

BOWLES GREEN LTD



Langold Lake Country Park: Financial Appraisal



Consultants' Final Draft Report

March 2010

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Prepared by:

Bowles Green Limited
Vale House
Oswaldkirk
York
YO62 5YH

Consultants:
Judith Bowles
Steve Green

Tel: 01439 788980
Fax: 01439 788423
Mobile: 07919 373294
E-mail: info@bowlesgreen.co.uk

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EXECUTIVE SUMMARY

Bassetlaw District Council is keen to investigate the potential of Langold Country Park to increase its contribution to the local economy by developing new facilities in the region of Langold Lake that will generate additional visits, extend visitors' length of stay and increase spending by visitors in the Borough. The Council is also keen to explore potential partnership management options with the private sector and others.

This report describes the findings of a financial appraisal of Langold Country Park, a proposed development framework for the future and outline business planning for moving forwards. It was commissioned by Bassetlaw District Council, which owns and manages most of the country park in anticipation of a planning application for housing development on the adjacent Firbeck Colliery site.

The methodology for the work, which was undertaken between December 2009 and March 2010 was as follows:

- 1 Briefing** – to agree the details of the work
- 2 Research and Consultation** – gathering and reviewing the available research and consulting relevant individuals and organisations to inform the study
- 3 Identifying the Options** – analysing the findings of the research and consultation, identifying and describing the possible development options
- 4 Appraisal and Identifying the Preferred Options** – identifying appraisal criteria, undertaking an options appraisal and selecting the preferred options for the way forwards within a development framework for Langold Country Park
- 5 Developing the Preferred Option** – more detailed business planning for the preferred options, detailing the impacts and preparing materials for use by the Council in promotion to private sector partners
- 6 Reporting** – producing draft and final reports

Site Audit

The country park is managed by the Council's Parks and Open Spaces Department with an annual budget in the region of £140,000; there is a management plan and annual work programme. Nottinghamshire Wildlife Trust manages Dyscarr Wood under a service level agreement. In addition, the Friends of Langold Country Park undertake fundraising and some management work.

The park lies across a valley with gently sloping sides with two lakes in its bottom. It has a number of 'character areas', as follows:

- Dyscarr Woods – semi-natural ancient woodland
- Church Street Meadow area – predominantly open grassland, surrounded by woodland
- The upper and lower lakes – open water with shoreline trees and surrounding grasslands
- Cadet Field area – open grassland
- Costhorpe Plantation – wet, deciduous woodland
- The dry lake - woodland
- The Sidings – grassland with play areas

The park was laid out as a landscape for a country home that was never built. During the last century it was managed by Firbeck Colliery to provide recreation for miners and their families, with miners contributing 6d per week from their wages towards the upkeep.

Current facilities have, in the main lacked investment in recent years, they include:

- Access points with car parking
- Access routes around the woodland, lakes and grassland
- 2 playgrounds
- A skateboard park
- Public toilets
- Cafe (commercial sector run) and kiosk (Council run)
- Interpretation/information panels

Demand

There is no data on the number or profile of users, but most appear to be local residents or people living within 30 minutes drive who come for walking the dog, a short walk, picnics in good weather and generally to enjoy the countryside.

The park does not appear to be penetrating the large day visitor market located within 1 hour's drive (approx 3.5m people) as at present, its facilities are aligned to meet local demand. Similarly, few tourist visitors to the area appear to visit.

There is demand for a range of activities but at present these are not catered for. Specialist use currently consists of dog training, angling, nature study and sports (on the Church Street pitch and adjacent sports pitches).

Issues and Opportunities

Issues include:

- Much of the park is protected for nature conservation and these designations must be respected
- The visitor facilities are at best tired and at worst (for example the disused swimming pool) eyesores
- Parking capacity is inadequate and access via Church Street is not ideal
- There is some mis-use of the park by local youths
- The kiosk fails to break even. The café appears to make a profit

Opportunities include:

- Strong day visit market, but to appeal, facilities comparable to competing attractions would be needed
- Apparent strong demand for tourism caravan pitches in north Nottinghamshire
- Incorporating land to the south of the park currently in the ownership of the County Council, but with limited public access
- Strong local support for improvement of the fabric of the park and an apparent demand for volunteering

Recommendations

A strategic approach with three strategies is proposed:

- 1: Provide additional capacity and activities to appeal to the day visit market – especially in the urban areas of South Yorkshire – and to tourists staying in the area
- 2: Provide accommodation facilities (touring caravan site) to attract staying visitors
- 3: Continue to provide for local demand

A development framework to deliver the approach consists of:

- Development of the south shore area as the main visitor focus with new road access through the Firbeck development site, new visitor centre, cafe, events space, aimed at the day visit market
- Land owned by NCC is brought into the park and provides access routes for walking and mountain biking
- The sidings area and existing café continue to operate aimed at the local market
- The Church Street entrance is closed to vehicular traffic and the kiosk is demolished
- A touring caravan park is developed, accessed and managed from the existing café, which is extended/re-developed
- Management is by a partnership of organisations including the District and County Councils along with private and voluntary sector partners
- Although outside of the park, a new sports and youth facility is developed to service the sports pitches

There is strong local support for the re-opening of the swimming pool. Preliminary research undertaken by the consultants suggests that it might be possible to find a viable operating model, but this would require more detailed study.

Business Planning

The business plan includes the following vision and objectives:

Vision

Langold Lake Country Park provides an enjoyable, high quality, countryside visit experience for local people and visitors to the area. Management of the site is determined by local people and revenue generated covers the costs of management and re-investment to secure the future of the park.

Objectives

- Management decisions are taken locally
- A partnership of organisations contribute, in a co-ordinated way, to management
- Land to the south of the park (belonging to Nottinghamshire County Council) is brought into the park
- The South Shore area is the focus for visitor to the park with a new car park and visitor centre and a network of opportunities to enjoy the park
- Increase visit numbers from 100,000 (estimated) to 160,000 in ten years, with most of the new visits coming from regional day visitors
- A caravan site is developed, attracting staying visitors

The plan contains numeric and financial targets, including attracting in the region of 60,000 additional visitors per year, suggesting that the following could be operated on a commercial basis:

- Touring caravan park
- New café
- Mountain bike hire
- Boat hire
- Room hire and functions

Additional revenue could be generated from car parking charges and Friends annual membership (which would give free parking).

Capital costs would be in the region of £400,000 to £900,000 and the economic impacts would be in the region of 15 new full time equivalent jobs.

1 INTRODUCTION

Background

- 1.1 Langold Country Park is an important leisure facility for people living in north Bassetlaw. In addition, it is a component of the district's tourism offer, which currently generates £140 million of spending annually – an important contribution to the local economy.
- 1.2 Bassetlaw District Council is keen to investigate the potential of Langold Country Park to increase its contribution to the local economy by developing new facilities in the region of Langold Lake that will generate additional visits, extend visitors' length of stay and increase spending by visitors in the Borough.
- 1.3 Working with the Friends of Langold Lake, the Council has produced outline plans which include a new entrance and new 'tourism' activities - a waterside café, watersports hire facilities and the development of a caravan park.
- 1.4 The Council is keen to explore the potential to attract a private sector partner to develop and operate the tourist-related facilities.

Aim

- 1.5 The overall aim of the study is to undertake a financial appraisal of proposed new facilities at Langold Lake Country Park to determine whether or not they would be attractive to a private sector partner.

Objectives

- 1.6 The specific objectives of the study are:
 - To test demand for new activities
 - To analyse the potential capacity for new activities
 - To prepare a cost analysis
 - To assess the economic viability of the new activities

Outputs

- 1.7 The specific outputs required by the brief are:
 - A coherent development framework for Langold Country Park
 - Details the costs of the development opportunities
 - Estimates for the operating outturn, estimates economic impacts and makes a case for investment in the green corridor and country park, including impacts on a list of economic indicators listed in the brief
 - Material/information to promote the opportunities to private sector partners

Methodology

1.8 The methodology for the study was as follows:

- 1 Briefing** – to agree the details of the work
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The Report

- 1.9 This report summarises the findings of the research and consultation, describes the options and rationale for a development framework and includes an outline business and delivery plan.
- 1.10 The report is intended as a 'blueprint' for the future development and management of Langold Country Park for the benefit of local residents, visitors from further afield and to support the visitor economy of Bassetlaw District.
- 1.11 This is the fourth consultants' study which has been commissioned to guide the development of Langold Country Park. The current study seeks to build on earlier work as well as taking into account development to date and the changing context for Langold Country Park.

2 SITE AUDIT

- 2.1 The country park extends for 162 hectares of open water, deciduous woodland and grassland. It lies between the villages of Langold and Carlton-in-Lindrick to the west of the A60 'Doncaster Road' in the north of the District of Bassetlaw.

Ownership and Management

- 2.2 Most of the Country Park is owned by Bassetlaw District Council. The north shore of the Lower Lake and the Old Boathouse are owned by a neighbouring landowner, Mr G Scott of Langold Farm. The Council pays the landowner an annual fee in return for public access to a narrow strip of land on the north shore of the lake.
- 2.3 The park is managed by the Council's Park's and Open Spaces Department. A Management Plan has been prepared for the area of the park which is designated as a Local Nature Reserve (LNR) and the Department delivers an annual work programme with a budget in the region of £140,000. The Department is about to appoint two additional park rangers who will work at a number of parks within the District. Some of their time will be allocated to Langold Country Park
- 2.4 The Nottinghamshire Wildlife Trust (NWT) undertakes management work in Dycarr Wood and the wider LNR under a Service Level Agreement (under which NWT provides a range of services including interpretation and encouraging volunteering) at nature reserves in Bassetlaw District) and a management agreement for Dycarr Wood (which includes removal and control of sycamore, maintaining grasslands, woodlands and lakes, and public consultation). NWT is currently preparing a Woodland Grant Scheme application to fund woodland management in the park.
- 2.5 The Friends of Langold Country Park is a group of local people who came together in 2002 to undertake management work in the park. Their chief sources of income are fees for angling and funds raised externally (especially Building Better Communities). Work done to date includes:
- Stocking the lake with young Bream
 - Planting lily pads
 - Installing interpretation panels
 - Installing new benches
 - Installing new angling platforms
 - Producing a leaflet to publicise the park
 - Putting up bat boxes
 - Obtaining a boat and weed cutter
 - Converting the Lifeguard Hut into an information centre
 - Running an annual Gala
- 2.6 Several other natural history groups undertake recording in the park – Sorby Natural History Society, SK58 Birdwatchers and the North Nottinghamshire Bat Group.

Natural Heritage

Landscape

- 2.7 The country park sits in a rolling landscape of the Magnesian Limestone Ridge. The lakes, which occupy a valley with gently sloping sides, were created as part of a formal landscape intended as the setting for Langold Hall, which was never built.
- 2.8 The park consists of a number of distinct 'character areas'. They are:
- Dyscarr Woods – semi-natural ancient woodland
 - Church Street Meadow area – predominantly open grassland, surrounded by woodland
 - The upper and lower lakes – open water with shoreline trees and surrounding grasslands
 - Cadet Field area – open grassland
 - Costhorpe Plantation – wet, deciduous woodland
 - The dry lake - woodland
 - The Sidings – grassland with play areas
- 2.9 The park is surrounded by a variety of landscapes, which contribute to its character, as follows:
- The land to the west is predominantly gently rolling agricultural land
 - To the south lies the former tip for Firbeck Colliery, it is the highest point in the vicinity of the park and gives impressive views of the surrounding landscape
 - The site of the former Firbeck Colliery is semi derelict. Some buildings are used for a variety of industrial purposes. Carlton Industrial Estate adjoins this site to the south
 - There is an area of playing fields (football, cricket and bowls) to the east
 - The settlement of Langold lies to the north east

Natural History

- 2.10 Langold County Park has a rich and diverse natural history. The citation for Dyscarr Woods SSSI states that...'the site comprises one of the best examples of a calcareous ash-wych elm wood in Nottinghamshire and is representative of semi-natural ancient woodland on limestone soils in the English North Midlands'.
- 2.11 Other habitats and species of note are:
- Ash/wych elm woodland, with areas of wet woodland
 - Diverse woodland bird population
 - Seven species of bats
 - Wildflower meadows with a variety of interesting plants
 - Several species of damsel flies and dragonflies
- 2.12 In addition to the SSSI, six areas are designated as Sites of Importance for Nature Conservation (County Sites); these are:
- Dyscarr Wood
 - Langold Dry Lake and Costhorpe Plantation
 - Langold Lake
 - Langold Dry Lake Extension
 - Langold Grassland (part of Cadet Field)

Cultural Heritage

2.13 In addition to its rich natural heritage, the park has a long and rich cultural heritage. Some of the highlights are summarised here:

