



In working towards all of the strategic objectives, all sectors in the National Park can make significant progress towards the vision. However, even a wide range of partners working together cannot immediately tackle all areas and try to achieve all objectives within the next five years. There is a need to prioritise where we collectively focus effort and resources in order to ensure that the most pressing issues are tackled and that we focus the collective resources available on making a difference in these areas.

The Priorities for Action identified here set out a programme of work in key areas for the next five years, 2007-2012. They do not try to plan for every action needed to deliver the strategic objectives – implementation is an ongoing process for all involved. Instead, they set out what difference we seek to make in these areas of priority over five years and the headline actions that are needed to achieve this.

They are targeted at the most pressing issues and challenges that have been identified during consultation and preparation of the plan. There is either an important need to address the issue now, or a valuable opportunity which should be grasped. To support integration across sectors, the five year outcomes for each priority will contribute to strategic objectives across several

sections. The relevant sections of strategic objectives to which the outcomes contribute are listed under each priority.

The Priorities for Action for 2007-2012 are:

- Conserving and Enhancing Biodiversity and Landscapes;
- Integrating Public Support for Land Management;
- Supporting Sustainable Deer Management;
- Providing High Quality Opportunities for Outdoor Access;
- Making Tourism and Business More Sustainable;
- Making Housing More Affordable and Sustainable;
- Raising Awareness and Understanding of the Park.

For each action, the partners that need to deliver it are listed (in alphabetical order). These will form the basis of the delivery group for each priority. However, this list may not be exhaustive and implementation of these priorities should involve all those necessary to achieve the outcomes most effectively. Section 7 describes the process for implementation in more detail.

The following sections set out these details for each priority:

Why is this a priority?	A description of the need or opportunity to address this issue in the next five years.
Outcomes for 2012	What the priority seeks to achieve in five years.
Contribution to the strategic objectives	The strategic objectives of the plan to which these five year outcomes will contribute.
Contribution to national strategies	The key national strategies and their vision/policy aims/objectives to which these five year outcomes will contribute.
Action programme 2007-2012	The headline actions needed to achieve these outcomes and who is needed to deliver them.



Oystercatcher

6.1 Conserving and Enhancing Biodiversity and Landscapes

enhance them in a changing environment with many potential threats.

Why is this a priority?

The biodiversity and landscapes of the Cairngorms National Park are prime reasons for its designation. The combination of biodiversity, geodiversity, landscape and the historic environment create an outstanding natural and cultural environment in the Park that is a combination of both natural processes as well as past and present management. These special qualities are prized by many for their innate value and are also of fundamental importance to land management and tourism, underpinning the wider economy. However, these qualities need active management to conserve and

Climate change, biodiversity loss, policy changes and in some cases a lack of knowledge mean the conservation of these qualities is by no means guaranteed. These qualities need active management to maintain what we currently value and to enhance the landscape, historic environment, biodiversity and geodiversity of the National Park.

This priority can make a significant contribution to Scotland's efforts to meet the UK's international obligations to protect and restore the functioning of natural systems and to halt the loss of biodiversity by 2010.

Outcomes for 2012 – what does this seek to achieve in five years?

- i. 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.
- ii. 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.
- iii. 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.
- iv. 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.
- v. 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.

6. PRIORITIES FOR ACTION 2007-2012...cont

6.1 Conserving and Enhancing Biodiversity and Landscapes

vi.	All the designated nature conservation sites in the Park will be in favourable condition, or under positive management to bring them into favourable condition. This will be enhanced further by the appropriate management of the surrounding land to increase the ecological integrity and viability of these sites.
vii.	The habitat and water quality of rivers and wetlands will be enhanced through commencement of positive management initiatives guided by catchment management planning.
viii.	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.
ix.	An active programme will be underway to safeguard and manage priority historic landscapes and archaeology sites and to promote them to the public.

Contribution to Strategic Objectives

These five year outcomes will be important milestones in working towards the longer term strategic objectives in the following sections:

- 5.1.2 Conserving and Enhancing the Natural and Cultural Heritage;
- 5.1.4 Integrated Land Management;
- 5.2.3 Economy and Employment;
- 5.3.2 Sustainable Tourism;
- 5.3.3 Outdoor Access and Recreation;
- 5.3.4 Learning and Understanding.

Contribution to National Strategies

Strategy	Aim/Objective
Scottish Biodiversity Strategy	Species and Habitats: To halt the loss of biodiversity and continue to reverse previous losses through targeted action for habitats and species.
	People: To increase awareness, understanding and enjoyment of biodiversity and engage many more people in conservation and enhancement.
	Landscapes and Ecosystems: To restore and enhance biodiversity in all our urban, rural and marine environments through better planning, design and practice.
	Integration and Co-ordination: To develop an effective management framework that ensures biodiversity is taken into account in all decision making.
Scottish Rural Development Programme 2007-2013	Knowledge: To ensure that the best new and existing knowledge on biodiversity is available to all policy makers and practitioners.
	To safeguard and enhance the distinct identity, the diverse character and special qualities of Scotland's landscapes.
	The distinct cultural and historic identity of each area is recognised, valued and safeguarded.
Passed to the Future: Policy for Sustainable Management of the Historic Environment	To support the conservation and enhancement of biodiversity through measures that halt and reverse loss and deterioration.
	Key Principles: Recognising value; good stewardship; assessing impact; working together.

ACTION PROGRAMME 2007-2012: Conserving and Enhancing Biodiversity and Landscapes		
To achieve the five year outcomes the following actions are needed:		
Ref	Action	Who?
1 Landscape		
1a	Prepare a Landscape Management Plan based on a systematic review of the existing natural, historic and cultural landscape character assessments, which will form the basis of decisions related to planning control, land management and enhancement actions.	CNPA, HS, RCAHMS, SNH
1b	As part of the formulation of the Landscape Management Plan, identify core areas of the Park where wild land experiences are especially significant and quantify the levels of wild land experience throughout the rest of the Park.	CNPA, Land Managers, NGOs, SNH
1c	Identify detractors from wild land qualities and begin a programme of action to mitigate their impacts including down-grading of unnecessary vehicle tracks to paths, upland path repairs and extending control over the construction of new developments including telecommunication masts, electricity lines and construction or upgrading of vehicle tracks.	CNPA, Land Managers, NGOs, SNH
1d	Ensure that all approved developments are based on a site design plan to make a positive contribution to their local natural and cultural landscape setting and character.	CNPA, LAs
1e	Provide guidance on design and encouragement for innovative design to enhance landscapes and townscapes as part of a Sustainable Design Guide.	CNPA, HS, LAs, SNH
1f	Identify existing detractors from natural and cultural landscape qualities through the systematic update of the Landscape Character and Historic Land-use Assessments and begin a programme of action to mitigate them.	CNPA, HS, LAs, SNH
2 Historic Environment		
2a	Carry out an audit of significant historical, cultural and archaeological landscape features within the Park, such as Designed Landscapes and Historic Gardens, battlefields, field systems, townships, farmsteads, mills, drove roads, village squares.	CNPA, Communities, HS, LAs, Land Managers, Local Cultural Heritage Groups, NTS, RCAHMS, SCT
2b	Assess the vulnerability and management requirements of the historic environment resource and prepare and implement management plans to conserve and further research as appropriate.	CNPA, Communities, HS, LAs, Land Managers, Local Cultural Heritage Groups, NTS, RCAHMS, SCT
2c	Provide a central point of information on the archaeological interest that will be readily available to all interested parties and underpins active promotion, awareness and enjoyment of the archaeology of the Park.	CNPA, HS, LAs, RCAHMS, SCT
2d	Safeguard the features and landscapes of archaeological, historical and cultural interest through planning and development control including design guidance and identification of buildings at risk.	CNPA, HS, LAs, SCT

