

Consultation Summary Report

Results of Consultation on Priorities for Economic Development in the Cairngorms National Park

Introduction

The Cairngorms Business Partnership led a consultation on the priorities for Economic Development in the Cairngorms National Park from 4th March 2014 to 7th April 2014. A total of 71 people responded to an online survey with two further comments received via email. 48% of responses came from businesses, 38% from other individuals, and 14% from groups or organisations. This report provides a summary of the feedback received. Some respondents commented that they found it difficult working online between the consultation document and the survey and as such had not fully read the consultation document and in some cases were not clear who was leading the work. This will need to be addressed for future work,

Summary of Findings

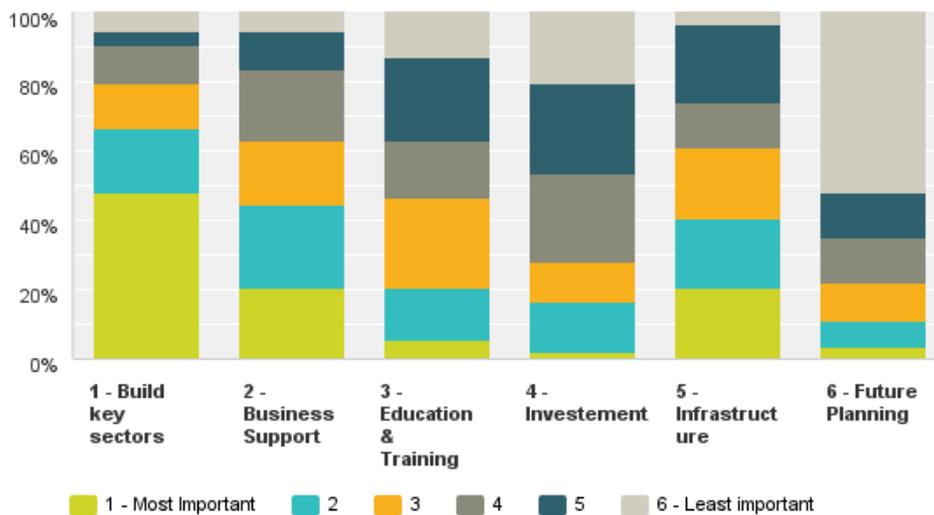
There was general support for the priorities, actions, and partners that were identified in the consultation documents. A range of comments were made, some key areas highlighted by a number of people are:

- conservation of the natural assets and environment is vital;
- broadband provision was identified as a key priority for all sectors; and,
- the importance of the land use sector must be recognised.

Proposed Priority Themes

Q3 Priorities ranked in order of importance

Answered: 54 Skipped: 17



Six priority themes for economic development were identified. Consultees were asked to rank these in order of importance from most important to least important. Rankings are shown in the chart below. Based on average rankings the most important priority is ranked as, 'Building on the strengths of the Park' followed by 'Supporting and attracting businesses'. Planning for the Future was ranked overall as the least important priority theme. 83% agreed that these are the main priority themes.

Summary of other Priorities suggested

- conservation and the natural environment
- potential impact of renewable energy generation
- Quarrying & mineral extraction
- Encourage new & developing businesses
- Creative & cultural industries
- Housing
- Low population
- Wildlife watching
- Conservation
- Transport
- Estates sector
- Healthcare
- Retail
- IT/e-commerce
- Advisory Service

