
CAIRNGORMS LOCAL OUTDOOR ACCESS FORUM

COMMUNICATIONS PLAN

The Operating Principles state that the Forum shall achieve communication with people interested in outdoor access in the Cairngorms National Park, in accordance with a Communications Plan, which will establish the purpose, nature and methods of such communication.

Purpose

1. The Forum is required to both give and receive communication from the public regarding outdoor access issues. Specifically, the Forum needs to be generally aware of, and where appropriate advise on, the concerns and queries that are raised by the public regarding outdoor access. At a strategic level, the Forum has a role to play in the information provision and education of the wider public on outdoor access matters in the National Park.
2. The communication plan is expected to be rolled out gradually over the next few months in accordance with the developing capacity of the Forum and officers to undertake the specific actions involved.

Who the Forum will communicate with

3. The Forum will endeavour to communicate with the following organisations and individuals that have an interest in outdoor access. The list is not comprehensive and it is expected that other partners and individuals will be identified as knowledge of the Forum and its work develops.

Community	Association of Cairngorms Community Councils Cairngorms Chamber of Commerce Editors of Community Newsletters Local path groups and community development trusts Local conservation groups – natural and cultural heritage NHS Highland Ranger Services Incl. interested individuals
Recreational Users	Activity Scotland British Horse Society British Trust for Ornithology Scotland Capability Scotland Cycling Scotland Cyclists' Touring Club Fieldfare Trust Highland Cycle Campaign Mountaineering Council of Scotland North East Mountain Trust Ramblers Scotland Scottish Canoe Association Scottish Endurance Riding Club Scottish Advisory Panel for Outdoor Education Scottish Orienteering Association Scottish Rafting Association

	Scottish Sports Association Scottish Hang Gliding and Paragliding Association Scotways Snowsport Scotland Sportscotland Sport Any Way Sustrans Incl. local recreation user groups and clubs
Land Management interests	Association of Deer Management Groups Association of Salmon Fishery Boards British Association for Shooting and Conservation Farming and Wildlife Advisory Group Forestry Commission Scotland Forestry and Timber Association National Farmers Union Scotland National Trust for Scotland Royal Society for the Protection of Birds Scottish Crofting Foundation Scottish Estates Business Group Scottish Gamekeepers Association Scottish Rural and Property Business Association Incl. individual estate owners and land managers
National Park Authority groups	CNPA Board The Visitor Services, Information, and Tourism (ViSIT) Forum
Others	Cairngorms Campaign Grampian Enterprise Highland and Islands Enterprise - Moray Inverness, Nairn, Badenoch and Strathspey Enterprise Local authorities and adjacent Local Access Forums Paths for All Partnership Scottish Environment Link Scottish Natural Heritage Tayside Enterprise Upper Deeside Access Trust Visitscotland

How the Forum will communicate

4. Meetings – the Forum will make minutes and agendas of meetings widely available to the public. This will be done by setting up a mailing group open to all those individuals and organisations that want to be copied into papers. The mailing group will be predominantly email based but will not preclude sending out papers by post. After an initial bedding-in phase, Forum meetings will be open to the public.
5. The Press – when appropriate issues arise, the Forum will communicate via the Press using regular post-meeting press releases. The Forum will target the main local papers - the ‘Strathy’; the Deeside and Donside Pipers; the Northern Scot; the Forfar Dispatch Group and the Press and Journal. The Forum will also consider communicating where appropriate with more specialist press such as community, land management and recreational user media.

6. The Website – the Forum will seek to establish two way communications with interested parties and stakeholders through the CNPA website.
7. Newsletter – the Forum will look at the feasibility of communicating with stakeholders and interested parties using a short newsletter dedicated to outdoor access issues.
8. Use of Subgroups – where considered appropriate, the Forum will set up working groups to address specific topic or area based access issues. The subgroups may consist of Forum members, external interested parties and specialist advisers.
9. Annual Gathering – The Forum will convene an annual conference on a key theme of outdoor access aimed to involve the wider population of outdoor access interests.