

Annex I- Delivery of National Park Plan 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	01/09	05/09	09/09	01/10	05/10	09/10	01/11	05/11	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017		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.			

I Conserving & Enhancing Biodiversity & Landscapes												Mid-Term Review comments:		
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	01/11	05/11	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(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 throughout the rest of the Park will be safeguarded.												<p>5. This outcome has been achieved because the original wildness analysis has been extended to cover the whole of the National Park. Supplementary Planning Guidance on wildness has been completed and adopted.</p>	<p>Planning policy guidance has been completed and adopted.</p>	<p>We are using the guidance and shall be monitoring its use to assess the need for future revision.</p>

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(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>5. This outcome has been achieved because the Local Plan has been adopted and supplementary guidance including natural heritage and wildness is adopted. Further guidance on renewable energy will be developed for the LDP.</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>We are using the guidance and shall be monitoring its use to assess the need for future revision.</p>

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Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	01/11	05/11	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(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.												<p>5. This outcome has been achieved because there has been a programme of action co-ordinated by the LBAP Group. Highest priority species and habitats were 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, lowland grassland, wetlands and action for mountain woodlands.</p>	<p>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. Work is being supported on tagging raptors to monitor their range and movement habits.</p>	<p>Progression of a partnership funding bid for raptor tagging project;</p> <p>Delivery of the Cairngorms Wildcat project;</p> <p>Promotion of records collation and submission through the Cairngorms Biological Recording System</p>

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(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.												<p>I. This Outcome will not be achieved by 2012 because there is still a need to identify how to incentivise action on the ground.</p> <p>Discussions around developing the next National Park Plan from 2012-2017 are also exploring how this outcome can be realised in the future.</p> <p>The Wader and Wetland Initiative has delivered for a number of projects funding mechanisms such as SRDP. Upper Dee restoration work is awaiting confirmation of funding.</p>	<p>Increased forest habitat connectivity and an expansion of wetland area</p>	<p>FCS & CNPA target advice to potential woodland network enhancement;</p> <p>CNPA & SEPA to target wetland enhancement opportunities through WWI</p> <p>CNPA to source RPID data to enable effective monitoring</p> <p>Trial integration of network planning through Landscape Framework</p>

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(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>I. This Outcome will not be achieved by 2012. There has been 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 has undergoing a national assessment of the condition of designated sites. The work shows that 78% of sites within the CNPA are in Favourable condition. This is above the national average.</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>

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(1g) The habitat and water quality of rivers and wetlands will be enhanced through commencement of positive management initiatives guided by catchment management planning.												<p>5. This outcome has been achieved because the River Dee catchment management partnership is actively developing projects. The River Spey catchment management partnership has been reformed and now active. The River South Esk Catchment Partnership are implementing the South Esk Catchment Management Plan.</p>	<p>Catchment Management Planning for the Rivers Dee, Spey and South Esk to be embedded and coordinating work.</p>	<p>All partners to support the development of the catchment management partnerships</p>

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(li) 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.												<p>5. This outcome has been achieved because an audit of important features of geodiversity was undertaken by the British Geological Survey in 2009 and the final report was received in March 2010. This is a key step in ensuring wide recognition of the significance and value of geodiversity in the National Park.</p>	Geological Audit will be completed by 2012	Ensuring the audit is disseminated and used

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(1j) An active programme will be underway to safeguard and manage priority historic landscapes and archaeology sites, and to promote them to the public.												<p>5. This outcome has been achieved because the Local Plan has been adopted and helps safeguard historic landscapes and archaeology sites from development. RCHAMS are undertaking new survey and pilot project work to engage communities in local archaeology and heritage. The community heritage project includes a series of active projects. A new National Register of Battlefields has been established by HS and includes sites within Park</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.		

2 Integrating Public Support for Land Management												Mid-Term Review comments:			
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	11/11	11/50	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017		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>	

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2b) Public support for land management will be better integrated and directed at delivering tangible public benefits.												<p>I. This Outcome will not be achieved by 2012 because no significant changes are anticipated or likely to be possible within this Park Plan period. CNPA is working with partners to inform both the next Park Plan and the review of SRDP post 2013 to address these issues better beyond 2013.</p>	Support and advice will be actively targeted to encourage individual and collaborative applications to SRDP that deliver Park Plan priorities	Scottish Government and SEARS Bodies to improve the targeting and co-ordination of SRDP in delivering National Park priorities.	

