

Delivery of Cairngorms Tourism Action Plan

This report summarises delivery to the end of February 2019 and makes an assessment of current progress towards delivery of the actions set out in the Tourism Action Plan using Green/Amber/Red. All plans for 2019/20 are subject to confirmation by partners at the next meeting of the Cairngorms Tourism Partnership (mid-May).

Theme 1 - Leadership		Lead	Delivery to date	Planned Activity 2019/20	Status
Action 1	Secure and build on the progress made by the Cairngorms Tourism Partnership (CTP) to ensure effective delivery and accountability of the Tourism Action Plan	CTP Chair	<ul style="list-style-type: none"> • 2 meetings of CTP / year • Successful re-accreditation of Park with European Charter • Annual reporting arrangements in place to CNPA Board 	<ul style="list-style-type: none"> • New CTP Chair to be appointed • Review of membership • 2 CTP meetings • Annual report to CNPA Board in March 2019 	
Action 2	Ensure the Action Plan is industry-led and has meaningful buy-in from businesses, communities and the public sector	CTP Members	<ul style="list-style-type: none"> • CBP Tourism Group has been established to help feed into CTP • CBP Summer Conference at Mar Lodge focusing on Snow Roads Scenic Route • CBP Autumn Conference in Aviemore allowed important updates on: CairnGorm Mountain, Year of Young People and SnowRoads. • VisitAberdeenshire Destination Strategy launched March at Conference with specific 	<ul style="list-style-type: none"> • Vote on proposals for Tourism Business Improvement District in Moray • CBP Summer conference and Annual Conference in November • Delivery of 80k Growth Fund marketing initiative • Wide programme of business engagement events by CBP 	

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			themed workshops in subsequent weeks. <ul style="list-style-type: none"> • Strong collaborative response by all partners through Funicular Response Group (including marketing and business advice sessions) 		
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Theme 2 - Skills		Lead	Delivery	Planned Activity 2019/20	Status
Action 3	Secure partnerships with further and higher education organisations to develop education initiatives which support the growth of tourism and the hospitality sector as a career path.	CTP	<ul style="list-style-type: none"> • Community planning sub-groups set up • Aberdeenshire Council adopted new Skills Strategy. • CBP Conference Nov 18 with the theme - Inspiring Young People to Build a Future in the National Park • Rural Skills and Women in Wellies events 	<ul style="list-style-type: none"> • Re-engagement with Skills Development Scotland and UHI around specific Tourism related opportunities • Plans with Developing Young Workforce 	
Action 4	Deliver business support and staff training programmes to enable continued development of our tourism businesses with a particular focus on digital capability	Cairngorms Business Partnership	<ul style="list-style-type: none"> • 14 Digital Training courses (130 participants delivered) • 38 Business support events with 1160 participants delivered • CBP Emerging Leader Programme with HIE 	<ul style="list-style-type: none"> • Digital tourism training events led by CBP • Business support events and Emerging Leader programme • Further MIY project roll-out 	

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			support <ul style="list-style-type: none"> MIY programme for outdoor activity providers (piloted 5 Apr 18) 		
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Theme 3 – Enhance our Assets		Lead	Delivery	Planned Activity 2019/20	Status
Action 5	Pilot a ‘Total Quality Destination Approach’ to visitor infrastructure and enhancing the visitor experience and identify opportunities for investment and development of key assets into outstanding visitor experiences	VisitScotland	<ul style="list-style-type: none"> No progress to date. VS have kept CTP informed about stalled plans due to changed arrangements with contractors and academic institutions. Edinburgh Uni. and other data gatherers now involved. Two bids have been approved in principle for Rural Tourism Infrastructure Fund in Glenmore (path) and Muir of Dinnet (car-park and toilets) Two more bids have been prepared for Braemar (parking) and Cairngorm Mountain (carpark and 24 hour toilets) 	<ul style="list-style-type: none"> The piloting of a ‘Total Quality Destination Approach’ for the Park has stalled and is on hold indefinitely Delivery of two Rural Tourism Infrastructure Fund projects – and two more if funding is approved by VisitScotland 	
Action 6	Developing and enhancing key strategic assets and working to turn these assets into outstanding visitor experiences with a focus	Cairngorms Business Partnership	<ul style="list-style-type: none"> Participation in Stakeholder Event for ERDF Natural & Cultural 	<ul style="list-style-type: none"> Application(s) submitted for SNH Nature/ Culture 	

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	on:	& CNPA	Heritage Fund	Heritage programme in Highlands & Moray.	
	<ul style="list-style-type: none"> Roads: SnowRoads Scenic Route 		<u>SnowRoads</u> <ul style="list-style-type: none"> Brand, Website and Mobile App launched with local awareness-raising events Road signs installed Aberdeen City and Shire Tourism Award for innovation awarded in Dec 2018 with the project going forward to National Awards in March 2019. 	<ul style="list-style-type: none"> Integration of route management within CBP Funding secured from VisitScotland Growth Fund and others to promote route Completion of Road signs 	
	<ul style="list-style-type: none"> A9 		<ul style="list-style-type: none"> Badenoch Great Place Project established. Interpretation & Marketing Strategy underway and currently undertaking an audit of all cultural and heritage assets in the area. Interpretive themes will be developed in order to produce a new Marketing Plan for use by the area. 	<ul style="list-style-type: none"> Scoping of an Alternative Tourist Route for Badenoch Next set of activities to be developed include a website design, familiarisation visits for the business sector, local stories research project and development of an A9 mobile app. Transport Scotland to take forward Stage 1 design options study 	