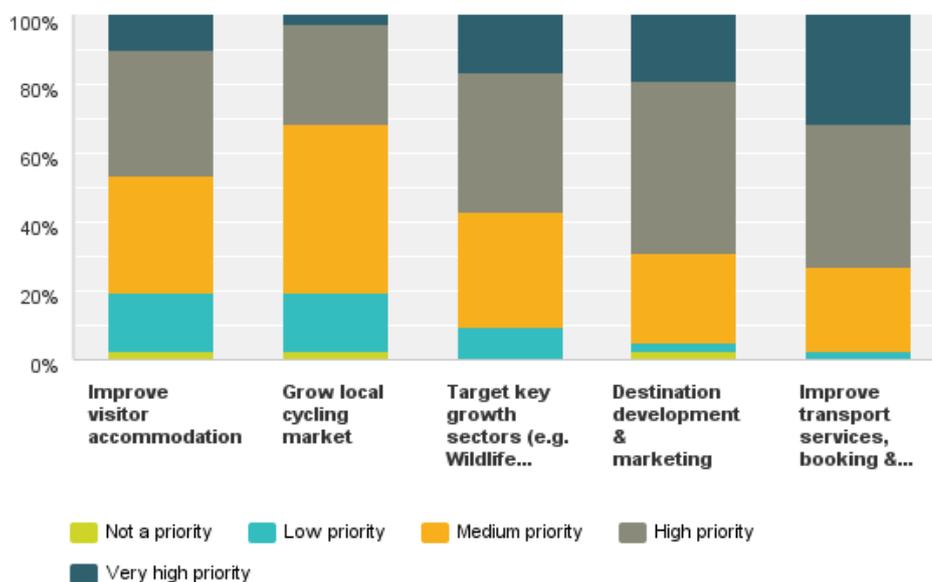
Priority Theme I - Building on the strengths of the Park

Four key growth sectors were identified as priorities: Tourism; Forestry; Agriculture, Food & Drink; and, Energy Efficiency and Renewables. 48% of respondents agreed that these are the priority sectors. A range of other priorities were suggested including: Infrastructure, Quarrying & Minerals, Broadband/Connectivity, Business Support, Housing, Healthcare, Wildlife watching and conserving, IT/Technology, Retail, Transport, and Cultural/Creative Industries. There was some concern raised that Estates and Land Management activities are not identified as a distinct priority sector.

Tourism Sector

Q6 Tourism opportunities as priorities

Answered: 42 Skipped: 29



80% agreed that the right partners and actions had been identified.

Other Priorities suggested

- Visitor infrastructure & facilities
- Catering & hospitality
- Major attractions collaboration
- Camping provision
- Broadband
- Country sports
- Walking

Other Actions suggested

- seek views of young people & carers
- infrastructure is key
- less tourism focussed

Other Partners suggested

- SNH
- Existing forums & groups e.g. Grampian food forum

Forestry Sector

79% agreed that the right opportunities had been identified. 81% agreed that the right partners and actions had been identified

Other Priorities suggested

- Use of more native species & Biodiversity
- Resource for hunting/country sports
- Wild life observation & culling hides
- Manufacturing of quality timber products

Other Actions suggested

- Encourage restocking after felling, development of 'Cairngorms-grown' stock
- Develop downstream processing of local tree species & promote use of locally sourced wood fuel
- Education and marketing
- Ensure no loss of farmland
- Lobby to reduce bureaucracy, regulations and delays with the Renewable Heat Incentive.
- Species with strong carbon sequestration

