



Loch Ken Strategic Visitor Infrastructure Framework

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Acknowledgements

The Strategic Visitor Infrastructure project has been led by a partnership of:



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This document has been developed and compiled by authors from One Planet Consulting and Blue Sea Consulting. James.Stuart@oneplanet.consulting

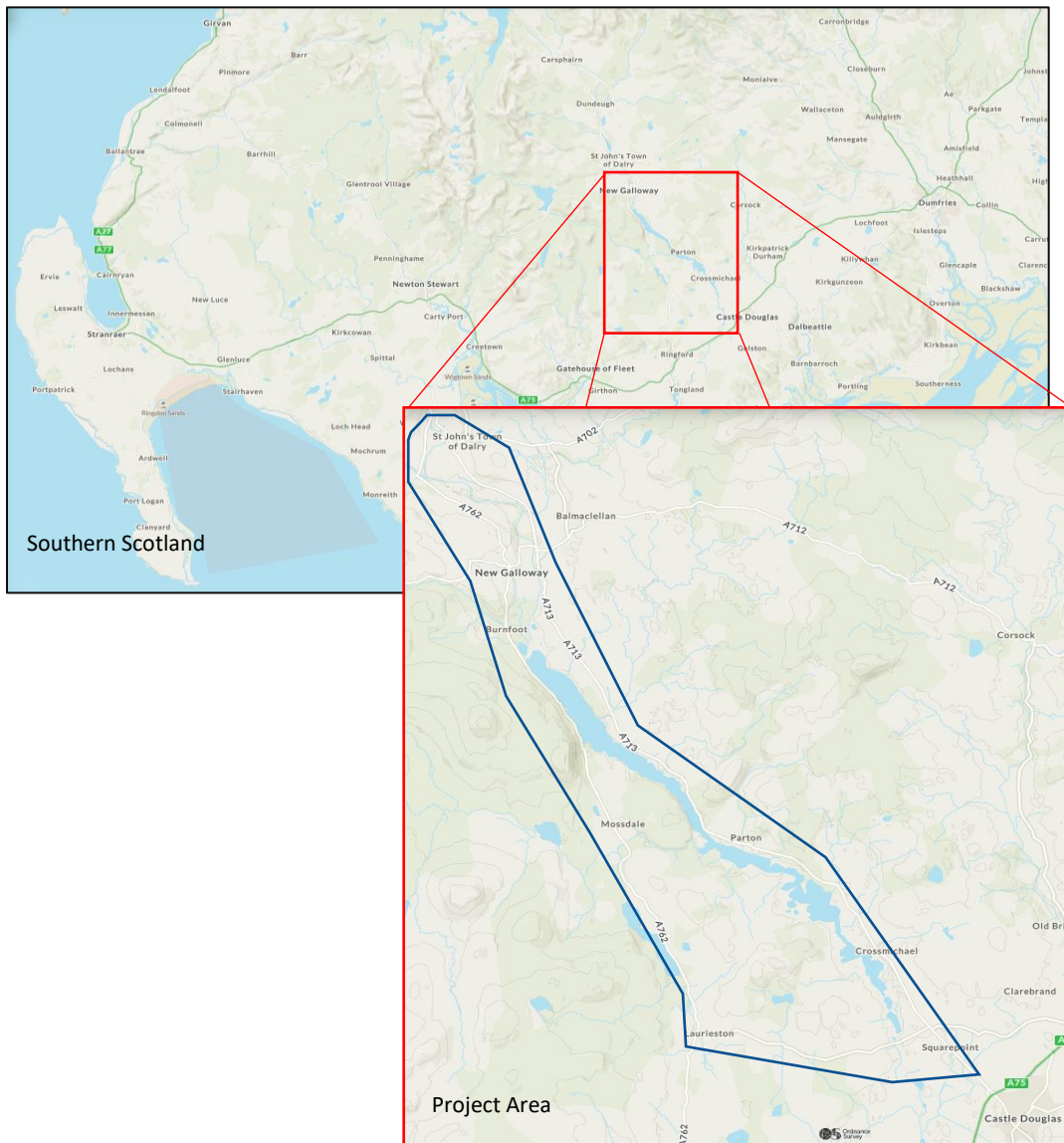


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Introduction

Loch Ken is a jewel in the Galloway Landscape. Nine miles in length, running from the Glenkens to the outskirts of Castle Douglas, it constitutes the largest body of freshwater in Southern Scotland.



Map 1: Location of Loch Ken project area within Southern Scotland.

In recent years, the Loch has witnessed a low level of investment in visitor infrastructure, with a constraint developing on the number of visitors that can be appropriately hosted. This came to a peak in the summers of 2020 and 2021 when spikes in visitor related access issues were recorded, particularly connected with wild camping and access rights being exercised irresponsibly. While there was certainly a link to the pandemic, there is an underlying longer-term trend of increasing visitor management challenges.

Framework Purpose

The Loch Ken Strategic Visitor Infrastructure Framework (SVIF) establishes a set of policies and principles that will inform and guide the long-term development of visitor infrastructure across the area.

This includes guiding the development of the Loch Ken Strategic Visitor Infrastructure Plan (SVIP) and informing the position Loch Ken Trust will adopt when responding to other potential developments by the public, private and third sector in the area; developments that are aligned to the framework will be looked on favourably.