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(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.												<p>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. There remains however, inconsistency between RPAC areas and a lack of focus on the National Park priorities. Current consultation on the Land Use Strategy is taking this forward at a national level and work on the National Park Plan is an opportunity to define public benefits further within the context of the National Park. Farmers and land managers forum helping to inform SRDP uptake.</p>	<p>Identification and communication of specific opportunities within SRDP for land managers to take up</p>	<p>Scottish Government and SEARs to improve the effectiveness of SRDP in targeting and reporting on delivery of National Park priorities.</p>	

3 Supporting Sustainable Deer Management												Mid-Term Review comments:			
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	11/10	11/11	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017		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 there is already a patchwork of deer densities, deer are promoted as a positive asset in the NP and CDAG have developed a Deer Framework that enables effective co-ordination between DMGs and sets out how the national strategy for wild deer can be taken forward within the Park. Recent work aimed at improving the inclusivity of deer management planning is being adopted by a number of Deer management groups.</p> <p>Key to successful achievement will be the continued support of CDAG members and their engagement with DMGs in implementation.</p>	Deer to be regarded as a positive quality of the National Park contributing to social, economic and environmental well being.	<p>The Deer Framework is effectively endorsed, enacted upon by partners and monitored by CDAG.</p> <p>Deer Management Plans are effective in guiding collaboration and sustainable deer management</p>	

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(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 the majority of designated sites are now in favourable management leading to habitat improvements. However there have been some significant advances in some and slower progress in others. “Joint Agency Working” is effective in a number of key sites across the NP.</p> <p>Training in habitat monitoring has been provided through the LMTP and supported through agency involvement.</p>	Designated sites will remain in favourable condition	DCS, FCS and SNH lead continued support for deer management through joint working.

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(3c) 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.												<p>5. This outcome has been achieved because CDAG meets three or four times a year and has improved communication between deer managers, public agencies, communities and environmental NGOs.</p> <p>A number of public and schools events have been held by CNPA and DCS with local estates to promote better understanding of objectives and requirements.</p> <p>CDAG is promoting the mapping of deer management objectives in order to foster greater understanding, and the approach is being taken up by a number of deer management groups.</p>	Better liaison and mutual understanding between deer managers, communities and NGOs.	CDAG continue to meet and engage between sectors

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(3d) The economic value of the deer resource will be enhanced.												<p>5. This outcome has been achieved because deer are promoted as a positive asset in the National Park. 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 and e.g. the Royal Deeside Venison Festival.</p> <p>The CNPA is an active member of the Scottish Venison Partnership, bringing a CNP focus to some of its activities.</p> <p>A very successful ‘wildlife tourism for estates’ event was held to promote opportunities for maximising the tourism value of deer and other wildlife watching.</p> <p>A chefs’ venison day and ‘Venison Festival’ were held in Deeside.</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 Partnership</p> <p>Promotion of wildlife tourism opportunities and local venison</p>

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(3e) There will be more opportunities and fewer barriers for a wider range of people to enjoy stalking.												<p>5. This outcome has been achieved because training in Deer stalking facilitated by the Land based business training project has taken place encouraging wider uptake and involvement. Public awareness training also undertaken alongside ongoing work with the country sports tourism group.</p> <p>Although significant promotion has taken place, there is always more that can be done.</p>	Wider promotion of stalking opportunities	<p>The Country Sports Tourism Group will continue work to increase the accessibility of deer stalking</p> <p>More Training opportunities available to experience deer stalking</p>

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>5. This outcome has been achieved because:</p> <p>The core Paths Plan was adopted in March 2010 and up to May 2012 a total of 23 paths have been constructed or upgraded. This work is being delivered by the Cairngorms Outdoor Access Trust 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 to deliver a fit for purpose network.</p> <p>An Inquiry has been held into the Speyside Way extension over Kinrara Estate who objected to a Path Order. The outcome is awaited.</p> <ul style="list-style-type: none"> The current assessment of the Core Paths network shows that 50% of paths are fit for purpose. Work on signage, removal of barriers and improvements to surfacing remains the outstanding work to increase this percentage. 	<p>Core Paths Plan is adopted</p> <p>90% of core paths will be “Fit for Purpose” (improvement from 2010 baseline of 39%)</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>
(4b) Land managers and those enjoying the outdoors will have a better												<p>5. This outcome has been achieved because:</p> <p>CNPA continues to complement the work undertaken by SNH in supporting a national programme of awareness raising and information on access rights and responsibilities.</p> <p>Substantial recent progress has been made in the following areas:</p>	<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</p>

