

Movement – from “drive through” to “arrive, connect & explore”

Why are we looking at movement?

The World Heritage Site (WHS) is both a living community and a major visitor destination. Movement needs to work better for residents, school travel and everyday journeys, while also helping visitors reach and experience the WHS in a way that is safer, more sustainable and more sensitive to place.

What should this approach achieve?

Safer – reduce conflict between traffic, pedestrians, cyclists, school travel and everyday local movement.

More sustainable – make active travel, buses and shared movement realistic alternatives to driving between every site.

Better managed – manage coaches, cruise, parking, stopping and peak demand as part of one coordinated system.

Sensitive to place – protect archaeology, landscape, ecology and the qualities that make the WHS significant.

What is the challenge?

At busy times, many different types of movement are competing for the same roads and spaces – including local traffic, school travel, independent visitors, coaches, cruise-related demand, walking and wheeling, cycling, farming and business access. This creates pressure on road safety, parking, stopping, circulation and the wider landscape experience.

What could demand management mean here?

Shape when, where and how movement happens – while keeping the WHS accessible and protecting everyday local journeys.

Before arrival

Better information, booking, expectations and public transport choices.

Arrive & orient

Clear arrival points, parking, drop-off, interchange and wayfinding.

Move differently

Walking, wheeling, cycling, shuttle and bus options for suitable trips.

Manage peaks

Coach routes, cruise peaks, dwell times and stopping arrangements as one system.

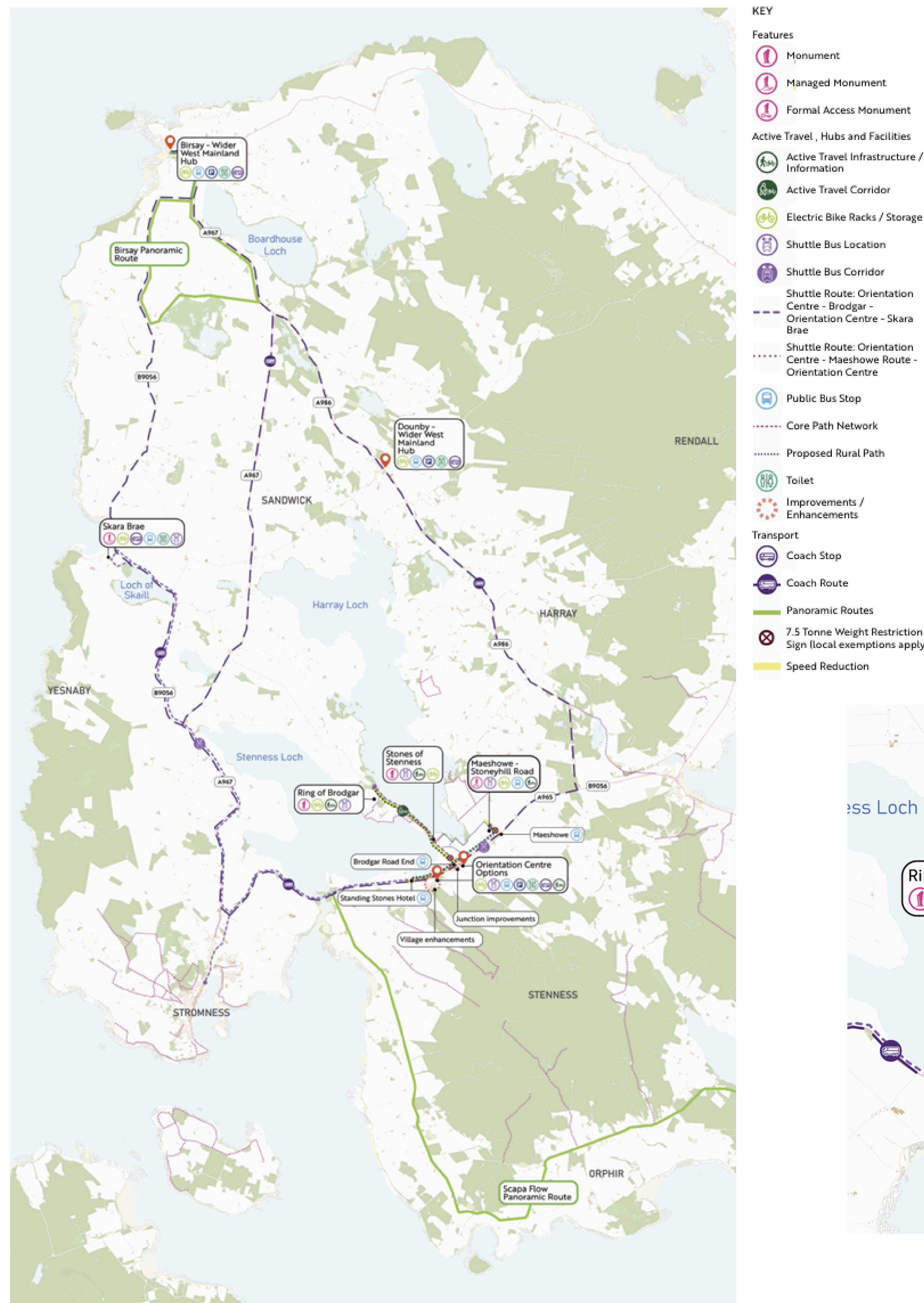
Protect local access

Residents, farming, schools, businesses and everyday journeys remain central.

