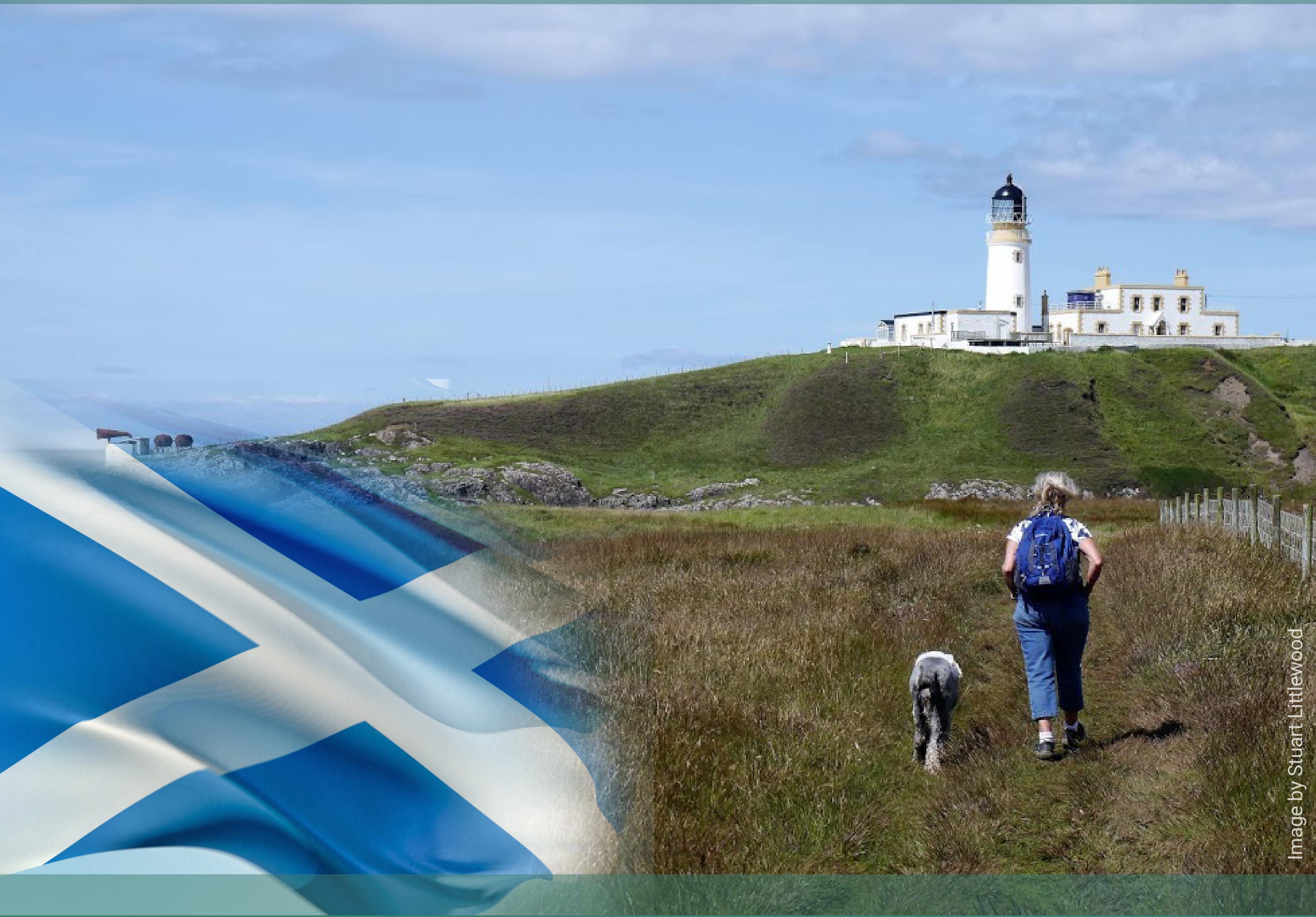
The Potential Socio-economic Impacts of a New National Park For Galloway



REPORT 05/SEPTEMBER 2019

A paper analysing the socio-economic benefits that a National Park could bring to Galloway.

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Executive Summary

This report represents the views of the author and is an edited version of an earlier document prepared in 2017 for the Galloway National Park Association. The report is published now by the Scottish Campaign for National Parks and the Association for the Protection of Rural Scotland to support the case for a new National Park for Galloway.

- Dumfries and Galloway, and particularly Galloway, has poor economic prospects and there is an urgent need for sustained rural development. The area suffers from an ageing population and low business start-ups with declining employment in agriculture and forestry. There has also been a loss of public sector jobs through the subsuming of several former county councils in to the one regional authority and the squeeze on local government finances nationally.
- The region has a low public profile both within Scotland and throughout the UK despite its many natural and cultural attractions and a new Galloway National Park would attract significant publicity to the area. The ongoing contacts with the press and media by a National Park Authority would keep the area in the public eye. The creation of a new Galloway National Park would be a game changer with regard to the profile of the area.
- A new National Park could provide a significant stimulus to the local economy, attracting at least an estimated 250,000 to 500,000 new visits p.a. and £30 to £60 million p.a. of additional spending and helping to support or create 700 to 1400 jobs. Over time these figures could grow.
- A National Park would, over a number of years, attract a limited number of other small businesses to the area, not directly linked to tourism or the environment (possibly in the region of 40 businesses, employing 80 – 160 people) and many would be life style businesses with people working from home locations.
- The impact of the National Park would be felt across the whole region, including the gateway communities in or near the park boundary.
- The new National Park Authority would directly provide a significant number of jobs (probably in the 40 – 80 range), located in a less developed part of the region, which would benefit the area both economically and socially.
- It is likely that the farming community and landowners would benefit from being located within a National Park in the future as it would increase the likelihood of them receiving public goods-focused support grants after leaving the European Union. Some increase in visitors would also support farms that provide accommodation or campsites or sell produce directly to visitors. The National Park label would also help with the branding of local produce.
- The local population would benefit from enhanced facilities for visitors and increased volunteering and training opportunities. An increase in volunteering would be worth an estimated additional £250,000 pa to the local economy.
- The impact of a new National Park on house prices and the demand for second homes would be discernible but small. Both are starting from a relatively low base.
- The proposed South of Scotland Enterprise Agency should welcome a new National Park for Galloway and the two organisations could form a very valuable partnership for the sustainable development of the area.

1. Introduction

1.1 The first version of this report was produced by Graham Barrow Research and Consulting for the Galloway National Park Association in 2017. This is an edited version of that report.

1.2 In March 2015 the Scottish Campaign for National Parks (SCNP) and The Association for the Protection of Rural Scotland (APRS) published a report on the potential socio-economic benefits of new National Park designations in Scotland (Barrow, 2015). That report identified four main groups of socio-economic benefits as a result of having more National Parks in Scotland and this report takes those benefits and some others and applies them to the Galloway area, adding quantification where possible.

1.3 An internet literature search has found data and research papers on the socio-economic impacts of new National Parks elsewhere in the UK and internationally and this report is based on the evidence in those papers. Care must be taken in comparing the impacts of different sorts of National Parks around the world as they and their legal and land use contexts differ so greatly. Much of the most relevant evidence used for this report is from National Parks elsewhere in the UK and in Scandinavia where there are similarities with the situation in Scotland. The value of National Parks to the local economy has been described in a number of recent reports such as Valuing England's National Parks (National Parks England, 2013) and Valuing Wales' National Parks (Arup, 2013), but these reports do not address the impact of a new National Park designation but merely describe the economy of their areas and do not evaluate what difference establishing the National Park has made.

1.4 At the time of writing the exact size and location of the proposed new Galloway National Park has not been defined and it is possible that alternative boundaries could remain as proposals for some time. But it is generally agreed that the impact of any new National Park in south west Scotland, irrespective of its size, will have influences outside its boundary to a greater or lesser extent. Therefore, the impacts across the whole of Dumfries and Galloway are considered in this report. Impacts on South and East Ayrshire are not considered in this report, although parts of both could well be included in, and would certainly be affected by, a Galloway National Park.

1.5 The size of any new National Park for Galloway may have an influence on its overall economic impact on the region but the relationship is not a straightforward one. If the park is small, say just the upland area of the Galloway Hills, then its draw and economic impact is likely to be less than a larger park that includes some stretches of the coast and some smaller settlements, thus appealing to a wider audience with different interests and potential activities. But the draw of a very extensive park may not be any greater than an attractive medium-sized one. What is clear is that the economic impact of a reasonably sized park will be felt not only within the park boundary but also over a wider area, as some visitors will explore places adjacent to the park. Visitors approaching past Dumfries, as many will, are likely to visit it as the largest town in the area as well. The critical factor is that first time visitors to the new National Park report favourably on it to friends and relatives and post positive remarks on social media and the internet.

2. The Need for Rural Development in Galloway

2.1 Galloway is economically the least favoured part of the region and exhibits many of the common problems of remoter rural areas in Scotland. The economic problems of Dumfries and Galloway tend to increase from east to west as the distance increases from the main A74(M) and railway line from Carlisle to Glasgow.

2.2. Stewartry, which represents 26% of the total local authority area is likely to be at the heart of any new National Park, so data for that area is presented below. The following data is drawn from the Crichton Institute's Stewartry Area Profile prepared in 2014.

- Stewartry had a population of 24,022 in 2011 with a growth of just 0.8% in the previous 10 years (Scotland averaged 4.6% growth over the same period)
- 40% of the Stewartry population live in remote rural areas (as defined in the Scottish neighbourhood statistics)
- The largest towns in the area - Kirkcudbright, Dalbeattie and Castle Douglas - have populations of around 3,000 - 4,200 each
- Population is projected to fall slightly in the future but with the 65+ age group projected to increase by over 20% and a corresponding fall of almost 20% in the 39-45 age group
- 30% of all households in Stewartry consist entirely of people aged 65+
- 22% of the population describe themselves as having long-term health problems or a disability
- There were 1,440 businesses in Stewartry in 2013 with almost 90% being micro- businesses with 9 or less employees and only 10 businesses employed 50 or more people
- 7.6% of the workforce was employed in accommodation and food services (Scottish average 6.3%)
- 11% of the population is described as income deprived

2.3 By most measures Stewartry and Dumfries and Galloway as a whole have significant economic challenges. These have been summarised by Alan Jones in his recent PhD thesis (pers comm):

"....the economy of Dumfries & Galloway fell by 3.0% over the period 2007 – 2012 compared against a rise of 6.6% for Scotland overall and 8.5% for the UK, but as these measures do not take account of inflation then contraction, in real terms, will be greater. The sector with the greatest reduction (-22%) was agriculture, forestry and fishing which was partially compensated (+16%) by growth in the public sector (ONS, 2013).

