

GUIDELINE 15

PARTNERS WILL RAISE AWARENESS OF THE FIRTH'S EXISTING FACILITIES, SITES AND INTERESTS AND WILL ENCOURAGE THE MARKETING AND DEVELOPMENT OF ITS SPECIAL AND UNIQUE FEATURES

Background:

Tourism is an important component of the economy of the Moray Firth area. The coastal and marine area in particular has been recognised as a valuable resource in the attraction of visitors. Issues and opportunities relate to the need to realise the tourism potential of the Firth's outstanding natural environment and rich heritage in becoming a world class tourism destination, whilst at the same time retaining these assets.

Key ways in which The Moray Firth Partnership can help include:

- encouraging the co-ordination of interpretation where appropriate;
- encouraging the marketing on a Firth-wide basis, where appropriate;
- encouraging initiatives that link tourism with the area's natural and cultural assets.

Key Issues and Opportunities include:

- lack of awareness and knowledge of local operators, promoters and the population of existing local facilities and attractions;
- addressing the lack of a strategic approach to interpretation, around the Firth's coast;
- improving product development and niche marketing;
- establishing what customer needs and expectations are;
- more events led marketing;
- examining the economic importance of tourism to the area in order that its potential can be targeted and increased;
- encouraging green tourism initiatives and build on a 'clean and green' image and encourage tourism operators to embrace sustainable practices;
- addressing litter problems resulting from a reduction in litter collection and a lack of public toilet provision at local beaches;
- a poor infrastructure, public transport and accessibility to the coast;
- providing and promoting wet weather facilities in the area;
- developing and promoting appropriate training schemes and courses to improve the quality of the visitor experience.

Complementary initiatives include:

National: Scottish Tourist Board, Scottish Natural Heritage (where it relates to the natural heritage interest), Green Tourism Business Scheme, Forest Enterprise, The Tourism and Environment Forum (beach standards and marina management).

Regional: Highlands of Scotland Tourist Board (Project Ossian), Aberdeen & Grampian Tourist Board (1997 Highland Visitor Survey), The Highland Council (Tourism Marketing Grants Scheme), Grampian Enterprise (Grampian Visitor Survey 1999), Highlands & Islands Enterprise Network.

Local: Burghead Dive Club (run diving courses), Conon District Salmon Fishery Board (identified need for survey relating to salmon angling tourism), Clan Munro Centre, Dolphin Space Programme, Highland Cycle Campaign, Elgin Museum, Macduff Marine Aquarium, Moray Firth Wildlife Centre, Cromarty Community Council, Kilmorack Heritage Association (local tourism marketing initiatives), Seaside Awards, North Kessock Seal and Dolphin Centre.



NO	ACTION	1999/ 2000	2000/ 2001	2001/ 2002	2002/ 2003	LEAD BODY	CONTRIBUTORS	ROLE OF THE MFP SECRETARIAT
15.1	Identify the existing skills/knowledge base of tourism operators and promoters and subsequent training needs (pilot area to be determined)		✓			<i>to be determined</i>	AGTB, KHA, INCC, CM, HIE, MFWC, SNH, FE, HOST	
15.2	Deliver training programme relating to product knowledge, including site visits and identify ways to sustain awareness (pilot area to be determined)			✓		<i>to be determined</i>	AGTB, KHA, GE, FE, EM, MFWC, Re, SNH, HOST, HIE	Help with publicity, seeking funding
15.3	Run 3 open days/nights of local facilities to inform accommodation providers about what facilities have to offer			✓		HOST, AGTB	KHA, FE, MFWC, Re	Help with publicity
15.4	Identify 2 opportunities (such as bird watching) suitable for niche marketing as special package breaks and work with service providers and interest groups to deliver effective marketing materials for these packages			✓		HOST, AGTB	STB, KHA, MC (EDP), HC (PD), HIE, MFWC, Re, RACE, SWT, TTEF	Identify potential packages and relevant interest groups. Organise discussion meetings to start project
15.5	Identify and develop 3 tourism and recreation related business development opportunities around the Moray Firth based on a high quality environment eg coastal walks, sailing, wildlife watching			✓		<i>to be determined</i>	HOST, STB, KHA, CM, HC (PD), HIE, Re, RACE, TTEF	
15.6	Undertake a feasibility study of an events-led marketing strategy to include the Moray Firth				✓	HOST, AGTB	KHA, MC, CM, HC, HIE, MFWC, RACE	Assist with seeking funding, help identify local volunteer help
15.7	Identify and implement 2 key methods to market the Moray Firth area in a more co-ordinated and integrated manner eg coastal attractions, dolphins			✓		HOST, AGTB	KHA, HC (PD), CM, HIE, FE, MFWS, RACE, MC	Help with setting up initial discussion meeting
15.8	<p>Through a seminar:</p> <p>(a) identify current monitoring for those beaches suitable for recreation;</p> <p>(b) where additional monitoring is needed;</p> <p>(c) the possibility of improving the number of "designated beaches".</p>		✓			HOST	AGTB, HC, MC, AC, TTEF	Co-ordinate as part of a series of Best Practice seminars Links to Partnership Project 4
15.9	Undertake a short feasibility study of developing a tourist trail along the Firth's coastline, or linking existing trails			✓		AGTB	HOST, STB, KHA, MC (EDP), AC (PD), HIE, CM, HC, FE, EM, MFWC, RACE, PJT, SNH	

