

# People



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The development of a well-being economy – where society and nature live in harmony, where people enjoy a fair distribution of resources and live in healthy and resilient communities – is central to ensuring that we have a National Park that works for everyone. It is crucial that the Cairngorms National Park continues to be a place where people can live and work, and that young people have opportunities to stay and thrive.

There will be significant changes to the economy over the coming decade and we need to ensure that people have the skills that are needed for these changes. The communities of the National Park continue to play a central role, and we are committed to supporting their aspirations and delivering on their key priorities as part of this Partnership Plan.

The People section of this draft plan sets out the overall outcome we are seeking to achieve, alongside a series of long-term objectives for the National Park. These are supported by a detailed policy framework and a series of actions we plan to take over the next five years, which are set out later in this document.

**Outcome:** A well-being economy that works for all the people of the Cairngorms.



## OBJECTIVE

**B1.** Work to ensure the resident population of the National Park stabilises and reflects a diversity of backgrounds, enabling our communities to flourish.



## TARGET / INDICATOR

**The overall population stabilises between 2020 and 2045.**

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## OBJECTIVE

**B2.** Work to stabilise or increase the proportion of young and working age people in the National Park relative to the total population.



## TARGET / INDICATOR

**The proportion of young people and working age people in the National Park stabilises or increases between 2020 and 2045.**

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## OBJECTIVE

**B3.** Develop a well-being economy that encourages diversification, attracts sustainable inward investment and builds on the existing strengths of the Cairngorms. Economic activity in the National Park is based on its special qualities; we will prioritise opportunities that provide year-round employment and well-being for communities across the National Park, as well as those that promote a circular economy, helping reduce waste and our wider impact on the environment.



## TARGET / INDICATOR

**There will be a change in the percentage breakdown of different economic sectors within the National Park.**

**Develop Cairngorms Cornerstone Indicators for a well-being economy.**

**An increase in employee-owned or managed businesses in the National Park.**

## OBJECTIVE

**B4.** Increase the number of Living Wage employers in the National Park.



## TARGET / INDICATOR

**The Park will have the highest proportion of Living Wage employers in rural Scotland by 2030.**

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## OBJECTIVE

**B5.** Significantly increase skills and training opportunities for people in the National Park – with a particular emphasis on the land use sector – to ensure opportunities created by the growth in green jobs can be filled by local people.



## TARGET / INDICATOR

**There are an increasing number of apprenticeships within the National Park.**

**An increasing number of people living in the National Park pass through skills training programmes for nature-based solutions.**

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## OBJECTIVE

**B6.** Increase the area of land in the National Park that is in community ownership, or where the community is directly involved in its management.



## TARGET / INDICATOR

**All major estates in the National Park involve communities in developing their long-term plans by 2025, in line with Scottish Land Commission guidance.**

**Increase the area of land in the National Park directly owned and managed by communities by 2030.**

## OBJECTIVE

**B7.** Empower individuals to make decisions about their local community through citizens' assemblies and juries. Support community councils to become stronger local democratic bodies that plan for their local areas and allocate resources.



## TARGET / INDICATOR

**Citizens' assemblies and juries are established.**

## OBJECTIVE

**B8.** Support communities across the National Park to access funding for their community-led local development priorities and encourage community-led activities that help achieve priorities identified in the Partnership Plan.



## TARGET / INDICATOR

**Community-led local development funding equivalent to at least 2014 (EU-based) programme levels is made available for distribution through a National Park-based governance mechanism. from social enterprises increases.**

## OBJECTIVE

**B9.** Increase the number of assets in community ownership and support the development of social enterprises that generate a profit within the National Park.



## TARGET / INDICATOR

**The numbers of assets in community ownership or management triples from 2021.**

**The percentage of community organisations' income from social enterprises increases.**

## OBJECTIVE

**B10.** Encourage greater use of Gaelic in the National Park.



## TARGET / INDICATOR

Increased opportunities for individuals and communities to engage with the language.

More businesses and community groups using Gaelic in their promotional material.

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## OBJECTIVE

**B11.** Help improve the mental and physical health of the people of the National Park.



## TARGET / INDICATOR

The physical activity levels of the 25% least active National Park residents will have increased by 2030.

Appropriate mental health indicator(s) to be identified and tracked over the course of the plan - we are seeking views on this metric.

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## OBJECTIVE

**B12.** The visitor profile to the National Park will be more diverse, with a greater proportion of visitors from disabled groups, lower socio-economic backgrounds and minority and ethnic groups. Targeted support will be provided to programmes and projects that reduce inequalities for residents and visitors alike and help to make the Cairngorms 'a Park for All'.



## TARGET / INDICATOR

The breakdown of visitors from Scotland to the National Park will more closely resemble the overall demography of Scotland.

## OBJECTIVE

**B13.** Engage with people across the National Park through formal and informal education, increase the number of volunteer days spent caring for the National Park, and ensure that young people have a significant role in helping to manage the National Park.



## TARGET / INDICATOR

**At least 200 volunteer rangers in the National Park by 2030.**

**Increase the number of National Park volunteer days every year up to and including 2045.**

**An increase in the number of John Muir Awards undertaken within the National Park.**