



Stakeholder Forum

DECEMBER 2019

Welcome



Agenda

- 2019 camping season overview
- Human waste trial update
- 3 Year Report update and discussion
- Future of the forum discussion

Camping in the Park 2019

Camping in the Park 2019



- Preparation for the season
- Loch Achray campsite



Camping in the Park 2019

**YOUR
PARK**

LOCH
LOMOND
& THE TROSSACHS
NATIONAL PARK

Camping 1st March – 30th September 2019



10,508

camping bookings across the Park
(increase of just over 11% from 2018)

24%

of bookings were
motor homes



76%

of bookings were
tents



visitors to the camping pages on our
website. **492,927 page views** were
recorded overall by 112,649 users.



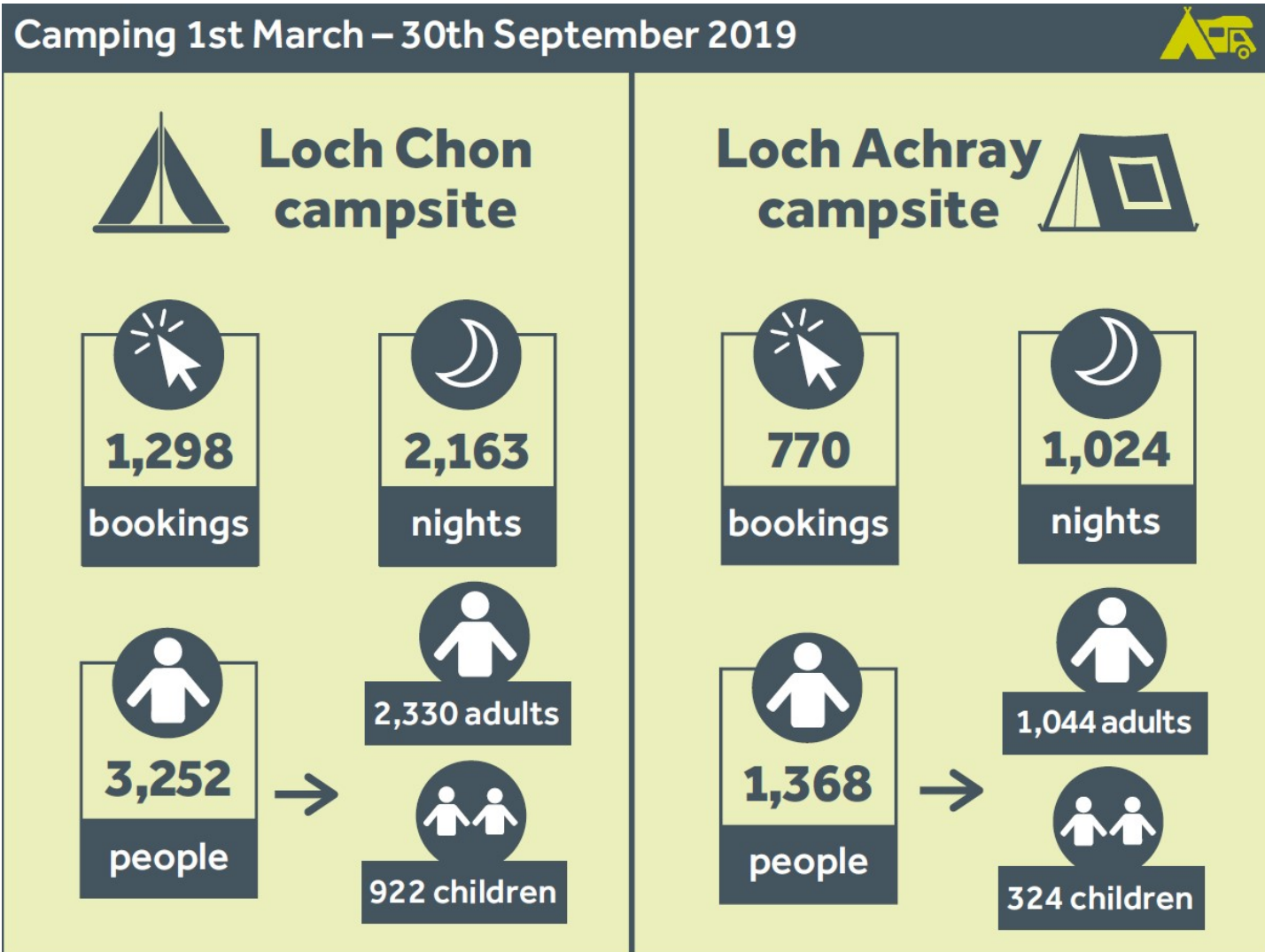
28,000 people camped (increase of just
over 10% from 2018).

