
CAIRNGORMS SUSTAINABLE TOURISM FORUM

Title: Project Update

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Purpose: This paper provides an update and flavour on some of the main areas of work underway, or in development, that will contribute to the delivery of the Sustainable Tourism Strategy.

Advice Sought: Forum members are asked to note the work undertaken and planned. Any questions, comments or suggestions are very welcome.

BUSINESS DEVELOPMENT

1. Tomintoul & Glenlivet Regeneration.

A baseline audit of the area was completed in October. This audit helped to identify potential opportunities for regeneration of Tomintoul and the wider Glenlivet area. These opportunities were discussed and prioritised at a public meeting in November, attended by over 60 people from the local community. At the meeting there was strong support for a Community Development Trust to be established to take forward the opportunities identified. A Regeneration Strategy and Action Plan is now being drawn up to take this forward and to help identify potential delivery partners for future projects.

2. Broadband.

Work with local authorities and other partners to improve broadband and mobile connectivity across the Park is ongoing. Detailed discussions are underway although clear guidance from the Scottish Government on funding and national delivery remains will not be forthcoming until March. Part of the initial development work involved an online survey which had 623 responses including 198 from businesses. Initial key findings include: 47% of businesses indicate that their current broadband provision restricts their ability to run their business effectively; 19% of businesses indicate that their current broadband provision restricts their ability to expand; and, 20% of respondents receive no mobile phone signal in

their home or business. A report is being prepared to help in the discussions and should be complete in early February.

3. Local Food.

Updates on current work include: review ongoing of recent local food leaflets to assess updating and follow-on work, especially online developments; Kingussie Food on Film event being held in February with very strong local food theme; school 'Adopt a Chef' training completed for 12 chefs and joint work with schools starting in early 2012; equipment provided to a number of primary schools to enable cookery clubs to start; discussions ongoing with local tourism businesses to encourage greater use of local produce.

OUTDOOR ACCESS

4. SMBDC Mountain Bike Cluster

The SMBDC Highlands Cluster has secured funding for a 'desk based' study into the current provision and economic impact of mountain biking in the Highlands and to identify potential gaps and development opportunities. UHI have been appointed as consultants and CNPA has provided additional funding to allow the study to cover the whole of National Park.

AWARENESS AND UNDERSTANDING

5. Visitor Information Centre Review

Cairngorms Business Partnership, Visit Scotland and CNPA are jointly reviewing their rolls in providing information for visitors to CNP. The aim is to look at ways of providing a better service for visitors across the National Park. In parallel, Highland Council is reviewing their role in supporting visitor information centres.

6. Ranger Services

Following consultation with ranger service employers, Scottish Countryside Rangers Association and Scottish Natural Heritage, CNPA has made recommendations to its Board for the future priorities for ranger work to be supported by grant aid. These priorities link directly to outputs in the Sustainable Tourism Strategy, Outdoor Access Strategy and LBAP.

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