

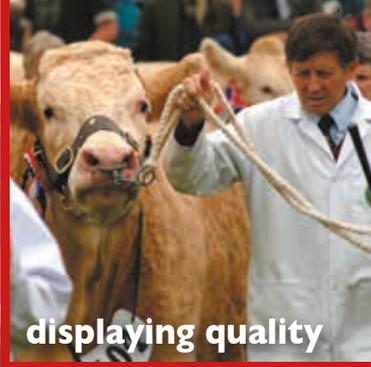


GREAT GLEN
CHARCUTERIE

our business

Business in Britain
largest National Park

making contacts



displaying quality



customer care

developing business... delivering great service...

Business Review 2014/15



Cairngorms
NATIONAL PARK

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Business
Partnership

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Introduction



Welcome to the fourth Annual Review of the Cairngorms Business Partnership (CBP). The CBP is an affiliated Chamber of Commerce and seeks to support economic development within the Cairngorms National Park.

This report covers the period April 2014 to March 2015 and outlines the activities which we have undertaken on behalf of our members. Following the departure of CBP's Chief Executive, 2014 was a challenging year, however it is one that had its share of successes too. Membership stands at 338 and, with 46 new members joining CBP over the year, membership is buoyant; the annual CBP conference attracted the largest ever number of delegates (60 members and 50 non-members); and a fruitful bid to VisitScotland's Growth Fund means a significant boost to our marketing efforts this year.

I hope you will be interested to read our news and learn something of our future plans.

On behalf of the Board and CBP staff, I should like to thank members and our public sector partners for their continued support.

Kevin Roach, Chairman

Business Review and Priorities

A recent review of CBP's business focus has led to a revised Business Plan which sets out three strategic business priorities for 2015-2018.

Create business opportunities, and bring new customers and businesses to the Park, through effective marketing The aims are to drive additional turnover to member businesses at key times of the year and deliver increased visitor stays and spend. This will be aided through creating a wider awareness and appreciation of the Cairngorms National Park as an all year round destination of first choice. A series of campaigns with strong 'calls to action' will connect customers with member businesses.

Ensure the appropriate support for the business community across the Park either through direct delivery or facilitating solutions The CBP will continue to pursue an agenda of supporting the development of the capacities and competencies of local businesses, in order to maximise the economic potential of the National Park, share best practice, and improve their capacity to provide a higher added value offering. This will be done through: Cairngorms Economic Diversification and Development Strategy; Business and Sector Group Meetings, Workshops and Conference; Business Barometer and Surveys - The Business Barometer remains the leading Scottish destination feedback mechanism on business trends.

Act as the primary representative body for the key business issues most important to the membership base This priority seeks to provide businesses with a stronger voice and influence on business matters at a local level (particularly important given the number of small businesses within the Park). The Business Barometer, and the Conference and Meetings Programme, will be used, along with ad hoc surveys, to ensure the priorities and concerns of the wider membership are recognised and addressed by CBP's effective representation on behalf of the members. The key issues of concern to members in 2015 are recognised as: broadband and mobile coverage; planning and affordable housing for key workers; business support and investment; developing the visitor experience and spend.

Marketing Activities

VisitScotland Growth Fund

In November 2014 CBP was successful in its bid for a VisitScotland Growth Fund award. The award of £35k allows the CBP to deliver a £70k marketing campaign to highlight the Cairngorms National Park to key consumer markets. This is the largest single award made by VisitScotland in the most recent round of funding. The project will run through to the end of October 2015 and focuses primarily on PR and trialling social media advertising. The campaign highlights the five different areas of the Park and key sectors, including accommodation, cycling, golf, attractions and food and drink. Work to date appears to be highly successful with January 2015 seeing a 66% increase in business page views on January 2014.



In addition, the CBP continues its core marketing activities.

Social media

We currently use a range of social media platforms to promote the Park and our members' businesses. Facebook followers have increased by 10,041 in the last year to 24,397 likes and on Twitter we have 7,804 followers. Instagram is becoming a more popular site and we anticipate our current audience of 1,552 followers to increase over the year. The recent installation of two webcams looking towards Cairn Gorm Mountain and the Lairig Ghru are hoped to increase our following on all platforms, as well as driving new traffic to the website.



Events

With support from the CNPA, the CBP has the opportunity to attend two key networking events. Following on from last year, CBP will have a presence at VisitScotland Expo trade show in April and this March we were represented at TravMedia, a key journalist networking event. CBP's own events, aided by Highland Council, included the 2014 Conference which proved popular with delegates and 28 exhibitors, 20 of whom were non-members.

Website

Assisted by HIE, we look forward to a forthcoming Digital Health Check. A specialist IT advisor will provide expert support to help improve day to day efficiency and advise on how to make use of new technologies. We anticipate this leading to a digital action plan incorporating modifications to the website, integration with social media, apps and the database. Meanwhile, the village network approach continues with Aviemore, Braemar and Boat of Garten now benefiting from their links to the CBP website. It is our intention to continue to roll out the village network to other villages in the Park.



E-newsletter programme

Our most recent bi-monthly customer facing e-newsletter to target February half term holiday makers was distributed to 7,429 contacts and achieved a 36% opening rate, which is well above the industry average. We will be utilising the competition element of the newsletter to grow the database in the coming months. We continue to send out our monthly members' e-newsletter full of updates, funding and marketing opportunities, and general business information.

Publications

What's On and **Parki** continue to be CBP's leading publications. During the year, 175,000 What's On guides and a total of 60,000 Park-i directories were produced and distributed across the National Park for display and pick up at over 300 locations. Additionally, both publications are available to view online and across a range of mobile devices.



Our Mission Statement

The Cairngorms Business Partnership exists to represent, promote and support the business community within the National Park area; involving advocacy for business interests, the development of business, innovation and skills base, and the delivery of a range of projects, services and benefits for its members and the wider business community of the National Park.

The CBP Board

Name	Geographic Area/Sector
Vacant	Angus Glens
Keith Taylor, Loch Morlich Watersports	Aviemore and the Cairngorms
Mike Dukes, Atholl Estates	Highland Perthshire
Vacant	Royal Deeside and Strathdon
Steve Oliver, Bluefolds Highland Holiday Cottages	Tomintoul and Glenlivet
Philippa Grant, Rothiemurchus	Attractions
Mike Dunthorne, Boots'n'Paddles	Activities
Vacant	Serviced Accommodation (6 and under rooms)
Kevin Roach, Cairngorm Hotel & Garth Hotel	Serviced Accommodation (6+ rooms)
Nick Morgan, Heath Cottage	Self-catering Accommodation
Margo Paterson, SYHA	Hostels/ Bunkhouse
Angus McNicol, Invercauld Estate	Camping and Caravanning
Vacant	Business Tourism
Sam Faircliff, Cairngorm Brewery	Retail, Food and Beverage
John McDonough, Speyside Distillery	Manufacturing and Agriculture
Debbie Strang, Saxa Vord Properties	Business Services
David Fraser, Director and CEO Strathspey Railway	Co-opted
Ben Thorburn, Marketing Manager Wilderness Scotland	Co-opted

If you would like to contact a Board Member, in the first instance, please call the CBP office on 01479 780539.

CBP Staff Team

Jenny Sime, Business Development Manager: Membership, Sales, Parki, What's On, Marketing, Events

Jolene Rae: Website, What's On, Social Media, Administration

Yvonne Craib, Office Manager: Administration, Accounts, Meetings, Projects, Conference

Rachael Gingles: Marketing, Growth Fund, Newsletters, Social Media, Advertising

Liz Fraser: Marketing, Parki, Projects, Copywriting



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