



Interpretation, Information and Communication (IC)

'High quality and accessible communications will increase understanding of Dartmoor National Park and enable the enjoyment and safeguarding of its special qualities'

Headline Indicators	Monitoring Period	Latest Data	Condition
Interpretation, Information and Communication (IC)			
Annual number of visitors to information centres operated by DNPA ⁴	2001-2007 (annual)	219,366	
Annual number of visitors to information centres supported by DNPA ⁵	2004-2007 (annual)	122,718	
Total monthly number of hits on DNPA web site (page views)	Dec 2005 – Jul 2008 (monthly)	986,000 page views	

Accessible communications

The Authority's web site received an average of 454,000 monthly page views in the first 6 months after it was re-launched in 2006. This has been increasing steadily to an average of 671,000 monthly page views in the first half of 2008. This compares with over 1 million page views per month on the Lake District NPA web site and 267,000 page views per month on the Exmoor NPA web site over the same period.

Figure 7. Use of different areas of the DNPA web site 2007/08 (Source: DNPA)

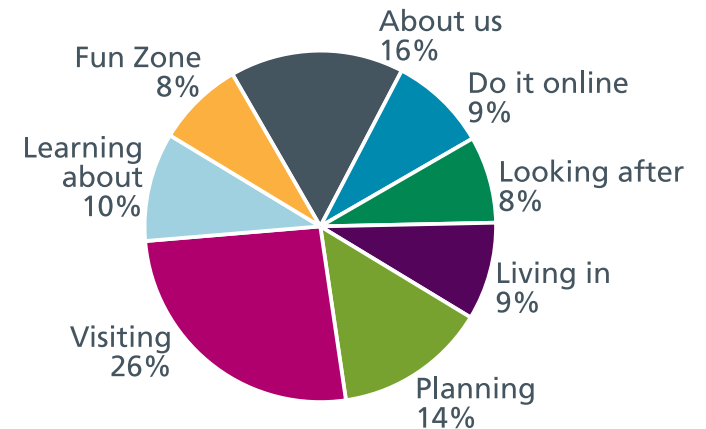


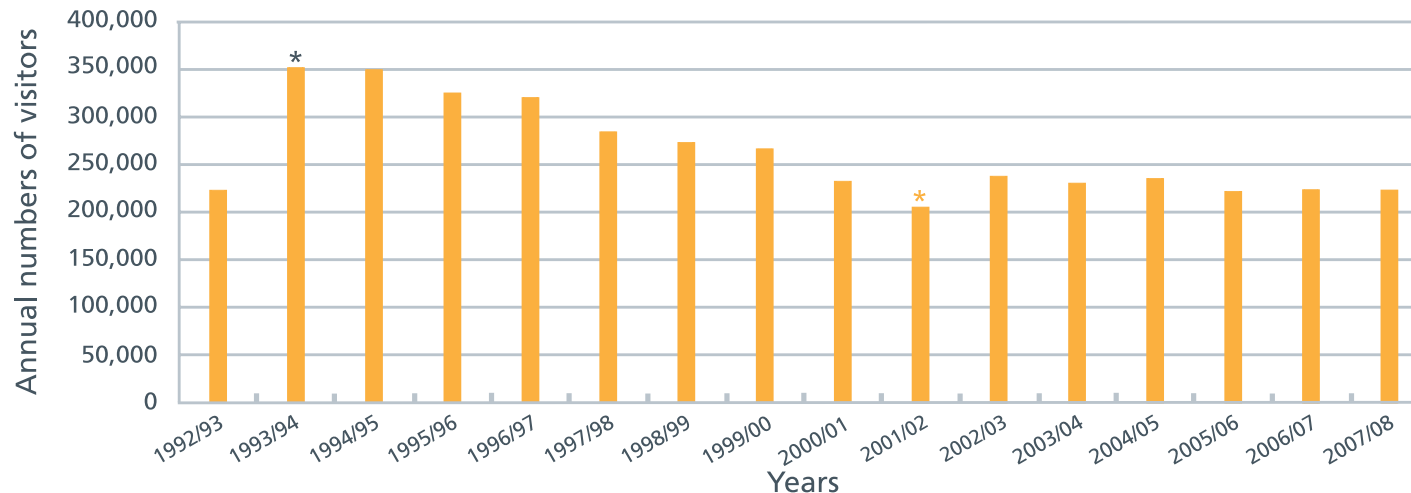
Figure 7 sets out the levels of use of each of the areas of the web site, the most popular being visiting, about us, and planning. Partner web sites such as the Dartmoor Partnership and Discover Devon web sites also give a lot of useful information about Dartmoor. Information on the number of visitors to these sites is not currently available.

