
Your Local
Chamber of Commerce
Working for You

Cairngorms Business Partnership
Business Manifesto
Commerce, communities and customers

*"To Promote the Sustainable Economic and Social Development of
the area's communities"*

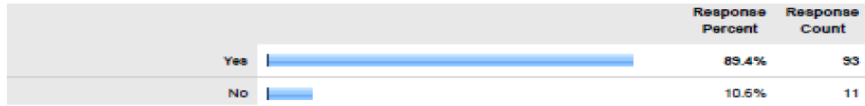
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A response by the business community in the Cairngorms to
the Cairngorms National Park Authority consultation on the
draft National Park Plan 2012-2017

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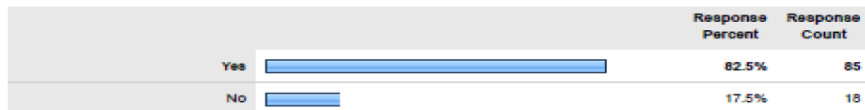


Q 1: Do you believe the CNP as an area requires a focussed economic development strategy?



104 responses: Yes 93 (89.4%) No 11 (10.6%)

Q 2 do you support the idea of a new CNP Enterprise Forum and what might its priorities be in your view?



104 Responses: Yes: 85 (82.5%) No 18 (17.5%)



Our long-term vision for the Cairngorms National Park is:

An outstanding National Park, enjoyed and valued by everyone, where nature and people thrive together.

| Programme | Key work packages |
|--|--|
| Long-term outcome 1: A sustainable economy supporting thriving businesses and communities | |
| I. Supporting business | Ia. Enterprise Forum, economic strategy development and implementation Ib. Skills and training Ic. Food and drink development Id. Growing the Cairngorms Business Partnership |

Cairngorms Economic Forum

Private Sector

1. Tourism
2. Land Based Businesses
3. Manufacturing/Renewables
4. Distribution/Food & Drink/Transport
5. Wholesale/Retail
6. Digital based Industries
7. Developer/Construction/ Building
8. Learning/Research
9. Finance and services
10. Federation Small Businesses
11. Scottish Land & Estates
12. Cairngorms Business Partnership

Public Sector/Other

1. CNPA – Chief Executive Officer
2. The Highland Council – Head of Economic Development
3. Moray Council – Head of Economic Development
4. Aberdeenshire Council – Head of Economic Development
5. Angus Council – Head of Economic Development
6. Perth and Kinross Council – Head of Economic Development
7. VisitScotland – Director for Strategic Partnerships
8. HIE – Area Manager (also representing SE)
9. SportScotland
10. Highland Opportunity Ltd./Business Gateway
11. Cairngorms Local Action Group (LEADER)

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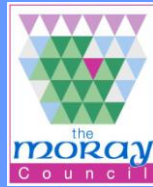
The Process to date

1. Jan/Feb - Review existing Strategies and identify common themes
2. 27th Mar – Workshop to inform strategy development & membership of Forum
3. 24th April – first meeting of the Forum to discuss workshop findings and development of strategy

