

Introduction to Highland Tourism

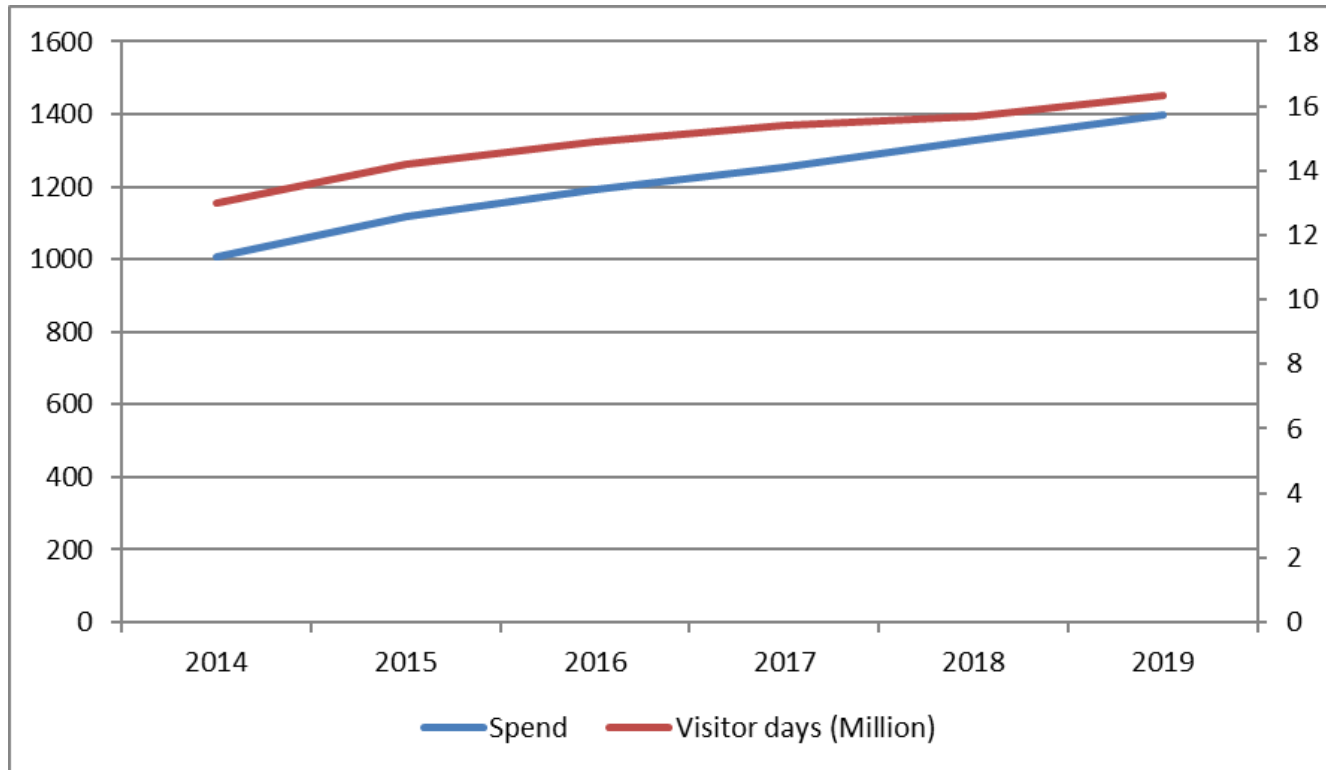
Douglas Chisholm

Tourism & Inward Investment Team
Leader



Volume of Highland Tourism

- 7.5m visitors in 2019
- 13m overnight stays



Why Tourism is important to Highland

Direct economic benefit

- 22,000 jobs (14% of the workforce)
- Few national / multinational companies - mainly small independently owned businesses