Continued over ▶

6. PRIORITIES FOR ACTION 2007-2012...cont

6.1 Conserving and Enhancing Biodiversity and Landscapes

Ref	Action	Who?
3	Biodiversity	
3a	Develop a programme, to be shared between a wide range of bodies, setting out priorities for biodiversity research addressing significant gaps in knowledge of the threats to the ecology and the distribution of priority LBAP species and habitats that prevent effective conservation management. (drawn from Local Biodiversity Action Plan list).	CEH, CNPA, LBAP Group, LLTNPA, MLURI, SAC, SEERAD, SNH, Universities
3b	Establish a central biological recording system for the National Park which collates and manages all species and habitat records for the Park, is linked to the national biodiversity network and is readily accessible to all.	CNPA, Communities, FCS, LAs, LBAP Group, NESBReC, NGOs
3c	Complete gaps in survey requirements for prioritised species and habitats, including completion of surveys of in-bye farmland, grasslands and fens, montane willows.	CNPA, Communities, LAs, LBAP Group, NESBReC, NGOs, SNH
3d	The Local Plan and development control procedures will ensure that all approved developments protect the Park's special habitat and species qualities and site design plans for development will make a positive contribution to biodiversity as appropriate to their location.	CNPA, Communities, LAs, NGOs
3e	Establish or continue, as appropriate, conservation projects to undertake active management targeted at prioritised species and habitats, including water voles, capercaillie, black grouse, red squirrel, breeding waders, wild cat, semi-natural grasslands.	CNPA, Communities, FCS, GCT, LAs, Land Managers, LBAP Group, NGOs, SEERAD, SNH
3f	Develop a system for effective action to control or remove invasive non-native species such as mink, grey squirrel, giant hogweed, Japanese knotweed and water crowfoot and to prevent the introduction of other potential problem species not native to the Park.	CNPA, FCS, GCT, LAs, Land Managers, LBAP Group, NGOs, SEERAD, SNH
3g	Identify and encourage realisation of economic benefits from the Park's diversity of habitats and species for land managers, communities and local businesses.	BASC, Businesses, CNPA, Communities, GCT, Land Managers, NGOs, SNH
3h	Extend the Raptor Watch project across the Park to increase the populations of native raptors on productive grouse moorlands and other habitats through the active collaboration of land managers, public agencies, NGOs and communities to manage and resolve the conflict between raptors and sporting and other land management interests. Within this initiative, increase the golden eagle population so that it reoccupies its historic range and realises its potential high levels of productivity.	CNPA, Communities, LAs, Land Managers, NGOs, Police, SEBG, SGA, SNH, SRPBA
3i	Establish partnerships across the Park to combat and reduce all forms of wildlife crime including game poaching, salmon poaching, fresh water pearl mussel fishing and egg stealing.	CNPA, Communities, LAs, Land Managers, LBAP Group, NGOs, Police, SEBG, SGA, SNH, SRPBA

Ref	Action	Who?
3	Biodiversity...cont	
3j	From the Local Biodiversity Action Plan identify species that have suffered serious decline or local extinction in the Park and which could be subject to reintroduction or translocations to boost populations such as fresh water pearl mussels and alpine saw-wort.	CNPA, LAs, LBAP Group, NGOs, SNH
3k	In the context of national initiatives, identify and address the likely land management and other issues that may arise from the reintroduction of extinct native species that could have broad ecological and economic benefits for the Park.	CNPA, Communities, FCS, Land Managers, LBAP Group, NGOs, SEERAD, SEPA, SGA, SNH, SRPBA
3l	Develop a programme of survey to fill gaps in knowledge of existing habitat networks such as woodland, moorland, juniper scrub, blanket bog, wetlands and grasslands together with an assessment of condition. The results to inform the application of land management incentives and other support mechanisms.	CNPA, DCS, FCS, SEERAD, SNH
3m	Use maps of existing habitat networks to target incentives for enhancing networks through favourable management or new linkages, as a means of improving habitat viability and to make them more able to cope with the impacts of climate change.	CNPA, DCS, FCS, SEERAD, SNH
3n	By agreement with land managers, implement a programme to reinstate selected wetland areas, including a reconnection between sections of rivers and their floodplains, to enhance natural river processes, increase riparian wetlands and reduce catastrophic flood pressures downstream.	Fishery Boards, LAs, Land Managers, SEPA, SRPBA, SW
3o	Identify existing in-stream and bank-side engineering works/structures that are detrimental to river processes, species and habitats, and undertake a prioritised programme to remedy them.	CNPA, Fishery Boards, Land Managers, LAs, SEPA
3p	Collate and publicise the results of ongoing climate change monitoring and research in the Cairngorms to help increase awareness of this issue and its impacts upon the Park and wider environment.	Climate Change Network, CNPA, SNH
3q	Promote the active involvement and training of volunteers from all sections of society to assist in survey, monitoring and practical management of the Park's special natural and cultural heritage.	BTCV, CNPA, NGOs, Ranger Services, SNH
4	Geodiversity	
4a	Based on existing information sources and bespoke survey as appropriate, prepare a comprehensive Geodiversity Audit and Action Plan for the Park. Include links between geodiversity and biodiversity and the role of geodiversity in environmental management.	BGS, CNPA, LAs, Land Managers, Ranger Services, SNH
4b	Increase education and interpretation initiatives which raise awareness and enjoyment of the Park's geodiversity.	BGS, CNPA, LAs, Land Managers, Ranger Services, SNH

Continued over ▶

6. PRIORITIES FOR ACTION 2007-2012...cont
6.1 Conserving and Enhancing Biodiversity and Landscapes

Ref	Action	Who?
4	Geodiversity...cont	
4c	Safeguard the Park's geodiversity and the natural processes underpinning them through planning policies and development and control.	BGS, CNPA, LAs, SEPA, SNH
4d	Land management support will be applied to safeguard and protect the geodiversity of the Park and the natural processes underpinning it.	BGS, FCS, SEERAD, SNH
4e	Promote management for soil protection and enhancement within the Park including prevention of degradation and erosion of organic soils; prevention of soil acidification and eutrophication; and mitigation of climate change impacts on soil functionality.	NFUS, SEERAD, SEPA, SNH
4f	Ensure geodiversity issues are included at all levels of planning, land management and water management within the Park and that all management is carried out in ways compatible with conservation and enhancement of geodiversity.	CNPA, NFUS, SNH, SRPBA

KEY

BASC British Association for Shooting and Conservation • **BGS** British Geological Survey • **BTCV** British Trust for Conservation Volunteers
CEH Centre for Ecology and Hydrology • **CNPA** Cairngorms National Park Authority • **DCS** Deer Commission for Scotland • **FCS** Forestry Commission Scotland • **GCT** Game Conservancy Trust • **HS** Historic Scotland • **LAs** Local Authorities • **LBAP Group** Local Biodiversity Action Plan Group • **LLTNPA** Loch Lomond and the Trossachs National Park Authority • **NESBReC** North-East Scotland Biological Records Centre
NTS National Trust for Scotland • **MLURI** Macaulay Landuse Research Institute • **NFUS** National Farmers Union of Scotland • **NGOs** Non-Governmental Organisations • **RCAHMS** Royal Commission on Ancient and Historic Monuments in Scotland • **SAC** Scottish Agricultural College • **SCT** Scottish Civic Trust • **SEBG** Scottish Estates Business Group • **SEERAD** Scottish Executive Environment and Rural Affairs Department • **SEPA** Scottish Environment Protection Agency • **SGA** Scottish Gamekeepers Association • **SNH** Scottish Natural Heritage
SRPBA Scottish Rural Property and Business Association • **SW** Scottish Water.