This included **5,000 children** (6% increase).

Camping in the Park 2019

**YOUR
PARK**

LOCH
LOMOND
& THE TROSSACHS
NATIONAL PARK



Camping in the Park 2019

Camping 1st March – 30th September 2019



91%

bought a permit
before visit



95%

said it was easy
or very easy to
buy a permit



44%

met a ranger
during their stay
in a permit area



95%

said it was very
easy or easy to
find the permit
area



92%

said very likely
or quite likely to
recommend
camping in a
permit area



93%

said they were
provided with
info needed
about how the
byelaws operate



34%

had stayed in a
permit area
before

Camping in the Park 2019



- Operational management and administration
- Enforcement
- Communications
- Looking ahead





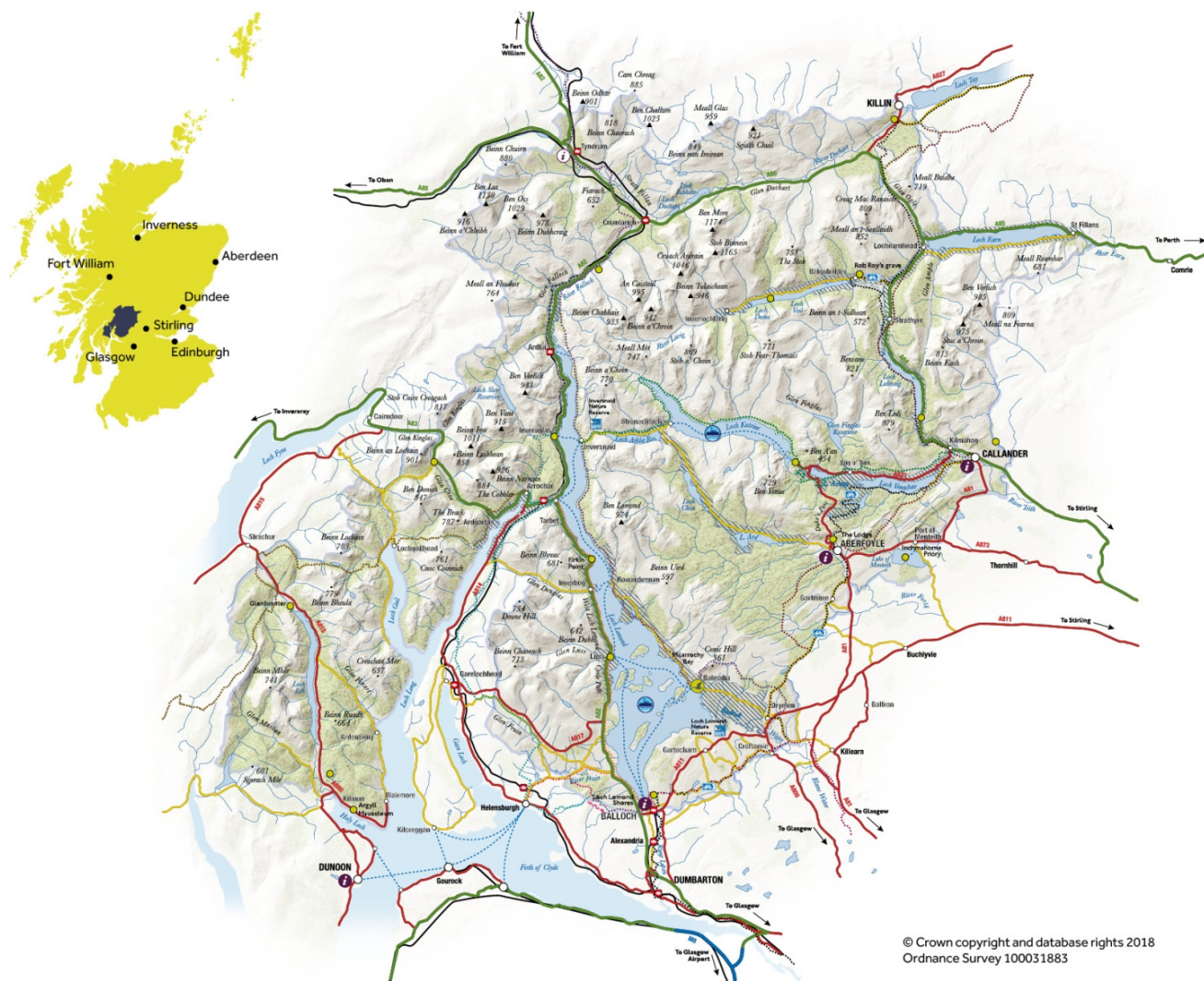
Shh...It Happens!

