

	A	B	C	D	E	F	G	H	I	J
1					Making Tourism and Business More Sustainable					
2	Par	Plan	Ref.		Park Plan Action	2005-07	2007/8	2008/09	2009/10	2010/11 and future plans
3	5									
4		I			Making tourism everyone's business					
5		I a			Support annual tourism industry meeting to share good practice	CNPA funded, jointly organised and delivered with CCC			CCC/DMO organised event on formation of CBP	CBP to deliver, now business conference rather than just tourism.
6		I b			Develop and support effective mechanisms for two-way communication with business stakeholders	VISIT Forum			CBP development. Cairngorms Sustainable Tourism Forum (CSTF) established.	Consolidation of CBP. Continued liaison with other organisations and stakeholders outwith CBP including CSTF. Future business support (research, Business Gateway etc)
7		I c			Conduct omnibus tourism enterprise survey			Survey complete by March 09.		Conducted as part of Sustainable Tourism Strategy (STS) review and re-application process in 2010. Business Barometer provides regular Park-wide feedback.
8		I d			Explore opportunities for getting a range of people involved in understanding and contributing to enhancement of the special qualities of the Park through visitor payback			Existing research and best practise reviewed. Study commissioned by ACDMO.	Study completed. Recommendation not to establish a Park-wide scheme but to work at local level with existing projects.	Clarify and promote channels for receiving and disbursing donations for conservation, biodiversity and heritage work. Development of Community Heritage project offers further potential.
9		I e i			Develop stronger links between tourism and transport, land management, food and drink, retail and other key sectors	Establishment of Cairngorms Farmers Market	Tourism conference linking Food & Tourism.	Options for Cairngorms food & drink group to be explored. Heather Hopper commissioned	Ongoing advice and support to Farmers Market.	Delivery of Food for Life development plan promoting opportunities for local food and drink (economic, tourism, land use, education, health) within a regional context. Other complementary work includes Deeside food tourism initiative promoting local food with tourism businesses and venison marketing and awareness raising work.
10			ii							CBP led marketing work (and RDCDMO marketing work) should highlight other opportunities (such as more focus on retail). Local support to retailers ongoing.
11			iii				Development of Heather Hopper		Promotion of public transport options. Explorer, Heather Hopper, Shoestring	Transport links highlighted via Explorer publication, Stagecoach branding. Ski train options for CML being explored for 2011. Electric vehicle potential in tourist hubs, including supportign infrastructure. Future EU funded project looking at information provision.
12		I f			Ensure communities are represented in tourism planning and are able to generate positive benefits from the tourism industry		Cairngorms Community Investment Prog fully committed by Nov 07. Leader funding secured for CNP area.		CPP development. LAG approved 147 projects worth £1.4m.	Community Planning Partnership (CPP) offers opportunities for communities to engage in wider development. Community Action Plans been/being developed across the Park. Community representatives sit on CSTF. Support available via Local Action Group (LAG) that includes LEADER and partner funding.
13	2				Encouraging business excellence and quality					

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2	Par	Plan	Ref.		Park Plan Action	2005-07	2007/8	2008/09	2009/10	2010/11 and future plans
14		2 a	i		Promote economic opportunities created by National Park status and ensure expert advice is available in relation to sustainable development		Commission research in to new opportunities. Work with LECs to identify gaps in expert advice geared to Park Aims. Ensure good signposting of advice.	Explore options for Challenge Fund geared to opportunities. Coordinate advice around Brand, GTBS and skills.		Sustainable Tourism Strategy and CBP/RDCCDMO led marketing work will provide the framework for subsequent CBP/DMO led marketing work.
15			ii						Development of woodfuel action plan	Promotion of woodfuel - Woodfuel Action Plan and EU ClimATIC project. FCS usewoodfuel.co.uk and ongoing promotion work.
16			iii						Engagement with timber industry working group and development of timber guide	Promotion of local timber in construction - users guide and CNPA Sustainable Design Guide
17			iv						Food and Drink Action Plan developed and endorsed by CNPA Board.	Food for Life project (see above).
18			v							Information provision including: Economic and Social Health of the Park, Visitor Survey and Business Support Audit publication (sources of funding and guidance).
19			vi							Engagement on key infrastructure requirements including broadband provision
20		2 b	i		Increase use of environmental management plans and accreditation by businesses		Identify wider business accreditation schemes in use e.g. certified timber. Explore options for increasing uptake involving Business Environment Partnership and other partners	CCC led research identified a range of schemes and highlighted the challenges in engaging with more businesses		Pilot scheme being run in the Park with Highland Council via Business Gateway to raise awareness amongst businesses and provide focussed support to develop environmental management plans. Funding already available from Aberdeenshire Council and Angus Council small business support schemes for environmental improvements to business processes. Future collaborative options with CBP and LAs being explored.
21			ii						Brand update covered under PfA 6.7	Brand criteria require environmental policy/statement or accreditation (GTBS or similar for tourism businesses) to be in place; this is to be explored by the Brand Management Group, particularly in light of VS QA developments in 2010 and 2011.
22		2 c			Strengthen awareness and spending on local crafts and produce by carrying out research on producers, branding and visitor information		Creative Cairngorms - Produce directory and establish craft trail. Conduct baseline survey on use of local produce as part of tourism conference Nov 07			Food producer survey completed in March 2010. Food for Life development ongoing including comprehensive audit of the food and drink sector in Q1 2011.

