


Understanding and Enjoyment

Evidence Paper summary





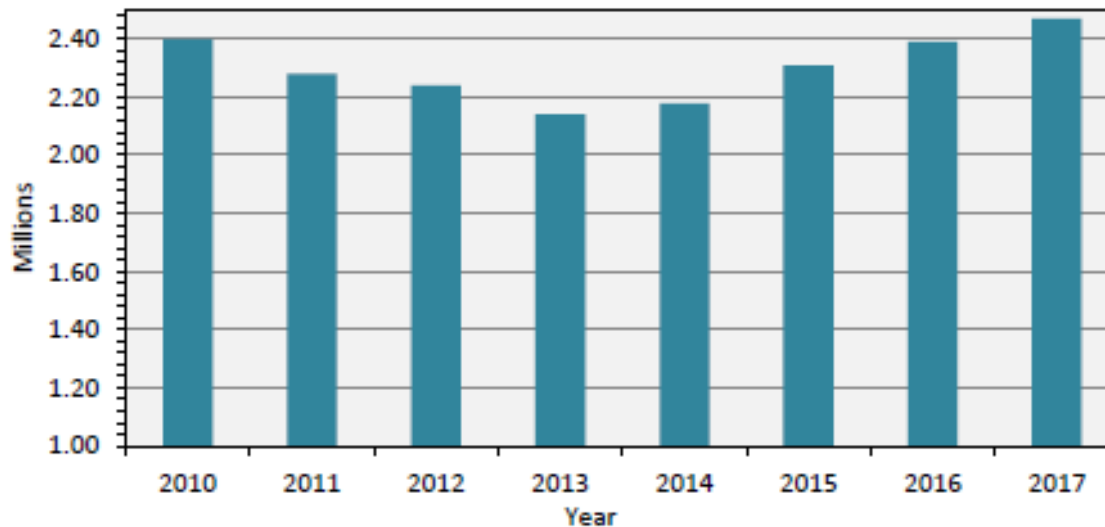
“I have never before, in my long and eclectic career, been gifted with such an abundance of natural beauty as I experienced filming ‘War Horse’ on Dartmoor”

Steven Spielberg

Visitor Trends and Behaviours

Visitor Numbers

- Visitor numbers increased by **15%** between 2013 and 2017 from 2.14million visitors to 2.47million
- The increase is largely a result of a rise in staycations and an increase in European visitors.



Annual Visitor Numbers. STEAM

Motivations

Two main reasons for visiting Dartmoor

1. General Sightseeing (36%)
2. Physical Activity (26%)

The National Park attracts more 'older' visitors

87% visitors aged 35 or over
13% aged 16-34

Majority of visitors come from local areas

In 2016 70% of Dartmoor visitors came from the South West

Recreation Activities

Activity Dartmoor

Roaming Recreation

Walking & running	78.0%
no dog	44.4%
with dog	33.6%

Horse riding	1.4%
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Off-road biking	1.1%
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Boating & kayaking	0.7%
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Leisure Activity Recreation