Snow covered Cairngorms



6.2 Integrating Public Support for Land Management

Why is this a priority?

The management of land for food, timber, sport, tourism, recreation and conservation is one of the principal influences on and providers of the special qualities of the Park. The qualities that are valued today result from a combination of past management practices. Land management is also a significant part of the economy and employment in the area. It is important for the future of the Park to maintain and develop a profitable land management sector that not only continues to contribute to the economy by producing high quality food, timber and other primary products, but also maintains and enhances the Park's special qualities and their enjoyment by the public.

To this end, land managers should be supported by the public sector, the business sector and others in their efforts to grow their businesses and deliver public benefits. Innovation plays an important role in shaping future forms of diversification within land management and should seek to address the sector's current economic disadvantages. Relevant actions to support this are also contained in the priority for action 'Making Tourism and Business More Sustainable' (6.5). Actions to raise awareness of how the special qualities are managed are

incorporated in 'Raising Awareness and Understanding of the Park' (6.7).

Many public benefits delivered by land managers depend on public sector intervention and support, in the form of regulation, advice, training and incentive schemes. Currently, these are the means by which society can influence management practices and so secure a range of public benefits which may not otherwise be achieved through the private objectives of land management alone.

Changes in European and Scottish rural policy in the coming years herald a period of uncertainty with some concern that benefits associated with current support and management systems may not be built upon, or indeed could be lost. There is an opportunity to move to a simpler system of support that is more integrated across sectors, more clearly linked to delivery of tangible public benefits and more closely tailored to the needs and priorities in the National Park. This is a current opportunity for all involved in land management within the National Park to grasp and make significant progress in the next five years towards the strategic objectives for land management and by extension, many other objectives in the plan that are influenced by land management. It is therefore a priority for action in the period 2007-2012.

6.2 Integrating Public Support for Land Management

Outcomes for 2012 – what does this seek to achieve in five years?	
i.	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.
ii.	Public support for land management will be better integrated and directed at delivering tangible public benefits.
iii.	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.

Contribution to Strategic Objectives

These five year outcomes will be important milestones in working towards the longer term strategic objectives in the following sections:

- 5.1.2 Conserving and Enhancing the Natural and Cultural Heritage;
- 5.1.3 Sustainable Use of Resources;
- 5.1.4 Integrated Land Management;
- 5.2.3 Economy and Employment;
- 5.3.2 Sustainable Tourism;
- 5.3.3 Outdoor Access and Recreation;
- 5.3.4 Learning and Understanding.

Contribution to National Strategies

Strategy	Aim/Objective
Scottish Rural Development Programme 2007-2013	To create a rural development policy that capitalises on the assets of rural Scotland – its resourceful people and its outstanding landscapes and natural heritage.



Ewe with triplet lambs

ACTION PROGRAMME 2007-2012: Integrating Public Support for Land Management

To achieve the five year outcomes the following actions are needed:		
Ref	Action	Who?
1a	Identify the various public benefits that are priorities in the National Park and tailor public support mechanisms to deliver them.	CC, CNPA, Communities, DCS, FCS, LECs, Land Managers, NFUS, NGOs, SCF, SEBG, SEERAD, SEPA, SNH, SRPBA
1b	Move towards public support for land management that is based on specified outcomes and the delivery of high quality public benefits appropriate to the land through simplifying current mechanisms, for example through a single contract that draws together a range of objectives and funding sources.	CC, CNPA, Communities, DCS, FCS, LECs, Land Managers, NFUS, NGOs, SCF, SEBG, SEERAD, SEPA, SNH, SRPBA
1c	Establish a landscape scale approach to targeting support for public benefits, so that the varying priorities in different parts of the Park are recognised.	CC, CNPA, Communities, DCS, FCS, LECs, Land Managers, NFUS, NGOs, SCF, SEBG, SEERAD, SEPA, SNH, SRPBA
1d	Find ways to recognise and capture the 'non-market' value of the special qualities created and maintained by land managers.	CC, CNPA, Communities, DCS, FCS, LECs, Land Managers, NFUS, NGOs, SCF, SEBG, SEERAD, SEPA, SNH, SRPBA
1e	As part of the landscape scale approach, encourage whole unit and collaborative land management planning in order to realise benefits that are most effectively achieved across neighbouring land holdings, such as habitat connectivity, species management, access and recreation.	CC, CNPA, Communities, DCS, FCS, LECs, Land Managers, NFUS, NGOs, SCF, SEBG, SEERAD, SEPA, SNH, SRPBA
1f	Establish an effective advisory mechanism to support land managers to deliver priority public benefits. This mechanism will include clear guidance about the priorities and their implementation as appropriate to location and environmental conditions and the provision of training courses to provide support to land managers in delivering the priorities.	CC, CNPA, Communities, DCS, FCS, LECs, Land Managers, NFUS, NGOs, SCF, SEBG, SEERAD, SEPA, SNH, SRPBA
1g	Make assistance available to facilitate improved communication between land managers, peer groups, local communities, public agencies and other interest groups about management objectives and practices and to inform the evolution of priorities and support requirements.	CC, CNPA, Communities, DCS, FCS, LECs, Land Managers, NFUS, NGOs, SCF, SEBG, SEERAD, SEPA, SNH, SRPBA
1h	Work together to monitor the delivery of the priority public benefits by land managers and use this as a basis to feedback and review priorities, the advisory network, unit management plans and practices.	CC, CNPA, Communities, DCS, FCS, LECs, Land Managers, NFUS, NGOs, SCF, SEBG, SEERAD, SEPA, SNH, SRPBA

KEY

CC Crofters Commission • CNPA Cairngorms National Park Authority • DCS Deer Commission for Scotland • FCS Forestry Commission Scotland • LECs Local Enterprise Companies • NFUS National Farmers Union of Scotland • NGOs Non-Governmental Organisations
 SCF Scottish Crofting Foundation • SEBG Scottish Estates Business Group • SEERAD Scottish Executive Environment and Rural Affairs Department • SEPA Scottish Environment Protection Agency • SNH Scottish Natural Heritage • SRPBA Scottish Rural Property and Business Association.



6.3 Supporting Sustainable Deer Management

Why is this a priority?

Native red and roe deer are valuable natural assets within the National Park. They are an important part of our natural heritage and bring economic and employment benefits. Grazing is a vital ecological process which shapes the landscape of the Cairngorms and influences the condition of many habitats and associated features. Red deer are the dominant grazing animal throughout much of the Park and at appropriate levels grazing has a positive management effect, but excessive grazing in some places can prevent native woodlands from regenerating and can obstruct the achievement of other natural heritage objectives.

