

# CAIRNGORMS NATIONAL PARK AUTHORITY

ÙGHDARRAS PÀIRC NÀISEANTA A'  
MHONaidH RUaidH

## Cairngorms Equality Advisory Panel

Tuesday 26<sup>th</sup> January 2021

5:00pm – 6:30pm - Held virtually

### Minutes

#### Present:

Anita Howard	Anna Philbrick
Bo Gorley	Celia Sweeney
Gemma Hendry	Heather Earnshaw
Kevin Hutchens	Kristeen Alison
Linda Bamford	Peter Kennedy
Stuart Hall	Vanessa Altweck

#### In Attendance:

Fiona McLean (CNPA, Chair)	Gail Richardson (Captioner)
Grant Moir (CNPA)	Heather Trench (CNPA)
Kate Christie (CNPA)	Katherine Willing (CNPA, Notes)
Louisa McDaid (Captioner)	Oliver Davies (CNPA)
Vicky Walker (CNPA)	

## 1. Welcome and Introduction

- 1.1. Fiona welcomed everyone and introduced Heather Trench who was attending to speak about the visitor survey, Grant Moir, CEO of CNPA and new head of communications Oliver Davies.
- 1.2. The previous meeting notes and action log were agreed upon.

## 2. Panel Members Experience

- 2.1. This week's panel member talk reflected on his life experiences and how this had this had encouraged him to become involved in equality issues.
- 2.2. The panel member discussed a range of issues and why they were important touching on affordable accommodation, housing and grant support, explaining how

these areas help people to improve their situation. The panel member also discussed provision for respite for carers and linking individuals to share their experience and knowledge.

- 2.3. The benefit system was discussed and how this often is not sufficient and therefore grant support is needed. The panel member also reflected on self-advocacy.
- 2.4. The panel member explained that a mechanism to help causes/campaigns gain more recognition could be to involve someone recognisable/well known to support the cause, such as, when they worked on a project advocating for access to the countryside for disabled people he gained support from the Earl of Wessex.

### **Response from the Group**

- 2.5. The chair asked if there were any questions and reminded the group that they are able to send questions to the equalities email address.

## **3. Cairngorms Visitor Survey - Heather Trench**

- 3.1. The group were asked to consider the findings and advice on any future amendments of the data gathered. Heather discussed the research explaining that they are face-to-face interviews that take place across the park every five years. The team aim to get a representative selection of times and locations. Due to Coronavirus the interviews had to stop early but the team was still pleased with the amount of interviews completed.
- 3.2. The survey identified three visitor groups which are still under representative of the population; C2 and DE socio economic groups, Black Asian and Minority Ethnic (BAME) groups and those with a disability or parties who had an individual with a disability in their group. All groups had made some progress but are not representative of the population. The sample size for these groups is small but particularly small for BAME participants.
- 3.3. There continues to be a good split between age groups, age groups tend to vary seasonally. Heather discussed the breakdown of age of visitors and the origin of visitors and how this related to the make-up of under-represented groups.
- 3.4. Heather discussed the average overall rating that visitors are asked to give. It was the highest it had ever been. Heather discussed this in relation to the three under-represented groups and how this linked with seasonal patterns. Heather also discussed the scoring of facilities, what groups thought of their visit, and any improvements suggested. This was also discussed in relation to how under-represented groups answered.
- 3.5. Heather also gave a short review of research done throughout Covid-19 and post lockdown's data and the implications that this will have on future visitors seen in Cairngorm National Park.

### **Feedback from the Group**

- 3.6. There was wide discussion on the data and how this should be analysed. It was felt it would be useful to have a better understanding of the 'other' answers as there

was a large percentage of participants who answered this way. It was also suggested that it would be useful to undertake analysis on whether there was any intersectionality between the three underrepresented groups. It was suggested despite the small sample of BAME responses it would be useful to disaggregate this data. It was important to continue to break down the suggestions of what could be improved into subgroups, underrepresented groups are a smaller sample so their responses will not show on the main top four. This way you are then able to use that to focus strategy to encourage visitors from these groups. Finally, it was suggested that it may be useful to do cross analysis with Euan's guide however there was a note that Euan's guide can be misleading as it is based on one wheelchair users experience, access panels tend to be more accurate.

- 3.7. There were a number of questions proposed for future surveys. It was suggested there should be questions surrounding accessible accommodation and further questioning on how easy it is to book, the opportunity of face-to-face interviews should be utilised and people may not be comfortable voluntarily talking about those experiences. Future questions also suggested including elements to understand LGBTQI+ visitors as it is recognised in research that this group often face barriers with visiting rural areas. It was also thought to be important to ask visitors what would encourage them to return to the park.
- 3.8. There were a number of suggestions on how to attract more diverse visitor groups. The search function did not work properly on mobile which means there is missing digital accessibility. It was suggested that the CNPA website and social channels would benefit from more equality and diversity content. It was felt increasing accessible toilets and particularly increasing changing places toilets would attract a diverse range of visitors. It would be of benefit to compile a guide which listed and linked accessible accommodation, toilets, footpaths and off road wheelchairs to make this easy for visitors, advertised on the CNPA website. Similarly, compiling a map with all the picnic spaces on.

## 4. Covid Equality Impact Assessment (EQIA)

- 4.1. Vicky and Kate expressed thanks to all who contributed and sent in suggestions.
- 4.2. The group was asked to continue to send any good practice they are aware of as this is a working document that focuses on CNPA employees.
- 4.3. CNPA have begun to implement the feedback already, a parent group has been set up and the resources signposted in feedback will go into the CNPA Wellbeing email.

**The next meeting will be on the 23<sup>rd</sup> of February.**

**END OF MEETING**