- Pre-Colliery
 - The park was probably part of a Roman estate (villa located in the vicinity of Langold Farm)
 - There was a mediaeval manor house on land to the north of the Lower Lake
 - The lakes were created by members of the Galley Knight family who planned a grand home set in a landscape of lakes and woods
 - They reputedly abandoned the project when the lake suffered an algae event and moved their development to Firbeck
- Colliery Period
 - Firbeck Colliery opened in 1923 and the village of Langold was developed to house workers and their families
 - In the 1930s, the park was taken over by the Colliery and run for the benefit of the miners and their families, with miners paying 6d per week from their wages towards its upkeep
 - During this time the lido developed as did the Lifesaving Club, which became one of the most prominent in the country
 - Major events, such as lifesaving competitions, swimming demonstrations and a high wire act, attracted large crowds; there was boating on the lake and high diving platforms
- Recent Past
 - Following closure of the colliery in 1968, the park eventually came into the ownership of Bassetlaw Council in 1974
 - The swimming pool was closed in 2002

Existing Facilities

2.14 Current facilities for visitors include:

- Access points with car parking
- Access routes around the woodland, lakes and grassland
- 2 playgrounds
- A skateboard park
- Public toilets
- Cafe and kiosk
- Interpretation/information panels

Existing Commercial Activity

2.15 Two 'businesses' operate in the park at present. Andy's Cafe is located at the Sidings area car park off the Doncaster Road in a converted building which was a former disused toilet block. The current operator (Andy and Yvonne Burrige) identified the business opportunity and encouraged the Council to restore/convert the building. The business now has a rolling 10 year lease on the property from the Council. The cafe is open from 8am to 4pm serving drinks and freshly prepared food. Capacity is limited, but there is outdoor seating in good weather. Storage is currently in an adjacent container unit. Bird feeders outside the cafe attract a variety of woodland birds. The consultants made several visits to the cafe during

the study (for meetings) and observed that the cafe appears to be very popular with local people and a passing trade.

- 2.16 The Council operates a kiosk selling ice creams, drinks and cold snacks which is located by the main car park (accessed via Church Street). The kiosk is staffed from 8am to 4pm and staff also perform other functions, including emptying litter bins, collecting litter, controlling the gate, providing a safety service for the lake, etc. The kiosk currently runs at a loss, but does provide some income to the Council.

Sports Pitches

- 2.17 To the south east of the park is an area of sports pitches (cricket, football and bowls, plus disused tennis courts). The cricket and football pitches are leased by the Council from Siswell and used by a variety of senior and junior sports clubs.
- 2.18 Facilities for changing, storage, etc are poor and this appears to be constraining increased use of the pitches¹. In addition, because there is no indoor space for training, cricket and football clubs currently travel to Worksop and beyond to train during the winter.
- 2.19 Some insurance money (in the region of £60,000) is currently being held by the Council for investment in the sports facilities. The sports clubs are confident that they can raise at least a similar amount through fundraising. The sports clubs have also explored the possibility of applying for sports lottery funding, with a view to developing new changing rooms, clubhouse and indoor training facilities, but have been advised that the current lease is too short to meet HLF criteria.

¹ Personal comment Sandy Walker, Langold Cricket Club

3 CONTEXT

3.1 The strategic and local context for Langold Country Park is summarised here.

Strategic Context

3.2 The key strategies are as follows, and summarised below:

- Bassetlaw Local Plan
- Bassetlaw Sustainable Community Strategy

Bassetlaw Local Plan

3.2 The Local Plan remains in place until the Local Development Framework is adopted. This guides development in the District. Overall, the plan policies seek to protect open space and places that are important for nature conservation and for recreation. In general, development in the rural area is not permitted. However, development that would assist or encourage countryside recreation is likely to be permitted subjected to broader policies.

3.3 A summary of relevant policies is included in Appendix x.

Bassetlaw Sustainable Community Strategy

3.4 The Bassetlaw Sustainable Community Strategy has been prepared by the Local Strategic Partnership. It has three priority areas for action, as follows:

- Well-being and success of Children and Young People
- Alcohol misuse (as an aspect of anti-social behaviour and health)
- Skills and Worklessness

Local Community

3.5 There is considerable local interest in Langold Country Park. A high proportion of local people appear to use the park for recreation. In addition, there is a strong cultural attachment with the park because of the fact that miners at Firbeck Colliery used to contribute from their wages towards the maintenance of the park.

3.6 During the consultation, the consultants identified very strong local feelings towards the park, including the following:

- Improve the fabric of the park
- Restore the swimming pool
- Improve the play areas
- Improve the toilets
- Reduce anti-social behaviour, especially by youths

4 DEMAND

Current Visits

- 4.1 There is no research at present on the number or profile of existing visits to Langold Country Park. It is likely that visits will follow the following pattern, common for country parks:
- Dog walkers visiting early in the morning before work
 - Leisure visitors during the morning
 - Cafe visitors at lunchtime, and picnickers during warm, dry weather
 - Leisure visitors in the afternoon (mothers and children, older couples)
 - Weekends and school holidays are busier than weekdays in term time
 - Summer in general and warm dry days are busier than cold wet days
- 4.2 The park is well-used by local youngsters for informal play, use of the skate park and playgrounds, and for social gathering. The lake is used by anglers. A football team plays regularly at the pitch by the Church Street Car Park and the football pitches, cricket pitch and bowling green, located on the adjacent sports ground are well used.
- 4.3 From a marketing perspective, Langold Country Park is a visitor attraction. Demand for visitor attractions falls into the following broad market segments which are further explored in this section of the report:
- Local residents
 - Day visitors
 - Tourists
 - Education
 - Special interests

Local Residents

- 4.4 Local residents can be defined as residents of Langold and Carlton Wards - 8,373 people in total². Carlton village existed before Firbeck Colliery was built; Langold was built solely to house workers at the colliery and their families. Since the colliery closed, some new employment land has been developed (notably Carlton Industrial Estate), but it is the case that the local population is relatively disadvantaged.
- 4.5 A number of indicators demonstrate that the population of Langold is disadvantaged in comparison to that of Carlton, which is close to the average for the district.

Table 1: Key Indicators

	Langold	Carlton	Bassetlaw
No car in household	30.03%	22.80%	23.02%
House owner occupied	65.53%	71.67%	71.12%
Economically inactive	40.33%	38.65%	36.88%
No qualifications	48.38%	36.14%	35.11%

(Source: Office of National Statistics)

² Office of National Statistics

- 4.6 Similarly, an analysis of the socio-economic profile shows that the population of Langold in particular is made up of higher proportions of people in the lower social grades and fewer than average people in the higher grades. Carlton's profile is close to that for Bassetlaw, but this, in turn is lower than the average for England.

Table 2: Socio-economic Groups

Socio-economic Group	Langold	Carlton	Bassetlaw	England
AB	8.2%	20.3%	18.5%	22.2%
C1	18.6%	24.1%	24.8%	29.7%
C2	24.2%	15.6%	17.8%	15.1%
D	29.3%	19.5%	20.6%	17.0%
E	19.7%	20.5%	18.3%	16.0%

(Source: Office of National Statistics)

- 4.7 All of this points to the fact that the local population has less disposable income, poorer health and less access to transport than the population as a whole and so opportunities for recreation and leisure close to home are important.
- 4.8 Analysis of the demographic profile shows that Langold has a higher proportion of young people (23.57% of Langold residents are aged under 16 as opposed to 18.71% in Carlton and 19.94% in Bassetlaw). Anecdotal evidence from the consultation suggests that there are relatively few facilities for young people in the local area. Additionally, Carlton-in-Lindrick Parish Councillors report that the existing youth club building in Carlton is in a deteriorating state of repair and an increasing financial liability.
- 4.9 Similarly, anecdotal evidence suggests a lack of opportunities for girls and young women, for example in sport, where there are many boys teams (football, cricket, etc), but few if any sports teams for girls.

Day Visitors

- 4.10 Day visitors (people taking day trips from home) to Country Parks are unlikely to travel for more than an hour. We define the day visitor market for Langold Country Park as the 1-hour drive time zone. Our geo-demographic analysis shows that this consists of approximately 3,450,000 people, including 633,000 children (aged 1-15) and 672,000 older people (aged 65 and over).
- 4.11 An analysis of the profile of this market (undertaken by the consultants recently for a site in the Don Valley) shows that poorer families and older people make up a significant proportion of the population and suggests that demand for free or low cost days out will be high. This is substantiated by high visitor numbers at other country parks in the area (for example Don Valley, Clumber Park, Sherwood Forest, etc).

Tourists

- 4.12 A good indication of the demand for tourism can be obtained from analysis of tourism in Bassetlaw District. The most accurate measure is provided by STEAM³. The last information available is for 2007. This shows the following in Bassetlaw District:

³ The Scarborough Tourism Economic Activity Model

- 4,156,000 trips
 - 4,498,000 days
 - The majority of trips were day trips (91.3%)
 - Total tourism expenditure £150,451,000
 - 2,448 jobs supported in total
- 4.13 Tourism in Bassetlaw is dominated by day trips (91.3% of all trips). Of the remainder, most are either trips staying at the homes of friends or relatives (4.4%) or trips staying in serviced accommodation (3.4%). The remaining 0.8% of trips involves staying in non-serviced accommodation (self-catering, caravans and camping, etc).
- 4.14 Most of the economic impact of tourism is generated by day visitors. However staying visitors generate greater economic impact per visit, with the greatest impact per trip being generated by tourists staying in non-serviced accommodation (£264.77 per trip). This compares to £27.72 per day trip, £140.96 per trip staying in serviced accommodation and £87.03 per trip staying at the homes of friends or relatives. Whilst visitors staying in serviced accommodation (hotels, guest houses, etc) spend more per day/night, their trips are very short (average 1.6 days) compared to an average trip length of 6.6 days for tourists staying in self catering accommodation.
- 4.15 Anecdotal information from Experience Nottinghamshire suggests that Bassetlaw is perceived as a good base to stay and from which to visit surrounding areas by the touring caravan market and that existing touring caravan parks experience relatively high occupancy levels⁴.

Education

- 4.16 Education visits are made by all sectors of education, including pre-school, primary and secondary schools, colleges and universities and by lifelong learning groups. Education services run at visitor facilities do not make a profit, but they can be a useful source of low season revenue and contribute to marketing and promotion by raising awareness and stimulating repeat, leisure visits.
- 4.17 The greatest demand for education visits comes from schools making day trips. Most schools make between one and two educational visits per pupil each year. Most trips are made within 1 hour's drive of the school (especially for younger pupils where the length of the school day is a significant limiting factor). The consultants estimate that there are 600,000 children/young people in school/college education living within a 45 minute drive time⁵, which suggests something between 600,000 and 1,200,000 educational visits by school-age pupils in the region per year.
- 4.18 Education groups have key needs, as follows:
- Toilets
 - Discounted admission prices
 - Sheltered place to eat packed lunch
 - A secure location to store belongings
 - Safe or enclosed play area (for primary schools)
 - A sheltered place for learning, as appropriate to the site

⁴ Personal comment by Dale Twigg, Experience Nottinghamshire

⁵ Consultants' estimate based on Local Education Authority attendance data

- An education officer or expert guide
- Interactive activities
- Worksheets and/or fact sheets
- A video and other materials for pre-visit study
- A free visit for the teacher in advance for planning
- Activities and work closely linked to the National Curriculum
- Pre and post visit materials.

Special Interests

Angling

- 4.19 Local anglers report that the lake was fished at a much higher level until recently. Weekend competitions regularly attracted 40-50 entrants whereas current numbers are around 8-10. This appears to be the result of perceived poor fishing at Langold Country Park, the result of a combination of factors which have affected fish stocks in recent years (including silting, weed growth, use of herbicides, run-off of agricultural chemicals, etc).

Watersports

- 4.20 Historically, several watersports have taken place on the Lower Lake at Langold (and in the swimming pool), including swimming, diving, sub-aqua, rowing and sailing. No specific information on demand for these activities in the Langold area has been identified during the study, but the following gives an indication of wider demand:

Swimming

- 4.21 The swimming pool at Langold Lake was closed in 2002 when use of the pool had fallen and costs in relation to revenue did not justify continued operation.
- 4.22 Participation in swimming has increased significantly recently as a result of the national free swimming scheme. 8.04% of people living in the East Midlands regularly participate in swimming, though this percentage has declined in the last three years⁶.

Rowing

- 4.23 Following success at the last two Olympic Games, participation in the sport of rowing (club membership, tuition and competition) is increasing. However, this is from a small base, with 0.12% of the population – in the region of 300,000 individuals regularly participating in rowing as a sport⁷. There is no information on participation in rowing as a leisure activity, though this activity is popular at a number of country parks (including Rother Valley, Rudyard Lake, Talkin Tarn) and anecdotal evidence⁸ suggests that novices/beginners are the fastest growing segment of the canoeing market.

