




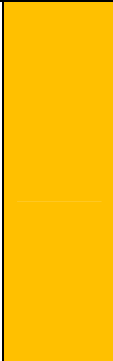
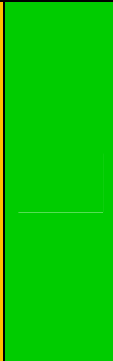
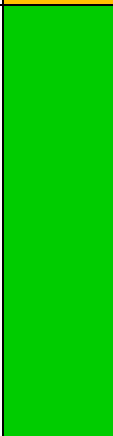



Annex 1- National Park Plan 5-Year Outcomes

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

1. Conserving & Enhancing Biodiversity & Landscapes						
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
A Landscape Plan for the Park will identify the natural, cultural and built landscape qualities, the factors influencing them and underpin actions for positive management.			4. This outcome should be achieved with existing work/resource because the project planning phase has been contracted to David Tyldesley to progress while staff resources are focused on Local Plan Inquiry preparation. The Landscape Character Assessment is the main element planned for 2009 and the project scoping for this is in hand with partners and due to begin in May 2009 to fit with the timetable for supplementary planning guidance. Further CNPA staff time is planned to co-ordinate this work following preparation for the local plan inquiry and a steering group is in place to co-ordinate and monitor progress.	1a. % of consented developments that comply with the Landscape Framework.	2009	100%
The key areas for the experience of wild land qualities will be identified, protected and enhanced as a major source of enjoyment of the Park and wild land qualities throughout the rest of the Park will be safeguarded.			3. This outcome needs more work/resource to be achieved because while the first phase of work has been completed, a pioneering, mapping project undertaken with Leeds University which has identified where wildness is most apparent in the NP, this work needs to be developed into a policy that will inform planning and development management and wider enhancement work with land managers. An SNH/CNPA perceptions study on the value of wildness in the National Park found strong support for wildness and found the most important attribute of wild land is perceived as 'wildlife'. The policy work is planned as part of the supplementary planning guidance.	1b. Total area of land that has one or more attributes of wild land. Total area of land that has all attributes of wild land.	2008	No net loss of areas.

1. Conserving & Enhancing Biodiversity & Landscapes

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
The location, scale, layout and design of all new development will make a positive contribution to the natural, cultural and built landscapes of the Park, and the adverse impacts of some existing developments will be reduced.			<p>3. This outcome needs more work/resource to be achieved because while significant progress has been made in developing the Local Plan there is still a significant volume of supplementary guidance required including natural heritage and renewable energy which will require co-operation amongst delivery partners.</p> <p>A programme of work is being developed to complete this guidance, but there remains work on baseline information, habitat and landscape capacity and carbon management that requires joint work among partners. Work with SNH in particular to identify ways to help streamline advice and ensure consistent and transparent guidance in relation to new Local Plan policies is also required.</p>	1c. % of consented housing developments that comply with Policies 17 & 18 in the Deposit Cairngorms Local Plan (and adopted Local PLAN)	2008	100%
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>4. This outcome should be achieved with existing work/resource because there is a programme of action co-ordinated by the LBAP Group underway. Highest priority species and habitats are identified and action shared with range of partners and targeted in a variety of projects and initiatives. E.g. wildcat, red squirrel, water vole, black grouse, capercaillie, forest habitat network, lowland grassland, wetlands, action for mountain woodlands.</p>	1d. Ongoing increase in the number of priority species for which positive action is underway	2008/2009	increase
There will be enhanced connectivity within habitat networks through practical implementation of a planned, landscape-scale approach, with early emphasis on lowland agricultural habitat networks and forest networks.			<p>3. This outcome needs more work/resource to be achieved because there is a need to identify how to incentivise action on the ground. The Cairngorms Forest Habitat Networks project and lowland farm grassland surveys have provided good information, and a wetland project has recently been started. There is a need for further work on GIS integration of this data and links into available funding support through SRDP. Discussions on taking forward forest networks are ongoing between CNPA and FCS.</p>	1e. Area of land managed to improve connectivity through the Forest Habitat Network Project	2008	increase

