CAIRNGORMS NATIONAL PARK AUTHORITY Paper 6 Annex 2 12 December 2014



## **Active Cairngorms**

Consultative draft December 2014

Insert full page photo of CNP landscape. Overlay quote below.

Thousands of tired, nerve-shaken, overcivilized people are beginning to find out that going to the mountains is going home; that wildness is a necessity; and that mountain parks and reservations are useful not only as fountains of timber and irrigating rivers, but as fountains of life. John Muir, 1901

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Insert full-page A4 photo collage showing a wide range of smiling people partaking in a range of activities. Show children, adults (male/female), families, and the elderly, less abled, ethnic mix.

Overlay inspiring quote on being outdoors/physical active (TBC).

# Introduction

Welcome to the consultative draft of Active Cairngorms – a revised outdoor access strategy for the Cairngorms National Park.

To raise awareness of and encourage participation, Active Cairngorms will be open to public consultation from 12 January 2015 to 10 April 2015. During this period the Cairngorms National Park Authority (CNPA) will formally consult on Active Cairngorms via our website at <u>www.cairngorms.co.uk</u>. Hard copy reports are available on request.

The consultation will be promoted to our stakeholders including; Inclusive Cairngorms, Land Management Forum, Tourism Forum, Cairngorms Local Outdoor Access Forum and through social media including the Active Cairngorms Twitter account @CNPactive

CNPA is seeking general comments on the strategy and specific feedback on the following questions:

- 1. Is the overall aim of encouraging residents and visitors to be active outdoors every day an appropriate ambition for Active Cairngorms?
- 2. Are the priorities identified in the three strategic themes the best focus for activity to deliver Active Cairngorms?
- 3. Does Active Cairngorms contain the right polices to promote and manage outdoor access in the National Park?
- 4. Will the Action Plan deliver the strategy, and what can you or your organisation contribute to the Action Plan?
- 5. Will the monitoring framework provide a clear indication of the on-going effectiveness of the strategy?
- 6. 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?

Following the consultation, Active Cairngorms will be amended as necessary and presented for adoption by CNPA by June 2015. If you would like to discuss any aspect of the strategy or consultation, please contact:

David Clyne Recreation and Access Manager The Cairngorms National Park Authority 14 The Square Grantown-on-Spey PH26 3HG email: davidclyne@cairngorms.co.uk Tel: 01479 873535

# Let's get moving



1.1 When we think about national parks, we think about conserving the unique environment and its species, protecting those at risk and supporting the economic and social life of its residents. What if one of the species we considered at risk was not one of the plants, birds or animals, but the humans who live in or visit the Park?

1.2 We now know that physical inactivity is killing us. It is the second biggest cause of mortality, leading to around 2,500<sup>(1)</sup> premature deaths in Scotland every year. We also know that increasing physical activity can lead to improvements in many conditions, from heart disease to mental health issues.

1.3 Can we help? Can we work with the environment to preserve it and ourselves for the future? The Cairngorms National Park is a very special place. From the high mountain plateaux and ancient forests to the sparkling lochs and rivers, the landscape inspires and shapes our lives.

I.4 Active Cairngorms aims to make it easier and safer for people to move around the Park whatever their age, ability or background; to be more physically active, to learn about, care for and appreciate the Park.

### Our aim is for all residents and visitors to use the Park for physical activity once a day.

1.6 Physical activity doesn't have to involve special equipment, or getting hot and sweaty. It's as simple as walking to the shops or taking the dog out for a walk.

Just 30 minutes <sup>(2)</sup> walking a day is enough to make a significant difference to your health. But if you want to cycle to school or work, go horse riding, paddle on a loch, run through our forests or go hill walking, then Active Cairngorms aims to make that experience easier and more accessible for all.

1.7 One and half million people visit the Park every year. The provision of high quality outdoor facilities and activities is vital to our tourism product and is a major contributor to the Parks economic success. Active Cairngorms will help our visitors access the beauty of the Park in an active way. Our work can influence changes in behavior that last as long as the holiday memories.

