

CAIRNGORMS NATIONAL PARK VISIT FORUM

Meeting held on Wednesday 20th April at 10.30am
Duke of Gordon Hotel, Kingussie

Present:

Bruce Luffman (Chair)	Auld Cummerton, Strathdon
Elaine Booth	Scottish Enterprise Grampian
Ruathy Donald	Cairngorms National Park Authority
Sally Dowden	Speyside Wildlife
Ian Dunlop	VisitScotland
Patricia Eccles	Nethy House, Nethy Bridge
Murray Ferguson	Cairngorms National Park Authority
Heather Galbraith	Cairngorms National Park Authority
Jim Gillies	Forestry Commission
John Grant	Rothiemurchus Estate
Alistair Gronbach	VisitScotland
Andrew Harper	Cairngorms National Park Authority
Paul Higson	ECAP
Steve Hunt	Scottish Natural Heritage
Bob Kinnaird	CairnGorm Mountain Ltd
Louise Mackie	Aberdeenshire Council
Rita Marks	Moray Tourism Forum
Alastair MacLennan	Balliefurth Farm / B&B
Elma McMenemy	Royal Deeside and Mearns Tourism Forum
Ann Napier	Association of Cairngorms Community Councils
Andy Rockall	SNH
Debbie Strang	Cairngorms National Park Authority
Deborah Tait	MBSE

Apologies:

Anne Angus	MBSE
Scott Armstrong	VisitScotland
Neil Black	VisitScotland
Simon Blackett	Braemar Tourist Association
Sandy Dear	Tourism and the Environment Forum
Andrew Coleman	UDAT
Fred Gordon	Aberdeenshire Council Ranger Service
Paul Higson	ECAP Project Co-ordinator
Andrew Kirk	Cairn Hotel
James Macfarlane	Muckrach Lodge Hotel, Dulnain Bridge
Garry Marsden	Balmoral Estate
Pierre Masson	Moray Council
Mick Pawley	Angus Council
James Rattray	Blair Atholl Tourism Group
Ian Reynolds	Scottish Enterprise Tayside
Neil Sutherland	Cairngorms Local Outdoor Access Forum (LOAF)
Elizabeth Thompson	Dalwhinnie Distillery
Tim Walker	Sportscotland Glenmore Lodge
Drennan Watson/Jim Conroy	Scottish LINK

Welcome and Apologies

1. The Chair welcomed all attendees and noted the apologies received.

Minutes of the Last Meeting and Matters Arising

2. VisitScotland have decided not to offer the CNPA post of Tourism and Economic Development Manager to staff as a secondment opportunity as had previously been agreed. The Chair expressed regret that this was the case and advised that the post will now be subject to internal recruitment before being more widely advertised if necessary.
3. The CNPA will be allocated a single point of contact within VisitScotland at Area Director level. This is likely to be Ian Dunlop, but a final decision has not yet been made.
4. Andrew Harper confirmed that the Place Names Leaflet being produced by the CNPA would include place names of Doric origin as well as Gaelic. Elma McMenemy confirmed that she had been contacted by Rita Callander in connection with this.
5. The CNPA plan to produce a visitor information website and are liaising with other website providers to ensure that there are clear remits for each site. It was noted that the Cairngorms Chamber of Commerce are developing a new site, funded by Leader +, CNPA and the Highland Council. They will have a listing for every business in the Park.
6. Debbie Strang advised that Sandy Dear had reviewed the CNP Marketing Strategy in light of the Sustainable Tourism Strategy. The two strategies do fit together but the Marketing Strategy will be amended to refer to the Sustainable Tourism Strategy and will be included as an annex to the Sustainable Tourism Strategy.
7. The Sustainable Tourism Strategy and Cairngorms Visitor Survey summary booklet will be sent to all businesses within the park and will advise that the full documents are available on request.
8. The CNPA have started holding meetings with partners to progress the actions contained within the Sustainable Tourism Strategy, and this is also feeding into the Park Plan. Debbie Strang also confirmed that she had met with the Macaulay Land Use Research Institute to discuss the monitoring framework for the Sustainable Tourism Strategy.

Brand Management Committee

9. Heather Galbraith updated on the decisions made so far by the Brand Management Committee, as detailed in Paper 1. Use of the brand by tourism businesses will be subject to membership of a quality assurance scheme and green tourism business scheme. Concerns were expressed that the VisitScotland Green Tourism Business Scheme is too expensive for small tourism operators. Alistair Gronbach advised that membership of the scheme starts at around £50 and that the VisitScotland scheme was the largest in Europe with 700 members. He added that the CNPA were in a position to influence development of the scheme. VisitScotland are also planning a marketing campaign to raise awareness of the scheme with consumers. Bob Kinnaird advised that CairnGorm Mountain had found the GTBS audit process really useful.
10. The Brand Management Committee decided that Tourism Associations and Community groups could display the brand on websites and literature alongside a short note of explanation of the

Europarc Assessment

10. Debbie Strang updated on the recent Euorparc assessment visit. The visit had gone well and Richard Partington had been particularly interested in the idea of directly-elected board members. The feedback from him during the visit was largely positive.

Sustainable Tourism Conference

- 11.

AOCB

Date of Next Meeting

24. The next meeting will be held on 9th June

The meeting finished at 1.15pm

**Heather Galbraith
June 2005**