PARTNERS WILL CONTRIBUTE TOWARDS THE DEVELOPMENT OF AN EFFECTIVE INTEGRATED TRANSPORT SYSTEM FOR THE MORAY FIRTH THAT MINIMISES ITS EFFECT ON THE ENVIRONMENT AND MAXIMISES ECONOMIC EFFICIENCY

Background:

An adequate transport infrastructure is vitally important in maximising accessibility to the Moray Firth. This is particularly true for peripheral locations with dispersed settlement patterns such as Highland, Moray and Aberdeenshire. External communications in the form of road, rail, air and sea are essential to the area's economy. Internal communications are equally important to economic development and as a determinant of the quality of life in terms of accessing employment, social and recreational opportunities. Different modes of transport do, however, have varying impacts on the environment.

Key ways in which The Moray Firth Partnership can help include:

- encouraging integration across local authority boundaries.

Key Issues and Opportunities include:

- exploring the integration and expansion of infrastructure with particular focus on the needs of coastal industry and communities;
- linking the distribution network to ports and sea cargo and to a European-wide market focusing particularly on bulk cargoes;
- expanding coastal path networks (for walking, cycling, horse-riding).

Complementary initiatives include:

National:

Regional: Highland & Islands Enterprise Network (leading Highland Rail Development and work towards Highlands & Islands transport), The Highland Council, The Moray Council, Aberdeenshire Council (development planning), Highland Cycle Campaign (promoting cycle-friendly infrastructure and integration), Footpath Trust (footpath development), Paths for All.

Local: Cromarty Community Council (discussions over local timetabling and pricing).

NO	ACTION	1999/ 2000	2000/ 2001	2001/ 2002	2002/ 2003	LEAD BODY	CONTRIBUTORS	ROLE OF THE MFP SECRETARIAT
16.1	Undertake a study identifying sustainable transport opportunities around the Moray Firth, including the potential of walking and cycling as a means of utility transport in urban areas and reduction in car dependency			✓		MC (EDP), AC (TRP), KHA	HCC, FT, SNH, HC (RT)	
16.2	Identify priority areas where infrastructure, public transport and accessibility to the coast is poor and develop plans to address this.				✓	<i>to be determined</i>	AGTB, STB, KHA, MC (EDP), AC (TRP), HCC, HIE, MFWC, HOST	

PARTNERS WILL PROMOTE AND DEVELOP EFFECTIVE PARTICIPATION OF COMMUNITIES AND INDIVIDUALS IN IMPROVING THE FIRTH'S MANAGEMENT

Background:

The involvement of communities in the management of the Firth is a fundamental and long-term aim of The Moray Firth Partnership. This principle is underlined by the process of Local Agenda 21, endorsed by the UK Government. Involving communities and harnessing the wealth of knowledge, experience and voluntary people-power can bring about a more sustainable outcome to which all involved are committed to implementing. This can result in real and positive change which ultimately retains and enhances the area's valued high quality of life.