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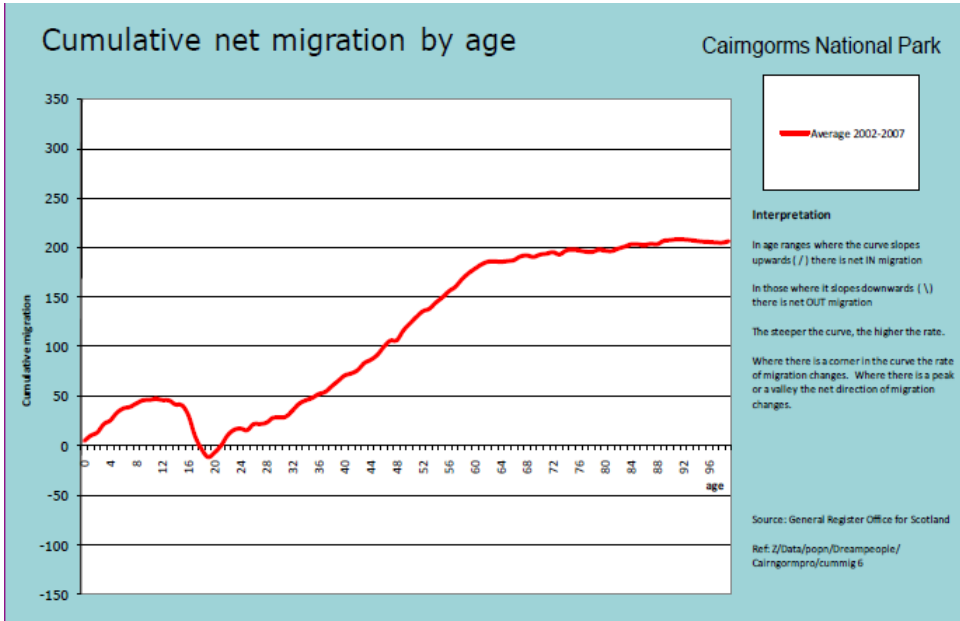


