



## National Park Partnership Plan consultation report

Results from the formal consultation period,  
held between 23 September and 17  
December 2021



# Contents

1. Summary of engagement activity .....	3
2. Introduction .....	4
2.1 Background to the partnership plan .....	4
2.2 Overview of the consultation.....	4
2.3 How the consultation was promoted .....	5
2.4 Organisational and group responses .....	6
3. Demographic information.....	7
3.1 Questions asked during the consultation .....	7
3.2 Gender.....	7
3.3 Sexuality .....	8
3.4 Ethnicity .....	9
3.5 Disability.....	10
3.6 Connection to the National Park.....	11
3.7 Age range .....	12
3.8 Geography.....	13
3.9 Employment status .....	15
4. Nature.....	16
4.1 Number and type of response .....	16
4.2 Summary of feedback .....	16
4.3 Analysis of responses .....	17
4.4 Conclusion.....	23
5. People.....	24
5.1 Number and type of response .....	24
5.2 Summary of feedback .....	24
5.3 Analysis of responses .....	25
5.4 Conclusion.....	29
6. Place .....	30
6.1 Number and type of response .....	30
6.2 Summary of feedback .....	30
6.3 Analysis of responses .....	31
6.4 Conclusion.....	35

# 1. Summary of engagement activity



**85**

days of formal consultation



**13**

countries represented in the final results



**250,000**

reached via social media channels



**12,163**

postcards sent to residents



**11,080**

visits to the Commonplace site



**501**

est. attendees at nearly 40 events



**3,673**

social likes, shares and comments



**50+**

responses from partner organisations



**1,453**

responses to formal consultation



**17**

in-depth interviews with target groups

## 2. Introduction

### 2.1 Background to the partnership plan

The Cairngorms National Park Authority is in the process of producing a new National Park Partnership Plan for the period 2023-2027. The partnership plan is the management plan for the Cairngorms National Park and sets out how all those with a responsibility for the National Park will co-ordinate their work to tackle the most important issues. In particular, the plan:

- Sets out the vision and overarching strategy for managing the National Park.
- Guides the work of all public bodies and other partners to deliver the aims of the National Park.
- Provides the strategic context for the Local Development Plan.
- Is the Strategic Regional Land Use Framework and Regional Spatial Strategy for the National Park.
- Is the Economic and Sustainable Tourism Strategy for the National Park.

The document is arranged in three sections: Nature, People and Place. In each section, we set out an overall outcome that we want to achieve by 2045 (the year Scottish Government has committed to achieving net zero), plus a series of long-term objectives and key targets or indicators of progress. Each of these targets is supported by a set of actions and policies for the next five years.

### 2.2 Overview of the consultation

In order to inform the development of the new partnership plan, two phases of consultation were planned for the second half of 2021: an informal phase to establish key themes and talking points, and a formal phase for stakeholders to feedback on a draft partnership document.

The informal consultation launched on 15 June and ran until September. It was built around a dedicated microsite using the Commonplace platform, and was supported by a variety of media, website and social media promotion. In total, 279 detailed responses were received, plus a further 185 comments gathered through social media activity, and a smaller number (c. 20) of face-to-face qualitative interviews.

Following the conclusion of the informal phase – and utilising feedback from participants – a draft consultation document was produced in mid-September to seek views on:

- The big challenges that need to be addressed within the National Park across each of the Nature, People and Place themes.
- The extent to which people agreed or disagreed with the proposals as outlined.
- The actions and proposed policy direction required to help deliver on these objectives.
- Whether there was anything missing from the draft plan as outlined.

The formal phase of the Cairngorms National Park Partnership Plan consultation launched on Thursday 23 September and ran until 17 December 2021, with the draft plan made available via a dedicated Commonplace website, long-format pdf, print and screen reader-friendly versions. In total, 1,453 responses were received online, via email and by post, as compared with a total of 319 for the equivalent consultation five years ago.

This report was produced by members of the Park Authority Planning and Communications teams, who read through all 1,400+ responses in full between December and January 2022. The report provides an analysis of responses to the formal consultation, summarises overall responses as well as the demographics of those who took part, and attempts to identify key trends and issues that were raised by participants. This document was designed to inform discussions around the final version of the partnership plan, which was due to be agreed by the Park Authority board and by Scottish Government ministers in summer 2022.

## 2.3 How the consultation was promoted

The draft partnership plan was promoted extensively both on and offline during the consultation, with dedicated press releases and videos created, including a partnership with the Press and Journal and Inverness Courier, and paid advertising in the Deeside and Donside Piper, Strathspey Herald and the Dundee Courier. This was accompanied by a paid social media advertising campaign, targeting a range of audiences including local residents, workers and visitors to the National Park.

A toolkit with resources for e-newsletters, social media and print publications was circulated to hundreds of partner organisations, posters and flyers were distributed to communities and businesses across the National Park, and a leaflet was sent to every household in the area, explaining how people could get involved.

Although the ongoing impact of Covid-19 limited the number of face-to-face sessions carried out, around 40 events did take place with a range of audiences, including community groups, schools, farmers and other land managers, and local businesses. Over 500 people and 50+ organisations were engaged through these activities.

Alongside the Park Authority's own engagement activities, an independent market research agency (Scotinform) was commissioned to conduct 17 one-to-one interviews with audiences that were under-represented in the last consultation exercise five years

ago. This included ethnic minority groups and audiences with accessibility needs, as well as land managers, local businesses, community groups and health providers.

A paid and organic social media advertising campaign had a reach of nearly 500,000 across the formal and informal phases, including local residents, workers and visitors to the National Park. Content was liked, shared or commented on 3,673 times, and the Commonplace website received over 11,000 hits over the three months the consultation was running.

## 2.4 Organisational and group responses

Responses to the draft plan were received from the following organisations and groups: Aberdeenshire Council, Alford Academy, Alvie Estate, Angus Council, Association of Deer Management Groups, Atholl Estates, Aviemore and Glenmore Community Trust, Avochie Estate, Backbone CIC, Badenoch and Strathspey Conservation Group, Badenoch Heritage, Bòrd na Gàidhlig, Cairngorm Mountain, Cairngorms Business Partnership, The Cairngorms Campaign, Cairngorms National Park Authority Equality Advisory Panel, Cairngorms Outdoor Access Forum, Cawdor Estate, Crown Estate Scotland, Dalhousie Estate, Dee District Salmon Fishery Board, Dunecht Estates, Game and Wildlife Conservation Trust, Grampian Moorland Group, Grantown and Vicinity Community Council, The Highland Council, Historic Environment Scotland, John Muir Trust, Kingussie and Vicinity Community Council, Kingussie Community Development Company, National Trust for Scotland (Mar Lodge Estate), NatureScot, Nestrans, North East Mountain Trust, Paths for All, Plant Link Scotland (incorporating Plantlife Scotland, the Botanical Society of Britain and Ireland and the British Bryological Society), Ramblers Scotland, Rewilding Britain, River South Esk Catchment Partnership, Rothiemurchus, Royal Zoological Society of Scotland, RSPB Scotland, Scottish Enterprise, Scottish Environment LINK, Scottish Gamekeepers' Association, Scottish Land and Estates, South Grampian Deer Management Group, Strathearn and Speyside Moorland Group, Upper Deeside and Donside Land Management Group, VisitAberdeenshire, VisitScotland, West Grampian Moorland Group, and the Woodland Crofts Partnership.

## 3. Demographic information

### 3.1 Questions asked during the consultation

Over the course of the three-month consultation, demographic information was collected via Commonplace (in line with GDPR regulations) to ensure we reached as representative an audience possible. We also committed to capturing and reporting on this information as part of our public sector equalities duty.

The Park Authority's Equality Advisory Panel fed into what type of information would be collected, and the following questions were taken forward:

- What is your gender?
- Which of the following best describes your sexual orientation?
- What is your ethnic group?
- Do you have any physical or mental health conditions or illnesses lasting, or expected to last, 12 months or more?
- What is your connection to the Cairngorms National Park?
- What is your age group?
- Where do you currently live?
- What is your home postcode (if applicable)?
- What is your employment status?

