



Cairngorms
NATIONAL PARK
Pàirc Nàiseanta a' Mhonaidh Ruaidh

**Cairngorms National Park
Partnership Plan 2017 – 2022
Consultation
27 June – 30 September 2016**

**THE
BIG 9**



Cairngorms National Park Partnership Plan 2017 – 2022

Consultation

Monday 27 June – Friday 30 September 2016

The National Park Partnership Plan is the National Park Plan required under section 11 of the National Parks (Scotland) Act 2000. The Cairngorms National Park Partnership Plan 2017 – 2022 will set out how all those with a responsibility for the National Park will co-ordinate their work to tackle the most important issues.

This consultation sets out the big issues on which we want views and which partners will seek to tackle in the next five years. The consultation is supported by a number of accompanying documents, including a series of evidence papers containing more detailed analysis of the issues identified and environmental reports/assessments.

Where you can view documents and how to comment

All documents are available to view on the Cairngorms National Park Authority (CNPA) website, at the CNPA offices (Grantown-on-Spey and Ballater) and at council offices and libraries within the Park.

Cairngorms National Park Authority

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You can comment online or complete a response form and email/send it to us:
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Grantown-on-Spey PH26 3BR

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All responses must be received by 5pm on Friday 30 September 2016

What happens next

Consultation responses will be collated and a report of the consultation published. We will use this with partners to continue to develop the Partnership Plan, setting clear priorities and policy framework, and to inform the main issues consultation for the Local Development Plan in early 2017. We aim to submit a Partnership Plan to Ministers for approval in Spring 2017 and will regularly update on progress via **www.cairngorms.co.uk** and on Twitter via **@cairngormsnews** or **#BigParkBigQuestions**.

Data Protection

Details provided in response to the consultation will only be used for purposes associated with the Cairngorms National Park Partnership Plan 2017 – 2022. You may request to see personal information held by the CNPA at any time.

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Cairngorms National Park Partnership Plan 2017 – 2022 Consultation



Cairngorms National Park Partnership Plan

We are consulting on the key issues to be addressed in the next National Park Partnership Plan 2017 – 22. The Partnership Plan is the management plan for the Cairngorms National Park¹. It will set out how all those with a responsibility for the Park will co-ordinate their work to tackle the most important issues.

In particular, the National Park Partnership Plan:

- sets out the vision and overarching strategy for managing the Park;
- guides the work of all public bodies and other partners to deliver the aims of the Park;
- provides the strategic context for the Local Development Plan;
- sets out the regional land use framework for the Park²;
- shows how the Park will contribute to the Scottish Government's core purpose and national outcomes.

This consultation, and the Plan itself, does not try to cover everything relevant to the Park, but it sets out the big issues on which we want views and which partners will seek to tackle in the next five years.

The consultation seeks your views on:

- the big challenges we should be addressing and the issues we need to tackle;
- what would make the biggest difference to tackling these;
- the proposed policy direction.

Scottish National Parks

Scotland's National Parks share four aims set out by Parliament:

- to conserve and enhance the natural and cultural heritage of the area;
- to promote sustainable use of the natural resources of the area;
- to promote understanding and enjoyment (including enjoyment in the form of recreation) of the special qualities of the area by the public;
- to promote sustainable economic and social development of the area's communities.

These aims are to be pursued collectively. However, if there is conflict between the first aim and any of the others then greater weight must be given to the first aim (section 9.6 of the National Parks (Scotland) Act). This is a sustainable development approach in which conservation of the natural and cultural heritage underpins the economic and recreation value of the National Park.

The Partnership Plan embeds this principle in the strategy for the Park that is approved by Ministers and sets the framework for all public bodies delivering relevant functions.

National Park Authorities lead the partnerships to ensure National Parks contribute to the Scottish Government's Purpose:

To focus Government and public services on creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth.

¹ The Partnership Plan is the National Park Plan required under section 11 of the National Parks (Scotland) Act 2000.

² As proposed in the Scottish Government Land Use Strategy 2016 – 21



Scotland's National Parks help deliver national priorities

National Parks bring the focus and the partnerships that can:

- deliver on a large connected scale;
- test and develop innovative approaches;
- engage people through some of Scotland's most loved landscapes.

Climate change

Scotland's National Parks deliver climate change mitigation through extensive woodland expansion and peatland restoration. By taking an integrated approach to land use planning, National Parks can also help deliver significant adaptation and resilience for communities within the Parks and in surrounding lower river catchments.

Reversing the loss of biodiversity

Covering around 9% of Scotland including some of the most important areas for rare and threatened species, Scotland's National Parks deliver landscape scale conservation. Large scale habitat enhancement together with priority species action in National Parks is a significant contribution to meeting Scotland's 2020 Biodiversity Challenge.

Natural capital

Scotland's National Parks exemplify the connections between nature and our economy. With over 6 million visitors each year our National Parks are national assets that protect and enhance the natural capital underpinning tourism and land based businesses. Covering the upper catchments of some of Scotland's major rivers, National Parks are key places to connect the value of land management with wider community and economic benefits.

Active Scotland

Scotland's National Parks provide outstanding outdoor access infrastructure together with the brand identity, promotion and partnerships to increase participation in outdoor activity amongst residents and visitors. National Parks are part of Scotland's 'Natural Health Service', contributing to physical and mental health benefits.

Community empowerment

Communities in the National Parks are taking the lead in local development and regeneration. Backed by the co-ordinated support of the National Park Partnerships, active communities are taking action to deliver investment, services and enhanced facilities.

Sustainable economic growth

National Parks are internationally renowned tourism destinations helping drive economic growth in rural Scotland. Investment in enhancing the quality of public infrastructure and the high quality of environment makes the National Parks attractive places to invest and do business.

Changing context

The development of the Partnership Plan will take account of legislative and policy changes that will continue to develop through the preparation and consultation period. For example the Land Reform Act, Land Use Strategy, community empowerment changes and review of the planning system may all affect how some of the issues raised in this consultation are tackled.

Role of the National Park Authority

The purpose of a National Park Authority is to ensure that the National Park aims are collectively achieved in a coordinated way. This means leading the vision for the National Park and the partnerships necessary for delivery.

The National Park Authority leads the development of the Partnership Plan and co-ordinates its delivery and monitoring. It is though, a plan for all partners involved in delivery. The corporate and operational plans of public bodies will set out their contribution to the Partnership Plan and it provides a framework for partners across all sectors to co-ordinate effort on the big issues.

Ways of working – collaboration and innovation

Over the first decade of the National Parks we have seen strong collaboration develop across the public, private and voluntary sectors. This is delivering high levels of investment, with partner contributions leveraging in significant external funds. It is also enabling partners to tackle constructively some of the long-term challenges, for example provision of housing and land use change.

The National Park Partnership Plan focuses on those issues core to delivering the aims of the National Park. It supports delivery of the Community Planning Partnerships and Single Outcome Agreements in the constituent local authority areas. For example, the collaborations on the economic development, tourism and health agendas in the National Park help deliver for Community Planning Partnerships.

The National Park requires a place-based approach to collaboration, bringing different sectors and organisations together to align

effort and resources with a geographical focus. Developing this approach further has potential to deliver simpler, more effective and better value public services in the National Park.

Cairngorms National Park vision

Our long-term vision for the Cairngorms National Park is:

An outstanding National Park, enjoyed and valued by everyone, where nature and people thrive together.

Cairngorms National Park outcomes

Our headline long-term outcomes for the National Park are:

- **Conservation** – a special place for people and nature with natural and cultural heritage enhanced
- **Visitor Experience** – people enjoying the Park through outstanding visitor and learning experiences
- **Rural Development** – a sustainable economy supporting thriving businesses and communities

We think the vision and long term outcomes remain relevant and propose to retain these unchanged as the starting point for the next Partnership Plan for 2017 onwards. Do you agree?





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Conservation

RECENT PROGRESS



UPLAND ENHANCEMENTS



800 ha peatland restoration completed/underway
= **10,000t CO₂** saving per year



montane scrub regeneration underway



5 new Deer Management Group Plans underway



6 estates collaborating on moorland management
= **1/4** of National Park

WOODLAND EXPANSION AND ENHANCEMENT



3 priority areas for Scottish wildcat

3,000 ha new native woodland
20,000 new plant records

920 ha Plantations on Ancient Woodland Sites (PAWS) surveyed

385 ha being restored

WETLAND AND RIVER ENHANCEMENT



80% of UK capercaillie population within Cairngorms National Park



862 ha managed as wetland and floodplain



60km river and riparian re-naturalisation

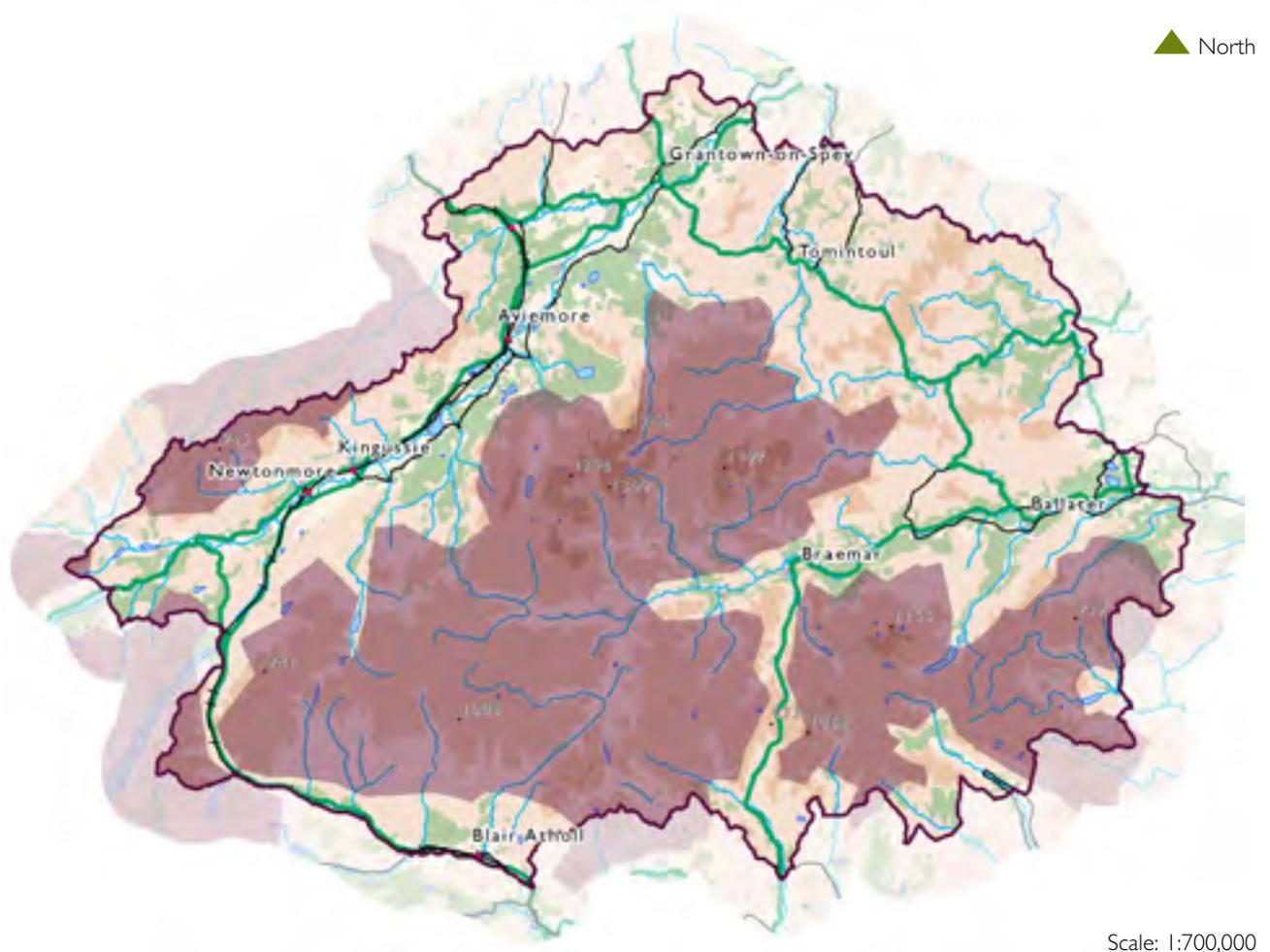


3,000 ha managed for farmland waders with **50** farm plans in place

Conservation

The Cairngorms National Park is one of the best places in the country for nature. This is where we find arctic-like mountain plateau, our most extensive semi-natural pine forest, 80% of our capercaillie population and some of our wildest land.