1.8 Active Cairngorms is divided into three themes where we can make the biggest difference:

## Active Places Active Management Active Promotion

This document highlights our priorities and an action plan for delivery. It contributes to the delivery of the Scottish Government's implementation plan "A More Active Scotland: Building a Legacy from the Commonwealth Games" and the long-term outcomes of the Cairngorms National Park Plan.

Delivery requires partnership across the Park, involving local authorities, land managers, NHS and many different local service providers.

## The prize is a Park that leads Scotland in integrating physical activity into everyone's everyday life, leading to a healthier, happier population and cherished environment.

(1) Scottish Government Physical Activity Implementation Plan, 2014 (2) NHS Choices, 2014.

	Strate	egic Overview					
NATIONAL POLICY	A More Active Scotland:	Building a Legacy from the Comr Walking Strategy Cycling Action Plan for Scotland Tourism Scotland 2020					
NATIONAL PARK VISION	An outstanding National P	An outstanding National Park enjoyed and valued by everyone, where people and nature thrive together					
OUTCOME	J	tional Park Authority Partnership ble enjoying the Park through outs experiences	````				
VISITOR EXPERIENCE Five year outcomes	More people will enjoy, learn about and help to conserve and enhance the Park	The Parks recreation opportunities have improved health and enjoyment of residents and visitors.	The expectations of visitors are met or exceeded.				
Active Cairngorms							
AIM	Residents and visitors will enjoy and use the Park for physical activity at least once a day						
	ACTIVE PLACES	ACTIVE MANAGEMENT	ACTIVE PROMOTION				
THEME	Designing places that encourage physical activity	Champion recreational management best practice and environmental appreciation	Promoting healthy lifestyles using Park facilities				
	Improving path provision and quality for people of all abilities	Increasing understanding and enjoyment of the Parks special qualities	Community empowerment and volunteering				
POLICY	Provision of cycling, horse riding and waterborne routes	Management of organised outdoor events	Improving information about outdoor recreation opportunities				
	and infrastructure	Investment in Active Travel					
GUIDANCE	C	airngorm Outdoor Access Fo NHS Local Health Forums Inclusive Cairngorms					

## **Active Places**



National

cycle routes

60 miles



**Core Paths** 679 miles Designated

60 miles Promoted long distance routes Includes all of existing Speyside Way, Cateran Trail, Badenoch Way, Dava Way

## The place to be active

- 43% of visits to the countryside are within 2 miles of residence
- 46% of residents in the Park visit the countryside once a day
- 85% of visits to the countryside involve walking and of that 47% involve walking between 2 and 8 miles
- 28% of visits to the countryside by residents will be to woodland and forest
- 52% of visits to the countryside are with a dog



Investing in our future

Top 10 **Activities** in the Cairngorms

Outdoor Access Trust (COAT)

Created Cairngorms

Data Cairngorms National Park Visitor Survey, 2009/10

**Cycle paths** linking communities 19 miles

Core paths to be developed and improved Based on those that fail fit for 65 miles purpose for path surface

Long distance routes to extend 35 miles Speyside Way 15 miles Deeside Way 17 miles

Communities with active travel audits and actions plans supporting active travel to school and work Grantown-on-Spey, Nethybridge, Boat of Garten, Carrbridge, Kingussie, Newtonmore, Braemar, Ballater

#### £7.5 million

**Building and maintaining** 

28 miles

local paths

Since 2008

Total expenditure on paths in the Park since 2006 (CNPA, COAT, EU, Lottery, Local Authorities and others)

COAT

Repair of upland paths Two multimillion pound Heritage Lottery Funded projects

76%

80 miles

Path design and construction, mountain paths, health walks and adopt a path scheme. General sightseeing 30% **2** Visiting attractions Walking – low level 29% 26% 4 Taking photographs 19% **5** Eating out 6 Watching wildlife 18%

- 17% Skiing/Winter sports
- 8 Walking high level 12%
- Other 7%
- O Cycling/Mountain Biking 5%

## Designing places that encourage physical activity

2.1 The Cairngorms National Park is home to 18,000 residents and welcomes over 1.5 million visitors every year.

2.2 Developing and enhancing our unique outdoor assets underpins the Park's quality as a tourism destination and creates opportunities for business growth.