1. Conserving & Enhancing Biodiversity & Landscapes						
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
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.			4. This outcome should be achieved with existing work/resource because there is a programme of joint agency work underway to support management action on all designated sites, including through Section 7 (Deer (Scotland) Act 1996) agreements on some sites.	1f. % of designated sites in favourable condition	2007?	95% or more
The habitat and water quality of rivers and wetlands will be enhanced through commencement of positive management initiatives guided by catchment management planning.			4. This outcome should be achieved with existing work/resource because the Dee Catchment Management Plan up and running and a number of projects emerging which will have major benefits for water quality, river and wetland habitats. Work on revitalising the Spey Catchment Management Plan has begun with partners identifying work to take forward. The South Esk Catchment Management plan is currently in development. A wetland project has also started which will identify opportunities for wetland enhancement.	1g. % of water bodies achieving 'high' or 'good' ecological.	2007	Increase to exceed WFD requirements
The diversity of rocks, minerals, landforms and soils of international, national and regional value will be safeguarded and more widely appreciated, together with the natural processes underpinning them.			3. This outcome needs more work/resource to be achieved because an audit of important features of geodiversity has not been undertaken yet, and this will be a key step in ensuring wide recognition of the significance and value of geodiversity in the National Park. Discussions with the British Geological Survey are underway to establish when an audit can be carried out.	1h. % of actions in Geodiversity Action Plan derived from Geodiversity audit being implemented. Or, Indicator based on Geodiversity Audit	2007 – (only features within SSSIs protected)	To be identified in Geodiversity Action Plan

1. Conserving & Enhancing Biodiversity & Landscapes

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
An active programme will be underway to safeguard and manage priority historic landscapes and archaeology sites, and to promote them to the public.			3. This outcome needs more work/resource to be achieved because there has not yet been a focal point to co-ordinate action. The Community Heritage project and the Landscape Framework both provide mechanisms to take this forward and further work on these will start to develop a programme of action for future years. Historic Landscapes identified in Historic Scotland and RCAHMS publication 'The Historic Landscapes of the Cairngorms'.	1i. % of actions in action plan that comes from historic environment audit being implemented Or, Indicator based on Historic Environment Audit	2008?	

2. Integrating Public Support for Land Management

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
A diverse, viable and productive land management sector will continue to provide high quality primary produce such as food and timber, whilst delivering public benefits which are compatible with the Park's special qualities and will make a growing contribution to employment and the local economy.			<p>3. This outcome needs more work/resource to be achieved because there are a number of challenges facing land based businesses, particularly economic, and there is not yet sufficient integration of land use policy or monitoring to be able to make a collective assessment of this outcome.</p> <p>Key steps to be taken include baseline research on land use data, some to be provided through the economic survey, some to be subject to separate contract with GIS basis; and work towards an integrated land use strategy for the Park to be complete for 2012.</p>	2a. Number of people employed by land management businesses	2007?	increase
Public support for land management will be better integrated and directed at delivering tangible public benefits.			<p>2. This outcome is unlikely to be achieved because of the extent to which SRDP is delivering against National Park Plan priorities is at present unclear, and difficulties in linking habitat network objectives to support mechanisms indicates further integration is required to target the NPP priorities.</p> <p>Key steps to be taken include sourcing RPID data to be able to assess effectiveness of SRDP in the Park and identifying what improvements could be made to enable better targeting within the current SRDP framework. Other options for future support will also be considered.</p>	2b. Number of RDCs delivering public benefits derived from the National Park Plan	2007	increase

2. Integrating Public Support for Land Management

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
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 last autumn/winter. It is likely that the Priorities will be reviewed at some point and that the involvement of a wider range stakeholders is expected. There remains however, inconsistency between RPAC areas and a lack of focus on the National Park priorities.</p>	2c. The range of stakeholders involved in setting RPAC regional priorities.	2007	Increase number of stakeholders involved.

