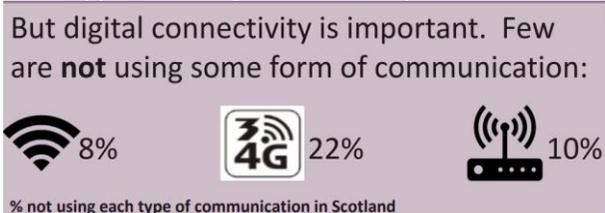## Cairngorms Capercaillie Project Visitor Research

Literature / Previous Research Review – relevant points (summarised June 2021)

Where stated / how we know	What we know / Relevant quotes	Notes / interpretation / how this info is useful
GENERAL RESEARCH - SCOTLAND		
Visit Scotland Visitor Survey report 2015-16	National perspective on why visitors come / what they think about Scotland etc One snippet about digital connectivity: But digital connectivity is important. Few are **not** using some form of communication: 8% 22% 10% % not using each type of communication in Scotland	Useful for wide context-setting but a bit out of date now Connectivity use levels is relevant to our methodology
Visit Scotland domestic market segmentation docs	Segments: Adventure seekers, Curious travellers, Engaged sightseers, Food loving culturalists, Natural advocates	Useful to reference and gauge linkages in our seg model
Nature Scot Scottish Household Survey 2019 - Headline findings relating to the natural environment	**SHS is annual survey, published in Sept each year, covering the previous calendar year's findings. Started in 1999. Relevant findings in 2019…** Participation in physical activity and sport (including recreational walking): • 80% of adults participated in the previous four weeks. Gradual increase in participation over the last ten years, largely attributable to a steady rise in recreational walking • Higher among men (82%) than women (78%) • Declines with age, especially when walking is excluded from the analysis • Highest among adults with an HNC, HND, degree or professional qualification (90%) and lowest among those with no qualifications (54%) • Varies according to area deprivation levels, with 70% of those living in the 20% most deprived areas participating compared to 90% of those living in the 20% least deprived areas • People with a long-term limiting physical or mental health condition were less likely to participate than those without (for example, 54% of those with a limiting health condition participated compared to 85% of those with a non-limiting health condition and 88% of those without a health condition • 68% of adults participated in recreational walking (lasting for at least 30 minutes) in the last four weeks. Recreational walking is most prevalent sporting activity undertaken by both men (67%) and women (69%). It is also the most popular activity irrespective of deprivation although those in the least deprived areas participate significantly more than those in the most deprived areas (78% and 57%)	Background context stats. Country level. Pre COVID

Outdoor visits:
- 56% of adults visited the outdoors for recreation at least once a week, a decrease from 59% in 2018 but higher than in any other year between 2012 and 2017
- 12% of adults took no outdoor recreational visits at all in 2019, compared to 20% in 2012.
- weekly participation in outdoor recreation was highest among younger age groups (60% among 16-39 year olds and 58% among 40-64 year olds) and lowest among those aged 65 and over (46%)
- Adults who report their health to be good or very good are significantly more likely than those with poor self-reported heath to visit the outdoors on a weekly basis (63% and 29%, respectively)
- Adults in rural areas are more likely than those living in urban areas to visit the outdoors on a weekly basis (64% and 54%)

Access to green / blue spaces:
- two thirds of adults in Scotland had access within a 5 minute walk of their home (66%)
- People living in more deprived areas have poorer access than those living in less deprived areas
- More than three quarters of adults use (78%), with around half using once a week or more (49%)
- Twenty two per cent of adults don't use at all
- adults who live within a 5 minute walk of green and blue spaces are more likely to use them every day or several times a week (44%) than those who live within a 6 - 10 minute walk (24%) or further away (13%)

Participation in decision-making
- When shown a list of the ways in which people can participate in decisions about land use, 15% of adults reported that they had given their views in at least one of these ways. The most common ways of participating were by signing a petition (7% of adults), taking part in a consultation or survey (6%) or attending a public meeting or community council meeting (5%). The least common way of participating was through having discussions with a land owner or land manager (1%)
- Adults living in rural areas were more likely than those living in urban areas to have given their views on land use (20% compared to 14%)

Climate change
- 68% of adults viewed climate change as an immediate and urgent problem. This proportion has increased steadily since 2014 (from 45% in 2014, to 50% in 2015, 55% in 2016, 61% in 2017 and 65% in 2018)
- Concern highest among 35-44 year olds and 45-59 year olds (both 72%), followed by 16-24 year olds (69%) and 25-34 year olds (67%). The level of concern remains lowest among those aged 75 and over (56%). While the level of concern has increased across all age groups since 2013, the greatest increase has occurred among the youngest and oldest age groups: 69% of 16-24 year olds, 68% of 60-74 year olds and 56% of those aged 75 and over now consider climate change to be an immediate and urgent problem (up from 38%, 42% and 33%, respectively, in 2013)
- Those with a degree or professional qualification were more likely than those with no qualifications to view climate change as an immediate and urgent problem (80% and 49%, respectively).
- Climate change is more likely to be perceived as a problem by those living in the 20% least deprived areas compared to adults living in the 20% most deprived areas (76% and 60%, respectively)
- The proportion of people who perceive a link between their behaviour/lifestyle and climate change has increased in recent years, as evidenced by a reduction in the proportion of people agreeing with the statement 'I don't believe my
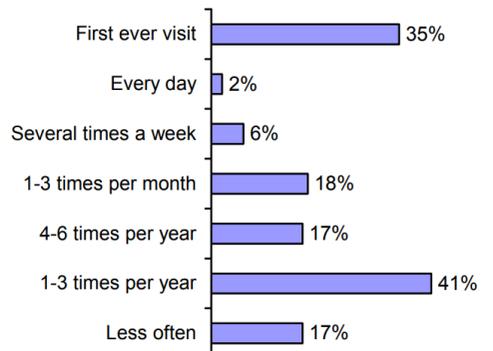
	behaviour and everyday lifestyle contribute to climate change', down from 26% in 2015, to 23% to 2017 and to 21% in 2018	
NatureScot SPANS - 2013-14 – special interest report series - Engagement with the natural environment	**Scotland's People and Nature Survey 2013/14 Special Interest Report No.4 Engagement with the Natural Environment** Visiting the outdoors for leisure and recreation is one of the main ways in which people in Scotland engage with the natural environment. Between March 2013 and February 2014, 82% of adults in Scotland visited the outdoors, taking an estimated 396 million visits. Only half, however, visited the outdoors on a regular basis during this period (i.e. at least once a week) with a further third visiting less frequently (32%). Almost a fifth of adults in Scotland didn't visit the outdoors at all (18%). Propensity to visit the outdoors is influenced by a variety of demographic and other factors, particularly age, social grade, residency, health and ethnicity: • age, with those aged 55 or over less likely to visit; • affluence, with those in the AB, C1 and C2 social grades1 more likely than those in the DE social grade to visit • residency, with those living in rural areas2 and those living outside the CSGN3 area more likely to visit; • disability and health, with people in bad health or with a long-term illness or disability less likely to visit. • ethnicity, with those from BME4 groups less likely than people of white ethnicity to be regular outdoor visitors 91% of adults in Scotland take part in other activities connected to the natural environment on at least an occasional basis. 65% enjoy sitting or relaxing in the garden, 53% walk through local parks or greenspaces on the way to other places and 51% watch or listen to nature programmes Participation in most of outdoor activities are strongly associated with: • affluence, with those in the AB social grade, those who own their homes and those who own a car more likely than average to participate; • residency, with those living in rural areas and those living outside the CSGN area more likely to participate; • frequency of visiting the outdoors for recreation, with those visiting at least once a week more likely to participate than those visiting less often 64% people in Scotland agree strongly that spending time outdoors is an important part of their life. 42% feel strongly about the loss of biodiversity in Scotland and 39% about the effects of climate change on Scotland's natural environment. 23% feel strongly that they are well informed about these and other issues affecting the natural world	For context – country level. Can compare to MENE survey in England if useful later
NatureScot SPANS full report 2019-20 - outdoor recreation, health, and environmental attitudes	**Scotland's People and Nature Survey 2019/20 – outdoor recreation, health, and environmental attitudes modules** Based on 11,100 in-home face to face surveys undertaken May 2019 to March 2020 (pre-covid) **Summary findings** • 85% of the adult population in Scotland had visited the outdoors for recreation in the 12 months prior to interview in 2019/20. This is slightly higher than the 82% reported in both the 2017/18 and 2013/14 surveys. The likelihood of visiting the outdoors in the previous 12 months varied by demographic factors including age, affluence, health and the presence of children in the household.	Background context stats at country level