In terms of economic output the recession has hit Dumfries & Galloway harder than Scotland and other comparator regions and as a predominantly rural area with around 8% of all Scotland's farm holdings further disproportionate falls from the agricultural sector are expected. Apart from a 13% real term reduction in the UK Common Agricultural Policy (CAP) budget over the period 2007 – 2013 further changes to CAP from 2014 onwards project a loss of farm income across the South of Scotland by £40 – 45million. Furthermore, in line with cuts to public expenditure, Dumfries & Galloway, which already has a higher than average proportion of GVA arising from this sector is expected to reduce expenditure by £27million over the next three years (Crichton Institute, 2014).

In summary, therefore, and as the South of Scotland Alliance (2013) alludes, Dumfries & Galloway, while sharing many of the features of rurality with other comparative regions in Scotland, faces particular difficulties that may be more exaggerated than in other regions. For instance, it continues to depend heavily on declining land-based and traditional manufacturing industry. It suffers from low productivity and has too few jobs in growth sectors. It has an ageing workforce, is geographically dispersed with young people leaving to seek work in other areas of the UK. Incomes are low by comparison with other regions reflecting the low skill-base, and education attainment is also low in relation to other parts of Scotland (SRUC, 2014)."

2.4 It is these reasons, combined with the area's undoubted scenic beauty and high-quality natural environment, that support the need for an economic development approach that builds on the natural environment and on the potential for increased conservation, recreation and tourism income and employment. This is in line with Dumfries and Galloway Council's economic analysis and approach to development for the area.

2.5 The establishment of a new National Park could be **the** critical central policy that stimulates and supports rural sustainable development in Galloway.

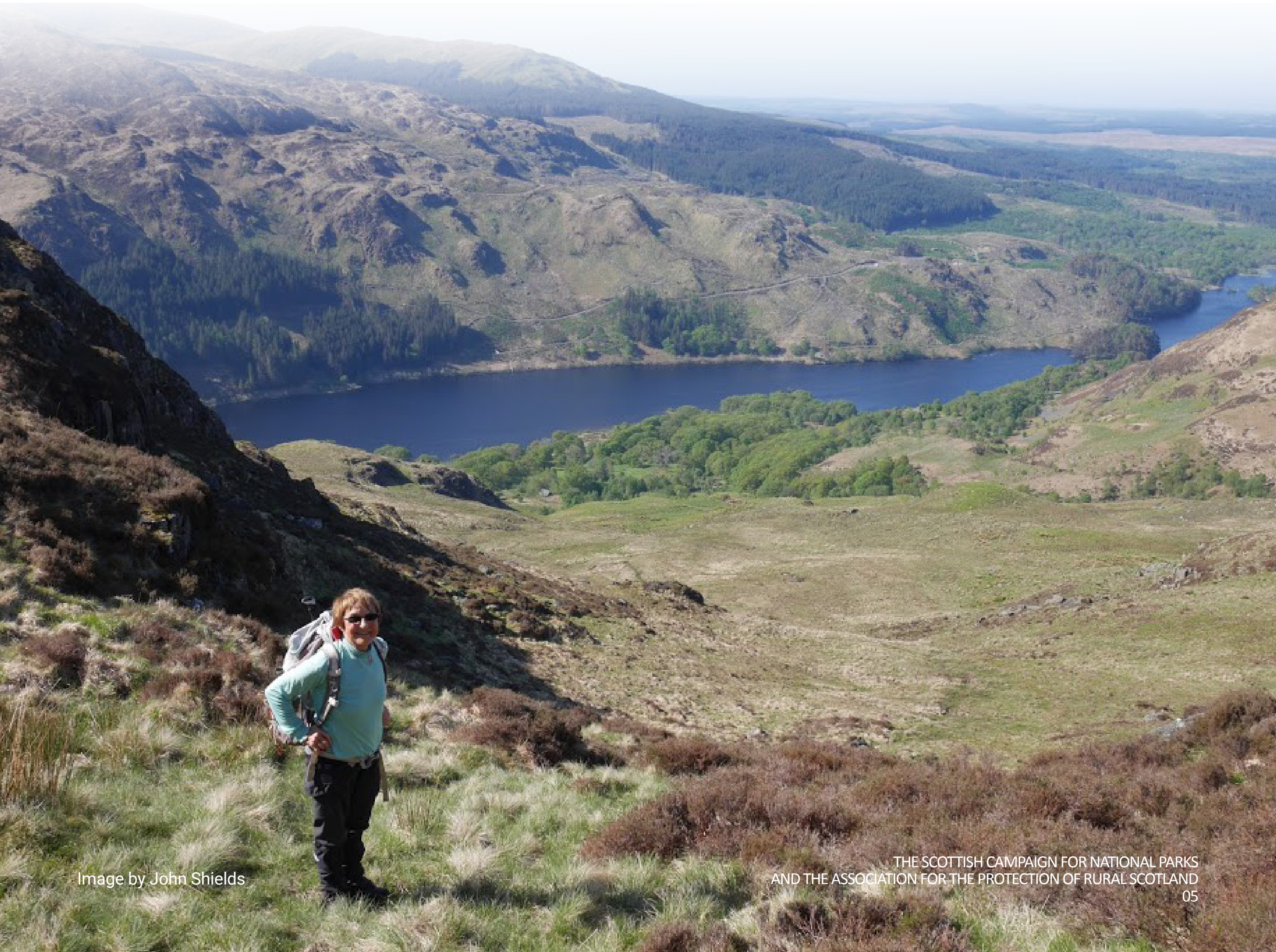


Image by John Shields

3. Enhanced profile and media coverage

3.1 A new Galloway National Park will undoubtedly attract significant media and public attention. National Parks have by far the highest level of public recognition of any protected landscape designation in the world. Their profile is far greater than other conservation designations in Scotland such as Geoparks, Biosphere Reserves, National Scenic Areas or National Nature Reserves, as they come with budgets, staff and statutory plans involving wide community consultation. The profile of a National Park is enhanced by it being a label that has world-wide recognition and there are British and international visitors who seek out National Parks knowing that they are a badge of quality, where public access is welcomed and provided for and the environment is of international standard.

3.2 A new National Park will generate increased press and media coverage and thus attention will be drawn to the region, both from within the UK and internationally through exposure in specialist publications and the internet, plus TV and radio coverage.

3.3. Local tourist and other businesses will use the National Park name and logo to help draw attention to their businesses, thus adding to the promotion of the area. Phrases and references such as “in (or near) the beautiful Galloway National Park” will appear on adverts and in the web sites and promotional literature of many local businesses.

3.4 National Park Authorities employ or retain press officers who ensure increased press and media coverage continues. They aim to publicise the work of the National Park Authority and promote events and meetings in and near the park. Having a member of staff continually drawing attention to the area and retaining links with press and media contacts will enhance the profile of Galloway. Regular press releases for UK National Parks can be seen on www.nationalparks.co.uk

3.5 A new logo will also help to create a brand image for the Galloway National Park. Most National Parks adopt a logo and this can be used by local businesses. The Cairngorms National Park Authority has also designed a special logo for use by local businesses which has proved popular. Appendix 3 illustrates the use of logos in some UK National Parks and the advantages that this can bring.

3.6 A Galloway National Park logo could also be used to boost the sale and marketing of locally produced foodstuffs, an approach which has met with significant success in some other areas in the UK and internationally.

3.7 The Dumfries and Galloway Marketing Strategy 2016-2017 has a wide range of objectives and proposals but lacks a clear major proposition. The plan recognises the need to produce clearer identities for the region and the potential to attract younger “adventure seekers”. A new National Park would be the game changer for the marketing of the region, and Galloway in particular, with the new park authority able to mount specific marketing campaigns with partners over a long period, which is important to have a lasting effect.

4. Visitors, spending and employment

4.1 The importance of visitors to the economy of National Parks in the UK is well documented. In Appendix 2 this is described for two of the smaller National Parks in England – The Broads and Northumberland. Appendix 1 shows the average spend per head of visitors within each of the National Parks in the UK, with the lowest, Exmoor, being about £85 million per annum and the highest over £1,100 million per annum for the Lake District. There is clearly further visitor spending near the National Parks but outside their boundaries, especially in gateway settlements.

4.2 Galloway historically does not have a high number of visitors by national standards and the bed occupancy rate of many accommodation establishments is well below the national average. Tourism is nevertheless an important aspect of the local economy. Dumfries and Galloway annual bed occupancy was 27% in 2013 compared with a Scottish average of 36%. (Scottish Accommodation Occupancy Survey, 2012). These data contrast with more recent data collected for D&G Council in 2016 which record room/pitch occupancy figures of 57.2%. (D&G Accommodation Performance Summary, 2016). Room occupancy figures will always be higher than bed occupancy which may account for most of this discrepancy.

4.3 Galloway is an area that is largely unknown to the majority of the UK and international population. A high percentage of the visitors to Scotland come from England (53% with 66% of the total spend) and many pass through the region by car on their way to Edinburgh, Glasgow or the Highlands. International visitors constituted only 4% of the visits to Dumfries and Galloway in 2015 (Visit Scotland visitor survey). Southern Scotland as a whole does not attract and hold as many visitors as it could and Galloway is particularly under-visited, as it requires a diversion from the A74(M) south-north axis and a specific reason to visit the area. Also the region does not have a major draw that could counteract this situation, such as a nationally renowned visitor attraction or high-profile natural feature or designation that would pull people in.


