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Tourism promotion and branding: Loch Lomond and Trossachs and Lake District National Parks

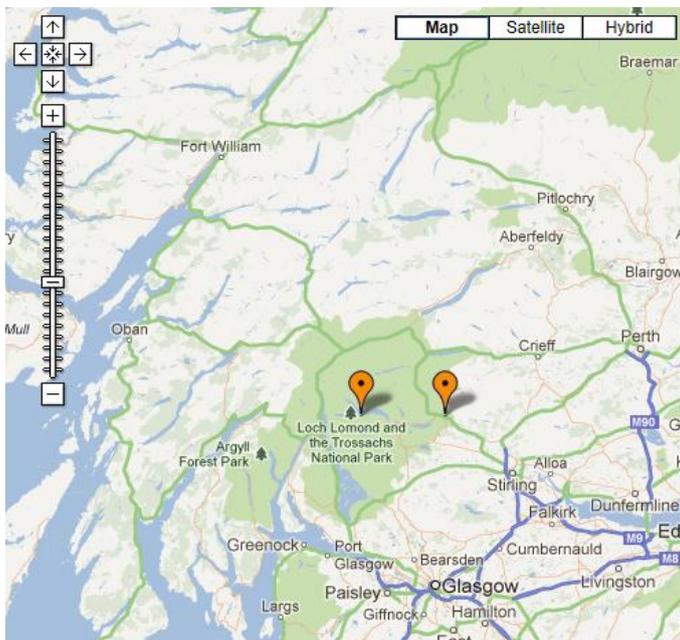
The following paper gives background and an overview of responsibilities in relation to tourism promotion and branding in Loch Lomond and the Trossachs National Park and the Lake District National Park.

Loch Lomond and the Trossachs National Park

Background

Loch Lomond and the Trossachs National Park (Loch Lomond National Park) was created in July 2002 under the National Parks (Scotland) Act 2000. It is 1,865 square kilometre (720 square miles) and has a boundary length of 350km (220 miles). According the 2001 census, 15,600 people live in the National Park.¹

The position of Loch Lomond National Park



Source: Visit Scotland²

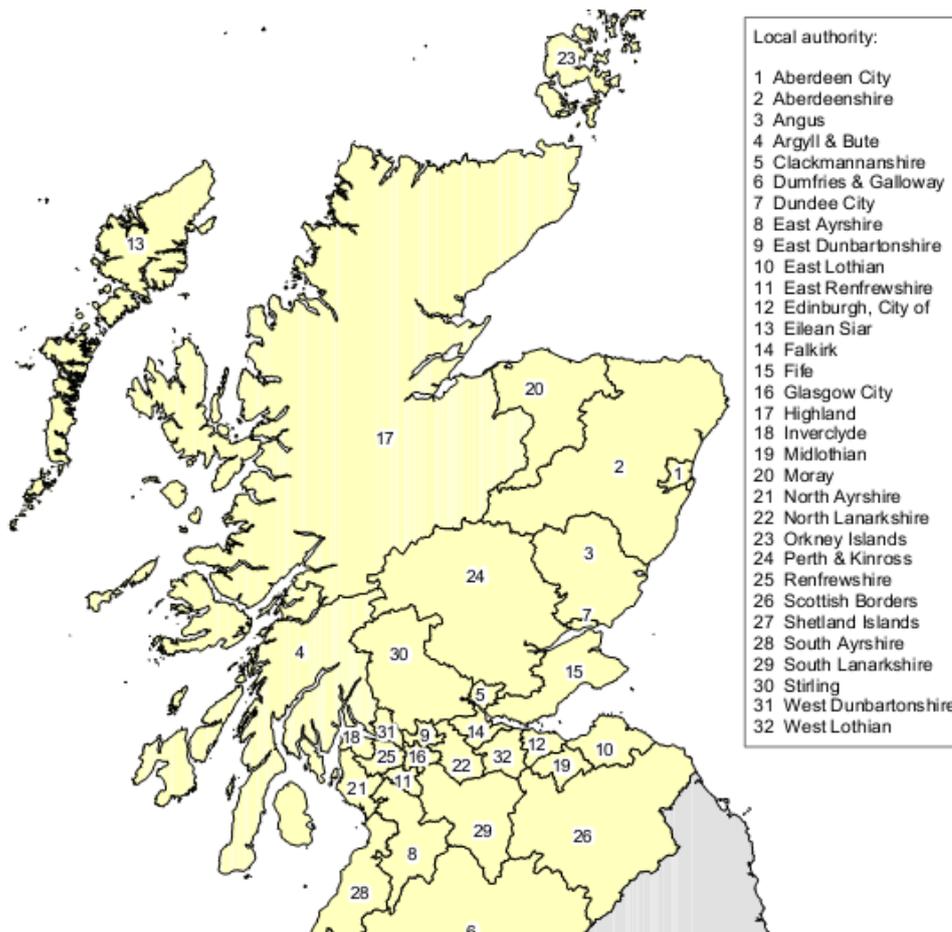
The National Park covers a vast expanse of land which transcends across four different local authorities in Scotland.³ The following diagram shows a map of all the local authorities in Scotland, the four in relation to Loch Lomond National Park are:

