



Community Path Leaflets

Design Guidelines

Foreword

Scottish Ministers have now approved the Core Paths Plan for the Cairngorms National Park. This plan outlines 575 miles of paths which local communities, land managers, walkers, cyclists and horse riders have identified as being really important routes. These core paths also provide the key links to a wider network of paths around the Park.

We have all worked hard to agree which paths are important. Now, we need to encourage people to use these paths and the networks they link to around settlements. We believe that by working with communities to produce clear, consistent path leaflets throughout the National Park we will make it easier for people to use and enjoy these routes.

We are particularly grateful to the wide range of individuals and organisations that have helped us develop this document and hope that you will find it both informative and easy to use.

Eric Baird,

Vice Convener, Cairngorms National Park Authority

Acknowledgements

This guidance has been developed by the Cairngorms National Park Authority by working with a wide range of interested parties including community path groups, Inclusive Cairngorms, RNIB, Cairngorms Local Outdoor Access Forum and Cairngorms Outdoor Access Trust.

We are grateful to David Warnock and Stirling Surveys for workshop facilitation, specialist advice on mapping and drafting the text.

Feedback and advice

We are committed to reviewing this guidance and welcome feedback. We are also keen to provide advice and support to anyone producing a community path leaflet.

Please email your comments to the CNPA at:

outdooraccess@cairngorms.co.uk or write to the address below.

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Introduction

Walking, and particularly short walks of one to five miles, is the most popular outdoor activity in the Cairngorms National Park. Providing good information about such routes around communities will encourage more people to use these paths.

Existing community path leaflets

Many communities in the National Park already have path leaflets. However, there is no consistent style to these leaflets and, as some are quite old, they do not meet current best practice in providing information that is easy for all to understand. Few leaflets make links to other local networks and few make the most of their location in the National Park.

To help improve the quality of path information, the Cairngorms National Park Authority and partners have developed this design guidance for community path leaflets. To help us, we have used feedback from community workshops, Inclusive Cairngorms and the Royal National Institute for the Blind (RNIB). Research and specialist input was provided by David Warnock and Stirling Surveys.

Cairngorms National Park

The Cairngorms National Park is now widely seen as a strong and recognisable identity and evidence suggests that visitors to a National Park expect to have a high quality experience. Following these guidelines will ensure that path leaflets are produced to current best practice. Visitors seeing these leaflets will know they are in the Cairngorms National Park and, as a consequence, many are likely to behave more responsibly.



Accurate and easy to understand information on leaflets will help people to use paths



Community workshops will give many useful suggestions for path leaflets

Using these guidelines

This guidance is for people who want to produce a leaflet promoting the paths around their community in the Cairngorms National Park. It should also be used by designers working with path groups to produce such leaflets.

One of the main reasons that visitors come to the Cairngorms National Park is for walking, and short 'low level' walking is the most popular outdoor activity undertaken. This guidance is designed to produce a leaflet that encourages people new to the area to explore the low level paths in and around villages.

The guidance provides advice on the design and layout of path leaflets, encourages use of best practice and develops a recognisable 'family' of Cairngorms path leaflets.

We recommend that you read the entire document before starting any work. It is important to consider that the whole process, from the initial idea to visitors using your leaflet and enjoying your paths, is likely to take between six months and a year, possibly longer! However, help is at hand; officers of the Cairngorms National Park Authority (CNPA) will be pleased to help you if needed (see Section 10, p15). If you are thinking about a leaflet then please let us know to avoid possible duplication of effort.

What makes an effective path leaflet?

Evidence indicates that a good community path leaflet:

1. Promotes a network of four to six easy-to-use short paths (one to five miles) based around one or two starting points: your path network.
2. Provides good reasons to explore the paths around your community and tells the visitor what is special about your part of the Cairngorms National Park: your stories.
3. Is a convenient size and has an effective front cover: one that clearly tells you what the leaflet is about and 'sells' the paths in your area.
4. Uses text and route descriptions that are easy to read and understand.
5. Has a map that is easy to use and understand.
6. Contains attractive photographs or drawings that 'sell' the paths in your leaflet.
7. Provides basic visitor information so that people can plan their day out.
8. Provides information on responsible access so that visitors enjoy their day out.

Keep referring back to this 'project checklist' to measure progress and avoid problems later on in the process. Read on for more guidance on each of the above points.