

## EXTENDED CORPORATE PLAN 2010-12: 48 ACHIEVEMENTS

Revised Strategic Outcome/Achievement	Rationale
<p><b>Conserving &amp; Enhancing Biodiversity and Landscapes</b> (delivering SG Outcomes: 2,13)</p> <ul style="list-style-type: none"> <li>The landscape framework is completed and is actively supporting decision making for land and habitat managers, planning and development.</li> <li>The Cairngorms Biodiversity Recording system continues to be developed, increasing records in less well-covered parts of the Park. Contributions to data are increasing and support for data recorders is in place.</li> <li>New action on priority species and habitats; the potential for reintroduction of locally extinct species evaluated.</li> <li>Active community engagement in cultural heritage is supported through action on conservation and awareness raising.</li> </ul>	<p>Various partners play a role in delivering this priority for action, but the four workstreams identified opposite would not be taken forward unless by the CNPA. Importantly, they each help to put in place a sound basis for activities in the long term.</p> <p>These strands of work are designed to focus our effort on a) ensuring a better information base in respect of cultural and natural heritage for making decisions on a range of things such as planning applications, grant giving, SRDP priorities in the Park; b) securing more involvement and engagement of people, so they too have some ownership of the National Park; and c) stimulating action to conserve and enhance some of the special qualities of the Cairngorms National Park.</p>
<p><b>Integrated Land Management</b> (delivering SG Outcomes: 2,12,14,15)</p> <ul style="list-style-type: none"> <li>There are effective networks for land managers to share good practice, advise and inform policy;</li> <li>Proactive advice and training enables land managers to make the most of SRDP and other funds to help deliver the priorities of the National Park Plan;</li> <li>Mitigation and adaptation action is taken to contribute to national climate change targets through land use</li> </ul>	<p>The way land is managed has a huge effect on the special qualities of the National Park, and its economy and communities. We will continue to work to influence the future shape of SRDP at national level, but realistically we recognise the influence of NPAs in the current system is limited. So our effort is focused on maximising the opportunities for land managers in the CNP to take advantage of the SRDP, collaborating to deliver landscape scale benefits (eg catchment management) and mitigating and adapting to climate change (contributing to the “Low Carbon National Park”).</p>
<p><b>Supporting Sustainable Deer Management</b> (Delivering SG Outcomes: 2, 12)</p> <ul style="list-style-type: none"> <li>A deer management framework will be in place guiding management to achieve a range of objectives underpinned by good habitat condition;</li> <li>There will be greater understanding of deer management, its environmental and economic value.</li> </ul>	<p>Deer management has in the past been a contentious issue. Our role will continue to be to concentrate on bringing deer managers and the range of interested parties together to produce and act on the deer management framework, and to raise public understanding of the importance of deer management in the Park. The focus in this period will be on securing the significant progress made over the last three years in both communication and mutual understanding, and habitat improvement on the ground.</p>
<p><b>Providing High Quality Opportunities for Outdoor access</b> (Delivering SG Outcomes: 6,10,12,14,15)</p> <ul style="list-style-type: none"> <li>Outdoor access duties delivered effectively and efficiently and advice and support on outdoor access rights and responsibilities is promoted and upheld;</li> <li>The core paths plan is adopted and 90% of the 932 Km of paths network will be “fit for purpose”.</li> </ul>	<p>We are focusing on ensuring an extensive, well-promoted network of paths to help people to enjoy the Park (a large proportion of visitors cite walking as their main activity while here). Having established the Core Paths Plan, the programme of path construction and maintenance will continue to be funded and delivered through the COAT (established by the CNPA). A particularly important path is the Speyside Way long distance route.</p>

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<ul style="list-style-type: none"> <li>• Construction work has commenced on the Speyside Way extension and will be completed in 3 year period.</li> <li>• The Cairngorms Outdoor access Trust (COAT) is delivering National Park Plan priorities within a robust 4 year business plan to 2015 and is leveraging significant funding into the Park.</li> <li>• Half of communities in the Park have new path leaflet in line with CNP guidance;</li> <li>• Health professionals are aware of the walking groups on their area and actively refer people to them.</li> </ul>	<p>Following the Minister’s decision in 2009, it is our role to ensure that the extension (which has been sought for the past 13 years) can be completed (through ensuring legal agreements in place, and funding package).</p> <p>The work of continuing to ensure rights of access are upheld, promoted, and understood by all (walkers and land managers) is a statutory duty for the CNPA, and is delivered in a number of ways, including the support we give to the CLOAF as an advisory body, and advice/ casework by our access officers.</p>