Food & play	5.1%
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Visit an attraction	4.0%
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Fishing	2.2%
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Shooting	1.8%
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Watch wildlife	0.4%
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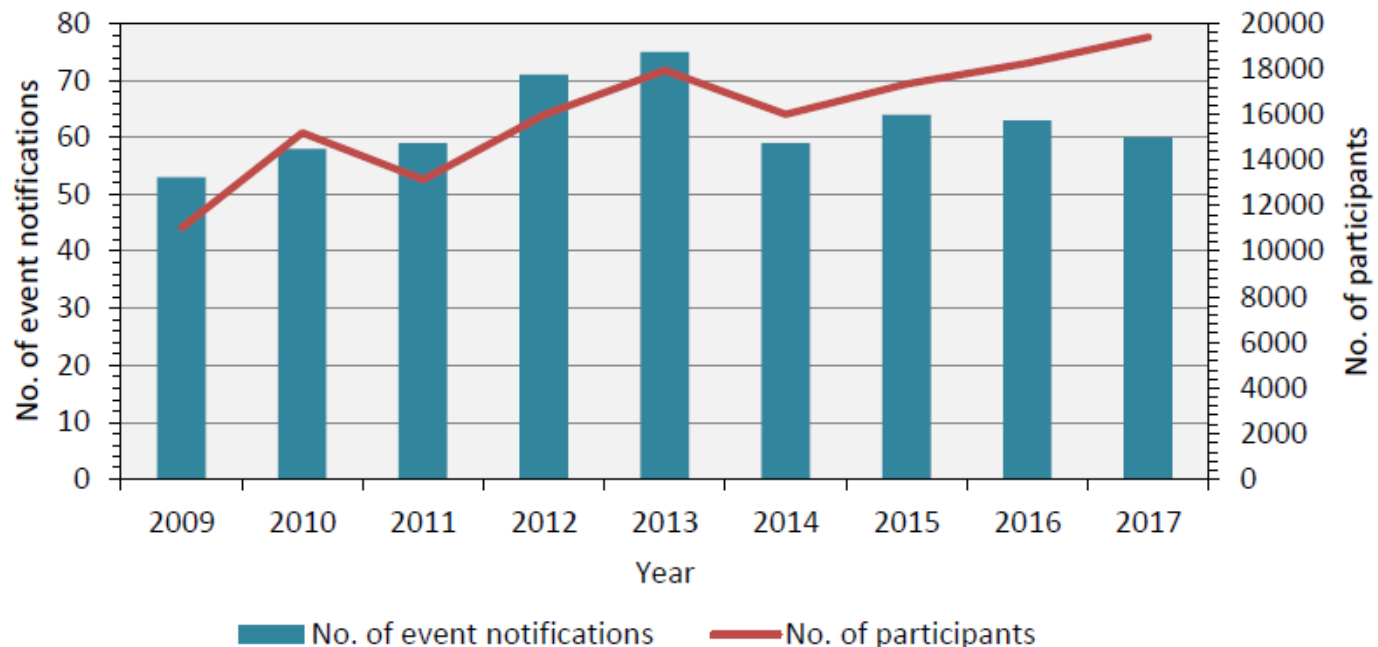
Other	5.4%
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Walking and running are the most popular activities undertaken by **78%** of visitors

1994 Visitors to National Park Survey also found walking to be the most popular reason for visiting Dartmoor

Large Scale Recreation

- Decrease in the number of large scale recreation events from 2013
- BUT participant numbers are increasing
- Fewer events but bigger in size



No. of event notifications and no. of people taking part in events (DNPA)

