

CAIRNGORMS NATIONAL PARK AUTHORITY

FOR DECISION

Title: ACTIVE CAIRNGORMS: A NEW OUTDOOR ACCESS STRATEGY FOR THE CAIRNGORMS NATIONAL PARK

**Prepared by: David Clyne, Recreation and Access Manager
Pete Crane, Head of Visitor Services**

Purpose

To update the Board on our work in developing Active Cairngorms and seek approval to undertake a formal consultation on the draft strategy.

Recommendations

That the Board agree to a 12 week consultation on Active Cairngorms starting in mid-January 2015.

Executive Summary

This paper sets out the strategic context for developing Active Cairngorms; a new outdoor access strategy for the National Park. The work undertaken in the developing the strategy is outlined and the draft strategy for consultation is included as an annex. The 12 week consultation process is outlined along with timescale for presenting the final strategy.

ACTIVE CAIRNGORMS - FOR DECISION

Strategic Context

1. Renewal of the Outdoor Access Strategy is identified in the National Park Partnership Plan and is a key means to deliver many of the plan's programmes, particularly outcome three: People enjoying the Park, but also integral to delivering conservation management and economic development.
2. At the meeting in June this year the Board commented on the scope, aims and objectives of the strategy and our method of engaging partners in developing the draft.
3. This new strategy reinforces the role that outdoor access has in underpinning the National Park as a quality tourism destination and also seeks the energise partners around the opportunity that the Park presents in delivering the active health agenda.
4. This work has been developed in parallel with work on the Capercaillie Framework and this is reflected in the strategy.

Summary of Work to Date

5. Since June we have met with a wide range of partners listed in Annex 1 to develop the draft of new strategy. These discussions have produced an overall aim of encouraging residents and visitors to use the National Park for physical activity once a day: '*outdoors active everyday*'. The draft strategy is in Annex 2.
6. Discussions identified three strategic themes for activity required to deliver this overall aim:-
 - a) Active Places – designing places that encourage activity;
 - b) Active Management – best practice in recreation management;
 - c) Active Promotion – promoting healthy lifestyles.
7. With partners we have developed a draft Action Plan of priority work based around these themes together with a monitoring framework to indicate progress in delivery of the strategy.
8. We have also revised and simplified the Outdoor Access Policies developed in the first strategy.
9. Finally, we have summarised the work undertaken delivering the first strategy and presented it in three easy to read 'infographics'.

Consultation

10. We are now seeking the Boards approval to undertake a formal 12 week consultation on the draft strategy starting in mid-January 2015.
11. During this period we will formally consult on Active Cairngorms via our website. This will be promoted using our contacts and through social media including the Active Cairngorms Twitter account.
12. We will proactively engage with those partners who have helped develop the draft, and we will consult directly with our fora including; Inclusive Cairngorms, Association of Cairngorms Communities, Land Management Forum, Tourism Partnership and Cairngorms Local Outdoor Access Forum.
13. We will also engage directly with key strategic partners that have a national role in supporting active health promotion:
 - a) Scottish Government;
 - b) National Health Service;
 - c) Sportscotland;
 - d) Scottish Natural Heritage.
14. The consultation will be open to all comments but experience suggests that it is helpful to provide some focus by posing specific questions as follows:
 - a) Is the overall aim of encouraging residents and visitors to be active outdoors every day an appropriate ambition for Active Cairngorms?
 - b) Are the priorities identified in the three strategic themes the best focus for activity to deliver Active Cairngorms?
 - c) Does Active Cairngorms contain the right policies to promote and manage outdoor access in the National Park?
 - d) Will the Action Plan deliver the strategy, and what can you or your organisation contribute to the Action Plan?
 - e) Will the monitoring framework provide a clear indication of the ongoing effectiveness of the strategy?
 - f) Ranger Services across the National Park are a key partner in supporting the delivery of Active Cairngorms, is the current provision of rangers best placed to help deliver the strategy?

Recommendation

That the Board agree to a 12 week consultation on Active Cairngorms starting in mid-January 2015.

Resource Implications

15. Active Cairngorms has been developed to be coordinated using existing CNPA staff resources.
16. Once agreed, our main role will be focused on co-ordinating delivery and promotion of the strategy and sourcing funding to improve key infrastructure. For example, completing the Speyside Way extension will require funds well in excess of our budget.
17. The consultation will allow partners to indicate how they will contribute to the delivery of the strategy.

Next Steps

18. Following consultation we will present a revised strategy to the Board for approval in June 2015.

David Clyne

Recreation and Access Manager
davidclyne@cairngorms.co.uk

Pete Crane

Head of Visitor Services
petercrane@cairngorms.co.uk

Annex I : List of Partners were consulted during the development of Active Cairngorms

Cairngorms Local Access Forum
Cycling Scotland
Forestry Commission Scotland
Highland Council
Highlife Highland
HITRANS
Inclusive Cairngorms
NESTRANS
NHS Grampian
NHS Highland
Paths for All
Ranger Services:
Meetings with:
 Cairngorm Mountain
 Aberdeenshire
 Highland Council
 Rothiemurchus Estate
 Balmoral Estate
Email engagement with all other Ranger Services.

Moray Council
Scottish Government
Sport Scotland
Strathspey Railway
SUSTRANS
TACTRANS
Voluntary Action Badenoch & Strathspey