

## Case Study - The National Trails in Wales

The National Trails in Wales project has brought tangible economic benefits to accommodation and service enterprises. A 2006 study concluded that...

- ◆ Over one third of accommodation enterprises located on or near a National Trail describe the Trail as 'very important to the profitability' of their business.
- ◆ Walking has been identified by accommodation providers as being of 'some importance' to over 60% of their visitors.
- ◆ On average, accommodation providers attributed 36% of their turnover to the National Trails and each business employs on average 3 FTE people.
- ◆ Almost one fifth of service providers described the National Trail as 'very important to the profitability' of their business; just over one half said the Trail provided them with 'welcome additional income'.

## The Greenways Story

In 2005, a group of local volunteers from the Forest of Dean and District Horse Riders' and Carriage Drivers' Association set about trying to improve access to Gloucestershire's fragmented network of bridleways and the many excellent tracks located within Forestry Commission-owned woodland.

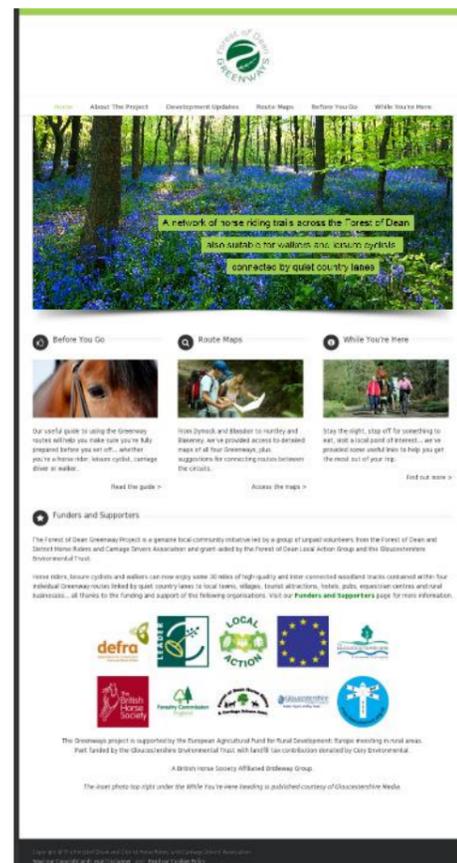
It was slow progress until, in 2011, the Association obtained a grant for £11,000 from the Forest of Dean Local Action Group to finance a Feasibility Study to explore this ambition further.

This initial study concluded that a 54 mile long network was achievable and that it could extend nearly the whole length of the district. This led to the Association securing grants of over £90,000 for the implementation of this ambitious project. Two years later, in August 2013, the Forest of Dean Greenways were officially opened.

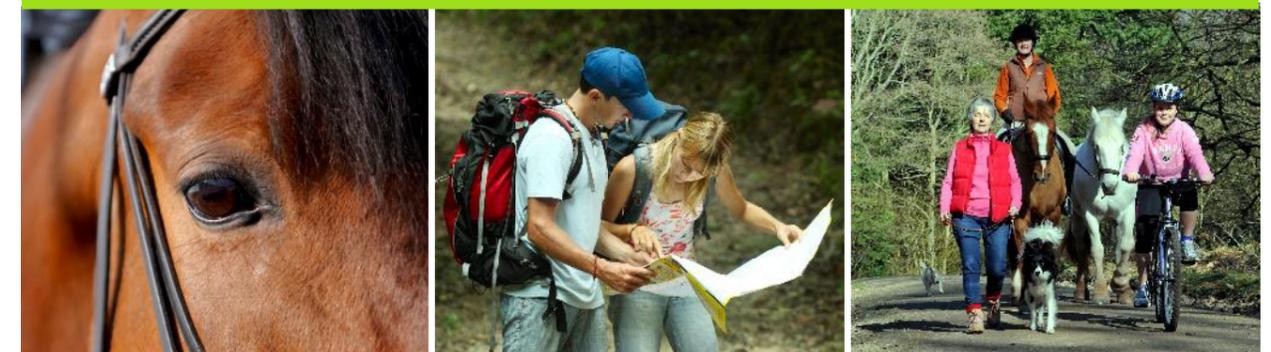
The new routes are already being used and appreciated by local people and, with your involvement, they can be used to bring more visitors to the Forest of Dean and help promote the district as one of the UK's most attractive and accessible outdoor leisure destinations.

