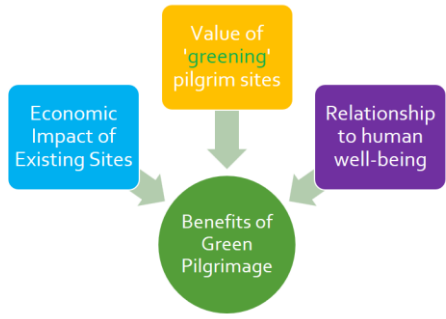


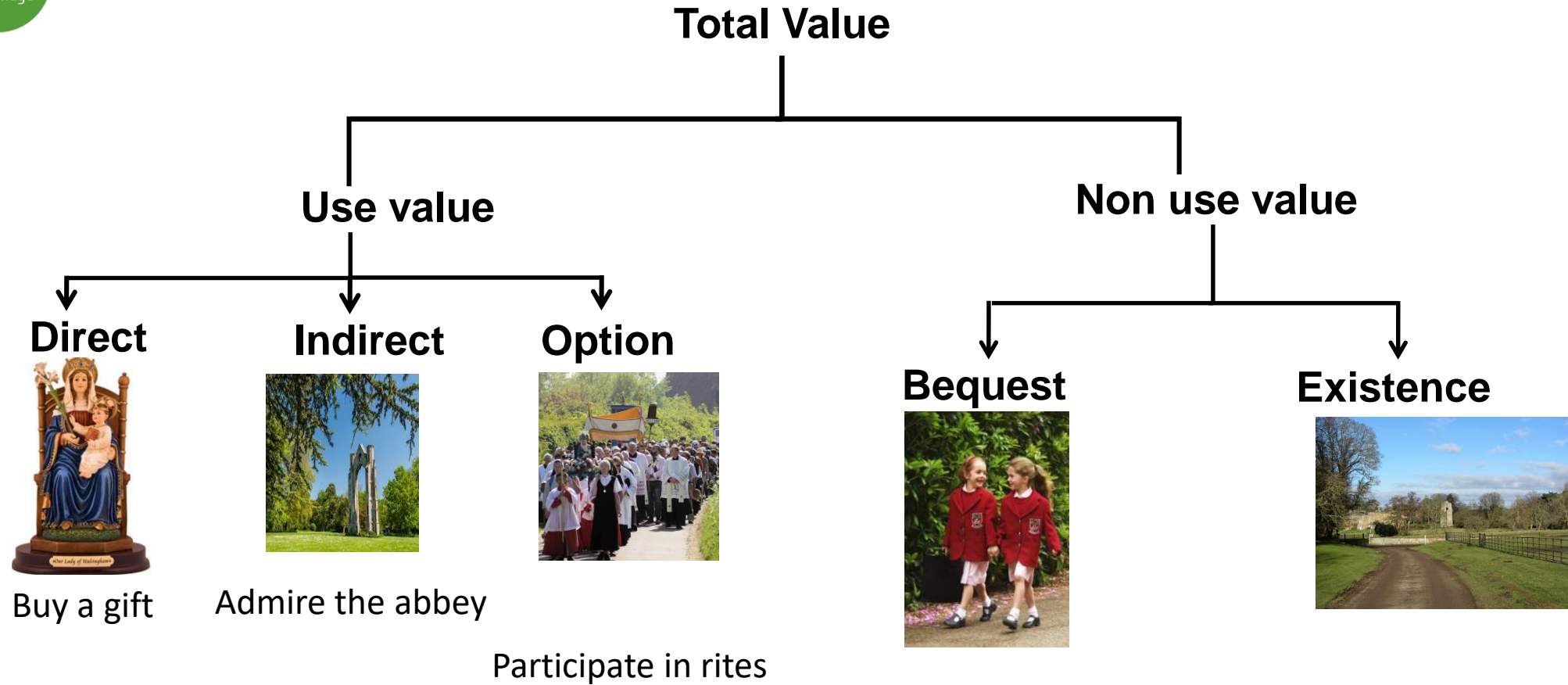
Greenways and Pilgrims

CSERGE-NCC

Professor Kerry Turner, Drs Silvia Ferrini and Rosalind Bark, Niki Taigel
and Matthew Hayward



