

Annex I- Results of Mid-term Health-check on Delivery of Outcomes

RAG Assessment Key:	
1	Will not be achieved
2	Unlikely to be achieved
3	Needs more work/resource to be achieved
4	Should be achieved with existing work/resource
5	Achieved

I Conserving & Enhancing Biodiversity & Landscapes				Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(1a) A Landscape Plan for the Park will identify the natural, cultural and built landscape qualities, the factors influencing them and underpin actions for positive management.				4. This outcome should be achieved with existing work/resource because the outline project planning phase has been completed by David Tyldesley second stage detailed planning will start with New Landscape Adviser August 09. The Landscape Character Assessment is the main element planned for 2009. It is currently underway and is programmed for completion end Oct 09. It will then be used as baseline information for various SPG. Further CNPA staff time is planned to co-ordinate this work and a steering group is in place to co-ordinate and monitor progress.	The completion of the Landscape Framework and development of planning policy that uses it.	CNPA and steering group to coordinate development of the Landscape Framework through engagement in NPP development, using revision of Landscape Character Assessment.
(1b) The key areas for the experience of wild land qualities will be identified, protected and enhanced as a major source of enjoyment of the Park and wild land qualities				4. This outcome should be achieved with existing work/resource because the first phase of work has been completed (a pioneering, mapping project undertaken with Leeds University which has identified where wildness is most apparent in the NP). This work now needs to be developed into a policy that will inform planning and development management and wider enhancement work with land	The development of planning policy guidance that uses the CNP wildness maps.	CNPA to develop a wildness planning policy.

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throughout the rest of the Park will be safeguarded.				managers. The policy work is planned as part of the supplementary planning guidance, initially in the first tranche of SPG but it has been put back to the second during prioritisation process. Target now 2010		
(1c) The location, scale, layout and design of all new development will make a positive contribution to the natural, cultural and built landscapes of the Park, and the adverse impacts of some existing developments will be reduced.				<p>3. This outcome needs more work/resource to be achieved because while significant progress has been made in developing the Local Plan there is still a significant volume of supplementary guidance required including natural heritage and energy generation which will require co-operation amongst delivery partners.</p> <p>A programme of work is being developed to complete this and other guidance, but there remains work on baseline information, habitat and landscape capacity and carbon management that requires joint work among partners. Training for developers will be planned for 2010.</p> <p>Work with SNH in particular to identify ways to help streamline advice and ensure consistent and transparent guidance in relation to new Local Plan policies has been discussed and a workshop is planned for end of 2009 to develop this further..</p>	<p>The adoption and implementation of the CNP Local Plan and associated planning policy outlined in (i) and (ii) above, as well as the development of the subsequent CNP local development plan.</p>	<p>CNPA to complete planning guidance on natural heritage and landscape</p>

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(1d) Species and habitats identified as the highest priorities in the Cairngorms Local Biodiversity Action Plan, the UK and Scottish Biodiversity Strategies and Action Plans and the Scottish Species Framework will be protected and under active conservation management.				4. This outcome should be achieved with existing work/resource because there is a programme of action co-ordinated by the LBAP Group. Highest priority species and habitats are identified and action shared with range of partners and targeted in a variety of projects and initiatives. E.g. wildcat, red squirrel, water vole, black grouse, capercaillie, forest habitat network, lowland grassland, wetlands, action for mountain woodlands. Application for funding for rare plant projects has reached the second stage.	An increase in the number of priority species for which positive action is underway including wildcat, red squirrel, water voles, black grouse, capercaillie and rare plants.	Progression of a partnership funding bid for the rare plants project; Delivery of the Cairngorms Wildcat project; Promotion of records collation and submission through the Cairngorms Biological Recording System
(1e) There will be enhanced connectivity within habitat networks through practical implementation of a planned, landscape-scale approach, with early emphasis on lowland agricultural habitat networks and forest networks.				3. This outcome needs more work/resource to be achieved because there is a need to identify how to incentivise action on the ground. The Cairngorms Forest Habitat Networks project and lowland farm grassland surveys have provided good information, and a wetland restoration project has recently been started. There is a need for further work on GIS integration of this data and links into available funding support through SRDP. Upper Dee riparian woodland study recently completed. Discussions on taking forward forest networks are ongoing between CNPA and FCS.	Increased forest habitat connectivity and an expansion of wetland area	FCS & CNPA target advice to potential woodland network enhancement; CNPA & SEPA to target wetland enhancement opportunities; CNPA to source RPID data to enable effective monitoring