Key ways in which The Moray Firth Partnership can help include

- providing a forum in which community groups and individuals can debate needs and aspirations of the Firth with organisations.

Key Issues and Opportunities include:

- the Partnership acquiring resources to do more than simply talk to communities so that it can be seen to have credibility and worth;
- enabling communities to take forward their own ideas and projects that contribute to the Partnership's aims;
- ensuring that coastal and marine environments are adequately considered within the Local Agenda 21 process and in Local Biodiversity Action Plans;
- ensuring that the Moray Firth Management Guidelines are made relevant to local areas;
- ensuring that 'communities of interest' such as fishermen and landowners, are involved in taking forward this document;
- building on the strong role that communities can play in influencing and moulding their future prosperity in association with others;
- recognising and using existing local expertise and knowledge;
- a large number of existing organisations that can provide 'doorways' into communities, although there is no one database of all those operating in the Moray Firth and the coverage of such organisations is patchy;
- considering how the Partnership can engage with communities most effectively;
- capitalising on the growing interest within communities in environmental management;
- making information about the Moray Firth available to communities.

Complementary initiatives include:

National: Scottish Conservation Projects (Small Grant Scheme), Scottish Natural Heritage (grant schemes for environmental projects), The Crown Estate (community grants scheme).

Regional: The Highland Council (Cultural and Leisure Services Grant Scheme), Moray Voluntary Services Organisation (advises funders and fund-raisers regarding good practice and co-ordinates, advises on volunteering), North East Scotland Local Biodiversity Action Plan, Moray Sustainability Forum, Community Planning Initiatives, community chest, sea-chest, Local Authority Ranger Services.

Local: Local Agenda 21, Local Biodiversity Action Plans, Local Environment Action Plans, Highland Environment Network, Moray Firth Wildlife Centre, Elgin Museum, resource centres at Findlater and Sandend, Portsoy Project.



NO	ACTION	1999/ 2000	2000/ 2001	2001/ 2002	2002/ 2003	LEAD BODY	CONTRIBUTORS	ROLE OF THE MFP SECRETARIAT
17.1	Develop, operate and evaluate a small grants scheme which helps to enable communities to take forward their own ideas and projects that will contribute towards the implementation of the Management Guidelines and Action Programme		✓	✓	✓	MFP to facilitate	AC (PD), MVSO, CFLG, SNH	Links to Partnership Project 2
17.2	Ensure the coastal and marine environment is adequately considered within the Local Agenda 21 process and production of local Biodiversity Action Plans		✓	✓	✓	HC (PD), MC (EDP), AC (PD)	MVSO, CFLG, SNH, SWT	
17.3	Develop effective ways to involve volunteers in the practical implementation of the Action Programme			✓		MFP to facilitate	HC (RGRS), MC (RGRS), AC (RGRS), INCC, FT, MVSO, MFWC, Tal, Re, CFLG, SNH, SWT	Develop and implement
17.4	Explore the development of 'eco-museums' around the Firth			✓		<i>to be determined</i>	KHA, INCC, EM, MC (TL), AC (ER), PP, MVSO, Re, MFWC, CFLG, SNH, HC (IM), SWT	

PARTNERS WILL PROMOTE CO-OPERATIVE WORKING THROUGH IMPROVED COMMUNICATION AND INFORMATION EXCHANGE AND THE CO-ORDINATION OF RESEARCH AND MONITORING STUDIES

Background:

Effective management of the coastal zone relies upon decision makers and users having access to appropriate information. These information needs vary considerably. The challenge is to extract maximum value from existing information sources and to develop new sources and information systems that benefit citizens, business communities and society as a whole.

Key ways in which The Moray Firth Partnership can help include

- encouraging promotion, dissemination and sharing of information;
- enabling joint funding of research to maximise its practical use and value for money;
- exploring how existing strategies and policies can be realigned to take on board the Management Guidelines.