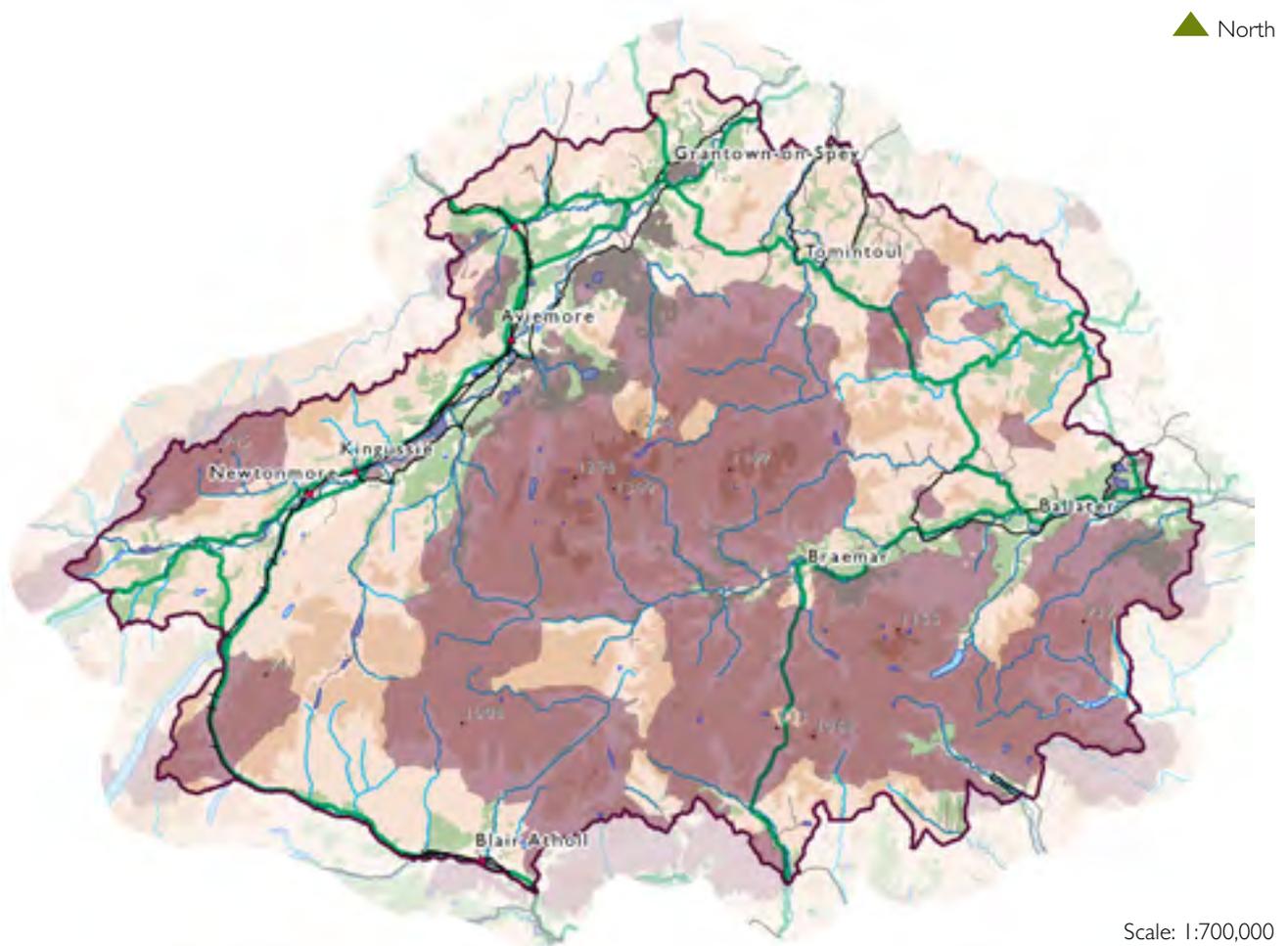
Figure 1 Wild land areas in the Cairngorms National Park



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Cairngorms National Park Authority. © Scottish Natural Heritage.

Half of the Park is designated as being of European importance for nature through the Natura network and over a quarter of the country's rare and threatened species are found here.

Figure 2 Natura sites within the Cairngorms National Park



The landscapes of the National Park are valued by many and underpin the area's economy. The mix of mountain plateaux, moorlands, woodlands and farmed straths are shaped by nature and working land use, reflecting both natural and cultural heritage.

Over the last five years we have seen significant conservation gains. Land managers have delivered 3,000 ha of new native woodland planting and further areas of regeneration through improved grazing management. Catchment partnerships on the Rivers Spey, Dee and South Esk have delivered river restoration, riparian woodland and flood risk management and 800 ha of peatland has been restored. Action has been taken for priority species from capercaillie and Scottish wildcat, to aspen and rare plants.

Cairngorms Nature is now well established as a partnership delivering an ambitious agenda for conservation in the Cairngorms. Bringing together the private, NGO and public sectors, Cairngorms Nature provides the focal point for collaboration on a landscape scale.

Our big conservation challenges for the next five years

Restoring and enhancing habitats on a landscape scale

Protecting and enhancing species diversity

Building support and enthusiasm for nature

These will help deliver the following national strategies

Scotland's 2020 Biodiversity Challenge

Land Use Strategy

River Basin Management Plan

Scotland's Wild Deer: A National Approach

Low Carbon Scotland: Meeting our Emissions Reductions Targets 2013 – 2027



Restoring and enhancing habitats on a landscape scale

Climate change and continued biodiversity loss mean we need to create dynamic and resilient natural systems. Scotland's 2020 Biodiversity Challenge sets out to deliver the Aichi target for restoring 15% of degraded ecosystems. In the Cairngorms our biggest contribution can be through restoring and enhancing the habitat quality of the large scale woodland, montane, moorland and wetland ecosystems that characterise the National Park.

This means:

- creating a more extensive, connected forest network resilient to changing climate and disease risks, including restoring the largely missing montane scrub habitat;
- restoring functioning river systems – taking a catchment approach to improving water quality, flows, wetland systems and natural flood management;
- restoring degraded peatland and actively managing the carbon and water functions of the uplands;
- enhancing the special landscape qualities of the National Park.

Protecting and enhancing species diversity

The Cairngorms is home to a vast array of rare and endangered species, with at least 1,200 of regional, national or international significance. While our work on habitat enhancement should secure species diversity in the long-term, there are some species that need targeted action in the short-term, for example the freshwater pearl mussel, capercaillie, and raptor species.

This means:

- connecting individual species management needs into the wider vision for habitat enhancement and land management practices;
- joining up habitat management, recreation management and development management to address pressures on species in a co-ordinated way, specifically implementing the Capercaillie Framework;
- co-ordinating action to control further spread of invasive non-native species;
- taking a planned approach to potential species restoration.

Building support and enthusiasm for nature

People in the Park and across Scotland have a great love for the Cairngorms and the amazing nature and landscapes here. We need to engage and harness their enthusiasm, effort and support in a positive vision for the future nature we are working to create in the Cairngorms and more widely in Scotland.

This means:

- communicating a clear, positive vision for the future nature of the Cairngorms as well as highlighting the threats and issues;
- engaging and inspiring people through recreation, volunteering and learning opportunities that connect them with the nature of the Cairngorms;
- engaging people in the value and benefits of nature, our land use choices and new ways to invest in and support the management required.

Do you agree these are the big challenges we should be addressing through our next Partnership Plan?



Key Conservation issues

We want your views on the issues we need to address to meet these conservation challenges. The following pages set out a summary and questions about three key issues we think need to be addressed.



Landscape scale conservation – collaborating to deliver ecosystem restoration



Deer and moorland management – delivering the public interest in upland land use



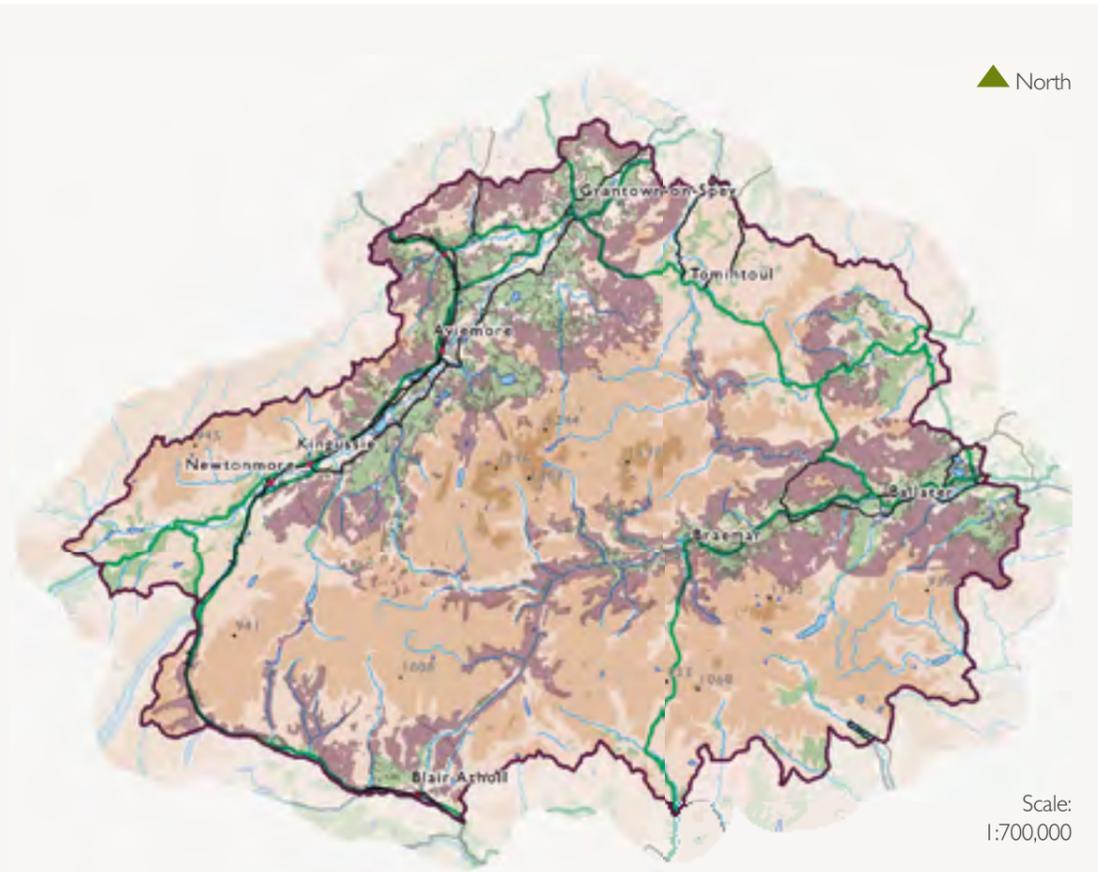
Flood management – reducing the impacts of flooding



ISSUE 1 LANDSCAPE SCALE CONSERVATION

ISSUES

- Targeting woodland expansion to the most beneficial places and delivering key woodland linkages between catchments;
- Restoring the missing montane woodland habitat;
- Ensuring priority species conservation is built into habitat enhancement;
- Maintaining designated features in favourable condition and using designated sites more flexibly to help deliver the wider vision for ecosystem restoration;
- Tackling the 50% decline in freshwater pearl mussels in the River Spey;
- Maintaining and increasing capercaillie populations for which 80% of the national population is within the National Park;
- Safeguarding of protected species, including Scottish wildcats and birds of prey, by expanding populations and ranges; and
- Improving knowledge and research on the status and distribution of rare, endangered and protected species needed to underpin conservation efforts.