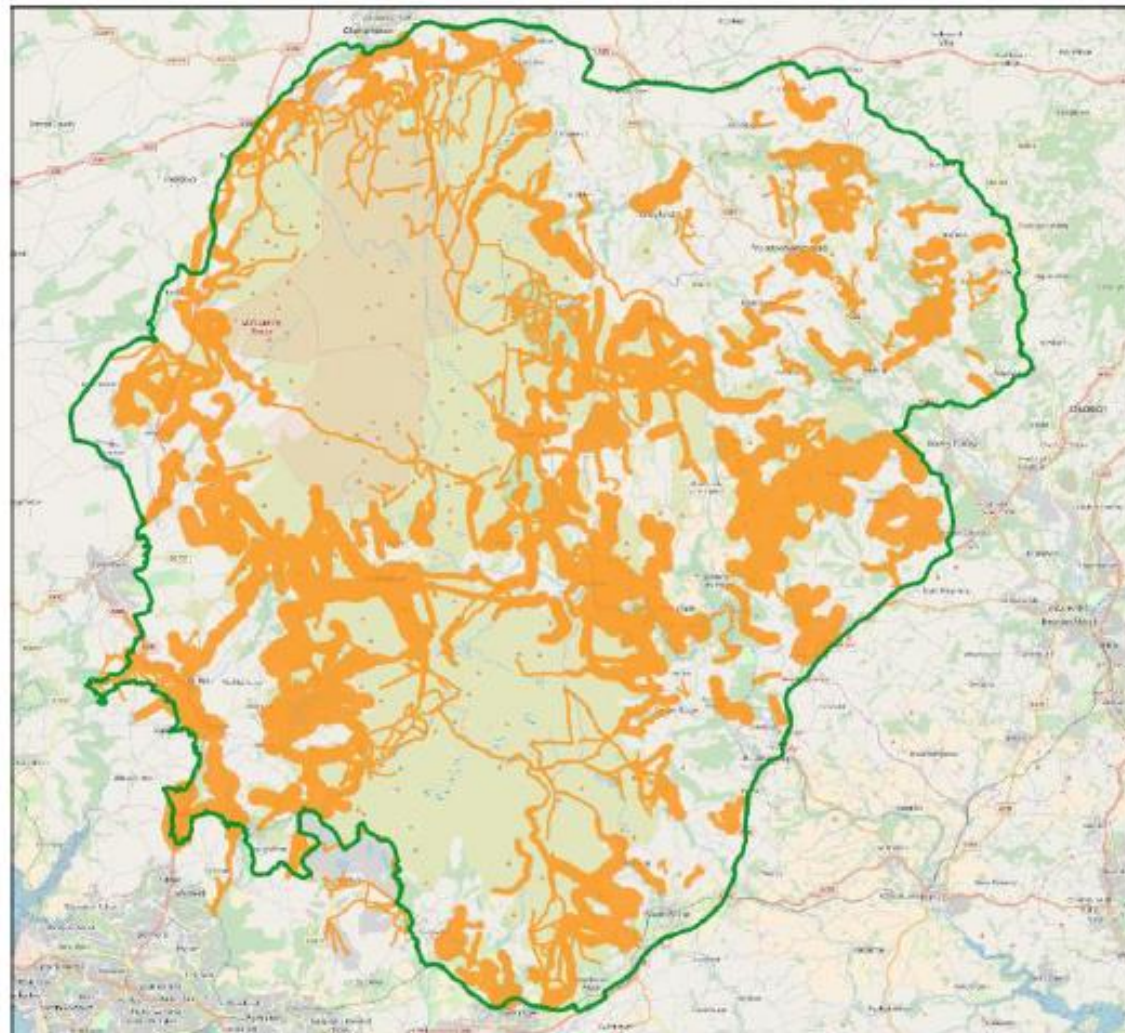
Future Trends

SWEEP – Emerging Research

South West Partnership for Environmental and Economic Prosperity have carried out work for DNPA to explore the impact of increasing recreational use

- Future population projects suggest an overall **population increase of 13%** by 2039 in the areas surrounding the National Park
- Increasing population could lead to **870,000 additional visits per year**
- MENE data shows that visits to the natural environment at least once a week have increased from **52%** in year one to **58%** in year seven

Future Trends



Legend

 Dartmoor National Park

Growth in Footfall per Hour (2019-39):

-  0.00 - 0.50
-  0.50 - 1.00
-  1.00 - 1.50
-  1.50 - 2.00
-  2.00 - 3.00
-  3.00 - 4.00
-  4.00 - 5.00
-  5.00 - 7.00
-  7.00 - 10.00
-  10.00 - 25.00

Predicted growth in footfall (increase in persons per hour at peak times) across Dartmoor from 2019-2039 (SWEEP)

Possible Impacts of Increasing Visitor Numbers

Visitor Impacts

Common concerns include

Litter

Anti-social behaviour

Speeding

Illegal Camping

Inconsiderate use of PRow

Dogs

Gates being left open



Recreation Pressure and Climate Change

- Data suggests that Dartmoor's climate is getting warmer and wetter with more intense periods of rainfall
- In 2014 about 40 Public Rights of Way (PRoW) were storm damaged
- Similar level occurred in 2017/18



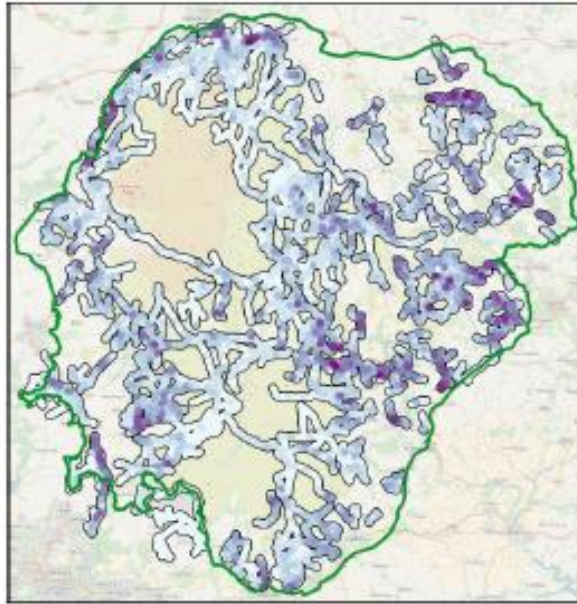
Recreation Pressure and Climate Change

- Increase in visitor numbers will lead to increased pressure on the PRow network
- Resulting in damage to vegetation, compaction of soils, erosion and gullying
- Combination of more severe weather events and increasing recreation pressure is likely to lead to significant damage in the future