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<p><b>Making tourism and Business More Sustainable</b> (Delivering SG Outcomes: 2,11,12,13,14)</p> <ul style="list-style-type: none"> <li>The Park Brand is recognised as a mark of quality and positive environmental management and is actively sought by businesses.</li> <li>Mitigation and adaptation action being taken to contribute to national climate change targets and environmental sustainability through best business practice.</li> <li>The Cairngorms Business Partnership (CBP) is delivering NPP priorities within a robust 3 year business plan and is leveraging significant external funding into the Park.</li> <li>Opportunities for visitors to make contributions to the sustainable management of the NP are actively promoted and well used.</li> <li>17 communities within the Park have community action plans in place in line with the NP Plan.</li> <li>Through acting as the lead authority the CNPA ensures that Cairngorms LEADER development programme's investment are targeted towards LEADER's strategic outcomes of revitalising communities and a progressive rural economy, and hence makes a positive contribution to the NP Plan.</li> </ul>	<p>We will continue to support the formation of the CBP, and a unified single business voice with the identity of the CNP, which in the long run will help to raise awareness of the National park as a destination, help to manage the area and will encourage businesses to help support the environmental infrastructure which provides the tourism USP for the area.</p> <p>We will support communities to develop and take ownership of their own action plans, which are then the basis for delivering community planning, the National Park Plan, Local Development Plan, and support through grant schemes such as Leader.</p>
<p><b>Making Housing More Affordable and Sustainable</b> (Delivering SG Outcomes: 7,14,15)</p> <ul style="list-style-type: none"> <li>The CNPA achieves an increase in the proportion of affordable housing from relevant developments through the interaction of its planning policies and development management activities.</li> <li>Through proactive research and engagement with partners, the CNPA identifies and promotes suitable sites for affordable housing.</li> <li>The CNPA helps stimulate a wider range of affordable housing initiatives coming forward for development within the CNP.</li> <li>The CNPA promotes improvements in the sustainable design of housing within the Park.</li> </ul>	<p>Affordable housing is a long running issue in the area. The role of the CNPA is limited, and focused on using the local plan and sustainable design guidance to establish policies which encourage the right range, type and quality of housing; we will need to monitor this annually with partners.</p> <p>We will work proactively with communities, developers and housing authorities to deliver specific projects, as exemplars of how to work with the grain of the Local Plan to provide sustainable affordable housing.</p>
<p><b>Raising Awareness and Understanding of the Park</b> (Delivering SG Outcomes: 2,11,12,13)</p> <ul style="list-style-type: none"> <li>A two year transition programme has been delivered to consolidate the family of ranger services in the CNP.</li> <li>A National Park web portal is in place and working effectively to meet customer/users' needs.</li> <li>Information about CNP and its special qualities is available in key places (NNRs, visitor centres and attractions, and communities).</li> </ul>	<p>Many partners have a role to play in delivering this priority for action. Our role is focused on ensuring that the wide range of information about the Park, already available on a range of websites and of interest to visitors and residents, is readily accessible; and that visitor information about the National Park is available in visitor centres across the Park</p> <p>We will also focus on helping teachers to incorporate National Parks into the Curriculum for Excellence, using them as outdoor learning opportunities, through various aspects of the National Parks Education project</p>

