

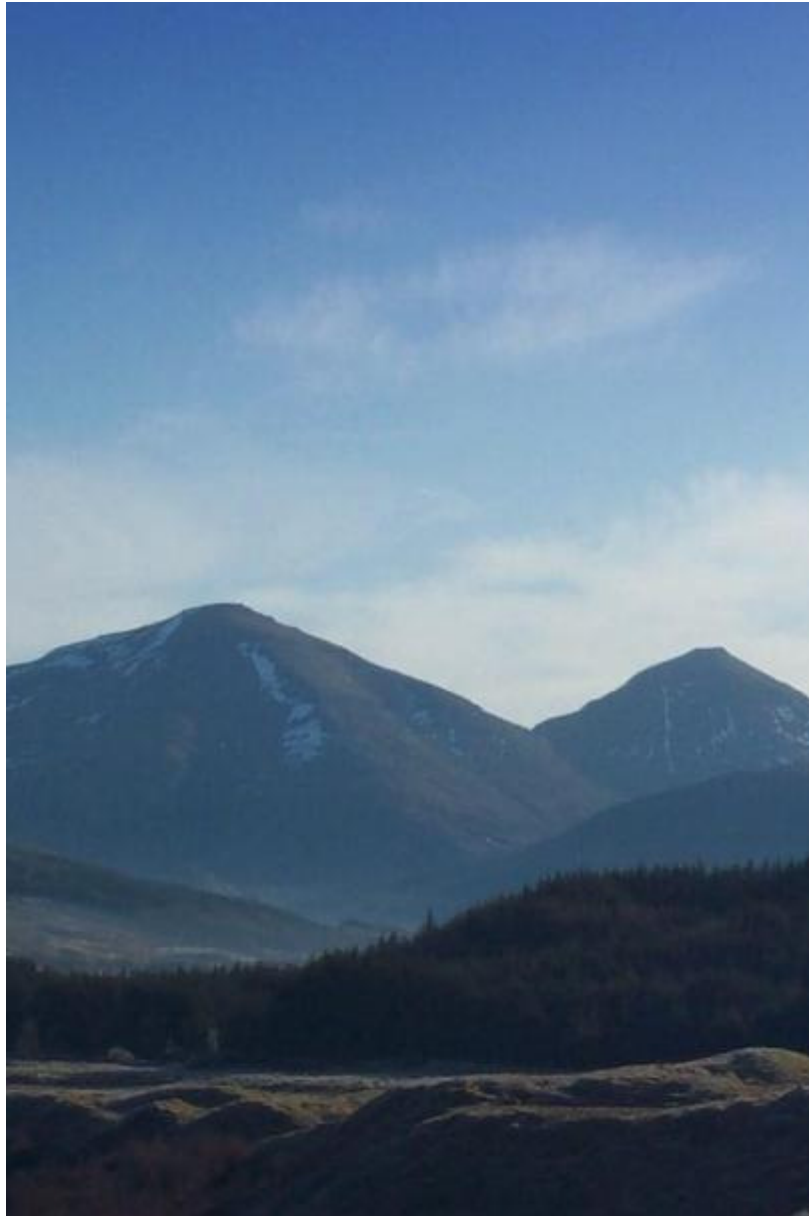


Crianlarich into Action

final report

August 2011





prepared for

Crianlarich into Action

c/o Strathfillan Community Development Trust

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IDEAS AND SOLUTIONS

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analysis

This part of the report explains the study team's approach, and summarises what we found from our research and analysis.





1 INTRODUCTION

The purpose of this study is to boost the local economy of Crianlarich: to extend the tourist season and create employment by enhancing the town's attractiveness for visitors and tourists alike.

The report has been produced for Crianlarich into Action, a working group of local residents established jointly by Strathfillan Community Council and Strathfillan Community Development Trust. The study was undertaken by a team comprising Viv Collie, Robin Webster and Nick Wright between late 2010 and mid 2011.