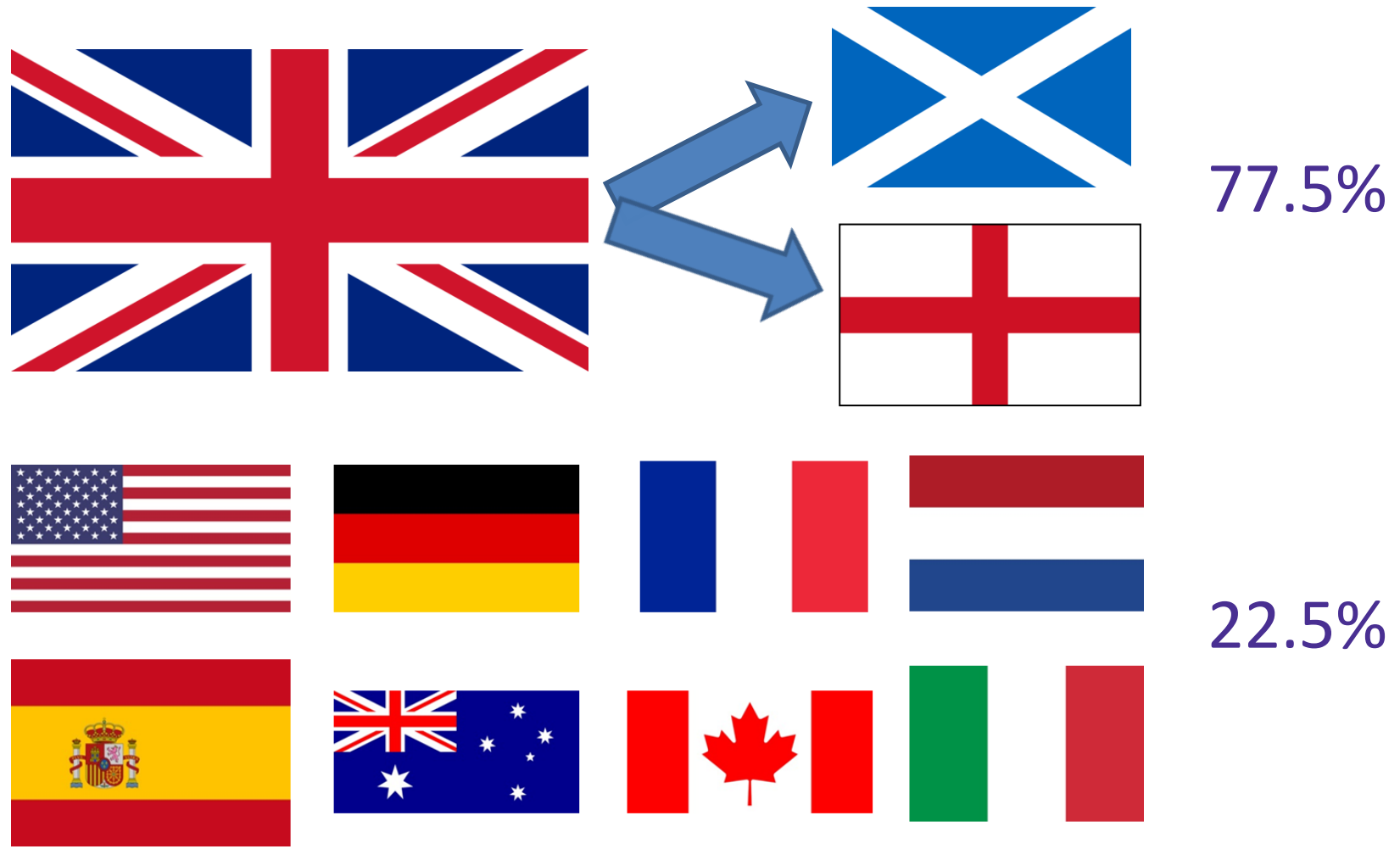
Supply chain benefits

- Suppliers - Food & drink, Laundries
- Trades / Professional services – joiners, plumbers, accountants, lawyers etc.

Improved local services

- Public transport
- Leisure facilities
- Other facilities - shops, restaurants, bars, cultural/arts venues

Where do our visitors come from?



Why do they visit?

	Highland	Scotland
The scenery & landscape	87%	50%
The history & culture	55%	33%
To get away from it all	37%	23%
Film and TV	-	20%

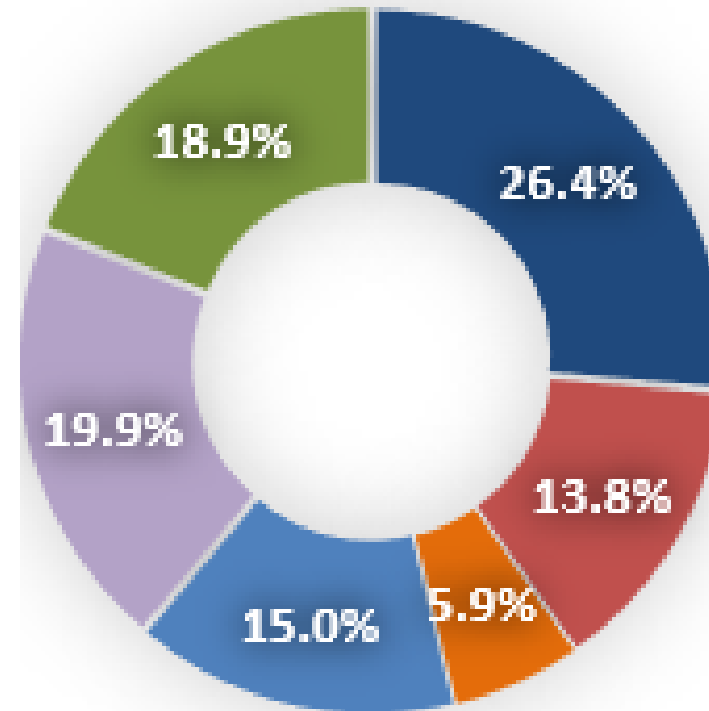


Visitor Spend

Highland region

Direct spend =
£1.1billion per annum

Indirect spend =
£265million per annum



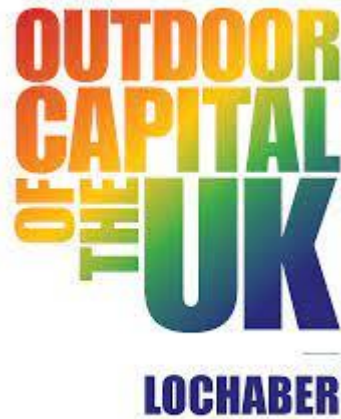
- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport
- Indirect