Research Findings



Common Themes....Food & Drink and Tourism

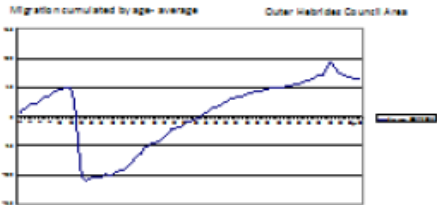
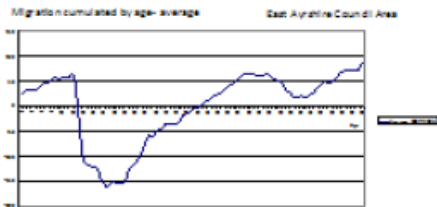
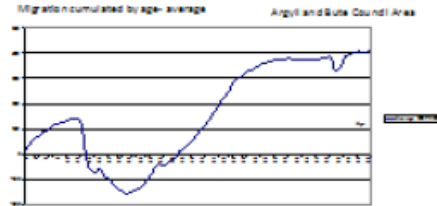
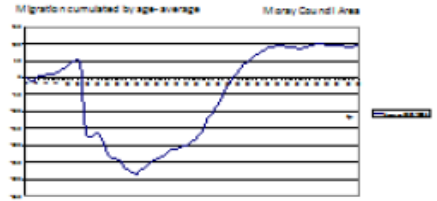
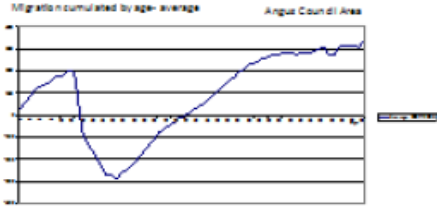