The SVIF aims are:

- To respond to current and emergent visitor pressures
- To support the development of a high quality, integrated and seamless visitor experience across the Loch Ken areas
- Support the delivery of the Loch Ken Plan.

The SVIF will also nest within and support the delivery of the broader Biosphere and South of Scotland approaches and ambitions.

The plan does not carry the status of a Local Development Plan but does provide potential developer a clear sense of the ambition and direction of development the communities around Loch Ken seek to follow. It should therefore offer a firm anchor point for developers to build their approaches from.

Strategic context

For the Framework to work as effectively as possible it must draw from, support, and align with the national and regional strategic contexts and the major trends influencing Scottish Tourism. These are explored in brief below.

National Tourism Strategy

[Scotland Outlook 2030](#) is the national tourism strategy and aims to establish Scotland as the world leader in 21st Century tourism. It was developed through an equal partnership between the Scottish Tourism Alliance, Scottish Government, VisitScotland, Scottish Enterprise, Highlands and Islands Enterprise and Skills Development Scotland.

The strategy development was guided by a steering group and built on a robust evidence base and engagement with over 2500 tourism leaders and stakeholders. The Strategy was launched on the 4th of March 2020.

Outlook 2030 – A summary

The Vision – We will be the world leader in 21st century tourism.

The Mission – Together we will grow the value and positively enhance the benefits of tourism across Scotland by delivering the very best for our visitors, our businesses, our people, our communities and our environment.

Key Priorities – Our passionate people, our thriving places, our diverse businesses, our memorable experiences.

Our Commitments – For each of the key priorities there are an agreed set of commitments. These commitments will ensure delivery on the vision to be the world leader in 21st century tourism.

Download a copy of the strategy:



STERG and Pandemic response

The [Scottish Tourism Emergency Response Group](#) (STERG) was established as part of the response to the COVID-19 crisis in March 2020. The work of this group has enabled tourism industry bodies from across Scotland to respond in a coordinated manner to the problems which have resulted from the pandemic.

The group's work has also supported the recommendations of the [Scottish tourism Recovery Task Force](#), which was set up to look at what measures the Scottish and UK Governments could take to bolster recovery.

Megatrends

Megatrends describe the global shifts in views and behaviours displayed by our visitors. The Scottish Tourism Alliance grouped and characterized the most relevant of these global trends in the Scottish context as:

Experience More	offering more genuine experiences and helping visitors to be more than “tourists”.
Limitless Discoveries	marketing the whole of Scotland not just the favourite places.
Evolving Traveler	recognising the many different types of visitors, both culturally and demographically
Technology to Stimulate and Inform	using widely available technology to improve and influence the customer experience.

Table 3 – Scottish tourism mega trends, source: [Scottish Tourism Alliance/ Scottish Enterprise](#)

Further work by VisitScotland Insights department published in Feb 2020 noted the specific trends that would characterize the 2020’s including:

- Loco-motional Travel and the Eco-Drive – *the rise of the green and low carbon agenda.*
- Transforming the Typical – *disrupting the market through product development.*
- Solivagant Spirits and the March of the Global Nomad – *the importance of the individual traveller.*
- Rise of the Reviewistas – *advocates, ambassadors and referrals.*
- Pre-crastination – *getting everything done in advance.*
- Water-ways – *capitalizing on the appeal of Scotland’s coasts and waters.*

These trends were described prior to the COVID 19 pandemic. Euromonitor¹ research suggests that the trends have endured. The pandemic also saw several other trends emerge which are of note; especially the shift to “staycation”, the drop-off of the international visitor market, increases in cycling and other adventurous activities and a continuation in the shift towards more ethical and environmentally conscious decision making.

National Planning Framework 4 and Local Development Plan

The National Planning Framework (NPF) is part of the statutory development plan and directly influences planning decisions and Local Development Plans adopted by each Planning Authority. The current framework (NPF3) is soon to be replaced by NPF4. The new framework sets out a vision for how Scotland will change in the future. It reflects priorities from across Scottish Government portfolios and brings together a wide range of plans, programmes and policies.

¹ Insert reference to Euromonitor briefing

The framework establishes several spatial principles and action areas that seek to build a climate-conscious and nature-positive future and respond to the needs of communities across Scotland. The south of Scotland including the Loch Ken area are identified in one of the main actions areas: Southern Sustainability. Four actions are also noted including:

- (22) Create a low-carbon network of towns.
- (23) Support sustainable development.
- (24) Innovate to sustain and enhance nature capital.
- (25) Strengthen resilience and decarbonize connectivity.

Download a draft copy of NPF4



The Dumfries and Galloway Local Development Plan (LDP2) sets out how and where land and property will be used in Dumfries and Galloway to realise the vision for the next 20 years. The written policies give guidance on all aspects of development, when it will be supported and when it won't. The current LDP was adopted on 3 October 2019 and replaces the previous plan adopted in 2014.

