



# **Criteria for use of the Cairngorms Brand**

**March 2007**

## **BACKGROUND INFORMATION**

### **Brand Management Group**

The Brand Management Group comprises representatives from the Cairngorms National Park Authority Board and staff, the Association of Community Councils Group and the Cairngorms Chamber of Commerce. It meets quarterly to discuss and agree the development of the brand for the following sectors.

- ❖ *Tourism Businesses*
- ❖ *Eating Establishments*
- ❖ *Outdoor Activity Providers*
- ❖ *Wildlife Operators*
- ❖ *Golf Courses*
- ❖ *Events*
- ❖ *Community/ Tourist Associations*
- ❖ *Non Edible Produce*
- ❖ *Edible Produce*

Having developed initial eligibility criteria, the focus now is to monitor and update those criteria, raise awareness and promote the brand and its values. For more information please contact Fiona Milligan, Tourism Marketing Officer on 01479 870519 or e-mail [fionamilligan@cairngorms.co.uk](mailto:fionamilligan@cairngorms.co.uk)

### **The Cairngorms Brand**

The Cairngorms National Park Authority wants the brand to become synonymous with quality and positive environmental management. There is no charge for using the brand but criteria have been developed to set a standard for use. Criteria for all sectors will be reviewed on an ongoing basis, with a view to improving standards.

## **CRITERIA**

The current criteria for each category are as follows:

### **Tourism Businesses**

- Membership of VisitScotland/AA star rating system or VisitScotland Code of Conduct scheme for businesses who do not fall within the existing quality scheme.
- A commitment to achieving, within one year, at least bronze level of the Green Tourism Business Scheme (or equivalent scheme such as Green Globe 21 etc).
- Where there are different facets to a tourism business' operations, the brand may only be used to market those elements of the business that are quality assured.

### **Eating Establishments**

- The business must be located within the Park.
- Membership of VisitScotland Eat Scotland scheme or equivalent AA, RAC food quality scheme.
- A commitment to achieving, within one year, at least bronze level of the Green Tourism Business Scheme (or equivalent scheme such as Green Globe 21 etc).

### **Outdoor Activity Providers**

- To be based in the Park, or the majority (70%+) of activity involving customers must take place in the Park.
- To be signed up to the Cairngorms Outdoor Operators Code of Conduct, including, in recognition of the GTBS, submission of their environmental policy,
- To provide evidence of relevant National Governing Body (NGB) certification(s)/and/or AALA licence if required.

### **Wildlife Operators**

- Membership of the VisitScotland QA scheme for 'Wildlife Experience'
- Operators should be based in the Park, or the majority (70%+) of activity involving customers must take place in the Park.
- Where applicable, a commitment to achieving, within one year, at least bronze level of the Green Tourism Business Scheme (or equivalent scheme such as Green Globe 21 etc). Where there are no business or accommodation premises, the Operator must submit an environmental policy in conjunction with their application.

## **Golf Courses**

- Courses must be located within the Park.
- Clubs must be a member of the Scottish Golf Union & signed up to the VisitScotland Code of Conduct.
- Clubs should participate in the Scottish Golf Environment Group Initiative, and make a commitment to a site inspection being carried out by SGEG Environmental Advisors within a year of signing up to use the brand.

## **Events**

- Events should be held within the Park and/ or majority of economic benefit achieved within the Park.
- Events should fit with the four main aims of the Park and the benefits of the event should be fully explained.
- Events should have an environmental policy (including environment impact assessment if required).
- All relevant licensing permissions and insurance certificates must be obtained in advance of the Event.
- Should the format of the Event change in any way, organisers must inform CNPA as soon as possible.

## **Community/Tourist Associations**

Associations seeking to use the brand can do so, on marketing web/ literature. Use of the brand is time limited to two years, at which time re-application must be made. Associations will be encouraged to improve quality and environmental standards of their business members as, by the end of two year period, they may not be re-issued with the brand unless they can demonstrate an overall improvement in quality standards of members through increased Quality Assurance scheme membership/GTBS take-up or similar. Associations must also use the agreed wording below on all marketing activity (where appropriate).

‘The Cairngorms National Park is committed to promoting quality and environmental standards. Individual businesses displaying this logo meet these standards.’

In addition for web use: ‘Click here to find out more about quality standards.’ A suitable link will be provided.