⁶ Active People Survey 3, Sport England

⁷ Active People Survey 3, Sport England

⁸ Consultation with canoeing clubs in Wales and Western England by Bowles Green Limited in 2008

Sailing

- 4.24 The Royal Yachting Association (RYA) estimates that between 7.5% and 8.5% of people take part in watersports activity. Canoeing, small boat activities (dingy sailing, etc), windsurfing and rowing are the fastest growing sectors.

Table 3: Participation in Boating Activity in the UK (Adults)

Activity	% for	Low Estimate	High Estimate
Any Water sport	8.10%	3,468,000	4,002,000
Canoeing	2.70%	1,086,000	1,404,000
Water skiing	1.20%	447,000	660,000
Other small sail boat activities	1.30%	489,000	710,000
Rowing	1.40%	531,000	761,000
Windsurfing	1.10%	405,000	609,000
Using personal watercraft	1.10%	405,000	609,000
General motor boating	0.90%	323,000	508,000
Yacht cruising	0.90%	323,000	508,000
Power boating	1.00%	364,000	559,000
Small sail boat racing	0.80%	282,000	456,000
Canal boating	0.70%	241,000	404,000
Yacht racing	0.30%	85,000	192,000
None	91.90%	42,113,000	42,647,000

Source: Watersports Participation, RYA, 2004

Attraction Visits

- 4.25 An understanding of the strength of demand can be gained by analysing demand for other visitor attractions in the area. Information is available on visits to attractions from Visit Nottinghamshire⁹ and this is considered here.

Table 4: Visits to All Attractions in Nottinghamshire

Attraction	2003	2004	2005	2006	2007
Bassetlaw Museum (Jan-Dec)	15,873	30,043	46,293	48,928	5,647
DH Lawrence Heritage Centre	23,612	26,845	28,596	27,155	19,686
Galleries of Justice (Caves)	52,591	57,828	42,910	42,791	42,216
Galleries of Justice (Museum)	31,513	42,795	34,952	34,371	34,079
making it! Discovery centre	18,776	19,357	16,912	10,854	9,400
Newark Air Museum	19,626	19,655	17,786	16,782	11,292
Rufford Country Park (est.)	650,000	690,000	644,305	456,861	483,577
Sherwood Forest Country Park (est.)	500,000	500,000	501,613	405,764	390,364
Tales of Robin Hood, Nottingham	50,511	55,726	50,000	40,000	22,358
Angel Row Gallery	39,164	23,124	21,407	75,262	14,814
Brewhouse Yard Museum	49,193	49,212	39,559	31,343	42,198
Green's Mill	28,256	31,998	30,683	30,158	28,878

⁹ Visitor attractions are not obliged to provide admission numbers, attractions use various methods to count visitors and some are only able to provide estimates, so this information is neither comprehensive nor entirely accurate.

Attraction	2003	2004	2005	2006	2007
Industrial Museum (Wollaton)	37,927	38,444	35,111	41,861	64,528
Natural History Museum (Wollaton)	85,400	80,793	64,243	10,030	115,928
Newstead Abbey	40,251	77,180	76,456	75,262	77,751
Nottingham Castle	286,453	309,670	272,280	242,999	258,356
Yard, The (Wollaton)	52,561	50,708	39,810	22,480	63,205
Sherwood Forest Farm Park	0	28,859	31,596	29,493	19,000
Go Ape!	0	0	21,974	24,464	27,083
The Workhouse	0	40,444	33,681	34,113	27,557
White Post Farm	153,035	168,733	162,450	167,504	164,935
Creswell Crags	0	0	31,095	27,634	18,427
Mr Straws House		11,077	9,948	10,153	12,121
Clumber Park	0	843,864	724,560	721,284	187,929
Nottingham Arena	545,129	557,017	667,914	763,826	915,000
Totals	2,679,871	3,753,372	3,646,134	3,391,372	3,056,329

Source: Experience Nottinghamshire

- 4.26 Countryside sites are the most visited attractions in the County, which shows that there is a strong demand for this type of attraction. The visitor numbers and anecdotal information from park managers suggests that countryside attractions which provide a good quality range of recreational facilities can attract visitors from some distance away.

Table 5: Visits to Country Attractions in Nottinghamshire

County Attraction	2003	2004	2005	2006	2007
Rufford Country Park (estimate)	650,000	690,000	644,305	456,861	290,593
Sherwood Forest Country Park (estimate)	500,000	500,000	501,613	405,764	229,998
Sherwood Forest Farm Park	-	28,859	31,596	29,493	19,000
Go Ape!	-	-	21,974	24,464	14,407
White Post Farm	153,035	168,733	162,450	167,504	117,999
Creswell Crags	-	-	31,095	27,634	18,427
Clumber Park (estimate)	-	843,864	724,560	721,284	680,700

Source: Experience Nottinghamshire

Note: Rufford Country Park had 458,707 visits in 2008 according to the Annual Visits to Visitor Attractions Survey

- 4.27 Table 6, on the next page, shows the distribution on a monthly basis through the year of visits to countryside attractions in Nottinghamshire. The pattern is less peaked than might be expected at visitor attractions in popular tourist areas, suggesting a strength of demand which lasts throughout the year.

Table 6: Monthly Trend in Visits for Countryside Attractions¹⁰

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
Rufford Country Park	33,435	44,416	52,772	50,772	37,918	35,640	28,572	55,440	31,877	36,725	43,092	32,918	483,577
Sherwood Forest Country Park	24,609	35,994	32,606	41,236	27,106	29,804	38,643	63,205	27,607	25,376	29,531	14,647	390,364
Go Ape!	0	1,072	733	3,178	3,679	2,157	3,588	6,090	2,714	3,006	866	0	27,083
White Post Farm	4,863	10,661	11,239	27,074	15,876	13,037	19,925	26,537	10,179	10,924	4,731	9,889	164,935
Clumber Park	7,887	9,189	7,944	42,147	11,991	15,114	14,004	32,244	23,133	11,805	6,438	6,033	187,929
TOTAL	62,907	92,143	97,350	122,260	84,579	80,638	90,728	151,272	72,377	76,031	78,220	57,454	1,065,959
PERCENT	6%	9%	9%	11%	8%	8%	9%	14%	7%	7%	7%	5%	100%

Source: Experience Nottinghamshire

¹⁰ Only includes attractions which have supplied a full year's data

5 ISSUES AND OPPORTUNITIES

5.1 The research and consultation identified a number of issues and opportunities. The key points are summarised here:

Issues

- Much of the site has nature conservation designations and these must be respected in any proposals:
 - Dyscarr Wood is an SSSI
 - Several meadows are managed for Blue Butterflies
 - The site is a Local Nature Reserve
- The lower and upper lakes are used for angling, but they are badly silted. Additional recreational use would also require dredging of the lower lake and introduction of management to reduce sediment input
- The visitor facilities – play areas, kiosk, signage, etc – are tired; access routes are poorly defined and the swimming pool, bandstand and many of the other structures in the park are eyesores
- Parking capacity is inadequate and access by car along Church Street is not ideal
- Current provision including the catering offer is aimed chiefly at a local market
- Most users are from relatively close by for informal recreation, children's play, to visit the cafe or for a special interest – angling, football, (cricket and bowls on adjacent site), enjoying nature
- Youths use the park as an informal gathering space and to drink alcohol
- The Friends have collected angling licence fees and undertaken improvement work around and in the lake. They are preparing an exhibition on the heritage of the park in the Lifeguard building
- The kiosk does not break even, but ensures a presence in the park. The cafe is operating profitably and appears to have potential to grow, but is restricted by size at present

Opportunities

- There appears to be potential to attract day visitors from further afield (in particular from South Yorkshire), but facilities would need to be improved to meet higher expectations and to compete with other, similar sites (Clumber, Rufford, etc)
- There appears to be strong demand for tourism caravan pitches in North Nottinghamshire – partly because it is a good base for touring from – surrounded by a variety of attractions/destinations
- We understand there is interesting archaeology on site and on land to the north, but that the land owner here is uncooperative and resources to undertake fieldwork are limited to local volunteers

- Land to the south is owned by Nottinghamshire County Council (NCC). It is in an old stewardship agreement and there is an agricultural tenant on part of this land. NCC are keen to put the land into a higher stewardship tier and willing to consider adding it to the country park (at officer level at least).
- Demand for the sports pitches appears to be strong, but facilities are poor and this is constraining use
- There is widespread support (parish councils, police, youth service, church, safer communities) for a new focus for youth service work which would serve Langold and Carlton

Strengths, Weaknesses, Opportunities & Threats Analysis

- 5.2 The strengths, weaknesses, opportunities and threats facing the park are summarised in the table below.

Table 7: Summary of SWOT Analysis

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> ▪ Attractive landscape ▪ Natural and cultural heritage ▪ Location, close to the community ▪ Wide open green space ▪ Offers a range of different uses ▪ Large area of special natural interest ▪ Friends group ▪ Cafe 	<ul style="list-style-type: none"> ▪ Day visit market ▪ Demand for touring caravan pitches ▪ Area clean up with new build and demolition of old disused eyesore buildings ▪ Restoration of facilities such as the swimming pool and bandstand ▪ Improving access routes ▪ Expanding the physical area of the park ▪ Improving car parking and arrival ▪ Expand existing businesses ▪ Create new jobs
WEAKNESSES	THREATS
<ul style="list-style-type: none"> ▪ Re-silting of the lake ▪ Lack of investment in recent years ▪ Low level of staff ▪ Run-down facilities and eyesores ▪ Anti-social behaviour ▪ Poor quality of sports facilities ▪ Lack of interpretation 	<ul style="list-style-type: none"> ▪ Vandalism in remote areas ▪ Illegal usage in the park such as motor bikes ▪ Further deterioration of facilities

6 RECOMMENDATIONS

- 6.1 Having analysed the research and consultation findings, it is the consultants' professional opinion that there is considerable scope to develop facilities which could attract additional visitors and which could operate at break-even or at a profit at Langold Country Park. However, to achieve this, it will be necessary to 'reposition' the Country Park so that it appeals to a new market, as well as retaining its appeal to existing users.

Strategic Approach

- 6.2 The recommended overall strategic approach is threefold, as follows:

- 1: Provide additional capacity and activities to appeal to the day visit market – especially in the urban areas of South Yorkshire – and to tourists staying in the area
- 2: Provide accommodation facilities (touring caravan site) to attract staying visitors
- 3: Continue to provide for local demand

Target Markets

- 6.3 Target markets will be:

- Local residents
- Day visitors
 - Retired couples
 - Families
- Touring caravaners
 - Empty nester couples
 - Caravan clubs

Development Framework

- 6.4 The South Lake Shore should become the main focus for visitors facilitated by a new road access through the Firbeck development site from Doncaster Road and a new car park located to the south west of the Bandstand field. The main visitor facilities are located here and the Bandstand field, with the part of Cadet Field not in conservation management, becomes a site for major events.
- 6.5 Land owned by Nottinghamshire County Council is brought into the park. The new land is managed for recreation, conservation and to produce biomass crops. A network of walking and mountain biking trails are developed to the south of the existing park, including routes to a formal viewing point located at the top of the former tip.
- 6.6 The cafe at the Sidings area continues to operate and serves a predominantly local market. The Sidings area is a focus for local people and events aimed at local people; a touring caravan site is developed in the area south of the café and managed from there.
- 6.7 The Church Street entrance is closed to vehicular traffic and future access is restricted to pedestrians and disabled visitors from Langold village, as well as providing emergency access. Dyscarr Woods and the grassland between the kiosk and the Church Street entrance should become a quiet zone managed predominantly for nature conservation.

- 6.8 Although it is outside of the park (and therefore, strictly speaking, outside of the brief for this project) a new sports and youth facility is developed on the edge of the country park to service the sports pitches, provide indoor training, provide a 'club' facility for teams using the pitches, and to provide a youth club for youngsters from Langold, Costhorpe and Carlton, including for youngsters moving into new housing on the former Firbeck Colliery site.

