

Annex 1 - Expenditure and Outcomes of Land Based Business training Project - 2004

Total expenditure and outcomes for the whole of the National Park - 2004

Total Expenditure of **£94 672** broken down as follows:

Staff costs	£ 20 684
Beneficiary travel and Subsistence	£ 160
Training Courses	£ 73 001
Promotion Costs	£ 827

Total number of beneficiaries = 416 (134 women, 282 men)

Total number of land based businesses supported = 64

Funding for the project has to date been provided by the European Social Fund (ESF), the LBB's and the Cairngorms National Park Authority. The Badenoch, Strathspey, Tomintoul and Glenlivet area is part funded by the HIPP Objective 1 programme, with the Strathdon, Deeside, Angus and Atholl area funded by the Objective 3 Partnership. The Objective 1 programme contributes 50%; with the Objective 3 programme contributing 45% towards staffing costs, beneficiary travel and subsistence, and training courses. LBB's contribute the balance with regards beneficiary travel and subsistence and training courses (except Public Benefit courses).

The total expenditure can be further broken down according to the 2 ESF programmes as follows:

Objective 1 area (Badenoch, Strathspey, Tomintoul, Glenlivet)

Total Expenditure of **£45 072** broken down as follows:

Staff costs	£ 6 246
Beneficiary Travel and Subsistence	£ 87
Training courses	£38 257
Promotional costs	£ 482

Total number of beneficiaries = 204 (70 women, 134 men)

Age breakdown of beneficiaries:

Aged 16 - 24	23 (11%)
Aged 25 - 39	71 (34%)
Aged 40 - 49	60 (29%)
Aged over 50	53 (26%)

Total number of land based businesses supported = 42

Objective 3 area (Strathdon, Deeside, Angus Glens, Atholl)

Total Expenditure of **£49 600** broken down as follows:

Staff costs	£ 14 438
Beneficiary Travel and Subsistence	£ 73
Training courses	£ 34 744
Promotional costs	£ 345

Total number of beneficiaries = 212 (64 women, 148 men)

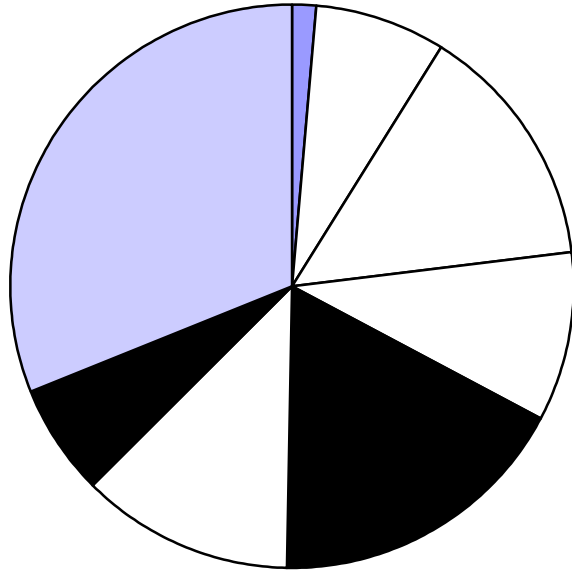
Age breakdown of beneficiaries:

Aged 16 - 24	27 (13%)
Aged 25 - 39	69 (32%)
Aged 40 - 49	42 (20%)
Aged over 50	74 (35%)

Total number of land based businesses supported = 22

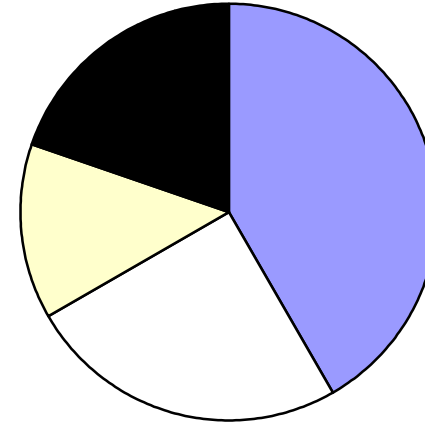
Annex 2 - Courses and beneficiaries

Course type spend



- Customer Care
- Environmental Management
- Health and Safety
- IT Skills
- Management Development and Business Skills
- Public Benefit Courses
- Technical Skills courses
- Use & Maintenance of machinery/equipment/ vehicles

Types of businesses receiving part funding



- Estates
- Farms
- Outdoor Recreation providers
- Other
- Public Agencies
- Community grps

