## Gross Value Added (GVA)

The National Park's economy has been significantly affected by the recent Covid-19 pandemic. Estimates by Oxford Economics report the CNP's economy shrank by 14.8% in 2020, a larger contraction than Scotland as a whole (-9.4%) and the UK (-10%).

National Park   Scotland
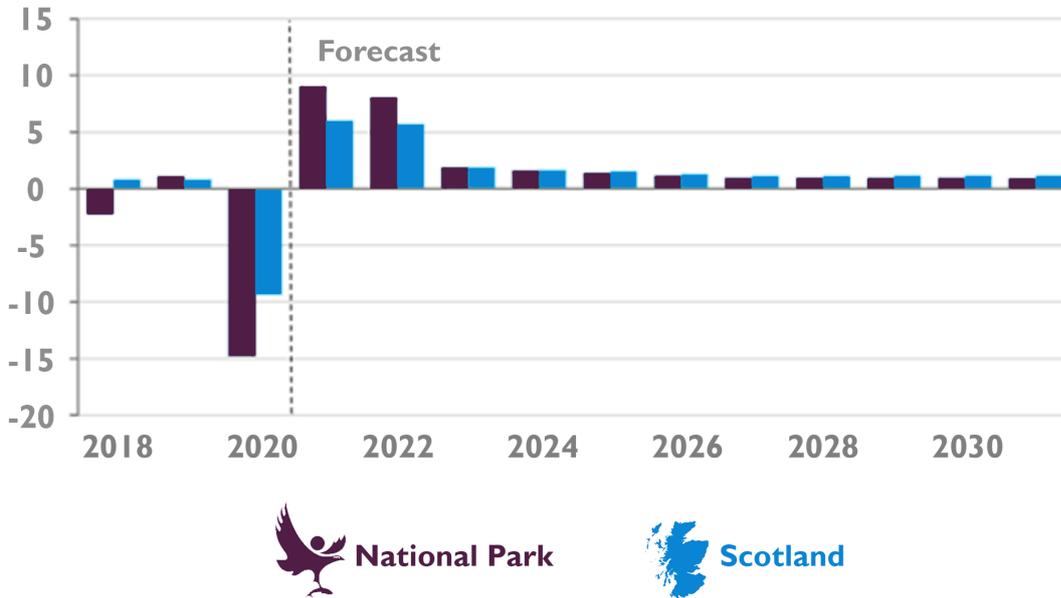
Unsurprisingly the accommodation and food services sector has been most affected, estimated to have nearly halved in 2020, with other significant reductions in the arts, entertainment and recreation. The outlook is, however, positive with the Park expected to return to pre-pandemic levels in 2022, with GVA growth of 9% in 2021 and 8% in 2022. GVA growth is forecast at 1.9% annually between 2021 and 2031, which is 0.1% points above the Scottish average. This reflects the unique industrial structure with strong potential GVA in the tourism and real estate related sectors.

% annual contribution to GVA growth
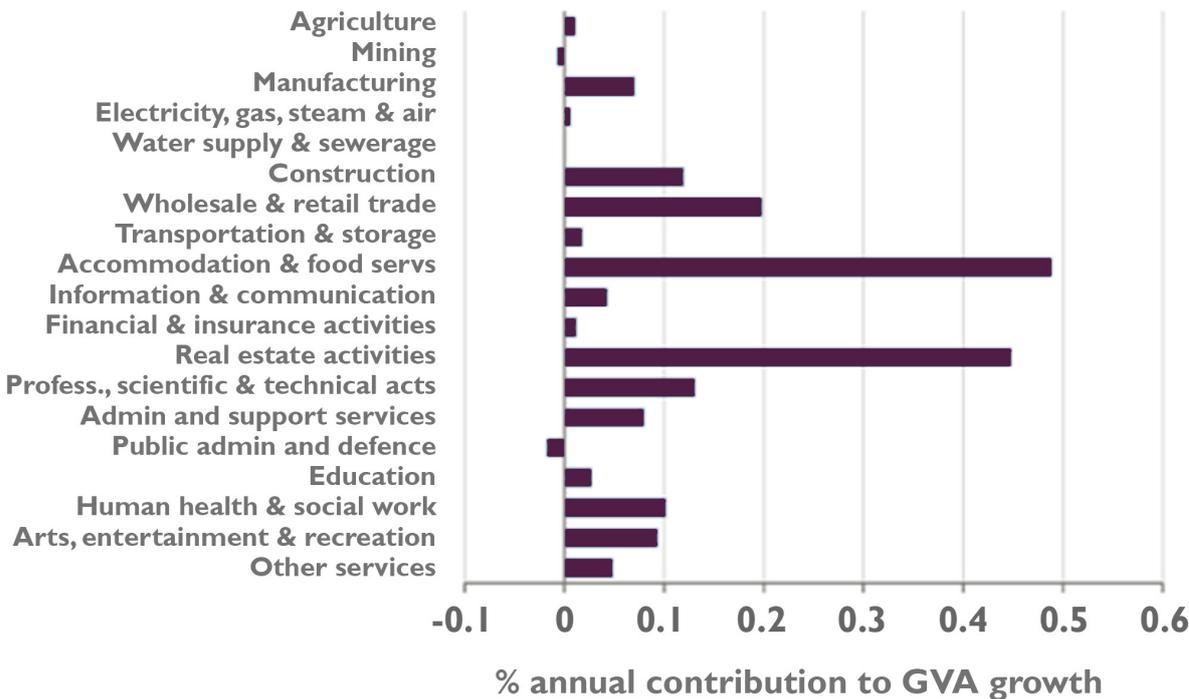
## Employment in the National Park

