

Information Update 31.01.07

Prepared by: CNPA Officers

Purpose: To update the ViSIT Forum on relevant projects

1. Point of Entry Marker Project

In December 2006 the CNPA Board approved expenditure for the installation of four permanent granite markers at the trunk road sites. Phase 2 of the project also includes the upgrading of the Forestry Commission car park on the A86 at Laggan and the installation of Park wide interpretation, and environmental improvement works on A95 at Mains of Dalvey. A decision on improvements at the Drumochter lay-by was deferred until detailed cost options being prepared by ScotlandTranserv can be discussed. Contracts are currently being let to allow the installation of markers in spring 2007. Contact petercrane@cairngorms.co.uk for further information.

2. Point of Entry Interpretation

Heinz Vielkind has now prepared five *draft* panoramic sketches to determine whether these views correctly present the area of the National Park. The views are from Drumochter, Slochd, Dinnet, Glenlivet and Forfar (South) providing at least one panoramic representation of the National Park that will be useful to all communities in the Park. Heinz Vielkind is visiting the Cairngorms from 16th to 20th January to travel round the Park, get a feel for the area and see examples of key features. The next stage is for him to produce detailed full size drawings prior to colouring. It is important that key, easily recognised, local landmarks are accurately represented on each view. For example Morven is a prominent landmark in the Dinnet view, and Craig Mellon and Brandy Loch (Glen Clova) need to feature in the view from the south. Once we have copies of the full size drawings we will work with local partners to ensure that each view contains these key features. Contact andyford@cairngorms.co.uk for further information.

3. Pre-arrival Directional Signage

Ironside Farrar, Landscape Architects, are progressing work on a scoping study to determine location, design and cost of installing 'brown tourist signs' directing visitors to the Cairngorms National Park. Due to some difficulties in obtaining information from partners the study is slightly behind schedule but is timetable to be completed this financial year. Advice on implementation will be sought from the ViSIT Forum in due course. Contact petercrane@cairngorms.co.uk for further information.

4. John Muir Award in the Cairngorms

Some 1440 people successfully completed a John Muir Award in the Cairngorms in 2006. This is an increase of 72% over 2005. Forty nine providers delivered the award programme in 2007. Everyone completing the award has the opportunity to discover something of special qualities of the Cairngorms and to take part in activities to help look after the area. The project is funded by SNH, Leader+ and CNPA until October 2007. The CNPA Board will be considering options for the future delivery of the Award in the National Park at its April meeting. Contact alansmith@cairngorms.co.uk for further information.

5. Landscape Scenarios Project

This project investigates the response of various communities to theoretical changes to the landscapes of the Cairngorms National Park. There will be number of 'street' interviews and focus groups where respondents will be shown a series of photomontages illustrating hypothetical changes in the landscape. These will include housing development and other changes such as afforestation, upland landscape improvements and infrastructure outwith the National Park for example wind turbines.

The results of the survey will be analysed using qualitative and quantitative methods and conclusions drawn will influence policy making. The project is co-funded between CNPA and SNH. The interviews will take place over the summer and autumn of 2007 and completed by January 2008. Contact matthewhawkins@cairngorms.co.uk for further information.

6. Wild Land in the Cairngorms National Park Project

This project will identify the relative wildness of the landscapes of the National Park. It will seek to draw upon well established principles to identify clear criteria for the concept of wildness and wild land. It is likely to include canvassing public opinion on the perceived nature, value and benefits of wildness. The likely outputs will include GIS based mapping and will lead directly to policy on landscape and guidance for planning. The project is co-funded with SNH and it is estimated that it will report in early 2008. Contact willboydwallis@cairngorms.co.uk for further information.

7. Sustainable Tourism Strategy Action Plan Updates

The second annual update to the Sustainable Tourism Strategy Action Plan will be compiled by March 2007 and all input from partners would be greatly appreciated. The Strategy and Action Plan is available to view on the CNPA website www.cairngorms.co.uk and any relevant project updates should be sent to Heather Galbraith heathergalbraith@cairngorms.co.uk.

8. Interpretation in the Cairngorms

The CNPA have invited a wide range of partners to a meeting in early February to look at ways in which interpretation can be better coordinated, and how we can collectively take forward actions identified in the Draft National Park Plan. The partners include representatives of public and private sectors and NGO's. Regular updates will be provided to the ViSIT Forum. Contact murrayferguson@cairngorms.co.uk for further information.

9. Website scoping study

Web content reflecting the Park is managed by a range of bodies including Visitscotland.com, Cairngorms Chamber of Commerce, DMOs, Moorland Project, Young Cairngorms, ECAP, Cairngorms On-line, UDAT, Just Outstanding plus a wide range of other sites.

CNPA have been reviewing the current provision of web-based information from a customer led perspective. A range of tools have been used reflecting accepted 'best practice' in web site and e-marketing strategy development. These include: Customer Mapping and Segmentation Analysis; the Customer Life Cycle; and Internet Marketing Strategy Evaluation. The latter is a ten point benchmarking tool which will ensure that the new web site reflects 'best practice' in 'being customer led'. Current provision is fragmented and does not fully support all stages in the visitor journey, and while good content exists, there is little in the way of coordination.

CNPA are holding meetings with key partners during February to explore possible next steps for web development. Following these meetings, proposals on a way forward will be brought to the ViSIT Forum, probably at the March meeting. Contact christaylor@cairngorms.co.uk for further information.

10. New Marketing Officer

Fiona Milligan is starting with the CNPA on 29th January in the role of Marketing Officer. Fiona joins the Park Authority from Cairngorm Mountain where she was the marketing executive. Fiona will be the key contact for the Park Brand and related marketing work.