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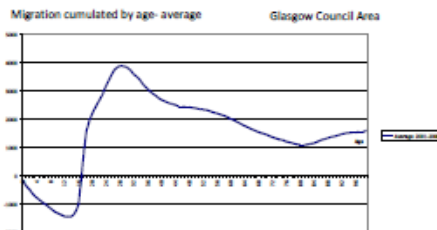
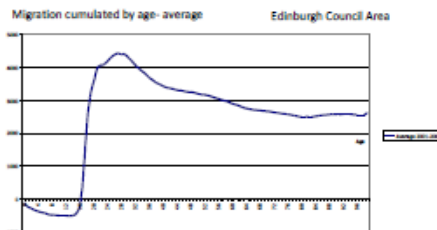
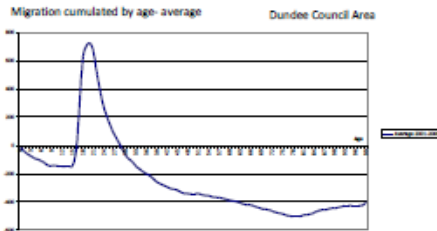
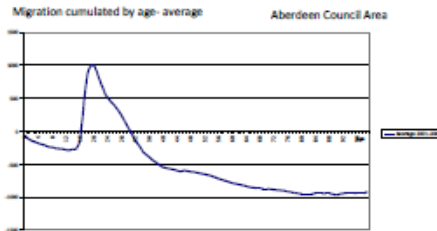
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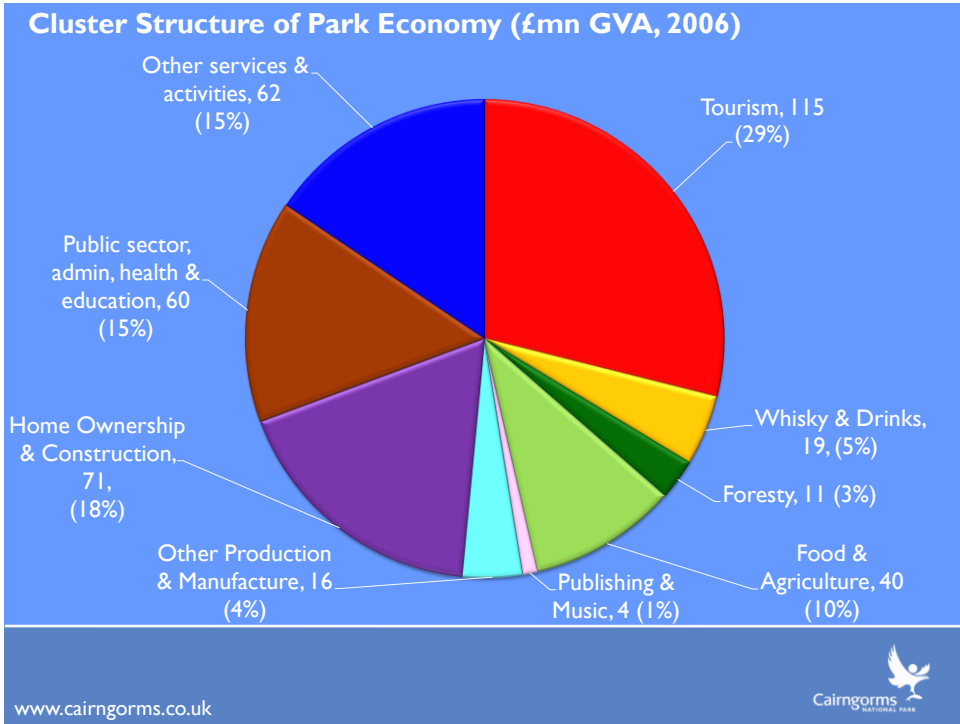
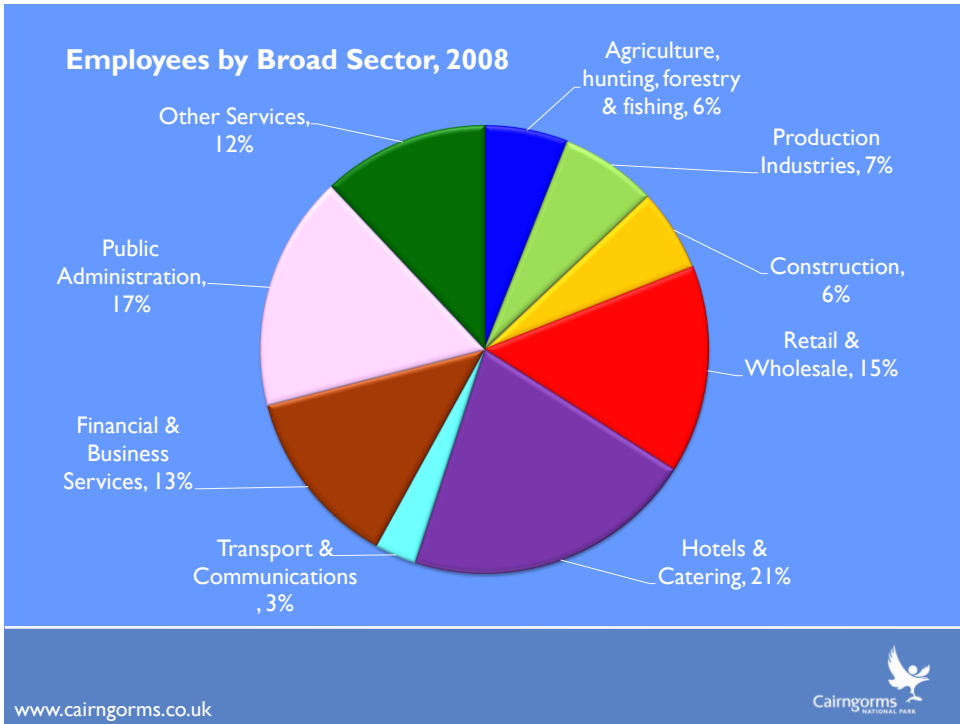


