



Cairngorms Brand Charter (the "Charter")

The Cairngorms National Park is an outstanding place. The brand image should indicate a customer promise to give the best the area can offer and should inspire high quality, sustainable and authentic experiences, products and services. We will grant you use of the Park brand to help promote your business or event on you agreeing to the terms set out below.

I, TIM HALL (business owner or authorised signatory)
on behalf of OUT IN THE HILLS (name of business)
confirm, agree and undertake that:

- We are proud to operate within the Cairngorms National Park.
- We meet, and will continue to meet, all current legislative and regulatory requirements, guidance and best practice relating to our business, activities and sector.
- We are committed to providing quality products and services, and to continually strive to improve our business and customer offering.
- We will always respect the special nature of the Cairngorms National Park and carry out our activities in ways that protect and improve the environment of the Cairngorms National Park.
- We will work to provide our customers with a distinctive and authentic experience of quality.
- 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.
- We will strive to enhance the reputation of the Cairngorms National Park as a great place to live, visit and do business.
- We will not act in any way which will bring the Cairngorms National Park or any businesses within it into disrepute.
- We will abide by the Conditions of Use relating to the Cairngorms National Park brand.

Signed Tim Hall

Date 18/02/14