

## CAIRNGORMS SUSTAINABLE TOURISM FORUM

---

- Title:** The Role of the Sustainable Tourism Forum
- Prepared by:** Murray Ferguson, Head of Visitor Services and Recreation
- Purpose:** To provide background information about the role of the Forum in the management of the National Park.
- Advice Sought:** How best can the Forum help with the development of sustainable tourism in the Cairngorms National Park? How can the Forum assist CNPA and other relevant organisations with their work?

### Background

1. The National Park has four aims and the purpose of the Cairngorms National Park Authority (CNPA) is to ensure that they are collectively achieved in a coordinated way. The Park Authority has a duty to convene at least one Advisory Group in relation to its work. In fact, the wide ranging nature of the work, combined with the particularly inclusive approach taken in the Cairngorms, has led to a situation where there are now five Advisory Forums, each of which has evolved to suit specific circumstances:
  - a) Sustainable Tourism Forum
  - b) Inclusive Cairngorms – advising on a wide range of issues to ensure that the National Park is delivering something for everyone
  - c) Cairngorms Deer Advisory Group
  - d) Local Outdoor Access Forum
  - e) Land Management Forum – currently being established
  
2. The benefits of having a Sustainable Tourism Forum are particularly tied up with the requirement of the European Charter for Sustainable Tourism in Protected Areas Charter (as explained in Paper 2). The purpose of the Forum, as agreed by the CNPA Board, is to bring together those with an interest in and responsibility for implementing the principles of the European Charter for Sustainable Tourism in Protected Areas and to
  - a) Advise on the development of the strategy for sustainable tourism;
  - b) Advise each other and CNPA on issues relating to sustainable tourism; and

- c) Provide a mechanism for cross-sector discussion and consultation on sustainable tourism issues.

3. The members of the Forum have been appointed by CNPA on the nomination of each of the respective lead bodies identified in the table below.

Stakeholder Group	Number of places	Lead body for identification of participants
Tourism Businesses	5	Cairngorms Business Partnership
Local community organisations	5	Association of Cairngorms Communities
Conservation Organisations	2	Scottish Environment Link
Public agencies	3	CNPA, SNH and VisitScotland
Local authorities	3	Agreement between each local authority
Land managers	2	SRPBA, NFUS
<b>Total</b>	<b>20</b>	

4. It is important to understand the role of the Advisory Forums amongst the different groups involved with the management of the National Park. The principal groupings are:

- a) **The CNPA Board:** The Board of the National Park Authority who have duties, powers and functions as set out in the legislation and who are responsible for the administration of resources made available to them by Scottish Government. It is notable that that Board will change from 25 to 19 members in October 2010 at the same time as the National Park is expanded and that several new members will be brought onto the Board at that time as some current members stand down.
- b) **The Delivery Teams:** These are groupings of the principal organisations responsible for the joint delivery of the actions set out in the seven Priorities for Action, as identified in the National Park Plan which has been signed off by Ministers. The most relevant grouping for sustainable tourism matters is the Delivery Team for Tourism, Business, Understanding and Awareness which links together two of the Priorities for Action. The Group membership and full terms of reference is shown at Annex I.
- c) **The Advisory Forums:** The Advisory Forums (as listed in para I) are responsible for discussing and advising on important and strategic areas of work. Each Forum works slightly differently but broadly they are there to

bring together a range of people who can advise CNPA or anyone else whose work affects the Cairngorms National Park.

5. CNPA's experience of working with other Forums suggests that they work best when they have a degree of autonomy from CNPA. In this regard it is proposed that:
  - a) The Forum should elect a Convener from amongst the Forum membership when the members feel comfortable to do so. Until that time a Board member of CNPA should chair the meetings.
  - b) CNPA will provide the function of secretariat.
  - c) The Forum should agree some standard Operating Procedures to cover issues such as when and how they should meet, conduct of meetings, how agendas are agreed, distribution of papers, etc. It is proposed that these be tabled at the next meeting.
  
6. The advice received from the Forum is not just for CNPA and it is hoped that in time the Forum can provide useful advice to range of organisations which are developing new strategic pieces of work that will affect the Cairngorms National Park. For example, other public bodies or Park-wide organisations such as the Cairngorms Business Partnership (who are now leading on the marketing work for the National Park) may wish to bring matters to the table seeking advice at appropriate points.
  
7. **The Forum is asked to advise on:**
  - a) **How best can the Forum help with the development of sustainable tourism in the Cairngorms National Park?**
  - b) **How can the Forum assist CNPA and other relevant organisations with their work?**

*Murray Ferguson*

*May 2010*

*murrayferguson@cairngorms.co.uk*

## **Annex I: Membership and Terms of Reference of the Delivery Teams for Tourism, Business, Understanding and Awareness**

Alan Rankin	Cairngorms Business Partnership (Chair)
John Carnie	Royal Deeside & Cairngorms Destination Management Organisation
Scott Murray	Highlands and Islands Enterprise
Colin Simpson	Highland Council
Pierre Masson	Moray Council
Sally Dowden	Cairngorms Business Partnership
Debbie Greene	Scottish Natural Heritage
Scott Armstrong	VisitScotland
Amanda Frazer	Federation of Small Businesses
Hilary Tasker	Angus Council
Jack MacKay	Forestry Commission
Elaine Booth	Scottish Enterprise Grampian
Robert Armstrong	Aberdeenshire Council
Alan Tissiman	Royal Society for Protection of Birds

## **Responsibilities of Delivery Teams associated with the 7 National Park Plan Priorities**

Each Delivery Team will be expected to fulfil the following responsibilities:

- a) To deliver agreed actions set out in the Action Programme and Monitoring Framework, achieve agreed milestones within required timetables, and deliver the agreed five year outcomes for that Priority for Action.
- b) To annually agree a chair of the team, who will take overall responsibility for leading the work of the delivery team, in line with these terms of reference, to ensure the team collectively delivers the agreed five year outcomes by 31<sup>st</sup> March 2012.
- c) To prepare and regularly update the Action Programme and Monitoring Framework, using the standard template, drawing reference for planned activities and milestones directly from the agreed National Park Plan. The Action Programme and Monitoring Framework should be developed by 31<sup>st</sup> December 2007.
- d) To monitor progress against the Action Programme and Monitoring Framework and through that delivery of the five year outcomes on a regular basis, preparing a six-monthly report on progress made by 30<sup>th</sup> September and 31 March each year.
- e) To report on the teams achievements at the end of each financial year to feed into the National Park Plan annual report.

Responsibilities approved by CNPA Board, April 2007