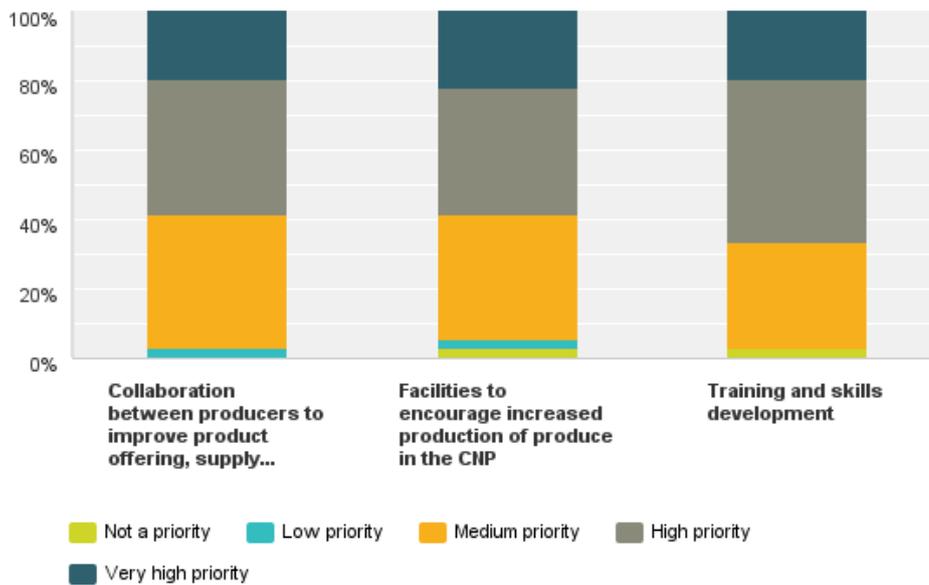
Other Partners

- None

Agriculture, Food & Drink Sector

Q10 Agriculture, Food & Drink - opportunities as priorities

Answered: 36 Skipped: 35



84% agreed that the right partners and actions had been identified.

Other Priorities suggested

- Promote linkages between agriculture and the environment
- Innovation & adding value
- Venison and game
- Marketing
- Broadband
- Transport at reasonable cost

Other Actions suggested

- collaborative or themed approach to agricultural support e.g. SRDP
- marketing of individual farms or areas not CNP

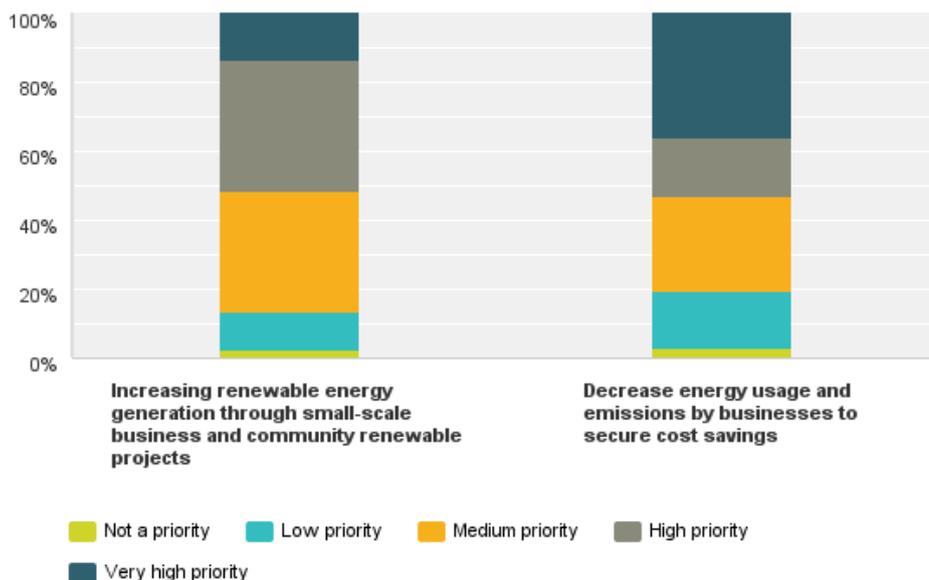
Other Partners suggested

- SNH
- Grampian Food Forum

Energy Efficiency and Renewables Sector

Q12 Energy Efficiency & Renewables - opportunities as priorities

Answered: 37 Skipped: 34



79% agreed that the right partners and actions had been identified.