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23			2 d	i	Develop training and other measures to better support the vocational skills requirements of businesses and residents in the Park		Funding secured for future of LBBT, CATS Bursary Scheme (cross ref ILM PFA) Continuing support for Schools Liaison Officer projects. SEG training programmes commenced Oct 07	Developing new Rural Skills Apprenticeship for Land-based industries to include sustainable tourism. Launch late 2008.	LBBTP courses have supported a wide range of land based skills development.	LBBTP future development ongoing with a range of training courses on food related activity, interpretation and heritage. Innovation and Business Growth Programme in Aberdeenshire.
24				ii						Barnardos Works Rural skills development project in Deeside
25				iii						Cairngorms Construction Training Project for sustainable building skills (2010-13)
26				iv						'Park Aware' project being led by CBP should help inform tourism staff training
27				v						SE sponsored 'Reach for the Stars' programme, marketing and Web2.0 training in Deeside.
28			2 e		Strengthen Chamber of Commerce and network of Business Associations		Project support to CCC	Project support to CCC		Support to CBP development. Continued engagement with RDCDMO, FSB and local Business Associations.
29			2 f			Encourage businesses to collaborate and network through groups such as Creative Cairngorms.		Marketing advice and support provided to Creative Cairngorms, CFMA and Cairngorms Hostels.	Marketing advice and support provided to Creative Cairngorms, CFMA and Cairngorms Hostels. Development of CBP.	Support to CBP. Continued engagement with RDCDMO, FSB and local Business Associations. Funding available via LAG for collaborative activity.
30			2 g	i	Encourage benchmarking of performance to improve quality of customer experience		ACDMO Business Barometer commenced Oct 07.	QA Scores Database complete Autumn 08	Visitor Survey commissioned in May 2009.	Visitor Survey completed in May 2010. Quarterly Business Barometer ongoing.
31				ii						DOVE project to provide regular feedback and analysis. CNPA funding to support DOVE and CBP/RDCDMO work ongoing. Future options for more 'customer journeys'.
32			2 h		Provide more advice and support for business development, including the marketing and processing of primary produce and add further value through appropriate use of the Cairngorms Brand.					Covered under 5.2.a above. Promotion of Cairngorms Brand ongoing and covered under PfA 6.7. LA funded Business Gateway service now operating.
33			2 i	i		Develop innovative schemes to assist land management units develop their economic and environmental sustainability		Planning to succeed. Monitor Farms.	CATS - Development of Rural Skills Apprenticeship	Land management support officers assisted land managers to access SRDP funds.

