

<b>C&amp;E Activity</b>	<b>2017/18 Target</b>	<b>Progress to date</b>	<b>Comments</b>
<b>Make It Yours Campaign</b>	<i>Presentations 25 orgs (total) 10 in 2017/18 Brand Charter users 150 e-bulletin subscribers 200</i>	<i>26 orgs &amp; 218 staff (total) 146 brand charter holders 167 e-bulletin subscribers</i>	Feedback is positive with 100% saying they would welcome CNPA back for future events. Improvements made to the presentation with some new images and video and presented at the CBP summer conference at Glen Tanar on 28th June.
<b>Cairngorms Nature Campaign</b>	<i>CNBW attendees 2000 CN Seminar attendees 125 CNYP comp entries 50 SM followers 12K e-bulletin subscribers 1500 Volunteering – accurate baseline data collected 2017</i>	<i>CNF 2017 attendees 2106 CNS 2016 attendees 100 CNYP 2017 entries 26 SM followers 12,770 e-bulletin subscribers 1372</i>	Ian Sikora has been appointed CNBW development officer to create and deliver a business plan to develop a sustainable future for the delivery of the event by 2020. CNYPI8 will aim to increase number and diversity of entries. CN Seminar to take place Autumn/Winter – topic still tbc.
<b>Active Cairngorms Campaign</b>	<i>Walking Hlth Gps 30 - accurate baseline data 2017 Wee Wlks Wk entrants 560 SM followers 3000 e-bulletin subscribers 500</i>	<i>Wee Walks Week 2016 entrants 455 SM followers 2555 e-bulletin subscribers 427</i>	We are collecting accurate data on number of Health Walks being undertaken and Volunteering co-ordinated by CNPA and TMTP as a 2017 baseline. Wee Walks Week will take place 16-23 September with a target of 560 participants (25% inc over last year).
<b>NPPP &amp; LDP Consultation</b>	<i>Awareness &amp; reach Level of engagement Level of support</i>	<i>4400 webpage hits 1100 video views 1780 engaged via twitter 250 attendees at meetings 319 responses</i>	NPPP launched by the Minister 1 <sup>st</sup> June and webpage has had 771 page views (635 unique page views). The LDP MIR consultation is being prepared and will take place in October/November 2017.
<b>Corporate Communications</b>	<i>Website visitors 180K Ave page views 3 Ave time on site 2.4 Bounce rate 50% SM followers 21K e-bulletin subscribers 2200</i>	<i>Website visitors 162,346 Ave page views 3.14 Ave time on site 2.21 Bounce rate 46.48% SM followers 22.5K e-bulletin subscribers 1966</i>	Sian Jamieson joined CNPA as Digital Campaigns Officer in April and has prepared an analysis report with recommendations for taking our work forward.

<b>Campaign &amp; Outcome</b>	<b>Progress Made 2015/16</b>	<b>Progress Made 2016/17</b>	<b>Progress Made 2017/18</b>
<p><b>'Make it Yours'</b>            Business/residents promote the Park, deliver a better visitor/customer experience and benefit from the Park brand and National Park status</p>	<ul style="list-style-type: none"> <li>• CBP role re. MIY campaign agreed (February 2015)</li> <li>• E-bulletin twice a year (spring/autumn)</li> <li>• 'Communicating Cairngorms' toolkit online</li> <li>• Presentations delivered to visitor facing staff</li> <li>• Marketing activities agreed with VS &amp; CBP</li> <li>• Commercialisation/branded merchandise options prepared by external consultants</li> <li>• 104 Business signed the Brand Charter</li> <li>• Positive Visitor Survey &amp; Business Barometer results</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive presentations delivered to 15 organisations, 126 visitor facing staff and 20 feedback surveys received</li> <li>• CNP 'tear-off' maps trialled with VICs &amp; visitor facing businesses</li> <li>• Collaborative marketing campaign with VS, CBP and CNPA in place</li> <li>• Working with the following big attractions to develop new information/interpretation about CNP; Ballater Station, Highland Folk Museum, Highland Wildlife Park and Cairn Gorm Mountain.</li> <li>• Brand Commercialisation: Cairngorms Trust is in place. It was agreed other activities would not be progressed during 2016/17</li> <li>• E-bulletin sent out to 148 businesses &amp; brand users</li> <li>• 123 Brand Charter holders</li> <li>• £2.5K Gaelic Language Action Implementation Funding acquired for online <i>Gaelic as an Asset</i> information</li> </ul>	<ul style="list-style-type: none"> <li>• Tourism Action Plan agreed &amp; published</li> <li>• Interactive presentation refreshed &amp; delivered to 26 businesses/community gps and 218 staff. 100% would welcome CNPA back in future</li> <li>• Relationship building and interaction with brand users led to 167 e-bulletin (13% inc) subs &amp; 146 brand charter holders (19% inc)</li> <li>• VS Regional Marketing Strategy for CNP finalised and 2017/18 collaborative marketing campaign delivered based on strategy</li> <li>• Europarc Sustainable Tourism verifiers visit took place in June and a full report is due shortly. It is anticipated CNP will be awarded a 3<sup>rd</sup> successive Sustainable Tourism Award</li> <li>• 1000 sponsored 'tear-off' map pads produced &amp; 535 distributed. Includes 'Tread Lightly' messages and new Snow Roads scenic route</li> <li>• VS Autumn &amp; Spring images of the Park produced along with new videos to support digital marketing campaign activity</li> <li>• Interpretation support provided for scenic routes, Ballater VIC, Fife Arms, C&amp;G project Highland Wildlife Park</li> <li>• CBP have a marketing manager in place to promote the Snow Roads scenic route as part of our collaborative marketing activities – all 3 installations are now in place</li> <li>• Branded Merchandise with a contribution of sales going towards caring for the CNP has been produced by Grantown Museum</li> </ul>