- West Dunbartonshire (31)
- Stirling (30)
- Argyll and Bute (4)
- Perth and Kinross (24)

¹ <http://www.lochlomond-trossachs.org/learning/key-facts/menu-id-109.html>

² Visit Scotland http://surprise.visitscotland.com/explore_scotland/argyll_the_isles_loch_lomond/scotlands_national_park.aspx

³ This is according to the membership of the National Park Authority Board which includes a representative from each of the Local Authorities within the National park boundaries <http://www.lochlomond-trossachs.org/looking-after/national-park-authority-board/menu-id-403.html>



Source: Scottish Executive Geographical Service⁴

Tourism and Branding Responsibilities

According to information received from Loch Lomond National Park Authority, the Park has its own brand that it develops and promotes through the tourism and development team. There are two sides to the brand – (I) destination and (II) the park authority.

For the destination, *Visit Scotland* is the government agency responsible for tourism promotion nationally in Scotland, and according to the National park Authority, they work closely with them. However the Park also does its own promotions and events and has a number of mechanisms to promote both tourism and the National Park Brand. It also works closely with partner agencies and businesses in the Park to develop Tourism.

According to the Park's Sustainable Tourism Strategy (2007-2012), national parks in Scotland have a statutory aim to promote sustainable social and economic development of the Park's communities under the National Park (Scotland) 2000 Act. The Act sets out four statutory aims for all Scottish National Parks as follows:

1. To conserve and enhance the natural and cultural heritage

⁴ <http://www.scotland.gov.uk/Resource/Doc/933/0009386.pdf>

2. To promote the sustainable use of natural resources
3. To promote understanding and enjoyment of the Park's special qualities
4. To promote the sustainable social and economic development of the Park's communities.

The purpose of the Park Authority is to ensure these aims are pursued collectively and with equal importance, therefore it works closely with all four local authorities to ensure this.

The Park's Tourism Strategy states that if there appears to be any conflict between conservation and enhancement of the natural and cultural heritage with any of the other aims, then conservation is to take priority (this is known as the Sandford Principle.⁵

In its concluding remarks, the Park Authority stated:

“Ultimately we have a commitment to facilitate and drive development of sustainable tourism in the park.”

Case study: ‘Scottsland’



Recent research for the Scottish Parliament found that the West Coast and Islands, Loch Lomond & Trossachs were the second most important region for wildlife visitors, with 23% of trips and nights, and £65 million of wildlife visitor expenditure. Wildlife tourism is just part of the tourist economy of Loch Lomond and the Trossachs with people visiting for cultural activities, to take part in outdoor activities and a range of other reasons.

Scotland www.scotland.co.uk



Celebrate
the language
of the landscape

ScottsLand marks the 200th anniversary of Sir Walter Scott's iconic and cinematically described poem *The Lady of the Lake* which transformed popular perceptions of landscape and established Scotland as a tourism destination.

Loch Lomond & The Trossachs National Park are celebrating the bicentenary through a programme of 45 diverse events, half of which are new events to attract visitors to the Trossachs and provide a lasting legacy of renewed interest in Scott and the area.

Events include an art and literary trail, a film festival, candle lit recitals, cruises, talks, exhibitions, debates at the Edinburgh International Book Festival and heritage trails and a reprinted edition of the poem. Half of the events were enabled through the ScottsLand Community Grants Scheme. ScottsLand culminates with The Chase, a cycling and running event which follows the original route of the stage chase in the poem, attracting 1,000 competitors and spectators to the area.