The overarching principle of the plan is that all development proposal should support sustainable development, including the reduction of carbon and other greenhouse gas emissions. The following broad principles have also been used to identify sites for development:

- reduce overall flood risk by avoiding areas at risk of flooding and erosion;
- where possible, avoid the use of prime quality agricultural land;
- consider reusing brownfield, vacant and derelict land and buildings instead of greenfield land;
- maximise the use of existing infrastructure including public transport;
- consider opportunities to develop mixed communities

Download a copy of Dumfries and Galloway LDP2



South of Scotland Destination Alliance

The [South of Scotland Destination Alliance](#) (SSDA) is the strategic Destination Management and Marketing Organisation for the South of Scotland, encompassing Dumfries and Galloway and the Scottish Borders. Their ambition is to transform the South of Scotland not a year-round world class destination, growing tourism spend in the region to £1Bn by 2030 and creating an additional 6500 jobs.

Their key priorities are:

- Establishing 'Scotland Starts Here' as the destination brand for the region, developing short and long term marketing plans targeting both domestic and international visitors. This is on the

back of the MBTAG activity delivered to date through Midlothian and the Scottish Borders and will now also include Dumfries and Galloway

- Engaging members on a local level and working closely with the industry on recovery, product development, business readiness and future workforce education
- Strategic destination development planning, focused on understanding the region's longer term needs to inform capital and infrastructure investments
- Working actively with local communities to demonstrate the value of the tourism sector and to cement its part in the place-making activity of the South
- Working closely with South of Scotland Enterprise and representing the needs of the industry amongst local and national governments

Loch Ken Plan

This framework is intended to support the achievement of the aims, actions and ambitions committed to in the Loch Ken Plan.

The Loch Ken plan is framed using the United National Sustainable Development goals and highlights three major themes: People, Prosperity and Planet. Across these areas and the sixteen goals that sit behind them, the aim is to nurture Loch Ken and the surrounding area into a thriving set of sustainable communities.

Download a copy of the
Draft Loch Ken Plan



Development of the Framework

In keeping with the UNSDGs and the aims of the Loch Ken Plan, the dual crises of climate change and biodiversity loss and the importance placed on the natural capital of the Loch Ken area by visitors and residents alike it is right to establish policies that ensure those elements are carried forward into the Strategic Visitor Infrastructure Framework (SVIF).

Policy 1 – to enhance, protect and restore the natural capital of the Loch Ken area as part of visitor infrastructure developments wherever possible

Policy 2 – to consider alternatives to new or additional capacity ahead of committing to infrastructure development.

Policy 3 – to refresh, extend or repurpose existing capacity in preference to brand new developments.

Infrastructure development has several inherent impacts on the environment that cannot be avoided including the footprint of the development itself and the resultant impact of the functioning site. The intent of these policies is to ensure that a “build first” approach to infrastructure is avoided, to ensure other measures like education or behaviour change are considered ahead of infrastructure development and to embed a bias towards reuse and repurposing of existing infrastructure. These principles help to ensure the additional burden of infrastructure on the environment is kept to a minimum.

Networked Solutions

Policy 4 – We will develop a networked infrastructure approach, considering Loch Ken as a destination rather than any single node, venue or community in isolation.

There are multiple drivers of this policy, the first reflects the relationship of this policy to others operating at different scales. This policy is looking at the development of the overall destination of Loch Ken and not any one venue, node or community in isolation.

This policy develops policies one and two, codifying the intent not to replicate the same piece of infrastructure in multiple locations and waste resources unnecessarily. This also links to the income

and use models for infrastructure; spreading income too thin will undermine the model to maintain the facility.

An example of where this policy would have a notable impact is pump out and waste facilities for motor homes. Rather than adopt an approach that requires or encourages each facility in each community or at each node catering for Motorhomes to offer all of the services, one node could take the lead and host additional facilities (such as pump out and waste) but make it available to all those who stay overnight in one of the network of Aires.

This policy also extends to positioning of Loch Ken as an Event destination, rather than see each separate venue developing a full suite of facilities, the networked approach would consider how best to develop capability across the whole area and to ensure public, private and third sector developments augment and support each other; growing the whole opportunity, improving resource efficiency and opening up a scale of potential activity that no one entity could manage individually.

Pressures

There are a mix of general and specific visitor pressures being experienced across Loch Ken and the immediate environs.

The general pressures are experienced across the whole area and include littering, toileting, parking and increases in volumes of people taking access to the loch and the countryside. The increase in these pressures is consistent with numerous other areas across Scotland including the National Parks. Nationally these pressures have been increasing for many years, with the impact of the pandemic adding considerably to this underlying trend.

