

Top Ten Trail Experiences

NATIONAL TRAIL



Business Toolkit

www.top10trails.com

I. INTRODUCTION

Welcome to the Top 10 Trail Experiences Business Toolkit. Its purpose is to help your business benefit from promoting the Cleveland Way and/or Yorkshire Wolds Way National Trail.

What is a National Trail?

National Trails are long distance routes for walking, cycling and horse riding through the finest landscapes. There are 15 Trails in England and Wales, and 4 in Scotland.

Each Trail in England and Wales has a National Trail Officer who is responsible for overseeing its management and maintenance to nationally agreed standards. Funding for National Trails is provided by national government through Natural England and Natural Resources Wales, as well as by local highway authorities and other funding partners.

How is this relevant to my business?

The Cleveland Way and Yorkshire Wolds Way National Trails are valuable local assets that attract many new visitors to your area. These visitors aren't just interested in walking; they are also looking for places to stay, eat and shop. They are keen to explore and enjoy a wide range of experiences during their visit – including what your business has to offer.

Learning about and promoting your National Trail can help you to:

- *Reach new markets and attract new customers*
- *Add value and competitiveness to your products and services*
- *Improve the 'welcome' and local knowledge offered by your staff*

Read on to learn how...!

Who should I contact for more information?

For further information about the Business Toolkit, please contact:

National Trails Officer

c/o North York Moors
National Park Authority,
The Old Vicarage, Bondgate,
Helmsley YO62 5BP

(t) 01439 772700

(e) info@northyorkmoors.org.uk

For information about Top Ten Experiences along the Cleveland Way and Yorkshire Wolds Way – including useful resources to accompany this document – please visit: www.top10trails.com



2. UNDERSTANDING THE AUDIENCE:

who visits National trails?

National Trails are used by walkers, cyclists and horse-riders who enjoy being outdoors and exploring the countryside. Typical user groups include:



Independent Doers

Unencumbered individuals who want to enjoy what the landscape has to offer. Tend to be younger with an independent spirit. Enjoy being outdoors and want to do things to be active.



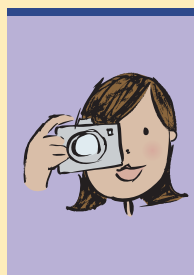
Reflective Enrichers

Empty nesters who enjoy the simplicity and pace of the landscape. Demand a high quality experience and a chance to interact with people and places. Want things to see as well as things to do.



Family Discoverers

Families as a unit or with extended family (e.g. with grandparents) or groups of friends. Keen to pass on knowledge or introduce children to a different way of life. Enjoy activities the whole family can get involved in.



Active Hobbyists

People with keen personal interests that determine their choice of destination – e.g. nature spotting, photography, heritage, arts and crafts.

Trail visitors in Yorkshire: the local profile

So who enjoys visiting National Trails in Yorkshire? Where do they come from, where do they stay and how do they travel? Here's a quick summary to help you understand the types of people who visit the Cleveland Way and Yorkshire Wolds Way...

Cleveland Way

Information derived from *Welcome to Yorkshire Regional Visitor Survey 2010/2011*.

- The majority of people (44%) are incomers to the area who require overnight accommodation.
- The next biggest group are day-trippers (42%) who live locally in Yorkshire and the Humber. They often enjoy 'spur-of-the-moment' visits that last for 3 hours or more.
- Approximately 25% of visitors stay in local accommodation within Yorkshire, rising to nearly 45% of visitors within the North York Moors National Park.
- The majority of people are repeat visitors who've been to the area before (nearly 82%). However, it's important to remember that the remaining 18% are first time visitors: that's roughly one in five people who are keen to find out more about the area and discover things to do locally.
- Approximately half of all visitors are accompanied by their partner/spouse or family (approximately 40% of visitors are accompanied by children up to 15 years of age).
- Groups of friends are the next most common visitors. Some people also choose to visit alone – often in search of peaceful and quiet places, where they can relax and enjoy some time to themselves.
- 89% of visitors are UK residents; 11% travel from overseas. The majority (32%) are local people from the Yorkshire and Humber region, followed by visitors from the North East (21%) and midlands. Fewest visitors travel from Wales, Scotland and the South of England.

