

ANNEX 1. Outcomes Update for NPP Priority 5 Making Tourism and Business More Sustainable

5 Making Tourism & Business More Sustainable								Mid-Term Review comments:		
Park Plan 5 year outcome	01/09	05/09	09/09	01/10	05/10	09/10	RAG 01/11	Assessment of achievement of outcome	Milestone for 2012 – By 2012 we expect...	Priorities to 2012 – To achieve that milestone the priorities are...
(5a) An increasing proportion of economic activity will be based on the special qualities of the Park								<p>4. This outcome should be achieved with existing work/resources because although current global and national economic difficulties make this outcome more challenging in the short term, and the agricultural sector and the Scottish hill farming industry face particular challenges, progress in some sectors is being made. Current actions include:</p> <ul style="list-style-type: none"> • Promoting opportunities for local food & drink including strengthening the linkages with the tourism sector. • Promoting potential economic opportunities in the renewable energy sector (woodfuel action plan being refined with a short term focus on promoting local firewood log supplies). • Reference guide to promote the use of local timber in construction. • Sustainable Tourism Strategy action plan being implemented although a number of issues are closely linked to the development of the Cairngorms Business Partnership. <p><i>The Economic and Social Health of the</i></p>	<p>Short-term actions from the food and drink action plan and the woodfuel action plan are underway or implemented.</p> <p>Enhanced role for local timber in the construction industry.</p> <p>Park-wide marketing framework in place.</p>	<p>Support for the development of the CBP.</p> <p>Full integration of local produce in any Park wide marketing framework.</p> <p>Development of the Sustainable Design Guide.</p>

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								Cairngorms National Park report comprehensive Economic Baseline Review completed and published.		
(5b) The visitor experience in the National Park will consistently exceed expectations and will drive repeat visits/more business opportunities. The Park will compare well against the rest of Scotland and other National Parks								<p>4. This outcome should be achieved with existing work/resources because: While challenges remain with developing a Park-wide marketing strategy and with increasing business take-up of quality and environmental schemes, a number of actions are underway to deliver this outcome:</p> <ul style="list-style-type: none"> • Sustainable Tourism Strategy action plan being implemented with a number of issues closely linked to the development of the Cairngorms Business Partnership. • Park Brand development and awareness, ongoing Park interpretation work and development of the web portal. • Support being provided for events (CNPA funding and advice and LEADER funding). • DMO/CBP led initiatives to improve business and hospitality skills and wider Park knowledge. • Improved efforts to capture business and visitor feedback (Park-wide 	<p>European Charter for Sustainable Tourism re-awarded.</p> <p>CBP led Park-wide marketing framework and action plan in place (indicators of progress to be developed).</p>	<p>Support for the development of the CBP.</p> <p>Integration of European Charter for Sustainable Tourism application with marketing framework.</p> <p>Development of European Charter re-application</p> <p>Establishment of Sustainable Tourism Forum</p>

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								business barometer expansion, DOVE project). <ul style="list-style-type: none"> Continued development of tourism product by DMOs/CBP and by individual businesses and community groups (e.g. Braemar Castle). LEADER funding has supported several such projects. COAT led access improvements will also make positive contribution. A comprehensive Visitor Survey was repeated and reported 2010. 		
(5c) There will be a more even distribution of visitor numbers throughout the year.								<p>3. This outcome needs more work/resources to be achieved because: Analysis of STEAM data from 2003 – 2007 shows a modest increase in <u>overall</u> visitor numbers to the CNP each year with a slight dip in 2007. STEAM data for 2008 shows estimated visitor figures for the 1st and 4th quarters (including Easter) at 38.57%. STEAM figures for 2009 have been received but not yet analysed.</p> <p>Actions underway include:</p> <ul style="list-style-type: none"> Support being provided (CNPA funding and advice and LEADER funding) for events, particularly 	<p>There will be a marketing framework for the National Park that coordinates public and private sector marketing.</p>	<p>Support for the development of the CBP.</p> <p>Integration of events (support for, coordination of) into any marketing framework.</p>

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								<p>where they can provide additional benefit during quieter months.</p> <ul style="list-style-type: none"> Ongoing marketing, web portal and brand development (CBP pan-Park marketing strategy is underway). DMO/CBP efforts to improve visitor numbers in the shoulder seasons. <p>For further progress to be made in delivering this outcome, a more concerted and widely coordinated marketing strategy need to be developed and opportunities for events in lower seasons pursued.</p>		
(5d) A greater percentage of visitors will contribute to the conservation and enhancement of the Park.								<p>4. This outcome should be achieved with existing work/resources because:</p> <p>Scoping study completed in Apr 09 and discussion ongoing to take appropriate recommendations forward. There are a number of related ‘pay-back’ schemes already in place across the Park but detailed data on them has yet to be captured.</p>	<p>Businesses are more aware of existing opportunities for visitors to contribute.</p>	<p>The Cairngorms panoramic posters sold throughout the Park to help fund COAT.</p> <p>CBP to promote existing schemes.</p>
(5e) A greater								<p>4. This outcome should be achieved</p>	<p>I. More businesses will</p>	<p>The Brand</p>

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percentage of businesses will meet the quality standards and environmental management criteria of the Park brand and achieve commercial advantage through its use.								<p>with existing work/resources because: although challenges remain with quality and environmental accreditation schemes (GTBS in particular) which are having an effect on Park brand take-up, the overall trend in brand uptake is positive with over 220 businesses/producers/tourist associations currently using the brand as at 13 Nov 2010. There is confidence that this outcome can be achieved but more work still required from all partners. Current actions include:</p> <ul style="list-style-type: none"> • Fresh approach to encourage businesses to improve environmental performance using existing Business Gateway service and Highland Council support. • Ongoing CCC efforts to increase brand take-up. • Engagement with VisitScotland regarding GTBS and QA schemes. 	<p>have achieved the CNP Brand.</p> <p>2. The CNP Brand will have a development plan to increase commercial advantage</p>	<p>Development Group to continue development.</p>
(5f) There will be an increase in use of local suppliers and produce.								<p>4. This outcome should be achieved with existing work/resources because: The food and drink action plan's short term priorities are being actively pursued (such as the Food for Life development)</p>	<p>Short-term priorities from the food and drink action plan will have commenced, or been delivered</p>	<p>Marketing opportunities for food & drink and local produce integrated into wider CBP-led marketing initiatives.</p>

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								and the CBP is providing business development and marketing support for Creative Cairngorms and CFMA.		
(5g) Communities will feel that quality of life is improving and that they are able to influence the direction of economic growth within the Park.								<p>4. This outcome should be achieved with existing work/resources because:</p> <p>Most communities in the Park will undertake community needs assessments and produce community action plans.</p> <p>The AoCC have in the last year been revising their remit and have decided to focus on being primarily a networking/sharing best practice organisation.</p> <p>12 action plans will be completed by March 2011 which will keep the 2012 milestone on track.</p>	<p>17 communities within the National Park will have undertaken community action planning.</p>	<p>CNPA & Local Authorities to continue to promote community needs assessments and develop community planning.</p>