Deer management has long been the subject of debate amongst deer managers, public agencies and the wider public leading to specific legislation, currently the Deer (Scotland) Act 1996. Red deer are managed for a range of objectives within the Park and deer population densities vary depending on those objectives. Objectives range from the regeneration of unfenced native woodland, which usually requires densities of less than five deer per km², to commercial deer stalking which typically requires 10-20 deer

per km². This mix of natural heritage and socio-economic objectives creates a patchwork of red deer densities within the National Park. The current patchwork of red deer densities can cause conflict in some places between natural heritage and socio-economic objectives, particularly on sites designated for nature conservation.

Although hill sheep numbers have declined significantly in recent years owing to changes in support systems, they are still an important grazer in parts of the Park. In some areas sheep are returning to the hill as a management tool to reduce ticks on grouse moors. Like deer, sheep grazing can influence moorland vegetation and woodland dynamics and deer and sheep often graze the same range. Where they do, there is a need to understand and manage their combined impact on natural heritage features and to consider the impacts of sheep grazing in deer management plans.

The delivery of sustainable deer management throughout the Cairngorms needs to focus on reducing conflict between socio-economic and natural heritage objectives. This must build on the existing work of Deer Management Groups and public agencies to develop a high quality deer management planning process, which involves the range of relevant stakeholders

and seeks agreement on a large-scale patchwork of densities to meet a range of objectives appropriate to different parts of the Park. In particular, while deer management should continue to contribute to socio-economic development, sustainable deer management requires populations to be

managed at levels which conserve and enhance the special natural heritage qualities of the National Park.

Reconciling these objectives through supporting a sustainable approach to deer management is therefore a priority for action.

Outcomes for 2012 – what does this seek to achieve in five years?	
i.	There will be a large-scale patchwork of deer densities across the National Park underpinned by an inclusive deer management planning process.
ii.	Designated sites will be protected and enhanced and the 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.
iii.	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 different sectors.
iv.	The economic value of the deer resource will be enhanced.
v.	There will be more opportunities and fewer perceived barriers for a wider range of people to enjoy stalking.

Contribution to Strategic Objectives

These five year outcomes will be important milestones in working towards the longer term strategic objectives in the following sections:

- 5.1.2 Conserving and Enhancing the Natural and Cultural Heritage;
- 5.1.4 Integrated Land Management;
- 5.2.3 Economy and Employment;
- 5.3.2 Sustainable Tourism;
- 5.3.3 Outdoor Access and Recreation;
- 5.3.4 Learning and Understanding.

Contribution to National Strategies

Strategy	Aim/Objective
Choosing Our Future: Scotland's Sustainable Development Strategy	A Scotland where biodiversity loss has been halted; natural resources are managed sustainably; and the environment is protected effectively on the basis of evidence and using the best available science.

ACTION PROGRAMME 2007-2012: Supporting Sustainable Deer Management		
To achieve the five year outcomes the following actions are needed:		
Ref	Action	Who?
1a	Exchange information and advice on deer management through the Cairngorms Deer Advisory Group and use the group as a forum to improve communication between managers, public agencies and communities.	ADMG, CNPA, Communities, DCS, DMGs, FCS, Land Managers, NGOs, SEERAD, SGA, SNH
1b	Develop and implement an inclusive deer management planning process that underpins a large-scale patchwork of deer densities across the Park to meet a range of natural heritage and socio-economic objectives.	ADMG, CNPA, DCS, DMGs, FCS, Land Managers, NGOs, SEERAD, SGA, SNH
1c	Where relevant, take account of the combined grazing impact of deer and sheep in deer management planning.	ADMG, CNPA, Communities, DCS, DMGs, FCS, Land Managers, NGOs, SEERAD, SGA, SNH
1d	Work to prevent populations of muntjac and fallow deer becoming established in the Park and to prevent the further spread of sika deer.	ADMG, CNPA, DCS, DMGs, FCS, Land Managers, NGOs, SEERAD, SGA, SNH
1e	Investigate opportunities to increase the socio-economic value of deer will be explored including greater co-operation in marketing of sport and venison and increased opportunities for people to learn about and take part in deer stalking.	ADMG, DCS, DMGs, Land Managers, LECs
1f	Ensure regular access to good practice demonstration events for those involved in all aspects of deer management within the Park.	ADMG, CNPA, DCS, DMGs, FCS, Land Managers, SGA, SNH

KEY

ADMG Association of Deer Management Groups • CNPA Cairngorms National Park Authority • DCS Deer Commission for Scotland
DMGs Deer Management Groups • FCS Forestry Commission Scotland • LECs Local Enterprise Companies • NGOs Non-Governmental Organisations • SEERAD Scottish Executive Environment and Rural Affairs Department • SGA Scottish Gamekeepers Association
SNH Scottish Natural Heritage



6.4 Providing High Quality Opportunities for Outdoor Access

Why is this a priority?

To enjoy and understand the Park, residents and visitors of all ages, abilities and interests need to be able to get outside and enjoy the countryside. There is a good existing network of land and water access in many places, but more work is needed to bring the opportunities for access up to the excellent standard that is expected in a National Park. Improving these opportunities can make a significant contribution to people's enjoyment, health, learning and understanding.

The designation of the National Park brings an opportunity to integrate access management across different areas and sectors within the Cairngorms. The relatively new right of responsible access under the Land Reform (Scotland) Act 2003 gives Scotland some of the best access legislation in the world. It now creates a need for all access takers and access managers to develop an effective understanding of responsible access and access management and to provide excellent access and recreation opportunities in the National Park.

Outcomes for 2012 – what does this seek to achieve in five years?

- i. A wider range of people will have the opportunity to enjoy the outdoors.
- ii. 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.
- iii. 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.
- iv. There will be greater involvement of communities, land managers and visitors in the management and maintenance of paths.
- v. There will be more effective connections between public transport and places with outdoor access opportunities.
- vi. 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.



Deer in winter

Contribution to Strategic Objectives

These five year outcomes will be important milestones in working towards the longer term strategic objectives in the following sections:

- 5.1.2 Conserving and Enhancing the Natural and Cultural Heritage;
- 5.1.4 Integrated Land Management;
- 5.2.5 Transport and Communications;
- 5.3.2 Sustainable Tourism;
- 5.3.3 Outdoor Access and Recreation;
- 5.3.4 Learning and Understanding.

Contribution to National Strategies

Strategy	Aim/Objective
Let's Make Scotland More Active – A Strategy For Physical Activity	To increase and maintain the proportion of physically active people in Scotland.
Scottish Rural Development Programme	To increase people's quality of life through confident participation in and enjoyment of responsible outdoor access in a welcoming countryside.