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						Trial integration of network planning through Landscape Framework
(If) All the designated nature conservation sites in the Park will be in favourable condition, or under positive management to bring them into favourable condition, and this will be enhanced further by the appropriate management of the surrounding land to increase their ecological integrity and viability.				<p>4. This outcome should be achieved with existing work/resource because there is a programme of joint agency work underway to support management action on all designated sites, including through Section 7 (Deer (Scotland) Act 1996) agreements on some sites.</p> <p>SNH is undergoing a national assessment of the condition of designated sites. Final report will be available October 2009. A comparison with 2006 base line can then be made.</p>	Designated Nature conservation sites remain in favourable condition or under management to bring them into favourable condition	<p>SNH to provide updated baseline for 2009 and ongoing reporting towards target;</p> <p>Joint working and associated agreements to continue;</p> <p>Support land managers in identifying ways to monitor and report on biodiversity management beyond designated sites</p>
(Ig) The habitat and water quality of rivers and wetlands will be enhanced through commencement of positive management initiatives guided by catchment management planning.				<p>4. This outcome should be achieved with existing work/resource because the Dee Catchment Management Plan up and running and a number of projects emerging which will have major benefits for water quality, river and wetland habitats. Work on revitalising the Spey Catchment Management Plan has begun with partners identifying work to take forward. The draft South Esk Catchment Management plan is currently being consulted upon. A wetland restoration project has</p>	Both the Dee and Spey will have active catchment management plans and supporting partnerships.	Catchment management partnerships on Dee, Spey and South Esk to prepare and implement business plans.

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				also started which will identify opportunities for wetland enhancement.		
(Ii) The diversity of rocks, minerals, landforms and soils of international, national and regional value will be safeguarded and more widely appreciated, together with the natural processes underpinning them.				4. This outcome should be achieved with existing work/resource because an audit of important features of geodiversity will be undertaken in 2009 by the British Geological Survey, this is a key step in ensuring wide recognition of the significance and value of geodiversity in the National Park.	There will be a completed audit of the important features of geodiversity in the Park to inform future management.	BGS to undertake geodiversity audit
(Ij) An active programme will be underway to safeguard and manage priority historic landscapes and archaeology sites, and to promote them to the public.				3. This outcome needs more work/resource to be achieved because there has not yet been a focal point to co-ordinate action. The Community Heritage project and the Landscape Framework both provide mechanisms to take this forward and further work on these will start to develop a programme of action for future years. The project officer is a two year post CNPA/LEADER funded but additional resources will be required to deliver specific projects. Historic Landscapes identified in Historic Scotland and RCAHMS publication 'The Historic Landscapes of the Cairngorms'.	The Community Heritage Project will have developed connections between local heritage interests and supported at least six new projects. The Landscape Framework will inform planning guidance	Develop community heritage projects focused on Park-wide themes; Community Heritage partners to host a community heritage conference to bring together local heritage interests and establish ongoing network

2 Integrating Public Support for Land Management				Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(2a) A diverse, viable and productive land management sector will continue to provide high quality primary produce such as food and timber, whilst delivering public benefits which are compatible with the Park's special qualities and will make a growing contribution to employment and the local economy.				<p>4. This outcome should be achieved with existing work/resource because key actions are in place to stimulate and support production in relation to energy, food and drink and timber.</p> <p>There remain many challenges facing land-based businesses and the outcome is so broad that it is difficult to measure. Action is therefore focused on specific opportunities where a difference can be made in the short-term. Key steps to be taken in the longer term include investigation of options for future support mechanisms and likely implications of changes to support.</p>	<p>Implementation of actions in the woodfuel action plan; short-term actions from the food and drink action plan and guidance on renewable energy opportunities.</p> <p>Forward planning to inform land management support post 2013.</p>	<p>FCS, CNPA, LAs, Enterprise Companies and other partners to implement action on timber use; woodfuel; food and drink production;</p> <p>Establish a green monitor farm;</p> <p>Develop a land use strategy as part of the next NPP for 2012</p>
(2b) Public support for land management will be better integrated and directed at delivering tangible public benefits.				<p>This outcome needs more work/resource to be achieved because of the extent to which SRDP is delivering National Park Plan priorities remains unclear due to a) lack of data availability and b) lack of active targeting through the Rural Development Contract proposal process.</p> <p>Key steps to be taken include accessing RPID data to be able to assess effectiveness of SRDP in the Park</p>	<p>Support and advice will be actively targeted to encourage individual and collaborative applications to SRDP that deliver Park Plan priorities</p>	<p>Scottish Government and SEARS Bodies to improve the targeting and co-ordination of SRDP in delivering National Park priorities.</p>

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				and better targeting within the current SRDP framework. Other long term options for future support will be considered in order to inform future SRDP development.		
(2c) The public benefits which land managers are asked to deliver with public sector support in the Park will be informed by sound information and determined through an open process involving land managers, communities and other stakeholders.				4. This outcome should be achieved with existing work/resource because a variety of stakeholders were involved in the setting of the regional Rural Priorities last autumn/winter. It is likely that the Priorities will be reviewed at some point and that the involvement of a wider range stakeholders is expected. There remains however, inconsistency between RPAC areas and a lack of focus on the National Park priorities.	Identification and communication of specific opportunities within SRDP for land managers to take up	Scottish Government and SEARs to improve the effectiveness of SRDP in targeting and reporting on delivery of National Park priorities.

