

## Visitor Management Strategy action log: 23 April 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: COLOUR CODING	Short term (spring 2021) - completed	Short term (spring 2021) - in progress	Short term but not yet underway or status to be confirmed	Longer term
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### 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 (E&M sub-gp)	Overarching “Yours to explore” campaign launched in late March based on <a href="#">Responsible Tourism landing page</a> .
	VS	‘ <a href="#">Responsible Tourism Promise</a> ’ (pledge) for visitors developed and launched with the campaign on 19th 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 (E&M sub-gp)	Extensive collaborative SOAC promotion activity underway through E&M 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. re. physical distancing/busy locations.
	NatureScot	Downloadable <a href="#">SOAC branding has been revised</a> to more strongly identify the Scottish Outdoor Access Code and work better on social media.
	NatureScot	Campaign on <a href="#">responsible access with dogs</a> now underway to coincide with lambing season (ahead of main campaign launch as above).
	NatureScot (VMS groups, NAF, SOAN, SWF)	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 E&M sub-gp.
	VS/CaMPA	Good practice <a href="#">guidance</a> for campervan users developed and promoted (including above messaging) to coincide with easing of restrictions.
	NatureScot (Young Scot)	<a href="#">Video animations</a> for young people launched on YoungScot website in October 2020; ready for use in 2021.
	NatureScot (National Parks/KSB/JMT)	Programme of work with schools and colleges to be initiated from autumn 2021; not practical under current COVID restrictions/pressures.

VMS ACTIVITY	LEAD (SUPPORT)	ACTION TO DATE
Development of a communications toolkit for partners & industry	VMS E&M sub-group members	<a href="#">Toolkit of resources</a> launched and will be expanded /developed to support ongoing campaign.
Deliver a programme of stakeholder & industry networking events to develop and share key messages and resources	VS	Programme developed by VS to engage with the tourism industry to a) let them know about the campaign and b) encourage them to get involved – giving them the tools to do so.

## VMS Priority 2 - Investing in Scotland's current and future visitor management infrastructure and services

VMS ACTIVITY	LEAD (SUPPORT)	ACTION TO DATE
Develop short and long-term investment priorities through a refreshed RTIF and other relevant funding streams.	I&I sub-gp	Paper under development to collate resource requirements for visitor infrastructure across Scotland (National Parks and LA areas).
	VS, SG Tourism	Thirteen <a href="#">new projects</a> across Scotland supported through round 3 of RTIF – January 2021. RTIF doubled to £6.2 million for next round.
	NatureScot, HES	A number of projects in the Highlands & Islands supported under the NCHF will contribute to local visitor management.
	NatureScot, FLS, LLTNPA, CNPA	<a href="#">Better Places</a> Green Recovery Fund established by NatureScot in December 2020 to support coordinated VM planning. 35 plus projects funded (circa £400k) including in East Lothian, Arisaig (car park/path design) and various communities on NC500 via North Highland Initiative. A second round of funding to support additional investment in temporary and permanent infrastructure for the 2021 season was launched on the March 19th – SG has provided £2.75m to support this fund.
	Local and NP authorities (F&LS, SL&E)	Increased permanent or temporary provision of parking facilities (including overflow options at peak times), public toilets and litter/waste disposal/collection in NPs and various other locations.
Develop and implement proposals for improved provision for camping and motorhoming across Scotland	SG Planning, LLTNPA	<a href="#">Stakeholder update</a> provided by SG Planning to planning authorities encouraging flexible approach to approval of visitor management facilities for 2021.
	SG, FLS, NatureScot, VS, LLTNPA	Potential licensing barriers to promoting light touch overnight campervan parking on land managed by public bodies have been addressed; Scottish Ministers will issue exemption certificates to allow FLS & NatureScot to operate sites under their supervision without a licence in 2021.
	I&I sub-group	Clarify waste water disposal options. May need more permanent waste disposal facilities (eg. at public loos) and temporary seasonal facilities at visitor hotspots.

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	I&I sub-group	Water-tank fill up points (possibly linked with above), possibly based on shared services approach with campsites, petrol stations and public toilet blocks).
	NatureScot/NAF	Revised <a href="#">NAF guidance</a> 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. NPs) 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.
Trial and develop low-cost, low carbon and integrated transport solutions at key locations to help reduce traffic management and parking issues.	TS, Sustrans, VS, LAs/NPAs	Need to encourage more active travel-based visits where practical, and increased use of public transport/shuttle buses subject to ongoing COVID restrictions (requires provision in popular visitor destinations, not just large population centres).
Review and enhance current provision and funding for rangering workforce to support visitor management	NatureScot (RDP)	Revised policy statement on <a href="#">Rangering in Scotland</a> launched in March 2021. Wider support for professional development of the ranger workforce is under ongoing discussion with Ranger Development Partnership.
	CNPA, LLTNPA, NatureScot, FLS?	Increased seasonal ranger/site staff provision will be implemented by land managing public bodies/NPAs (in CNPA area, for example, this will lead to an approximate doubling of combined staff capacity on the ground).
	NatureScot	Funding extended for 12 community and private sector ranger services supported by NatureScot.
	NatureScot, SG	Further funding for seasonal ranger provision is being distributed through a 2nd round of the Better Places fund (see details above).
	NatureScot, SCRA (RDP)	A joint Leading Edge training event for rangers (with Scottish Countryside Rangers Association) took place in March 2021. A training resource on challenging behaviour has also provided by LLTNPA.