Council Tourism Team's role



- Focused on **tourism development** rather than marketing and promotion (which is carried out by VisitScotland and local Destination Organisations).
- Assisting in the tourism **strategies**
- Providing much of the **infrastructure** used by visitors
- Management of **facilities and services** for visitors
- Supporting tourism **businesses** and business groups

Partners



- VisitScotland – national tourism board
- Highlands and Islands Enterprise (HIE)
- Forestry & Land Scotland
- Nature Scot
- Cairngorms National Park Authority (CNPA)
- Federation of Small Businesses (FSB)
- Destination Management Organisations (DMOs)
 - Black Isle Tourism
 - Cairngorm Business Partnership
 - Visit Nairn
 - Outdoor Capital of the UK
 - Skye Connect
 - Visit Inverness Loch Ness
 - Venture North
 - Visit Wester Ross
- Others, e.g. NC500 Ltd, Chambers of Commerce, HLH

Council Tourism Plans

Visitor Management Plan

- £3m spend over 21/22 & 22/23 to support surge in visitor numbers
- Focused on service delivery – roads & parking, waste, public conveniences, motorhome facilities, public transport.
- General agreement that the funding had major benefits for communities and visitors



Strategic Tourism Infrastructure Development Plan

Leona Joiner
Tourism Project Coordinator

Rural Tourism Infrastructure Fund

- Rural Tourism Infrastructure Fund, established in 2017 by the Scottish Government and managed by VisitScotland on their behalf.
- Fund supporting collaborative projects that alleviated pressures on infrastructure or negative impacts on communities.
- The Council has been awarded approx. £7m to date across 33 projects.



Strategic Tourism Infrastructure Development Plan

- Submitted February 2022
- Gives priorities for infrastructure investment for next 2 – 5 years

TIER ONE	Identifies eight hotspot areas, where multiple sites experience multiple pressures across different types of infrastructure.
TIER TWO	Identifies tourism infrastructure at individual sites out with the main hotspot areas that face similar pressures or have ambitions to attract more visitors to alleviate pressures from more popular areas.

- 22 Projects have been identified as Tier 1 Highland Priorities
- Priorities can change if there as justification and evidence.



Strategic Tourism Infrastructure
Development Plan
Plana Leasachaidh Bun-structair
Turasachd Ro-innleachdail

Ctrl+Click to open

February 2022
Gearran 2022

8 Identified hotspots

Glencoe & Glen
Etive

Glen Nevis

Road to the Isles
(Glenfinnan to
Mallaig)

Isle of Skye

Applecross

The North West
Highlands

Fortrose –
Rosemarkie -
Chanonry Point

Glenmore
Corridor

- but also many more localised sites e.g. in Wester Ross or around Loch Ness

Highland Project's Summary Table

- Future RTIF Rounds will solely focus on this list of projects.
- Opportunity for the Council to review the plan in 1-2 years' time as projects are delivered.
- As pressures emerge in other areas, Ranger data is invaluable to evidence the issues and justify its place in the STID Plan.

Glencoe and Glen Etive	£1,450,000
Glencoe Greenway - A82 Glencoe Active Travel Project	£500,000
Glencoe Village & Ballachulish Public Toilet Upgrades	£220,000
Glencoe Village Car Park	£705,000
Glen Etive Road End Parking	£25,000
Glen Nevis	£442,221
Glen Nevis Roadside Parking (Achintee)	£61,600
Glen Nevis Road End Car Park (Steall) / Lower Falls Parking and Bridge Replacement	£145,621
Event Car Parking Nevis Forest	£177,000
Expansion of the North Face Car Park	£58,000
Road to the Isles (Glenfinnan to Mallaig)	£326,610
B8008 Parking and Traffic Management	£326,610
Isle of Skye	£1,320,000
Visitor Car Park and Public Transport Improvements	£610,000
Dunvegan Public Toilet Upgrade	£110,000
Bayfield Car Park Expansion and Toilets	£600,000
Applecross	£132,000
Motorhome Stopover Site	£132,000
North West Highlands (Loch Broom to Durness)	£2,873,871
Parking Improvements across North West Sutherland	£368,359
Smoo Cave Parking and Toilet Upgrade	£337,000
Blairmore Car Park and Toilets, Sandwood Estate	£198,000
North West Sutherland Public Toilet Upgrades	£502,000
Stac Pollaidh Visitor Facilities	£642,000
Achmelvich Visitor Facilities	£826,512
Fortrose – Rosemarkie – Chanonry Point	£298,000
Chanonry Point Visitor Parking	£298,000
Whaligoe Steps (Tier 2)	£90,000
Whaligoe Steps Car Parking	£90,000
Potential total costs of proposed project	£6,932,701