3 Supporting Sustainable Deer Management				Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(3a) There will be a large scale patchwork of deer densities across the National park underpinned by an inclusive deer management planning process.				<p>4. This outcome should be achieved with existing work/resource because CDAG have agreed to proceed with a Deer Framework that will enable effective co-ordination between DMGs and set out how the national strategy for wild deer can be taken forward within the Park.</p> <p>Key to successful achievement will be the continued support of CDAG members and their engagement with DMGs in implementation.</p>	CDAG will have established an effective Deer Framework.	CDAG to establish the Deer Framework with Deer Management Groups
(3b) Designated sites will be protected and enhanced and deer range throughout the Park will be managed to a good environmental standard appropriate to the management unit. This standard will be agreed as an integral part of the deer management planning process.				<p>4. This outcome should be achieved with existing work/resource because much work has been done on designated sites by all joint working agencies and grazing issues on designated sites are being dealt with effectively. Things are moving in the right direction, many estates have control agreements in place and previously 'unfavourable' sites are now appearing 'favourable'. Training in habitat monitoring has been provided through the LBBTP. DCS and partners are working on developing concordats, control agreements etc with estates, where provision for ensuring favourable conditions are reached, is not currently in place.</p>	Designated sites will remain in favourable condition and CDAG will have established the Deer Framework.	<p>DCS, FCS and SNH lead continued support for deer management through joint working.</p> <p>CDAG to embed habitat assessment and management within deer framework.</p>
(3c) There will be good communication and understanding between all sectors involved in deer management including public agencies, local				<p>4. This outcome should be achieved with existing work/resource because CDAG meets three times a year and has improved communication between deer managers, public agencies, communities and environmental NGOs. A number of public and schools events have been held by CNPA and DCS with local estates to promote</p>	Better liaison and mutual understanding between deer managers, communities and NGOs.	CDAG continue to meet and engage between sectors

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communities and other interest groups. Better understanding of objectives, requirements and deer management activities should reduce conflict between sectors.				better understanding of objectives and requirements.		
(3d) The economic value of the deer resource will be enhanced.				<p>4. This outcome should be achieved with existing work/resource because economic opportunities are being promoted in new ways, including public and schools events to promote venison and engagement with tourism operators on wildlife tourism opportunities. CNPA is an active member of the Scottish Venison Working Group and contributed to a venison reception for MSPs at Holyrood in January 2009 and Eat Venison Day promotion.</p> <p>There are of course many external factors affecting the value derived from wild deer and further monitoring should be developed to set local action in this context. However, the headline indicator is difficult to measure across the NP, but action is being taken to broaden the income generating opportunities from wild deer.</p>	<p>Venison promotion linked into implementation of the food and drink action plan; wildlife tourism opportunities promoted and investigated by estates</p>	<p>Continued support through Scottish Venison Working Group</p> <p>Promotion of wildlife tourism opportunities</p>
(3e) There will be more opportunities and fewer barriers for a wider range of people to enjoy				<p>3. This outcome needs more work/resource to be achieved because while some estates in and around the Park offer accessible stalking for new comers to the activity, there has not been any National Park wide effort to achieve this yet. Better</p>	<p>Wider promotion of stalking opportunities</p>	<p>The Country Sports Tourism Group will continue work to increase the accessibility of deer stalking</p>

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stalking.				promotion of existing opportunities and improving understanding of deer management is planned.		

4 Providing High Quality Opportunities for Outdoor Access				Mid-Term Review comments:		
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(4a) A wider range of people will have the opportunity to enjoy the outdoors.				<p>4. This outcome should be achieved within existing work/resources because: The core Paths Plan is expected to be adopted and a prioritised list of 18 paths is being taken forward by Cairngorms Outdoor Access Trust over the 09/10 and 10/11 financial years, guided by the Outdoor Access Strategy and the Core Paths Planning Process. The principle of delivery is to make these paths as accessible for as wide a range of people as possible.</p> <p>Repair works will be commencing shortly on paths in Dulnain Bridge, Braemar, Laggan, Kingussie, Carrbridge and Kincaig once the necessary permissions have been secured. Works in Newtonmore, Ballater, Strathdon, Ballater and Glen Tannar are likely to go ahead in 2010. Ministerial approval has now been given for the extension to the Speyside Way and securing the necessary permissions and funding will be taken forward in 2009.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Path surveys have been completed for 7 community paths. • Board approval has been given for the Speyside Way extension Project Brief . • A stage one Heritage Lottery Funding application has been completed by COAT for a large scale upland path repair project. 	<p>Core Paths Plan is adopted</p> <p>More than 65% of core paths will be “Fit for Purpose”</p>	<p>Ministerial Approval of Core Paths Plan</p> <p>Develop CPP Implementation Plan</p> <p>COAT undertakes work programme funded by multiple partners</p>