Other Priorities suggested

- medium and larger scale renewable energy projects
- Ensuring visual impact of renewable projects does not impact on tourism
- promote benefits of small scale renewables to residents & businesses to reduce carbon footprint
- Education & ingenuity

Other Actions suggested

- Finance for projects

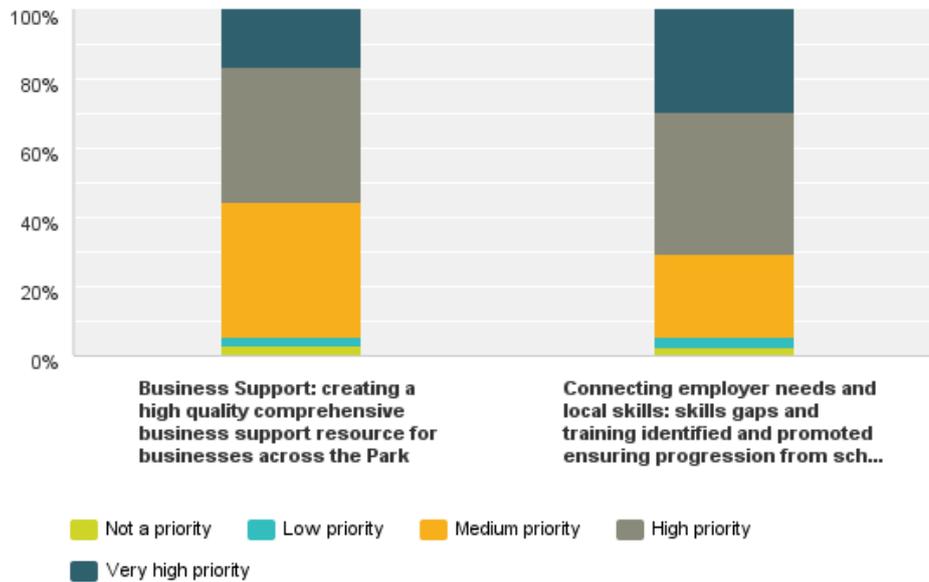
Other Partners suggested

- UHI

Priority Theme 2 - Supporting and attracting businesses

Q14 Supporting & Attracting Businesses - opportunities as priorities

Answered: 37 Skipped: 34



86% agreed that the right partners and actions had been identified.

Other Priorities suggested

- Allow private sector to drive economic growth
- Networking and best practice forums. Badges of excellence that recognise achievement
- Housing
- Education & ingenuity

Other Actions suggested

- Broadband
- Local mentors

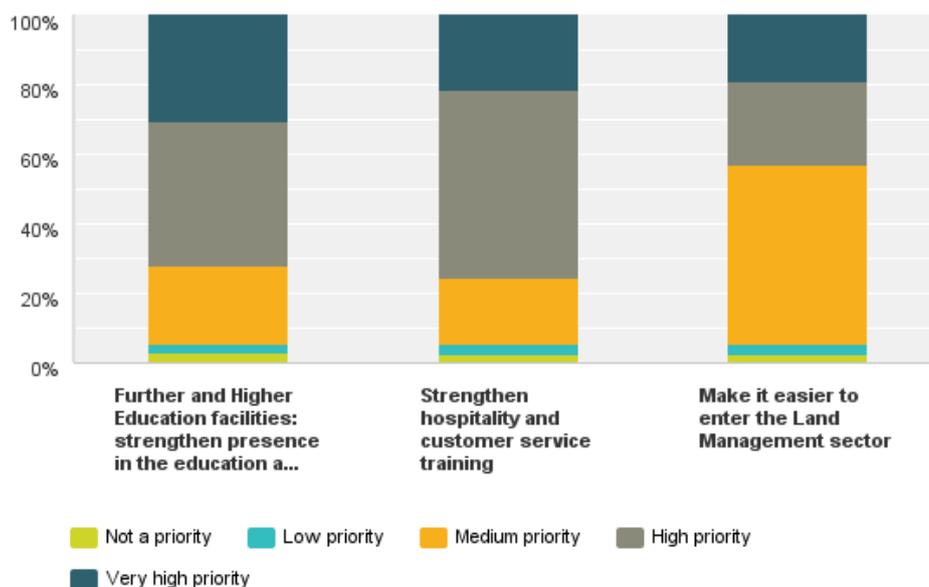
Other Partners suggested

- UHI management school

Priority Theme 3 - Strengthening education and training as an economic asset

Q16 Strengthening education and training as an economic asset - opportunities as priorities

Answered: 37 Skipped: 34



84% agreed that the right partners and actions had been identified.