Grounded in local priorities

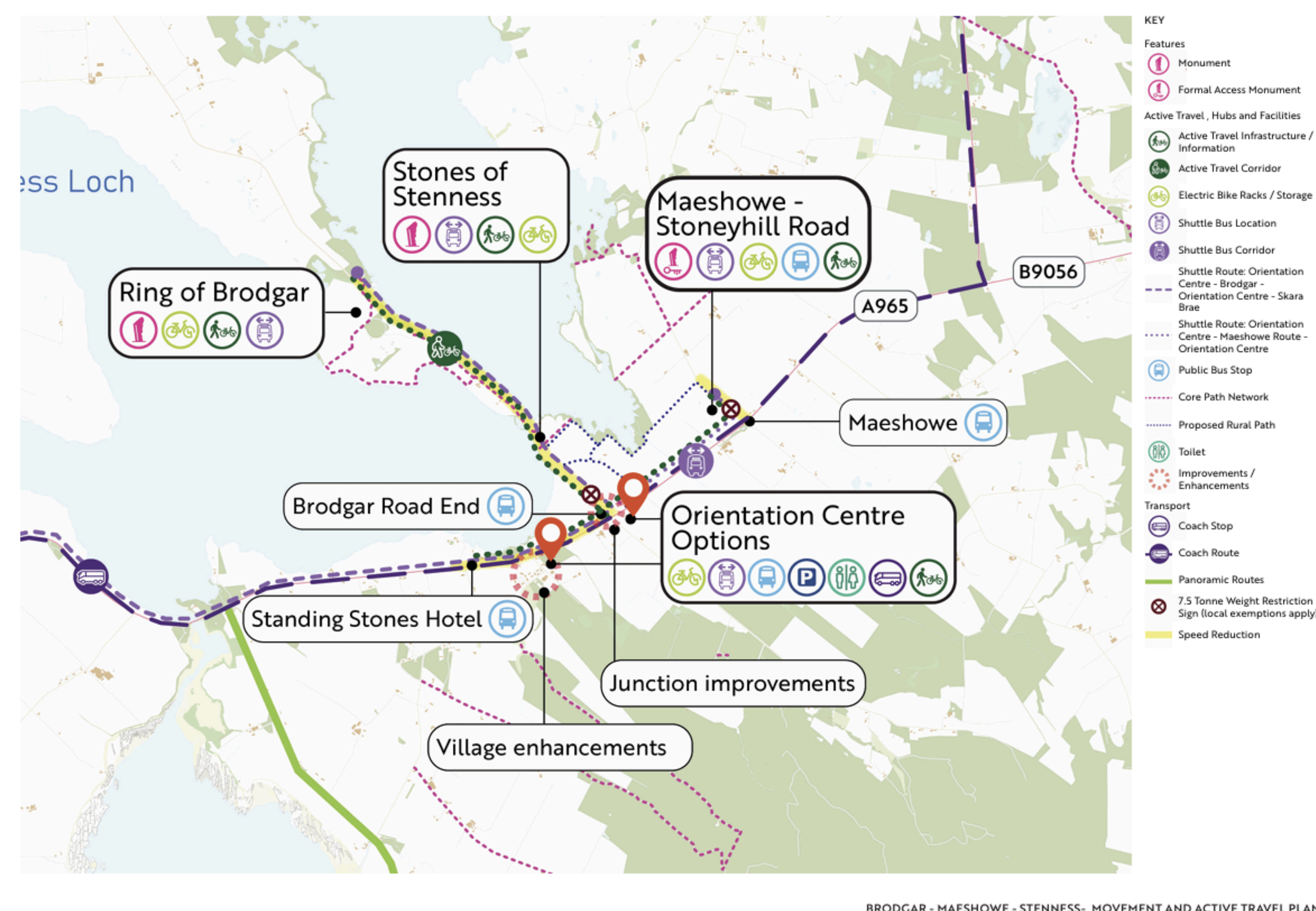
The Stenness Local Place Plan identified moving around as the top area for improvement, with priorities around road safety, active travel, community connections and everyday access.

Demand Management Network Approach



WORLD HERITAGE SITE MOVEMENT AND ACTIVE TRAVEL PLAN

- Keep coaches to the main road network
- Use Orientation Centre as the main arrival / interchange point
- Provide shuttle access into the core WHS, and onwards to Skara Brae
- Strengthen public transport access
- Make active travel a realistic part of the movement system
- Manage the whole journey, not individual sites in isolation



BRODGAR - MAESHOWE - STENNESS - MOVEMENT AND ACTIVE TRAVEL PLAN

