



Starting soon...

**Webinar –
'Learning from Scotland:
A joined up approach to
national visitor management'**



This Webinar is being recorded and will be made available online following the event.



During the webinar, please mute your mic and turn off your camera to help with bandwidth.

Welcome

'Learning from Scotland: A joined up approach to national visitor management' Webinar

Kevin Lafferty

Access, Health & Recreation Policy Advisor, Scottish Forestry



Housekeeping



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Please make comments and ask questions using the 'Conversation / Meeting Chat' function.



During Q&A sessions and Breakout Rooms please 'raise your virtual hand' when you would like to ask a question.

Introduction to Scotland's Visitor Management Strategy

Ken Massie, Head of Regional Leadership and Development, Visit Scotland

The Visitor Management Strategy: A National Overview

Mark Wrightham, Recreation & Access Manager, Nature Scot

A View from the Cairngorms

Pete Crane, Head of Visitor Services, Cairngorms National Park Authority

Breakout Rooms

- Breakout Room 1: Communication Campaigns
- Breakout Room 2: Staff on the Ground
- Breakout Room 3: New Infrastructure
- Breakout Room 4: Coordinating Visitor Management in Key Hotspots



Introduction to Scotland's Visitor Management Strategy

Ken Massie,

Head of Regional Leadership and Development, Visit Scotland



- **Why was this needed?**
- **The triggers**
- **The response**
- **The strategy development**
- **Where we are now**



THE TRIGGERS

- **Pre-pandemic visitor pressure**
- **Lockdown easing**
- **Facilities restrictions**
- **Community impact**
- **Countryside and Coast**



- **A national partnership**
- **Coordinated and collaborative**
- **Visitor Management Summit**
- **Senior decision makers**
- **A strong sense of purpose**

THE RESPONSE



STRATEGY DEVELOPMENT

- Outlook 2030 – National Tourism Strategy
- Recognising the opportunity
- Strategic Framework
- Strategic pillars
 - Information and education
 - Investing in infrastructure and services
 - Delivering across Scotland
 - A world leader



Where we are now

- Education and Marketing
- Investment and Infrastructure
- Prevention, Regulation and Reassurance

- Action Log
- Steering group
- New politicians
- An autumn summit





Thank you

 [Calanais Standing Stones, Isle of Lewis](#)

The Visitor Management Strategy: A National Overview

Mark Wrightham,
Recreation & Access Manager, Nature Scot



Main areas of action

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

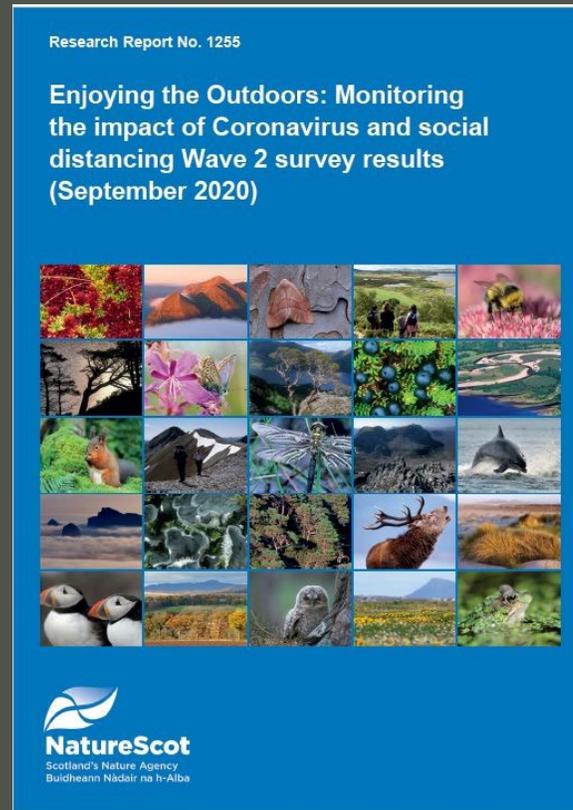
Visitor Management Strategy action log: 14 May 2021

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.

