

CAIRNGORMS LOCAL OUTDOOR ACCESS FORUM

Title: Treading Lightly in the Cairngorms National Park

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Purpose

The attached draft project plan outlines proposals for developing a programme of works to promote the Scottish Outdoor Access Code and encourage responsible behaviour.

Advice Sought

Members are invited to discuss this paper, endorse the approach and contribute ideas for other project elements around the three main issues (see para below).

Background

1. Promoting and publicising the Scottish Outdoor Access Code has been an ongoing task over the last 6 years. There is however benefit in moving this work into a more integrated and proactive programme and the project plan attached shows how this could be taken forward.
2. The CNPA has decided to focus its attention on some key issues of responsible behaviour by recreational users in the countryside. This has been precipitated by several factors:
 - a. The Park Authority has a duty to publicise the Scottish Outdoor Access Code and recognises the need for a more focused and targeted approach based on specific issues within the Park
 - b. Support from the Cairngorms Local Outdoor Access Forum for more and better targeted educational initiatives
 - c. Responsible behaviour by countryside users is one of the primary targets of the national SNH led campaign
3. Concerns expressed by land owners, conservation interests and the general public focus on the following issues:
 - a. *responsible dog ownership*
 - b. *responsible behaviour associated with backcountry access and camping*
 - c. *responsible mountain biking*

Project Aim

4.
 - a. To run a targeted programme based on media, events and resource development to raise awareness amongst the general public about Treading Lightly in the Park and influence their behaviour to ensure greater compliance with the Code.

- b. To influence land managers and communities to play a part in managing their land strategically from a recreation perspective e.g. developing visitor management plans; deployment of ranger services towards visitor-facing activities and other related activities.

Objectives

5. The project objectives fall under the following headings:

- a. *Resource development*
The project will include a suite of resources – webpage, leaflet, event support, banners, VMP guidance - targeted at the general public focusing on the key issues identified in para 1.2 above
- b. *Publicity*
Publicity will be generated at key stages of project development, which will utilise the media and press as well as any forms of social media promoted by the CNPA or other partners
- c. *SNH campaign*
The project will reflect elements of SNH’s national campaign at a regional/local level

Organisation

6.

Stakeholder	Responsibility
Project Sponsor – Cairngorms Local Outdoor Access Forum	<i>Responsible for:</i> Agreeing to take forward the project Any issues taken forward by SRO
Senior Responsible Owner – Bob Grant	<i>Responsible for:</i> The direction, progress and ultimately the success of the project Ensuring that a valid business case continues throughout the project Support the PM in finding the resources needed Reporting to the PS
Senior Responsible Supplier – Communications and Engagement – (staff member to be agreed)	<i>Responsible for:</i> Agreeing objectives for specialist project elements Approving content and format of project elements Keeping interested parties informed
Project Manager – Fran Potheary	<i>Responsible for:</i> Managing the project day-to-day Planning, monitoring and controlling the work Signing off project documents, requisition forms, tenders etc Reporting progress to the Project Sponsor Ensuring the outputs are delivered

Scope

7. The project is a three year programme of work involving liaison with the general public – both residents in the Park and visitors to the Park – about responsible behaviour, and in particular promoting messages that will change people’s attitudes and behaviour to reflect care for the special qualities of the Park and those that live and work here.
8. The project is about negotiating with and encouraging the assistance of partners – mainly ranger services, key estates, recreational users and communities - in delivering the project elements.

Key Deliverables

9. The key outputs (“project elements”) will be:
 - a. *General responsible access theme*
 - A Tread Lightly concertina leaflet on responsible camping and journey-related outdoor behaviour and practices
 - Visitor Management Plans for estates and communities with a significant degree of visitor pressure
 - b. *Dogs theme*
 - Banners for Dogs Events – Code messages on responsible access with dogs
 - A webpage dedicated to visitors with dogs on the www.visitcairngorms.com website
 - Support for Superdog Event, Pitlochry (late April) and Top Dogs Day Out, Glenmore (July)
 - Promotion of the Green Dog Walkers scheme amongst local residents and regular users at habitual dog walking areas
 - c. *Mountain biking theme*
 - A series of events or workshops designed to elicit further information about mountain biking in the CNP
 - A policy in the revised Outdoor Access Strategy relating to mountain bike access
 - Influencing at a national level about responsible use and promotion

Exclusion

10. The programme is not about:
 - a. Campaigning to change the primary legislation or the Scottish Outdoor Access Code
 - b. Individual access casework on specific estates
 - c. Ongoing work with land managers to promote responsible management through use of Instant Signmaker and SNH land-management signage etc.
 - d. Other Code issues

Project Controls

11. The Project will be subject to the following controls:
 - a. Meetings as required between PM and SRO
 - b. Regular reporting to Cairngorms LOAF

Stakeholder Analysis

12.

Stakeholder	Interest in the Project	Information required and method of communication
CNPA Board		Working group discussion; endorsement of project
Cairngorms LOAF	<i>Project Sponsor</i> Remit to advise on matters to do with outdoor access in the CNP	Regular briefings and engagement in developing new ideas through meetings and informal site visits
CNPA access and visitor management staff	Discharging statutory responsibility for publicising and promoting the Code Raising awareness and understanding of the Park	Opportunity to feed in ideas and develop project elements. Regular meetings and briefings.
CNPA Communications Staff	<i>Senior Responsible Owner</i>	Information about project elements, target audiences and opportunities for co-ordinated publicity Regular meetings
CNP Ranger Services	Partner in design and delivery of project elements	Regular briefings and engagement through CNPA Rangers gathering; CNPA Ranger web forum and individual meetings
Recreational users	Partner in design and delivery of project elements Promotion of responsible access amongst peers	Engagement through Forums and interest groups
Land managers	Partner in design and delivery of project elements Support for visitor management planning	Regular briefings and engagement through Forums and individual meetings
Residents and communities	Better 'planned for' and managed access round communities	Opportunities for engagement through Community Councils; community development companies
Visitors	Better information about where to go, what they can do and how to take responsible access	Website, social media and visitor facing information e.g. guides, leaflets
Dog owners	Potential to improve local opportunities for residents	CBP and local community websites

	and visitors e.g. Green Dog Walkers Schemes	Community Councils
Cairngorms Business Partnership	Potential impacts on businesses through encouraging responsible messages	Engagement through CBP website and liaison meetings.
SNH – natural heritage	Potential to use NNR's as good practice sites	Regular meetings and briefings Engagement of NNR Managers
SNH – Code promotion	Co-ordination of effort between local and nationally targeted promotion	Regular briefings and liaison re respective programmes of work and campaigns

Known Risks

13.

- a. No funding available
- b. Funding available for single year only
- c. Lack of staff resource to take the lead
- d. Lack of staff resources within dependencies
- e. Lack of effective engagement by Ranger services
- f. Lack of buy in from communities
- g. Potential inconsistency with national campaigns

Next Steps

14. The project plan will be presented to the Board for discussion in the next few months. However it is worth noting that some project elements are already progressing – for example, the Tread Lightly concertina leaflet which is at a fairly advanced stage of consultation and design.

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