



**CAIRNGORMS
CAPERCAILLIE
PROJECT**



Identifying values, attitudes and beliefs in Deeside to the area and capercaillie conservation, to inform community-led action

Introduction

The Cairngorms Capercaillie Project is facilitating community-led action across the Cairngorms National Park to help secure the long-term future of capercaillie in the UK.

Deeside is home to a highly vulnerable capercaillie population. Although low in number, the birds are a genetic lifeline to the larger Strathspey population. Work with communities in Deeside is therefore an essential part of building a future for capercaillie in the UK.

It's important to understand how communities in Deeside feel about capercaillie. The first step is therefore to identify the values, attitudes and beliefs held about the Deeside area and capercaillie conservation. Areas of common ground can then be identified to inform community-led action.

The research

The research to identify how people feel will be conducted by an objective third party, The Evaluator. On behalf of the project they will provide a neutral space for people to share anonymously how they feel about the Deeside area and capercaillie conservation.

The project has no plans in place related to Deeside. Instead, it's working with a 'blank sheet of paper' and simply wants to listen to people's views to inform next steps.

The first step is to listen to a wide range of people who live, work and play in the Deeside area. From July, those people will be invited to share their views in person through 121 listening sessions lasting around 60 - 90 minutes.

The views shared through the listening sessions will be analysed to identify areas of common ground. Those areas will then be explored in more detail through an online survey.

All residents and visitors to Deeside will be invited to complete the online survey from September. The views of at least 385 residents and visitors will be gathered to ensure a 95% confidence level in the results. The results will then be analysed to identify how widespread the views are that were heard in the initial listening sessions and the degrees of consensus that exist around the areas identified as common ground. This information will enable the project to plan next steps and ensure that any action facilitated in Deeside is based on how the majority of people feel.

The research will take account of the changes we're experiencing related to the pandemic and provision will be made for follow-up research if required. Over the research period, we'll find ways to share progress updates with interested parties and once complete, a summary of the research findings will be published on the Cairngorms Capercaillie Project website: cairngormscapercaillie.scot

Find out more

To enquire about getting involved, to ask questions or to share thoughts, please email: capercaillie@cairngorms.co.uk

You can also visit cairngormscapercaillie.scot/communities/Deeside to find more information in our FAQs.