
CAIRNGORMS SUSTAINABLE TOURISM FORUM

Title: Encouraging Greater Use of CNP Brand Identity

Prepared by: Pete Crane, Programme Manager

Purpose: After nearly a decade of use of the CNP Brand Identity the Cairngorms National Park Authority (CNPA) recognises that it is time to consider ways in which we can encourage greater use of the 'Osprey' image.

Sustainable Tourism Strategy: **2b Promote further exposure and meaningful use of the brand.** The Cairngorms brand should be further rolled out, subject to reasonable controls on its appropriate use.

Advice Sought: The Forum is asked to advise the CNPA on:-

1. Potential changes to criteria for use of Brand identity.
2. How to support CBP led 'Make it Yours' programme
3. Potential for design solutions to link CNP Brand identity closer to partners, products and experiences of the National Park.
4. Using the Brand identity in merchandising.

Background

5. We want the brand identity to be a symbol of an outstanding National Park. We want it associated with quality, sustainable and authentic experiences.
6. Recognition and use of brand identity has been a tremendous success to date and survey results suggest that a range of activity is positively developing the CNP Brand (see Annex 1).
7. Nevertheless, use by businesses and partners now appears to have slowed and use of the brand identity remains inconsistent. Annex 2 provides some indications of why partners are not using the brand identity.
8. Despite having a lot of compelling information about the value of linking experiences to the National Park we still seem to be unable to convince some partners. This is particularly noticeable with some public sector partners and NGO's.
9. The Brand Development Group has not suggested any specific changes to the way that we use the brand identity, and before making any formal recommendations we are keen to discuss some options for change widely.

Discussion

10. Criteria for use of brand identity are designed to ensure quality and sustainability but they are complex, restrictive and not equal across sectors – should we simplify the criteria to a code of conduct to encourage greater uptake, and work more with brand holders to ensure they deliver outstanding experiences? It is important to note that the current Sustainable Tourism Strategy states, 'a requirement for businesses to be able to demonstrate commitment in these areas, such as through compliance with quality and environmental standards, should continue'.
11. We are relying on the CBP led 'Make it Yours' programme to encourage businesses to use the CNP brand and to deliver outstanding experiences (Annex 2). Is this a key component in encouraging greater brand uptake and how can we all work to support its roll out?
12. To some partners the brand identity appears to be seen as usurping their own identity rather than complimenting it – should we consider linking the brand identity to the work of partners by adding words such as 'partner in' or 'based in' as used by Yorkshire Dales NPA and Loch Lomond and Trossachs NPA?



13. Recommendations from 'Make it Yours' work also suggest that the strap line is added to the Brand identity
14. There are few opportunities for visitors to purchase souvenirs of the National Park, to take home a present from a memorable visit – should we consider entering into a commercial merchandising agreement for use of the brand identity to generate income for the National Park?

Following this consultation and discussions with Brand Development Group we will make recommendations to our Board in autumn 2013.

Pete Crane
June 2013
petercrane@cairngorms.co.uk

Annex I Survey data on the Importance of CNP to Visitors

1. 84% of Scottish residents know Scotland has National Parks (a), and 90% of UK residents know of National Parks(b)
2. 90% of UK residents say that National Parks are 'very or fairly important' to them (b)
3. Between 29% (b) and 34% (a) of Scottish residents could name the Cairngorms National Park unprompted (as high or higher than LL&T)
4. Post arrival 82% of visitors knew they were in a National Park (c), increased from 69% in 2004 (d)
5. Post arrival 44% of visitors could describe the National Park Brand identity without a visual prompt(c)
6. 51% of visitors say that being a National Park is 'quite or very important' to their visit (c); an increase from 25% in 2004 (d)
7. 90% of visitors 'agreed or strongly agreed' that there are plenty of things to see and do in CNP (c)
8. 88% of visitors 'agreed or strongly agreed' that the Cairngorms National Park is well managed and cared for (c) and 66% were 'very satisfied' with their overall experience of CNP (e)
9. 84% of visitors would definitely recommend CNP as a destination (e)
10. Some 48% of businesses feel that CNP is good for attracting first time visitors, and 40% think it is good for attracting repeat customers (f)
11. Visitor numbers to CNP have increased by some 7% since designation in 2003(g)

Note: the above information is presented as if the results from surveys are representative of the population as a whole.

- a) SNH Nature Omnibus 2011 – telephone survey 1,055 respondents
- b) ANPA national parks Survey 2012 – telephone survey 1,801 respondents
- c) CNPA Visitor Survey 2010 – 2,500 face to face interviews year round
- d) CNPA Visitor Survey 2004 – 2,500 face to face interviews year round
- e) VS National Visitor Survey 2011 – 506 CNP visitors from a total of 1,882.
- f) CNP Business Barometer
- g) STEAM estimates

International Accolades

Cairngorms National Park – In National Geographic
World's Top 50 'Last Great Places' to visit.