Other Priorities suggested

- Business management skills and knowledge particularly aimed at tourism and land management enterprises
- Reduce officialism, forms, regulations, increase common-sense, local education and broadband

Other Actions suggested

- Work experience with local schools and businesses

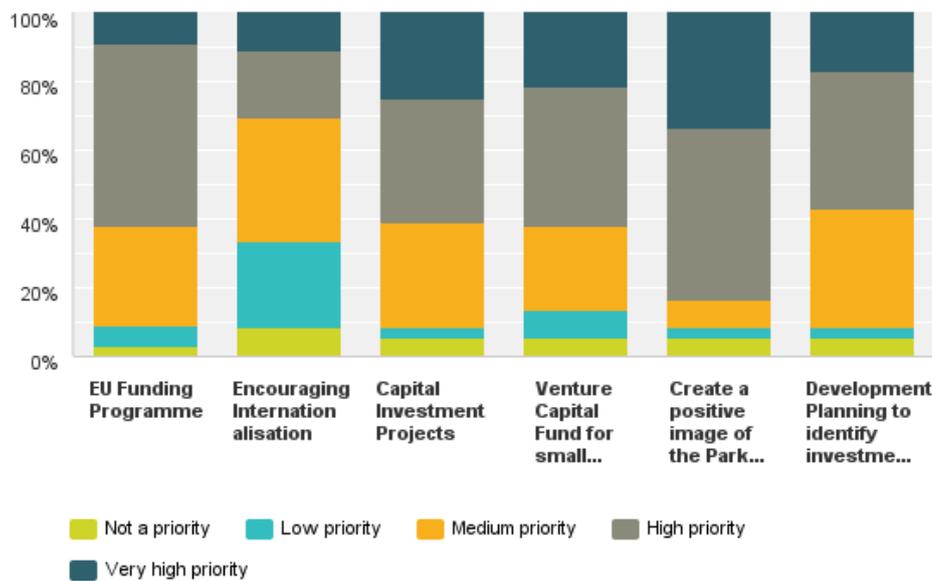
Other Partners suggested

- SNH
- FE/HE Institutions

Priority Theme 4 - Attracting Investment

Q18 Attracting Investment - opportunities as priorities

Answered: 37 Skipped: 34



81% agreed that the right partners and actions had been identified.

Other Priorities suggested

- Encourage involvement in civic pride initiatives
- Define public interest & private sector contributions
- Broadband

