



## VISITOR GIVING

- In principal the CBP is supportive of a voluntary visitor giving scheme at point of use.
- In summer 2017 professional research undertaken by STR Research suggested that
  - businesses polarised on support for a scheme in principal with 18% strongly agreeing and 18% strongly disagreeing.
  - 51% of businesses stated they would not support a scheme
  - 38% of the 49% of businesses that would support a scheme (18% of total) would consider collecting contributions.
- The CBP would not support a scheme that involves businesses collecting and administering visitor donations. We have seen little evidence of this working effectively elsewhere.
- For a visitor giving scheme to work it is our belief that it needs to be direct to consumer at point of use with a strong call to action and very clear statement of where the money is to be spent (crowdsourcing approach)
  - Eg you have just used this trail txt XXXX to donate XX and your funds will be used to maintain this trail.
- We also believe that it must be clear about how much of every £ donated is used for maintenance (clear about administration costs).
- We believe that there is work to do on the perception of the Cairngorms Trust if this is to be vehicle for donations and awards.

At the present time this is not a priority for the CBP and whilst we would be happy to continue to review research, evidence and recommendations we could not prioritise resource to helping to research and develop a scheme.

6th February 2018