

# The Visitor Management Strategy: a national overview

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# Main areas of action

- Evidence base
- Communication
- Infrastructure & services
- Co-ordination

**Visitor Management Strategy action log: 14 May 2021**

This action log provides a high level overview of co-ordinated activity at national level by VMS partner bodies. It does not capture the considerable amount of activity underway at local level, led in particular by local authorities.

ACTION TO DATE:	Short term (spring 2021) - completed	Short term (spring 2021) - in progress	Short-term but not yet started or status uncertain	Longer term
<b>VMS Priority 1 - Informing and educating our current and future visitors</b>				
<b>VMS ACTIVITY</b>	<b>LEAD (SUPPORT)</b>	<b>ACTION TO DATE</b>		
Deliver an integrated inspirational & informative marketing campaign to promote responsible countryside enjoyment (priority - UK/EU audiences)	VS EEM sub-gp	VS: 'Year in explore' campaign launched in late March based on <a href="#">Responsible Country Code</a>		the
	VS	VS: <a href="#">Responsible Country Code</a> (pledge) for visitors developed and launched with the campaign on 19 <sup>th</sup> March		Scotland
	VS/Local authorities	Strategic promotion of a range of destinations/activities to spread visitor benefits and impacts.		RTF
Refresh SOAC promotion with targeted campaigns (priority - entry-level messages, dogs, fires, camping) and the development of new education resources for distribution via Schools, Colleges/Universities and Youth organisations.	NatureScot (EAM sub-gp)	Extensive collaborative SOAC promotion activity underway through EAM sub-gp, including high level overarching messages and specific messaging on key topics including dogs, campsites, litter and fires. Also wider COVID related messaging eg. physical distancing/entry locations.		to local
	NatureScot	Downloadable SOAC training has been created to more strongly identify the Scottish Outdoor Access Code and work better on social media		to local
	NatureScot	Campaign on responsible access with dogs now underway to coincide with lambing season (ahead of main campaign launch as above).		to local
	NatureScot (VMS groups, NAF, SOAC, SWP)	Agreed national messaging approach for open fires, with strong links to local messaging (which can be restrictive where needed).		to local
	NatureScot, CNPA, VS, SG, Police Scotland, VS/LAMEA	Messaging re. legal context for off-road parking of campervans clarified by Operational Group and EAM sub-gp.		to local
	NatureScot (Young Scot)	Good practice guidance for campervan users developed and promoted (including above messaging) to coincide with easing of restrictions.		to local
	NatureScot (National Parks/AMT)	Video animations for young people launched on YoungScot website in October 2020, ready for use in 2021.		to local
	NatureScot (National Parks/AMT)	Programme of work with schools and colleges to be initiated from autumn 2021, not practical under current COVID restrictions.		to local
Development of a communications toolkit for partners & industry	VMS EAM sub-group members	Toolkit of resources launched and will be expanded/developed to support ongoing campaign.		to local
	NatureScot/NAF	Revised NAF guidance on managing camping with tents completed and published in February 2021 to help inform local management, including options for light touch provision, drawing on experience during 2020.		to local
	VS/VS Local and NP authorities	Work in progress in some key hotspots (eg. NP's) to provide better real time information centrally and regionally to reduce overcrowding in key areas, for example through roadside variable message signs and information on the ground.		to local
	NPAs	Technological approaches to visitor management (eg. sensors to indicate car park availability) are being trialled in the National Parks, these will require appropriate management as well as infrastructure and will not be ready to launch immediately.		to local
	PRER sub-gp, Police Scotland, LLE/INPLA's	Development of multi-agency who has powers to do other guidance for byelaws, offences & regulation in progress.		to local
	PRER initially - then other sub-groups	Collectively developing a seasonal calendar of known events including public holidays, school holidays etc. Calendar circulated to Operational Group for discussion.		to local
	NatureScot (Op Group)	Reviewing opportunities for joint working by public sector staff to respond flexibly to visitor management needs across different areas.		to local
Invest in visitor management partnerships in key areas to improve local visitor	Police Scotland, As (PRER sub-gp)	Local strategies developed to co-ordinate traffic management, reopening/expansion of facilities/services and parking in NC500 area, the new National Parks, Highland Perthshire, East Lothian and the Deeside Hills.		to local
	groups - UK, ORSN/Europe	collaborative local management (PRER sub-gp)		to local
Learn from global experience and share our emerging good practice in sustainable visitor management	UK member bodies	Visitor training of experience took place in 2020 (and is ongoing) through UK Outdoor Recreation Network and Europe.		to local
Ensure that the visitor management strategy remains a high profile element of the 2025 vision and is integrated with other work to implement this vision.	SG, Environment local and NP authorities, FLS and VS	Review the issues and opportunities for better on-going provision/maintenance of ranger services and the recreational infrastructure for sustainable tourism including paths to view points, features of interest and popular locations such as beaches, mountain paths, loch shores and riversides - to be discussed with NatureScot		to local
Undertake regular reviews of progress with the strategy over three years	VS	Longer term action.		to local



