

CAIRNGORMS NATIONAL PARK AUTHORITY

Appendix 2: Planning Service Communications Themes

Overall message: The CNPA Planning Service plays a key part in the creating the Park we all wantⁱ by getting the right development in the right place, by promoting investment, by protecting and enhancing the natural/cultural environment and by creating places that we will value and enjoy. In order to do this the five key themes are:

- **Open for Business:** The Planning Service is delivery-focussed and open to new ideas, promoting and encouraging investment in the Park to meet the needs of local communities, businesses and visitors and to enhance the Park's natural capital.
- **High quality development on the ground:** The Park is an area to encourage the highest quality in terms of design so that we create great places to live, work and visit. CNPA, through preparation of the Local Development Plan and its planning decisions, gives leadership and direction to make this happen.
- **Focussed on customers and continuously improving:** The Planning Service takes a broad view of the customer, looking beyond applicants for planning permission and objectors, achieving positive outcomes for the Park in the long term. We are constantly listening to feedback and striving to improve. Our staff are highly professional, efficient and effective.
- **It's a Partnership:** Good outcomes from the Planning Service in the Park result from a partnership between CNPA, other parts of public service and the private and third sectors. We promote gatherings of people to facilitate positive involvement from developers, community councils and associations and all other interested parties.
- **Get involved – the earlier the better:** We get the best out of the Planning Service if people get involved in the process early, ideally at the stage when the Local Development Plans are being drawn up and when development proposals are at a very early stage. CNPA works closely with local authority planners and very strongly encourages pre-application discussion about any development proposal to get the best outcome for customers and for the Park.

ⁱ: The Vision set out in the NP Partnership Plan: "An outstanding National Park, enjoyed and valued by everyone, where nature and people thrive together"