



CNPA & CBP

Principles

1. Park wide
2. Contributing to NPP
3. Broad Public Sector support

CNPA & CBP

Deliverables

1. Promotion,
 - PR, web, App, social media, Network site, rationalise print
2. Business Development
 - Business Hub and Business Barometer
 - Customer Feedback
 - Annual Conference
 - Make it Yours
 - VIC and QA schemes

CNPA & CBP Review

Deliverables

1. Promotion,
 - PR, web, App, social media, Network site, rationalise print
2. Business Development
 - Business Hub and Business Barometer
 - Customer Feedback
 - Annual Conference
 - Make it Yours (Brand Development)
 - VIC and QA schemes

Board Makeup

AREA

- Aviemore, Glenlivet, Deeside, Angus, Perthshire

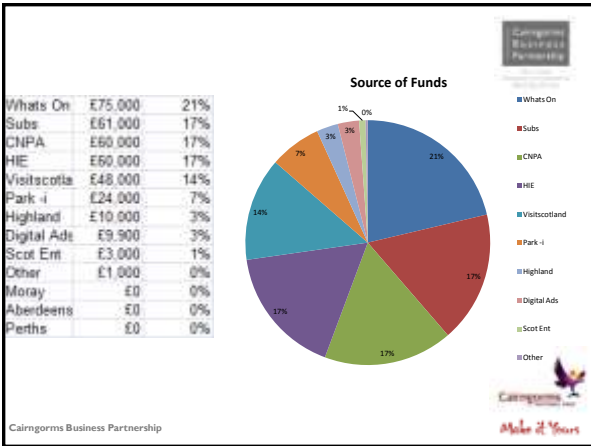
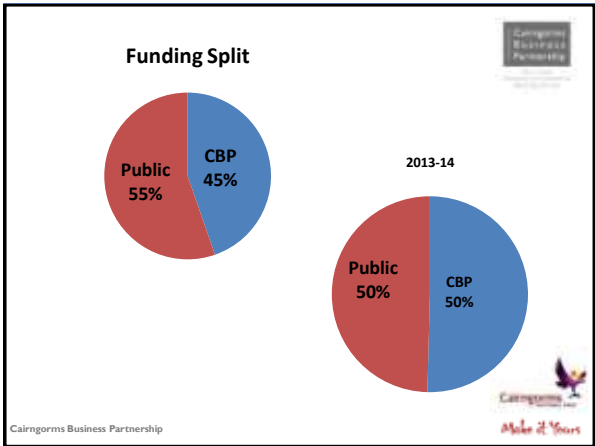
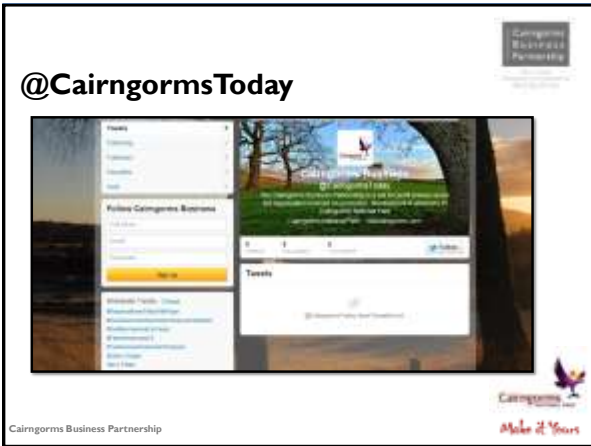
SECTOR

- Sml Accom, Lge Acom, Hostels, Self Catering, Camping, Attractions, Activities, F&B+Retail, Business Tourism, Business Services, Manufacturing & Agriculture.
- **Staff – 4.0 FTE,**
- **Policy & Resources Committee**
- **Marketing Advisory Group**

