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**CAIRNGORMS NATURE STRATEGY GROUP**

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- Title:** Cairngorms Nature communications and engagement plan
- Prepared by:** Andy Ford, Cairngorms Nature manager
- Purpose:** To set out and invite the strategy group to comment on proposals for communications and engagement activities
- To consider the resource implications and prioritisation of activities

**Objectives:**

1. Build a network of supporters of Cairngorms Nature
2. Encourage more people to get involved and contribute towards conservation

**Messages:**

1. CNP is an outstanding place for wildlife
2. Looking after CNP's wildlife is a collaborative effort
3. Get out, enjoy it and get benefits from it
4. Volunteer, contribute - it makes a difference

**Key Groups:**

Audiences we will communicate directly with...      ...and our Ambassadors we will support, enabling them to communicate with others

- |                  |                             |
|------------------|-----------------------------|
| 1. Visitors      | 6. Key influencers          |
| 2. Residents     | 7. Tourism based businesses |
| 3. Land managers | 8. Rangers                  |
| 4. Young people  |                             |
| 5. Naturalists   |                             |

**Main activities:**Cairngorms Nature day

Taking its inspiration from ‘Heritage Open Doors’ days <http://www.heritageopendays.org.uk> <http://www.doorsopendays.org.uk/opendays>, this would be one day, or possibly a weekend, per year, when land owners, managers, ranger services, businesses, naturalists, experts and communities run events, give talks etc all over the National Park and offer an insight into the natural heritage around them. All the key groups will be involved in the delivery of the events, which will be aimed primarily at residents, young people and visitors.

As a site-based activity the opportunities are spread around the National Park and therefore do not require partners to travel to a venue, or indeed commit to anything more than they feel able to provide on the day. CNPA will coordinate and provide publicity. Getting businesses to take part will require evidence that there is a business gain in participating.

Species champions

Badenoch & Strathspey Conservation Group has proposed CNPA Board members (and others) becoming champions for priority species in the Cairngorms Nature Action Plan. Champions will be able to learn about their species first-hand from CN partners and supporters and then raise awareness and understanding and lend their support to the species’ conservation.

Each species champion will be supported in their role by Cairngorms Nature partners. We expect to have to brief champions, organise meetings and manage a diary of events etc. With the resource implication in mind we have identified three main options:

- i. to find champions for all 26 species;
- ii. to rationalise some of the 26 species into groups: flowering plants, non-flowering plants & Lepidoptera. This would result in 14 species champions; and
- iii. to rationalise to maybe 10 species using criteria (the ability to make a difference, the species’ appeal and accessibility, the opportunities for people to get involved).

Website & Newsletter & Social media

The Cairngorms Nature website (<http://www.cairngormsnature.co.uk>) is still a holding page. The website will be the major hub for our communications activities. It is proposed that it will be a relatively big structure to meet the specific needs of a range of key groups e.g. sections specifically for land managers and sections for visitors. Partners and supporters will feed information into the website. Its main functions will be:

- i. To act as a shop-window for conservation in the National Park, promoting the work of CN supporters and the positive changes happening as a result;
- ii. To be a repository for and provide easy access to advice, support and resources;
- iii. To provide information and updates on what’s happening;
- iv. To encourage and be a portal for people to get involved and contribute; and

The newsletter and social media activities (facebook, twitter, blogs) will support the website functions.

### Seminar

A bi-ennial gathering to bring together the supporters of Cairngorms Nature. The day will have plenary talks and presentations to inspire and report on some of the overarching issues along with break-out sessions with a mix of content to suit both the specialist and lay-man.

The seminar will include the presentation of the Cairngorms Nature awards. These will celebrate the achievements of individuals and organisations who have done outstanding work for nature conservation in the Park. Recipients could either be nominated and decided by the Strategy Group or an independent group, based on yet to be established criteria.

Suggested categories are:

- i. School or community group
- ii. Business
- iii. Land manager
- iv. Individual

### Make it Yours

A programme of activities and publications designed and run by the Cairngorms Business Partnership aimed at tourism businesses in the National Park. It will comprise a range of publications and events that raise awareness and understanding of the special qualities of the National Park, providing information about wildlife in CNP and how to enjoy it responsibly.

ACTIVITY	TARGET AUDIENCE	PRIORITY MESSAGES			
		1	2	3	4
Website / Newsletter/ social media	All				
Cairngorms Nature day	Residents Visitors Young people				
Wildlife leaflets (where to see)	Visitors				
Land management advice leaflets	Land managers				
Biological recording forums/ forms/ apps/ website	Residents Land managers Naturalists				
Highland games	Visitors Residents				

Agricultural shows & game fairs	Land managers				
Displays in visitor centres	Visitors				
2020 Vision talks and exhibition	Visitors Residents Young people				
John Muir festival	Visitors				
Biennial seminar	Land managers Naturalists Residents				
School packs	Young people				
Presentations, talks and articles in specialist press/ websites	Young people Residents Naturalists				
Cairngorms Nature awards	Land managers Residents				
Raptor track (engagement: adopt/ follow birds)	Visitors Residents Young people				
John Muir Award & Junior Rangers	Young people				

COMMUNICATORS	SUPPORT MATERIALS
Rangers	Rangers forum - training events & sharing good practise Communicating Cairngorms –fact sheets/ free images etc Powerpoint slides & notes for presentations
Key influencers	Briefing sheets Diary of events e.g. RHS & SE LINK week Arranged site visits & meetings Powerpoint slides & notes for presentations
Tourism businesses	‘Make it Yours’ materials & events.