Image by Andy Hay

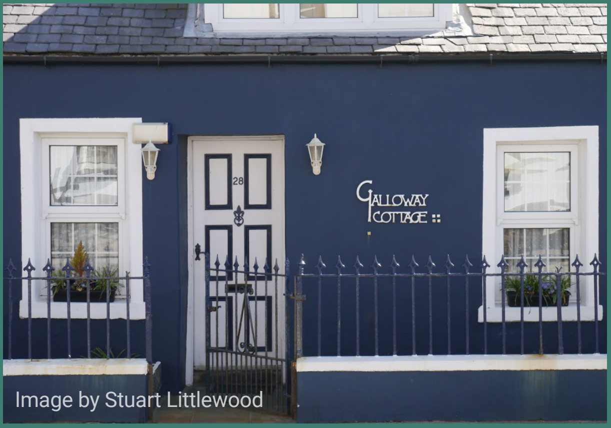
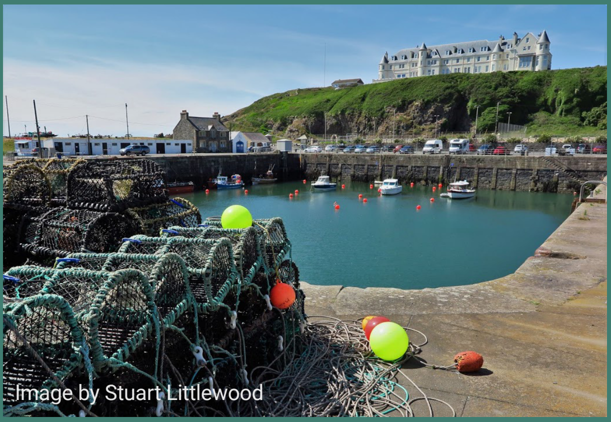


Image by Stuart Littlewood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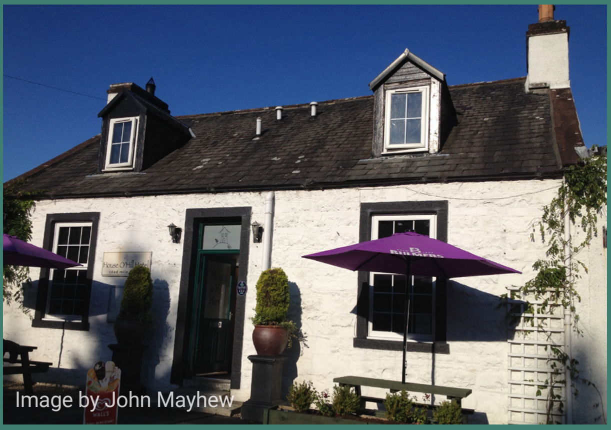
Image by John Mayhew

4.4 Research has shown that a significant percentage of tourists are now looking for "experiences" and activities (see Visit Britain web site). The relatively recent adoption of the National Park label in the Broads in East Anglia has attracted an increase in younger visitors to the area in recent years (Lorna Marsh, Broads National Park Authority - pers comm). A Galloway National Park could potentially provide the opportunity to establish and publicise a range of outdoor experiences and activities both in inland areas and at the coast. This can build upon the relative success of recent initiatives such as the Galloway Forest Dark Sky Park and the 7Stanes mountain biking sites.

4.5 The eastern end of the region near the M74, and in particular Gretna Green and Moffat, does receive a significant volume of visitors and some find their way to Dumfries, but further west the numbers fall away considerably. The tourism statistics for the region are greatly influenced by the attraction of Gretna Green and its weddings, so the Galloway area accounts at present for a small percentage of the regional bed-nights and spending. Stewartry has only 16.4% of the tourist bedrooms in Dumfries and Galloway with only 25 hotels and guest houses (Crichton Institute Stewartry Area Profile).

4.6 From the 2014 Scottish Tourism Economic Activity Monitor (STEAM) model it has been calculated that there were 2.43 million visits to Dumfries and Galloway, with the visitor economy being worth £302 million pa and this spending supported an estimated 7,000 jobs. The Dumfries and Galloway Tourism Strategy 2012-2020 aims to boost the tourism economy by at least 10% and recognises that nature-based tourism and outdoor activities are two important growth sectors.

4.7 With reference to data and research from elsewhere it is possible to broadly predict the potential impact of establishing a new National Park on visitor numbers (Appendix 4). This is clearly not an exact science and every park has a different geography and environment, but the research does suggest that a new National Park could increase visitor numbers and spending by at least 10% almost immediately and in the case of a new National Park in a lesser visited area, such as Galloway, by 20% or more, and that this figure could continue to grow for a number of years.

4.8 Applying these percentages to Galloway, between 243,000 and 486,000 additional visitors per annum could be attracted to the region within the first few years following the establishment of a Galloway National Park. Within this total it is likely that the number of higher spending foreign visitors would increase, as they will be drawn by the National Park label and some are likely to stay longer in serviced accommodation. (The average stay by the small number of international visitors in the region is presently 8.1 nights). This could encourage the provision of more serviced accommodation over time.

4.9 This increased visitation and spending would benefit the Dumfries and Galloway economy by between £30 million and £60 million p.a. in the early years and could grow beyond that over time. For it to increase further there would need to be the development of the tourist infrastructure, particularly at the high end of the serviced accommodation range, which is presently very restricted in Galloway.

4.10 The additional spending suggests that between 700 and 1400 new and existing jobs would be created or supported. It is difficult to know how much of the spending would make existing businesses more profitable and how much would result in new jobs being created, but either way much of the money would go into the local economy and would support employment.

4.11 The economic impact would be felt over the whole region to a greater or lesser extent and not solely in the immediate area of the new National Park, although a major benefit is likely to be in the gateway towns, either within or near the National Park, such as Newton Stewart, Gatehouse of Fleet, Kirkcudbright, New Galloway, Castle Douglas and Dalbeattie. Dumfries is also likely to benefit as many visitors would be likely to visit the largest town in the region.

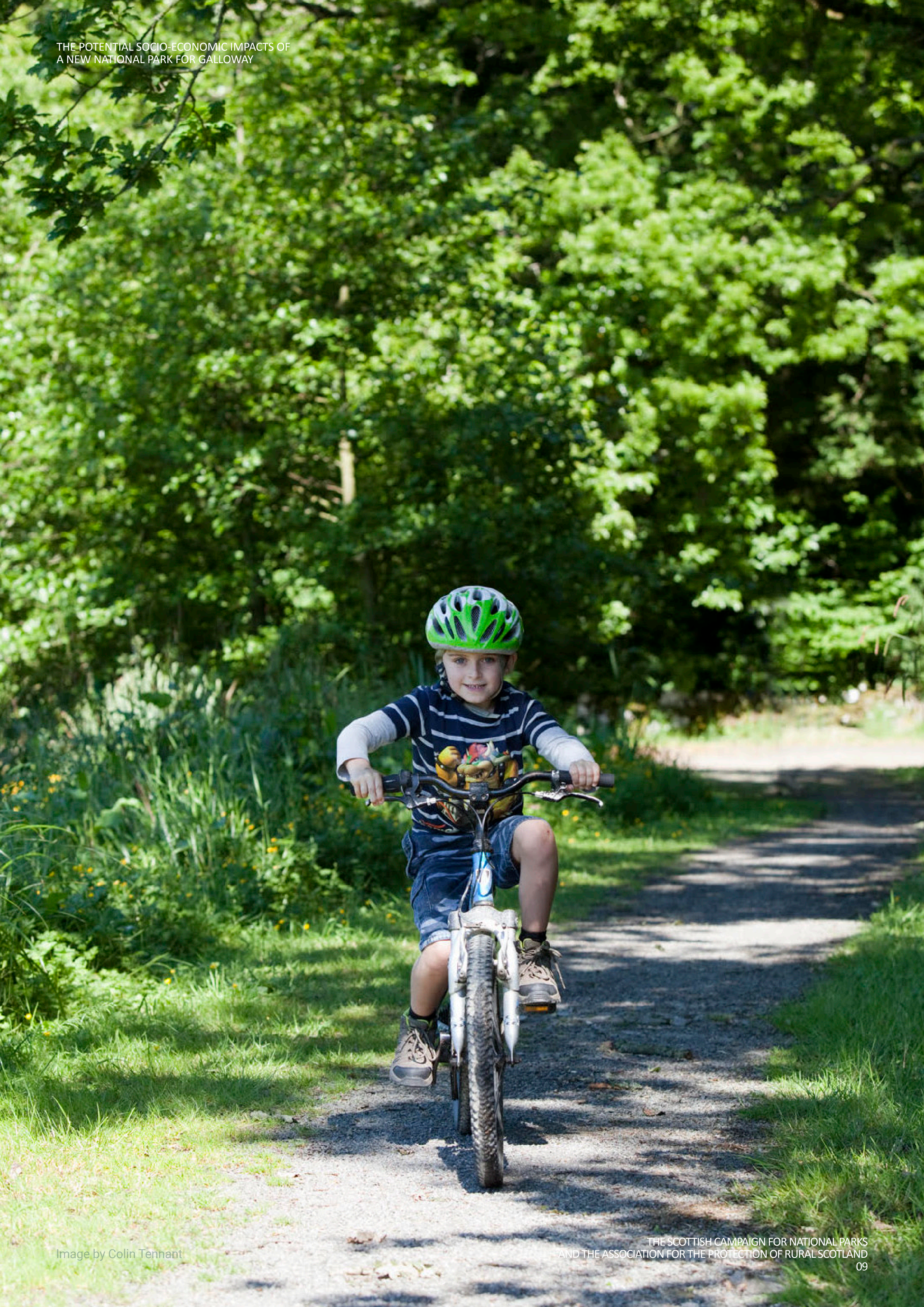

Image by Colin Tennant

5. Attracting new businesses and residents

5.1 Whilst the benefit to the economy is likely to be greatest in the tourism sector and in catering, retail, arts and attractions, the economic benefit is likely to be felt in other sectors to a lesser extent.

5.2 The additional publicity and profile for the area along with the roll-out of high-speed broadband will attract some new footloose businesses and individuals who would choose to locate to the region having experienced it on holiday, thus helping counter the present poor business start-up rate. Surveys in the Cairngorms, for example, indicate that the National Park is an important factor in attracting people to locate their businesses there (Cairngorms National Park Business Barometer surveys).

5.3 It is not possible to be at all precise about how many non-tourist businesses could be attracted to locate in Dumfries and Galloway through the creation of a new National Park, but it is reasonable to assume that the additional publicity and visitor numbers will have some spin-off in promoting the area as a place to locate for footloose businesses in particular.

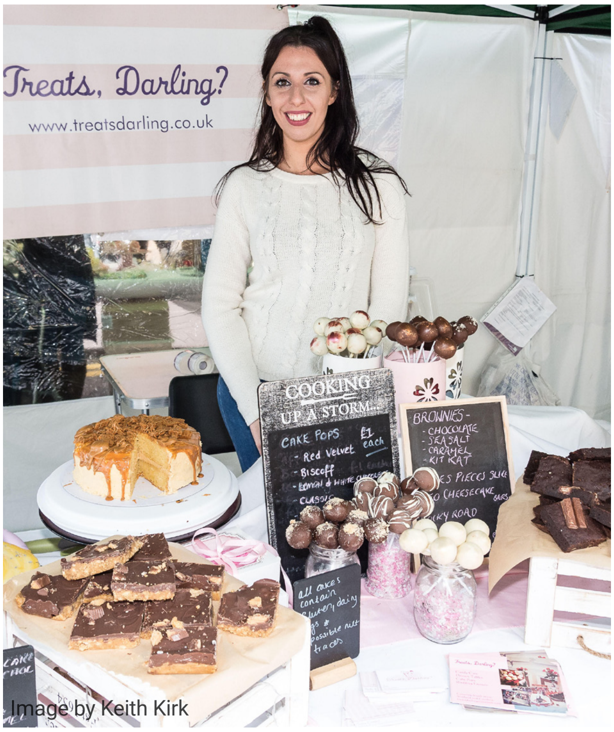

Image by Keith Kirk

5.4 At present there are an estimated 5,880 businesses in D&G of which 4,250 (72%) are small businesses with fewer than 5 employees. (Dumfries and Galloway Regional Economic Strategy 2014-2020). A very modest 1% increase in small businesses would attract around 40 new businesses, employing between 80 and 160 people over a period of say 10 years. This is a small but significant figure for a remote rural area. Most of these jobs would probably be people working from home or in premises on their own properties, in computer-based and craft-related employment.

