

Visitor Management Action Plan – 2024 season

This annual Action Plan aims to support the delivery of the national Visitor Management Strategic Framework (2021 – 2023) which is due for a progress review by the VMS steering group this year.

The Action Plan has been prepared following feedback and input by the VM Co-ordination group and supporting sub and working groups. Most actions are developing or continuing on from 2022 and 2023, with two significant changes resulting from the conclusion of the BPF temporary fund for seasonal rangers and RTIF changes to funding.

Informing and educating our current and future visitors

Action	Lead (support)
<p>1. Develop and implement co-ordinated responsible behaviour campaign for 2024, and include a focus on:</p> <ul style="list-style-type: none"> • Fires – utilising the 2024 fires message framework • camping and safe stove use • wildlife disturbance • campervan/motorhome users • SOAC generic - all visitors • Sustainable travel choices • Education and learning – promotion of on-line resource pack 	<p>Education & Marketing sub-group</p> <p>VisitScotland NatureScot NAF RAS</p>
<p>2. Review the 2016 NAF Guidance on lighting fires and access rights and prepare revised fires guidance for use in operational visitor and outdoor access management.</p>	<p>NatureScot</p> <p>NAF VM Co-ordination group</p>
<p>3. Develop a tent-based camping message framework, including definitions, to support operational management and communications.</p>	<p>NatureScot</p> <p>NAF VM Co-ordination Group Operational Sub Group</p>
<p>4. Deliver a consistent approach to the use of wildlife disturbance messages, to support access and visitor management operational activity and communications, in NNRs, NPs and other areas, and including:</p> <ul style="list-style-type: none"> • Capercaillie • Seals and pups • Sea birds • Cetaceans 	<p>NatureScot</p> <p>NAF NPA's NNR partnership Access authorities</p>
<p>5. Support and implement co-ordinated VM related public safety messages for 2024, in conjunction with lead agencies, safety groups and partnerships with a specific focus on:</p> <ul style="list-style-type: none"> • water safety (in/on and water's edge) • foreign drivers • outdoor activity safety <p>And including opportunities linked to:</p> <ul style="list-style-type: none"> • biosecurity • blue/green algae • avian flu 	<p>Education & Marketing sub-group</p> <p>TransportScotland SportScotland LLTNPA Scottish Water</p>

Investing in Scotland's current and future visitor management infrastructure and services

Action	Lead (support)
6. Explore and develop ways of working with the wider private sector interest in visitor management, in relation to the funding and provision of facilities and services on privately owned land.	VisitScotland VMS Steering Group VM Co-ordination Group National Parks
7. Raise the profile and identify opportunities for the visitor levy to be used as a mechanism to address capacity and pressures/impacts issues as part of visitor management activity in rural “hot spot” areas.	Visit Scotland VMS Steering Group VM Co-ordination Group Local authorities
8. Develop recommendations to increase active travel and increased use of public transport/shuttle bus services in popular visitor destinations, spreading demand and reducing dependence on private cars.	Transport Working Group National Parks Local authorities
9. Pilot low-cost, low carbon and integrated transport solutions at a key hot spot location(s).	Transport Working Group National Parks Local authorities
10. Explore opportunities and develop innovative digital solutions to help inform and manage visitor pressures, capacity and overcrowding at key sites and areas. <ul style="list-style-type: none"> • Civitech project – car parks/capacity management tool • Innovative approaches – use of AI • Data capture apps for core metrics and field based recording 	Digital Working Group National Parks Local authorities
11. Use the Campervan and Motorhome research report findings to inform next steps for camping provision and services and managing hot spot area capacity issues. Considerations to include what next for: <ul style="list-style-type: none"> • A national “aires” network to provide for campervan users. • Infrastructure/services including water fill-up, wastewater and chemical toilet waste disposal points and rubbish bins (recycling). • Provision of managed sites. • Stay the Night provision. 	Camping and Campervan Working Group VisitScotland ScottishWater Forestry and Land Scotland Local authorities/visitor destination orgs

Delivering joined up and cohesive visitor management across Scotland

Action	Lead (support)
12. Share knowledge, good practice and information through regular Visitor Operational Sub-group meetings representing hot spot areas from across Scotland.	Forest and Land Scotland Local authorities NPA’s NGOs Community Trusts FLS/SW/TS/PS/NatureScot
13. Develop guidance on enforcement options, law and regulations relevant to visitor management for use by operational staff and managers including police, rangers, visitor managers and other staff.	PoliceScotland Transport Working Group Operational Sub Group
14. VMS SOAC fires messaging framework to support and compliment any national fire safety planning, including the currently under development UK Fire Danger Rating System.	VM Co-ordination group Operational Sub group SFRS
15. Deliver best practice on the practical implementation of the VM SOAC fires messaging framework in operational activities as appropriate	VM Co-ordination Group NNRs

	National Parks The Highland Council and local authorities FLS
16. Implement the national monitoring framework, core metrics and RAG (inc. heat chart), to demonstrate the impact of visitors and the status of VM activity. <ul style="list-style-type: none"> Review and modify if required the set of “hot spot indicators” and methodology to improve the quality of data. Develop a national “hot spot area” mapping methodology to spatially demonstrate where Scotland’s rural visitor management “hot spots” are. 	NatureScot Operational sub group area reps
17. Consider existing visitor activity and pressures, including capacity issues, and develop strategic approaches that lead to more sustainable levels of visitation.	VisitScotland Local Authorities Visitor Destination Groups

Becoming and remaining a world leader in visitor management

Action	Lead (support)
18. Monitor progress with delivery of the VMS Strategic Framework (2021 - 2024), update in 2024 and review every three years.	VisitScotland NatureScot
19. Learn from others and share good practice in sustainable visitor management through the creation of a web-based “information hub”, webinars and site visits.	VisitScotland NatureScot VMS Steering Group VMS Co-ordination Group Europarc
20. Continue to share VMS activity with stakeholders, through the Visitor Management webpages on visitscotland.org and by e-newsletters.	VisitScotland NatureScot
21. Keep under review strategic issues and opportunities that lead to the delivery of improved provision as well as ensuring the maintenance of existing visitor services and infrastructure that support a more sustainable tourism modal. Including: <ul style="list-style-type: none"> Any consequences of no BPF funding for seasonal rangers Limitations of infrastructure funding via RTIF. Trends in visitor numbers and activity. 	VM Co-ordination group VMS Steering Group

Appendix 1

The current governance structure supporting the delivery of the VMS, roles and function for 2024.

		Lead
VMS Steering Group		VisitScotland (Malcolm Roughead)
VM Co-ordination Group		NatureScot (Pete Rawcliffe)
Sub-groups	Education and Marketing	VisitScotland (Vicki Miller)
	Operational	Forestry and Land Scotland (Stuart Chalmers)
Working groups	Camping and Campervans	VisitScotland (Chris Taylor)
	Digital	Interface (Lesley Judge)
	Transport	Loch Lomond & The Trossachs National Park Authority (Kenny Auld) <i>Parking and traffic group – CNPA (Colin Simpson)</i>