

Managing Visitor Pressures in 2021

Pre-season Stakeholder Briefing

National context

Gordon Watson

National Visitor Management Strategy and Steering Group

VisitScotland

NatureScot

Cairngorms National Park

Forestry & Land Scotland

Highland Council

Police Scotland

Transport Scotland

Loch Lomond & The Trossachs National Park

- **Three workstreams:**

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

Infrastructure and Investment

- Strategic view of visitor infrastructure and supporting services needed
- Short-term infrastructure coordination
 - Focus on 5 Strategic Visitor management areas – Highland, Loch Lomond & The Trossachs, Cairngorms, Lothian, Highland Perthshire
 - Rural Tourism Infrastructure Fund £6.2M for 2021
- Longer term:
 - Establish Capital investment proposals for the next three years
 - Develop improved public transport to key hotspots – cater for people not just cars
 - Better destination integration with active travel and transport hubs

NatureScot

Better Places Green Recovery Fund

- First round launched December 2020 - visitor management planning
- 35 plus projects funded (£400k)
- Second round launched (£2.75 million)
- New/additional seasonal rangers and visitor management staff
- New/extended quick infrastructure measures (including temporary facilities eg. portaloos).
- All measures to be in place for 2021 season.
- Local authorities, community groups and NGOs.

Education and Communication

A new collaborative approach to marketing and communications aiming:

- To encourage greater uptake of outdoor activities and tourism
- To ensure consistent messaging that reinforces responsible outdoor access guidance and the warmth of our welcome
- To address challenges around outdoor access, antisocial camping/motor homing and offer guidance on how to overcome these
- To encourage a feeling of ownership and responsibility to protect our natural environment
- To encourage greater spread of visitation away from hot spots during peak periods
- To promote new product and revised policies and guidance as they become available



Let's Keep Scotland Special Campaign

- Keeping dogs under control and on leads around livestock
- Binning or taking litter home
- Avoiding overcrowding and moving on from congested hotspots
- Guidance on camping, campervans and fires





National Park context

Simon Jones

MAP 1: VISITOR PRESSURES EXPERIENCED IN 2020

The NPSRAG recognise that these are not the only areas where visitor pressures were felt or an exhaustive list of the types of issues experienced across the Park in 2020. These are the locations where pressures were felt more acutely and types of issues that were experienced most often.

1 Kinlochard

- Traffic congestion
- Irresponsible parking
- Irresponsible toileting

2 East Loch Lomond

- Traffic congestion
- Irresponsible parking

3 Falls of Falloch

- Irresponsible parking
- Risk of high speed Road
- Traffic Accident
- Littering

4 Arrochar

- Traffic congestion
- Irresponsible parking
- Risk of high speed Road
- Traffic Accident

5 Coileasan

- Antisocial Behaviours associated with camping (permit area closed)