### 3.2 Gender

570 people chose to answer this question, out of a total of just under 1,300 responses received via Commonplace (around 44%). Responses broke down as follows:

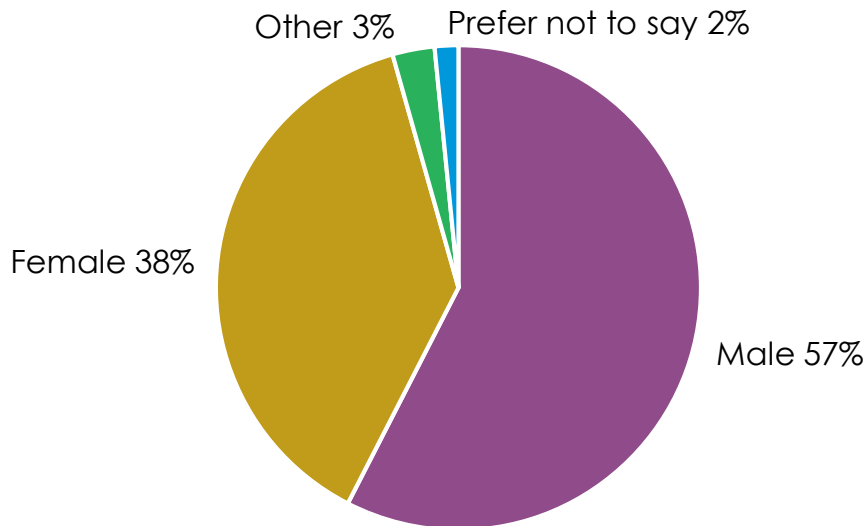


Figure 1 – Breakdown of responses to gender question, n=570

According to Scotland’s Census (from 27 March 2011) – which only provided two gender options (male or female) – women made up 51% of the Scottish population and men 49%. The equivalent figures for the National Park area were 50% female and 50% male, suggesting that responses to the consultation skewed male.

Whilst not included in the last census, an NHS report published in May 2018 cited an estimate of 0.5% of the Scottish population identifying as transgender; meanwhile, 6.9% of respondents to the UK Government’s National LGBT Survey identified as non-binary, and a further 0.9% as other. The figure for partnership plan responses sits somewhere between these various estimates.

### 3.3 Sexuality

343 people chose to answer this question, out of a total of just under 1,300 responses received via Commonplace (around 27%). Responses broke down as follows:



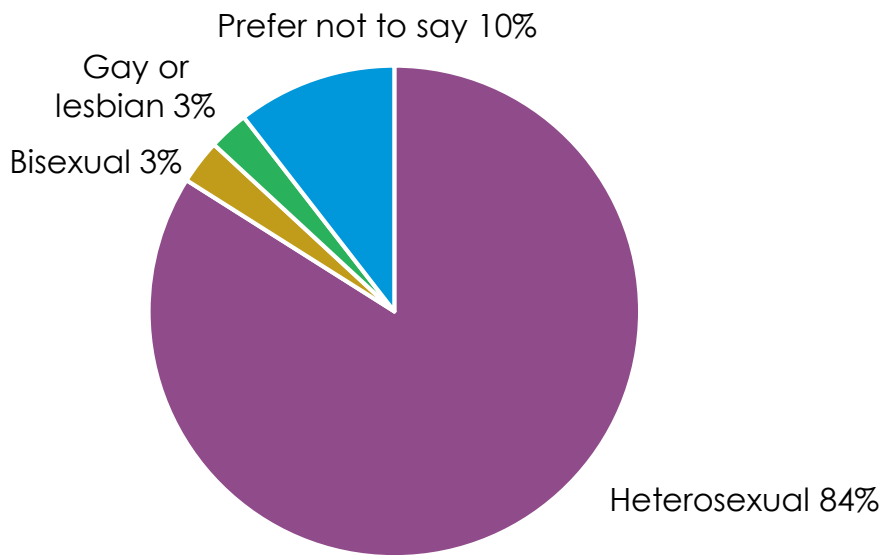


Figure 2 - Breakdown of responses to sexuality question, n=343

By way of comparison, a 2015 report from the Office of National Statistics (ONS) suggested that 95% of the Scottish population identified as heterosexual, 1.0% as gay or lesbian, 0.6% as bisexual, 0.4% other, and 2.8% prefer not to say.

### 3.4 Ethnicity

542 people chose to answer this question, out of a total of just under 1,300 responses received via Commonplace (around 42%). Responses broke down as follows:

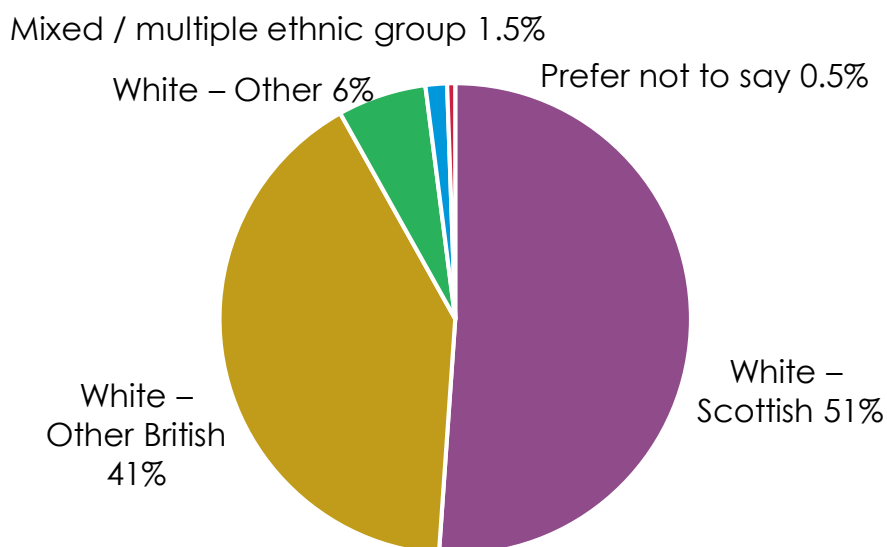


Figure 3 – Breakdown of responses to ethnicity question, n=542

The 2011 census reported that 96% of Scotland’s population was White, with 91.8% identifying as either White – Scottish or White – Other British. 4.2% of people identified as Polish, Irish, Gypsy/Traveller or White – Other. The population of Asian, African, Caribbean or Black, Mixed or Other ethnic groups was 4%.

Across the five local authority areas of the National Park, 81.8% identified as Scottish, 12.8% as Other British, 4.0% as Polish, Irish, Gypsy/Traveller or White – Other, and 1.5% as Asian, African, Caribbean or Black, Mixed or Other ethnic groups. Whilst the figures above do not include individuals engaged through Scotinform’s depth interviews, or from organisations such as Backbone, Equal Adventure and All The Elements, it is clear that more work is required to fully engage a range of ethnic minority communities in future consultations, something we are exploring as part of a national partnership between National Parks UK and All The Elements.

### 3.5 Disability

539 people chose to answer this question, out of a total of just under 1,300 responses received via Commonplace (around 42%). Responses broke down as follows:

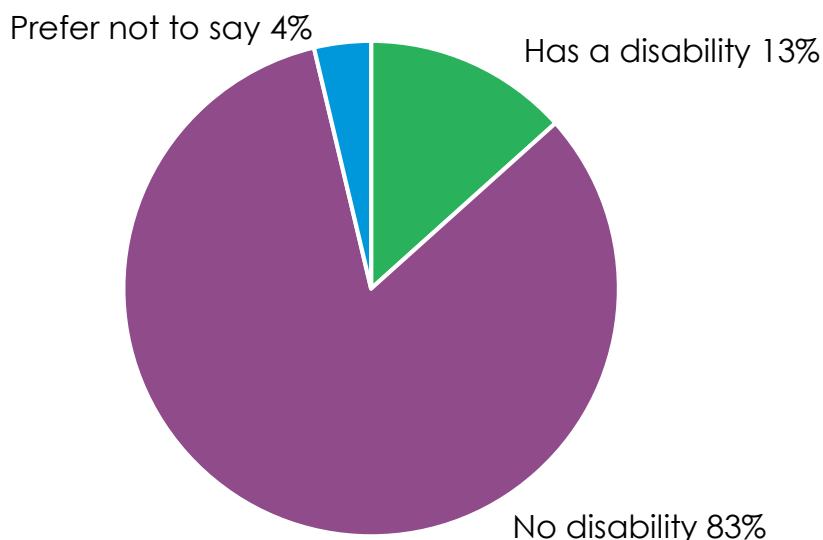


Figure 4 – Breakdown of responses to ethnicity question, n=539

The wording of this question varied slightly from the last census in terms of the options available to participants. Whereas Scotland’s Census 2011 had the option of ‘Yes, limited

a lot', 'Yes, limited a little' and 'No', we had a more binary yes/no choice. This should be amended in future consultation activity.