Source: *All Parks Tourism Leaflet*⁶

⁵ “Where irreconcilable conflicts exist between conservation and public enjoyment, then conservation interest should take priority” For more information see <http://www.nationalparks.gov.uk/learningabout/whatisanationalpark/aimsandpurposesofnationalparks/sandfordprinciple.htm>

⁶ http://www.nationalparks.gov.uk/all_parks_tourism_leaflet.pdf

Lake District National Park

Background

The Lake District National Park was established in 1951 and is England's largest National park covering 2292 square Kilometres or 885 square miles. 42,239 people live within the boundaries of the National Park (according to the 1991 census). There are a total of 22,930 dwellings of which:

- 67.7% are owner occupied;
- 32.3% are rented; and
- 15% are holiday or second homes.⁷

The Lake District National Park lies within the boundaries of the Cumbria County Council, as shown in the following map.

Position of Lake District National Park and Cumbria County Council



Source: Cumbria County Council website⁸

⁷ <http://www.lakedistrict.gov.uk/learning/factsandfigures>

⁸ http://hims.cumbria.gov.uk/wip3_no_login/map.aspx?cg=pro

Tourism and Branding Responsibilities

Under the Environment Act 1995, the Lake District National Park Authority's statutory purposes are:

- To conserve and enhance the natural beauty, wildlife and cultural heritage of the Lake District National Park; and
- To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.

It also has a duty in pursuing those purposes to

“seek to foster the economic and social wellbeing of local communities within the National Park by working closely with the agencies and local authorities responsible for these matters, but without incurring significant expenditure.”⁹

Section 62 of the Environment Act 1995 refers to the ‘Sandford Principle’ clarifying that if national parks purposes are in conflict, then conservation must have priority.¹⁰

In terms of tourism promotion, ‘Cumbria Tourism’ is the organisation which promotes Cumbria as a visitor destination through marketing, tourist development and services to the tourist industry. The National Park Authority works with partners such as Cumbria Tourism to achieve a balance between the interests of the environment, visitors and local people. The Authority also uses planning powers to control the development of tourism attractions and facilities.¹¹

Correspondence from the Lake District National Park Authority informed that while the main organisation for the promotion of tourism is Cumbria Tourism, District Councils also carry out a certain amount of work; however they direct a lot of their efforts to encouraging visitors to all parts of their districts, including those outside the National Park.

The National Park Authority's policies are currently under development as part of the Local Development Framework. The focus in the current business plan (2012-2015) is on contributing to a prosperous economy and world class visitor experiences with the promotion of sustainable access and recreation opportunities.¹²

⁹ Environment Act 1995 <http://www.legislation.gov.uk/ukpga/1995/25/contents>

¹⁰ Environment Act 1995 <http://www.legislation.gov.uk/ukpga/1995/25/contents>

¹¹ Lake District National Park, *Tourism and the National Park Authority*, <http://www.lakedistrict.gov.uk/learning/helpwithprojects/factstourism/factstourismorganisations>

¹² Lake District National Park, Business Plan 2012-2015 http://www.lakedistrict.gov.uk/_data/assets/pdf_file/0008/232793/BusinessPlan-2012-2015.pdf

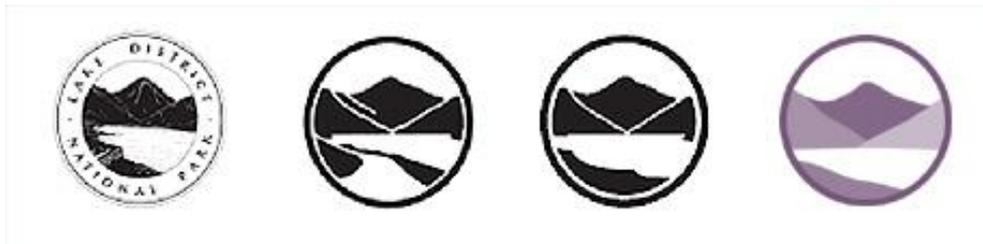
The tourism and conservation partnership, 'Nurture England', works with visitors and with tourism related businesses, encouraging fundraising for landscape conservation, and the development of environmentally sustainable practices within the industry.¹³

Branding:

At a national level, the Government and the National Parks collectively work together to promote the general branding of National Parks e.g. 'National Parks Britain's Breathing Spaces'

