most important improvement to PROW network**