CBP Membership

- +9% growth compared to national Chamber decline of -6% to -16%

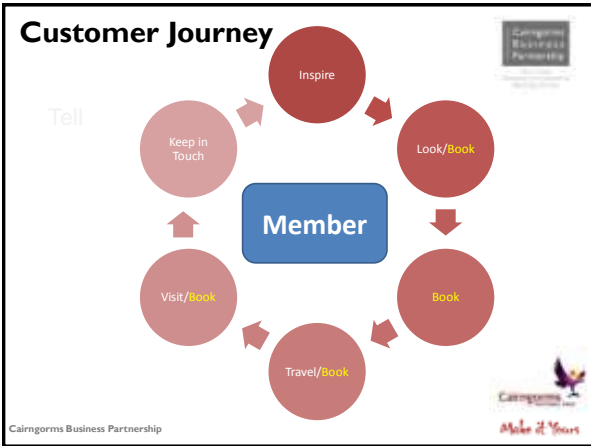
Area	Database Total	%	CBP	%	CBP Reach
Angus Glens	9	1%	2	.5%	22%
Atholl & Glenshee	88	6%	4	1.5%	5%
Aviemore and Cairngorms	942	68%	207	75%	22%
Royal Deeside & Strathdon	271	20%	40	15%	15%
Tomintoul & Glenlivet	69	5%	22	8%	32%
Total	1379		275		20%

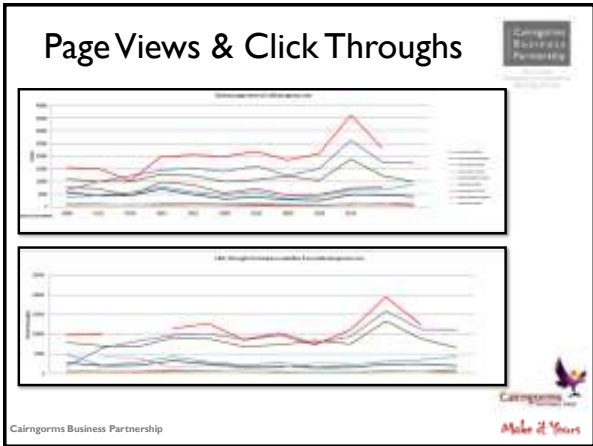


Three Pillars

1. Promotion
2. Development
3. Advocacy

Cairngorms Business Partnership





There's an app for that
visitcairngorms.com/app

Activities
Offers
Shop
Maps

Make it Yours
www.visitcairngorms.com

Cairngorms Business Partnership

Cairngorms National Park
Make it Yours

Cairngorms Business Partnership

Cairngorms

Cairngorms

BRAVE

Cairngorms National Park
WAG Week
3-7 20th August 2012

Make it Yours

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PENTAX
A RICOH COMPANY

YOU ARE ONE CLICK AWAY

Make it Yours

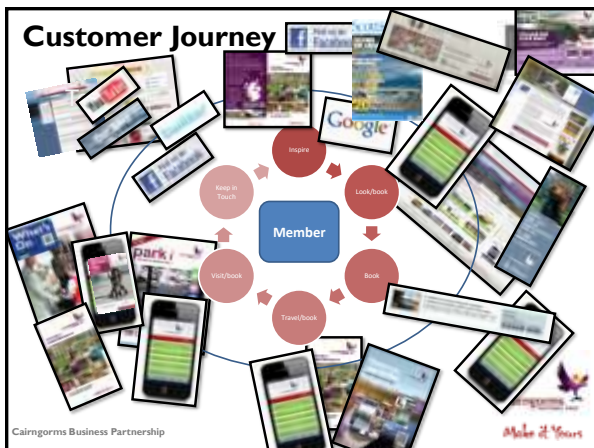
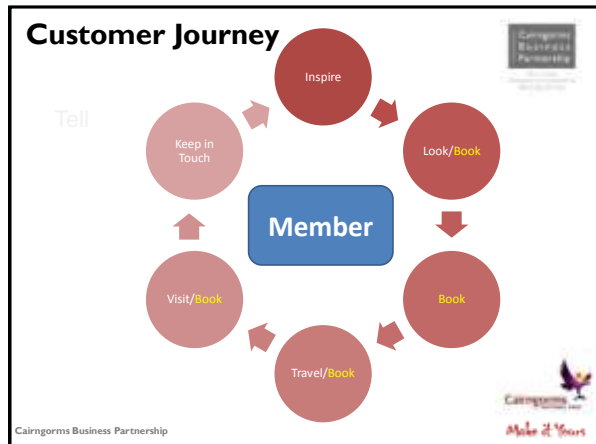
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Marketing reach.....

