

Economic Development in the Cairngorms National Park

The Cairngorms Business Partnership (CBP), public, and private sector partners have been working together to identify the key priorities and actions to support economic growth in Cairngorms National Park. We are keen to hear your thoughts on the proposals so far.

You can view the proposals in the consultation document - [click here to view](#).

***1. Are you responding to this consultation as an individual, business, or on behalf of a group or organisation? (Please tick your choice)**

- ☐ Individual
- ☐ Business
- ☐ Group or Organisation
- ☐ Other

***2. What is the name of the group or organisation you are responding on behalf of?**

Priorities for Economic Development in the Cairngorms

Six key priorities have been identified to help grow the local economy, these can be viewed on page 4 of the Consultation Document - [click here to view](#).

3. Which of these Priorities do you think are the most important? Please rank them in order of importance

| | |
|----------------------|---|
| <input type="text"/> | 1. Building on the strengths of the Park (Key Sectors: Tourism, Forestry, Food & Drink, and Energy Efficiency & Renewables) |
| <input type="text"/> | 2. Supporting and attracting Businesses |
| <input type="text"/> | 3. Strengthening education and training as an economic asset |
| <input type="text"/> | 4. Attracting Investment |
| <input type="text"/> | 5. Infrastructure (accommodation, transport, connectivity) |
| <input type="text"/> | 6. Planning for the Future |

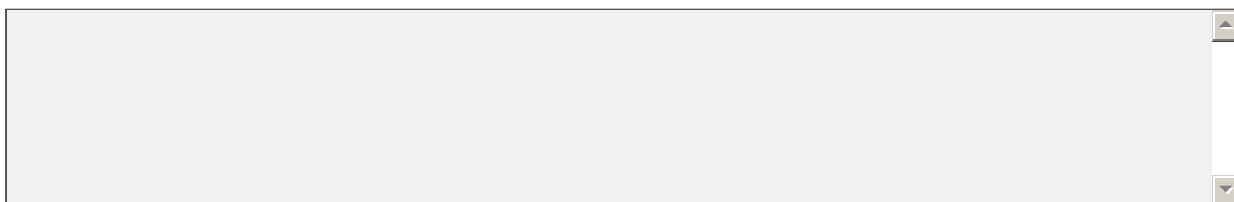
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4. Do you think these Priorities reflect the most important issues facing the National Park economy?

☐ Yes

☐ No

Comment



Priority Theme 1 - Building on the strengths of the Park


What we want to achieve: key economic sectors are stronger

5. Tourism, Forestry, Agriculture, Food & Drink, and Energy Efficiency and Renewables have been identified as priority sectors for growth in the Cairngorms. Are there any other sectors which should be priorities?

☐ Yes

☐ No

Comment



Priorities for the Tourism Sector

Tourism Sector - What we want to achieve:

A more valuable and resilient tourism economy with increased profitability and local prosperity

The Consultation Document identifies a number of key opportunities for development along with key actions and partners needed to deliver these.

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6. Please rate these opportunities in terms of priority (see consultation document for more information)

| | Not a priority | Low priority | Medium priority | High priority | Very high priority |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Improve range & quality of visitor accommodation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Grow local cycling market | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Target key growth sectors (e.g. Wildlife Tourism) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Destination development including branding, visitor experience, and marketing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Improve transport services, booking & information | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Are there any other important opportunities?

7. Actions and delivery partners are identified for each of the opportunities above (see consultation document) - do you think the right actions and partners have been identified?

☐ Yes

☐ No

Comment

Priorities for the Forestry Sector

Forestry Sector - What we want to achieve:

A more valuable and resilient forestry sector with increased profitability and local prosperity

Opportunity:

Expansion of Forest Resource and diversification of woodland type: to support increased woodfuel supply, increased productivity and timber usage and value, recreation and tourism, increased resistance to disease, for environmental benefit, and as Natural Capital in support of the wider economy

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8. Are there any other opportunities that should be identified?

☐ Yes

☐ No

Comment

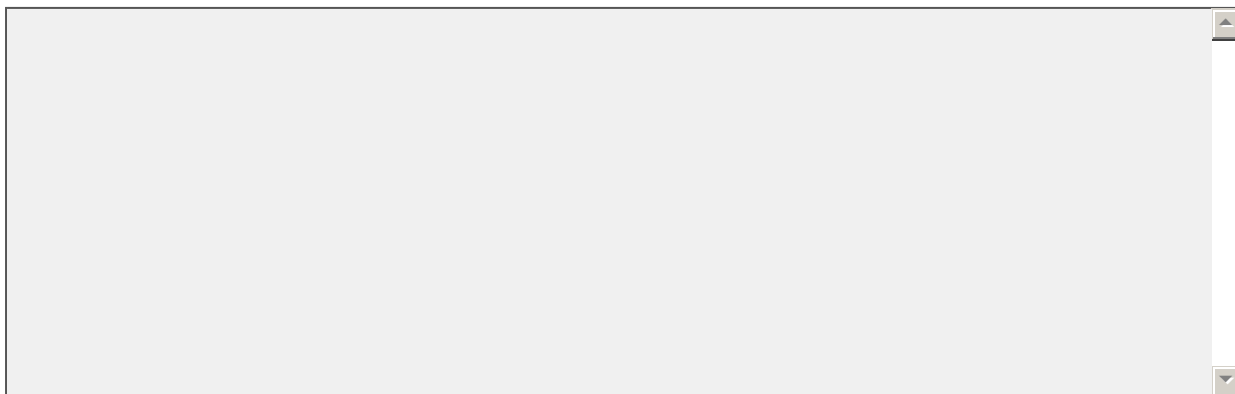


9. Actions and delivery partners for this priority are identified in the consultation document - do you think the right actions and partners have been identified?