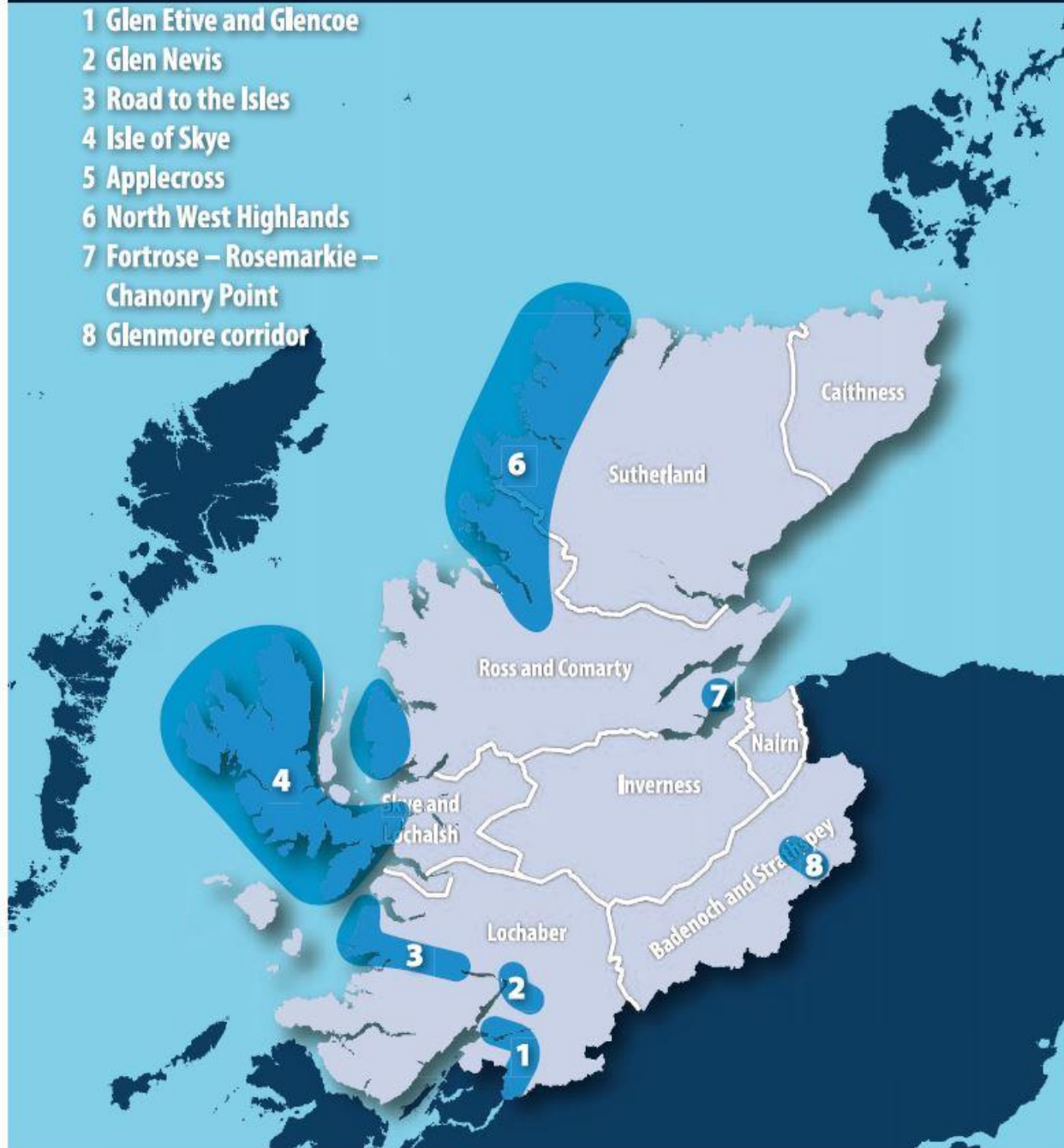
*Costs in this table are estimates and may be subject to change when applying for funding.

