

BACKGROUND PAPER B: EXAMPLES OF ADDED VALUE FROM SCOTLAND AND ELSEWHERE

B1 This background paper explores some of the components of added value which could be gained from a coastal and marine National Park and provides a number of practical examples to illustrate them. It draws on the review of international experience contained in Background paper A and also on the emerging experience from the two existing National Parks in Scotland.

B2 Four main components of added value are identified in the SNH report and for each a number of discrete aspects can be illustrated.

1) Opportunities to enhance understanding, enjoyment and care of an area

- Better understanding of the coastal and marine environment
- Park-wide approaches to managing the natural and cultural heritage
- Enhanced facilities and opportunities for recreation, visitor management and education
- National and international recognition of the importance of the area

2) Better planning and management

- Clarity and leadership
- A more joined-up approach
- Enhanced local involvement in decision-making
- National resources and long-term commitment

3) Social and economic benefits

- Increased local income from tourism
- Marketing of local produce, goods and services
- Additional support for existing land and sea uses and activities
- Support for community capacity building and development
- Local environment and housing initiatives

4) Best practice and innovation

- Coastal and marine spatial planning
- 'First stop' or 'one stop shop' approaches
- Pilot and demonstration projects

To illustrate each of these components, the following table provides a number of examples from Scotland and relevant experience elsewhere.

Key Aspects of the potential added value of a coastal and marine National Park

Aspect of Added value	Overview and examples from Parks in Scotland and elsewhere
Theme 1: Opportunities to enhance understanding, enjoyment and care of the area	
Better understanding of the coastal and marine environment	<p>To inform the policies of the Park Plan, a Park Authority will need a comprehensive understanding of the state of the Park area, and additional survey and research across a range of social, economic and environmental issues may be needed to develop this. As a key aspect of our marine heritage which is less well understood, a Park provides the opportunity to learn more about the underwater environment, and to explore the best means of capturing and presenting key data on it.</p> <ul style="list-style-type: none"> • <i>Scotland.</i> Both Park Authorities have produced comprehensive state of the Park reports (SOPRs) as the first stage in preparing their National Park Plans and Park Local Plans. Working together with Visit Scotland and SNH, they have also carried out comprehensive visitor surveys. • <i>Canada.</i> In all of Canada's National Parks, ecosystem monitoring and the preparation of SOPRs are essential tools to monitor and assess ecological integrity. In the Clayoquot Sound Biosphere Reserve, Vancouver Island, a partnership between the community and University of Victoria has produced information on community sustainability issues and in particular how the community is responding to the transition from resource extraction to a more service-based economy.
Park-wide approaches to managing the natural and cultural heritage	<p>European and national designations remain a cornerstone of conservation efforts within a Park. In addition, a Park brings the opportunity to manage the natural and cultural wider heritage of the area. Important here will be the setting of objectives and indicators for biodiversity, landscape change and ecosystem productivity, together with efforts to manage activities in ways which enhance the long-term health of the environment and the communities it supports.</p> <ul style="list-style-type: none"> • <i>Scotland.</i> Both Parks are taking forward the implementation of LBAPs for their areas, with the draft Loch Lomond & The Trossachs Park Plan identifying priority areas for habitat enhancement and work on invasive species as key objectives. In the Cairngorms, the draft Park Plan has identified the establishment and management of habitat networks across the Park as a key priority. The Park

	<p>Authority also provides advice on biodiversity on each planning application within the Park. A Park-wide approach to landscape is being developed through work on identifying the special qualities of the area and mapping its historic landscapes.</p> <ul style="list-style-type: none"> • <i>Finland - South Western Archipelago National Park.</i> In this Park, voluntary cooperation agreements and codes of conduct have been established between the National Park service and private sector commercial operators (e.g. fishing trips, tours, accommodation providers) on the principles of sustainable tourism development across the Park area, based on stewardship of Park's heritage.
<p>Enhanced facilities and opportunities for recreation, visitor management and education</p>	<p>A Park provides an opportunity to plan better the facilities and resources for recreation and visitor management. Education is also a key function, and a Park is expected to play an important role in providing first hand opportunities for local communities and visitors to directly experience and learn more about the natural and cultural heritage of the area. A Park Authority may have direct role in providing some of these services, or may look to work through others. The ability to plan better, to provide facilities and resources, and to manage and resolve conflicts, will be of particular importance for developing more sustainable tourism within the Park area.</p> <ul style="list-style-type: none"> • <i>Scotland.</i> In Loch Lomond & The Trossachs, the Park maintains visitor services and employs an extensive ranger and visitor management service. In the Cairngorms, these services are provided through others, including a number of private, voluntary and public sector ranges. In 2007, the Park Authorities and SNH will be taking forward a project which is looking at the barriers to participation in the Parks, particularly focusing on socially excluded communities. • <i>Finland – South Western Archipelago National Park</i> A network of local and community-based attractions such as Local History Museums has been established in the Park. These have generated civic pride, local ownership and involvement, and provided tourists with distinctive visitor experience. • <i>USA - Gulf of Farallones National Marine Sanctuary.</i> In this Marine Sanctuary, environmental education was seen as having a key role at outset. Objectives proposed include: increasing public awareness; provision of first hand experience, appreciation and involvement; and developing strong networks of local support. The education programme aimed to reach as many members of the public as possible, building the identity of the area and widespread recognition of its ecological importance.

