1. Why a National Park?
A controversial place...
Highland
Moray
Aberdeenshire
Angus
Perth and Kinross

Cairngorms National Park

Inverness
Aberdeen
Dundee
National Park aims:

- Conservation of nature and culture
- Sustainable use of natural resources
- Understanding and enjoyment of special qualities
- Sustainable economic and social development of communities
“An outstanding National Park, enjoyed and valued by everyone, where nature and people thrive together”
2. A strategic approach
CHALLENGES FACING THE REGION

- Remoteness and Peripherality
- Inhospitable Terrain and Climate
- Water Crossings
- Sparsity of Population
- Fragile Rural Economies
- Low Incomes
- Cost of Living
SOURCE: NATIONAL RECORDS FOR SCOTLAND (NRS)
Net migration by age group

Source: National Records for Scotland (NRS)
**Drivers of Change**

- **1965**: Establishment of Highlands and Islands Development Board (HIDB)
- **1975**: Local government reform
- **1970’s**: Exploitation of North Sea oil
- **1970/80/90’s**: Upgrading of transport infrastructure
- **1980/90/00’s**: Upgrading of telecoms infrastructure
The Cairngorms Economy

Tourism: 43% (9,400)

Food & Agriculture: 12%

Whisky & Drink: 6%

Home Ownership & Construction: 6%

Public Sector, admin, health & education: 17%

Other services & activities: 14%

Information Industries: 2%

Other production & manufacture: 2%

Forest: 3%

CNP 2013 Employment: 9,400
Median house prices in Cairngorms National Park, 1993-2016
Proportion of planning authority area covered by Natura sites

% of Planning Authority Area

0,0% 10,0% 20,0% 30,0% 40,0% 50,0% 60,0%

Cairngorms National Park
Loch Lomond & The Trossachs National Park
Perth and Kinross
North Ayrshire
Angus
Fife
Dundee City
South Ayrshire
Scotland Borders
City of Edinburgh
South Lanarkshire
West Dunbartonshire
East Lothian
North Lanarkshire
Aberdeen City
East Dunbartonshire
East Renfrewshire
Glasgow City
Midlothian
Edinburgh
Lothian
Highland
Inverclyde
Ayrshire Islands
Orkney Islands
Shetland Islands
Moray
Renfrewshire
Dunfermline and Galloway
Stirling
Falkirk
East Lothian
Midlothian
North Lanarkshire
Aberdeen City
East Dunbartonshire
East Renfrewshire
Glasgow City

www.cairngorms.co.uk
Cairngorms Economic Strategy

Building on the strengths of the Park

Supporting and attracting Businesses

Infrastructure (accommodation, transport, connectivity)

Attracting Investment

Education and Training
Cairngorms National Park Partnership Plan
The management plan for the Cairngorms National Park

- **Active Cairngorms**
  - The outdoor access strategy for the National Park

- **Cairngorms Nature**
  - Sets out the National Park’s conservation priorities

- **Economic Strategy**
  - Sets out the economic priorities for the National Park

- **Local Development Plan**
  - Sets out the polices for land use planning within the National Park

- **LEADER Local Development Strategy**
  - Sets out the priorities for promoting community-led local development to support a sustainable rural economy in the National Park
AVIEMORE is the largest settlement in Badenoch and Strathspey and has grown significantly in recent years. It is a thriving destination for visitors due to its proximity to the Cairngorm Mountains and reputation for adventure sports. However, whilst the local economy is thriving there is a need for affordable housing for people who live and work in the area.

Issues for Aviemore:
- Provision of affordable housing
- Maintaining Aviemore’s role and reputation as a tourist destination
- Provision of business units
- Provision of community facilities
- Active transport links

Proposed settlement objectives:
- Protect the role of Aviemore as a key service and employment centre for the wider region
- Support opportunities which increase the attraction of Aviemore as a tourist and recreation destination
- Support proposals for business growth and development
- Support links with Glenmore / Cairngorm
- Deliver housing that meets local needs, particularly affordable and mid-market housing for rent and purchase
- Support the development of the ‘Active Aviemore’ initiative to improve active travel links and opportunities around the town
- Support the delivery of a new community hall facility

Preferred site options:

- ED1 (Dalfaber Industrial Estate) for economic development with an amendment to its southern boundary
- ED2 (South of Dalfaber Industrial Estate) amended to a new allocation for community uses (proposed new Hospital site)
- ED3 (Myrtlefield Industrial Estate) for economic development
- C1 for community uses
- C2 for community uses to protect the playing field adjacent to the former Primary School
- Existing Permission EP2 as an allocation for 10 houses
- EP3 as an allocation for 83 houses
- The Aviemore Highland Resort (AHR) Site (THC007 – THC014) as an allocation for mixed use development comprising residential, commercial and tourism uses

Preferred new site allocations:
- Part of THC045 for future long term housing
- Part of THC059 for economic development uses
- Land to the north of Aviemore for future long term mixed uses
- THC061 (Laurel Bank) for mixed use development

Alternative site options (not preferred):
- Allocate THC006 for housing.

*Our assessment of preferred new site allocations and alternative site options can be found in the Site Assessment Report published alongside the Main Issue Report
Strong, Sustainable Economy
Top Facts and Figures

**Strong Identity**
- Park Visitors: 1.8m per year
- 91% know they are in the Park
- 50% National Park status influenced decision to visit (43% of overseas visitors)

**Economic Collaboration**
- Economic Strategy
- Strengthening Park economy by linking businesses and communities
- 2500 housing land supply
- 325 built in last five years
- Including 90 affordable

**Celebrating Good Design**
- Design Awards 2016
- 5 winners
- 9 commended
- 31 short-listed

**Rural Development**
- Renewable Energy
  - Since 2011
  - 20% increase
  - 50% increase

**Supporting Land Based Businesses**
- 36 businesses strengthened through training subsidies
- 518 staff benefiting from training
- Guidance and Advice
  - SRDP investment of £5.25 million between 2007-2013

**Fibre and mobile broadband widely available across the Park**

**Strengthening Communities**
- Path Skills Certificate Environmental Conservation SVQ Level 2+
- Community Development Officers funded by CNPA
- Capacity building training

Cairngorms National Park Authority Annual Review 2016/17
3. Business Collaboration
Business networking
4. Focusing on delivery
Outdoor access and paths
Another fantastic day on Meall a’ Bhuachaille today. Lots more great work done by our lovely volunteers. The weather and the views really helped make it a pretty perfect day.
Figure 13: Spatial Priority Areas

Dalwhinnie, Kingussie, Laggan & Newtonmore

Cairngorm & Glenmore

Tomintoul & Glenlivet

Scale: 1:700,000

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Tomintoul and Glenlivet
The Badenoch Great Place Project

“Bringing the past into the 21st century”
Cairngorms Nature Festival
Cairngorms Nature Festival
Academy A9
5. More than businesses
ISSUE 8
COMMUNITY CAPACITY AND EMPOWERMENT
BUILDING THE CAPACITY FOR
SOCIAL ENTERPRISE IN THE PARK

- Learn about social enterprise
- Grow your skills to develop new ventures
- Meet with people taking forward social enterprises in the Park
- Share your ideas, experiences and challenges

FULLY FUNDED PROGRAMMES | STARTING JUNE 2017
ACROSS THE CAIRNGORMS NATIONAL PARK

Delivered by
Social
Enterprise
Academy
learning to change the world
6. Setting a good example
7. Challenges and opportunities
When we try to pick out anything by itself, we find it hitched to everything else in the universe.

John Muir
Thank you

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