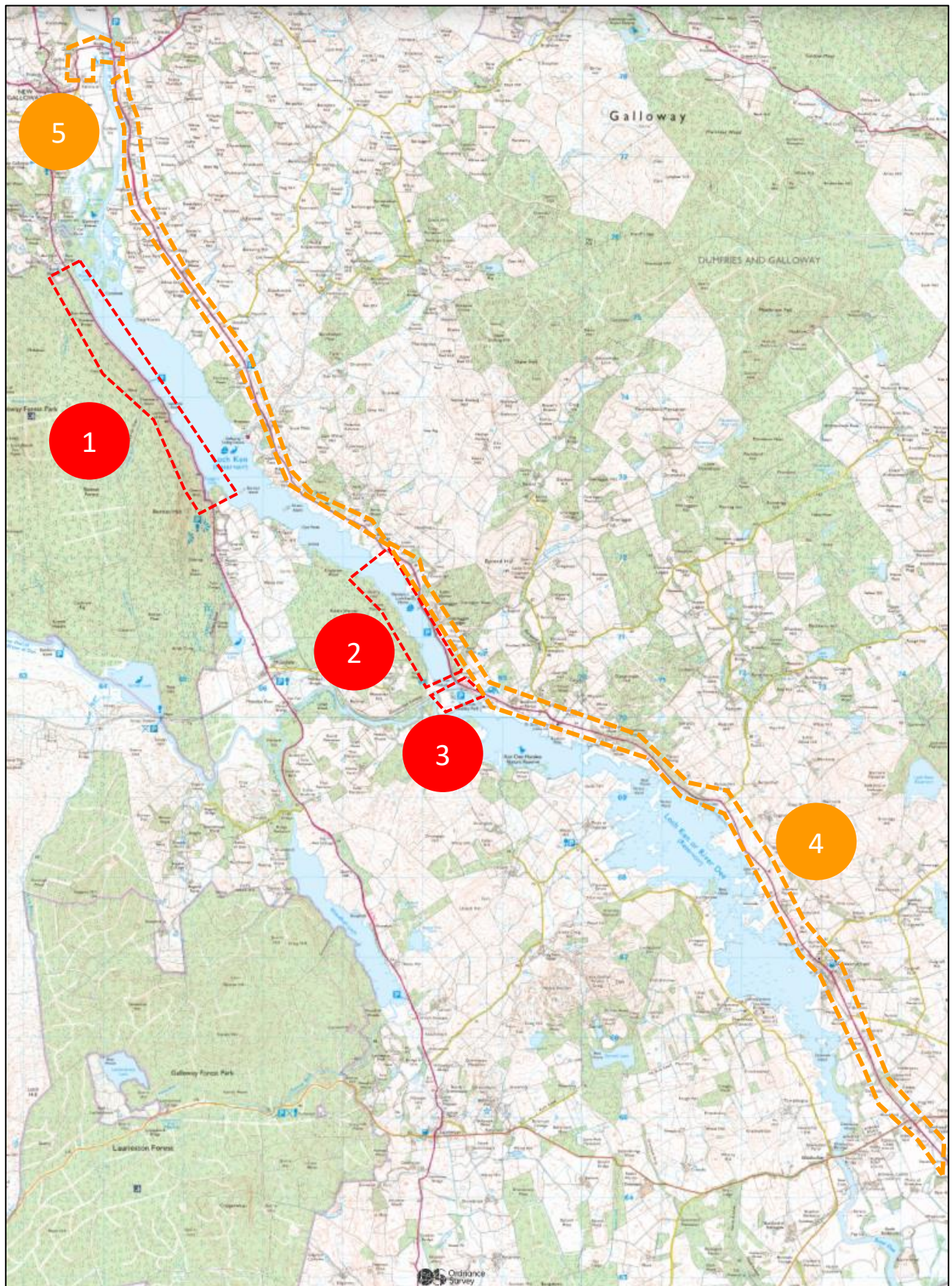
In addition to these general pressures there are several more specific pressures, tensions and hot spots that have been identified and are illustrated in Map 2 and characterized in the Table 1 below

Table 1: Specific visitor management pressures

(see map on page 13 locations).

	West bank • Toilets • Litter • Multiple user groups • Car parking	The principal pressures on the West bank of the northern section of Loch Ken are from camping, toileting, litter, and car parking. – with many users showing limited regard to the Scottish Outdoor Access Code. The main user groups of the area include anglers – this area is leased for permit fishing by New Galloway Angling Association – and general recreational access – including camping - to the Loch shore. There is some cross over between these uses - with some campers also fishing – which complicates the management further.
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	High Speed Zone • Multiple user groups • Water Safety	This informal designation has been operating with a high degree of success for decades. The zone seeks to support the management of high and low speed craft but has been put under additional pressure in recent years with greater numbers of low-speed pursuits (open water swimming, stand up paddle boarding etc.) and new access points for these activities in the centre of the zone. This not only creates a notable water safety issue but is also eroding the already limited space for high-speed craft and activity.
	Public slipway and viaduct • Volume • Toilets • Litter • Access • Multiple user groups • Water Safety • Road Safety	The public slip way and environs have experienced some of the most concerning visitor management pressures of any part of the Loch. The access point is highly constrained, it coincides with the narrowest point of the Loch – which can have a notable flow rate - and is used by multiple forms of powered craft as well as swimming, paddleboarding and a host of other non-powered watersports. The facilities on site are also limited to litter bins and car parking, with no public toilets and no water safety equipment. The site itself is on a 60mph A road.



Map 2: Location of specific visitor management pressure points on Loch Ken.

Road and water safety

Road and water safety is a component of the broader visitor management challenge, both in terms of supporting the safety of visitors as they make use of various facilities in the area and in terms of the constraint or additional pressure that these issues can place on the use or development of facilities.

There are two notable road safety challenges which currently constrain visitor management options and increase pressure on current visitor management facilities. These are illustrated on Map 2 and characterized in Table 2 below.

Table 2: Road safety issues.

