

Annex I Action Plan Update for NPP Priority Raising Awareness and Understanding

Plan	Ref.	Park Plan Action	2005-08	2008/09	2009/10	2010/11 & beyond	Partners
		Raising Understanding and awareness					
I		Signage					
I	a	Install point of entry markers on all remaining roads entering the National Park.	Permanent, branded, granite entry markers installed on 24 entrances to CNP. Three lay-bys/car parks upgraded and interpretation installed. Branded signs installed at five stations.		Outline plans for new boundary markers approved	Point of Entry Boundary markers to be installed at A9 Drumochter and A93 and 4 minor roads. Blair Atholl Station signed.	5 Local authorities, Transport Scotland, ERDF, HIE.
I	b	Install pre-arrival signage for the National Park on key roads to the National Park.	Pre-arrival signs installed in Angus	Pre-arrival signs installed on all trunk roads leading to CNP	Highland Tourist Route re-signed	A93 to be signed	5 Local authorities, Visitscotland, Transport Scotland
I	c	Use the National Park brand image to signpost some natural features and attractions, and to encourage responsible behaviour.				No longer a priority	
I	d	Produce guidance to raise standards and consistency of business and community sign-posting and reduce the risk of proliferation of signs.				No longer a priority	

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2		Key places for information transfer and interpretation					
2	a	Support the existing Tourist Information Centres, visitor centres and ranger bases as some of the key places to get information about the Park and visibly link these places to the Park in a significant way.	Simple branded photo panels installed in VIC's and Ranger bases. Branded pine leaflet racks produced for larger information providers.	Feasibility study for Tomintoul VIC produced.	VIC's at Aviemore, Braemar and Ballater upgraded and rebranded with dedicated CNP info. Glenshee Visitor Info point created and CNP info. in Kirrimuir Visitor Info Point	Approach to upgrades of Crathie, Grantown and Tomintoul VIC's to be agreed.	Visit Scotland, Glenshee Tourist Ass. Angus Council, Balmoral Estate, Moray Council.
			AC lead partnership to build new ranger base at Glen Doll. Upgrade to Glenmore Visitor Centre	Interpretation at FCS Glenmore upgraded including new DVD. Glen Doll Ranger Base constructed. P&K and Blair Trust develop detailed proposals for Blair Atholl ranger base.	Plans for Glen Muick and Crown Ranger bases developed.	Upgrades to Glen Muick (Balmoral Ranger Base) and Crown Estate at Tomintoul completed. Work at Braeloine (Glen Tanar) to be agreed and implemented. New approach to Blair Atholl agreed. Plans for EA developed.	SNH, FCS, Angus Council, Crown Estate, Glen Tanar Charitable Trust, Perth & Kinross Council, Explore Abernethy.
2	b	Identify the other key places in and around the Park where there is a need or opportunity to get messages across and then make suitable modifications.	Visitor information installed at Cairngorm Mountain	Panorama installed at Ralia.	Visitor info installed at Rothiemurchus Estate	Interpretation installed at Landmark Visitor Centre	Visitor attractions.
2	c	Publish guidance, based on the Interpretation Framework and in a popular format, for use by funders and interpreters and establish mechanism for ongoing implementation of interpretation.	Interpretation Guidance developed with a range of partners.	Interpretation Guidance published and presented at workshops. Five panoramic paintings of CNP completed. Interpretation Plan for Rothiemurchus Estate.	New interpretation developed at Ruthven Barracks and Glen Muick both using panorama. New interpretation at Braemar Castle	New interpretation at Blair Atholl Country Life Museum	Historic Scotland, Balmoral Estate

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2	d	Install visitor information and Park-wide interpretation at key entry points to Park.		Panoramas installed at Drumochter and Dinnet.		Panoramas at Laggan and Tomnavulin.	LA's Dinnet Estates, Crown Estate, FCS, Laggan Forest Trust
2	e	Promote and interpret the suite of National Nature Reserves as being best suited for the experience of special natural qualities in the Park.		Framework for managing & interpreting CNP NNR's produced.	New NNR leaflet. New hide and interpretation at Insh Marshes. New interpretation at Craigellachie. New signs at Dell Woods and Inchriach.	New interpretation at Glen Tanar NNR, Abernethy NNR, Muir of Dinnet, Corrie Fee.	SNH, Glen Tanar Charitable Trust, RSPB, Dinnet Estates, Explore Abernethy
2	f	Identify and promote a suite of themes to be integrated with the Interpretation Framework which will best exemplify, allow access to and interpret the influence of man on the National Park.		Covered by Interpretation Guidance	Covered by Interpretation Guidance	Covered by Interpretation Guidance	
2	g	Make information available about the key, easily accessed features in the Park that best represent the special qualities of the area.			New path Leaflet for Nethy Bridge published. Design Guidance for Community path leaflets agreed.	New path leaflets for Kingussie, Ballater and Boat of Garten, Carr-bridge.	Communities, COAT
2	h	Communities tell and present their stories about their place in the Park.		Kingussie Interpretation Project. Aviemore Interpretation panels updated. Interpretation installed in Nethy Bridge. Bellabeg and Pannanich Woods Int.	Panorama's installed in Dalwhinnie, Boat of Garten, Nethy Bridge and Grantown. Laggan Forest & Boat of Garten interpretation plans.	Community Information Boards with clear links to CNP (usually panorama) installed in Carr-bridge, Glenlivet, Blair Atholl. Dalwhinnie int. plan.	Communities, SNH

