Thriving Communities & Sust. Tourism: How does being in a National Park help?
• Competition for the same resource

• Tension between private/public and local/national

• Geographic division and sector-specific thinking
A new approach to National Parks
The National Park Aims

1. To conserve and enhance the natural and cultural heritage of the area;
2. To promote sustainable use of the natural resources of the area;
3. To promote understanding and enjoyment of the special qualities of the area by the public;
4. To promote sustainable economic and social development of the area’s communities.
National Park ≠ Park Authority

NPA organisational purpose is:

“…. to ensure the four National Park Aims are collectively achieved in a coordinated way”

Greater weight to be given to the conservation aim if there is conflict
Who manages the National Park? I

- National Park Authority Board
- Staff
- Advisory Forums
Who manages the National Park? II
Who manages the National Park? III
1. New geographic focus
2. (Some) New resources

Size of National Parks in UK (Miles$^2$)
Staff numbers in NP Authorities (FTE)

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<th>All National Parks in the UK</th>
<th>South Downs</th>
<th>Cairngorms</th>
<th>New Forest</th>
<th>Northumberland</th>
<th>Exmoor</th>
<th>Dartmoor</th>
<th>Loch Lomand &amp; Trossachs</th>
<th>Broads</th>
<th>Yorkshire Dales</th>
<th>Pembrokeshire Coast</th>
<th>Brecon Beacons</th>
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3. Emphasis on special qualities
Sustainable Tourism Strategy

National Park = opportunity plus responsibility

Strategic Objectives:
- Tourism growth
- Special qualities
- Geographical diversity
- Customer focus
- Environment and conservation
- Leadership and partnership
4. Seeing “outside in”

- Brand identity to promote strong sense of place
- Promote quality and environmental sustainability
- Competitive advantage
The Cairngorms
A pictorial souvenir

A photographic tour of the National Park

Cairngorms NATIONAL PARK

WARNING - Alien Invasion
Published by Cairngorm LLP

Advice and information on non-native species
The Cairngorms represents a wealth of wildlife that forms a distinctive feature of the area. There are, however, a number of non-native species that can cause severe problems for our native wildlife.
Beyond our boxes or silos
5. Seeing “inside out”
6. Better organisational structures

- Cairngorms Business Partnership
- Cairngorms Outdoor Access Trust
7. A place for innovation
8. Opportunities for people to work better together

- Sustainable Tourism Forum
- Inclusive Cairngorms
- Local Outdoor Access Forum
- Deer Advisory Group
9. Thinking long-term
Your View

This is your chance to influence how the Cairngorms National Park will be managed over the next five years.

Consultation
19 Sept - 09 Dec 2011
10. There are challenges ...
NP works best when people see it as an OPPORTUNITY
Framework for Interpretation

Sharing the stories of the Cairngorms National Park

A guide to interpreting the area’s distinct character and coherent identity
Benefits of Europarc Charter

• Strong strategic framework - the 12 Principles

• Focus on collaborative working & industry involvement

• Independent assessment

• Opportunity to share best practice through charter parks network