For context, 80.4% of the Scottish population said their day-to-day activities were not limited, 10.1% said their activities were limited a little, and 9.6% said their activities were limited a lot. Whilst a direct comparison is not possible, the figures from the consultation are broadly in line with these statistics.

### 3.6 Connection to the National Park

661 people chose to answer this question, out of a total of just under 1,300 responses received via Commonplace (around 52%). Responses broke down as follows:

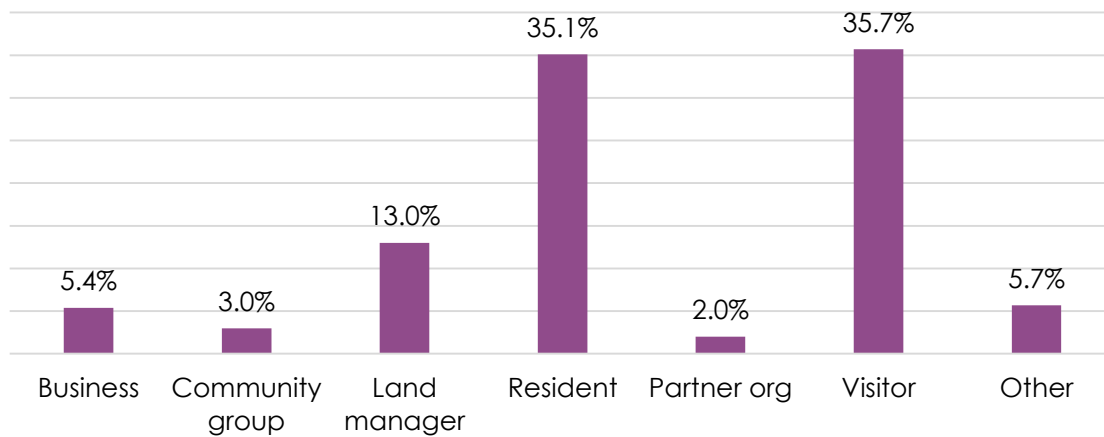


Figure 5 – Breakdown of responses to connection to National Park question, n=661

It is notable that over 50% of respondents (35.1% residents, 13.0% land managers and 5.4% businesses) come from within the National Park, and that the proportion of residents and visitors is broadly similar, making comparisons of their respective responses slightly easier.

The number of businesses responding may have been impacted by the recent consultation on the National Park's Economic Strategy, and it should be noted that the above figures do not include organisational responses eg from Chambers of Commerce and other business groups. The number of land managers responding has risen from around 13 in December 2016 to 13% in December 2021, reflecting both the increased amount of engagement activity with this audience, and the strength of reaction to some of the draft plan contents (see below).

### 3.7 Age range

642 people chose to answer this question, out of a total of just under 1,300 responses received via Commonplace (around 50%). Responses broke down as follows:

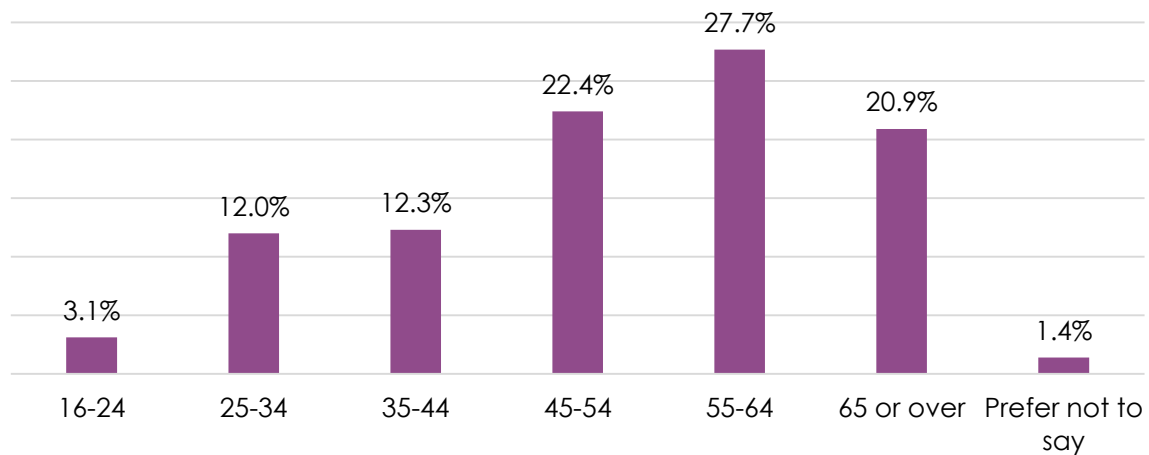


Figure 6 – Breakdown of responses to age question, n=642

The 2011 census reported that 11.9% of Scotland’s population was aged 16-24, 12.6% between 25-34, 13.9% between 35-44, 14.9% between 45 and 54, 12.6% between 55-64, and 16.8% over 65. However, the population of the National Park skews older as compared to the rest of Scotland, and there has been a decline in the number of 16-24-year-olds since the last census was completed (eg the UK figure declined by 20,000 last year alone).

The data in figure 6 suggests the consultation response was broadly representative of populations in and around the National Park, with the exception of those aged 16-24 responding via Commonplace, which was below the Scottish average. It should be noted, however, that we received a significant number (over 200) of informal responses via social media – especially Instagram – which would suggest that this age group preferred to respond via alternative methods. We will need to bear this in mind for any stakeholder consultation in future.

### 3.8 Geography

667 people chose to answer this question, out of a total of just under 1,300 responses received via Commonplace (around 52%). The lion share of responses came from Scotland, England and Wales; however, we did receive correspondence from Afghanistan, Belgium, Canada, Germany, Ireland, the Netherlands, Spain, Taiwan and the USA.

The results have been summarised in heatmap form below:

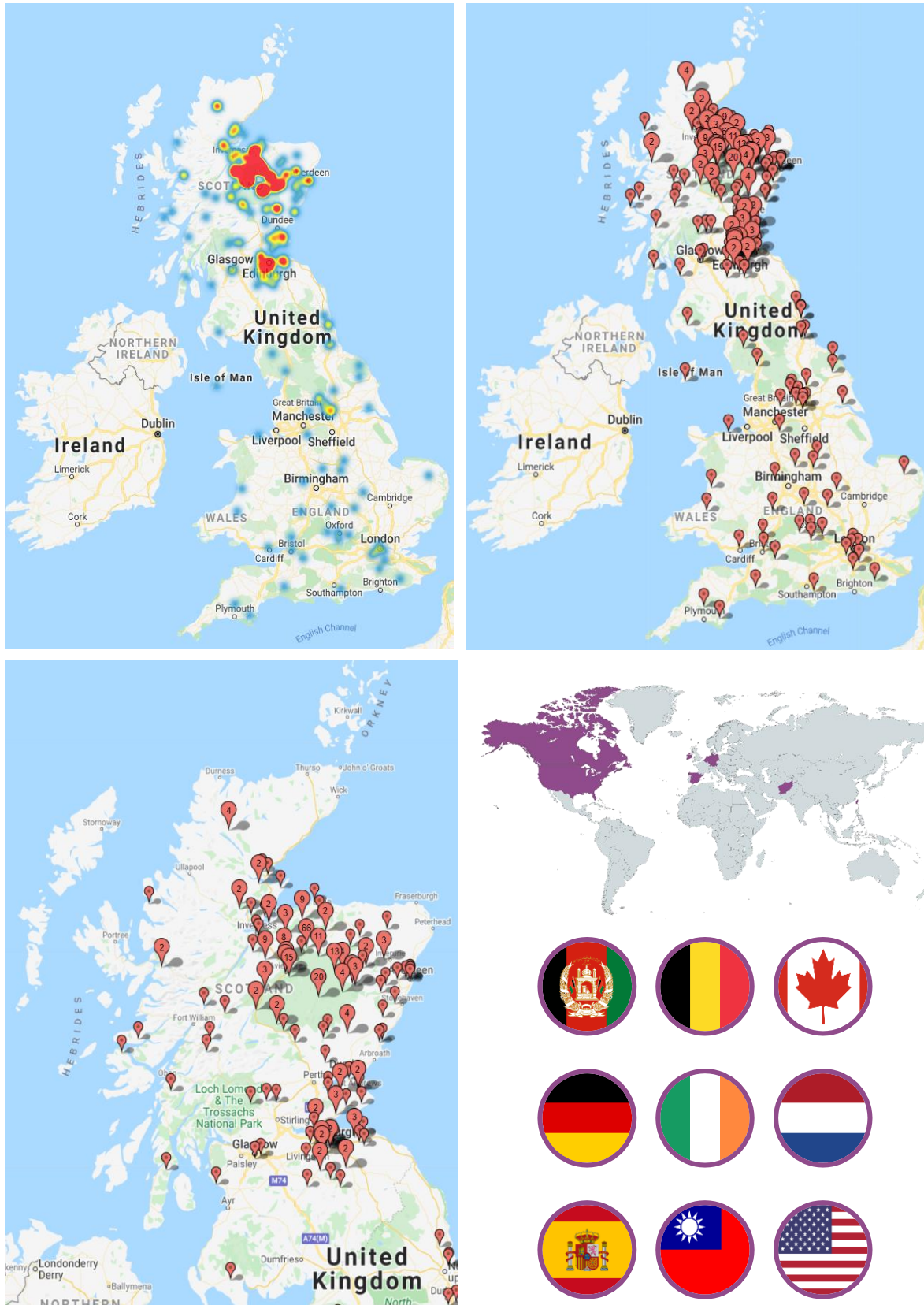


Figure 7 – Breakdown of responses to geography question, n=667.  
 Copyright: Google Maps, MapChart.