	- The proportion of adults visiting the outdoors on a regular weekly basis also increased, up to 63% from 57% in 2017/18 and 50% in 2013/14. Around a quarter of respondents in 2019/20 reported that they had visited the outdoors on a daily basis (26%). - Most frequently cited reasons for visiting the outdoors were exercising a dog (42% of visits) and health and exercise (41%). 34% visits were taken to relax or unwind and 22% were taken to enjoy fresh air or pleasant weather - Local parks or open spaces remain the most frequently visited destination on outdoor visits, included in almost half of all visits in 2019/20 (48%), a significant increase from 42% in 2017/18. 73% visits involved use of a path or network of paths - Walking is the most popular outdoor past-time enjoyed by adults in Scotland, included as an activity on the vast majority of outdoor visits. 37% involved walks of less than 2 miles in length. 49% involved longer walks. 8% of visits taken were described as family outings - Average duration of outdoor visits (including travel time) was 2 hrs and 3 mins. Average total distance travelled was 7.4 miles 42% adults in Scotland indicated that they had some level of awareness of the Scottish Outdoor Access Code, a similar level to that recorded in 2018 and 2017 75% adults strongly agreed that their most recent outdoor visit helped them to relax and unwind. 71% strongly agreed that the experience improved their physical health. 69% felt the visit had made them feel energised and revitalised 72% of adults in Scotland used the outdoors for physical exercise in the week prior to interview. 32% had wholly met national physical activity targets in an outdoor environment during that week (i.e. they had undertaken at least 150 minutes of moderate physical activity outdoors) - Levels of concern for the natural environment are at the highest levels recorded by SPANS, with 60% of adults in Scotland agreeing strongly that they are concerned about the effects of climate change and 57% about the loss of Scottish native animals/plants	
GENERAL RESEARCH - CAIRNGORMS		
CNPA visitor survey 2019/20	**Main tourism based visitor survey conducted by CNPA and commissioned every 5 years** Timing of survey = just before pandemic hit in 2020, so these are the most up to date stats we have for 'normal' visitation patterns. Sample size 2,262 - Very positive visitor scores in recommendations, loving the park, feeling welcomed, lots to see and do - Visitors come from: Scotland (48%), Rest of UK (25%), Europe (17%), Rest of world (10%) - In Scotland, most from Aberdeenshire (23%), Highlands & Islands (16%), Edinburgh (14%),Fife/Dundee (13%), Glasgow area (11%), Perthshire area (10%) - Motivation to visit (multiple answers allowed): Landscape and scenery (52%), Quiet and relaxation (25%), Walking (25%), Sightseeing (22%), Attractions (21%) - Repeat visitors (63%), First time visitors (37%) 53% are staying on holiday (5+ nights), 23% short break (1-4 nights), 20% on day trip, 3% locals	Good basic stats at Park level, but quite generalised across park Good enough to minimise some basic questions in our survey, especially as we have site-specific samples in the CNPA survey data. BUT will still collect demographics info for funder or CNPA org reporting

CNPBAS Final STEAM Report 2009-2019 29-Jun-20 CC (4)	**Data collected / presented:** Visitor days; Visitor numbers; Direct expenditure; Economic impact; Direct employment; Total employment **Relevant 2019/20 sites:** Rothie car park; Loch an Eilein; Osprey centre; Loch Morlich & Glenmore; Glenmore **Drilldown for data on**: local or not; visit reason; day trip or staying over; home location; frequ of visit; reason for coming to Cairngorms; marketing prompts; NP awareness; accom type; activities undertaken; quality assessments; suggested improvements; rating specific named aspects (eg signage, toilets wi-fi etc)	Wider context with strong economic focus
(OUR) SITES - SPECIFIC RESEARCH		
Nature Scot RSM166 - Rothiemurchus and Glenmore Recreation Survey 1998-99_ final report (A1560094) AS Mather 2000	**Survey of recreational use in Rothiemurchus and Glenmore carried out April 1998 to March 1999.** Purpose - to collect baseline information on visitor characteristics, patterns of activity and attitudes in order to contribute to the preparation of an integrated and co-ordinated management and development strategy. Methods: interviews, questionnaires at main sites, observation of visitor behaviour, analysis of traffic counter data. Analysis estimated visitor numbers, while interviews and questionnaires were the main means of probing visitor characteristics and attitudes. - From April 1998 to March 1999, estimated number of visitors to the Rothiemurchus and Glenmore area was circa 500,000. The corresponding number for the Glenmore area is approximately 375, OOO. These numbers include visitors to the Cairngorm ski area. If they are excluded, the best estimates are 395,000 and 270,000 respectively. - August is the peak month, with an estimated 85,000 and 56,000 visitors respectively in Rothiemurchus and Glenmore and in Glenmore. - November is the lowest month, with around 5000 visitors. - On peak days in summer, (weekends in late July-early August), visitor numbers are estimated to exceed 4500 for the area as a whole and 3250 for the Glenmore part. - Traffic flow into the area is characterised by two peaks, respectively in the mid-morning and early afternoon. Outward traffic flow tends to have a single peak (4-5 pm). Peak numbers of vehicles in the area are attained around 2 pm. - There is a net inflow of traffic into the area on Fridays and Saturdays, with a net outflow on Sundays (and to a less extent Mondays). - In summer, traffic flow at the Loch Morlich traffic counter (and hence visitor numbers) is correlated with temperature and but only very weakly (inversely) with rainfall. - Fewer than one visitor in twenty is in an organised group, and amongst groups, no single type is dominant. - Over the year, 60% visitors are from Scotland, 30% from England and 10% from overseas. There are, however, seasonal variations. In summer, approximately 50% visitors are from Scotland, 33% from England and 20% from overseas. In autumn and winter, around 75% are from Scotland, with most of the remainder coming from England.	Primarily research looking at estimating visitor numbers, basic profiling and description of activities undertaken. Shows time required / difficulty of accurate numbers tracking. Findings useful baseline but now 21 years out of date

