

How you can meet and benefit from the Cairngorms Brand Charter

We are proud to operate within the Cairngorms National Park.

Only businesses, products or services located or operating within the Cairngorms National Park may be associated with the Cairngorms National Park brand identity. If you're not sure whether or not you're located within the boundary, just ask.

We meet, and will continue to meet, all current legislative and regulatory requirements, guidance and best practice relating to our business, activities and sector.

Business Gateway is a useful starting point for current requirements for businesses.

We are committed to providing quality products and services, and to continually strive to improve our business and customer offering.

The **Cairngorms Business Partnership** and others run and promote a range of training courses and networking events that can help you improve your business. Quality Assurance schemes are a good way to communicate your commitment to quality in a way that customers can trust.

We will always respect the special nature of the Cairngorms National Park and carry out our activities in ways that protect and improve the environment of the Cairngorms National Park.

Advice on minimising your environmental impact is available from a range of sources, including the **Green Tourism Business Scheme** and the **Energy Saving Trust**. You could also consider supporting a local initiative like **Cairngorms Nature**, **Cairngorms Outdoor Access Trust**, a wildlife charity or community project.

We will work to provide our customers with a distinctive and authentic experience.

The **'Make it Yours'** campaign can help you bring the Cairngorms brand values to life. Find out what makes the area so special and use that to encourage your customers to make an emotional connection to the place and visit again.

Where possible we purchase goods and services from sustainable sources. We recognise that local products are part of the authentic experience and using them can have a positive effect on the environment.

A good place to start if you're looking for local food is the **Cairngorms Producer's Directory**, available from CNPA office.

We will strive to enhance the reputation and promote the Cairngorms National Park as a great place to live, visit and do business.

Learn about the other products and services on your doorstep and think about where you can make connections. You could also consider getting involved in local community groups and initiatives if you aren't already.