Specific Recommendations

- 6.9 The following specific recommendations are made for 4 'zones' and for overall management of the park:

- Zone 1: Church Street Entrance Area
- Zone 2: The Sidings Area
- Zone 3: The South Lake Shore
- Zone 4: The Sports Field Area
- Overall Management/General Improvements

Zone 1: Church Street Entrance and Car Park

- 6.10 Closing the entrance to the park on Church Street to vehicular traffic would change the character of this part of the park. It would reduce disturbance to residents of Church Street and refocus the whole site making the northerly zone and Dyscarr Woods a quiet area managed for nature conservation. Day to day access from the Church Street entrance would be pedestrian and disabled only; a radar key mechanism would be given to local residents using disabled buggies. Emergency access would be available from this entrance. The existing car park would be used by disabled users only. A residents' only parking scheme (including provision for visitors to residents' homes) along Church Street would reinforce this change of use.
- 6.11 The toilet block, which is currently due to be refurbished, would be better relocated nearer to the proposed visitor centre as a toilet facility will have to be made available for visitors using the new visitor centre and cafe. The existing block is presently a target for graffiti and vandalism and is an eyesore in its existing condition. A new toilet block here would become isolated in the future under the scheme proposed here and it would be a likely target for anti-social behaviour. If a redeveloped toilet block is to be retained here, then CCTV security cameras are recommended.
- 6.12 The play area adjacent to the car park and football pitch could be updated and expanded providing an adventure playground and assault course style play area for older children – though, equally, this could be located elsewhere, perhaps within a woodland setting. The football pitch is isolated and this use would be better removed to the sports pitch area. This would release the pitch area for further meadow management. This area has been used for events, but it is poorly drained, especially in the winter and its use requires access via Church Street, which is not ideal. It is recommended that the events area is re-located to the South Shore Zone.
- 6.13 The kiosk and store will be superfluous to requirements once the new visitor centre is established. Running two operations plus Andy's Cafe will only serve to dilute sales and increase running costs.

Zone 2: The Sidings Area

- 6.14 The playground here is outdated and in great need of refurbishment. A completely new playground should replace the old one; it is recommended that this is aimed at younger children.
- 6.15 Andy's Cafe would benefit by being increased in size and incorporating new toilets which are accessible from both inside and outside. The building should house a food store (to replace the container) and a small reception (and possibly shop) area to service the proposed touring caravan site. This would enable the removal of the unsightly container which is currently used for storage and has been broken into on two occasions previously. At the far end of the cafe, where there are birdfeeders, the installation of a 'birdwall' (a wall incorporating windows with one way glass and bird food on shelves outside) should be considered as an added attraction within the cafe. The cafe should also have a window to serve ice creams from to reduce the congestion inside the cafe at peak times. An area for outdoor seating with awning should be built looking out towards the Sidings area.
- 6.16 A touring caravan site should be developed to the south of the Sidings Car ark. It should be built to attain the standards set out by the Caravan Club and should be sensitively screened by existing and new vegetation. Space for 30-40 caravans should be provided with the following facilities:
- Grasscrete standing for caravans
 - Electric hook-ups
 - Toilets and showers
 - Chemical toilet disposal facility
- 6.17 The car park outside the cafe should be increased in proportion to the number of covers in the cafe. It should also include a designated area for parking by arriving caravans whilst checking in.
- 6.18 An events programme should be developed for the Sidings area to incorporate both large and small scale events throughout the year, aimed predominantly at local people. The area would benefit from further drainage if it is to be used for this purpose. Tickets and marketing could be from the cafe and also at the proposed visitor centre nearer to the lake.
- 6.19 The grassed area in front of the café could be marked out as two junior football pitches for ages up to under-11, using portable goals, stored elsewhere.

Zone 3: South Lake Shore

- 6.20 The new main focus of the park would be a visitor centre and new car park accessed from a new road leading from the proposed housing development access. This would be a gateway to the existing and new parts of the park.
- 6.21 The proposed new visitor centre, built to an eco-friendly specification, will replace the Lifeguards' building. It will include a cafe with outdoor seating in good weather and views over the lake. It will also include a small exhibition, multi-purpose room for education, functions and meetings, a rangers' office and store. It is also recommended that an apartment be incorporated into this building (perhaps as a second story) so that a full time ranger/manager can reside there. This would increase security when the park is closed and

a live in arrangement would help to reduce running costs. An access for all route should surround the lake; so too, a trim trail.

- 6.22 The centre would be close enough to the lake to provide boat hire and it would provide mountain bike hire for use on a network of routes to be developed on land to be brought into the park (see below). Picnic tables should be re-placed and barbecue stands added; these will increase food sales with the cafe offering picnics and barbeque take-outs.
- 6.23 Land to the south of the lake, which belongs to Nottinghamshire County Council, should be brought into the Country Park, including the former colliery tip and surrounding farmland. This should be managed to provide mountain biking and walking routes, including viewpoints, accessible from the new car park and visitor centre.
- 6.24 A boat house/store should be built for the boat hire operation and to house a safety boat. This would also store equipment such as life jackets and basic boating tools. It could also provide a home for the new weed cutter bought by the fishermen. The boathouse on the north shore of the Lower Lake could be retained for use by the Friends/fishermen, or it could be demolished and contribute to a less-developed feel in the northern part of the park.
- 6.25 A programme of events should be run in this area aimed at a wider market, including sporting events, drive-in movies, open air theatre, sculpture trails, fête champêtres, fireworks, concerts and so forth.
- 6.26 The former swimming pool provides an ideal place to install a water feature for younger children. A water feature would be available in the summer months and depending on the weather it may be opened in the shoulder months. However, this would be an added bonus to the play provision and whilst it may increase visitor numbers would not generate any direct income.
- 6.27 Alternatively, the old pool could be redeveloped into a fully functional swimming pool by covering it with a lightweight enclosure. The advantages of this would be year round availability of the pool from early morning until late into the evening whatever the weather. Enclosing a swimming pool reduces heating costs, reduces UV penetration by 98% and would give good protection from vandals. The pool could be hired out to a variety of clubs and host children's parties whilst serving the purpose of providing local children with a safe place to learn to swim.

Zone 4: Sports Fields

- 6.28 The current, out-dated, facilities at the sports fields should be demolished and replaced by a new building to include:
- Changing rooms with showers
 - An indoor, multi-purpose training space
 - A 'clubhouse' space for sports clubs, ideally with a kitchen and bar to service small functions and generate revenue
 - A youth club
- 6.29 The hard standing area, which was developed as a car park, but never used, should be used as parking for the sports facilities to remove parking from the new access road to the

housing and the country park. The tennis courts could be re-furbished and managed from the new clubhouse.

Overall Management/General Improvements

6.30 A number of wider management improvements are recommended, as follows:

- Access improvements
- Management improvements

Access Improvements

6.31 Access routes through the park should be formalised with segregated access for a range of activities, including woodland and meadow walks, orienteering trails, sculpture trail, pram accessible walkways, cycling routes (single track and family standards, aimed at beginners/novices), dog walking routes and so on.

6.32 Intellectual access should be provided to the natural and cultural heritage of the park through a programme of interpretation, including:

- Visitor centre, with permanent and temporary displays, events and education activities
- Interpretation panels
- Self-guided trails
- Programme of guided walks and other interpretive events

6.33 Arrival and information signage at entrance points and around the park should be improved to project a sense of arrival and a strong identity to visitors and to help visitors orientate themselves and find their way around the park.

Management Improvements

6.34 A number of management improvements are recommended, including the following

- New south shore facility should be operated commercially by one or more businesses paying a rent and providing the following:
 - Café and kiosk sales
 - Meetings/function space
 - Shop/information centre
 - Mountain bike hire
 - Boat hire
- Car parking charge at the South Shore car park should apply from 9.30 am until 5.30pm. A flat fee charge should apply (suggest £2) with free parking for members of the Friends group
- Friends group membership should be linked to car parking – for example costed at £20 per year
- Revenue from commercial leases and car parking charges should be channelled back into management of the park
- Management of the park should be by a consortium including BDC, NCC, NWT and a local trust/Parish Councils and input by the Friends
- Woodland Grant Scheme and higher level Stewardship agreements should generate revenue for conservation management

- Bio-mass crops should be grown on southern extension to generate revenue and create an environment for mountain biking routes
- The recommended works should be undertaken in a phased programme

6.35 Establishing a trust to take on the guardianship and management of the park would have a number of advantages, including the following:

- It would provide a mechanism for local people to become directly involved in management decisions, ensuring that the park is run for their benefit
- People are more likely to volunteer for a charitable trust than for a local authority
- Trusts can raise funds from a wider range of sources than local authorities
- A trust would be less susceptible to changes in public sector policies than a Council department
- A trust could attract people with business and other skills onto its board to contribute innovative ideas for management, etc

Marketing

6.36 Newly developed visitor facilities at the park will need to be marketed, to the target markets specified above. This should include:

- Promoting the park through existing visitor marketing (District and County Council and Visit Nottinghamshire publications, websites and PR activity)
- A website for the park with associated Twitter feed for news on events, wildlife/nature to be seen, etc
- A leaflet, downloadable from the website, distributed to accommodation providers within an hour's drive
- Distribution of information on the education provision to teachers at schools within an hour's drive via LEA distribution systems
- Local promotion of meetings and function space
- Advertising, direct mail (and e-mail) and listings in caravan site guide books aimed at caravan clubs and independent caravanners

7 BUSINESS PLANNING

7.1 In order to produce a robust business plan it will be necessary to have a reliable estimate of current visitor numbers and profile, so that realistic projections can be made. These are not available for Langold Country Park. It is strongly recommended that Bassetlaw District Council undertakes research to obtain this information and then re-visits this business plan to make projections for future visitor numbers, profile, expenditure, etc that are based on reliable data.

7.2 In the absence of a reliable estimate of existing visit numbers, it has been necessary to make assumptions, which might prove to be wrong in the future. Whilst the consultants have taken every care to ensure that information relating to likely costs, income, etc are as accurate as possible, information on the volume and activities of existing visitors is absent.

Vision

7.3 Our vision for Langold Country Park in ten years' time is built on the findings of our research and consultation: *Langold Lake Country Park provides an enjoyable, high quality, countryside visit experience for local people and visitors to the area. Management of the site is determined by local people and revenue generated covers the costs of management and re-investment to secure the future of the park.*

Objectives

7.4 Specific objectives are as follows:

- Management decisions are taken locally
- A partnership of organisations contribute, in a co-ordinated way, to management
- Land to the south of the park (belonging to Nottinghamshire County Council) is brought into the park
- The South Shore area is the focus for visitor to the park with a new car park and visitor centre and a network of opportunities to enjoy the park
- Increase visit numbers from 100,000 to 160,000 in ten years, with most of the new visits coming from regional day visitors (empty nesters and young families)
- A caravan site is developed, attracting staying visitors

Targets

7.5 Specific targets should be based on further business planning, but at this stage they should include:

- Increasing visit numbers from 100,000 to 160,000
- Attracting additional visitors from within 1 hour's drive
- Competing successfully with Clumber Park, Rufford, etc
- Achieving 15% high season and 5% low season occupancy for 30 pitches at the touring caravan park
- 15% of new visitors and 5% of existing visitors visit the new cafe at the South Shore and spend an average £5
- 15% of new visitors and 7.5% of existing visitors use the new kiosk at the South Shore and spend on average £2
- 8,400 rowing boat hires per year

- 4,250 mountain bike hires per year
- 80 room hires for functions, meetings, etc per year
- 1,250 school pupils make organised visits
- A decision is made regarding re-development of the swimming pool

Target Markets

7.6 Market segmentation is a complex subject and organisations involved in the tourism sector use a variety of segmentation methods for a range of purposes. Our segmentation for non-staying visitors to the park is a simple one which has stood the test of time, as follows:

- Day visitors from within 1-2 hour's drive, especially:
 - Empty nesters¹¹
 - Young families
- Touring caravanners

Development Proposals

7.7 The following developments are proposed to take opportunity from demand identified during the study:

- Closing the access, car park and kiosk accessed from the Church Street entrance
- Making improvements to the existing café, as follows:
 - Increase the internal space for tables/chairs – double the existing capacity
 - Add toilets which are accessible from the café and for the public
 - Add a 'bird wall' on the northern wall of the café (see paragraph 6.16)
 - Add space for a reception area/shop for the touring caravan site
- Developing a new visitor access and focus at the lake 'South Shore' consisting of:
 - A visitor centre with exhibition, café, education/meeting space, toilets, kiosk, etc
 - Boat hire, mountain bike hire
 - Adding the NCC-owned area south of the park into the country park and developing a network of walking and cycling trails and viewpoints
- Making a range of general improvements to the infrastructure of the park – walking routes, information, etc

Finance

Capital Costs

7.8 Our estimate of capital costs is based on actual process/costs from elsewhere applied to the scale of development proposed at Langold Country Park; they are based on our estimate for additional visits and a capacity plan for new build. This is based on industry standards, but it takes account of the fact that visits to country parks are less peaked than to visitor attractions in general. As a result we have reduced the percentages for peak day, week and day.

