



LOOKING TO A SUSTAINABLE FUTURE AT GIANT'S CAUSEWAY FOR VISITORS AND THE NATIONAL TRUST

Giant's Causeway
Carrick-a-Rede





Sustainable Future

Giant's Causeway – Special or Unique or both?



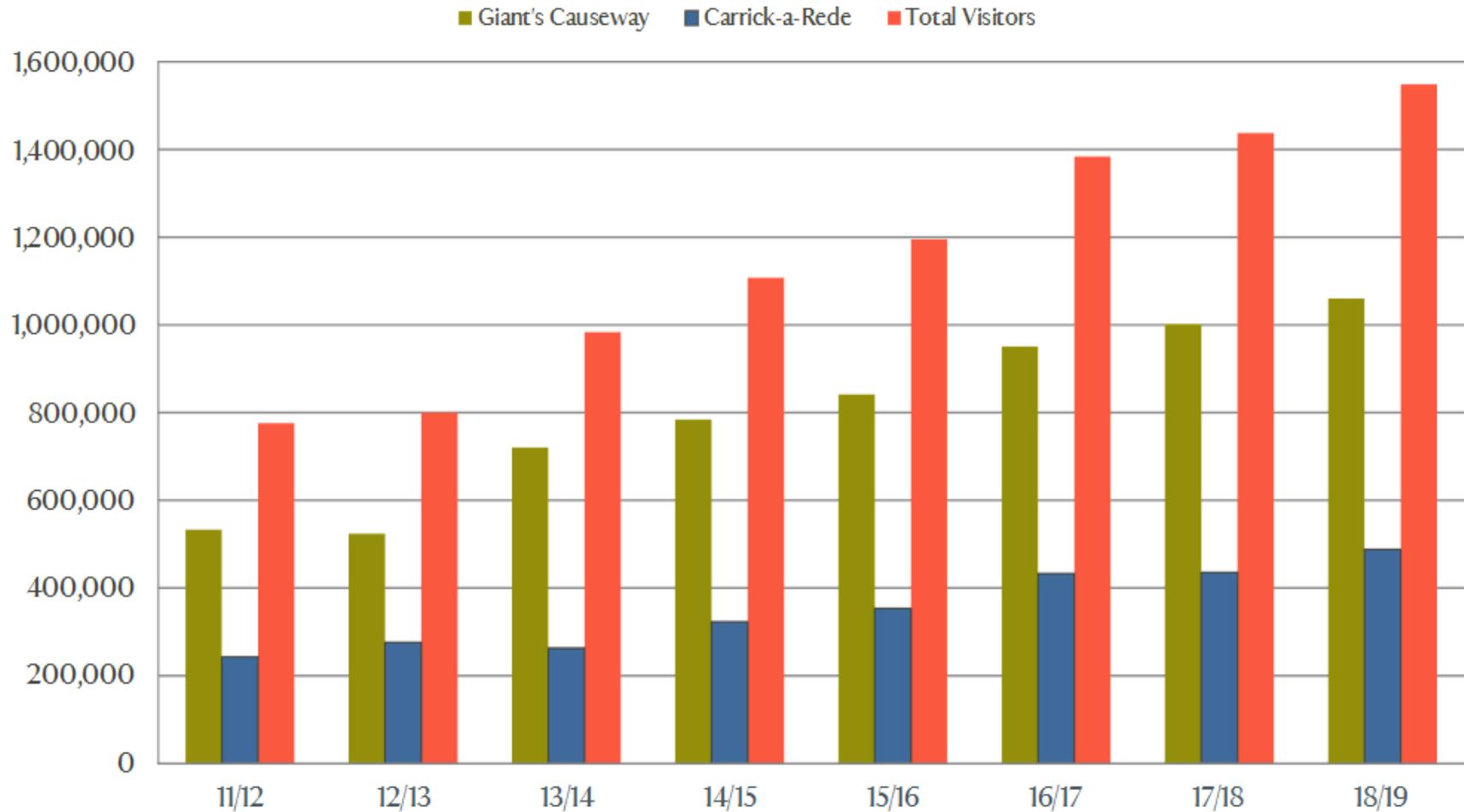


Sustainable Future - Context

Tourism Growth



Total Visitor Numbers to Giant's Causeway & Carrick-a-Rede





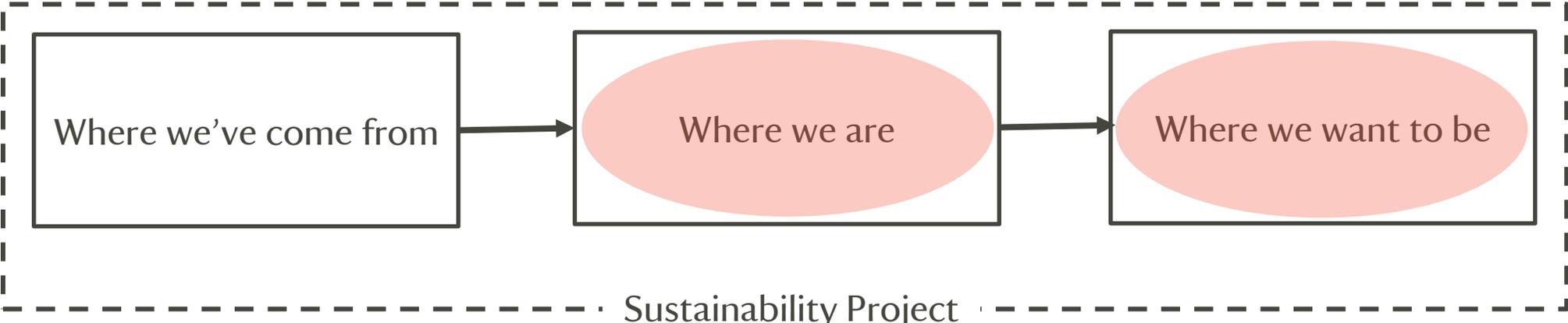
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Programme Vision



Programme Vision

The Giant's Causeway and Carrick-a-Rede programme will deliver exceptional experiences for the local community and visitors, built on conserving the environment, being a responsible neighbour and managing tourism sustainably.





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The Project



Why the study is being proposed?

- Significant increase in both local and global visitors each year
- A recognised need to assess the impact and sustainability of this growth
- Current estimates of capacity are based on health and safety,
- There is a dependency on other projects for capacity to be understood before solutions can be designed.



What is the scope of the proposed study?

Four areas of investigation have been proposed:

1. Physical
2. Ecological
3. Experiential
4. Socio-cultural