5.5 It is likely that this footloose self-employment would be attracted to locations close to the more attractive areas of the region, in or near the proposed new National Park, but it is also possible that a small number of companies wanting larger premises would find locations in Dumfries an attraction.

5.6 The National Parks in the UK and particularly those in Scotland work to attract businesses that are compatible with their natural environmental settings. The National Parks (Scotland) Act 2000 has sustainable economic and social development as one of the four National Park aims. Appendix 5 shows some examples of this work carried out by some UK National Parks.

5.7 Galloway has a problem with holding young people and suffers from out-migration. The population within all UK National Parks rose by 1.9 per cent from 2001 to 2011 so it is reasonable to assume that a new Galloway National Park would help to counter population decline in the area.

5.8 The growth in the provision of adventure-based activities would attract younger people to provide those activities. Such a trend can be seen on the Isle of Tiree in the Hebrides and of course the Lake District has a very large number of outdoor activity centres with residential staff, often in their 20s and 30s, which greatly adds to the balance of the central Cumbrian population.

5.9 Galloway has also found it difficult to attract and retain professional people to posts in the education and health sectors. A National Park designation could help to attract more candidates to these posts.

6. Enhanced facilities of value to local residents

6.1 A new Galloway National Park Authority would place particular emphasis on improving the provision of infrastructure for visitors. The investment over time in the National Park and in its gateway communities in particular would enhance visitor facilities such as car parks, footpaths, signs, public toilets, interpretation and education facilities and small-scale catering outlets. Whilst these facilities would be used most heavily during the tourist season they would also be of value to local residents at all times of the year and make a contribution to local health and well-being objectives.

6.2 Existing shops, arts and recreation facilities would receive some additional usage from the increase in visitor numbers, thus improving the turnover of these businesses on average by at least 5% to 10% and probably as much as 20% in some locations (assuming that half the turnover of these businesses stems from local residents' spending). This will be particularly the case in the small towns in or near the proposed National Park.

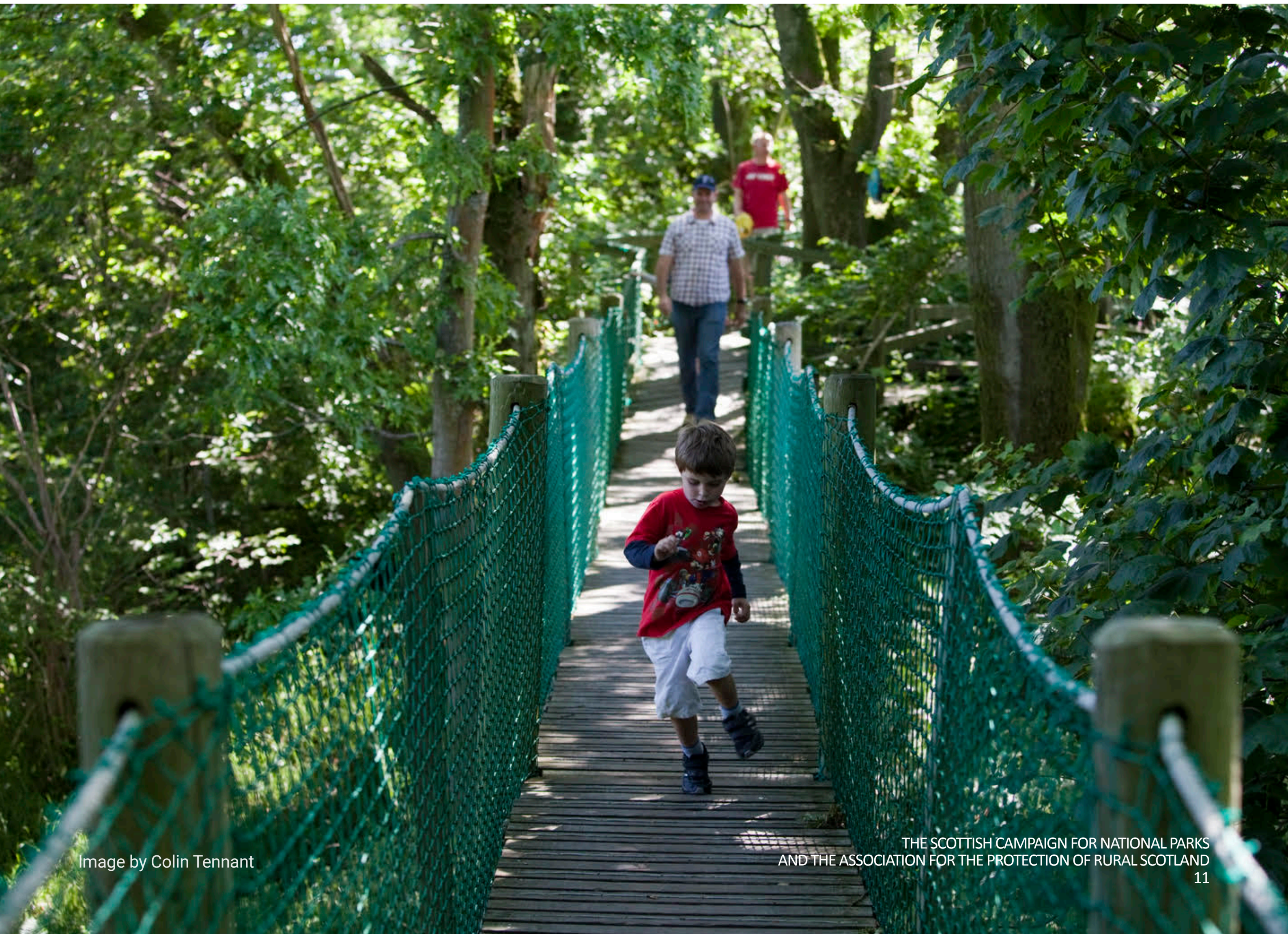

Image by Colin Tennant

7. Direct and indirect employment by the new National Park Authority

7.1 All National Parks in the UK employ permanent and seasonal staff. Appendix 1 shows the employment in the existing UK National Parks, which varies from 70 in Northumberland and the New Forest to 280 in the Peak District. The Scottish National Park Authorities may have lower staff numbers, with the Cairngorms for example employing 55 staff in 2016. It is likely that a new Galloway National Park would be at the lower end or even below this range depending on its size and its precise functions. Some jobs could be transferred to a new National Park Authority from Dumfries and Galloway Council.

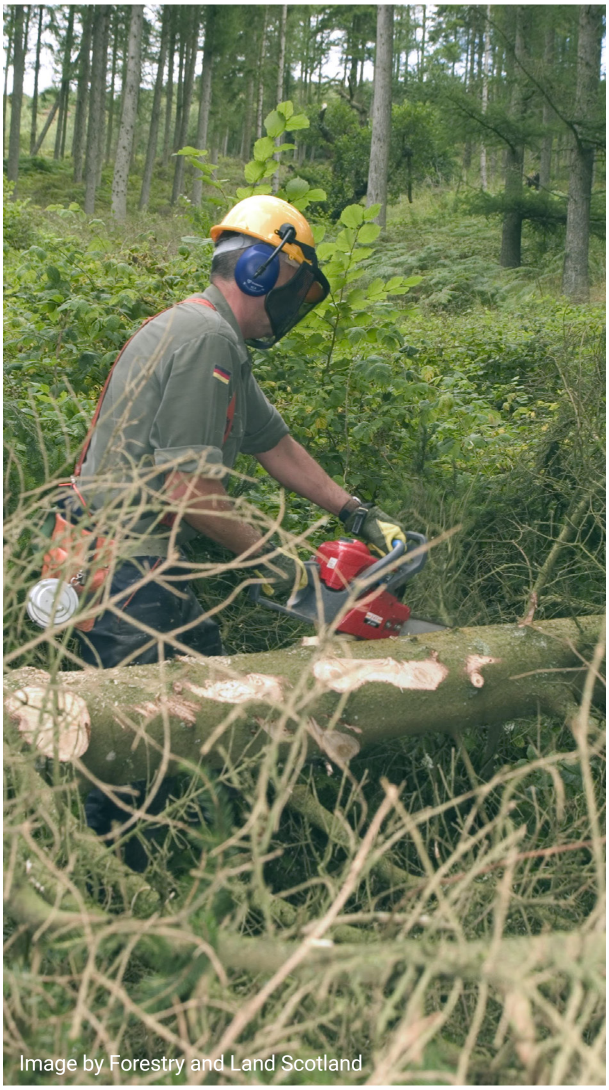

Image by Forestry and Land Scotland

7.2 The location of the offices of a National Park can have a very significant impact on the local economy of the settlement where it is situated, particularly when that town or village is relatively small. Examples of that can be seen in the Yorkshire Dales, where there are National Park offices in the villages of Grassington and Bainbridge, or in Exmoor, where the National Park offices are in Dulverton.

7.3 A National Park Authority will provide a number of relatively well-paid jobs for qualified staff, which could have a positive effect on a community requiring regeneration through creating higher paid professional employment to the west of the region. The Loch Lomond and the Trossachs National Park offices in Balloch are an example of this, as are the Snowdonia National Park offices in Penrhyndeudraeth in Gwynedd.

7.4 The size of the proposed Galloway National Park is not yet known, but based on the data from other National Parks in the UK it may possibly directly employ between 40 and 80 staff with a staff salary budget of between approximately £1 million and £2 million p.a. The majority of this money will be spent in the local economy and will directly support local businesses and employment.

7.5 If the National Park offices were to be located in say Newton Stewart or New Galloway this would have a positive socio-economic benefit on the western end/centre of the region through the presence of well-qualified staff, their families and their spending.

7.6 In addition, the capital spending of the park authority will inject further money into the local economy – possibly in the region of £0.5 million p.a. on average.