3. Supporting Sustainable Deer Management

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
There will be a large scale patchwork of deer densities across the National park underpinned by an inclusive deer management planning process.			<p>4. This outcome should be achieved with existing work/resource because CDAG have agreed to proceed with a strategic deer management framework that will enable effective co-ordination between DMGs and set out how the national strategy for wild deer can be taken forward within the Park.</p> <p>Key to successful achievement will be the continued support of CDAG members and their engagement with DMGs in implementation.</p>	% of NP covered by an inclusive deer management plan.	2007	100%
Designated sites will be protected and enhanced and deer range throughout the Park will be managed to a good environmental standard appropriate to the management unit. This standard will be agreed as an integral part of the deer management planning process.			<p>3. This outcome needs more work/resource to be achieved because much work has been done on designated sites by all joint working agencies and grazing issues on designated sites are being dealt with effectively. However, there remains a lack of any agreed standard or approach for habitat monitoring as a basis for deer management beyond designated sites. This is something to be addressed through the strategic deer framework.</p>	% of designated sites in favourable condition	2008	No net loss of areas.
There will be good communication and understanding between all sectors involved in deer management including public agencies, local communities and other interest groups. Better understanding of objectives, requirements and deer management activities should reduce conflict between sectors.			<p>4. This outcome should be achieved with existing work/resource because CDAG meets three times a year and has improved communication between deer managers, public agencies, communities and environmental NGOs. A number of public and schools events have been held by CNPA and DCS with local estates to promote better understanding of objectives and requirements.</p>	% of Communities who identify deer management as a major issue each year.	2008	100%

3. Supporting Sustainable Deer Management

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
The economic value of the deer resource will be enhanced.			<p>4. This outcome should be achieved with existing work/resource because economic opportunities are being promoted in new ways, including public and schools events to promote venison and engagement with tourism operators on wildlife tourism opportunities. CNPA is an active member of the Scottish Venison Working Group and contributed to a venison reception for MSPs at Holyrood in January 2009.</p> <p>There are of course many external factors affecting the value derived from wild deer and further monitoring should be developed to set local action in this context.</p>	Total Value of stalking & accommodation p.a & Number of estates gaining income from non-traditional deer related activities	2008/2009	increase
There will be more opportunities and fewer barriers for a wider range of people to enjoy stalking.			<p>3. This outcome needs more work/resource to be achieved because while some estates in and around the Park offer accessible stalking for new comers to the activity, there has not been any concerted effort to achieve this yet. Key steps include better promotion of existing opportunities for relatively inexpensive stalking and liaison with activity providers to identify further opportunities.</p>	Total Number of people shooting deer on estates p.a. Total number of single or half day clients p.a.	2008	increase

4. Providing High Quality Opportunities for Outdoor Access

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
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: A prioritised list of path works is being taken forward by Cairngorms Outdoor Access Trust over the next 2 years, funded by wide range of partners. The key principle in delivery will be to make these paths as accessible for as wide a range of people as possible. Work is being targeted at areas identified in the Outdoor Access Strategy where provision of paths has been poor. Works already completed in Strathdon, Glenmore and in Kingussie have delivered to this principle. There are, however, still some paths where considerable improvements could be made to cater for widest possible range of users (e.g. Speyside Way)</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • A course for dog owners was run in February 2009 and this will be repeated in the 09/10 year as part of a wider programme of work targeted at dog owners. • Guidance produced in March 09 on outdoor events will help to influence responsible behaviour from both a land manager and event organiser perspective. • Planning a programme of work for 2009 to assist the management of access at sensitive natural heritage sites. • Guidance has now been developed to standardise information on directional path signs and a paths leaflet template is under development. 	4a. % & length of core paths in 'favourable condition'	2008 estimate	Increase to 90% by 2012