National and international recognition of the importance of the area	<p>The designation of a Park increases the national and international recognition of the importance of the area, and the need to invest in its long-term care and enhancement. This can have benefits for conservation, but it can also be important for social and economic reasons.</p> <ul style="list-style-type: none"> • <i>Scotland.</i> Both Parks have received many visits from international groups since they were established, and are now part of a wider family of Parks across the world. The Cairngorms National Park has recently gained international recognition for its work on tourism having been awarded the European Charter for Sustainable Tourism. Both Parks have also benefited directly from enhanced European funding.
Theme 2: Better planning and management	
Clarity and leadership	<p>The National Parks (Scotland) Act 2000 requires that a new Park Authority be established with the purpose of seeking to ensure that the four aims of the Park are collectively achieved. Through the Park Plan, the Authority can increase clarity in the planning and management of the area. It can also reach judgements on difficult or contested issues, or can make the case for policy change and more resources for the area directly to Ministers.</p> <ul style="list-style-type: none"> • <i>Scotland.</i> Long-standing and difficult issues now being tackled in both Parks include recreation and upland management in parts of these areas. The consistency and effectiveness of planning decisions across the Park areas has also been improved, with the Park Authority in Loch Lomond & The Trossachs recently taking enforcement action against a developer. • <i>France - Parc naturel régional d'Armorique (PNRA).</i> A number of successful outcomes in this Park have resulted from the principled yet pragmatic leadership of the Park Authority. This has gained acceptance among stakeholders because of its track record on delivery and because of the steps it has taken to ensure that the statutory, private and voluntary sectors are all involved in the governance and management of the Park area.
A more joined-up approach	<p>The balanced aims of a Park means that all sectors and interests will need to work better together, and a Park Authority is tasked to co-ordinate and lead this effort. A Park area may cross boundaries of local authorities and public agencies and can therefore seek to provide more focus to the planning and management of the area. In addition, a coastal and marine National Park will also bring together the</p>

	<p>management of the marine environment with the land – a new form of integrated coastal zone management (ICZM).</p> <ul style="list-style-type: none"> • <i>Scotland.</i> Both Parks straddle the two economic development networks, three local enterprise company areas and four local authorities. Loch Lomond & the Trossachs also straddles different European Funding groups (ERDF and Leader +) while the Cairngorms includes 3 former area tourist board areas . • <i>Estonia - Väinameri Project Biosphere Reserve.</i> This project illustrates the advantages of an holistic programme developing the essential interdependencies of landscape, biodiversity and economic development based upon handicrafts, local produce and tourism. As a result, the management and sustainable use of the natural heritage of the area is seen as a key resource for rural development, rather than an impediment. • <i>Canada - Clayoquot Sound Biosphere Reserve, Vancouver Island.</i> In this reserve, there has been an effective partnership between government (federal and provincial), First Nations, and private sector organisations concerning land use with the integration of a wide range of objectives stemming from the various stakeholder groups in the region.
Enhanced local involvement in decision-making	<p>The make-up of the Board of the Park Authority is designed to provide for people who live in the Park or who represent people living in the Park, to be in the majority. A number of the Ministerial appointments are also likely to be people who live in or very near the Park area</p> <ul style="list-style-type: none"> • <i>Scotland.</i> In both Parks 5 of the 25 Board are directly elected by local people while a further 10 are local councillors with wards in or close to the Park. 22 of the 25 Board members live within or close to the National Park. • <i>USA - Monterey Bay Marine Sanctuary.</i> This Park has an Advisory Council with local stakeholder representatives. This Council promotes public stewardship of the Sanctuary and acts as community mediator and advisor.