6 Luss

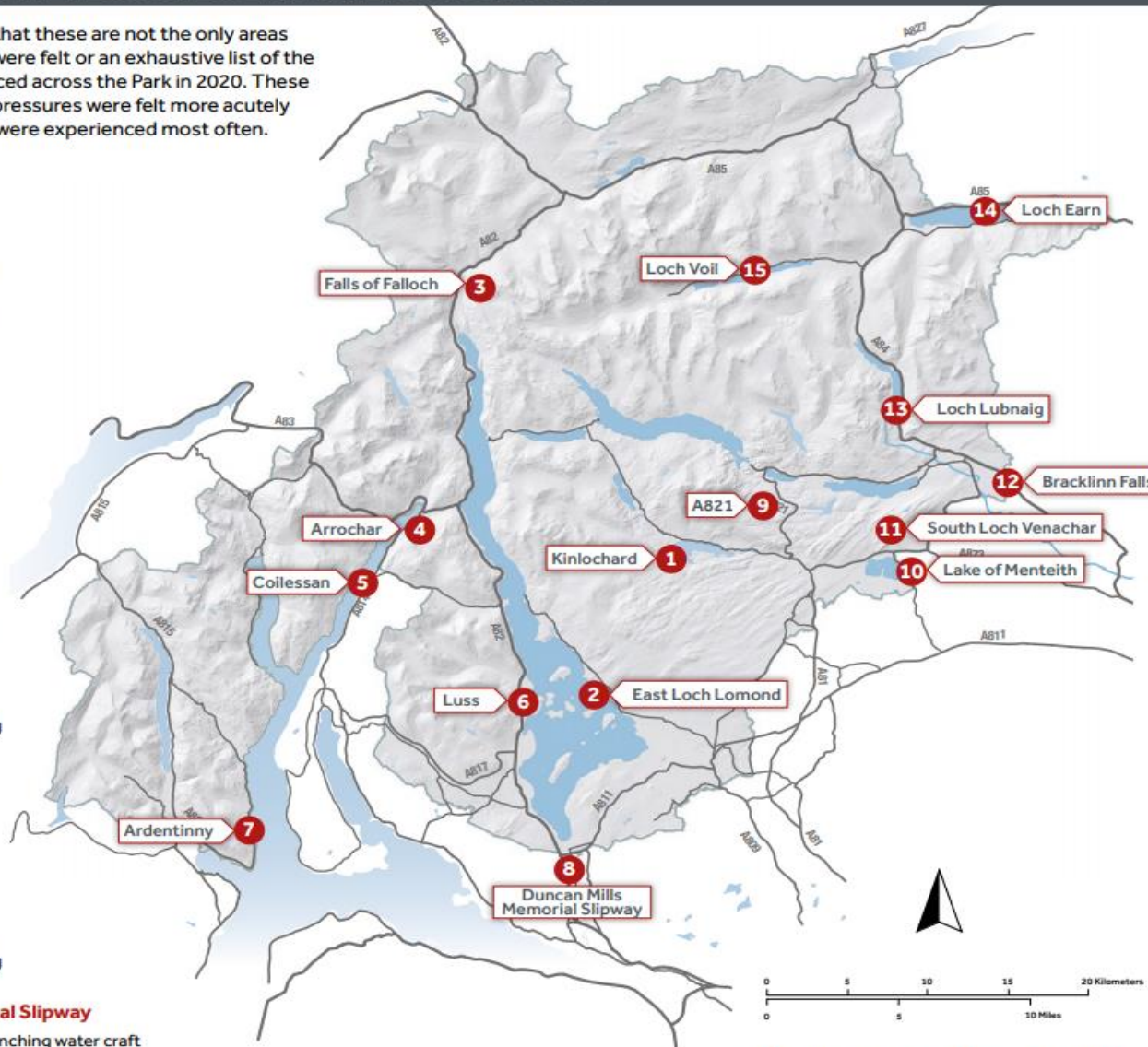
- Irresponsible parking
- Inadequate service provision for visitor numbers

7 Ardentinny

- Anti-social behaviours associated with camping

8 Duncan Mills Memorial Slipway

- Reduced capacity for launching water craft



9 A821

- Traffic congestion
- Irresponsible parking

10 Lake of Menteith

- Anti-social behaviour associated with camping
- Irresponsible parking

11 South Loch Venachar

- Irresponsible parking
- Anti-social behaviour associated with camping
- Irresponsible fire lighting

