

Annex I- Delivery of National Park Plan Outcomes

RAG Assessment Key:	
1	Will not be achieved
2	Unlikely to be achieved
3	Needs more work/resource to be achieved
4	Should be achieved with existing work/resource
5	Achieved

I Conserving & Enhancing Biodiversity & Landscapes							Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	RAG 01/10	RAG 05/10	RAG0 9/10	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(1a) A Landscape Plan for the Park will identify the natural, cultural and built landscape qualities, the factors influencing them and underpin actions for positive management.							<p>4. This outcome should be achieved with existing work/resource because</p> <p>Key baseline studies (the LCA and Geo-diversity audit) are completed or nearly completed.</p> <p>Activity for 2010 is within programme including establishing priority landscape management issues, finalising baseline information and initiating partner engagement.</p>	<p>The completion of the Landscape Framework and development of planning policy that uses it.</p>	<p>CNPA and steering group to coordinate development of the Landscape Framework through engagement in NPP development, using detailed Landscape Character Assessment and wide community engagement</p>

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(1b) The key areas for the experience of wild land qualities will be identified, protected and enhanced as a major source of enjoyment of the Park and wild land qualities throughout the rest of the Park will be safeguarded.							<p>4. This outcome should be achieved with existing work/resource because: The policy development work is planned as part of the supplementary planning guidance programme for 2010. A typology study will be commissioned to form the baseline for the SPG. The original wildness work will be extended to cover the extension of the National Park.</p> <p>Workshops on Hill tracks for land managers, agents and recreational groups has taken place and engagement on guidance will commence in Autumn 2010.</p>	<p>The development of draft planning policy guidance that uses the CNP wildness maps.</p>	<p>CNPA to develop a wildness draft planning policy.</p>

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(1c) The location, scale, layout and design of all new development will make a positive contribution to the natural, cultural and built landscapes of the Park, and the adverse impacts of some existing developments will be reduced.							<p>4. This outcome should be achieved with existing work/resource because</p> <p>significant progress has been made in developing the Local Plan and supplementary guidance including natural heritage and energy generation.</p> <p>A programme of work is being developed to complete this and other guidance, but there remains work on baseline information, habitat and landscape capacity and carbon management that requires joint work among partners.</p> <p>Work with SNH in particular to identify ways to help streamline advice and ensure consistent and transparent guidance in relation to new Local Plan policies has been discussed and a workshop to develop this further was held in April 2010.</p>	<p>The adoption and implementation of the CNP Local Plan and associated planning policy outlined in (i) and (ii) above, as well as the development of the subsequent CNP local development plan.</p>	<p>CNPA to complete planning guidance on natural heritage and landscape</p>

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(1d) Species and habitats identified as the highest priorities in the Cairngorms Local Biodiversity Action Plan, the UK and Scottish Biodiversity Strategies and Action Plans and the Scottish Species Framework will be protected and under active conservation management.							<p>4. This outcome should be achieved with existing work/resource because there is a programme of action co-ordinated by the LBAP Group. Highest priority species and habitats are identified and action shared with range of partners and targeted in a variety of projects and initiatives. E.g. wildcat, red squirrel, water vole, black grouse, capercaillie, forest habitat network, lowland grassland, wetlands, action for mountain woodlands.</p> <p>The Cairngorms Rare Plants project has been established and project officer appointed.</p> <p>Recording project is continuing well with an annual conference taking place in spring 2010</p>	<p>An increase in the number of priority species for which positive action is underway including wildcat, red squirrel, water voles, black grouse, capercaillie and rare plants.</p>	<p>Progression of a partnership funding bid for the rare plants project;</p> <p>Delivery of the Cairngorms Wildcat project;</p> <p>Promotion of records collation and submission through the Cairngorms Biological Recording System</p>

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(1e) There will be enhanced connectivity within habitat networks through practical implementation of a planned, landscape-scale approach, with early emphasis on lowland agricultural habitat networks and forest networks.							<p>3. This outcome needs more work/resource to be achieved because there is a need to identify how to incentivise action on the ground. The Cairngorms Forest Habitat Networks project and lowland farm grassland surveys have provided good information and is being extended this year to include Glen Livet and Donside. There is a need for further work on GIS integration of this data and links into available funding support through SRDP. Discussions on taking forward forest networks are ongoing between CNPA and FCS.</p> <p>The wetland restoration project has begun to seek potential sites for delivery through a number of funding mechanisms including SRDP.</p>	<p>Increased forest habitat connectivity and an expansion of wetland area</p>	<p>FCS & CNPA target advice to potential woodland network enhancement;</p> <p>CNPA & SEPA to target wetland enhancement opportunities;</p> <p>CNPA to source RPID data to enable effective monitoring</p> <p>Trial integration of network planning through Landscape Framework</p>

