

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	RAG 01/12	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.											<p>4. This outcome should be achieved with existing work/resource because</p> <p>Key baseline studies (the LCA and Geo-diversity audit) are completed.. Landscape framework is in development alongside the National Park Plan and Local Development Plan, drawing on community engagement. The plan will be consulted upon in Spring 2012</p>	<p>The completion of the Landscape Framework and development of planning policy that uses it.</p>	<p>Completion of the draft framework and out to public consultation. Consideration for web base and paper format to aid dissemination and communication.</p>

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(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.											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.	Planning policy guidance has been completed and adopted.	We are using the guidance and shall be monitoring its use to assess the need for future revision.
(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.											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.	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.	We are using the guidance and shall be monitoring its use to assess the need for future revision.

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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.											<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>4. This outcome should be achieved with existing work/resource. 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 undergone 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>	<p>Designated Nature conservation sites remain in favourable condition or under management to bring them into favourable condition</p>	<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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(Ig) The habitat and water quality of rivers and wetlands will be enhanced through commencement of positive management initiatives guided by catchment management planning.											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.	Catchment Management Planning for the Rivers Dee, Spey and South Esk to be embedded and coordinating work.	All partners to support the development of the catchment management partnerships
(Ih) 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.											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.	Geological Audit will be completed by 2012	Ensuring the audit is disseminated and used

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(Ii) An active programme will be underway to safeguard and manage priority historic landscapes and archaeology sites, and to promote them to the public.											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	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:			
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(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>1. 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>	<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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(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:			
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(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. In addition recent work aimed at improving the inclusivity of deer management planning through the use of maps (clearly indicating land managers deer management aspirations) 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>	<p>Deer to be regarded as a positive quality of the National Park contributing to social, economic and environmental well being.</p>	<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>	<p>Designated sites will remain in favourable condition</p>	<p>DCS, FCS and SNH lead continued support for deer management through joint working.</p>

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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>	<p>Better liaison and mutual understanding between deer managers, communities and NGOs.</p>	<p>CDAG continue to meet and engage between sectors</p>

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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>	<p>Wider promotion of stalking opportunities</p>	<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>4. This outcome should be achieved within existing work/resources because: The core Paths Plan was adopted in March 2010 and up to March 2011 17 paths have been constructed or upgraded with a further 13 planned in the current financial year. 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 initial assessment of the Core Paths network has been completed and shows that 49% of paths are fit 	<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>

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											for purpose. An outturn of 50% by 2012 is now forecast.		
(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:</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> <ul style="list-style-type: none"> A programme of SOAC promotion has commenced which targets dog owners, land managers and their respective activities through the seasons. 	<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>

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(4c) 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.											<p>4. This outcome should be achieved within existing work/resources because: The core Paths Plan was adopted in March 2010 and up to March 2011 17 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 initial assessment of the Core Paths network has been completed and shows that 49% of paths are fit for purpose. An outturn of 50% by 2012 is now forecast. 	<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> <p>Community path leaflets templates being utilised across the National Park.</p>

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(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 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 are involving community representatives in developing their next business plan. 	<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 public transport and											<p>5. This outcome has been achieved because: A bus service improvement is now delivering in Glenmore and the</p>	<p>Public transport timetables will have been promoted and</p>	<p>Review and re-development of Cairngorms Explorer</p>

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places with outdoor access opportunities.											Cairngorms Explorer continues to promote public transport use in the National Park.	linked to recreational opportunities.	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 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. 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. • Branding as “Active Cairngorms” is still to be taken forward with a workshop of key agencies planned for Q4 	<p>There will be more healthy walking groups within the National Park.</p>	<p>Work with partners to develop an “Active Cairngorms” Initiative</p> <p>COAT will support the development of healthy walking groups.</p>

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 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. • Promoting potential economic opportunities in the renewable energy sector (woodfuel action plan being refined with a short term focus on promoting local firewood log supplies). • Reference guide to promote the use of local timber in construction. • Sustainable Tourism Strategy action plan being implemented 	<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</p>

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											<ul style="list-style-type: none"> Cairngorms Business Partnership led Park-wide marketing campaign underway in autumn 2011. <p><i>The Economic and Social Health of the Cairngorms National Park</i> report comprehensive Economic Baseline Review completed and published.</p>		<p>quality and supply to encourage greater take-up.</p>
(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 development of the Cairngorms Business Partnership. Park Brand development and awareness, ongoing Park interpretation work and 	<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</p>

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											development of the web portal. <ul style="list-style-type: none"> • 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 supported several such projects. COAT led access improvements will also make positive contribution. • A comprehensive Visitor Survey was repeated and reported 2010. 		plan developed into firm workplans