4. Providing High Quality Opportunities for Outdoor Access

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
<p>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>			<p>3. This outcome needs more work/resource to be achieved because:</p> <p>There has to date been <i>ad hoc</i> and reactive as other priorities have taken precedent (e.g. the Core Paths Plan). More CNPA staff time will be required over the next 2 years along with better working arrangements with SNH and ranger services (and advice from LOAF) to ensure that local messages and campaigns are sufficiently focussed on the needs of the Cairngorms in a way that builds on national initiatives.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • A course for dog owners was run in February 2009 and this will be repeated in the 09/10 year along with wider programme of work targeted at dog owners. • Guidance produced in March 09 on outdoor events will help to influence responsible behaviour from both a land manager and event organiser perspective. • Planning a programme of work for 2009 to assist the management of access at sensitive natural heritage sites. 	<p>4b. Number and type of access cases reported to CNPA p.a.</p>	<p>2005/06/07</p>	<p>Reduction in complaints relating to signage</p>

4. Providing High Quality Opportunities for Outdoor Access

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
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 with existing work/resource because: The Core Paths Plan, identifying an extensive network of the most important low ground paths, has now been submitted to Ministers with information appropriate to deal with last remaining objections. Funding packages developed by the Cairngorms Outdoor Access Trust will deliver significant improvements to the paths network over the next 2 years.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Development of guidance on directional paths signs which we are now starting to see being used on the ground • Finalisation of the Old Logging Way between Aviemore and Glenmore • Development of plans for suite of community path leaflets 	4c. % & length of core paths in 'favourable condition'	2008 estimate	Increase to 90% by 2012

4. Providing High Quality Opportunities for Outdoor Access

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
There will be greater involvement of communities, land managers and visitors in the management and maintenance of paths.			<p>3. This outcome needs more work/resource to be achieved because:</p> <p>Greater community involvement is required to further develop local path improvements. To some extent through work of COAT communities still face significant difficulties in developing and taking forward projects. Review of SRDP is required to address current match-funding restrictions which have restricted applications.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • A Western Access Group has been developed which complements the existing one operating on the East of the Park to promote greater networking and shared experience. • Representatives from communities from both the east and west of the Park have a place on the COAT Management Group 	<p>4d. % of Community Council areas with active community involvement in path management p.a.</p> <p>Total number of community groups involved in path management p.a.</p>	2007 2007	Increase Increase

4. Providing High Quality Opportunities for Outdoor Access

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
There will be more effective connections between public transport and places with outdoor access opportunities.			<p>3. This outcome needs more work/resource to be achieved because:</p> <p>Greater uptake of public transport for recreation and enjoyment of the Park is required. This can best be achieved through better marketing and promotion to influence behaviour. This requires better promotion of the Cairngorms Explorer (timetable) and Heather Hopper and integration with other information,.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Redevelopment of Heather Hopper and Cairngorms Explorer with partners for 2009 • Plans made for additional marketing of the Heather Hopper to achieve a higher take up of places. • Plans made for review in October 2009 which will assist in determining whether this outcome remains achievable 	4e. Number of public transport links with main outdoor access recreation points identified by Green Travel Plan for B&S	2008	Increase

4. Providing High Quality Opportunities for Outdoor Access

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
<p>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>			<p>4. This outcome should be achieved with existing work/resource because: Good progress has been made to expand and develop existing health walk schemes across the Park. Further co-ordination between all the relevant players and considerable work on marketing and developing a network of local community activists will be required to ensure that this outcome is fully achieved.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Expansion of healthy walking groups into Strathdon and Tomintoul • Positive discussions with Step it Up Highlands has resulted in plans made for an expanded programme to cover communities in Badenoch and Strathspey under the umbrella of COAT- expected to commence in April 2009. • Plans made for development of a number of specific schemes covering, Smoking cessation, Diabetes, Blood Pressure weight loss, 	<p>4f. Number of health walking schemes operating in National Park</p>	<p>2007</p>	<p>Increase</p>