12 Bracklinn Falls

- Traffic congestion
- Irresponsible parking
- Littering

13 Loch Lubnaig

- Irresponsible parking
- Risk of high speed Road
- Traffic Accident

14 Loch Earn

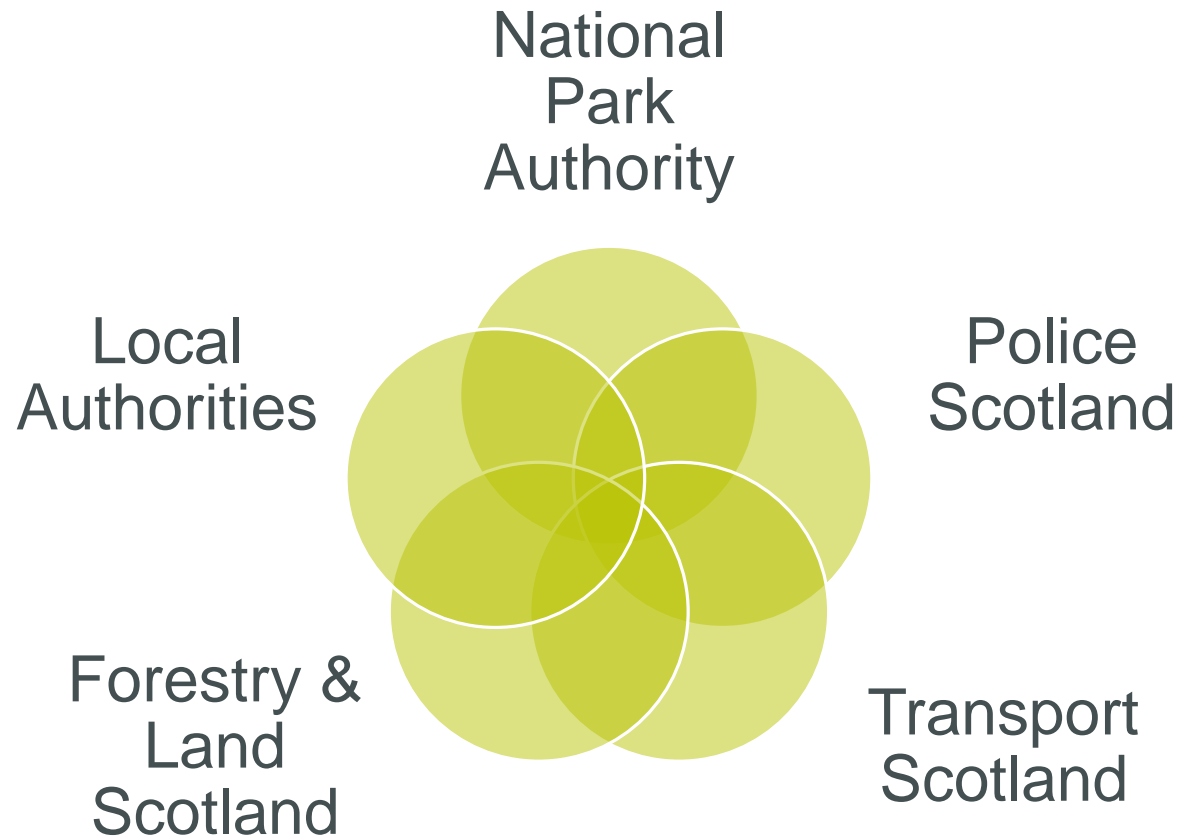
- Traffic congestion (South Loch Earn Road)
- Irresponsible toileting (Permit Areas & opposite St Fillans)
- Irresponsible parking
- Antisocial behaviours associated with camping (Irresponsible fire-lighting, litter, fly-tipping)
- Antisocial behaviour with Personal Water Craft