- The dominant sources of visitors from Scotland are, in addition to the Aviemore area, Edinburgh, Aberdeen, Glasgow, Inverness and Dundee (in that order). Germany and the Netherlands are the leading sources of overseas visitors.
- Most visitors are middle-aged, well educated and in full-time work. The proportion that is not in full-time work, however, is substantial (40%), and of these, retired persons form the largest category (15% of all visitors).
- Membership of environmental and outdoor groups is high, at least among those visitors spending significant periods of time (in excess of one hour) at individual sites. More than one in five are members of RSPB, and more than one in ten of either or both National Trusts.
- Return visits are common, both to the area as a whole and to individual sites. 75% visitors have previously been in the area, and the proportion rises to nearly 90% in autumn and winter. Nearly half of the visitors have been coming to the area for more than ten years.
- 50% visitors are in parties of two persons, and 10% alone. Most parties consist of one male and one female. Large parties are rare, and children are also relatively few.
- 20% groups is accompanied by at least one dog, and approximately one in twenty by a dog not on leash.
- Walking 1-3 hrs is the most common 'main activity', quoted by almost 33% visitors. Longer walks (over three hours) are quoted as their main activity by 20% visitors, and shorter walks and cycling by 10%.
- Activities such as wildlife observation are rarely mentioned as a 'main activity' but are more often indicated to be 'other activities'.
- A wide variety of walking and cycling routes were employed, but the main focus of activity was around Glenmore and Loch Morlich, with a secondary focus at Loch an Eilein.
- While activity is quite widely dispersed over the study area, some parts receive relatively few visits.
- Nearly 40% visits last 1-3 hrs. Short visits lasting less than half an hour account for 30%
- The private car is overwhelmingly dominant as the mode of travel to the area, but less so within the area (where foot and cycle were significant means of travel). 90% of visitors travel to Rothiemurchus and Glenmore by car, and the corresponding figure for travel to the recreational site within the area is 70 per cent.
- 50% visitors are on holidays of 4+ days. 25% are on short breaks of 1-3 days. The remainder are on day visits.
- A wide range of types of accommodation is used: no single category is dominant.
- Most visitors had used maps, guidebooks or leaflets, with the Ordnance Survey 1 :50000 map the source most used by those spending significant periods of time in the area.
- Almost all visitors consider the area to be special, and most identify scenic beauty and other natural attributes as being the being the 'special' quality.
- Most visitors consider that their visit had been 'very enjoyable'. Scenery and other natural attributes are the most enjoyable feature, and there are few disappointing features.
- Levels of satisfaction with the availability and quality of facilities are high, and relatively few visitors want to see the provision of additional facilities.
- There is little evidence that visitors perceive the area as being overcrowded. Few features or activities detract from enjoyment, but low.flying aircraft, cycling on footpaths and timber extraction are partial exceptions.
- Around one-third of visitors had noticed litter and around two-thirds 'wear and tear of the ground'. In both cases, however, only minor problems were perceived by most visitors.

	• Overall, visitors enjoy the area as it is, value its natural attributes and wish to see little change in the area or in its management.	

Glenmore Visitor Experience Analysis 2015-16 Phil Whitfield	*Glenmore visitors*
	Around a third of visitors are first time and a higher % in summer. Many have partial awareness of offer and often done little pre-planning
	Regular visitors tend to have favourite places, trails and routines
	41% visit in a pair or couple; 30% with more than one adult; 29% families
	66-76% visitors are overnight stayers
	Other places visited are Rothie (15%), Cairngorm M Rail (13%); L Morlich Watersports (12%). This is much less likely by day trippers.
	Many visitors discovered things to do on site rather than planning ahead
	One study found that ethnic minority groups are more likely to arrive in late afternoon / early evening
	Activities undertaken: sightseeing (58%), watersports (summer:20%), walking (not usually on a waymarked trail partly due to map issues)
	
	TNS adopted **segmentation for Glenmore in 2012** + common activities:
	    • Active pursuits (54%) – mountain bound and active pursuits
	    • Families (29%) – whole group activity, facilities, clear info
	    • Easy recreation (29%) – relaxation, private time, walking, connect with nature
	    • Sightseers (48%) – sightseeing, views, photos, mix of attractions, facilities, accessibility
	
	Suggested improvements for Glenmore in this doc:
	Online media doesn't drive visits (this may nowt be out of date); suggested improvements to website
	Approach and parking
	Arrival experience?
	Forest trails – too many from centre? Hill routes for adventurous
	(Watersports, reindeer and other activities)
	Winter – snowsports, huskies, reindeer (with neighbour org)
	Post visit (social media reviews)
	
	Visitor Experience Objectives. Visitors will: 1. Feel welcome, valued and safe. 2. Easily find the facilities they need: toilets, information, visitor centres, activity points, trailheads. 3. Understand the whole, integrated Glenmore offer and make the best choices for them. 4. All be able to undertake some activity and have a quality experience. Accessible approach, arrival, orientation, activity, departure. 5. Look after Glenmore, minimising damage to habitats and species. 6. Return for different activities as part of a longer stay or throughout the year. 7. Recommend Glenmore to others.
	Design principles to meet these objectives: • Design solutions that prioritise visitor safety and address key safety concerns. • Design and select options based on least restrictive access – meeting obligations under the 2010 Equality Act. (Equality Assessment required throughout project.) • Promote activity - encouraging as many visitors as possible to be active. • Intuitive design. • Responsible custodians – keeping Glenmore special by design: facilitating access to less sensitive routes and designing for positive behaviour
		Realvant stats and simple segmentation, drawn out for planning purposes. Good reference during analysis to compare segment 'definer' metrics

