



Area of Outstanding Natural Beauty  
Celebrating 50 Years – 2018



# North Downs Way Ambassadors Training



*Area of Outstanding Natural Beauty*



**LOTTERY FUNDED**



[www.nationaltrail.co.uk/north-downs-way](http://www.nationaltrail.co.uk/north-downs-way)



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# Introduction to North Downs Way Ambassadors



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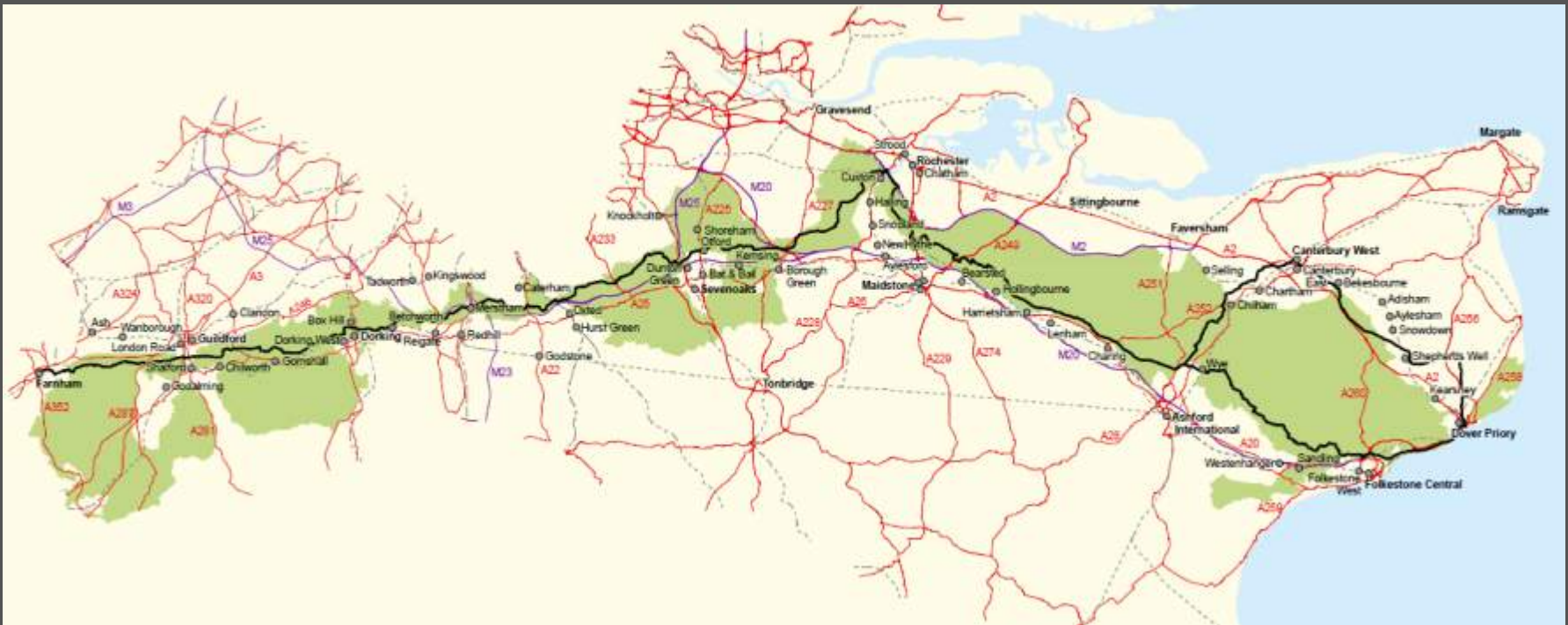
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# The route



NATIONAL TRAILS





# The route

- One of 15 National Trails in UK
- Funded by Central Govt
- 154 miles long
  - Mainline via Folkestone
  - Canterbury Loop – Pilgrims Way & Via Francigena
- Surrey Hills & Kent Downs AONBs
- Key Characteristics: Ancient Woodland/ Viewpoints/  
Chalk downland & Coastal – orchids, bees & butterflies
- Military Heritage – pill boxes, gun batteries & fortifications & castles
- Connectivity– domestic rail & motorway network
- London & Gateway to Europe – overseas visitors



# Trail management and trail manager role



- Hosted by Kent Downs AONB Unit working for KCC
- Offices at Brabourne & Shoreham, presence across Surrey and Kent
- Funded by Natural England & partner contributions
- Statutory Responsibilities to access NE funding
- Enhancement projects across trail– new opportunities
- User enquiries and feedback
- Trail Partnership– steering group and decision making body
- Wider feedback from stakeholder groups
- Periodic Meetings with NE and NT Family

# Information and promotion



## Seek out the Adonis blue butterfly

Visit North Downs Way  
Choose the Weekender ticket  
Get an extra 1/3 off with  
a Railcard

Book train tickets at  
[www.northernrailway.co.uk/weekender](https://www.northernrailway.co.uk/weekender)

#Adonisblue

Colours of the Adonis blue butterfly are very bright, but you must keep your eyes on the ground when you are walking. The ground is often covered in low-lying plants and flowers, and you can easily trip over them. The ground is also often covered in low-lying plants and flowers, and you can easily trip over them.

