
CAIRNGORMS SUSTAINABLE TOURISM FORUM

Title: Sustainable Tourism Strategy Action Plan: Delivery and Monitoring

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Purpose: To provide advice and support on the areas of delivery required 2012/13, and updates on any other relevant work.

Advice Sought: Partner input to the Action Plan.

STRATEGY IMPLEMENTATION

STS Action Plan. The Action Plan contains eight areas of delivery. A summary of the action table with progress to date is shown at Annex A. Our assessment is that progress is generally good. A few areas of outlined for specific discussion below.

AREAS OF NOTE

If Ensure public and third sector bodies link in to CNP tourism structures and initiatives

The main subject of discussion at today's meeting is the opportunity for Cairngorms National Park Sustainable Tourism Strategy and Action Plan to support the National Tourism Strategy and other national strategies.

2d Plan and implement an annual marketing campaign for the Cairngorms

Scotland's National Parks will benefit from a major marketing campaign by Visit Scotland as part of Year of Natural Scotland.

2b Promote further exposure and meaningful use of the brand

CBP has commissioned Tourism and Leisure Solutions to develop 'Make it Yours' communications programme to encourage tourism businesses make the most of the National Park for the benefit of their visitors and their businesses. In parallel, and to support this work, CNPA has commissioned Morton Ward to develop a new and updated, easy read, version of 'Sharing the Stories' document to make it easy to communicate and celebrate the outstanding qualities of the Cairngorms National Park.

3b Review the medium term position of the VIC network and its relationship to the National Park

Reducing budgets and current accommodation issues mean that the current model of VIC in Grantown is unlikely to be sustained. Visit Scotland, CBP, Grantown Business Association and CNPA are working together to find new ways of providing and enhancing visitor information in the town. Discussions to date are considering a partnership approach to face to face information supplemented by more widely promoted an available internet access for out of hours access to visitor information.

3c Maintain a wider set of information points at key sites and in communities

The Blair Atholl Area Tourist Association and Blair Charitable Trust run visitor centre is now complete and will be officially opened by John Swinney MSP on 22nd March.

Boat of Garten Community Company has commissioned work to upgrade Station Square including the installation of visitor information and interpretation that celebrates the village's historic role as a tourist destination and links it to the return of ospreys to Scotland. The square will be officially opened on 25th May as part of as part of Osprey Festival 'Wild about Boat'.

Both these projects have benefitted from recent Scottish Government 'Shovel Ready' funding.

Ian White Associates are working with Tomintoul and Glenlivet Development Trust, Crown Estate and CNPA to upgrade to key entry points to the area as part of delivery of T&G Regeneration Strategy.

5e Provide and promote specific opportunities for cycling and mountain biking

(Also 4e Encourage visitors to use greener modes of transport)

SUSTRANS in partnership with CNPA, and with support for the initiative from CBP, are developing a one year trial of electric assisted cycles in the National Park. The aim of the work is to evaluate the demands and opportunities for electric assisted cycles for recreation and functional use without the private sector incurring all the associated risks. The initiative will make available a small number of electric assisted bikes to cycle hire businesses either for lease or purchase and work with a range of business to develop charging points. Experience elsewhere indicates that there are a number of people who currently do not cycle who will happily use electric assisted cycles regularly – we want to see if this is the case in CNP.

6c Coordinate and promote a full programme of events

A range of events and activities are planned to celebrate Year of Natural Scotland across CNP. Where appropriate the 10th anniversary of Cairngorms National Park is also being celebrated by partners including the use of a 10th anniversary 'badge' on visitor publications.

8d Keep records of visitor flows and environmental quality and analyse trends

STEAM estimates of visitor numbers for Jan – Sept. 2012 indicate an overall reduction in both visitor numbers and their value to the economy. If these returns are reflected in the remaining three months it will be the first reduction in total numbers since designation in 2003. Nine month figures indicate a reduction in total numbers of 5% and reduction in visitor spend of 4%. Early indications are that other parts of Scotland have fared worse but this is still negative news.

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Annex I: STS Action Plan.