Total Value



Existence value

Anthropocentric instrumental value

*Intra or intergenerational altruism
stewardship motivation.*

Preserve the faith

Anthropocentric intrinsic value

*Cultural importance of resources –
subjective stewardship.*

Transformation and contemplation

Non-anthropocentric instrumental value

Functioning of ecosystems

Non-anthropocentric intrinsic value

Interests of non-human species

The economic message of instrumental value is if, for example, more expenditure on sacred sites is chosen the opportunity to satisfy another preferences/needs is foreclosed

Values and decision making



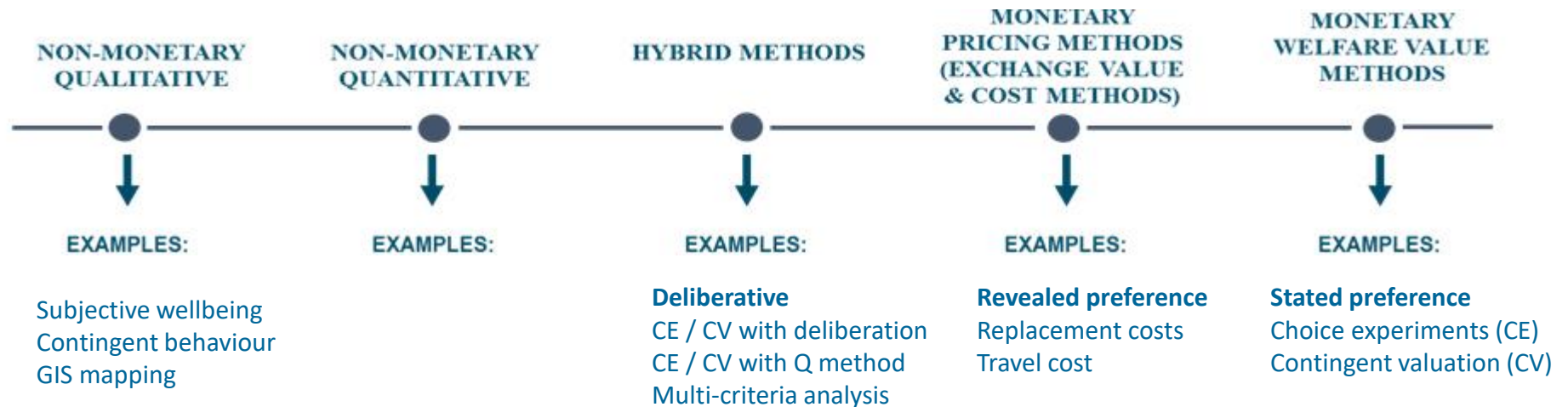
Direct values

Market based benefits (e.g. accommodation, gifts, etc.)