ACTION PROGRAMME 2007-2012: Providing High Quality Opportunities for Outdoor Access

To achieve the five year outcomes the following actions are needed:

Ref	Action	Who?
1	Improving path condition and quality	
1a	Submit the draft Core Paths Plan to Ministers for approval by February 2008 and implement the actions arising from it (including actions relating to the wider path network).	CNPA, Land Managers, Recreation Users
1b	Complete Park-wide survey of upland paths and popular setting-off points, using both field survey and stakeholder input, to develop targeted repair and maintenance programmes.	CNPA, Land Managers, Recreation Users, SNH
1c	Review the different approaches and techniques to path repair and maintenance in the uplands to improve performance and agree standards, techniques and styles for the future.	CNPA, Land Managers, Recreation Users, SNH
1d	Establish a Park-wide Trust or similar mechanism to improve and maintain path condition and quality and provide information about access opportunities.	CNPA, Land Managers, Recreation Users, SNH
1e	Improve/extend strategic routes: <ul style="list-style-type: none"> • Extension of Speyside Way to Newtonmore; • Ensure Speyside Way is more suitable for widest possible variety of users; • Complete Aviemore to Glenmore off-road route; • Complete Deeside Way to Ballater. 	CNPA, FCS, LAs, Land Managers, LECs, Recreation Users, SNH
1f	Review opportunities for people of all abilities against the relevant policy in the Outdoor Access Strategy and put plans in place to promote existing opportunities and address shortcomings.	CNPA, FCS, Land Managers, Recreation Users, SNH, VS

Ref	Action	Who?
1	Improving path condition and quality...cont	
1g	Identify and remove physical barriers that unnecessarily restrict opportunities for outdoor access or make appropriate modifications to encourage greater access.	CNPA, Land Managers, Recreation Users
1h	Improve provision for horse riders through removal of unnecessary barriers and specific marketing initiatives to promote opportunities.	CNPA, Land Managers, LECs, Recreation Users, VS
1i	Provide more cycling opportunities through provision of off-road facilities, removal of unnecessary barriers and by developing specific marketing initiatives.	CNPA, LAs, Land Managers, LECs, Recreation Users
1j	Improve access opportunities to water by providing low-key, appropriately sited infrastructure at popular access and egress points.	CNPA, Land Managers, Recreation Users, SS
1k	Improve availability and use of functional walking and cycling routes, especially near schools and work places.	CNPA, LAs, Land Managers, Recreation Users
1l	Develop use of electronic maps system (CAMS) for path management throughout the National Park.	CNPA
1m	Promote community involvement in path development and maintenance through grant schemes, training and capacity building, sponsorship and other support.	CNPA, Communities, FCS, LAs, LECs, SNH
1n	Encourage feedback from residents and visitors about path condition and about outdoor access opportunities generally with a view to improving opportunities in future.	ACCC, CNPA, Communities, DMOs, Land Managers, Recreation Users
1o	Collect and collate better information on the economic, social and environmental value of paths (and outdoor access opportunities more generally) and the benefits of their active management.	ACCC, CCC, CNPA, DMOs, LAs, LECs
2	Promoting responsible outdoor access and management	
2a	Promote and distribute the Scottish Outdoor Access Code (and the specially targeted versions of it) to ensure all key audiences are aware of its contents.	CCC, CNPA, Communities, DMOs, LAs, Land Managers, LOAF, SNH, VS
2b	Develop programmes of promotional activity about responsible behaviour targeted at specific groups and reviewed on an annual basis.	CNPA, LAs, Land Managers, Recreation Users, SNH
2c	Encourage all parties to report problems related to outdoor access to CNPA who will investigate, assist with resolution and regularly feed back.	CNPA, FCS, Land Managers, Recreation Users, SNH, VS
2d	Further develop and promote the Local Outdoor Access Forum as a valuable source of advice and expertise for CNPA and others.	CNPA, Communities, FCS, Land Managers, Recreation Users, SNH, SS
2e	Develop groups to share good practice about management of outdoor access across the National Park (based on the model of the Deeside Access Group).	CNPA, Communities, FCS, LAs, Land Managers, Recreation Users, SNH, SRPBA

Continued over ▶

6.4 Providing High Quality Opportunities for Outdoor Access

Ref	Action	Who?
2	Promoting responsible outdoor access and management...cont	
2f	Promote regular exchanges of experience and communication between land managers and recreational users and encourage each group to promote good practice amongst their peers.	CNPA, Land Managers, Recreation Users, SRPBA
2g	Provide feedback about the implementation of the Scottish Outdoor Access Code for future review.	CNPA, Communities, FCS, Land Managers, Recreation Users, SNH, SRPBA
2h	Promote best practice in the use of signs for management of outdoor access.	CNPA, FCS, Land Managers, SNH, SRPBA
2i	Promote the Park-wide policy on organised outdoor access events and develop further specific guidelines for event organisers.	CNPA, DMOs, FCS, Land Managers, SNH, SS, VS
2j	Discourage camping alongside public roads at un-managed sites and improve provision of managed campsites in the National Park.	CNPA, LAs, Land Managers, LECs, VS
2k	Promote the policy on car-park charging in the National Park and encourage its adoption by land managers.	CNPA, FCS, Land Managers, SNH, VS
2l	Enhance the role of ranger services, tourist information centre staff and other key professional groups who have contact with public in the promotion of responsible behaviour.	CNPA, FCS, Ranger Services, SNH, SS, VS
3	Promoting visitor information about outdoor access opportunities	
3a	Develop and promote a hierarchy of visitor information about outdoor access opportunities – with general information about opportunities at Park-wide level and more specific information available about opportunities in parts of the National Park.	CNPA, DMOs, LAs, Ranger Services, SNH, VS
3b	Develop and promote technical guidance for way-marking of paths in line with Park-wide policy.	CNPA, FCS, SNH, SS, VS
3c	Promote Core Paths and other paths with appropriate visitor information and marketing to encourage their use.	CNPA, FCS, Land Managers, SNH, VS
3d	Promote awareness and encourage use of shorter or easier outdoor access opportunities, especially around communities, within the National Park.	CNPA, LAs, Ranger Services, SS, VS
3e	Specifically market the outdoor access opportunities that have good links to public transport.	CNPA, LAs, VS
4	Promoting sustainable transport for enjoyment of the National Park	
4a	Identify and address gaps in public transport provision in the Park.	CNPA, DMOs, HITRANS, LAs, Nestrans, Transport Operators
4b	Work towards universal cycle carriage and provision for other outdoor recreation equipment such as skis, snowboards and rucksacks on public transport and greater use of environmentally friendly fuel options.	CNPA, CTC, Cycling Scotland, DMOs, HITRANS, LAs, Land Managers, Nestrans, SUSTRANS, Transport Scotland

Ref	Action	Who?
4	Promoting sustainable transport for enjoyment of the National Park...cont	
4c	Promote better provision of public transport to link with popular start and finish points for outdoor recreation routes.	Accommodation Providers, Activity Providers, CNPA, DMOs, LAs, Land Managers
4d	Develop more integrated ticketing between different transport modes in association with activity/visitor attractions.	Accommodation Providers, Activity Providers, CNPA, DMOs, LAs, Land Managers
4e	Provide more safe routes to school in communities.	CNPA, Cycling Scotland, LAs, SUSTRANS
4f	Identify roads with low traffic volume and associated off-road routes and promote them to residents and visitors for both recreational and functional use.	CNPA, Cycling Scotland, LAs, SUSTRANS, VS
4g	Manage car parks, through both charging regimes and provision of information, to encourage longer stays and to fit with other more sustainable modes of transport.	Activity Providers, CNPA, LAs, Land Managers, Transport Operators
5	Promoting healthy lifestyles	
5a	Provide local 'Paths to Health' type schemes to encourage people in all communities to get active within the National Park, where possible working with local walking groups.	ACCC, CNPA, Paths to Health, RA, SS
5b	Highlight the 'green gym' opportunities the National Park provides and extend the use of active referrals by GPs and other health professionals.	CNPA, NHS, SS
5c	Review the Physical Activity Directory for Badenoch and Strathspey with a view to coverage of the whole Park.	CNPA, LAs, NHS
5d	Promote messages about the National Park as a destination for healthy activity as part of the overall marketing approach, particularly identifying opportunities for young people, disabled people and people on low incomes.	CNPA, VS
5e	Broaden the range of activities included in physical education strategies in schools to include outdoor activity, working with Active Schools Co-ordinators and Outdoor Education teams to identify outdoor opportunities in the National Park.	CNPA, LAs, SS

KEY

ACCC Association of Cairngorms Community Councils • CCC Cairngorms Chamber of Commerce • CNPA Cairngorms National Park Authority • CTC National Cyclists Organisation • DMOs Destination Management Organisations • FCS Forestry Commission Scotland • HITRANS Highlands and Islands Transport Forum • LAs Local Authorities • LECs Local Enterprise Companies • LOAF Local Outdoor Access Forum • Nestrans North-East Scotland Transport Forum • NHS National Health Service • RA Ramblers Association Scotland • SNH Scottish Natural Heritage • SRPBA Scottish Rural Property and Business Association • SS SportScotland • SUSTRANS Sustainable Transport Charity • VS VisitScotland



Snowboarders, Cairn Gorm Mountain

6.5 Making Tourism and Business More Sustainable

Scotland on a world stage as a place to live, work and enjoy.

