

CAIRNGORMS NATIONAL PARK PLAN 2007
LIVING & WORKING ADVISORY FORUM MEETING NOTES
28TH SEPTEMBER 2007, COYLUMBRIDGE HILTON

Present:

Bell Macaulay	Association of Cairngorms Communities
Duncan MacKellar	Cairngorms Chamber of Commerce
Kate Adamson	Association of Cairngorms Communities
Kathy Peebles,	Quality Meat Scotland
Les Allan,	Aberdeenshire Council
Lorna Duguid,	Scottish Enterprise Grampian
Pamela Grant	Cairngorms Chamber of Commerce
Peter Argyle	Councillor, Aberdeenshire Council
Sandra Murray	Cairngorm Mountain Ltd
William Fergusson	Lantra Scotland

Lucy Grant	}	CNPA Board
Ross Watson		
Willie McKenna		

Gavin Miles	}	CNPA staff
Andrew Harper		
Don McKee		
Chris Taylor		
Fiona Munro		
Claire Ross		

Welcome & Remit of Advisory Forums

Peter Argyll confirmed the remit of the new advisory forum would be to provide advice and feedback to the CNPA and its partner organisations on the management of the National Park, specifically in terms of progress being made in delivering the park plan, any issues or concerns that need to be addressed and helping to generate new ideas for policy and implementation. The second role is for the forums to help communicate key messages with other interested parties to help gain their support and understanding for the work being carried out in association with the Park Plan. The scope of the forum will be to provide a strategic overview of the progress being made across the Park from the perspective of people living and Working in the Park, one of the Park Plan's strategic themes.

Membership of the Forum aims to be open and inclusive and may change over time as additional members are invited to contribute to ensure the Forum maintain a breadth of interest and experience. It was agreed that any suggestions for new members should be passed to Gavin Miles so that their names could be included in future correspondence relating to National Park Plan advisory forum meetings.

Gavin Miles confirmed that it was intended that the Advisory forums should meet twice a year.

Election of a Chair for ‘Living and Working in the Park’ Advisory Forum

Gavin Miles explained that there were two nominations for the chair of the forum, Peter Argyll and Duncan Mackellar. The Forum members attending the meeting voted to return Peter Argyll as the chair for the next year by five votes to four, with one abstention. CNPA staff and Board Members did not vote. Duncan MacKellar agreed to act as vice Chair when asked by Peter Argyll.

Making Tourism & Business more sustainable success measures:

- Economic Growth
- Accommodation
- Stronger employment
- Knowing why the Park is unique and special
- Increase in the number of businesses
- Need to establish the baseline – eg through community surveys
- Identifying timescales and milestones, SMART targets
- Increasing the numbers of spending visitors throughout the year
- Information: communicating progress and change
- Identification of different communities
- Diversification of the economy

Making Housing more affordable and sustainable success measures:

- Real improvements to sustainable design – not just token gestures
- Retro fitting sustainability measures
- Identifying and providing for local need
- Providing a range of suitable housing – supporting a housing ladder

Integrating public support for land management success measures:

- Addressing problems in loss of skills and culture, the viability of land management businesses, lack of housing
- Addressing the diversity of skills and adaptability of sector
- Definition of public benefits
- Definitions of land management

Raising awareness and understanding of the Park success measures:

- Communication of messages, information, the special qualities of the Park
- Increasing accessibility to the Park and to information about it
- Training the message bearers
- Training and enthusing communities, residents, visitors, children
- Targeting front line staff and the service industries

Date of the next meeting:

It was agreed that there would be two meetings each year and that forums would be full day meetings (10am – 3pm) if required. The next meeting would be in the early

spring of 2008 and a date would be agreed with the new Chair to ensure this meets the needs of the advisory forum members.