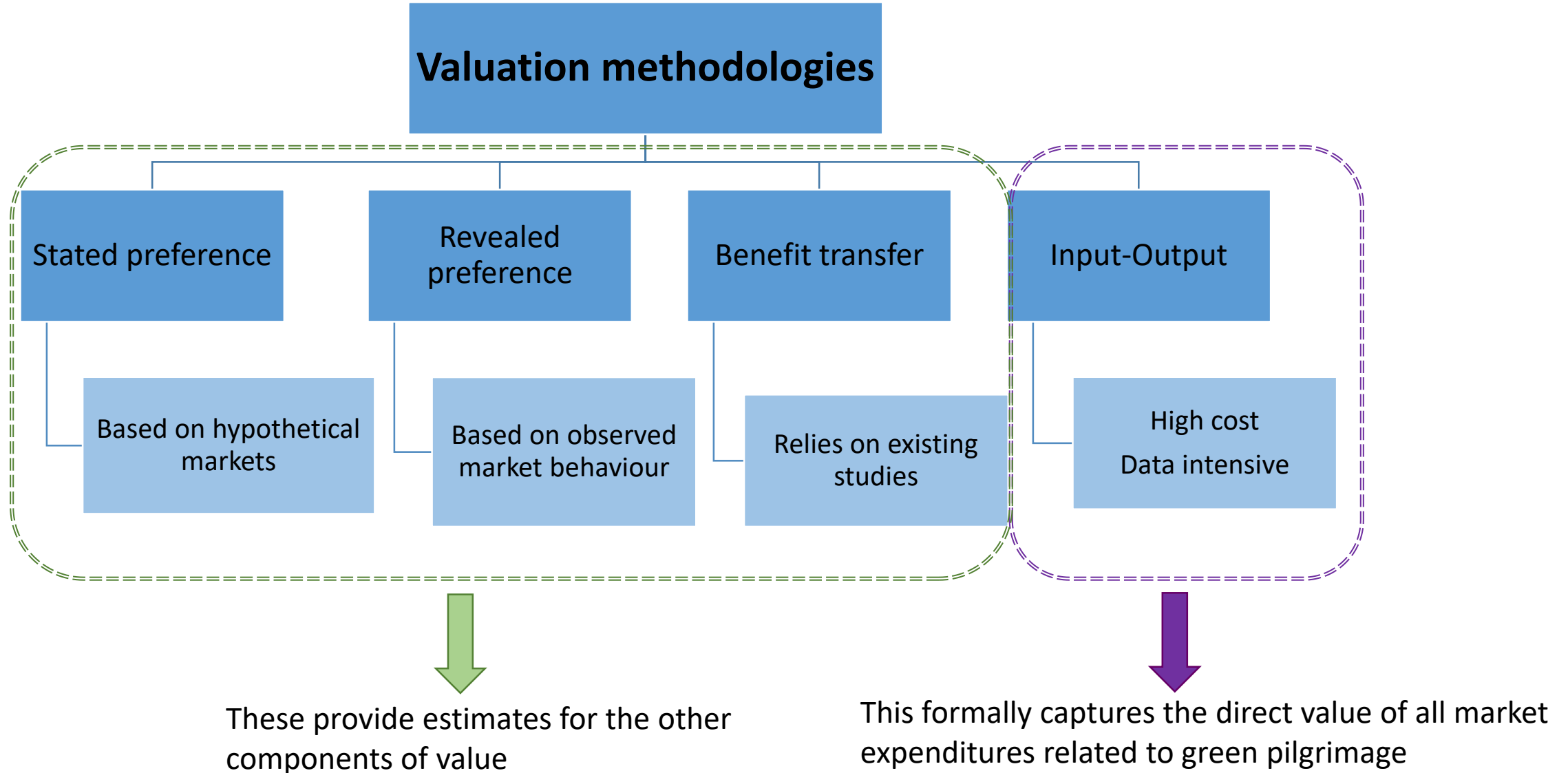


What about the less tangible/measurable components of value?