Areas of woodland and potential woodland expansion in the Cairngorms National Park

■ woodland areas ■ potential woodland expansion areas

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ISSUE 1 | KEY QUESTIONS

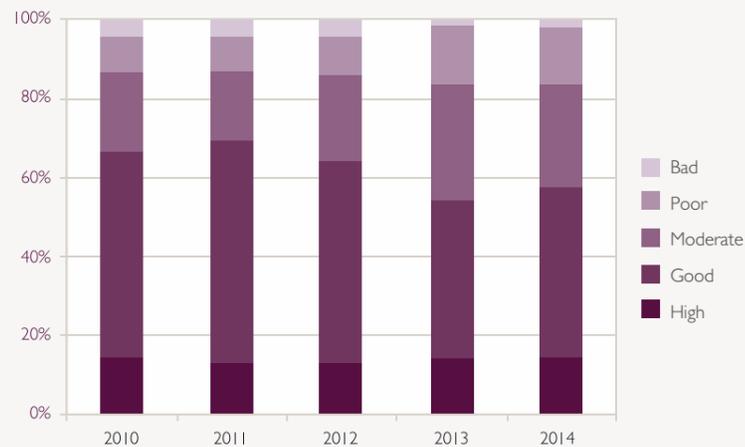
- What more can be done to encourage woodland expansion and active woodland management in appropriate places?
- What are the best ways to support collaboration at a landscape scale?
- How can designated sites help deliver large scale ecosystem restoration?

MECHANISMS FOR DELIVERY

- Collaboration across land holdings
- Cairngorms Nature
- Catchment partnerships
- Designated site management
- Capercaillie Framework
- Deer management groups
- Scottish Rural Development Programme
- Cairngorms Research Strategy



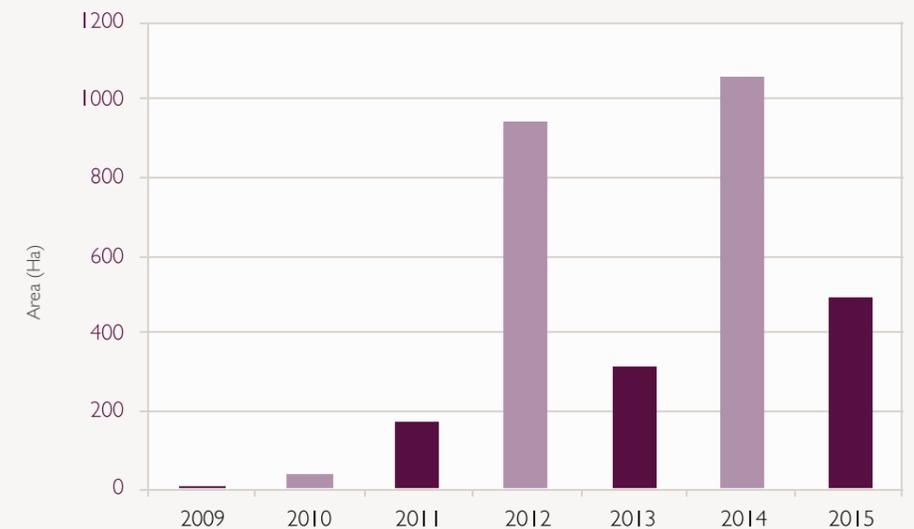
Water quality classification of waterbodies within and overlapping the National Park

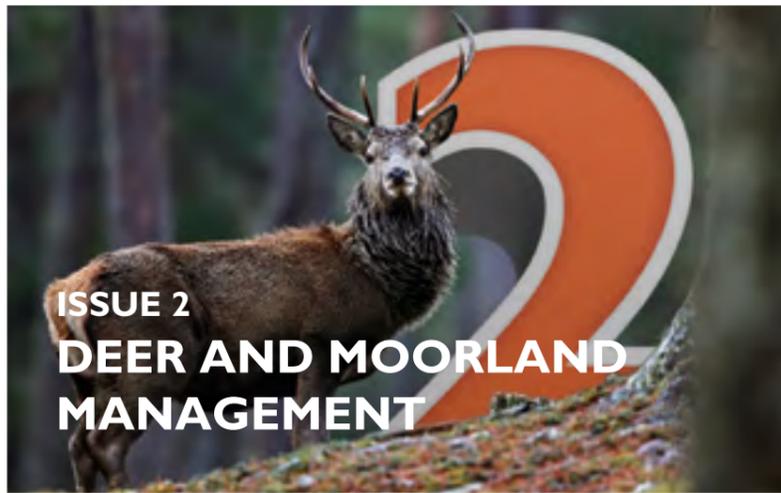


TARGETS / PREFERRED DIRECTION

- More resilient and better connected woodlands, wetlands and uplands;
- A more extensive and better connected forest and restored montane woodland habitat;
- The network of designated sites contributes to delivering the wider landscape vision;
- The percentage of designated features in favourable conditions is higher than the national average;
- A clear understanding of the status and requirements of priority species through surveys, monitoring and research;
- Long term land management commitments to meet priority species' needs; and
- Meet Climate Change (Scotland) Act 2009 woodland expansion targets and reduce greenhouse gas emissions.

Area of new native woodland created in the Cairngorms National Park 2009-2015

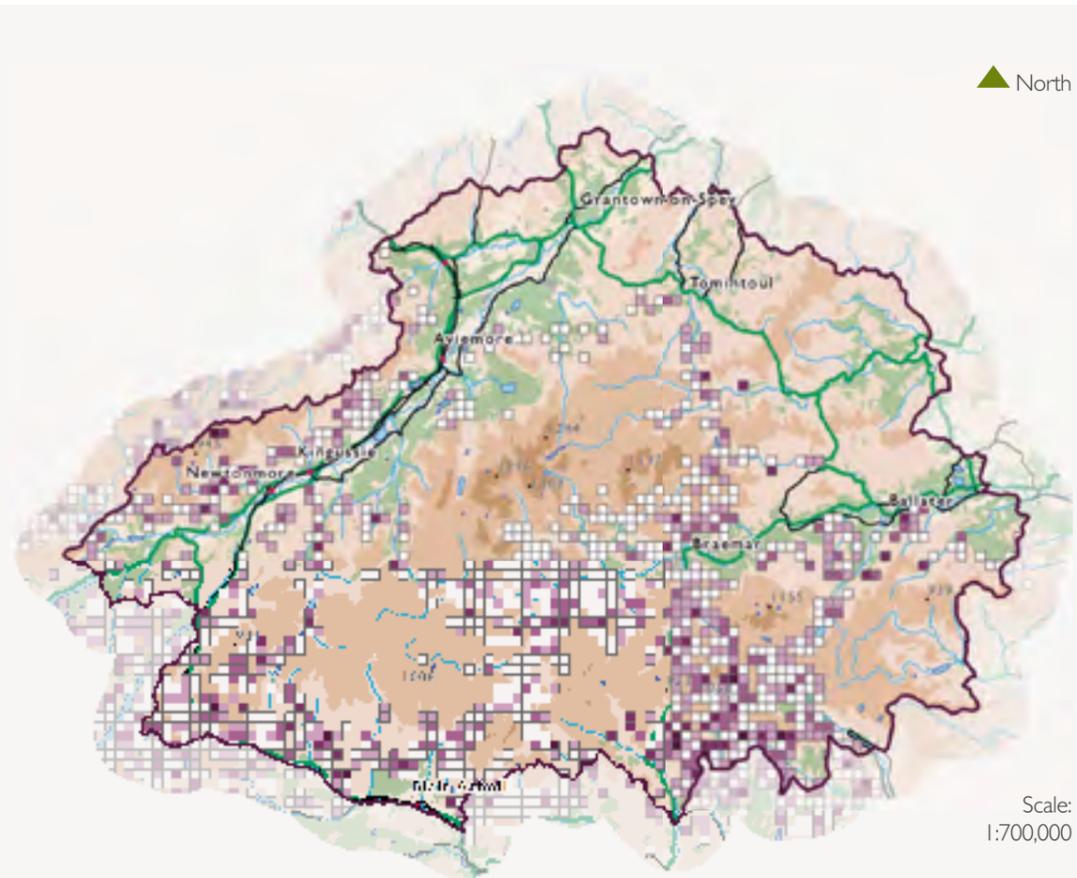




ISSUE 2 DEER AND MOORLAND MANAGEMENT

ISSUES

- Changing trends in land management, eg in some places a shift from sporting deer forest to habitat management, in other places increased intensity of management for grouse;
- Impacts of deer and grouse management in delivering woodland expansion and peatland restoration;
- A wider public interest remit for deer management groups and planning now in place;
- Restoring areas of peat in poor condition to improve ecosystem function and mitigate climate change;
- Raptor persecution and underlying conflicts between raptor conservation and the impacts of muirburn;
- Ensuring land management activities, eg muirburn and fencing does not adversely impact on landscape and recreation value; and
- Need to meet Climate Change (Scotland) Act 2009 woodland expansion targets.



Deer density polygons of 1km² based on results from deer counts, 2000-2010

- | | |
|------------------|---------------------|
| □ 1 to 33 deer | ■ 210 to 435 deer |
| ■ 33 to 96 deer | ■ 435 to 1,612 deer |
| ■ 96 to 210 deer | |

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ISSUE 2 | KEY QUESTIONS

- Should the Park Partnership Plan set guidance on the appropriate range of deer densities necessary to deliver the public interest?
- How can management for grouse be better integrated with wider habitat and species enhancement objectives such as woodland expansion, peatland restoration and raptor conservation?

MECHANISMS FOR DELIVERY

- Collaboration across land holdings
- Deer management groups and plans
- Cairngorms Nature
- The East Cairngorms Moorland Partnership
- Catchment partnerships
- Designated site management
- National legislation including the Land Reform (Scotland) Act 2003, Climate Change (Scotland) Act 2009 and the Wildlife and Natural Environment (Scotland) Act 2011



Areas with an average peat depth in excess of one metre



Scale:
1:1,000,000



TARGETS / PREFERRED DIRECTION

- Continue to improve and enhance the quality of moorland and montane habitats, particularly those in unfavourable condition;
- Manage deer numbers and muirburn to enable habitat enhancement;
- Improve the integration of grouse moor and sporting deer management with wider habitat and species diversity;
- Improve raptor population conservation;
- Expand peatland restoration projects; and
- Meet Climate Change (Scotland) Act 2009 woodland expansion targets and reduce greenhouse gas emissions.

Heather moorland areas within the Cairngorms National Park



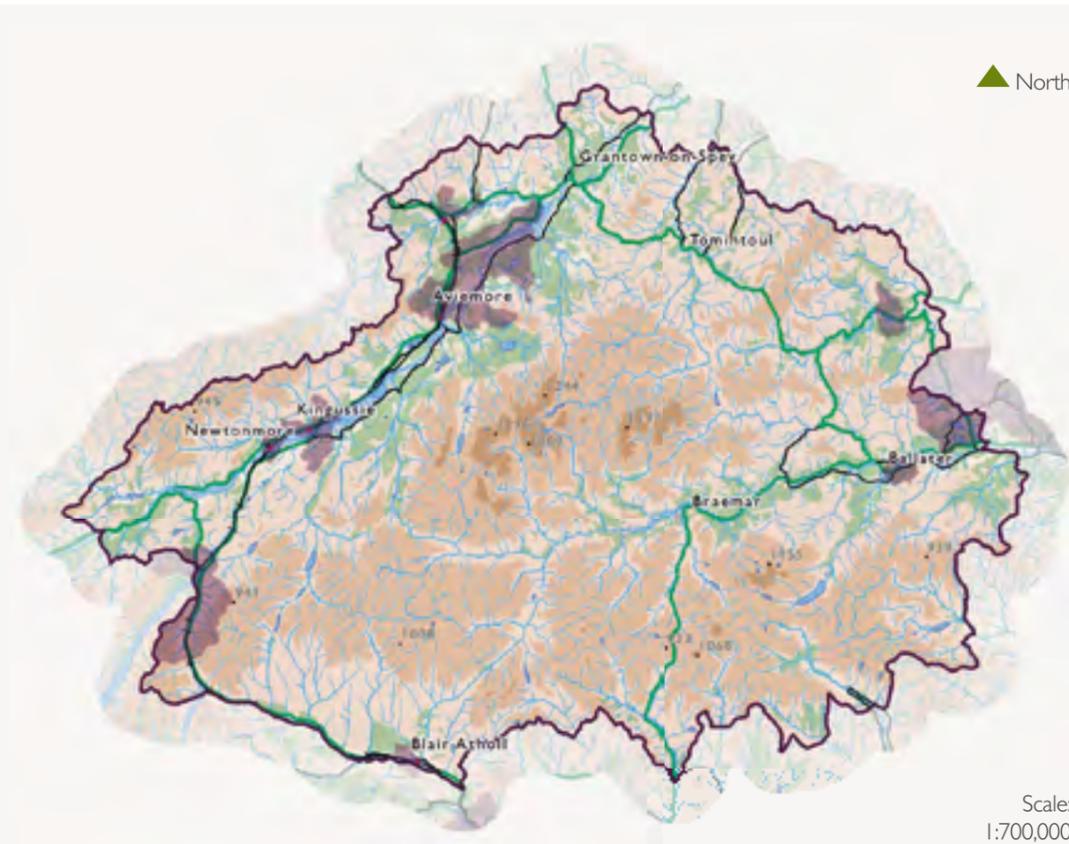
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ISSUE 3 FLOOD MANAGEMENT

ISSUES

- Expected increase in the severity and frequency of flooding through climate change;
- Costs of the impacts of flooding on infrastructure, property and land use;
- Costs and potential downstream implications of hard engineering flood protection schemes;
- Increased international recognition of the benefits of a catchment wide approach to flood risk management but lack of consensus on measures;
- Wider, multiple benefits of natural flood management measures;
- Broad opportunity areas for natural flood management identified at national level; and
- Opportunity to trial and demonstrate the benefits of natural flood management on an international basis.