Other

*Includes RSPB
 Self employed stalkers etc
 Nurseries and Woodlands
 Fisheries Board &
 Composting consultancy*

Annex 3 - Survey results

Individual beneficiary results

	<u>Strongly Agree</u>	<u>%</u>	<u>Agree</u>	<u>%</u>	<u>Not Sure</u>	<u>%</u>	<u>Disagree</u>	<u>%</u>	<u>Strongly Disagree</u>	<u>%</u>	<u>Totals</u>
Training received was relevant	68	43	81	52	3	2	5	3		0	157
Training received has helped to do job better	37	24	89	57	14	9	15	10	2	1	157
Training has increased confidence	32	21	90	58	17	11	15	10	2	1	156
Job satisfaction has increased	16	10	67	44	39	25	29	19	3	2	154
Potential earning power has increased	6	4	34	22	56	36	44	28	17	11	157
Job security has increased	6	5	43	27	55	35	44	28	9	6	157
More ambitious to develop role	15	10	66	43	40	26	28	18	4	3	153
More training courses in 2005	51	33	80	52	13	8	7	5	4	3	155
Not as much training if CNPA grant asst not avail	59	39	49	32	33	22	9	6	1	1	151
Totals	290	21%	599	43%	270	19%	196	14%	42	3%	1397

	<u>Strongly Agree</u>	<u>%</u>	<u>Agree</u>	<u>%</u>	<u>Not sure ref aims</u>	<u>%</u>	<u>Disagree</u>	<u>%</u>	<u>Strongly Disagree</u>	<u>%</u>	<u>Totals</u>
Training has helped to deliver Park's aims	14	9%	66	43%	63	41%	8	5%	2	1%	153

157 responses out of 305 - **51%** response rate

Employer Survey Results

	<u>Strongly Agree</u>	<u>%</u>	<u>Agree</u>	<u>%</u>	<u>Not Sure</u>	<u>%</u>	<u>Disagree</u>	<u>%</u>	<u>Strongly Disagree</u>	<u>%</u>	<u>Totals</u>
Training recd allowed staff to work more efficiently	5	28	13	72	0	0	0	0	0	0	18
Project team handled requests competently	10	56	8	44	0	0	0	0	0	0	18
Trnng rcvd has contributed +vely to op. and effic. of org	5	28	12	67	1	6	0	0	0	0	18
Putting staff thru training has made org competitive	3	17	9	50	6	33	0	0	0	0	18
Intend to put staff thru more training in 2005	10	56	7	39	1	6	0	0	0	0	18
Trnng spprt has made us explore further training	6	33	12	67	0	0	0	0	0	0	18
Totals	39	36%	61	56%	8	44%	0	0%	0	0%	108

	<u>Yes</u>	<u>%</u>	<u>No</u>	<u>%</u>	<u>Totals</u>
Training has helped the bus. to deliver Park's aims	17	94%	1	6%	18

18 responses out of 22 - **82%** response rate

SME Survey Results

	<u>Strongly Agree</u>	<u>%</u>	<u>Agree</u>	<u>%</u>	<u>Not Sure</u>	<u>%</u>	<u>Disagree</u>	<u>%</u>	<u>Strongly Disagree</u>	<u>%</u>	<u>Totals</u>
Training recd allowed us to work more efficiently	2	25	6	75	0	0	0	0	0	0	8
Project team handled requests competently	6	75	2	25	0	0	0	0	0	0	8
Training rcvd has contributed +vely to op. and effic. of org	3	38	5	63	0	0	0	0	0	0	8
Putting us thru training has made org competitive	3	38	3	38	1	13	1	13	0	0	8
Intend to do more training in 2005	5	63	3	38	0	0	0	0	0	0	8
Trnng spprt has made us explore further training	5	63	2	25	1	0	0	0	0	0	8
Totals	24	50%	21	44%	2	0%	1	2%	0	0%	48

	<u>Yes</u>	<u>%</u>	<u>No</u>	<u>%</u>	<u>Totals</u>
Training has helped the bus. to deliver Park's aims	8	100%	0	0%	8