Data obtained from Skills Development Scotland (SDS) in 2021 informes us that :

- 8,100 people employed in the National Park in 2020.

- Full- time jobs were most numerous with 4,900 people, 60% compared to 74% in Scotland.

- Part-time jobs were held by 3,200 people or 40% of those employed.

Across the National Park a major barrier to staff recruitment, in both seasonal and permanent positions, continues to be the shortage of suitable affordable housing.

Population by Activity Type

The National Park has a higher proportion of part-time and self-employed people (both around 15%) than the Scottish population (around 13%). This may reflect the makeup of the main employment sectors in the Park (accommodation and food; arts, entertainment, recreation and other; skilled trades), which tend to be fulfilled by part time and self-employed workers.

Full-time Student

Unemployed

Self-employed

Part-time Empolyment

Full-time Employment

0%   10%   20%   30%   40%
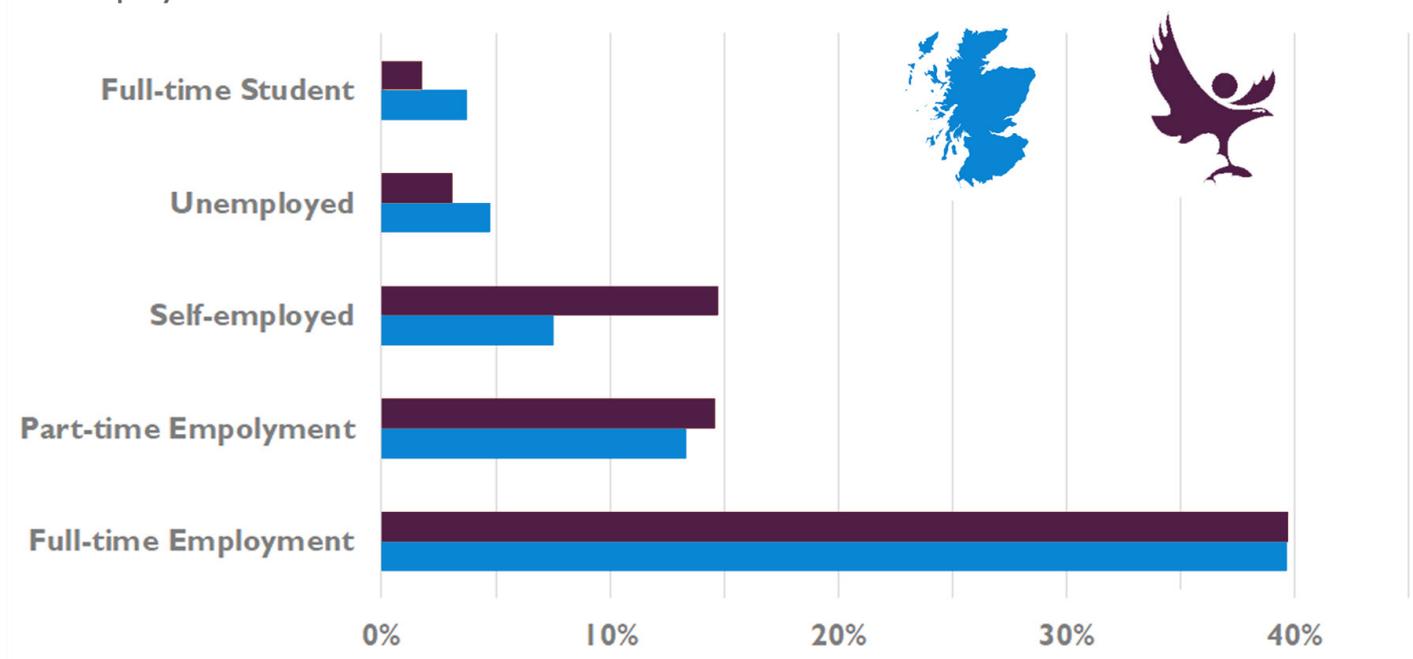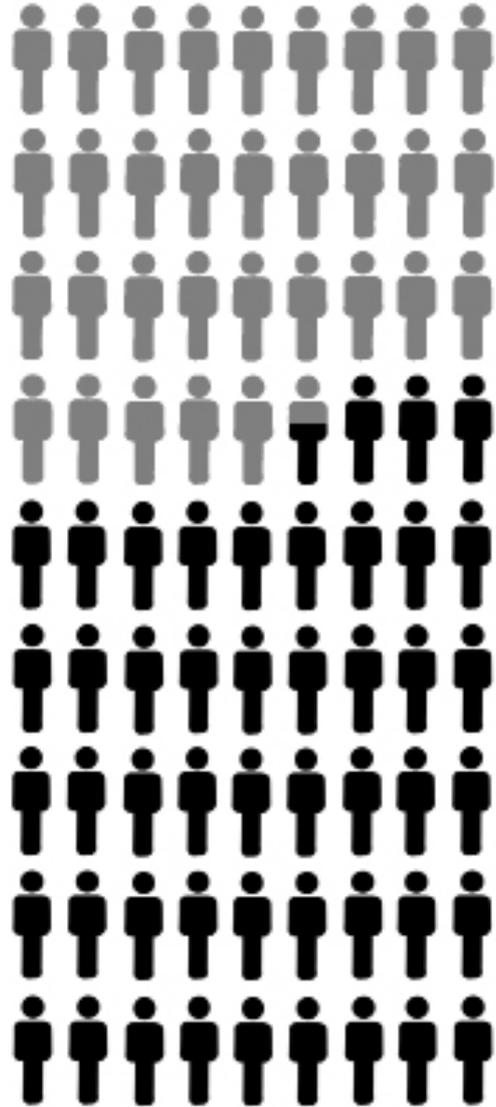
Education and Training

