

1. Your path network

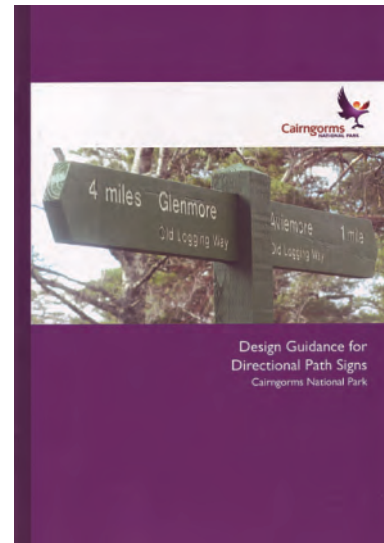
Before creating a leaflet you need to be clear what paths you want to promote. This will be affected by what you want to show people about your community (see Section 2).

Most visitors to the Cairngorms National Park want short walks of one to five miles. The path leaflet is your opportunity to highlight the best paths in and around your community. It doesn't always help to promote all the paths equally.

Evidence and our experience suggests that promoting four to six good paths around one community is ideal, and that well signed and waymarked routes will be used by more people (see **Cairngorms National Park Design Guidance for Directional Path Signs**, CNPA, 2009).

For example, the Anagach Woods (Grantown-on-Spey) path leaflet promotes three easily followed, colour coded paths. However, the map also shows a lot of other paths that are not waymarked but can be used by more confident visitors and those with local knowledge. Promoting all the paths equally would be very confusing to visitors.

If you are promoting new paths you should consult with the land manager (see **Cairngorms National Park Guidance on Responsible Promotion of Outdoor Access**, CNPA, 2010).



A key objective of a path leaflet should be to 'showcase' the best paths on a network



Working with land managers to integrate promoted paths with other estate activities

2. Your stories

Visitors are likely to want to know why a path is recommended. Think about why you enjoy a walk and incorporate that into the name and route description, for example 'Viewpoint Walk' - worth the climb to the top of the hill for the fantastic views of the Cairngorms.

When deciding which paths to promote consider how they link to existing interpretation. If people want more information about an historic feature, where can they find it?

You won't have space to tell visitors everything about your village, so work out what is particularly special, what is attractive about your area and use the walks, text and photographs to present your village.

Reading **Sharing the Stories of the Cairngorms National Park: A guide to interpreting the area's distinct character and coherent identity** (CNPA, 2009) will help you think about what is special about your part of the Cairngorms National Park.

Welcome to Ballater

Ballater, renowned for its Royal connections lies on a meander of the River Dee under the shelter of Craigendarroch. As you will see, Ballater is a very attractive village that has helped put the 'Royal' into Royal Deeside. Ballater is the nearest settlement to, and was the railhead for, Balmoral Castle, which lies eight miles along the River Dee to the west.



Ballater Paths

A network of paths and tracks lead out of the village, providing a variety of circular routes to enjoy with fine views, a rich local history and abundant wildlife. This leaflet suggests six routes of varying length, all starting and finishing in Ballater so you can give the car a rest! Each colour-coded route is shown on the map and there are corresponding coloured waymarkers along each route to help guide you. However, please take a few minutes to read the route descriptions on the map before you set out, just to make sure that your chosen route is suitable for you and any others in your group.

About COAT

The Cairngorms Outdoor Access Trust works to build and improve paths, it also gives information about access in the Cairngorms area. Leaflet sales help this work. Find out more at: www.cairngormsoutdooraccess.org.uk

Abernethy Forest → → → →

The Forest of Abernethy was widely exploited for timber over hundreds of years. Abernethy pine had many uses including; shipbuilding, railway sleepers, construction and pitprops in mines.



Timber! → → →

Forestry grew to be the area's second most important industry, after agriculture. Coulmakyle (near the Broomhill Walk) was once the centre of the forestry operations, and was built in 1765 to a design by the architect John Adam.



Regeneration → → →

On the edge of Dell Wood, giant Wellingtonia trees and beech hedges mark the entrance to the nursery which was established in 1855. Seed was gathered locally and pine seedlings grown for replanting the forest.

3. Size and cover

We recommend a leaflet size of:

- 1/3 A4 (ie A3 paper folded three times or A4 folded twice) 99 x 210mm

This size has a number of benefits:

- standard paper size keeps production costs lower
- standard size fits distribution racks and storage boxes
- it allows large maps to be reproduced on one side of the leaflet
- additional maps/leaflets can be printed from standard A3 printers and copiers

The **front cover** is the part of the leaflet that grabs people's attention.

We recommend a standard front cover design template that informs people that:

- this is a path leaflet
- this is about paths around your community
- this was produced by - this is the place to use your community logo or brand
- this is part of a path network in the Cairngorms National Park

Cover photos or illustration should be big and clear, interesting and bright. This is your opportunity to show what is special and distinctive about your community.

The **back cover** layout should include a location map that clearly shows your community and surrounding villages. This map will also help direct users to other local path networks.

This is also the place to acknowledge partner support and provide other useful visitor information.



Keeping leaflets to standard sizes will make them easier to display and result in greater use