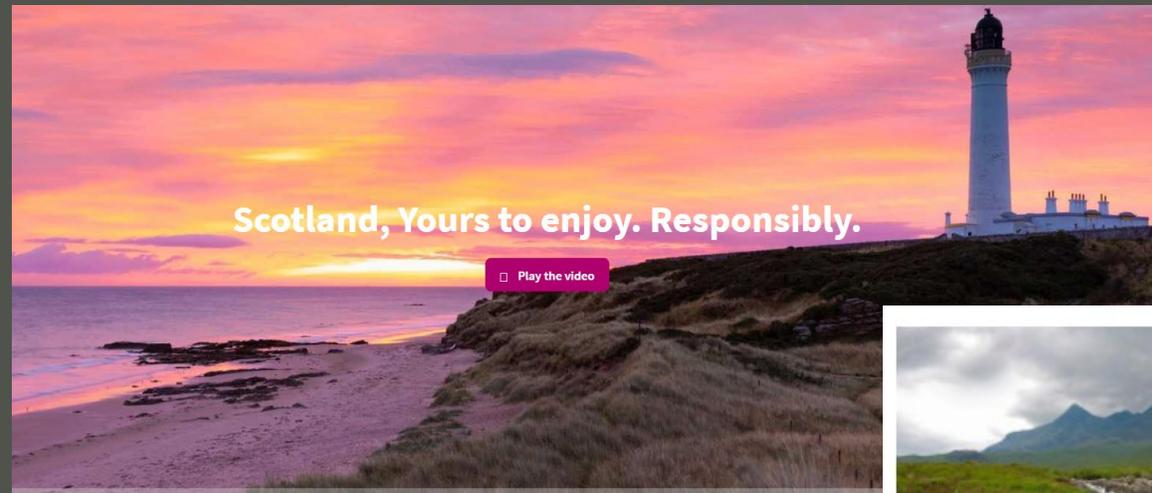
ACTION TO DATE:	Short term (spring 2021) - completed	Short term (spring 2021) - in progress	Short-term but not yet started or status uncertain	Longer term
VMS Priority 1 - Informing and educating our current and future visitors				
VMS ACTIVITY	LEAD (SUPPORT)	ACTION TO DATE		
Deliver an integrated inspirational & informative marketing campaign to promote responsible countryside enjoyment (priority - UK/EU audiences)	VS, EAM sub-gp	Develop 'Year in explore' campaign launched in late March based on Responsible Tourism landing page		
	VS	Responsible Tourism Initiative (pledge) for visitors developed and launched with the campaign on 19 th March		
	VS/Local authorities	Strategic promotion of a range of destinations/activities to spread visitor benefits and impacts.		
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, camping, litter and fires. Also wider COVID-related messaging eg. physical distancing/entry locations.		
	NatureScot	Downloadable SOAC training has been created to more strongly identify the Scottish Outdoor Access Code and work better on social media		
	NatureScot	Campaign on responsible access with dogs now underway to coincide with lambing season (ahead of main campaign launch as above).		
	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).		
	NatureScot, CNPA, VS, SG, Police Scotland	Messaging re. legal context for off-road parking of campervans clarified by Operational Group and EAM sub-gp.		
	VS/LAMEA	Good practice guidance for campervan users developed and promoted (including above messaging) to coincide with easing of restrictions.		
	NatureScot (Young Scot)	Video animations for young people launched on YoungScot website in October 2020, ready for use in 2021.		
	NatureScot (National Parks/NT/MT)	Programme of work with schools and colleges to be initiated from autumn 2021, not practical under current COVID restrictions.		
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.		
	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.		
	VS/TS/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.		
	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.		
	PRER sub-gp, Police Scotland (L/INPLA's)	Development of multi-agency, who has powers to do what' guidance for bylaws, offences & regulation in progress.		
	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.		
	NatureScot (Op Group)	Reviewing opportunities for joint working by public sector staff to respond flexibly to visitor management needs across different areas.		
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 two National Parks, Highland Park/Loch, East Lothian and the Deeside Hills.		
	groups	collaborative local management (PRER sub-groups)		
	UK OSN/Europan	Visitor training of experience took place in 2020 (and is ongoing) through UK Outdoor Recreation Network and Europan.		
	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 tops, loch shores and riversides - to be discussed with VS		
	NatureScot	Longer term action.		

Gathering evidence to support/target action

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



Communication campaign: Enjoy Scotland's outdoors - responsibly



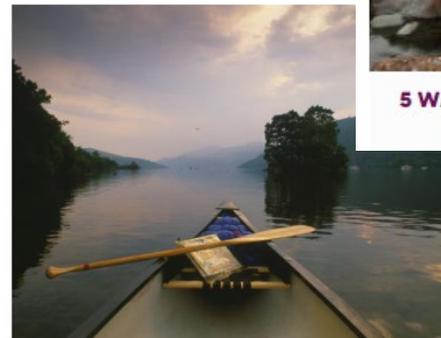
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ABOUT
SUSTAINABLE & RESPONSIBLE TOURISM IN SCOTLAND



5 WAYS TO EXPLORE & EXPERIENCE SCOTLAND SUSTAINABLY



9 SLOW TRAVEL EXPERIENCES IN SCOTLAND



NatureScot

Scotland's Nature Agency
Buidheann Nàdair na h-Alba

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
 - lightseeing 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.