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3		People and the Park					
3	a	Develop a cohesive approach to management of ranger services that meets needs of visitors, land managers and communities and of the National Park.	Annual Ranger gathering and work to agree coordinated approach.	Annual Ranger gathering and work to SNH & CNPA agree transfer of ranger grant. CNP ranger badge developed.	Funding and management agreements with CNPA from 1 April 2009. . Discuss boundary issues with Atholl Estates Ranger Service	CNPA take on grant aid of Atholl Estates RS. Develop ranger strategy for CNP.	Ranger Services SNH
3	b	Provide opportunities to share good practice and for land managers, communities and service providers to raise awareness and understanding of the special qualities and promote the benefits of looking after and enjoying them.		25 courses through Cairngorms Awareness and Pride.	27 courses through Cairngorms Awareness and Pride.	Further courses.	
3	c	Develop a programme of practical volunteering opportunities that link people to the special qualities of the Park.	Scoping and pilot for a CNP volunteer project undertaken with BTCV.	Focus on promoting volunteering through JMA and ranger services.	613 volunteer days supported by ranger services.	Scoping on coordination of litter tidy campaigns with closer links to CNP.	Ranger services, OE providers, Keep Scotland Tidy.
3	d	Extend the use of the John Muir Award to encourage more people to experience a sense of wildness in the Park and to share their experiences.	138 JMA in 2004, 831 in 2005, 1442 in 2006,1858 JMA	1886 JMA	2398 JMA and moved from project to partnership with John Muir Trust	2000 Awards including 10,000 in CNP	JMT, LA's, Ranger Services, OE providers.

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3	e	Develop a programme of activity to encourage people to become ambassadors for the Park, promoting messages about care, active enjoyment and wise use.	Europarc Junior Ranger Camp run at Glen Tanar with 40 participants from across Europe.	Two Junior Ranger Programmes run with 21 young people	Three Junior Ranger programmes run with 41 young people	Three Junior Ranger Programmes and a Bavarian Exchange	Ranger Services, LA's and Europarc.
3	f	Work with residents and visitors to identify and capture what is special for them about the Park and how these qualities change over time - for example through an oral history project.		see also 2h Schools media project focuses on CNP.	see also 2h. CNPA develop communities' heritage officer.	see also 2h. Communities Cultural Heritage Conference.	Communities, Leader
3	g	Develop the Park-wide programme of events run by ranger services and others to interpret the special qualities.	Coordinated events programme produced	Coordinated events programme on web and What's On. FCS Events promoted using CNP Brand.	Coordinated events programme on web and What's On	Coordinated events produced linked to International Year of Biodiversity including BigBioBuzz Day with 700 people - 2011 Year of Forests	Ranger Services, LA's, FCS, CBP.
3	h	Develop an outreach programme of activity that encourages people throughout Scotland, regardless of age or background, to engage with the National Park.		Joint work with LL&T and SNH to identify barriers to people visiting National Parks and NNR's.	Overcoming Barriers Report' launched based on recommendations of Action research project.	Further promotion of Overcoming Barriers and specific case study developed. 20% of JMA's with 'hard to reach' young people. Work with Backbone project to encourage greater access by people from black & ethnic minorities.	SNH, LL&T NPA, LA's

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3	i	Make greater use of the formal education sector and the 'Curriculum for Excellence' and other mechanisms as a path to enthusing Scotland's young people about the Cairngorms National Park and involving them in its future development.		Learning Teaching Scotland conference 'National Parks and Curriculum for Excellence'	LTS development post for NP's and NNR's appointed. CNPA agree expanded role for JMA Manger to Outdoor Learning Officer.	CNP information on Learning Teaching Scotland and 'GLOW' websites. CNP Learning Website. CNPA & LL&T present at 6 CfE development days across Scotland. CNP input to 3 CPD days for teachers. Learning resource packs for two CNP NNR's developed.	LTS, LL&T, SNH, LA's
4		Print & Web					
4	a	Develop a customer-oriented website about the Park that meets needs of visitors, residents and others, acting as an entry level portal to other websites.	Minimal visitor info. On CNPA website	Web portal under development. Visitaviemore & discoverroyaldeeside launched.	Web portal under development.	CBP launch visitcairngorms. Web portal launched.	CBP,RDCDMO.
4	b	Use other significant websites to provide high quality information that is high profile and easily searchable in the context of the National Park.			CNP presence on visitScotland.com improved	Education website launched.	VS, SNH
4	c	Develop a suite of publications about the special qualities of the National Park and how to enjoy them responsibly.		Review visitor information leading to development of template for visitor info.		Visitor info. Reviewed as part of marketing strategy.	Tourism businesses, leaflet producers, communities

