

CAMPAIGN FOR A  
SCOTTISH  
BORDERS  
NATIONAL PARK



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# BACKGROUND

- 10 National Parks in England
- 3 in Wales
- National Parks (Scotland) Act 2000
- Rough Guide readers voted Scotland favourite destination with most welcoming people 2017, and in 2019 the world's most beautiful country
- 2 National Parks in Scotland



# BORDERS NATIONAL PARK (Possible boundary?)



WHAT HAS THE  
SCOTTISH BORDERS  
GOT TO OFFER?

BEAUTY

CULTURAL  
HERITAGE

ACCESSIBIL  
ITY

ECOLOGICA  
L VARIETY

GOOD  
FACILITIES




“I never knew this area was so beautiful.”

“I’ve travelled extensively across the world and am convinced that the A68 is one of the most scenic routes I’ve driven”

“People just drive through or fly over on their way elsewhere”

“Our wonderful landscape is the Borders’ best kept secret”

# WHY WOULD WE WANT A NATIONAL PARK IN THE SCOTTISH BORDERS?

- 
- struggling economy, particularly Southern Borders
  - population ageing and declining faster than in urban areas
  - under-used valuable asset
  - preserve our landscape and cultural heritage in perpetuity

# TOURISM

In Scotland overall, 2019 was the strongest it had been in the ten years till then for overnight tourism; tourist businesses grew (15,000 -17,500); and GVA per head increased from £1.5 billion to £2.5 billion.



However, in the Scottish Borders 2013-19, there was a drop in domestic tourism spend and overseas spend remained more or less the same, therefore a decrease in real terms



CAPACITY TO GROW TOURISM  
SBC, PARTNERS AND TOURISM BUSINESSES HAVE WORKED  
HARD TO IMPROVE TOURISM & SOME IMPORTANT  
INITIATIVES UNDERWAY & ON THE HORIZON  
BUT..DIFFICULT TO GET WIDESPREAD MARKETING IN A  
VERY COMPETITIVE FIELD



# MINORITY CONCERNS

- more planning restrictions
- more levels of bureaucracy
- pressure on services and infrastructure
- house-price increases reducing affordable housing stock
- more badly behaved visitors



# RECOGNISING CONCERNS CAN CREATE OPPORTUNITIES

- Planning 'lite' - every NP can be tailored to local needs
- No addition to bureaucracy
- Services and infrastructure unlikely to feel any difference
- NP strategy can include more affordable home building
- Walkers tend not to stray from good, well-maintained paths
- Visitor management study
- Farming subsidies post Brexit to be even more closely linked to public money for public good and regeneration than before

## OTHER ECONOMIC BENEFITS FROM THE 'SCOTTISH BORDERS NATIONAL PARK'

- Marketing of local produce - textiles & woollens, farm, distilleries, breweries
- Professionals & Trades to support growing and new tourism businesses
- More opportunities for young people
- Local shopkeepers
- Transport - public and private
- Longer term - desirability of home-working in a NP