Detailed information about all the Greenway routes can be obtained from:

[www.fodgreenways.co.uk](http://www.fodgreenways.co.uk)



# The Forest of Dean Greenways

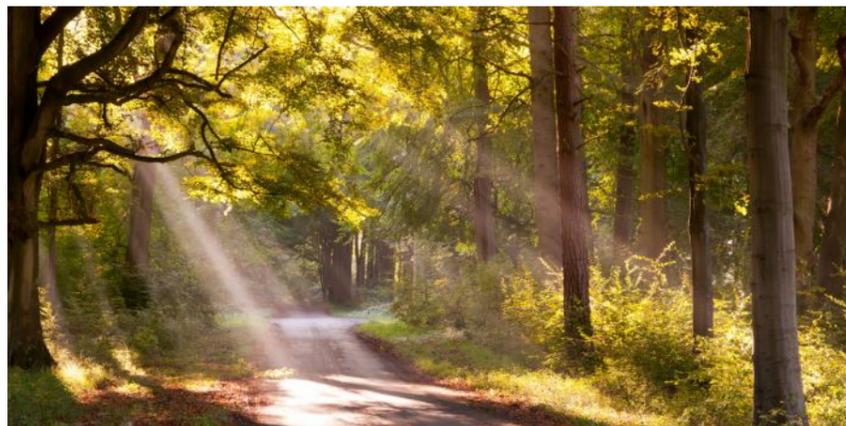


Local **business** opportunities following the **launch** of a 54-mile long network of **safe and sustainable** routes across the **Forest of Dean** for horse **riders**, carriage drivers, **leisure** cyclists and walkers

**A** new network of horse riding, cycling and walking trails across the Forest of Dean has just been launched, providing a range of potential new business opportunities for the local tourism and hospitality sector.

These new routes, called the Forest of Dean Greenways, link up bridleways, woodland trails, Forestry Commission tracks and quiet country lanes to form a series of inter-connected circuits for horse riders, leisure cyclists, walkers and, where possible, carriage drivers.

These Greenways are for the enjoyment of both local people and visitors to the district.



### How You Can Benefit

If you run a pub or restaurant, guesthouse or visitor attraction, there are a number of ways your business can benefit from the new Greenways. For instance:

- ◆ Can you offer bed and breakfast or hotel accommodation for Greenway users?
- ◆ Do you have land that can be used for parking and storing horse boxes?
- ◆ Can you offer overnight stabling or a secure field that could be used for horse accommodation?
- ◆ Can you offer secure storage for cycles and other equipment used by leisure cyclists and walkers?
- ◆ Can you offer packed lunches and/or an evening meal to users of the Greenways?
- ◆ Do you have a drying room for clothes and equipment?
- ◆ Can you offer baggage transfers or pickup / set down facilities for overnight-stay users of the routes?

### Promotional Opportunities

You can also use the Greenways to help promote your tourism business by:

- ◆ Emphasising the proximity of your business to the Greenways within your own leaflets and publicity material.
- ◆ Liaising with local equestrian and cycling centres who have clients looking for overnight accommodation
- ◆ Mentioning the Forest of Dean Greenways in your website text to attract good search engine rankings for people looking for horse riding, cycling and walking opportunities.
- ◆ Advertising your services on the British Horse Society EMAGIN website - the Greenway routes will soon be added to this site and adverts can be geographically positioned on digital OS maps to appear alongside them. For more details, visit...

[www.emagin.org](http://www.emagin.org)

