

*Draft for 5<sup>th</sup> Sept*  
**Principles for Delivery of Park-wide Branded Information  
FOR DISCUSSION**

## **Introduction**

Action 8 of the Interpretive Framework for the Cairngorms National Park states: -

***Action 8: CNPA should continue to work with partners to develop Park Branded information and interpretation in Tourist Information Centres, Ranger Bases and visitor attractions. (Sustainable Tourism Action Plan 4e)***

Branded information is being located in the TIC's and work is starting on the ranger bases. A project brief for the design and manufacture of bespoke, Park banded, leaflet dispensers for the 'family' of Cairngorms National Park leaflets has also been produced.

However, there is a demand from other 'visitor attractions' for National Park displays and information, and this paper suggests criteria for the provision of this information.

## **Background**

The rationale for providing Park branded information at TIC's and ranger bases is that the Visitor Survey clearly identified that these were locations where visitors sought information. They are also sites where CNPA or partners can directly influence the quality of information provided.

The purpose of these displays is to inform visitors that they are in the National Park, to provide basic orientation and impart some of the special qualities of the area.

However, the Interpretation Framework also recognises that visitors obtain information at many other sites both from racks and discussion with 'reception staff', and that there is a desire to provide Park banded information at these sites. This is already being achieved to a small extent by the distribution of branded leaflets.

CNPA have received three requests from attractions for Park display material including maps but we currently have no criteria against which to make a decision. The following are suggested for discussion: -

## **Criteria**

1. The primary development of Park branded information should continue to be at TIC's and Ranger Bases.

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2. Visitor attractions requesting displays must be:-

"An established excursion destination, a primary purpose of which is to allow public access for entertainment, interest or education, rather than being primarily a retail outlet or a venue for sporting, theatrical or film performances. It must be open to the public for published periods each year and should be capable of attracting tourists or day visitors as well as local residents" (STB 1991)

3. The attraction should also be providing general information to visitors through a wide range of leaflets and 'face to face' information.
4. The facility should attract at least 30,000 visits per annum or be in a location that is not covered by other Park branded information. Note some areas of the Park do not attract large numbers. Annex 1 provides visitor numbers for some attractions in the Park.
5. All displays provided will be owned by the CNPA and be 'loaned' to the attraction at the discretion of the CNPA. This will be backed by a formal agreement designed to allow CNPA to have some influence over the quality of information.
6. The displays will be produced by CNPA and designed to convey information about the National Park and not to brand the host attraction to the National Park.

### **Discussion**

Members of the ViSIT Forum are invited to discuss these criteria.