2.3 These assets also help the people of Scotland enjoy more active and healthier lifestyles. Designing active places will help residents to use active travel for short, everyday journeys and encourage visitors to leave the car behind and use our path and public transport network to explore the Park.

2.4 Since the Park's designation in 2004, we have built our access network and land managers have been maintaining and developing community assets. We will now focus on upgrading and maintaining these assets, particularly on active travel links to encourage more children and adults to use our network to reach school, work and for leisure.

Designing all ability routes that link to destinations is key to increasing use of our access network. Routes that lead to landscapes, wildlife, heritage sites, shopping and dining, as well as outstanding outdoor activities will increase activity levels. It's not why would you, it's why wouldn't you?

	Active Places: Objectives					
	Impr	ove design of existing outdoor and active travel infrastructure				
	Work with partners to design places that encourage physical activity					
Ро	licy (Appendix A)	Priorities				
I	Improving path	100% of core paths to be barrier free by 2020				
	provision and quality for people of all abilities	Support development of Aviemore Active Travel Hub				
2	Provision for cycling, horse riding and waterborne routes and infrastructure	<ul> <li>Develop a multi-use active travel route from Newtonmore to Cromdale</li> <li>Extend the Speyside Way from Aviemore to Newtonmore by 2016</li> <li>Upgrade existing Speyside Way to multi use path from Cromdale to Boat of Garten by 2017</li> </ul>				
		<ul> <li>Develop Cycling Scotland 'Cycle Friendly Communities' along Highland Main Railway line</li> <li>Kingussie to be developed as exemplar cycle friendly community from 2015.</li> <li>Develop Blair Atholl, Aviemore, and Carr-bridge from 2017</li> <li>Extend Deeside Way to multi-use path from Ballater to Braemar by 2020</li> </ul>				

# Active Management



National Park being protected, conserved and enhanced

sq miles 6% of Scotland

# ces

## Sustaining our resources

Promoting well managed events in the Park



Working with over 100 estates to promote responsible access to land and water

## Why the Cairngorms National Park is special



The Park is home to 25% of the UKs threatened bird, animal and plant species

#### Key messages communicated to residents and visitors



Residents living in the Park

kkkkk 1.5million

Visitors to the Park each year

Visitors to wildlife and nature reserves in the Park each year



## E Economic Impact



#### Contributed from Outdoor visits

To the Scottish economy per year (Scottish Recreation Survey)



Analysis by Sector of Expenditure	(CNP STEAM Report, 2012) £million
Accommodation	45
Food and drink	30
Recreation	12
Shopping	16
Transport	30
Total Direct Revenue	133
Indirect Expenditure	50
VAT	27
TOTAL	210

# Champion recreational management best practice and environmental appreciation.

3.1 Publically owned land in the Cairngorms, such as the National Forest Estate provides high quality access infrastructure, which helps to facilitate physical activity. Land managed by private estates, charities and trusts also play a key role in welcoming visitors and contribute substantially to the outdoor experiences available for residents and visitors.

Encouraging responsible sharing of outdoor space between different users, whilst reducing the impact on our protected species and habitats is our management goal.

3.2 It is important that outdoor recreation does not adversely impact ground-nesting birds. For example, the Park is home to 80% of the UKs Capercaillie habitat. However, an increasing body of research indicates Capercaillie avoid areas with high levels of human disturbance and can be excluded from otherwise suitable habitat.



In some areas, the number of Capercaillie that the forest networks can support could be reduced by recreational disturbance. We must ensure that any rise in recreational use doesn't negatively impact our protected species and habitats.