### 3.9 Employment status

665 people chose to answer this question, out of a total of just under 1,300 responses received via Commonplace (around 52%). Responses broke down as follows:

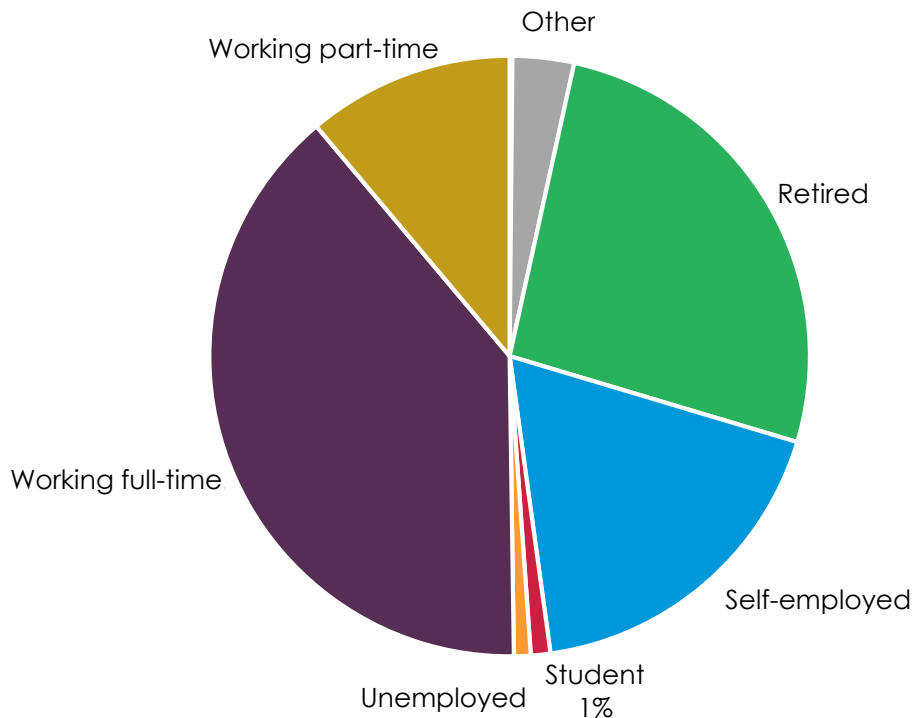


Figure 8 – Breakdown of responses to employment status question, n=665.

The National Park has a higher proportion of part-time and self-employed people (both around 15%) than the Scottish population (around 13%), and this is in part reflected in the data above. The reason for this higher proportion is likely to be the makeup of the main employment sectors in the National Park (accommodation and food; arts, entertainment, recreation and other; skilled trades), which tend to be fulfilled by part-time and self-employed workers.

Around 1.5-2% of National Park residents are full-time students and a similar proportion are unemployed, with around 40% working full-time. These figures suggest the consultation is broadly representative of the employment picture in the National Park.

## 4. Nature

### 4.1 Number and type of response

A total of 938 responses were received to the Nature section of the draft partnership plan. Of these, 823 people responded to the consultation questions via the Commonplace platform, with an additional 85 who emailed or posted in written responses and 30 who used the Commonplace heatmap function (either explicitly stating they were responding about Nature or writing about topics clearly associated with the Nature objectives and targets). Only comments relating to the Nature theme have been included in this analysis.

The majority of those who emailed tended not to answer the specific consultation questions, so cannot be included in the numerical figures presented. The heatmap function did not ask the same questions as the Commonplace consultation, so it is not possible to add heatmap data to the agree / disagree figures. However, the content of the email and heatmap responses have been included in the analysis and text summaries of points raised.

### 4.2 Summary of feedback

- A large number of people responded to the Nature topic of the National Park Partnership Plan from a broad range of ages, employment and responder types.
- 66% of responders agreed with the objectives and targets set out in the Plan, with 75% agreeing with the overall aim.
- While there was strong support for the need for action to tackle climate change and biodiversity loss, there were a significant number of comments that the draft plan was not being ambitious enough / the timescales are too long, with too many vague objectives.
- A common concern running throughout the question responses was about the potential for greenwashing in relation to corporate / private investment (both in terms of the nature of this investment and its effects on people and nature).
- There were divergent opinions about the benefits or otherwise of traditional land management, particularly when associated with muirburn, game birds and deer. However, there was strong support for greater regulation or a ban of both muirburn and game bird release and shooting.
- In relation to woodland expansion, concerns were raised about the negative impacts of indiscriminate tree planting versus support for woodland expansion.
- Tackling problem tourism (eg parking, motorhomes, litter, antisocial behaviour), managing human activity (eg dogs, electric and mountain bikes) and access also featured in consultation responses.

- A number of respondents suggested there was a need for the draft plan to take stronger action on wildlife crime.
- Aspects that were considered to be missing from the draft plan included more specific nature conservation objectives and species reintroductions.

### 4.3 Analysis of responses

All of the responses were reviewed and analysed. Some common themes and sub-themes emerged during analysis of the comments within the responses, which comments could be grouped into. Some other comments were received that did not fit into the themes and sub-themes and / or were raised too few times to warrant a new theme or sub-theme. For completeness, these were collated as part of a separate annex.

**i. Consultation question: To what extent do you agree or disagree with the overall outcome for Nature we have proposed? ‘A carbon negative and biodiversity rich National Park with better functioning, better connected and more resilient ecosystems’**

Around 78% of respondents answered the multiple-choice question about the proposed outcome for Nature. As you can see from figure 9, around 75% of respondents agreed that the overall outcome for Nature was appropriate, with around 16% disagreeing.

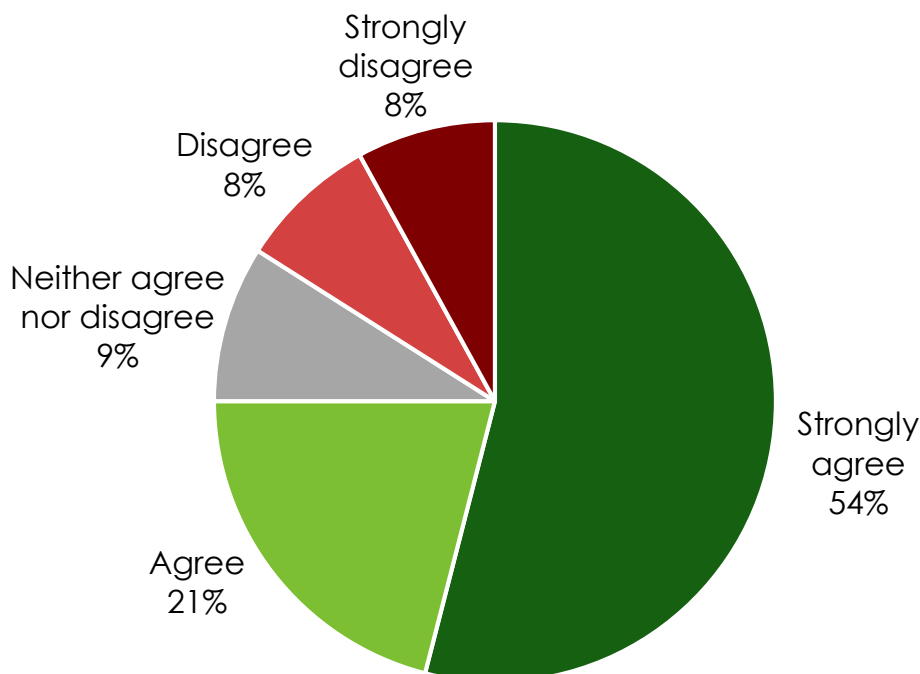


Figure 9 – Level of agreement / disagreement with Nature outcome question, n=673.



