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## CAIRNGORMS NATIONAL PARK AUTHORITY

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### FOR DECISION

**Title:** Economic Baseline Review

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#### **Purpose**

To seek the Committee's approval for funding to update current economic baseline information for the Park.

#### **Recommendations**

The Committee is asked to:

- a) Agree to the CNPA funding up to 75% of the total project cost and that a maximum of £30k be approved from the 2009/10 Operational Plan.

#### **Executive Summary**

Baseline economic data was gathered for the Park and surrounding area by SQW consultants in 2002/03. With the Park established for five years and the Park Plan now two years old a measure of progress is required; in simple terms: what effect has National Park status had on the area? Closely related is the need to assess the effect of improvements and additions to business support organisations such as the Cairngorms Chamber of Commerce, Destination Management Organisations and the introduction of the Park Brand.

The project aims to: update the existing baseline economic information; improve the current indicators and measurement thereof; analyse trends in activity; analyse the impact the National Park has had on the area; identify opportunities for strengthening the local economy; and, recommend a longer-term methodology for regular monitoring.

Existing complementary studies from HIE and Scottish Enterprise will be incorporated but a bespoke and focussed study on the Park area is required. The DMOs and CCC are fully supportive and have helped shape the project. HIE have agreed to fund 25% of the project cost.

It is a discreet project that will be tendered to a variety of established economic and rural consultancy firms. The final report will be delivered by 17 August 2009 and the project will complete by October 2009 with presentations to local business organisations.

**March 2009**