The study team is grateful to the many local residents who took part in the study, including members of Crianlarich into Action, pupils and staff at Crianlarich Primary School, members of the Strathfillan Youth Group, and the many other organisations, businesses and individuals who took time to contribute.

This report briefly summarises how the study was undertaken, and contains the study team's proposals. It is written particularly for potential funders and public authorities who may wish to help the community of Crianlarich fulfil their aspirations of strengthening their local economy and competitiveness.

the brief

The project brief was to work with the local community to produce a project specification for a cultural and heritage project in the village of Crianlarich.

At a very early stage, it became apparent that the eventual cultural and heritage "project" was unlikely to be a single proposal: securing a major public or private investment like a mountain biking centre or an outdoor adventure park is extremely unlikely in

the current economic climate, even setting aside the question of how desirable such a thing might be in Crianlarich. The "project" was just as likely to be a package of smaller initiatives.

The basic aims of the work were to:

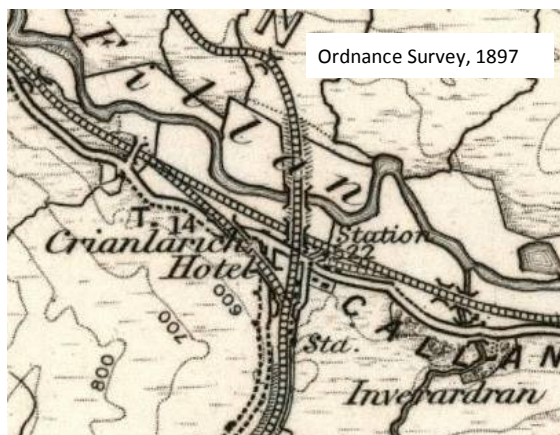
- encourage more people to stop in Crianlarich, and to spend more time there
- provide for local residents as well as visitors
- support the local community to lead and facilitate change themselves

Our starting point was that at the core of this project is an aspiration to support and develop the local economy and community in the long term. Providing opportunities for local people to earn money, access facilities and grow as individuals and a community was an important component of this study.

What was also apparent from the outset was that the community of Crianlarich, and the larger community of Strathfillan of which it forms a part, has great energy, despite the village itself having a population of only around 200 people.

To many outsiders travelling through, Crianlarich seems merely a staging post whilst heading north, south, east or west; but to local residents, it is a community, with people young and old, businesses, facilities and public services, and social and economic issues to deal with.

Importantly, the village also has a sizeable proportion of residents who commit their time and energy to build a better collective future for the community. This is not a new phenomenon: the local community has been a pioneer in community-based development over the last couple of decades, not least through the efforts of Strathfillan Community Council and Community Development Trust. This report is simply the latest step in that process.



Ordnance Survey, 1897



context

Strathfillan's whole history is bound up with transport and movement. A six mile corridor where north-south and east-west routes intersect, the strath has been a focus for human movement and settlement since early Christian times. Droving,

roads and railways have all played their part in shaping the settlements at either end of the strath – Crianlarich and Tyndrum.

Crianlarich is at the eastern and southern end of that critical six mile corridor. It is the point where trunk roads from Glasgow and Edinburgh to the west coast meet, the railway junction where the routes to Oban and Fort William diverge, and an important staging post on the West Highland Way. Appendix 6 provides summary data on road, rail and West Highland Way traffic through this corridor.



But although around 300,000 people pass through the village each year, there is a feeling of missed potential. Many of Crianlarich's assets – from visitor facilities to beauty spots – are hidden from the passer-by. Even car parking is not obvious. Even walkers on the West Highland Way need to make a detour to visit the village.



Meanwhile, over the last couple of decades, Crianlarich's neighbour at the other end of the strath, Tyndrum, has grown to become more of a place for travellers to break their journey.