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34			ii							SE sponsored Planning to Succeed programme ongoing in Deeside.
35		3			People and the Park					
36		3 a			Work with partners to promote the National Parks as a key part of Scotland's tourism product		Options explored for Scotland's National Parks as part of product / marketing	Take forward actions integrating Scotland's National Parks into Visitscotland product / marketing work		Some progress with profile on Visit Scotland material but much more could be done. Covered in more detail under PfA 6.7 and in the Communications Update Paper.
37		3 b	i		Work with industry to provide additional high quality experiences (including events and festivals) outwith peak season	Outsider Festival supported (innovative festival with strong connection to the Park)	Community Investment Programme fully committed. Events guidance developed.	Pursue options identified by SEG events audit. Implement actions arising from review of CNPA grants programmes	Outsider 2009 cancelled. Enchanted Glen supported in Deeside.	Significant support to secure 2010 Adventure Travel World Summit, based in Aviemore in October 2010. UK Challenge major corporate challenge event in June 2010. Ongoing LAG (LEADER) support to appropriate individual events that are in the shoulder season. Deeside Sessions Jul-Sep. Dine on Deeside and Venison Festival.
38			ii							LAG sponsored events coordinator post now in place with the CBP to help develop events calendar.
39		3 c			Collate Park-wide information on visitor numbers (vehicle counters, car park usage, visitor attraction numbers and people counters) and regularly disseminate		STEAM reporting ongoing. Visitor attraction monitor ongoing. Future tourism research needs scoped out.	Sustainable tourism targets and monitoring agreed with Europarc.	STEAM report	STEAM provides the only regular Park-wide analysis on visitor numbers. Details available from specific vehicle and people counters at attractions and VICs and from the Moffat visitor attraction survey. Ongoing discussions with Delivery Group and CBP to improve collation and dissemination.
40		3 d			Make information on specific resource protection issues available to managers and users		Partnership with Macaulay Institue agreed.			Being progressed under other PfA - Stategic Land Use group lead.

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5		I a			Support annual tourism industry meeting to share good practice	CBP
6		I b			Develop and support effective mechanisms for two-way communication with business stakeholders	CBP, RDCDMO, FSB, Local Business Associations
7		I c			Conduct omnibus tourism enterprise survey	CBP
8		I d			Explore opportunities for getting a range of people involved in understanding and contributing to enhancement of the special qualities of the Park through visitor payback	CBP, RDCDMO, COAT, LAG, LBAP
9		I e i			Develop stronger links between tourism and transport, land management, food and drink, retail and other key sectors	CBP, RDCDMO, Soil Association, LAs, SE, HIE, VS
10			ii			CBP, RDCDMO, LAs, Local Business Associations
11			iii			CBP, RDCDMO, CML, Westrains, HIE
12		I f			Ensure communities are represented in tourism planning and are able to generate positive benefits from the tourism industry	LAG, AoCC
13	2				Encouraging business excellence and quality	

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					Promote economic opportunities created by National Park status and ensure expert advice is available in relation to sustainable development	CBP, RD CDMO, VS
14		2 a	i			SE, HIE, FCS
15			ii			FCS, LAs
16			iii			
17			iv			HIE, SE, CBP
18			v			LAs, HIE, SE
19			vi		Increase use of environmental management plans and accreditation by businesses	Highland Council, CBP
20		2 b	i			VS, CBP
21			ii		Strengthen awareness and spending on local crafts and produce by carrying out research on producers, branding and visitor information	Soil Association,
22		2 c				

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					Develop training and other measures to better support the vocational skills requirements of businesses and residents in the Park	
23		2 d	i			
24			ii			Barnardos HCSHT
25			iii			CBPVS
26			iv			SE, RDCDMO
27			v			
28		2 e			Strengthen Chamber of Commerce and network of Business Associations	LAs, SE, HIE
					Encourage businesses to collaborate and network through groups such as Creative Cairngorms.	
29		2 f				
					Encourage benchmarking of performance to improve quality of customer experience	
30		2 g	i			
						CBP, RDCDMO, SE, HIE, LAs, VS
31			ii			
					Provide more advice and support for business development, including the marketing and processing of primary produce and add further value through appropriate use of the Cairngorms Brand.	
32		2 h				
					Develop innovative schemes to assist land management units develop their economic and environmental sustainability	SE, HIE, SFD, NFUS, SRPBA
33		2 i	i			

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34				ii		SE
35		3			People and the Park	
36		3 a			Work with partners to promote the National Parks as a key part of Scotland's tourism product	
37		3 b	i		Work with industry to provide additional high quality experiences (including events and festivals) outwith peak season	CBP, RDCDMO, VS, LAs
38				ii		CBP
39		3 c			Collate Park-wide information on visitor numbers (vehicle counters, car park usage, visitor attraction numbers and people counters) and regularly disseminate	CBP, RDCDMO, VS, LAs, SNH, RSPB
40		3 d			Make information on specific resource protection issues available to managers and users	