Indicative river flooding extent (medium probability 1 in 200 years) and Potentially Vulnerable Areas

■ I: 200 indicative flood zone ■ Potentially Vulnerable Areas

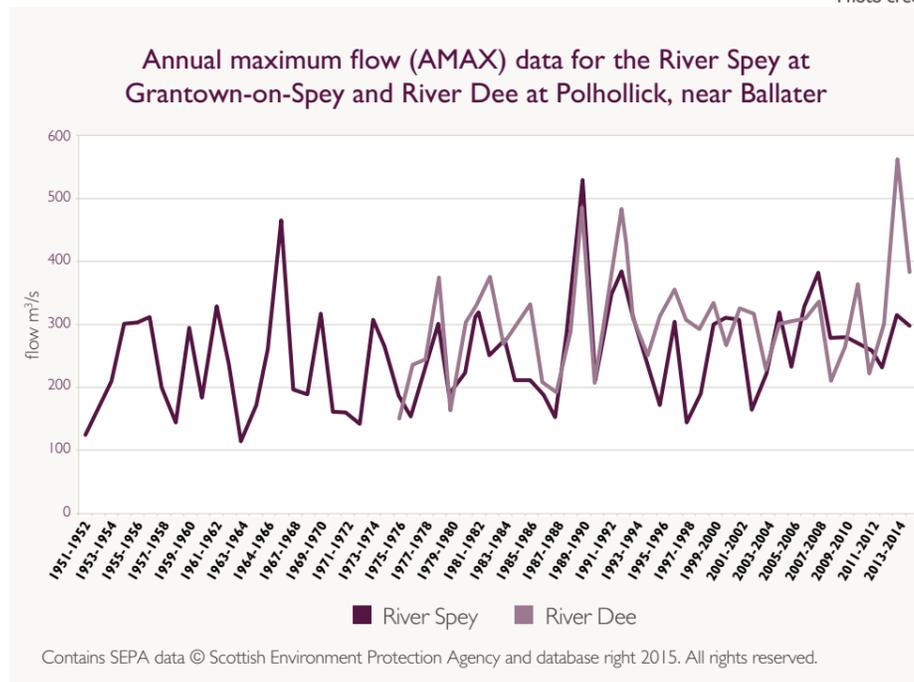
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ISSUE 3 | KEY QUESTIONS

- What land use changes are needed to deliver more effective natural flood management and how can they be supported/funded?
- How can catchment management partnerships be better used to help deliver natural flood management as part of flood risk management?

MECHANISMS FOR DELIVERY

- Catchment partnerships and plans
- River basin planning
- Cairngorms Nature
- Flood Risk Management Strategies and Plans
- Development Plan
- Scottish Rural Development Programme funding
- Water Environment Fund



TARGETS / PREFERRED DIRECTION

- Reduced speed of water run-off from uplands;
- Creation of more diverse ecological environments;
- Integration of natural flood management techniques into other land management objectives;
- Safeguard functional flood plain and avoid inappropriate development in areas of high flood risk; and
- Effective flood defences where appropriate.





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Visitor Experience

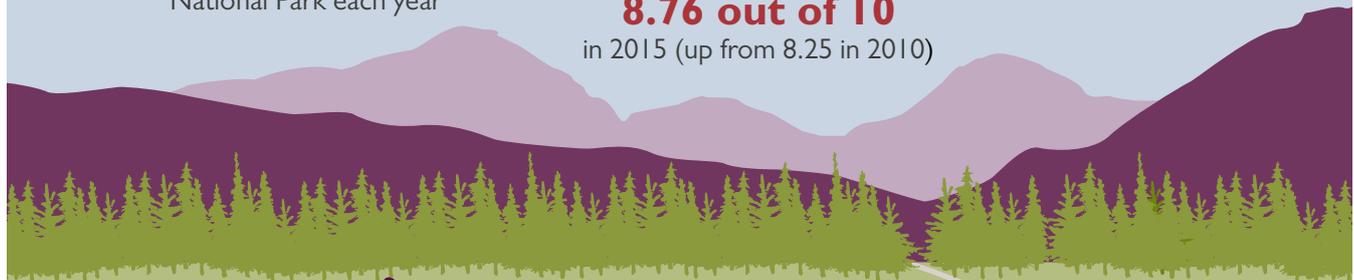
RECENT PROGRESS



1.65m visitors to Cairngorms National Park each year



overall visitor satisfaction
8.76 out of 10
in 2015 (up from 8.25 in 2010)



60 miles of long distance routes promoted



60 miles of national cycle network

28 miles of local paths built and maintained

80 miles of upland paths repaired

200 miles of community paths signed

666 miles of core paths designated



4,026 health walks delivered (April 2011–March 2015)

25,000 John Muir Awards completed through Cairngorms National Park



48 leaders from BME communities trained through Community Leadership Programme



25% of John Muir Award participants from disadvantaged backgrounds



33 schools/groups awarded travel grants 2014/15



90 pupils per year involved in Junior Ranger Project

Visitor Experience

The Cairngorms National Park is an international tourism destination with an outstanding range of outdoor recreation opportunities, natural and cultural heritage attractions. It offers an accessible wilderness for people to enjoy, be active and learn in.

To date we have seen the establishment of a strong brand identity for the National Park, well recognised by visitors. 91% of visitors know they are in a National Park and for 63% of overseas visitors, its status as a National Park is an important factor in their decision to come here. Visitor satisfaction is high, but we know expectations rise all the time in line with international comparisons. Visitor numbers have steadily increased over the last five years to around 1.65m per year and we expect this trend to continue. We need to provide the right infrastructure that delivers against expectations and helps manage recreation impacts on fragile species such as capercaillie.

Partners have delivered significant investment in the visitor infrastructure including extending the Speyside Way and constructing the Old Logging Way, now used by 70,000 people each year. The Cairngorms Outdoor Access Trust are now delivering the second major project restoring upland paths, repairing erosion and improving the experience. Visitor centres, ranger bases and information points have been refurbished and visitor information significantly enhanced. We have begun collaboration on long-term enhancement of the publicly owned land at Cairngorm and Glenmore, and investment in mountain biking facilities at Laggan and Glenlivet and the Snow Roads Scenic route is helping encourage visitors to other parts of the Park.

In 2015 we reached the milestone of awarding the 25,000th John Muir Award in the Cairngorms National Park. This is indicative of the quality and extent of outdoor learning opportunities available in the National Park – something we want to continue to build on to benefit people across Scotland. The Active Cairngorms partnership is now established, connecting the health, outdoor recreation and travel sectors around ambitious targets to improve levels of physical activity.

Our big visitor experience challenges for the next five years

Enhancing the quality of the Park as a tourism destination

Delivering Active Cairngorms – increasing and broadening participation in outdoor recreation and physical activity

Engaging more people across Scotland in making the most of the Cairngorms National Park through learning, recreation and volunteering

These will help deliver the following national strategies

Tourism Scotland 2020

A More Active Scotland

National Walking & Cycling Strategies

Enhancing the quality of the Park as a tourism destination

Further investment in the quality of visitor infrastructure and public space will underpin business opportunities and ensure the visitor experience continues to match rising expectations. Continuing to enhance the quality and consistency of visitor welcome is as important as enhancing facilities.

This means:

- investing in maintaining and upgrading key off-road routes including the Speyside Way, Deeside Way and core paths;
- delivering a consistent high quality of visitor welcome through businesses, information and ranger services;
- improving public and green travel provision to enable easier access between visitor destinations in and around the National Park.

Delivering Active Cairngorms – increasing and broadening participation in outdoor recreation and physical activity

Our aim is for residents and visitors to enjoy and use the National Park for physical activity at least once a day. The Active Cairngorms strategy sets out priorities for creating active places, championing best practice in recreation and conservation management and promoting active lifestyles.

This means:

- promoting greater participation and use of the outstanding outdoor recreation opportunities by residents and visitors as part of Scotland's 'natural health service';
- encouraging the inactive to become active and the active to stay active;

- actively managing potential recreation impacts on sensitive habitats and species;
- delivering significant active travel improvements through design of places and transport infrastructure.

Engaging more people across Scotland in making the most of the Cairngorms National Park through learning and recreation

The Cairngorms has always set out to be a Park for All. The National Park is a national resource for education, learning, personal development and recreation. Through better co-ordination of opportunities and support, we can ensure a wider range of people across Scotland are able to benefit from enjoying the Park.

This means:

- developing further the outstanding outdoor learning opportunities to benefit a wider range of people;
- promoting volunteering opportunities;
- making it easier for all sectors of society to enjoy the National Park.

Do you agree these are the big challenges we should be addressing through our next Partnership Plan?





Key Visitor Experience issues

We want your views on the issues we need to address to meet these visitor experience challenges. The following pages set out a summary and questions about three key issues we think need to be addressed.



Visitor infrastructure and information – identifying the priorities for investment



Active Cairngorms – encouraging the inactive to become active



Learning and inclusion – ensuring a Park for All



- ### ISSUES
- Continuing to enhance the quality of place and infrastructure that underpins the tourism economy of the National Park;
 - Providing up to date consistent information designed to meet the needs of visitors;
 - Maintaining a high quality extensive network of off-road routes;
 - Financial constraints will require even more effective public private partnerships;
 - Impacts on the visitor experience of dualling the A9; and
 - Ensuring visitor experience continues to celebrate and enhance the unique landscape, natural and cultural heritage of the National Park.