A “FECEABILITY” PROJECT ON REDUCING IRRESPONSIBLE
TOILETING

Scotland's first National Park

**YOUR
PARK**

**LOCH
LOMOND
& THE TROSSACHS
NATIONAL PARK**



© Crown copyright and database rights 2018
Ordnance Survey 100031883

Is this a load of ...?



Not unique to us, but an increasing issue across the National Park.

What's "irresponsible toileting"?

Leaving poo on the surface without burying it, going too closely to water or buildings, or littering toilet paper and sanitary products.



The issue is starting to pile up



- Scottish Outdoor Access Code (SOAC) advice recommends digging a hole at least 30m away from water and buildings and replacing the turf when done.
- Sadly, messaging and engagement is limited and often a little dry.
- We wanted to understand how best to encourage people to poo responsibly, so designed our “feceability” project.

Floating some ideas



Communications strategy



3 physical interventions

Not our favourite topic ... But it's a solid number two.

**YOUR
PARK**

**LOCH
LOMOND
& THE TROSSACHS
NATIONAL PARK**



Loch Lomond & The Trossachs National Park

14 August · 🌐

Do you know what to do when you **#needtopoo** 🦌 in the outdoors? Follow the Scottish Outdoor Access Code and dig it, don't dump it!

Find out more including where you can 'go' before you go 📌

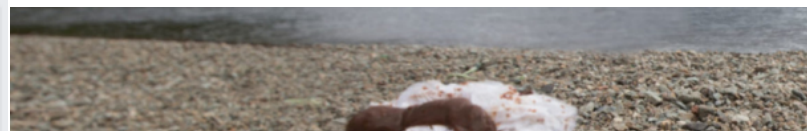
<http://bit.ly/2T0sxXq>

.....
**CAN YOU
DIG IT?**  **YES YOU
CAN!**
.....



13

1 comment 5 shares



Home > Things to do > Camping > What to do when you need to poo

What to do when you need to poo

It may be the most natural thing in the world but that doesn't mean it's ok to 'dump' it anywhere.

www.stirlingobserver.co.uk

Scheme's poo-tential to to protect beauty spots

Campaign aims to reduce irresponsible toileting

KATYA MARJORIBANKS

A pilot scheme is being launched to encourage campers to toilet responsibly outdoors.

Loch Lomond and Trossachs National Park Authority is hoping to take the embarrassment out of something everyone does, by launching a trial project to help people know what to do when they need 'go' in the park.

