



How your business can meet and benefit from the Cairngorms brand charter scheme

Thank you for your interest in joining the Cairngorms National Park brand charter scheme, which gives businesses like yours an opportunity to align your activities to the brand of the UK's largest national park.

Everyone who signs up to our brand charter makes a series of commitments to provide a quality experience, to look after and enhance the National Park, and to provide a warm welcome to people from a wide variety of backgrounds and experiences.

We've highlighted a few of these commitments below and attempted to explain what these might involve for your business. If you would like to discuss the brand charter in more detail, please contact Jacki Munro, Corporate Services and Communications Administrator at the Cairngorms National Park Authority, on 01479 870 542, or by emailing adminoffice@cairngorms.co.uk

1. We are proud to operate within the Cairngorms National Park.

Only businesses, products or services located or operating within the Cairngorms National Park may be associated with the Cairngorms National Park brand identity. The map below shows the full extent of the National Park boundary, but if you're not sure whether or not you're located within it please contact us.



Figure 1 - A map of the Cairngorms National Park

2. We meet, and will continue to meet, all current legislative and regulatory requirements, guidance and best practice relating to our business, activities and sector.

[Business Gateway](#) is a useful starting point for current requirements for businesses. We would also recommend checking out the [Living Wage Foundation's website](#), the [Disability Confident scheme](#) and VisitScotland's advice on [green certification schemes for your business](#). Businesses may also wish to investigate the [Fair Work Convention](#), which includes a self-assessment tool for businesses.



3. We are committed to providing quality products and services, and to continually strive to improve our business and customer offering.

The [Cairngorms Business Partnership](#) and others run and promote a range of training courses and networking events that can help you improve your business. Quality assurance schemes – including those offered by [VisitScotland](#) – are a good way to communicate your commitment to quality in a way that customers can trust.

4. We will always respect the special nature of the Cairngorms National Park and carry out our activities in ways that seek to protect and improve the environment of the Cairngorms National Park.

Advice on minimising your environmental impact is available from a range of sources, including the [Green Tourism Business Scheme](#) and the [Energy Saving Trust](#). You could also consider supporting a local initiative like [Cairngorms Nature](#), the [Cairngorms Trust](#), the [Outdoor Access Trust for Scotland](#), a local wildlife charity or community project.

5. We will work to provide our customers with a distinctive and authentic experience.

The [‘Make it Yours’ campaign](#) can help you bring the Cairngorms brand values to life. Find out what makes the area so special and use our free materials to help encourage your customers to make an emotional connection to the place and visit again.

6. Where possible we purchase goods and services from sustainable sources. We recognise that local products are part of the authentic experience and using them can have a positive effect on the environment.

A good place to start if you’re looking for local creative practitioners is the [Cairngorms Creative Directory](#), which brings together over 80 designers, producers, poets, painters, sculptors and storytellers. The Cairngorms Business Partnership also have a dedicated [business directory](#) for members.



7. We will strive to enhance the reputation and promote the Cairngorms National Park as a great place to live, visit and do business.

Look into other businesses, products and services on your doorstep and think about where you can make connections. You could also consider getting involved in local community groups and initiatives if you aren't already. The Park Authority has created an [introductory video](#) to help you and your staff get acquainted with what makes the Cairngorms special. We also offer training in this area a few times a year.