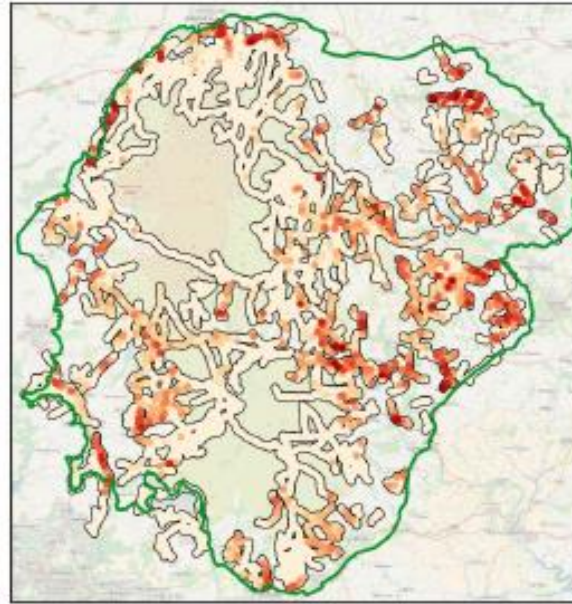
Recreation Pressure and Climate Change

Predictions of locations of increasing erosion by 2039 (SWEEP)



Change in Path Width 2019-39 (m)

0.000 - 0.026	0.343 - 0.480
0.026 - 0.071	0.480 - 0.661
0.071 - 0.142	0.661 - 0.994
0.142 - 0.235	0.994 - 1.613
0.235 - 0.343	1.613 - 2.074



Change in Bare Ground 2019-39 (m)

0.000 - 0.006	0.077 - 0.104
0.006 - 0.019	0.104 - 0.134
0.019 - 0.035	0.134 - 0.171
0.035 - 0.054	0.171 - 0.274
0.054 - 0.077	0.274 - 0.499



Change in Gully Depth 2019-39 (m)

0.000 - 0.001	0.009 - 0.012
0.001 - 0.002	0.012 - 0.017
0.002 - 0.003	0.017 - 0.022
0.003 - 0.006	0.022 - 0.047
0.006 - 0.009	0.047 - 0.062

Prediction of locations of increasing erosion by 2039 (SWEEP)