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<ul style="list-style-type: none"> <li>• Educational resources and programmes have been developed and a variety of formal and informal Park-related outdoor learning opportunities have been delivered.</li> <li>• Boundary extension programme has been delivered ensuring consistent treatment of the CNP.</li> <li>• State of the Park report published to inform development of the next NP Plan.</li> </ul>	
<p><b>Strategy and Communications to Deliver our role effectively and efficiently</b> (Delivering SG Outcomes: 2,10,11,12,13,14,15)</p> <ul style="list-style-type: none"> <li>• The CNPA delivers an effective lead role in the enabling and coordinated delivery of NP Plan outcomes to 2012.</li> <li>• Partners and stakeholders engaged in development of next NP Plan 2012-17.</li> <li>• Reports on CNPA corporate plan and NP Plan delivery made available to partners and public.</li> <li>• Communications strategy in place emphasising raising awareness of the CNP and focusing on CNP-based communications and linkage with communications work of partners.</li> <li>• The CNPA ensures efficient and effective collaboration with key partners, and that partners' actual and planned contributions are explicitly reflected in their organisational plans and reports.</li> <li>• Analysis of the most effective contributions that partners in the CNP can make towards national climate change targets and a collective focus on creating a low carbon NP.</li> </ul>	<p>This element of the Corporate Plan is the essence of the CNPA's statutory purpose of ensuring a collective and coordinated delivery of the National Park's aims. The main vehicle is the National park plan – we continue to coordinate and oversee the delivery of the current NP Plan by partners.</p> <p>As we develop the next NP Plan, alongside the Local Development Plan, we are taking the opportunity to refresh partners' commitment to the National Park, and their role in helping in its management.</p> <p>A major strand of our role will be encouraging partners to raise awareness of the National park through their communications and other activities (trying to stress a Park-based approach, rather than individual organisation-based approach, to what is being delivered). The concept of a Low Carbon National Park will provide a particular focus for all this work</p>
<p><b>Planning and Development Management to ensure the Park is a well designed and sustainable place</b> (Delivering SG Outcomes: 7,10,11,12,14,15)</p> <ul style="list-style-type: none"> <li>• The CNPA provides a planning service for the NP that it proactive, efficient and effective, and that contributes to achieving the Park's aims and delivery of the National Park Plan.</li> <li>• The Local Plan is in place and used as a basis for encouraging and managing sustainable development in the Park.</li> <li>• The CNPA has made significant progress in the development of the Local Development plan for the CNP.</li> <li>• Supplementary guidance is in place, including Sustainable Design Guide, Renewable Energy, Developer Contributions, Natural Heritage, Landscape, carbon.</li> <li>• Enforcement monitoring of the Local Plan and planning development management process and conditions.</li> </ul>	<p>We will be focusing on working with Local authorities in particular to implement the new Local Plan and supporting guidance, and will monitor progress of all applications considered under the new plan. We will be looking to improve our development management service to the public, with a new approach to advice notes, training programmes, and implementing e-planning</p>

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<ul style="list-style-type: none"> <li>E-planning regime established and widely used.</li> </ul>	
<p><b>Corporate Services</b> (Delivering SG Outcomes: 7, 14, 15)</p> <ul style="list-style-type: none"> <li>Lead, coordinate and deliver service improvements.</li> <li>Efficient and effective service provision to public and partners is supported through appropriate training and development and evidenced by appropriate independent assessment.</li> <li>Lead own internal organisational greening initiatives to identify and implement sustainability improvements in policies and practices.</li> <li>The CNPA operates to budget and meets Scottish Government efficiency expectations.</li> <li>The CNPA implements internal equalities action plans and through promotion of equalities in procurement and other core systems, encourages best practice in equalities actions in other organisations.</li> <li>Encourage others to deliver equality action plans and meet best practice standards.</li> </ul>	<p>Corporate Services as a public sector body the CNPA has a statutory duty to deliver a high quality, continually improving efficient and responsive service. Audit, best value, risk register are all part of the usual systems we in place to ensure this.</p> <p>In addition to these usual systems, we place particular importance on training and development of staff; internal greening; actively seeking efficiency savings; equalities polices and action plans, as crucial to creating and maintaining an effective, public facing organisation.</p>

## NATIONAL PERFORMANCE FRAMEWORK – 15 OUTCOMES

1. We live in a Scotland that is the most attractive place for doing business in Europe.
2. We realise our full economic potential with more and better employment opportunities for our people.
3. We are better educated, more skilled and more successful, renowned for our research and innovation.
4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens.
5. Our children have the best start in life and are ready to succeed.
6. We live longer, healthier lives.
7. We have tackled the significant inequalities in Scottish society.
8. We have improved the life chances for children, young people and families at risk.
9. We live our lives safe from crime, disorder and danger.
10. We live in well-designed, sustainable places where we are able to access the amenities and services we need.
11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
12. We value and enjoy our built and natural environment and protect it and enhance it for future generations.
13. We take pride in a strong, fair and inclusive national identity.
14. We reduce the local and global environmental impact of our consumption and production.
15. Our public services are high quality, continually improving, efficient and responsive to local people's needs.