# Annex 1- National Park Plan 5-Year Outcomes

| Conserving & Enhancing Biodiversity & Landscapes | | | | | |
|---|---|---|---|---|---|
| **Park Plan 5 year outcome** | **Status RAG** | **Comment on RAG** | **Headline Indicator** | **Baseline** | **Target** |
| 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. | | Some elements of the "Landscape Framework" have been started.  A project plan is to be developed within 2008/9.  Amber because timescale and project leadership have been impacted on by development management and local plan commitments. | 1a. % of consented developments that comply with the Landscape Framework. | 2009 | 100% |
| 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 throughout the rest of the Park will be safeguarded. | | The value of wildness in the National Park has been emphasised through a public perceptions survey covering 1300 interviewees – most important attribute of wild land is 'wildlife'.  A high tech, pioneering, mapping project undertaken with Leeds University has identified where wildness is most apparent in the NP.  Protection and enhancement will be ensured through policy and supplementary planning guidance. | 1b. Total area of land that has one or more attributes of wild land. Total area of land that has all attributes of wild land. | 2008 | No net loss of areas. |
| 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. | | This is ensured through planning and development management.  The planning committee is assisted in decision making by a range of advisors in ecology and landscape and other consultees including various interest groups.  A working agreement between SNH and CNPA ensures efficiency in delivery of advice relating to the natural heritage. LP not in place so indicator not yet monitored. | 1c. % of consented housing developments that comply with Policies 17 & 18 in the Deposit Cairngorms Local Plan (and adopted Local PLAN) | 2008 | 100% |

## Conserving & Enhancing Biodiversity & Landscapes

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| 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. | | Highest priority species and habitats listed and 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. | 1d. Ongoing increase in the number of priority species for which positive action is underway | 2008/2009 | increase |
| 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. | | Studies into developing Wetland networks started.  Cairngorms Forest Habitat Networks project initiated.  Lowland farm grassland surveys started over western side of National Park – to be completed to guide SRDP targeting. | 1e. Area of land managed to improve connectivity through the Forest Habitat Network Project | 2008 | increase |
| 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. | | Joint agency working supports the objective of bringing all designated sites into favourable condition.  Section 7 (Deer (Scotland) Act 1996) agreements in place. | 1f. % of designated sites in favourable condition | 2007? | 95% or more |

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| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| The habitat and water quality of rivers and wetlands will be enhanced through commencement of positive management initiatives guided by catchment management planning. | 🟩 | 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. Spey Catchment Management Plan less active but increased interest amongst partners is being fostered. South Esk Catchment Management plan currently out for consultation. | 1g. % of water bodies achieving 'high' or 'good' ecological. | 2007 | Increase to exceed WFD requirements |
| 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. | 🟧 | An audit of important features of geodiversity has not been undertaken yet, but this will be a key step in ensuring wide recognition of the significance and value of geodiversity in the National Park. | 1h. % of actions in Geodiversity Action Plan derived from Geodiversity audit being implemented. Or, Indicator based on Geodiversity Audit | 2007 – (only features within SSSIs protected) | To be identified in Geodiversity Action Plan |
| An active programme will be underway to safeguard and manage priority historic landscapes and archaeology sites, and to promote them to the public. | 🟧 | Historic Landscapes identified in Historic Scotland and RCAHMS publication 'The Historic Landscapes of the Cairngorms'. Amber because Community Heritage Project and landscape framework are currently being devised (not up and running) to ensure full recognition of cultural heritage, archaeology and historic landscapes in policy and planning decisions. | 1i. % of actions in action plan that comes from historic environment audit being implemented Or, Indicator based on Historic Environment Audit | 2008? | |

## Integrating Public Support for Land Management

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| 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. | | This data is not available at present but is likely to be forthcoming in the future as part of an economic survey being carried out in 2009. | 2a. Number of people employed by land management businesses | 2007? | increase |
| Public support for land management will be better integrated and directed at delivering tangible public benefits. | | Due to data protection restrictions, this data is not available to CNPA, however efforts are being made to see if the information can be shared with CNPA in future | 2b. Number of RDCs delivering public benefits derived from the National Park Plan | 2007 | increase |
| 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. | | 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 in 2009 and that the involvement of a wider range stakeholders is expected | 2c. The range of stakeholders involved in setting RPAC regional priorities. | 2007 | Increase number of stakehol ders involved . |

