



Criteria for use of the Cairngorms Brand

April 2011

BACKGROUND INFORMATION

What is the Cairngorms Brand?

The Cairngorms Brand was developed in 2004 to provide a strong identity for the National Park. It features prominently on entry point signage and visitor information. It is not the logo for the Cairngorms National Park Authority (CNPA), rather it represents the Cairngorms National Park as an area.

Who can use the Cairngorms Brand?

The Brand is available for use by businesses, organisations and communities working within the Cairngorms National Park. There is no charge to use it, but we do ask that you meet criteria relating to quality and environmental management. These criteria vary according to sector, and this document explains the criteria that have been set so far. If you're not sure which criteria apply to you, please just ask. So far over 240 businesses & organisations have successfully applied to use the Brand.

How do I apply?

Request an application form by email at info@cairngorms.co.uk or call 01479 873535, letting us know what sector you fall into. Once we receive the completed application form, assuming you meet the criteria, we will send a Brand Welcome Pack which contains the design guidelines and electronic versions of the Brand Identity along with a variety of information and branded products if relevant to your sector eg. window stickers, towel agreement cards, panoramic poster of the National Park.

How can I use the Brand?

In almost any way that you like – people have used it on leaflets, websites, email, letterheads and posters. The only use that we can't authorise at this stage is for merchandising purposes. This means that the Brand cannot appear directly on a product for sale, but it's fine to use it on product packaging. We do ask that you follow simple design guidelines.

Who decides what criteria are used?

The Brand Management Group comprises representatives from the Cairngorms National Park Authority Board and Staff, the Association of Cairngorms Communities and the Cairngorms Business Partnership. It meets quarterly to discuss and agree the development of the Brand and consider unique or unusual requests that don't fit into the established criteria.

What do visitors think?

In the 2009-10 Visitor Survey almost half of visitors were able to describe the Brand without visual or verbal prompting. Visibility is expected to increase further as the Cairngorms Business Partnership puts the Brand at the heart of a £150k 3-year marketing campaign from 2011.

Any Questions?

Contact Heather Trench, Sustainable Tourism Officer, CNPA.

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Tel: 01479 870545

CRITERIA

The current criteria for each sector are as follows:

TOURISM BUSINESSES

Accommodation / Attractions

- The business must be located within the Park.
- 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).

Eating Establishments

- The business must be located within the Park.
- Membership of VisitScotland Eat Scotland scheme, equivalent AA, RAC food quality scheme or Soil Association 'Food for Life Catering Mark'.
- 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

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

Wildlife Operators

- Operators should be based in the Park, or the majority (70 per cent +) of activity involving customers must take place in the Park.
- Membership of the VisitScotland QA scheme for 'Wildlife Experience'
- 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.

NON-TOURISM BUSINESSES

- Businesses should be located within the National Park.
- Businesses should be a member of an appropriate professional body. If no appropriate body exists, business can submit a statement of business standards, which should be updated after a year, and also provide 2 references from two customers.
- Businesses should either be a member of an environmental accreditation scheme or, if that is not appropriate, should submit an environmental policy.

COMMUNITY / TOURISM / BUSINESS 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*
 - *Rural Development Contracts under SRDP*

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.

NON-COMMERCIAL USE BY PARTNER ORGANISATIONS

Signage: Directional & Locational

- 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.
- Lead organisation must have an environmental policy.
- A final draft visual of signage and proposed sign material must be approved by the CNPA prior to sign installation.
- Where possible materials sourced from the Park should be used.

Visitor Information, Interpretation and Publications

- Lead organisation must have an environmental policy.
- A final draft sample including final draft text must be approved by the CNPA prior to printing.
- All proposed information should fit with the CNPA Interpretive Guidance: 'Sharing the stories of the Cairngorms National Park'.
- Printed on environmentally sustainable paper or uses materials from the Park which are characteristic of the Park

Collaborative Management Strategies

- Lead organisation must have an environmental policy.
- Strategy/Plan must relate to the whole geographic area of the National Park.
- Strategy/Plan must contribute to the achievement of the Park Plan.
- Strategy/Plan must be printed on environmentally sustainable paper.

Other Partnership Projects

- Lead organisation must have an environmental policy.
- The project must involve partner collaboration and delivers action outlined in the Park Plan.
- 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 Sustainable Tourism Officer, prior to approval of Brand use.

Application for Use of Brand

If you would like an application form, have any questions about the criteria or would like advice on how to meet the criteria please get in touch.

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