On top of the world

National Geographic ranks stunning Cairngorms among the last great places on Earth

IT is home to five of Britain's six highest peaks, the Queen's summer residence and Billy Connolly's baronial mansion.
But now the Cairngorms has been named as one of the world's greatest areas of unspoiled beauty, alongside Madagascar, the Gobi Desert and the Galapagos Islands.
US magazine National Geographic has included the region in its 50 of

the World's Last Great Places, describing it as a 'destination of a lifetime'.
VisitScotland chairman Mike Cantlay said: 'Our country boasts some of the most stunning landscapes in the world, so it's no surprise the Cairngorms has been named as a must-visit destination by National Geographic.'
Duncan Bryden, convener of the

Cairngorms National Park Authority, said: 'We are absolutely delighted with this accolade and to be the only UK entry is simply fantastic.'
A spokesman for National Geographic said: 'Our spirits are refreshed by such pristine locations as the Cairngorms.'
● 50 of the World's Last Great Places is published by National Geographic tomorrow at £5.99.

Annex 2 “MAKE IT YOURS” INITIATIVE – JANUARY – MARCH 2013

SUMMARY BRIEFING REPORT FOR THE BRAND DEVELOPMENT GROUP – BASED ON FINAL REPORT & RECOMMENDATIONS PREPARED BY TOURISM AND LEISURE SOLUTIONS

1. Introduction

“Make it Yours” is an internal brand awareness programme that aims to encourage businesses in Cairngorms National Park to provide consistent messages about the Park to visitors in ways that enhance the visitor experience and benefit the bottom line profitability of individual operators.

2. Liaison & Consultation with Stakeholders

The key points that arose from these discussions were as follows –

- Many local businesses don't understand how the Park can help their business. Some are not sure what they expect or want from the Park.
- For many local businesses the CNP brand is just a logo.
- CNPA is perceived as being somewhat protective of the CNP brand, which is a barrier to businesses using it.
- The CNP brand must offer businesses tangible benefits that they can measure.
- Many businesses are struggling or treading water in the current economic climate.
- The Park needs a more human face and the brand needs a more human personality.
- Businesses and communities still think mainly at the local level rather than Park wide.
- Few people in the Park are pulling in the same direction.
- Many businesses feel that National Park designation has made little difference to their customer numbers or overall visitor numbers across the area.
- While National Park designation has increased visitor expectations of the destination.
- Make it Yours needs to define what exactly visitors and businesses are being asked to make theirs. The statement “Make it Yours” on its own means little.
- Make it Yours needs to define how it works in association with the CNP brand.
- Make it Yours needs to develop a suite of tangible and measurable business benefits.
- Make it Yours needs to decide if it is open to everyone or has quality requirements that participating businesses need to meet.

- Make it Yours needs to be a bottom up, hearts and minds initiative that establishes a momentum that makes businesses want to be part of it.
- Make it Yours champions/ambassadors would be a good way to stimulate awareness and interest in the initiative.

3. Key Messages

Based on feedback from local business representatives,

- Cairngorms is one of a select international network of National Parks and being a National Park influences visitor decisions to come to the Cairngorms.
- Make it Yours aims to help local businesses to deliver quality customer service.
- Encourage and help businesses retain visitors in the Park for longer.
- Make it Yours should deliver: extended visitor length of stay; increasing visitor spend; more repeat visits; customer recommendations and referrals; cost effective marketing
- Make it Yours is open to all businesses with an interest in the Park who demonstrate commitment to quality customer service
- There are no direct financial costs to businesses for being part of Make it Yours.

4. Supporting Materials

The following materials have been identified with content and copy laid down

- 4.1. *Promotional Leaflet – to create awareness of MIY*
- 4.2. *Sign Up Pack – to provide a call to action for a business to get involved*
- 4.3. *Stakeholder Website Copy- for use on CBP, CNPA and business associations*
- 4.4. *Presentation - for use at a wide range of business meetings*
- 4.5. Local Champions
- 4.6. Quiz Night

5. Recommendations for Moving Forward

a. Local Champions

It is key that Make it Yours is a bottom up, grass roots initiative. Possible use of CNPA and CBP board personnel to carry out this role and get involved along with local business people. An on-going financial commitment will be needed.

b. Tone

An ongoing programme of events and activities, such as quiz nights and familiarisation visits to local facilities, will be key to establishing this informal but engaging tone.

c. Branding

Make it Yours has to be presented as a strapline that qualifies and adds value to the CNP brand and provides a call to action i.e. "Cairngorms National Park – Make it Yours".

This has implications for the CNP brand, which until now has been a stand alone identity. However, combining the CNP brand with the Make it Yours strapline may result in a brand with the more human and more engaging personality that many feel it currently lacks.

d. Integration

Make it Yours has to be fully integrated into CNPA and CBP messaging to work effectively and avoid being perceived as just another low key initiative.

e. Streamlining

Avoid duplication of effort and resources in the promotion and development of Make it Yours. Both CNPA and CBP already have a significant number of business facing initiatives in place. Make it Yours should be part of these rather than additional to them.

f. Messaging

The key focus of any business-to-business messaging about Make it Yours should be that participation in the initiative will generate tangible business benefits in terms of additional business opportunities and additional profitability.