Why is this a priority?

The long-term sustainability of the National Park requires a diverse and vibrant economy, an economy that is based on, and actively works to conserve and enhance, the special qualities of this area and one that involves and benefits local communities.

The National Park Authority, with partners, is committed to the national tourism ambition to grow tourism revenues by 50 per cent in a sustainable manner by 2015. Tourism is 'everyone's business' and more needs to be done to embed this thinking across the whole National Park.

Tourism generates £169million across the Park, creating jobs for over 5000 people. Nearly 1.5million people visit the Park each year for a wide range of business and leisure trips. Tourism has a key role to play in supporting economic growth, encouraging enjoyment and understanding of this special area and in helping to promote

In addition to tourism there is a wide range of other business opportunities, linked to the special qualities of the area such as building design, food and drink, land management and small-scale renewable energy. There is a need to encourage and support a range of interested parties to make the most of these opportunities.

Outcomes for 2012 – what does this seek to achieve in five years?

i.	An increasing proportion of economic activity will be based on the special qualities of the Park.
ii.	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.
iii.	There will be a more even distribution of visitor numbers throughout the year.
iv.	A greater percentage of visitors will contribute to the conservation and enhancement of the Park.
v.	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.
vi.	There will be an increase in use of local suppliers and produce.
vii.	Communities will feel that quality of life is improving and that they are able to influence the direction of economic growth within the Park.

Contribution to Strategic Objectives

These five year outcomes will be important milestones in working towards the longer term strategic objectives in the following sections:

- 5.1.2 Conserving and Enhancing the Natural and Cultural Heritage;
- 5.1.3 Sustainable Use of Resources;
- 5.2.3 Economy and Employment;
- 5.3.2 Sustainable Tourism.

Contribution to National Strategies

Strategy	Aim/Objective
The Next Decade: A Tourism Framework for Change	A 50 per cent increase in tourism revenue by 2015 that is sustainable.
	Increased membership of the Green Tourism Business Scheme.
	The proportion of businesses in the VisitScotland accommodation quality assurance schemes increased to 90 per cent.
Smart Successful Scotland	Growing businesses; global connections; learning and skills.
Green Jobs Strategy	To seize the business opportunities and advantages arising from our belief in, and commitment to, sustainable development.
Scottish Rural Development Programme 2007-2013	Increased diversification and capacity to add value to primary products.
Forward Strategy for Scottish Agriculture: Next steps	Scottish food producers, food processors, retailers and the food service sector should work together to identify, inform and meet market demand, drawing on business advice and sharing resources and experience to control costs and increase incomes.

ACTION PROGRAMME 2007-2012: Making Tourism and Business More Sustainable

To achieve the five year outcomes the following actions are needed:

Ref	Action	Who?
1	Making tourism everyone's business	
1a	Support annual tourism industry meeting to share good practice.	CCC, CNPA
1b	Develop and support effective mechanisms for two-way communication with business stakeholders.	CCC, CNPA, DMOs
1c	Conduct omnibus tourism enterprise survey.	CCC, CNPA, VS
1d	Explore opportunities for getting a range of people involved in understanding and contributing to enhancement of the special qualities of the Park through visitor payback.	CNPA, DMOs
1e	Develop stronger links between tourism and transport, land management, food and drink, retail and other key sectors.	CNPA, LAs, LECs, VS
1f	Ensure communities are represented in tourism planning and are able to generate positive benefits from the tourism industry.	ACCC, CNPA, LECs, VS

Continued over

Ref	Action	Who?
2	Encouraging business excellence and quality	
2a	Promote economic opportunities created by National Park status and ensure expert advice is available in relation to sustainable development.	CNPA, LECs, VS
2b	Increase use of environmental management plans and accreditation by businesses.	CCC, CNPA, LECs, VS
2c	Strengthen awareness and spending on local crafts and produce by carrying out research on producers, branding and visitor information.	CNPA, DMOs, LECs, VS
2d	Develop training and other measures to better support the vocational skills requirements of businesses and residents in the Park.	CCC, CNPA, HIE, LECs, SE, Springboard Scotland
2e	Strengthen Chamber of Commerce and network of Business Associations.	BAs, CCC, CNPA, LECs
2f	Encourage businesses to collaborate and network through groups such as Creative Cairngorms.	CNPA, LECs
2g	Encourage benchmarking of performance to improve quality of customer experience.	CNPA, DMOs, LECs, VS
2h	Provide more advice and support for business development, including the marketing and processing of primary produce and add further value through appropriate use of the Cairngorms brand.	CNPA, FCS, Land Managers, LECs, Scottish Food and Drink
2i	Develop innovative schemes to assist land management units develop their economic and environmental sustainability.	CNPA, FCS, Land Managers, LECs, NFUS, SEBG, SRPBA
3	Promoting sustainable enjoyment of the Park	
3a	Work with partners to promote the National Parks as a key part of Scotland's tourism product.	CNPA, LLTNPA, VS
3b	Work with industry to provide additional high quality experiences (including events and festivals) outwith peak season.	CNPA, DMOs, Tourism Groups, VS
3c	Collate Park-wide information on visitor numbers (vehicle counters, car park usage, visitor attraction numbers and people counters) and regularly disseminate.	FCS, LAs, SNH, Tourism Businesses, VS
3d	Make information on specific resource protection issues available to managers and users.	CNPA, SEPA, SNH

KEY

ACCC Association of Cairngorms Community Councils • BAs Business Associations • CCC Cairngorms Chamber of Commerce
 CNPA Cairngorms National Park Authority • DMOs Destination Management Organisations • FCS Forestry Commission Scotland
 HIE Highlands and Islands Enterprise • LAs Local Authorities • LECs Local Enterprise Companies • LLTNPA Loch Lomond and the Trossachs National Park Authority • NFUS National Farmers Union of Scotland • SE Scottish Enterprise • SEBG Scottish Estates Business Group • SEPA Scottish Environment Protection Agency • SNH Scottish Natural Heritage • SRPBA Scottish Rural Property and Business Association • VS VisitScotland



6.6 Making Housing More Affordable and Sustainable

maintaining sustainable communities in the long-term, so it is a priority to address now.

Why is this a priority?

The lack of access to affordable and good quality housing has been identified by many communities as a key issue facing the National Park. Young people and those on low incomes in particular have difficulty in securing suitable accommodation in their communities. The lack of access to good quality affordable housing is one of the key challenges to creating and

The demand for housing must also be managed to ensure high environmental and sustainability standards. Provision must be consistent with conserving and enhancing the area's special qualities, but should also seek more sustainable use of resources including water, energy and materials.