15 Loch Voil

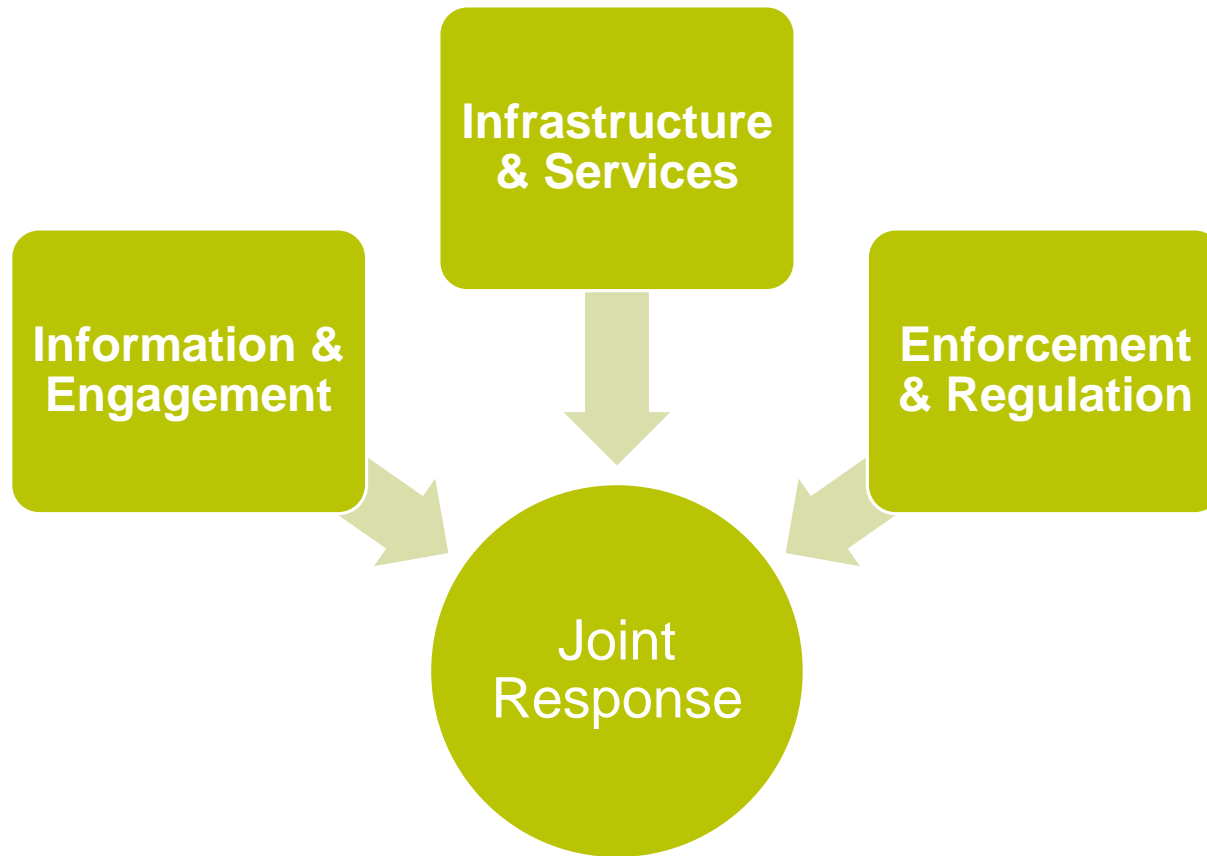
- Irresponsible parking
- Anti-social behaviour associated with camping

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National Park Safe Reopening Action Group