The trial aims to change behaviour and reduce irresponsible toileting. This will be supported by awareness raising on social media and the park's website.

Sites in Loch Lomond, the Trossachs and West Loch Lomond have been chosen for the trial due to their ongoing issues with human waste.

Posters will be displayed at Loch Lomond encouraging people to do the right thing and providing information on the location of the nearest public toilet.

At West Loch Lomond, the Trossachs, toilets will be available for campers to borrow with advice

on how to bury their poo in line with the Scottish Outdoor Access Code guidance.

Site Field in West Loch Lomond will be trialling the most radical approach with campers being asked to "bag it and bin it" as they would with dog poo. Campers will be provided with a pack that includes biodegradable poo bags as well as an "onion" monkey bag with information on how to pack on their waste. A hygienic dog bin will be on site for campers to drop their used poo packs into. The bin will also have awareness raising information and advice printed on it.

LUNPA litter possession manager Nik Turner said: "Talking about human waste can be awkward and it's understandable that people are squeamish about it, but it is a conversation we need to have."

"Not only is it gross and unsightly, improper disposal of human waste can be harmful to the environment, wildlife and people. It really puts other campers and visitors off and costs a considerable amount of time and resources to deal with."

"Many are just too embarrassed to

ask about how to toilet responsibly so our campaign is aimed at helping people understand the right thing to do, in a light hearted and informal way. By trialling these different methods and gathering feedback we'll gain valuable insight into what works best."

Throughout the trial, the authority will also be running an online campaign to raise awareness, including encouraging visitors to go before you go and highlighting a map of all public toilets in the area. National Park Rangers will also be talking to visitors, providing advice and information about responsible toileting.

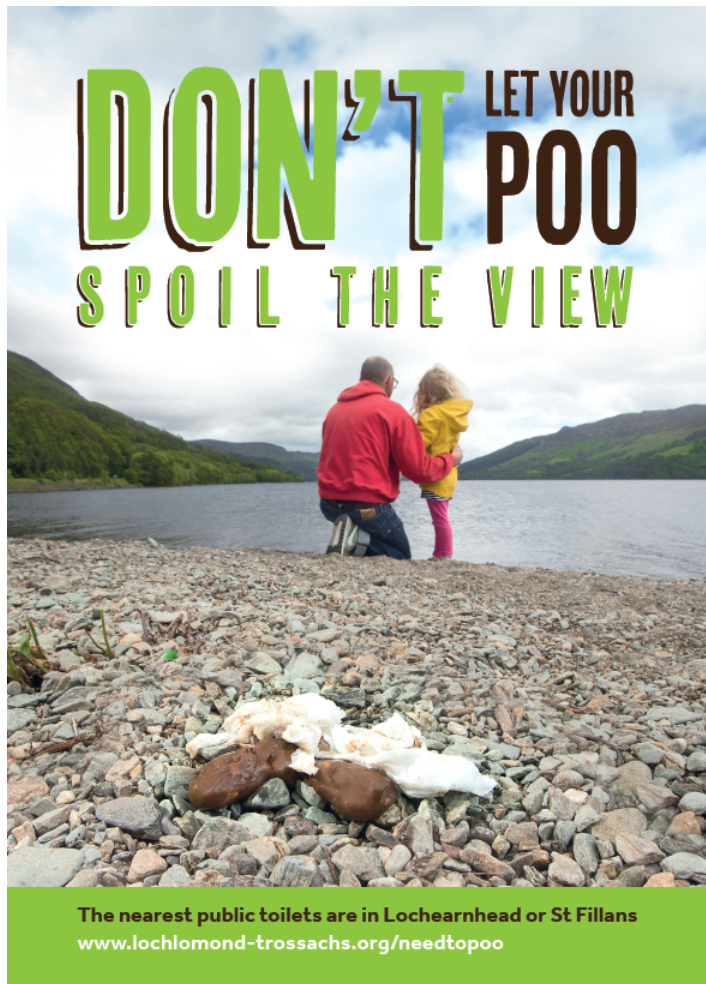
The trial will be closely monitored and at the end all the information from each site will be evaluated and compared to data collected in previous years to see what, if any, intervention worked best and could potentially be used more widely across the National Park in the future.