5. Making Tourism & Business More Sustainable

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
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"> • Food & Drink Action Plan being developed to promote local food & drink, enhance opportunities for economic diversification and strengthen linkages with the tourism sector. Scottish Enterprise keen to support these efforts and joint work with LL&TNP being explored. • Work on understanding and promoting potential economic opportunities in the renewable energy sector also being undertaken (woodfuel development plan) with linkages to the sustainable design guide and related construction business opportunities (particularly using timber). • Sustainable Tourism Strategy action plan being implemented although a number of issues are closely linked to the development of the Cairngorms Business Partnership. <p>A comprehensive Economic Baseline Review is now underway and will report by Oct 09. This will focus on the key indicators that will be of use for both NPP monitoring and ongoing project work.</p>	<p>5a. Employment in the following sectors: Agriculture, hunting and forestry; Fishing; Hotels and restaurants Manufacture of food products and beverages/wood and wood products - as a percentage of employment in all sectors - (2001 Census)</p> <p>Employment in recreational, cultural and sporting activities as a percentage of employment in all sectors. (2009 Economic Baseline Survey)</p> <p>Percentage of businesses that view the Park as being positive for businesses. (2009 Economic Baseline Survey)</p>	<p>25.2%</p> <p>To be determined 6.3% (2003 survey)</p> <p>38% (2003 survey) or 2008</p>	<p>27%</p> <p>7%</p> <p>To be determined 50%</p>

5. Making Tourism & Business More Sustainable

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
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 and the potential role it may have in the future. • Park Brand development and awareness, ongoing Park interpretation work and launch of the web portal in 2009. • Support being provided for events (CNPA funding and advice and LEADER funding), particularly where they raise the profile of the Park. • DMO led initiatives to improve business and hospitality skills and wider Park knowledge. • Improved efforts to capture business and visitor feedback (ACDMO business barometer, DOVE project). • Continued development of tourism product by DMOs and by individual businesses and community groups (e.g. Braemar Castle). LEADER funding has supported several such projects. COAT led access improvements will also make positive contribution. <p>A comprehensive Visitor Survey is now underway and will report by May 2010. Interim reports throughout the year will help inform progress towards this outcome.</p>	<p>5b. Average visitor satisfaction on a scale of 1-10, with 1 being the lowest, 10 the highest (CNP 2003-04 Visitor Survey)</p> <p>Tourism related expenditure (STEAM survey)</p>	8.46 £178.64 M	8.6 Spended to increase at > national rate.

5. Making Tourism & Business More Sustainable

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
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. Visitor numbers in the 1st and 4th quarters (including Easter) as a proportion of total annual visitor numbers has remained static (varying between 37.09% and 37.91%). Draft STEAM data for early 2008 suggests there may be a slight rise in numbers for Feb and Mar, presumably due to the good skiing season. 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 (CNPA and partners). • DMO efforts to improve visitor numbers in the shoulder seasons. <p>For more progress to be made in delivering this outcome, a more concerted and widely coordinated marketing strategy need to be developed and opportunities for events in lower seasons pursued.</p>	<p>5c. Visitor numbers in the 1st and 4th quarters (amended to include Easter for consistency) as a proportion of total annual visitor numbers. (STEAM survey)</p> <p>TIC visitor numbers in the 1st and 4th quarters(amended to include Easter for consistency) as a proportion of total annual TIC visitor numbers (for those TICs open all year) (VisitScotland data: April 2005 – March 2006)</p>	37.4%	40%
A greater percentage of visitors will contribute to the conservation and enhancement of the Park.			<p>3. This outcome needs more work/resources to be achieved because: there are a number of related 'pay-back' schemes already in place across the Park but detailed data on them has yet to be captured. A scoping study is underway and will report in Apr 2009. It will provide a baseline of existing schemes and provide recommendations for future work. Although the ongoing work to raise awareness of the Park and its special qualities will help, the current economic climate may make this a more challenging outcome to progress. There is a risk that the study may recommend no action in the short term because of such sensitivities (which may move the assessment to red).</p>	5d. Total spend (£) and number of days activity in visitor payback	To be determined	To be determined