### VMS Priority 3 - Delivering a joined up and cohesive action plan across Scotland

VMS ACTIVITY	LEAD (SUPPORT)	ACTION TO DATE
Put in place effective governance arrangements to provide national leadership and co-ordinated action for visitor planning and management. Invest in visitor management.	All	Visitor management strategy governance framework established in Oct-Nov 2020.
	Various	Visitor management plans established at various scales and in different contexts – eg. CNPA visitor management plans for key areas such as Deeside & Angus Glens, NatureScot resilience strategy for NNRs across Scotland.
	Op Group?	Collectively develop a Visitor Management “Problem Solving” matrix (action proposed by PRR sub-gp for Op Group).
	Op Group?	Education seminars between agencies/organisations and sectors to gain understanding of each other’s actual capabilities, priorities and role (action proposed by PRR sub-gp for Op Group).
	PR&R sub gp, Police Scotland LL&TNP/ LA’s	Development of multi agency “who has powers to do what” guidance for byelaws, offences & regulations is in progress.
	PR&R initially – then other subgroups	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 within different areas.
Invest in visitor management partnerships in key areas to improve local visitor planning arrangements and address anti-social behaviour	Police Scotland/LAs (PR&R sub-gp)	Local strategies developed to co-ordinate traffic management, reopening/expansion of facilities/services and policing in NC500 area, the two National Parks, Highland Perthshire, East Lothian and the Pentland Hills.
	NatureScot/VS & others	Liaison with environmental, recreation and land management NGOs / SGBs is ongoing via eNGO liaison group, VMS Op Group and sub-groups, NAF and ad hoc liaison over specific tasks – to help ensure that all bodies can contribute to VMS activity.
	Police Scotland (PR&R sub-gp)	Additional volunteers mobilised including Special Constables, Police Scotland youth volunteers, SFRS cadets and water bailiffs as additional staff on ground.
	Police Scotland, LLTNPA	Partnership Against Rural Crime established in LLTNPA in Jan 2021. Thirteen other local PARC groups have been directly engaged in preparatory work elsewhere.
	P/R&R sub group	Early engagement with local COPFS to develop awareness and guidance relating to regulation and enforcement activity.

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	LAs	Visitor management groups have been established in various areas – eg. South of Scotland Visitor Management Group (Borders and D&G councils).
Support communities to develop the skills and capacity to develop local approaches to visitor management.		Generic request advertising for landowners interested in discussing diversification of land for visitor management purposes (action proposed by PRR sub-group for I&I sub-gp).
	NatureScot, NFUS, SLE, NAF	Develop improved resources to help land managers to responsibly manage access issues. Not clear whether land management bodies would like to pursue this.
Develop a communication plan with a key messaging framework to ensure stakeholders, partners and industry are kept up to date and engaged with the work of the Visitor Management Strategy.	VS, SG (NatureScot)	SG media release to announce VMS work on 19 March.
	VS	<a href="#">Web page</a> established to provide information about VMS activity. Wider activity covered by stakeholder & industry networking events as noted above.

#### VMS Priority 4 - Becoming and remaining a world leader in visitor management

VMS ACTIVITY	LEAD (SUPPORT)	ACTION TO DATE
Establish and make effective use of the evidence base – map issues and pressures and monitor improvements in visitor experience and behaviours.	NatureScot (LLTNPA, CNPA, SF)	Online <a href="#">survey</a> of general public to track recreation behaviour and attitudes during COVID completed in September 2020. Timing of next survey dependent on timing and nature of lifting of lockdown measures.
	NatureScot (SOAN)	Online survey of access authorities to obtain overview of access issues completed in October 2020. Timing of next survey under consideration.
	NatureScot (VMS groups)	Overview of hotspots being compiled to inform estimates of resource requirements (I&I sub-group) and collaborative local management (PR&R sub-group).
Learn from global experience and share our emerging good practice in sustainable visitor management	UK ORN / Europarc member bodies	Wider sharing of experience took place in 2020 (and ongoing) through UK Outdoor Recreation Network and Europarc.

<b>VMS ACTIVITY</b>	<b>LEAD (SUPPORT)</b>	<b>ACTION TO DATE</b>
Ensure that the visitor management strategy remains a high profile element of the 2030 vision and is integrated with other work to implement this vision.	SG, local and NP authorities, FLS, VS and NatureScot	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 SG.
Undertake regular reviews of progress with the strategy every three years.	VS	Longer term action.