

From: Malcolm Roughead
Sent: 22 August 2016 16:57
To: 'nigel.clifford@os.uk'
Subject: Inclusion of Core Paths on Ordnance Survey Maps

Dear Mr Clifford

I am writing in support of a campaign which I know has been running for some time now being led by the National Access Forum in Scotland. We are active partners of the Forum and have input to their work with a specific focus on the interests of visitors to Scotland, the visitor economy and the general visitor experience.

As I am sure you are aware access to the countryside for walking, cycling, horse riding and general outdoor activities are key aspects of a holiday to Scotland. This was underlined by the most recent visitor research we carried out in 2015 which showed that Scotland's scenery and landscapes were the number 1 motivator for a trip to Scotland across all our markets.

Additionally:

1. 55% of visitors took a short walk or stroll in the countryside whilst on holiday
2. 39% undertook a longer walk/hike/ramble
3. 25% engaged in wildlife/birdwatching

The last recorded data from 2014 for the value of various outdoor access pursuits reinforces this still further with one quarter of all revenue from the UK market, represented by 4million trips, involved walking as the main or part activity of a trip to Scotland and a spend in excess of £1billion.

It is for those reasons that I write to strongly support the efforts of the National Access Forum to have our very effective Scottish network of core paths shown on your Ordnance Survey maps. I believe this had always been an expectation once local authorities had finalised their core path plans and mapped the relevant data, just as rights of way appear elsewhere in the UK.

Anecdotally we believe that visitors from outwith Scotland are surprised by the difficulty of finding information on off road routes for walking, cycling and riding in Scotland. In some cases we believe this may deter them from coming and we also believe that this must be detrimental to our wider visitor economy.

It would seem there is a solution in place but for some reason Ordnance Survey seem reluctant to include this material in new maps.

I look forward to hearing from you in the hope that we might be able to achieve a positive outcome to this opportunity.



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