5. Making Tourism & Business More Sustainable

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
A greater percentage of businesses will meet the quality standards and environmental management criteria of the Park brand and achieve commercial advantage through its use.			<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 132 businesses/producers/tourist associations currently using the brand and 18 awarded since Mar 08. 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"> • Brand Management Group supportive of developing environmental policies for non-tourism businesses. • Ongoing CCC efforts to increase brand take-up. • Engagement with VisitScotland regarding GTBS and QA schemes. 	5e. Number of businesses approved to use the brand. (Brand monitoring)	2007	increase
There will be an increase in use of local suppliers and produce.			<p>3. This outcome needs more work/resources to be achieved because: local suppliers and producers are operating within restricted markets and with a relatively small customer base. There remains significant disconnect between visitor expectations for local produce (in recent surveys 85% of visitors claim they would like to have experienced more local produce) and current supply. This does provide opportunity for business diversification and development and ongoing work (with significant partner interest from SE, VisitScotland, LL&TNP and LAs) will help address this. Immediate actions include:</p> <ul style="list-style-type: none"> • Food & drink action plan • Business development and marketing support for Creative Cairngorms and CFMA <p>There is no accurate measure of progress with this outcome although the ongoing Economic Baseline Review will help provide a measure of progress.</p>	5f. Percentage (by value) of bought in goods and services from the Park area. (2009 Economic Baseline Survey)	tbc 6% (2003 survey)	To be determined

5. Making Tourism & Business More Sustainable

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
Communities will feel that quality of life is improving and that they are able to influence the direction of economic growth within the Park.			3. This outcome needs more work/resources to be achieved because: although the programme of community needs surveys in the Park should help communities to influence the quality of life in particular, there is not yet a clear way of measuring or assessing how communities' feel about quality of life or ability to influence economic growth. The ACC survey has not yet been agreed.	5g. Proportion of community councils/groups that feel quality of life in the Park is improving. Proportion of community councils/groups that feel they are able to influence the direction of economic growth in the Park. (2008 ACC survey)	TBC	TBC

6. Making Housing More Affordable & Sustainable

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
There will be a reduction in the gap between housing need and supply in the Park to meet community needs.			<p>2. This outcome is unlikely to be achieved because, despite decreasing house prices, mortgages are now more difficult to secure. Coupled with rising unemployment, this is leading to increased pressure on housing waiting lists in all areas.</p> <p>A variety of types of affordable housing continues to be delivered and, subject to planning permissions, funds being available from the Scottish Government, there is a substantial programme of investment in the pipeline. All partners need to continue to work closely together to maximise the value of this investment within the Park. In 2007/08 37 properties were completed to rent and 18 for low cost home ownership.</p> <p>In the next 18 months, following the Scottish Government's consultation on 'Investing in affordable housing' which is looking at the introduction of a more strategic approach to the allocation of subsidy through a network of Lead Developers across Scotland, there may be changes implemented that could affect partner organisations' capacity to deliver affordable housing. It is important that the CNPA continues to assist developers deliver particularly in these challenging times.</p> <p>It also remains to be seen whether the various UK Government interventions in the financial sector help to free up mortgage lending.</p> <p>If economic conditions continue to adversely affect the housing market and borrowing it is difficult to see how this outcome can be achieved by 2012.</p>	6a. Annual ratio of households in housing need to number of social rented available for rent and low cost home ownership properties for sale.	2007	Reduction in the ratio

6. Making Housing More Affordable & Sustainable

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
There will be a reduction in the number of businesses identifying housing as a barrier to staff recruitment and retention.			<p>3. This outcome needs more work/resource to be achieved because of the issues noted above.</p> <p>Perversely though, given the current economic climate, it is possible that fewer businesses will see housing as a barrier to staff recruitment and retention. In times of recession people are less likely to seek to change jobs and there tends to be more locally available labour when there are vacancies. The forthcoming economic baseline review will provide firmer evidence on this.</p>	6b. Proportion of businesses identifying housing as a barrier to staff recruitment and retention	2008	Reduction
There will be more good quality private rented sector accommodation available at affordable rents to meet local need.			<p>4. Should be achieved with existing work/resource because there has been an increase in the number of affordable rented accommodation property owners taking up the Highland Council rural leasing scheme. This is due to the slow property sales market where people still need to move home but have to rent out their property to cover their mortgage payments. Twenty six properties are currently being rented out in Badenoch & Strathspey under this scheme. Moray and Aberdeenshire are working on setting up similar schemes. The Rural Empty Property grant project has one property working to grant offer stage and another being surveyed. The Aberdeenshire Rural Housing Enabler is currently revisiting the other applications (10) to re-assess the costs of renovation as these costs may have fallen in the past 6 months. This may result in properties accessing REPG grant and bringing properties back into use in the future.</p>	6c. The numbers of private affordable rented accommodation units supported by public grants.	2008	Increase

