

BIODIVERSITY

Communications Toolkit

Creag Meagaidh – A Grand Day Out

Lead and partner organisations

- Scottish Natural Heritage (Creag Meagaidh National Nature Reserve)

Aims and objectives

- Raise awareness of nature conservation
- Involve the local community in the 20th anniversary celebrations of Creag Meagaidh National Nature Reserve
- Celebrate the opening of the new All Abilities Trail on the reserve

Target audience

- The community of Laggan, near Newtonmore

Format of communication

- Four-hour programme of natural heritage-themed activities
- Workshop sessions held with primary school children during the week leading up to the event

Summary of activity

'A little bit of paradise' was shared with 350 members of the Laggan community on a beautiful Sunday in June 2006. Scottish Natural Heritage (SNH) staff had decided to mark the 20th anniversary of Creag Meagaidh National Nature Reserve with a full scale 'Grand Day Out' designed to both celebrate the success of the last 20 years on the reserve and to soft sell nature conservation in its widest sense.

The 'Grand Day Out' was a roaring success – the setting made this 'biodiversity for all' at its most stunning and the diverse programme of activities captured everyone's imagination - young and old.

Displays included information about the reserve and a pictorial history of the farm, while the main four-hour programme of activities included everything from guided walks and an animal detectives trail to a woodland orchestra demonstration and wildlife silk banner painting.

One very successful element of the project was the creative workshop sessions held with local primary school pupils during the week leading up to the event. Pupils worked with sculptor Kevin Blackwell to create a fabulous display of woodland creatures, birds and butterflies made from wood and natural materials on the reserve. The results were very tactile and are now set on high poles.

The day also proved a great opportunity to host the official opening of the new All Abilities Trail, which now allows disabled visitors and families with buggies to access the reserve and enjoy its benefits easily.

BIODIVERSITY

Communications Toolkit

Outcomes

The whole day and its related publicity provided a tremendous PR opportunity on the accessibility of the reserve and what it has to offer families and children in general. Feedback from local residents on the day and in the weeks that followed was positive and heartening.

Further information

The Reserve Officer
Scottish Natural Heritage
Creag Meagaidh NNR
Aberarder
Kinlochlaggan
Newtonmore
Inverness-shire
PH20 1BX
t: 01528 544265