So in summary... there is a relatively even split between visitors who are travelling into the area and day-trippers from within Yorkshire and the Humber. The majority of people have visited the area before and are likely to be accompanied by family members, including young children. But don't forget about the one-in-five who haven't visited before and are likely to be seeking local accommodation and ideas about where to go and what to do!

Yorkshire Wolds Way

Information derived from *East Riding Council: 'Shaping the Future of Tourism' report 2013*.

- The majority of visitors (85%) are people who live locally and enjoy day-trips within an hour's drive or less.
- Most money is spent on food and drink during the daytime (before 5pm): £61.3 million per year, compared to £21 million on evening meals.
- Visitors' favourite pastime is "strolling around and enjoying the ambience", following by eating out, visiting historic gardens/houses, shopping and visiting natural attractions. The most common words used by visitors to describe the area are "relaxing", "traditional" and "friendly".
- Approximately 53% of overnight visitors are from outside Yorkshire, although 34% live within the region. Of those people needing overnight accommodation, 70% are holidaymakers. 15% are visiting family and friends, while 13% are on business trips.
- Shopping is the largest source of local revenue (£97.9 million per year), followed by food and drink, travel and accommodation.

So in summary... the majority of visitors are local day-trippers, although a significant number of visitors from within Yorkshire also require accommodation. Visitors spend most money on shopping and daytime eating out. They are drawn to the area because of its relaxing ambience and the traditional way of life it offers.

3. GETTING STARTED:

how to use this Toolkit

The **Top 10 Trail Experiences** Business Toolkit is a collection of information and resources to help your business benefit from being located near to a National Trail. We use the word 'Toolkit' because it is focussed on practical outcomes. In the same way that a carpenter's toolkit contains different tools for different jobs, the Business Toolkit can be adapted to your individual needs and interests.

You don't need any special skills or expertise to use the Toolkit. It's simply about making use of your own local knowledge and enthusiasm in new and practical ways. All you need is a passion for your local area and a willingness to be creative!

You might like to use the Toolkit when ...

- Creating publicity materials, such as a leaflet, website or advertisement
- Informing your customers or visitors about your local area
- Providing training to your staff or colleagues

STEP 1: *deciding what's relevant to you*



Read over section **4. Top Ten Experiences**, which provides a brief summary of great days out that visitors can enjoy at different locations along the Cleveland Way and Yorkshire Wolds Way National Trails (*ten experiences per Trail*).

The summaries include a short description of the destination and its '**unique selling points**' – explaining what's special about it and which types of people it might appeal to.

This summary information is intended to improve your own understanding of the different experiences on offer along the Cleveland Way and Yorkshire Wolds Way – and importantly, that it's not just about walking!



Browse the Top Ten Experiences and decide which are most relevant to your business. Then move on to Step 2.

STEP 2: *planning and preparation*



Read over section **5. Simple Steps**, which provides ideas on how you can link your business with a National Trail – aiming to publicise your products and services as part of the overall ‘*attraction*’.

At this stage you might like to visit the website and download some resources that will help you to promote great days in your local area. Resources include written information, maps and photographs that are designed to appeal to both regular Trail users and people who might consider visiting a National Trail with the right incentives.

You are welcome to use these resources free of charge in your own publicity materials. Visit www.top10trails.com for details.



Make a note of the Simple Steps you’re going to take in promoting your National Trail and download any resources you might need. Then move on to Step 3.

STEP 3: *action!*



This Toolkit can help you to understand the unique selling points of different destinations and days out in your local area. It can also help you to develop a simple action plan for how your business can benefit from them and reach new customers. The final step requires you to put your plan into action!

Using the Toolkit isn’t necessarily about doing new things from scratch. It’s more important to look at how you are already promoting your business and make improvements by simply doing things differently: ***small steps, rather than giant leaps.***

If you get stuck or need further advice, just ask! We’re here to put you in touch with people who can help. Contact the National Trails Officer (*details on page 2*) for more information.



