

CAIRNGORMS NATIONAL PARK AUTHORITY

FOR DECISION

Title: CNPA APPROACH TO CULTURAL HERITAGE

Prepared by: Claire Ross, Community Support and Education PM
Gavin Miles, Strategic Planning PM
Pete Crane, Sustainable Tourism and Visitor Experience PM

Purpose

The purpose of this paper is to remind the Board of the breadth of work that the Cairngorms National Park Authority has undertaken over recent years in relation to cultural heritage, and to set out a clear and focussed approach to such work to help deliver the National Park Partnership Plan and CNPA Corporate Plan.

Recommendations

That the CNPA Board:

- a) endorse the CNPA's approach to supporting cultural heritage set out above
- b) approve the a small fund to help provide community groups with specialist cultural heritage advice

Executive Summary

There is a keen interest from local communities (geographical and of interest) in conserving and enhancing cultural heritage of the National Park.

This paper highlights the extensive work that has been done by the CNPA in promoting the cultural heritage of the Cairngorms National Park, through the cultural heritage project 2009-2012, as well as through wider promotion of the Park, interpretation, visitor experience and education, and the approach to planning and the built environment.

The paper sets out a proposed approach that builds on the work done so far in a more integrated way and places a greater emphasis on active conservation of built heritage in towns and villages than ever before, while maintain support for community heritage projects, developing partnerships and communicating the significance of the cultural heritage of the Cairngorms. It also proposes the creation of a new fund to provide specialist and professional advice for community heritage projects in the Park.

CNPA APPROACH TO CULTURAL HERITAGE – FOR DECISION

Introduction

1. This paper provides the Board with an update on the approach to cultural heritage taken by the CNPA. The CNPA's Community Heritage Officer post is coming to an end in March 2013, but with a new National Park Partnership Plan and a new Corporate Plan, this is an opportunity to remind the board of how cultural heritage related work will be supported by the CNPA over the remaining years of this Corporate Plan.
2. The paper does not seek to tightly define what cultural heritage is or is not. This term is used widely (including in the National Parks (Scotland) Act 2000) and generally accepted as an expansive way of covering many things that are part of our cultural heritage, from archaeology to traditions, history, art, language and association with places, things and activities. When we refer to projects or activities, the specific cultural heritage links are more tightly defined or described.
3. It is important to highlight that the CNPA has supported a wide range of cultural heritage activity since coming into being in 2003, this has included :
 - a) **Community led cultural heritage projects** from preserving oral history, to conserving local heritage landmarks to supporting traditional music, dance and arts.
 - b) **Cultural heritage training** through the Land based training project: retaining traditional skills (dry stain dyking, traditional farming) to raising awareness of archaeological sites on farm land and estates.
 - c) **Developing large scale cultural heritage projects** (RCAHMS project Kingussie)

Background

4. The importance of cultural heritage in the National Park has always been seen as a priority by local communities. Early consultation with the communities (two Cultural Heritage seminars the first in 2006, as part of the 2007-2012 park plan consultation and a later event in 2010 as part of the cultural heritage project) highlighted:
 - a) High levels of interest and enthusiasm in developing community led cultural heritage projects.
 - b) Communities feeling that their cultural heritage belongs to local people and that they want to take ownership of its stewardship.
 - c) Local people felt that there was untapped local expertise in the field and that this local knowledge and experience should be used more effectively.
5. In 2008, in response to this interest the Board agreed to establish the Community Heritage Officer (CHO) post in the CNPA as a fixed term project to:
 - a) To support communities to develop and implement projects to understand, conserve, promote and enjoy their local cultural heritage;
 - b) To co-ordinate the work of communities, NGO's and public bodies for the benefit of cultural heritage within the National Park.