In the Park the mean adult educational score and attainment of school leavers are above the national averages and significantly below national average in terms of adults with no qualifications. There is a very low proportion of young people 16-19 year olds not participating in employment, education and training (NEET) factors that may be contributing to this include:

- High average educational/ vocational qualifications.

- Low unemployment rate and high availability of employment in particular in the tourism sector.

- Out migration of young people

HIGHEST

LOWEST

|	mean adult educational score	school leavers educational attainment*	adults (16-64) with no qualifications	16-19 year olds NEET*
	2.02	5.66	27%	0.037%
	2.00	5.61	27%	0.036%
	1.93	5.59	27%	0.033%
	1.86	5.53	26%	0.026%
	1.84	5.53	23%	0.023%
	1.80	5.52	23%	0.022%
	1.75	5.46	23%	0.008%
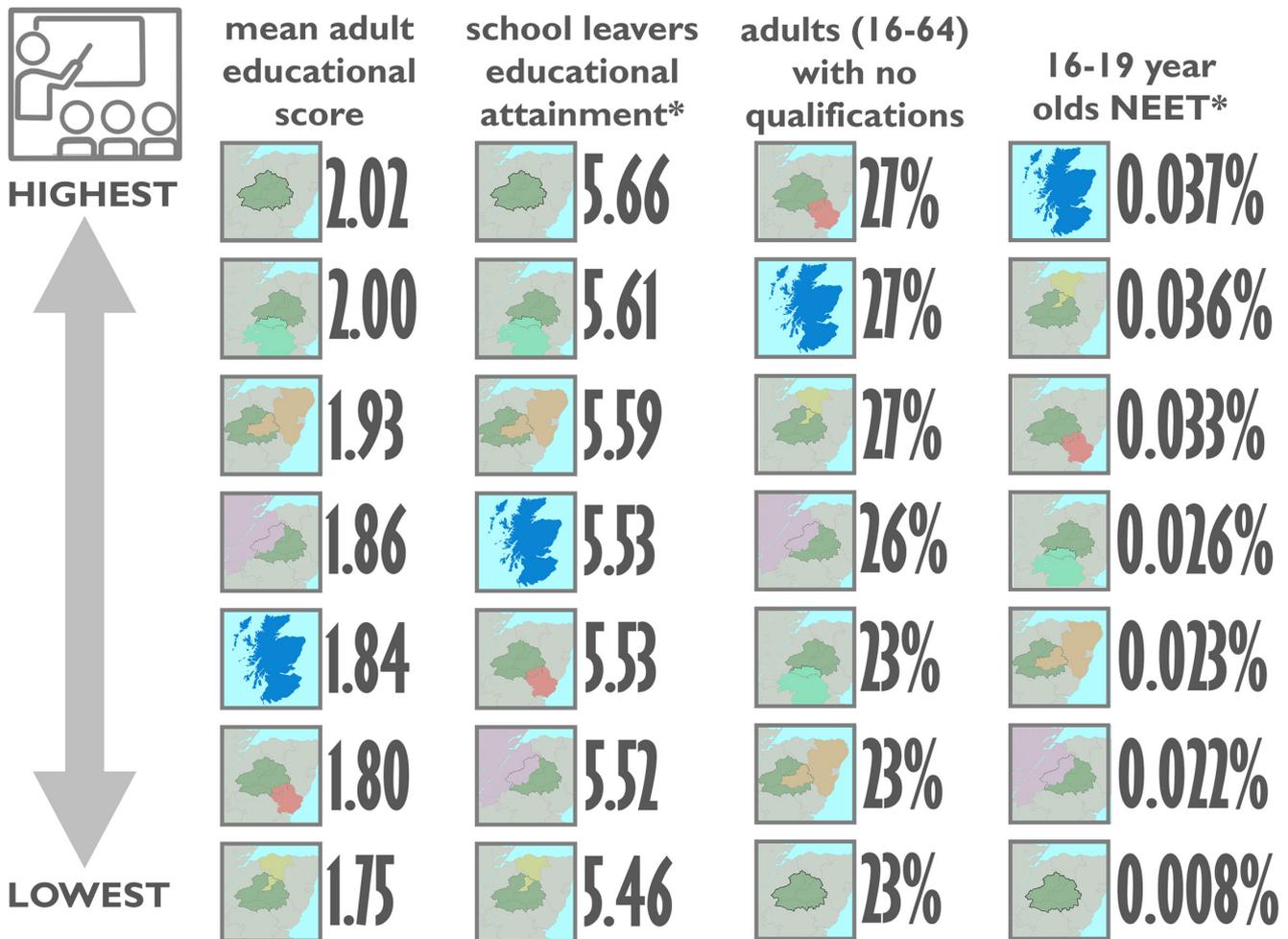
* Publically funded schools.