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(4b) Land managers and those enjoying the outdoors will have a better understanding of their respective rights and responsibilities which will positively influence behaviour and enable all to enjoy the special qualities of the National Park.				<p>4. This outcome should be achieved with existing work/resource because: SNH has worked to provide a national programme of awareness raising and information on access rights and responsibilities, and other developments such as the core paths plan, new paths and routes have continued to raise the profile of outdoor access.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Ranger work plans have been agreed with Highland and Angus Councils together with Balmoral and Glenlivet Estates. • Guidance is currently being consulted upon which deals with the responsible promotion of recreation opportunities. • A meeting with land managers and event organisers is planned in October to learn lessons from the season past. • Guidance on managing access at sensitive natural heritage sites. Is being developed with key partners. • A programme of SOAC promotion is in development which will be targeted at camping and dogs. 	<p>Targeted promotion campaigns for Dogs in the Countryside and Responsible Camping</p>	<p>SNH continue to promote national programme of awareness</p> <p>Campaign Plan developed with input from LOAF</p> <p>Coordinated effort form ranger services, local authorities and police</p> <p>CNPA coordinates ranger services in providing Cairngorms-specific advice.</p>
(4c) There will be a more extensive, high quality, well maintained and clearly promoted path network so that everyone can enjoy				<p>4. This outcome should be achieved with existing work/resource because: The Core Paths Plan, identifying an extensive network of the most important low ground paths, was submitted in March and a Reporter is now examining the objections. An informal hearing was held on 28 July by the Reporter to examine the issue of whether to</p>	<p>Core Paths Plan is adopted</p> <p>More than 65% of core paths will be “Fit for Purpose”</p>	<p>COAT undertakes work programme, funded by multiple partners</p> <p>Project Plan and funding package in place to implement Speyside Way</p>

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the outdoors and move around the Park in a way that minimises reliance on motor vehicles.				<p>include the River Spey in the Core Paths Plan. Funding packages developed by the Cairngorms Outdoor Access Trust will deliver significant improvements to the paths network over the next one and a half years.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Path surveys have been completed for 7 community paths. • Board approval has been given for the Speyside Way extension Project Brief . • Piloting a template for a community path leaflet is underway with a view to rolling the template out to communities in the future. 		<p>extension</p> <p>Community path leaflets templates being utilised across the National Park.</p>
(4d) There will be greater involvement of communities, land managers and visitors in the management and maintenance of paths.				<p>4. This outcome should be achieved with existing work/resource because: COAT is involving communities as far as possible in its programme of work.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • A Western Access Group is in operation which complements the existing one operating on the East of the Park to promote greater networking and shared experience. • Representatives from communities from both the east and west of the Park have a place on the COAT Management Group 	<p>COAT will have increased its Affiliate membership</p>	<p>Path works will be delivered in each Community Council area in the National Park</p>
(4e) There will be more effective connections between				<p>4. This outcome should be achieved with existing work/resource because: Greater uptake of public transport for recreation</p>	<p>Public transport timetables will have been promoted and</p>	<p>Review and re-development of Cairngorms Explorer</p>

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public transport and places with outdoor access opportunities.				<p>and enjoyment of the Park is required. This can best be achieved through better marketing and promotion to influence behaviour. This requires better promotion of the Cairngorms Explorer (timetable) and Heather Hopper and integration with other information,</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • A transport review examining the Heather Hopper service and other actions • Heather Hopper expanded and now better integrated with other services enabling better links to be made across the National Park and beyond e.g. Aberdeen, Elgin and Perth. • Marketing of the Heather Hopper has been operating in first 4 months of year. 	linked to recreational opportunities.	<p>publication</p> <p>Development of School travel fund</p>
(4f) There will be locally based healthy walking groups throughout the National Park and active promotion of outdoor activity by health professionals in order to contribute positively to the physical, mental and social health of residents and visitors.				<p>4. This outcome should be achieved with existing work/resource because: Good progress has been made to expand and develop existing health walk schemes across the Park. Further co-ordination between all the relevant players and considerable work on marketing and developing a network of local community activists will be required to ensure that this outcome is fully achieved.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • COAT has taken on the mantle of managing health walks in Strathspey and Badenoch 	There will be more healthy walking groups within the National Park.	<p>Work with partners to develop an “Active Cairngorms” Initiative</p> <p>COAT will support the development of healthy walking groups.</p>

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				<p>from April 2009 and the Health Walks Manager is arranging meetings with GP practices to encourage professionals to pass on patients to schemes.</p> <ul style="list-style-type: none"> • Two Alzheimer and one Nordic walking groups are now operating. 		

