

---

**CAIRNGORMS LOCAL OUTDOOR ACCESS FORUM**

---

**Title:** A Review of the work of the Visitor Services and Recreation Group

**Prepared by:** Fran Potheary - Outdoor Access Officer

**Purpose:** To brief the Forum on other areas of work being undertaken by the Visitor Services and Recreation Group

**SOAC Promotion and Awareness Raising**

- 5 days of training for land managers under Land Based Business Training Project
- Input into other events e.g. Tourism Seminar; Chamber of Commerce meetings; Ranger Gatherings; Paths for All Community Support Project and local and community interest groups
- Mail shot with copy of Code and leaflets to 700 accommodation providers in Park
- Commissioning of display banners for use at training days, events, shows etc
- Development of educational material aimed at visitors and recreational users in progress

**Integrated Grants Programme**

- IGP launched by CNPA in August 2005 to run until March 2007
- Outdoor Access and Interpretation comprise two different strands (six in total)
- 90% funding available for the creation, maintenance or upgrading of access infrastructure; feasibility studies and path surveys and events that promotes responsible management or use of outdoor access
- Small grants up to £5,000, and Medium Grants up to £20,000 (in conjunction with Leader +) are available
- Applications can be received from any body that is governed by an elected committee and operating under a written constitution
- The followings are examples of applications received or in the pipeline: upgrading community path in Braemar; Dava Way upgrade; case study regarding information about countryside accessibility for all -abilities; path network in Carrbridge; monitor for the RSPB Osprey Watch.

**Strategic routes**

- Aviemore to Glenmore Off-Road route – working with partners to develop and implement the final section of this route
- Deeside Way – working with Aberdeenshire Council to develop a package of support funding for the development; construction and marketing of the Deeside Way from Aberdeen to Ballater with current emphasis on the Aboyne to Dinnert stretch
- Speyside Way Extension to Newtonmore – see Paper 2
- River Spey project – working with partners to develop the concept of the Spey as a 'long distance route'; improving access infrastructure and information; supporting regular user and land manager meetings
- Partners in the above initiatives include private estates and land owners; SNH; Sportscotland, local authorities; enterprise companies; Forestry Commission

Scotland; user groups and National Governing Bodies; local communities (not all for each project)

### **Planning Applications**

- Assessing fortnightly CNPA planning lists for issues pertaining to impact on outdoor access; visitor management; recreational amenity
- Assisting Planning and Development Control group formulate their responses to planning applications by providing relevant outdoor access and recreation information and comment

### **Upper Deeside Access Trust**

- Under the ECAP project £2.4 million spend on high quality access improvements within mountains and glens of Upper Deeside and Angus Glens
- Aim to improve access opportunities and understanding of natural heritage and help support local tourism and jobs
- Activities managed by Angus Council in Angus Glens and Upper Deeside Access Project in Deeside area
- CNPA together with partners propose to provide interim funding to UDAT for 2006-07 to enable completion of projects

### **Information about Visitors**

- Visitor Survey 2002/03: 2500 visitors questioned. Results in summary booklet.
- STEAM Report estimating annual visitor numbers at 1.4 million.
- Support for Masters Theses on the "Motivations of Mountain Bikers" and "Visitors' willingness to pay for car parking in countryside areas of the National Park".

#### ***Future work***

- Repeat Visitor Survey 2007/08
- Repeat STEAM Report
- Support other relevant surveys

### **'Sense of Place'** (Letting people know they are in a special place called the Cairngorms)

- 10 Interim Point of Entry Markers on 'major roads'.
- Point of Entry Markers at 5 Railway Stations.
- Permanent TIC displays linked to Park Brand and Special Qualities.

#### ***Future work***

- Permanent Point of Entry Markers at 25 sites + information and interpretation where effective.
- Pre-arrival signage to the Cairngorms
- Park Branded info. in Ranger Bases
- Park Branded info. in communities

### **Information and Interpretation**

- Enquires: regular responses to visitor enquires
- Publications Visitor Guide with Visit Scotland  
'Landmark Bedroom Folder' Insert  
Cairngorms National Park Leaflet

Cairngorms Countryside Events with Ranger Services  
Cairngorms Explorer Transport Timetable  
Cairngorms Walking Festivals

- Support for Others Publications Park *i* and Scotways Hill Tracks
- Websites CNPA Website  
Support for Cairngorm Chamber of Commerce Site
- John Muir Award Informing over 600 young people in 2005 about the  
(with others) special qualities of the National Park.
- Support for others' Interpretation Speyside Way Visitor Centre  
Angus Glens Ranger Base  
Integrated Grant Scheme

### ***Future Work***

- Development of Visitor element of CNPA Website
- Publications on Traditional Place Names & Responsible Access
- More John Muir Awards
- More Grants

### **Ranger Services**

- 13 Ranger Services in the Park – role in providing a welcome for visitors to the countryside and promoting understanding and responsible enjoyment of the area
- CNPA committed to developing and delivering a co-ordinated and effective approach to ranger services across the Park.
- Peter Scott Planning Services has been commissioned by CNPA to look at the options for achieving this.

### **Information for Tourism Providers**

- ViSIT Forum
- Summary Booklet of Strategy for Sustainable Tourism & Visitor Survey
- Cairngorms Connections Training with Tourist Board Training
- Tourism Conference 2005

### ***Future Work***

- ViSIT Forum
- Results of Working Together Workshop at this Conference?
- Tourism Conference 2006?

### **Priorities for Future Work**

- More information designed to positively influence visitor behaviour
- A greater sense of place – Park wide
- Emphasis on interpreting the special qualities of the Cairngorms
- A greater presence 'on the ground'

**Fran Pothecary - Outdoor Access Officer**  
**4 November 2005**