* NEET: Not in Education, Employment or Training

Labour Market

The importance of certain employment sectors varies both between the different industries and between the different Local Authority areas within the Nation al Park.

Proportion of employment by industry from the 2011 Census for the different Local Authority areas in the Park
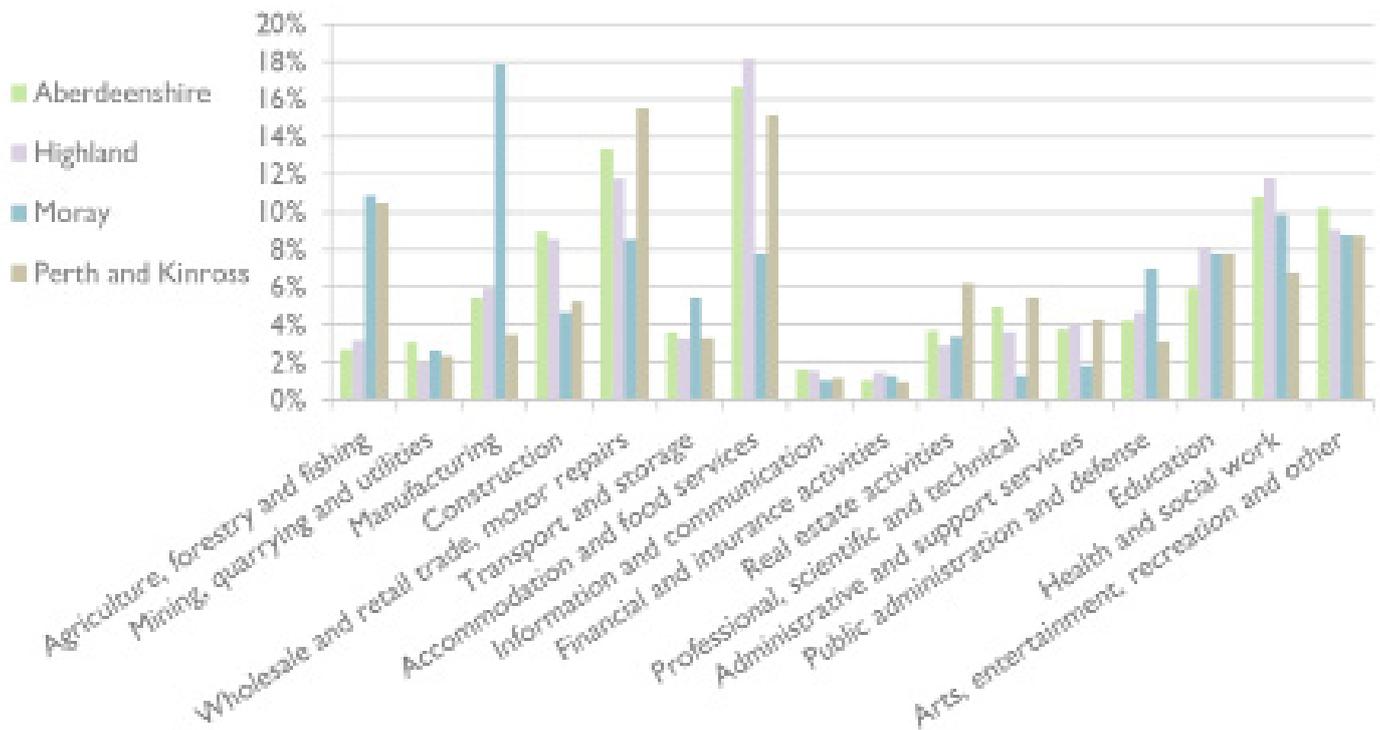
Moray has a different profile to that of the other Local Authority areas. The largest differences are seen in the manufacturing and the accommodation and food services sectors. Manufacturing is a key sector for Moray, contributing 18%, compared to between 3% and 6% for the other Local Authority areas.