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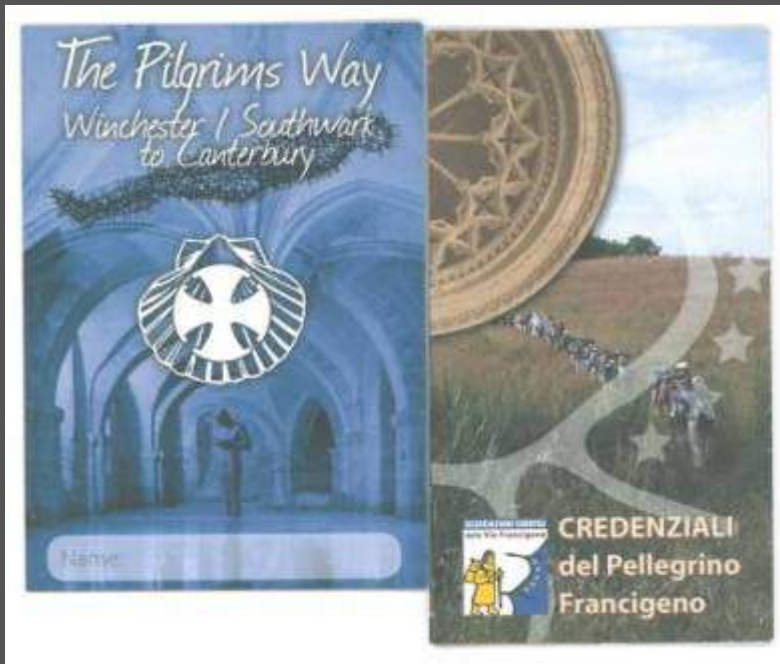


# Enhancements





# European cultural routes – Via Francigena





# Green Pilgrimage Project

Sustainable tourism supporting natural & cultural heritage





# ‘Discover England’s Great Walking Trails’

New products for an international audience





# North Downs Way Ambassadors



## What we're looking for

- Different backgrounds, different interests and perspective
- Events with character– your own personal touch
- Walk leader & story teller – added value/ insight – bring the trail to life
- Walkers/ writers/ historians/ botanists/ food & drink enthusiasts/ runners & riders
- Long walks, short walks, circular walks, walks & talks, events and
- Provide feedback & suggestions for enhancement projects
- Make the case for funding bids

# North Downs Way Ambassadors



## Why?

- Raise the profile of the trail to hard to reach groups
- Get more people involved
- Connect with local businesses and communities – demonstrate economic, health and educational value of the trail
- Create new business opportunities for our Ambassadors

# What we're looking for



## What we expect?

- Ensure walks/ events are planned & delivered in a safe and responsible manner and you follow insurance advice
- We would like you to develop walks & events to engage more people in the North Downs Way
- You can deliver as many (or as few) walks/ events as suits you
- You can choose to charge people for these events, or they can be free.
  - You set them up and promote them (we can help)
  - You deal with bookings and payments
- Walks may be location or theme based, or a little of both
- Ideally your walks will help promote local businesses and heritage assets (Churches/ historic places/ buildings)
- Walks inspire people to come back for more or to explore the trail under their own steam



# What we're looking for



## What we expect?

- Make people aware of Guides, maps and how to find more information about the trail
- Provide feedback on maintenance issues and suggestions for enhancements (e.g. viewpoints/ benches)
- Work collaboratively with us/ each other & our stakeholder groups
- We don't want to tie you down to a specific number of walks or frequency of events
- We want to provide you with the skills and knowledge to develop your own walks and activities
- We want your Walks & Events to reflect your personal passion in area/ landscape/ heritage– however you feel most comfortable



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# Planning a walk



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# Risk Assessment

- Do you have to do Risk Assessments?
- Yes, if covered by H&S at work act.
- No, if no employed people...
  - BUT
- Insurance may require it
- Reasonably practicable means working to industry standards

**DON'T  
PANIC!**





# Definitions

Hazard

Risk

Risk level

Precautions

Risk assessment

Generic risk assessment



# Hazard identification

**People:** Who, what do they do, any hazardous work or environment, specialist skills needed

**Equipment:** Fixed and portable machinery, personal protective equipment, hand tools, vehicles etc.

**Materials:** Raw materials, chemicals, packaging

**Environment:** Buildings & premises, biological hazards, urban or rural, weather, heat/light, dust

- What risks do these pose, how, and what control strategies are in place?