**ii. Consultation question: To what extent do you agree or disagree that these are the right objectives and targets for the National Park?**

Around 87% of respondents answered the multiple-choice question about the proposed Nature objectives. Comments in the text responses indicated that those who chose not to answer may have done so due to there being too many objectives / targets. Some did not feel they could definitively agree or disagree with all objectives, and as such felt unable to answer.

As you can see from figure 10, of the respondents who did answer, around 66% agreed that the objectives and targets for Nature were appropriate, with around 26% disagreeing.

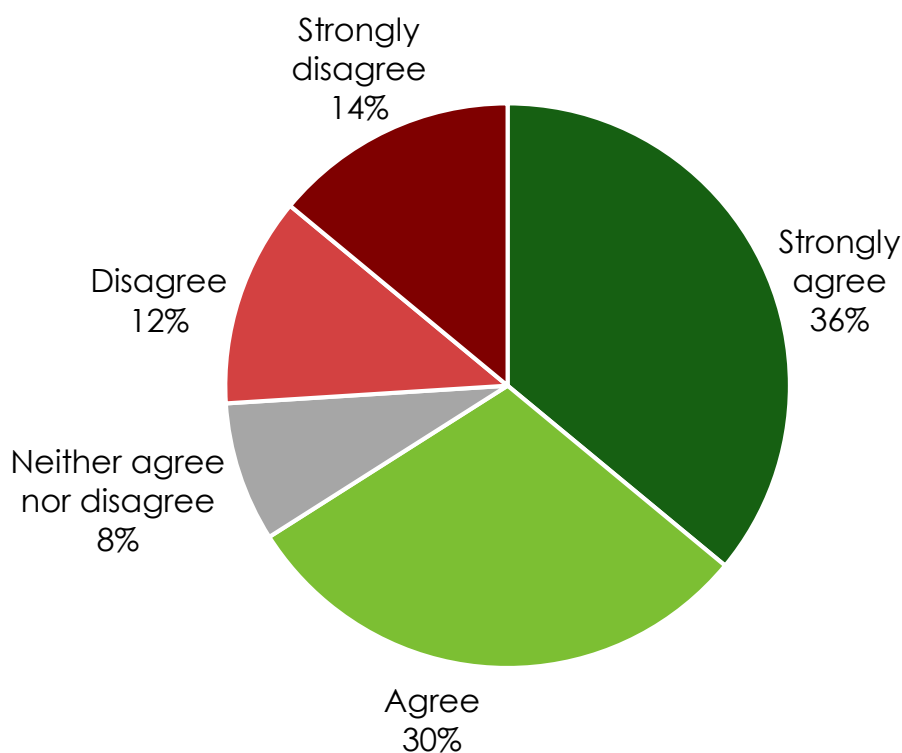


Figure 10 – Level of agreement / disagreement with Nature objectives question, n=748.

There was some variation in response based on which audience was responding. Whereas 77% of residents (total sample size 201) and 78% of visitors (n=217) agreed or strongly agreed with the proposed Nature objectives, only 21% of land managers (n=67) felt the same way, and 70% disagreed or strongly disagreed.

It should also be noted that from the text comments where respondents neither agreed or disagreed or did not answer, this tended to be related to them agreeing to some but not all objectives and targets. There was some criticism of the question in that, with so many objectives and targets, it would have been better to ask the question of the individual objectives, to allow respondents to more accurately record where their agreement / disagreement lay.

### iii. Consultation question: Why do you agree or disagree that these are the right objectives and targets for the National Park?

In response to this question, 11 common themes emerged:

- About the plan
- Traditional land management
- Game birds
- Muirburn
- Deer
- Woodland expansion
- Support and collaboration
- Human activity issues
- Nature conservation
- Wildlife crime / control
- Species reintroductions

Many of the themes had divergent viewpoints within them; for example, some responders promoted a particular viewpoint and others opposed it. As a result, within each theme sub-themes emerged. These sub-themes have been captured in a supporting annex to this summary report.

The key points to note in relation to the extent of agreement with the proposed objectives and targets are:

- The greatest number of comments were found in the 'about the plan' theme, with around 51% of all the comments recorded mentioning one or more of the sub-themes identified. 49% of those comments supported the need for action due to climate change and / or biodiversity loss. However, 31% of the comments in the 'about the plan' theme (113 respondents) said the draft plan was not ambitious enough, or that timescales were too long. 4% (13 respondents) felt that the draft plan was too vague / had too many objectives, with 7% (26 respondents) identifying a need for evidence to support / justify / provide a baseline for the objectives and targets proposed.
- Of the other areas, the combined themes of traditional land management, muirburn, deer and game birds generated the most comments (45% of the total), often with opposing views within each theme, as outlined below.
- 16% of all comments recorded related to traditional land management. Within these comments, 61% (68 respondents in total) strongly supported traditional land management as being important for cultural heritage, people and nature, while 34% (38 respondents) identified that traditional land management as being bad for nature.
- Almost 15% of all comments recorded referred to muirburn. Of these comments, there was strong support for greater regulation (95%), with some (40%) calling for it to be banned on peat >30cm rather than the 50cm proposed in the draft plan,

or banned altogether (33%), as opposed to a small amount of comments arguing for muirburn as a means to control wildfires (5%).

- Around 7% of all comments recorded referred to deer. Of these comments, 42% considered that the deer density target was too high and should be lower, with 17% considering that the use of density was an unhelpful metric and that local (herbivore impact) assessments should be used to set targets. 40% considered that the use of deer fencing may be necessary in some situations.
- Around 6% of all comments recorded referred to the game bird sector. Of these comments, 98% supported greater regulation or a ban on game bird release and shooting. 2% called for a ban of lead shot.
- In the remaining themes, 5% of all the comments identified a need for collaborative working to get a better outcome for both nature and people, including encouraging and supporting the creation of more sustainable rural employment, such as nature-based tourism and regenerative farming.
- Around 4% of all the comments raised concerns about greenwashing and the effects of corporate / private investment on nature (and people).
- Around 3% of all the comments related to woodland expansion, with 36% supporting woodland expansion but 64% concerned about the effects of indiscriminate tree planting.

#### iv. Consultation question: Is there anything missing that we should prioritise?

The key points to note in relation to whether anything is missing from the draft plan are:

- The greatest number of comments (18%) were found in the support and collaboration theme, with comments identifying a need for the draft plan to include more on collaborative working to get a better outcome for both nature and people, including encouraging and supporting the creation of more sustainable rural employment, such as nature-based tourism and regenerative farming.
- Nature conservation received a similar proportion of the total comments (just over 17% of all comments recorded), with 39% of those considering that conservation of specific species and habitats (eg capercaillie, wildcat, existing woodlands) was missing from the draft plan, with 17% separately highlighting the freshwater environment as being in need of particular attention. 26% considered that there is a need for the draft plan to provide greater safeguarding of locations important for nature outside of areas protected for nature conservation, with 19% considering that the draft plan should include the creation of wildlife refuge areas with no human access.
- Enabling species reintroductions was also felt to be missing from the draft plan in over 14% of all comments recorded.
- Around 10% of all comments recorded identified issues with human activity, with 42% of those comments considering that tourism and the issues it causes, and solutions, need acknowledging and addressing in the final plan (toilet provision, litter, motorhomes, parking, tourist tax).
- Another issue that was felt to be missing that was raised by 45% of comments was a need for education and awareness raising about environment (for visitors and

residents). Related to this but commented on separately, 12% felt that issues around access rights were missing from the draft plan, such as better regulation of dogs and bikes and upholding existing rights when land use changes.

A small number of respondents also made comments relating to other sub-themes. These have been captured in a supporting annex to this summary report.

