
CAIRNGORMS NATIONAL PARK AUTHORITY

FOR DECISION

**Title: CAIRNGORMS NATIONAL PARK AUTHORITY –
COMMUNICATIONS AND ENGAGEMENT STRATEGY
2018 – 2022**

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COMMUNICATIONS AND ENGAGEMENT**

Purpose

This paper presents the Communications and Engagement Strategy for 2018 – 2022. The strategy has been developed to support the delivery of the Corporate Plan and will involve all Board and staff members in its delivery. It contains the strategic communications priorities, aims and outcomes for the Cairngorms National Park Authority (CNPA).

Recommendations

The Board is asked to:

- a) **Approve the CNPA Communications and Engagement Strategy for 2018 - 2022.**

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Strategic Context

1. The CNPA provides leadership for the National Park and has a key role in coordinating the delivery of the National Park Partnership Plan (NPPP) across public, private and voluntary organisations working in the Park.
2. The NPPP provides the framework for the CNPA's Corporate Plan which sets out what the CNPA's contribution will be to deliver the NPPP.
3. Within this strategic context, the CNPA's Communications and Engagement Strategy sets out how our communications activities will support the delivery of the CNPA's Corporate Plan and the collaborative delivery of the National Park Partnership Plan.

Priorities

4. Given our limited resources, the strategy aims to achieve the best possible outcomes through improved partnership working, good use of research and evaluation, innovation and a stronger focus on the use of digital communications.
5. The strategy will build on our previous work to increase awareness, engagement and involvement in the Park and to continue with our communications campaigns to deliver a consistent and strong message to our target audiences.
6. It also sets out clear long term aims, outcomes and priority work areas along with some target performance indicators to help monitor progress.

Finance

7. The budget and staff resources identified for the delivery of the Communications and Engagement Strategy are included in the budget allocated for the delivery of the CNPA Corporate Plan and represents 8% of the total budget.

Strategic Risk Management

8. The Strategic Risk Register for the CNPA will be updated to reflect the new Communications and Engagement Strategy and will be discussed and agreed by the Audit & Risk Committee.

Success Measures

9. A number of performance indicators have been identified for the Communications and Engagement Strategy which will allow us to monitor progress year on year.

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