



Image of an all-abilities wheelchair user © David Lintern

Action-oriented

Busy

Empathetic

Honest

Resilient

Seen and unseen

Wary



1.5%

of Cairngorms
residents are
people of colour



343

Park Plan
responses from
LGBTQ+ voices



13.4%

of Park Plan
responses from
disabled people

A diverse group that intersects all other audience types. What unites them is the experience of being a minority in rural Scotland. We need to go the extra mile to ensure they can access heritage.

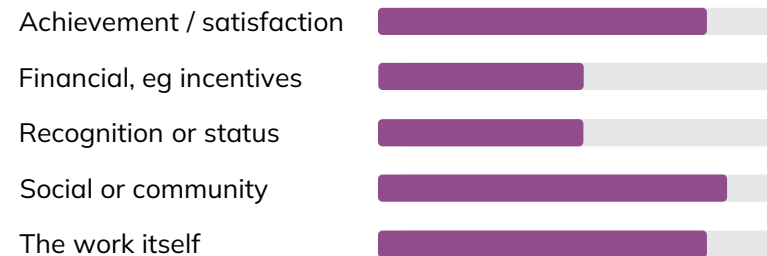
Introduction <

This audience has been heavily impacted by Covid-19 and the cost-of-living crisis, making it all the more important that we identify trusted partners and commit to long-term engagement, acknowledging that some people will be pinched for time and wary of our approach.

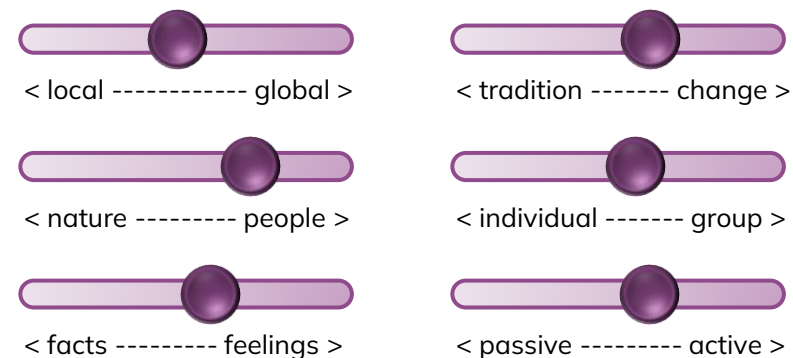
Sub-segments <

- Ethnic minorities (~300 people in Park)
- Disabled people (~3,500)
- LGBTQ+ community (~900)
- People in income poverty (~2,300)
- People living with poor health (~650)

Motivations <



Attitudes <



Comms channels <



community
groups



word of
mouth



social media
groups

Under-represented

Part of every community and every audience segment but often 'unseen', with very real barriers preventing them from accessing nature and making their voices heard.



Two people on a forest walk © Mark Craig / Airborne Lens



62% of respondents felt their ethnicity was a barrier to the outdoor sector†



People can feel very exposed by making their voices heard



Sense that inclusion work isn't 'two-way' / is box-ticking

Where they are now <

“It’s too difficult for us to access nature and our voice often goes unheard, largely because we’re not involved in decision-making.”

Potential barriers <

- ☒ Can be triggering to share perspective
Need to avoid exacerbating negative experiences
- ☒ Climate change not a priority for all
Time-poor and impacted by cost-of-living
- ☒ Concerns over tokenism
May have been let down by other initiatives
- ☒ Sense that countryside isn't for them
'Everyone looking at you, no one looks like you't
- ☒ We don't have all the right connections
Need to identify and build network of partners



Minority voices empowered to make decisions on key activities



Relationships established with range of trusted partners



'Virtuous circle' of participants inviting others to take part

Where we want to be <

“The Park Authority has listened and is working with communities to remove barriers to participation. The Cairngorms is a Park for all.”

Opportunities <

- ☑ By the community, for the community
Beneficiaries helping shape overall programme
- ☑ Leading the way for UK national parks
Tackling perception of who belongs in countryside
- ☑ Opportunity for intersectional thinking
Can spot opportunities for alignment of approach
- ☑ Potential for powerful stories
If we get approach right we'll have real advocates
- ☑ Small but dedicated group of partners
Real depth of impact with room to grow in future

Part of every community and every audience segment but often 'unseen', with very real barriers preventing them from accessing nature and making their voices heard.

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