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(5a) An increasing proportion of economic activity will be based on the special qualities of the Park				<p>4. This outcome should be achieved with existing work/resources because although current global and national economic difficulties make this outcome more challenging in the short term, and the agricultural sector and the Scottish hill farming industry face particular challenges, progress in some sectors is being made. Current actions include:</p> <ul style="list-style-type: none"> • Promoting opportunities for local food & drink including strengthening the linkages with the tourism sector. Scottish Enterprise keen to support these efforts and joint work with LL&TNP being explored. • Promoting potential economic opportunities in the renewable energy sector (woodfuel development plan to be complete in Aug 09). • Development of a reference guide to promote the use of local timber in construction and options for a demonstration building being explored. • Sustainable Tourism Strategy action plan being implemented although a number of issues are closely linked to the development of the Cairngorms Business Partnership. <p>A comprehensive Economic Baseline Review is underway and will report by Oct 09. This will help develop appropriate indicators that will be of use for both NPP monitoring and ongoing project work.</p>	<p>Short-term actions from the food and drink action plan and the woodfuel action plan are underway or implemented.</p> <p>Enhanced role for local timber in the construction industry.</p> <p>Park-wide marketing framework in place.</p>	<p>Support for the development of the CBP.</p> <p>Full integration of local produce in any Park wide marketing framework.</p> <p>Development of the Sustainable Design Guide.</p>
(5b) The visitor				4. This outcome should be achieved with	European Charter for	Support for the

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experience in the National Park will consistently exceed expectations and will drive repeat visits/more business opportunities. The Park will compare well against the rest of Scotland and other National Parks				<p>existing work/resources because: While challenges remain with developing a Park-wide marketing strategy and with increasing business take-up of quality and environmental schemes, a number of actions are underway to deliver this outcome:</p> <ul style="list-style-type: none"> • Sustainable Tourism Strategy action plan being implemented with a number of issues closely linked to the development of the Cairngorms Business Partnership and the potential role it may have in the future. • Park Brand development and awareness, ongoing Park interpretation work and launch of the web portal in 2009. • Support being provided for events (CNPA funding and advice and LEADER funding). • DMO led initiatives to improve business and hospitality skills and wider Park knowledge. • Improved efforts to capture business and visitor feedback (Park-wide business barometer expansion, DOVE project). • Continued development of tourism product by DMOs and by individual businesses and community groups (e.g. Braemar Castle). LEADER funding has supported several such projects. COAT led access improvements will also make positive contribution. <p>STEAM data for total revenue in the Park (as at 20 Jul 09) shows £192M for 2007 and £185M for 2008. Economic baseline review will provide further analysis.</p> <p>A comprehensive Visitor Survey is now underway and will report by May 2010. Interim reports</p>	<p>Sustainable Tourism re-awarded.</p> <p>CBP led Park-wide marketing framework and action plan in place (indicators of progress to be developed).</p>	<p>development of the CBP.</p> <p>Integration of European Charter for Sustainable Tourism application with marketing framework.</p> <p>Development of European Charter re-application</p> <p>Establishment of Sustainable Tourism Forum</p>

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				throughout the year will help inform progress towards this outcome.		
(5c) There will be a more even distribution of visitor numbers throughout the year.				<p>3. This outcome needs more work/resources to be achieved because: Analysis of STEAM data from 2003 – 2007 shows a modest increase in <u>overall</u> visitor numbers to the CNP each year with a slight dip in 2007. STEAM data for 2008 shows estimated visitor figures for the 1st and 4th quarters (including Easter) at 38.57%. Actions underway include:</p> <ul style="list-style-type: none"> • Support being provided (CNPA funding and advice and LEADER funding) for events, particularly where they can provide additional benefit during quieter months. • Ongoing marketing, web portal and brand development (CBP looking at pan-Park marketing strategy as a key early project). • DMO efforts to improve visitor numbers in the shoulder seasons. <p>For further progress to be made in delivering this outcome, a more concerted and widely coordinated marketing strategy need to be developed and opportunities for events in lower seasons pursued.</p>	<p>There will be a marketing framework for the National Park that coordinates public and private sector marketing.</p>	<p>Support for the development of the CBP.</p> <p>Integration of events (support for, coordination of) into any marketing framework.</p>
(5d) A greater percentage of visitors will contribute to the conservation and enhancement of the Park.				<p>4. This outcome should be achieved with existing work/resources because:</p> <p>Scoping study completed in Apr 09 and discussion ongoing to take appropriate recommendations forward. There are a number of related 'pay-back' schemes already in place across the Park but</p>	<p>Businesses are more aware of existing opportunities for visitors to contribute.</p>	<p>The Cairngorms panoramic posters sold throughout the Park to help fund COAT.</p> <p>CBP to promote existing schemes.</p>