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<p><b>Cairngorms Nature</b>            More visitors &amp; residents engage with Cairngorms nature and get involved, are aware of the Park's special qualities and are aware of and support conservation work across the Park</p>	<ul style="list-style-type: none"> <li>• Increased media coverage &amp; CN 'Young Presenter' competition with RSPB UK</li> <li>• Social media increased from 1000 to 4000 followers</li> <li>• Monthly e-bulletin sent to conservation enthusiasts &amp; supporters (1,103)</li> <li>• CN website went live in July 2015</li> <li>• Scenic Posts initiative launched in May</li> <li>• Seminar held in April with 80+ attendees</li> <li>• CNF 2015: 70 events including celebrity events with Nick Baker. 850 attendees - 90% said it exceeded their expectations, 100% said they would recommend the Festival and 100% said they would come again, 54% came from outside the Park (46% were local residents), 71% of non-residents said they came to the Park because of the Festival. 100% of event organisers said they will participate in 2016.</li> <li>• AV materials promoting Cairngorms Nature used in MIY presentations with visitor facing staff, on new website &amp; available as part of the 'Communicating Cairngorms' toolkit.</li> </ul>	<ul style="list-style-type: none"> <li>• Festival 2016: increased attendees by 92%, 65 events supported by local cmty/rangers. 1600 attendees - 87% said it exceeded expectations, 97% would recommend it, 98% would come again, 62% visitors, 38% residents, 76% came for Festival. 96% of event organisers said they will participate in 2017</li> <li>• Seminar 2016: 100 attendees shared best practice &amp; discussed NPPP 'big issues'</li> <li>• CN Young Presenter competition delivered – 40 entries</li> <li>• Social Media increased from 4000 to over 8000 followers</li> <li>• E-bulletin sent out to conservation enthusiasts &amp; supporters (1,211)</li> <li>• Volunteering opportunities promoted on website</li> <li>• T&amp;G HLF bid phase 2 submitted (decision expected mid-September)</li> </ul>	<ul style="list-style-type: none"> <li>• Festival 2017: increased attendees to 2106 (19% inc), 81% said it was excellent/very good, 84% said it exceeded their expectations and 95% would recommend it to others</li> <li>• LEADER application to develop sustainable model by 2020 successful, Ian Sikora in post</li> <li>• Hen Harrier Day: over 160 attendees</li> <li>• Volunteering Cairngorms launched with 70 attendees, a new twitter account is in place, 8 volunteer rangers recruited.</li> <li>• CNYP competition 26 entries 1 winner &amp; 2 runners up acting as young ambassadors</li> <li>• CN Farm Awards presented at Grantown Show (3 nominees)</li> <li>• SM coverage increased from 8000 to 12,770 (60% increase)</li> <li>• e-B increase to 1,372 subscribers (13% inc)</li> <li>• Capercaillie HLF bid submitted (decision expected in September)</li> <li>• T&amp;G Landscape partnership project is being delivered with comms plan in place</li> </ul>

