


Doing the right thing: influencing access takers



Stephen Jenkinson
Access and Countryside Management


01856 898098 • steve@sjacm.co.uk



26 January 2009 Doing the right thing

What's coming up:


- ✓ Limitations of a legal approach
- ✓ New challenges from new legislation
- ✓ Why people do what they do
- ✓ How best to get the behaviours we want
- ✓ Case studies
- ✓ Over to you!



26 January 2009 Doing the right thing

Limitations of using the law

- Legal approaches can be the only option for a few people; if you can use them.
- Can be time consuming and outcomes uncertain; may just displace problems.
- Without evidence of actual damage, injury etc; very difficult to prove.
- "Irresponsible" access taking often only a trespass, rather than an offence.
- ✓ More benefit with the many by promoting what we want, rather than just stopping what we don't.
- ✓ Additional benefits: informal wardening; political support; reporting of fire, litter, antisocial behaviours; less hassle!



26 January 2009 Doing the right thing

Why people don't do what we want

"Irresponsible" visitor behaviour can be due to:

- A totally selfish person!
- Ignorance / denial of impact
- Inappropriate/inaccessible information
- Priority to own interests
- Mistrust of signage / messenger
- Unclear / conflicting signage
- Lack of alternative provision
- Lack of control ability / awareness
- Lack of mutual empathy / respect
- Seeing what others do and say



26 January 2009 Doing the right thing

Scottish Outdoor Access Code

SOAC: new rights and challenges

Key principles:

- In February 2005, the Land Reform Act (Scotland) Act 2003 came into effect, giving everyone a statutory right of responsible access to most land and inland water.
- The emphasis of the new law is on how rather than where people exercise their access rights.
- Access takers have personal responsibility for their own actions.
- These access rights and responsibilities are explained in the Scottish Outdoor Access Code.



26 January 2009 Doing the right thing

The new approach

A major shift in approach

- Before the 2003 Act, access managers could decide where users could and could not go, often in agreement with land managers.
- Now, usually access takers decide what responsible use is at any one time/place.
- Now, access / land manager's role is providing useful information to help users make informed decisions.




- ✗ Usually non-compliant language: "River Walk" "Footpath" "No cyclists" "Stalking: hill closed Aug – Oct"
- ✓ New compliant language: "River Trail" "Path" Positive messages: "Route avoiding farmyard"

26 January 2009 Doing the right thing

Test case – Dingwall, July 2007

Tuley v Highland Council

- Land owner erects barriers to allow walkers but stop all horses on path in Feddon Hill Wood, Fortrose.
- Stables and riding school nearby: 61 horses.
- Regular, year-round use of steep section of path would cause "progressive deterioration".
- Riders offer to help prevent irresponsible use when wet or excessive was rejected.



✓ *DECISION: 1 - The occasional riding of horses that causes little or no erosion is responsible access taking.*

✓ *2 - The erection and maintenance of the barriers were intentional, unreasonable and unlawful interference with responsible access rights.*


26 January 2009 Doing the right thing

What do we mean?

How easy is for access takers to be "responsible"?

The access code says:

- take personal responsibility for your own actions and act safely
- respect people's privacy and peace of mind
- help land managers and others to work safely and effectively
- care for your environment and take your litter home
- keep your dog under proper control
- take extra care if you're organising an event or running a business.



- We can educate those people who are interested and engaged
- We can influence everybody by making it easy to do the right thing... *by using a behavioural approach.*

26 January 2009 Doing the right thing

Managing people like us?

A behavioural approach means to managing for our priorities from our visitors' perspectives

- It's not ourselves we want to influence.
- We are often in the worst position to judge how our signs / messages / behaviour will come across to others.
- Asking, looking and listening for what experience access takers are after.
- Seeing how best that can be accommodated responsibly at a given intensity, place or time.



26 January 2009 Doing the right thing

Our sales are slow. Please buy this sofa now to boost our profits. Thank you.



26 January 2009 Doing the right thing

The comfort you deserve: a price you can afford. Indulge yourself on this sofa now.




26 January 2009 Doing the right thing

Why behavioural theory?

A behavioural approach offers:


- More effective use of time and money.
- Promotion of positive behaviours whilst reducing negative ones.
- More enduring, long-term change.
- An alternative to "educating" people.
- Probably your only real option if "enforcement" is not that realistic.
- Greater potential to secure political support / community acceptance.
- A more pleasant way of working with people: happy visitors – happy land managers.



26 January 2009 Doing the right thing

Why they do what they do

TPB: Ajzen's theory of planned behaviour



How you feel about it
→ Attitude to behaviour

How others judge you
→ Subjective norm

Can you do it? → Perceived control

Intention to act in a given way


Actually doing it

13 26 January 2009 Doing the right thing

Theory of Planned Behaviour

How this approach can help us get the best

- ✓ Makes you work with underlying causes, not just the symptoms; there's always a reason why.
- ✓ Inherently guides you to address the most effective issues.
- ✓ Avoids the need to "educate" people first.
- ✓ Especially valuable where visitors support the local economy.
- ✓ Inherently requires positive engagement with your visitors.



14 26 January 2009 Doing the right thing

Rules of engagement


To be most successful in changing visitor behaviours, our methods to be:

- Accessible
- Engaging
- Clear
- Consistent
- Credible
- Explaining
- Offering alternatives



15 26 January 2009 Doing the right thing


Engaging accessible message



Which booklet would you want to pick up?

16 26 January 2009 Doing the right thing



Being clear




Please do not let your dog approach or chase wildlife or grazing animals; it can cause serious injury or stress, and your dog can get lost or run over. Use a lead if necessary.

17 26 January 2009 Doing the right thing

Being consistent & credible

No chance! Good chance... if used correctly

18 26 January 2009 Doing the right thing

Offering alternatives

Dog Dip

Dog Walkers

There are ground nesting birds with chicks being kept safe at the moment.

Please keep your dog on a lead and stay inside the edge of the other foot.

26 January 2009

More information & ideas

Promoting Persuasion in Protected Areas
A Guide for Managers

© English Nature 1997
Presented by: Strategic Communications Unit
Jock Macdonald, SJA Project

Communication, not conflict:
using communication to encourage considerate shared recreational use of the outdoors

Towards Responsible Use:
Influencing Recreational Behaviour in the Countryside

Natural Heritage Management

© English Nature 1997
Presented by: Strategic Communications Unit
Jock Macdonald, SJA Project

26 January 2009

Getting what we all want

You don't need to be a psychologist!
Just be inquisitive enough to:

- ✓ Look beyond the symptoms.
- ✓ Identify & recognise what people desire.
- ✓ Recognise visitors and access takers seek positive experiences, not conflict.
- ✓ Try something new: test your ideas & proposed changes.
- ✓ Manage for your needs on your visitors' terms.
- ✓ Set your access takers up to succeed: help them do the right thing!

26 January 2009

Thank you – and good luck!

Stephen Jenkinson • Access and Countryside Management
01856 898098 • steve@sjacm.co.uk