In contrast, accommodation and food services contribute far less at 8%, compared to between 15% and 18% for the other Local Authority areas. This could reflect the reliance the other areas in the Park have on tourism, which influences the accommodation and food services sector, whereas Moray has traditionally had a different economic focus.

Labour Market in the National Park

Labour Market

In the National Park these were the five largest employing sectors in 2020.
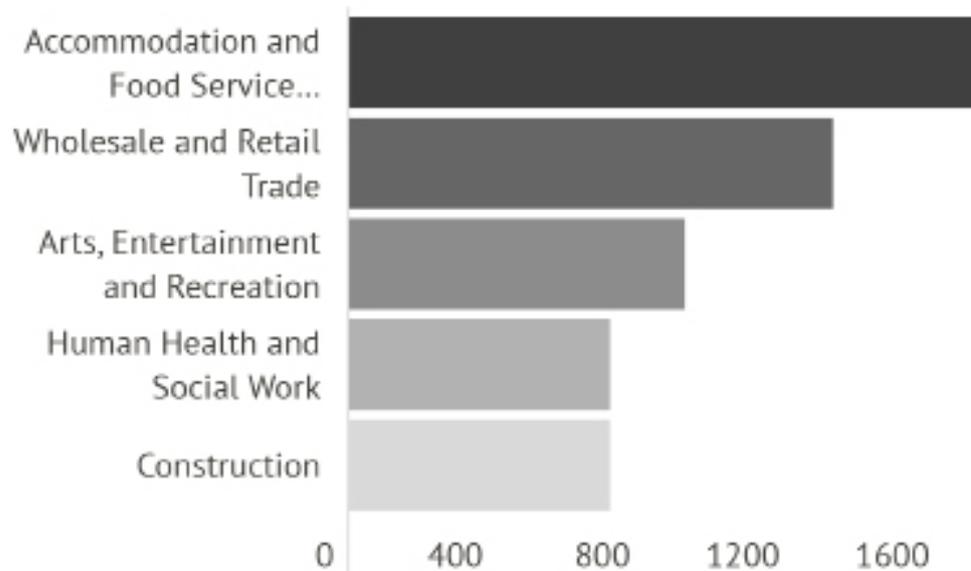
Largest Occupations
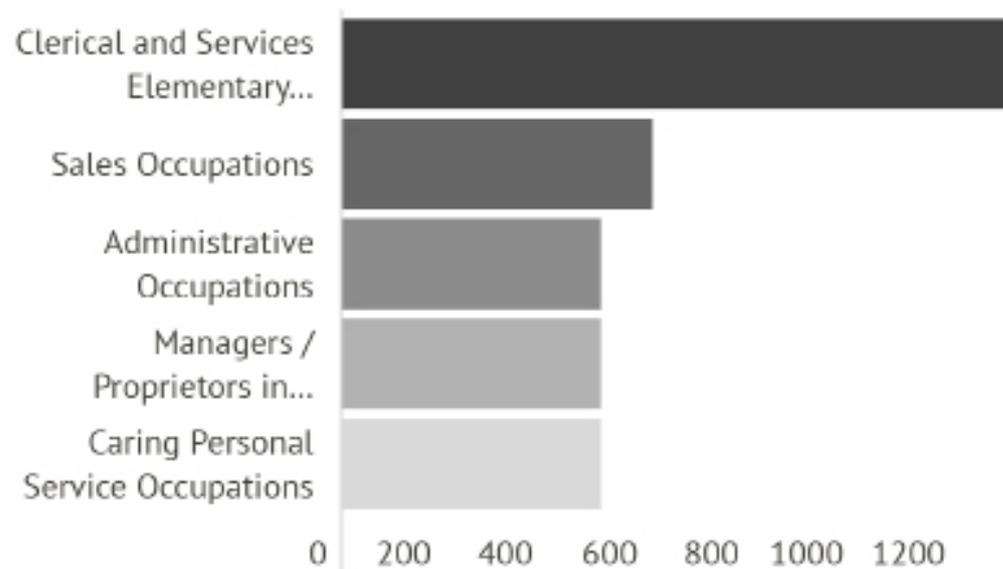
The workforce shrunk by 2.7% between 2019- 2020 largely caused by a decrease in the prominent Accommodation and Food Service Activity Sector. Over a third of occupations (36%) were 'higher level', 33% were 'mid-level' and 31% were 'lower-level' This is compared to 45% 'higher level' and 35% 'lower level' occupations across Scotland.

