

CAIRNGORMS NATIONAL PARK AUTHORITY FINANCE COMMITTEE

FOR DECISION

Title: SALE OF PANORAMIC POSTERS

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Purpose

To seek the Committee's approval to CNPA printing and selling posters of the panoramic paintings for a time-limited trial period, prior to developing a future licensing agreement with suitable partner.

Recommendations

The Committee is asked to:

- a) agree that CNPA undertake trial sales of posters of the panoramic paintings in order to 'test the market' prior to tendering the opportunity to sell the posters commercially.
- b) agree that this trial should until October 31st 2010 at the latest.
- c) agree that any surplus generated during the trail should be donated to charity, specifically the Cairngorms Outdoor Access Trust, for environmental improvement works in the National Park.

Executive Summary

1. As part of the interpretation for Point of Entry Marker Project CNPA commissioned five panoramic paintings of the National Park. In addition to use at points of entry to the Park the paintings are now being used as displays in communities, in visitor centres, and on web sites as an engaging way of raising understanding and awareness of the National Park.
2. CNPA own the copyright to the five images.
3. Similar panoramic paintings of areas of Scotland, other UK National Parks and American National Parks are sold commercially as posters and we feel that there is an opportunity to market posters of the CNP panoramas using the National Park brand image, in a similar way with the aim of:
 - a) Raising understanding and awareness of the National Park

- b) Generating income for environmental improvement in the National Park
4. Until now we considered that the best way to sell the panoramas was to tender the opportunity commercially through the Cairngorms Outdoor Access Trust. However, having considered this in more detail there are a number of key factors indicating that this is not a good time to let such a tender:
- a) CNPA have no real indication of the commercial value of the posters and no sound basis to judge the best value of any tender.
 - b) The CNP boundary will change within the next two years. This will need to be changed on the posters and so the terms of any tender will either be complex or need to be amended.
 - c) ACDMO are working with partners scoping the potential for a 'visitor payback' scheme and the outputs of this work may influence the way in which we sell posters in future.
 - d) COAT is at an early stage of development where their main focus is delivering path improvements. The sale of posters may be a distraction to their core function at this time.
 - e) COAT is not constituted to sell goods and have been advised to set up a trading arm if they wish to proceed with the sale of posters. Again, another unwanted distraction at this stage.
5. Nevertheless, if we decide to postpone the sale of posters we will be missing an opportunity to test the market and gain information about the commercial value of the product.
6. Therefore, we now consider that the best way to progress this work is for CNPA to undertake some basic market research with local outlets such as visitor shops (CairnGorm Mountain, Glenmore Visitor Centre, etc) and Tourist Information Centres to determine whether a poster would be saleable and in what quantities. If this is encouraging then we should precede to market, through local outlets, posters for a period not going beyond 31st October 2010.
7. This work will provide us with clear information about the commercial value of the posters prior to letting any contract. At the end of the trial we should also be clearer about whether sales of posters can be linked to any wider 'visitor payback' scheme or whether COAT are in a better position to generate income from sales.
8. The decision for CNPA to directly market commercial goods, albeit on a small scale, has the potential to raise legitimate concerns from the private sector of public money being used to subsidise commercial activity. However, this is a specific time- limited trial with the explicit aim of gaining better information prior to a commercial tender. The printing and distribution of any posters will be let commercially, the

goods will be offered for sale through commercial outlets and any surplus will go environmental works in the National Park. The only element that the CNPA is substituting is that element of profit (or loss) that would be generated by a 'publisher'. Given the time limit on the trial and the other constraints discussed we consider this is an appropriate use of public funds.

9. We also consult with the Brand Management Group and feedback any advice given to the Finance Committee.

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