Key Issues and Opportunities include:

- developing an information management strategy for the Moray Firth, based on some of the specific management issues and opportunities identified;
- information about the Moray Firth is gathered in a huge range of formats and media, requiring multiple methods of information dissemination such as traditional, mass media, computer-based information systems and new technologies. There is therefore an issue affecting information exchange between partners;
- creating a generic digital directory of datasets of use to partners;
- exploring the possibility of increased standardisation of digital data;
- intellectual property rights and new regulations such as The Copyright and Rights in Databases Regulations 1997;
- The Moray Firth Partnership to become a data collector and distributor and to identify, co-ordinate and commission research where a multi-interest approach would be beneficial;
- encouraging partners to take an active, participatory role in providing Geographical Information Systems, resources and appropriate data, to address specific issues that require a partnership approach to their resolutions.

Complementary initiatives include:

National: Forest Enterprise (developing internal Geographical Information System), The Crown Estate, Scottish Natural Heritage.

Regional: Titan (Well-being Alliance Data Group), Aberdeenshire Council (Geographical Information System for coastal defences), The Highland Council, The Moray Council.

Local: Aberdeen University, Local records data, North of Scotland Water Authority, Cromarty Firth Liaison Group.

NO	ACTION	1999/ 2000	2000/ 2001	2001/ 2002	2002/ 2003	LEAD BODY	CONTRIBUTORS	ROLE OF THE MFP SECRETARIAT
18.1	Develop an Information System to help deliver information to the public and decision makers	✓	✓	✓	✓	MFP to facilitate	CFLG, SWT	Links to Partnership Project I
18.2	Identify and implement a demonstration of how Geographical Information Systems could be used to solve a specific management issue within the Moray Firth which requires an integrated and spatially based approach			✓		MFP to facilitate	AC (PD), CFLG, SNH, NoSWA, FT, SWT	Links to Partnership Project I
18.3	Develop a generic digital and hard copy of a Directory of datasets of use to partners			✓		MFP to facilitate	FE, MVSO, CFLG	Links to Partnership Project I
18.4	Establish trial mechanisms to encourage early discussion of development and new designations to enable the views of all interests to be considered at an early stage		✓	✓		MFP to facilitate	CFLG, SNH	Co-ordinate
18.5	Identify the links between the work of the MFP and other strategic management approaches such as those on a relatively small scale (eg community plans), large scale (eg Cromarty Firth Management Strategy), on different subjects (eg management scheme for Special Areas of Conservation), statutory structure and local plans and voluntary plans (eg Local Biodiversity Action Plans, Local Agenda 21)		✓			MFP to facilitate	CFLG, HC (PD), SNH	Co-ordinate
18.6	Update MFP Directory		✓			MFP to facilitate	MVSO	Seek funding and manage contract
18.7	Consider what role MFP should have in 'conservation vs development' conflicts to help bring together parties to encourage settlement and what role it could play with regard to consultations over new designations or contribute to debates on new development		✓			MFP, CFLG	NoSWA, MVSO, SWT	Co-ordinate
18.8	Identify possible roles MFP could play in discussions for legislative change to achieve Partnership objectives		✓			MFP to facilitate	NoSWA, HC (PD), AC (PD), MVSO, SNH, MC, CFLG	Co-ordinate

PARTNERS WILL RAISE AWARENESS AND APPRECIATION OF THE FIRTH'S DIVERSE RESOURCES AMONGST A RANGE OF AUDIENCES THROUGH GOOD EDUCATION AND INTERPRETATION

Background:

Education and interpretation are primarily concerned with communication and the flow of information which enable people of all ages to learn, decide, make choices and enjoy life around the Firth. A wealth of Firth-related material already exists. The issues and opportunities of effectively networking this material relate not merely to the transmission of information but the creation of structures within which people can learn, discuss, share and exchange.

Key ways in which The Moray Firth Partnership can help include

- stimulating and helping to distribute educational material.

Key Issues and Opportunities include:

- making information more accessible on how people have interacted with the Firth in the past, helping us to manage it in the future;
- strengthening existing human networks to improve communication amongst Firth users and managers;
- developing themes, including those that cross boundaries, to focus education and interpretation materials and attract people to outdoor events;
- linking with other disciplines, such as the visual arts, to promote education and interpretation of the area;
- involving communities in the interpretation of their local area;
- the term 'Moray Firth' can mean many different things to people, suggesting the importance of locally meaningful 'tags' within any material or information produced;
- encourage the development of local volunteer networks and community participation events around the Firth through ranger services;
- development of the concept of 'eco-museums';
- developing locally relevant material for secondary schools;
- building on existing education award schemes that can encourage good practice;
- changing attitudes and personal behaviour that contributes to better management of the Firth.

