

GLENDALE - TOURISM INFRASTRUCTURE IMPROVEMENT OPTIONS

Glendale - Tourism Infrastructure Improvement Options – Final

Background

After frequent requests to the Glendale Community Council regarding pressures relating to an increase in tourism the Glendale Community Council undertook and published two reports. The 1st report [Public-Toilets-Scope-1.06](#) highlighted the issues the area was facing due to a lack of public toilets the second report the [Glendale Traffic Census 2017](#) surveyed and assessed the number of visitors travelling to Glendale. After both reports were published a public meeting was called to determine if the community should lead a project to improve tourism infrastructure in the area.

The Public Meeting was held on Thursday 5th October 2017 and unanimous support was provided for the community to take forward a project to improve tourism infrastructure in the area of Glendale.

Purpose

The purpose of this document is to provide a reference point for all the suggestions and options that have been presented by the local community in order to address the pressures caused by increased tourism on local infrastructure.

On the basis of a detailed community consultation exercise, the community of Glendale has developed a vision: ***“Glendale to become a sustainable community which is capable of growth, where the population is healthy and has adequate access to important services and facilities into the future.”***

To achieve this vision, Glendale has identified areas for priority action these have been detailed in the [Glendale Growth Plan](#) they are:

(i) Social

- a. Affordable Housing
- b. Infrastructure
- c. Employment

(ii) Tourism and Business Development

- a. Destination Marketing
- b. Business Development

(iii) Rural and Agricultural

- a. Agricultural Initiatives
- b. Improved Facilities and Environment
- c. Renewable Energy

(iv) Across all priorities, cooperation for mutual benefit.

More broadly there are a number of strategies which are directly relevant to a Tourism Infrastructure Project which are being taken forward. An example of which is the Scottish Governments recent announcement of the [Rural Tourism Infrastructure Fund](#).

The Scottish Government has established a fund to provide investment in infrastructure to support sustainable growth in rural tourism across Scotland. The Rural Tourism Infrastructure Fund – which will see £6 million invested over two years (2018/19 and 2019/20) – will help ensure the services and facilities tourists and communities need are provided.

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Latest figures indicate notable increases in visitor numbers to rural tourism sites in certain areas, including:

- The North Coast 500 route attracting an extra 29,000 visitors to the Highlands, with the area experiencing a 26% annual rise in visitors compared to a 6% increase across the rest of the region
- The 'Outlander effect' on Historic Environment Scotland sites, with those featuring in the television series continuing to see large annual visitor increases – including 44% for Blackness Castle and a 42% rise at Doune Castle
- The Isle of Skye continuing to grow in popularity, with Visit Scotland's Portree centre seeing more than 150,000 tourist visits annually, increasing 5% year-on-year

The new fund will support a wide range of improvement projects – such as parking, camping facilities, recycling points and footpath access.

Having established that there is a mandate to take a tourism infrastructure project forward and that it demonstrably aligns with priority areas for action in the Glendale Growth Plan a formal options appraisal should be carried out and the preferred option(s) their justification, design and route map for delivery should be presented to the community.

Following further community consultation, the preferred options will seek to be delivered if the community supports the proposal and it demonstrates the required resourcing and management required to deliver and sustain the proposed improvements.

Project Objectives

In support of the desire to deliver a tourism infrastructure project the outcomes of the project should align and be measured against the community vision. The specific objectives for the development of an Improved Tourism Infrastructure Project are to:

Primarily

- I. Ensure the local tourism infrastructure can be sustainably improved to meet the demands of increasing tourism in the area. This will be through the improvement of local community owned assets, improving access to existing, or providing new facilities, while ensuring appropriate maintenance, including key safety issues have been addressed.

Secondly

- II. Generate economic benefits for Glendale through attracting more tourists and opportunities for visitor spend;
- III. Developing improved community assets to provide facilities for tourists and locals.
- IV. Generate income for the community.

Any income generated will be used to reinvest in other projects in the pursuit of the areas Community Growth Plan and community needs.

It is recognised that the secondary objectives may be conflicting, and it will be important that an appropriate balance of priorities for this project are secured.

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The Potential Project Options / Elements.

The who, what and where of the project elements have been supplied by the local community through the public meeting, via social media and email, the results of the options gathering exercise are presented below.

A list of options on “**Who**” should be involved includes the following.

- Local Councillors
- Hall Committee
- Community Working Group
- Glendale Community Council
- Highland Council
- Glendale Estate
- Glendale Trust
- MSPs
- MP
- Sid Johnson (Owner of land at Glendale Community Hall)
- HIE
- Common Grazing Committee
- Visit Scotland
- Local Land Owners
- Local business operators
- The whole community
- Tour operators
- Local plant operators / owners

The options for “**What**” elements of the what the project should deliver are detailed below

- Electric Charge Points (as future vehicles will be electric)
- Toilets and Showers (Disabled, Ladies and Gents)
- Road and ditch improvements
- More Passing Places (Waterstein)
- Ban on coaches, buses and campervans
- More / replaced passing place signs
- Path to play park
- White lines on road edges
- Widen road at Hamara
- Road Map with hot spots
- Feeder bus / park and ride
- Slow traffic signs
- Portacabin loos like Portree / SkyeSkyns
- Make car park at Neist Bigger
- Clean Neist Point
- Renovate the Mill and parking nearby
- Free Wifi Access for visitors – Electronic guide for the area available online and to download
- Shelter areas and information boards
- Picnicking facilities
- Paid for parking

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- Facilities must be attractive, environmentally friendly and future proof
- Better year round family friendly attractions serving evening food and refreshments with good access and parking.
- Bicycle paths and storage
- Improved marketing campaign for the area (we are open like Waternish)
- Improved public transport (there is none in peak season)
- Letters written to all MSPs and MPs

The “**Where**” options for improvements should be made in the area are detailed below.

- The Glendale Mill
- The disused /condemned Church
- Glendale Estate Land
- Borrodale School
- Meanish Pier and surrounding land
- The Glendale Hall
- Neist Point
- At the Glendale Monument
- Building beside Hamara Lodge
- The land beside the Community Hall
- Land surrounding the car park at Neist Point
- Public meetings
- Ward forums and business meetings
- MSP and MP surgeries
- Lorrigil / Ramasaig
- Roads

Next Steps

Having a clear mandate to take forward a local Tourism Infrastructure project and having gathered a significant list of options, the Glendale Community Council will seek to facilitate the formation of a stakeholder group which will be responsible for delivering a detailed options appraisal and present informed, sustainable recommendations to the community.

Invitations will be issued to the wider community and all elements of the “who” so that all organisations and individuals have the opportunity to become directly involved in the stakeholder / working group.

Further community engagement will be required throughout the process to ensure there is continued resourcing and support for proposals as the project develops.

If you would be keen to be involved in the delivering the project, please contact glendaleccouncil@gmail.com