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understanding of their respective rights and responsibilities which will positively influence behaviour and enable all to enjoy the special qualities of the National Park.												<ul style="list-style-type: none"> • ‘Tread Lightly’ programme of works is in place with specific products being promoted through Ranger Services and other appropriate outlets. These include a foldout leaflet, banners about responsible behaviour for dog owners and posters; • Press articles about lambing and ground nesting birds issued at end of March • Specific work with Boat of Garten and Grantown on Spey communities with regard to recreation and capercaillie.. 		<p>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 the outdoors and												<p>5. This outcome has been achieved because:</p> <p>The core Paths Plan was adopted in March 2010 and up to May 2012 a total of 23 paths have been constructed or upgraded. This work is being delivered by the Cairngorms Outdoor Access Trust 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 to deliver a fit for purpose network.</p> <p>An Inquiry has been held into the Speyside Way extension</p>	<p>Core Paths Plan is adopted</p> <p>90% of core paths will be “Fit for Purpose” (improvement from 2010 baseline of 39%)</p>	<p>COAT undertakes work programme, funded by multiple partners</p> <p>Project Plan and funding package in place to implement Speyside Way extension</p>

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move around the Park in a way that minimises reliance on motor vehicles.												<p>over Kinrara Estate who objected to a Path Order. The outcome is awaited.</p> <ul style="list-style-type: none"> The current assessment of the Core Paths network shows that 50% of paths are fit for purpose. Work on signage, removal of barriers and improvements to surfacing remains the outstanding work to increase this percentage. 		Community path leaflets templates being utilised across the National Park.
(4d) There will be greater involvement of communities, land managers and visitors in the management and maintenance of paths.												<p>5. This outcome has been achieved because: COAT involves communities in its programme of work and has community representatives on its Management Group from the east and west of the National Park.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> The Local Outdoor Access Forum has members who are representative of communities. A limited LEADER funded programme of signage works is underway covering three communities. COAT is involving community representatives in developing their next business plan. Volunteer programme is being developed by COAT for upland path repairs. Training programme in place for next 3 years for 6 trainees to acquire SVQ in environmental skills. 	COAT will have increased its Affiliate membership	Path works will be delivered in each Community Council area in the National Park
(4e) There will												5. This outcome has been achieved because:	Public transport	Review and re-

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be more effective connections between public transport and places with outdoor access opportunities.												A bus service improvement is now delivering in Glenmore and the Cairngorms Explorer continues to promote public transport use in the National Park.	timetables will have been promoted and linked to recreational opportunities.	development of Cairngorms Explorer publication Development of School travel fund
(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												<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.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • There are now 10 communities in which at least one health walk group is operating. • A recent initiative between Highland and Grampian Health Boards along with Cairngorms Outdoor Access Trust has seen the production of a poster extolling the benefits of health walks and will be used at GP surgeries and similar outlets. 	There will be more healthy walking groups within the National Park.	Work with partners to develop an “Active Cairngorms” Initiative COAT will support the development of healthy walking groups.

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of residents and visitors.														

5 Making Tourism & Business More Sustainable												Mid-Term Review comments:		
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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 progress in some sectors is being made despite the current global and national economic difficulties. Current actions include:</p> <ul style="list-style-type: none"> Promoting opportunities for local food & drink including strengthening the linkages with the tourism sector. Promoting potential economic opportunities in the renewable energy sector (woodfuel action plan being refined and joint FCS post stimulating demand and providing info). Reference guide to promote the use of local timber in construction. Sustainable Tourism Strategy action plan being implemented Cairngorms Business Partnership led Park-wide marketing campaign underway. <p>Future work to improve basic infrastructure, in particular mobile and broadband, should help encourage further investment and attract new businesses to help diversify the economic base.</p> <p>Food for Life, woodfuel support, sustainable tourism actions</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>Wider support for the development of the CBP.</p> <p>Sustainable Tourism Strategy action plan developed into firm workplans</p> <p>Full integration of local produce in any Park wide marketing framework.</p> <p>Development of the Sustainable Design Guide.</p> <p>Improvements in woodfuel quality and supply to encourage greater</p>