Work your way through the list of Simple Steps that you noted down earlier. Take your time and start with those that are easiest to complete. And remember: it’s not about making major changes to how you promote your business – it’s about making little tweaks that add up to a big difference!

great days out for your customers to enjoy

Cleveland Way
EXPERIENCES



1 Make a pilgrimage from Helmsley Castle to Rievaulx Abbey.

Follow in the footsteps of Saint Aelred of Rievaulx, one of Yorkshire's most famous abbots, on this historic walk from Helmsley Castle to Rievaulx Abbey. The route takes in magnificent woodland, the valley of Blackdale Howl and stunning views from the top of Jinny York Bank.

Great for... people who want to learn about local heritage while they're out and about.



2 Enjoy a great view at Sutton Bank: day or night!

Sutton Bank, on the edge of the North York Moors National Park, provides spectacular views over the Vale of Mowbray. From here you can spot gliders soaring above, watch the weather roll in from the west, gaze at the starry night sky or enjoy a bike ride through beautiful woodland.

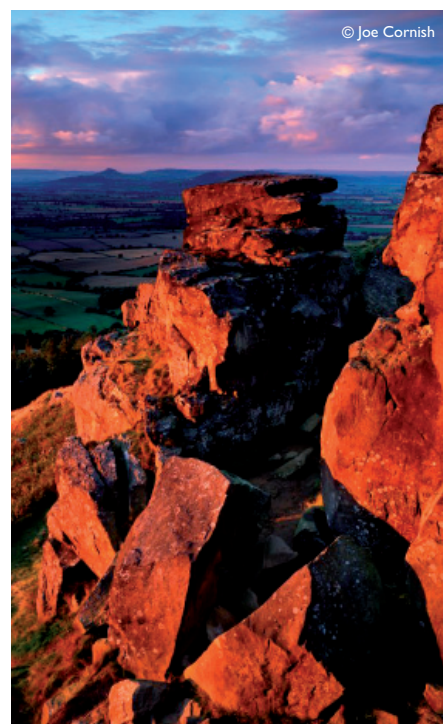
Great for... families and people looking for lots of different things to do at one location.



3 'Scramble' through the Wainstones

A more adventurous walk up Hasty Bank to the unique Wainstones will not disappoint. As the only part of the Cleveland Way where you need to use your hands for a very short scramble, the Wainstones present a small yet satisfying challenge.

Great for... anyone who wants a more 'wild' and rugged experience.



4 Stride in the footsteps of Captain Cook and climb your first 'mountain' at Roseberry Topping.

Grab your chance to 'bag' two iconic features of the Cleveland Way on this circular walk from Great Ayton around Roseberry Topping and the site of Captain Cook's Monument.

Great for... anyone keen on experiencing some of the Trail's most famous landmarks. A perfect 'expedition' for families with young children.



5 Sit back and admire the sculpture at Saltburn.

Here, the Cleveland Way rises onto the cliff top at Saltburn with dramatic views across the sea. This part of the trail provides a few surprises, with three artworks to discover along the route.

Great for... people with an interest in arts and crafts – or anyone in search of inspiration and contemplation.



6 Be the highest person on the East Coast of England at Boulby Cliff, Staithes.

This is a walk that offers two extremes: the chance to be the highest and then the lowest person on the east coast of England!

Great for... people wanting to stretch their legs with a good walk along the coast – and a hearty meal or great pub once they're finished.



7 Count the 199 steps and enjoy some kippers at Whitby.

Like Scarborough, Whitby offers a perfect seaside experience. There are two walks on offer at this destination: one to soak up the hustle and bustle of the town and its many attractions; another to escape the crowds and gain a different perspective on the landscape.

Great for... regular (or first time) visitors to Whitby who are looking for new ways to enjoy the town.



8 Learn about wildlife and heritage at Robin Hood's Bay.

Robin Hood's Bay has a long and interesting history – from its spectacular geology, to its former role at the heart of the local fishing industry. Explore this iconic landscape with a Coast Alive Tracker Pack.

Great for... families and anyone keen to experience nature without straying too far off the beaten track.



9 Discover Ravenscar, the town that never was.

Ravenscar is a quirky village built on spectacular cliffs. During Victorian times there were big plans for the village to rival Scarborough and Whitby, until the company responsible for its development became bankrupt.

Great for... families and anyone in search of local stories and sense of 'mystery'.



