

## **Meeting Note**

### **01/06/2020**

Present: Janet Hunter, Grant Moir, Murray Ferguson, Pete Crane, Franciose van Buren, Mark Tate, Colin Simpson, Chris Foy, Rhona Fraser, Geva Blackett, Laurie Piper, Alistair Reid,

Apols –Belinda Miller, Chris Taylor

### **1.Welcome and introductions**

### **2.RESPOND:**

#### **Visitor Data**

**CBP** has now completed their visitor survey with headline results

- 2,613 responses (54% from Scotland, 36% England, 4% within CNP)
- Audience are repeat visitors (only 4% have not visited before)
- Audience are mostly from age 35+, 21% have children 15 or under
- 68% state they will definitely visit in the next 12 months.
- 35% want to summer 2020, 32% Autumn 2020, 8% Winter 2020
- 48% want a short break (2-5 nights), 25% 1 week and 10% day visit.
- When benchmarked against the CNPA Visitor Survey (conducted pre lock down with face to face interviews with visitors in the National Park) there is an evident shift away from serviced towards self service accommodation.
  - Hotel 14% (historic 25%), B&B 9% (historic 14%), Self Catering 37% (23%)

Full results will be circulated

**Visit Aberdeenshire** – survey to start in this month with data available towards in on June

**Scottish Natural Heritage** – are undertaking a national survey in June relooking at attitudes to ‘countryside & nature’

**CNPA** – are in discussion with Progressive (CNPA Visitor Survey Contractors) about analysing the above data with CNPA 2019/20 data and highlighting key changes in visitor expectations going forward.

#### **Business Support update**

Highland & Aberdeenshire Councils are seeing a slowing down of applications with only 60% of potential businesses applied in Highland. Businesses without a business bank account ‘may’ be able to apply – further clarity from Scot Gove required.

HIE: quarter of 8,000 applications are in Highlands and Islands. To date £10.6m funding has been allocated to 263 businesses & Communities fund has released £2

### **3.RESET:**

#### **Visitor management planning & land manager discussions**

CNPA met with land managers on Fri 29<sup>th</sup> and will again on 3 June. The latest Cairngorms Visitor Management Planning has been circulated to partners, Local Authority Councillors and Community Councils and will be discussed at Board on 12 June (Paper will be public on 5<sup>th</sup> June)

CBP & CNPA are organising three community engagement meeting to discuss local needs, messaging, concerns and opportunities for Phase 2 're-opening'. Meetings are; 4 June community representatives, and 5<sup>th</sup> and 8<sup>th</sup> June 'open' public meetings.

Land managers are providing weekly feedback with visitor 'hot spots' identified for 29-31<sup>st</sup> May weekend as; Glenmore, Muir of Dinnet & Glen Doll. CNPA will circulate summary data.

Current key issues are:-

- No public toilets
- Litter collection
- Driving behaviour on roads and speed and number of motorbikes

CNPA is also working with Enfor (SNH, FLS, SportScotland, Historic Scot & LL&TNPA) and Wild Scotland industry group to share common positive communications

### **4.RESTART**

#### **Communications discussion**

CNPA and CBP/DMOs have agreed a coordinated approach to our communications aimed at residents, employees and visitors. During phase I the focus is on four key messages:

- **Understand** the latest Scottish Government guidance
- **Plan** ahead & check the latest local information before you go
- **Adapt** to the situation – if it feels too busy it is too busy
- **Be kind** to each other

The CNPA is working with partners to inform, reassure, & manage expectations and to inspire people to care for the Cairngorms. It was also agreed a campaign focused on litter should be developed to encourage people to take it home. We will also continue to learn from experiences in other National Parks down south.

CBP working with members are developing a Cairngorms 'Promise' and are leading on the discussion meetings with community groups and local residents to consider how the Park can start to build the local economy and welcome back residents with confidence.

## **5.RECOVER**

Grant updated on the Green Recovery Plan which is due to be discussed by CNPA Board on 12 June and would go on one CNPA website one week before.

Murray updated on STERG Action Plan which had been agreed on 22 May and is at <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/supporting-your-business/advice/sterg-plan-220520-v2.pdf>

## **6. Any Other Updates**

Update on Cairngorm Mountain next meeting

## **7.Date of next meeting.**

Monday 8<sup>th</sup> June

RESPOND (March 2020 – May 2020) Immediate provision of information and support to businesses

RESET (June 2020 – September 2020) Support, planning and preparation for restart

RESTART (June 2020 – February 2021) Support and guidance for safe re-opening

RECOVER (September 2020 – December 2022) Guidance and support for operating in a new post COVID-19 environment

*Remit of Group: The group has been set up to provide consistent and comprehensive analysis of the implications of Covid-19 for tourism, to coordinate communications with the tourism industry, ensure close working between key agencies and the private sector, to gather, share, facilitate, interpret and disseminate information and agree relevant actions and delivery plans.*

*Membership: The Group consists of representatives from Cairngorms Business Partnership, VisitAberdeenshire, MoraySpeyside, VisitScotland, Aberdeenshire Council, The Highland Council, Highlands and Islands Enterprise and CNPA (Chair).*