Conmmunicating Cairngorms Framework

If you want to tell people your story, project, life, work – whatever – in the context of being in the Cairngorms National Park, and you want those messages to be clear and consistent, you might find the Communicating Cairngorms Framework helps you to achieve that.

We use it here at the Park Authority and find it helps us to organise our thoughts and communications better, especially the more complex projects and issues that we are involved in. You will find that most of the information presented to you in this online resource is presented using the Communicating Cairngorms Framework. It doesn't have to be as obvious as sorting things into 'pigeon holes' but is a more subtle way to help you deliver communications clearly and consistently.

The Framework has three headings or themes:
- **The Cairngorms National Park is special place that needs special care**
- **The Cairngorms National Park supports a thriving economy and vibrant local communities**
- **The Cairngorms National Park is a place to enjoy and get involved.**

Here at the CNPA we find that almost everything we do fits under all three of these headings – just take a look at these **mini case studies** (link).

However, despite crossing over into all three headings, these examples each have a strong belonging under one particular heading, for example:
Cairngorms Wildcat Project – a special place that needs special care.
Cairngorms Farmers Forum –supports a thriving economy and vibrant local communities.
 Cairngorms Junior Rangers Project – the National Park is a place to enjoy and get involved.

Therefore, while trying to weave in all three headings, we know we need to focus on delivering some very specific messages too. So if your project, work or hobby is particularly relevant to conservation or the natural and cultural heritage of the area, you may wish to tie in some key messages about taking special care of this special place. For extra resources on this theme, check out our **Facts & Figures** section or **Telling the Stories of the Cairngorms National Park**.

If you think that you are leaning more towards the Park's economy or communities you will find information and statistics to support your communications in documents like **Facts & Figures** sheet and in the document **The Economic and Social Health of the Cairngorms National Park 2010.**

Finally, if your aim is to get people involved in your project or simply out and about enjoying the Park then you'll want to reinforce the Park's qualities as a place where people can immerse themselves in nature, adventure, whatever! You might find useful information in these areas: Cairngorms Business Partnership: www.visitcairngorms.com and Ranger Services: www.cairngorms.co.uk/look-after/ranger-services

http://www.cairngorms.co.uk/resource/docs/publications/03022009/CNPA.Paper.763.Complete%20document.pdf
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