10 Have a secret picnic by a waterfall at Hayburn Wyke.

Hayburn Wyke is a secluded cove between Scarborough and Whitby. With the beach and woodland to discover, this hidden gem is the perfect setting for a picnic or a day of exploration.

Great for... families and anyone seeking a 'secret retreat' with plenty to explore and the promise of a good pub lunch.



Yorkshire Wolds Way EXPERIENCES



1 Get up close to the Humber Bridge.

The Yorkshire Wolds Way offers a unique, close-up view of the impressive Humber Bridge as it passes underneath the bridge along the Humber foreshore. You can also discover a wealth of local wildlife, especially the abundance of birds that feed and nest locally.

Great for... families and anyone keen on spotting wildlife and taking in spectacular views (such as photography enthusiasts).



2 Go on a high-tech treasure hunt near Market Weighton.

Follow a circular walk around Market Weighton and Goodmanham village, hunting for treasure along a geocache trail – an adventure for the whole family.

Great for... families and groups looking for a fun activity to enjoy together. Also appeals to geocaching enthusiasts.



3 See Red Kite at Londesborough Park.

Londesborough Park offers the ideal setting to spot Red Kites. Although these magnificent birds can be seen almost anywhere in this part of the Yorkshire Wolds, they tend to prefer estates or parkland like Londesborough Park, which provide a good food supply with old mature trees for roosting and nesting.

Great for . . . birdwatchers, family groups and people interested in stately homes and gardens. The park is ideal for anyone wanting to experience wildlife in a convenient and accessible setting.



4 Follow in the footsteps of former rebels on the Pilgrimage of Grace.

The Pilgrimage of Grace heritage walk is an 8¼ mile linear walk through outstanding landscapes between Warter and Pocklington. It celebrates the important role that this part of Yorkshire played in the Pilgrimage of Grace, a rebellion against Henry VIII in Yorkshire in 1536.

Great for . . . people wanting a good hike with plenty to learn about and look out for along the way.



5 Stretch out on a poetry bench near Huggate.

After a walk around the Huggate landscape, rest up and watch the world go by on the Huggate Poetry Bench, north of Huggate village.

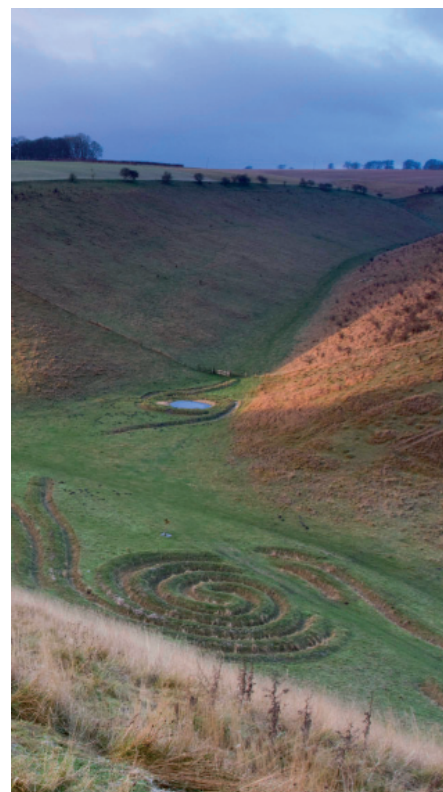
Great for . . . people with an interest in arts and crafts – or anyone in search of inspiration and contemplation.



6 Explore the hidden dry valleys around Fridaythorpe.

Fridaythorpe is the best place to explore the characteristic dry valleys of the Yorkshire Wolds. The network of dry valleys, known locally as 'dales' or 'slacks', which dissect the Yorkshire Wolds plateau, offer fantastic opportunities to experience peace and tranquility.

Great for... people wanting a good half-day hike through a 'classic' Yorkshire Wolds landscape, complete with good food and drink at the finish.



7 Visit Thixendale and the Robert Fuller Gallery.

Thixendale village is one of the most charming places to visit on a trip to the Yorkshire Wolds. Its location at the bottom of many intersecting dales is a delightful setting and makes it one of the most isolated villages in the area.

Great for... mixed groups of people with different interests. There's a six mile walk for anyone wanting to stretch their legs, a fantastic local pub for people wanting refreshment.