Labour Market Requirements

The labour market of the National Park is forecast to face some challenges in the immediate term, with macroscale events such as Brexit and the COVID-19 Pandemic resulting in job losses and limiting economic growth.

The forecast for the mid-term (2020 - 2023) suggests there could be some job growth (100 people) and opportunities created as a result of the need to replace workers leaving the labour market due to retirement and other reasons (800 people).

X 900 { X 100 / X 800

These are expected to be concentrated in a small number of sectors:

30%
Accommodation and Food Services

20%
Wholesale and retail trade

20%
Arts, entertainment, and recreation

10%
Construction

10%
Agriculture, Forestry and Fishing

10%
Education

The forecast for the long-term (2023 - 2030) predict a halt in growth. However there could be an ongoing requirement for skilled people to fill opportunities created by people leaving the labour market. This feature of the labour market, known as the replacement requirement, is a symptom of demographic change.

Replacement Requirement

It is forecast that there will be a requirement of 1,800 people to fill job openings between 2023 and 2030. As the forecast expansion demand is zero, all 1,800 potential job openings are forecast to be a result of the replacement demand.

Labour Market Requirements 2020 - 2030
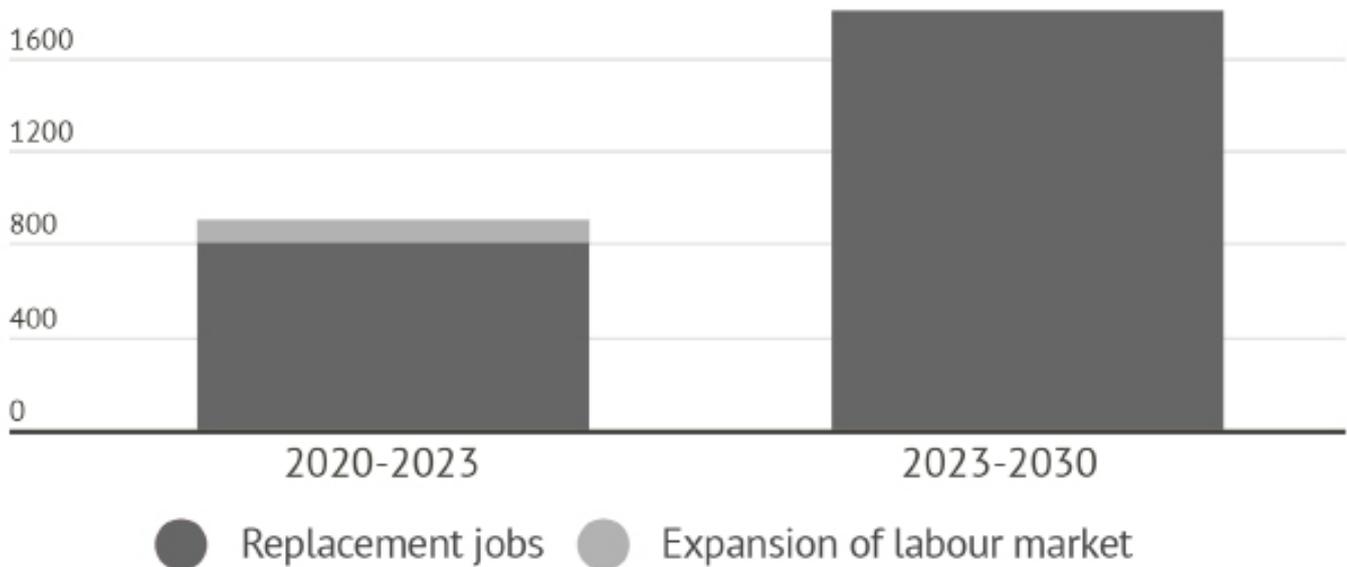
Unemployment

Unemployment levels within the National Park are relatively low, with the 2011 Census finding that only around 3% of the population aged 16-74 were unemployed, compared to around 5% for Scotland. Around 0.3% had never worked compared to around 1% for Scotland, with around 1% being long term unemployed compared to around 2% for Scotland.