In truth, Crianlarich and Tyndrum share many similarities. They are of similar size and have

relatively young populations, a high proportion of self employment, and a strong dependency on tourism. It is a challenge for local businesses to encourage visitors to stay in the area, rather than simply pass through on their way to the Highlands or the west coast. The communities have grown in recent years, but there are still issues of access to housing, employment, health services and – especially for young people – 'things to do'.

structure of this report

The report is structured as follows:

- Chapters 1 to 4 explain the purpose of the study, our approach to the study, and the outcomes of our discussions with local stakeholders.
- Chapters 5 and 6 contain our proposals for the village, firmly rooted in local aspirations and concerns. We believe these proposals could transform not only the appearance but also the competitiveness of Crianlarich.
- Chapter 7 outlines how to turn these proposals into action. It contains an action plan and recommendations on other related things that need to happen.
- The appendices contain additional detailed information.

If any further background information is required, the authors of the report would be happy to assist as far as they can. Contact details are at www.nickwrightplanning.co.uk/contact



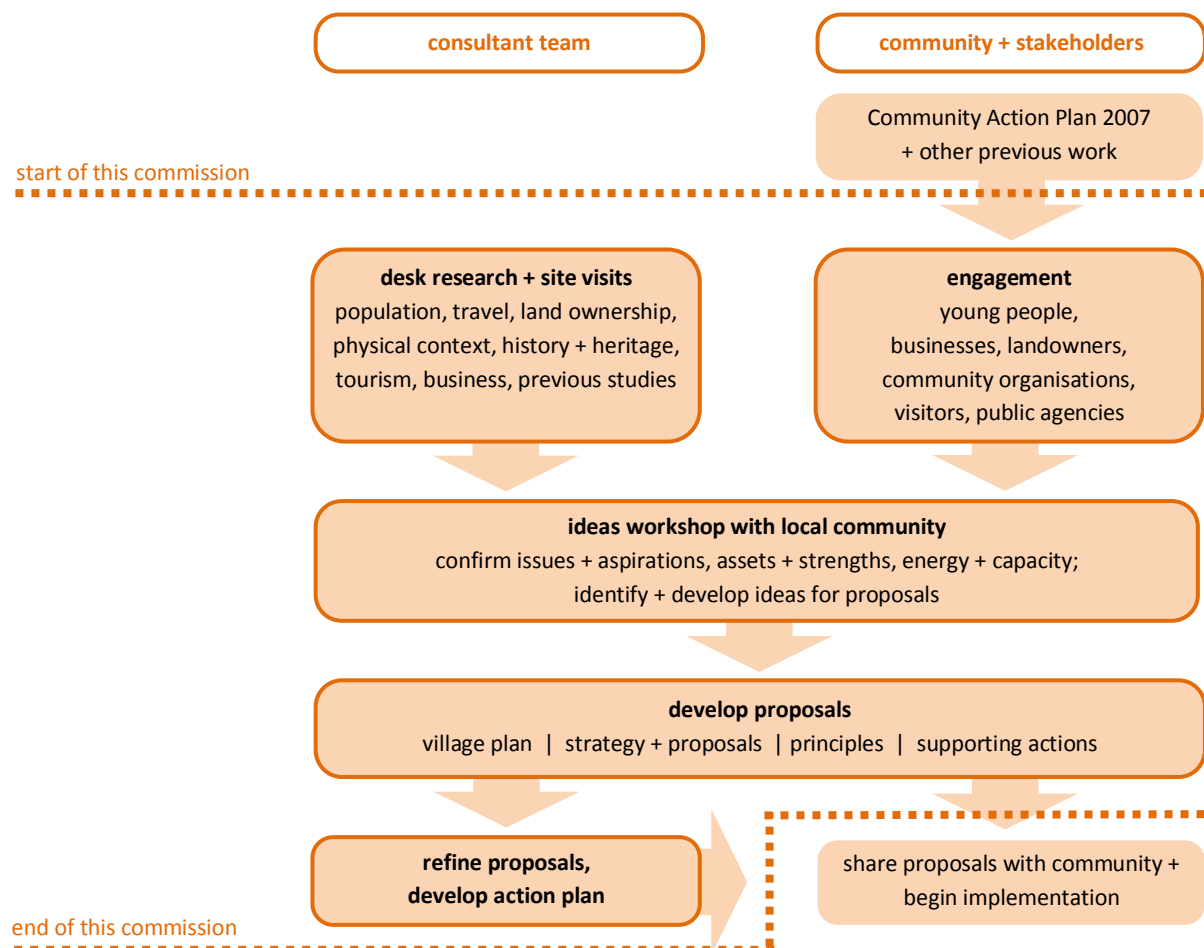
2 METHODOLOGY

The project team's approach to the commission is shown on the right. This approach was driven by a number of factors:

- the heritage project that ultimately emerged – whatever it might be – must respond to the particular context and challenges of Strathfillan
- the study did not take place in a vacuum – there was a valuable body of previous work
- the study should be carried out in collaboration with the local community, involving local residents throughout – because implementation will rely on their commitment and energy
- the proposals should ideally be both short and long term, to provide both quick wins and long term direction

The rest of this chapter contains more information on the three main strands of our work:

- research and policy
- collaboration and engagement
- physical analysis



desk-based research

To ensure that the study team had a good understanding of the historical and policy context, as wide as possible range of relevant publications were analysed. A full list is contained in appendix 1.

Two documents are particularly worth referring to, as they provided valuable contextual information for the direction and detail of the study.