7.7 The work of the National Park Authority staff is also likely to increase success in attracting grants and sponsorship for projects to the area. It is not unreasonable to assume that an additional £1 million - £2 million per annum on average could be attracted to the National Park area for specific projects through the work of the National Park Authority. This figure reflects the size of grants and sponsorships achieved by other UK National Parks.

8. Increased volunteering and its value

8.1 National Park Authority ranger services organise voluntary groups to carry out conservation, interpretation and countryside management work and a Galloway National Park would almost certainly be no exception. A joint SCNP/APRS report on "Volunteering and National Parks in Scotland" (Barrow, 2016) estimated that the net value of the volunteer effort stimulated directly by a Galloway National Park Authority could be in the region of £120,000 p.a.

8.2 It is not unreasonable to assume that a new National Park in Galloway would encourage some additional volunteering for other voluntary conservation bodies in and near the National Park, such as the RSPB, the Scottish Wildlife Trust, the Wildfowl and Wetlands Trust and the National Trust for Scotland, thus bringing the total net increased value of the conservation work of volunteers in Galloway to possibly £250,000 p.a. There is a good pool of active retired people in the area and some volunteers would undoubtedly be drawn from this source.

8.3 For some volunteer tasks the participants would stay in the area whilst their volunteer task was being carried out. They would become a type of working tourist and would also inject money into the local economy.

8.4 The physical and mental health benefits of countryside volunteering have been well researched and this has a financial benefit through lessening pressures on the health and social services. Increased volunteering opportunities in a Galloway National Park will be of benefit to the local population and in particular those of retired age and young people seeking to improve their experience.

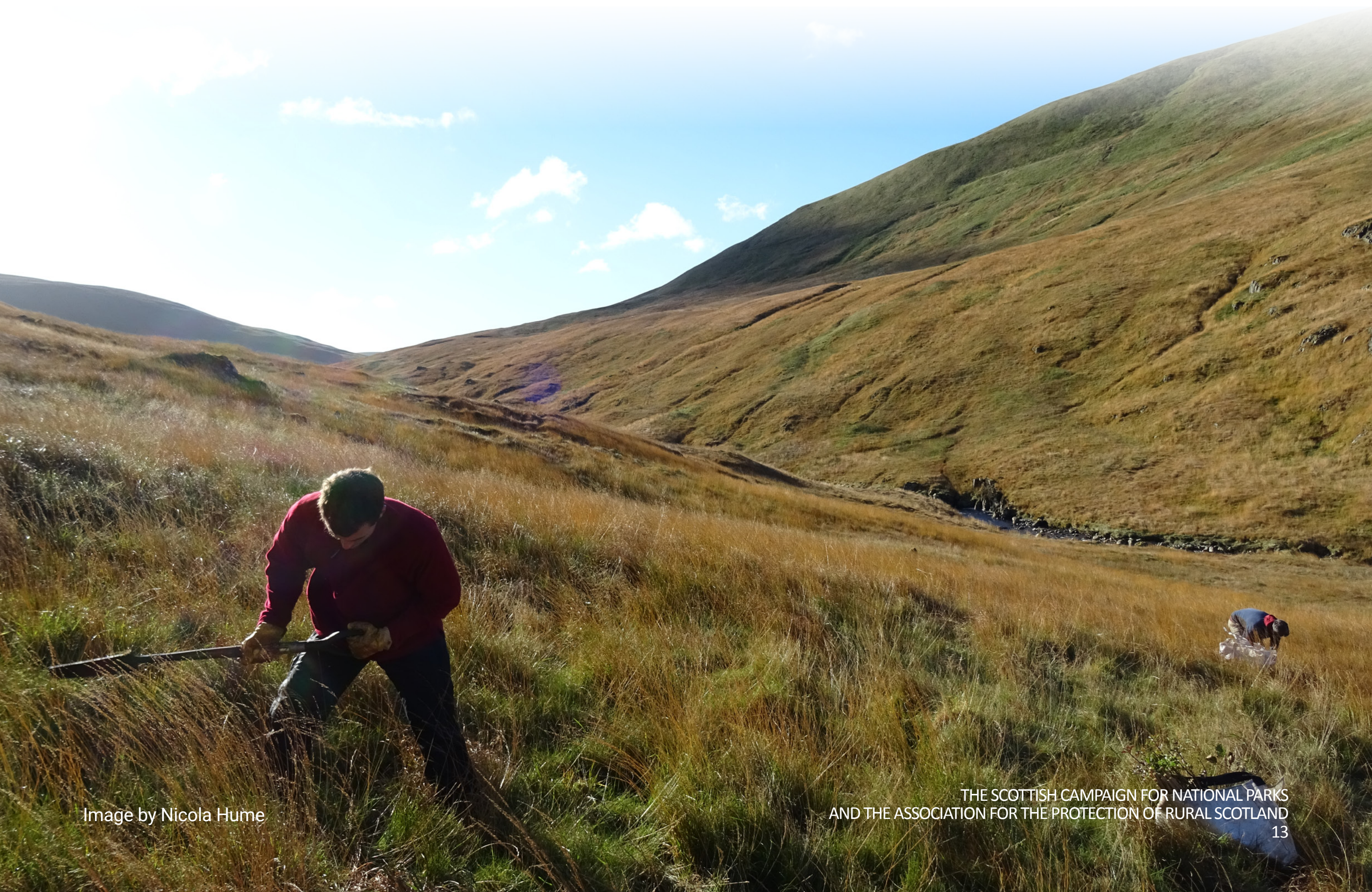

Image by Nicola Hume

9. Agriculture and the Farming and Landowning Community

9.1 Traditionally there tends to be some resistance to National Park status from some within the farming community who perceive it to be a potential restriction on their activities and possibly introducing increased visitor numbers and interference with their farming activities, particularly for livestock farmers.

9.2 There are though well documented benefits for many farming enterprises operating within a National Park, and the likely future changes to agricultural subsidies as a result of the UK leaving the European Union could favour farming enterprises located within National Parks. It is possible that in the future more conservation-orientated grant regimes will be directed to protected landscape areas, which would be clearly beneficial to farmers and landowners in National Parks.

9.3 Traditional livestock farming in Galloway, particularly on marginal land, could be seriously threatened by less expensive imports from non-EU countries in the future and also from the loss of some EU market share. Many farmers will have to restructure their activities and a new National Park Authority would be able to help them move in new directions and capitalise on the higher visitor numbers that the area will attract.

9.4 The UK foot and mouth disease outbreak of 2001 illustrated just how important the visitor economy was for many rural areas and particularly for those farms providing accommodation for visitors and directly selling farm produce to visitors.

9.5 National Park Authorities normally work hard to resolve any potential problems between visitors and agricultural activity through signing, path diversions, establishing new access routes or helping to provide new parking spaces. A park ranger service provides the farming community with a direct link to the Park Authority.

9.6 It is probable that in the future agricultural subsidies will be increasingly directed towards agri-environment schemes and being located in a special landscape or wildlife designation, such as a National Park, could increase the chances of getting grants or achieving grant support at a higher level.

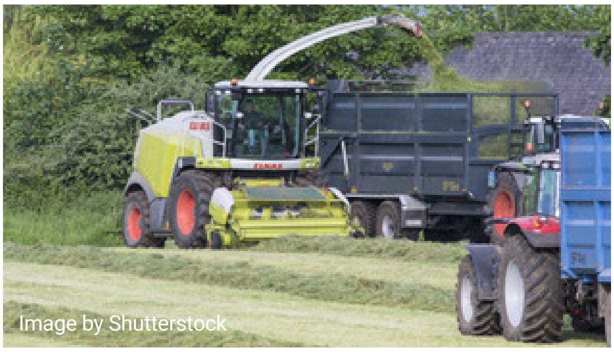
Image by Shutterstock

9.7 The combination of uncertainty over the future of farming and the drive for increased woodland cover for carbon sequestration purposes may rekindle past disputes over the balance of land uses. A National Park Authority, with its responsibilities for integrated management and for preparing a National Park Plan, could lead efforts to find a generally acceptable outcome to what could be the most dynamic period of land use change for several generations.

9.8 On balance the potential economic benefit to the farming/landowning sector from being located within any new Galloway National Park is likely to far outweigh any perceived restrictions on the operation of the farming business.


Image by Alan Wake

10. House prices

10.1 Research elsewhere in Scotland (Barrow, December 2016) has indicated that house prices in the two existing Scottish National Parks have increased over a 10-year period by an average of 26% compared with an increase of 24% in major towns outside those National Parks – only marginally more.

10.2 The average house sale price in Dumfries and Galloway in 2016 was £136,442 – a rise of just 6.6% over 10 years. This compares with the Scottish average of £166,624 and a 10-year rise of 19.7% (Registers of Scotland, 2016). Housing in Dumfries and Galloway is amongst the cheapest in Scotland and modest rises would probably not be excessive and may be welcomed by some people.

10.3 It is reasonable to assume that an increase in the profile of Dumfries and Galloway, through the establishment of a new National Park, could add somewhat to property prices, but it is unlikely to add more than about 5% -10% above the regional rise that could be experienced anyway. Within the National Park boundary house price rises of over 10% above the regional rise could possibly be experienced over time and there may be some particular "hot spots" in desirable locations at the coast or near attractive settlements, such as Kirkcudbright.

10.4 Changes in house prices in Galloway will be affected far more by national and regional factors of supply and demand than the influence of any future National Park designation.

11. Second Homes

11.1 Second homes can be a contentious issue in some rural areas, including within National Parks, although by no means exclusively so. There were an estimated 1,796 second homes in D&G in 2012 representing 2.45% of the total dwellings and around 7% of the total in Scotland. The percentage of second homes is obviously higher than this figure in some attractive locations. The figure for Stewartry was 8.6% in 2011 (Crichton Institute, 2014)

11.2 Second home ownership is likely to increase a little if a National Park makes the area better known. This could be an issue in some specific local towns such as Kirkcudbright or Gatehouse of Fleet but is not likely to be a major issue over most of the region. With an improvement to the economy and some better paid jobs it may be possible for more of the local population to compete successfully within the housing market with those coming from outside the area.

11.3 A limited degree of second home ownership can be beneficial to a local economy and community - introducing spending, local taxes, people and ideas to an area from wealthier parts of the UK. If second home ownership gets above 15% it is generally felt to be unhealthy, so there is a significant way to go in most of Dumfries and Galloway for it to be of major concern. For example, second home ownership in the Lake District National Park has reached 15% of the housing stock and in the Scilly Isles it is 13% - in both areas there is concern that it is adversely affecting the areas in question.