	Glenmore Visitor Research available listed in this report - worth checking?: 2011 Glenmore Forest Park visitor survey – TNS (for the 2012 Glenmore Forest Park Visitor Experience & Interpretation Plan) 2012 – 13 FCS All Forests Survey 2013/14 Glenmore Accessibility site reports - Andy Johnston 2013 visitor audit for Cairngorm, Rothiemurchus and Glenmore Group – Rob Robinson (combining existing data sources at that point – not new data) 2014 User testing and evaluation of the new waymarked path grading system - Brainbox 2014 CNP Visitor Residents Survey (Glenmore area sub-set) 2015 Glenmore path grading – Chris Goddard Web analytics – FCS website and third party sites Social media	
Glenmore Forest Park Visitor Survey report 2011 FLS	2 waves of surveys (n=133, n=146) and 10 interviews in each wave (n=20 total). When surveyed: wave 1 = winter/off peak wave 2 = summer/peak Findings 41% on hol in off peak; 82% on hol in peak Of those on holiday, 51% from Scotland, 37% England, 2% Other UK, 8% Europe 'Visitor segments' suggested from quant surveys: Nature lovers; Active pursuits; Families, Local trips out 'Visitor groups' suggested from interviews: Sightseers; East recreation; Active; Families Visit frequency: **Figure 3-5 Previous visits to Glenmore Forest Park (%)** Base = All respondents, Phase 1 and 2 combined (279) First ever visit 35% Every day 2% Several times a week 6% 1-3 times per month 18% 4-6 times per year 17% 1-3 times per year 41% Less often 17% Other places visited:	Paints simple visitor profile picture Smallish sample sizes Stats will be out of date 2011 comments on quality and suggestions for improvements (may have been used to inform developments?)

Figure 3-6 Other sites/visitor attractions visited in Glenmore area that day (%)

Base = All respondents (279)

Site	%
Any	51%
Rothiemurchus Estate	15%
Cairngorm Mountain Railway	13%
Rothiemurchus Estate Visitor Centre	10%
Glenmore Mountain Shop	5%
Glenmore Lodge	5%
Cairngorms Reindeer Centre	3%
RSPB Abernethy	2%
Loch Morlich Watersports	1%
Other FC forest/centre	1%
Other	2%
None	48%
Don't know	1%

Time spent on site: Average of 5hrs 22 mins at Glenmore and 9hrs 56 mins in wider Glenmore area
Activities undertaken (multiple responses possible): 59% walking of some kind; 14% cycling; fewer for other activities including watersports (8%), Photography (7%), Bird watching (5%), Camping (5%0, Skiing (4%), Nature visit (2%)
Suggested unprompted improvements – very few. Highest (7%) mention paths/trails; Longer opening hours (2%); Parking issues (2%)
Suggested prompted improvements (multiple answers possible): wildlife hides (19%); Children's play (18%); Seats (14%); More ranger activities (11%); None (46%)

(OUR) SITES - DATA & PLANS		
ROTHIE INCIDENT REPORTS	Incidents reported by staff: 2018 – 114, 2019 – 94, 2020 - 42	Appears to be reducing over period monitored. Many incidents are actual or potential environmental / wildlife disturbance.
Rothiemurchus Forest Recreation Services Plan 2014	As a popular family destination the busiest periods for the Aviemore area remain school and public holidays - July to the middle of August, Easter, October holidays and the New Year. Snow sports, the growth in short breaks and emphasis on the marketing of 'shoulder' months by public agencies and individual businesses has made Badenoch & Strathspey Scotland's leading all year round countryside destination. There are significant seasonal variations in how visitors enjoy Rothiemurchus e.g. birdwatchers in May and June, however, the evidence from feedback forms is that nearly every visitor enjoys walking during their stay.	Useful regional tourism annual patterns comment & stats. Action re disturbance and measures to prevent. Question posed in notes in this document about whether Rothie should undertake a regular visitor survey.

Monthly visitor numbers as a %, average for 2011-2013

{Action in plan:} Prevention of off-path activity and penetration into core wildlife areas, during the breeding season and in winter when wildlife is stressed by cold and food availability. BY… Encourage awareness of the importance of not disturbing wildlife by keeping to the promoted path network. Provide dog exercise areas

Old Logging Way people counter data	Trends from 2028, 2019, 2020. Bikes increased 2018 to 2019 then reduced by about a third in 2020 (Bike nos range 30-450k). Walkers probably similar trend upwards 2018 to 2019 but down by over a half in 2020 (walker range 8-18k).	Trend was up 2018-2019 both bikers and walkers but trail used much more by bikers. In 2020 C-19 year, downward trend which impacted more on walkers than cyclists.
Abernethy people counter data 2008-2018	**Total visitors counted** 	Many more people than bikes Trend gradually up to 2018 but Uwe reports downturn since then, partly due to ospreys not nesting / not as unusual and C-19 in 2020. However, visits to the forest in general may be much higher than visitor centre stats / trends would suggest (circa 80k?)

Total bikes Counted

Abernethy wildfires patrol record sheets 2020	Vast majority of records state observations but very few issues. The occasional grumpy birder or fire to be put out	
Glenmore FLS North Region car counter visit numbers	**Glenmore Annual total visitors** (est according to vehicle nos)	Interesting to see trend here, with no significant downturn in 2020…
DOG WALKING		
NatureScot SPANS - 2013-14 - special interest report series - Dogs	**Scotland's People and Nature Survey 2013/14 Special Interest Report No.7 Visits to the Outdoors with Dogs** TNS Research in 2011 estimates 19% of households in Scotland own a dog. Dog ownership is one of the main reasons people in Scotland give for visiting the outdoors - in 2013/14, 42% of outdoor visits were taken for the purpose of walking a dog. Natural England's MENE survey estimates 140 dog walker visits to the outdoors per annum compared to 39 visits per annum among people who don't own a dog. 2012/13 • 48% of leisure visits to the outdoors were accompanied by a dog. This has increased in the last ten years, from 41% in 2004 to 48% in 2013/14	Good basic stats on dog ownership and dog walking behaviours, but out of date, especially on dog ownership which has increased during pandemic (further research on this ongoing)