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				detailed data on them has yet to be captured.		
(5e) A greater percentage of businesses will meet the quality standards and environmental management criteria of the Park brand and achieve commercial advantage through its use.				<p>4. This outcome should be achieved with existing work/resources because: although challenges remain with quality and environmental accreditation schemes (GTBS in particular) which are having an effect on Park brand take-up, the overall trend in brand uptake is positive with 180 businesses/producers/tourist associations currently using the brand and 19 awarded in FY 09. There is confidence that this outcome can be achieved but more work still required from all partners. Current actions include:</p> <ul style="list-style-type: none"> • Fresh approach to encourage businesses to improve environmental performance (involving CCC, BEP, Business Gateway) • Ongoing CCC efforts to increase brand take-up. • Engagement with VisitScotland regarding GTBS and QA schemes. 	<p>1. More businesses will have achieved the CNP Brand.</p> <p>2. The CNP Brand will have a development plan to increase commercial advantage</p>	<p>The Brand Development Group to continue development.</p>
(5f) There will be an increase in use of local suppliers and produce.				<p>3. This outcome needs more work/resources to be achieved because: local suppliers and producers are operating within restricted markets and with a relatively small customer base. There remains significant disconnect between visitor expectations for local produce (in recent surveys 85% of visitors claim they would like to have experienced more local produce) and current supply. Immediate actions include:</p> <ul style="list-style-type: none"> • Delivery of short-term priorities from the food & drink action plan • Business development and marketing support for Creative Cairngorms and CFMA 	<p>Short-term priorities from the food and drink action plan will have commenced, or been delivered</p>	<p>Marketing opportunities for food & drink and local produce integrated into wider CBP-led marketing initiatives.</p>

5 Making Tourism & Business More Sustainable				Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
				There is no accurate measure of progress with this outcome although the ongoing Economic Baseline Review should help provide a better indication.		
(5g) Communities will feel that quality of life is improving and that they are able to influence the direction of economic growth within the Park.				<p>4. This outcome should be achieved with existing work/resources because:</p> <p>Most communities in the Park will undertake community needs assessments and produce community action plans.</p> <p>The AoCC have in the last year been revising their remit and have decided to focus on being primarily a networking/sharing best practice organisation. Survey to go out to the membership Sept 2009 to collect base line information.</p>	<p>10 communities within the National Park will have undertaken community action planning.</p>	<p>CNPA & Local Authorities to continue to promote community needs assessments and develop community planning.</p>

6 Making Housing More Affordable & Sustainable				Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(6a) There will be a reduction in the gap between housing need and supply in the Park to meet community needs.				<p>3. This outcome needs more work/resources to be achieved because, despite decreasing house prices, mortgages are now more difficult to secure. Coupled with rising unemployment, this is leading to increased pressure on housing waiting lists in all areas.</p> <p>However, there has been substantial building of new affordable housing in parts of the National Park since 2006. Between 2006 and 2009, Badenoch and Strathspey has had 105 new social rented houses and 42 low cost home ownership homes.</p> <p>A variety of types of affordable housing continues to be delivered and, subject to planning permissions, funds being available from the Scottish Government, there is a substantial programme of investment in the pipeline. All partners need to continue to work closely together to maximise the value of this investment within the Park.</p> <p>If economic conditions continue to adversely affect the housing market and borrowing it is difficult to see how this outcome can be achieved by 2012.</p>	<p>Local Authority Strategic Housing Investment Plans to provide support for affordable housing in the Park.</p> <p>The CNP Local Plan to maximise the level of affordable housing being achieved in consented housing developments.</p>	<p>Local Authorities and Scottish Government secure funding for affordable housing in the CNP.</p> <p>Planning Authorities use CNP local plan to identify sites for housing.</p>

6 Making Housing More Affordable & Sustainable				Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(6b) There will be a reduction in the number of businesses identifying housing as a barrier to staff recruitment and retention.				<p>3. This outcome needs more work/resource to be achieved because of the issues noted above.</p> <p>Perversely though, given the current economic climate, it is possible that fewer businesses will see housing as a barrier to staff recruitment and retention. In times of recession people are less likely to seek to change jobs and there tends to be more locally available labour when there are vacancies. The forthcoming economic baseline review will provide firmer evidence on this.</p>	<p>Local Authority Strategic Housing Investment Plans to provide support for affordable housing in the Park.</p> <p>The CNP Local Plan to maximise the level of affordable housing being achieved in consented housing developments.</p>	<p>Local Authorities and Scottish Government secure funding for affordable housing in the CNP.</p> <p>Planning Authorities use CNP local plan to identify sites for housing.</p>
(6c) There will be more good quality private rented sector accommodation available at affordable rents to meet local need.				<p>4. Should be achieved with existing work/resource because there has been an increase in the number of affordable rented accommodation property owners taking up the Highland Council rural leasing scheme. This is due to the slow property sales market where people still need to move home but have to rent out their property to cover their mortgage payments. Twenty eight properties are currently being rented out in Badenoch & Strathspey under this scheme. Moray and Aberdeenshire are working on setting up similar schemes.</p> <p>The Rural Empty Property grant project has one property working to grant offer stage and another being surveyed. The Aberdeenshire Rural Housing Enabler is currently revisiting the other applications (10) to re-assess the costs of renovation as these costs may have fallen in the past 6 months. This may</p>	<p>Local Authorities will have increased the level of rural leasing for affordable housing.</p>	<p>Local authorities continue to provide support for private rented accommodation</p>

6 Making Housing More Affordable & Sustainable				Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
				result in 2 properties accessing REPG grant and bringing properties back into use in the future.		
(6d) New housing will be of a more sustainable design				<p>4. Should be achieved with existing work/resource because building standards are going to secure greater energy efficiency and sustainability in new housing, and the CNP Local Plan and Sustainable Design Guide are likely to have some impact on new housing prior to 2012. The LBBT is also investigating the demand for training courses in sustainable design and construction methods for local businesses.</p> <p>Other potential avenues for promoting and delivering sustainable design will continue to be considered. For instance, we are currently exploring a project opportunity with partners to increase the use of local timber in construction.</p>	The CNP local plan and sustainable design guide will be adopted and implemented.	CNPA will take local plan and SDG to adoption and implementation.