8 Discover the lost village of Wharram Percy.

Located in a picturesque setting, Wharram Percy is the most famous deserted medieval village in Britain.

Great for . . . families and anyone in search of local stories and sense of 'mystery'.



9 Climb a steep hill and find a sculpture at Wintringham.

This is one of the steepest parts of the trail but the climb is well worth it for panoramic views of the North York Moors and across the Vale of Pickering.

Great for . . . art lovers and anyone seeking spectacular views of the landscape.



10 Enjoy fish and chips at Filey.

Filey marks the end of the Yorkshire Wolds Way, providing the perfect place to relax after a long walk with plenty for everyone to explore.

Great for . . . families and anyone looking for the 'classic' seaside experience of sandy beaches, leisurely strolls along the promenade and lively nights out.



5. SIMPLE STEPS:

ideas for linking your business with a National Trail

A good way to start is by updating your publicity materials to include information about your National Trail and the different experiences it offers. This can be done very easily the next time you update your website, leaflet, social media (e.g. *your Facebook page*) and so on. The benefit of doing so is that it helps to link your business with a major visitor attraction – helping to put your business in the spotlight for new customers to discover. Use the resources available on the website to make this easy: www.top10trails.com

Discover the Trail yourself. Find a few walks you would recommend from your front door which give great views, or explore hidden places nearby. Try looking at your area with ‘fresh eyes’ and imagine you are visiting for the first time. Go for walk along the Trail, try out some of the local shops, pubs, restaurants and so on. Collect your own information about your area and share it when talking to customers or visitors.



Recommend a variety of routes – leisurely ambles, energetic hikes, accessible trails and seasonal experiences (*woods in spring and autumn, heather moors in late summer*). Some visitors might also like to explore the wilder parts of your National Trail. If so provide walking guidebooks and Ordnance Survey maps on loan to help them get around.

Provide facilities for active visitors – drying space for boots and waterproofs, secure storage for bikes, hearty food and packed lunches can all make a huge difference to visitors who enjoy the great outdoors.

Contact your local Visitor Centre for information about local activities, plus advice on where to direct your visitors who want different experiences. For example: the National Park Centre at Sutton Bank is a great place for information about the landscape of the Cleveland Way.



Create an information pack for your customers by collecting free leaflets that promote local routes and attractions.



Develop your own materials to help visitors explore the area and get more from their stay. Perhaps a map of your favourite local walks and places to visit along the National Trail, or an I-Spy sheet and other games for families with children. Don't shy away from being creative and using a 'DIY' approach – your customers will really appreciate the personal touch!



Encourage your customers to try local produce at nearby pubs, tearooms, shops, markets and other suppliers. It helps to make their experience more personal and memorable. It also helps to boost the local economy, which benefits everyone.



Find out about guided walks and events and promote them to visitors. There might also be local guides who could lead special walks and explorations that are tailored to the needs and interests of your own customers.



Inform your customers about the Countryside Code and help them to explore the landscape by explaining about Open Access Land. Encourage them to do more than just 'drive through the countryside'. Information on the Countryside Code and Open Access is available on the Natural England website:

www.naturalengland.org.uk/countrysidecode
www.naturalengland.org.uk/openaccess



Show off your local landscape! Use photographs and pictures to illustrate the seasonal changes and the wildlife that this brings to the area.



Provide reference material such as books on local wildlife and heritage, and ask for recommended books at your local library (*where you will also be able to find contacts for any local wildlife or civic societies*). You might also like to research the wildlife and/or history of your own local area – display photographs, maps or other records that bring the natural and cultural heritage of your landscape to life.



Find out the opening times of local attractions, including stately homes and heritage sites. Advertise these to your visitors in advance so they can arrange to stay, for example, when the gardens are open to the public.




Most importantly, share your own knowledge and enthusiasm.

Visitors always value personal recommendations from local people much more than official guidebooks. Tell them about your own favourite places and experiences along the National Trail. Share your stories and memories. Be proud of your place and what it has to offer – it's one of your most valuable assets, so don't shy away from telling people why you love it!



[illegible]

Maps © Crown copyright and database rights 2013. You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form. North York Moors National Park Authority. Ordnance Survey 100021930.



North
Yorkshire County Council