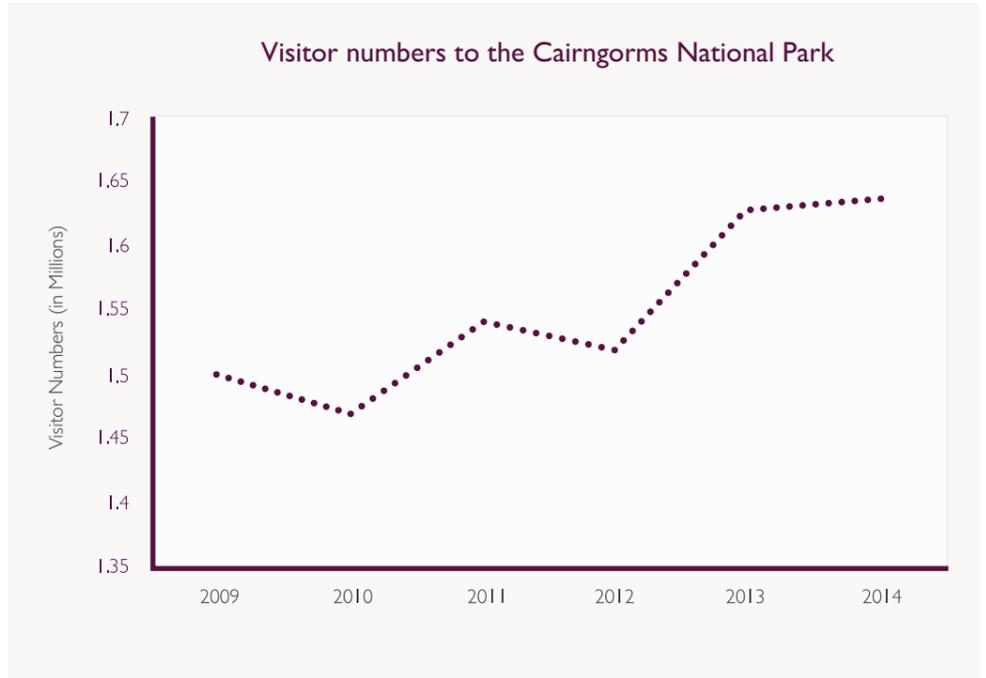
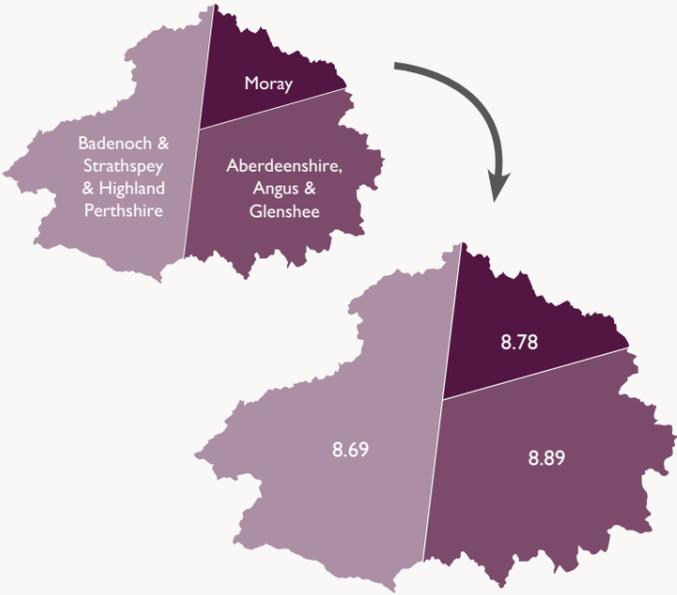


- ### ISSUE 4 | KEY QUESTIONS
- Have the right visitor infrastructure investment priorities been identified, or are there others that should be included?
 - How can the consistency and quality of visitor welcome be improved?

- ### MECHANISMS FOR DELIVERY
- Tourism Action Plan linked to Tourism Scotland 2020
 - Scottish Scenic Routes Initiative
 - Cairngorm & Glenmore Strategy
 - Tomintoul and Glenlivet Landscape Partnership
 - The Mountains and The People Project
 - Active Cairngorms
 - Ranger Services



Visitor satisfaction (out of 10) across Cairngorms National Park
Source: Cairngorms Visitor Survey 2014/15



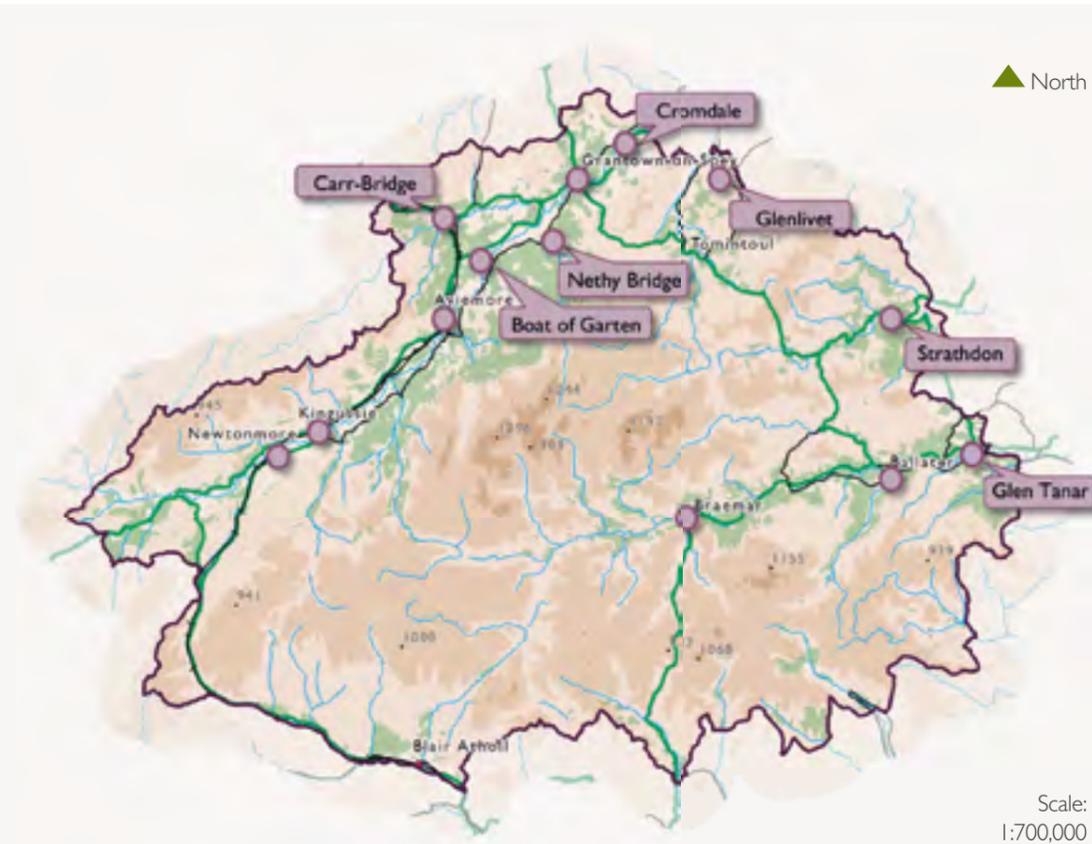
- ### TARGETS / PREFERRED DIRECTION
- Enhancing the quality of visitor infrastructure to match the quality of environment;
 - Investing in maintaining and upgrading key off-road routes including the Speyside Way, Deeside Way and the Core Paths network;
 - Delivering a consistent high quality of visitor welcome through new and improved information and ranger services as well as partnership working to support businesses and visitor attractions;
 - Improving the visitor experience in Cairngorm and Glenmore;
 - Completing the 'Snow Roads Scenic Route' and developing a similar experience along the A9; and
 - Maintaining the CNPA website as the most popular and effective source of information for visitors with links to other key sites.



ISSUE 5 ACTIVE CAIRNGORMS

ISSUES

- 20% of Scotland's population are physically inactive;
- Physical inactivity is the second biggest cause of mortality, leading to 2,500 deaths in Scotland every year;
- Increasing outdoor physical activity can lead to improvements in many health conditions, from heart disease to mental health issues;
- The Cairngorms National Park has the access infrastructure, destination appeal and partnerships required to promote increased physical activity; and
- Active Cairngorms aims to make it easier and safer for people to move around the Park whatever their age, ability or background: to be more physically active, to learn about, care for and appreciate the Park.



Locations of health walks throughout the Cairngorms National Park

● Locations of health walks

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ISSUE 5 | KEY QUESTIONS

- How can levels of physical activity among residents and visitors be increased?
- How can environmental volunteering opportunities be better co-ordinated and promoted to engage people?

MECHANISMS FOR DELIVERY

- Active Cairngorms Partnership
- GP outdoor physical activity referral programme
- Health walks partnerships
- Volunteering

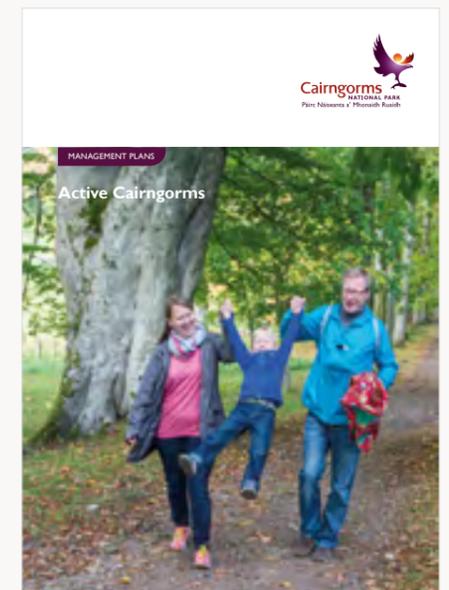


What's been done so far...



TARGETS / PREFERRED DIRECTION

- Make the most of the National Park's infrastructure and brand identity as part of Scotland's Natural Health Service;
- Residents and visitors will enjoy and use the Park for physical activity at least once a day;
- Target people currently living sedentary lifestyles where inactivity is the norm; these include older adults, young girls and those living with long term medical conditions;
- Support and promote the Active Cairngorms Partnership to jointly deliver on social, environmental and health care outcomes;
- Continued/enhanced delivery of health walks through the Cairngorms Walking to Health Project;
- Co-ordination of environmental volunteering opportunities; and
- Deliver active travel enhancements in Aviemore that deliver improved transport connections for visitors and residents.





**ISSUE 6
LEARNING AND INCLUSION**

ISSUES

- Making the most of the National Park as a resource for outdoor learning through the curriculum and for the whole learning community, including family learning, community learning and development and adult learning; and
- Addressing the barriers for under-represented groups to engage with the National Park. Key under-represented groups are schools from socially deprived areas, people with disabilities, young people (under 24), people in lower income/socio-economic groups and people from black and minority ethnic communities.

90 pupils a year involved in the Junior Ranger project from the 6 secondary schools across the National Park.

25,000 John Muir Awards have been completed through the Cairngorms National Park Authority since 2003, of which **25%** of participants come from disadvantaged backgrounds.

48 leaders from black and minority ethnic communities trained through the Community Leadership Programme benefiting a further **869** people to engage with their environment.

Origin of schools and groups who received the travel grant to visit the Cairngorms National Park



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TARGETS / PREFERRED DIRECTION

- Provide an opportunity for every child to visit the Cairngorms National Park during their school life to learn about and connect with the Park;
- Raise awareness and understanding of the Park and the issues and choices involved in management of the Park; and
- Create a Park for All that inspires a diversity of people to engage with and care for their National Park through lifelong learning.

ISSUE 6 | KEY QUESTIONS

- How can children across Scotland have the opportunity to visit and learn from being in the Cairngorms National Park?
- What else could be done to help under-represented groups visit and experience the National Park?

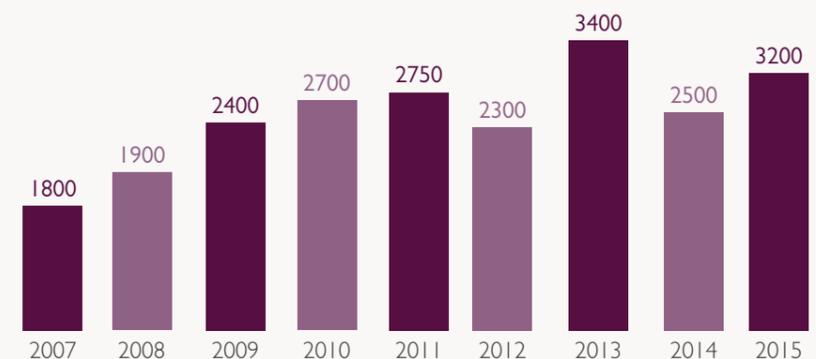
MECHANISMS FOR DELIVERY

Overcoming the barriers for schools and under-represented groups engaging with the Cairngorms National Park by:

- Building relationships and developing networks through partnership working locally and strategically
- Building commitment, confidence and competence through training leaders and staff, providing structured education programmes
- Raising awareness and providing information through developing and promoting learning resources
- Providing practical support through the travel grant scheme and officer support
- John Muir Award



Number of John Muir Awards completed through the Cairngorms National Park Authority since 2007





© CNPA

Rural Development

RECENT PROGRESS



15 new communities with access to superfast fibre broadband

300 new houses built in last 5 years



Of which **90** new affordable homes



400 new jobs (2010-2013)



30% of new homes built over last 5 years have been affordable



18,594

estimated population of the Park in 2014



Community Councils/Associations with Community Action Plan in place



with **12** Community Action Plans in place within last 5 years



16 Community Councils/Associations with active community company (or equivalent)



135 ha land available for employment development

Rural Development

Many communities in the Cairngorms National Park are already taking the lead themselves through developing their own assets, improving facilities and services and new legislation, due to come into force shortly, will enhance their opportunities to do so. There is a strong economy and sense of community compared to many rural areas, underpinned by the National Park's quality of environment and reputation. Yet there remain many challenges, including access to housing, digital connectivity and relatively low wages.

