

CAIRNGORMS LOCAL OUTDOOR ACCESS FORUM

---

**Title:** Promotion of the Scottish Outdoor Access Code

**Prepared by:** Fran Pothecary, Outdoor Access Officer

**Purpose** The purpose of this paper is to advise the Forum of the steps the Park Authority has undertaken to date and the future plans to promote the Code.

**Advice Sought**

The Forum is asked to contribute to the development of further Code promotion in terms of target audiences and appropriate media, with an eye to national priorities and the Outdoor Access Strategy.

**Background**

1. The Park Authority, along with other access authorities, has a duty to *publicise* the outdoor access code. Scottish Natural Heritage has a further responsibility to *promote understanding* of the Code and keep it under review and for 2008 their campaign has targeted dogs and campers – both ‘warm’ and ‘cold’ audiences – using a variety of media (e.g. posters and swing tags) and a variety of locations (e.g. fuel stations, music festivals and urban settings). The Park Authority has always sought to meet this enhanced responsibility of promoting understanding of the Code, in light of the importance of the National Park for recreation and land management, and the consequent higher expectation laid on it in terms of best practice. The Outdoor Access Strategy Policy 5 gives the Forum a role in advising the Park Authority on its annual programme of promotional activity. There is a recognition that our involvement in promotion has been reduced in the past year due to the prominence of Core Path Planning but with the near conclusion of the CPP process, we are now looking to increase our efforts in this area.

**What have we achieved to date?**

2. **Promotional banners** – early in 2005 the Park Authority commissioned three roller banners and a large pop-up banner displaying the three key messages of the Code in the National Park context. These banners have been widely used, not only at access related events, but have also been lent to third parties for their use at shows, events etc. The larger pop-up banner in particular is getting “tired” and we have commissioned a re-print of the panels but we are also considering commissioning an alternative set of panels that could be used on the same pop-up frame.

- **Forum members are asked if there are any particular messages suitable for a generic audience that a fresh set of panels could display?**
3. **Training courses and workshops** – we have been fortunate in being able to work closely with the Land Based Business Training courses in organising and delivering courses for the general public on Code related issues. To date courses have been run on Code awareness and signage and obstruction. Access staff have delivered the courses along with other trainers, and we have also organised one-off courses for specialist audiences – such as golf course managers. The next specialist course is proposed for December – the subject matter is “dogs in the countryside”, targeted specifically at dogs and dog owners, and involving a local dog trainer, and Forestry Commission Ranger.
  4. We have also been involved in assisting on external courses such as the Code awareness programme for outdoor instructors run by the Institute of Outdoor Learning with funding from SNH. CNPA access officers were involved in the Steering Group for developing this series of courses and delivering Code related presentation at three courses in the National Park
  5. **Land management signage** – last year we commissioned sets of the blue and white signage developed by SNH for land managers. We have recently been made aware of software in use in the Loch Lomond and the Trossachs National Park which replicates the template of these signs in terms of format, main messages etc but allows for the insert of more specific information. We are currently exploring the possibility of using it.
  6. **Leaflets** – the Park Authority has steered away from developing leaflets for a number of reasons – governing bodies have done an excellent job of targeting their own audience of recreation users and land managers; leaflets are difficult to distribute, go out of date quickly and are probably the weakest form of persuasion for less aware audiences. We are however in receipt of material developed by SNH such as posters and leaflets and help to publicise and distribute these initiatives.
    - **Forum members are asked to consider the means and methods of how nationally prioritised issues might be communicated within the National Park, and the role of different partners in so doing.**

Fran Pothecary  
Outdoor Access Officer  
[franpothecary@cairngorms.co.uk](mailto:franpothecary@cairngorms.co.uk)