7 Raising Awareness & Understanding of the Park				Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
i. More people across Scotland will be more aware of the National Park, what makes it special and the opportunities it offers them.				<p>3. This outcome needs more work to be achieved because: Despite some encouraging steps relating to the use of the National Park brand and on interpretation, the profile the National Park remains fragmented and in some respects remarkably low. Partners in both public and private sector are missing opportunities to present their work as part of the National Park.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> continued use and expansion of the CNP Brand and Family Brands; roll out of Interpretation Guidance and take-up of associated training courses The Cairngorms Visitor Survey is currently being repeated and this will provide robust evidence of progress. <p>Further work is required on:</p> <ul style="list-style-type: none"> More effective use of CNP Brand Development of marketing strategy Development of Cairngorms Business Partnership Launch of the CNP web portal and the learning zone websites. Identification of the collective benefits of jointly presenting all of our work as part of the National Park 	<p>A National Park marketing strategy will be in place and coordinate the marketing of the CNP by private, public and third sectors.</p> <p>CNP Interpretation Guidance is used by partners when communicating their work in the Cairngorms</p>	<p>1 The Cairngorms Business Partnership will develop a marketing strategy for the Park.</p> <p>2 Visit Scotland support the development of the marketing strategy and its implementation at the national level.</p> <p>3. SNH to present the series of National Nature Reserves as part of the Cairngorms National Park</p> <p>4. Panoramic posters for sale with proceed re-invested in care for the Park.</p>
ii. Residents and visitors will appreciate				<p>3. This outcome needs more work to be achieved because:</p>	<p>1 The Cairngorms National Park Web</p>	<p>1 SNH will promote National Nature</p>

7 Raising Awareness & Understanding of the Park				Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
the special qualities of the Park and understand more about their special management needs.				<p>While there are examples of good work, progress in this area has been somewhat patchy and characterised by different approaches being taken at individual sites or on activities within the Park.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> linking existing interpretation for visitors to the special qualities of CNP at both visitor centres and in publications The ‘roll out’ of CNP Interpretation Guidance and the development of an informal interpretation network. Cairngorms Awareness and Pride courses aimed at raising understanding of the special qualities among residents. Development of Junior Ranger scheme <p>Further work is required on:</p> <ul style="list-style-type: none"> Presenting key sites in context of CNP. Implementing the outcome of the review of Cairngorms Awareness and Pride Project Countryside Events need to be better targeted toward the special qualities of CNP and promoted more effectively on a Park-wide basis. Launch of Cairngorms Learning Zone website and associated work with education authorities 	<p>Portal will have been launched.</p> <p>2 The Cairngorms Learning Zone website will have been launched to support education authorities’ use of the Park.</p>	<p>Reserves in the context of the National Park.</p> <p>2 Local Authorities education departments will continue to develop the CNP in the Curriculum for Excellence.</p> <p>3. Ranger services will be branded to the National Park and confidently present information about the park’s special qualities</p>
iii. Everyone will know when they have				<p>4. This outcome should be achieved with existing work/resource because: All entry points</p>	<p>Road signage and boundary markers for</p>	<p>The Cairngorms Business Partnership will develop a</p>

7 Raising Awareness & Understanding of the Park				Mid-Term Review comments:		
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
arrived in the National Park and have a positive feeling about arriving in a special place.				<p>are now marked with permanent markers (except Drumochter on A9). Pre-arrival (brown tourist) signs directing visitors to Cairngorms National Park and using the 'osprey' brand are in place at key junctions in around CNP. Brand use at many key visitor destinations is now good.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Funding agreed for signing the Highland Tourist route • CNP branded panels have been installed in all Visitor Information Centres, most ranger bases and some larger visitor attractions. More work is scheduled in this area. • A standard panel design for displaying panorama's of CNP in communities has been produced. <p>Scoping work is now underway to sign the enlarged southern boundary of CNP once formally approved by Scottish Government.</p>	<p>the CNP will be in place for extended NP Boundary</p>	<p>marketing strategy for the Park.</p> <p>New boundary markers for Perth and Kinross in place</p> <p>More than 50% of communities contain information that presents them as part of the National Park</p>
iv. More people who have visited the Park will have high quality experiences and will tell positive stories about the area.				<p>4. This outcome should be achieved with existing work/resource because: presentation and coordination of visitor information in print has improved greatly in the last two years and the development of a new range of community path leaflets in 2009 and beyond will further improve this work.</p> <p>Substantial recent progress has been made in the following areas:</p>	<p>All "visitor centres" and ranger bases in the CNP will present themselves in the context of the Park..</p>	<p>VisitScotland to redevelop VICs with enhanced promotion of their role in the National Park</p> <p>Increased use of Brand, Panoramas and display of</p>