6. The project was for an initial two-year period and was subsequently extended to March 2013 on a two day a week basis, with a further two days developing the Tomintoul & Glenlivet Landscape Partnership bid to the Heritage Lottery Fund. The achievements of the CHO post have been reported to the Board in briefings during the past three years. A summary of the project and post is provided in Annex I to this paper.
7. The CHO project has left a clear legacy on which to built on:
 - a) It has helped to create a strong Park wide network of enthusiastic local cultural heritage groups where they have been able to come together to share information and experiences. Links have been made with national agencies (RCAHMS, National Trust, SNH etc) and regional agencies (local authorities, community and voluntary sector organisations).
 - b) Alongside the Community Development Officer network the project has helped built capacity within local communities to apply for funding, and scope out complex projects based on local cultural heritage.
 - c) The project has also encouraged communities to take a bolder and more ambitious view on cultural heritage “attractions” as a means to generate local income and drawn in higher numbers of visitors: e.g. Am Fasgah (Kingussie), Dalmochie (Ballater) and a range of projects in Braemar.

Developments in the CNPA’s support for cultural heritage

8. Over the same period of time, a number of other projects and initiatives have helped to support cultural heritage related work so that there is now significantly more of the CNPA’s work that is explicitly linked to supporting cultural heritage than was the case in 2008. The CNPA’s direct and indirect support for cultural heritage has evolved over time and the approach that is proposed later in this paper draws on our experience of the past few years:

a) Structures and policy frameworks for supporting the delivery of Cultural Heritage projects:

- i. The **Development of Community Action Planning** for communities throughout the Park, the capacity built within communities and identification of priority projects;
- ii. The development and support for the **Community Development Officer Network** who provide advice and support for communities developing projects, including many focused on cultural heritage;
- iii. Within Badenoch and Strathspey, the development of the **Strengthening Communities Project** helping community businesses and develop income streams;
- iv. The development of the **National Park Partnership Plan** to prioritise work for the next few years and of the **CNPA Corporate Plan** to focus the CNPA’s work;
- v. Development of the CNPA’s **Gaelic Language Plan**;

b) Working across the CNPA to support Cultural Heritage:

- i. The development of larger and longer term cultural heritage projects such as the **RCAHMS community heritage project** around

Kingussie, and the **Tomintoul and Glenlivet Heritage Lottery Fund Landscape Partnership** bid;

- ii. Development and strengthening of information, interpretive material and opportunities to experience cultural heritage in the Park through the **Strategy and Action Plan for Sustainable Tourism in the Cairngorms** (that recognises cultural heritage as a central part of the visitor product), **Sharing the Stories of the Cairngorms National Park** (our guide to interpreting the area), and through numerous information leaflets across the Park (See Annex 2 for more detail);
- iii. Development of cultural heritage training and education materials through the **Cairngorms Learning Zone** website, the **Schools Media Project**, **Education Scotland**, and **Land Management Training Project** courses;

c) Funding sources:

- i. Extensive support for cultural heritage projects through **Cairngorms LEADER**;
- ii. Finally, the CNPA has been able to put forward capital projects for unexpected funding from Scottish Government, many of which have been linked to cultural heritage.

The CNPA's Approach to Cultural Heritage Going Forward

9. The National Park Partnership Plan sets out what should be achieved in the Park in relation to cultural heritage and how the four aims of the Park will be collectively delivered. It provides both a policy context and a framework for decision making, and specific outcomes, actions and work. Annex 3 to this paper provides some more detail of how cultural heritage related work is promoted through the National Park Partnership Plan.
10. The CNPA's Corporate Plan sets out what the CNPA will seek to achieve over the three years from 2012-2015. Support for cultural heritage: protection; conservation; enhancement; preservation; celebration; and interpretation is woven into the Corporate Plan (Annex 4 provides some more information) with many areas of work that are already committed to, and a clear approach to prioritising resources over several big themes:

a) Cultural heritage and the built environment

- i. Protection, Preservation, Conservation, Enhancement of material cultural heritage through the planning system (National Park Partnership Plan, Local Plan/Local Development Plan, Development Management).
- ii. Specific work to conserve and enhance Conservation Areas and townscapes through the Special Place and Building the Cairngorms Brand and Visitor Experience programmes

b) Partnership Working

- i. Support and coordination for substantial cultural heritage projects such as the RCAHMS community heritage project and Tomintoul and Glenlivet HLF Landscape Partnership Bid.