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(If) All the designated nature conservation sites in the Park will be in favourable condition, or under positive management to bring them into favourable condition, and this will be enhanced further by the appropriate management of the surrounding land to increase their ecological integrity and viability.							<p>4. This outcome should be achieved with existing work/resource because there is a programme of joint agency work underway to support management action on all designated sites, including through Section 7 (Deer (Scotland) Act 1996) agreements on some sites.</p> <p>SNH has undergoing a national assessment of the condition of designated sites. The work shows that 78% of sites within the CNPA are in Favourable condition.</p>	<p>Designated Nature conservation sites remain in favourable condition or under management to bring them into favourable condition</p>	<p>SNH to provide updated baseline for 2009 and ongoing reporting towards target;</p> <p>Joint working and associated agreements to continue;</p> <p>Support land managers in identifying ways to monitor and report on biodiversity management beyond designated sites</p>

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(1g) The habitat and water quality of rivers and wetlands will be enhanced through commencement of positive management initiatives guided by catchment management planning.							4. This outcome should be achieved with existing work/resource because The River Dee catchment management partnership is actively developing projects. The River Spey catchment management partnership has been reformed and is starting to develop projects. The River South Esk Catchment Partnership are implementing the South Esk Catchment Management Plan. A catchment plan officer for the Spey is about to be appointed.	Catchment Management Planning for the Rivers Dee, Spey and South Esk to be embedded and coordinating work.	All partners to support the development of the catchment management partnerships
(1i) The diversity of rocks, minerals, landforms and soils of international, national and regional value will be safeguarded and more widely appreciated, together with the natural processes underpinning them.							4. This outcome should be achieved with existing work/resource because an audit of important features of geodiversity was undertaken by the British Geological Survey in 2009 and the final report was received in March 2010. This is a key step in ensuring wide recognition of the significance and value of geodiversity in the National Park. Evaluation for an action plan is the next step and this may be done in conjunction with interest groups.	There will be a completed audit of the important features of geodiversity in the Park to inform future management.	BGS to undertake geodiversity audit

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(1j) An active programme will be underway to safeguard and manage priority historic landscapes and archaeology sites, and to promote them to the public.							3. This outcome needs more work/resource to be achieved because while significant progress has been made in developing the Local Plan that helps safeguard historic landscapes and archaeology sites from development, there are no additional resources to manage or promote sites or historic landscapes.	The adoption and implementation of the CNP Local Plan and associated planning policy outlined in (i) and (ii) above, as well as the development of the subsequent CNP local development plan.	CNPA to complete planning guidance on natural heritage and landscape

2 Integrating Public Support for Land Management							Mid-Term Review comments:		
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(2a) A diverse, viable and productive land management sector will continue to provide high quality primary produce such as food and timber, whilst delivering public benefits which are compatible with the Park's special qualities and will make a growing contribution to employment and the local economy.							<p>4. This outcome should be achieved with existing work/resource because key actions are in place to stimulate and support production in relation to energy, food and drink and timber.</p> <p>There remain many challenges facing land-based businesses and the outcome is so broad that it is difficult to measure. Action is therefore focused on specific opportunities where a difference can be made in the short-term. Key steps to be taken in the longer term include investigation of options for future support mechanisms and likely implications of changes to support.</p>	<p>Implementation of actions in the woodfuel action plan; short-term actions from the food and drink action plan and guidance on renewable energy opportunities.</p> <p>Forward planning to inform land management support post 2013.</p>	<p>FCS, CNPA, LAs, Enterprise Companies and other partners to implement action on timber use; woodfuel; food and drink production;</p> <p>Establish a green monitor farm;</p> <p>Develop a land use strategy as part of the next NPP for 2012</p>

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(2b) Public support for land management will be better integrated and directed at delivering tangible public benefits.	Yellow	Red	Yellow	Yellow	Yellow	Yellow	<p>This outcome needs more work/resource to be achieved because of the extent to which SRDP is delivering National Park Plan priorities remains unclear due to a) lack of data availability and b) lack of active targeting through the Rural Development Contract proposal process.</p> <p>Key steps to be taken include accessing RPID data to be able to assess effectiveness of SRDP in the Park and better targeting within the current SRDP framework. Other long term options for future support will be considered in order to inform future SRDP development.</p>	<p>Support and advice will be actively targeted to encourage individual and collaborative applications to SRDP that deliver Park Plan priorities</p>	<p>Scottish Government and SEARS Bodies to improve the targeting and co-ordination of SRDP in delivering National Park priorities.</p>
(2c) The public benefits which land managers are asked to deliver with public sector support in the Park will be informed by sound information and determined through an open process involving land managers, communities and other stakeholders.	Green	Green	Green	Green	Green	Green	<p>4. This outcome should be achieved with existing work/resource because a variety of stakeholders were involved in the setting of the regional Rural Priorities last autumn/winter. It is likely that the Priorities will be reviewed at some point and that the involvement of a wider range stakeholders is expected. There remains however, inconsistency between RPAC areas and a lack of focus on the National Park priorities.</p>	<p>Identification and communication of specific opportunities within SRDP for land managers to take up</p>	<p>Scottish Government and SEARs to improve the effectiveness of SRDP in targeting and reporting on delivery of National Park priorities.</p>