The Authority produces 30-50 news releases each year; in 2007 this included 1 Community News release, 30 general interest news releases and 7 partnership project news releases.

⁴ This is the total for 4 centres: The High Moorland Visitor Centre (Princetown), and National Park Information Centres at Postbridge, Haytor and Newbridge

⁵ This is the total for 6 centres: Ashburton, Bovey Tracey, Buckfastleigh, Moretonhampstead, Okehampton and Tavistock; figures for Ivybridge not available

Figure 8. Annual number of visitors to DNPA Information Centres 1992/93 - 2007/08 (Source: DNPA)



* 1993 Opening of HMVC - Princetown * 2001 Foot and Mouth disease in UK

Understanding Dartmoor's special qualities

The NPA supports a network of Centres providing information for visitors to the National Park, the sale of maps and guides, and free exhibitions of local artists and subjects.

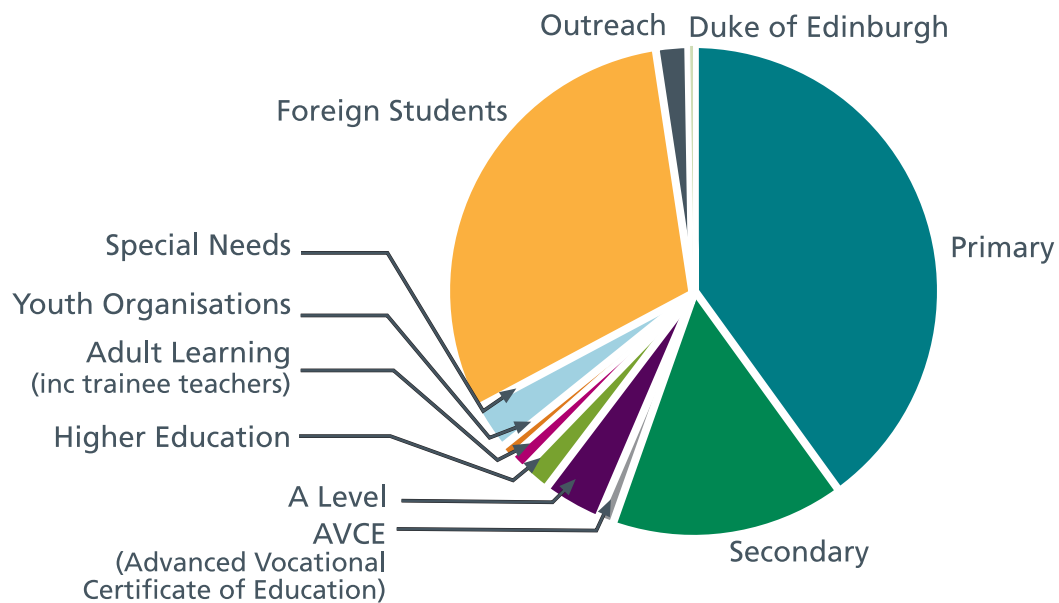
The Authority operates 3 National Park Information Centres at the High Moorland Visitor Centre (Princetown), Postbridge and Haytor, as well as providing grant aid support to 7 Tourist Information Centres and Community Information Points at Ashburton, Bovey Tracey, Buckfastleigh (Valiant Soldier), Ivybridge (Watermark Centre), Moretonhampstead, Okehampton and Tavistock. DNPA operated Centres are open for a total of over 1,000 days each year.

