

Campaign & Outcome	Progress Made 2015/16	Progress Made 2016/17	Forward Look 2017/18
<p>'Make it Yours' Business/residents promote the Park, deliver a better visitor/customer experience and benefit from the Park brand and National Park status</p>	<ul style="list-style-type: none"> • CBP role re. MIY campaign agreed (February 2015) • E-bulletin twice a year (spring/autumn) • 'Communicating Cairngorms' toolkit online • Presentations delivered to visitor facing staff • Marketing activities agreed with VS & CBP • Commercialisation/branded merchandise options prepared by external consultants • 104 Business signed the Brand Charter • Positive Visitor Survey & Business Barometer results 	<ul style="list-style-type: none"> • Interactive presentations delivered to 15 organisations, 126 visitor facing staff and 20 feedback surveys received • CNP 'tear-off' maps trialled with VICs & visitor facing businesses • Collaborative marketing campaign with VS, CBP and CNPA in place • Working with the following big attractions to develop new information/interpretation about CNP; Ballater Station, Highland Folk Museum, Highland Wildlife Park and CairnGorm Mountain. • Brand Commercialisation: Cairngorms Trust is in place. It was agreed other activities would not be progressed during 2016/17 • E-bulletin sent out to 148 businesses & brand users • 123 Brand Charter holders • £2.5K Gaelic Language Action Implementation Funding acquired for online <i>Gaelic as an Asset</i> information 	<p><i>The Tourism Action Plan for the CNP is currently being reviewed and will help to identify and prioritise activity. The following are likely areas of delivery:</i></p> <ul style="list-style-type: none"> • Interactive presentations delivered to ten large businesses and key community groups • Relationship building and interaction with brand users including e-bulletin target of 200 & brand charter holders of 150 • Develop links with VS <i>iKnow</i> Scotland scheme including product knowledge training, VICs and online community • VS produced Regional Marketing Strategy for the Cairngorms finalised and implemented to guide collaborative marketing campaign activities • 2017/18 collaborative marketing campaign delivered based on strategy • Generation of content (images, videos, stories etc.) to support digital marketing campaign activity and production of a content calendar identifying key times of year for promotion of special qualities of the Park, events, and links to Active and Cairngorms Nature targets • Support local business and tourism groups to tap into wider campaign activity • Interpretation: scenic routes, Ballater VIC, Fife Arms, C&G project Highland Wildlife Park • Gaelic as an Asset promoted on CNP website/Communicating Cairngorms toolkit

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<p>Cairngorms Nature More visitors & residents engage with Cairngorms nature and get involved, are aware of the Park's special qualities and are aware of and support conservation work across the Park</p>	<ul style="list-style-type: none"> • Increased media coverage & CN 'Young Presenter' competition with RSPB UK • Social media increased from 1000 to 4000 followers • Monthly e-bulletin sent to conservation enthusiasts & supporters (1,103) • CN website went live in July 2015 • Scenic Posts initiative launched in May • Seminar held in April with 80+ attendees • CNF 2015: 70 events including celebrity events with Nick Baker. 850 attendees - 90% said it exceeded their expectations, 100% said they would recommend the Festival and 100% said they would come again, 54% came from outside the Park (46% were local residents), 71% of non-residents said they came to the Park because of the Festival. 100% of event organisers said they will participate in 2016. • AV materials promoting Cairngorms Nature used in MIY presentations with visitor facing staff, on new website & available as part of the 'Communicating Cairngorms' toolkit. 	<ul style="list-style-type: none"> • Festival 2016: increased attendees by 92%, 65 events supported by local cmty/rangers. 1600 attendees - 87% said it exceeded expectations, 97% would recommend it, 98% would come again, 62% visitors, 38% residents, 76% came for Festival. 96% of event organisers said they will participate in 2017 • Seminar 2016: 100 attendees shared best practice & discussed NPPP 'big issues' • CN Young Presenter competition delivered – 40 entries • Social Media increased from 4000 to over 8000 followers • E-bulletin sent out to conservation enthusiasts & supporters (1,211) • Volunteering opportunities promoted on website • T&G HLF bid phase 2 submitted (decision expected mid-September) 	<ul style="list-style-type: none"> • Festival 2017: increase attendees to 2000 (25% inc.), co-ordinated programme of events led by ranger svcs/local community, increase inclusion figures to 5% • Submit a LEADER application to develop a sustainable model by 2020 • Seminar 2017: 125 attendees (25% inc.) • Volunteering programme in place (targets – tbc once post in place) • CNYP competition 50 entries (25% inc.) • SM coverage increased to 12,000 (50%) • e-B increase to 1500 subscribers • CN website integrated into CNPA website • Capercaillie HLF bid submitted • T&G HLF bid delivery

