

Cairngorms Equality Advisory Panel

28th September 2021

5:00pm – 6:30pm - Held virtually

Minutes

Present

Anita Howard	Bo Hickey
Heather Earnshaw	Linda Bamford
Peter Kennedy	Stuart Hall

Attending

Fiona McLean	Kate Christie
Kate Christie	Katherine Willing
Oliver Davies	

Apologies

Kevin Hutchens	
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1. Introduction – Fiona McLean

- 1.1. Fiona welcomed the group to the meeting and the minutes from the previous meeting were agreed.
- 1.2. It was agreed that the November meeting would be used to have a discussion on the Panels formal response to the National Park Partnership Plan Consultation. It was agreed that the short responses will be sent to the designated panel member to compile. The draft will then be discussed at the October meeting and then finalised at the November meeting prior to the Consultation deadline of the 19th December.
- 1.3. It was agreed that if this workload was unmanageable for the panel member they must inform the staff so that the plan can be re-evaluated.
- 1.4. There was a change to the agenda and it was decided that recruitment would be discussed first, followed by a discussion on Communications.

2. Recruitment – Kate Christie

- 2.1. Kate discussed two elements of recruitment with the group;
 - Recruitment of new members to the panel – Kate explained that a number of members have left the group and CNPA would like to recruit new panel

members. Existing panel members would be asked to share the advert around their networks.

- Advice on how to encourage a more diverse range of applicants - Kate asked the panel whether they had any suggestions on where to place adverts for CNPA roles or on how to attract a more diverse range of applicants?
- 2.2. The panel were widely in agreement that it was important to recruit more members to the panel and agreed to share the completed advert with their networks.
 - 2.3. The panel suggested using third sector interfaces to publicise roles to encourage more diversity within applications.
 - 2.4. The panel suggested reviewing the language of the job adverts.
 - 2.5. The panel suggested reviewing the job specifications to ensure they do not discourage diverse groups, the panel suggested removing essential requirements for drivers licences and degrees unless the role cannot be done without it.
 - 2.6. It was suggested that CNPA should contact Disability Equality Scotland.
 - 2.7. The panel also thought it may be useful for the organisation to look at grant offering bodies who offer grants for internships which focus on diversity groups.

3. Communications – Oliver Davies

- 3.1. Oliver gave the panel an update on what had been undertaken by the communications team since his last visit.
 - Review of photography assets and research into commissioning more diverse photography.
 - Scot Inform have been hired to help reach those who would not normally respond to consultations, including equality and minority groups.
 - The Digital Accessibility Centre has been tasked with auditing our systems to check accessibility and Silk tide provides feedback and potential recommendations that the communications team is currently working through.
 - Following a recommendation from the panel, hard copies of the National Park Partnership Plan have been developed and there are plans in place to ensure that the consultation is available to all, including those who may not have access to the internet or electronic devices.
- 3.2. One member of the panel expanded on their email comments. There was a discussion about how the communications strategy and team could contribute to reducing the outward migration of LGBTQ groups from the park area.
- 3.3. It was suggested that the CNPA make contact with schools LGBTQ groups who may be able to act as small scale focus groups.
- 3.4. The upcoming backbone festival was discussed and the representation that would be there from the CNPA.
- 3.5. The panel suggested as the “one thing” that the communications team can focus on over the next six month
 - The landing page of the website, it was felt that it lacked a welcoming feel and it was difficult to find information on accessibility.
 - Ensuring there is representative photography early in the website.
 - Creating imagery that is reflective of the population statistics

- Joined up thinking

4. AOB

4.1. There were no AOB's raised.

5. Conclusion

5.1. The meeting was drawn to a close, the panel and the speakers were thanked for their time.

5.2. The next meeting will take place on the 26th October.

END OF MEETING