The number of visitors to these Information Centres peaked at around 350,000 when the High Moorland Visitor Centre opened in 1993; numbers declined through the 1990s and have settled at around 225,000 to 238,000 over the last 8 years (with the exception of 2001). The number of visitors to other Centres supported by DNPA has remained steady. The number of non-UK visitors to DNPA Centres has increased in this period, estimated at 6% of visitors in 2007/08. As well as the web site and Information Centres 185,000 copies of the *Dartmoor National Park Guide* (formerly known as the *Dartmoor Visitor*) were available free of charge to the public in 2007/08. As part of the information network there are also 32 information boards around Dartmoor which give general Dartmoor and local information; some also have emergency information and local advertising.



This is more difficult to measure and DNPA is working in partnership with the other UK National Parks on a pilot project starting in 2008 which aims to collect 'impact' evidence.

Figure 9. Number of DNPA Education Service events by type 2007/08 (Source: DNPA)





Recreation and Enjoyment (RE)

'Dartmoor will offer a variety of opportunities for everyone seeking inspiration, peace and active recreation in harmony with each other, the local community, and the area's special qualities'

Headline Indicators	Monitoring Period	Latest Data	Condition
Recreation and Enjoyment (RE)			
Number of events considered through DNPA organised events system	2003-2007 (annual)	61 events	
Total length of promoted long distance walking routes	2008 (baseline)	316 km	

Variety of opportunities

Dartmoor offers a wide range of recreational opportunities. Recreational user groups include low impact activities such as walking, cycling, and horse riding, as well as other activities such as motor events which may require more management to ensure they do not impact on the special qualities. In order to minimise the potential impact of recreational activities, over half of the recreational user groups recognised by DNPA now have an agreed code of practice.

There are 316 km of long distance walking routes promoted on Dartmoor and 413 km of paths identified for cycling through the off road cycling map. Use of the Two Moors Way, a 163 km route between Dartmoor and Exmoor is monitored using path counters. In 2007, 9,561 walkers and over 1,000 horses used the route as it goes through Drewsteignton.

Protecting Dartmoor's special qualities

The number of events considered through the DNPA organised events system has doubled over the last 4 years. It is important to consider this carefully; an increase in numbers may mean more events are being captured by the system, or it may mean that more events are taking place; most likely it is an element of both. If the number of events is increasing it shows the importance of this system in ensuring that events, which may be of value to the local economy, are not adversely affecting Dartmoor's special qualities.

Heavily used ('honey pot') sites have been identified by DNPA which are managed to accommodate higher levels of use. Monitoring the condition of these sites can be difficult, so measures such as levels of waste and erosion are used as a proxy. Public skips at Postbridge and Newbridge are emptied on a weekly basis through the holiday season. 21,500 litres of rubbish was removed by the Ranger Service in 2006/07; this figure has been increasing steadily.

In 1997 the National Park Authority started to monitor 206 sites which it identified as suffering from erosion. The number of sites identified peaked at 336 in 2002 and has reduced to 161 sites in 2007. Most erosion sites are linear (normally paths). The most common causes of erosion at these sites are heavy use by walkers, stock, horses, and water erosion; it is usually a combination of all these things. Honey pot sites, popular with visitors, have either shown little change or are deteriorating in condition.

Figure 10. Erosion sites monitoring – results 2007 (Source: DNPA)

