

## ***GUIDANCE ON RESPONSIBLE PROMOTION OF RECREATIONAL OPPORTUNITIES***

### **Promoting recreational opportunities responsibly within the Cairngorms National Park**

1. We all want people to enjoy the Cairngorms National Park by getting out and about. Visitor's expectations in a National Park are high and the provision of high quality information to promote activities in particular areas can really help meet these expectations.
2. There have never been more ways in which to draw information about recreation opportunities to the attention of potential visitors – for example, through books, magazines, leaflets, activity-specific maps, websites and social media. The influence of each piece of promotion varies hugely: large-scale commercial guidebooks may have a significant impact on where people go and what they do while a website for club members will have a much smaller 'readership' and limited impact. This guidance is predominantly, but not exclusively, directed at those who are actively promoting and marketing recreational opportunities in the National Park.
3. Everyone has access rights, which means that almost all the National Park is available to visitors to explore as long as they behave responsibly. Large areas of the Park are environmentally sensitive and wildlife and habitats may be prone to damage or disturbance at particular times of year and under certain conditions. Likewise land management activities vary from season to season and will impact on people's outdoor experience, and vice versa. It is especially important that people promoting activities give consideration to this environmental context.
4. The Scottish Outdoor Access Code already defines how to manage and exercise access rights responsibly and advises, in the section on Running a Business, that:

“If you are writing a guidebook, leaflet or other promotional material about access in an area, try to talk to the relevant land managers to see if any local issues relating to privacy, safety or conservation need to be referred to in the publication” (para 3.63, page 49).

### **Guidance on Responsible Promotion of recreation opportunities**

Good promotion of recreation is that which:

- refers to the responsibilities of access takers contained within the Scottish Outdoor Access Code;
- minimises or mitigates any potentially detrimental impacts on sensitive species or

habitats or land management activities within the National Park,

- avoids encouraging activities which may not be sustainable in certain areas or where it might not be possible for users to comply with either the Scottish Outdoor Access Code or the activity-specific good practice guidance issued by National Governing Bodies
- provides the best quality information for visitors – including information about the special qualities of the National Park –and results in good visitor experiences
- gives land managers the opportunity to contribute to the provision of visitor information where significant issues arise.

**If you are providing information you should:**

- As a general point, promote responsible behavior as described in the Scottish Outdoor Access Code (<http://www.outdooraccess-scotland.com>); and if you are promoting specific activities, utilise the good practice guidance provided by that activities representative body or National Governing Body
- Consider carefully whether promotion of the recreation opportunity will potentially cause environmental damage, problems for land managers or other users
- Make contact with the land manager if you are in any doubt about the point above. If you are unable to find out who the land owner is, contact their representative groups such as the Scottish Rural Property and Business Association or National Farmers Union of Scotland; or the Park Authority
- Draw particular attention to any issues likely to be faced in the area or route you are promoting, in light of your liaison with the land manager
- Provide a contact point and invite feedback about the information provided
- Respond constructively to any feedback received
- Contact the National Park Authority if you require further assistance.

**If you own, or have an interest in, land over which routes or activities are promoted:**

- Work positively with information providers to ensure the best quality of information and advice;
- If you are concerned by the information provided, make direct contact with the source of the information, expressing your concerns and, if appropriate, suggesting reasonable changes;
- Ensure you have a point of contact so that information providers can reach you;

- Contact the National Park Authority if you require further assistance.

**The Cairngorms National Park Authority will:**

- Encourage use of, and distribute this guidance and explore creative ways to influence rapidly evolving media e.g. social media
- Mediate between information providers and land managers where significant issues present themselves and when other negotiations have been exhausted, taking advice from the Local Outdoor Access Forum when necessary;
- Assist information providers by providing contact details for land managers and offering general advice;
- Request that anyone applying for grant aid or wishing to use the National Park Brand follow this guidance.

Cairngorms National Park Authority

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