

Scottish Outdoor Access Code – National Access Forum 18 May 2016

Information update on responsible camping communication plans for 2016/17

1. 'How to be a Responsible Camper' leaflet

- Leaflet to be reprinted and mailing to be sent May/June 2016 to:
 - Camping and outdoor shops
 - YHA and hostels
 - Main transport hubs and A9 corridor outlets.
 - Supermarkets
 - Campsites
 - Tourist/Visitor Information Centres
- **We ask NAF members to please check their own leaflet stocks and request additional copies if required.**
- **We also welcome suggestions for any other locations for our leaflet distribution.**

2. Other media promotions

- Responsible camping-focused messages will be posted on social media and online throughout the camping season this year using SNH Facebook/Twitter/YouTube, the SOAC and SNH corporate websites.
- Responsible camping posters to be sent to youth hostels and campsites.
- **Suggestions and contributions from NAF members are welcome.**

3. Support from partners

- We will seek opportunities to promote agreed common messaging with partners via:
 - Partner websites
 - Magazine editorials (recent camping article for MCoS)
 - enewsletters
 - Social media support through retweeting and sharing.

4. Knowledge Hub

- We encourage all NAF members to use the online [Knowledge Hub](#) and request membership of the private 'Scottish Outdoor Access Code Communications' group.
- **We invite members to add their own communications activity to the shared planner and discuss issues/ideas in this forum.**

5. New liaison for 2016/17

- We plan to speak with the following organisations to establish where we can collaborate or help with responsible camping messages:
 - Young Scot
 - Universities/High schools with outdoor clubs
 - Duke of Edinburgh
 - **Other suggestions from NAF welcome.**

6. LLTNPA byelaws

- Alongside this we will work closely with LLTNPA and others on managing the educational messages around responsible camping and the new NPA byelaws planned for 2017.
- We are keen to help manage this messaging so that people understand that the responsible camping messages still apply across the vast majority of Scotland, and how these fit with the specific messaging surrounding the new byelaws.

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