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# Gathering evidence to support/target action

- surveys of recreational behavior and future intentions
- surveys of access issues
- overview of hotspots
- ongoing monitoring/feedback



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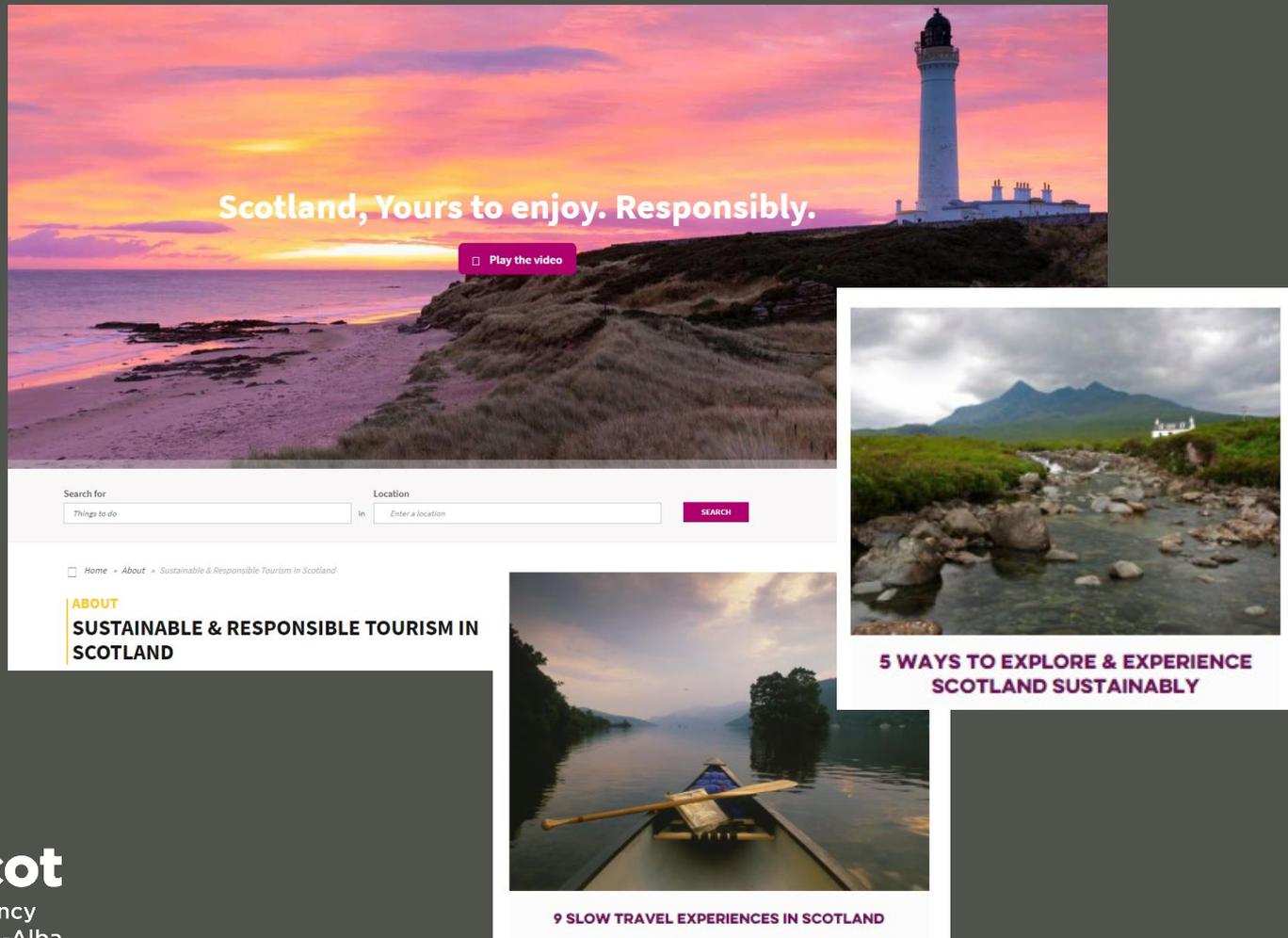
Research Report No. 1255

**Enjoying the Outdoors: Monitoring the impact of Coronavirus and social distancing Wave 2 survey results (September 2020)**



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# Communication campaign: Enjoy Scotland's outdoors - responsibly



**Scotland, Yours to enjoy. Responsibly.**

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# Communication campaign: Scottish Outdoor Access Code

## Enjoying Scotland's outdoors

In Scotland, you can enjoy the outdoors on most land and inland water, as long as you act responsibly and follow the Scottish Outdoor Access Code.