The tourism sector accounts for 43% of employment in the National Park and is a key strength of the economy. The National Park brand image is now well established and recognised by visitors and there has been major investment in tourism infrastructure and attractions. The Cairngorms Tourism Partnership brings together tourism providers and public agencies to collaborate in strengthening the tourism economy further. Land-based businesses (farming, food and forestry) account for 15% of employment and are integral to delivery of wider conservation and visitor experience goals. An Economic Strategy for the Park has been developed with the Cairngorms Business Partnership to provide focus on a strong and diversified economy. Further effort is required to see that work consolidated.

Community action plans have been developed by all communities within the Park, setting out priorities and aligning partners' support and investment. Through the current Partnership Plan partners directed significant support to the regeneration of Tomintoul and Glenlivet, which faced major economic challenges. There is now an active development trust generating income from community assets

and legacy projects that put the community in a much better position. During the course of the next plan, we expect to move this focus to other communities in similar need of intensive collaboration for empowerment.

Although a significant number of houses have been built in the Park, not enough of them are of the appropriate size and price to meet the needs of communities. And, in parts of the National Park, there are many second and holiday homes which can mean getting access to housing is difficult for people who want to live and work in the Park. We need to change our approach to ensure we make best use of the available land for housing.

Our big rural development challenges for the next five years

Community-led development and regeneration

Delivering housing that meets the needs of communities

Delivering the Economic Strategy for the Park

These will help deliver the following national strategies

Scottish Government Economic Strategy

Tourism Scotland 2020

National Planning Framework and Scottish Planning Policy



Community-led development and regeneration

The communities of the Cairngorms National Park have become some of the most active in Scotland at taking ownership of local issues, finding solutions that work for them, learning from others and delivering change. It is essential that, as new national legislation comes into force, they continue to be supported to build longer term resilience in what can be fragile rural areas.

This means:

- identifying those communities most in need of support and building capacity;
- making resources available to support community aspirations;
- giving communities control over assets and helping them maximise their return;
- increasing community resilience;
- strengthening local democracy and participation;
- supporting and encouraging a partnership approach between and within communities.

Delivering housing that meets the needs of communities

The Cairngorms National Park is a great place to live, work and visit. But the average wage in the National Park is considerably lower than the national average and house prices much higher. This makes it difficult for many people working in the National Park to buy housing, but often easy for people from other parts of UK to buy. Slowly, the National Park's housing stock is migrating to holiday and buy-to-let accommodation, making it ever more difficult for workers here to access housing on the open market. The current systems of open market housing delivery with a small proportion of affordable housing do not meet the needs of many communities and workers in the National Park.

This means:

- making sure that when new housing is built, more of it is accessible to people working in the National Park;
- using the large established housing sites to meet the bulk of future housing needs, changing the way most communities grow in future to deliver more small-scale development and, within the framework of current legislation, direct targeting at workers in the National Park;
- securing more funding for delivery of affordable housing and for infrastructure to allow smaller sites to be developed for local needs housing;
- helping communities make the most of the right to buy land in order to secure local housing solutions;
- getting more benefit from second and holiday homes to support local housing needs.

Delivering the Economic Strategy for the Park

The Cairngorms Economic Strategy aims to strengthen the tourism sector that employs 43% of workers in the National Park and strengthen other sectors to complement tourism and enhance the resilience of the economy.

This means:

- strengthening the tourism sector, encouraging visitors to stay longer and spend more;
- strengthening other existing business sectors and encouraging start-ups and diversification;
- improving digital communications infrastructure, especially in the hardest to reach areas of the National Park.

Do you agree these are the big challenges we should be addressing through our next Partnership Plan?



Key Rural Development issues

We want your views on the issues we need to address to meet these rural development challenges. The following pages set out a summary and questions about three key issues we think need to be addressed.



Housing – meeting housing needs



Community capacity and empowerment – targeting the places most in need



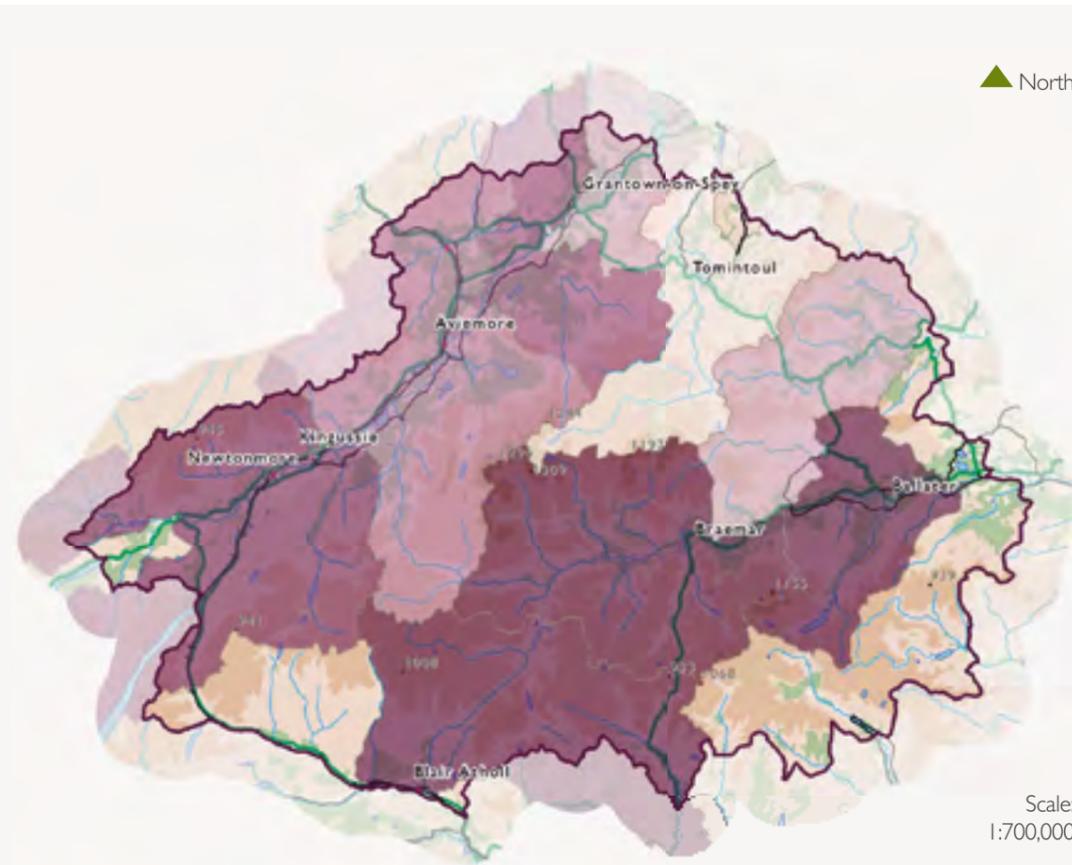
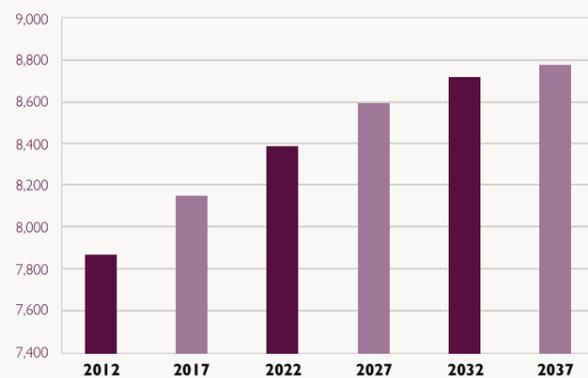
Economic development – infrastructure improvements, digital and transport connections



ISSUES

- The population of the Cairngorms National Park is set to grow by around 1% between 2012 and 2037 (an increase of around 120 people);
- Households are set to grow by around 12% between 2012 and 2037 (an increase of around 900 households);
- There is a shortage of housing that is affordable for people working in the National Park;
- The median house price was 7 times the median household income in 2013;
- Median asking price in September 2015 was £225,000;
- There is a high proportion of second homes, holiday homes and buy to let homes in the National Park, a percentage that is slowly increasing;
- Owing to the outstanding quality of the National Park's natural environment, there is a limited choice of sites capable of delivering future housing need;
- The higher development costs combined with the scarcity of finance since the credit crunch means that the number of housing completions has been falling; and
- Recent changes in stamp duty and council tax on second homes.

Overall household projections for the Cairngorms National Park, 2012 to 2037



Median house prices of data zones within the Cairngorms National Park in 2013



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Photo credits: CNPA and www.cairngormlandscapes.co.uk

TARGETS / PREFERRED DIRECTION

- Making sure that when new housing is built, more of it is accessible to people who live and work in the National Park through influencing scale and tenure of housing;
- Delivering more affordable housing as a proportion of all new development;
- Increasing the level of investment in affordable housing and infrastructure on key sites;
- Ensuring the delivery of key strategic sites;
- Maintaining high design standards appropriate for a National Park;
- Helping communities make the most of any right to buy land in order to secure local housing solutions; and
- Reducing the proportion of second and holiday homes in the National Park.

ISSUE 7 | KEY QUESTIONS

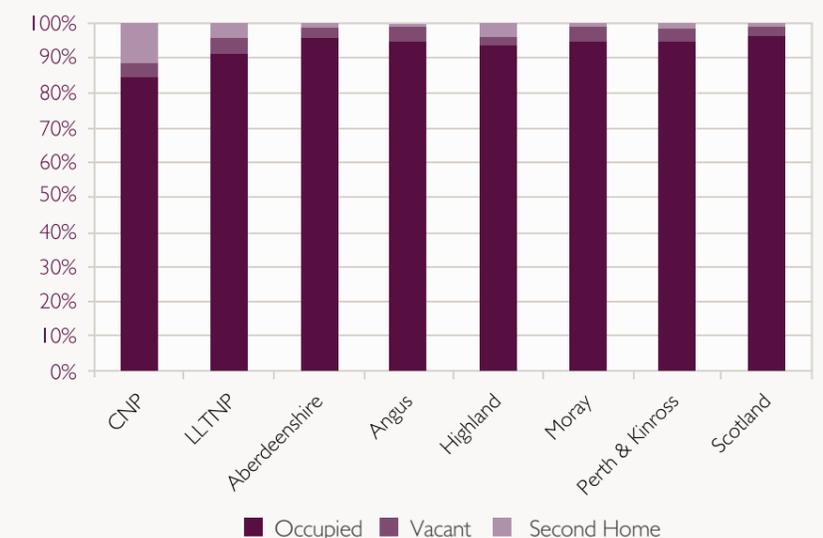
- How can more housing that is affordable to people working in the National Park be delivered?
- How can the proportion of second home ownership in the National Park be reduced?
- How can best use be made of the existing land supply (eg what types of housing should be prioritised)?