Joint Response Visitor Management Plan



Preparing for the visitor season

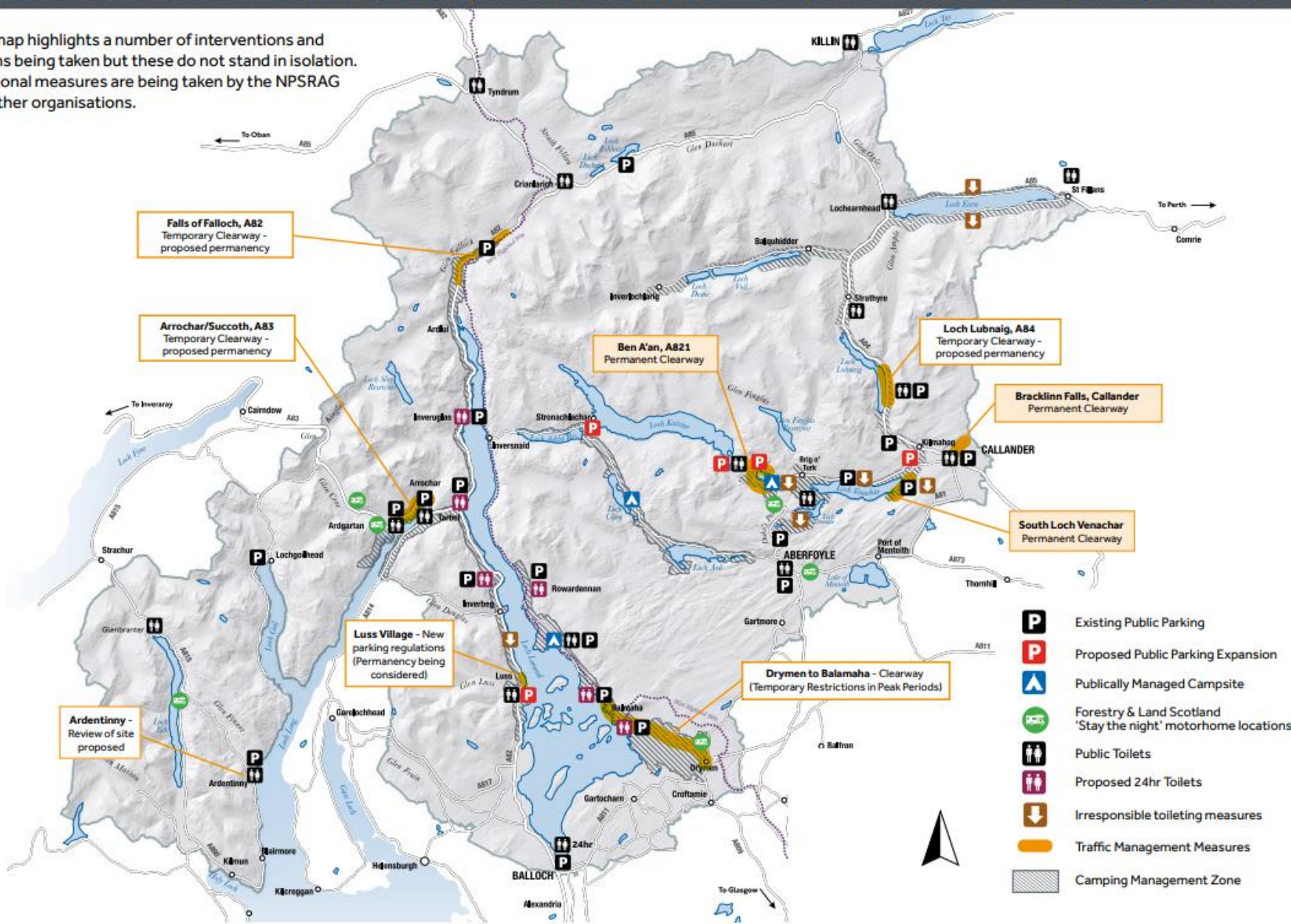
Kenny Auld

Additional measures this season

- Extra public toilets in busy locations and extended opening hours
- More staff on the ground
- Expanded car parking capacity
- New traffic signage and clearways to reduce congestion and irresponsible parking
- Extra overnight parking for motorhomes
- Pop-up information stations for visitors
- More staff at weekends
- 'Hit Squad' volunteers to help tackle litter
- Pre-season litter blitz

MAP 2: MANAGING KEY VISITOR PRESSURES IN LOCH LOMOND & THE TROSSACHS NATIONAL PARK

This map highlights a number of interventions and actions being taken but these do not stand in isolation. Additional measures are being taken by the NPSRAG and other organisations.



National Park reopening timeline

1st April

- Full season ranger deployment

12th April

- Camping bookings reopen

26th April

- Camping permit areas/NP and FLS campsites reopen
- Duncan Mills Memorial slipway, Three Lochs Forest Drive and the Lodge reopen

Communications and engagement

Joanne Ford

Our approach



Key themes

- **Parking**
- **Camping**
- **Litter**
- Fires
- Toileting
- Water safety
- Motorhomes
- Sustainable travel

Who we're trying to reach

| Visitors | Communities |
|---|--|
| <ul style="list-style-type: none">• Families on staycations and day trips• 18-24 years olds from central belt• Hillwalkers, campers, swimmers, paddleboarders (new and returning)• Motorhome owners and hirers | <p>Of place:</p> <ul style="list-style-type: none">• Residents (NP and outskirts)• Local businesses• Community groups <p>Of interest:</p> <ul style="list-style-type: none">• Recreation bodies• Land Managers• Online interest groups/influencers |

Engaging with stakeholders

**Keeping you
informed**

**Place-based
forums**

**Localised
visitor
management
discussions**



Q&A