

Place



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Since its inception in 2003, the Cairngorms National Park has been most successful when a broad range of people come together to find the right solutions for their specific area. Over the next few years, there are a number of significant challenges around housing, transport and tourism that we need to address collectively. Finding the right solutions to make a significant difference for our residents and visitors will not be easy, particularly as we must do so with nature and climate at the heart of everything we do.

The work that has taken place already – such as increasing affordable housing provision to 45% in certain towns – is a step in the right direction; however, we now need more radical solutions if we are to truly deliver the desired objectives and outcomes.

The Place section of this draft plan sets out the overall outcome we are seeking to achieve, alongside a series of long-term objectives for the National Park. These are supported by a detailed policy framework and a series of actions we plan to take over the next five years, which are set out later in this document.

Outcome: A place that people want to live in, work in and visit that works for all.



OBJECTIVE

C1. Work to stabilise the growth in the number of people who visit the Cairngorms National Park during the peak season, while ensuring their enjoyment of the National Park and time spent here increases. The focus for any growth should be on the off-peak season and on those areas that have capacity to manage extra visitors.



TARGET / INDICATOR

Overall tourism numbers and visitor days during peak season stabilise at around the current levels.

Visitor satisfaction remains high and stable.

Increase in off-peak visitor days.

OBJECTIVE

C2. Secure the National Park's place as an international exemplar in sustainable tourism and the management of protected areas.



TARGET / INDICATOR

The Cairngorms continues to hold the European Charter for Sustainable Tourism in Protected Areas.

OBJECTIVE

C3. Encourage a transformative change in the way people get to and move around the National Park.



TARGET / INDICATOR

50% of journeys by visitors and residents within the National Park do not take place by car by 2030.

25% of visitors get to the National Park by public transport by 2045.

E-bike hire and charging facilities will be available in all main settlements and major visitor hubs by 2030.

People will be able to bring their own bikes to the National Park on all public transport by 2030.

OBJECTIVE



TARGET / INDICATOR

C4. Improve path, cycle and access networks to be the best in Scotland.

All communities are linked by safe off-road or segregated on-road routes suitable for all users by 2030.

All core paths are in good condition.

OBJECTIVE



TARGET / INDICATOR

C5. Work closely with partners across the National Park to manage the impact of visitors and provide a high-quality experience. Ensure public infrastructure is of a high standard, able to cope with demand at key destinations, and consider how to best utilise areas of the National Park with capacity for increased visitor numbers.

Number of public toilets, changing places toilets and campervan facilities within the National Park.

Broadband and mobile connectivity in the National Park.

OBJECTIVE



TARGET / INDICATOR

C6. Provide outstanding opportunities to experience the natural and cultural heritage of the National Park via our promoted path network, while minimising disturbance to vulnerable species, habitats and sites.

Maintain and improve key path condition and usage.

OBJECTIVE

C7. Provide opportunities for everyone to experience and learn about the National Park's outstanding historic environment, history and culture, with the Cairngorms being celebrated for its cultural heritage.



TARGET / INDICATOR

Increasing number of cultural heritage projects promoted in visitor marketing.

OBJECTIVE

C8. Ensure that there is sufficient housing stock to enable people to live and work within the National Park. Ensure the private rented sector provides appropriate security of tenure for people working in the National Park.



TARGET / INDICATOR

A maximum of 15% of all housing stock in the National Park will be second homes, vacant or short-term let properties by 2040.

OBJECTIVE

C9. Help resolve key worker and affordability issues with new housing in the National Park.



TARGET / INDICATOR

75% of new housing built is for social rental and / or mid-market rental and is directly linked to meeting the needs of local employers by 2030.

OBJECTIVE

C10. Work with communities to ensure that the majority of land allocated for development around villages and towns in the National Park is controlled by communities or public bodies to help manage long-term development needs.



TARGET / INDICATOR

The percentage of developable land in community or public body ownership is increasing.

OBJECTIVE

C11. Take action to ensure villages and town centres in the National Park are thriving places where people live, shop and meet.



TARGET / INDICATOR

The percentage of vacant properties on high streets of the National Park reduces.