



<b>OUTCOMES</b>	<b>THEMES</b>	<b>AUDIENCES</b>	<b>CHAMPIONS (Comms Partners)</b>	<b>MECHANISMS</b>	<b>GUIDANCE and SUPPORT</b>
<p><b>What do we want people to know?</b> Increased awareness of the Park: why it is a special place and its value as a national asset</p> <p><b>What do we want people to feel?</b> Increased sense of 'closeness': a deeper connection with/appreciation of the Park, its special qualities and how it's managed</p> <p><b>What do we want people to do?</b> Increased sense of responsibility/ownership: engagement with/support for how the Park is managed</p>	<p>The Park is a special place that needs special care</p> <p>CNP is supporting a thriving economy and vibrant communities</p> <p>There are many ways to enjoy and get involved in the Park</p>	<p>Visitors and potential visitors</p> <p>Residents and Local Businesses</p> <p>Land Managers</p> <p>NPP Delivery Partners</p> <p>Politicians, decision makers, influencers and opinion formers</p>	<p>CNPA Board and Staff</p> <p>Rangers</p> <p>Community Liaison Officers and reps</p> <p>Delivery Partners – CBP and COAT</p>	<p>Digital Communications strategy including the online 'tool kit' and online forums (supported by traditional media work)</p> <p>Stakeholder/Community Engagement and Events Programme including CNP forums and Forward Look</p> <p>Campaigns:</p> <ul style="list-style-type: none"> <li>• Celebrating Nature</li> <li>• Active Cairngorms Tread Lightly</li> <li>• 'Make it Yours'</li> <li>• Park Aware</li> </ul> <p>Strengthening Communities Initiative</p> <p>Volunteering Initiative</p>	<p>Marketing framework</p> <p>Interpretation Guidelines</p> <p>Brand Guidelines</p> <p>Gaelic Language Guidelines</p> <p>Community Engagement Tool Kit</p> <p>Support materials and publications (e.g. presentations and leaflets)</p> <p>Communications and Engagement training and information/briefings</p>

**\* Please note this table presents the various elements of the C & E approach and that although there are many inter-linkages these are not shown – this table simply aims to present all the information on a single page**