The geographical scope would cover only National Trust property including the sites and paths between Giant's Causeway, Whitepark Bay, Cliff Path and Carrick-a-Rede

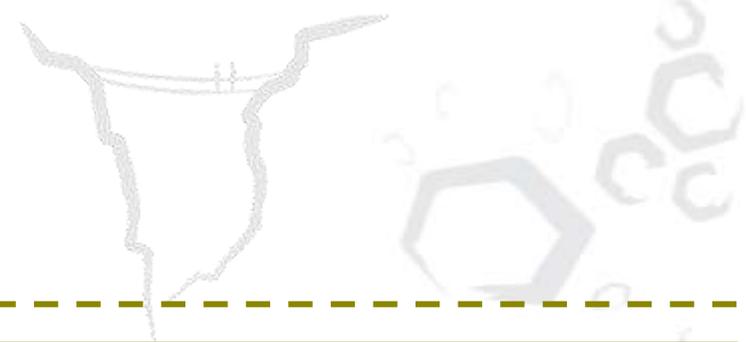
What outcomes would be sought?

1. Positive and/or negative impact of visitors
2. Capacity analysis of the in scope areas
3. Recommendations on actions to mitigate risks



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The Project Lenses



Physical Lens

The number of people any space can service; for example crowding, air quality, toilets, facilities, vistas etc and also examining crunch points and hotspots for capacities.

Experiential Lens

Visitors' expectations and preconceptions prior to visiting the site; examining capacities at each of the sites prior to negative impact on the visitor psychology and engagement.

Socio-Cultural Lens

Qualitative and quantitative data to measure the impact tourism at the sites has on the local communities juxtaposed the challenges facing the communities in proximity to the site[s], alongside a programme of long-term community engagement.

Ecological / Environmental Lens

capacities that habitats and the natural environment can service without detrimental effects on, for example, geomorphology, animal species, flora, fauna, erosion. Duration of stay should be a metric included in measurements against this lens.