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Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	11/10	05/11	11/11	01/10	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
												and support for the CBP will all continue into the next Park Plan to help reinforce existing work.		take-up.
(5b) 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												<p>4. This outcome should be achieved with 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 continued development of the Cairngorms Business Partnership. • Park Brand development and awareness, ongoing Park interpretation work and development of the web portal. • Support being provided for events (CNPA funding and advice and LEADER funding). • DMO/CBP 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/CBP and by individual businesses and community groups (e.g. Braemar Castle). LEADER funding has 	<p>European Charter for Sustainable Tourism re-awarded.</p> <p>CBP led Park-wide marketing framework and action plan in place.</p>	<p>Wider support for the development of the CBP.</p> <p>Integration of European Charter for Sustainable Tourism with marketing framework.</p> <p>Sustainable Tourism Strategy action plan developed into firm workplans</p>

5 Making Tourism & Business More Sustainable												Mid-Term Review comments:		
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	11/10	05/11	11/11	01/10	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
												supported several such projects. COAT led access improvements will also make positive contribution. <ul style="list-style-type: none"> A comprehensive Visitor Survey was repeated and reported 2010. 		
(5c) There will be a more even distribution of visitor numbers throughout the year.												<p>2. This will not be achieved because: Analysis of STEAM data from 2003 – 2010 shows a modest general upward trend in <u>overall</u> visitor numbers to the CNP each year with a slight dip in 2010. Estimated visitor figures for the 1st and 4th quarters (including Easter) between 2003-2010 has remained broadly static between 36-38% of overall visitor numbers.</p> <p>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 pan-Park marketing strategy is underway). DMO/CBP efforts to improve visitor numbers in the shoulder seasons. <p>Tackling seasonality is a long-term challenge. For</p>	There will be a marketing framework for the National Park that coordinates public and private sector marketing.	Support for the development of the CBP. Integration of events (support for, coordination of) into any marketing framework.

5 Making Tourism & Business More Sustainable											Mid-Term Review comments:			
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	01/11	05/11	10/11	01/10	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
												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 (currently underway).		
(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>There are a number of successful related ‘pay-back’ schemes already in place across the Park and these are being promoted at a local level. A scoping study was completed in Apr 09 but resource constraints have limited the ability to push this work forwards. However, increasing private sector engagement in early 2012 is promising and should help to progress this work during the time period of the next Park Plan.</p> <p>COAT have a key role to help facilitate this process and are actively engaged in broadening their work and efforts.</p>	Businesses are more aware of existing opportunities for visitors to contribute.	<p>The Cairngorms panoramic posters sold throughout the Park to help fund COAT.</p> <p>CBP to promote existing schemes.</p>
(5e) A greater percentage of businesses will meet the quality standards and environmental												<p>4. This outcome should be achieved with existing work/resources because: the overall trend in brand uptake is positive with over 273 businesses/producers/tourist associations currently using the brand as at April 2012. There is confidence that this outcome can be achieved but more work still required from</p>	<p>1. More businesses will have achieved the CNP Brand.</p> <p>2. The CNP Brand will have a</p>	<p>Development of the Brand Management Group, membership and role.</p>

5 Making Tourism & Business More Sustainable												Mid-Term Review comments:		
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	11/10	05/11	11/11	01/10	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
management criteria of the Park brand and achieve commercial advantage through its use.												all partners as challenges remain with quality and environmental accreditation schemes (GTBS in particular). Current actions include: <ul style="list-style-type: none"> Engagement with VisitScotland regarding GTBS and QA schemes. The CBP now use the Park brand image in all marketing work and this will help raise the profile over the coming years. 	development plan to increase commercial advantage	
(5f) There will be an increase in use of local suppliers and produce.												4. This outcome should be achieved with existing work/resources because: The food and drink action plan's short term priorities are being actively pursued and the CBP is providing business development and marketing support for Creative Cairngorms and CFMA. Local food guides produced and re-printed. Discussions ongoing with local authorities to increase local procurement and wider food distribution and collaboration underway.	Short-term priorities from the food and drink action plan will have commenced, or been delivered	Marketing opportunities for food & drink and local produce integrated into wider CBP-led marketing initiatives.
(5g) Communities will feel that quality of life is improving and that they are able to influence												4. This outcome should be achieved with existing work/resources because: Most communities in the Park will undertake community needs assessments and produce community action plans. The AoCC have in the last year been revising their remit	17 communities within the National Park will have undertaken community action planning.	CNPA & Local Authorities to continue to promote community needs assessments and develop

5 Making Tourism & Business More Sustainable												Mid-Term Review comments:			
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	01/11	05/11	10/11	01/10	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017		Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
the direction of economic growth within the Park.												and have decided to focus on being primarily a networking/sharing best practice organisation. 12 action plans will be completed by March 2011 which will keep the 2012 milestone on track.		community planning.	