- ii. Continuing to develop projects with other organisations who support or could support cultural heritage in the Park such as the Royal Commission for Ancient and Historic Monuments Scotland (RCAHMS) and Historic Scotland, Perth and Kinross Heritage Trust and Bòrd na Gàidhlig.

c) Support in delivering Community led Cultural Heritage projects

The CDO network has grown since 2008 with new development projects in Moray, Badenoch and Strathspey and Aberdeenshire approximately 40% of the projects that CDOs support are cultural heritage related

- i. Supporting the Community Development Officer network to support and coordinate communities developing heritage projects, and to develop capacity to do so effectively in future (potential SLAs).
- ii. Securing future funding for Cairngorms LEADER and other funding sources (local authorities, Big Lottery etc)

d) Communications

- i. Increasing awareness of significance of cultural heritage through communications on many projects such as Cairngorms Nature, National Park Design Awards, 'Sharing the Stories 2', the Education Project, our Gaelic Language Plan and through development and management of the CNP Brand including the Cairngorms Business Partnership's 'Make it Yours' initiative.

Recommendation

- 11. **That the board endorse the CNPA's approach to supporting cultural heritage set out above**

Potential Gaps in Support

- 12. The approach shown above demonstrates substantial but targeted commitment from the CNPA to cultural heritage. However, there is a potential gap for communities in securing specialist advice for their own projects, for example in archaeological advice, historical recording or storage of information. Such specialist advice will rarely come from the same person or organisation and can be expensive for communities to access. A small fund (up to £10k) to help provide specialist and professional advice to community projects would help groups move their projects on. We recommend the CNPA establishes a small ring fenced fund for this purpose that community groups can apply to for support. We suggest that it should be administered through the Community Liaison Agencies, Voluntary Action Badenoch and Strathspey (VABS) and the Deeside Donside Development Project, in a similar way to which the CNPA currently supports community website development.

Recommendation

- 13. **That the Board approve the a small fund to help provide community groups with specialist cultural heritage advice**

Implications

Policy Implications

14. The proposed approach fits within the framework of the National park Partnership Plan 2012-2017 and the CNPA's Corporate Plan 2012-2015.

Financial Implications

15. The proposed approach fits within the framework CNPA's Corporate Plan 2012-2015 and Operational Plan. The proposed small specialist and professional advice fund would be created from within existing operational programme budgets for the Corporate Plan period.

Reputational implications

16. The proposed approach maintains and extends the CNPA's support for cultural heritage. It is proposed that the progress on cultural heritage work is promoted through the AoCC and the Community development Officer Network.

Stakeholder Implications

17. The proposed approach builds on existing work and relationships with stakeholders. The role of the Community Development Officers in supporting community heritage projects needs to be made clearly through communications and engagement with communities.

CLAIRE ROSS

GAVIN MILES

PETE CRANE

15 February 2013

claireross@cairngorms.co.uk

gavinmiles@cairngorms.co.uk

petecrane@cairngorms.co.uk

Annex I

Community Heritage Project Summary

1. The community heritage project originally a two year project (then extended to three and a half) has been a very successful vehicle in delivering a wide range of community led heritage projects. It has not just supported a wide range of physical projects on the ground but has brought communities together around their heritage, built confidence and skills to deliver future projects on their own and created a greater sense of ownership and pride for people in their area. The support it has offered has included:
 - a) **Expertise:** Professional cultural heritage input to community projects at each of the following stages of project creation and delivery.
 - b) **Networking:** Connecting community groups with the appropriate national, regional and local cultural heritage agencies and groups.
 - c) **Project Scoping:** Building on an idea and raising awareness of the potential cultural heritage delivery mechanisms.
 - d) **Project Development:** Designing a cultural heritage project, and sourcing and securing appropriate funding.
 - e) **Project Management:** Supportive cultural heritage input for project delivery.
 - f) **Innovation and Creativity:** Identifying potential cultural heritage projects and funding sources and matching to potential community groups to deliver.

