

PRESS RELEASE

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For Immediate Release

New Heritage App for Cairngorms National Park

An exciting new cultural heritage App has launched this week, for visitors to the Badenoch region to discover all that this spectacular area of the Cairngorms National Park in Scotland has to offer.

The **Badenoch The Storylands** app is a new self-guided touring aid, showcasing the very best that local heritage has to offer in this historic region, just off the A9 as you enter the national park. The app features walking, cycling and driving tours around Badenoch, highlighting over 75 points of cultural heritage interest, together with a wealth of fascinating stories and legends, augmented reality images of key sites, aerial footage and inspiring music for visitors to experience. It also contains lots of helpful information about many other key local attractions and amenities that visitors to the area can enjoy.

The app has been funded by Transport Scotland as part of the Badenoch Great Place Project, a community and tourism initiative funded by the National Lottery Heritage Fund, led by Cairngorms National Park Authority. The project is being delivered in partnership with other key organisations, including the Highland Folk Museum and Highland Wildlife Park. Since starting in 2018, the project has been looking at Badenoch's rich cultural heritage and the potential to develop the area as a visitor destination in the Cairngorms National Park, by studying the wealth of historic sites and folklore in the area. This has led to the development of the destination brand, **Badenoch The Storylands** and its associated app.

Jo Blewett, A9 Dualling Programme Manager at Transport Scotland said:

"TS is delighted to have supported this crucial legacy element of the project. Badenoch The Storylands app is the key to discovering Badenoch's captivating places, stories and legends. It will help to unlock the area's amazing heritage sites, hear many of the local stories and music and through the lens of augmented reality, recreate how many of these key places looked in the past – some right back to prehistoric times."

On any of the tours, visitors will be able to explore sites of interest, discover more about their role in local history and hear the stories about Badenoch places and people from prehistory to the present day: Ruthven Barracks, the Centre of Scotland Stone, Pictish Battles, Gaelic Place Names, Shinty, the River Spey, Wade's Roads, the Wolf of Badenoch and the Black Officer, as well as poems and songs, myths and legends that have originated over the centuries.

It will bring the past to life with stunning 3D models of Badenoch's historic sites, such as the ancient hillforts at Dun da Lamh and Torr Alvie, Raitts Souterrain and the lost township, Easter Delfour Ring Cairn, as well as Ruthven Barracks, home of the Wolf of Badenoch and then more than 300 years later, at the time of the battle of Culloden.

Many of the stories on the audio guides have been told with the help of local people in the communities of Dalwhinnie, Kincaig, Kingussie, Laggan and Newtonmore, so visitors can immerse themselves into local folklore and history and enjoy a high-end storytelling experience.

Mark Tate, Chief Executive at Cairngorms Business Partnership said:

"The app is an amazing resource which will help our visitors to get the most out of their stay in this part of the National Park, encouraging them to explore more and stay longer. Badenoch The Storylands includes a digital map with information about eating out, shops, museums and other attractions as well as heritage sites, to make the visit all the more enjoyable. It also works offline, so you can download the tours and audio channels featuring stories and music in advance of a trip for

seamless offline functionality. That's perfect if you don't have a data package or for areas where connectivity might be a challenge."

The app can tailor your trip, so whether you want to discover a hidden gem, find a scenic view, natural wonder, historic building or even just the closest car park, the powerful filters will do that work for you!

The app is available to download now from Google and Apple app stores. Access to the app and all the content is free – just search for Badenoch The Storylands.

When will you **Start Your Story ...**

[Ends]

Notes to Editors

Contact for further enquiries

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Badenoch Heritage: Bringing the Past to the 21st Century Project

The project is a partnership made up of key local organisations involved in heritage across Badenoch, and was granted £352,000 from the National Lottery Heritage Fund, with additional funding from Cairngorms National Park Authority, Transport Scotland, Highlands and Islands Enterprise and The Highland Council. Over the three-year life of the project, it is, amongst other things, creating new volunteering and training opportunities, undertaking new research into the area's past and historic landscape, creating new interpretation, developing a website and a mobile app to tempt visitors, as well as commissioning marketing studies and the development of new promotional and exhibition materials. All of this aims to promote Badenoch as a strong destination for heritage tourism.

Badenoch

The historic area of Badenoch (from the Gaelic Bàideanach meaning 'drowned land') dates from medieval times. It now forms part of the Badenoch & Strathspey area of the Cairngorms National Park (CNP) and The Highland Council. The area covers 36 miles from north to south and 15 miles from east to west and has a population of around 3,800. The ancient capital is the village of Kingussie (pop. 1400), and there are also important long-standing settlements at Newtonmore (pop. 980), Kincaig, Dalwhinnie, and Laggan.

National Lottery Heritage Fund Great Place Scheme

www.greatplacescheme.org.uk/scotland

Logos

Badenoch
The Storylands