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4	d	Co-ordinate print and web material about the National Park to meet visitors' information needs, from pre-arrival through to their destination.	VS produce CNP visitor guide. Scotways CNP Hill Tracks Leaflet. CNPA Welcome Leaflet, Place Names & Explorer. CCC Purchase Park i	CNPA produce template for visitor information and many leaflets produced in standard format. ACDMO purchase What's on.	CNPA develop guidance for Community Path Leaflets		Leaflet producers, communities.
4	e	Provide specific information to meet needs of people who find it difficult to access the Park - especially young people, people with disabilities and people living on low incomes.		Explorer leaflet includes information on free, easy to access experiences.	Explorer leaflet includes information on free, easy to access experiences. Nethy Bridge path leaflet in new 'easy read' style published.	New path leaflets for Kingussie, Ballater and Boat of Garten, Carrbridge. Increased info. On web.	
4	f	Develop style/design templates that can be used on different series of publications to promote the overall identity of the Park.		See 4d	See 4d	See 4d	
4	g	Develop a range of educational resources based on the Park's special qualities, linked to the Curriculum for Excellence and other appropriate learning frameworks.		See 3i	See 3i	See 3i	
5		Marketing the National Park					
5	a	Provide a co-ordinated and collective approach to marketing and promoting the identity of the Park using the brand image, marketing materials and campaigns.	CNP Brand developed and launched	Brand Management Group meet regularly to coordinate brand use.	Brand Management Group meet regularly to coordinate brand use.	Brand Management Group meet regularly to coordinate brand use.	CBP, VS, BMG

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5	b	Roll out the use of the National Park brand image on appropriate publications, signs and visitor information for use by businesses, community associations and other sectors in order to promote the overall identity of the Park, encourage high quality standards and environmentally sound practices	Brand criteria developed by Brand Management Group & brand use promoted.	Brand used on OS Maps of CNP and new Harvey's Cairngorms Map. Brand used by Creative Cairngorms, CCC, ACDMO, Cairngorms Hostels. Buses branded. Brand pack produced.	Brand on bus shelters and increased use in communities see 2h. Brand used in over 200 applications - businesses, events etc. Brand used on signs promoting responsible access.	Brand on new Harvey's Speyside Way Map. Brand used on Bus stop flags Lamppost 'welcome' flags developed and trialled in Aviemore.	BMG.
5	c	Market the attractions, places or areas in the Park in a way that promotes the overall identity and integrity of the National Park.	CNPA provide support for range of articles about CNP. Cairngorms Connections developed for tourism businesses.	CNPA, ACDMO & RDCDMO provide support for range of articles about CNP. BBC Springwatch features CNP. CNP in VS 'Senses Campaign'. CNP Farmers Market develop new promotional material. Genshee Gateway study.	CNPA, ACDMO & RDCDMO provide support and advice for a range of articles about CNP.	ATTA Conference in Aviemore. CNP Marketing Strategy developed by CBP. Roll out by partners. CBP to develop 'Park Aware' programme for tourism businesses.	CBP, RDCDMO, VS.
6		Developing our collective understanding of the special qualities					
6	a	Address key gaps in baseline information identified in the State of the Park Report 2006.	See 6c	See 6c	See 6c		

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6	b	Promote the Park as a case study and pilot area for research and educational projects and as a destination for visiting special interest groups.	CNPA & partners support regular learning visits to CNP. 'Vital Spark' International Interpretation Conference	CNPA & partners support regular learning visits to CNP.	CNPA & partners support regular learning visits to CNP. IUCN Education Group visit CNP.	CNPA & partners support regular learning visits to CNP.	Various.
6	c	Understand more about the special qualities of the Park and how these are valued and share information about the special qualities between public bodies, land managers, businesses, communities and others with an interest.	Forestry framework and Outdoor Access Strategy produced.	Macaulay focus research around CNP.	NESBRC coordinate biological records for CNP. Wildness study of CNP completed.	Core Path Plan published. Landscape Character Assessment of CNP published. Economic Baseline and Second Visitor Survey published.	Various research partners
6	d	Find new ways to make the information, data and collective knowledge about the Park available for everyone to use.	Easy read versions of visitor survey and sustainable tourism strategy produced.		Easy data recording booklets produced for visitors and interest groups.	UHI Centre for Mountain Studies develop a knowledge sharing network for those researching in CNP. Easy read versions of Economic baseline, visitor survey and landscape character.	SNH, UHI.

