

Annex 2 - Indicators of Progress in Delivering Awareness and Understanding Outcomes

- i. **More people across Scotland will be more aware of the National Park, what makes it special and the opportunities it offers them.**

Key Indicator from 2010 Visitor Survey: 'In your decision to visit the Cairngorms National Park how important was the fact that this area is a National Park?' (Figures in brackets refer to 2003/04 results)

	Total	Day Tripper	Short Break 1-4 nights	Longer break 5+ nights
Base Number	1598 (1439)	359 (349)	506 (337)	733 (753)
Very important	6% (7%)	4% (9%)	4% (5%)	7% (7%)
Quite important	45% (18%)	30% (10%)	41% (19%)	56% (22%)
Neither/nor	27% (13%)	41% (12%)	30% (14%)	18% (13%)
Not very important	11% (17%)	14% (15%)	12% (18%)	8% (17%)
Not at all important	10% (44%)	9% (52%)	12% (44%)	12% (40%)
Don't know	1% (1%)	1% (1%)	1% (0%)	1% (1%)

Indicator suggests that good progress has been made. In 2004 only 25% of people surveyed said that the CNP was important to their decision to visit. This has risen to 51% in 2010.

- ii. **Residents and visitors will appreciate the special qualities of the Park and understand more about their special management needs.**

Key Indicator from 2010 Visitor Survey: What do you like most about the Cairngorms National Park? Increase in value of special qualities.

	2004	2010
Beautiful views and scenery/spectacular	46%	36%
The hills/wide spaces, rugged, mountains	27%	19%
Natural beauty	3%	8%
Wildlife, plants, animals/deer/birds	11%	7%
The water/lochs/waterfalls	6%	4%
Wildness	5%	4%
Culture (castles & museums)	1%	1%

This 'open' question produced very different results in the two surveys making comparisons difficult. Seven per cent less people provided an answer in 2010 and people tended to list only one quality. Disappointingly, where there are comparisons the results seem to indicate a decrease in links between the visits and the special qualities.

- iii. **Everyone will know when they have arrived in the National Park and have a positive feeling about arriving in a special place.**

Key Indicator from 2010 Visitor Survey: Can you tell me if you are aware that you are in a National Park? (Figures in brackets refer to 2003/04 results)

	Total	Day Tripper	Short Break 1-4 nights	Longer break 5+ nights
Base Number	1937 (2083)	413 (514)	599 (479)	925 (1090)
Yes	82% (69%)	87% (68%)	84% (70%)	79% (69%)
No	16% (31%)	11% (32%)	14% (30%)	19% (31%)
Don't know	1% (-)	2% (-)	1% (-)	1% (-)

Indicator suggests improvement in this area of work.

- iv. **More people who have visited the Park will have high quality experiences and will tell positive stories about the area.**

Key Indicator from 2010 Visitor Survey: Using a rating scale from 1 to 10, with 1 being the lowest and 10 the highest, how would you rate your overall visit to the Cairngorms National Park? (Figures in brackets refer to 2003/04 results)

	Total	Resident	Day Tripper	Short Break 1-4 nights	Longer break 5+ nights
Base Number	2500 (2500)	563 (417)	413 (514)	599 (479)	925 (1090)
One	* (0%)	* (0%)	- (0%)	- (0%)	- (0%)
Two	* (0%)	* (0%)	- (0%)	- (0%)	- (0%)
Three	* (0%)	* (0%)	- (0%)	* (0%)	- (0%)
Four	* (0%)	1% (0%)	- (1%)	- (0%)	- (0%)
Five	2% (3%)	5% (3%)	1% (3%)	2% (4%)	* (3%)
Six	3% (2%)	5% (2%)	1% (3%)	2% (2%)	4% (2%)
Seven	14% (10%)	17% (6%)	11% (14%)	13% (11%)	15% (10%)
Eight	41% (36%)	37% (24%)	44% (42%)	38% (42%)	44% (36%)
Nine	25% (22%)	21% (19%)	29% (20%)	28% (20%)	24% (25%)
Ten	14% (26%)	13% (45%)	14% (18%)	16% (21%)	13% (24%)
Mean Score	8.25 (8.46)	7.98 (8.88)	8.41 (8.23)	8.37 (8.31)	8.27 (8.47)

Although still high, the small reduction in the mean score is disappointing. However, this conflicts with other results in the survey e.g. 'good' customer service in visitor attractions has increased from 71% to 86%, and at tourist information centres from 43% to 56%.

It is also interesting to note that the largest change in the above table has been in people's willingness to score 10 which may be an indication that National Park status is leading to increased expectation of quality.

- v. **There will be more opportunities for people to become practically involved in caring for the Park and its special qualities.**

Key Indicator: number of volunteer days supported by ranger services

Baseline 2009 with 613 days. Figures from subsequent years will indicate whether this is increasing.

- vi. **There will be more opportunities to learn about and enjoy the Park and its special qualities – especially for young people, people with disabilities and people on low incomes.**

Key Indicator: number of John Muir Awards per annum.

Year	John Muir Awards
2004	138
2005	831
2006	1442
2007	1858
2008	1886
2009	2398
	8553

Good progress made. The JMA also encourages more practical volunteering as 25% of each Award involves undertaking some practical conservation work.

- vii. **There will be more comprehensive and detailed information about the special qualities available in order to provide a better basis for conserving and enhancing them in the future.**

Key Indicator: reduction in information gaps in State of Park Plan.

Good progress has been made through development of:

- a) Economic Baseline report for CNP
- b) Biological recordings for CNP coordinated by North East Scotland Biological Recording Centre (NESBREC)
- c) Landscape Character Assessment
- d) Wildness Study
- e) Visitor Survey 2009/10

The CNPA and the Centre for Mountain Studies UHI Perth College are working together in a Knowledge Transfer Partnership. The project will give us a much clearer picture of current research activity within the National Park, who the researchers are, and where the research is funded. This means encouraging future research activity to be designed with the management of the National Park in mind, as well as ensuring that researchers and practitioners share knowledge and experience where most useful.