2. Over 40 community heritage initiatives were supported by the Community Heritage project generating over £200,000 of additional funding. The initiatives included:

Annex One: Examples of Community Heritage Projects

Projects	Outcome
Macpherson Museum Marketing Strategy	Secured funding from Cairngorms LAG, CNPA and Highland Council to produce a Marketing and Promotions Strategy for the Museum in 2013.
Kingussie Oral History	Secured funding from the Heritage Lottery Fund, Cairngorms LAG and Highland Council for a project on the planned town of Kingussie which will produce an archival record and virtual and physical exhibitions in 2013, in association with the University of Aberdeen and RCAHMS.
Fèisean a' Mhonaidh Ruaidh Development Officer	Secured funding from the Robertson Trust, Cairngorms LAG and Marr Area Partnership to appoint a Development Officer for Deeside in 2013.
Dualchas Spè	Secured funding from Cairngorms LAG and CNPA for a scoping study of the Gaelic dialects of Badenoch and Strathspey.
Kingussie Town Trail	Secured funding from CNPA to produce interpretation for a new walk on the heritage of the community in Kingussie.
Badenoch and Strathspey Shinty Heritage	Secured funding from the Heritage Lottery Fund, Creative Scotland and Cairngorms LAG, and in association with the Highland Council, to produce an archival record, a booklet, a CD, and an exhibition at the Highland Folk Museum, of the history of shinty in Badenoch and Strathspey.
Where Long Shadows Fall	Secured funding from Scottish Natural Heritage, Cairngorms LAG and Marr Area Partnership for two outdoor art installations on environmental heritage themes at Glenbuchat, and in association with Laggan Forest Trust, at Laggan, during 2011.
Cultural Heritage Taster Days	Secured funding from Cairngorms LAG and, in association with Fèisean a' Mhonaidh Ruaidh, hosted traditional music days in Ballater and Braemar in 2010 and 2011.
Making Connections Visits	Secured funding from Cairngorms LAG to organise a series of fact finding trips for cultural heritage groups during 2011.
Cairngorms Cultural Heritage Conference	Secured funding from Cairngorms LAG to host a conference for over 80 people in Boat of Garten in 2010, with speakers from Historic Scotland, the University of the Highlands and Islands and RCAHMS.

Annex 2 CNPA Support for projects promoting the Cultural Heritage of CNP to Visitors

Activity	Location	Partners	Outcome
Support for ranger services across the CNP	Park wide	Ranger service managers	The delivery of education programmes and public events that specifically raise understanding and awareness of the local cultural heritage
Development of interpretation in ranger bases	<ul style="list-style-type: none"> • Glen Doll • Blair Atholl • Glenmore • Glenlivet • Glen Tanar • Balmoral 	Angus Council, SNH, FCS, HIE Perth & Kinross Council, Atholl Estates, Crown Estate, Glen Tanar Charitable Trust, Balmoral Estate	The installation of information and interpretation in ranger bases to specifically raise understanding and awareness of the local cultural heritage
Support for interpretation plans	<ul style="list-style-type: none"> • Dalwhinnie Community • Boat of Garten Community • Grantown Community • Rothiemurchus Estate 	Communities as stated	Development of interpretation plans that allow communities and organisations to agree how best to inform visitors of the natural and cultural heritage of the area
Support for interpretation projects that promote cultural heritage	<ul style="list-style-type: none"> • Ruthven Barracks • Glenbucket Castle • Braemar Castle • Gynack Trail • Landmark Forest Visitor Centre • Frank Bruce Sculpture Trail • Cairngorm Mountain • Station Square, Boat of Garten • Aviemore Interpretation Project • Community Information Points 	Historic Scotland, SNH Communities across CNP, Aviemore Business Association, Landmark, CML, FCS	Range of installations panels, sculptures and artworks etc that interpret the cultural heritage of the local area.
Support for publications and information that promotes the cultural heritage of the area	<ul style="list-style-type: none"> • Traditional Place Names Leaflet • Hill Tracks Leaflet • Heritage Paths Website • Kingussie Town Trail • Dalmochie • Grantown Town Trail • Strathspey Steam railway leaflet • Battle of Cromdale 	Scotways, communities as indicated, Strathspey Steam railway	Range of publications and information that inform visitors about the cultural heritage of the local area.

Annex 3

Cultural Heritage and the Cairngorms National Park Partnership Plan

1. The National Park Partnership Plan recognises cultural heritage as an important special quality of the Park. It is explicitly part of the second of the Plan's three long term outcomes and also integral to the first and third outcomes:
 - a) A sustainable economy supporting thriving businesses and communities;
 - b) A special place for people and nature with a natural and cultural heritage enhanced;
 - c) People enjoying the Park through outstanding visitor and learning experiences.