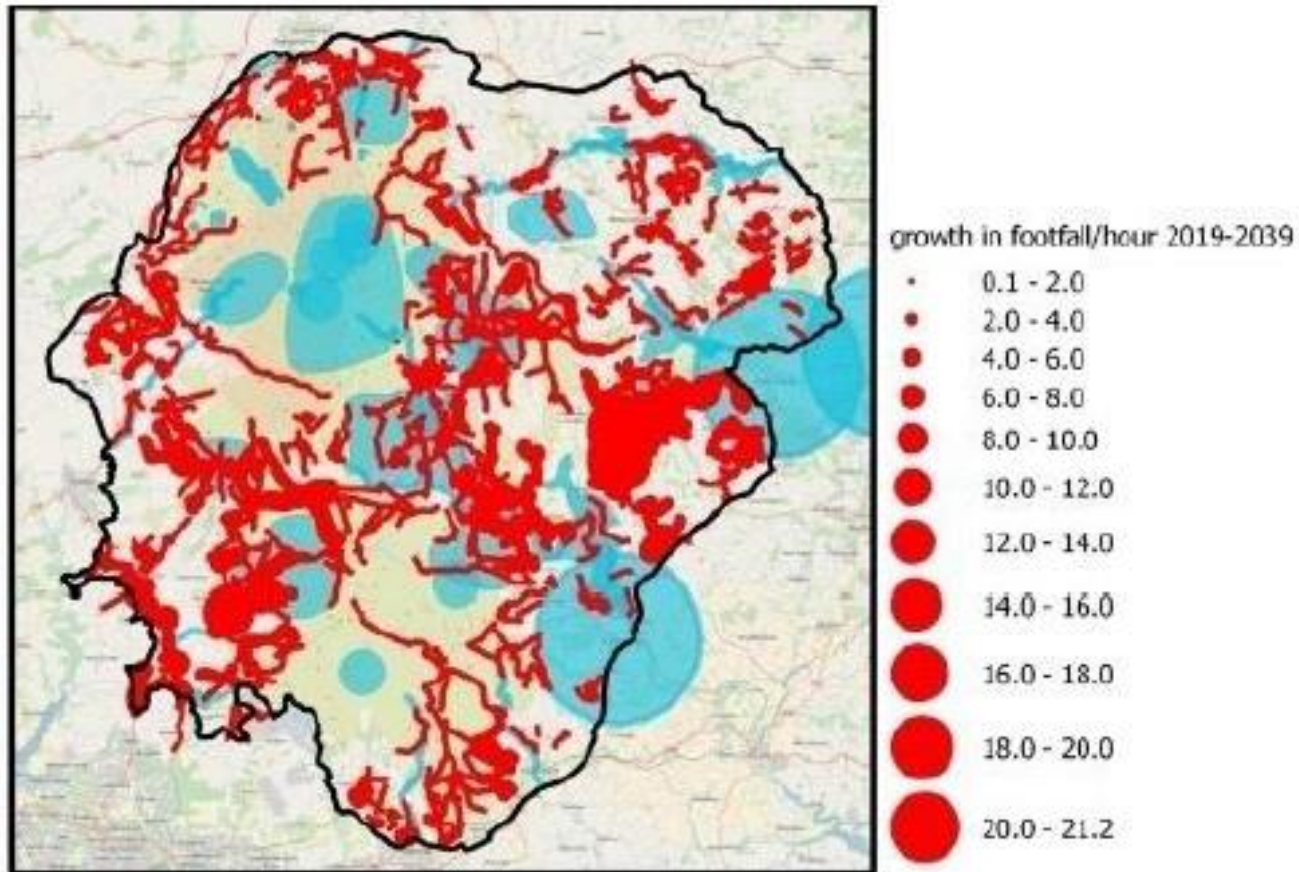
Species and Habitats

Assessing the potential impacts of increasing visitor numbers on key Dartmoor species (SWEEP)

Green: recreation impact unlikely	Orange: recreation impact possible or minor	Red: recreation impact high or likely
Blue Ground Beetle	Adder	Cuckoo
Bog Hoverfly	Hen Harrier	Dartford Warbler
Fairy Shrimp	High Brown Fritillary	Dipper
Otter	Marsh Fritillary	Dunlin
Peregrine Falcon	Narrow-Bordered Bee Hawkmoth	Greater Horseshoe Bat
Snipe	Pearl-Bordered Fritillary	Nightjar
	Plants	Raven
	Salmon	Red Grouse
	Skylark	Ring Ouzel
	Southern Damselfly	Whinchat
		Wood Warbler

Species sensitivity to recreation activities (SWEEP)

Species and Habitats



Key species hotspots (for which spatial information was available) and predicted growth in footfall per hour 2019-2039 (SWEEP)

Benefits of Dartmoor

Health and Wellbeing

- Important link between the natural environment and wellbeing
- **73%** of people in the UK feel that the natural environment is important for personal and national wellbeing
- Recognised in the Governments 25 Year Environment Plan

Dartmoor Naturally Healthy

Enjoyment (52 NH; 20 MTE)



Sense of belonging (52 NH; 17 MTE)



Learning (18NH; 49 MTE)

The **top four** participant outcomes across both projects



Relaxation (27 NH; 17 MTE)

Education and Understanding

- 8 Point Plan for National Parks and the 25 Year Environment Plan have a focus on connecting young people with Nature
- DNPA offers a range of formal and informal education activities