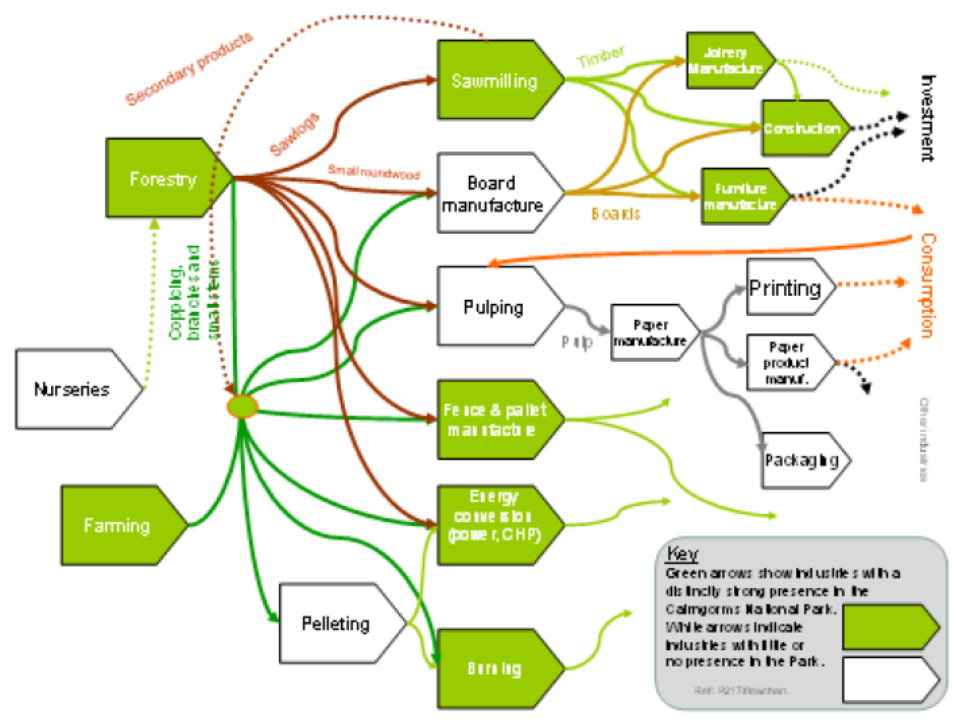
Country



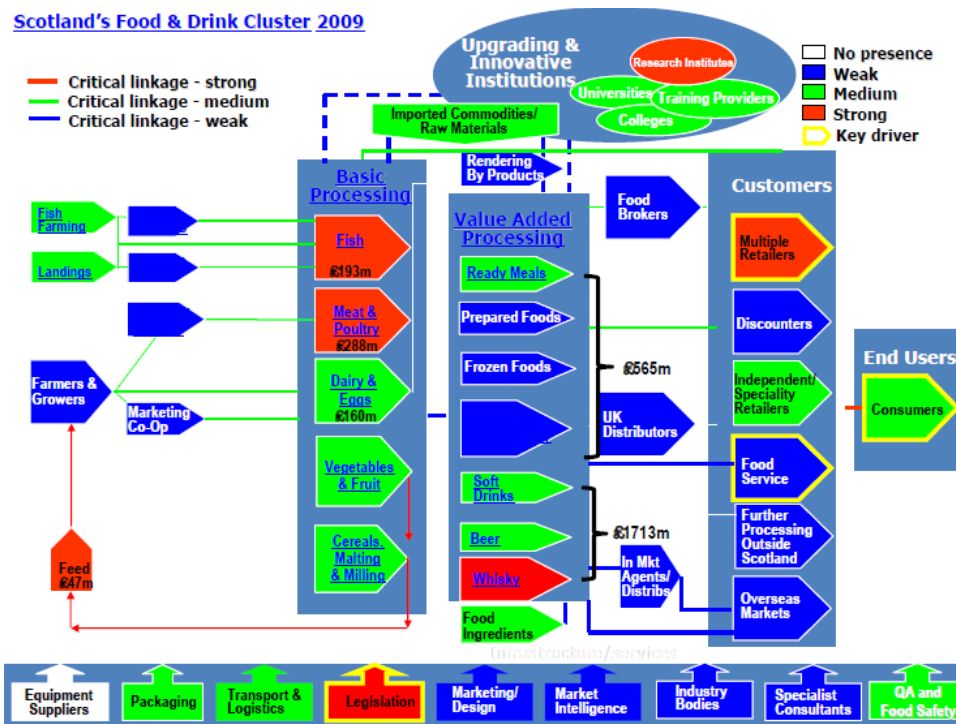
Cities







Scotland's Food & Drink Cluster 2009



Opportunities & Issues

- Quality of Life offering
- LAs – Tourism and Food & Drink
- National Tourism Strategy
- Cluster development – diversify/develop
- Education opportunity
- Micro-businesses – achieving their potential

Potential themes for Strategy & Action Plan

- **Building on strengths** – in terms of the areas clusters and natural resources
- **Targeting inward investment** on the basis of a careful analysis of the areas clusters and the gaps and weak links that this reveals
- **Build on the assets of the area** in terms of education and training and in particular realise the potential of the area to exploit related niches in FE/HE as part of the evolution of UHI.
- **Develop a coherent and coordinated approach** to the development of the area's micro-businesses, with the aim of becoming the best place to start and grow a business that can thrive in a rural area.

Areas for Action

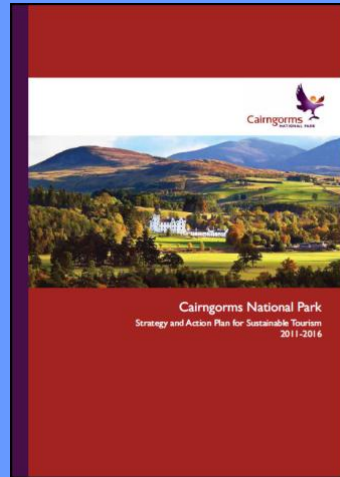
- Infrastructure
 - accommodation, sites, transport, connectivity
- Business Development
 - advice & support, specialist help, funding
- Attracting Investment
- Skills & Employability

Next Steps

- Review and update of Economic & Social Health of the Park Report 2010
- Analysis of Clusters
- 4th September - Workshop to consider cluster analysis and draft aim and objectives for Strategy
- 18th October to 15th November – Consultation on Draft Strategy
- December – CEF Approval of Strategy & Action Plan

Role of Sustainable Tourism Forum

- Tourism Cluster Analysis
- workshop
- Input to Consultation
- Alignment with review of Sustainable Tourism Strategy
- Current and Future Links with the Economic Forum



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