

CAIRNGORMS NATIONAL PARK AUTHORITY

Title: MARKING THE FIRST ANNIVERSARY OF THE PARK

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Purpose

The purpose of this paper is to seek the Board's agreement for a range of events for the Authority to promote during 2004 to mark the first anniversary of the Park.

Recommendations

Members are invited to agree that the Authority sets up and administers a grant scheme to support community-based groups to put on activities and events between Easter and October 2004; runs separate photograph and poetry competitions during the first part of 2004 for a 2005 calendar; encourages all the sports and recreation clubs in the Park to put on special events and competitions in 2004; and looks to build on other opportunities as they arise during the year.

Executive Summary

At the Board meeting in Edzell on 12th September 2003, the Board agreed to set up a sub-group to consider in more detail the setting up of a programme of activities and events to mark the first anniversary of the Park.

The sub-group met in November and agreed a series of principles that should guide this programme.

It discussed the role of the Authority in facilitating others to put on events and to promote these through its PR machine.

The sub-group agreed that the Authority should fund a series of community-based and sports events; run photographic and poetry events itself to contribute to a calendar for 2005; promote events that it has supported; and look to build on other opportunities as they arise.

MARKING THE FIRST ANNIVERSARY OF THE PARK

Introduction

1. At their meeting on 12th September 2003, the Board agreed to set up a small sub-group to develop ideas for a series of events in 2004 to mark the opening of the National Park. The thinking behind this proposal was that these events would provide a good mechanism for involving more people than could be accommodated at the official launch; it would help engage key stakeholders with the new Park; and it would help to celebrate the diverse natural and cultural heritage of the different parts of the Park.
2. The sub-group, comprising Lucy Grant, Bob Wilson, Maureen Ferrier and Nick Halfhide met on 14th November 2003 and discussed a wide range of ideas. These are set out below.

Principles

3. Bearing in mind the discussion by the Board on 12th September 2003, and experience from elsewhere, the sub-group agreed that the Board should be guided by the following general principles:
 - The events should get people out into the Park, both physically and imaginatively, so that they can enjoy it, understand it better and celebrate it.
 - Events and activity should be open to, and involve, as wide a cross section of society as possible.
 - Where possible, events should be conceived and organised by community interests, both geographical communities and communities of interest.
 - The Authority's support, whether through financial or other means, should be acknowledged in all cases.

The Role of the Authority

4. The Authority's main role is to facilitate others to mark the first anniversary. This supporting role will mainly involve providing guidance and finance to stimulate activity. The Authority could also arrange a small number of activities itself but must be realistic about the resource implications of taking on too much.
5. In addition to this, the Authority can help to promote the activities to a wide audience, using its evolving communication network, in particular the Authority's website, newsletter and press contacts. This will ensure that the events that we support will have a high press profile and also attract a wide audience.

Activities

6. The sub-group agreed to recommend that the Authority support the following main activities.

Community-led Events

7. The Authority would set up and administer a grant scheme to support community-based groups to put on events or undertake activities between Easter and October 2004. The scheme would be open to geographic communities and to communities of interest across the Park. It would offer 100% funding of between £500 and £3,000 per event, leaving it for the applicant to find other funding over this figure if they so wish.
8. It would be for community groups to propose the type of event or activity that they wished to stage within guidelines produced by the Authority. These would include matters such as linking the event or activity to the aims of the Park; and showing that there would be some lasting benefit to the Park.
9. We are currently exploring the possibility of applying for LEADER+ funding to run a scheme which would allow us in many cases to increase the size of individual grants to £5,000.
10. Further details of how the scheme would operate are still to be worked out. These will need to be cleared with the Scottish Executive given the novel nature of the expenditure and the amount of money involved.

Calendar Competition

11. The Authority would run separate photographic and poetry competitions during the first part of 2004 for a 2005 calendar. Prizes for the winners, and the calendar itself, would then be presented at an event on the 1st September marking the official first anniversary of the Park. The competitions would aim to involve all the schools in and around the Park, as well as having open categories.
12. After the presentation, the calendar would go on sale and the photographs and poetry would form the basis for a travelling exhibition around the Park and beyond.

Sporting Events

13. The Authority would encourage all the sports and recreation clubs in the Park to put on special events and competitions in 2004, either on a pan-Park basis, or at least involving competitors from other part of the Park. The Authority could provide a trophy and Board member to make the presentation as required. If successful these could become annual events.

Other Possibilities

14. The sub-group discussed a range of other possible events and activities, including:
 - Producing picnic boxes for the Mountain Rescue Sponsored Walk printed with information about the Park and filled with local produce.
 - Making a series of presentations around old folks homes.
 - Arranging a walk bringing together people from the different parts of the Park.

- Converting a lorry into a travelling exhibition space, possibly with sponsorship from the Co-op.
 - Organising a local produce market, either on a one-off basis or to support other activities.
15. All of these are possible, perhaps in combination with some of the main activities described above, and the Authority should look to take advantage of these and similar opportunities, bearing in mind the principles set out above, particularly resource constraints.

Resource Implications

16. Within the Corporate Plan for 2004-07, the Board has bid for a budget of £100,000 in 2004-05 to support these activities. A precise breakdown of this sum has yet to be made, but at this stage it is clear that the majority would be used to support the community-led activities outlined above.
17. A small proportion would be required as prizes for the photography and poetry competitions, and as trophies for the sporting competitions.
18. Some of this fund would also be required to provide additional temporary administration, particularly for the processing and monitoring of the grant scheme.
19. Within the Authority, the lead for running the grant scheme for the community-led activities would be the Strategic Policy and Programme Management Group, and the lead for co-ordinating the competition and promotion of all the activities would be taken by the Communications Group.

Recommendation

20. The Board is invited to discuss the above suggestions and to agree that the Authority take forward the main items listed above within the resources bid for in the Corporate Plan.

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