SCOTTISH OUTDOOR ACCESS CODE
outdooraccess-scotland.scot

SCOTTISH OUTDOOR ACCESS CODE

John Murray • Following
Kingsnams Beach

John Murray • #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! 🇬🇧

Liked by exploringedinburgh and 1,928 others
AUGUST 19

Add a comment... Post

- 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



NatureScot

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Buidheann Nàdair na h-Alba

A View from the Cairngorms

Pete Crane,

Head of Visitor Services, Cairngorms National Park Authority

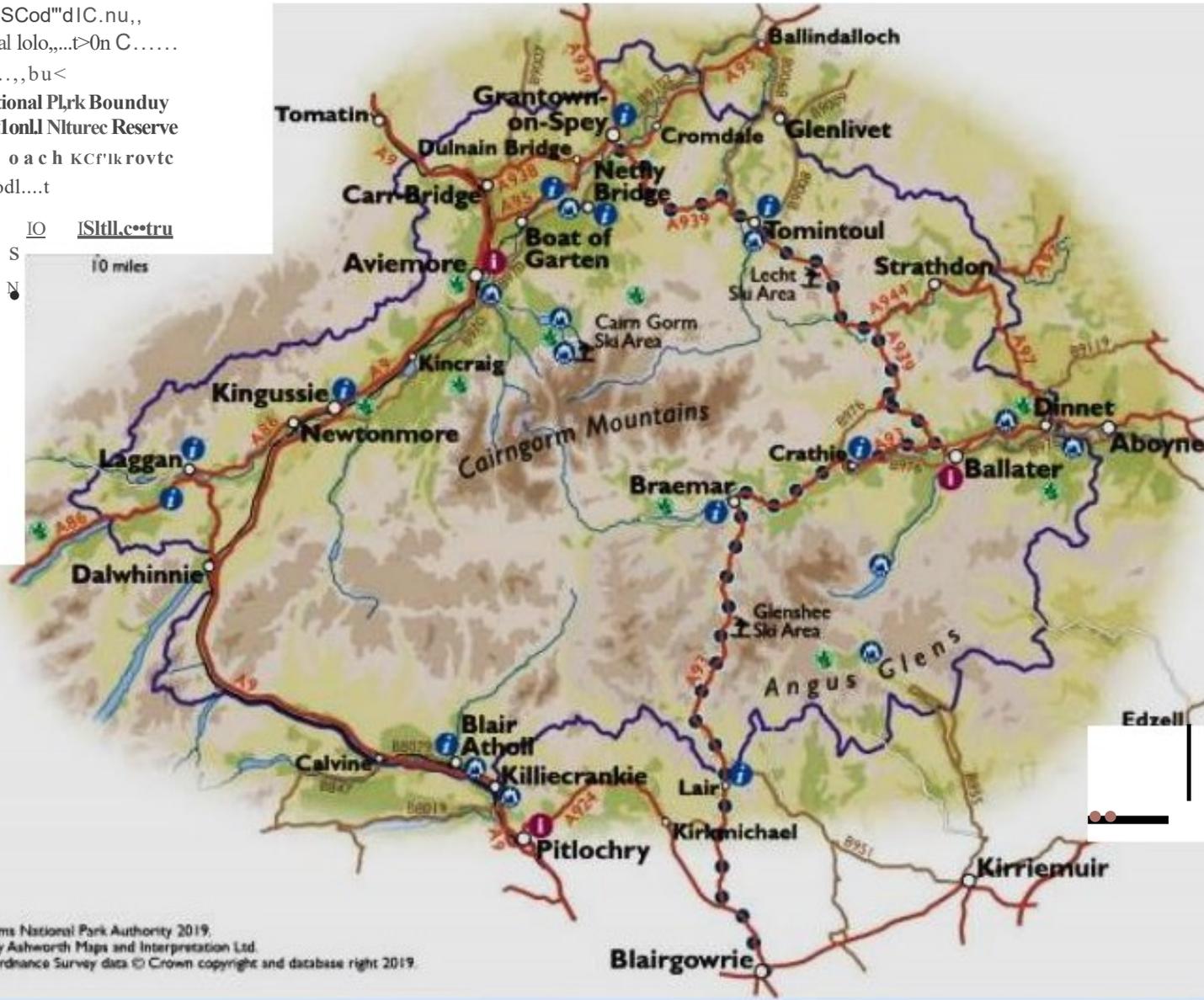




Pete Crane, Head of Visitor Services @petecrane5

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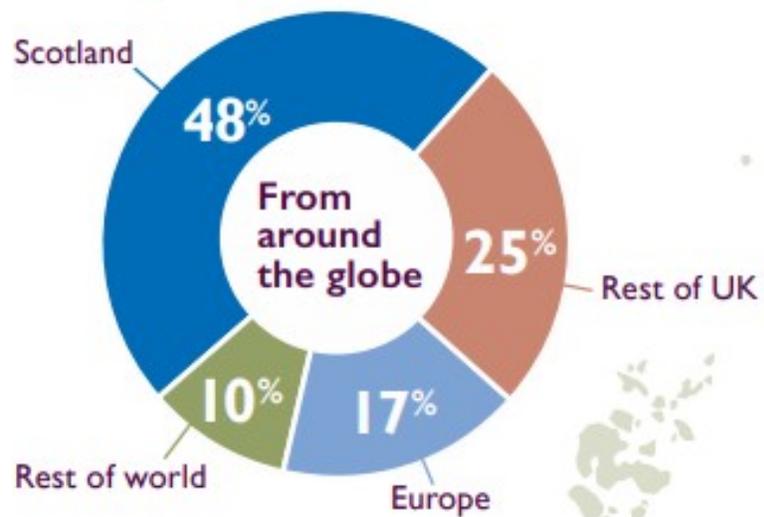