	<ul style="list-style-type: none"> • <i>Australia - Great Barrier Reef National Park.</i> Local communities along the coast are encouraged to contribute to management through Local Marine Advisory Committees and other programs. Each has representation from a wide range of community groups, including the tourism sector.
National resources and long-term commitment	<p>The establishment of a Park comes with new resources for planning and managing the area. This commitment is for the long-term. A Park designation can also provide effective leverage on other national and European funding programmes.</p> <ul style="list-style-type: none"> • <i>Scotland.</i> Loch Lomond & the Trossachs and the Cairngorms National Parks have annual budgets of £6 and £4 million respectively. The former has managed to attract £6 million of additional funds since 2000 for investment on natural heritage, recreation and visitor management projects in the area • <i>Australia - Great Barrier Reef National Park.</i> The broader context of management is addressed by long-range, 25-year strategic planning. In 1993–4, over 60 community and interest groups took part in a process that identified long-term goals and established objectives for the management of the Great Barrier Reef World Heritage Area.
Theme 3: Social and economic benefits	
Increased local income from tourism	<p>A Park designation can increase tourism, particularly from outwith Scotland and when managed properly this can have direct economic benefits for the area.</p> <ul style="list-style-type: none"> • <i>Canada - Clayoquot Sound Biosphere Reserve, Vancouver Island.</i> The traditional economic activity of the region is resource extraction with an emphasis on logging and fishing. Since the designation of the region as a Biosphere Reserve, however, tourism and eco-tourism initiatives have become the cornerstone of the region's economy injecting approximately \$21 million annually into the surrounding communities. Growing reliance on tourism has discouraged logging or other resource extraction activities at unsustainable levels, thus promoting biodiversity and conservation. • <i>Australia - Great Barrier Reef National Park.</i> The Great Barrier Reef brings billions of dollars into Australia's economy – estimated at over \$5 billion each year. This translates to many jobs and livelihoods both along the Great Barrier Reef coast and around Australia. Tourism is by far the largest

	<p>industry on the Reef, followed by commercial and recreational fishing. Tourists visiting the Reef contribute to its management by paying the Environmental Management Charge. In 2003–04, they paid over \$7 million to management, education and research in the Great Barrier Reef Marine Park.</p>
<p>Marketing of local produce, goods and services</p>	<p>A Park can be developed as a powerful brand to help support and stimulate sales of local produce, goods and services.</p> <ul style="list-style-type: none"> • <i>Scotland.</i> In Loch Lomond & the Trossachs, work is commencing on the development of a National Park brand, on potential outlets for National Park produce and also for timber products. In the Cairngorms, a National Park brand has been developed and has currently been adopted by some 20 businesses that meet the quality criteria. • <i>France - Parc naturel régional d'Armorique (PNRA).</i> The Park has been active in establishing the Charter 'seal' – a registered trademark for marketing local products including buckwheat whisky, seafood, earthenware, beer, textiles, vegetables, sea salt, etc. 'Business tourism' kicked off in 2002: small parties join guided tours of local companies with the intention of establishing marketing networks. • <i>Germany - Wadden Sea National Park.</i> The Park has established a partnership programme with a regional brand – National Park Partner. As long as they adhere to good practice and a voluntary code of conduct, enterprises, communities, tourist associations, etc can become a partner of the National Park. They have to fulfil basic environmental standards set down by Viabono, the new brand for all operators offering nature tourism services in Germany. In addition, the partners commit themselves to support and communicate the aims and philosophy of the National Park. In return, partners are able to use the logo and receive free information materials.
<p>Additional support for existing land and sea uses and activities</p>	<p>A Park Authority can help to support existing land and sea based activities in the area through training, the better planning of investment in maintaining the necessary infrastructure and by making the case for increased support from national funding programmes.</p> <ul style="list-style-type: none"> • <i>Scotland.</i> Both Parks have run successful training programmes for land managers and are actively looking at the potential of developing a local apprentice scheme. Both Parks are also involved in the development of land management contract schemes within their areas.