	Active Management: Objectives					
	Reduce the environmental impact of outdoor recreation on conservation priorities					
	Encourage responsible sharing of outdoor space between different users					
Po	Policy (Appendix A) Priorities					
3	understanding and	Everybody should have opportunities to enjoy the Parks special qualities in a sustainable and responsible way				
	enjoyment of the Parks special qualities	Reduce impact of recreational disturbance to ground nesting birds such as Capercaillie by supporting the delivery of recreational management plans				
		Continue and develop 'Tread Lightly' Campaign focusing on reducing impact of irresponsible dog walkers and reduction in wildfires				
4	Management of organised outdoor events	Event organisers should look for locations and times of year that provide additional economic benefit and do not disturb sensitive wildlife or significantly affect other recreation takers				
		Large-scale events should be discouraged from the central core of the high mountains				
5	Investment in Active Travel	Increase number of sites with voluntary car parking charges to finance active travel facilities and path maintenance				

## **Active Promotion**



Atholl Ballater Braemar

Carrbridge Dalwhinnie **Dulnain Bridge**  **Glen Esk** Grantown-on-Spey **Kingussie** 

Nethybridge Strathdon **Tomintoul** 

access campaign

Also produced promotional boards, maps, flags and banners.

## Promoting healthy lifestyles using the Parks facilities

4.1 Promotion of the wide range of recreational opportunities available in the Park is key to influencing behavioral change. Our aim is that people living in or visiting the Park know the health benefits of physical activity and where and how to be active.

The biggest gain is to target people currently living sedentary lifestyle where being inactive is the norm. 4.2 We will promote the Park's outdoors assets as an easy and free way to be active as part of a daily routine.

4.3 Environmental volunteering has long been acknowledged as a way of engaging people in healthy activity. We will create pathways to health, wellbeing and employment. This includes promoting opportunities for the social and institutional mechanisms that enable physical activity, like social and sports clubs, buddy schemes and informal networks.

	Active Promotion: Objectives					
	Increase levels of physical activity of residents and visitors					
	Empower re	sidents and visitors to develop a sense of responsibility for the National Park				
Po A)	licy (Appendix	Priorities				
6	Promoting	Ensure everyone knows about the opportunities				
	healthy lifestyles	Actively target those that are least active				
		Promote activities suitable for all the family				
		Inspire children to enjoy the outdoors				
7	Developing appropriate	Promote the wider opportunities for recreation for cycling, canoeing, climbing and hill walking				
	visitor information about outdoor	Support and promote Community Sport hubs – signposting inactive and active people on how to be more active				
	recreation opportunities	Adopt Scotland's national Path Grading System on all Core Paths by 2020				
8	Volunteering and community	Coordinate and grow 'Walking to Health' Programme				
	empowerment	Work with Cairngorms Nature Partners, including landowners and NGO's to identify volunteering opportunities for community volunteer groups				
		Develop a Voluntary Ranger scheme based around local communities				

## Monitoring

It is important that our work is specific and measurable. Active Cairngorms and its action plan will be reviewed annually following the collection of baseline data.

What	Partners	When?
Local health indicators for main centers of population.	NHS	Gather baseline health and activity levels by end 2015.
(Only partial baseline data currently available)		Report on baseline and targets end 2015.
Path use indicators	CNPA, Land Managers	Report on baseline and indicators by mid 2015.
(Only partial baseline data currently available)		Deliver visitor-monitoring strategy by 2016.

**Other monitoring sources:** NHS Data zones – SNH SPANS, Walking for Health Statistics - National Walking Strategy monitoring - Scottish Household Survey - Private and Public Estates - Ranger Services - People counters on paths - Membership of local clubs – Number of volunteers and hours.

#### **Appendix A:**

The following table details the outdoor recreation and access policies adopted by The Cairngorms National Park Authority.