#### **v. Consultation question: Do you have any other comments?**

For consistency, the same eleven themes were used to group responses to this question. Heatmap responses were added to this analysis as the heatmap question was a best match for the 'do you have any other comments' question on Commonplace. The key points to note in relation to the overall aim are:

- The greatest number of comments were found in the 'about the plan' theme, with around 24% of the 199 overall comments mentioning one or more of the sub-themes identified. 60% (28 respondents) said the draft plan was not ambitious enough / timescales were too long. 13% (6 respondents) felt that it was too vague / had too many objectives, with 2% (one respondent) identifying a need for evidence to support / justify / provide a baseline for the objectives and targets proposed.
- In the other themes, the support and collaboration (23%), traditional land management (17%), muirburn (13%) and game birds (12%) themes generated the most comments, often with opposing views as outlined below.
- Out of the 46 comments about support and collaboration, 37% (17 respondents) identified a need for collaborative working to get a better outcome for both nature and people, with 32% (15 respondents) encouraging and supporting the creation of more sustainable rural employment, such as nature-based tourism and regenerative farming.
- Around 71% of the 35 comments about traditional land management considered that traditional land management is bad for nature, with 28% considering traditional land management as being important for cultural heritage, people and nature.
- Of the 25 comments referring to the game birds sector, 88% called for a ban on game bird release and shooting, with a further 12% supporting greater regulation.
- Around 6% of all the comments recorded related to concerns about greenwashing and the effects of corporate / private investment on nature (and people).
- Around 4% of all the comments related to woodland expansion, with one third of respondents supportive of woodland expansion but two thirds being concerned about the effects of indiscriminate tree planting.

A small number of respondents also made comments relating to other sub-themes and these have again been summarised in a supporting annex.

## **4.4 Conclusion**

Comments were received from a good demographic spread of people on a broad range of topics. There is a good level of support for the Nature outcome and for the objectives and targets that sit alongside it (75% and 66% respectively). There are some polarised views, particularly in the traditional land management, muirburn and game bird themes, but overall there was support for the direction the draft plan is taking in these areas.

However, the comments indicate that there are some areas that would benefit from clarification in future iterations of the partnership plan, particularly around timescales, woodland expansion and safeguards against greenwashing from corporate / private investment (raised in 11% of all comments).

## 5. People

### 5.1 Number and type of response

295 responses were received on the People theme. Of these, 186 people responded to the consultation questions on People via the Commonplace platform, with an additional 51 who emailed or posted in written responses and 58 who used the Commonplace heatmap function (either explicitly stating they were responding about People or writing about topics clearly associated with the People objectives and targets). Only comments relating to the People theme have been included in this analysis.

The majority of those who emailed tended not to answer the specific consultation questions, so cannot be included in the numerical figures presented. The heatmap function did not ask the same questions as the Commonplace consultation, so it is not possible to add heatmap data to the agree / disagree figures. However, the content of the email and heatmap responses have been included in the analysis and text summaries of points raised.

### 5.2 Summary of feedback

- A good number of people responded to the People topic of the National Park Partnership Plan from a broad range of ages, employment and responder types.
- 83% of responders agreed with the overall outcome, with 74% agreeing with the objectives and targets set out in the draft plan.
- While there was strong support for the overall approach, there were a number of comments (27 respondents) that the draft plan had too many vague objectives.
- A common concern running throughout the question responses was the lack of affordable housing for local residents and workers, and the effect second / holiday homes were having on the housing market. These issues were addressed in the Place section of the plan, but the strength of feeling illustrates the strong relationship between housing and its role in sustaining communities and businesses within the National Park.
- There were divergent opinions about the benefits or otherwise of community ownership and governance, and mixed views on the promotion of Gaelic.
- Aspects that were considered to be missing from this section of the draft plan included more stringent controls on second / holiday home ownership and more detail on how affordable housing will be delivered.
- Providing skills and training opportunities to support changing land management practices (with an emphasis on sustainability) was also identified as being missing from the draft plan.

### 5.3 Analysis of responses

All of the responses were reviewed and analysed. Some common themes and sub-themes emerged during analysis of the comments within the responses, which comments could be grouped into. Some other comments were received that did not fit into the themes and sub-themes and / or were raised too few times to warrant a new theme or sub-theme. For completeness, these were collated as part of a separate annex.

**i. Consultation question: To what extent do you agree or disagree with the overall outcome for People we have proposed? ‘A well-being economy that works for all the people of the Cairngorms’.**

Nearly 84% (156) of the 186 Commonplace respondents answered the question about our proposed outcome for People in the National Park. As you can see from figure 11, 82% (129 respondents) agreed that the overall outcome for People was appropriate, with 11% (16 respondents) disagreeing.

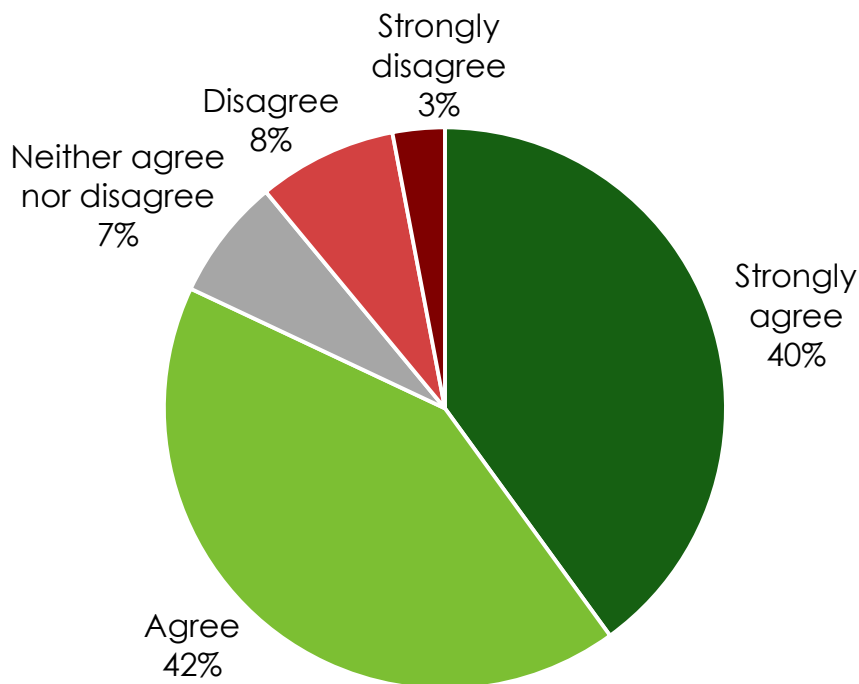


Figure 11 – Level of agreement / disagreement with People outcome question, n=156.

**ii. Consultation question: To what extent do you agree or disagree that these are the right objectives and targets for the National Park?**

Around 91% (170) of 186 respondents answered this question. Of these, 84% (176 respondents) agreed that the objectives and targets for People were appropriate, with 13% (22 respondents) disagreeing.

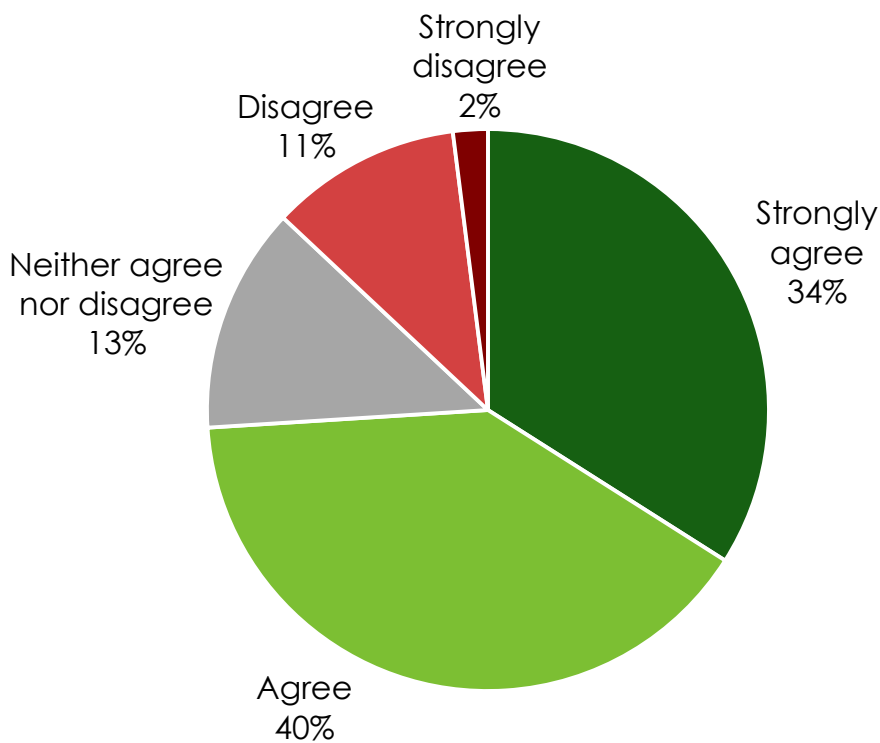


Figure 12 – Level of agreement / disagreement with People objectives question, n=170.