MECHANISMS FOR DELIVERY

- The Cairngorms National Park Partnership Plan as the land-use strategy for the National Park
- The Local Development Plan and Action Programme
- Local Authority Housing Strategies



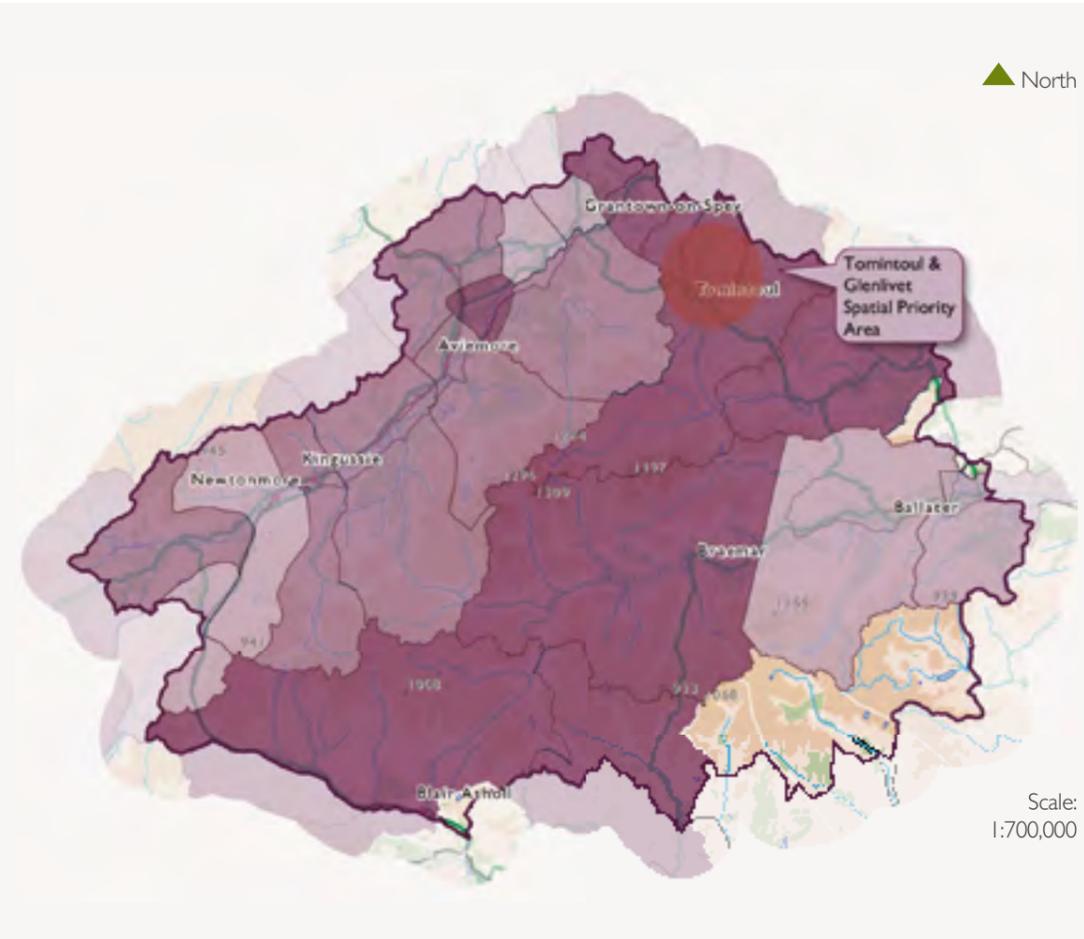
Dwelling occupancy types in the Cairngorms National Park in 2014 (Stats for neighbouring Local Authorities and Loch Lomond and Trossachs National Park provided for context)





ISSUES

- Ensuring appropriate support structures are in place to help build community capacity, encourage empowerment and support community planning;
- Ensuring representativeness, improving communication and encouraging greater participation from community bodies to undertake regular engagement activities;
- Ensuring each community has enough volunteers to take advantage of new opportunities and proactively address issues;
- Supporting and identifying opportunities to enable communities to take control of income-generating assets; and
- Establishing local community planning structures within the five Community Planning Partnership areas.



When most recent Community Action Plans were produced

- 2008-2009
- 2010-2011
- 2012 onwards

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Photo credit: Stewart Grant and CNPA

ISSUE 8 | KEY QUESTIONS

- Are there sufficient support structures available to help build capacity and encourage empowerment, particularly in the most fragile communities?
- How should communities be supported to maximise the opportunities provided by the Community Empowerment Act and Land Reform Act?

MECHANISMS FOR DELIVERY

- The LEADER Local Development Strategy
- Community Development Officer network
- The provision of external support and funding from regional or national bodies
- Association of Cairngorms Communities providing a leadership role as a key organisation for National Park-wide community-led activity
- The creation of appropriate local community planning arrangements in each of the five Community Planning Partnership areas



TARGETS / PREFERRED DIRECTION

- Offer support to communities through locally based support organisations, with a presumption in favour of collaborative working;
- Support communities to review and update their Community Action Plan at least every five years;
- Work collaboratively through community planning structures to provide consistent and clear support and communications to communities;
- Work collaboratively on and jointly resource shared priorities, involving communities of place and interest;
- Offer support and advice to the Association of Cairngorms Communities and use it as a forum for broader engagement; and
- Identify a new Spatial Priority Area to provide an enhanced level of assistance/collaboration over a focussed time period to the Dalwhinnie, Kingussie, Laggan and Newtonmore area.





ISSUE 9 ECONOMIC DEVELOPMENT

ISSUES

- Achieving consistent 'buy-in' to the National Park brand across the National Park;
- Promoting the National Park and surrounding regional destinations, eg Aberdeenshire and Inverness & Loch Ness, to their mutual benefit;
- Limited public transport;
- Increasing pressure on infrastructure including roads, rail, housing, business premises;
- Comparatively poor broadband and mobile reception in the remoter areas of the National Park;
- A lack of Further and Higher Education opportunities;
- Attracting investment for key infrastructure projects; and
- A continued heavy reliance on low-wage tourism sector.



Strategic projects and super-fast broadband provision in the Cairngorms National Park

- | | |
|--|--|
| 1. A9 Dualling and Rail improvements between Perth and Inverness | 7. Visitor facility improvements at Cairngorm and Glenmore |
| 2. Highland Folk Museum | 8. Tomintoul and Glenlivet Landscape Partnership |
| 3. Highland Wildlife Park | 9. Deeside Way extension (hatched) |
| 4. Speyside Way extension (hatched) | 10. Fife Arms, Braemar |
| 5. Active travel enhancements in Aviemore | |
| 6. An Camas Mor | |
- Provided through fibre optic cabinets
● Provided through Community Led Broadband Project

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ISSUE 9 | KEY QUESTIONS

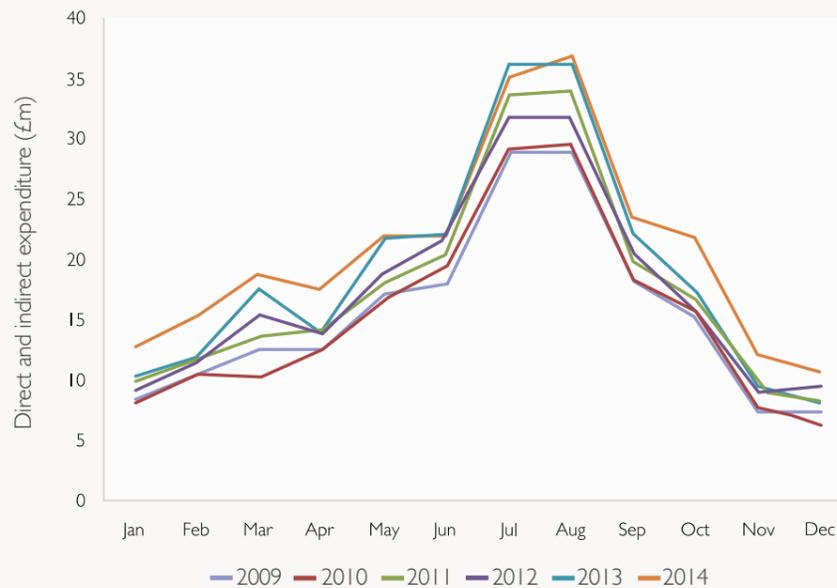
- How can the National Park tourism sector be strengthened?
- How can businesses be better connected with the natural environment for economic benefit?
- What more can be done to diversify the National Park's economy beyond tourism?
- Have the right key infrastructure priorities been identified, or are there others that should be included?

MECHANISMS FOR DELIVERY

- Cairngorms Business Partnership – providing business leadership and promoting collaboration
- Cairngorms Economic Forum and Strategy
- Business Support Group
- Cairngorms Local Action Group
- Cairngorms Tourism Partnership
- Cairngorms Nature Strategy Group
- Digital Cairngorms Steering Group
- Cairngorms Community Broadband Project



Economic impact of tourism



TARGETS / PREFERRED DIRECTION

- Deliver the Cairngorms National Park Economic Strategy's (2015-2018) priorities for:
 - » **Tourism:** consolidating and enhancing the strong brand of the National Park throughout the visitor journey; creating a more valuable, resilient year round tourism economy with increased profitability and local prosperity
 - » **Forestry:** supporting a more valuable and resilient forestry sector with increased profitability and local prosperity
 - » **Food and Drink:** encouraging a growing food and drink sector locally and with new markets
 - » **Energy and Renewables:** encouraging businesses to use less energy, reduce costs, and generate income from renewable energy;
- A growing business sector with increasing employment;
- Improving and increasing Further and Higher Education opportunities within the National Park to support key sectors;
- Increased investment in businesses and infrastructure to make better connections to the natural capital (the natural assets and special qualities) of the National Park;
- Improve physical infrastructure and digital connectivity in the National Park to support a growing economy; and
- Developing a better understanding of current and future economic trends and opportunities.

Capital investment priorities

A planned approach to capital investment in the National Park is critical to co-ordinating efforts across the public and private sector. There are a number of projects that private and third sector partners expect to invest in over the coming five years which will make a significant contribution to the National Park. These include:

- renewal of facilities at Cairngorm Mountain
- further development at Macdonald Aviemore Resort
- major refurbishment of the Fife Arms Hotel, Braemar
- first phase development of An Camas Mòr
- improvements to Highland mainline railway stations
- Strathspey Steam Railway extension to Grantown-on-Spey
- Highland Wildlife Park enhancements

Public sector investment in the public infrastructure is also key to maintaining the high quality of place that underpins the visitor economy and community development.

Priorities over the coming five years include:

- enhancement of visitor facilities at Glenmore
- completion of Speyside Way and Deeside Way extensions
- active travel improvements in Aviemore
- A9 dualling – especially ensuring the investment benefits local communities and visitors
- Highland Folk Museum enhancements
- Tomintoul and Glenlivet Landscape Partnership