Economic Impacts



Sustainable Future Area[s] of Study

White Park Bay



Larrybane & Cliff Path



Giant's Causeway



Dunseverick & Cliff Paths

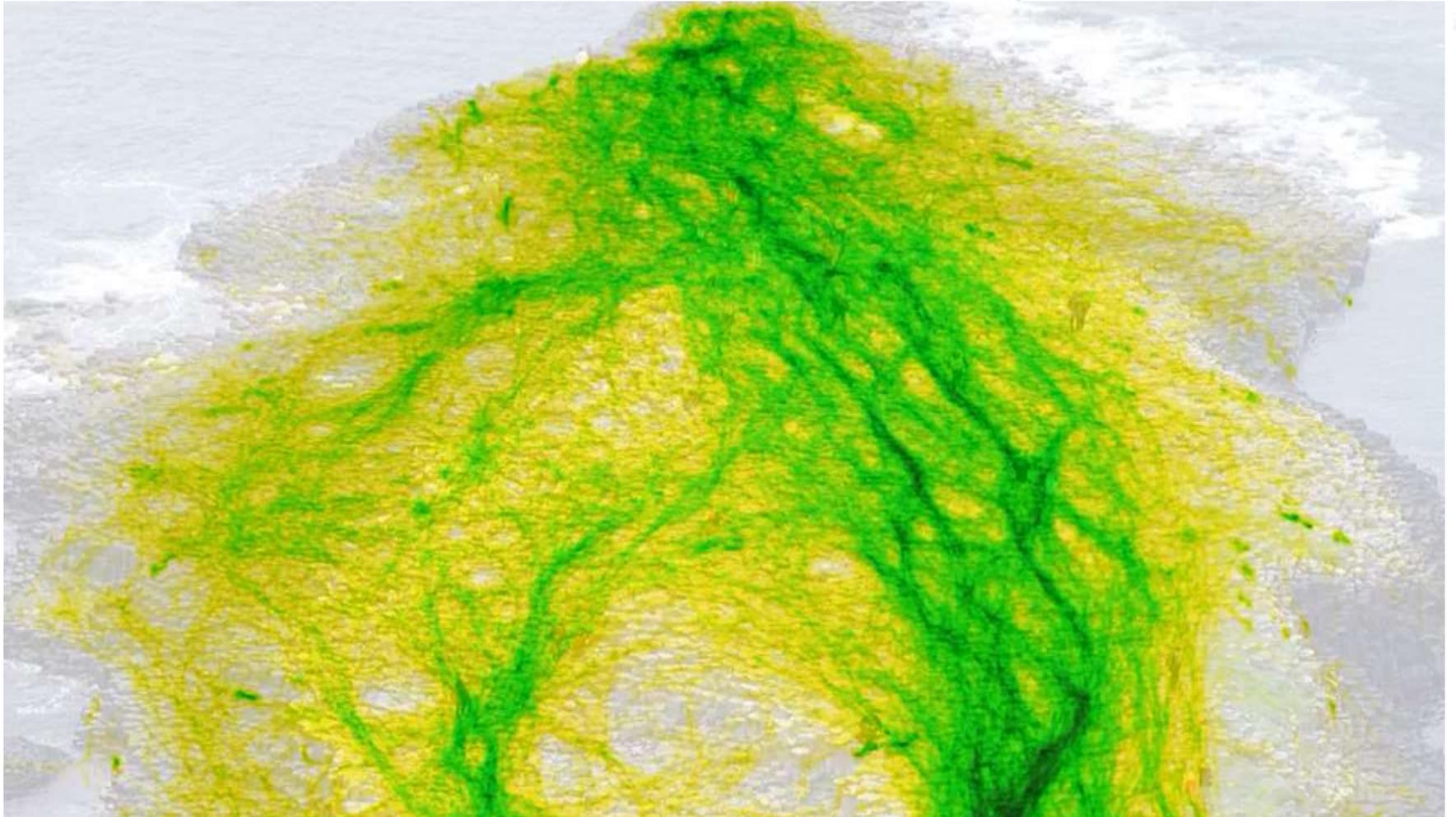


Carrick-a-Rede