**SCOTTISH OUTDOOR ACCESS CODE**  
outdooraccess-scotland.scot

### These rights of responsible access include things like:

- walking
  - cycling
  - lightsseeing and picnicking
  - dog walking, provided your dog is under proper control
  - wimming
  - watching wildlife
- do not include:**
- access with motor vehicles
  - hunting, shooting and fishing

### Responsible access can be enjoyed over most of Scotland including:

- parks
- hills and woods
- beaches and the coast
- lochs, rivers and canals

### Exceptions include:

- houses and gardens
- other buildings
- school grounds
- most land where crops are growing
- places which charge for entry

## Responsible camping with tents in Scotland

In Scotland, you can enjoy the outdoors on most land as long as you act responsibly. This includes lightweight camping in tents which is done in small numbers and for two or three nights in any one place.

Scotland offers a range of managed campsites with all the necessary facilities for an enjoyable and comfortable visit, and these are normally a much better option in busy areas. If you are camping elsewhere, it is essential to follow the Scottish Outdoor Access Code.

**How to camp**

- Be considerate – keep groups small, quiet and well away from buildings and roads. If it's busy, go elsewhere.
- Do not camp in enclosed fields of crops or farm animals.
- Take away all your belongings and litter – leave no trace.

## When you're out and about in Scotland, follow the Scottish Outdoor Access Code.

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outdooraccess-scotland.scot



johnmurrayjr • Following  
Kingstams Beach

johnmurrayjr #Scotland is beautiful 🇪🇺 And we need to #keepscotlandbeautiful.

Our natural spaces are more important than ever right now.

Here's just 3 wee easy things we can all do to ensure our beaches and coasts are clean for everyone to enjoy:

- Litter: bin it or better still, take it home. Especially if the bin is full. 🗑️ No excuses 🇪🇺
- Dog Poo: bag it or bin it. Again, take it home if the bin is full! 🐕

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## SCOTTISH OUTDOOR ACCESS CODE

#AFLORIT INCLUDES YOUR ACCESS RIGHTS | Young Scot

# SCOTTISH OUTDOOR ACCESS CODE

outdooraccess-scotland.scot

- Collaborative - to increase reach
- Adaptive – in response to feedback from partners



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- Modified messaging on:
  - open fires
  - off-road campervan parking
- Revised guidance for visitor managers: *Managing camping with tents* (with the National Access Forum)



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# Visitor infrastructure

- New/temporary facilities (parking, toilets, litter collection, camping/campervan facilities)
- Addressing regulatory constraints



# Additional staff on the ground

- New seasonal staff in key hotspots
- Mobilising volunteers
- Training
- Revised statement on *Rangering in Scotland*



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# Rural Tourism Infrastructure Fund

- Doubled to £6.2m in 2021-22.
- Has already supported 45 projects and 26 design grants across Scotland (£10m).
- 8 projects from Round 2 completed or due this year. 25 projects funded through Round 3.
- Main application deadline for Round 4 on 10 September.

# Better Places Green Recovery Fund

- First round (from December 2020) - visitor management planning
- 35 projects funded (£400k) eg. East Lothian, Arisaig, NC500.
- Subsequent rounds (from March 2021) (£2.75 million) – additional staff and infrastructure.
- 92 projects (£2.7m) including 62 visitor management posts eg. NC500, Angus coast, National Parks



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# Improved co-ordination between key authorities in hotspots

- Co-ordinated planning, visitor/traffic management and policing
- North Coast 500
- National Parks
- Highland Perthshire
- East Lothian coast & Pentlands



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# Successes

- Co-ordinated effort with clear lead
- Combined resources
- Legacy of enhanced partnership working
- Now much better prepared than in 2020



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# Practical challenges

- Limited time to implement necessary changes
- Rapid pace / action on multiple fronts
- Compatibility of corporate systems
- Effective use of established partnership structures



# Longer-term challenges

- Maintaining momentum / future resourcing
- Promoting active travel / slow tourism / sustainability
- Influencing behaviour



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Thank you



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