3 Supporting Sustainable Deer Management							Mid-Term Review comments:		
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(3a) There will be a large scale patchwork of deer densities across the National park underpinned by an inclusive deer management planning process.							<p>4. This outcome should be achieved with existing work/resource because CDAG are developing a Deer Framework that will enable effective co-ordination between DMGs and set out how the national strategy for wild deer can be taken forward within the Park.</p> <p>Key to successful achievement will be the continued support of CDAG members and their engagement with DMGs in implementation.</p>	<p>CDAG will have established an effective Deer Framework.</p>	<p>CDAG to establish the Deer Framework with Deer Management Groups</p>
(3b) Designated sites will be protected and enhanced and deer range throughout the Park will be managed to a good environmental standard appropriate to the management unit. This standard will be agreed as an integral part of the deer management planning process.							<p>4. This outcome should be achieved with existing work/resource because the majority of designated sites are now in favourable management leading to habitat improvements. However there have been some significant advances in some and slower progress in others. Agencies are working effectively together; a review of Joint Agency Working is due to take place in 2010.</p> <p>Training in habitat monitoring has been provided through the LBBTP.</p>	<p>Designated sites will remain in favourable condition and CDAG will have established the Deer Framework.</p>	<p>DCS, FCS and SNH lead continued support for deer management through joint working.</p> <p>CDAG to embed habitat assessment and management within deer framework.</p>

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(3c) There will be good communication and understanding between all sectors involved in deer management including public agencies, local communities and other interest groups. Better understanding of objectives, requirements and deer management activities should reduce conflict between sectors.							<p>4. This outcome should be achieved with existing work/resource because CDAG meets three or four times a year and has improved communication between deer managers, public agencies, communities and environmental NGOs.</p> <p>A number of public and schools events have been held by CNPA and DCS with local estates to promote better understanding of objectives and requirements. More events of this kind due to take place in 2010.</p> <p>CDAG is promoting the mapping of deer management objectives in order to foster greater understanding.</p>	<p>Better liaison and mutual understanding between deer managers, communities and NGOs.</p>	<p>CDAG continue to meet and engage between sectors</p>

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(3d) The economic value of the deer resource will be enhanced.							<p>4. This outcome should be achieved with existing work/resource because economic opportunities are being promoted in new ways, including public and schools events to promote venison and engagement with tourism operators on wildlife tourism opportunities. CNPA is an active member of the Scottish Venison Working Group and contributed to a venison reception for MSPs at Holyrood in January 2009 and Eat Venison Day promotion.</p> <p>A very successful 'wildlife tourism for estates' event was held in Nov 2009 to promote opportunities for maximising the tourism value of deer and other wildlife watching.</p>	<p>Venison promotion linked into implementation of the food and drink action plan; wildlife tourism opportunities promoted and investigated by estates</p>	<p>Continued support through Scottish Venison Working Group</p> <p>Promotion of wildlife tourism opportunities</p>
(3e) There will be more opportunities and fewer barriers for a wider range of people to enjoy stalking.							<p>3. This outcome needs more work/resource to be achieved because: An initiative led by the Scottish Country Sports Tourism Group is being developed in the National Park to encourage greater interest, uptake and understanding of deer management in the CNP.</p>	<p>Wider promotion of stalking opportunities</p>	<p>The Country Sports Tourism Group will continue work to increase the accessibility of deer stalking</p>

4 Providing High Quality Opportunities for Outdoor Access							Mid-Term Review comments:		
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(4a) A wider range of people will have the opportunity to enjoy the outdoors.							<p>4. This outcome should be achieved within existing work/resources because: The core Paths Plan was adopted in March 2010 and a prioritised list of 18 paths is being taken forward by Cairngorms Outdoor Access Trust over the 09/10 and 10/11 financial years, guided by the Outdoor Access Strategy and the Core Paths Planning Process. The principle of delivery is to make these paths as accessible for as wide a range of people as possible. The Trust's next Business Plan for 2011 – 2015 will continue to prioritise low ground path improvements to deliver a fit for purpose network.</p> <p>Repair works have been completed in Carrbridge, Loch Gynack, Street of Kincardine, Craigellachie, and Braemar. Works are scheduled to commence in Insh, Ballater, Boat of Garten, Glen Tanar, Strathdon and Cambus o' May over the next 4 months. Path Agreements / permissions have been secured with four of the land owners on the Speyside Way extension. Objection to a Path Order by Kinrara Estate will result in an Inquiry which may take up to 6 months.</p>	<p>Core Paths Plan is adopted</p> <p>90% of core paths will be "Fit for Purpose" (improvement from 2010 baseline of 39%)</p>	<p>Ministerial Approval of Core Paths Plan</p> <p>Develop CPP Implementation Plan</p> <p>COAT undertakes work programme funded by multiple partners</p>

