
CAIRNGORMS LOCAL OUTDOOR ACCESS FORUM

Title: Update on promotion of “Tread Lightly in the Park”.

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Purpose: To update members on the work undertaken to date promoting responsible access in the Park.

Background

1. Since the last LOAF meeting in June 2019 outdoor access staff have published the revised “tread lighting in the Park” concertina leaflet which is being distributed around ranger services. An A4 fold leaflet has also been published and this will be distributed by Landmark Press to key visitor attractions and leaflet holders across the Park and just outside the Park.
2. Social media continues to become the primary channel for communicating core “tread lightly in the Park” messages to our online audience, provide content for partners to share online and to test different approaches and assess which is the most effective. Partners such as Mountaineering Scotland have developed online campaigns around themes such as #DirtyCamping and we have capitalised on that highlighting issues in the Park.
3. To enrich the social media content we have been experimenting with different ideas, including a slide show see figure 1, which has worked very well. Table one shows the extent of reach online.

Page	Tread lightly Posts	Impressions	Engagements
Active Cairngorms	42	53,497	6,372
Cairngorms National Park	27	103,624	7,929
Insta: CNP	5	4,441	1,107
Combined	74	161,562	15,408

Table One- Engagement on social media



Figure 1 – example of online content

Dog Friendly Cairngorms

4. This area of work has yet to commence but staff will look at how to take this forward over the winter. The CNPA supported the Top Dogs Day Out Event, delivered by the Highlife Highland Countryside Ranger Service, again this year with roughly 110 people attending, 35 registered dogs and at least 60 dogs onsite for socialisation purposes

Next steps

5. Videos' animations and slides show continue to work well on line so staff will look to create more of these. Targeting single messages via social media (for example wild camping to central belt audiences) also works well and we will continue to explore this with engaging images.

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