¹¹ People generally aged over 50 whose children have left home

Table 8: Capacity Plan

Annual Visits	100%	60,000
Peak Month Visits	15%	9000
Peak Week Visits	3%	1800
Peak Day	0.60%	360
Design day	80%	288
Length of stay	1 hour	1 hour
Freeze capacity	25%	72
Exhibition	2 m ² /person	144m ²
Admissions, reception & retail	Estimate	30 m ²
Catering	1.5 m ² for 50 people plus kitchen area	100 m ²
Office and storage	Estimate	40 m ²
Meetings & education	50 people	75 m ²
Toilets	Estimate	24 m ²
Total space required		413 m ²

- 7.9 Build costs vary considerably depending on build quality. A basic structure could be developed for in the region of £1,000 per m², but a 'green' high \BREAM spec building would cost in the region of £2,400 per m². Build cost can be estimated at between £413,000 and £992,000.
- 7.10 There would be additional costs for the building, including exhibition, kitchen, shop fit, etc. These are estimated at in the region of £150,000.
- 7.11 Additional costs would include the new access road and surfacing for a car park, car park ticket machines, mountain bikes and rowing boats. Cost estimates are shown below.

Table 8: Additional Capital costs

Item	Number	Unit Cost	
Car park ticket machines	2	£2,500	£5,000
Installation of ticket machines	2	£500	£1,000
Rowing boats	20	£1,500	£30,000
Mountain bikes	30	£500	£15,000

Operating Budget

- 7.12 Estimates for the operating budgets of the proposed developments are shown here. In the absence of any reliable data on the existing number and profile of visits it has been necessary to make a number of assumptions about the growth of visits and spend profile. The consultants have also made a number of assumptions about use and costs, which are described in the following paragraphs.

Visit Numbers

- 7.13 We have made an estimate of 100,000 current visits per year as a baseline figure. Additional visits generated as a result of development of the proposed new facilities and their promotion to the day trip and staying visitor markets are estimated as follows:

Table x: Projected Visit Numbers

Year	Existing Visits	Additional Visits	Total Visits
Year 1	100,000	10,000	110,000
Year 2	100,000	20,000	120,000
Year 3	100,000	30,000	130,000
Year 4	100,000	40,000	140,000
Year 5	100,000	50,000	150,000
Year 6	100,000	50,000	150,000
Year 7	100,000	50,000	150,000
Year 8	100,000	55,000	155,000
Year 9	100,000	55,000	155,000
Year 10	100,000	60,000	160,000

Car Parking

- 7.14 It is thought that a high proportion of existing visits are made on foot, directly from nearby housing. However, the car parks at the Church Street entrance and by the cafe are well-used. We have assumed that the Church Street car borne visitors will be displaced, chiefly to the cafe car park, though we have assumed that a small number of these visitors, plus the existing visitors to the cafe car park will prefer to visit the need car park to the south of the lake, even though the cafe car park will remain free of charge and a charge will apply at the new car park. It is assumed that 95% of new/additional visitors will arrive at the South Shore car park.
- 7.15 It is assumed that the average occupancy of cars will be 2.5 visitors. This figure is common at country parks.
- 7.16 It is assumed that car park charges will apply after 09.30 and until 17.30. A standard charge of £2 per car is proposed. Payment will be by pay and display ticket machine, with maintenance costs based on actual experience at country parks in Essex. It is assumed that policing and collection will be undertaken by staff at the new South Shore visitor facility and that enforcement will be by the local authority.
- 7.17 Operating costs are based on actual operating costs from Country Parks in Essex using mains supply car park ticket machines supplied by the Metric Group, these include estimates for:
- Tickets (£15 per 1,000)
 - Power (£75 per machine, per year for mains power – however, solar is an option)
 - Other costs consist of:
 - Emptying cash, counting and banking (Estimate one emptying of each machine every day)
 - Enforcement (Estimate three random inspections per day)
 - Maintenance consisting of changing ticket rolls, changing silica bags, cleaning, etc (Estimate one visit per machine per week)

Catering

- 7.18 It is assumed that the new catering operation will be aimed at a day visitors and tourism market, especially empty nester couples and young families. The following assumptions are made about the proportions of visitors using the new cafe and kiosk:

- 5% of existing visitors to the park will use the new cafe and 7.5% will use the kiosk
- 10% initially rising to 15% of new visitors will use the new cafe
- 10% initially rising to 15% of new visitors will use the new kiosk
- Average spend per head by users of the new cafe will be £5
- Average spend per head by users of the new kiosk will be £2

7.19 Costs (cost of sales, labour cost and operating costs) are based on actual figures from similar operations elsewhere. Not that labour cost could include the time of a business owner, i.e. this would not necessarily be the operating cost to a commercial sector operator.

Boat Hire

7.20 The number of boat hires is an estimate by the consultants. Price is based on prices at similar locations.

Cycle Hire

7.21 The number of cycle hires is an estimate by the consultants. Average hire price is based on hire prices elsewhere, including Sherwood Pines and the Peak District National Park.

Room Hire

7.22 The number of hires is an estimate by the consultants. Hire price is an estimate by the consultants, based on room hire at Talkin Tarn Country Park. In reality, there would also be catering income from most corporate and private groups.

Education

7.23 Education numbers are the consultants' estimate and pricing is based on prices at country parks elsewhere.

Economic Impacts

7.24 The business model developed for this project estimates an increase in annual visits to the country park of 60,000 compared to the baseline, plus 765 staying visits generated by the tourism caravan site. It is possible to estimate the direct economic impact of these additional visits of £880,000 per year (supporting in the region of 15 FTE jobs by year 10.

7.25 This model assumes that:

- 50% of additional day visitors are from outside of Bassetlaw District
- Day visitors spend an average of £26 per person¹²
- Staying visitors spend an average of £126 per person¹³

7.26 Much of this will be felt in the local area, especially if the new development is run on a 'buy local' basis. This will have an impact on local unemployment figures through the direct impacts of visitors' spending and through the supply chain.

¹² Based on STEAM research for Visit Nottinghamshire

¹³ Based on STEAM research for Visit Nottinghamshire

Swimming Pool

- 7.27 During the research, the consultants identified apparent strong local demand for redevelopment of the swimming pool. Whilst it has not been possible to undertake detailed business planning for this option, the consultants believe that it would be possible to operate a covered swimming pool at somewhere close to breakeven (taking account of possible grants towards operating costs). An outline proposal for a covered swimming pool is included in the appendix to this report, along with contact details for further information.
- 7.28 A pool could be managed by staff working at the proposed new visitor centre to reduce costs and covering it would extend the length of time it could operate, maximising revenue potential. The consultants recommend that the Council considers this as part of a second phase of development.

Further Research Requirements

- 7.29 The following research is recommended to provide robust information to address concerns over assumptions made during business planning and to market test the proposals:

User Research

- A count of visits to the park to establish figures for annual visits and monthly visit profile
- A visitor survey to understand the current profile and activities of visitors (including mode of travel, catering spend, etc)

Market Testing

- Focus group research with target audiences to test interest in the proposed facilities at Langold Country Park and to test response to pricing policy options (including existing visitor response to car parking charges)

APPENDIX

Local Plan Policies
Geo-demographic analysis
Existing Tourism (STEAM)
SSSI Citation
Consultees
Swimming Pool Information

APPENDIX 1: LOCAL PLAN POLICIES

POLICY 2/2

Planning permission will not normally be granted for development outside the settlement envelopes. Permission will however be granted for small-scale employment creating development which would clearly do no harm to the countryside.

POLICY 2/15

Permission will normally be granted for proposals which would expand the range of tourist facilities in the area or increase the attraction of the area to tourists where the proposals:

- a) do not involve the erection of new buildings outside settlement envelopes unless such a location is essential for the proposed use and the needs of the proposed use cannot reasonably be accommodated by converting existing buildings; and
- b) do not create or aggravate environmental, amenity, safety or traffic problems or adversely affect the character of the surrounding area.

POLICY 4/7

Planning permission for retail development outside of settlement envelopes will not be permitted unless:

- a) the proposal is small scale and related to existing leisure or tourist facilities, or related operationally to an agricultural holding on which it is situated and sells predominantly the product of that holding; and
- b) the proposal would be unlikely to adversely affect or restrict the operation of any shop or shops within nearby villages; access and car parking provision are satisfactory, and the proposal would not create or aggravate environmental or amenity

POLICY 4/8

Planning permission for garden centres will be granted only where:

- a) the site is within or on the edge of an existing settlement or is part of grounds or gardens of historic or amenity value; and
- b) the increase in traffic on local roads would not be detrimental to highway safety, or the amenity and character of the area; and
- c) where located outside a built up area a significant part of the site will be used for the cultivation or display of plants; and
- d) there would be no other adverse environmental effects.

POLICY 6/1

Planning permission will not be granted for development that would harm a Site of Special Scientific Interest, a Local Nature Reserve or a Site of Importance for Nature Conservation, unless other material considerations outweigh those of nature conservation.

SSSI	8	Hodsock	Dyscarr Wood	SK 581 871
SINC	34	Hodsock	Dyscarr Wood & Langold Lake complex	SK 579 877

POLICY 6/1A

Where development is permitted which may damage a nature conservation site, conditions will be attached and/or a planning obligation will be sought to minimise the harm. If damage is unavoidable, the creation of new habitats will be secured where practicable.

POLICY 6/1B

Planning permission will not be granted for development which would have an adverse effect on a species, or its habitat, protected by national and/or European Legislation, unless conditions are

attached and/or a planning obligation is entered into requiring steps to be taken to secure its protection.

POLICY 6/2

Planning permission will not be granted for development that would adversely affect areas of open space, which are of importance from a recreational or amenity point of view.

POLICY 6/3

Planning Permission will not be granted for development that will have a significant detrimental effect upon the appearance and amenity of the countryside.

POLICY 6/4

Within the Special Landscape and Heritage Area identified on the Proposals Map, development will be strictly controlled and proposals, which would have an adverse effect, on the area's outstanding landscape and archaeological, ecological and geological features, will not be permitted.

POLICY 6/5

Planning permission will not be granted for development that would damage or detract from the character of a Mature Landscape Area, unless the importance of the proposal outweighs the landscape value. Where development is permitted, landscape features should be retained where practicable.

POLICY 6/6

Permission will not be granted for development that would destroy or detrimentally affect historic parks and gardens and their settings.

POLICY 6/8

Planning Permission will not be given for development that would destroy or adversely affect either trees subject to preservation orders, hedges subject to hedgerow retention notices, or ancient woodlands.

POLICY 6/9

Planning permission for development which would adversely affect trees, hedgerows or woodlands which contribute significantly to the appearance of the area will only be granted where all reasonable opportunities to incorporate them into the development and to avoid or minimise the adverse effects of development are taken.

POLICY 6/12

Permission will not be given for development that would destroy or detrimentally affect a site of national importance whether scheduled or not, a site of major local archaeological or historic interest or the setting of such features.

POLICY 6.14

Permission will be given for development outside settlement envelopes only if:

- a) the development is demonstrated to be essential for the operational needs of agriculture, forestry or other land use which essentially requires a rural location; or
- b) it involves the change of use of buildings; or
- c) it meets an important local community need which cannot be reasonably met on site within a settlement envelope; or
- d) it would not cause demonstrable harm to any interests of acknowledged importance; and

e) where development is considered appropriate it is so designed and located as not to adversely affect the character and appearance of the surrounding area

POLICY 6/26

Planning permission will be granted only if:

- a) arrangements for the disposal of foul sewage, trade effluent and surface water are satisfactory;
- b) where practicable, sewage is disposed of by way of the public sewerage system; and
- c) the development will not create any significant risk of pollution of watercourses or groundwater.

POLICY 8/2

Planning permission for recreational development outside settlement envelopes will only be granted where:

- a) the nature of the proposed use is such that it requires a rural location; and
- b) no reasonable opportunities exist to locate the use within a settlement envelope; and
- c) the proposal will not create or aggravate environmental, amenity, safety or traffic problems; and
- d) the proposal will not adversely affect the character or appearance of the surrounding area.

POLICY 8/6

Planning permission will be granted for development that respects the character and enhances the recreational role of Langold Country Park and Sandhill Lake.

POLICY 8/3

Planning permission will be granted for development leading to the loss of playing fields only where:
a) sport and recreation facilities can best be retained or enhanced through redevelopment of a small part of the site; or

- b) alternative recreational provision of equivalent community benefit is provided; or
- c) there is an excess of provision judged against the standard of 1.2a per 1,000 people recommended by the National Playing Fields Association.

POLICY 8/4

Planning permission will not be granted for development likely to result in the loss of public footpaths, bridleways, cycle ways and byways open to all traffic unless a satisfactory diversionary route is provided.