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							<p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> Heritage Lottery and European Regional Development Funding has been secured by COAT for a £2 million upland path project over which will be delivered over the next four years. The next phase of low ground path works have started to be prioritised through discussions with COAT and will feature in their next Business Plan which will commence in April 2011. The initial assessment of the Core Paths network has been completed and shows that 43% of paths are fit for purpose. 		
(4b) Land managers and those enjoying the outdoors will have a better understanding of their respective rights and responsibilities which will positively influence behaviour and enable all to enjoy the special qualities of the National Park.							<p>4. This outcome should be achieved with existing work/resource because:</p> <p>CNPA continues to complement the work undertaken by SNH in supporting a national programme of awareness raising and information on access rights and responsibilities.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> Work plans in place for Ranger services. Guidance on responsible promotion 	<p>Targeted promotion campaigns for Dogs in the Countryside and Responsible Camping</p>	<p>SNH continue to promote national programme of awareness</p> <p>Campaign Plan developed with input from LOAF</p> <p>Coordinated effort form ranger services, local authorities and</p>

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							<p>of recreation opportunities has been completed and is available on the CNPA website.</p> <ul style="list-style-type: none"> • Event organisers and relevant land managers have attended two meetings to reflect on the previous season and plan for the current one. • A programme of SOAC promotion has commenced which targets dog owners and their activity through the seasons. • Monitoring of impacts of camping is taking place in Glen Clunie through CNPA support and a feasibility study has been funded. 		<p>police</p> <p>CNPA coordinates ranger services in providing Cairngorms- specific advice.</p>
(4c) There will be a more extensive, high quality, well maintained and clearly promoted path network so that everyone can enjoy the outdoors and move around the Park in a way that minimises reliance on motor vehicles.							<p>4. This outcome should be achieved with existing work/resource because:</p> <p>The core Paths Plan was adopted in March 2010 and a prioritised list of 18 paths is being taken forward by Cairngorms Outdoor Access Trust over the 09/10 and 10/11 financial years, guided by the Outdoor Access Strategy and the Core Paths Planning Process. The principle of delivery is to make these paths as accessible for as wide a range of people as possible. The Trust's next Business Plan for 2011 – 2015 will continue to prioritise low ground path improvements to deliver a fit for</p>	<p>Core Paths Plan is adopted</p> <p>90% of core paths will be "Fit for Purpose" (improvement from 2010 baseline of 39%)</p>	<p>COAT undertakes work programme, funded by multiple partners</p> <p>Project Plan and funding package in place to implement Speyside Way extension</p> <p>Community path leaflets templates being utilised across the National Park.</p>

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							<p>purpose network.</p> <p>Repair works have been completed in Carrbridge, Loch Gynack, Street of Kincardine, Craigellachie, and Braemar. Works are scheduled to commence in Insh, Ballater, Boat of Garten, Glen Tanar, Strathdon and Cambus o' May over the next 4 months. Path Agreements / permissions have been secured with four of the land owners on the Speyside Way extension. Objection to a Path Order by Kinrara Estate will result in an Inquiry which may take up to 6 months.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Heritage Lottery and European Regional Development Funding has been secured by COAT for a £2 million upland path project over which will be delivered over the next four years. • The next phase of low ground path works have started to be prioritised through discussions with COAT and will feature in their next Business Plan which will commence in April 2011. • The initial assessment of the Core Paths network has been completed 		

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							and shows that 43% of paths are fit for purpose.		
(4d) There will be greater involvement of communities, land managers and visitors in the management and maintenance of paths.							<p>4. This outcome should be achieved with existing work/resource because:</p> <p>COAT is involving communities as far as possible in its programme of work.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • A Western Access Group is in operation which complements the existing one operating on the East of the Park to promote greater networking and shared experience. • Representatives from communities from both the east and west of the Park have a place on the COAT Management Group. • The Local Outdoor Access Forum has members who are representative of communities. 	COAT will have increased its Affiliate membership	Path works will be delivered in each Community Council area in the National Park
(4e) There will be more effective connections between public transport and places with outdoor access opportunities.							<p>4. This outcome should be achieved with existing work/resource because:</p> <p>Greater uptake of public transport for recreation and enjoyment of the Park is required. This can best be achieved through better marketing and promotion to influence behaviour. This requires better promotion of the Cairngorms</p>	Public transport timetables will have been promoted and linked to recreational opportunities.	<p>Review and re-development of Cairngorms Explorer publication</p> <p>Development of School travel fund</p>

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							<p>Explorer.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Electric car is helping to meet public transport needs in Badenoch and Strathspey • Strathspey weekly Rover ticket introduced to complement existing one in Aberdeenshire. • Re-vamped Cairngorm Explorer was distributed in spring. 		
(4f) There will be locally based healthy walking groups throughout the National Park and active promotion of outdoor activity by health professionals in order to contribute positively to the physical, mental and social health of residents and visitors.							<p>4. This outcome should be achieved with existing work/resource because: Good progress has been made to expand and develop existing health walk schemes across the Park. Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • COAT has taken on the mantle of managing health walks in Strathspey and Badenoch from April 2009 and a Health Walks Co-ordinator has been appointed in Badenoch and Strathspey. • New health walks groups are now operating in Carrbridge and Newtonmore to complement the existing groups in Ballater, Strathdon, Grantown, Nethybridge, Aviemore, and Kingussie. • Specific groups are now operating 	<p>There will be more healthy walking groups within the National Park.</p>	<p>Work with partners to develop an “Active Cairngorms” Initiative</p> <p>COAT will support the development of healthy walking groups.</p>