# Human factors in safety

## Lapses in Concentration

Proper and safe course of action chosen but a slip occurs in performing it.

## Misperceptions

Decisions based on information, but not all relevant information is there. Information is ignored which doesn't fit in with their previous experience.

## Mistaken Actions

Doing the wrong thing under the impression that it is correct.

## Mistaken Priorities

Conflict between output and safety measures.

## Wilfulness

Wilfully disregarding safety – a rare cause of accidents. Fine line between 'mistaken priorities' and 'wilfulness'.

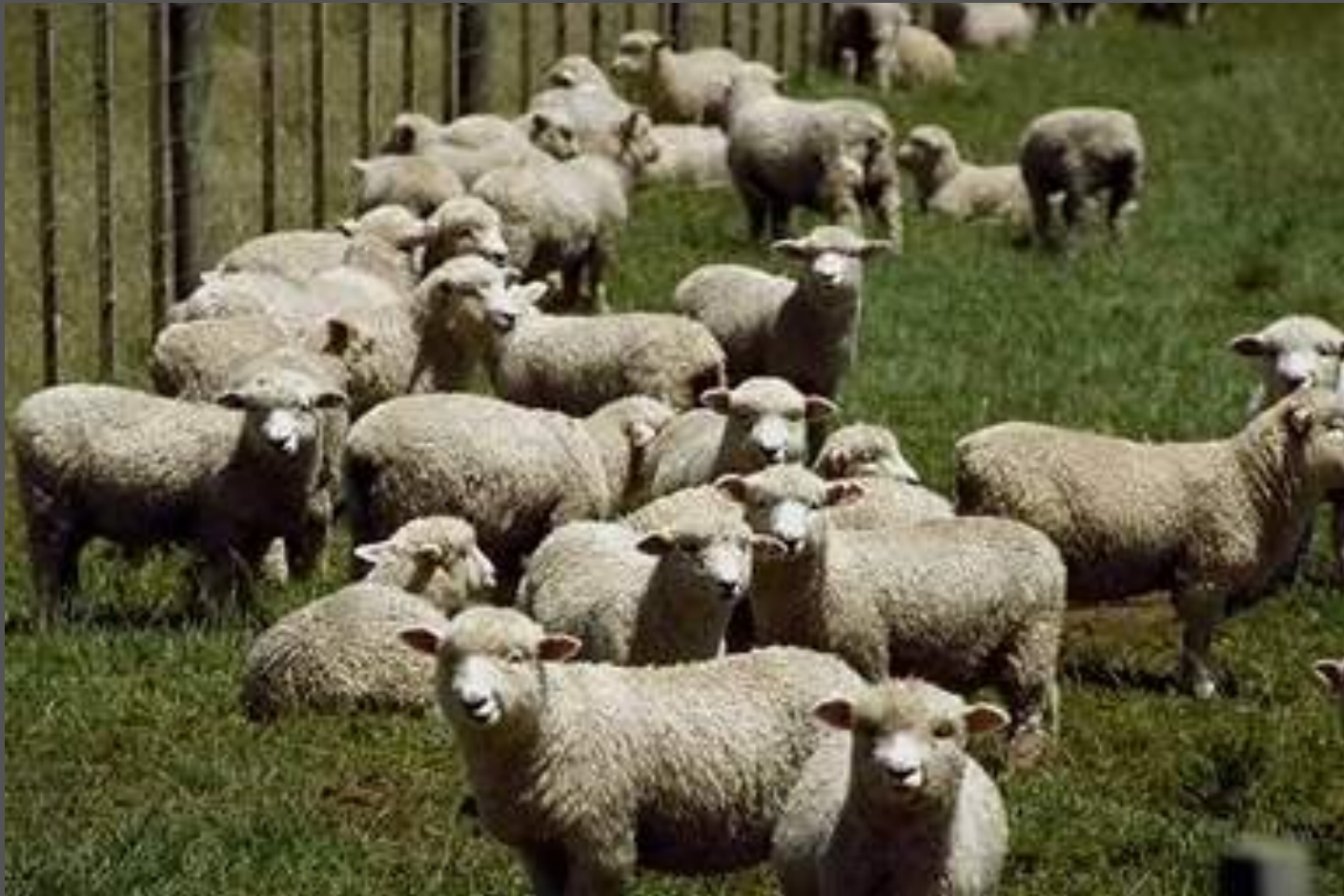




**MACHO**



**MARTYR**



**MINDLESS**





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# Natural features of the North Downs Way