Rural Tourism Infrastructure Funded Projects Map



Highland Tourism Hotspots Map

- 1 Glen Etive and Glencoe
- 2 Glen Nevis
- 3 Road to the Isles
- 4 Isle of Skye
- 5 Applecross
- 6 North West Highlands
- 7 Fortrose – Rosemarkie – Chanony Point
- 8 Glenmore corridor



The Highland Council Access Rangers working with visitors and communities

Philip Waite
Outdoor Access Manager



Eilean Donan Castle, The Highlands



The Highland Council Visitor Management 2022

Parking	Installed 20 Invitation to Pay meters, 12 inc overnight bays Traffic regulations at 100 cemetery car parks 2 seasonal officers- Ullapool & Mallaig
Roads	Passing places improvements & signs in Caithness, Sutherland, Skye, Wester Ross, Loch Ness & Lochaber
Public Transport	Shuttle bus to Fairy Pools on Skye
Public Toilets	New facility at Storr, inc motorhome waste point Upgrades of 7 facilities 16 additional comfort schemes Installed 8 honesty boxes
Waste Management	9 seasonal staff, additional bins & stands, message stickers on bins
Motorhome Facilities	Funding support to 6 community facilities Fund new Ullapool facility- £60K Agreed national road symbol signs being installed
Communications	Motorhome Guidance Leaflet Social and print media messaging throughout summer
Joint action with CNPA	Glenmore Public toilet rebuild Funded Police patrols Road parking scheme on hold

Highland Access Ranger Headlines for 2022

In 6 months, the Access Rangers have visited 22,317 sites in 2194 patrols on weekends. A 30% increase on 2021

36,000 Motorhomes were seen in all parts of Highland with the highest numbers in North West Sutherland, Skye, & East Lochaber. This a 44% increase on last year.

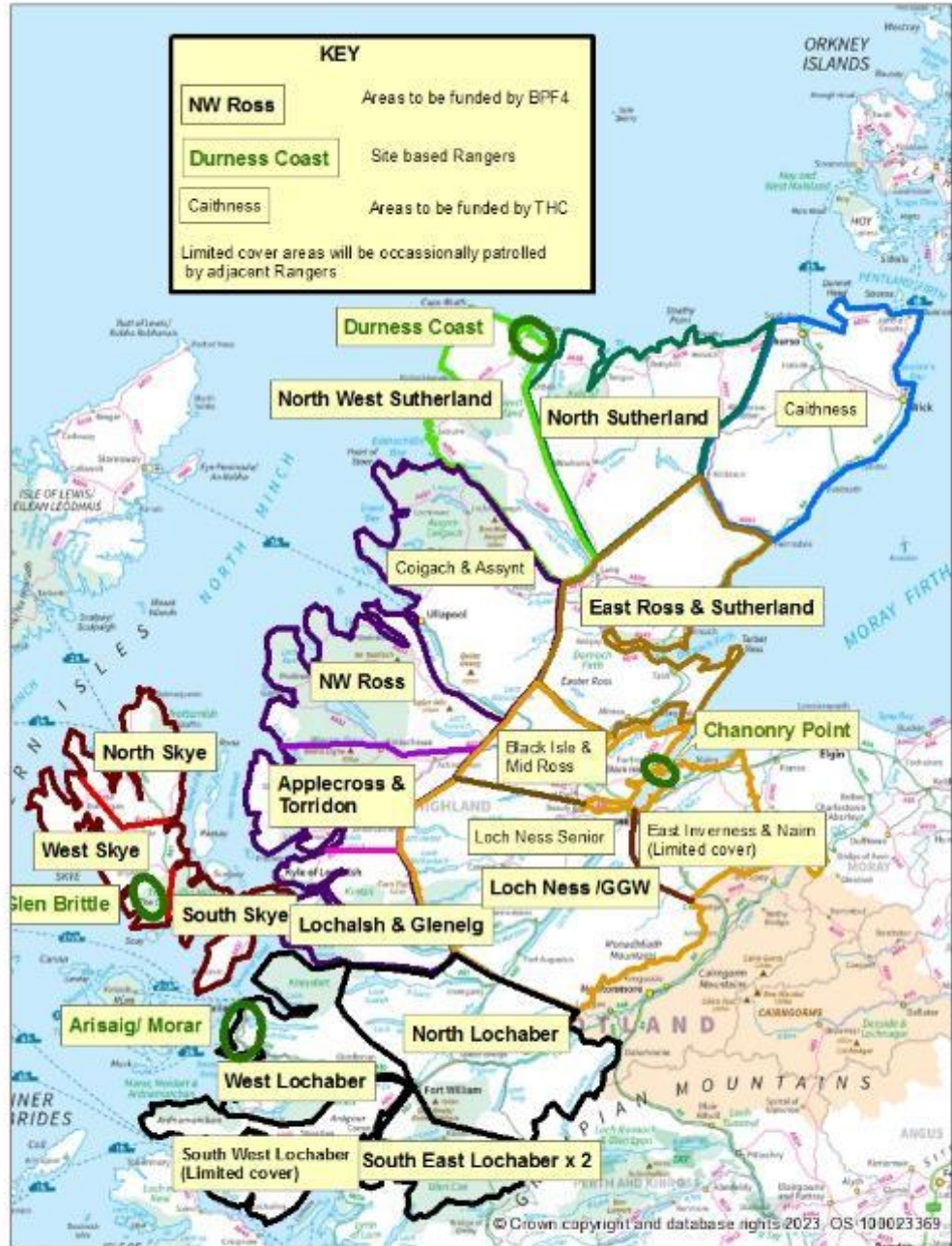
Over 7,377 off-site tents were found throughout Highland. Popular areas last year, Durness, Arisaig, Assynt & Applecross have decreased but numbers have doubled in East Lochaber, and in Loch Ness and East Coast areas. Overall, there is a reduction by less than 15%