Ρ	olicy	Key detail
-	Improving path provision and quality for people of all abilities	<ol> <li>A consistent approach should be taken to path creation, repair and maintenance of paths and trail heads in the National Park to ensure routes are 'fit for purpose'. The priorities will be:         <ul> <li>a) Core Paths</li> <li>b) Official Long Distance Routes and National Cycle Network</li> <li>c) Mountain paths identified in the 'Scotland's National Parks –The People and the Mountains Project'</li> </ul> </li> </ol>
		2. Opportunities should be available for a full range of experiences for people of all abilities focussing on a geographic spread of barrier free, well surfaced, multi use, shallow gradient routes.
		<ol> <li>Increase use of bicycles for leisure and functional trips through delivery of the CNP Cycling Action Plan.</li> </ol>
2	Provision for cycling, horse riding and	<ol> <li>Path and facility upgrades should take into account horse-riding, cycling and water-borne access.</li> </ol>
	waterborne routes and infrastructure	2. We will work with and support partners to sustain and enhance opportunities for waterborne activities including responsible recreation on the Rivers Spey and Dee.
3	Increasing understanding and	I. Continue to support and encourage enjoyment of the Park and the special qualities through responsible participation in non-motorised recreation.
	enjoyment of the Park's special qualities	2. Active management measures should be applied and monitored at popular recreational sites in the National Park to maximise visitor enjoyment, safeguard health and safety, maintain or enhance the quality of the environment and minimise adverse effects of recreational use.
		3. Develop management at sensitive natural and cultural heritage sites to reduce negative impacts of recreation while maintaining a high quality visitor experience.
		4. The Scottish Outdoor Access should be promoted by a range of partners including ranger services, outdoor providers, clubs, national governing bodies and land managers using simple, consistent and easily understood messages.
		5. There should be a particular emphasis on the protection of the outstanding natural heritage of the National Park.

Ро	licy		Key detail
4	Management of organised outdoor events	1.	Organised outdoor events should follow CNP Guidance and take place in locations and at times of year that provide additional economic benefit, do not disturb sensitive wildlife or significantly affect other recreation takers.
		2.	The sense of wildness and space in the central core of the high mountains of the National Park is one of the outstanding special qualities of the area.
			a. The Scottish tradition of self-reliant access will be maintained with no new path signs and waymarking, no new bridges, and no new bothies or 'man-made' mountain shelters.
			b. There is a presumption against large-scale events this area.
5	Investment in active travel facilities	1.	Positive management of motorised traffic at popular locations for recreational use is required. Car park charging schemes at key sites for outdoor access and recreation are appropriate where; a designed facility is provided, income generated is demonstrably reinvested in visitor infrastructure, charging does not create additional parking problems outwith the site and discounted schemes are available for regular and concessionary users.
6	Promoting healthy lifestyles	Ι.	Encouraging less active people to take more regular physical activity in the outdoors will improve the physical and mental health of the population. All infrastructure improvements, signage and access promotion should make it easier for less active and sedentary people to access the countryside
7	Developing appropriate visitor information about outdoor recreation	1.	Information about outdoor access opportunities should be provided in print and digitally and be understandable by a range of users. These should follow the guidance in CNP Path Leaflet and new national grading system. Publications should be available in electronic format across a range of
	opportunities		devices.
8	Volunteering and community empowerment	Ι.	Environmental volunteering will be encouraged and promoted throughout the Park.

Appendix B: Map to Follow

Insert partner's logos in the outline shape of a boot print.