### iii. Consultation question: Why do you agree or disagree that these are the right objectives and targets for the National Park?

In response to this question, nine common themes emerged:

- About the plan
- Community ownership and funding
- Business / economic development
- Access and recreation
- Transport, including active travel
- Support and collaboration
- Population
- Infrastructure
- Gaelic

Many of the themes had divergent viewpoints within them; for example, some responders promoted a particular viewpoint and others opposed it. As a result, within each theme sub-themes emerged. These sub-themes have been captured in a supporting annex to this summary report.

The key points to note in relation to the extent of agreement with the proposed objectives and targets are:



- The greatest number of comments were found in the ‘about the plan’ theme, with 58% (113) of all 195 comments recorded mentioning one or more of the sub-themes identified. 67% (76 respondents) of these expressed general support to the overall approach being taken, while 21% (22 respondents) felt that the draft plan was too vague / had too many objectives.
- In the other themes, ‘community ownership and funding’ was the second most commented upon, with 11% (22 respondents) of the 104 comments recorded. It also received the most divergent comments; for example, 27% (6 respondents out of 22) were concerned that increasing community ownership would not deliver public benefit / that it would be detrimental to large areas of land / generally did not support community ownership, while 18% (4 respondents) supported community ownership. There was recognition (18% - 4 out of 22 respondents) that with ownership comes responsibility, and that communities would need help with. Other concerns were raised around community funding (27% - or 6 out of 22 respondents).
- The ‘infrastructure’ and ‘population’ themes received the third and fourth most comments respectively (9%, or 17 respondents, and 8%, or 16 respondents).
- Around 88% (15 respondents) of infrastructure comments called for more affordable housing / controls on the number of second / holiday homes. In the population theme, there were divergent views on whether and how the population should be stabilised, with 31% (or 5 respondents out of 16) calling for clarity on what was meant by ‘stable’ and how it could be achieved.

#### iv. Consultation question: Is there anything missing that we should prioritise?

The key points to note in relation to whether anything is missing from the draft plan are:

- The greatest number of comments (nearly 30%, or 31 out of 104) were found in the ‘infrastructure’ theme, with over 90% of those (28 respondents) requesting that the final plan include greater action to address affordable housing / greater control of second / holiday homes.
- The second highest proportion of all comments recorded (21%, or 22 respondents) was under the ‘about the plan’ theme. Of these, 14% (or three respondents) called for greater clarity, with fewer targets and objectives.
- Three themes received an equal proportion of comments, ‘community ownership and funding’, ‘business / economic development’ and ‘Gaelic’, each receiving 12% (or 12 respondents each) of comments.
- Under the ‘Gaelic’ theme, support and non-support was expressed, but no matters identified that were missing from the draft plan.
- Under the ‘business / economic development’ theme, 50% (or six respondents out of 12) considered that developing skills and training opportunities to support changing land management practices (including around sustainability) was missing from the draft plan. 16% (or two respondents) commented that the plan should include reference to the circular economy.
- Under ‘community ownership and funding’, divergent comments both for and against community ownership and governance were recorded, but no matters identified that were missing from the draft plan.

A small number of respondents also made comments relating to other sub-themes. These have been captured in a supporting annex to this summary report.

#### v. Consultation question: Do you have any other comments?

For consistency, the same nine themes were used to group responses to this question. Heatmap responses were added to this analysis as the heatmap question was a best match for the 'do you have any other comments' question on Commonplace. The key points to note in relation to the overall aim are:

- The greatest number of comments (56%, or 36 respondents out of 64) were again found in the 'about the plan' theme. Of these respondents, 17% (six respondents) called for greater emphasis on climate change and nature over development.
- While around 39% (14 respondents) expressed support for the overall approach in the draft plan, 16% felt that it was too vague and not clear enough, with too many objectives.
- The 'infrastructure' theme received the second greatest proportion of the overall comments (41%, or 26 respondents), with 80% (22 respondents) calling for greater action to address the need for affordable housing and greater control of second / holiday homes. 20% (four respondents) suggested focusing on providing facilities for visitors to address other issues (toilets, parking, path maintenance, waste management).
- 'Transport including active travel' received the third greatest proportion of comments (16%, or ten respondents). All comments related to the need to improve public transport across the National Park and to provide safe active travel routes.

A small number of respondents also made comments relating to other sub-themes and these have again been summarised in a supporting annex.

## 5.4 Conclusion

Comments were received from a good demographic spread of people on a broad range of topics. There is a good level of support for the proposed outcome and overarching objectives and targets for People (82% and 84% respectively). There were some polarised views, particularly in the 'community ownership and funding' theme, and in the area of affordable housing / greater controls of second / holiday homes due the effects they might have on the housing market, but overall there was support for the direction the draft plan had taken.

## 6. Place

### 6.1 Number and type of response

A total of 308 responses were received to the Place section of the draft partnership plan. Of these, 160 people responded to the consultation questions via the Commonplace platform, with an additional 72 who emailed or posted in written responses and 76 who used the Commonplace heatmap function (either explicitly stating they were responding about Place or writing about topics clearly associated with the Place objectives and targets). Only comments relating to the Place theme have been included in this analysis.

The majority of those who emailed tended not to answer the specific consultation questions, so cannot be included in the numerical figures presented. The heatmap function did not ask the same questions as the Commonplace consultation, so it is not possible to add heatmap data to the agree / disagree figures. However, the content of the email and heatmap responses have been included in the analysis and text summaries of points raised.

### 6.2 Summary of feedback

- A good number of people responded to the Place topic of the National Park Partnership Plan from a broad range of ages, employment and responder types.
- 85% of the 160 respondents who answered the questions agreed with the overall outcome for Place and 84% agreed with the objectives and targets set out in the draft plan.
- While there was strong support for the overall approach, there were a number of comments (28 in total) that the draft plan had too many vague objectives and timeframes need to be more ambitious (26 in total).
- A common concern running throughout the question responses was about the lack of affordable housing for local residents and workers, and the effect second / holiday homes have on the housing market. These comments were received in spite of their being specific objectives included in the draft plan (C8 and C9), perhaps indicating the strength of feeling on these topics.
- There were divergent opinions about the benefits or otherwise of community ownership and governance.
- Aspects that were considered to be missing from the draft plan included more stringent controls on second / holiday home ownership and more detail on how affordable housing will be delivered.

### 6.3 Analysis of responses

All of the responses were reviewed and analysed. Some common themes and sub-themes emerged during analysis of the comments within the responses, which comments could be grouped into. Some other comments were received that did not fit into the themes and sub-themes and / or were raised too few times to warrant a new theme or sub-theme. For completeness, these were collated as part of a separate annex.

**i. Consultation question: To what extent do you agree or disagree with the overall outcome for Place we have proposed? 'A place that people want to live in, work in and visit that works for all'.**

Nearly 82% (131) of 160 respondents answered this question about our proposed outcome for Place in the National Park. As you can see from figure 13, 83% of respondents agreed that the overall outcome for Place was appropriate, with around 12% disagreeing.

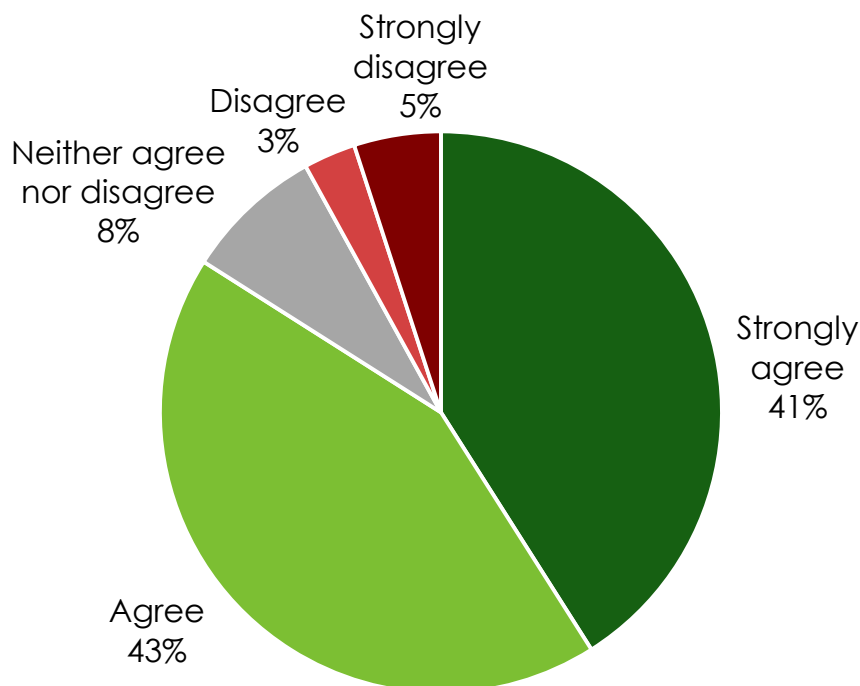


Figure 13 – Level of agreement / disagreement with Place outcome question, n=160.