8 responses out of 9 - **89%** response rate

Annex 3b - LBBTP analysis of survey results

Individual Beneficiary Results

1. The training received was relevant to my job. The majority agree (52%) followed by 43% who strongly agree.
2. The training received helped me to do my job better. The majority (57%) agree followed by 24% who strongly agree.
3. The training received has increased my confidence in how I carry out my role. The majority (58%) agree followed by 21% who strongly agree.
4. My job satisfaction has increased now that I have received training. The majority (44%) agree followed by 25% who are not sure.
5. My potential earning power has increased now that I have received training. The majority (36%) are not sure, followed by 28% who disagree.
6. Having received training, I feel my job security has increased. The majority (35%) are not sure, followed by 28% who disagree.
7. The training received has made me more ambitious to develop my role. The majority (43%) agree followed by 26% who are not sure.
8. I would like to go on more training courses in 2005. The majority (52%) agree followed by 33% who strongly agree.
9. I would not have received as much training if it were not for the CNPA's grant assistance. The majority (39%) strongly agree followed by 32% who agree.
10. Training received has helped me to deliver the Park's aims. The majority (43%) agree, but this was followed by 41% who said they are not sure what the aims are.

Employer Results

1. The training our staff received has allowed them to work more efficiently. The majority (72%) agree, followed by 28% who strongly agree
2. The project team handled our training requests competently. The majority (56%) strongly agree followed by 44% who agree.
3. The training the staff received has contributed positively to the operation and efficiency of the business. The majority (67%) agree followed by 28% who strongly agree.
4. Putting staff on training through the project has allowed our business to become more competitive. The majority (50%) agree followed by 33% who are not sure.
5. We intend to put our staff through additional training in 2005. The majority (56%) strongly agree followed by 39% who agree.
6. The training support we received has encouraged us to explore more training opportunities. The majority (67%) agree followed by 33% who strongly agree.
7. Has the training support your business received through the project contributed to your business's delivery of these aims? The majority (94%) said yes.

SME Results

1. The training we received has allowed us to work more efficiently. The majority (75%) agree, followed by 25% who strongly agree
2. The project team handled our training requests competently. The majority (75%) strongly agree followed by 25% who agree.
3. The training we received has contributed positively to the operation and efficiency of the business. The majority (63%) agree followed by 37% who strongly agree.
4. Putting us on training through the project has allowed our business to become more competitive. The majority (38%) agree followed by 37% who strongly agree.
5. We intend to do additional training in 2005. The majority (63%) strongly agree followed by 37% who agree.
6. The training support we received has encouraged us to explore more training opportunities. The majority (63%) strongly agree followed by 25% who agree.
7. Has the training support your business received through the project contributed to your business's delivery of these aims? All respondents (100%) said yes.

Annex 4 - Table of Public Benefit courses funded/arranged

Course	Speyside Delegate No.	Deeside Delegate No.	Cost per person.	Evaluation Score	LBBTP organised	Strategic context
1. Pearl Bordered Fritillary Butterfly Course	0	4	£67	Average	N	Delivers NP aim 1, Corporate Plan Strategic Theme 2.
2. Ecology of the Native Pinewood Conference	1	0	£65	Above Average	N	Delivers NP aims 1 and 2, Corporate Plan Strategic Theme 2.
3. Interpretive Planning by Sam Ham	21	0	£42	Excellent	N	Delivers NP aim 1, 2 and 3, Corporate Plan Strategic Theme 1 and 2.
4. Continuous Cover Forestry Course	0	1	£95	Above Average	N	Delivers NP aim 1 and 2, Corporate Plan Strategic Theme 2.
5. Scots Pine Rural Development Conference	3	1	£35	Above Average	N	Delivers NP aim 1 and 2, Corporate Plan Strategic Theme 2.
6. Spotlight on Raptors	6	5	£60	Average	N	Delivers NP aim 1, Corporate Plan Strategic Theme 2. Ties into the Nature Conservation (Scotland) Act 2004
7. Water Margin Management and Wildlife	14	19	£123	Above Average	Y	Delivers NP aim 1, 2 and 3, Corporate Plan Strategic Theme 2.
8. SCAN conference - Managing Access Rights to Water	1	3	£70	Excellent	N	Delivers NP aim 3, Corporate Plan Strategic Theme 1. Ties into the Land Reform (Scotland) Act 2003
9. 4PP - Diffuse Pollution	12	0	£106	Excellent	Y	Delivers NP aim 1, Corporate Plan Strategic Theme 2.
10. Disability Awareness	25	30	£37	Excellent	Y	Delivers NP aim 3 and 4, Corporate Plan Strategic Theme 3. Ties into the Disability Discrimination act (1995).
11. Is Biomass the Answer	6	2	£35.	Above Average	N	Delivers NP aim 2, Corporate Plan Strategic Theme 2.
12. SOAC and Communication Skills	18	14	£93	Above Average	Y	Delivers NP aim 3, Corporate Plan Strategic Theme 1. Ties into the Land Reform (Scotland) Act 2003
13. Field Surveying and Habitat Assessments for Bats	1	1	£145	Course to be held August	N	Delivers NP aim 1, Corporate Plan Strategic Theme 2. Ties into the Nature Conservation (Scotland) Act 2004
14. Insects and their Bat Predators	0	1	£70	Course to be held July	N	Delivers NP aim 1, Corporate Plan Strategic Theme 2. Ties into the Nature Conservation (Scotland) Act 2004
15. Cairngorms Wildlife - Identification and Interpretation - March 2005	25	10	£50	Excellent	Y	Delivers NP aim 1 and 3, Corporate Plan Strategic Themes 1 and 2. Ties into the Nature Conservation (Scotland) Act 2004
16. Basic Wildfire Fighting - March/April 2005				Course to be held March/April	Y	Delivers NP aim 1, Corporate Plan Strategic Theme 2.