To find out more about the trial or for advice about responsible toileting, visit www.lochlomond-trossachs.org/needtopoo



Campaign Posters being used to highlight the problem of irresponsible toileting

Don't let your poo spoil the view



Onsite signage, with “shock factor” imagery.

Including information on the closest public toilet, reminding people of the most preferable message of “go before you go”.

Quick, cheap and easy to implement at sites where toilets were less than 5 minutes away.

Can you dig it? Yes you can!



Trowel loan system.

Graphics explaining how to use them, reinforcing Scottish Outdoor Access Code advice.

Minimal servicing costs – once it's made, only need to “top up” trowels if any go missing / break.

Aiming to give people the confidence to invest in their own trowel, so sustainable in long run.

Shh...It Happens!



Shh...It Happens!



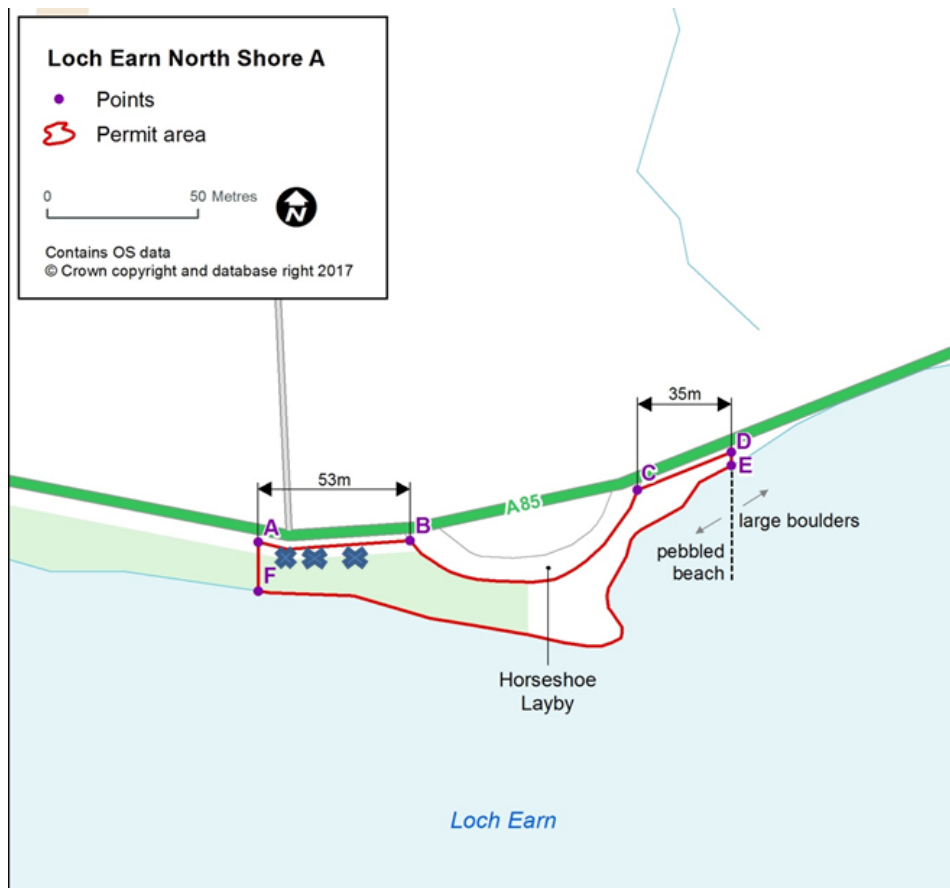
Human poo bin and poo packs.

Encouraging people to bag it and bin it.