6. Making Housing More Affordable & Sustainable

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
New housing will be of a more sustainable design			<p>3. This outcome needs more work/resource to be achieved because, while building standards are going to secure greater energy efficiency and sustainability in new housing,, this will be on the basis of national standards rather than bespoke design in the CNP. Although the CNP Local Plan and Sustainable Design Guide are unlikely to be adopted before 2010, they are likely to have some impact on new housing prior to 2012. Following this, new affordable housing is expected to continue to be of more sustainable design year on year.</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 to increase the use of local timber in construction.</p>	6e. % of consented housing developments that comply with Policies 17 & 18 in the Deposit Cairngorms Local Plan (and adopted Local PLAN)	2008	100%

7. Raising Awareness & Understanding of the Park						
Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
i. More people across Scotland will be more aware of the National Park, what makes it special and the opportunities it offers them.			<p>3. This outcome needs more work to be achieved because:</p> <p>Despite some encouraging steps relating to the use of the National Park brand and on interpretation, the profile the National Park remains fragmented and in some respects remarkably low. Partners in both public and private sector are missing opportunities to present their work as part of the National Park.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • continued use and expansion of the CNP Brand and Family Brands; • roll out of Interpretation Guidance and take-up of associated training courses • Planning the Cairngorms Visitor Survey which will be repeated in 2009/10 and will provide robust evidence of progress. <p>Further work is required on:</p> <ul style="list-style-type: none"> • Development of marketing strategy • Formation of Cairngorms Business Partnership • Launch of the CNP web portal and the learning zone websites. • Identification of the collective benefits of jointly presenting all of our work as part of the National Park 	7a. Cairngorms Visitor Survey (CVS) <i>How important was NP to your visit?</i>	CVS 2003 25% important	increase

7. Raising Awareness & Understanding of the Park

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
<p>ii. Residents and visitors will appreciate the special qualities of the Park and understand more about their special management needs.</p>			<p>3. This outcome needs more work to be achieved because: Provision for residents through the excellent and popular Cairngorms Awareness and Pride project has been good. However, other work in this area has been somewhat patchy and characterised by different approaches being taken at individual sites or on activities within the Park.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • linking existing interpretation for visitors to the special qualities of CNP at both visitor centres and in publications • The 'roll out' of CNP Interpretation Guidance with tourism businesses, land managers and ranger services • Cairngorms Awareness and Pride courses (26 courses to 490 participants in 2008) are aimed at raising understanding of the special qualities among residents. • Development of Junior Ranger scheme <p>Further work is required on:</p> <ul style="list-style-type: none"> • Presenting key natural and cultural heritage sites, particularly Natural Nature Reserves, as being the best places to experience the special qualities of the Cairngorms. • Follow-through with the approach set out in the Interpretation Guidance • Implementing the outcome of the review of Cairngorms Awareness and Pride Project • Countryside Events need to be better targeted toward the special qualities of CNP and promoted more effectively on a Park-wide basis. • Launch of Cairngorms Learning Zone website and associated work with education authorities 	<p>7b. CVS <i>What do you like most about the National Park?</i></p>	<p>CVS 2003</p>	<p>Increase the number of special qualities being stated</p>

7. Raising Awareness & Understanding of the Park

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
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 entry points, including railway stations, are now marked with permanent markers (except Drumochter on A9 which has a temporary marker in place until the boundary review is completed). Pre-arrival (brown tourist) signs directing visitors to Cairngorms National Park and using the 'osprey' brand are in place at key junctions in Angus and Moray. Brand use at many key visitor destinations is now good.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Brown tourist signs are being installed at key junctions in Inverness, Spean Bridge, Ballinluig and Perth. • Funding agreed for signing the Highland Tourist route • CNP branded panels have been installed in all Visitor Information Centres, most ranger bases and some larger visitor attractions. More work is scheduled in this area. • A standard panel design for displaying panorama's of CNP in communities has been produced. 	7c. CVS <i>Are you in a NP?</i>	69% knew they were in a NP	increase