11.4 National Parks elsewhere in the UK have been tackling the issue of second homes using their planning powers and have worked with housing associations and other developers to provide low-cost housing for local people.

12. Final Remarks

12.1 This paper has sought to summarise and quantify, where possible, the positive impact on the economy that creating a new National Park in Galloway could achieve. It must not be forgotten that National Parks in the UK have both a conservation as well as a sustainable development objective which a park authority seeks to balance - in the vast majority of cases they are mutually supportive. National Parks elsewhere in the UK have shown that they can both protect and enhance the environment and manage recreation and tourism pressures whilst supporting the growth of the economy in ways that are sustainable.

12.2 Galloway has had a long-standing problem with its economy and with retaining its population and this paper demonstrates the clear benefit that a National Park designation could provide for the area. The south of Scotland will soon have its own Enterprise Agency similar to that which has operated in the Highlands and Islands for many years. A new National Park would provide a major strategic policy initiative that should receive the full support of the new agency. Partnership working between the two organisations from the outset could provide a very positive outcome for the sustainable development of the region.

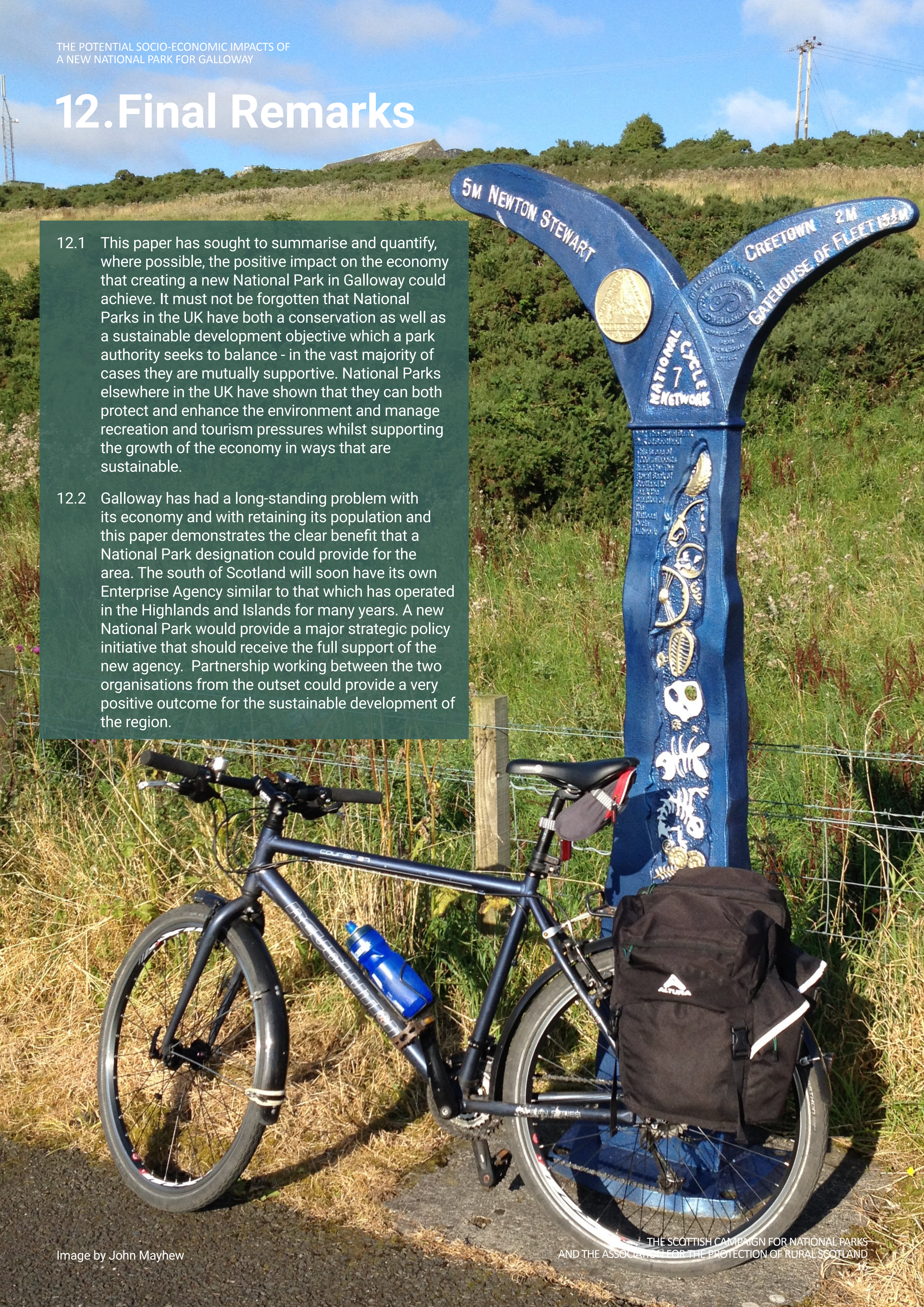

Image by John Mayhew

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BASIC STATISTICS FOR UK NATIONAL PARKS

National Park name	Year of designation	Population	Scheduled ancient monuments	Conservation Areas	Visitors a year (million)	Visitor days a year (million)	Visitor spend a year (million)
Brecon Beacons	1957	32,000	268	11	4.15	5	£197
Broads	1989	6,271	14	18	8	15.5	£568
*Cairngorms	2003	17,000	60	4	1.5	3.1	£185
*Dartmoor	1951	34,000	1058	23	2.4	3.1	£111
Exmoor	1954	10,600	202	16	1.4	2	£85
Lake District	1951	41,100	281	23	16.4	24	£1146
*Loch Lomond and the Trossachs	2002	15,600	60	7	4	7	£190
New Forest	2005	34,922	622	19	Not available	13.5	£123
Northumberland	1956	2,200	424, including 1 World Heritage Site	1 and 3 National Conservation Areas	1.5	1.7	£190
North York Moors	1952	23,380	840	42	7	10.8	£538
Peak District	1951	37,905	469	109	8.75	11.75	£541
Pembrokeshire Coast	1952	22,800		14	4.2	13	£498
*Snowdonia	1951	25,482	359	14	4.27	10.4	£396
South Downs	2010	120,000	700	165	Not available	39	£333
Yorkshire Dales	1954	23,637	199	37	9.5	12.6	£400

* These visitor numbers and visitor spend figures have been taken from STEAM reports, mostly from 2009. Figures for all other national parks were updated in October 2014.

Number of staff employed by English and Welsh National Parks (2015 figures, approximate)

Northumberland	70	Lake District	200	Snowdonia	160
Yorkshire Dales	130 (100fte)	North Yorkshire Moors	109	Peak District	280
Dartmoor	100	Exmoor	80	New Forest	70
South Downs	110 (fte)	Broads	150 (incl. part-time and seasonal)		
Pembrokeshire Coast	150	Brecon Beacons	130		

VALUE OF TOURISM IN TWO SMALLER ENGLISH NATIONAL PARKS

1. THE BROADS AUTHORITY

Sustainable Tourism in the Broads 2016 – 2020

Volume and value of tourism

It is estimated that in 2013 there were approximately 6.5 million visitors to the Broads National Park, the vast majority of which were day visitors. In addition, some 0.6 m visitors were staying outside the National Park but in its 'area of influence' and a further 0.2 m were staying on private boats and 0.14 m on hire boats in the Broads. This amounted to a total of around 7.5 million visitors. Visitor numbers showed a very slight increase between 2009 and 2013 but the overall picture was essentially static.

Looking only at the spending by visitors staying overnight within the designated area of the Broads National Park the economic impact of visitors staying in land-based accommodation, on hire boats and on private boats is very roughly equivalent and totals around £163m. However, this figure is more than doubled if the spending by visitors staying in the wider area influenced by the Broads is taken into account.

Spending by day visitors in the designated area of the Broads National Park is estimated at over £212m. This accounts for around 57% of total visitor spending in the National Park. Day visitor spending in the wider area of influence is not included, as it is assumed in the model that day visits, as distinct from staying visitors, to this area will not have been influenced by the Broads.

National Park status

The fact that the Broads is now able to call itself a National Park presents a number of opportunities for tourism. The business survey found that 81% of tourism businesses felt that the National Park status would make the Broads more appealing to visit, with 85% believing it would benefit their business and 77% believing that more should be done to promote this status. Visitors and residents are similarly positive about the appeal of the National Park status. This has implications for branding, marketing and the breadth of the visitor experience expected and on offer.

A Partnership Statement between VisitEngland and National Parks England was issued in 2013, entitled 'Delivering Sustainable Economic Growth in the Visitor Economy through England's National Parks'. This sets out agreed partnership actions under five priorities: Building partnerships and collaboration; Supporting good destination management; Delivering sustainable visitor economy growth; Promoting England's National Parks; and Effective implementation and use of resources.

2. NORTHUMBERLAND NATIONAL PARK

State of the Park Report 2015

The economy of the National Park and its inter-dependent gateway settlements was estimated to be £246m in 2012. A high number of residents are economically active and there is a particularly high level of self-employment. However, there were indications that the value of tourism declined by 8% between 2009 and 2013 and that the number of businesses (9%) and employment (14%) in the National Park declined between 2009 and 2012. This may have resulted from the wider economic recession and indications are that tourism recovered in 2014 and that 'staying visitors' and visitor spend increased between 2011 and 2014. The 'Visit Northumberland' brand has been reinvigorated and training provided to businesses to maximise the use of protected landscapes, dark skies, and long-distance walking and cycling trails in their offer and marketing. Support (inc. funding) for local farmers markets and artwork producers, etc. The North East Rural Growth Network has supported the development of business hubs in towns and villages close to the national park but to date no business hubs have been delivered within the boundary.