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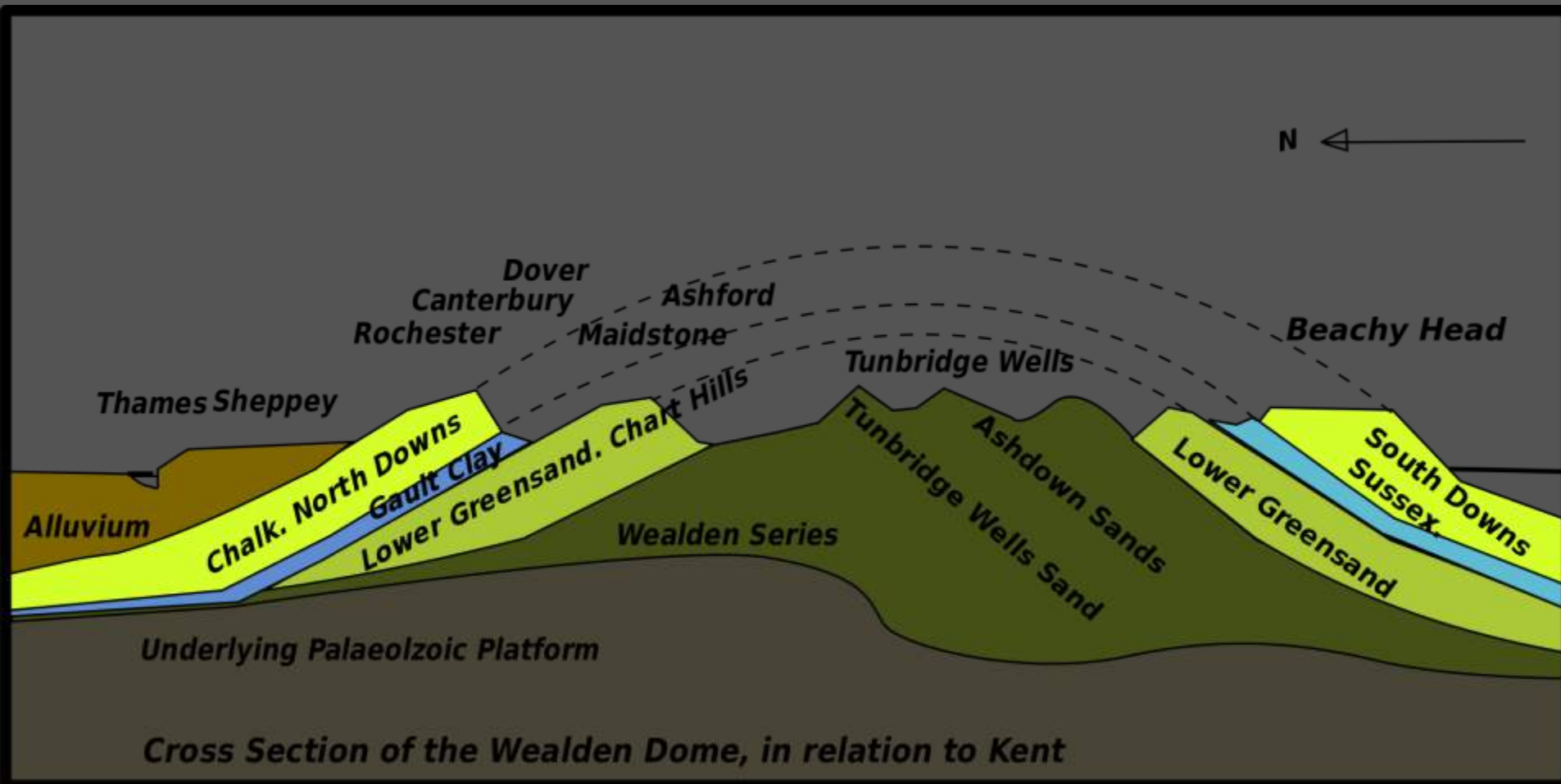