	People aged between 35 and 54, those in social class3 C2, people living in rural areas and women are all more likely than average to visit the outdoors accompanied by a dog	
	• People aged between 35 and 54, those in social class3 C2, people living in rural areas and women are all more likely than average to visit the outdoors accompanied by a dog • People who visit the outdoors accompanied by a dog are very frequent outdoor visitors, with 82% visiting on a daily basis. In comparison, only 43% of people who visit the outdoors without a dog do so every day • 99% of outdoor visits with dogs are 'repeat visits' to familiar places. 86% visit the same places several times a week. 57% visit the same places every day. Without a dog, 53% return to the same places several times a week and 20% do so on a daily basis • 53% outdoor visits which include dogs are taken in countryside locations and 29% are taken in towns and cities • People with dogs most likely to visit parks (40% of visits), woods (24% of visits) and beaches (20% of visits). These are also the most popular destinations among people visiting the outdoors without a dog. More than half of all visits taken to beaches and woods are accompanied by dogs. • Most people with dogs walk close to home. 49% involve a round trip of less than 2 miles, 39% within 5 miles. 12% involve a round trip of more than 5 miles from home compared to 37% of visits which don't include a dog • 40% of walks last for less than an hour, including travel time. 43% last 1-2 hours. 17% of dog walks last over two hours compared to 48% of visits which don't include a dog • 80% of visits with a dog are on foot. 18% involve the use of a car. 35% visits without a dog involve a car • 61% of dog walking is done alone compared to 37% of visits which don't include a dog • 96% of outdoor visits which include a dog involve a walk. 43% take a short walk of up to 2 miles. 52% of visits are 2-8 miles. 8% of outdoor visits with dogs are described as 'family outings' • 60% of people who visit the outdoors with a dog claim to be aware of the Scottish Outdoor Access Code (SOAC). In comparison, SOAC awareness is slightly lower among those who visit the outdoors without a dog (52%)	
PAPER: Katrina M. Brown (2015) The Role of Landscape in Regulating (Ir)responsible Conduct: Moral Geographies of the 'Proper Control' of Dogs, Landscape Research	On dog walking… There's tension between well-being and countryside regulation: the well-being associated with experiencing 'freedom' and the 'control' required by law for multispecies flourishing. Our study showed how people desired exteriorised states of freedom, escape and wildness, and gained well-being from their pursuit, in part because of how they constituted landscapes in relation to their own needs and those of their dog. Yet it portrayed too how such desires and experiences could detract from the well-being of other creatures.	Interesting insights into human behaviours with respect to interpretation of control and properly understanding the (potential) consequences of letting their dog off the leash. Doesn't look into how these perceptions might be changed.
CNPA.Paper.1789.People and Dogs in the Outdoors. Stephen Jenkinson 2011	**Summary** • Walkers with dogs are a major access taker within the Cairngorms National Park although their specific access needs and behaviours (compared to walkers without dogs) are generally not proactively managed in a strategic context. Management of their access, and responses to associated unwanted behaviours at a local level can often be restrictive and reactive, although there are some notable exceptions • Walkers with dogs consist of both local residents and more seasonal single and multi-day visitors from outside the Park. These two different groups present different management opportunities and challenges	Research conducted 10 years ago but findings / conclusions still seem relevant

	• Dog ownership is a major influence on where access takers go and what they do. It is not possible - nor helpful - in management planning to generalise about local impacts of walkers with dogs. Impacts on land management, wildlife, other visitors and tourism can only be meaningfully assessed at a local, site-based level; even then it is difficult to quantify in terms of frequency or severity due to a lack of any meaningful monitoring data • There is a need for improved management approaches to minimise conflict, respond to pressure for action on the issue, and to enhance the conservation of protected species and habitats • To ensure public resources are allocated wisely, proportionately and effectively, it is important the Cairngorms National Park Authority (CNPA) sets out a clear policy to clarify when, how and to what degree it will become involved in facilitating and promoting improved management approaches across the Park as a whole, by critically examining the impact, frequency and potential consequences of unwanted behaviour at a given location • The limitations of relying on an enforcement approach, and the apparent shortcomings of restrictive management approaches to date, mean that new methods of proactively managing access for walkers with dogs may be the only practical way forward • Beyond understandable primary concerns about livestock and protected species, dog ownership provides positive outcomes for residents and visitors and can make a positive contribution to the CNPA's wider aims. • Irrespective of limited objective data on the impacts of walkers with dogs, experiences elsewhere show that the current situation can be improved. To do this, the CNPA can play a vital strategic role by facilitating a consistent, credible and effective park-wide approach by all partners in terms of: core messages about how walkers with dogs should behave; how best to meet their needs; whether and how restrictions and enforcement can best be carried out • A long-term strategic approach to positively managing walkers with dogs must also be agreed, having due regard for corporate priorities, habitat designations and the needs of other stakeholders • Management initiatives at a local, site-based level, offer the best opportunity to influence the behaviour of residents and visitors; good practice exemplar projects and guidance to land and access managers will help promote more effective management • The behaviour of visitors can be improved by Park-wide, pre-visit information that helps them make informed, responsible choices about where they can go and what they can do at different times and places. Such information can also support tourist accommodation and facilities • Dialogue with dog owners needs to be positive and engaging. Messages and management must be clear, consistent and credible and differentiate between behaviours that are never acceptable (eg chasing livestock) and those where acceptability is dependant on where, when and how they occur (eg dogs off leads) • Direct involvement of dog owners and canine service providers will encourage greater compliance and acceptance, through peer pressure promoting positive messages about desired behaviour, such as with the Falkirk Green Dog Walkers Scheme	
CONSERVATION & PEOPLE - RELEVANT RESEARCH		
Alistair Bath Public_views_about _Capercaillie_in_the	This was a 'human dimensions' study focused on assessing public views about capercaillie (Tetrao urogallus) and capercaillie conservation issues in Carrbridge and vicinity. The work was a means for people to communicate about the topic in hand and	Doorstep survey / household research. Conclusions interesting, don't seem

_Carrbridge_area 2019	share their views and concerns. It provides baseline information on how people perceive capercaillie management and conservation and how spread those views are within the project study area. 247 residents of the project study area completed surveys. Findings. On average, respondents: • Had a positive attitude toward capercaillie • Were concerned about the status of capercaillie populations • Valued capercaillie for its ecological, cultural and existence values more so than its instrumental value (i.e., as tourism attraction) • Wanted capercaillie to always be in Scotland and agreed we should protect the bird for future generations • Believed lack of habitat to be the main threat to capercaillie • Were willing to change certain behaviours to protect capercaillie and report suspect wildlife crime • Agreed in promoting responsible access and dog walking, but disagreed in limiting the number of people visiting the park • Slightly disagreed that capercaillie should be used as a symbol to attract more tourists to Carrbridge • Agreed that gamekeepers are important to capercaillie conservation	controversial, but it did stir up some strong feelings in Carrbridge, possibly more about comms routes / timing / methodology than research itself?
Hutton Lessons from Boat – 2017 Managing woodland for both recreation and capercaillie	**Relevant findings** Three main mechanisms of behaviour change, most effective to use mix of all three: • Formal regulation – policing, sanctions • Changing social norms – informal rules we live by, what is acceptable and what is not • Making it easy for people to do what is required At Boat of Garten the purpose was to achieve "no net increase in the disturbance of capercaillie by dogs ranging off-path in the sensitive parts of the woods at sensitive times of the year". This was delivered through signage; a ranger; providing alternative routes of different lengths; planting trees and shrubs to screen the paths; scarification to encourage natural regeneration to screen the paths; a welcome pack to residents in the new houses (and to existing residents), including a leaflet written by Adam Streeter-Smith (CNPA); information in Community newsletter **Nine key lessons from the work:** **Lesson One: Do as much early community listening and engagement as possible** The aim is to thoroughly understand use of the area, who is using it, and their needs. More information on people's motivations would be helpful. **Lesson Two: Tell an engaging story** People respond better to stories than facts and rational arguments. **Lesson Three: Identify key values underlying user behaviour, so that messages can be framed accordingly.** What are the key narratives that your story needs to tap into? For example, capercaillie related moral values: - Justice, fairness and equality (dog walkers vs capercaillie) - Purity and pollution – how the forest is perceived to be. Boat of Garten Wood is a plantation, not wild and so perceived by some people as not special. - Care/harm – does it really cause harm anyway?	Insightful reflections on recreation / conservation management. Might be some good linkages between lessons in this work and our research – eg tying visitors' key values to message framing

