

# CRITERIA FOR USE OF



# CAIRNGORMS BRAND

April 2006

## **Cairngorms Brand – Criteria for Use** (As updated March 2006)

The Cairngorms National Park want the use of the brand to become synonymous as a “kite mark” of quality and positive environmental management. There is no charge for using the brand but criteria have been developed to set a standard for use. Criteria for all sectors will be reviewed on an ongoing basis, with a view to improving standards. These are as follows:-

**Tourism Businesses** seeking to use the brand must meet the following criteria:-

- Membership of VisitScotland’s/ AA/ RAC star rating system or evolving Code of Conduct outlining codes of conduct agreements for businesses who do not fall within the existing quality scheme.
- A commitment to achieving, within one year, at least bronze level of the Green Tourism Business Scheme (or equivalent scheme such as Green Globe 21 etc).

Where there are different facets to a tourism business’ operations, the brand may only be used to market those elements of the business that are quality assured.

**Community/ Tourist Associations** seeking to use the brand can do so, on marketing web/ literature. Use of the brand is time limited to two years, at which time re-application must be made. Associations will be encouraged to improve quality and environmental standards of their business members as by the end of two year period, they may not be re-issued with the brand unless they can demonstrate an overall improvement in quality standards of members through increasing Quality Assurance scheme membership. Associations must also use the agreed wording below on all marketing activity.

The Cairngorms National Park is committed to promoting quality and environmental standards. Individual businesses displaying this logo meet these standards. (In addition for web use...”Click here to find out more about quality standards.” ...we will provide you with a suitable link).

**Events** seeking to use the brand must meet the following criteria:-

- Events should be held within the Park and/ or majority of economic benefit within the Park.
- Events should fit with the four main aims of the Park and the benefits of the event should be fully explained.
- Event should have an environmental policy (incl environment impact assessment if required).
- All relevant licensing permissions and insurance certificates must be obtained in advance of the Event.
- Event organisers must have project management experience.

**Products of the Park** the agreed criteria for **non edible** products are as follows:-

- Membership of the VS Code of Conduct Scheme (from Feb/ Mar 06 onwards)

- Product must either be made in the Park, or materials sourced from the Park and made in Scotland.
- Businesses must have an environmental policy.

Note: Enabling brand use to market products of the Park does not extend to use of the brand for merchandising purposes. Use of the brand for merchandise has still to be developed and agreed but will form a separate application for use.

### **Golf Courses**

The agreed criteria are as follows:-

- Courses must be located within the Park.
- Clubs must be a member of the Scottish Golf Union & signed up to the VisitScotland Code of Conduct.
- Clubs should participate in the Scottish Golf Environment Group Initiative, and make a commitment to a site inspection being carried out by SGEG Environmental Advisors within a year of signing up to use the brand.

### **Outdoor Activity Providers**

The agreed criteria for outdoor activity providers are:-

- Outdoor activity providers should be based in the Park, or operate the majority (70%+) of their activity involving customers must take place in the Park.
- Activity providers should be signed up to the Cairngorms Outdoor Operators Code of Conduct, including in recognition of the GTBS, submission of their environmental policy, and provide evidence of relevant National Governing Body (NGB) certification(s) / and/or AALA licence if required.

### **Edible Products**

#### **Beef & Lamb**

The agreed criteria for beef and lamb products are as follows:-

- The beef or lamb is obtained from livestock *born, reared* and *finished* in the Cairngorms National Park.
- The beef or lamb is obtained from a producer registered as a member of the *Quality Meat Scotland Farm Assurance Scheme*.
- The beef or lamb is obtained from land where the producer demonstrates a commitment to positive environmental management through involvement in **one or more** of the following schemes:
  - *Linking Environment and Farming Marque Scheme*
  - *Cairngorms and Straths Environmentally Sensitive Area Scheme*
  - *Rural Stewardship Scheme*
  - *Habitats Scheme*
  - *Organic Aid Scheme*

### Wild Venison

The agreed criteria for wild venison are as follows:-

- The venison is obtained from any species of *free ranging deer* shot within the Cairngorms National Park.
- The venison satisfies the standards of the *Scottish Quality Assured Wild Venison Scheme*.
- The venison is obtained from deer managed and culled in accordance with the *Best Practice Guidance* published by the *Deer Commission for Scotland*.

### Fruit, Vegetables and Cereals

The agreed criteria are as follows:-

- The crops were grown within the Cairngorms National Park
- The crops are obtained from land where the producer demonstrates a commitment to positive environmental management through involvement in **one or more** of the schemes required for beef & lamb producers.

**Quality & Environmental Standards to be applied to “Non Commercial” uses of the Brand**

<i>Brand Use</i>	<i>Criteria</i>	<i>Practical Uses, (Relevant CNPA Group)</i>
Signage – directional & locational	<p>All proposed signage must form part of the lead organisations strategic framework and with the Priorities for Action outlined in the draft Park Plan. (e.g. CNPA signage framework)</p> <p>Lead organisation must have an environmental policy.</p> <p>A final draft visual of signage &amp; proposed sign material must be approved by the CNPA prior to sign installation.</p> <p>Where possible materials sourced from the Park should be used.</p>	Point of Entry Markers fall into this category (VSR)
<p>Visitor-oriented information and interpretation &amp;</p> <p>Publications re. Park’s special qualities</p>	<p>Lead organisation must have an environmental policy.</p> <p>A final draft sample including final draft text must be approved by the CNPA prior to printing.</p> <p>All proposed information must fit with the CNPA Interpretive Framework.</p> <p>Printed on environmentally sustainable paper or uses materials from the Park which are characteristic of the Park.</p>	<p>CNPA visitor literature is already being branded.</p> <p>(VSR – information &amp; interpretation, NH – natural heritage publications, ESD – cultural heritage publications).</p>
Collaborative Management Strategies/Plans “owned” by more than one organisation	<p>Lead organisation must have an environmental policy.</p> <p>Strategy/Plan must relate to the whole geographic area of the National Park.</p> <p>Strategy/ Plan must contribute to the achievement of the Park Plan.</p> <p>Strategy/ Plan must be printed on environmentally sustainable paper.</p>	The Park Plan is the obvious use in this context. Other examples include the Cairngorms Housing Strategy and Action Plan and the Sustainable Tourism Strategy and Action Plan. (SPPM, Comms, ESD)
Other Partnership Projects not covered by the above	<p>Lead organisation must have an environmental policy.</p> <p>The project must involve partner collaboration and delivers action outlined in the Park Plan.</p> <p>Nature of projects are likely to be wide and varied, therefore information on the project outlining quality and environmental standards set for the project should be supplied to the BMG, prior to approval of brand use.</p>	Examples might include Park-related public transport, the Youth Apprenticeship Scheme, etc. (ALL)