6 Making Housing More Affordable & Sustainable											Mid-Term Review comments:			
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	11/11	05/11	10/12	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	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>1. This Outcome will not be achieved by 2012 because although housing need projections in the Park have fallen, partly as a result of affordable housing built between 2005-2010, mortgages are now more difficult to secure.</p> <p>There remains a mismatch between what communities and individuals want and what can be delivered. Public subsidy for affordable housing has fallen and is likely to remain low for the foreseeable future.</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>
(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.</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</p>	<p>Local Authorities and Scottish Government secure funding for affordable housing in the CNP.</p> <p>Housing Authorities use CNP local plan to identify sites for</p>

6 Making Housing More Affordable & Sustainable											Mid-Term Review comments:			
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	01/11	05/11	10/12	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
													consented housing developments.	affordable housing.
(6c) There will be more good quality private rented sector accommodation available at affordable rents to meet local need.												<p>4. This outcome 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. Forty one properties currently being rented out in Badenoch & Strathspey under this scheme an increase of 31% on last year. This success is due to the fact that this has been a long established scheme and so well known by people in the area. Moray scheme has identified properties but not in the CNP. Aberdeenshire’s pilot scheme has identified 6 properties.</p> <p>The Rural Empty Property grant project has had one property currently being renovated and another being surveyed; both properties are in Aberdeenshire.</p>	Local Authorities will have increased the level of rural leasing for affordable housing.	Local authorities continue to provide support for private rented accommodation

6 Making Housing More Affordable & Sustainable											Mid-Term Review comments:			
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	01/11	05/11	10/12	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(6d) New housing will be of a more sustainable design												<p>5. This outcome has been achieved 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 both adopted and will influence the design of future housing. 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	01/09	05/09	09/09	01/10	05/10	09/10	11/10	11/50	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017		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.	Green	Yellow	Yellow	Yellow	Yellow	Green	Green	Green	Green	Green	Green	5. This outcome has been achieved because:		A National Park marketing strategy will be in place and coordinate the marketing of the CNP by private, public and third sectors. CNP Interpretation Guidance is used by partners when communicating their work in the Cairngorms	<p>1 The Cairngorms Business Partnership will deliver the 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</p>
												The 2009/10 visitor survey found:-			
												<ul style="list-style-type: none"> 82% of visitors were aware they are in a National Park (up from 69% in 2004). 84% felt that information about the National Park was easy to find (up from 38% in 2004). 46% could describe the CNP Brand without any visual prompt. 51% said that the area being a National Park was important in their decision to visit (up from 25% in 2004) 			
		Current work focuses on:-		<ul style="list-style-type: none"> Delivery of new Marketing Strategy and Sustainable Tourism Strategy. This has Visit Scotland funding. Development of 'Park Aware' programme for tourism businesses by CBP and 'What's Special' by CNPA. CNP web presence – new sites now launched. 											

7 Raising Awareness & Understanding of the Park											Mid-Term Review comments:			
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	01/11	05/11	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
														with proceed re-invested in care for the Park.
ii. Residents and visitors will appreciate the special qualities of the Park and understand more about their special management needs.												<p>5. This outcome has been achieved because: Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Ongoing ‘Branding’, refurbishment and upgrades to information and interpretation at Visitor Information Centres, ranger bases, National Nature Reserves and other visitor attractions. • The ‘roll out’ of CNP Interpretation Guidance. .. • Launch of Cairngorms Learning Zone Website • CNPA website and portal merged and now launched. • Expansion of Junior Ranger scheme. 	<p>I The Cairngorms National Park Web site will be merged with the ‘portal’ by August and further developed throughout year.</p>	<p>1 SNH will promote National Nature 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>

7 Raising Awareness & Understanding of the Park												Mid-Term Review comments:		
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	11/10	05/11	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
iii. Everyone will know when they have arrived in the National Park and have a positive feeling about arriving in a special place.												<p>5. This outcome has been achieved because: All road entry points were marked with permanent granite signs and all stations with metal signs.</p> <p>All Trunk Roads and Main Roads into CNP are signed with pre-arrival brown tourist signs.</p>	<p>Brown CNP Tourist signs installed on A93 out of Aberdeen.</p> <p>Bespoke signs installed in Aviemore Station (Listed Building)</p> <p>Panoramas installed at or close to remaining key entry points.</p>	<p>The Cairngorms Business Partnership delivering a marketing strategy for the Park.</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												<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 ongoing development of a new range of community path leaflets will further improve this work.</p>	<p>All VS Visitor Centres and CNPA supported ranger bases to be upgraded and clearly promoting the</p>	<p>Completion of upgrades at Glen Tanar Ranger Base</p>

