



PRESS RELEASE
Thursday 14 March 2024

Every Mile Matters for Path, People and Planet

Leading South West businesses are stepping up to show their support for the region's world-famous hiking trail, the South West Coast Path, as the South West Coast Path Association launches its [Every Mile Matters](#) campaign and Coast Path Challenge 2024.

The campaign is designed to inspire everyone who loves the Path to get involved and raise funds to protect the Trail, helping to ensure it continues to be there for future generations to enjoy considering increasing threats from extreme weather conditions, climate change and coastal erosion.



Photo credit: James Loveridge

The Coast Path Challenge will include 7 fundraising walks (all accessible by train or bus/public transport), across the 7 sections of the Coast Path ([The Magnificent 7](#)) during National Walking month (May), giving people a chance to take to the Path and show their support alongside businesses who are championing different local sections across the 630 miles and 4 counties.

The Coast Path provides health-giving happiness to over 9 million people every year. The Association works with its partners to improve equity of access to the path and connects local communities to the health and wellbeing benefits of using the Trail through its [Coast Path Connectors](#) project. Wrapping its way around the coastline of the South West it is one of our most precious wildlife corridors, as well as a place for people to connect with nature and to each other.

Since 2013, the charity that protects, improves, and promotes England's longest National Trail, has been tracking 'exceptional coastal erosion events' with the help of its volunteers and trail partners, and has recorded over 230 in the last 10 years, with a significant amount occurring in winter 2023/24 due to unprecedented rainfall that has hit the region.

Recorded events include cliff falls, landslips, or collapses of key infrastructure such as steps or bridges caused by heavy rain fall, flooding, or storm surges. In the last 2 years the trail has also experienced 5 wildfires which caused temporary closures to sections of the trail and caused destruction of the unique and fragile coastal habitats. Climate change research indicates that we should expect these events to increase in frequency and severity over the coming years.

[St Austell Brewery](#) is stepping up as the lead supporter for Every Mile Matters and getting firmly behind the charity's fundraising challenge.

"We are delighted that St Austell Brewery is helping to protect the South West Coast Path by championing our Every Mile Matters campaign. As one of the region's most important natural assets the National Trail helps generate £520 million for the visitor economy each year. As a business with its roots firmly in the South West, St Austell Brewery is a natural fit to work with the charity to support the Coast Path and the people who live, work and play along our amazing coast."

Julian Gray, Director, South West Coast Path Association

"We're thrilled to renew this important partnership with a charity that has the South West at its heart. With pubs and rooms along the path from Lyme Regis and Mousehole to Polzeath and Lynmouth - our spaces serve as a welcome break for those walking the coast path to enjoy. Our places are not only somewhere for people to refuel and refresh but also for the charity to utilise as community hubs for events, such as their important mental health walk and talk groups."

Laura McKay, Marketing and Communications Director, St Austell Brewery

St Austell Brewery is joined by Sustainable Transport sponsor [Great Western Railway](#), and prominent businesses [Seasalt Clothing](#), [Warrens Bakery](#), [Luxury Coastal](#) and [John Fowler Holidays](#).

"We are delighted to be able to support the South West Coast Path and their Every Mile Matters campaign. At GWR we are dedicated to investing in the communities we serve. What better way than by helping to protect the long-term future of this National Trail, enabling people to continue to discover all that the south west has to offer. All of the Magnificent 7 walks are accessible by public transport, and we would encourage as many people to take part as possible."

Jo Hake, Marketing Manager, Great Western Railway

“Cornwall is our home and the place we draw our inspiration from, so we are delighted to be sponsoring the South Cornwall section of the South West Coast Path for Every Mile Matters. It’s important that we look after our home and support the South West Coast Path Association with the upkeep of this amazing National Trail, which brings joy and wellbeing benefits to so many people, locals and visitors alike.”

Paul Hayes, CEO, Seasalt Cornwall - Every Mile Matters South Cornwall sponsor

“We’re delighted to have partnered with the SWCP for several reasons, one of which is our commitment in helping to preserve the country’s longest and most popular walks. Many of the paths pass through areas where our stores dot the landscape of Cornwall and Devon and those stores are often popular due to their surroundings and natural beauty. We’re also passionate about fostering a love for the great outdoors and what better companion for a coastal trek than a hearty Cornish pasty? We’re proud to support the ‘Every Mile Matters’ campaign and through the partnership, we’re contributing to the preservation of Cornwall and Devon’s stunning landscape, ensuring they remain accessible and enjoyable for locals and visitors to enjoy all year round”.

Louise Batty, Marketing Manager, Warrens Bakery - Every Mile Matters West Cornwall sponsor

Read the [FULL PRESS RELEASE](#) and hear from all Every Mile Matters supporters.

Every Mile Matters for everyone

Get involved in Every Mile Matters by taking on a Coast Path Challenge or join one of the Magnificent 7 fundraising walks led by the South West Coast Path Association during May and June. Each walk is accessible by public transport and is a comfortable 5-6 miles along the coast path. Find out more at [Every Mile Matters](#)

Book a place on one of the [Magnificent 7 Walks](#)

Every Mile Matters aims to raise awareness, as well as funds, to help secure the future of this incredible natural asset - put your best step forward and join the campaign!

- ENDS –

Notes to editors

About the South West Coast Path

The South West Coast Path Association is a charity (Registered Charity Number 1163422) that works to ensure the Path is one of the best walks in the world and protects it for all to enjoy. Supporting the charity and adding a voice as a member helps the South West Coast Path Association to improve the South West Coast Path and keeps the way open to beautiful coastal places. For more information about the South West Coast Path Association visit www.southwestcoastpath.org.uk

South West Coast Path National Trail was originally a means for the coastguard to track and pursue smugglers and continues to provide access to 630 miles of stunning coastal scenery from Minehead to Poole. As a designated National Trail, representing the finest walking routes in Britain, it is the country’s longest and most popular walk and is considered among the World’s Great Hikes. With two World Heritage Sites, Five Areas of Outstanding Natural Beauty and one National Park, it’s a journey along one of the most diverse coastal landscapes in the world where no two days walking it are ever the same.

Follow the South West Coast Path on [Facebook](#), [X \(formerly Twitter\)](#) and [Instagram](#) and use [#everymilematters](#) [#southwestcoastpath](#)

Further information

For further information, images and interviews please contact Aletha Mays (Head of Comms) at South West Coast Path Association by Telephone: 07915 074076 or Email: aletha@southwestcoastpath.org.uk