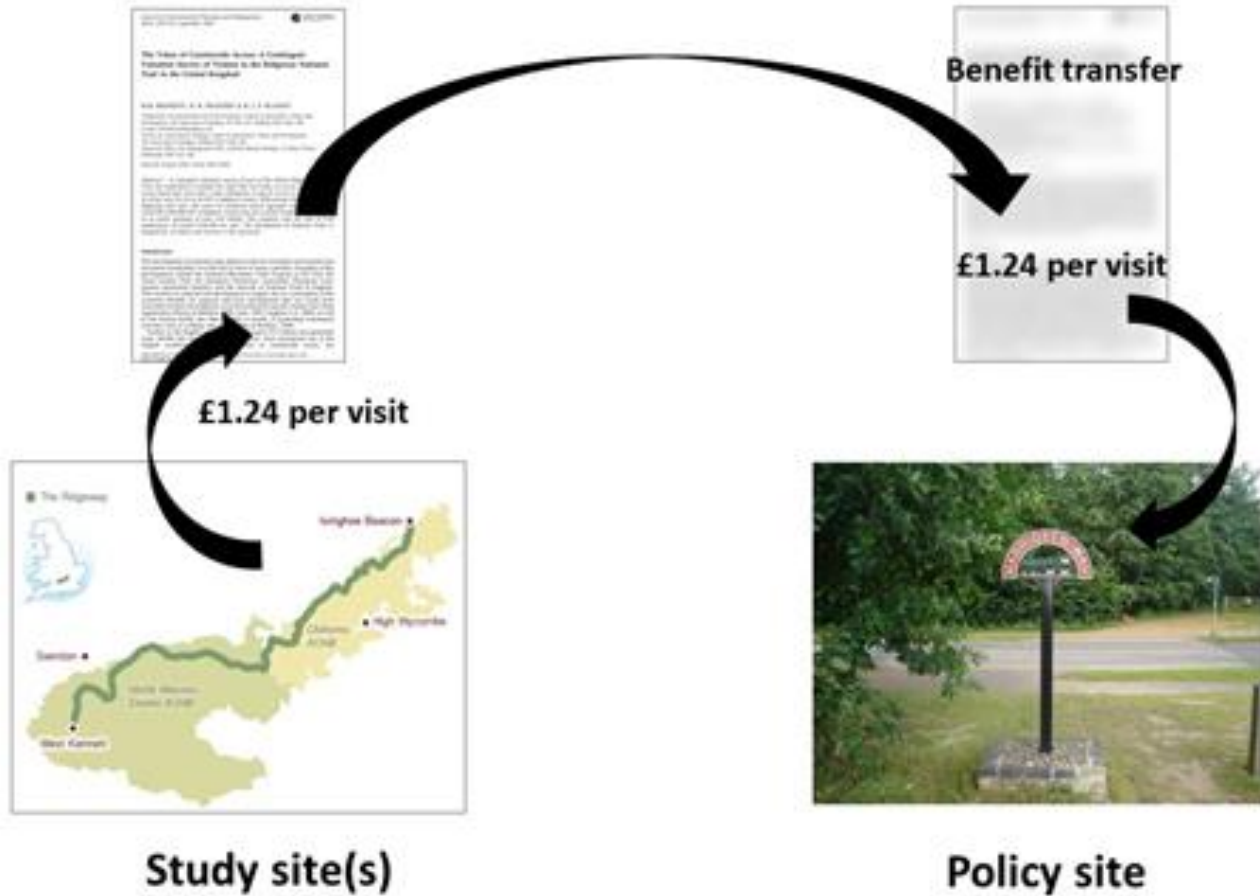
Methods for valuation



Monetary valuation options



Benefit transfer



Desk valuation results

Precision of estimates depends on other primary studies

Few or no pilgrimage greenway estimates

Survey with multiple valuation methods (1)

Legend
 TC=Travel Cost
 Subjective wellbeing

Description & informed consent

Respondents' characteristics

TC: Usage patterns

Wellbeing

Respondents' characteristics

TC: Distance

TC: Mode of travel

TC: Travel time

TC: Visitation frequency

TC & CV: Usage frequency

Respondents' characteristics

We are researchers from the University of East Anglia (UEA), funded by Norfolk County Council, carrying out a survey to better understand how this path is used. The survey has received research ethics approval from UEA. The information you give is **confidential and anonymous**. Data collected will be used for research. Do you consent to participate in this research? Please initial here [] .

1. Today's date: ___/___/2019
 Location: _____

2. Which BEST describes your visit to Walsingham? Please select one answer only.
 on a SHORT visit (less than 1 hour)
 on a PART-day visit (1-5 hours)
 on a FULL-day visit
 on a multi-day visit. How many days? _____
 I live here

3. What sites did you visit?
 Little Walsingham Great Walsingham
 Catholic Shrine Anglican Shrine Walsingham Estate Light Railway
 Other (specify) _____

4. Which of these activities do you do when visiting Walsingham?
 Cycling Eating out Sightseeing Spiritual
 Shopping Spending time out Walking
 Other (specify) _____

5. Are you on pilgrimage? Yes No

6. Where did you come from today?

7. How did you get here today? Car Cycle
 Coach Motorbike Public transport Walk
 Other (specify) _____

8. How long did you take to get here today?
 1-15 mins 16-30 mins 31-60 mins
 60-90 mins 90-180 mins more than 180 mins

9. In the last 12 months, how many times have you been to Walsingham? _____

10. How many times have you used the route between Walsingham and Houghton St Giles – Pilgrim Way? _____

11. How many people (including yourself) are in your party?

Male	Female
Under 18	
18-35	
36-60	
Over 60	

12. During your visit to Walsingham, how much do you expect you and your dependents will spend?
 Please state the amount corresponding to each item or leave it blank

Accommodation [£]
 Food and drink [£]
 Local transport [£]
 Souvenirs [£]
 Local products [£]
 Entrance tickets [£]
 Other activities/expenses [£] _____

13. Will you use the Pilgrim Way footpath today?
 Yes No (skip to 16) Maybe (skip to 16)

14. How many minutes are you planning to walk today? Please specify as minutes or from place to place

15. What is important for you to use this trail?
 Please specify a score between 0 and 10 for each item

	0	1	2	3	4	5	6	7	8	9	10
	No important										Very important
Mental health											
Physical exercises											
Recreational											
Spiritual											
Social											
Other											

16. In your opinion, how important are these improvements to make this path more attractive?
 Please specify a score between 0 and 10 for each item

	0	1	2	3	4	5	6	7	8	9	10
	No important										Very important
Diversity of plants and animals											
More benches											
More Bins											
Signage											
Info boards											
wider path											
Other (specify)											

Market expenditures

TC: Information on use

Wellbeing

Wellbeing

Survey with multiple valuation methods (2)

Legend

CB=Contingent Behaviour

CV= Contingent Valuation

CV: 'cheap talk script' to remind people that they have other expenses.