APPENDIX 2: GEO-DEMOGRAPHIC ANALYSIS

This research was undertaken using AA drive time information, population data from National Statistics Online and a geo-demographic analysis commissioned by the consultants previously for 1 and 2 hour drive times for the Don Valley.

Details of calculation of the 1-hour drive time are shown in the tables below.

Local Authority	Estimated Population 2007	0-15 yrs	65+ yrs
Selby	80,800	15,500	15,000
Wakefield	321,600	60,500	61,000
Barnsley	224,600	42,900	43,400
Sheffield	530,300	93,400	97,700
Rotherham	253,400	49,500	49,000
Bassetlaw	111,700	20,600	23,000
Newark and Sherwood	112,600	21,100	24,100
Mansfield	100,100	18,700	19,800
Ashfield	115,900	21,900	22,600
Gedling	111,700	19,700	23,700
West Lindsey	88,000	16,200	20,000
Lincoln	87,800	15,100	15,300
North Lincolnshire	159,400	30,200	33,300
North East Derbyshire	98,000	16,800	22,600
Chesterfield	100,600	18,100	21,200
Bolsover	74,200	13,900	15,300
Doncaster	291,100	56,100	57,500
Total	3,451,345	633,465	671,855

Local Authority	Population (2007)	Estimated Percentage within 1 hr	Population Percentage (All)	0-15	% of (0-15)	65+	% of (65+)
East Riding of Yorkshire	333,000	15%	49,950	57,800	8,670	77,800	11,670
Harrogate	158,800	20%	31,760	28,300	5,660	33,900	6,780
Leeds	761,100	35%	266,385	133,200	46,620	128,500	44,975
Rushcliffe	109,000	45%	49,050	20,300	9,135	21,800	9,810
Nottingham	288,700	40%	115,480	48,700	19,480	40,800	16,320
North Kesteven	104,800	60%	62,880	18,800	11,280	24,000	14,400
Derbyshire Dales	70,200	20%	14,040	12,100	2,420	17,000	3,400
Totals counted					103,265		107,355

The population profile summary is shown below.

60 mins drive time - count

Group	Description	Terr Total %
5D	Young couples and families in urban areas	8.1
5C	Suburban families with school age children	7.8
4E	Younger families in urban developments	7.3
2B	Retired home owners in pleasant suburbs	6.6
2D	Couples in smaller houses	5.3
8B	Young families in terraced housing	4.8
5B	Older families in larger dwellings	4.6
8E	Older families in council accommodation	4.4
7C	Retired couples in terraced family homes	4.3
7D	Poorer elderly couples and singles	4.0

60 mins drive time – penetration

Group	Description	Index
5A	Younger families in poorer terraced housing	219
5C	Suburban families with school age children	193
8E	Older families in council accommodation	191
4E	Younger families in urban developments	184
5D	Young couples and families in urban areas	160
4B	Well off school age families in semi detached properties	150
8B	Young families in terraced housing	138
5B	Older families in larger dwellings	137
2B	Retired home owners in pleasant suburbs	133
7C	Retired couples in terraced family homes	130

Territory: 60mins

Code	CAMEO Description	Post Codes	House Holds	Terr Total %	Nat Total %	Index
1A	Professional single home owners	2	72	0.0	0.8	0
1B	Affluent singles in quality rented flats	30	544	0.0	0.8	2
1C	Younger couples & families in single neighbourhoods	47	914	0.0	1.1	3
1D	Affluent single flat owners	1339	11466	0.4	0.8	45
1E	Affluent singles and students	2874	36184	1.1	1.2	99
1	Young And Affluent Singles	4292	49180	1.5	4.6	33
2A	Affluent couples in large detached houses	1400	16280	0.5	1.3	39
2B	Retired home owners in pleasant suburbs	13729	209204	6.6	5.0	133
2C	Older home owners in mixed accommodation	2771	34636	1.1	1.7	65
2D	Couples in smaller houses	10183	166837	5.3	4.6	115
2E	Older couples in retirement towns	1940	29055	0.9	1.9	49
2	Wealthy Retired Neighbourhoods	30023	456012	14.4	14.4	100
3A	Younger families in larger dwellings	3713	52988	1.7	2.1	81
3B	Wealthy older families in exclusive areas	2006	23464	0.7	1.6	47
3C	Affluent commuters in large family homes	7596	66929	2.1	3.5	61
3D	Wealthy older families in suburban areas	2862	45861	1.4	3.0	49
3E	Professional couples with school age children	6053	71016	2.2	3.2	71
3F	Affluent older families in urban areas	8371	105608	3.3	3.6	91
3	Affluent Home Owners	30601	365866	11.5	16.9	68
4A	Younger families and singles in larger houses	2259	36495	1.1	1.8	64
4B	Well off school age families in semi detached properties	7412	121190	3.8	2.5	150
4C	Rural older families	2615	14223	0.4	1.2	38
4D	Suburban families with school age children	4803	80754	2.5	2.0	125
4E	Younger families in urban developments	14453	230311	7.3	3.9	184
4F	Younger households in urban areas	1921	25272	0.8	2.4	33
4G	Urban families with young children	2336	40165	1.3	1.8	70
4	Smaller Private Family Homes	35799	548410	17.3	15.7	110
5A	Younger families in poorer terraced housing	4429	62281	2.0	0.9	219
5B	Older families in larger dwellings	9636	144733	4.6	3.3	137

5C	Suburban families with school age children	14465	246395	7.8	4.0	193
5D	Young couples and families in urban areas	17461	256276	8.1	5.0	160
5E	Young families in suburban semi-detached and terraced	1593	22606	0.7	0.7	108
5F	Younger couples in smaller terraced housing	7020	74873	2.4	2.9	81
5	Poorer Home Owners	54604	807164	25.4	16.9	150
6A	Active home owners in larger dwellings	6471	56888	1.8	2.5	71
6B	Rented flats in retirement towns	1266	11337	0.4	0.6	63
6C	Smaller privately owned dwellings	2825	39248	1.2	2.0	60
6D	Older rural communities	1105	3434	0.1	0.5	20
6E	Older couples and young singles	1090	13844	0.4	0.7	64
6	Less Affluent Older Neighbourhoods	12757	124751	3.9	6.4	61
7A	Young families and singles	2198	35422	1.1	1.4	81
7B	Older flat dwellers	223	3462	0.1	0.7	16
7C	Retired couples in terraced family homes	8100	136328	4.3	3.3	130
7D	Poorer elderly couples and singles	9323	125541	4.0	3.2	123
7E	Poorer younger families	3951	68408	2.2	1.8	122
7F	Elders in sheltered housing	843	14289	0.5	0.4	106
7	Council Tenants On Family Estates	24638	383450	12.1	10.8	112
8A	Younger families and singles in lower quality housing	2657	40009	1.3	1.4	93
8B	Young families in terraced housing	8750	151410	4.8	3.5	138
8C	Single parents in high rise flats	902	12623	0.4	1.4	29
8D	Deindustrialised Scotland	0			0.2	
8E	Older families in council accommodation	7757	138390	4.4	2.3	191
8F	Older families in council terraces	781	11536	0.4	0.8	43
8	Poorer Council Tenants - Many Single Parents	20847	353968	11.1	9.5	117
9A	Young student areas	3888	43286	1.4	1.1	120
9B	Young families and singles in cosmopolitan urban areas	848	4088	0.1	1.1	12
9C	Single parents and young singles in low quality flats	717	7236	0.2	1.0	23
9D	Young families and singles in low quality terraced properties	2277	31157	1.0	1.7	59
9	Poorer Singles	7730	85767	2.7	4.9	55
	Total	221291	3174568			

APPENDIX 3: EXISTING TOURISM (STEAM)

The economic impact of tourism in Nottinghamshire is measured by the Scarborough Tourism Economic Activity Model (STEAM). Data is collected and analysed on an annual basis using a number of 'bottom-up' input data (accommodation capacity, occupancy rates, attraction visits, etc).

A summary of the estimates for the county for 2003-05 is shown below in a document produced by Experience Nottinghamshire.

The latest information for Bassetlaw District is for 2007. No analysis was done for the district in 2008, but 2009 data will be available in autumn 2010 and could be used to revise the economic impact assessments made in this study.

1. Introduction

This document draws together key tourism trend data from the national surveys through to the regional, county and local authority STEAM Model reports.

2. East Midlands

2.1 East Midlands Gross Value Added

The latest regional and sub-regional Gross Value Added (GVA) data published by the Office for National Statistics in December 2005, was for the year 2004. The total GVA in the East Midlands was £65.8 billion, which was 6.5% of the UK total.

Figures published by the Department for Culture, Media & Sport in November 2004 related to the year 2000. At that time, the percent of the regional GVA generated by tourism was estimated to be 3.4%. Present early estimates would seem to indicate that the tourism sector of the region's economy has kept pace at the same level as the rest of the region's economy.

2.2 Domestic Tourism

The UKTS data for East Midlands, produced by VisitBritain, provides estimates of domestic tourism trips to East Midlands from outside the region, but from within the United Kingdom. The 2005 UKTS survey reports, for the period January to December 2005:

- 9.41 million trips by domestic visitors to East Midlands
- 25.3 million nights spent in East Midlands by domestic visitors
- £1.3 billion spent in East Midlands by domestic visitors

Comparisons with previous year or years is not made as VisitBritain have strongly advised that such comparisons should not be made because of the changes in methodology between 2005 and previous years. 2005 is now considered the new baseline for measuring domestic tourism volume and value nationally (*see Appendix A1*).

2.3 Inbound Tourism

The International Passenger Surveys of 2003 to 2005 show, for East Midlands:

- 13.4% increase in overseas visits, to 1.09 million in 2005
- 39.7% increase in nights, up from 6.6 million nights in 2002 to 9.2 million nights in 2005
- 25.4% increase in overseas visitor spend, totalling £365 million in 2005

Over the same period, East Midlands's overall share of England overseas tourism trips has fallen slightly, from 4.5% to 4.3%. However, in terms of East Midlands' share of England tourism nights and tourism spend, both have risen between 2003 and 2005, to 4.3% and 3% respectively (see Appendix A2.1).

2.4 Serviced Accommodation Occupancy

2.4.1 UKOS

In comparison with the England UKOS data, and in light of contrasting feedback from tourism bodies within East Midlands, the 2005 UK Occupancy Survey data for East Midlands has given some cause for concern. According to the 2005 report for East Midlands, produced by Heart of England Tourist Board, the average annual bedspace occupancy rate fell from 47.9% in 2004 to 39.8% in 2005 (a relative drop of 17%). In 2003, the average annual bedspace occupancy was 41.3%. Looking at the monthly average bedspace occupancy data, the range of occupancy change was reported to have been between 0% and -25.9%. There are a number of reasons why such changes may have occurred, not least changes in the size and composition of the survey sample over the period 2003 to 2005 (the sample size for this survey dropped by 18% between 2004 and 2005).

2.4.2 Recalibration of UKOS Occupancy Data

To overcome the problem of unstable county and regional level occupancy data from UKOS, Global Tourism Solutions (UK) Ltd (GTS) has looked to the national level UKOS data-set, which has a sample of more than 700 respondents. Using the national level data in combination with preceding years' UKOS data from within the EMT region, GTS was able to track changes in the national occupancy data (both by month and by size of establishment), but retain the locally specific information for each district as used in prior years' STEAM reports. This process provided re-calibrated occupancy data for East Midlands and its counties.

2.4.3 Serviced Accommodation Occupancy Change 2003 to 2005

The trend in East Midlands' average annual bedspace occupancy between 2003 and 2005 is one of growth across the region, showing an increase from 41.3% in 2003 to 44.3% in 2005. In relative terms, this represents an increase of 7.5% in average annual bedspace occupancy.

2.4.4 LJ Forecaster

Operated by LJ Research, the LJ Forecaster collects accommodation booking and occupancy data from a sample of accommodation providers in Leicestershire and Nottinghamshire. 2005 was the first year of operation for the survey in East Midlands and the average annual bedspace occupancy was 47.6% for Leicestershire and 50.1% for Nottinghamshire (based on data received for May to December 2005)

It should be noted that the LJ Forecaster generates *room* occupancy data, from which bedspace occupancy is calculated using data from the UKOS.

3. EMT STEAM Results

The STEAM Model does not rely upon disaggregations of national reports, such as the United Kingdom Travel Survey (Appendix A1) or the International Passenger Survey (Appendix A2), but is driven from locally generated input data. The model is now in wide use throughout the United Kingdom, generating a variety of reports for governments and other public agencies at local, regional and national levels.