4	A 713 Castle Douglas to St John's Town of Dalry	The A713 is a major route through the areas linking Ayr and Castle Douglas. Much of the route along the eastern edge of Loch Ken is national speed limit (60mph) and is open meaning much of the traffic travels at those speeds. It is also heavily frequented by large vehicles and timber transport lorries. In practice this road is not suitable for bicycles and only has limited parts with any form of pedestrian walkway. This is a major constraint and means access to the East of the loch is effectively by motor vehicle only, putting more pressure on limited car parking facilities and putting many off from using active travel to explore the area.
5	A 712 Ken bridge to New Galloway	The A712 between the Ken Bridge and New Galloway is a short but challenging section of road. The sides of the road are mostly high hedge and there are a several tight bends – it is not suitable for pedestrian use and as there is no pedestrian walkway or alternative route access from New Galloway to Ken Bridge and the visitor facilities there are restricted to car and bus.

The increase in visitor numbers and increasing likelihood of warmer summers and heat waves in future years will add further to this challenge with greater numbers of people spending time outside and a greater focus on water activities.

Water safety has already been noted in the context of the high-speed zone (2) and the public slipway (3). Other potential areas of water safety risk include: high use access points, the Galloway Hydro Scheme² infrastructures and high use areas of water.

This list of pressures and safety concerns is not exhaustive. It does however offer an immediate frame of reference to respond to. In adopting a systems approach to this the response to specific issues will support the wider environs of Loch Ken too.

² Galloway Hydro Scheme current operated by Drax.

Responding to visitor pressures

Activity Zones

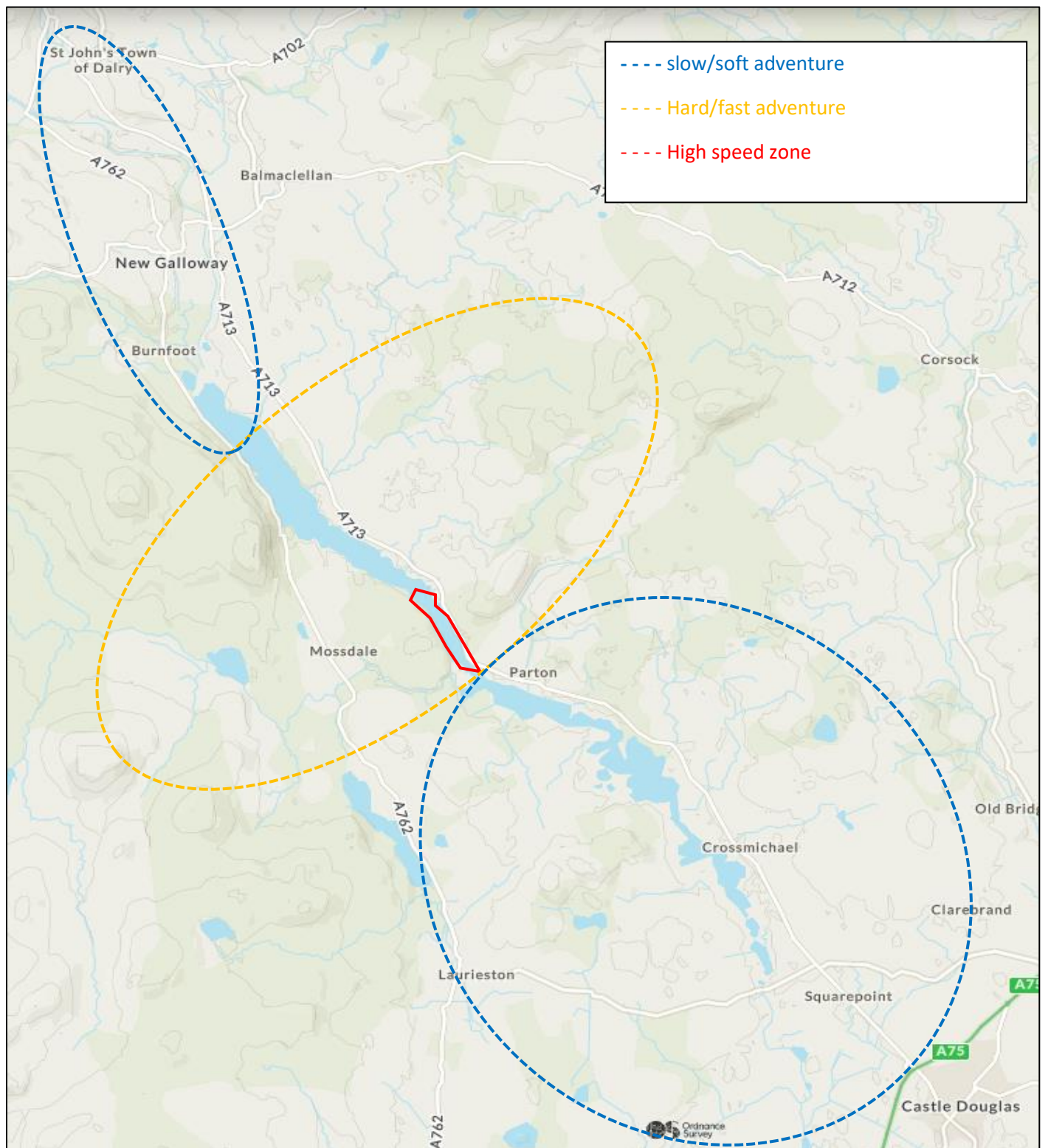
Policy 5 – We will adopt the use of zoning to reduce pressures of multiple activities in one space and to support behaviour change. We will support differentiated infrastructure development across these zones.