Print	¼ million publications
vc.com	1.5m page views
Clicks	16,000 per month
App loads	62,000
Direct Mail	3,500 hot connections
PR value	£1.2m
Facebook	10,200

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Network Web

- Boat of Garten
- Braemar
- Grantown on Spey
- Aviemore

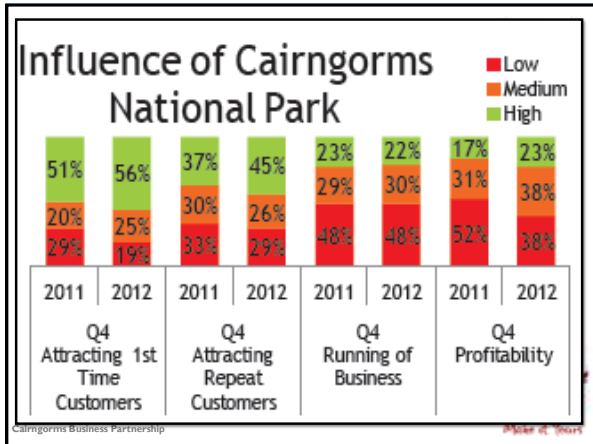
evivo

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Make it Yours

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- ### Make it Yours
- Trial Workshop 21st March
 - Intro leaflet
 - Sign-up pack
 - Role of Champions
 - Website content
 - Presentation content
 - Information Hub
 - Delivery plan to be decided upon
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Benefit Schemes

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Business costs savings

Stage	Annual Spend	Business Savings	CBP Commission
Signed	£795	£114	£7.9
Warm	£118	£23	£1.2
Open	£650	£89	£6.5
TOTAL	£1,563	£226	£9.1

£,000
11.3.12

Cairngorms Business Partnership | Make it Yours

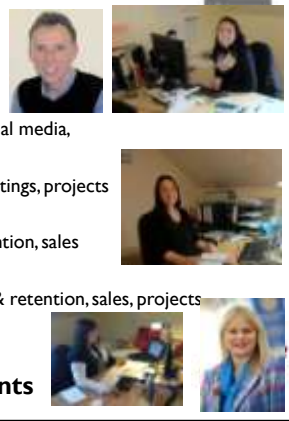
- ### Business Representation
- CNPA Brand Development Group
 - CNPA Sustainable Tourism Forum
 - CNPA Developers Forum
 - CNPA Board Briefings
 - CNPA Tourism, Business, Understanding and Awareness Group
 - CNPA Food and Drink Group
 - CNPA Strengthening Communities Group
 - CNPA Events Forum
 - CNPA Cycling in the Cairngorms
 - Community Planning Partnership
 - Tomintoul & Glenlivet Regeneration
- Cairngorms Business Partnership | Make it Yours

- ### Business Representation
- Local**
- CBP Sector Groups
 - Annual Conference
 - Business Lunches
 - Business Workshops
 - Village Business Associations
 - VS Grantown VIC
- National**
- Visitscotland.com steering group
 - Highland Economic Forum
 - Highland Tourism Partnership
 - National Tourism Strategy steering group
 - National Destinations Champion
 - Scottish Chambers' Council
-
- Cairngorms Business Partnership | Make it Yours

- ### Business Representation
- #### Business Manifesto
1. Business Development and Diversification Strategy
 2. Aligned and enabling public sector
 3. Connectivity
 4. Planning
 5. Transport
 6. People skills and homes
 7. Board to board
- Cairngorms Business Partnership | Make it Yours

The Team...

- **Sarah Caird (3)**
 - What's On, events, web, social media,
- **Yvonne Craib (5)**
 - Office, accounts, admin, meetings, projects
- **Jenny Sime (4)**
 - Membership growth & retention, sales
- **Debbie Moir (1)**
 - (East) Membership growth & retention, sales, projects
- **Rachael Gingles (2)**
 - Marketing cover



4 Full time equivalents

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