

Communications & Engagement Board Paper 4 Annex I

Campaign	Outcome	Progress Made 2015/16	Forward Look 2016/17
'Make it Yours'	Business/residents promote the Park, deliver a better visitor/customer experience and benefit from the Park brand	<ul style="list-style-type: none"> • CBP role re. MIY campaign agreed (Feb 2015) • E-bulletin twice a year (spring/autumn) • 'Communicating Cairngorms' toolkit online • Presentations delivered to visitor facing staff • Marketing activities agreed with VS & CBP • Commercialisation/branded merchandise options prepared by external consultants • 104 Business signed the Brand Charter • Positive Visitor Survey & Business Barometer results 	<ul style="list-style-type: none"> • Presentations Programme in place (including at community councils by Board members) • World Host Training programme in place • Interpretation at Edinburgh Zoo, Highland Wildlife Park, House of Bruar, Ballater VIC • Brand Commercialisation: supplier licensing & retailer agreements, 'get involved' initiative, 'friends of the Cairngorms' initiative, sponsorship packages • Collaborative marketing programme with VS, CBP and CNPA in place • Proactive engagement with brand users
Cairngorms Nature	More visitors & residents engage with Cairngorms nature and get involved, are aware of the Park's special qualities and are aware of and support conservation work across the Park	<ul style="list-style-type: none"> • Increased media coverage & CN 'Young Presenter' competition with RSPB UK • Social media increased from 1000 to 4000 followers and a 'klout' rating of 49 • E-bulletin sent out monthly to conservation enthusiasts & supporters (1,103) • CN website went live in July 2015 • Scenic Posts initiative launched in May • Seminar held in April with over 80 	<ul style="list-style-type: none"> • Festival 2016: increase attendees, co-ordinate events at four locations, more involvement of local communities & ranger services • Seminar 2016: to share best practice & discuss the 'big issues' in the Park • Promote volunteering opportunities • Increase media/social media coverage • Increase engagement via the website through dynamic content and the integration of CNP/CN websites • Increase subscribers to the monthly e-

		<p>attendees</p> <ul style="list-style-type: none"> • CNF 2015: 70 events including celebrity events with Nick Baker. 850 attendees - 90% said it exceeded their expectations, 100% said they would recommend the Festival and 100% said they would come again, 54% came from outside the Park (46% were local residents), 71% of non-residents said they came to the Park because of the Festival. 100% of event organisers said they will participate in 2016. • AV materials promoting Cairngorms Nature used in MIY presentations with visitor facing staff, on new website & available as part of the 'Communicating Cairngorms' toolkit. 	<p>bulletin sent to conservation enthusiasts & supporters</p>
Active Cairngorms	<p>Visitors/residents are more active in the Park (especially people who are usually less active)</p>	<ul style="list-style-type: none"> • Ministerial event to launch the AC Strategy & open the Speyside Way extension to Kincaig • CNP new website promotes opportunities for people to be more active • Social media accounts set up with 550 followers and a 'klout' rating of 42 • E-newsletter is sent out every two months • Support materials prepared (info-graphics) 	<ul style="list-style-type: none"> • Health Walk programmes & 'Getting Started' pathway targeting less active residents/visitors • Support walking/cycling festivals through entry level events for less active residents/visitors • Promotion of active travel particularly with local schools • Increase media/social media coverage to encourage people to be more active • Increase engagement via the website through more dynamic content on website • Increase subscribers to e-bulletin

<p>Corporate Communications</p>	<p>CNPA role/contribution understood & supported by specific audiences via digital communications, media relations, events, stakeholder engagement, consultations & publications</p>	<ul style="list-style-type: none"> • New CNP website launched in September • Social Media increased to 7932 followers • Digital Communications Policy in place • E-bulletins: redesign & sent to stakeholders • Media Relations: 52 press releases, 15 articles, 20 blogs, 47 position statements, 4 issues briefings • Publications: Annual Review, Corporate Plan, Active Cairngorms Strategy, Core Paths Plan, Local Development Plan, Economic Strategy • Gaelic Language Plan progress report 2015 • Stakeholder Engagement: positive MSP survey, visitor survey, Business Barometer results • Events: SE Link, RHS, G250, National Parks Week, Grantown Show/Pride Awards, Braemar Gathering, 7 Minister/MSP/MP visits, LEADER Launch, 4 Board Business Evenings, 10 Forums, Cairngorm & Glenmore project consultation 	<ul style="list-style-type: none"> • Consultations for the NPPP (June 2016) & LDP2 (November 2016) • Stakeholder engagement programme and MSP survey (November 2016) • Events: Holyrood, RHS, Grantown Show, Moy Game Fair, National Parks Week • Increase media/social media coverage to raise the profile of the Park and work of CNPA & increase Social Media followers & engagement • Media Relations & issues management • Design Awards & planning service PR • Manage, monitor & develop the website to deliver the best possible user experience & increase dynamic/AV content • Deliver Gaelic Language plan including an increase in Gaelic content on the website • Publications: Annual Review, Gaelic Language Plan progress report 2016 • E-bulletins: (C. News, Stakeholders/MSPs, Cairngorms Nature, Active Cairngorms, MIY) • Major projects support (ACM, A9, HLF bid, Cairngorm & Glenmore, Scenic Routes)
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