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Flows and Usage Mapping



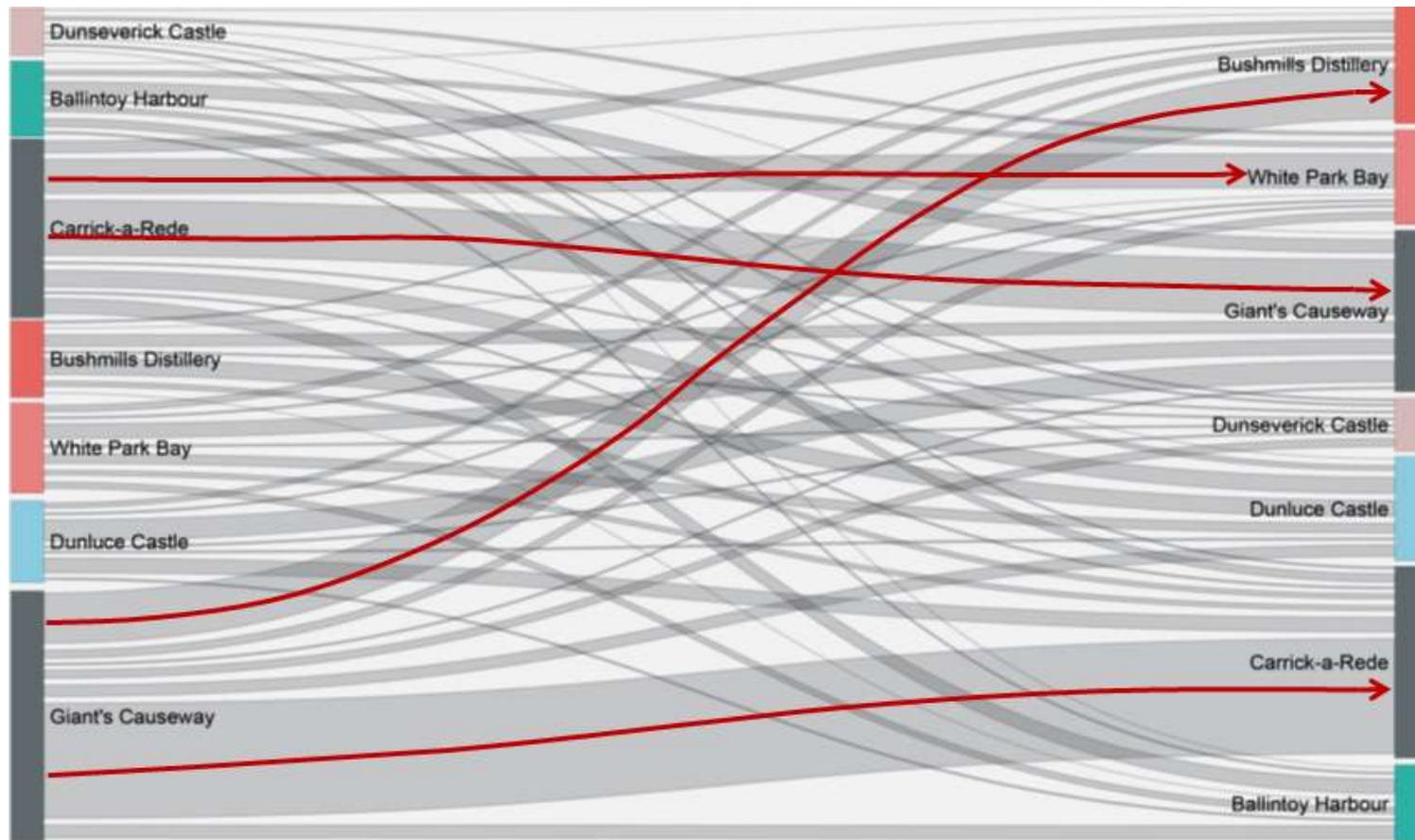


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Flows between Sites / Attractions

Initial early findings indicate the following:

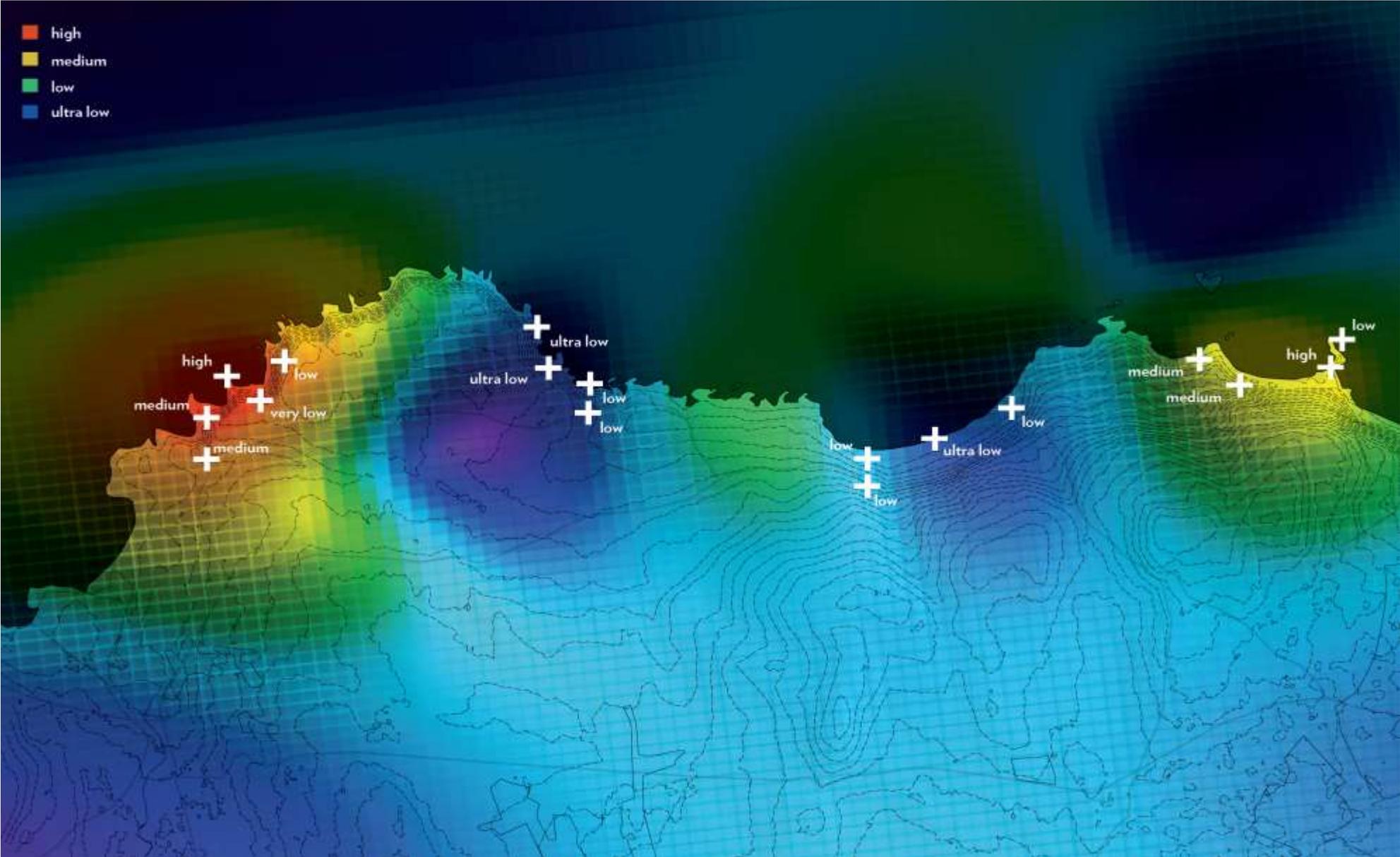
- Largest proportion of trips made by car, seconded by coach trips;
- Movement patterns identified significant movements between Causeway Coast sites with greatest movements between Giant's Causeway and Carrick-a-Rede.





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What are Visitors Doing & How Does it Feel?





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Why are Our Visitors Here?



The Experiential Lens has identified key themes :

- Visitors are seeking a connection with the pristine natural environment and the coast, but are sometimes distracted from it;
- Diversity in the nature and access of the coast creates informal and at times disproportionate experiential zones;
- The wider Causeway Coast experience is impacted by inconsistent delivery partners outside the organisation.



Landscape and [pristine] Environment are key



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The Ecology and Environment



The Environmental and Ecological Lens data collection includes the following surveys:

- Phase 1 Habitat Survey
- Before and After Control Impact (BACI) Study
- Invertebrate Assemblage Monitoring
- Air Quality Monitoring
- Land/Path Condition Survey
- Habitat mapping is (approx 70% complete);
- Invertebrate survey;
- Land/path condition survey (27% complete);
- All other surveys will continue throughout August and early September.



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Socio-Cultural Lens

The Socio-Cultural lens leads have now attended numerous wider community and more focused events. This has now been supplemented by the delivery of information and associated survey to 87K homes within the wider Council area.

- In terms of heritage and environmental conservation, feedback to the National Trust's role has been positive.
- The local community appreciation is, though, lost in the 'noise' that is generated from a number of detractors.
- The result of sending out surveying Council-wide has resulted in contact from other groups keen to see how the project process may aid in their work.
- Common feedback is that National Trust is financially successful but I/we are not benefitting financially from tourism.