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WHO & WHY

Origin of visitors



Activities





Communities

Business

Land
Managers

Stay safe and protect our communities



Know the latest guidance

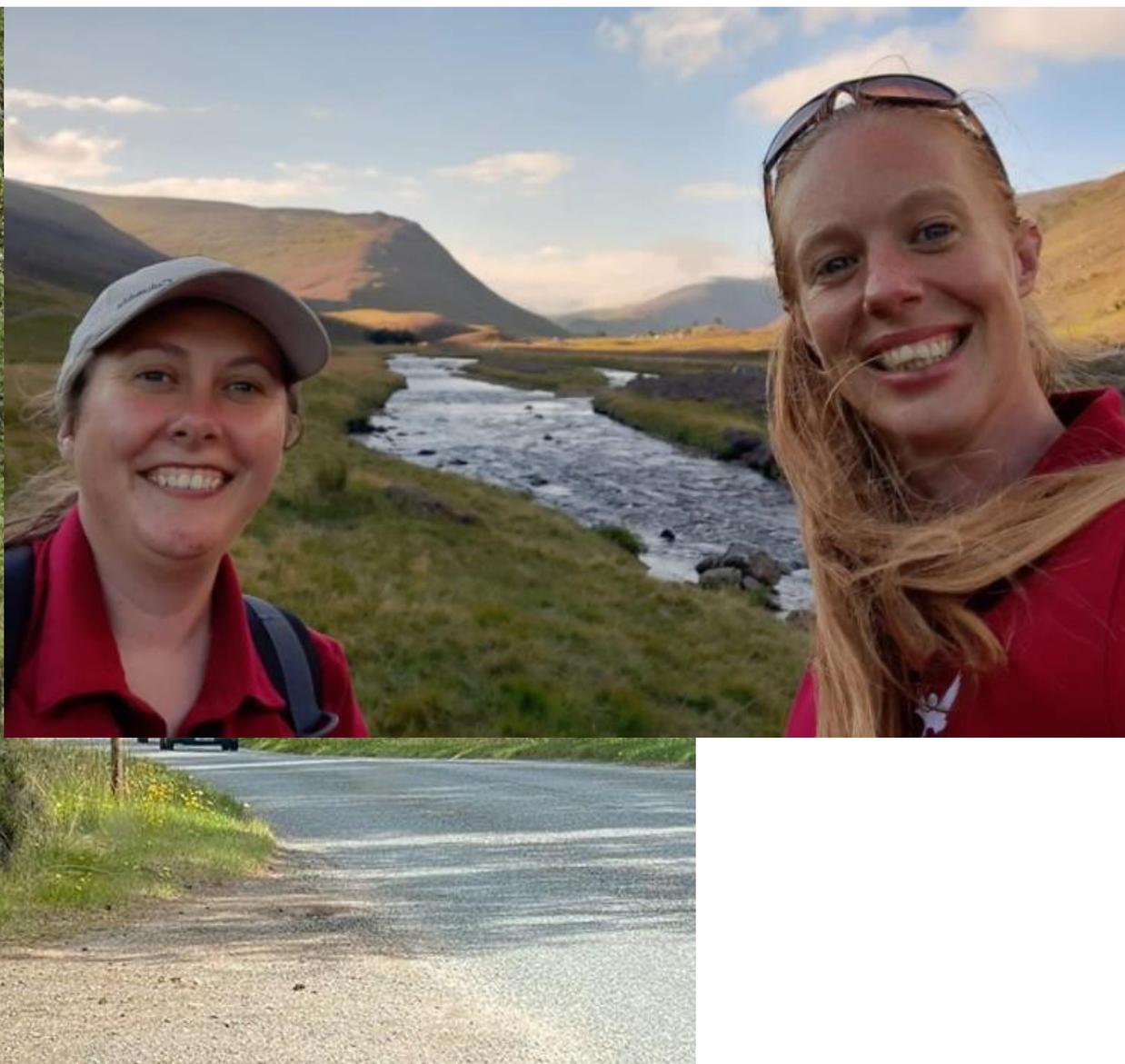
Plan ahead

Be Flexible to the situation

Be Kind to each other

#CairngormsTogether

#RespectProtectEnjoy





It only takes one match...
...campfire or BBQ
to cause a wildfire.

Please don't
light a fire or
barbecue today.

Tread Lightly
in the Park

- Look out for high fire risk signs - never light any fires during this period.
- Please light a fire in a fire pit, on level ground, away from trees.
- Follow any local signs about fires.

 **KNOW IT - DO IT**
BEFORE YOU GO

www.calngorms.co.uk


Calngorms
Parrishaw & Kinross Ltd









Cairng9iro PARK

Paire Naise anta a' Mhonaidh Ruaidh



Breakout Rooms

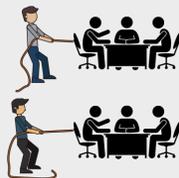
- **Breakout Room 1**
Communication Campaigns – Mark Wrightham
- **Breakout Room 2**
Staff on the Ground – Pete Crane
- **Breakout Room 3**
New Infrastructure – Ken Massie
- **Breakout Room 4**
Coordinating Visitor Management in Key Hotspots – Ally Kolher

Discussion:

1. Reflections on aspects of the presentations
2. Additional learnings/insights from organisations



Breakout Rooms will be recorded. If you do not wish to appear on screen at any point, please keep your camera turned off.