The use of informal zones for the waters and surrounding areas of Loch Ken, offers an opportunity to focus different types of development into different areas. This approach will build on the basic character of the topography, tuning future development towards the optimum use of each area.

Whilst these zones are not exclusive and will in no way impede access rights or commercial activity, they are intended to help influence behaviours by encouraging newer, or less able participants towards parts of the loch and surrounding areas that better suit their capability. They are also intended to split activity uses in an area to reduce friction between different user groups.

Table 3

Slow/soft adventure	This zone is characterized by lower lying and less challenging topography. It lends to slower forms of activity including, open water swimming, paddle boarding, kayaking, angling, walking, wildlife watching, cycle touring and e-bikes, and engaging with heritage. Development in this area will be supported that support these forms of activity, develop new access points for slow adventure activities, enhance the visitor experience and encourage increased dwell time, are low impact and encourage the shifting of travel modes from high-carbon to lower carbon alternatives.
Hard/fast adventure	This zone, covering the northern part of the loch and the major forests to the East and West, is characterized by the more rugged, higher and more challenging terrain. Development in this area is expected to be more restrained, maintaining the characteristics of the area and the “wilder” experience. Support will be given to low impact concepts that support the harder/faster forms of activity including mountain and gravel biking, sailing and long-distance trails on water and land.
High speed zone	This zone is already in operation and is located just north of the viaduct at Parton. Developments in this area are expected to be very limited and to focus on the successful and safe operation of the zone, including the use of signage and buoyage. Access points for slower forms of activity will not be supported.



Map 3 – Loch Ken zones of activity

Signage and identity

Policy 6 – We will seek to inform behaviours to address visitor pressures through the development of a strong area identity and the use a signage system.

Visitor capacity in the area can be maximised by encouraging visitors to adopt low impact behaviours. Existing signage in the area is complex, aging, and does not support this broader intent.



Images 1, 2, 3 and 4: Existing signage examples including a UNESCO Biosphere town sign

To support this intent a signage system – see Image 6 example - with common brand elements will be adopted across the area. This approach will deliberately seek to work with the Galloway and Southern Ayrshire Biosphere and other major designations and identities in the wider Dumfries and Galloway area.

1 - Gateway signage

The top tier of signage, these markers announce your arrival to a special area. Modelled on the

National Parks, these markers offer an opportunity to develop the identity of the area and immediately set the expectation that behaviours appropriate to a special area are sought.



Images 5 and 6: Example boundary signage at UK National Parks

2 - Zone boundaries

This tier of signage indicate arrival to the main activity zones across the area, encouraging use of the area by those engaging in the compatible activities and indicating to others that another area is more suitable.

3 - Site and route specific – behaviour signage

This tier of signage indicates desirable and undesirable behaviours particular to the place, providing key information to improve enjoyment and co-existence of multiple activities. This will include directions to different forms of activity, notes to indicate multiple uses of an area and reminders from the access code (fires, responsibilities etc.).

4 - Site specific – interpretation signage

This tier of signage is intended to connect the visitor to the natural, built, and cultural heritage of the area. This will foster a connection, increase dwell time and encourage people to care for the area they are visiting.