There is a variation between the Local Authority areas, with Moray experiencing higher rates of unemployment than Scotland and the other Local Authority areas within the Park, and Perth and Kinross experiencing muchlower rates.

The nature of employment within the Park is however extremely seasonal, with Job Seekers Allowance (JSA) claimants peaking in the winter months (see graph below). Unemployment is at its lowest in July, which coincides with Scottish school and public holidays and key tourism months.

Number of Job Seekers Allowance Claimants by Local Authority Area

| Aberdeenshire | Highland | Moray | Perth & Kinross | National Park |
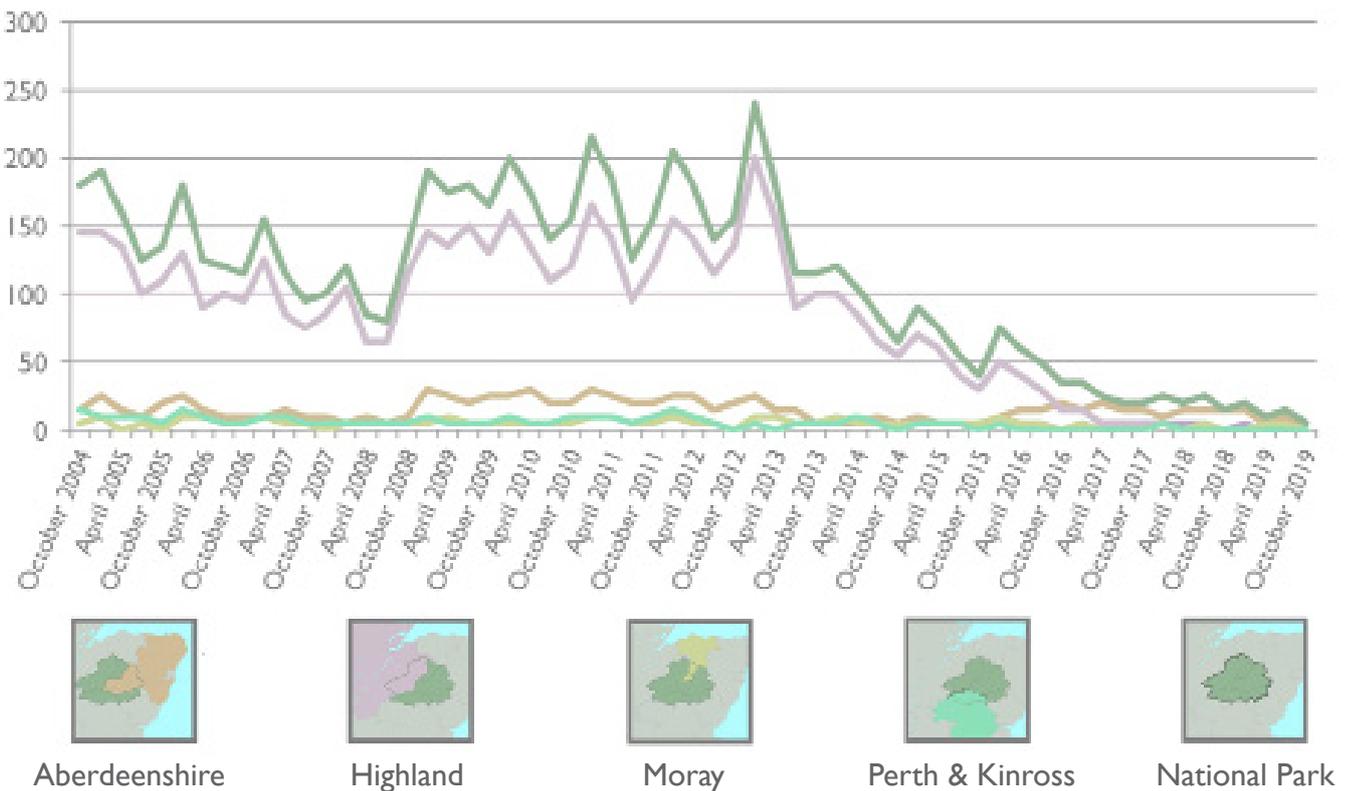
Income

The CNP is out performing 4/5 of the adjoining local authorities in terms of income deprivation and almost half the national average (bottom riight image). The latest data reports that there are 1,215 people in the park receiving income related benefits. There is disparity between the lowest areas of recipients namely the area surrounding Ballater: 2.9% and the highest, Aviemore Centre East: 12.7%.