☐ Yes

☐ No

Comment



Priorities for the Agriculture, Food & Drink Sector

Agriculture, Food & Drink Sector - What we want to achieve:
A growing food and drink sector locally and with new markets

The Consultation Document identifies a number of key opportunities for development along with key actions and partners needed to deliver these.

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10. Please rate these opportunities in terms of priority (see consultation document for more information)

| | Not a priority | Low priority | Medium priority | High priority | Very high priority |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Collaboration between producers to improve product offering, supply chains, marketing and availability | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Facilities to encourage increased production of produce in the CNP | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Training and skills development | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Are there any other important opportunities?

11. Actions and delivery partners are identified for each of the opportunities above (see consultation document) - do you think the right actions and partners have been identified?

☐ Yes

☐ No

Comment

Priorities for the Energy Efficiency and Renewables Sector

Priorities for the Energy Efficiency and Renewables Sector - What we want to achieve:
Businesses are using less energy, are reducing costs and generating income from renewable energy

The Consultation Document identifies a number of key opportunities for development along with key actions and partners needed to deliver these.

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12. Please rate these opportunities in terms of priority (see consultation document for more information)

| | Not a priority | Low priority | Medium priority | High priority | Very high priority |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Increasing renewable energy generation through small-scale business and community renewable projects | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Decrease energy usage and emissions by businesses to secure cost savings | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Are there any other important opportunities?

13. Actions and delivery partners are identified for each of the opportunities above (see consultation document) - do you think the right actions and partners have been identified?

☐ Yes

☐ No

Comment

Priority Theme 2 - Supporting and attracting businesses

Priority 2 - What we want to achieve:

The business sector has grown with increasing employment

The Consultation Document identifies a number of key opportunities for development along with key actions and partners needed to deliver these.

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14. Please rate these opportunities in terms of priority (see consultation document for more information)

| | Not a priority | Low priority | Medium priority | High priority | Very high priority |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Business Support: creating a high quality comprehensive business support resource for businesses across the Park | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Connecting employer needs and local skills: skills gaps and training identified and promoted ensuring progression from school to and through work | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Are there any other important opportunities?

15. Actions and delivery partners are identified for each of the opportunities above (see consultation document) - do you think the right actions and partners have been identified?

☐ Yes

☐ No

Comment

Priority Theme 3 - Strengthening education and training as an economic asse...

Priority 3 -What we want to achieve:

More Further and Higher Education takes place within the National Park in support of key sectors

The Consultation Document identifies a number of key opportunities for development along with key actions and partners needed to deliver these.

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16. Please rate these opportunities in terms of priority (see consultation document for more information)

| | Not a priority | Low priority | Medium priority | High priority | Very high priority |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Further and Higher Education facilities: strengthen presence in the education and research sector | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strengthen hospitality and customer service training | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Make it easier to enter the Land Management sector | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Are there any other important opportunities?

17. Actions and delivery partners are identified for each of the opportunities above (see consultation document) - do you think the right actions and partners have been identified?

☐ Yes

☐ No

Comment

Priority Theme 4 - Attracting Investment

What we want to achieve:

More investment in business, infrastructure and the Natural Capital of the Park

The Consultation Document identifies a number of key opportunities for development along with key actions and partners needed to deliver these.

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18. Please rate these opportunities in terms of priority (see consultation document for more information)

| | Not a priority | Low priority | Medium priority | High priority | Very high priority |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| EU Funding Programme | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Encouraging Internationalisation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Capital Investment Projects | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Venture Capital Fund for small businesses | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Create a positive image of the Park as a place for thriving businesses | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Development Planning to identify investment sites | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Are there any other important opportunities?

19. Actions and delivery partners are identified for each of the opportunities above (see consultation document) - do you think the right actions and partners have been identified?

- ☐ Yes
- ☐ No

Comment

Priority Theme 5 - Infrastructure (accommodation, sites, transport, connect...

What we want to achieve:
Improved infrastructure in the Park supports a growing economy

The Consultation Document identifies a number of key opportunities for development along with key actions and partners needed to deliver these.

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20. Please rate these opportunities in terms of priority (see consultation document for more information)

| | Not a priority | Low priority | Medium priority | High priority | Very high priority |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Improve broadband & mobile connectivity | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Improve transport and 'Active Travel' infrastructure | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Accommodation provision - housing that is affordable to local workers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Accommodation provision - flexible business premises | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Logistics improvements | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Are there any other important opportunities?

21. Actions and delivery partners are identified for each of the opportunities above (see consultation document) - do you think the right actions and partners have been identified?

☐ Yes

☐ No

Comment

Priority Theme 6 - Planning for the Future

What we want to achieve:

Policies and Plans are based on a better understanding of current and future trends and changes

The Consultation Document identifies a number of key opportunities for development along with key actions and partners needed to deliver these.

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22. Please rate these opportunities in terms of priority (see consultation document for more information)

| | Not a priority | Low priority | Medium priority | High priority | Very high priority |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Horizon Scanning: identification of current and potential future trends and potential impacts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Improved information about business success, failure and needs to inform future policy and support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Are there any other important opportunities?

23. Actions and delivery partners are identified for each of the opportunities above (see consultation document) - do you think the right actions and partners have been identified?

☐ Yes

☐ No

Comment

Further Comments

If you have any further comments we would like to hear from you.

24. Any further comments

25. If you would like to receive a copy of the consultation report and be kept informed of progress please provide your email address

26. Please re-type your email address