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## CAIRNGORMS NATIONAL PARK AUTHORITY

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### FOR INFORMATION

**Title: COMMUNICATIONS AND ENGAGEMENT STRATEGY  
2018 – 2022 PROGRESS REPORT**

**Prepared by: FRANCOISE VAN BUUREN, HEAD OF  
COMMUNICATIONS AND ENGAGEMENT**

#### **Purpose**

This paper presents the progress made against the [Communications and Engagement Strategy 2018 – 2022](#) during 2018/19 and sets out the priority areas of work for 2019/20. The strategy supports the delivery of the [Corporate Plan](#) and involves all Board and staff members in its delivery. It contains the strategic communications priorities, aims and outcomes for the Cairngorms National Park Authority (CNPA).

#### **Recommendations**

**The Board is asked to:**

- a) **Note the progress made against the CNPA Communications and Engagement Strategy 2018 – 2022 during 2018/19 and the proposed priority areas of work for 2019/20.**

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### Strategic Context

1. The CNPA provides leadership for the National Park and has a key role in coordinating the delivery of the National Park Partnership Plan (NPPP) across public, private and voluntary organisations working in the Park.
2. The NPPP provides the framework for the CNPA's Corporate Plan which sets out what the CNPA's contribution will be to deliver the NPPP.
3. Within this strategic context, the CNPA's Communications and Engagement Strategy sets out how our communications activities will support the delivery of the CNPA's Corporate Plan and the collaborative delivery of the National Park Partnership Plan and is delivered by all CNPA staff and Board members.

### Priorities

4. Given our limited resources, the strategy aims to achieve the best possible outcomes through improved partnership working, good use of research and evaluation, innovation and a stronger focus on the use of digital communications.
5. The strategy will build on our previous work to increase awareness, engagement and involvement in the Park and continue with our communications campaigns to deliver a consistent and strong message to our target audiences. Our campaigns are:
  - a) **'Make it Yours'** which encourages local business and residents to promote the Park, deliver a better visitor/customer experience and benefit from the Park brand;
  - b) **Cairngorms Nature** which encourages visitors and residents to get out and enjoy the natural and cultural heritage of the Park and;
  - c) **Active Cairngorms** which encourages visitors and residents to be more active in the Park.
6. The Strategy also sets out clear long term outcomes and priority work areas along with target performance indicators to help monitor progress.

### Finance

7. The budget and staff resources identified for the delivery of the Communications and Engagement Strategy are included in the budget allocated for the delivery of the CNPA Corporate Plan and the operational plan 2019/20.

### Strategic Risk Management

8. The Strategic Risk Register for the CNPA has been updated to reflect the Communications and Engagement Strategy and agreed by the Audit & Risk Committee. Internal auditors have reviewed our digital communications and stakeholder engagement work and their recommendations are being implemented.

## Success Measures

9. Specific targets identified in the Communications & Engagement Strategy to be achieved by 2022 are:
  - a) **Maintain awareness by visitors** - 91% of visitors are aware they are in a National Park, of those 93% are aware before their visit. 47% can describe the park brand (Visitor Survey 2020).
  - b) **Maintain awareness by MSPs** - most know a little about the CNP, a third know it well/a fair amount, 43% are favourable towards it (MSP survey 2020).
  - c) **Increase awareness through digital communications** - 400,000 website sessions and 50,000 social media followers (google analytics).
  - d) **Increase engagement in our campaigns** – 3000 participants enjoy the *Cairngorms Nature Big Weekend*, 600 participants in *Wee Walks Week*, 2,500 John Muir Awards undertaken each year and 100 visitor facing staff attend 'Make it Yours' presentations each year (CNPA evaluation & feedback surveys).
  - e) **Increase involvement in caring for the Park** - 220 Brand Charter Holders, 60 junior rangers and 30 volunteer rangers are recruited and trained. A visitor giving scheme is trialled to raise funds for the Cairngorms Trust in support of two community projects (CNPA evaluation).

## Progress made during 2018

### 10. Digital Communications & Social Media

We anticipate considerable change both in terms of how we communicate and engage with our audiences and in terms of the political climate and our available resources. Consequently, we have identified '**Digital First**' as one of our core principles. We will continue to build our digital and social media capabilities in recognition that more people are engaging with us in this way and it provides an effective and cost efficient means of reaching specific audiences. The Communications & Engagement Strategy has set targets to increase awareness through digital communications by achieving 400,000 website sessions and 50,000 social media followers by 2022. During 2018 we achieved 240,968 website sessions and 33,000 social media followers. An overview of our digital performance during 2018 is presented in Annex 1.