The majority of the areas in the National Park are above the national average for median weekly income as can be seen by the blue map below.

£500   £550   £600   £650   £700   £750   £800

median household income/wk

£716
£661
£651
£602
£594
£592
£572
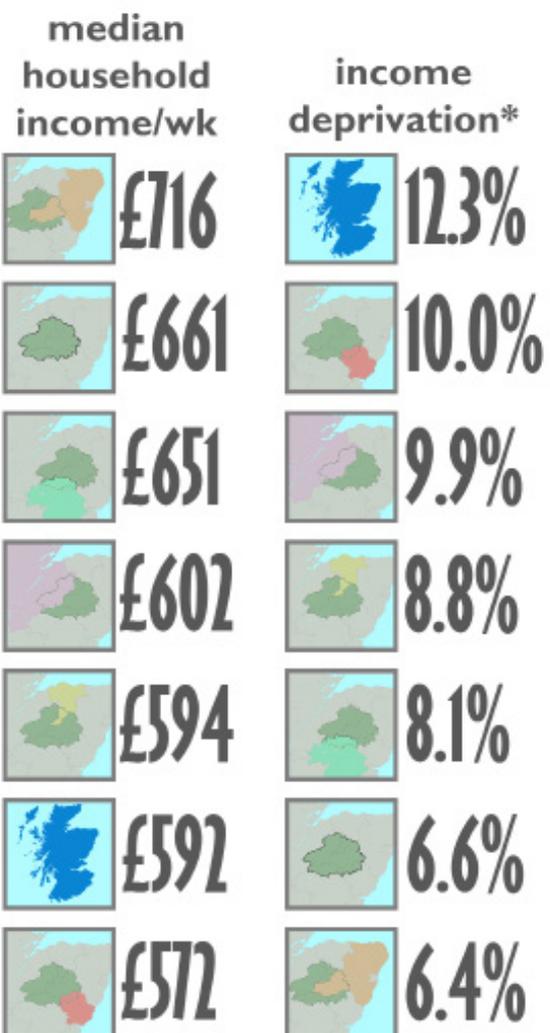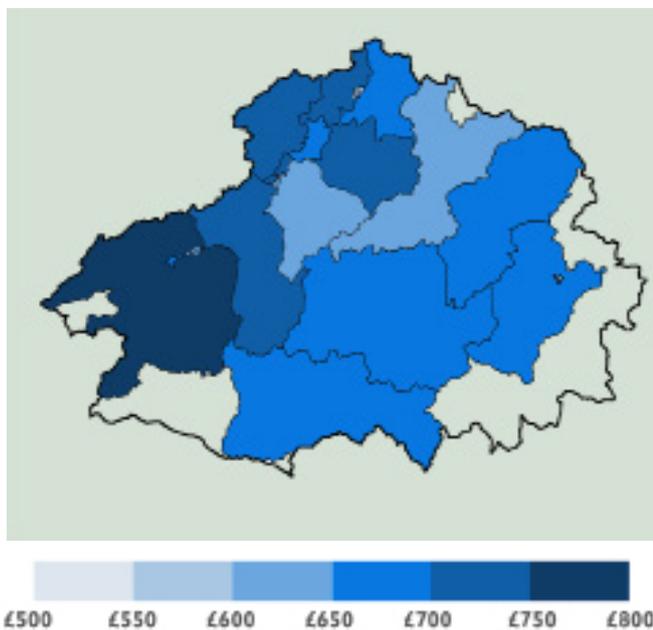
Income figures are for whole authority areas.

income deprivation*

12.3%
10.0%
9.9%
8.8%
8.1%
6.6%
6.4%

* Deprivation rates based on receipt of income related benefits as % of population.

Further Information

Tourism and Business in the Cairngorms National Park:
https://cairngorms.co.uk/working-together/tourism-business/

Cairngorms Economic Action Plan:
https://cairngorms.co.uk/working-together/authority/national-park-strategies/economic-action-plan/

Cairngorms Tourism Action Plan:
https://cairngorms.co.uk/wp-content/uploads/2017/12/171122TourismActionPlan.pdf

Cairngorms Green Recovery Fund:
https://cairngorms.co.uk/caring-future/funding/cairngorms-green-recovery-fund/

Cairngorms Trust:
https://cairngorms.co.uk/caring-future/funding/cairngorms-trust/