7 Raising Awareness & Understanding of the Park												Mid-Term Review comments:		
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	01/11	05/11	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
will tell positive stories about the area.												<p>The 2009/10 visitor survey found:-</p> <ul style="list-style-type: none"> 88% of visitors felt that the National Park is well managed and care for (up from 74% in 2004) <p>Nevertheless, further work is required with CBP and tourism businesses because the 2010 visitor survey indicates that visitor rating of customer service in some sectors has slightly declined since 2004.</p>	National park.	<p>and Blair Atholl Ranger Base.</p> <p>Development of plans to upgrade Grantown VIC and Nethy Bridge Ranger Base</p> <p>Increased use of Brand, Panoramas and display of Park literature at all sites.</p>
v. There will be more opportunities for people to become practically involved in caring for the Park and its special qualities												<p>5. This outcome has been achieved because 2009/10 is the first year that we have some indication of the level of countryside volunteering taking place in the National Park. However, this data is patchy.</p> <p>Recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> Monitoring volunteering with ranger services. Cairngorms Learning Network for teachers and youth workers is now developing across the National Park to share ways of encouraging young people to actively 	<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>

7 Raising Awareness & Understanding of the Park												Mid-Term Review comments:												
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	11/10	05/11	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...										
												learn about and become involved with the area. <ul style="list-style-type: none"> • Growth of Junior Ranger Programmes - three run for 2011 with an exchange to Bavaria also run. • 2200 John Muir Awards presented in 2009, and 2646 in 2010 & 10,000 award presented in CNP. Over 2400 Awards presented to date in 2011. • Small grant support for KSB Spring Clean is also encouraging volunteering. 		Learning and Teaching Scotland conference to be held in the Park										
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>5. This outcome has been achieved because:</p> <p>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</td> <td>2200</td> </tr> </tbody> </table>	Year	JMA Awards	2006	1442	2007	1858	2008	1886	2009	2200	Outdoor Learning in National Parks will be a greater part of the Curriculum for Excellence.	LTS, local authorities and CNPA will support the LTS seconded post to develop Outdoor Learning in National Parks Learning and Teaching Scotland conference to be held in the Park
Year	JMA Awards																							
2006	1442																							
2007	1858																							
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7 Raising Awareness & Understanding of the Park												Mid-Term Review comments:						
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	11/10	05/11	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017		Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...			
												<table border="1"> <tr> <td>2010</td> <td>2646</td> </tr> <tr> <td>2011</td> <td>2662 to date</td> </tr> </table> <ul style="list-style-type: none"> Cairngorms Learning Network for teachers and youth workers is now developing across the National Park to share ways of encouraging young people to actively learn about and become involved with the area. Learning Packs for Abernethy and Muir of Dinnet NNRs are being developed and for Glenlivet and Blair Atholl CPD courses for Teachers using the Park being developed & delivered. <p>Education and skills development form a key piece of work in the next National park Plan.</p>	2010	2646	2011	2662 to date		
2010	2646																	
2011	2662 to date																	
vii. There will be more comprehensive and detailed information about the special qualities available in order to provide a better basis for												<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 	The production of the second CNP State of the Park Report to inform the development of the second Cairngorms National Park Plan	CNPA to collate most relevant information for the next State of the Park Report				

7 Raising Awareness & Understanding of the Park												Mid-Term Review comments:			
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	11/11	05/11	10/11	01/12	05/12	Assessment of achievement of outcome and reference to where any outstanding work or follow on work will happen in next Park Plan 2012-2017		Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
conserving and enhancing them in the future.												<p>land perceptions, wildness in Cairngorms & landscape scenarios.</p> <ul style="list-style-type: none"> • the completion of the economic baseline study • repeat of the Cairngorms visitor survey • Development of a research and information sharing network for Cairngorms <p>There is undoubtedly more comprehensive information about the special qualities of the CNP. However, as part of the delivery of the next National Park Plan we will need to refine and focus our data gathering so that we have coherent records of key qualities that are capable of demonstrating change over time.</p>			