

# Active Cairngorms Cairngorms National Park



# Active Cairngorms

A strategy for outdoor access in the National Park.

# Active Cairngorms

- What is it?
  - At its heart Active Cairngorms aim is for all residents and visitors to enjoy and use the Park for physical activity once a day.
  - Active Cairngorms is divided into three themes where we in partnership can make the biggest difference – Active Places, Active Management and Active Promotion.
  - To deliver Active Cairngorms the Park Authority convenes and chairs the Active Cairngorms Partnership. This partnership is made up of NHS, Paths for All, SNH, Sustrans, SportScotland and land management representatives.

# Active Places

Improve design of existing outdoor and active travel infrastructure.



# Active Management

Reduce the environmental impact of outdoor Recreation.

## Active Management



National Park being protected, conserved and enhanced **1748** sq miles  
6% of Scotland

### Sustaining our resources

Promoting well managed events in the Park



Working with over 100 estates to promote responsible access to land and water

### Why the Cairngorms National Park is special

The Park is home to 25% of the UK's threatened bird, animal and plant species

Key messages communicated to residents and visitors

**18,000** Residents living in the Park

**1.5 million** Visitors to the Park each year

Visitors to wildlife and nature reserves in the Park each year **158,000**

## £ Economic Impact

**2.6 billion** Contributed from Outdoor visits  
To the Scottish economy per year (Scottish Recreation Survey)

**210 million** Spend in Cairngorms (CNP STEAM Report, 2012)

Analysis by Sector of Expenditure	(CNP STEAM Report, 2012) £million
Accommodation	45
Food and drink	30
Recreation	12
Shopping	16
Transport	30
<b>Total Direct Revenue</b>	<b>133</b>
Indirect Expenditure	50
VAT	27
<b>TOTAL</b>	<b>210</b>





# Active Promotion

Increase levels of physical activity.



# Priorities

1. Complete long distance route extensions
2. Support delivery of Active Aviemore
3. Develop health walks in the Park
4. Develop Volunteer Ranger Service
5. Celebrate being active in the Park with events such as Wee Walks Week

# Case Study I

## Active Promotion- promoting walking

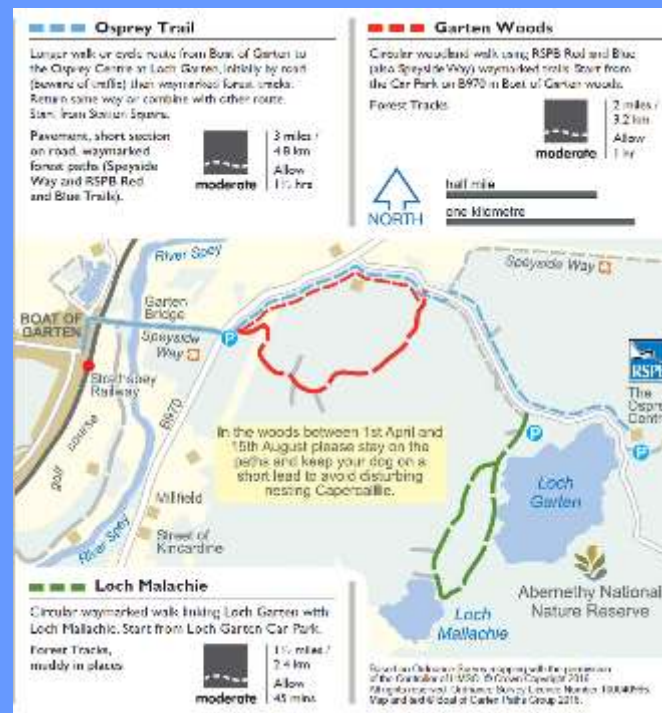
Cairngorms Paths

### Boat of Garten Trails

Discover the Osprey Village



**Cairngorms NATIONAL PARK**  
Part of Scotland's Woodland Heritage





# The Path Manager's Guide to Grading

Standard waymarked path grading  
system for Scotland

**paths  
for all**

FOR A HAPPIER,  
HEALTHIER SCOTLAND



## Beach Trail ○○○

Meander through the beautiful pine, birch and alder woods by the Allt Mor burn and Loch Morlich's golden sands.

**Largely wide, smooth gravel and tarmac surface, with slightly uneven and loose sections. Some short fairly steep slopes. Includes two road crossings.**



**moderate**

**1½ miles /**

**2.4 kms**

Allow

1 hr

[www.pathsforall.org.uk/pathgrading](http://www.pathsforall.org.uk/pathgrading)



# Case Study 2

## Health Walks



# Why health walks?

The National Walking Strategy for Scotland Vision: *A Scotland where everybody benefits from walking as part of their everyday journeys, enjoys walking in the outdoors and where places are well designed to encourage walking.*

- We support 25 Health Walks across the National Park and on its boundaries:
- We support 96 Volunteer Health Walk Leaders, with one group which is delivered by a paid member of staff (Alzheimer's Scotland) once a month:
- 420 walkers are currently registered with the project.

# Some successes

- Each community in the CNP area has access to a health walk:
- We've worked in partnership with two GP practices over the last two years to develop health walk groups .
- We are developing partnerships and providing training to allow us to engage with particular populations who would benefit from regular physical activity: eg those living with alzheimers, dementia, heart disease or cancer.
- We are also working with partners to provide progression routes beyond health walks, eg: Next Step walks, Ranger-Led walks, linking to community sports hubs.





# Some challenges

- Accessibility:
- Understanding:
- Diversifying:
- Succession.



# The future of health walks

- *Moving beyond communities of interest:* We're now piloting Dementia Friendly Accreditation for one of our Health Walks, and considering rolling this out more generally across the CNP in coming years if possible:
- *Ongoing training, celebration and support:* In an area with very dispersed health walk groups, it's important to build a shared identity and sense of community between the volunteer health walk leaders to help maintain engagement. We organise ongoing training, networking and celebration events for them to come together (eg events during Wee Walks Week) as well as ensure CNPA staff walk with the groups at least twice a year.

# The Big Challenges

## **What works to influence behavior change in inactive people?**

- How do we connect with inactive people? How do we encourage inactive people use the Park's outdoors to be more active?

## **Are there 'game changers' which could have a significant impact on increasing outdoor activity?**

- How do we break free from the curse of Action Plans? Every organization has their own action plan with a wide a range of projects that rarely deliver real change, so how do we decide what the real game changers are, and focus on two or three projects that will have regional and national impact?









# Any questions?