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							<p>targeted at people with Alzheimers, cancer smoking cessation and new mums.</p> <p>Further co-ordination between all the relevant players and considerable work on marketing and developing a network of local community activists will be required to ensure that this outcome is fully achieved.</p> <p>Additional work is required to brand health walks and other related work within the National Park as “Active Cairngorms.”</p>		

5 Making Tourism & Business More Sustainable							Mid-Term Review comments:		
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(5a) An increasing proportion of economic activity will be based on the special qualities of the Park							<p>4. This outcome should be achieved with existing work/resources because although current global and national economic difficulties make this outcome more challenging in the short term, and the agricultural sector and the Scottish hill farming industry face particular challenges, progress in some sectors is being made. Current actions include:</p> <ul style="list-style-type: none"> Promoting opportunities for local food & drink including strengthening the linkages with the tourism sector. Promoting potential economic opportunities in the renewable energy sector (woodfuel action plan being refined with a short term focus on promoting local firewood log supplies). Reference guide to promote the use of local timber in construction. Sustainable Tourism Strategy action plan being implemented although a number of issues are closely linked to the development of the Cairngorms Business Partnership. <p>A comprehensive Economic Baseline Review completed and published.</p>	<p>Short-term actions from the food and drink action plan and the woodfuel action plan are underway or implemented.</p> <p>Enhanced role for local timber in the construction industry.</p> <p>Park-wide marketing framework in place.</p>	<p>Support for the development of the CBP.</p> <p>Full integration of local produce in any Park wide marketing framework.</p> <p>Development of the Sustainable Design Guide.</p>
(5b) The visitor							4. This outcome should be achieved	European Charter for	Support for the

5 Making Tourism & Business More Sustainable							Mid-Term Review comments:		
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experience in the National Park will consistently exceed expectations and will drive repeat visits/more business opportunities. The Park will compare well against the rest of Scotland and other National Parks							<p>with existing work/resources because: While challenges remain with developing a Park-wide marketing strategy and with increasing business take-up of quality and environmental schemes, a number of actions are underway to deliver this outcome:</p> <ul style="list-style-type: none"> • Sustainable Tourism Strategy action plan being implemented with a number of issues closely linked to the development of the Cairngorms Business Partnership. • Park Brand development and awareness, ongoing Park interpretation work and development of the web portal. • Support being provided for events (CNPA funding and advice and LEADER funding). • DMO/CBP led initiatives to improve business and hospitality skills and wider Park knowledge. • Improved efforts to capture business and visitor feedback (Park-wide business barometer expansion, DOVE project). • Continued development of tourism product by DMOs/CBP and by individual businesses and community groups (e.g. Braemar Castle). LEADER funding has supported 	<p>Sustainable Tourism re-awarded.</p> <p>CBP led Park-wide marketing framework and action plan in place (indicators of progress to be developed).</p>	<p>development of the CBP.</p> <p>Integration of European Charter for Sustainable Tourism application with marketing framework.</p> <p>Development of European Charter re-application</p> <p>Establishment of Sustainable Tourism Forum</p>

5 Making Tourism & Business More Sustainable							Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	RAG 01/10	RAG 05/10	RAG 09/10	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
							<p>several such projects. COAT led access improvements will also make positive contribution.</p> <ul style="list-style-type: none"> A comprehensive Visitor Survey has been repeated and will report by June 2010. 		
(5c) There will be a more even distribution of visitor numbers throughout the year.							<p>3. This outcome needs more work/resources to be achieved because: Analysis of STEAM data from 2003 – 2007 shows a modest increase in <u>overall</u> visitor numbers to the CNP each year with a slight dip in 2007. STEAM data for 2008 shows estimated visitor figures for the 1st and 4th quarters (including Easter) at 38.57%. Actions underway include:</p> <ul style="list-style-type: none"> Support being provided (CNPA funding and advice and LEADER funding) for events, particularly where they can provide additional benefit during quieter months. Ongoing marketing, web portal and brand development (CBP pan-Park marketing strategy is underway). DMO/CBP efforts to improve visitor numbers in the shoulder seasons. <p>For further progress to be made in delivering this outcome, a more</p>	<p>There will be a marketing framework for the National Park that coordinates public and private sector marketing.</p>	<p>Support for the development of the CBP.</p> <p>Integration of events (support for, coordination of) into any marketing framework.</p>

5 Making Tourism & Business More Sustainable							Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	RAG 01/10	RAG 05/10	RAG 09/10	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
							concerted and widely coordinated marketing strategy need to be developed and opportunities for events in lower seasons pursued.		
(5d) A greater percentage of visitors will contribute to the conservation and enhancement of the Park.							<p>4. This outcome should be achieved with existing work/resources because:</p> <p>Scoping study completed in Apr 09 and discussion ongoing to take appropriate recommendations forward. There are a number of related 'pay-back' schemes already in place across the Park but detailed data on them has yet to be captured.</p>	<p>Businesses are more aware of existing opportunities for visitors to contribute.</p>	<p>The Cairngorms panoramic posters sold throughout the Park to help fund COAT.</p> <p>CBP to promote existing schemes.</p>
(5e) A greater percentage of businesses will meet the quality standards and environmental management criteria of the Park brand and achieve commercial advantage through its use.							<p>4. This outcome should be achieved with existing work/resources because: although challenges remain with quality and environmental accreditation schemes (GTBS in particular) which are having an effect on Park brand take-up, the overall trend in brand uptake is positive with over 200 businesses/producers/tourist associations currently using the brand as at 30 Nov</p>	<p>1. More businesses will have achieved the CNP Brand.</p> <p>2. The CNP Brand will have a development plan to increase commercial advantage</p>	<p>The Brand Development Group to continue development.</p>