Fires are an issue in popular camping areas but often with motorhomes too, with 3,311 recorded, very similar to last year. Most frequently found in East Lochaber and Loch Ness, with 93 needing to be extinguished.

Outdoor toileting, with 7416 incidents, there was a 33% increase this year. It is an issue with camping but also in busy road laybys where there maybe lower WC provision. This was most prominent in Lochalsh, Loch Ness and Skye.

2050 bin bags of Litter were collected, 500 bags more than last year. This appears to be more of a problem around Loch Ness and East Lochaber. Motorhome black waste spills were slightly lower last year at 62 incidents

In 6 months, over 121,000 vehicles were seen parked in carparks and roadside, with over 101,700 people observed and 28,500 of them have been advised of responsible behaviour or informed of facilities and the area. This is almost a 50% increase on 2021

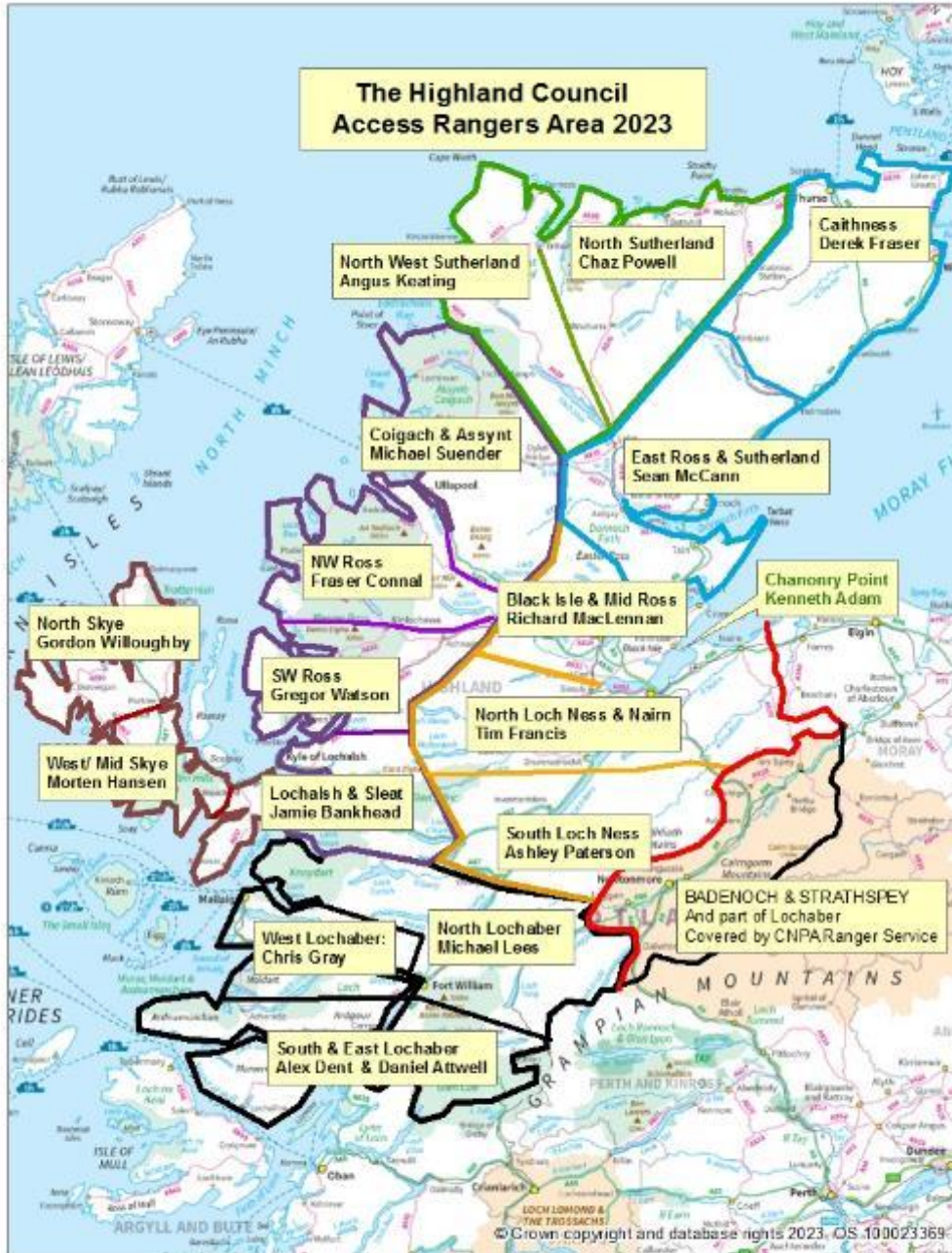


KEY

- NW Ross** Areas to be funded by BPF4
- Durness Coast** Site based Rangers
- Caithness** Areas to be funded by THC