	The public image of capercaillie in the press focusses on aggressive males – this is missing an opportunity. Need to concentrate on chicks and eggs because people are more likely to relate to the need to protect their young.	
	Lesson Four: Be clear and strategic on the kinds of intervention available and required.	
	What balance of regulatory, normative and experiential measures is possible and necessary.	
	Lesson Five: Define and communicate clearly behaviour expectations	
	Some people didn't know about the capercaillie issue until the signs went up.	
	The capercaillie sculpture, which was made by the ranger, has had more influence than the signs.	
	Lesson Six: Acknowledge and mitigate the amenity deficit	
	People's recreational experience and well-being could be compromised by compliance with the measures	
	Some people didn't accept the map of capercaillie sensitivity because they have never seen a capercaillie, or they have seen one outside the sensitive area.	
	Sometimes if you ask too much, you get nothing i.e. dogs on paths vs dogs on leads.	
	Effective measures include perceived proportionality, and measures that are no stricter than they need to be in any place or time.	
	Lesson Seven: Provide genuine substitutes for affected paths or areas	
	The alternative routes need several considerations:	
	Landscape and path characteristics – alternative routes must meet the same needs as the original routes.	
	Logistical – people don't want to walk on roads. The options also need to allow for different modes of mobility when exercising dogs in different places and timeframes (most commonly walking, running and cycling).	
	Lesson Eight: Make specific provision for 'interaction avoiders'	
	There is a user group who don't want to meet other people or their dogs.	
	They resist honey-potting by definition. This tends to push this group deeper into capercaillie habitat.	
	Lesson Nine – Secure sufficient resources to communicate and implement interventions	
	The ranger resource is the most effective, especially if the presence on the ground is not predictable.	
Public acceptance of mitigation measures for capercaillie conservation in Glenmore and Rothiemurchus, Scotland. Internship report Lisette Klein 2018 FLS	**Aim** of study was to develop a top three of publicly acceptable mitigation measures and gain an understand of why mitigation measures are acceptable or not acceptable. Four categories of mitigation measures were tested: area closures, track closures, changes in habitat or forest density and restrictions for dog owners.	Study with relevant findings that may support conservation / management decisions. ie some differences between locals and non-locals; list of 'driving forces' that could enhance acceptance of mitigation; top three publicly acceptable mitigation measures. Very specific measures tested. Our survey has one open-ended question that may give more left-field suggestions
	Methodology	
	405 self-administered paper questionnaires + 47 semi-structured interviews + 31 shorter discussions. Data collection period = 21 May – 7 July 2018 on mix of work days, weekend days and during school holidays. Data was collected between 10am-8pm at two sampling spots in Glenmore and Rothiemurchus.	
	Findings	
	Knowledge & understanding	
	69% of the respondents had heard of capercaillie, 31% had not.	
	54% of these respondents were aware that capercaillie occur in the study forests. Older respondents were more likely to have heard of capercaillie.	
	Most locals had heard of capercaillie. Non-locals showed significantly lower levels of knowledge on capercaillie.	
	69% of people would like to have more opportunities to receive info on capercaillie	
	Perceptions of impact	

78% respondents believed their recreational activities and/or behaviour would not have a negative effect on capercaillie. Respondents generally thought they do not cause disturbance when they keep to the tracks that are provided in an area. Some respondents thought that only direct encounters cause disturbances.

No significant relationships were found between gender and impact, age and impact, locality and impact.

Respondents were asked to indicate the perceived effect of several factors that could cause disturbance on capercaillie. Mountain biking and dog walking were perceived to cause intermediate disturbance effects. Walking, jogging and bird watching were seen to cause some disturbance effects. Other factors were believed to cause stronger disturbance effects, such as fence collision or timber harvest operations.

Acceptance of need for mitigation

In total, 97% of the respondents indicated they understand the need for mitigation.

But 90% of the locals were supportive towards mitigation, compared to 99% of the non-locals. Respondents regularly mentioned they would like to see a balance between recreation and nature conservation to preserve these values and for future tourism.

Palatability of mitigation measures

9 out of 13 mitigation measures were acceptable by respondents. Few significant differences in levels of acceptance were found between the main recreational user groups (mountain bikers, dog walkers and walkers). Locals showed slightly lower levels of acceptance towards mitigation measures.

What helps to drive palatability?

Three general driving forces were found that could enhance acceptance of mitigation:

1. Information provisioning / education: information was requested on the conservation issue at stake, recreational disturbance effects, why mitigation is needed and how mitigation works

2. Area requirements: acceptance could be enhanced if an area in which mitigation is implemented is small, relatively unvisited, in far proximity of touristic hotspots and contains few main tracks

3. Compensation: track creation or diversion was seen to be necessary to make mitigation acceptable. Any form of mitigation without compensation was regarded to be a form of punishment

Top three 'acceptable' measures

This study suggests its top three of 'publicly acceptable' mitigation measures:

1. Dogs not allowed in sensitive area, open 'off-lead' area compensation

2. Area closure, tracks created in other areas

3. Forest tracks closed seasonally, with track diversions

Any change in habitat, such as a conversion to a boggy area or the increase of high dense vegetation along a track, were less acceptable. Permanent forest track closures and a dog ban in the entire forest were least acceptable.

Other data collected in this research:

Respondents were asked to provide information on the activities they usually undertake in the forests of Glenmore and Rothiemurchus. Most respondents mentioned they regularly walk during their visit(s). About a third of the respondents also use the forests for cycling - or mountain biking activities. Other activities that are regularly undertaken are dog walking (23%), visiting the visitor centre (20%), bird watching (18,8%) and jogging or running (9,9%). Horse riding and geocaching activities are barely undertaken. Respondents could also specify other activities which were not listed in the standardised answer options. 3,7% of the respondents specified other activities such as swimming, photography and water sports.

