

Cairngorms Business Partnership Operational Plan Summary 2013-2014 DRAFT

Promotion	Key Aim	Delivery Method	Delivery Partners
Promotion & PR Campaign	Park wide marketing and PR campaign Partner Marketing Campaigns Area marketing Campaigns	<ul style="list-style-type: none"> Connecting customers to Members Through an Effective Customer Information Journey Promotional Campaigns E Media and m.commerce Development of Park brand 	<ul style="list-style-type: none"> CBP VisitScotland, CNPA
E-Media Information	Providing customers with e-based connection to members throughout the entire customer journey	<ul style="list-style-type: none"> Development of visitcairngorms.com Development of mobile information platforms Ongoing development of social media connections Placement of wi-fi hubs across the CNP Development of village network websites 	<ul style="list-style-type: none"> CBP CNPA VS HIE/SE CBP/CNPA
Printed Guides	Publication and distribution of park wide visitor guides paid for through advertising revenues	<ul style="list-style-type: none"> Monthly publication of park Wide What's On Annual publication of Park –i Sector leaflets: To Do, Destination Review of publications/print with CNPA and sectors 	<ul style="list-style-type: none"> CBP VisitScotland, CNPA
Local Marketing	Increase the visibility of CBP marketing services to visitor and local businesses	<ul style="list-style-type: none"> Use of Posters, point of sale, banners and local information distributed to accommodation, food and drink, retail and high footfall sites 	<ul style="list-style-type: none"> CBP
Customer Services	Maintaining an efficient information and enquiry distribution service and potential of local VIC network	<ul style="list-style-type: none"> Ongoing distribution of customer enquiries CNP VIC project CNP QA pilot project 	<ul style="list-style-type: none"> CBP CNPA VS / Local Auth
Business Tourism	Contribute to the increase of conference and association business to the area	<ul style="list-style-type: none"> Creation of bid support documentation Involvement in key conference bid processes 	<ul style="list-style-type: none"> CBP VS

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DEVELOPMENT	Key Aim	Delivery Method	Delivery Partners
Business Development	Support local businesses to become better skilled, increase business capacity and competencies through a year round series of business meetings and development days.	<ul style="list-style-type: none"> • Business workshops programme • Business meetings and social gathering programme • Sector development meetings • Annual Conference 	<ul style="list-style-type: none"> • CNPA • Councils • Business Gateway • HIE
Business Intelligence and Surveys	Support local businesses to access and utilise business intelligence that is available	<ul style="list-style-type: none"> • Business Hub on vc.com • Business barometer • Explore possible benchmarking with other destinations. 	<ul style="list-style-type: none"> • CNPA • Councils • HIE & Scot Ent
Customer Feedback	Build a better understanding of the customer experience. Instigation of park wide programme collecting feedback via destination and business level	<ul style="list-style-type: none"> • Creation of a new customer feedback system • Mystery shopping of destination 	<ul style="list-style-type: none"> • CNPA • Councils • Business Gateway • HIE & Scot Ent
Make it Yours	To build a cohesive programme that will engage local businesses and individuals so developing awareness and the use of key CNP values and messages in business.	<ul style="list-style-type: none"> • Staff induction and networking schemes • Company Networking • Interpretation material • Online resource 	<ul style="list-style-type: none"> • CNPA • HIE • SE
Business services	Provision of access for members to effective cost saving schemes, business improvement programmes, mentoring and guidance	<ul style="list-style-type: none"> • .Development of partnership with Route Org and other third party product and service suppliers. • Development of B2B and B2Staff benefits schemes 	<ul style="list-style-type: none"> • Suppliers • CNPA • HIE & Scot Ent

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ADVOCACY	Key Aim	Delivery Method	Delivery Partners
Advocacy	Provide businesses with a voice on business matters at a local level. Establishing of Cairngorms Economic Forum to set long term business agenda in the CNP supporting the NPPP2	<ul style="list-style-type: none"> • Creation of the Cairngorms Economic Forum • Cairngorms Economic Forum and Diversification Strategy • Planning, Transport and infrastructure • Employment and skills • Work with Scottish Chambers network and Scottish Tourism Alliance 	<ul style="list-style-type: none"> • SCC
Quality, Sector and Area Product Development	Establishing of strong sector and area groups that will help drive forward initiatives, product development.	<ul style="list-style-type: none"> • Resource given to develop each of the key business sectors and geographic areas of the park • Supporting product development initiative • Work with VS and CNPA regarding local pilot QA delivery project 	<ul style="list-style-type: none"> • CNPA • VS
ORGANISATION	Key Aim	Delivery Method	Delivery Partners
CBP Development	The development of a viable and sustainable organisation	<ul style="list-style-type: none"> • Development of membership benefit schemes • Providing value for money membership services • Membership recruitment and diversification campaign 	<ul style="list-style-type: none"> • CNPA
Destination Management Company	The DNC will seek trading opportunities to supply enhanced membership services but to also derive additional revenues to the CBP.	<ul style="list-style-type: none"> • Explore potential of online booking facility on visitcairngorms.com • Business DMC service to local businesses promoting business tourism to the area 	<ul style="list-style-type: none"> • CBP • HIE/SE • CNPA
Staff Development and capacities of the CBP	Develop staff skills and capacities leading to greater retention. Hire when appropriate specialist skills and knowledge to deliver key projects	<ul style="list-style-type: none"> • Staff benefits scheme • Staff training and development programme • Adopt a group of consultant based suppliers to strengthen outputs 	<ul style="list-style-type: none"> • CBP
CBP Governance & Company	Establishment of a cohesive and motivated board that will meet necessary governance demands. To develop and maintain a place of work that is motivating, efficient & equipped to deliver the operations plan	<ul style="list-style-type: none"> • Regular Board meetings addressing the delivery of corporate plan by the CBP executive • Effective Policy and Resources Committee HR & Admin • Accounting & Financial recordkeeping and submission of accounts • Admin support to Board • Admin support to sector groups 	<ul style="list-style-type: none"> • CNPA