Firstly, the *Strathfillan Community Action Plan 2007-10* is particularly worth referring to. It was prepared in collaboration with the local community through



Loch Lomond and the Trossachs National Park's Community Futures programme. Its community-based vision for Strathfillan comprises four points, the first two of which are particularly relevant for this study:

- to increase leisure and recreational opportunities for visitors and locals and boost the local economy
- to improve the natural and physical environment and make the area more attractive
- to help to create more housing for local people
- to improve health and transport services

Secondly, the *Trailways project feasibility study* (1998) contained proposals for a visitor centre and heritage-based path networks in and around Crianlarich. Although not implemented, the path proposals in particular remain relevant for this current study.

collaboration + engagement

For reasons already highlighted, the way in which the study was carried out was highly collaborative. The basic aim was to ensure that the proposals emerging from the study were rooted directly in issues, ideas and aspirations of the local community, as well as being alive to the constraints and opportunities of organisational stakeholders such as local businesses and landowners, the National Park authority, Stirling Council and others.

Appendix 2 contains a full list of everyone who was consulted during the study between January and March 2011. These people and organisations fell into a number of groups:

1. **Young people** Sessions were held in the Primary School and with Youth Group seniors to understand what they liked and didn't like about Crianlarich, and what ideas they had for the future. This was done at the start of the project, so that other stakeholders (including the public 'ideas workshop') could be told about their ideas. This not only ensured that young people's ideas were to the fore from the start, but also that they helped others be more creative. Young people's ideas are summarised in Appendix 3.



2. **Local businesses, landowners and groups** Telephone and face-to-face interviews were undertaken with as many local businesses and landowners as we could, in order to understand their situations, plans, aspirations and constraints. We also contacted particularly

important local groups such as Strathfillan Community Council, Strathfillan Tourism Action Group, Strathfillan Development Trust and Crianlarich Village Hall Committee. The vast majority of local businesses and major landowners around the village were contacted, although a small number of seasonal businesses were unavailable.