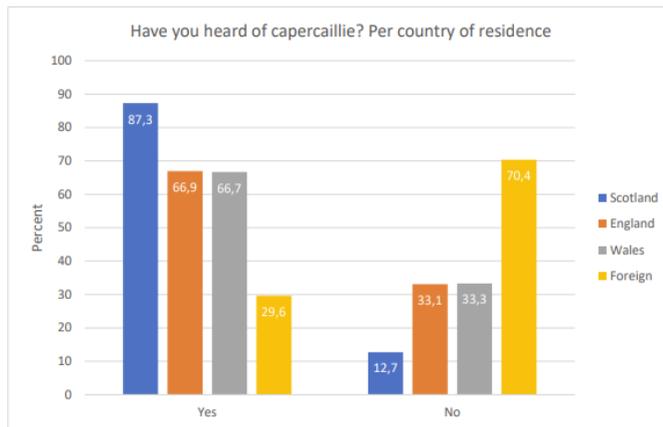*Recommendation for future research:* visitors' preferences on how awareness could be raised

Figure 7: Awareness of capercaillie among respondents, break down by country of residence.

Figure 12: Ranking and accompanying level of acceptance of the different mitigation measures proposed. Respondents were asked to indicate their level of acceptance on a Likert-scale of 1 - 5: 1. Totally unacceptable, 2: Unacceptable, 3: Neutral, 4: Acceptable, 5: Perfectly acceptable. Break down by locality: blue is level of acceptance of non-locals (tourists), red is level of acceptance of locals. Ranking is based on the acceptance level of locals.

| PhD Feedback Document_Delphi Study Round 2 | **Delphi Study: Outdoor tourism/recreation in the western part of Cairngorms National Park**
This document summarises the interview discussions that were carried out with 10 members of the panel from the conservation and outdoor tourism/recreation sectors
Organisational objectives ranked 'very important':
(Re-) Connecting visitors with nature Increasing knowledge and awareness about nature conservation Increasing knowledge & awareness about, and compliance with the Scottish Outdoor Access Code Redirecting visitors away from the most sensitive areas (e.g. nesting sites) Distributing visitors more widely (into less sensitive areas) (use dispersal) Directing visitors to already established recreation areas (use concentration) Minimising off-trail use/ user- created infrastructure Minimising disturbance on the Cairngorm plateau | 'Internal' research (ie with organisations rather than visitors). Some useful context and professional opinions based on practical experience, but subjective, and unclear who was consulted |

- Reducing car use
- Preventing erosion
- Confining high-impact activities (e.g. e-biking, dogwalking) to the least sensitive areas

Comments about site management and visitor distribution:
- Paths determine where people go. Create / change / delete in sensitive areas
- Car parks have a great influence on where people go
- Facilities influence distribution. Eg visitor centres, toilets, cafés and viewing hides. Some panellists felt that the area doesn't have enough camping facilities for the increasing number of campervans. Also inadequate infrastructure for dog-walkers
- Poor provision of public transport

On-site visitor management:
- Signage and interpretation at popular places and car parks was suggested to be effective in directing people away from sensitive areas. Panellists think that visitors can't make informed decisions on where to go, if the information about sensitive areas, and times of the year when there is a risk of disturbance, is not widely shared.
- Misunderstanding or unawareness of the Scottish Outdoor Access Code – results in visitors interpret the Code as 'I can go wherever and do whatever I want', which makes it difficult to manage negative impacts
- Face-to-face/ on-the-ground staff, such as rangers and visitor centre staff, are amongst the most effective means of influencing visitor distribution and behaviour. However, currently not enough rangers or visitor centre staff

Off-site visitor management:
- Promotion of places and paths: There was consensus that online media have become increasingly important in managing visitors. Panellists emphasised that the lack of easily available/ well promoted information on where visitors can and shouldn't go, before they arrive in the area, leads to negative impacts.
- Communication of regulations & guidelines: Social media is important for communicating regulations and guidelines, such as the Scottish Outdoor Access Code and litter campaigns. However, is this only working for organisations' existing social media followers and not the general/ wider public or specialist user groups?

Future visitor numbers
- A9 dualling will lead to an increase in tourists, day-visitors and residents. Suggested that only certain areas will experience increasing activity, whereas other places that 'perhaps don't fit many people's view of the Cairngorms' will not see such a high increase (e.g. Abernethy)
- A9 dualling might result in more frequent visits (by the same visitors). It was widely accepted that the increase in visitors will lead to an increase in cars, pressure for new routes and pressure on visitor hotspots

Future types of visitors
- Better and faster accessibility will increase the range of visitors and attitudes which is a great opportunity to (re)connect more people with nature and educate more people about nature conservation
- However, improved accessibility might attract more 'irresponsible' visitors (those not aware of/ compliant with the Scottish Outdoor Access Code). Probably many visitors are unaware of their impacts or perceive these to be minimal, even though the impacts could be detrimental
- Some might be aware of the environmental issues, but their personal motivations override the environmental concerns. Certain types of visitors are believed to cause more issues than others, particularly because of their

tendency to go off-trail and into sensitive areas. These types of visitors include wildlife- and birdwatchers, dog-walkers/ dogs, 'explorers' (looking for new routes/lesser explored areas) and wild campers starting to go into previously undisturbed areas.

- Residents and second-home owners start exploring other routes, build their own infrastructure (new paths; mountain-biking trails) and put the new routes on tracking applications like Strava and TrailForks. Tourists/visitors will then use the infrastructure that they find on these applications, resulting in more people using these
- Most panellists regard e-bikes as a threat to conservation goals because people can cover greater distances and potentially go into previously undisturbed areas (intentionally and unintentionally).
- Concern about spatially unconstrained activities – such as ski touring, extreme mountainbiking, snowshoeing, cross-country skiing, orienteering, and trail running

Site management recommendations - rated 'very important':
- Development & promotion of alternative recreation areas
- More themed walking/cycling trails
- Development of new camping facilities to minimise informal camping & to distribute visitors more widely to less sensitive areas
- Adapting 3rd sector/public transport to the needs of outdoor recreationists
- Development of e-bike hire to reduce car use
- Restricting car access to certain areas to encourage sustainable transport; manage visitor numbers and access to sensitive areas
- Creation of alternative circular routes to take pressure off popular routes (take advantage of new active travel corridors)
- Relocation/ Closure of paths to increase wildlife refuges & protect groundnesting birds
- Habitat improvements to create wildlife refuge areas, e.g. creation of bog areas; tree regeneration for screening

On-site visitor management recommendations – rated very important:
- Landowners/managers jointly agreeing on rules
- Giving user groups ownership & responsibility of recreation areas
- Community-based campaign/education on residents' potential positive and negative impacts on nonresidential outdoor recreationists
- Zoning (Non-restricted areas; Dog-walking areas; Mountainbiking areas; Restricted areas: Conservation areas)
- Education at e-bike hire places to minimise e-bike induced impacts
- More widely accessible outdoor (education) courses
- More rangers in/around sensitive area

Off-site / online visitor management recommendations – 'very important':
- Multi-channel communication
- Improvements of Social media communication
- Administration of tracking applications
- Identifying and communicating with social media influencers
- Improvement of 'Pre-visit information

Additional management action recommendations – 'very important':