The STEAM Reports for East Midlands Tourism 2003 to 2005, after allowing for inflation, can be highlighted as follows:

- 15.38 million staying visitor trips, both overseas and domestic, to East Midlands, 3.85% higher than the 2003 total of 14.81 million trips
- 42.74 million staying visitor nights, both overseas and domestic, to East Midlands, 3.29% higher than the 2003 total of 41.38 million nights
- £2.024 billion spent by staying visitors, both overseas and domestic, to East Midlands, 3.25% higher than the 2003 total of £1.960 billion
- 128.13 million day visitor trips to the East Midlands, 2.5% higher than the 2003 total of 125 million
- £3.327 billion spent by day visitors to the East Midlands, 2.51% higher than the 2003 total of £3.246 billion
- £5.351 billion spent by all types of visitors to the East Midlands, 2.78% higher than the 2003 total of £5.206 billion
- The total employment supported by tourism expenditure in 2005 was 95,124 Full Time Equivalent jobs, an increase of 0.6% of the 2003 total of 94,563

4. Experience Nottinghamshire Destination Management Partnership

4.1 The County Picture

Occupancy has, since June 2005, been measured by the LJ Forecaster occupancy survey. Unlike the national PKF survey, LJ Forecaster includes a representative group of larger hotels in both the City and County. This survey has shown a plateau in occupancy from the previous measure – carried out independently by Experience Nottinghamshire.

Attractions data has been collated on a County level by Experience Nottinghamshire from 2003 – 2005. Over this period there was a small increase between 2003/4 and a small general decline between 2004/5 in the number of visitors to attractions. However, several key attractions have seen a sharp growth due to large events taking place in the City and County.

Figures from Nottingham East Midlands Airport show a steady growth in inbound visitors between 2003 and 2004 – this followed a pattern of growth since the airport's opening in 1965. Between 2004 and 2005 inbound traffic plateaued. This could be explained by developments at the airport reaching their pinnacle.

The STEAM Report for Nottinghamshire 2003 to 2005, after allowing for inflation, can be highlighted as follows:

- 3.26 million staying visitor trips, both overseas and domestic, to Nottinghamshire, 0.31% higher than the 2003 total of 3.25 million trips
- 8.08 million staying visitor nights, both overseas and domestic, to Nottinghamshire, 2.93% higher than the 2003 total of 7.85 million nights
- £411.25 million spent by staying visitors, both overseas and domestic, to Nottinghamshire, 4.61% higher than the 2003 total of £393.14 million
- 35.85 million day visitor trips to Nottinghamshire, 7.8% higher than the 2003 total of 33.26 million
- £930.96 million spent by day visitors to Nottinghamshire, 7.70% higher than the 2003 total of £864.4 million

- £1.342 billion spent by all types of visitors to Nottinghamshire, 6.76% higher than the 2003 total of £1.257 billion
- The total employment supported by tourism expenditure in 2005 was 22,547 Full Time Equivalent jobs, an increase of 4.27% of the 2003 total of 21,622

4.2 Commentary

Future STEAM reports will continue to be informed by the locally harnessed evidence outlined above. This is crucial for both the most effective and robust use of STEAM and in presenting a true picture of the county's tourist industry. As with most industries, other surveys are carried out by independent agents, who can have an unspecified number of participants, the results of which can lead to representations of the industry's health being skewed.

From next year, STEAM will additionally incorporate a further occupancy survey to compliment the LJ Forecaster. This survey will measure occupancy rates in smaller serviced accommodation providers, where LJ Forecaster will continue to measure occupancy in hotels. This will further validate the STEAM data, presenting us with the truest picture of county tourism to date.

APPENDIX 4: SSSI CITATION

SITE NAME: DYSCARR WOOD

COUNTY: NOTTINGHAMSHIRE/SOUTH YORKSHIRE

DISTRICT: BASSETLAW/ROTHERHAM

Status: Site of Special Scientific Interest (SSSI) notified under Section 28 of the Wildlife and Countryside Act 1981 as amended

Local Planning Authority: BASSETLAW DISTRICT COUNCIL, Rotherham Metropolitan Borough Council

National Grid Reference: SK 581871 Area: 18.51 (ha.) 45.72 (ac.)

Ordnance Survey Sheet 1:50,000: 120 1:10,000: SK 58 NE

Date Notified (Under 1949 Act): 1981 Date of Last Revision: –

Date Notified (Under 1981 Act): 1983 Date of Last Revision: –

Other Information: Part of the site is managed as a nature reserve by the Nottinghamshire Trust for Nature Conservation Ltd.

Reasons for Notification: The site comprises one of the best examples of a calcareous ash-wych elm wood in Nottinghamshire and is representative of semi-natural woodland on limestone soils in the English North Midlands.

Biology: A fine example of an ash-wych elm wood developed on soils derived from the Permian Upper Magnesian Limestone. Over most of its area the wood is dominated by ash *Fraxinus excelsior*, together with birch *Betula pendula*, wych elm *Ulmus glabra*, sycamore *Acer pseudoplatanus* and oak *Quercus robur*. The understorey contains abundant hazel *Corylus avellana* and hawthorn *Crataegus monogyna* together with field maple *Acer campestre*, dogwood *Swida sanguinea*, elder *Sambucus nigra*, privet *Ligustrum vulgare* and sloe *Prunus spinosa*. The ground vegetation is characterised by an abundance of dog's mercury *Mercurialis perennis*, enchanter's nightshade *Circaea lutetiana*, false brome *Brachypodium sylvaticum*, hedge woundwort *Stachys sylvatica* and sanicle *Sanicula europaea*, together with a range of herbs indicative of ancient woodland including sweet woodruff *Asperula odorata*, ramsoms *Allium ursinum*, yellow archangel *Galeobdolon luteum* and wood melick *Melica uniflora*. Of particular interest is the presence of the gladdon *Iris foetidissima* at one of its most northerly British stations. A number of small watercourses cross the site and the water table is very close to the surface. Where the soils are wet there is a change to woodland dominated by alder *Alnus glutinosa*, together with crack willow *Salix fragilis*. The shrub and ground layer vegetation is similar to that of the ash-wych elm wood but locally meadowsweet *Filipendula ulmaria* and hemp agrimony *Eupatorium cannabinum* dominate the ground vegetation. To the north-east of the site the wood gives way to grassland, marsh and scrub. Wetter areas are dominated by *Filipendula ulmaria* and *Eupatorium cannabinum* in a marsh community which includes marsh thistle *Cirsium palustre*, spotted orchid *Dactylorhiza fuchsii*, lesser spearwort *Ranunculus flammula*, marsh valerian *Valeriana dioica* and common yellow-sedge *Carex demissa*. Additional interest here is provided by the occurrence of a large number of small pools. The diversity of habitats present provides ideal conditions for varied breeding bird, amphibian and insect faunas.

Operations likely to damage the special interest

Site name: Dyscarr Wood

OLD1000682

Ref. No. & Type of Operation

- 1 Cultivation, including ploughing, rotovating, harrowing, and re-seeding.
- 2 The introduction of grazing and changes in the grazing regime (including type of stock or intensity or seasonal pattern of grazing).
- 3 The introduction of stock feeding and changes in stock feeding practice.
- 4 The introduction of mowing or other methods of cutting vegetation and changes in the mowing or cutting regime.
- 5 Application of manure, fertilisers and lime.

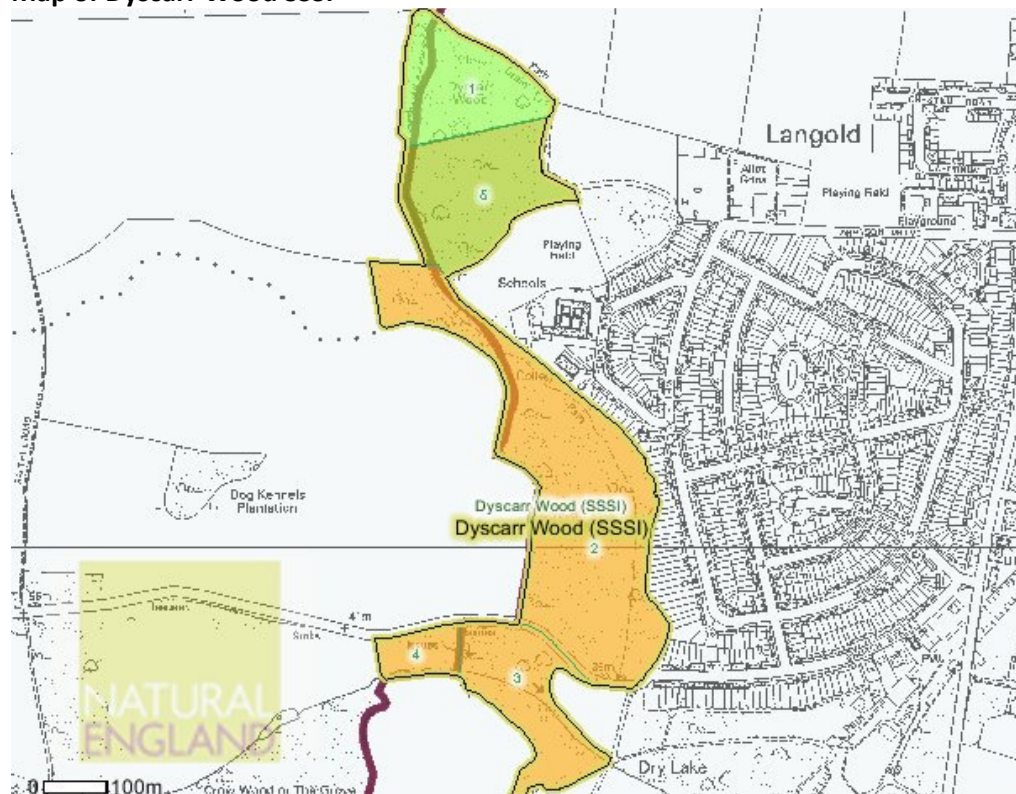
- 6 Application of pesticides, including herbicides (weedkillers).
- 7 Dumping, spreading or discharge of any materials.
- 8 Burning.
- 9 The release into the site of any wild, feral or domestic animal*, plant or seed.
- 10 The killing or removal of any wild animal*.
- 11 The destruction, displacement or removal of any plant, including turf.
- 12 The introduction of and changes in tree or woodland management*.
- 13a Drainage (including the use of mole, tile, tunnel or other artificial drains).
- 13b Modification of the structure of watercourses (e.g. streams, springs, ditches, drains), including their banks and beds, as by re-alignment, re-grading and dredging.
- 13c Management of aquatic and bank vegetation for drainage purposes.
- 14 The changing of water levels and tables and water utilisation (including irrigation, storage and abstraction from existing water bodies and through boreholes).
- 15 Infilling of ditches, drains, ponds, pools, marshes or pits.
- 16a The introduction of or changes in freshwater fishery production or management, including sporting, fishing and angling.
- 20 Extraction of minerals, including peat, sand and gravel, limestone top-soil or subsoil.
- 21 Construction, removal or destruction of roads, tracks, walls, fences, hardstands, banks, ditches or other earthworks, or the laying, maintenance or removal of pipelines above or below ground.
- 22 Storage of materials.
- 23 Erection of permanent or temporary structures, or the undertaking of engineering works, including drilling.
- 26 Use of vehicles likely to damage or disturb features of interest.
- 27 Recreational activities likely to damage trees, shrubs or ground vegetation.
- 28 Introduction of or changes in game and waterfowl management and hunting practice.

Notes:

* 'animal' includes any mammal, reptile, amphibian, bird, fish or invertebrate.

+ including afforestation, planting, clear and selective felling, thinning, coppicing, modification of the stand or underwood or changes in species composition.

Map of Dyscarr Wood SSSI



Key

	Favourable condition
	Unfavourable condition
	Unfavourable condition, no change

APPENDIX 5: CONSULTEES

Wide consultation was undertaken to inform the study. The consultees include the following.