In 2011, 80% of households had internet access with 71% having broadband access. Rural services, schools and buses have been under increased threat although a reduced Hadrian's Wall Bus service has been retained and Spirit Buses have been established in Coquetdale. Funding support has allowed for the re-opening of Kielder filling station and establishment of the Humshaugh community shop. Plans for better rural broadband have been developed but implementation has been slower that hoped. There has been significant work to support communities and businesses with energy efficiency and renewable energy generation and an electric vehicle charging network installed

Key Facts - Visitors:

- In 2014, 1.69 million people visited the National Park and the surrounding 'Action Areas' - a 7% decline from the 1.81 million visitors in 2007 but the highest number since 2010.
- Of the 1.69m visitors to the wider 'Action Areas' most (1.42m) visited the National Park, but the majority stayed and spent money outside of the National Park in the gateway settlements.
- Visitor numbers to the main 'pay entry' visitor attractions in the Hadrian's Wall corridor fell by 10% from 586,000 in 2007 to 529,000 in 2011 (Information not currently available beyond 2011).
- Visitors to National Park Centres fell by 39% between 2007 and 2012 with the Rothbury and Ingram sites transferred to private visitor-based businesses in 2013. Visitor numbers to the Once Brewed centre appear to be recovering from a low of 40,250 in 2012 up to 44,400 in 2014.
- In 2014 55% of visitors were from the North East region (59% in 2011) and 6% were from overseas (8% in 2011). There has been an increase in the proportion of visitors from elsewhere in the United Kingdom between 2011 and 2014.
- First time and overseas visitors tend to go to the Hadrian's Wall area whilst the Cheviots tends to attract regular repeat visitors from within the North East region.
- In 2014 around half of visitors were 'day visitors' whilst a further 43% were 'overnight visitors' staying in the North East region. This represents a significant increase in the proportion of staying visitors and more visitors are staying in or close to the National Park as opposed to elsewhere in the North East region since 2011.
- In 2014 25% of overnight visitors used serviced accommodation (B&B and hotels) compared to 14% in 2011 (37% in 2007) whilst those using non-serviced accommodation (self-catering and caravans) fell to 31% from 38% in 2011 (20% in 2007).
- 95% of visitors are highly satisfied with their experience of the National Park. In 2014 75% of visitors rated their experience as exceptional compared to 69% in 2011 and 41% in 2007. The only available comparison is for a similar study in the North York Moors National Park which found that 96% of visitors were highly satisfied in 2011.

Key Facts – Volunteering:

- In recent years, the National Park Authority has placed an increased emphasis on providing training and career pathways through bursaries, placements and volunteering opportunities.
- Volunteering led/supported by the Authority has increased by 114% since 2010. This is driven by more accurate recording of volunteering activities and a focus on providing opportunities for young people meaning that volunteering from 'under-represented groups' has increased.
- 'Young Volunteer Placements' have provided training in practical conservation and access skills and the 'Young Northumberland' project provided young people with project and business skills.
- Community groups, organisations like the National Trust, and projects like the Hadrian's Wall Community Champions project make significant volunteering contributions to the National Park.

Key Facts – Economy

- The economy (GVA) of the National Park and its gateway settlements was estimated to be £246 million per annum in 2012 based on the Government's Business Register and Employment Survey (BRES).
- In 2012 an under-estimate of businesses located within the National Park only indicates a £17 million contribution towards the Gross Value Added (GVA) total (see IDBR method explanation below).
- The BRES indicates that 6,160 people are employed in the area covering the National Park and its interdependent gateway settlements (i.e. the 'statistical areas' indicated on the map). 'Accommodation and food services' (16%) and 'wholesale and retail' (13%) are the main employing industries.
- The high levels of employment in accommodation and food services (16.3%) compared to the average for National Parks (14.7%) and England (6.4%) indicates the importance of tourism to the local economy.
- 2014 estimates for tourism for the 'Action Areas' (including the National Park and gateway settlements) indicate that tourism contributes £158 million to the local economy and supports over 3,113 jobs.
- In 2014, 84% of the 1.69 million tourists to the 'Action Areas' visited the National Park but only 45% of the economic impact was within the boundary demonstrating the importance of the National Park to the local tourism economy and businesses located outside of the boundary.
- The value of tourism in the 'Action Areas' dropped by 8% between 2009 and 2013, but increased by 2.6% between 2013 and 2014. A 2014 survey suggests visitors are spending more than they did in 2011.
- The Inter-Department Business Register (IDBR) method indicates that within the National Park boundary the number of businesses fell by 9% between 2009 and 2012 but recovered slightly in 2012. It also indicates that local employment fell by 14% in the period.
- Farming (and forestry) is the dominant sector within the National Park boundary. It is the main industry employing residents (22%) and could account for two thirds of businesses and 55% of jobs located within the National Park boundary (number of businesses undercounted
- The IDBR method indicates that 68% of businesses are in the farming and forestry sector, but that the sector accounts for 55% of employment and 46% of turnover. These figures and an average turnover of £54,000 per employee (compared to a UK average of £167,000) suggest low returns in the farming sector.
- The IDBR method indicates that 97% of businesses employ 0-9 and 3% employ 10-49 employees. This is a far greater concentration of small businesses than the average for National Parks' and England.

THE VALUE OF THE NATIONAL PARK AS A BRAND

The name “National Park” has international recognition and is a powerful brand. Here are some examples from National Parks in the UK that are using and valuing their brand.

1. The Broads

Broads Authority
The Broads - a member of the National Park family

The Norfolk and Suffolk Broads Authority has in 2015 adopted the National Park Brand after a full consultation. The consultation report can be seen at their web site - The Broads National Park - Making the most of a brand which is internationally recognised.
The Broads Authority identified three main reasons for adopting the National Park brand and these were:

1. Establishing the internationally recognised National Park brand and name for the Broads
2. Introducing consistency in the way the area is promoted
3. Taking advantage of the international awareness, national campaigns and partnerships

The Visit England Director voiced their strong support for the proposal to use the National Park name, affirming it would:

- Help raise the profile of the Broads internationally
- Bring in revenue
- Inspire local pride
- Bring a degree of kudos that supports the wildlife, ecology and conservation priorities of the Authority and for the other National Parks
- Help diversity the offer, open up new markets and spread their reach.

2. The Cairngorms

Cairngorms NATIONAL PARK

The Cairngorms National Park is a special place with its own unique identity. The Park is a living, breathing destination with a reputation as an outstanding place for nature and recreation. The Park brand represents the landscape, its people and the experience it offers. Research repeatedly shows that visitors are looking for high quality, sustainable, authentic and distinctive experiences. Associating your business with the National Park can really help to meet expectations of your customers and provide them with enjoyable and memorable experiences. Results from the 2014/15 Cairngorms Visitor Survey show that over half of local tourism businesses say that being in a National Park is very good for attracting visitors and over 96% of our visitors say they “love it”. Since the Park’s inception, there have been large investments in visitor infrastructure both by the CNPA and partners. And a key part of our investment in tourism is to work with partners to support businesses and the destination as a whole to develop.

Why use the Park brand? The Cairngorms brand was developed in 2004 to provide a strong identity for the National Park. It represents quality and environmental sustainability and features prominently on entry point signage and visitor information. It is not the logo for the Cairngorms National Park Authority (CNPA). Rather it represents the Cairngorms National Park as an area. It attempts to capture the character of the Park, and is there for everyone to use. Used consistently, it will help build visitor and customer loyalty and awareness of the Park as a quality destination, offering very special experiences.

With over a third of the Park’s 1.5 million visitors (two thirds of international visitors) say that National Park status is an important influence in their decision to visit, why wouldn’t you use the brand?

3. Yorkshire Dales

The Yorkshire Dales National Park in England has been also using its name to help local businesses with a family of 5 logos.

The following shows how the Yorkshire Dales National Park Authority views its logo…

“We believe that being part of a National Park is very special. The Yorkshire Dales National Park logo – the well-known Swaledale ram’s head - provides a strong identity for this beautiful area. The logo promotes the location, provides a sense of place, and is a strong brand which is recognised nationally.

The National Park Authority is keen that businesses and communities use the National Park logo to highlight their association with the area and so has developed five eye-catching versions, based on the established ram’s head design.

We hope that people proud to work or operate within the area will be inspired to use these locator logos and help us build on the strong, recognisable brand which celebrates this unique place, as well as helping local businesses strengthen their own product.”

4. Wales

In 2013 Consultants Arup carried out an assessment of the value of Wales’ three National Parks. In this report they state:

“This report also identifies that National Park status is important beyond the level of environmental protection it affords. The National Parks are recognised by Visit Wales and others as some of Wales’ most important tourism brands and they contribute positively to Wales’ image, domestically and internationally. The National Park brand is used to promote the whole of Wales and the economic benefits of this are felt beyond National Park boundaries. The label ‘National Park’ marks out an area as ‘special’ and confers on the Parks a level of visibility that is not matched by other environmental designation

Wales promotes its attractiveness for visitors through using the National Park brand: Here is the introduction from the Visit Wales web site: “Together, the three Welsh National Parks – Snowdonia, Pembrokeshire Coast and Brecon Beacons – protect an impressive 20 percent of Wales, including precious landscapes, habitats, villages and heritage sites. They’re perfect for active weekends and holidays in the glorious outdoors”

DO NEW NATIONAL PARKS ATTRACT MORE VISITORS?

There is strong evidence that National Parks do attract more visitors both internationally and in the UK and this is illustrated through this UK research.

National Parks Survey 2014

1,801 telephone interviews were conducted with members of the general public between 20th October and 13th November 2012. The sample was designed to be proportional to the age of the 16+ population of Scotland, Wales and the English regions.

From the summary some of the important points relevant to establishing a new National Park in Scotland are:

- Almost all respondents thought that it is important for us as a nation to protect areas of the countryside from development
- 90% of respondents have heard of the expression 'National Parks'
- Over 90% of respondents agreed that National Parks:
    - Are places that protect wildlife
    - A countryside area of national important
    - A peaceful place (93%)
    - A place that protects landscapes (91%)
- Over 80% thought that National Parks:
    - Conserve cultural heritage
    - Encourages public recreation
- Approximately three-quarters of people agreed that National Parks:
    - Are places that improve public understanding
    - A wilderness area (75%)
- Almost all respondents thought that every child should experience first-hand a National Park as part of their education
- Over a third of respondents visited a National Park once or twice in the last year
- Over a third of visits to National Parks in the last year were for half a day or less
    - Approximately a fifth of visits were for less than a day
- The top reasons for visiting a National Park are day trips and being on holidays in or near a National Park

Research in the Peak District National Park in 2014

11% of the visitors interviewed said that they had come there because it was a National Park (527 interviews in 6 locations in the Park). Of those that spent money in the Park this was the break down per person:

Accommodation	£26.03
Shopping	£9.06
Food	£5.17
Entrance fees	£5.16
Souvenirs	£3.89
Car Parking	£2.62
Equipment	£1.89
Recreation	£1.85
Other	£0.85

Exmoor National Park Visitor Survey 2014

375 interviews at 20 locations
67% of visitors when presented with a list of reasons for why they had visited ticked the fact that it was a National Park had influenced their decision to come.

Dartmoor National Park Visitor Survey in 1994

14% of the visitors interviewed said that they had come there because it was a National Park.

There are two particularly valuable pieces of academic research about the impact of establishing a new National Park on visitor numbers. These are from Sweden and in the USA.