**ii. Consultation question: To what extent do you agree or disagree that these are the right objectives and targets for the National Park?**

Around 83% (119) of the 160 respondents who answered this question agreed that the objectives and targets for Place were appropriate, with 12% (17 respondents) disagreeing.

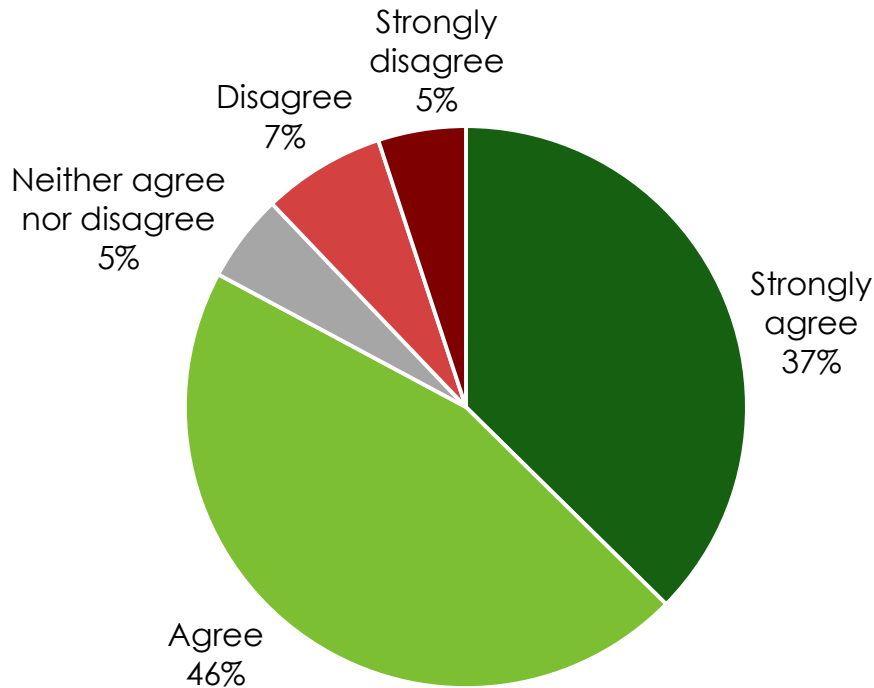


Figure 14 – Level of agreement / disagreement with Place objectives question, n=160.

### iii. Consultation question: Why do you agree or disagree that these are the right objectives and targets for the National Park?

In response to this question, nine common themes emerged:

- About the plan
- Housing
- Business / economic development
- Access and recreation
- Transport including active travel
- Support and collaboration
- Tourism
- Infrastructure
- Waste and recycling

Many of the themes had divergent viewpoints within them; for example, some responders promoted a particular viewpoint and others opposed it. As a result, within each theme sub-themes emerged. These sub-themes have been captured in a supporting annex to this summary report.

The key points to note in relation to the extent of agreement with the proposed objectives and targets are:

- The greatest number of comments were found in the ‘about the plan’ and ‘housing’ themes, with both recording around 38% respectively (123 each from a total of 323 comments), which equates to around 76% of all the comments recorded mentioning one or more of the sub-themes identified.
- In relation to the ‘about the plan’ theme, 46% (57 respondents) of those comments supported the overall approach. Of these, 16% (20 respondents) said the draft plan was not ambitious enough / timescales are too long. 20% (25 respondents) felt that the draft plan was too vague / had too many objectives, with an additional 11% (13 respondents) questioning the targets and achievability / affordability / whether some of the proposals were in the remit of the Park Authority.
- In relation to the ‘housing’ theme, 50% (62 respondents out of a total of 123) supported the need for action to address affordable housing issues, with 29% (36 respondents) also supporting greater control of second / holiday homes due to the effect they have on the housing market. There was, however, concern that the proposed 75% target of affordable housing in new builds would restrict options (4%, or five respondents) and that increased community ownership of land might restrict housing supply (7%, or eight respondents).
- In the other themes, ‘tourism’ was the second most commented upon, with 17% (five respondents) of the 29 comments supported stabilising visitor numbers. Conversely, an equal number of comments did not support stabilisation. 45% (13 respondents) of comments referred to a potential to increase capacity by promoting less visited areas. 10% (three respondents) called for better management of campervan / motorhome visitors.
- Around 6% (20 respondents) of 323 comments recorded related to transport and active travel. Within these comments, there was strong support (45%, or nine respondents) for more regular and reliable public transport and safe active travel routes. 50% (ten respondents) thought the target for <50% of journeys by car was unachievable, particularly for locals.
- In the remaining themes, around 3% (eight respondents) of all the comments recorded were related to access and recreation. An equal number of comments recognised the need to provide facilities, address potential issues around access rights, take forward improvements to the path network and signage, along with a need for education and awareness-raising about the Scottish Outdoor Access Code and the environment.

#### iv. Consultation question: Is there anything missing that we should prioritise?

The key points to note in relation to whether anything is missing from the draft plan are:

- The greatest number of comments (43%, or 73 responses out of 171) were found in the ‘housing’ theme, with around 33% (24 respondents) requesting that the final plan include greater control of second / holiday homes and around 38% (28 respondents) identifying the need for greater action to address affordable housing. There was, however, concern that the proposed 75% target of affordable

housing in new builds would be unviable / restrict options / affect the remaining market (15% / 11 responses).

- The second highest proportion of all comments recorded (24%, or 41 respondents) was under the 'about the plan' theme. Of these, 37% (15 respondents) called for prioritisation of nature over built development (residential and commercial) and greater encouragement of nature-based business.
- Business / economic development received the third highest proportion of all the comments recorded (8%, or 14 respondents). 21% of these (three respondents) felt that the draft plan was missing recognition of the role estates play in employment, particularly for younger people. An equal proportion (14%, or two respondents for each) felt that there was a need to attract different industries and flexible spaces to create better jobs, that employment opportunities for young people were missing from the draft plan, and that infrastructure to support sustainable number of visitors should be added.

A small number of respondents also made comments relating to other sub-themes. These have been captured in a supporting annex to this summary report.

#### **v. Consultation question: Do you have any other comments?**

For consistency, the same nine themes were used to group responses to this question. Heatmap responses were added to this analysis as the heatmap question was a best match for the 'do you have any other comments' question on Commonplace. The key points to note in relation to the overall aim are:

- The greatest number of comments (46%, or 50 respondents out of a total of 107) were found in the 'about the plan' theme. 36% of these (18 respondents) called for prioritisation of nature over built development and people / encouragement of nature-based business. While 20% (ten respondents) expressed support for the approach in the draft plan, 22% (11 respondents) felt that it was too vague and not clear enough, with too many objectives.
- The 'housing' theme received the second greatest proportion of comments (25% / 27 respondents), with around 52% (14 respondents) calling for greater control of second / holiday homes, and 33% (nine respondents) commenting on the need to address the lack of affordable housing.
- 'Business / economic development' received the third greatest proportion of comments (8%, or nine respondents). 44% of these (four respondents) felt that there was a need to attract different industries and flexible spaces to create better jobs. 22% (two respondents) felt that the draft plan was missing recognition of the role estates play in employment. Other comments related to infrastructure provision to support sustainable tourism (11%, or one respondent), support for new visitor centres and cultural businesses (11%, or one respondent), and that sustainable tourism should not include tracks or large infrastructure such as those found at ski centres (11%, or one respondent).

A small number of respondents also made comments relating to other sub-themes and these have again been summarised in a supporting annex.

## 6.4 Conclusion

Comments were received from a good demographic spread of people on a broad range of topics. There is a good level of support for the proposed outcome and overarching objectives and targets for Place (84% and 83% respectively). There were some polarised views, particularly around the themes of community ownership and calls for greater control of second / holiday homes due the effects they could have on the housing market, but overall there was support for the direction the draft plan had taken.