	- Creation of dog-walking areas (where dogs can run off-lead) - Development of additional mountain-biking trails - Path hardening for some (e-)bike routes. - Construction of new shelters (with pit/composting toilets; safe fire pits) in less sensitive areas - Installation of educational signs where unwanted, user-created paths tend to develop or where visitors are likely to go off-trail into sensitive areas	
COVID IMPACT		
NatureScot Covid-19 - Recreation survey - Reporting - WAVE 2 - Powerpoint presentation - FINAL - pdf version - 28_9_20 (4) 56 Degree Insight	**Enjoying the Outdoors: Monitoring the impact of Coronavirus and social distancing** Research based on 2100 online interviews, across two sample periods – 1st lockdown (23 Mar – 28 May 2020) and mid July to mid Aug 2020 (out of main period of 1st lockdown) **Summary findings:** As lockdown eased, the population continued to engage with nature more than in 2019 While many travelled further from home on outdoor visits, participation close to home and in gardens also remained high Continued benefits from time spent outdoors and in nature Sustained perceptions of environmental benefits As people visited more outdoor places, a wider range of issues have been encountered When the crisis is over… 49% expect to spend more time outdoors for recreation in future than before the crisis - People most likely to plan to spend more time outdoors in future included people with children (62%), people aged under 35 (56%) and dog owners (58%) - Interest in making other positive life changes also remained at the high levels recorded in June. Most significantly over two thirds would like to encourage their children to spend more time outdoors (69%) and/or continue to travel less for non essential journeys (66%)	Good to have COVID specific data around visiting the outdoors. Country level, but no reason not relevant in the park
BUSINESS PERSPECTIVE		
Glenmore Resident & Business Review minutes Oct 2020	Main issues raised: Parking & traffic; Fires & litter; Camping & caravans; Signs & communication	
CBP Responsible Access Workshop notes	**Relevant points:** Audience research – would be useful to define / segment them Two way process – what do visitors want? Positive messages about what you can do rather than what you can't Visitors want eco-tourism	Insightful thoughts captured here about understanding visitors better, being careful about messaging and setting realistic expectations through

	Emphasis education pre-arrival and learn from 2020 Set of consistent core messages that could be endorsed People want to see real things if they are inspired by pictures – getting the right messaging is important Visitor and resident research in Balmoral and surrounds taking place May-Jul	words and images used (do we use images of capercaillie?)
CBP Green recovery fund Campervans steering group meeting notes 28 Oct 2020	Visitor types suggested: Rental; Older 55+ on campsites; Younger VW van camp close to activity; Van life group not in campsites	Interesting to get an insight into different types of campervan visitors. Potential to consider in more depth in focus groups, depending on agreed criteria for choice of theme / audience
CASE STUDIES FROM OTHER / RELATED SITES		
FLS Audience Research for Argyll Forest Park 2014 - Final Report by L J Research	Identified 4 target audiences: Frequent local walkers; Outdoor enthusiasts; Passive nature connoisseurs; Plant lovers. Based on 748 research surveys, 27 interviews, desk review of existing research	Relevant for comparison to Glenmore research in 2011 and audience groups there
An Camas Mor_Revised Report on predicted levels and patterns of visits V3	**Headline Findings (relevant to this research)** • 68% of residents' visits are on foot from home with 96% of these involving a walk of up to 5 miles in total length • About 25% of visits use a car to access a recreational 'setting off point' with 54% of these involving a round trip car travel distance of 10 miles or less • 83% of visits are regular - at least once a week or more frequently • For 85% the main activity will be walking, and 52% of visits will be accompanied by a dog • Majority of visits are on a path (78%)	Abstracted info from wider NatureScot research and applied in this context (SPANS data sorted for rural living people & their leisure visits)
Tomintoul & Glenlivet Marketing Plan 2020	Market segments identified (based broadly on Visit Scotland domestic segments): • Domestic day trip • International tourists • Younger tourist / back packer • Adventure seekers • Out of season visitors • Food-loving culturalists • Nature advocates	Mix of segs categorised by demographics, time of visit and interests. Some overlap with Visit Scotland domestic segs

References (to June 2021)

GENERAL RESEARCH - SCOTLAND

- Visit Scotland Visitor Survey report 2015-16
- Visit Scotland domestic market segmentation docs
- NatureScot Scottish Household Survey 2019 - Headline findings relating to the natural environment
- NatureScot SPANS - 2013-14 – special interest report series - Engagement with the natural environment
- NatureScot SPANS full report 2019-20 - outdoor recreation, health, and environmental attitudes

GENERAL RESEARCH - CAIRNGORMS

- CNPA visitor survey 2019/20
- CNPBAS Final STEAM Report 2009-2019 29-Jun-20 CC (4)

(OUR) SITES - SPECIFIC RESEARCH

- Nature Scot RSM166 - Rothiemurchus and Glenmore Recreation Survey 1998-99_ final report (A1560094) AS Mather 2000
- Glenmore Visitor Experience Analysis 2015-16 Phil Whitfield
- Glenmore Forest Park Visitor Survey report 2011 FLS

(OUR) SITES - DATA & PLANS

- Rothie Incident Reports
- Rothiemurchus Forest Recreation Services Plan 2014
- Old Logging Way people counter data
- Abernethy people counter data 2008-2018
- Abernethy wildfires patrol record sheets 2020
- Glenmore FLS North Region car counter visit numbers

DOG WALKING

- NatureScot SPANS - 2013-14 - special interest report series - Dogs
- Katrina M. Brown (2015) The Role of Landscape in Regulating (Ir)responsible Conduct: Moral Geographies of the 'Proper Control' of Dogs, Landscape Research
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CONSERVATION & PEOPLE - RELEVANT RESEARCH

- Alistair Bath Public_views_about_Capercaillie_in_the_Carrbridge_area 2019
- Hutton, Lessons from Boat – 2017 Managing woodland for both recreation and capercaillie

- Public acceptance of mitigation measures for capercaillie conservation in Glenmore and Rothiemurchus, Scotland. Internship report Lisette Klein 2018 FLS
- PhD Feedback Document_Delphi Study Round 2

COVID IMPACT

- NatureScot Covid-19 - Recreation survey - Reporting - WAVE 2 - Powerpoint presentation - FINAL - pdf version - 28_9_20 (4) 56 Degree Insight

BUSINESS PERSPECTIVE

- Glenmore Resident & Business Review minutes Oct 2020
- CBP Responsible Access Workshop notes
- CBP Green recovery fund Campervans steering group meeting notes 28 Oct 2020

ENVIRONMENT & CONSERVATION RELATED REPORTS / PLANS

- Capercaillie Framework CNPA

CASE STUDIES FROM OTHER / RELATED SITES

- FLS Audience Research for Argyll Forest Park 2014 - Final Report by L J Research
- An Camas Mor_Revised Report on predicted levels and patterns of visits V3
- Tomintoul & Glenlivet Marketing Plan 2020