7 Raising Awareness & Understanding of the Park				Mid-Term Review comments:		
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				<ul style="list-style-type: none"> A number of key visitor centres/attractions are being upgraded or have plans to upgrade (Glenmore Forest, Crown Estate Ranger Base, Tomintoul Museum, Angus Glen Ranger Base, Laggan Forest, Insh Marshes NNR). Plans for re-presenting VICs as being much more strongly associated as being associated with the National Park. However, these need to be implemented. Interpretation plans have been developed for all National Nature Reserves, Laggan Forest and Rothiemurchus and a number of communities. Gathering information about customer feedback in the Park 		Park literature at all sites.
v. There will be more opportunities for people to become practically involved in caring for the Park and its special qualities				<p>3. This outcome needs more work to be achieved because there is no baseline information on the amount and type of volunteering being undertaken in CNP, and although there a number of site specific opportunities and initiatives there is no clear consensus on how to create more opportunities for people to become practically involved.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> Grant aid to ranger services from CNPA now explicitly encourages the use of volunteers from 2009/10 and volunteer activity will be monitored as part of national reporting. Some 25% of the time spent undertaking a JMA Award involves practical conservation and the growth of the award in CNP indicates more 	<p>2000 John Muir Awards will be presented in the Park per annum</p> <p>Cairngorms Learning Network will be working successfully</p>	<p>Outdoor learning providers continue to use the JM Award.</p> <p>Junior Ranger scheme operating in three areas of the Park</p> <p>Learning and Teaching Scotland conference to be held in the Park</p>

7 Raising Awareness & Understanding of the Park				Mid-Term Review comments:												
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	RAG 09/09	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...										
				<p>opportunities for volunteering.</p> <ul style="list-style-type: none"> Following the success of the Europarc Junior Ranger Camp a programme for 21 Junior Rangers was run in June with follow-on opportunities to be involved in volunteering throughout the year. <p>Further work is required on:</p> <ul style="list-style-type: none"> Developing consensus about how to adding value to existing initiatives Publicising opportunities within the Park Training and sharing of experiences 												
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.				<p>4. This outcome should be achieved with existing work/resource because: Of good progress with the development of the John Muir Award and the coordinated approach to outdoor learning being developed by Learning Teaching Scotland and five local authorities.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> JMA growth in opportunities for young people to experience the National Park. <table border="1"> <thead> <tr> <th>Year</th> <th>JMA Awards</th> </tr> </thead> <tbody> <tr> <td>2006</td> <td>1442</td> </tr> <tr> <td>2007</td> <td>1858</td> </tr> <tr> <td>2008</td> <td>1886</td> </tr> <tr> <td>2009 to date</td> <td>1540</td> </tr> </tbody> </table> <ul style="list-style-type: none"> CNPA decision to actively support the five 	Year	JMA Awards	2006	1442	2007	1858	2008	1886	2009 to date	1540	<p>Outdoor Learning in National Parks will be a greater part of the Curriculum for Excellence.</p>	<p>LTS, local authorities and CNPA will support the LTS seconded post to develop Outdoor Learning in National Parks</p> <p>Learning and Teaching Scotland conference to be held in the Park</p>
Year	JMA Awards															
2006	1442															
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7 Raising Awareness & Understanding of the Park				Mid-Term Review comments:		
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				<p>education authorities' outdoor learning forums.</p> <ul style="list-style-type: none"> The emerging actions being developed from the joint study with LL&T and SNH on barriers to people using the countryside. The development of a Learning Teaching Scotland seconded post to develop Outdoor Learning in National Parks. 		
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.				<p>4. This outcome should be achieved with existing work/resource because:</p> <p>The implementation of the National Park Plan has meant that many gaps in information have been filled and more detailed information about the special qualities has been identified.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> The development of a central biological record for CNP is significant progress in this area as is the study on wild land perceptions, wildness in Cairngorms & landscape scenarios. Positive meetings with Macaulay Land Use Research Institute and plans for partner seminar on research needs in the NP in 2009 Development of the National Sustainable Development Centre of which CNPA and other NP partners are members <p>Further work is required on:</p> <ul style="list-style-type: none"> defining key gaps and identifying how to fill 	<p>The production of the second CNP State of the Park Report to inform the development of the second Cairngorms National Park Plan</p>	<p>CNPA to collate most relevant information for the next State of the Park Report</p>

7 Raising Awareness & Understanding of the Park				Mid-Term Review comments:		
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				<p>them</p> <ul style="list-style-type: none"> making best use of partner’s information gathering exercises in the to meet the needs of the Park 		