Course	Speyside Delegate No.	Deeside Delegate No.	Cost per person.	Evaluation Score	LBBTP organised	Strategic context
17. Countryside Risk Management Training - April 2005				Course to be held April	Y	Delivers NP aim 3 and 4, Corporate Plan Strategic Theme 1. Ties into the Land Reform (Scotland) Act 2003

Evaluation Score

Delegates were asked to evaluate various elements of the course on the levels;

Poor, Below Average, Average, Above Average, Excellent.

LBBTP Organised

The LBBTP organises some PB courses, others are sourced by individual beneficiaries and LBB's, and some are communicated to the LBBTP by the training providers for LBBTP to further communicate the details to all LBB's on the e-mailing list.

Additional PB Courses

Further PB courses still to be arranged in 2005 include:

- Communication and Handling the media
- Wildlife and the Law
- The Management and Supervision of Fire Plans
- Mink and grey squirrel control
- SOAC - developments since February 2004
- Tick control and Lymes disease

Logistically, land based businesses are quieter in the first and last quarters. Realistically, public benefit courses should be delivered during these periods to ensure the accessibility of these courses to most workers within the sector. Equally, there is a danger of "overloading" businesses by aiming to deliver too many courses at one time. As such, the courses need to be suitable spaced out. With this in mind, the following courses have already been identified, as training needs in 2006 and beyond. In addition, many of the courses that have already been run need to be delivered in a similar but revised format at a later stage, e.g. SOAC and practical examples. It is also good practice to repeat courses to give new beneficiaries the opportunity to attend.

- Updates on the law about Waste disposal and Exploration of waste disposal alternatives and composting
- How the statutory duty to "further the conservation of biodiversity in the exercise of all public bodies" will affect land based businesses in the Park
- Advanced Access Audit training for estate staff (ghillies, gamekeepers)
- Interpreting the Historic Landscape.
- Interpretation for land managers - how best to manage and deliver it
- The Park Plan and implications for land managers

The Strategic Themes

1. To enable current and future generations to understand and enjoy the special qualities of the Park in a way which fosters those qualities and supports the activities of others.
2. To promote sustainable resource, land and water management; and to protect and enhance our wildlife and landscapes;
3. To support and stimulate economic and social development within the Park that sustains and is sustained by its special natural and cultural qualities;
4. To ensure our commitment to future generations we will look beyond the horizon and put in place plans to guide and co-ordinate the long term integrated management of the Park; and
5. To be an open, innovative and professional organisation that engages effectively with the public and behaves with integrity

Aims of the National Park

1. To conserve and enhance the natural and cultural heritage of the area
2. To promote sustainable use of the natural resources of the area
3. To promote understanding and enjoyment (including enjoyment in the form of recreation) of the special qualities of the area by the public
4. To promote sustainable economic and social development of the area's communities.