Other Actions suggested

- Service to link businesses with those with funds to invest

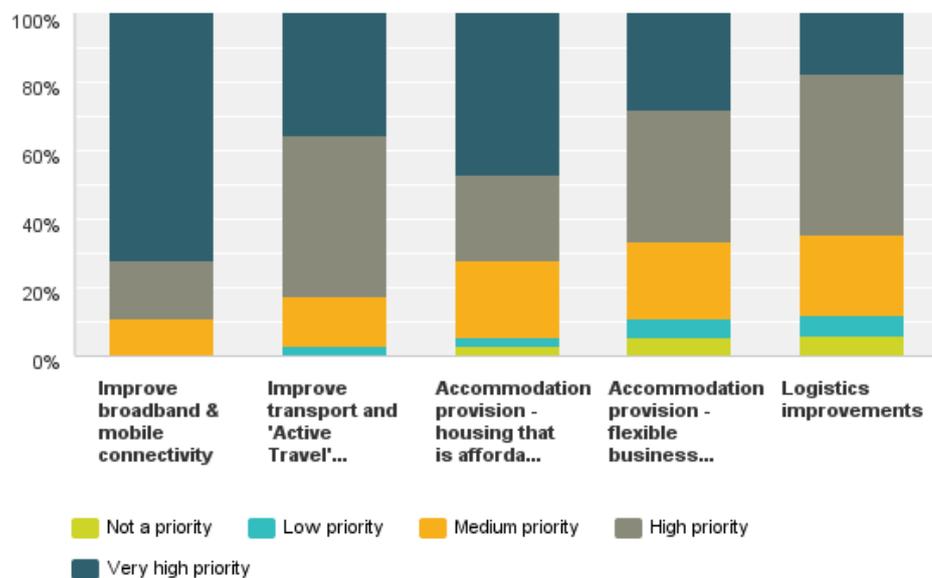
Other Partners suggested

- Cairngorms LAG (LEADER)
- Local businesses

Priority Theme 5 - Infrastructure (accommodation, sites, transport, connectivity)

Q20 Infrastructure - opportunities as priorities

Answered: 36 Skipped: 35



87% agreed that the right partners and actions had been identified.

Other Priorities suggested

- Identify additional land for business use in some communities
- Transport provision and availability of services
- Housing and rental accommodation

Other Actions suggested

- Review core path provision and adjust/improve as expedient.
- Collective effort to improve broadband provision

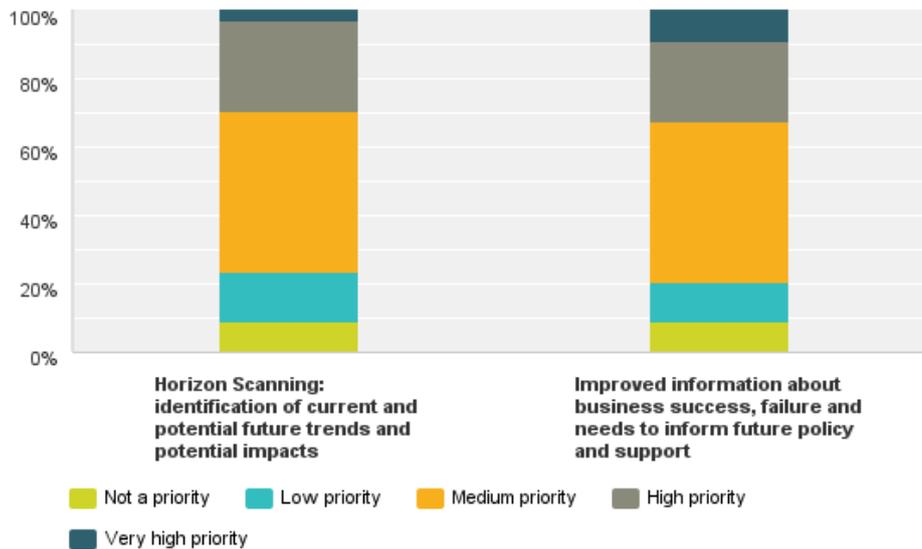
Other Partners suggested

- BT

Priority Theme 6 - Planning for the Future

Q22 Planning for the future - opportunities as priorities

Answered: 34 Skipped: 37



89% agreed that the right partners and actions had been identified.

Other Priorities suggested

- In partnership with conjoining or overlapping areas should be maintained
- Political uncertainties are a disincentive to investment

Other Actions suggested

- Needs to take place within the framework of the existing National Park plans and strategies

Other Partners suggested

- None

Environmental Report

An Environmental Report was subject to consultation alongside the economic priorities. The Report found that the Economic Development Priorities as proposed will have a range of positive or neutral environmental effects. Consultation responses were received from SNH, SEPA and Historic Scotland. The consultation responses supported this finding based on the mitigation measures contained within the report.

Next Steps

The consultation findings will be considered and discussed by the Cairngorms Economic Forum (CEF) and the key priorities agreed for action. These will form the basis of an Action Plan for delivery by a range of partners. The CEF is lead by the private sector and is made up of public and private sector partners and will oversee delivery. For more information see www.cairngorms.co.uk/live-work/cairngorms-economic-forum/.

A more detailed report can be made available on request with full statistics and all comments made.

Cairngorms Business Partnership
office@visitcairngorms.co.uk
01479 810200