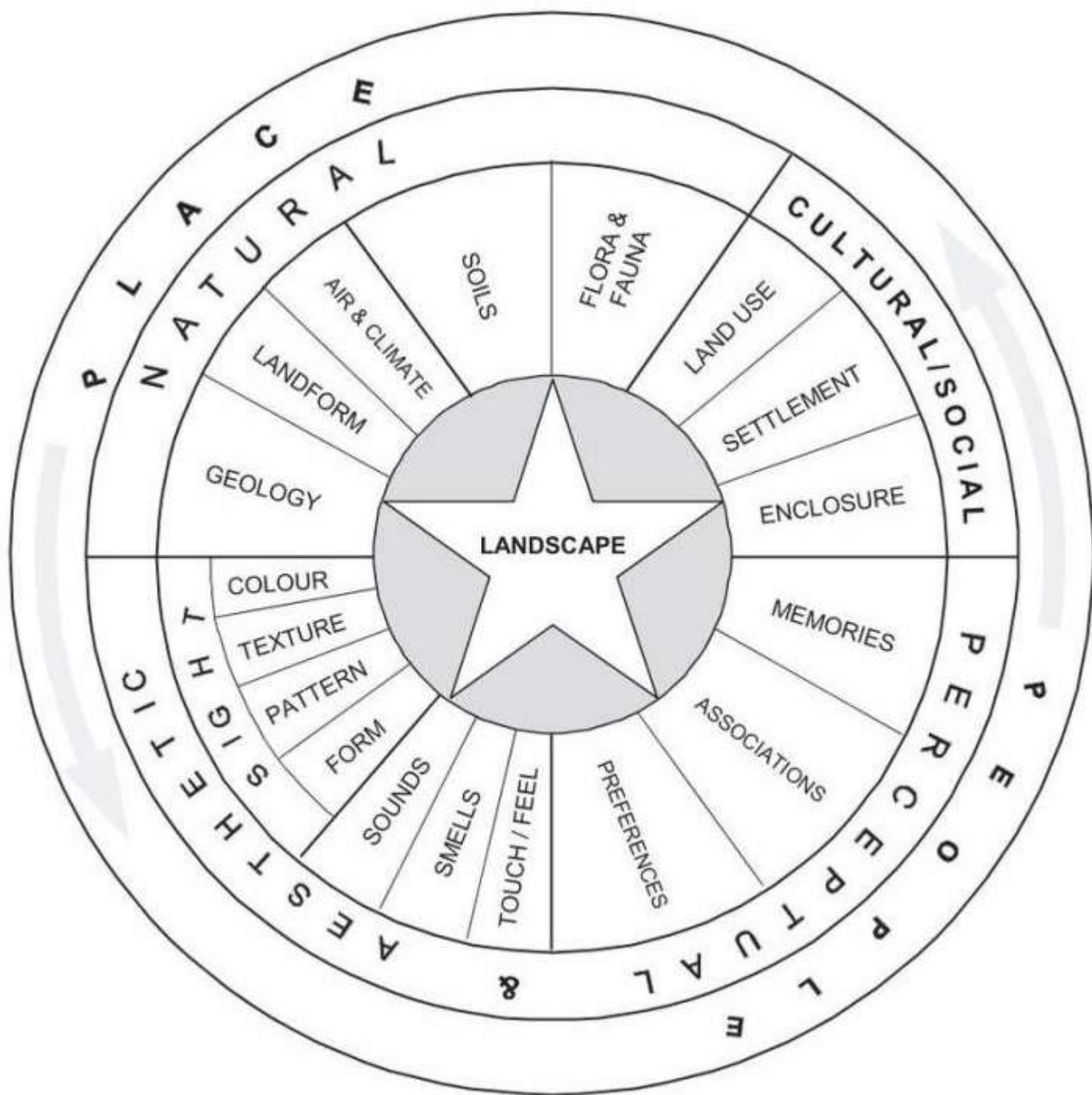






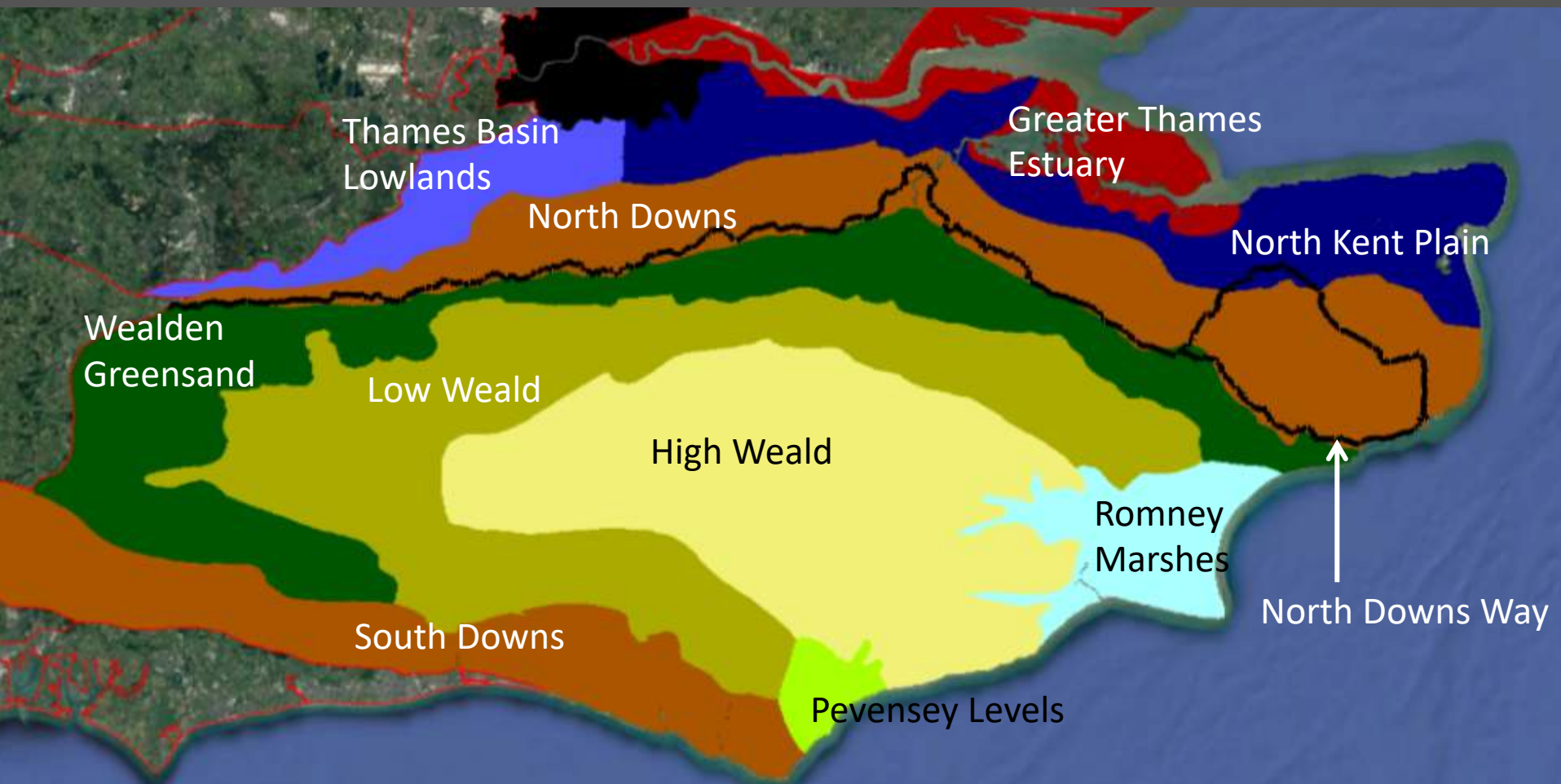
# Geology







# National Character Areas



Data SIO, NOAA, U.S. Navy, NGA, GEBCO  
Image Landsat / Copernicus

Google

# Protected landscapes



Surrey Hills AONB

Kent Downs AONB



# Protected sites



Sites of Special Scientific Interest





“Chalk grassland is the European equivalent of tropical rain forest.”