## Products of the Park

### Non Edible Produce

- Membership of the VS Code of Conduct Scheme.
- Product must either be made in the Park, or materials sourced from the Park and made in Scotland.
- Businesses must have an environmental policy.

*Note: Use of the brand to market products of the Park does not extend to use of the brand for merchandising purposes. This work is still under development and will form a separate application for use in due course.*

### Edible Produce

#### *Beef and Lamb*

- Obtained from livestock *born, reared* and *finished* in the Cairngorms National Park.
- Obtained from a producer registered as a member of the *Quality Meat Scotland Farm Assurance Scheme*.
- Obtained from land where the producer demonstrates a commitment to positive environmental management through involvement in **one or more** of the following schemes:
  - *Linking Environment and Farming Marque Scheme*
  - *Cairngorms and Straths Environmentally Sensitive Area Scheme*
  - *Rural Stewardship Scheme*
  - *Habitats Scheme*
  - *Organic Aid Scheme*

#### *Wild Venison*

- Obtained from any species of *free ranging deer* shot within the Cairngorms National Park.
- Satisfies the standards of the *Scottish Quality Assured Wild Venison Scheme*.
- Obtained from deer managed and culled in accordance with the *Best Practice Guidance* published by the Deer Commission for Scotland.

#### *Fruit, Vegetables and Cereals*

- Crops grown within the Cairngorms National Park
- Cereals must satisfy the standards of *Scottish Quality Cereals*.
- Crops are obtained from land where the producer demonstrates a commitment to positive environmental management through involvement in **one or more** of the schemes required for beef and lamb producers.

### *All Other Edible Produce*

- Membership of the VS Code of Conduct Scheme
- The production and labelling of all produce must comply with standards set out by the Food Standards Agency.
- Product must either be made in the Park, or the primary ingredients sourced from the Park and made in Scotland, or both.
- Businesses must have an environmental policy.

## Criteria for Non Commercial/Partner Organisation Purposes

<i>Brand Use</i>	<i>Criteria</i>
Signage – directional & locational	<p>All proposed signage must form part of the lead organisations strategic framework and with the Priorities for Action outlined in the draft Park Plan, eg CNPA signage framework.</p> <p>Lead organisation must have an environmental policy.</p> <p>A final draft visual of signage and proposed sign material must be approved by the CNPA prior to sign installation.</p> <p>Where possible materials sourced from the Park should be used.</p>
Visitor-oriented information and interpretation & publications re Park’s special qualities	<p>Lead organisation must have an environmental policy.</p> <p>A final draft sample including final draft text must be approved by the CNPA prior to printing.</p> <p>All proposed information must fit with the CNPA Interpretive Framework.</p> <p>Printed on environmentally sustainable paper or uses materials from the Park which are characteristic of the Park.</p>
Collaborative Management Strategies/Plans “owned” by more than one organisation	<p>Lead organisation must have an environmental policy.</p> <p>Strategy/Plan must relate to the whole geographic area of the National Park.</p> <p>Strategy/Plan must contribute to the achievement of the Park Plan.</p> <p>Strategy/Plan must be printed on environmentally sustainable paper.</p>
Other Partnership Projects not covered by the above	<p>Lead organisation must have an environmental policy.</p> <p>The project must involve partner collaboration and delivers action outlined in the Park Plan.</p> <p>Nature of projects are likely to be wide and varied, therefore information on the project outlining quality and environmental standards set for the project should be supplied to the BMG, prior to approval of brand use.</p>

## **Application for Use of Brand**

For up to date confirmation of criteria, discussion of any business sectors without agreed criteria or an application form please contact:

**Fiona Milligan**  
**Tourism Marketing Officer**  
**Cairngorms National Park Authority**  
**14 The Square, Grantown-on-Spey, Moray PH26 3HG**

**Tel: 01479 870519**  
**Email: [fionamilligan@cairngorms.co.uk](mailto:fionamilligan@cairngorms.co.uk)**

## **Green Tourism Business Scheme**

The Cairngorms National Park Authority has run several free workshops with VisitScotland to enable businesses to find out more about the GTBS. Free onsite assessment, joining fees and first year membership have been available. For further information on future seminars please contact:

**Heather Trench**  
**Sustainable Tourism Officer**  
**Cairngorms National Park Authority (at address above)**

**Tel: 01479 870545**  
**Email: [heathertrench@cairngorms.co.uk](mailto:heathertrench@cairngorms.co.uk)**





**Cairngorms**  
NATIONAL PARK