CAIRNGORMS NATIONAL PARK AUTHORITY ÙGHDARRAS PÀIRC NÀISEANTA A' MHONAIDH RUAIDH

Forestry Commission Scotland Coimisean na Coilltearachd Alba



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**Draft Action Plan** 

A	ctive Cairngorms		Active	Places		
No		Lead	Partner (s)	D	elivery pl	an
				Short (I-2 year)	Medium (3-4 year)	Long (5 + year)
Path	Development			-		-
I	Upgrade and extend Speyside Way from Cromdale to Newtonmore to multi use cycle path					
2	Develop Deeside Way cycle path extension from Ballater to Braemar					
3	Design, develop and promote cycle hubs along Highland Main railway line (Blair Atholl, Kingussie, Aviemore, Carrbridge).					
4	Support development of multi use paths on trunk roads					
5	Deliver Scotland's National Park - The Mountains and the People HLF funded project					
6	Deliver Regional Walking and Cycling Strategy Action Plan					
	Support development and expand Community Planning and Physical Activity Groups					
8	Support development of DMBS Highland Cluster Regional Development Plan					
	Support community path groups through Local People Local Paths Programme					
	Path upgrades to Lairig Ghru, Meall a Bhucaillie, Loch Morlich beach (all abilities).					
11	All CNP Long Distance Routes to be surveyed biennially					
12	100% of core paths to be brought up to fit for purpose standard by 2020.					

Active Cairngorms         No       Action         Conservation       Reduce the impact of recreation on ground nesting birds (e.g. Capercaillie) by implementing site specific actions from The Cairngor Capercaillie Framework         2       Support land managers to deliver recreational management plans         3       Key Cairngorms Trailheads to be 'fit for purpose' for intended recreational use         4       Monitor and report on impacts on habitats and species caused by recreation.         5       Develop and promote ranger events programme         6       Encourage recreational facilitation by 3rd party business on national forest estate         7       paths, trailheads, core paths and LDRs) with additional monitoring to carried out where gaps are identified.         8       Secure a sponsor for the Speyside Way and increase opportunities for revenue generation via website development.         9       Support and develop a range of resources for land managers to pron responsible access on their land i.e. Land management signs, leaflets a sponsor for the land i.e. Land management signs, leaflets a sponsor for the land i.e. Land management signs, leaflets a sponsor for the land i.e. Land management signs, leaflets a sponsor for the land i.e. Land management signs, leaflets a sponsor for the land i.e. Land management signs, leaflets a sponsor for the land i.e. Land management signs, leaflets a sponsor for the land i.e. Land management signs, leaflets a sponsor for the land i.e. Land management signs, leaflets a sponsor for the land i.e. Land management signs, leaflets a sponsor for the land i.e. Land management signs, leaflets a spons	Lead	ve Mana Partner (s)		Delivery p Medium (3-4 year)	lan Long (5 + year)
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posters					
Inplement project to gather community health statistics for Blair Ath Kingussie, Aviemore, Grantown on Spey, Ballater and Braemar.	ioll,				
Develop a "dogs welcome" package for the Park including web resou 11 publications and identified dog walking areas	rces				
<sup>12</sup> Support and advocate uptake and use of the Heading for the Scottish Hills initiative.					
13 Support development of community led camping site proposals.			ſ		

Acti	ve Cairngorms		Active P	romotion		
No	Action	Lead	Partner	D	elivery pla	. <b>n</b>
			(s)	Short (I-2 year)	Medium (3-4 year)	Long (5 + year)
I	Develop a sustainable community based physical activity and environmental volunteering programme in the Park					
2	Develop targeted promotion activities for those living sedantary lifestyles					
3	Continue to develop and promote "tread lightly" as the main means to promote the Scottish Outdoor Access Code in the Park					
4	Develop a physical activity marketing plan for core paths, long distance routes and community paths					
5	Identify, support and develop Cycle Friendly Employers					
6	Implement physical activity actions from Local Authority Single Outcome Agreements					
7	Monitor implementation of Active Cairngorms and prepare baseline health statistics. Baseline to be reported at end of year I.					
8	Work with housing developers to promote active travel facilities through the production and delivery of new resident promotional packs.					
9	Support 'Make it Yours' campaign					
10	Expand 'Adopt a Path' Scheme					
11	Support development of Road Cycling 'sportives'					
12	Deliver "Physical Activity Pathway" for walking and cycling. Support development of volunteering projects through identified training to increase levels of activity (health walk - lowland hill path - Munros - hill skills and qualifications					
13	Deliver a Tour de Cairngorms walking route. Work with Cairngorms Business Partnership to identify accommodation providers and promotion plan.					