David Bellamy











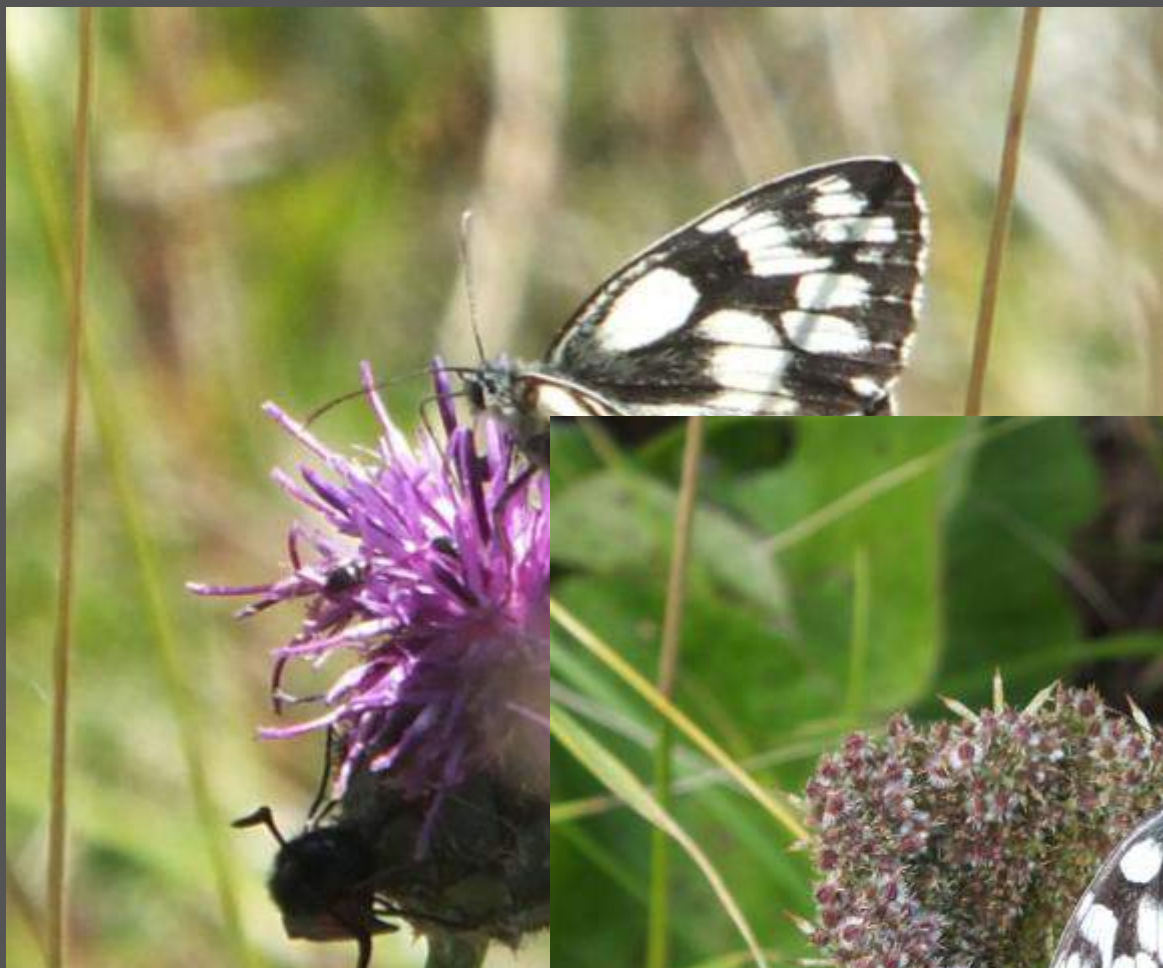




















**ARKive**  
[www.arkive.org](http://www.arkive.org)







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# Teaching and learning styles



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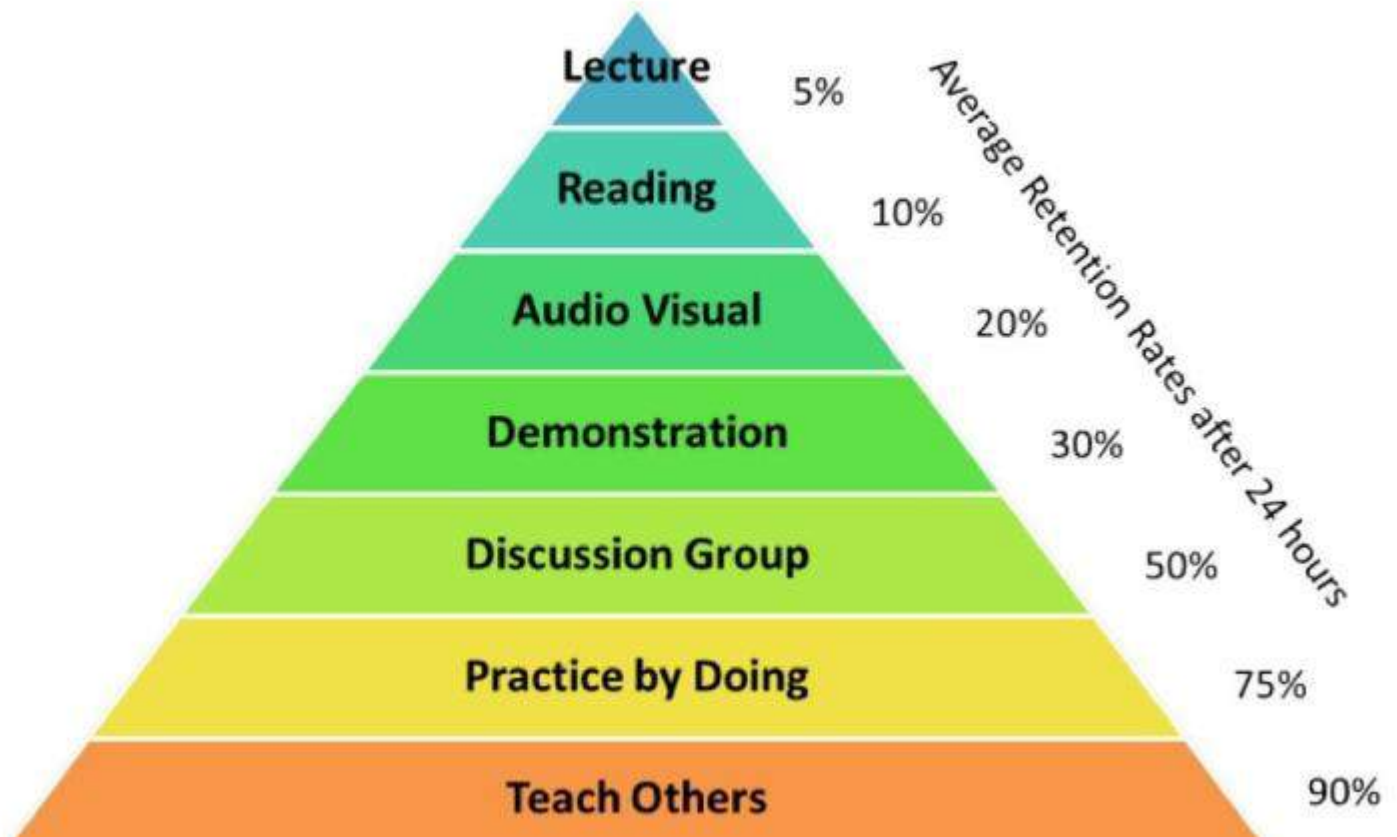
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# The Learning Pyramid