Outcomes for 2012 – what does this seek to achieve in five years?

- i. There will be a reduction in the gap between housing need and supply in the Park to meet community needs.
- ii. There will be a reduction in the number of businesses identifying housing as a barrier to staff recruitment and retention.
- iii. There will be more good quality private rented sector accommodation available at affordable rents to meet local need.
- iv. New housing will be of a more sustainable design.

Contribution to Strategic Objectives

These five year outcomes will be important milestones in working towards the longer term strategic objectives in the following sections:

- 5.1.3 Sustainable Use of Resources;
- 5.2.2 Sustainable Communities;
- 5.2.3 Economy and Employment;
- 5.2.4 Housing.

Contribution to National Strategies	
Strategy	Aim/Objective
Homes for Scotland's People (A Scottish Housing Policy Statement 2005)	Promote low-cost home ownership schemes to help first-time buyers get a foot on the property ladder.
	Public investment along with private finance will provide over 16,500 social rented homes and nearly 5,000 low cost homes in Scotland.
	An increase in government investment in affordable housing in rural areas.
A Policy on Architecture for Scotland	Principle: What we build now has a key role to play both in conserving and extending that which is of value in our built heritage and in achieving our objectives for a sustainable future.

ACTION PROGRAMME 2007-2012: Making Housing More Affordable and Sustainable		
To achieve the five year outcomes the following actions are needed:		
Ref	Action	Who?
1 Increasing supply and accessibility		
1a	Record local communities/housing market preferences in a consistent and comparable manner, for example through Local Authority and Housing Association allocation policies and Common Housing Registers.	ACCC, CNPA, CPPs, HAs, HSCHT, LAs
1b	Increase the supply of quality, affordable private rented properties and privately owned housing for rent (for example through a rural leasing scheme).	CNPA, CS, HAs, LAs, Mortgage Lenders, Private Developers, Private Landlords, SRPBA
1c	Use the full range of low cost home ownership mechanisms to increase the level of affordable housing that remains affordable in perpetuity.	CNPA, CS, LAs, Low Cost Home Ownership Housing Providers (public or private), Mortgage Lenders
1d	Review the impact of second and holiday homes and put into place any additional agreed action required.	CNPA, Communities, CS, LAs
1e	Continue support for Local Authorities who are considering or re-applying for pressured area status.	CNPA, Communities, LAs
2 Effective co-operation and co-ordination		
2a	Co-ordinate work on housing within the Park and share information through the Cairngorms Housing Group.	ACCC, CNPA, CS, HAs, HIE, Highlands & Grampian Residents Association, Homes for Scotland, HSCHT, LAs, LECs, SRPBA
2b	Agree and introduce a consistent and comparable approach and set of indicators for tracking housing system trends, housing needs and other housing issues across the National Park.	CNPA, Communities, CS, HAs, LAs, Private Rented Sector

Ref	Action	Who?
2 Effective co-operation and co-ordination...cont		
2c	Agree a planned and prioritised affordable housing programme with Local Authority Development Forums taking into account the development of the Strategic Investment Framework.	CNPA, Communities, CS, HAs, LAs, Private Rented Sector
2d	Undertake research on the impact of the housing market on businesses in the Park.	CCC, CNPA, CS, HIE, LAs, Scottish Executive, SRPBA
3 Improving quality and sustainability		
3a	Prepare a sustainable design guide to encourage new development and infrastructure to complement the built and landscape character of the Park and meet high standards of energy efficiency and sustainable design.	CNPA, Communities, CS, LAs, Private Developers, SEPA, SNH
3b	Introduce a programme of innovative activities to promote and increase awareness and understanding of sustainable and energy efficient design.	CNPA, Communities, CS, LAs, Private Developers
3c	Introduce measures to improve house condition and management practices.	CNPA, CS, LAs, Private Landlords, SRPBA
4 Effective land and infrastructure		
4a	Make provision for effective land and policies for housing in the Local Plan and regularly review.	CNPA
4b	Increase supply and accessibility of infrastructure for future developments through agreement with Scottish Water and SEPA.	CS, LAs, SEPA, SW
4c	Monitor effectiveness of the introduction of Rural Housing Burdens (Titles Condition (Scotland) Act 2003) on delivering affordable housing in the Park and devise alternative method of valuation for rural housing burden to better reflect market value (not going to open market value).	CNPA, CS, HSCHT, LAs, Other Designated Bodies under the Titles Conditions (Scotland) Act 2003
4d	Identify land and means of procurement for housing development, including private/public partnership.	CNPA, FCS, LAs, Land Managers, Other Public Bodies, SRPBA

KEY

ACCC Association of Cairngorms Community Councils • CNPA Cairngorms National Park Authority • CCC Cairngorms Chamber of Commerce • CPPs Community Planning Partnerships • CS Communities Scotland • FCS Forestry Commission Scotland
HAs Housing Associations • HIE Highlands and Islands Enterprise • HSCHT Highlands Small Communities Housing Trust
LAs Local Authorities • LECs Local Enterprise Companies • SEPA Scottish Environment Protection Agency • SRPBA Scottish Rural Property and Business Association • SNH Scottish Natural Heritage • SW Scottish Water



Cairngorms Moorland Project

6.7 Raising Awareness and Understanding of the Park

why it is a national asset that has particular management and investment needs.

Why is this a priority?

As a new National Park, the next five years are a critical time for the Cairngorms National Park to establish itself locally, nationally and beyond. It is important that people locally and across Scotland develop an increasing awareness of the National Park, why it is a special place and

Promoting a strong sense of place is crucial to much of what is in the National Park Plan. It is important to the vitality of communities, the attraction to visitors and to the need for good communication and information in managing the area. Developing this sense of place is therefore a priority for the next five years.

Outcomes for 2012 – what does this seek to achieve in five years?	
i.	More people across Scotland will be more aware of the National Park, what makes it special and the opportunities it offers them.
ii.	Residents and visitors will appreciate the special qualities of the Park and understand more about their special management needs.
iii.	Everyone will know when they have arrived in the National Park and have a positive feeling about arriving in a special place.
iv.	More people who have visited the Park will have high quality experiences and will tell positive stories about the area.
v.	There will be more opportunities for people to become practically involved in caring for the Park and its special qualities.
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.
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.

Contribution to Strategic Objectives

These five year outcomes will be important milestones in working towards the longer term strategic objectives in the following sections:

- 5.1.2 Conserving and Enhancing the Natural and Cultural Heritage;
- 5.1.3 Sustainable Use of Resources;
- 5.3.2 Sustainable Tourism;
- 5.3.4 Learning and Understanding.

Contribution to National Strategies

Strategy	Aim/Objective
Choosing Our Future: Scotland's Sustainable Development Strategy	A Scotland where learning for sustainable development is a core function of the formal education system; there are lifelong opportunities to learn; and the sustainable development message is clear and easily understood.
Scottish Rural Development Programme	To raise awareness, respect and understanding of our countryside, food and farming through 'first hand' experience.

