

## Principles for Delivery of Park-wide Branded Information

### FOR DISCUSSION

#### Introduction

The Strategy and Action Plan for Sustainable Tourism identifies the provision of Park branded information as a priority action under the section covering Information and Interpretation, 4e & f.

In addition, Action 8 of the Interpretive Framework for the Cairngorms National Park, approved by the Park Board in May 2005, states: -

*CNPA should continue to work with partners to develop Park branded information and interpretation in Tourist Information Centres, Ranger Bases and visitor attractions.*

Branded information is currently being installed in the TIC's around the Park (see Annex 1) and work is starting on installation of similar information at the ranger bases. Plans are also in hand for the design and production of bespoke, Park branded, leaflet dispensers for the 'family' of Cairngorms National Park leaflets.

Park Authority staff are aware that there is also demand from other 'visitor attractions' for National Park displays and for branded information. This paper aims to prompt discussion about priorities for the provision of such information. **Forum members are invited to provide general feedback.**

#### Background

The rationale for providing Park branded information at TIC's and ranger bases is that the Park Visitor Survey (2004) clearly identified that these were key locations where visitors sought information about the Park. They are also sites where CNPA or partners can relatively easily influence the quality of information provided for visitors.

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

The next appropriate phase of work would be to install displays in visitor attractions on a similar basis to those in the TICs with an associated branded leaflet racking system. CNPA have already received several requests from attractions for Park display material (including maps) but we currently have no criteria against which to make decisions about priorities.

The following criteria for installing branded images and branded leaflet racking systems are suggested for discussion: -

1. The priority for development of Park branded visitor information will continue to be at TIC's and at Ranger Bases.
2. Any visitor attractions receiving Park branded visitor information must meet the criteria for obtaining the National Park Brand.
3. In considering requests for the installation of Park branded visitor information, priority will be given to visitor attractions which :-
  - a. are an established excursion destination, a primary purpose of which is to allow public access entertainment, interest or education, rather than being primarily a retail outlet or venue for sporting, theatrical or film performances. (STB 1991)
  - b. provide general information to visitors through a wide range of leaflets and 'face to face' information.
  - c. attract at least 15,000 visits per annum or be in a strategic location that is not already covered by Park branded information (Annex 2 provides visitor numbers for **some** attractions in the Park)
  - d. are of key regional or national significance (such as the National Outdoor Training Centre at Glenmore Lodge)
4. All displays provided will be owned by the CNPA and 'loaned' to the attraction at the discretion of the CNPA. This will be backed by a formal agreement designed to allow the CNPA to have some influence over the quality of information.
5. The displays will be produced by CNPA in discussion with the visitor attraction and designed to convey information about the National Park and not brand the host attraction to the Park.

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November 2005

Annex 1 Examples of National Park Panels in TIC's



**Annex 2. Examples of attendance at some Visitor Attractions** (source: Visitor Attractions Monitor)

<b>Name</b>	<b>2003</b>	
The Glenlivet Distillery, Ballindalloch	39,826	
Glenshee Ski Centre	30,663	
Tomintoul Museum & Visitor Centre, Tomintoul	14,488	
Breamar Castle, Ballater	14,227	E
Royal Lochnagar Distillery Visitor Centre, nr Ballater	11,027	
Corgarff Castle, Strathdon	4,865	
CairnGorm Mountain Railway, nr Aviemore	187,015	
Glenmore Forest Park Visitor Centre, by Aviemore	90,014	
Speyside Heather Centre, Dulnain Bridge	62,550	
Revack Estate, Grantown on Spey	36,500	E
Loch Garten Osprey Centre, Nethybridge	34,969	
Rothiemurchus Estate, by Aviemore	34,000	E
Strathspey Steam Railway, Aviemore	32,543	E
Dalwhinnie Distillery, Dalwhinnie	25,485	E
Highland Folk Museum, Newtonmore	19,273	
Highland Folk Museum, Kingussie	15,563	
Highland Wildlife Park	64,627	
RSPB Insh Marshes Nature Reserve, nr Kingussie	12,000	E
Loch An Eilein Pottery, Rothiemurchus	3,000	E