Delivery mechanisms

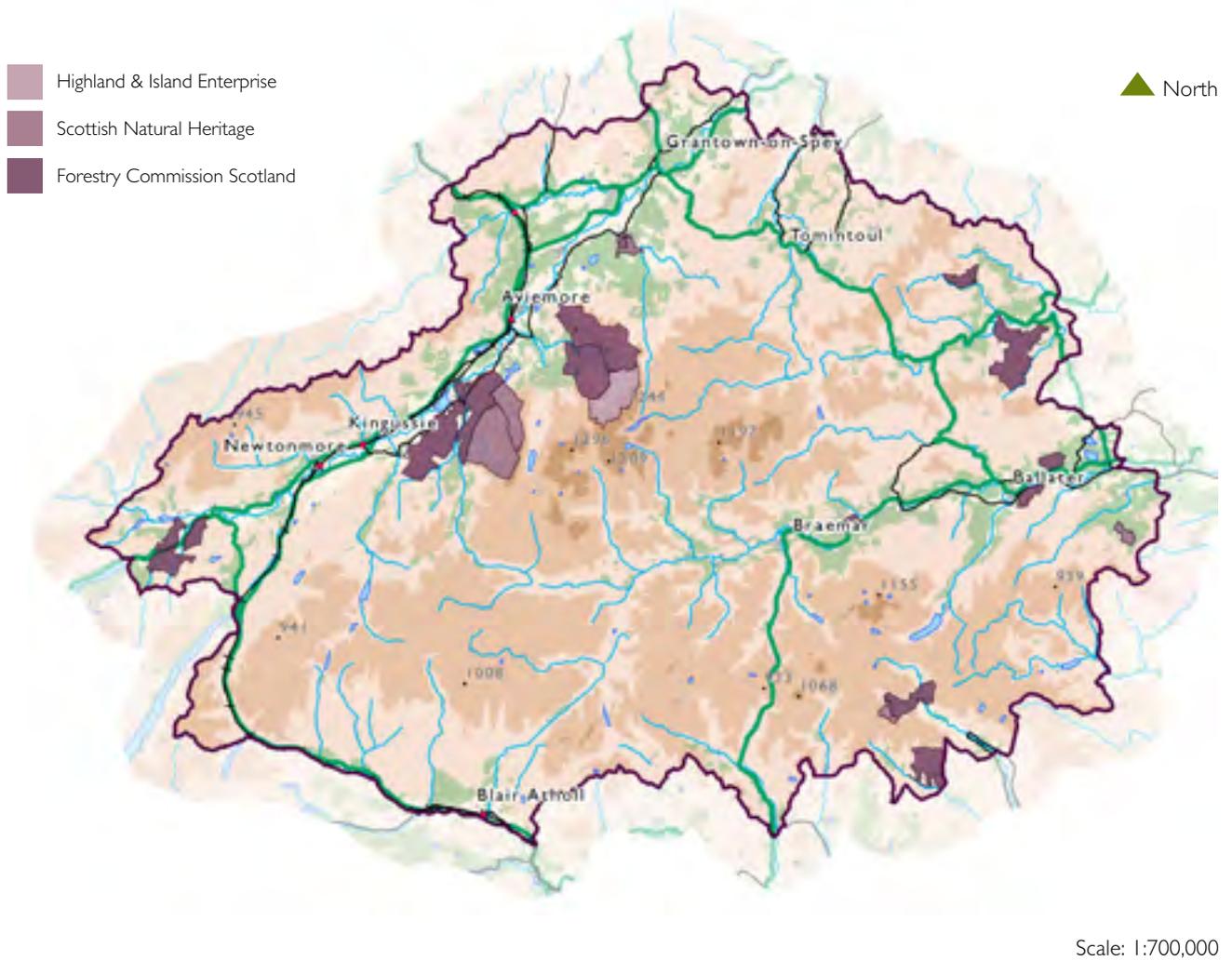
There are well-established partnerships and delivery mechanisms in the National Park. The National Park Partnership brings together all organisations with a responsibility for delivery across the public, private and voluntary sectors, with a smaller number of these forming a Delivery Group to co-ordinate overall delivery. Other specific delivery partnerships include:

- Cairngorms Nature
- Catchment Partnerships
- Active Cairngorms Partnership
- Cairngorm & Glenmore Partnership
- Cairngorms Business Partnership
- Cairngorms Tourism Partnership
- Cairngorms Economic Forum
- Association of Cairngorms Communities
- Cairngorms Local Action Group (LEADER)

Role of publicly owned land

Land owned by public bodies in the National Park provides the opportunity for leadership and direct delivery of the priorities in the Partnership Plan. For example, land owned by Forest Enterprise Scotland and Scottish Natural Heritage is already being managed to help deliver the conservation priorities. At Cairngorm and Glenmore, the two public land owners, Highlands and Islands Enterprise and Forest Enterprise Scotland are collaborating with other partners to take a co-ordinated approach to making the most of the publicly owned land here for conservation, visitor experience and economic development. Land owned by other public bodies in and around communities also has potential to help meet local housing and community development needs.

Figure 3 Publicly owned land within the Cairngorms National Park



Research and evidence

Research strategy

The last Partnership Plan prompted development of a National Park research strategy which led to increasing collaboration through a network of researchers working in the Cairngorms. We will be updating the research strategy to reflect the research priorities for the next five year period from 2017. The strategy will continue to focus on connecting research and the management needs of the National Park through:

- connecting researchers with land managers, businesses and communities;
- developing an information hub for research in the Cairngorms;
- delivering a knowledge exchange programme;
- supporting delivery of the Scottish Government's Strategic Research Programme.

Evidence underpinning the Plan

Issues papers containing more detailed analysis and evidence relating to the issues identified in this consultation document are available at www.cairngorms.co.uk

What happens next?

The public consultation runs until **30 September 2016**. The responses will then be collated and a report of the consultation published. We will use this with partners to continue to develop the Partnership Plan, setting clear priorities and policy framework, and to inform the main issues consultation for the Local Development Plan in early 2017. We aim to submit a Partnership Plan to Ministers for approval in spring 2017 and will regularly update on progress via www.cairngorms.co.uk and on Twitter via [@cairngormsnews](https://twitter.com/cairngormsnews) or [#BigParkBigQuestions](https://twitter.com/BigParkBigQuestions).

What are the key research priorities for the next five years and why?



Annex – Proposed Policies

The tables below set out the proposed policies for the Partnership Plan 2017 – 2022. The policies are strategic in nature and will guide the way in which partner organisations carry out their functions in relation to the National Park during the Plan period. They are not detailed planning policies, as it is the role of the Local Development Plan (LDP) to outline policies for use in the determination of planning applications. However, the Partnership Plan provides a strategic context for the LDP, and the content of the Partnership Plan will therefore inform the next Cairngorms National Park LDP.

We have updated the policies from the current Partnership Plan. Do you agree that the proposed policies are appropriate?



Proposed NPPP 2017 Policies

Long-term outcome 1:

A sustainable economy supporting thriving businesses and communities

Policy 1.1 Grow the economy of the Park by strengthening existing business sectors, supporting business start-ups and diversification, and increasing the number of workers employed in the Park through:

- a) supporting the diversification of existing landbased businesses;
- b) encouraging growth of business sectors that draw on the special qualities of the Park such as sustainable tourism and food and drink;
- c) broadening the economic base of the Park into sectors such as creative industries, renewable energy, and making stronger links with higher and further education;
- d) increased provision for business land where there is an identified need and demand; and to support the use of land for small business, particularly within settlements;
- e) slowing outward migration of young people; to encourage their return; and the inward migration of workers to the Park to meet business and community needs;
- f) provision of a housing land supply that meets identified need and demand, supports migration of young people and workers to the Park, and maintains vibrant communities;
- g) securing ways to reduce the proportion of vacant and second homes to support community vibrancy and ensure the overall housing supply best meets local needs.

Policy I.2 Enable sustainable patterns of settlement growth, infrastructure and communications by:

- a) consolidating the role of the existing main settlements of Aviemore, Ballater, Grantown-on-Spey, Kingussie and Newtonmore, as well as a new community at An Camas Mòr, as the most sustainable places for future growth and the focus for housing land supply while maintaining the integrity of designated sites;
- b) providing any additional flexibility in future land supply for housing at small sites around a wider range of settlements;
- c) supporting sensitively designed improvements to the A9 and other trunk roads and main railway line as an integral part of enhancing the connectivity of the Highlands;
- d) planning and improving integrated and sustainable local transport networks that allow for safe travel off-road and link with public transport;
- e) planning and supporting improvements to the information technology network;
- f) planning and supporting improvements to the mobile communications network that improve access to new generation technology and minimise the need for visually intrusive infrastructure.

Policy I.3 Support development of a low carbon economy, with a particular focus on:

- a) increasing renewable energy generation, especially biomass and hydro, that is compatible with conserving the special qualities of the National Park and maintaining the integrity of designated sites. Large-scale wind turbines are not compatible with the landscape character or special landscape qualities of the National Park. They are considered inappropriate within the National Park or where outside the Park they adversely affect its landscape character or special landscape qualities;
- b) supporting businesses and communities to use less energy, reduce emissions, improve the energy efficiency of existing buildings, generate low impact renewable energy and plan for a changing climate;
- c) maximising the benefits to communities through direct use of locally generated energy or where sold to the grid, reinvesting income to support community development;
- d) promoting high standards of sustainable design and efficient use of energy and materials in construction.

Policy I.4 Support and build the capacity of communities to deliver their aspirations, with a particular focus on:

- a) supporting communities to plan for their own futures, develop and implement projects, engage the support of partners and share good practice;
- b) supporting innovative approaches to providing affordable housing to meet local needs;
- c) aligning community planning processes to simplify support to communities;
- d) engaging communities effectively in the long-term management of the National Park and in projects or programmes that affect them.

Long-term outcome 2:

A special place for people and nature with natural and cultural heritage enhanced

Policy 2.1 The management and use of land should deliver multiple benefits – delivering the best possible combination of the National Park Partnership Plan’s long-term outcomes, always ensuring that the integrity of designated sites is maintained; and that the special qualities are conserved and, where possible, enhanced. This will be supported by:

- a) a long-term planned approach by landbased businesses to delivering environmental, economic and social benefits;
- b) support for land managers to plan and deliver environmental and social benefits underpinned by sound economic businesses;
- c) research to support an ecosystems approach to management.

Policy 2.2 Enhance the resilience of habitats, species and land use to climate change with a particular focus on:

- a) collaborating on land use and flood management, including natural flood management, through river catchment management plans. Proposals arising from the river catchment management plans will always ensure that the integrity of designated sites is maintained;
- b) enhancing the health and connectivity of habitats;
- c) securing effective management of peat and carbon-rich soils.

Policy 2.3 Conserve and enhance the special landscape qualities with a particular focus on:

- a) conserving and enhancing wildness qualities;
- b) maintaining and promoting dark skies;
- c) enhancements that also deliver habitat improvements;
- d) enhancing opportunities to enjoy and experience the landscapes of the Park.

Policy 2.4 Conserve and enhance habitat quality and connectivity, with a particular focus on:

- a) woodland enhancement and expansion, especially montane, farm and riparian woodlands;
- b) wetland enhancement;
- c) delivering a combination of ecosystem services including natural flood management, carbon sequestration and storage, timber and food production.

Policy 2.5 Conserve and enhance the species for which the Cairngorms National Park is most important, with a particular focus on:

- a) species whose conservation status is in decline or at risk;
- b) tackling and reducing the impacts of invasive non-native species;
- c) engaging people on species that are important in the National Park.

Policy 2.6 Support collaboration across ownership boundaries and between interests to reduce conflicts in species and wildlife management including:

- a) deer and moorland management;
- b) wildlife crime;
- c) species reintroductions.

Policy 2.7 Conserve and enhance the cultural heritage that helps to create the sense of place and identity of communities within the Park by:

- a) protecting archaeological sites and their settings and promoting understanding of their significance;
- b) ensuring appropriate advice and investigation for archaeology is used to inform proposals for land use change;
- c) protecting and enhancing the built heritage and designed landscapes;
- d) promoting opportunities to enjoy and celebrate the cultural heritage of the Park.

Policy 2.8 Enhance the design and sense of place in new development and existing settlements, in particular:

- a) enabling new development which contributes positively to the sense of place;
- b) promoting a high standard of sustainable design, energy efficiency, sustainably sourced materials and construction in new development;
- c) supporting the retention and enhancement of local character;
- d) facilitating the rehabilitation of redundant rural buildings and recycling of resources;
- e) ensuring road upgrades and improvements respond to local landscape character.

Long-term outcome 3:

People enjoying the Park through outstanding visitor and learning experiences

Policy 3.1 Provide a welcoming and high quality National Park experience for all by:

- a) delivering a visitor/customer experience that spans organisational boundaries;
- b) providing high quality co-ordinated information setting visitor experiences in the context of the National Park;
- c) enhancing the provision of ranger services to deliver visitor welcome and resource protection;
- d) building on the National Park brand and the promise it delivers.

Policy 3.2 Promote sustainable tourism management with a particular focus on:

- a) co-ordinated promotion and management of the Cairngorms National Park as a visitor destination;
- b) ensuring high quality facilities and infrastructure are designed to manage the effects of visitor pressures on the natural heritage and communities.

Policy 3.3 Provide high quality opportunities for access and recreation, with a particular focus on:

- a) ensuring a high quality functional network of core paths and long distance routes;
- b) promoting the health benefits of outdoor recreation, including through the Active Cairngorms Outdoor Access Strategy;
- c) identifying areas where particular management measures are needed in relation to delivering a high quality visitor experience, safeguarding sensitive environments and maintaining the integrity of designated sites;
- d) promoting responsible behaviour in enjoying and managing access.

Policy 3.4 Provide opportunities for inspiration, learning and understanding through engaging with people, with a particular focus on:

- a) young people and other under-represented groups;
- b) opportunities to deliver the Curriculum for Excellence;
- c) promoting a sense of shared ownership and responsibility towards Scotland's National Parks and rural environment.

Cairngorms National Park Partnership Plan 2017 – 2022

Consultation

27 June – 30 September 2016

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