Working Papers of the Finnish Forest Research Institute (2004)
National Park Designation – Visitor Flows and Tourism Impact
Peter Fredman - European Tourism Research Institute, Mid-Sweden University, Sweden

"National Park and World Heritage Areas are well known labels to many people. In an international perspective, such labels often represent places where pristine or unique natural environments are accessible, often with some degree of development and infrastructure. This is similar to what is known as markers in tourism research, i.e items that carry information about tourism attractions. There are reasons to believe that parks and protected

areas to various degrees represent markers to certain groups of tourists. In a study of national park designation at eight sites in the US, Weiler and Seidl (2004) estimated a six percent increase in visitor numbers as a consequence of the national park designation."

In a survey of visitors to the **Fulufjället National Park** in Sweden in 2003 some 10.4% of those completing a questionnaire listed that their major reason for visiting was because it was a National Park. Before the park was established this figure was 3.5% when it was a nature reserve only.

Estimated annual visitor numbers increased from 38,000 in 2001 before designation to 52,000 in 2003, after it was declared a National Park – an increase of 37%.

"Comparing the visitors that came the year before Fulufjället was designated a National Park with those that came one year after show some interesting differences. It looks like a National Park attract more females, people from larger cities, people that hike, fish and hunt less, families and people who like good weather. This is clearly not the more wilderness purism oriented groups. In general, visitors are more positive toward National Parks and it looks like about one in ten visitors came to Fulufjället only because the place is a National Park. At least so in the short run. While it looks like a National Park as such matters, changes identified here may partly be driven by improvements in infrastructure such as roads, visitor centre, signs, trails – all of which took place during the study period."

A Park by Any Other Name: National Park Designation as a Natural Experiment in Signalling Stephan Weiler* Center for the Study of Rural America December 2005

Most importantly, the coefficient for the key explanatory variable, NP, is both positive and strongly statistically significant. The National Park designation signal yields 12,813 additional annual visitors to each newly designated site's specific long-run visitation trend.

The absolute visitation change due to Park designation implies widely varying relative impacts on site visitation, from a large effect on a small base in Great Basin to a tiny relative effect on a large Death Valley base. The log-linear model findings suggest increases in visitation of 6.0%, which would then result in varying absolute changes by site. However, coefficients of the log-linear model have considerably weaker significance, with the overall model providing less explanatory power in normalized goodness-of-fit measures. Elasticity log-log models perform even more poorly. The relative robustness of the linear-linear model indicates that there is a constant marginal set of visitors interested in National Park designations in themselves.

Anecdotally, a substantial number of households clearly plan National-Park oriented trips annually, with a new Park apparently adding a further visit to thousands of such lists. New visitors may see Park designation providing particular amenities for visitors, such as special services and access, and coordinate their visits beginning with the year of designation. More generally, travel planning seems to target national parks precisely for the premier status that such sites' designation promises, with atlas and Internet citations being updated following re-designation. Designation indeed appears to be issuing a direct signal of site quality and interest.

.... indicating that Park designation does not in fact divert visitation from other sites but rather adds net new visitors to the NPS system. Such additions can most easily be visualized as vacation travellers specifically targeting regional National Parks, with a new designation simply adding the new Park to many such lists.

Conclusions

The clear conclusion from these studies in UK National Parks and in Sweden and North America is that a National Park label and designation has a positive impact on visitor numbers boosting them by at least 6% and probably 10% to 30% or more.

The effect on visitor numbers will be larger if a National Park is designated in an area where that is not well known and presently receives few visitors. For this reason it is suggested that a new National Park in Galloway may boost visitor numbers by at least 20% and possibly more.

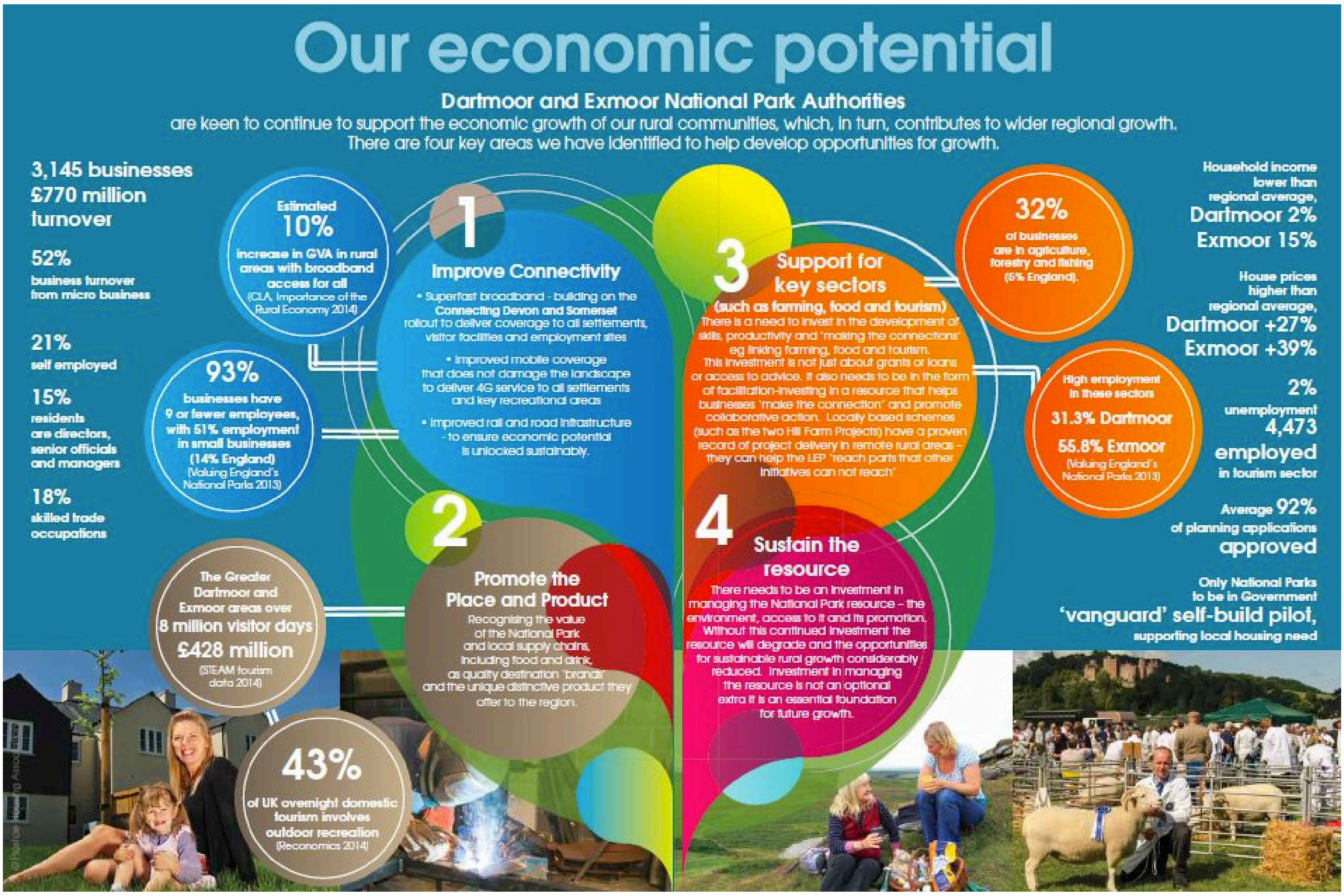
SUPPORTING AND ATTRACTING BUSINESSES TO NATIONAL PARKS AND THEIR NEARBY COMMUNITIES

National Parks in the UK are increasingly working to attract and support businesses which are compatible with their natural environment settings.

Quote from National Parks England Press Release (19th January 2015):

While better known for their beauty, England's National Parks collectively generate up to £6.3bn GVA, equivalent to that of the UK aerospace industry, or a small city such as Plymouth or Sunderland. Research commissioned by National Parks England has found that there are over 22,000 businesses in England's National Parks (with the number of businesses per unit of population being twice the national average). They are home to ambitious entrepreneurs and innovative start-ups, and are considerable assets for attracting investors to live and work. Yet they face undoubted challenges that both the Local Economic Partnerships (LEPs) and National Park Authorities (NPAs) are keen to address.

The nature of National Parks and our more remote rural areas means that they are most likely to create hundreds of jobs from growing lots of small and micro businesses, rather than from big developments. Where big development opportunities do arise they need to respect and be assessed against the protected status of National Parks. Providing support to small and micro businesses is crucial to create the jobs, real growth and prosperous, resilient and sustainable rural communities that are grounded in the wonderful landscapes they rely on.



In order to maximise the potential synergies, Local Economic Partnerships could assist by:

- recognising the unique economic value of our National Parks and AONBs and their potential to help grow a more sustainable economy.
- Working in partnership with NPAs and AONBs by:
    - Recognising their role within Strategic Economic Plans and their future revisions;
    - Co-designing tailored rural programmes;
    - Highlighting NPA growth priorities and National Park Management Plan objectives in future 'Growth Deals' and other plans; and
    - Co-investing with National Park Sustainable Development Funds (and their equivalents) to target support for rural SMEs.
- Involving NPAs in their formal governance arrangements, including by having a seat on;
    - Statutory joint committees (as already happens in a number of areas, such as Coast to Capital and the South Downs); and
    - ESIF Committees (as already happens in the South Downs, the New Forest, the Yorkshire Dales and North York Moors National Parks).

Working together to secure greater devolution (e.g. of powers, freedoms, policy, legislation or finance) to further support the rural economy and achieve sustainable development.

An example of the work of one of the smaller National Parks in England to attract and support businesses is shown here (Exmoor National Park web site)

Exmoor National Park is a living, working, landscape. In addition to playing host to some of the country's most spectacular landscapes it also hosts thousands of businesses. In pursuing National Park Purposes the National Park Authority has a duty to foster the social and economic well-being of local communities, whilst working alongside colleagues in Local Authorities who hold the economic development remit.

We are very keen to encourage economic activity in the National Park which benefits from and enhances the local environment. This type of activity helps to make life in the National Park more sustainable. Examples of this could include:

- Environmental technologies
- Environmental land management
- Traditional building restoration
- Landscape enhancement
- Sustainable tourism and leisure
- Sustainable field sports
- Local food and drink

If you have an idea for a project or business that could contribute towards developing our environmental economy, please contact Sustainable Economy Team.

GOT A QUESTION? - GET IN TOUCH

If you would like further information on the activities of the Scottish Campaign for National Parks please contact:
John Thomson - Chairman
email **thomsonhughes@btinternet.com**
or visit the website **www.scnp.org.uk**

For information on the activities of the Association for the Protection of Rural Scotland please contact:
John Mayhew - Director
email **john@aprs.scot**
or visit the website **www.aprs.scot**