

Scottish Tourism Emergency Recovery Group Outdoor Visitor attractions sub group

Once the Q&A has been populated by this subgroup, it will be shared with the full STREG and the following stakeholders: ScotEnvLink, SLE, NFU(S), COSLA, FLS and Sportscotland and others for comment and development.

The finalised Q&A (22nd May) will then allow for clear messaging to be put to SG Ministers for sign off and then for promotion by VisitScotland and partners. These messages only address any early phase of easing restrictions.

Q&A

1. Is there a common standard for Staying Safe guidance which the tourism sector can use and which will bring confidence to visitors?
 - The Hospitality and tourism sector is producing guidance and is submitting this to the UK government for consideration. This will be developed for Scottish specific interests and will need to be endorsed by the health sector and Scottish Ministers.
 - This would be communicated to businesses and give a reassuring message to visitors. – lead here is STERG with coordination by VS.
 - Sector specific guidance will take account of published guidance in other interdependent sectors, such as transport, as well as corresponding guidance issued by the UK Government
2. Have there been changes to SG guidance – can people travel to take more exercise?
 - Scottish Government guidance hasn't changed beyond being able to take exercise more than once a day but the message is still Stay local – please do not travel in your car to take exercise; please make use of the paths, open spaces and quiet roads in your own local area take exercise locally and not to travel.
 - The Scottish Government has published its Framework on Decision Making which sets out the key principles that will guide changes to the current lock-down, when it is safe to do so – it also invites views from the public to help inform decision making.
3. There is sure to be large amount of pent up demand to visit the countryside and specifically honeypots when restrictions are eased. How will this be managed?

Communications

- Communication of clear, consistent and simple messages is key and this is being developed so that all public bodies, land managers and organisations are using the same core messages as lockdown eases in Scotland.
- Communicate alternative locations for people to visit in due course to try and ease pressure on hotspots.
- But need to adopt a cautious approach – only places where there is infrastructure to cope
- VisitScotland and SG are liaising with other groups who manage the countryside to take account of concerns and ensure consistency of message and approach.
- The views of local communities will be taken into account when taking decisions on opening of spaces and facilities

Sites and Facilities

- Visitor management plans are being prepared in the two National Parks and by SNH for their NNRs and they will be liaising with Local Authorities and Police Scotland on traffic management specifically on roads to key visitor hotspots.
- SNH has contracted a waste disposal company to tidy up NNR visitor infrastructure to make ready sites for re-opening. SNH is offering this service to NGO neighbours and others so that sites are tidied.

Staff

- Where necessary PPE for staff and appropriate risk assessments are key to enabling sites and facilities to reopen.
- The Cairngorms NPA is directly recruiting seasonal rangers to assist with visitor management in the Park.

4. Will we move at different paces in different parts of the country?

- Need one consistent overall message with each area managing local issues and communicating any challenges back to SG as they arise.
- Scottish Ministers have been clear that decisions taken in Scotland will be made on the best available science and supported by evidence. This approach will continue to be the case. The Scottish Government will publish further advice on the development of decision making in due course and will give due regard to guidance issued at UK level.

5. Will facilities be open if I travel to take exercise

- The main issue here is the impact these facilities have on the R number - that will be the key factor in the phasing sequence of what opens when may not be open initially. Take this in to account when planning your travel to take exercise as there may also be few facilities on your planned route.
- For key destinations (National Parks etc) it is proposed that visitors are informed through social media, websites about what facilities are open. This can also be done for landowning bodies e.g. SNH, FLS etc.

Example key messages

- SG will give sufficient notice of easing of access restrictions so that you can make ready your outdoor visitor attractions
- Guidance for the tourism business sector so that they can operate safely will be made available when endorsed and signed off by H&S bodies and Ministers
- Traffic management plans will be prepared with Police Scotland and Transport Scotland
- Start planning your visit now – disperse the load and go somewhere new
- Follow the Scottish Outdoor Access Code and take away all your litter;

Draft Strapline – Check Before You Go