## Supporting Sustainable Deer Management

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| There will be a large scale patchwork of deer densities across the National park underpinned by an inclusive deer management planning process. | | CDAG have agreed a four stage process to develop inclusive deer management planning across the Park. Some landowners are resistant to adopting this process in practice. Discussions with landowners are on going. There is a need to better utilise CDAG expertise within these discussions. | % of NP covered by an inclusive deer management plan. | 2007 | 100% |
| 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. | | Much work has been done on designated sites by all joint agencies and grazing issues on designated sites are being dealt with effectively. The four stage process above will identify where grazing is causing concern or damage on non designated sites. The four stage process will also utilise habitat monitoring to underpin the management of grazing animals. | % of designated sites in favourable condition | 2008 | No net loss of areas. |
| There will be good communication and understanding between all sectors involved in deer management including public agencies, local communities and other interest groups. Better understanding of objectives, requirements and deer management activities should reduce conflict between sectors. | | 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 to promote better understanding of objectives and requirements. | % of Communities who identify deer management as a major issue each year. | 2008 | 100% |

## Supporting Sustainable Deer Management

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| The economic value of the deer resource will be enhanced. | | A number of public and schools events have been held to promote venison. CNPA is an active member of the Scottish Venison Working Group and will contribute to a venison reception for MSPs at Holyrood. | Total Value of stalking & accommodation p.a & Number of estates gaining income from non-traditional deer related activities | 2008/2009 | increase |
| There will be more opportunities and fewer barriers for a wider range of people to enjoy stalking. | | Some estates in and around the Park offer accessible stalking for new comers to the activity. More needs to be done on this topic. | Total Number of people shooting deer on estates p.a. Total number of single or half day clients p.a. | 2008 | increase |

## Providing High Quality Opportunities for Outdoor Access

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| A wider range of people will have the opportunity to enjoy the outdoors. | <span style="color:green">■</span> | Work on implementing and improving paths together with more consistent signage and appropriate leafleting will see a greater range of opportunities available. | 4a. % & length of core paths in 'favourable condition' | 2008 estimate | Increase to 90% by 2012 |
| 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. | <span style="color:orange">■</span> | Cases referred to CNPA from obstructions and non SOAC compliant information remains consistent with previous years. Guidance produced this year will help to address these issues. | 4b. Number and type of access cases reported to CNPA p.a. | 2005/06/07 | Reduction in complaints relating to signage |
| There will be a more extensive, high quality, well maintained and clearly promoted path network so that everyone can enjoy the outdoors and move around the Park in a way that minimises reliance on motor vehicles. | <span style="color:green">■</span> | Funding packages developed by the Cairngorms Outdoor Access Trust will deliver significant improvements to the core paths network over the next 2 years. | 4c. % & length of core paths in 'favourable condition' | 2008 estimate | Increase to 90% by 2012 |
| There will be greater involvement of communities, land managers and visitors in the management and maintenance of paths. | <span style="color:green">■</span> | A western Access Group has been developed with a community link now sitting on the COAT Board.  Further local path improvements will see even greater community involvement. | 4d. % of Community Council areas with active community involvement in path management p.a.<br><br>Total number of community groups involved in path management p.a. | 2007<br><br>2007 | Increase<br><br>Increase |

## Providing High Quality Opportunities for Outdoor Access

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| There will be more effective connections between public transport and places with outdoor access opportunities. | | Greater use of the information in the Explorer and publicity of the outcomes of the Green Business Travel Plan will help to address this outcome. | 4e. Number of public transport links with main outdoor access recreation points identified by Green Travel Plan for B&S | 2008 | Increase |
| 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. | | Expansion into Strathdon and Tomintoul has now taken place and funding is likely to be secured for additional resources to be put into Badenoch and Strathspey. | 4f. Number of health walking schemes operating in National Park | 2007 | Increase |