NATIONAL PARKS
Britain's breathing spaces ¹⁴

The National Park Authority informed, via direct correspondence, that they are responsible for registering and developing their individual branding such as the 'Lake District National Park' logo:



¹⁵

In 2008, the National Park Authority launched the 'low carbon Lake District' initiative and developed the following logo which they use extensively in promotion and marketing:



¹⁶

¹³ Lake District National Park website

<http://www.lakedistrict.gov.uk/learning/helpwithprojects/factstourism/factstourismorganisations>

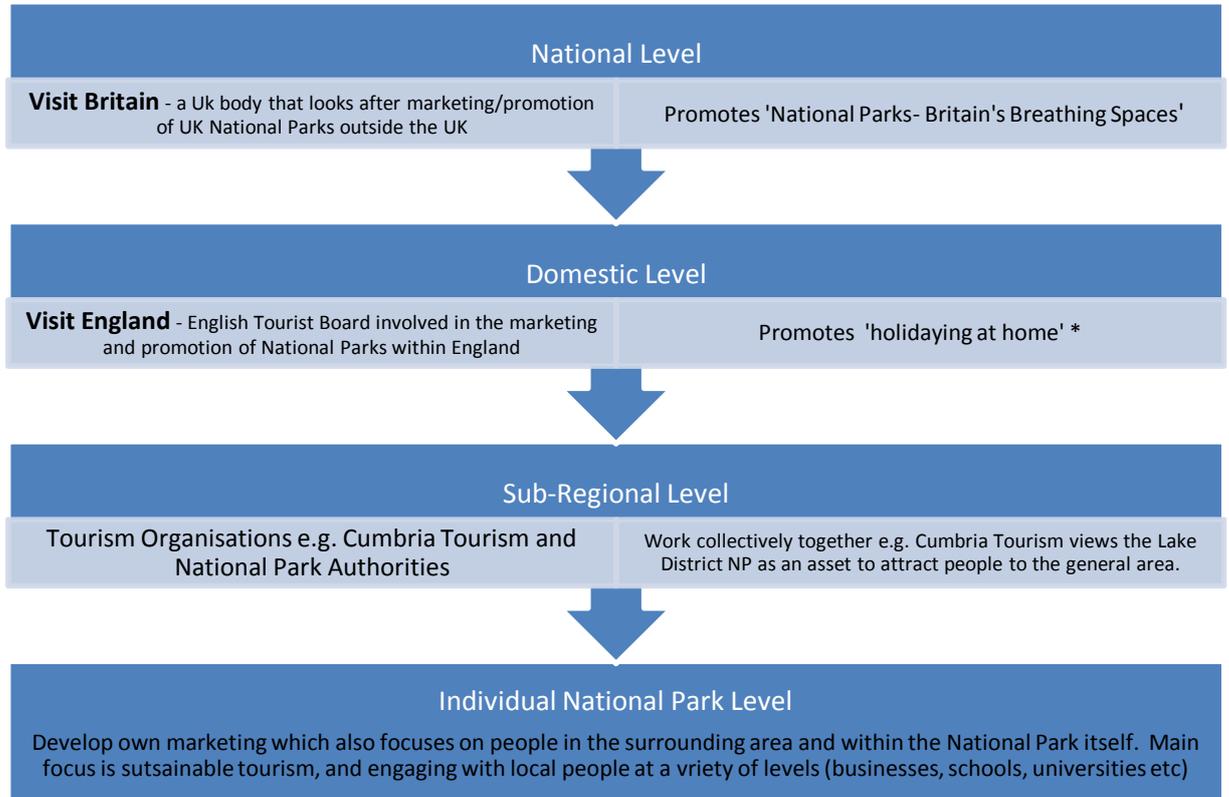
¹⁴ <http://www.nationalparks.gov.uk/>

¹⁵ <http://www.lakedistrict.gov.uk/aboutus/news/rebrand>

¹⁶ <http://www.lakedistrict.gov.uk/caringfor/projects/climatechange>

Summary of general structures in England

According to information provided by the Lead Policy Officer for National Park Tourism in England, the structure for the promotion of tourism, branding and marketing of National Parks can take the following form:



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¹⁷ *The 'Holidaying at Home' campaign can be seen here <http://www.smittenbybritain.com/2012/03/visit-england-holidays-at-home-are-great/>