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<p>Active Cairngorms Visitors/residents are more active in the Park (especially people who are usually less active)</p>	<ul style="list-style-type: none"> • Ministerial event to launch the AC Strategy & open the Speyside Way extension to Kincaig • CNP website promotes opportunities for people to be more active • Social media accounts set up with 550 followers • E-newsletter sent every two months • Support materials prepared (info-graphics) 	<ul style="list-style-type: none"> • 30 Health Walks targeting less active residents/visitors in place • ‘Wee Walks Week’ launched with target of 450 participants • Improved web info. to promote Active Cairngorms events/opportunities • Social Media increased from 550 to 1550 followers • E-bulletin sent out to less active audiences (216) • Support <i>Mountains and People</i> project in promoting upland paths • Develop an environmental volunteering programme • Support for Developing Mountain Biking in Scotland Conference in Aviemore in Nov 2016 • Support for Eurando 2021 bid • Support walking/cycling festivals through entry level events for less active residents/visitors • Promotion of active travel particularly with local schools and visitors –post arrival. 	<ul style="list-style-type: none"> • Maintain 30 Health Walk groups & extend the GP referrals initiative (post pilot) • Wee Walks Week – target 560 (25% inc.) • Volunteers programme in place • Support for Eurando 2021 bid • Support walking/cycling festivals through entry level events for less active residents and visitors • Promotion of active travel particularly with local schools and visitors – post arrival. • SM coverage increased to 3000 (100%) • e-B increase to 500 subscribers

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<p>Corporate Communications CNPA contribution understood & supported by specific audiences via digital communications, media relations, events, stakeholder engagement, consultations & publications</p>	<ul style="list-style-type: none"> • New CNP website launched in September • Social Media increased to 7932 followers • Digital Communications Policy in place • E-bulletins: redesign & sent to stakeholders • Media Relations: 52 press releases, 15 articles, 20 blogs, 47 position statements, 4 issues briefings • Publications: Annual Review, Corporate Plan, Active Cairngorms Strategy, Core Paths Plan, Local Development Plan, Economic Strategy • Gaelic Language Plan progress report 2015 • Stakeholder Engagement: positive MSP survey, visitor survey, Business Barometer results • Events: SE Link, RHS, G250, National Parks Week, Grantown Show/Pride & CN Farm Awards, Braemar Gathering, 7 Minister/MSP/MP visits, LEADER Launch, 4 Board Business Evenings, 10 Forums, Cairngorm & Glenmore project consultation. 	<ul style="list-style-type: none"> • Consultations for C&G and NPPP and NPPP plan prepared by March 2017 • MSP survey planned for Nov 2016 • Events: RHS, Grantown Show, National Parks Week, Braemar Gathering, 7 minister/MSP/MP visits, 5 Board Business Evenings, 14 Forum meetings • Social media followers increased from 7,932 to 14,686 with average engagement of 7% • E-bulletins: 1,600 subscribers • Media Relations: 98 releases, 14 articles, 25 blogs, 19 position statements, 3 issues briefings • Design Awards launch resulting in 32 entries received • Web Stats: 156K visits, 2.86 ave. page views, 2.22 ave. time on site, bounce rate 53% • LEADER website launched • Publications: Annual Review 2014/15 & Gaelic Language Plan progress report 2016 on website • Major projects support (ACM, A9, HLF bid, Cairngorm & Glenmore consultation, Scenic Routes, Mountains & the People). 	<ul style="list-style-type: none"> • Final NPPP approved & LDP2 consultation • Gaelic Language Plan 2018 consultation • Events: RHS, Grantown Show, National Parks Week, Braemar Gathering (tbc), minister/MSP/MP visits, Board Business Evenings, Forum meetings • Social media followers increased from 14K to 21K with average engagement of 12% • E-bulletins: 2200 subscribers • Media Relations: releases, articles, blogs, position statements, issues briefings • Web Stats: 180K visits, 3 ave. page views, 2.4 ave. time on site, bounce rate 50% • Publications: Annual Review, Gaelic Language Plan progress report 2017 on website • Major projects support (ACM, A9, HLF bids, Cairngorm & Glenmore delivery)