## Making Tourism & Business More Sustainable

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| An increasing proportion of economic activity will be based on the special qualities of the Park | | There is no firm evidence to confirm that this outcome is on track. Current economic difficulties make this more challenging.<br><br>Economic Baseline Review is underway and planned for completion in 2009. This will not be a repeat of the 2003 Economic Survey but will aim to focus on the key indicators that will be of use for both NPP monitoring and ongoing project work. The headline indicators contained within this table may require adjusting as this work develops.<br><br>Actions ongoing:<br>• Food & Drink Action Plan being developed to focus more support on promoting local food & drink and enhance opportunities for economic diversification. Scottish Enterprise keen to support these efforts. Quick win projects being scoped now (Local Food Directory, Food Trails) and will be driven forward in early 2009.<br>• Work on understanding and promoting potential economic opportunities in the renewable energy sector also being | 5a. Employment in the following sectors: Agriculture, hunting and forestry; Fishing; Hotels and restaurants Manufacture of food products and beverages/wood and wood products - as a percentage of employment in all sectors – (2001 Census)<br><br>Employment in recreational, cultural and sporting activities as a percentage of employment in all sectors. (2009 Economic Baseline Survey)<br><br>Percentage of businesses that view the Park as being positive for businesses. | 25.2%<br><br><br><br>To be determined<br>6.3% (2003 survey)<br><br><br>38% (2003 survey) or 2008 | 27%<br><br><br><br>7%<br><br><br><br><br>To be determined<br>50% |

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| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| | | undertaken.  HLM group lead on woodfuel development plan. Linkages with sustainable design guide and related construction business opportunities.<br>• Sustainable Tourism Strategy action plan being implemented although a number of issues are closely linked to the outcome from the collaborative business model study. | (2009 Economic Baseline Survey) | | |
| The visitor 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 | | There is no firm evidence to confirm that this outcome is on track although a repeat Visitor Survey is planned for 2009 which will help inform progress.<br><br>Actions are underway to work towards this outcome:<br>• Sustainable Tourism Strategy action plan being implemented although a number of issues are closely linked to the outcome from the collaborative business model study.<br>• Support being provided for events (CNPA funding and advice and LEADER funding).<br>• Improved marketing and brand work. | 5b. Average visitor satisfaction on a scale of 1-10, with 1 being the lowest, 10 the highest (CNP 2003-04 Visitor Survey)<br><br>Tourism related expenditure (STEAM survey) | 8.46<br><br>£178.64M | 8.6<br><br>Spend to increase at > national rate. |

## Making Tourism & Business More Sustainable

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| There will be a more even distribution of visitor numbers throughout the year. | | Analysis of STEAM data from 2003 – 2007 shows a modest increase in overall visitor numbers to the CNP each year with a slight dip in 2007.  Visitor numbers in the 1st and 4th quarters (including Easter) as a proportion of total annual visitor numbers has remained static (varying between 37.09% and 37.91%).  The good skiing season in 2008 may have an effect but STEAM data for 2008 not yet available.  However, overall trend is static.<br><br>Actions are underway to work towards this outcome:<br>• Support being provided (CNPA funding and advice and LEADER funding) for events, particularly where they can provide additional benefit during quieter months.<br>• Ongoing marketing, web portal and brand development (CNPA and partners). | 5c. Visitor numbers in the 1st and 4th quarters (amended to include Easter for consistency) as a proportion of total annual visitor numbers. (STEAM survey)<br><br>TIC visitor numbers in the 1st and 4th quarters(amended to include Easter for consistency)  as a proportion of total annual TIC visitor numbers (for those TICs open all year) (VisitScotland data: April 2005 – March 2006) | 37.4%<br><br><br><br><br><br>33.7% | 40%<br><br><br><br><br><br>36% |
| A greater percentage of visitors will contribute to the conservation and enhancement of the Park. | | There is no firm evidence to confirm that this outcome is on track.<br><br>Actions are underway:<br>• Visitor Payback action is a DMO lead.  Project still in scoping stage but expecting to progress early in 2009. | 5d. Total spend (£) and number of days activity in visitor payback | To be determined | To be determined |

## Making Tourism & Business More Sustainable

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| 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. | | CNPA Corporate Plan Year 1 target for uptake of environmental management plans unlikely to be achieved but overall 3 year target still believed to be achievable. Ties in with ongoing work being led by the CCC on quality and environmental standards; initial results expected early in 2009.<br><br>132 businesses/producers/tourist associations currently using the brand.  18 awarded since Mar 08.  Trends are positive and there is confidence that this outcome can be achieved. | 5e. Number of businesses approved to use the brand. (Brand monitoring) | 2007 | increase |