5 Making Tourism & Business More Sustainable							Mid-Term Review comments:		
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							<p>09 and 38 awarded so far in FY 09. There is confidence that this outcome can be achieved but more work still required from all partners. Current actions include:</p> <ul style="list-style-type: none"> • Fresh approach to encourage businesses to improve environmental performance using existing Business Gateway service and Highland Council support. • Ongoing CCC efforts to increase brand take-up. • Engagement with VisitScotland regarding GTBS and QA schemes. 		
(5f) There will be an increase in use of local suppliers and produce.							<p>4. This outcome should be achieved with existing work/resources because:</p> <p>The food and drink action plan's short term priorities are being actively pursued (such as the Food for Life development) and the CBP is providing business development and marketing support for Creative Cairngorms and CFMA.</p>	<p>Short-term priorities from the food and drink action plan will have commenced, or been delivered</p>	<p>Marketing opportunities for food & drink and local produce integrated into wider CBP-led marketing initiatives.</p>

5 Making Tourism & Business More Sustainable							Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	RAG 01/10	RAG 05/10	RAG 09/10	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(5g) Communities will feel that quality of life is improving and that they are able to influence the direction of economic growth within the Park.							<p>4. This outcome should be achieved with existing work/resources because:</p> <p>Most communities in the Park will undertake community needs assessments and produce community action plans.</p> <p>The AoCC have in the last year been revising their remit and have decided to focus on being primarily a networking/sharing best practice organisation.</p> <p>12 action plans will be completed by March 2011 which will keep the 2012 milestone on track.</p>	<p>17 communities within the National Park will have undertaken community action planning.</p>	<p>CNPA & Local Authorities to continue to promote community needs assessments and develop community planning.</p>

6 Making Housing More Affordable & Sustainable							Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	RAG 01/10	RAG 05/10	RAG 09/10	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(6a) There will be a reduction in the gap between housing need and supply in the Park to meet community needs.							<p>3. This outcome needs more work/resources to be achieved because, despite decreasing house prices, mortgages are now more difficult to secure. Coupled with rising unemployment, this is leading to increased pressure on housing waiting lists in all areas.</p> <p>However, there has been substantial building of new affordable housing in parts of the National Park since 2006. Between 2005/6 and 2009/10, Badenoch and Strathspey have had 194 houses built with 76 low cost home ownership and 118 for rent.</p> <p>A variety of types of affordable housing continues to be delivered and, subject to planning permissions, funds being available from the Scottish Government, there is a substantial programme of investment in the pipeline. All partners need to continue to work closely together to maximise the value of this investment within the Park.</p> <p>If economic conditions continue to adversely affect the housing market and borrowing it is difficult to see how this</p>	<p>Local Authority Strategic Housing Investment Plans to provide support for affordable housing in the Park.</p> <p>The CNP Local Plan to maximise the level of affordable housing being achieved in consented housing developments.</p>	<p>Local Authorities and Scottish Government secure funding for affordable housing in the CNP.</p> <p>Planning Authorities use CNP local plan to identify sites for housing.</p>

6 Making Housing More Affordable & Sustainable							Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	RAG 01/10	RAG 05/10	RAG 09/10	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
							outcome can be achieved by 2012.		
(6b) There will be a reduction in the number of businesses identifying housing as a barrier to staff recruitment and retention.							<p>3. This outcome needs more work/resource to be achieved because of the issues noted above.</p> <p>Perversely though, given the current economic climate, it is possible that fewer businesses will see housing as a barrier to staff recruitment and retention. In times of recession people are less likely to seek to change jobs and there tends to be more locally available labour when there are vacancies. The forthcoming economic baseline review will provide firmer evidence on this.</p>	<p>Local Authority Strategic Housing Investment Plans to provide support for affordable housing in the Park.</p> <p>The CNP Local Plan to maximise the level of affordable housing being achieved in consented housing developments.</p>	<p>Local Authorities and Scottish Government secure funding for affordable housing in the CNP.</p> <p>Housing Authorities use CNP local plan to identify sites for affordable housing.</p>
(6c) There will be more good quality private rented sector accommodation available at affordable rents to meet local need.							<p>4. Should be achieved with existing work/resource because there has been an increase in the number of affordable rented accommodation property owners taking up the Highland Council rural leasing scheme. This is due to the slow property sales market where people still need to move home but have to rent out their property to cover their mortgage payments. Forty one properties currently being rented out in Badenoch & Strathspey under this scheme an increase of 31% on last year. This success is due to the fact that this</p>	<p>Local Authorities will have increased the level of rural leasing for affordable housing.</p>	<p>Local authorities continue to provide support for private rented accommodation</p>