Most challenging intervention both for behaviour change and management.

Installed at site where it's difficult to get far enough away from the loch to follow SOAC advice.

Keeping a log of the results



Ranger feedback on poo amount and infrastructure use.

Cleaning contractor poo counts.

User feedback via post stay survey.

Making a splash



11 print and online media outlets articles.

4 national radio and television pieces.

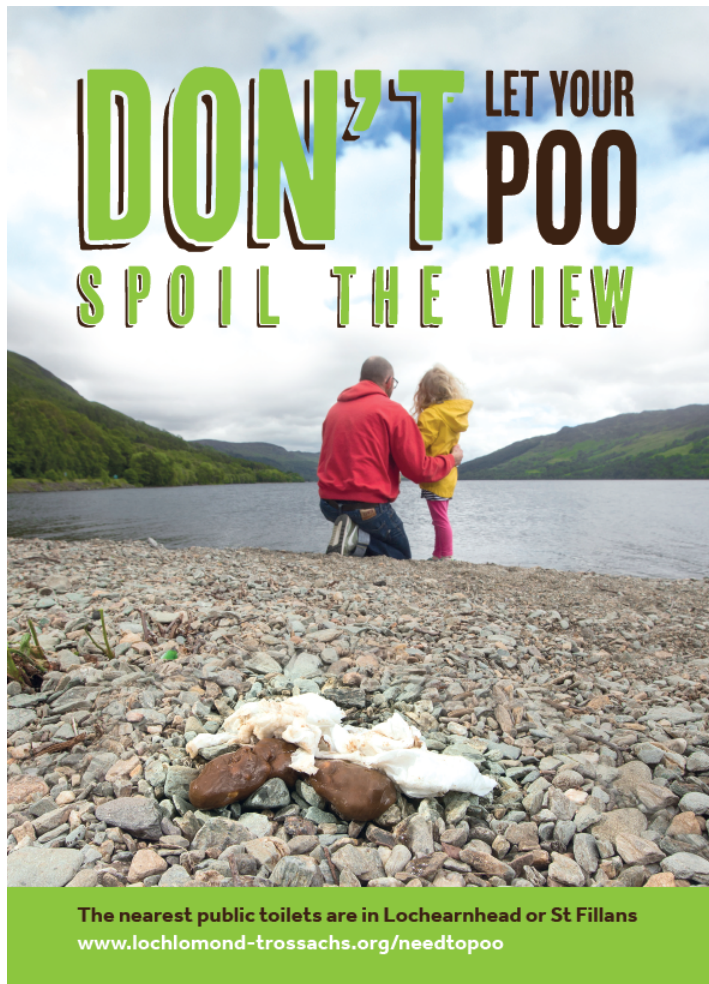
Over 19,000 website hits over July – mid Sept.

19 external partners and stakeholders sharing through their social media channels.

Suie Field poo bin video is our second most viewed video on Facebook, being shared 140 times with over 97,000 engagements.



Nuggets of learning



‘The posters/email did encourage us to lift it, my daughter stepped on someone else’s poo which I wasn’t too happy about so its only fair to other campers to lift it.’

It's got poo-tential



'It was brilliant, and I particularly liked the trowels at the site to encourage folks to dig their own latrines.'

Jobbie's a good'un!



'It was fantastic and I would love to see this more widespread.'

- This is the most challenging behavioural change -

'Excellent idea as long as everyone uses it.'

- The bin was 60l in volume, but:

'Was camping with young children - very easy to use with them with travel potty. If I was desperate when camping would use this method [...] Trial is a good idea.'

Cleaned up in one wipe?

No, but we never expected to crack the issue – we wanted to test different methods and see what did / didn't work.

Interest and engagement far exceeded our expectations.

Solid foundation from which to scale up.

Currently evaluating what to take forward next year.

Communications and messaging will definitely continue.



Three Year Report

Discussion

Future of the Stakeholder Forum

Discussion



Thank you