Limited cover areas will be occasionally patrolled by adjacent Rangers

The Highland Council Access Rangers Area 2023



Access Rangers 2023

Ref:
Date:

0 5 10000 20000 30000 40000
Metres

1:1,150,000



The Highland
Council
Comhairle na
Gàidhealtachd

Access Rangers- North team

Hotspots

- Lochness – Dores Beach, Loch Duntelchaig, Loch Tarff, Dalcrag, Loch Oich
- The Black Isle & Mid Ross – Chanonry Point, Silverbridge Garve, Loch Achilty
- East Ross & Sutherland – Dornoch, The Mound, Portmahomack, Bonar Bridge CP
- Caithness – Duncansby Head, Dunnet Head, Dunnet Bay Whaligoe
- North Sutherland – Strathy, Ard Mor Bettyhill, Tongue Causeway
- North West Sutherland – Smoo Cave, Ceannabeinne, Balnakeil, Oldshoremore
- Coigach & Assynt – Ardvreck, Achmelvich, Weeping Widow Falls, Stac Pollaidh.
- North Wester Ross - Red Point, Gairloch, Loch Maree, Gruinard Beach.

Access Rangers- South team

Hotspots

- North Skye- Coral Beach, Neist Point, Quiraing, Old Man of Storr, Lealt, Kilt Rock
- South Skye- Fairy Pools, Glen Brittle, Elgol, Torrin
- West Lochaber- Arisaig beaches, Sanna bay, Glenfinnan
- East Lochaber – Glen Coe, Glen Etive
- North Lochaber- Glen Nevis, Laggan Locks, Loch Lochy layby, Banavie
- Lochalsh & Glenelg- Plockton beach, Cluanie, Bernera beach
- South West Ross- Applecross Bay, Sand, Torridon junct, Glen Torridon

Disposable Barbeques



Roof Tents



Ranger Patrols & Site Monitoring

The screenshot shows a Microsoft Forms survey titled "JUNE Ranger Site Monitoring Form" with 1192 responses. The survey is displayed on a blue background with white clouds and green hills. The form contains the following questions:

- 1. Date ***
Please input date (dd/MM/yyyy)
- 2. Weather ***
 - Sunny
 - Cloudy
 - Raining
 - Windy
 - Showers
 - Other
- 3. Patrol Area ***
Select your answer
- 4. South East Lochaber ***

Visitor Site Monitoring

Excel spreadsheet titled "NORTH HIGHLAND Site monitoring SUMMARY 2023". The spreadsheet tracks visitor site monitoring data for May 2023. The columns include: DATE, No of Sites visited, Weather, Start Time, End Time, No of Vehicles parked, No of Motorhomes parked, No of Mini Bus/ Coaches parked, Number of Roof Tents, Number of tents, No of abandoned tents, No of new fire marks, Number of fires put out, No of Parking notices issued, Amount of Litter on site, Toileting at site, Motorhome Waste Dumping, Reports to THC website, Dogs on lead/close control, Dogs off lead or not under control, No of people seen, Number of Engagements - Pos, Number of Engagements - Neg, Number of Reports to Emerg Svcs, and Other Comments/details.