CV: Question

CV: Question

Respondents' characteristics

CB: Approve or not

CB: Frequency of use

Wellbeing

17. Walsingham is popular with visitors and pilgrims. The footpath requires constant maintenance and improvement to satisfy the higher demand of users. If a dedicated fund were established to collect donations for the footpath, would you be willing to donate? Yes [] No []

Remember that any money you pay for improvements/maintenance of the trail will not be available for you to spend elsewhere

18. If you answered YES, how much would you be willing to donate each year? £ _____
19. If Zero, Any reason? _____

20. Do you already contribute to any Nature and Heritage association? Yes [] (specify) _____ No []

21. Norfolk County Council is proposing to extend the route for about 5 miles towards Fakenham. Are you in favour of this? Yes [] No []

22. Looking at the picture. Would you use it? Yes [] No []

PICTURE HERE

23. If Yes, how many times a year would you use it? _____

To help us with our analysis, it would be really helpful if you could please answer the following questions. Please remember that all of your answers and confidential and anonymous and this information is only used in aggregated data analysis.

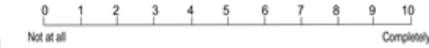
24. Overall, how satisfied are you with your life nowadays? Please put a line or cross corresponding to how you feel



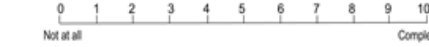
24a. Overall, to what extent do you feel that the things you do in your life are worthwhile?



24b. Overall, how happy did you feel during the past 4 weeks?



24c. Overall, how anxious did you feel during the past 4 weeks?



24d. How much of the time, during the past 4 weeks have you felt calm and peaceful?

All of the time [] Most of the time [] Some of the time [] A little of the time [] None of the time []

24f. How much of the time, during this visit to Walsingham have you felt calm and peaceful?

All of the time [] Most of the time [] Some of the time [] A little of the time [] None of the time []

25. What is the postcode of your permanent address? If you are from overseas, which country are you from? _____

26. What is your highest level of education?
School [] Bachelor Degree [] Apprenticeship []
Master's degree [] Doctorate []

27. What is your current job status?
Student [] Employed [] Unemployed [] Self-employed [] Retired []

28. Do you consider yourself as belonging to a religious denomination?
Yes [] No []

If YES, To which denomination do you belong?
None [] Anglican [] Roman Catholic [] Orthodox []
Other (specify) _____

29. What is your household's annual income before tax?

Up to £12,800 [] £12,800-£16,100 []
£16,100-£23,200 [] £23,200-£35,600 []
£35,600-£53,100 [] £53,100-£75,000 []
£75,000-£170,000 [] Above £170,000 []

30. Do you have any comments?

Wellbeing

Wellbeing transformation

Respondents' characteristics

Respondents' characteristics

Respondents' characteristics

Other valuation approaches

- Subjective wellbeing may be particularly important for pilgrimage
- There are many wellbeing indices, e.g. OECD Better Life Index, General Health Questionnaire (e.g. GHQ-12) and Euroqol (e.g. EQ-5D)
- Plus they can be combined with other valuation methods
- In the UK there is the Office of National Statistics well-being survey, ONS4
 - It is freely available, short and validated

Next I would like to ask you four questions about your feelings on aspects of your life. There are no right or wrong answers. I'd like you to give an answer on a scale of 0 to 10, where 0 is "not at all" and 10 is "completely".

Overall, how satisfied are you with your life nowadays?

0 1 2 3 4 5 6 7 8 9 10
Not at all Completely

Overall, to what extent do you feel that the things you do in your life are worthwhile?

0 1 2 3 4 5 6 7 8 9 10
Not at all Completely

Overall, how happy did you feel yesterday?

0 1 2 3 4 5 6 7 8 9 10
Not at all Completely

Overall, how anxious did you feel yesterday?

0 1 2 3 4 5 6 7 8 9 10
Not at all Completely