ACTION PROGRAMME 2007-2012: Raising Awareness and Understanding of the Park

To achieve the five year outcomes the following actions are needed:

Ref	Action	Who?
1 Signage		
1a	Install point of entry markers on all remaining roads entering the National Park.	CNPA, LAs, LECs
1b	Install pre-arrival signage for the National Park on key roads to the National Park.	CNPA, LAs, LECs, Scottish Executive, VS
1c	Use the National Park brand image to signpost some natural features and attractions, and to encourage responsible behaviour.	CNPA, LAs, Scottish Executive, SNH
1d	Produce guidance to raise standards and consistency of business and community sign-posting and reduce the risk of proliferation of signs.	ACCC, CCC, CNPA, LAs, VS
2 Key places for information transfer and interpretation		
2a	Support the existing Tourist Information Centres, visitor centres and ranger bases as some of the key places to get information about the Park and visibly link these places to the Park in a significant way.	CNPA, DMOs, LAs, Ranger Services, SNH, VS
2b	Identify the other key places in and around the Park where there is a need or opportunity to get messages across and then make suitable modifications.	CCC, CNPA, DMOs, LECs, Visitor Attractions, VS
2c	Publish guidance, based on the Interpretation Framework and in a popular format, for use by funders and interpreters and establish mechanism for ongoing implementation of interpretation.	CNPA, DMOs, FCS, HS, LAs, Land Managers, NTS, RSPB, SNH, VS
2d	Install visitor information and Park-wide interpretation at key entry points to Park.	CNPA, Communities, LAs, Land Managers, LECs

Continued over →

6. PRIORITIES FOR ACTION 2007-2012...cont

6.7 Raising Awareness and Understanding of the Park

Ref	Action	Who?
2	Key places for information transfer and interpretation...cont	
2e	Promote and interpret the suite of National Nature Reserves as being best suited for the experience of special natural qualities in the Park.	CNPA, Land Managers, SNH
2f	Identify and promote a suite of themes to be integrated with the Interpretation Framework which will best exemplify, allow access to and interpret the influence of man on the National Park.	CNPA, Communities, HS, LAs, RCAHMS, SCT
2g	Make information available about the key, easily accessed features in the Park that best represent the special qualities of the area.	CNPA, DMOs, FCS, Land Managers, Ranger Services, SNH, VS
2h	Communities tell and present their stories about their place in the Park.	ACCC, Community Councils and Associations, CNPA, DMOs, SNH
3	People and the Park	
3a	Develop a cohesive approach to management of ranger services that meets needs of visitors, land managers and communities and of the National Park.	CNPA, Land Managers, Ranger Services, SNH, VS
3b	Provide opportunities to share good practice and for land managers, communities and service providers to raise awareness and understanding of the special qualities and promote the benefits of looking after and enjoying them.	ACCC, CNPA, Land Managers, LECs
3c	Develop a programme of practical volunteering opportunities that link people to the special qualities of the Park.	BTCV, CNPA, Local Interest Groups (community and voluntary sector), SNH, VDS
3d	Extend the use of the John Muir Award to encourage more people to experience a sense of wildness in the Park and to share their experiences.	CNPA, LAs, JMT, Outdoor Activity Providers, SNH
3e	Develop a programme of activity to encourage people to become ambassadors for the Park, promoting messages about care, active enjoyment and wise use.	ACCC, CNPA, HS, LAs, Ranger Services, SNH, Social Inclusion Groups, VS
3f	Work with residents and visitors to identify and capture what is special for them about the Park and how these qualities change over time – for example through an oral history project.	ACCC, CNPA, HS, LAs, SNH
3g	Develop the Park-wide programme of events run by ranger services and others to interpret the special qualities.	CNPA, DMOs, Ranger Services, SNH, VS
3h	Develop an outreach programme of activity that encourages people throughout Scotland, regardless of age or background, to engage with the National Park.	CNPA, CS, JMT, LAs, LLTNPA, SNH, Social Inclusion Groups, SYHA
3i	Make greater use of the formal education sector and the 'Curriculum for Excellence' and other mechanisms as a path to enthusing Scotland's young people about the Cairngorms National Park and involving them in its future development.	CNPA, Colleges, LAs, SEERAD, SOA

Ref	Action	Who?
4	Print and web resources	
4a	Develop a customer-oriented website about the Park that meets needs of visitors, residents and others, acting as an entry level portal to other websites.	ACCC, CCC, CNPA, LAs, LECs, VS
4b	Use other significant websites to provide high quality information that is high profile and easily searchable in the context of the National Park.	ACCC, CCC, CNPA, DMOs, FCS, LAs, SNH, VS
4c	Develop a suite of publications about the special qualities of the National Park and how to enjoy them responsibly.	CNPA, Communities, DMOs, HS, RCAHMS, SCT, SNH, VS
4d	Co-ordinate print and web material about the National Park to meet visitors' information needs, from pre-arrival through to their destination.	CCC, CNPA, DMOs, LAs, VS
4e	Provide specific information to meet needs of people who find it difficult to access the Park – especially young people, people with disabilities and people living on low incomes.	CNPA, DMOs, HS, LAs, SNH, VS
4f	Develop style/design templates that can be used on different series of publications to promote the overall identity of the Park.	ACCC, CNPA, DMOs, LAs, VS
4g	Develop a range of educational resources based on the Park's special qualities, linked to the Curriculum for Excellence and other appropriate learning frameworks.	CNPA, HS, LAs, SNH
5	Marketing the National Park	
5a	Provide a co-ordinated and collective approach to marketing and promoting the identity of the Park using the brand image, marketing materials and campaigns.	ACCC, CCC, CNPA, FCS, SNH, VS
5b	Roll out the use of the National Park brand image on appropriate publications, signs and visitor information for use by businesses, community associations and other sectors in order to promote the overall identity of the Park, encourage high quality standards and environmentally sound practices.	ACCC, CCC, CNPA, DMOs, VS
5c	Market the attractions, places or areas in the Park in a way that promotes the overall identity and integrity of the National Park.	CCC, CNPA, DMOs, VS

Continued over ▶

6. PRIORITIES FOR ACTION 2007-2012...cont

6.7 Raising Awareness and Understanding of the Park

Ref	Action	Who?
6	Developing our collective understanding of the special qualities	
6a	Address key gaps in baseline information identified in the State of the Park Report 2006.	CNPA
6b	Promote the Park as a case study and pilot area for research and educational projects and as a destination for visiting special interest groups.	All
6c	Understand more about the special qualities of the Park and how these are valued and share information about the special qualities between public bodies, land managers, businesses, communities and others with an interest.	All
6d	Find new ways to make the information, data and collective knowledge about the Park available for everyone to use.	All

KEY

ACCC Association of Cairngorms Community Councils • **BTCV** British Trust for Conservation Volunteers • **CCC** Cairngorms Chamber of Commerce • **CNPA** Cairngorms National Park Authority • **CS** Communities Scotland • **DMOs** Destination Management Organisations
FCS Forestry Commission Scotland • **HS** Historic Scotland • **JMT** John Muir Trust • **LAs** Local Authorities • **LECs** Local Enterprise Companies • **LLTNPA** Loch Lomond and the Trossachs National Park Authority • **NTS** National Trust for Scotland • **RCAHMS** Royal Commission on Ancient and Historic Monuments of Scotland • **RSPB** Royal Society for the Protection of Birds • **SCT** Scottish Civic Trust
SEERAD Scottish Executive Environment and Rural Affairs Department • **SNH** Scottish Natural Heritage • **SOA** Scottish Qualifications Authority • **SYHA** Scottish Youth Hostels Association • **VDS** Volunteer Development Scotland • **VS** VisitScotland



Point of entry marker, Glenlivet