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				for a multi-use path between Aviemore and Carrbridge.	
	<ul style="list-style-type: none"> • Paths: Speyside Way 		<ul style="list-style-type: none"> • CNPA leading on Speyside Way Extension inc. planning, construction and information. • CNPA & SNH have funded an 18 month access post to improve the existing route. 	<ul style="list-style-type: none"> • Inshriach Forest section completed • Tromie Bridge to Ruthven Barracks construction complete by December 2019. • Speyside Way Interpretation Strategy developed 2018/19. • Upgrade of the existing section between Aviemore and Boat of Garten 	
	<ul style="list-style-type: none"> • Deeside Way 		<ul style="list-style-type: none"> • Planning permission granted for a path linking Braemar with Invercauld bridge 	<ul style="list-style-type: none"> • Investigation of funding potential - considered challenging. 	
	<ul style="list-style-type: none"> • Cairngorm & Glenmore 		<ul style="list-style-type: none"> • Strategy agreed but delays in developing effective working groups. Enhanced by current Cairngorm Mountain situation. • LEADER application submitted for research on 	<ul style="list-style-type: none"> • Plans for repair/replacement of funicular and associated attractions • Reinstate commitment to delivery and agree 	

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			<ul style="list-style-type: none"> potential to improve public transport. Funding awarded in principle from Rural Tourism Infrastructure Fund to build multiuse path at Loch Morlich Beach carpark to Hayfield car park. HIE Uplift Review complete. 	<ul style="list-style-type: none"> with partners key areas of activity. FCS to update visitor strategy. Delivery of Rural Tourism Infrastructure Fund project(s) 	
	<ul style="list-style-type: none"> Tomintoul & Glenlivet 		<ul style="list-style-type: none"> T and G Landscape Partnership Project Tomintoul & Glenlivet - Cairngorms Dark Sky Park approved and launched Tomintoul Museum & Visitor Centre opened Easter 18 	<ul style="list-style-type: none"> Continue to deliver agreed project plan – with a focus on improving the visitor experience, information and interpretation for; Dark Skies Park, Scalán and Blairfindy Castle. 	
	<ul style="list-style-type: none"> Activities: Cycling and Low Level Walking. (CBP and CNPA) 		<ul style="list-style-type: none"> Active Aviemore – CNPA leading a partnership to redesign Aviemore to encourage active travel In partnership with communities 17 ‘easy to read’ and web accessible 	<ul style="list-style-type: none"> Active Aviemore to produce an agreed and costed transport development plan. Completion of A9 options appraisal for path between Aviemore and 	

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			leaflets produced covering the National Park.	Carrbridge	
Action 7	Develop an approach to enable businesses, visitors, and communities to engage in the management and maintenance of the natural assets and visitor infrastructure through interpretation, volunteering opportunities and donations.	CNPA & CBP	<ul style="list-style-type: none"> • CNPA Board agreed in principle to support establishment of a Visitor Giving Scheme (June 2018) • 14 volunteer rangers have been trained and are supporting the work of 6 partner ranger services. • Volunteer Rangers have now delivered the equivalent of 1.5 years work supporting partner ranger services in the National Park. 	<ul style="list-style-type: none"> • Cairngorms Trust to launch Visitor Giving scheme as part of Cairngorms Nature Big Weekend • Recruitment of new volunteers and training programmes 	

Theme 4 – Engage and Inspire		Lead	Delivery	Planned Activity 2019	Status
Action 8	Develop and deliver a programme of training and tools for businesses and communities to engage them with the National Park as a brand and to enable them, in turn, to engage our visitors and get involved in effective and collaborative marketing activity.	CTP	<ul style="list-style-type: none"> • Make it Yours programme continuing with visitor-facing staff. • Visitor Survey workshops held for CNPA staff and CBP members • MIY programme for outdoor activity providers piloted 	<ul style="list-style-type: none"> • Cairngorms Visitor Survey commences may 2019 • Focus of MIY presentations / sessions will be with the Local Information Centres • Short MIY video 	

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				presentation being developed for visitor-facing businesses	
Action 9	Develop the Cairngorms National Park as an integral part of the 'iKnow Scotland' initiative both at a local, regional, and national level and deliver an effective network of visitor information points and targeted marketing activity based on the Cairngorms National Park Regional Marketing Strategy.	VS & CNPA	<ul style="list-style-type: none"> • Marketing Strategy in place • Successful CBP VisitScotland Growth Fund application • High level of exposure through BBC Winterwatch 	<ul style="list-style-type: none"> • CNPA - work with and support the 6 new Local Information Centres • SpringWatch and AutumnWatch on BBC • Growth Fund marketing campaign 	

Theme 5 - International		Lead	Delivery	Planned Activity 2019	Status
Action 10	Identify key target international growth markets for the Cairngorms National Park and; <ul style="list-style-type: none"> • Develop marketing activity to target these markets; and, • Work with businesses and partners to ensure the visitor experience delivers for these groups. 	VS & CNPA	<ul style="list-style-type: none"> • CBP China-ready workshops • VisitAberdeenshire work to develop Cruise Tourism. • Europarc Conference September 2018 	<ul style="list-style-type: none"> • CBP has secured VisitScotland Growth Fund to take forward an £80k project. • Attendance at Europarc Sustainable Tourism Workshop in Greece • Promotion of return visit by China delegates from Xingyi City in Guizhou Province 	