	<ul style="list-style-type: none"> • <i>France - Parc naturel régional d'Armorique (PNRA)</i>. The Park assisted directly in the creation of 101 small businesses in five years, which together employed over 4,000 people. The Park has also been influential in drawing up inshore fishing agreements for the Rade de Brest and the Mer d'Iroise. Management within the 12 miles area has gradually increased since 1973. Most inshore regulations are developed through close co-operation between fisheries scientists of the French Institute for Exploitation of the Sea (IFREMER) and industry.
Support for community capacity building and development	<p>Community involvement in the Park is vital to its success, and a Park Authority will need to invest in the capacity of its communities to plan and manage their area.</p> <ul style="list-style-type: none"> • <i>Scotland</i>. Both Parks have employed local community facilitators to help build community capacity to engage in the planning and management of their areas and to deliver community projects. In Loch Lomond & The Trossachs, a 'Play in the Park' scheme has carried out best practice events and delivered a number of innovative play areas within and around the Park area.
Local environment and housing initiatives	<p>The greater involvement of communities in the planning and management of their area can lead to the identification of local priorities for action.</p> <ul style="list-style-type: none"> • <i>Scotland</i>. In addition to local environmental improvements, a key priority identified in both National Parks is the development of more affordable housing provision. The draft Park Plan in Loch Lomond & the Trossachs identifies a range of community-led proposals for local projects. In the Cairngorms, a major theme of the emerging Park Plan is tackling affordable housing. A small grant scheme has also been established to enable communities to tackle local projects
Theme 4: Best practice and innovation	
Coastal and marine spatial planning	<p>To date, integrated coastal zone management and marine spatial planning has been undertaken on a voluntary basis in Scotland and has been restricted to relatively small areas (e.g. Wester Ross, Loch Etive and Loch Fyne). A National Park Plan provides an opportunity to develop and implement this approach in a statutory setting, and to demonstrate the benefits of this more co-ordinated, cross sectoral, approach. A zoned approach to one or more activities or areas is likely to form an important component of such a Plan.</p>

	<ul style="list-style-type: none"> • <i>Australia - Great Barrier Reef Nation Park.</i> The GBR Marine Park Act 1975 provides the framework for the establishment, care and ongoing management of the Marine Park. It includes a reef-wide system of zoning which defines in broad terms a set of management objectives for each zone along with a description of what activities, especially extractive activities, may or may not take place, including those that require a permit. • <i>USA - Florida Keys National Marine Sanctuary.</i> This large area uses zoning to manage the balancing of interests and resolution of conflicts. 5 types of zones reflect different priorities for different areas and allow economic and environmental benefits to be realised. Zoning is seen as critical to achieving Sanctuary's primary goal of resource protection. This is complimented by other management schemes which are not specific to particular areas e.g. water quality protection programme.
'First stop' or 'one stop shop' approaches	<p>There are a number of Government Departments and public bodies which help to regulate and manage the coastal and marine environment. A Park could help understanding and co-ordination of these arrangements through the Park Plan and by acting as a first (or main) point of contact between the public and public bodies in the Park area. Potentially, a Park Authority could also help to simplify the current administrative arrangements by undertaking certain functions of other bodies.</p> <ul style="list-style-type: none"> • <i>Scotland.</i> In Loch Lomond & The Trossachs, the Park Authority has taken over the visitor management service for the Inchcailloch NNR from SNH, so that it forms part of the much larger visitor management service provided across the Park. In the Cairngorms, the administration of the grants programme is being handled by HIE. A shared small grant scheme is also being considered.
Pilot and demonstration projects	<p>Throughout the world, National Parks have become a mechanism for developing new approaches to tackling long-standing issues, and these 'pilot' or 'demonstration' projects can often have wider relevance elsewhere. Working with the inshore fisheries management groups, there is scope for coastal and marine National Parks to help pilot a range of local fisheries management projects. Equally, they could look to become centres of excellence for the planning, management and promotion of marine recreation or sustainable tourism.</p> <ul style="list-style-type: none"> • <i>Scotland.</i> As noted above, both Parks have run successful training programmes for land managers and are actively looking at the potential of developing a local apprentice scheme. Both Parks are also

	<p>involved in the development of tailored land management contract schemes within their areas. Other innovative work includes the development of the solar powered boat service for visitors to Loch Lomond NNR and the affordable housing initiatives being developed in the Cairngorms. In the marine environment, relevant examples in Scotland include the Loch Torridon gear management project and the tourism, education and involvement aspects of the Sound of Arisaig and Loch Creran SAC management schemes.</p> <ul style="list-style-type: none">• <i>Finland - South Western Archipelago National Park.</i> This Park has established a series of pilot projects to demonstrate good practice locally, involving local communities and drawing down funding from various sources.
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