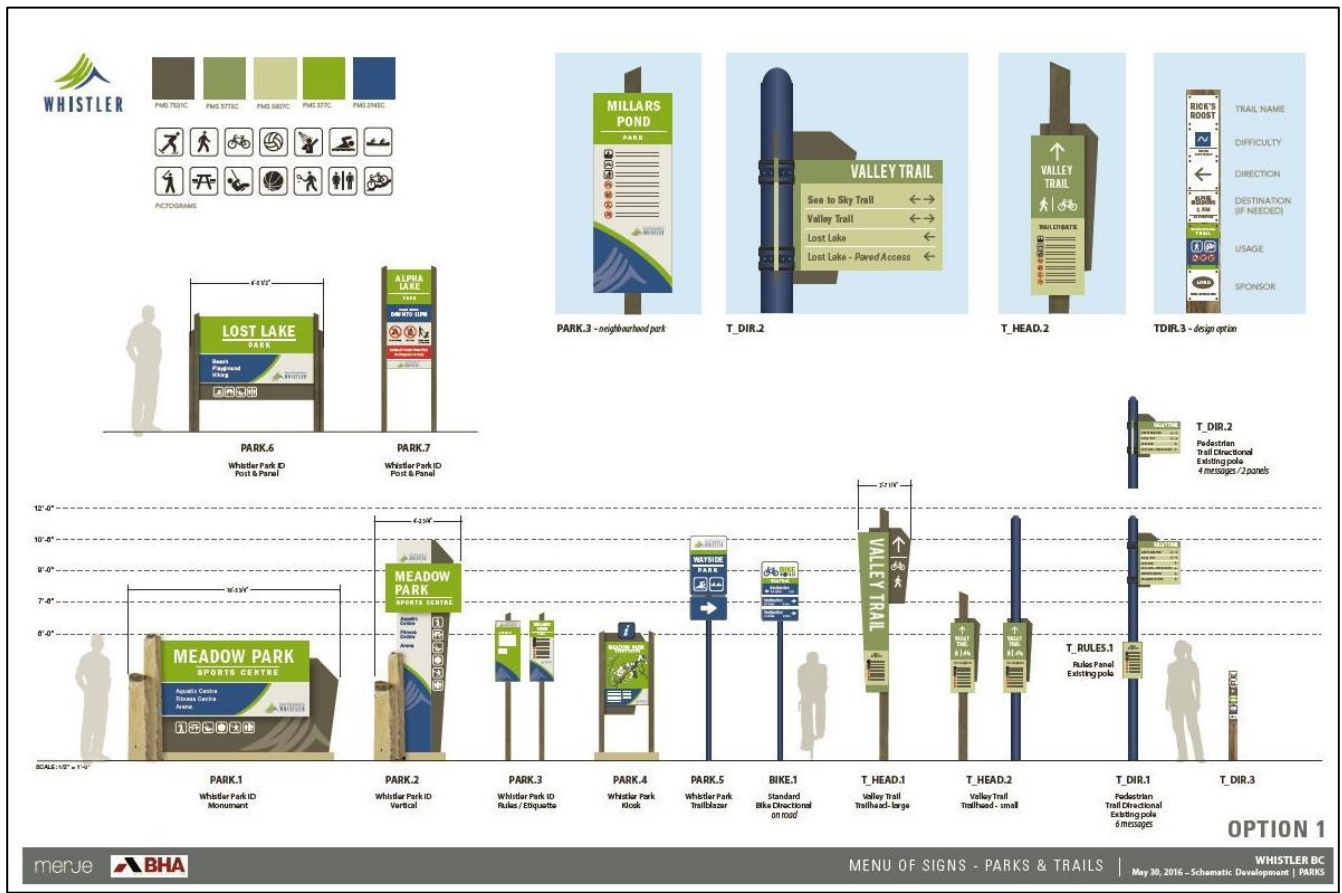


Image 7: Example signage system

Behaviour Change

Policy 7 – We will develop infrastructure and signage that encourages low carbon, low impact behaviours and increased dwell time.

Effective visitor management is dependent on the behaviours adopted by the visitors. Visitor behaviour can be influenced and supported by the provision of access to services at key points in their journey.

Low carbon, low impact behaviours allow much greater numbers of visitors to be accommodated by the area. To support and encourage more of these behaviours all development across the Loch Ken area will seek to embody this principle, which may include some or all of the following:

Table 5

Low Carbon	Low impact	Increased dwell time
• Park and ride facilities • Reduced parking spaces • Car Park Charging • More active and accessible travel routes • E-charging and greater access to electric or active modes of travel • Public transport integration	• Bin provision (all painted) • Aires located in communities not out of town • Area pump out facility • Toilet provision at key nodes and signage to support good decision making in areas with no public toilet (What to do when you need a poo) • Interaction with ranger or volunteer (on site ranger or volunteer)	• Car Park charging • Switch to active travel • Interpretation and viewing platforms • Activities • Food and drink

It is important to note that infrastructure is only one part of the solution to visitor management challenges. The most effective responses around the UK and internationally blend an infrastructure, communication and in person (often ranger based) response together, with each supporting the other. Our intended response is based on this three-part model.

Case Study: What to do when you need to poo

Loch Lomond and the Trossachs National Park is an extremely popular destination for visitors and has suffered from a series of visitor management challenges, including a buildup of human waste in some of the most popular locations. This not only causes a public health challenge but also undermines the visitor experience and can cause considerable harm to wildlife.

It is impractical to provide toilets in every corner of the Park and nor is it in keeping with the wider aims of the Park to conserve the natural heritage of the area.

As part of their work to address the issue they have developed a campaign to improve understanding of the Scottish Outdoor Access Code and to encourage more positive behaviours by visitors.

The [what to do when you need to poo campaign](#) includes signage, mapping and provision of bags and trowels in targeted locations. The campaign, while still being refined and further developed, has had notable success.



Opportunities

Loch Ken offers an impressive mix of experiences already and development of visitor infrastructure could open up many more. Not all these opportunities nor the visitor segments and services associated with them are fully compatible with the aims of the Loch Ken Plan and policies established earlier in the SVIF. The following principles seek to address this challenge and focus infrastructure development towards the most beneficial opportunities.

Principle 1 – to target market segments that display low impact, low carbon and high dwell time behaviours.

Principle 2 – to target developments and opportunities which enhance our natural capital, build on our strengths and focus on market segments with desired behaviours.

Mindful of these principles, there are several areas of opportunity that are particularly relevant to Loch Ken. These are explored in brief below.

Wildlife and the environment

Loch Ken is in the UNESCO GSA Biosphere management zone and has a significant wildlife and nature offering across a wide range of habitats. Notable species include Red Kites, Osprey, Red Squirrels, Otters and Pine Martins among many others. This is a particular strength of the area and one to be built upon. The quality of the experience, the compact nature of the offering, the proximity and connection to nature that can be offered and the diversity of habitats all mark Loch Ken out as an ideal destination for nature focused and environmentally conscious visitors.