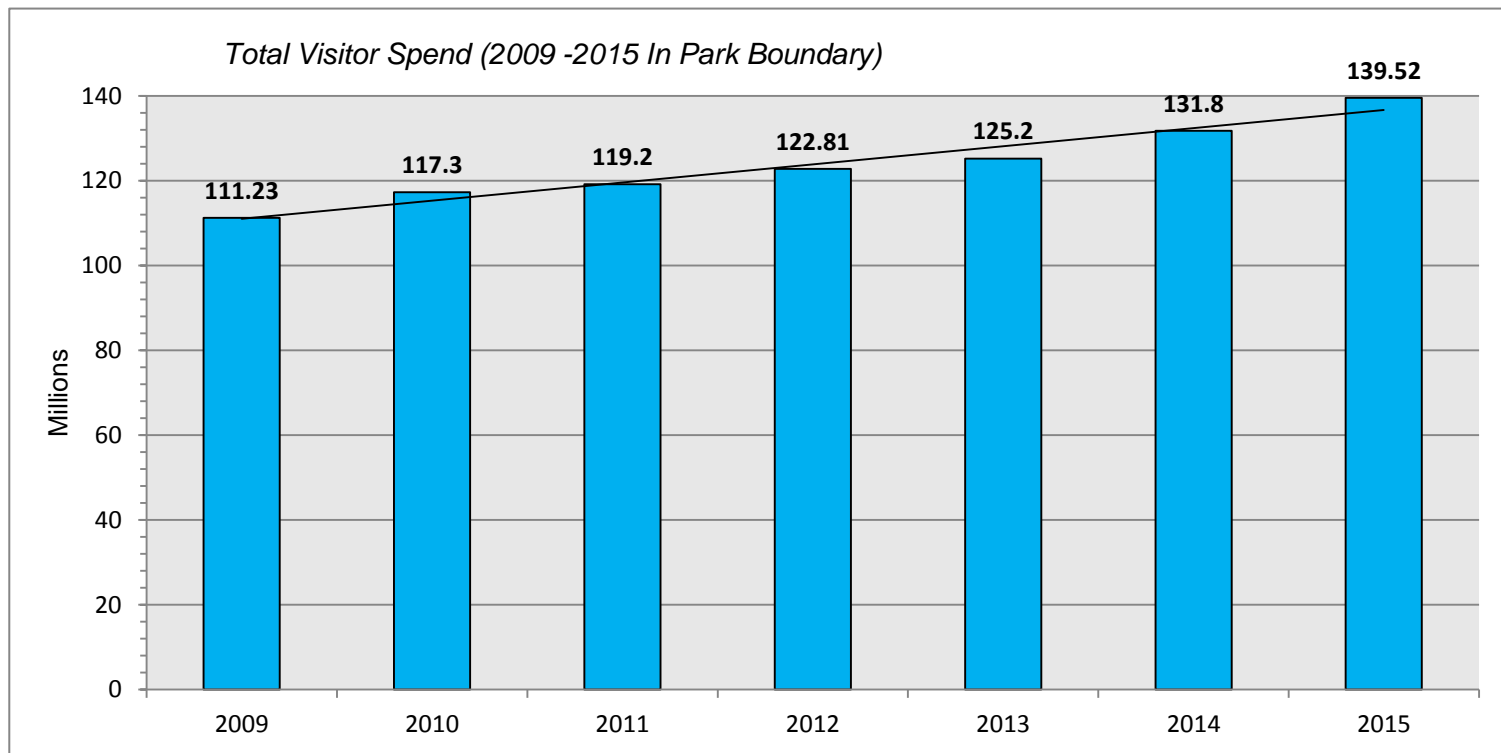
Formal	Informal
School Groups	Ranger Ralph
	Junior Rangers
Visitor Centres	

- Dartmoor offers a range of opportunities to promote understanding
 - Ten Tors
 - Education providers and activity centres
 - School visits
 - National Citizen service
 - Uniform Groups e.g. Scouts
- What about quality over quantity?



Tourism Businesses

- Increasing annual visitor spend
- Linked to growing number of staying visitors



Summary

- Dartmoor important resource used by thousands of people for many different reasons
- Trend data and emerging research suggests that visitors numbers will increase
- 8 Point Plan sets targets to encourage visitors to the National Park
- Recreation and use of Dartmoor can have positive and negative impacts
- How do we manage an increase in visitors to support the local economy and improve visitor experiences but also protect and enhance the natural environment that the National Park protects

Do the Mountains Speak for Themselves?



Great Staple Tor © Adrian Oakes