### 11. Engagement & Involvement in our campaigns

Our communications campaigns continue to build momentum resulting in increased engagement through our communications and events programmes as well as greater commitment to get involved in the work of the Park. A report on progress made during 2018 is presented in Annex 2. Below is an overview of the progress made against our agreed targets for 2018/19.

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Formal Board Paper 4 29<sup>th</sup> March 2019

<b>C&amp;E Activity</b>	<b>2018/19 Target</b>	<b>Progress to date</b>	<b>Comments</b>
<b>Make It Yours Campaign</b>	<i>Presentations 100 visitor facing staff</i>  <i>Brand Charter holders 163</i>	<i>91 Visitor facing staff</i>  <i>163 brand charter holders</i>	Feedback is positive and 100% would welcome CNPA back for future events. Brand Charter holders, businesses and communities support is available online including a Gaelic as an Asset toolkit. 10 partnership agreements with local information centres are in place.
<b>Cairngorms Nature Campaign</b>	<i>CNBW attendees 2200</i>  <i>CN Seminar attendees 135</i>  <i>SM followers 14.4K</i>  <i>Volunteering – 30 VRs</i>	<i>CNBW 2018 attendees 1590</i>  <i>CNS 2018 attendees 98</i> <i>CNAP &amp; Forest Strategy launch attendees 140+</i> <i>Holyrood exhibition &amp; event 27 guests plus 31 MSPs</i>  <i>SM followers 19.9K</i>  <i>Volunteer Rangers – 26</i>	CNBW 2019 programme of 60+ events to be launched by April and opens 10 <sup>th</sup> May when the Cairngorms Trust will launch a voluntary visitor giving scheme. <a href="#">Cairngorms Nature Action Plan 2019-24</a> launched 1 March 2019, along with the <a href="#">CNP Forest Strategy</a> . They were also presented at an event and exhibition at Holyrood hosted by Graeme Dey MSP 19-21 Feb. Volunteering Cairngorms event on 23 Feb had over 100 attendees and a further 12 volunteer rangers are being recruited.
<b>Active Cairngorms Campaign</b>	<i>Wee Walks Week 440</i> <i>Health Walk Groups 16 (reduced from 25)</i> <i>SM followers target 2,880</i>	<i>WWW 2018 439</i>  <i>Health Walk Groups 16</i>  <i>SM followers 3,759</i>	WWW will take place 9-15 Sept 2019. CNPA supports 16 Cairngorms Health Walk groups, 51 new walkers joined the programme & 9 training sessions had 91 attendances.
<b>Digital Communications</b>	<b>Website:</b> <i>Users (new)</i> <i>Sessions 228K</i> <i>Ave page views 3</i>  <b>Social Media:</b> <i>Followers 28.8K</i> <i>Reach (new)</i> <i>Engagement rate (new):</i> <i>Facebook</i> <i>Twitter</i>	<b>Website:</b> <i>Users 197,506</i> <i>Sessions 240,968</i> <i>Ave page views 2.88</i>  <b>Social Media:</b> <i>Followers 33K</i> <i>Reach 3,914, 261</i> <i>Ave. Engagement rate:</i> <i>Facebook - 7%</i> <i>Twitter - 2%</i>	A digital communications strategy has been prepared and is being implemented. Analysis of 2018 statistics alongside a review of our website is in progress. New website hosting and support service agencies will be in place by April. New digital tools have been introduced including an online media library, story mapping, infographics, google maps and use of video to make our content more dynamic and engaging.

## Priorities for 2019

12. At the Communications and Brand Board group meeting held in February it was agreed the focus during 2019 should be:
- a) To use a **Communications Grid** approach to better co-ordinate and focus our communications activity so that there is a strong communications theme each month which delivers a more consistent message with our target audiences.
  - b) To introduce a **Board Buddy System** to ensure all community councils have a clear point of contact with the CNPA Board via the directly elected Board member and other Board members to encourage residents to engage with us more regularly through an ongoing conversation about the Park and the work of the CNPA.
  - c) To continue to build our **Digital Capacity** and produce engaging and dynamic content to extend our overall reach and engagement levels.
  - d) To **share stories** to illustrate the role of the CNPA and promote our achievements with local residents and delivery partners.

## Next Steps

13. A progress report for 2019/20 will be prepared and presented to the Board in March 2020.

**Francoise van Buuren**  
**28 February 2019**

[francoisevanbuuren@cairngorms.co.uk](mailto:francoisevanbuuren@cairngorms.co.uk)