

# Case Study

## The Shinty Trail

Cairngorms  
NATIONAL PARK  
Pàirc Nàiseanta a' Mhònaidh Ruaidh



1

### Opportunity

The concept for a 'Shinty Trail' stemmed from ongoing research into the shinty heritage of Badenoch and was one of multiple opportunities to develop further experiences based around the game of shinty and Gaelic culture.

2

### Direction

'The Shinty Trail' was defined as being a digitally based resource which would guide visitors to key heritage sites relating to shinty heritage and traditional Highland culture in Badenoch.

3

### Planning + Research

Building on previous research – and with our chosen platform in mind – the structure, order and content of the trail was established. Further research was then required to expand upon the themes, topics and sites covered.

4

### Collaboration

To produce 'The Shinty Trail' the CNPA worked closely with local residents, shinty teams and organisations, as well as key experts. This collaboration led to some unique insights and valuable material throughout the project.

5

### Supporting Material

'The Shinty Trail' makes prominent use of visual material to provide a glimpse into the shinty heritage of Badenoch, traditional Highland culture and key elements of the region's history; all of which are strongly interlinked.

6

### Development

Following the conclusion of the research phase, the digital template was populated with the gathered material. Supporting text, navigational elements, references and credits were also developed during this period.

7

### Bilingual Options

'The Shinty Trail' is available to view in both English and Gaelic, where each version applies the same structure and appearance to ensure that information is clearly comparable and gives equal respect to both languages.

8

### Testing and Feedback

A feedback group was formed to support in proofreading material, as well as to comment on the impact and accessibility of content. Pre-launch, the resource was also tested on our website to ensure it worked effectively.

## Launch!

Make people aware of your work, so that it can be shared and enjoyed widely by others! Monitor the response and look to gain feedback. If your project is online-based, perhaps consider long-term maintenance and upkeep.

Links to both the Gaelic and English versions of The Shinty Trail can be found below...

**Ga**

**Lean Slighe na Camanachd!**

**En**

**Follow The Shinty Trail!**

Le taing do [Bhòrd na Gàidhlig](#) airson an taic maoineachaidh.  
With thanks to [Bòrd na Gàidhlig](#) for their funding support.

Cairngorms National Park Authority | 2021