1	DATE	No of Sites visited	Weather	Start Time	End Time	No of Vehicles parked	No of Motorhomes parked	No of Mini Bus/ Coaches parked	Number of Roof Tents	Number of tents	No of abandoned tents	No of new fire marks	Number of fires put out	No of Parking notices issued	Amount of Litter on site	Toileting at site	Motorhome Waste Dumping	Reports to THC website	Dogs on lead/close control	Dogs off lead or not under control	No of people seen	Number of Engagements - Pos	Number of Engagements - Neg	Number of Reports to Emerg Svcs	Other Comments/details
18	20/05/2023	11	Cloudy	07:25	10:20	22	23	0	0	0	0	2	1	0	2	5	0	1	2	0	11	4	0	0	1. Victoria Falls, lots of litter and toilet paper. 2. a Chait LB, Loch Maree, Put out fire from night before. Dismantled "emmcampment" Advised campervan not to park on grass and to be self contained. Strongly advised using campsite.
19	20/05/2023	13	Cloudy	18:00	20:53	13	31	0	0	1	0	2	1	0	2	3	0	1	5	0	19	15	0	0	
20	21/05/2023	17	Cloudy; S	07:15	10:20	61	35	0	0	0	0	0	0	1	0	0	0	0	4	0	24	1	0	0	1. Red point VP NG 731 692, No persons present. Tables and camping rubbish outside vehicles.
21	21/05/2023	14	Sunny	17:35	20:20	32	44	0	0	1	0	1	0	0	1	2	1	1	1	0	23	11	0	0	1. Eilean Ghruiddh CP, Loch Maree, Fire mark on motorhome toilet dumped in same location.
22	Weekly total	80				229	184	0	0	4	0	2	2	1	4	12	1	3	16	0	115	45	0	0	
23	26/05/2023	29	Cloudy	12:15	20:17	135	78	0	1	1	0	3	2	1	3	6	0	1	8	0	110	36	0	0	1. Ffremore CP, Parking notice given to the parked passing place less than 100m from car park. 2. Kemsary Path, Poolwee, Resident of poolwee putting notes on campervan windows. 3. Red Point CP, Good discussions with range of campers and camper and and rooftop tents and discussion about lambs and dogs.
24	27/05/2023	12	Cloudy	07:15	10:05	6	18	0	0	0	0	3	0	2	5	5	0	0	0	0	9	9	0	0	1. Fishing parking behind passing place NG 707 7 Long discussion about campervan "wild campin asked to move on - however refused. 2. Bennet Walks Car Park, Loch Maree, Parking notice for v over 3 spaces and discussed caravan use outside campsites.
25	27/05/2023	19	Cloudy	17:35	20:43	33	23	0	0	0	0	0	0	0	4	2	0	1	0	0	16	8	0	0	
26	28/05/2023	17	Cloudy	07:05	09:55	28	13	0	1	1	0	0	0	0	1	0	0	0	9	0	31	19	4	0	
27	28/05/2023	13	Sunny	17:45	19:50	19	25	0	0	0	0	2	1	0	2	6	0	0	5	0	19	17	0	1	1. Sron a Chait LB, Loch Maree, Please no camp sign removed and thrown into trees and human waste in middle of LB.
28	Weekly total	90				271	157	0	2	2	0	0	3	3	15	19	0	2	22	0	185	89	4	1	
29	May total	319				1440	871	10	3	16	0	20	5	5	44	81	6	0	29	1	1052	409	1	2	



Community Regeneration Funding

Fiona Cameron
Programme Manager



Umbrella term that covers a number of different funds.



What is available?

- Community led Local Development Fund (CLLD) - £1m revenue. Highland wide. Projects must be delivered by 31 March 2024
- Highland Coastal Communities Fund (HCCF) - £2.8m capital/revenue. Projects must be delivered by March 2025
- Place Based Investment Programme (PBIP) - £1.1m capital. Projects must be delivered by March 2025

Who makes the decisions?

- CLLD funding is a Highland wide pot of funding that is managed by a Strategic Local Action Group. This group has membership drawn from the public and private sector. All areas of Highland are eligible aside from Inverness City and Badenoch & Strathspey
- HCCF and PBIP – Funds are distributed according to approved formulae across the Highland Council Area Committees. Decisions on which projects to fund are made by Elected members at Area Committee

NB no HCCF funding in Badenoch and Strathspey

Application Process

Two stage application process.

- *Stage one – expression of interest. All expressions of interest will be sifted by the decision making group. Feedback will be provided to applicants on whether or not to proceed to full application. The group may also provide specific feedback on the project that the applicant may wish to take account of in the development of the full application*
- *Stage two – full application. Will require all supporting information to be submitted with the application. Application will be given a technical check and will be assessed against key criteria (provided as part of the application pack). Following decision making meeting the applicant will be advised of the outcome of the application that day.*



Community Regeneration Funding (CRF) Application Form

Please refer to the Guidance Notes to complete the application form. Supporting documentation must be submitted with the application (see section 8.2). Projects must not incur expenditure until they have been advised in writing by the CRF Team.

SECTION 1: PROJECT SUMMARY

1.1 Project reference number		
1.2 Organisation		
1.3 Project title		
1.4 Project costs	Total cost of project	£
	Match funding	£
	Grant requested	£
1.5 Start date		
1.6 End date*		

*Projects are expected to be completed and claimed fully by 31st March 2024

1.7 Which of the following themes will the project meet? Please choose ONE theme.	
People	
Place	
Economy	
Environment	

1.8 Privacy Notice	
Please confirm you have read and understood the Community Regeneration Funding privacy notice: Privacy Notice	
YES / NO	

When will the funds be open?

- Expressions of interest for CLLD funds will be invited next week (5th – 16th June). The focus here will be for revenue projects that can be delivered by March 2024.
- Expressions of interest for all other funds will be invited during August – capital or revenue projects that can be delivered by March 2025.

How to find out more?

Visit our webpages at the link below for updates on timescales, area allocations and how to access the expression of interest form.

[About the fund | Community Regeneration Funding | The Highland Council](#)





Questions?

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