## The Learning Pyramid





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# Settlements, buildings and military structures of the North Downs Way



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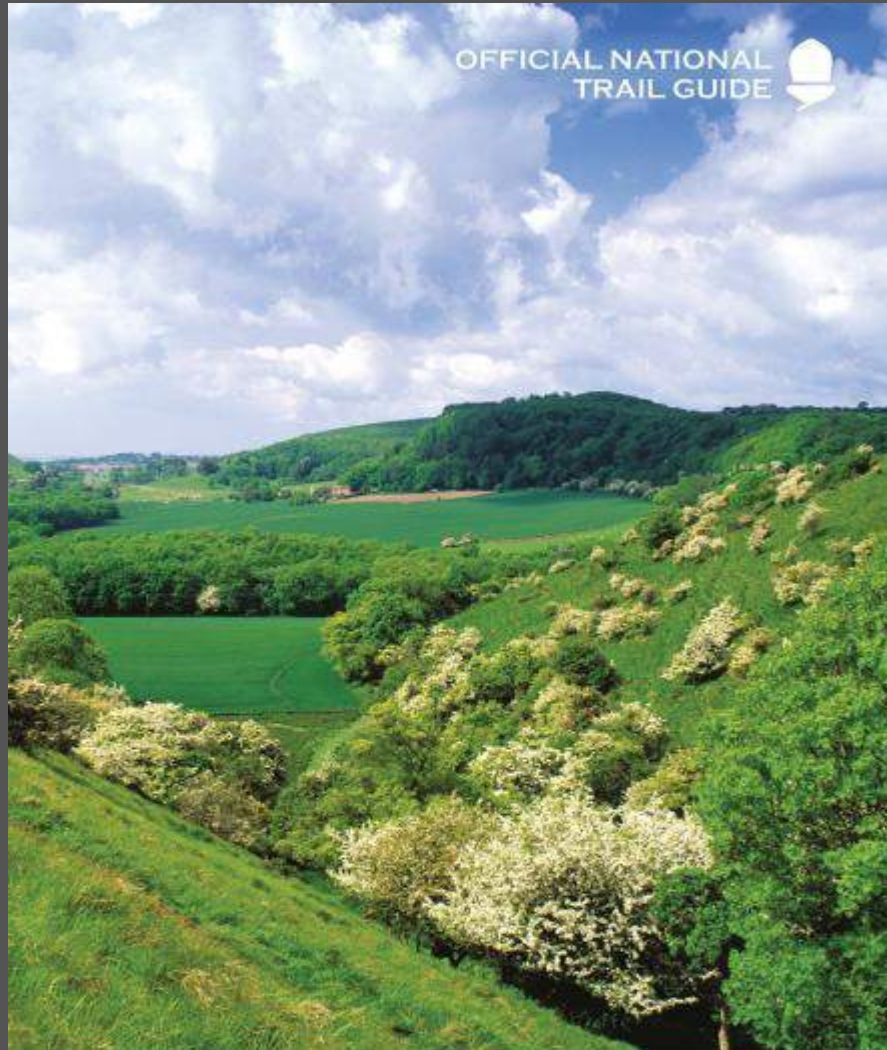
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OFFICIAL NATIONAL  
TRAIL GUIDE



# North Downs Way

Colin Saunders

Follow the chalk ridge across South-East  
England all the way to the sea





# Settlements

Historic settlements (often  
below the trail)





# Settlements

Historic settlements (often  
below the trail)

Distance from the trail



# Settlements

Historic settlements (often  
below the trail)

Distance from the trail

Transport links





# Settlements

Historic settlements (often  
below the trail)

Distance from the trail

Transport links

Refreshments



THE BARLEY MOW





# Settlements

Historic settlements (often  
below the trail)

Distance from the trail

Transport links

Refreshments

Overnight stays





# Buildings and other landscape features

## Prehistoric structures







# Buildings and other landscape features

Prehistoric structures

Churches and other religious  
buildings











# Buildings and other landscape features



Prehistoric structures

Churches and other religious  
buildings

Hollow ways







# Buildings and other landscape features



Prehistoric structures

Churches and other religious  
buildings

Hollow ways

Transport buildings





# Buildings and other landscape features



Prehistoric structures

Churches and other religious  
buildings

Hollow ways

Transport buildings

Other buildings











# Military heritage

## Castles









# Military heritage



Castles

Forts





# Military heritage



Castles

Forts

Pillboxes







# Military heritage

Castles

Forts

Pillboxes

Other 20<sup>th</sup> century conflict  
archaeology







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# Planning and delivering a walk



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