Annex 5

Sustainable tourism strategy actions that can be delivered through the Land Based Business Training Project

- 1(b) - encourage land managers to maintain attractive natural environments and access to them as a key resource for tourism, and reflect this in land management contracts (through the delivery of Public Benefit courses on Access, and Communication with the Media as well as commercial courses like Diversification onto Wildlife Tourism)
- 1(d) - encourage and assist tourism enterprises to adopt sound environmental management practice by encouraging take up of available training and advice on environmental management (through Public Benefit courses like Diffuse Pollution, Water Margin management, Alternative Methods of Waste Removal)
- 4(g) - strengthen and maintain Cairngorms knowledge and delivery by all tourism personnel by training, familiarisation visits and communication (through Public Benefit courses on The Cairngorms Wildlife, Habitat identification and interpretation, Interpreting the Historic Landscape)
- 4(h) - review and strengthen use of ranger services and upgrade ranger bases for information and interpretation delivery (through enabling all ranger services within the Park to access the support through the LBBTP)
- 5(e) - maintain and promote training schemes in quality and welcome (through support of Welcome Host courses and similar).
- 6(f) - encourage and support the development of product and experiences on the theme of learning about the land (through several of the above-mentioned PB courses)
- 7(d) - investigate the potential for more diversification of farms/land holdings into tourism and the support needed (Wildlife Diversification training)
- 8(d) - assess and develop the potential for more opportunities for exploring the park by foot, cycle, riding and canoe, including improved facility provision, packaging and information (providers of walking, riding and canoeing experiences are land based by virtue of their use of the land and are therefore able to access support through the LBBTP)

Annex 6 - Publicity Profile Land Based Business Training Project

1. Leaflet printed to promote the project - June 2004
2. Mention of the project and its funders on 13:00 news on Moray Forth radio - 7 July 2004
3. Press release about the project in the local "Badenoch and Strathspey Herald" and "The Press and Journal" - 8 July
4. 105 letters with attached leaflets sent to known land based businesses in the National Park - 13 July 2004
5. 90 leaflets attached to FWAG (Farmer's Wildlife Advisory Group) newsletter, and mailed by FWAG to FWAG customers - 15 July 2004
6. An article about the project included in FWAG's quarterly newsletter
7. 50 leaflets sent to Scottish Agricultural College to be mailed to SAC customers - 15 July 2004
8. An insert about the project included in SNH's in-house newsletter
9. 20 leaflets mailed to Scottish Gamekeeper's Association (SGA) for distribution to its members - 15 July 2004
10. Article about project included in Summer copy of SGA magazine
11. 10 leaflets sent to Cairngorm Crofting Community Association in August 2004
12. 20 leaflets distributed at an open day for farmers (River Spey Catchment Plan Open Day - Gaskbeg Farm)
13. 30 letters with attached leaflets sent to crofters on the CNPA crofters database, and 133 letters with attached leaflets sent to farmers on CNPA's farmers' database - August 2004
14. 30 leaflets distributed and informal presentation about project done at Blairfindy Moor Open Day - August 2004
15. 100 leaflets given to SAC conservation trainer for distribution to their customers - August 2004
16. Leaflets distributed at Grantown Show and Moy Game Fair - August 2004
17. 100 leaflets distributed at Scots Pine conference in Aviemore in September 2004
18. Article in "Park life", which is mailed to every homeowner located within the National Park
19. 10 leaflets given to Scottish Tenant Farmer's Association at Grantown Show - August 2004
20. Article about the project included in Mearns and Angus Training Services newsletter
21. Formal presentation of project at Estates Seminar, Tomintoul, and further distribution of leaflets - 4 November 2004
22. Radio interview on BBC Scotland - 10 November 2004
23. Formal presentation of project at Ranger's Gathering, Glenmore Lodge, and further distribution of leaflet - 8 December 2004
24. Every Public Benefit course arranged by the LBBTP is advertised in the local press, including the Deeside Piper, Press and Journal, and the Strathspey and Badenoch Herald. The advert includes both the CNPA and ESF logos.
25. Article in Strathspey and Badenoch Herald about the "Diffuse Pollution" course - 1st December 2004
26. Article and photo in Strathspey and Badenoch Herald about "Disability awareness" courses - 16 December 2004

27. Article about progress of project in Spring 2005 edition of Park Life.
28. Article in Strathspey and Badenoch Herald about the "Communications Skills and SOAC for Land Managers" course - 13 January 2005.
29. Article in Strathspey and Badenoch Herald about the new ESF funding package for the LBBTP for 2005 - 3rd February 2005.
30. Article in Strathspey and Badenoch Herald about the "Wildlife in the Park - Identification, Appreciation, and Interpretation for Land Managers" course - 17 February 2005.
31. Presentation of LBBTP at Cairngorms Chamber of Commerce Luncheon, Balmoral - 6 April 2005.
32. Article in Strathspey and Badenoch Herald about the "Countryside Risk Management" course - 21 April 2005.