6 Making Housing More Affordable & Sustainable							Mid-Term Review comments:		
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							<p>has been a long established scheme and so well known by people in the area. Moray scheme has identified properties but not in the CNP. Aberdeenshire's pilot scheme has identified 6 properties.</p> <p>The Rural Empty Property grant project has had one property currently being renovated and another being surveyed; both properties are in Aberdeenshire.</p>		
(6d) New housing will be of a more sustainable design							<p>4. Should be achieved with existing work/resource because building standards are going to secure greater energy efficiency and sustainability in new housing, and the CNP Local Plan and Sustainable Design Guide are likely to have some impact on new housing prior to 2012. The LBBT is also investigating the demand for training courses in sustainable design and construction methods for local businesses.</p> <p>Other potential avenues for promoting and delivering sustainable design will continue to be considered. For instance, we are currently exploring a project opportunity with partners to increase the use of local timber in construction.</p>	<p>The CNP local plan and sustainable design guide will be adopted and implemented.</p>	<p>CNPA will take local plan and SDG to adoption and implementation.</p>

7 Raising Awareness & Understanding of the Park							Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	RAG 01/10	RAG 05/10	RAG 09/10	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
i. More people across Scotland will be more aware of the National Park, what makes it special and the opportunities it offers them.							<p>3. Should be achieved with existing work/resource because: substantial recent progress has been made on both use of the brand, better presentation of visitor information, and new National Park interpretation at key sites.</p> <p>The 2009/10 visitor survey found:-</p> <ul style="list-style-type: none"> • 82% of visitors were aware they are in a National Park (up from 69% in 2004). • 84% felt that information about the National Park was easy to find (up from 38% in 2004). • 46% could describe the CNP Brand without any visual prompt. • 54% said that the area being a National Park was important in their decision to visit (up from 25% in 2004) <p>Nevertheless opportunities to present information and interpretation about the national Park are still being missed and further work is required on:</p> <ul style="list-style-type: none"> • Completion and roll out of new Marketing Strategy and Sustainable Tourism Strategy. • Development of Cairngorms 	<p>A National Park marketing strategy will be in place and coordinate the marketing of the CNP by private, public and third sectors.</p> <p>CNP Interpretation Guidance is used by partners when communicating their work in the Cairngorms</p>	<p>1 The Cairngorms Business Partnership will develop a marketing strategy for the Park.</p> <p>2 Visit Scotland support the development of the marketing strategy and its implementation at the national level.</p> <p>3. SNH to present the series of National Nature Reserves as part of the Cairngorms National Park</p> <p>4. Panoramic posters for sale with proceed re-invested in care for the Park.</p>

7 Raising Awareness & Understanding of the Park							Mid-Term Review comments:		
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							Business Partnership. <ul style="list-style-type: none"> • Development of 'Park Aware' programme for tourism businesses by CBP. • CNP web presence. 		
ii. Residents and visitors will appreciate the special qualities of the Park and understand more about their special management needs.							4. Should be achieved with existing work/resource because: Substantial recent progress has been made in the following areas: <ul style="list-style-type: none"> • Ongoing 'Branding', refurbishment and upgrades to information and interpretation at Visitor Information Centres, ranger bases, national nature Reserves and other visitor attractions. • The 'roll out' of CNP Interpretation Guidance and the development of an informal interpretation network. • Launch of Cairngorms Learning Zone Website • Development of Junior Ranger scheme Further work is required on: <ul style="list-style-type: none"> • Presenting key sites in context of CNP. • Countryside Events need to be better targeted toward the 	1 The Cairngorms National Park Web Portal will have been launched. 2 The Cairngorms Learning Zone website will have been launched to support education authorities' use of the Park.	1 SNH will promote National Nature Reserves in the context of the National Park. 2 Local Authorities education departments will continue to develop the CNP in the Curriculum for Excellence. 3. Ranger services will be branded to the National Park and confidently present information about the park's special qualities

7 Raising Awareness & Understanding of the Park							Mid-Term Review comments:		
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							<p>special qualities of CNP and promoted more effectively on a Park-wide basis.</p> <ul style="list-style-type: none"> Developing a coordinated web presence since the decision to postpone the CNP Web Portal 		
iii. Everyone will know when they have arrived in the National Park and have a positive feeling about arriving in a special place.							<p>4. This outcome should be achieved with existing work/resource because: All entry points are now marked with permanent markers (except Drumochter on A9). Pre-arrival (brown tourist) signs directing visitors to Cairngorms National Park and using the 'osprey' brand are in place at key junctions in around CNP. Brand use at many key visitor destinations is now good.</p> <p>Substantial recent progress has been made in developing proposals for marking the new southern boundary to the National Park with the first granite markers scheduled for installation in autumn/winter 2010.</p> <p>Further work is required with communities to install panoramas and associated information about the National park in community notice boards</p>	<p>Road signage and boundary markers for the CNP will be in place for extended NP Boundary</p>	<p>The Cairngorms Business Partnership will develop a marketing strategy for the Park.</p> <p>New boundary markers for Perth and Kinross in place</p> <p>More than 50% of communities contain information that presents them as part of the National Park</p>