Name	Title	Organisation
David Armiger	Head of Community Prosperity	Bassetlaw District Council
Cllr. Helen Colton	Councillor	Bassetlaw District Council
Cllr. Keith Isard	Councillor	Bassetlaw District Council
Cllr. Gill Freeman	Councillor	Bassetlaw District Council
John Foster	Parks and Open Spaces	Bassetlaw District Council
Dave Linley	Parks and Open Spaces	Bassetlaw District Council
Sandra Withington	Tourism Officer	Bassetlaw District Council
Robert Wilkinson	Bassetlaw Economic Development Manager	Bassetlaw District Council
Tony Wright	Sports Development Team Leader	Bassetlaw District Council
Brett Frost	Sports Development Officer	Bassetlaw District Council
Peter Clark	Principal Leisure Manager	Bassetlaw District Council
Ian Davies	Engineer	Bassetlaw District Council
John Bowler	Engineer	Bassetlaw District Council
Cllr Sheila Place	County Councillor	Nottinghamshire County Council (Safer Communities)
Frank Raspin	Community Development Officer	Nottinghamshire County Council
Gareth Broome	Green Estates Team Leader	Nottinghamshire County Council
Shane Butkeraitis	Youth Support Service	Nottinghamshire County Council
Robert Castle	Highways Planner	Nottinghamshire County Council
Chris Robinson	Asst County Archaeologist	Nottinghamshire County Council
Mr P C Goulding	Parish Council Clerk	Carlton in Lindrick Parish Council
Miss A Kilroe	Parish Council Clerk	Hodsock Parish Council Clerk
Andy Burrige	Businessman	Andy's Cafe
Yvonne Burrige	Businesswoman	Andy's Cafe
Heather Stokes	Conservation officer	Nottinghamshire County Council
Andy Wickham		Nottinghamshire County Council
Carl Cornish	Sherwood & Trent Conservation Officer	Nottinghamshire Wildlife Trust
Jane Mason	Langold Dog Club	
Paul Wrobel	Chairman	Friends of Langold Country Park
Pam Cook	Chair	Langold Local History Society
Paul Unwin	Member	Langold Angling Club
PC David Taylor		Nottinghamshire Constabulary
PC Paul Allison	Beat Officer for Langold	Nottinghamshire Constabulary
Sandy Walker	Chairman?	Cricket Club
Phil Baker	Manager	Highworth Recreation Centre
Glyn Morrisy	Bursar	Copthorne School
Carl Hicks	Consultant (Transport)	JMP
Mike Ashworth	Planning Consultant	Sporforths
Lionel Deakin	Development Control	Bassetlaw District Council
Richard Schofield	Policy Officer	Bassetlaw District Council
Estelle Michaels	Director	Arqualand UK Ltd.

In addition, members of Carlton-in –Lindrick and Hodsock Parish Councils were consulted through presentations/discussions at meetings of each council on 12th January 2010 and at a joint meeting of the two Councils on 26th January 2010.

The consultants also spoke with a number of visitors to the park during several site visits in December, January and February 2010.

APPENDIX 6: SWIMMING POOL INFORMATION

The consultation identified the fact that there is a significant demand amongst local people/existing park users to re-open the swimming pool. A detailed assessment of this option was beyond the scope of the current study. However, the consultants did undertake some work into the likely consequences of the option, including consulting managers of similar, independent pools elsewhere and investigating likely renovation and operating costs.

Some information is included here, as the basis for further work, should the Council or future managers of the park wish to pursue the option. This consists of

- Summary of consultation
- Comparable running costs of open-air and covered pools
- Cost estimates

Summary of consultation

- There are in the region of 200 open air pools in the UK
- Most are run by third sector organisations
- Most rely heavily on volunteers for staffing and other work
- It is sometimes necessary to pay one person to be a qualified life-guard and to manage a team of volunteer life-guards
- Most are able to arrange insurance through local authority umbrella schemes; one pool in North Yorkshire pays £2,500 per annum for insurance provided in this way
- Many receive grant income from local authorities
- The presence of a swimming pool on-site increases holiday park or caravan park occupancy by an average 15% to 20% according to holiday park operators (consultants' own research)

Comparable Running Costs of Open-air and Covered Pools

Introduction

Sport England has asked Energist UK to compare the costs of running a typical outdoor public swimming pool in the summer with those of running the same pool, covered, all year. This will help Sport England to decide whether it is viable to proceed to cover a number of its pools and offer all-year facilities.

Basis of Calculations

Calculations are based on an open-air pool open from mid-May to mid-September 7am to 9pm, and on a covered pool open all year with the same opening hours.

The nominal pool dimensions have been given as 25m x 10.5m x 1.5m. It has been assumed that the pool temperature is 29 celsius, with the summer ambient temperature 16 celsius and the annual mean temperature 9 celsius, corresponding to the English Midlands. For the covered pool, the air temperature is taken as 30 celsius and the relative humidity 70%.

The costs of both heating and humidity control have been considered, assuming that electricity will come from the grid. Energy from renewable sources could be used to offset some of the electricity costs.

Heating Calculations

Uncovered pool, summer opening only

For the uncovered pool, the energy input to raise the temperature by 13 celsius from 16 celsius (UK Met Office mean summer temperature) to 29 celsius is

$$\begin{aligned} Q_{s13} \times \text{Mass} \times \text{Temp diff (in kWh)} &= (0.00116 \text{ kWh/kgK}) \times (25 \times 10.5 \times 1.5 \text{ m}^3) \times (1000 \text{ kg/m}^3) \times 13 \text{ (K)} \\ &= 0.00116 \times 393.75 \times 1000 \times 13 \\ &= 5937.8 \text{ kWh.} \end{aligned}$$

There are 10 hours to heat the water up again so we need to put in 594 kW continuously for 10h.

Working at an output of 1kW peak for every 10 sq m of solar panel, the pool would require 5940 sq m of solar panel, that is, an array of more than 50m x 10m, twice the surface area of the pool, if no cover was used.

In terms of cost, at an electricity cost of 10p (£0.1) per kWh the pool costs £594 per day of opening to heat up if standard grid electricity is used. Based on opening mid-May to mid-September, this is 122 days, corresponding to a total heating cost of £72,468 for the summer season.

Covered pool, opening all year round

By comparison, a number of sources including aquawarmswimmingpoolcover.co.uk suggest that only 20% of the heat loss would occur if a solar cover were to be used. The results are based on large residential pools but for bigger pools the results should be better rather than worse. In addition, it must be borne in mind that once the pool is covered, the intention is to open it all year. The energy required to heat the water is then based on raising the temperature from the average annual temperature of 9 celsius (UK Met Office mean annual temperature) to 29 celsius, an increase of 20 celsius, and then multiplying the result by 20% to account for the reduced losses due to the cover.

The energy input (covered pool, all-year opening) is then

$$\begin{aligned} 20\% \times Q_{y20} \times M \times T \text{ (in kWh)} &= (0.00116 \text{ kWh/kgK}) \times (25 \times 10.5 \times 1.5 \text{ m}^3) \times (1000 \text{ kg/m}^3) \times 20 \text{ (K)} \\ &= 0.2 \times 0.00116 \times 393.75 \times 1000 \times 20 \\ &= 1827.0 \text{ kWh.} \end{aligned}$$

There are 10 hours to heat the water up again so we need to put in 183 kW continuously for 10h.

Working at an output of 1kW peak for every 10 sq m of solar panel, the pool would require 183 sq m of solar panel to meet the heating needs if no cover was used, for example an array 19m x 10m, about ¼ of the surface area of the pool.

At an electricity cost of 10p (£0.1) per kWh, heating the pool would cost £183 per day to heat up again from the grid. If the pool was run every day of the year, this would mean a cost of £66,795 per

year. This cost does not take into account the cost of humidity controls which must be added in to give the true cost of running the covered pool. This is considered below.

Humidity Control Calculations for Covered Pool

This analysis described above takes into account only heating and not humidity control. The surface area of our nominal pool is 262.5 sq m and Relative Humidity (RH) is given as 70%. Using a water temperature of 29 celsius with an air temperature of 30 celsius, calculations based on tables from www.thermastor.com, extrapolating data for 50% and 60% RH up to 70% RH, suggest that it is necessary to remove 0.032lb/h/sq.ft, which works out as 37.2 litres of water per hour. At a typical removal rate of 1.7 litres per kWh this corresponds to 63 kWh every hour that the pool is open. This is 630kWh/day (cost £63.00 per day) or £22,995 per year

Overall Cost Saving

If the humidity control was powered electrically from the grid, the heating and dehumidification costs over the year for the covered pool would be equal to the sum of the heating and dehumidifying costs, that is £66,795 + £22,995 = £89,790. In comparison, it costs £72,468 to run the uncovered pool just for the summer. The additional cost of the covered pool is therefore £89,790 - £72,468 = £17,322. This assumes the worst case of using grid electricity for all the power demands for heating and humidification, and does not take into account any additional revenue from visitors who would use the pool outside the summer season.

Carbon Saving

On the days when the open air pool would be open, there is a carbon saving resulting from reduced heat loss from the covered pool. Heating the uncovered pool uses 1827 kWh. Covering the pool reduces this demand to 20% of 1827 = 365kWh but an additional 630kWh is used in humidity control, giving a net daily consumption of 995kWh.

The net saving, *only relevant on the days that the uncovered pool would be open*, is therefore

$$1827 - 995 = 832 \text{ kWh}$$

Assuming a value of 800g CO₂ equivalent per kWh from a gas-fired power station (data from the Parliamentary Office of Science and Technology (www.parliament.co.uk), this corresponds to

$$0.8 \text{ (kg per kWh)} \times 832 \text{ (kWh)} = 665 \text{ kg of CO}_2 \text{ saved per day.}$$

Over the 122 open days per year, this amounts to 81,130kg, about 81 tonnes.

Design Considerations

Energist UK carries out energy and sustainability assessments and does not recommend particular design solutions or suppliers. However, it is important that any design specification to be considered states that any glass will be toughened and laminated, and incorporates temperature-controlled rooflights with rain sensors and fly screens. Humidity control must be specified.

Conclusions and Recommendations

Calculations have been presented for a nominal pool, comparing summer opening for an open-air pool with all-year opening for a covered pool. Results represent one set of conditions in terms of water temperature and humidity. The results will vary for other circumstances and so must be treated with caution. They do, however, serve as a useful case-study.

The additional energy cost of running the covered pool and extending the opening to all year appears to be under £18,000. Part of this running cost could be offset by using solar thermal units to contribute to the water heating and photovoltaic units to contribute to the electricity demands of the humidity control systems. Construction costs and increased income from pool users due to all-year opening are beyond the scope of this report but these can now be assessed knowing the scale of the additional energy cost.

Note: This report was prepared by Rosemary Bailey, Sustainability Specialist, Energist UK (Sep. 2009)

Cost Estimates

The following information was supplied by Arqualand UK Ltd.

Single span buildings from **5m - 40meters wide and by 100+ meters long** are available and as such are suitable for large commercial pools. Changing rooms can easily be incorporated within the building if required. The enclosures may be free standing or attached to a building or a wall.

Swimming pools are expensive and valuable assets; it makes sense to enable them to be used throughout the year instead of leaving them idle in the colder months. Indoor swimming offers an alternative winter sport and a replacement activity when the weather prevents the playing of traditional winter games.

A pool building will drastically reduce heating costs by retaining pool water heat instead of the pool water heating the air (between 40 - 60%). Even on dull days solar gain through the roof will provide free heat to the interior. Other savings that will be made are the reduction in cleaning, chemicals and general maintenance costs.

Very importantly a pool building will

- Take control of the weather – wind, rain and cold
- No cancellations due to bad weather
- Guarantee your daily timetable

With an Arqualand building all the side windows may be slid up into the roof giving a 2m high access through the sides as well as giving control of the pool room environment. For example if the length of the building is 34m, you will have seventeen, two meter wide windows on each side. So you do not lose that indoor outdoor flow into the adjoining areas as well as the ability to ventilate the building. Each panel has a lifting handle and may be locked in an open or closed position. These panels can only be opened from inside the building giving extra security. New designs include a split window option, which can by choice leave the lower half of the window in place.

Arqualand enclosures have rubber seals instead of brush seals ensuring complete elimination of wind, dust and rain leaks. All our glazing is the highly rated polycarbonate as opposed to the less expensive and shorter life span of Methacrylate acrylics. Our base plates are screwed into the concrete which prevents the enclosure lifting off during windy conditions.

Structures are bolted directly into your simple pre-existing flat level and square concrete foundations.

All components are rust and maintenance free and, unlike galvanised steel structures, are unaffected by chlorine and water vapour. All the metal components are either structural aluminium sections or stainless steel. All the paneled polycarbonate carries a five-year warranty against breakage and a ten-year warranty against yellowing, as does the whole Arqualand structure.

The aluminium sections are thermo-lacquered in a choice of 3 colours, White, Dark Green and Chocolate.

To ensure that swimming can take place even in the cold months with 0° C outside temperature we suggest that a gas fired Dehumidification unit should be fitted. This not only dehumidifies the atmosphere and prevents condensation but also heats the pool room air temperature to a comfortable 1°C degree higher than the water temperature. We can suggest and price for a suitable unit once the exact pool and enclosure sizes are known.

Budget prices for an all-side panels opening Arqualand building would be –

Fixed: 30m x 12m
 £97,070 excl. VAT

Fixed: 30m x 12m (Including Change Rooms)
 £103,378 excl. VAT

Fixed: 34m x 14m
 £141,440 excl. VAT

Fixed: 34m x 14m (Including Change Rooms)
 £151,180 excl. VAT

Subject to a site visit the prices include: Design, delivery and installation on site by Arqualand engineers.