

Economic Strategy 2015-2018: Delivery highlights

Priority Theme I: Building on the strengths of the Park

- Cairngorms Tourism Partnership established
- VisitAberdeenshire established (merged City, Banffshire Coast and Royal Deeside DMOs) <https://www.visitabdn.com/>
- Collaborative programmes for destination branding developed and delivered in all 3 years
- 'Make it Yours' programme continuing across CNP
- Snow Roads established and now promoted/ marketed by CBP
- CNPA progressing Speyside and Deeside Ways
- 'Total Quality Destination Approach' being pursued by Visit Scotland
- Aberdeenshire Council launched Aberdeenshire Historic Bridges Trail <https://www.aberdeenshire.gov.uk/leisure-sport-and-culture/aberdeenshire-tourist-and-visitor-information/tourist-trails/>
- Visit Scotland updated the Castle Trail
- Moray Speyside Tourism BID in development
- CBP working with Caledonian Sleeper on campaigns
- 7 digital training courses with 75 participants delivered
- FCS agreed CNP native woodland planting premium on SRDP
- Grampian Food Forum (covering Aberdeenshire, Aberdeen and Moray) has been relaunched as NE Scotland Food & Drink Network and is being operated in partnership with Opportunity North East.
- Opportunity North East is supporting business growth in the food, drink and agricultural sectors along with work on Food Tourism. This covers Aberdeenshire and Moray parts of CNP
- CNPA working with partners to deliver knowledge transfer through Farmers Forum
- NE Scotland Agricultural Advisory Group continues to meet and consider range of matters to support agriculture and land based economies. Covers Aberdeenshire, Aberdeen , Moray, Angus <http://publications.aberdeenshire.gov.uk/dataset/agriculture>
- Major study looked at the future of land based business industries in Aberdeenshire, Moray and Angus 2016 <http://www.aberdeenshire.gov.uk/business/support-and-advice/industry-sectors/agriculture-and-rural-development/facing-the-future/>
- Local Energy Scotland (LES) provided businesses advice and funding in all aspects of local, renewable energy.
- CNPA design awards 2016 – Commercial category judged on environmental impact
- Renewable energy production has increased through small-scale hydro-electric schemes across the National Park and numerous domestic scale renewable energy sites. Estimated increase of re than 60 megawatts.

Priority Theme 2: Supporting and attracting business

- CNPA Land Management Training and Knowledge Exchange Programme staff worked with schools across National Park to promote opportunities.
- Rural Skills Scotland has been delivering training. LANTRA and SDS are developing apprenticeship schemes.
- Skills Strategy for NE Scotland approved in 2017 covering Aberdeenshire/City
- Regional Skills Assessment for Inverness and Highland City Region Deal published 2018

Priority Theme 3: Strengthening education as an economic asset

- Continued investment in outdoor education facilities in CNP
- Social Enterprise Academy has run a special programme of social enterprise training courses throughout CNP in 2017 and 2018 funded by Leader

Priority Theme 4: Attracting investment

- Cairngorms LEADER LAG secured over £3m of EU and Scottish Government. Most funding has been allocated.
- Related work undertaken through www.investaberdeen.co.uk & www.enterprisinghighlands.co.uk
- City Region Deals [for Inverness and Highland, Aberdeen City and Shire, Moray, & Tay Cities](#)
- Capital investment priorities identified in NPPP 2017-2021

Priority Theme 5: Infrastructure

- Real improvements to high speed broadband and mobiles 3G and 4G networks across national Park.
- Cairngorms Digital Steering Group formed and will continue to meet.
- Cairngorms Community Broadband formed to develop community solutions to Broadband services but overtaken by Scottish Government R100 project.
- CBP delivering Digital Tourism Programme
- City Region Deal for Aberdeen has included investment into Aberdeen Harbour expansion which includes attracting cruise ships from 2020.
- VisitAberdeenshire leading on a 'Be Ready for Cruise Ship' programme
- Significant Scottish Government funding for affordable housing leading to planning approvals for more than 150 new affordable units in CNPA over 2017 and 2018.
- Scottish Government initiated A9 dualling programme
- Network Rail initiated upgrades to Highland main line to Inverness

Priority Theme 6: Planning for the future

- Review of NPPP3 undertook trend analysis and review of evidence.