7 Raising Awareness & Understanding of the Park							Mid-Term Review comments:		
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iv. More people who have visited the Park will have high quality experiences and will tell positive stories about the area.							<p>4. This outcome should be achieved with existing work/resource because: presentation and coordination of visitor information in print has improved greatly in the last two years and the ongoing development of a new range of community path leaflets will further improve this work.</p> <p>The 2009/10 visitor survey found:-</p> <ul style="list-style-type: none"> 88% of visitors felt that the National Park is well managed and care for (up from 74% in 2004) <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> Plans are being developed for installation of branded National Park information and interpretation at Grantown VIC, GlenTanar and Glen Doll Ranger, Base and Landmark. Gathering information about customer feedback in the Park <p>Nevertheless, further work is required with CBP and tourism businesses because the 2010 visitor survey indicates that visitor rating of customer service in some sectors has slightly declined since 2004.</p>	<p>All “visitor centres” and ranger bases in the CNP will present themselves in the context of the Park.</p>	<p>VisitScotland to redevelop VICs with enhanced promotion of their role in the National Park</p> <p>Increased use of Brand, Panoramas and display of Park literature at all sites.</p>

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v. There will be more opportunities for people to become practically involved in caring for the Park and its special qualities							<p>3. This outcome needs more work to be achieved because 2009/10 is the first year that we have some indication of the level of countryside volunteering taking place in the National Park. However, this data is patchy.</p> <p>Recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> Monitoring volunteering with ranger services. Cairngorms Learning Network for teachers and youth workers is now developing across the National Park to share ways of encouraging young people to actively learn about and become involved with the area. Growth of Junior Ranger Programmes - three run for 2010 with a follow-on programme planned for autumn/spring 2011. 2200 John Muir Awards presented in 2009, and 1738 to date in 2010. <p>Further work is required on:</p> <ul style="list-style-type: none"> Developing consensus about how to adding value to existing initiatives Publicising opportunities within the Park Training and sharing of experiences 	<p>2000 John Muir Awards will be presented in the Park per annum</p> <p>Cairngorms Learning Network will be working successfully</p>	<p>Outdoor learning providers continue to use the JM Award.</p> <p>Junior Ranger scheme operating in three areas of the Park</p> <p>Learning and Teaching Scotland conference to be held in the Park</p>
vi. There will be more							4. This outcome should be achieved	Outdoor Learning in	LTS, local

7 Raising Awareness & Understanding of the Park							Mid-Term Review comments:														
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opportunities to learn about and enjoy the Park and its special qualities – especially for young people, people with disabilities and people on low incomes.							<p>with existing work/resource because: Of good progress with the development of the John Muir Award and the coordinated approach to outdoor learning being developed by Learning Teaching Scotland and five local authorities.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> JMA growth in opportunities for young people to experience the National Park. <table border="1"> <thead> <tr> <th>Year</th> <th>JMA Awards</th> </tr> </thead> <tbody> <tr> <td>2006</td> <td>1442</td> </tr> <tr> <td>2007</td> <td>1858</td> </tr> <tr> <td>2008</td> <td>1886</td> </tr> <tr> <td>2009</td> <td>2200</td> </tr> <tr> <td>2010 to date</td> <td>1738</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Cairngorms Learning Network for teachers and youth workers is now developing across the National Park to share ways of encouraging young people to actively learn about and become involved with the area. Series of workshops about National Parks presented to teachers across Scotland in the context of the Curriculum for Excellence. 	Year	JMA Awards	2006	1442	2007	1858	2008	1886	2009	2200	2010 to date	1738	<p>National Parks will be a greater part of the Curriculum for Excellence.</p>	<p>authorities and CNPA will support the LTS seconded post to develop Outdoor Learning in National Parks</p> <p>Learning and Teaching Scotland conference to be held in the Park</p>
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							<ul style="list-style-type: none"> Learning Teaching Scotland conference about outdoor learning in National Parks and NNRs planned for October 2010. Learning Packs for Abernethy and Muir of Dinnet NNRs are being developed. CPD courses for Teachers using the Park being developed. 		
vii. There will be more comprehensive and detailed information about the special qualities available in order to provide a better basis for conserving and enhancing them in the future.							<p>4. This outcome should be achieved with existing work/resource because:</p> <p>The implementation of the National Park Plan has meant that many gaps in information have been filled and more detailed information about the special qualities has been identified.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> The development of a central biological record for CNP is significant progress in this area as is the study on wild land perceptions, wildness in Cairngorms & landscape scenarios. the completion of the economic baseline study repeat of the Cairngorms visitor survey 	<p>The production of the second CNP State of the Park Report to inform the development of the second Cairngorms National Park Plan</p>	<p>CNPA to collate most relevant information for the next State of the Park Report</p>

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							Further work is required on: <ul style="list-style-type: none"> defining key gaps and identifying how to fill them making best use of partner’s information gathering exercises in the to meet the needs of the Park 		