2. Cultural heritage is also reflected in a number of the ten five-year outcomes for this National Park Partnership Plan:
 - a) The economy of the Park will have grown and diversified, drawing on the Park's special qualities
 - b) Communities will be more empowered and able to develop their own models of sustainability
 - c) The special landscape qualities, including wildness, are conserved and enhanced
 - d) Settlements and built development will retain and enhance the distinct sense of place and identity in the Park
 - e) More people will enjoy, learn about and help to conserve and enhance the Park
 - f) The expectations of visitors are met or exceeded

3. Many of the National Park Partnership Plan's work programmes also link to or support cultural heritage:

Cultural Heritage links in the National Park Partnership Plan's work programmes	
Programme	How cultural heritage is reflected in the programme:
1. Supporting business	<ul style="list-style-type: none"> • Conservation and interpretation of cultural heritage where it is part of private or community business • Cultural heritage as part of the overall visitor product of the Park
2. Infrastructure and communications improvements	
3. Low Carbon Cairngorms	<ul style="list-style-type: none"> • Conservation of built heritage through improving energy efficiency and opportunities to heat, power and profit from renewable energy
4. Community empowerment	<ul style="list-style-type: none"> • Supporting communities to conserve, enhance, celebrate cultural heritage • Cultural heritage projects providing community income or business opportunity
5. Building vibrant	<ul style="list-style-type: none"> • Planning policy providing for conservation, enhancement and

Cultural Heritage links in the National Park Partnership Plan's work programmes	
Programme	How cultural heritage is reflected in the programme:
places	<p>preservation of built heritage, archaeology & historic landscapes</p> <ul style="list-style-type: none"> • Cultural heritage projects associated with the regeneration of Tomintoul and Glenlivet and with the Heritage Lottery Landscape Partnership bid • Increasing the quality of design – reflecting, complimenting, safeguarding built heritage. Reinforcing identity. • Enhancing townscapes and Conservation Areas
6. Nature and landscapes	<ul style="list-style-type: none"> • Cultural connections with wildlife and landscapes
7. Supporting land management	<ul style="list-style-type: none"> • Helping traditional activities adapt to changing pressures • Maintaining connections with past ways of life • Traditional landscapes maintained
8. Leading sustainable tourism	<ul style="list-style-type: none"> • Celebrating cultural heritage as part of the tourism product across the Park and in particular places
9. Active Cairngorms	
10. Outdoor learning	<ul style="list-style-type: none"> • Structured learning opportunities associated with natural and cultural heritage.
11. Sharing the stories	<ul style="list-style-type: none"> • Training to help people share cultural heritage information or stories • Signposting for people to discover cultural heritage for themselves • Campaigns that link to cultural heritage messages • Extending the RCAHMS Community Heritage Project supporting communities discover and record their own cultural heritage to other places in the Park (pilot running Kingussie)
12. Visitor and access infra-structure	<ul style="list-style-type: none"> • Helping people experience cultural heritage through paths, signposting and information • Providing high quality visitor facilities associated with cultural heritage sites and that celebrate and share cultural heritage at other sites

Annex 4

Cultural Heritage and the Cairngorms National Park Authority Corporate Plan

Cultural heritage-linked outcomes and work are set out in each of the first six programmes of the CNPA Corporate Plan and are also supported by delivery of the last two programmes.

CNPA Corporate Plan 2012-15 Programmes:

- 1. Building the Cairngorms Brand and Visitor Experience**
(Cultural heritage as part of the tourism product, association with the Brand. Gaelic Language)
- 2. Getting Involved**
(Community heritage projects, the role of community development officers)
- 3. Land Management and Conservation**
(Cultural heritage links with nature and management, e.g. Cairngorms Nature)
- 4. Cairngorms National Park: A Special Place**
(Conservation of built heritage, conservation areas, Tomintoul & Glenlivet HLF, protection, conservation and enhancement through planning policy)
- 5. Developing Opportunities for Recreation**
(Accessing and experiencing cultural heritage)
- 6. Supporting Sustainable Business**
(Business links to cultural heritage)
- 7. Delivering Organisational Excellence**
(Supporting the CNPA deliver the Corporate Plan)
- 8. High Quality, Effective Planning Services**
(Protection, conservation and enhancement through development management)