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Breakout Room Feedback

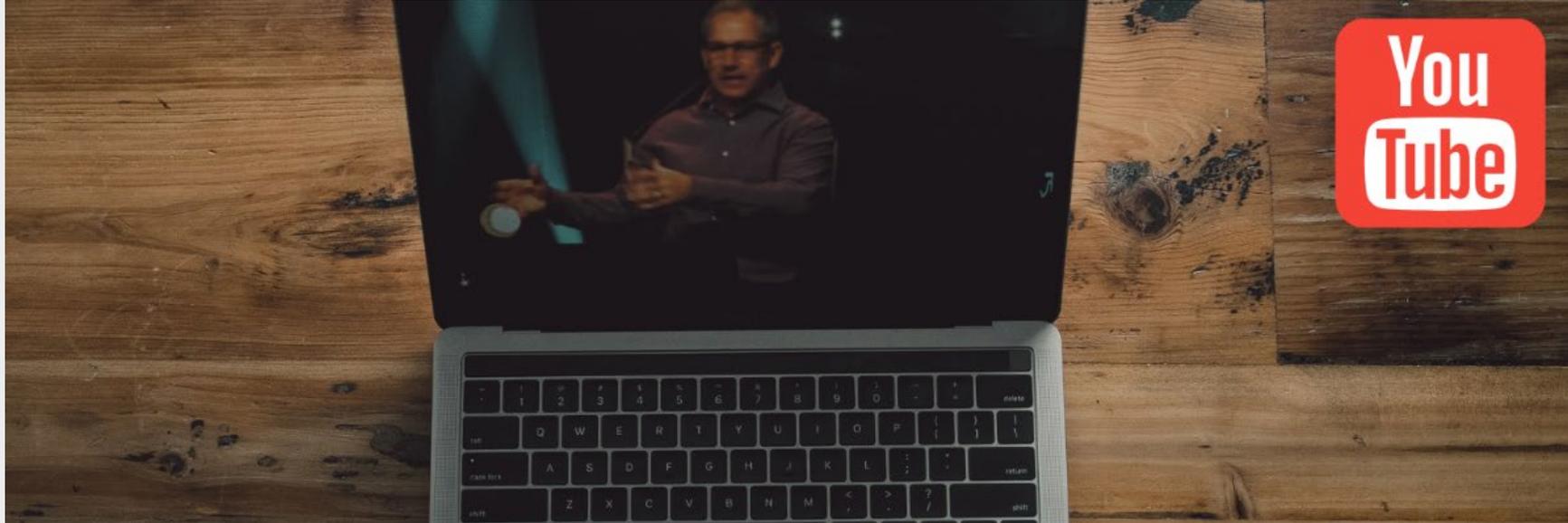


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<https://forms.office.com/r/VRSjy2gRkn>



Post Event Resources & Recordings



Watch-on-demand resources and recordings of this webinar
– Access via exclusive links sent in post webinar e-zine



@ORN_official



Outdoor Recreation Network



Dates for your Diary

What mapping data is telling us?

Wednesday 22nd September 2021, 11:00 – 12:30

Key learnings from engaging the 'new visitor' on responsible use

Wednesday 17th November 2021, 11:00 – 12:30

Festive member meeting – Getting the most out of population data

Wednesday 15th December 2021, 11:00 – 13:30

Two-day conference – topic tbc

Tuesday 8th – Wednesday 9th February 2022. Includes a Member Meeting



Membership Opportunities

Benefits of Membership	Full Membership	Support Membership	Small Membership
Collaboration			
Membership of a UK and Ireland wide industry network	✓	✓	✓
Collaboration on joint initiatives e.g. research	✓	✓	✓
Eligibility to be elected onto ORN Executive Committee	✓		
Events			
Number of free tickets to ORN Webinars	unlimited	unlimited	unlimited
Number of free tickets to Annual ORN Conference	2	1	25% off
Number of free tickets ORN Seminars (2 per annum)	2	1	25% off
Hosting priority for ORN events	✓		
Seminar & conference content <ul style="list-style-type: none"> • Insights • Presentations • Case studies / journal 	✓	✓	✓
Webinars & Member only break-out rooms	✓	✓	✓
Networking			
Number of spaces for representatives at ORN Member's Meetings (3 per year)	2	1	1
Access to key insights and outworking from ORN Member's Meetings	✓	✓	✓
Information			
Annual ORN E-Journal	✓	✓	✓
Bi-Annual ORN E-zine	✓	✓	✓
Contribute and share information via ORN communication channels e.g. Twitter & LinkedIn	✓	✓	✓

COLLABORATION

