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MANAGEMENT PLANS

Active Cairngorms



Active Promotion

1. Promote physical activity of visitors at all levels
2. Develop visitor centres using the Park's facilities
3. Create and implement accessible trails, visitors centres, signage opportunities for the Park

Research opportunities

1. What opportunities are there for research on active people?
2. How can we best support and measure a range of recreational and leisure activities?
3. How can we best measure the benefits of active people?

Priority of National Heritage using Park facilities

1. Promote the benefits of physical activity of visitors and visitors
2. Promote and improve research and development work in partnership with the government for the Park

Priorities for 2015-16

1. Develop and improve research and development work in partnership with the government for the Park
2. Develop and improve research and development work in partnership with the government for the Park
3. Develop and improve research and development work in partnership with the government for the Park
4. Develop and improve research and development work in partnership with the government for the Park

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Outdoor access & physical activity strategy

Themes:

Active Places

Active Management

Active Promotion



Active Places

1. Design places that encourage physical activity

2. Improve design of existing infrastructure

3. Focus on high quality multi-use paths

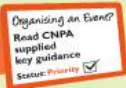
Active Management



National Park being protected, conserved and enhanced **1748** sq miles
6% of Scotland

Sustaining our resources

Promoting well managed events in the Park



Working with over 100 estates to promote responsible access to land and water

Why the Cairngorms National Park is special



The Park is home to 25% of the UK's threatened bird, animal and plant species



Key messages communicated to residents and visitors

18,000

Residents living in the Park

1.5 million

Visitors to the Park each year



Economic Impact

2.6

billion

Contributed from Outdoor visits

To the Scottish economy per year (Scottish Recreation Survey)

210

million

Spend in Cairngorms

(CNP STEAM Report, 2012)

Analysis by Sector of Expenditure	(CNP STEAM Report, 2012) £million
Accommodation	45
Food and drink	30
Recreation	12
Shopping	16
Transport	30
Total Direct Revenue	133
Indirect Expenditure	50
VAT	27
TOTAL	210

Active Management

1. Champion recreational management best practice and environmental appreciation
2. Reduce environmental impact of outdoor recreation
3. Encourage sharing of outdoor space between different user groups



Active Promotion

1. Increase levels of physical activity of residents and visitors
2. Promote healthy lifestyles using the Park's facilities
2. Inspire and empower residents and visitors to develop a sense of responsibility for the Park

Priorities for 2015-18

1. Upgrade and extend Speyside Way and Deeside Way
2. Develop GP supported outdoor activity referral pathway for the least active
3. Develop a physical activity monitoring platform to evaluate projects
4. Develop Active Cairngorms Partnership

A person wearing a bright blue jacket and blue jeans is sitting on a vibrant, multi-colored patterned blanket. The background shows a grassy area and a blue sky. The text is overlaid on the image.

Research opportunities

1. What works to influence behaviour change in inactive people?
2. Are there 'game changers' which have a significant impact on increasing outdoor activity?
3. How can Active Partnerships collaborate to deliver joint health outcomes?

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