



Visitor Management Our Approach 2021



Perthshire Tourism Action Plan




Our Vision

Perthshire will be a leading sustainable destination in Scotland

Our Mission


Together we will grow the value and positively enhance the benefits of tourism across Perthshire by delivering the best for our environment, our visitors, our businesses and our communities



Perthshire Tourism Action Plan



Our Strategic Objectives

- To establish Perthshire as a leading responsible tourism destination in Scotland
 - To grow the volume of overnight stays by 3% per annum with a focus on the 'off season'
 - To increase the impact and benefit of tourism across Perthshire's communities
 - To make Perthshire a digitally discoverable and enabled destination
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COVID 19 PANDEMIC 2020



Challenges

- Human waste not disposed properly
- Littering and fly-tipping
- Unattended campfires & damage (to fields and trees)
- Inappropriate parking on roads preventing access for residents and emergency vehicles
- Other anti-social behaviour through alcohol consumption



Appeal to stop 'dirty campers' at Perthshire beauty spots

A spate of informal camping has seen a host of unwanted items, including a mattress, left at picturesque spots such as Loch Rannoch



By **Melanie Bonn**
10:54, 3 JUL 2020

NEWS

NEWS / LOCAL / PERTH & KINROSS

Multiple cars pictured flouting no parking signs in Highland Perthshire as wild camping crackdown planned

Perth and Kinross has seen increase in dirty camping

Boulder blockades installed at Perthshire loch as landowners fight back against wild camping

Worst weekend yet as hundreds of campers cause chaos at Perthshire lochs



Coronavirus: 'Uncontrolled camping a public health risk'

4 August 2020



Coronavirus pandemic



Our Approach 2021

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- Perth & Kinross Visitor Management Multi Agency Group
 - Dedicated Visitor Management Co-Ordinator 3 Years
 - Implementation of a Visitor Management Action Plan 2021
 - Community led Pilot Projects & Trials 2021 at 'hotspots'
 - Initiatives 2021
 - Mobile Toilets at Hotspots
 - Dig It Campaign & Trowel Trial
 - NEW Ranger Service & Safer Communities Team/ Volunteer Programme
 - Temporary Car Parks & Clearways
 - Develop Visitor Infrastructure
 - Feasibility of Strategic Waste Disposal Network (Public/Private)
 - Funding
 - Generic email address visitormanagementgroup@pkc.gov.uk as main point of contact for any issues about visitor management

Dig It Campaign & Trowel Trial



- Responsible Outdoor Toileting Campaign
- Focus on steps to take if caught short in the great outdoors
- Developed in line with the Scottish Outdoor Access Code
- The Dig It Kit consists of a trowel and paper bags. Kits will be available from patrolling officers in two areas: the southside of Loch Tummel and Loch Rannoch
- Dig It Kits are in the process of being distributed to patrolling officers
- Campaign launch mid-April 2021

PERTH

PERTH & KINROSS PUBLIC TOILETS

NOW OPEN



www.pkc.gov.uk/publictoilets

Public Toilets

- Perth & Kinross Council public toilets are all due to open from 1 April 2021.
- Slightly shortened hours to allow for deep cleaning.
- Our advice for using PKC Comfort Scheme is to contact the business direct before making a journey
- www.pkc.gov.uk/publictoilets

Funding

- [Rural Tourism Infrastructure Fund](#)
- Local Authorities can apply
- Funding Awards £75,000 – £375,000/ 30% match funding
- Support projects focused on improving the visitor experience in rural Scotland that are facing pressures on their visitor infrastructure,
- Secured two successful applications at Round 3
 - £302,000 Loch Leven Heritage Trail
 - £237,000 River Tay Way/Aberfeldy Car Park
- Round 4 RTIF supports Recovery Stage
 - EOI Deadline: 13 August 2021
 - Full Stage Deadline 1 September 2021





Funding

- **Better Places Green Recovery Fund**
- Managed by Nature Scot
- Local Authorities, Communities and NGOs can apply
- Second Round £2.75m
- Maximum Award £75,000
- Deadline: 9 April 2021 (fast track projects) or 14 May 2021
- All projects must be in place for 2021 season
- Can support seasonal rangers, visitor management staff, temporary facilities such as portaloos, quick infrastructure measures

Funding

- [Community Environmental Challenge Fund](#)
- Managed by Perth & Kinross Council
- Communities & Voluntary Organisations can apply
- Maximum Award £10,000
- 50% match funding
- Supports community led environmental projects
- Criteria extended for 2021 to encourage local community groups to develop projects to assist with visitor management
- <https://www.pkc.gov.uk/article/15242/Community-environment-challenge-fund>



Further Information:

Perth & Kinross Council, Suzanne Cumiskey,
Business Development Project Officer

e. scumiskey@pkc.gv.uk m. 07919 298720