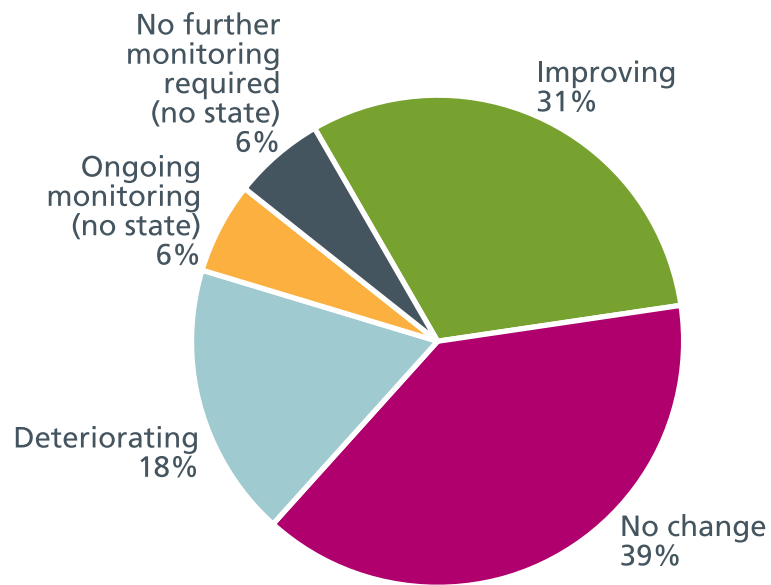
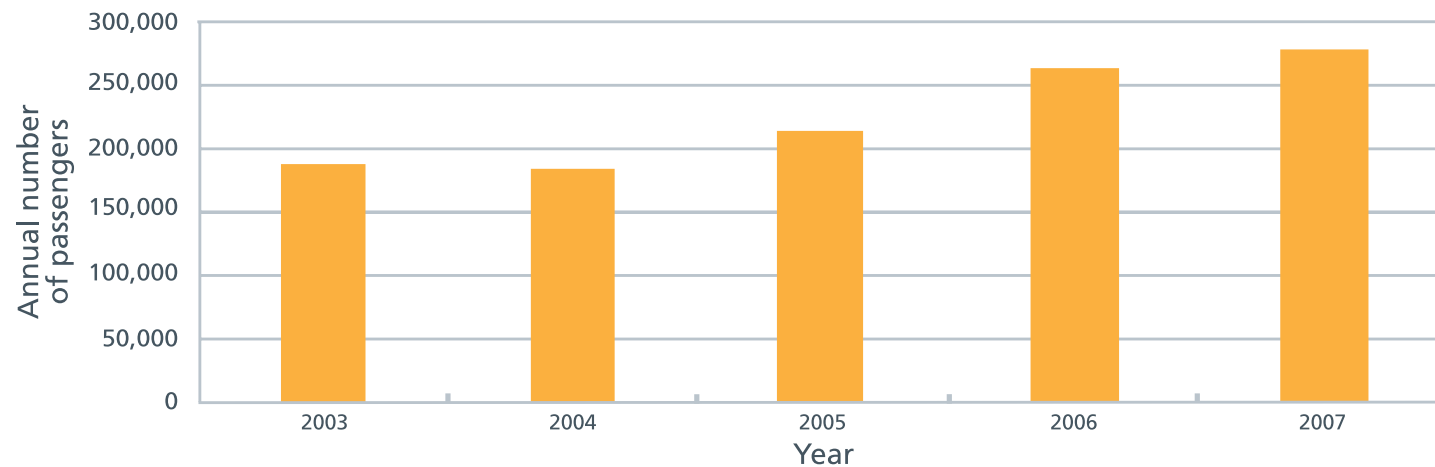




Figure 11. Number of passengers using Dartmoor bus services (Source: Devon County Council)





Tourism (T)

'All forms of tourism on Dartmoor will provide high quality visitor experiences and will make a contribution to the environment, local economy and communities of the National Park'

Headline Indicators	Monitoring Period	Latest Data	Condition
Tourism (T)			
Annual number of visitors ⁶ to Dartmoor	2003 (annual – baseline)	4.5m visitors	✓
Annual number of staying visitors to Dartmoor	2003 (annual – baseline)	431,000 staying visitors	✓
Total annual tourist spend	2003 (annual – baseline)	£122.6m	✓

Visitor numbers

The DNPA measures visitor numbers and expenditure on Dartmoor using 'STEAM' (Scarborough Tourism Economic Activity Monitor). STEAM is not designed to provide a precise measure of tourism in a local area, but to provide a base for monitoring trends; as such the 2003 data below should not be considered in absolute terms but as a baseline for future monitoring.

Figure 12 shows the types of visitors that come to Dartmoor through the year. This shows the high proportion which is day visitors (i.e. staying outside of the National Park), the strong increase in visitor numbers from April to September, and the higher use of non-serviced accommodation in the summer. It shows low numbers of visitors from November to March. STEAM data will be available again from 2007-2009 so it will be possible to identify trends over coming years.

