

CAIRNGORMS NATIONAL PARK AUTHORITY FINANCE COMMITTEE

FOR DECISION

Title: Alignment of CNPA's websites

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Purpose

To seek approval of the Finance Committee to the expenditure required to align the CNPA's corporate and Park websites and for the three-year hosting and CMS of them.

Recommendations

The committee approves the funding of £38,500 for this project.

Executive Summary

It is proposed to align the CNPA's two websites – the corporate site www.cairngorms.co.uk and the Park portal www.cairngormsonline.co.uk. The overall aim is to have a high profile, inspirational presence on the web which raises the profile and promotes the Park and its special qualities and allows people with a range of interests in the Park to find information quickly and easily – especially visitors. Its long-term vision is to provide the best possible online experience for all users of the Cairngorms National Park website/portal while also providing business benefits for CBP and a cost-effective mechanism for the CNPA and other public sector partners to engage with a range of partners and place information about our work and services in the public domain. This is expected to be delivered through a flexible web portal based approach which allows information to be accessed directly on the website or via links to other sites.

The web portal based approach relies on a strong degree of collaboration between the private, public and voluntary sectors and fits well with the overall approach taken to the management of the National Park. The design of the Portal is flexible and can be developed over time, adapting to any future changes as necessary. It provides basic information about the Park, fills gaps in provision and points users through links to further sources of information.