5 Making Tourism & Business More Sustainable										Mid-Term Review comments:			
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(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%. STEAM figures for 2010 have not yet been received.</p> <p>Tackling seasonality is a long-term challenge. The CBP-led marketing work should help but it only started in autumn 2011 so it is too early to assess progress across the year.</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. 	<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>

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	RAG 01/12	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
											<ul style="list-style-type: none"> 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>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 (currently underway).</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>

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	RAG 01/12	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
											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 over 240 businesses/producers/tourist associations currently using the brand as at October 2011. 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 using existing Business Gateway service and Highland Council support. 	<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>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	01/11	05/11	10/11	RAG 01/12	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
											<ul style="list-style-type: none"> Engagement with VisitScotland regarding GTBS and QA schemes. 		
(5f) There will be an increase in use of local suppliers and produce.											<p>4. This outcome should be achieved with existing work/resources because:</p> <p>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.</p>	<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>
(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</p>	<p>17 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>

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	RAG 01/12	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
											revising their remit 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.		

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	RAG 10/11	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>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</p>	<p>Local Authority Strategic Housing Investment Plans to provide support for affordable housing in the Park.</p> <p>The CNP Local</p>	<p>Local Authorities and Scottish Government secure funding for affordable housing in the CNP.</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	RAG 10/11	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
											and there tends to be more locally available labour when there are vacancies.	Plan to maximise the level of affordable housing being achieved in consented housing developments.	Housing Authorities use CNP local plan to identify sites for affordable housing.
(6c) There will be more good quality private rented sector accommodation available at affordable rents to meet local need.											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	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	RAG 10/11	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
											<p>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>		
(6d) New housing will be of a more sustainable design											<p>4. This outcome has been achieved because</p> <p>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. Other potential avenues for promoting and delivering sustainable design will continue to be considered. For instance, we are currently exploring a</p>	<p>The CNP local plan and sustainable design guide will be adopted and implemented.</p>	<p>CNPA will take local plan and SDG to adoption and implementation.</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	RAG 10/11	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
											project opportunity with partners to increase the use of local timber in construction.		

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	11/50	11/01	RAG 10/11	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.											3. Should be achieved with existing work/resource because:	A National Park marketing strategy will be in place and coordinate the marketing of the CNP by private, public and third sectors.	1 The Cairngorms Business Partnership will deliver the marketing strategy for the Park.	
											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) 			2 Visit Scotland support the development of the marketing strategy and its implementation at the national level.
											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	RAG 10/11	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
													Cairngorms National Park 4. Panoramic posters for sale 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.											4. Should be achieved with existing work/resource because: Substantial recent progress has been made in the following areas: <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. 	1 The Cairngorms National Park Web site will be merged with the 'portal' by August and further developed throughout year.	1 SNH will promote National Nature Reserves in the context of the National Park. 2 Local Authorities education departments will continue to develop the CNP in the Curriculum for Excellence.

7 Raising Awareness & Understanding of the Park										Mid-Term Review comments:			
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											<p>Further work is required on:</p> <ul style="list-style-type: none"> • Completing the refurbishment of VIC's and ranger bases. • Making the 'sharing the stories' document more accessible to a wider range of users 		<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 arrived in the National Park and have a positive feeling about arriving in a special place.											<p>4. This outcome should be achieved with existing work/resource because: All road entry points were marked with permanent granite signs and all stations with metal signs.</p> <p>By 2012 all main routes into CNP will be 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>

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	RAG 10/11	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
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:</p> <p>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>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>	<p>All VS Visitor Centres and CNPA supported ranger bases to be upgraded and clearly promoting the National park.</p>	<p>Completion of upgrades at Glen Tanar Ranger Base 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>

7 Raising Awareness & Understanding of the Park										Mid-Term Review comments:			
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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 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 learn about and become involved with the area. • 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 	<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:			
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											<p>2400 Awards presented to date in 2011.</p> <ul style="list-style-type: none"> Small grant support for KSB Spring Clean is also encouraging volunteering. <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. 	<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</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	RAG 10/11	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...														
											<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> <tr> <td>2010</td> <td>2646</td> </tr> <tr> <td>2011</td> <td>2400 to date</td> </tr> </tbody> </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. • Successful Education Scotland conference about outdoor learning in National Parks and NNRs held October 2011. • Learning Packs for Abernethy and Muir of Dinnet NNRs are being developed. • CPD courses for Teachers using the Park being developed & delivered. 	Year	JMA Awards	2006	1442	2007	1858	2008	1886	2009	2200	2010	2646	2011	2400 to date		<p>be held in the Park</p>
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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. • the completion of the economic baseline study • repeat of the Cairngorms visitor survey • Development of a research and information sharing network for Cairngorms 	<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>