High quality visitor experiences

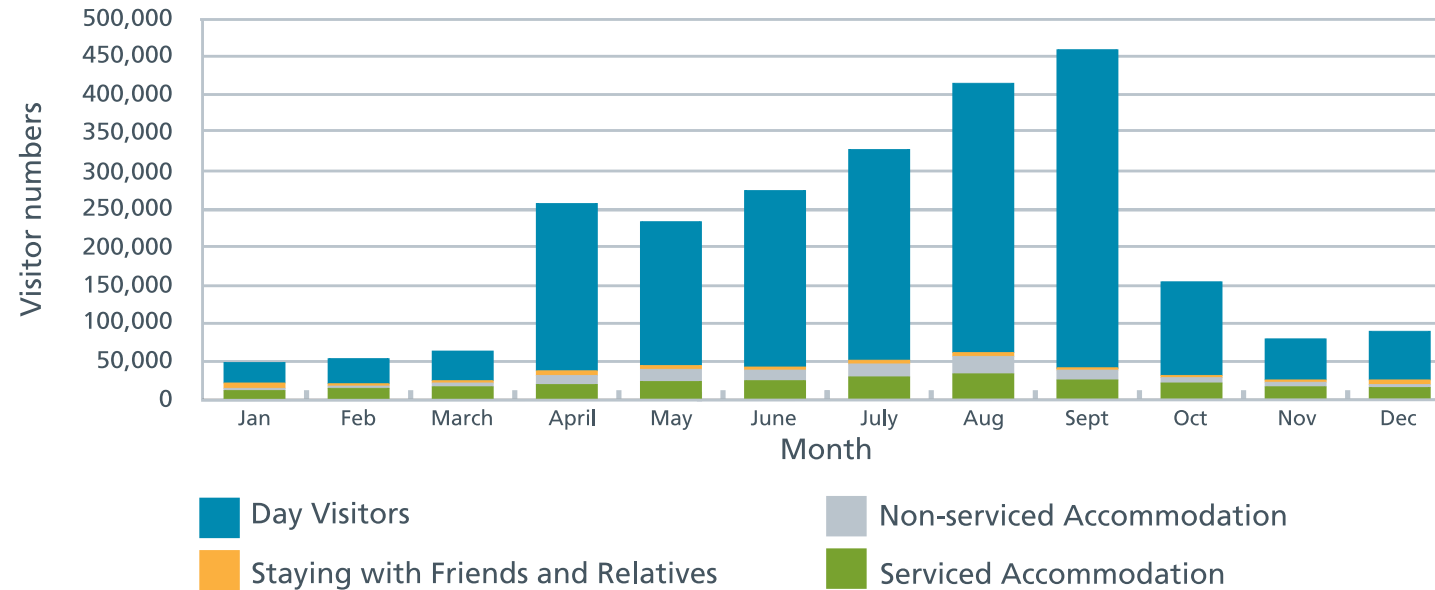
The Dartmoor Partnership (formerly known as the Dartmoor Tourist Association) is an organisation bringing together accommodation providers, attractions, activities, retail, and hospitality businesses on Dartmoor. The Partnership had 550 members in 2007, having doubled its membership in two years. The Partnership has its own Quality Standard Inspections to ensure all accommodation providers meet minimum standards and to encourage them to provide the highest quality visitor experience.

Contributing to the environment

Tourism related businesses rely on Dartmoor's high quality environment as an asset. 31 businesses are currently signed up to the Dartmoor Charter for Sustainable Tourism which promotes sustainable development and the conservation and enhancement of Dartmoor's special qualities.

⁶ This is the sum of staying visitors, day visitors and leisure day visitors to Dartmoor

Figure 12. Tourist days by category of visitor (2003) (Source: DNPA – STEAM)



Contributing to the local economy and communities

STEAM estimates that tourism contributed £122m to the Dartmoor economy in 2003. The bulk of tourism expenditure occurs between April and September, peaking in August; shopping and accommodation are the largest areas of tourism spending. STEAM also provides estimates of local employment through tourism, a high proportion of which is seasonal and temporary.

ACCESS FOR ALL

Key data sources and further information

- Devon County Council: Long distance route counter
- Devon County Council: Public bus use figures
- DNPA: ICT Service
- DNPA: Information, Education and Communication Service
- DNPA: Recreation, Tourism and Ranger Service
- DNPA: Scarborough Tourism Economic Activity Monitor (STEAM) 2003