## Making Tourism & Business More Sustainable

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| There will be an increase in use of local suppliers and produce. | | There is no firm evidence to confirm that this outcome is on track.  Current economic difficulties may make this more challenging for some businesses although, conversely, it may also provide opportunities for others.<br><br>Link to comment above on Economic Baseline Review work.<br><br>Ongoing work:<br>• Development of a Food & Drink Action Plan to focus more support on promoting local food & drink and enhance opportunities for economic diversification.  Scottish Enterprise keen to support these efforts.  Quick win projects being scoped now (Local Food Directory, Food Trails) and will be driven forward in early 2009. | 5f. Percentage (by value) of bought in goods and services from the Park area. (2009 Economic Baseline Survey) | tbc 6% (2003 survey) | To be determined |

## Making Housing More Affordable & Sustainable

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| There will be a reduction in the gap between housing need and supply in the Park to meet community needs. | | Data not in place yet. Working on baseline data to monitor this. Current economic conditions are creating uncertainty over delivery of current targets. | 6a. Annual ratio of households in housing need to number of social rented available for rent and low cost home ownership properties for sale. | 2007 | Reduction in the ratio |
| There will be a reduction in the number of businesses identifying housing as a barrier to staff recruitment and retention. | | Data not yet in place. Working on creating an evidence base to monitor this. | 6b. Proportion of businesses identifying housing as a barrier to staff recruitment and retention | 2008 | Reduction |
| There will be more good quality private rented sector accommodation available at affordable rents to meet local need. | | There have been no private rented affordable rented accommodation units supported by public grants in the National Park in 2007/08. | 6c. The numbers of private affordable rented accommodation units supported by public grants. | 2008 | Increase |
| New housing will be of a more sustainable design | | This cannot be monitored yet as the Deposit Cairngorms Local Plan has not been adopted. | 6e. % of consented housing developments that comply with Policies 17 & 18 in the Deposit Cairngorms Local Plan (and adopted Local PLAN) | 2008 | 100% |

## Raising Awareness & Understanding of the Park

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| i. More people across Scotland will be more aware of the National Park, what makes it special and the opportunities it offers them. | 🟩 | CNP is starting to regularly feature in positive articles in a range of publications. | 7a. Cairngorms Visitor Survey (CVS) *How important was NP to your visit?* | CVS 2003 25% important | increase |
| ii. Residents and visitors will appreciate the special qualities of the Park and understand more about their special management needs. | 🟧 | No good clear evidence. Good range of CNP branded information available. | 7b. CVS *What do you like most about the National Park?* | CVS 2003 | Increase the number of special qualities being stated |
| iii. Everyone will know when they have arrived in the National Park and have a positive feeling about arriving in a special place. | 🟩 | All entry points now marked with permanent markers except Drumochter which is subject to review. Panorama's of CNP starting to be displayed in communities. | 7c. CVS *Are you in a NP?* | 69% knew they were in a NP | increase |
| iv. More people who have visited the Park will have high quality experiences and will tell positive stories about the area. | 🟩 | Anecdotal evidence indicates that visitors are satisfied but more research required. | 7d. CVS Visit rating out of 10 | 8.46 | Maintain or increase |
| v. There will be more opportunities for people to become practically involved in caring for the Park and its special qualities | 🟩 | Junior Ranger camp indicates some progress in this area. Work still need on baseline indicator. | 7e. Number of volunteer days in caring for NP | 2007 | increase |
| 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. | 🟩 | Continued use of JMA and the development of action plans for outdoor learning by 5 local authorities indicate progress in this area. | 7f. Number of JMA Awards per annum | 2004 138 2005 831 2006 1394 | increase |

## Raising Awareness & Understanding of the Park

| Park Plan 5 year outcome | Status RAG | Comment on RAG | Headline Indicator | Baseline | Target |
|---|---|---|---|---|---|
| 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. | | Development of a central biological record for CNP is significant progress in this area | 7g. Number/% of information gaps identified in State of Park Report that have been addressed | 41 identified in SOTPR | reduce |