By definition, the Network provides a catalyst for collaboration to allow our members to achieve their collective aims. ORN proactively identifies opportunities in which members can combine expertise, resources and budgets to provide outputs which are greater than a sum of their parts.

EVENTS

Full and Support Members gain free tickets to ORN's Annual Conference and two seminars per year which provide high quality insights and practical learnings from influential speakers and outdoor recreation practitioners. Small Members have the opportunity to avail of 25% off conference and seminar ticket prices.

Member organisations have free and unlimited access to all ORN webinars and online conferences, meaning that any number of colleagues can participate and benefit from the online training and information sharing events.

If for some reason you cannot attend, members can still access links to key insights, presentations and selected videos online. New members will be given priority when selecting hosts for upcoming events allowing them to avail of professional event management and promotion services provided by the ORN Secretariat.

NETWORKING

In addition to the conference and seminars, ORN provides Members Meetings which provide a focused and unique opportunity to engage, network and share with industry counterparts.

Join the ORN Members and the Executive Committee for an informal pre-conference meal and the opportunity to share information on the current work of your organisation such as upcoming projects, new partnerships and appointments, and the latest developments in policy and strategies.

INFORMATION

Members can stay in touch with industry news and insights via our annual e-journal, bi-annual e-newsletters and regular updates via our Twitter and LinkedIn channels. Members can utilise ORN channels to communicate with industry counterparts, drive recruitment and source collaborators.



Thank you for joining