7. Raising Awareness & Understanding of the Park

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
iv. More people who have visited the Park will have high quality experiences and will tell positive stories about the area.			<p>4. This outcome should be achieved with existing work/resource because: presentation and coordination of visitor information in print has improved greatly in the last two years and the development of a new range of community path leaflets in 2009 and beyond will further improve this work.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • A number of key visitor centres/attractions are being upgraded or have plans to upgrade (Glenmore Forest, Crown Estate Ranger Base, Tomintoul Museum, Angus Glen Ranger Base, Laggan Forest, Insh Marshes NNR,). • Plans for re-presenting VICs as being much more strongly associated as being associated with the National Park • Interpretation plans have been developed for all National Nature Reserves, Laggan Forest and Rothiemurchus and a number of communities. • Gathering information about customer feedback in the Park 	7d. CVS Visit rating out of 10	8.46	Maintain or increase

7. Raising Awareness & Understanding of the Park

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
v. There will be more opportunities for people to become practically involved in caring for the Park and its special qualities			<p>3. This outcome needs more work to be achieved because there is no baseline information on the amount and type of volunteering being undertaken in CNP, and although there a number of site specific opportunities and initiatives there is no clear consensus on how to create more opportunities for people to become practically involved.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • Grant aid to ranger services from CNPA now explicitly encourages the use of volunteers from 2009/10 and volunteer activity will be monitored as part of national reporting. • Some 25% of the time spent undertaking a JMA Award involves practical conservation and the growth of the award in CNP indicates more opportunities for volunteering. • Following the success of the Europarc Junior Ranger Camp a programme for Junior Rangers will be offered to young people in summer 2009. This will provide a small number of opportunities (15 -25) for young people to have a more structured opportunity to be involved in 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 	7e. Number of volunteer days in caring for NP	2009/10	increase

7. Raising Awareness & Understanding of the Park

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target								
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 plans being made by the 5 education authorities and the enthusiasm within Learning and Teaching Scotland to see the concept of the Park to best effect.</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" data-bbox="960 687 1357 839"> <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> </tbody> </table> <ul style="list-style-type: none"> Five education authorities have developed outdoor learning forums looking at opportunities to use the CNP in the curriculum and have prepared action plans. These will be implemented and monitored in 2009. The joint study with LL&T and SNH on barriers to people using the countryside will report in spring 2009 with recommendations on how to encourage less represented groups to enjoy the CNP 	Year	JMA Awards	2006	1442	2007	1858	2008	1886	7f. Number of JMA Awards per annum	2004 138 2005 831 2006 1394	increase
Year	JMA Awards													
2006	1442													
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7. Raising Awareness & Understanding of the Park

Park Plan 5 year outcome	RAG 01/09	RAG 05/09	Assessment of achievement of outcome	Headline Indicator	Baseline	Target
vii. There will be more comprehensive and detailed information about the special qualities available in order to provide a better basis for conserving and enhancing them in the future.			<p>3. This outcome needs more work to be achieved because: It has not been given sufficient attention due to competing priorities.</p> <p>Substantial recent progress has been made in the following areas:</p> <ul style="list-style-type: none"> • The development of a central biological record for CNP is significant progress in this area as is the study on wild land perceptions, wildness in Cairngorms & landscape scenarios. • Positive meetings with Macaulay Land Use Research Institute and plans for partner seminar on research needs in the NP in 2009 • Development of the National Sustainable Development Centre of which CNPA and other NP partners are members <p>Further work is required on:</p> <ul style="list-style-type: none"> • defining key gaps and identifying how to fill them • making best use of partner's information gathering exercises in the to meet the needs of the Park 	7g. Number/% of information gaps identified in State of Park Report that have been addressed	41 identified in SOTPR	redu ce