**CAIRNGORMS NATIONAL PARK AUTHORITY**  
**Paper 4 Annex I 6<sup>th</sup> October 2017**

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<p><b>Active Cairngorms</b>            Visitors/residents are more active in the Park (especially people who are usually less active)</p>	<ul style="list-style-type: none"> <li>• Ministerial event to launch the AC Strategy &amp; open the Speyside Way extension to Kincaig</li> <li>• CNP website promotes opportunities for people to be more active</li> <li>• Social media accounts set up with 550 followers</li> <li>• E-newsletter sent every two months</li> <li>• Support materials prepared (info-graphics)</li> </ul>	<ul style="list-style-type: none"> <li>• 30 Health Walks targeting less active residents/visitors in place</li> <li>• ‘Wee Walks Week’ launched with target of 450 participants</li> <li>• Improved web info. to promote Active Cairngorms events/opportunities</li> <li>• Social Media increased from 550 to 1550 followers</li> <li>• E-bulletin sent out to less active audiences (216)</li> <li>• Support <i>Mountains and People</i> project in promoting upland paths</li> <li>• Develop an environmental volunteering programme</li> <li>• Support for Developing Mountain Biking in Scotland Conference in Aviemore in Nov 2016</li> <li>• Support for Eurando 2021 bid</li> <li>• Promotion of active travel particularly with local schools and visitors –post arrival.</li> </ul>	<ul style="list-style-type: none"> <li>• 23 Health Walk groups active in the Park. Consistent and reliable ways of recording health walk activity in place to reliably monitor change. Training for 30 volunteer walk leaders has been provided.</li> <li>• Wee Walks Week 2017 set for 16-23 Sept – target 560 (25% inc.)</li> <li>• Volunteering Cairngorms launched with 70 attendees &amp; a new twitter account is in place. Eight volunteer rangers ‘recruited’ and undergoing training.</li> <li>• Support <i>Mountains and People</i> project in promoting upland paths</li> <li>• Support for Eurando 2021 bid withdrawn by Ramblers Scotland</li> <li>• Aviemore active travel project being prepared.</li> <li>• Social Media coverage increased from 1550 to 2555 (65% increase)</li> <li>• e-B increase to 427 subs (98% inc)</li> </ul>

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<p><b>Corporate Communications</b>            CNPA contribution understood &amp; supported by specific audiences via digital communications, media relations, events, stakeholder engagement, consultations &amp; publications</p>	<ul style="list-style-type: none"> <li>• New CNP website launched in September</li> <li>• Social Media increased to 7932 followers</li> <li>• Digital Communications Policy in place</li> <li>• E-bulletins: redesign &amp; sent to stakeholders</li> <li>• Media Relations: 52 press releases, 15 articles, 20 blogs, 47 position statements, 4 issues briefings</li> <li>• Publications: Annual Review, Corporate Plan, Active Cairngorms Strategy, Core Paths Plan, Local Development Plan, Economic Strategy</li> <li>• Gaelic Language Plan progress report 2015</li> <li>• Stakeholder Engagement: positive MSP survey, visitor survey, Business Barometer results</li> <li>• Events: SE Link, RHS, G250, National Parks Week, Grantown Show/Pride of the Park &amp; CN Farm Awards, Braemar Gathering, 7 Minister/MSP/MP visits, LEADER Launch, 4 Board Business Evenings, 10 Forums, Cairngorm &amp; Glenmore project consultation.</li> </ul>	<ul style="list-style-type: none"> <li>• Consultations for C&amp;G and NPPP and NPPP plan prepared by March 2017</li> <li>• MSP survey planned for Nov 2016</li> <li>• Events: RHS, Grantown Show, National Parks Week, Braemar Gathering, 7 minister/MSP/MP visits, 5 Board Business Evenings, 14 Forum meetings</li> <li>• Social media followers increased from 7,932 to 14,686</li> <li>• E-bulletins: 1,600 subscribers</li> <li>• Media Relations: 98 releases, 14 articles, 25 blogs, 19 position statements, 3 issues briefings</li> <li>• Design Awards launch resulting in 32 entries received</li> <li>• Web Stats: 156K visits, 2.86 avg. page views, 2.22 avg. time on site, bounce rate 53%</li> <li>• LEADER website launched</li> <li>• Publications: Annual Review &amp; Gaelic Language Plan progress report 2016 on website</li> <li>• Major projects support (ACM, A9, HLF bid, Cairngorm &amp; Glenmore consultation, Scenic Routes, Mountains &amp; the People).</li> </ul>	<ul style="list-style-type: none"> <li>• NPPP approved, published &amp; launched 1 June</li> <li>• LDP2 MIR consultation in October/Nov</li> <li>• Gaelic Language Plan consultation in Oct</li> <li>• Events: RHS, Grantown Show, National Parks Week, 17 CabSec /MSP/MP visits, 8 Board Bus. Eves/visits, 21 Forum meetings</li> <li>• MSP survey shows awareness remains comparable with LLTTNPA &amp; 2014 results</li> <li>• Stakeholder Engagement: positive VS visitor survey &amp; Business Barometer results</li> <li>• New Digital Campaigns Officer in post. Digital analysis complete. Website content &amp; increase SM impact/followers underway.</li> <li>• New CNP Facebook account launched in August - X followers</li> <li>• Social media followers increased from 14.6K to 22.5K (54% inc)</li> <li>• E-bulletins: 1966 subs (8% inc)</li> <li>• Media Relations: 78 releases, 5 articles, 29 blogs, 13 position statements, 4 issues briefings</li> <li>• Web Stats: 162K visits, 3.14 avg. page views, 2.21 avg. time on site, bounce rate 46.48%</li> <li>• Publications: NPPP 2017-2022, Sustainable Tourism Strategy, Annual Review, Planning Performance Framework report, Gaelic Language Plan progress report on website</li> <li>• Major projects support (ACM, A9, HLF bids, Cairngorm &amp; Glenmore, Scenic Routes, The Mountains &amp; The People)</li> </ul>