Complementary initiatives include:

National: Scottish Natural Heritage (where enjoyment of natural heritage involved), Forest Enterprise.

Regional: Highland Interpretive Strategy Project, Footpath Trust (within footpath networks), The Highland Council (Ranger Service), The Moray Council (Ranger Service), Aberdeenshire Council (Ranger Service).

Local: Cromarty Fishery Trust, Elgin Museum, Macduff Marine Aquarium (World Ocean Day) Moray Firth Wildlife Centre (environment exhibitions), Highland Environment Network, Spey Research Trust ('salmon in the classroom' project), Conon District Salmon Fishery Board (school visits to hatchery).



NO	ACTION	1999/ 2000	2000/ 2001	2001/ 2002	2002/ 2003	LEAD BODY	CONTRIBUTORS	ROLE OF THE MFP SECRETARIAT
19.1	Develop the MFP website	✓	✓	✓	✓	MFP to facilitate	SWT	Co-ordinate
19.2	<p>Seek to employ an officer to:</p> <p>(a) develop Moray Firth learning materials for secondary schools;</p> <p>(b) run an education award scheme to encourage schools to undertake work on the Moray Firth.</p>		✓			SNH	FE, KHA, AC, HCC, HC, EM, Re, MFDT, HC (E), AC (ER), MVSO, MMA, MFWC, HC (RGRS), CFLG, SWT	Help with distribution and publicity of materials Assist with seeking funding
19.3	Identify and implement a project to change attitudes and personal behaviour that contributes to better management of the Firth		✓			<i>to be determined</i>	KHA, MC, AC, MVSO, MMA, MFWC, SNH, CFLG	
19.4	Develop a co-ordinated approach to interpretation		✓			<i>to be determined</i>	KHA, AC (ER), HISP, FT, MMA, MFWC, SNH	

PARTNERS WILL ANNUALLY MONITOR AND REVIEW THE EFFECT OF THE MORAY FIRTH MANAGEMENT GUIDELINES AND ACTION PROGRAMME UPON THE SUSTAINABLE MANAGEMENT OF THE FIRTH

Background:

Monitoring and evaluation are essential tools to any well-run project to establish whether the project has delivered the desired results and to time. The Management Guidelines and Action Programme have been developed initially for 3 years. It will be essential to look back at the completion of the Programme to establish what has, and what has not, been achieved and why in order to plan for future management needs of the Firth.

Key ways in which The Moray Firth Partnership can help include

- co-ordinating the monitoring and evaluation of the Moray Firth Management Guidelines and Action Programme;
- feeding back on progress to all Moray Firth Partnership members;
- facilitating debate and further development of the Management Guidelines and Action Programme.

Key Issues and Opportunities include:

- regular monitoring and reporting to partners, funders and all those interested in the management of the Firth;
- evaluating the success or otherwise of the Action Programme in contributing towards implementing the Management Guidelines;
- evaluating the mechanism chosen, ie development of an Action Programme in stimulating positive change.

Complementary initiatives include:

National: Scottish Coastal Forum.

Regional: Information on the environmental, economic and cultural 'health' of the Firth is collected by a wide range of organisations. This information will be of help when assessing the effect of the Management Guidelines and Action Programme on the Firth's management and resources.

Local: Identification of local impact of the Management Guidelines and Action Programme.

NO	ACTION	1999/ 2000	2000/2 001	2001/ 2002	2002/ 2003	LEAD BODY	CONTRIBUTORS	ROLE OF THE MFP SECRETARIAT
20.1	Establish a monitoring and evaluation programme to test the effectiveness of the Management Guidelines and Action Programme including an annual report of progress and an evaluation after 4 years	✓	✓	✓	✓	MFP to co-ordinate	Each Lead body for each Action to report on progress	Devise simple reporting procedure. Collate progress reports into annual report of achievements for distribution