The loch is already popular for bird watching and numerous other nature focused visitor activities. These activities are growth segments for visitors and Loch Ken is very well placed to benefit from that continued growth. The well-established Red Kite Trail offers a potential platform to develop a wider nature offering too.

Built and cultural heritage

Beyond nature, Loch Ken has a rich built and cultural heritage with Roman remains, pilgrim routes, castles and the 1930 hydro-scheme among many other notable elements. The Dark Skies designation further adds to this offering along with a considerable cultural programme of events at venues across the Loch Ken area.

All of these elements equip the area well to respond to customer trends and expectations, offering numerous opportunities to have a deeper more engaging experience, to develop a connection to the

place and to afford the opportunity to visitors to have a personalised and highly authentic experience of the area.

Cycling and adventure

2020 saw the highest levels of cycling on the public highway since the 1960's³ with an over 47% increase in cycling between Mar 2020 and Mar 2021 reported by Cycling Scotland⁴. This trend was also reflected in other outdoor activities, with notable growth in open water/wild swimming, stand up paddleboarding and kayaking. All these trends have been experienced on Loch Ken over the last two summer periods.

This trend and the low carbon and accessible nature of cycling, swimming and paddleboarding present a notable opportunity for Loch Ken, linking well to the two main zones of activity and existing strengths.

Table 6

Slow/soft adventure	The zone is relatively flat with low gradients. The road network to the west of the southern zone is quiet and works well for cycle touring. There are already several core paths and numerous walks in the nature reserve. The waters are more sheltered, shallower, and less prone to large waves or fast currents than the northern section of the Loch. The space is highly suited to open water swimming, paddleboarding, angling and kayaking and despite limited access points is already very popular. The zone would benefit from accessible off-road cycle routes to link existing provision and to encourage higher numbers of participants to park and ride. Improved access at the southern end of the Loch is also needed to reduce pressure on the public slip, to increase capacity and to support growth of swimming and triathlon events.
Hard/fast adventure	The zone already boasts an extensive network of gravel paths through forests on the east and west of the loch as well as numerous mountain bike trails and access to two of the 7staines centres. The offer is currently fragmented and targeted development of cycle and walking routes would unlock a huge network. This would support the development of these areas at a national level, a model already explored in Aberfoyle and the development of their tourism brand Gravelfoyle.

³ <https://www.gov.uk/government/statistics/road-traffic-estimates-in-great-britain-2020>

⁴ <https://www.cycling.scot/news-and-blog/article/one-year-on-cycling-up-47-percent-in-scotland>

Accessibility

Accessibility is an important consideration in the development of infrastructure, especially as UN figures indicate that over 46% of people over the age of 60 have disabilities. The same group is also considered to comprise of “slow walkers” who also benefit from facilities made accessible for those with mobility needs.⁵ Planning for accessibility therefore allows access to a bigger market.

In addition, the World Travel & Tourism Council (WTTC) notes that “travellers with disabilities travel with an average of 1.9 other people, indicating that by accommodating the needs of one customer with disabilities a business obtains an average of about three customers” and further noted that “travellers with disabilities would increase their travel budget, either through more frequent or longer trips, by 34% if accessibility barriers were eliminated.”⁶

The development of the [slow/soft adventure](#) offering is well suited to this market.

Case Study: Gravelfoyle



GRAVELFOYLE
ABERFOYLE ~ SCOTLAND

[Gravelfoyle](#) is, as Visit Scotland puts it, ‘the heart of Aberfoyle’s new tourism brand’⁷. It has meant that small town Aberfoyle is the most well-known gravel biking destination and has gained national and international recognition.

The brand was born out of the hugely successful and community backed [Dukes Weekender](#), an annual family friendly weekend cycling festival based in Aberfoyle. The one-off pull of the event means that large volumes of visitors are activated to return multiple times after an exciting first visit to the event.

⁵ [WTTC Inclusive and Accessible Travel Guidelines](#) May 21

⁶ [WTTC Inclusive and Accessible Travel Guidelines](#) May 21

⁷ <https://www.visitscotland.org/news/2021/gravefoyle>

Policies and principles Summary

Policy 1 – to consider alternatives to new or additional capacity ahead of committing to infrastructure development.

Policy 2 – to enhance, protect and restore the natural capital of the Loch Ken area as part of visitor infrastructure developments wherever possible

Policy 3 – to refresh, extend or repurpose existing capacity in preference to brand new developments.

Policy 4 – We will develop a networked infrastructure approach, considering Loch Ken as a destination rather than any single node, venue or community in isolation.

Policy 5 – We will adopt the use of zoning to reduce pressures of multiple activities in one space and to support behaviour change. We will support differentiated infrastructure development across these zones.

Policy 6 – We will seek to inform behaviours to address visitor pressures through the development of a strong area identity and the use a signage system.

Policy 7 – We will develop infrastructure and signage that encourages low carbon, low impact behaviours and increased dwell time.

Principle 1 – to target market segments that display low impact, low carbon, and high dwell time behaviours.

Principle 2 – to target developments and opportunities which enhance our natural capital, build on our strengths and focus on market segments with desired behaviours.