3. **Visitors** Given the importance of tourism to the local economy and to this study, we were keen to understand the views of visitors to Crianlarich. Due to the timing of the study (in the winter), we decided to run this as a questionnaire survey with the help of Crianlarich Hotel. The results of the survey can be seen in Appendix 4.
4. **External agencies and organisations** This group consisted of external organisations who have an interest in Crianlarich, such as Loch Lomond and the Trossachs National Park, Stirling Council, Visit Scotland and some smaller organisations like the Angling Club and Friends of the West Highland Line. Some of these are responsible for public policy or service delivery (such as planning, tourism or business support), others have ownership or management interests (such as First Scotrail, the Angling Club and BT). A full list is contained in Appendix 2.
5. **The local community** Last but not least were other members of the local community other than those contacted through (1) and (2) above. An evening ideas workshop was organised on 23

February 2011 for everyone in the village to share their ideas about how the village should develop in the future.



The study team would like to record its thanks to all those who contributed to this phase of the work.

physical analysis

At the same time as the research/analysis and collaboration/engagement work, the study team was also undertaking its own physical analysis of the village and its surroundings.

This involved looking at opportunities and constraints in the landscape setting, historical development, the design of buildings, the public realm and public spaces, land ownership and transport and movement, particularly in the light of what was emerging through consultation.

conclusion

The combination of desk-based research/analysis, collaboration/engagement and physical analysis described in this chapter gave the study team invaluable knowledge of constraints, opportunities, issues, concerns and aspirations. The next chapter provides a summary of these.



looking east from Crianlarich Hotel, 1930s
(courtesy Bernard Byrom)



the same view in 2011



3 ISSUES, ASPIRATIONS + ASSETS

introduction

Crianlarich enjoys magnificent scenery and natural heritage, from the majesty of Ben More to the flora and fauna along the floor of the strath. There is also another strength to Strathfillan that is less obvious to the visitor: the energy of local people to develop local solutions to local challenges, as the Strathfillan Community Action Plan makes clear.

Crianlarich has a wealth of potential to build on:

- a **rich history** – focussed around Crianlarich's position as node of key routes between the Highlands and the lowlands for well over a thousand years, from early Christian and mediaeval interest at nearby Kirkton and Auchtertyre through to droving, military infrastructure, mining and more modern rail and road transport
- the **natural environments** of the strath and the surrounding mountains, with all the recreational and wildlife opportunities that these offer – enjoying the scenery, climbing Munros and



courtesy of Graham Lewis

Corbetts, the West Highland Way, fishing, the Community Woodland, canoeing, flora and fauna, cycling...

- **local employment** in Crianlarich and Tyndrum
- **community facilities** – shop and post office, primary school, nursery, village hall, church, police station, hotel and pubs, tearoom
- **strategic road and rail transport infrastructure:** signage on motorways throughout Scotland makes Crianlarich a well-known name, but there are issues about public transport frequency and the A82 along Loch Lomondside

- **substantial visitor flows** (approximately 300,000 per year) by road, rail and on foot
- an **active local community** – including civic and social groups (from the Community Council and Development Trust, to arts & crafts and Tai Chi), and plenty of events for a settlement of its size
- **supportive partners** – many communities struggle to achieve their aspirations because they lack support; Crianlarich has the benefit of listening ears from key public agencies and private landowners, although obviously their support may be constrained



courtesy of Philip Capper

issues + aspirations

What did the people of Crianlarich tell us that they wanted their village to be like?

This unprioritised list is from young and old alike, and relates to things for locals as well as visitors:

- **bigger park with more equipment for young people of all ages:** ideas included football pitch, flying fox/zipwire, birdwatching, climbing wall, giant compass... and a bobsleigh run!
- **more leisure/out-of-school activities:** pony club, swimming, kayaking, quadbiking, travelling cinema, pingpong, shops, cafes, nightclub, rent bikes / wellies / brollies for tourists
- **better bus service**
- **cycle paths** to Tyndrum and to National Cycle Network at Lix Toll
- **shelter from the rain, better bus stop**
- **don't ignore us !** (young people)
- **develop local walks:** especially circular routes based on the river, the community woodland and Bogle Glen; link points of interest and viewpoints; incorporate local art, sculpture and heritage; provide seats, leaflet, signage, more car parking
- **open up river views:** clear scrub, access down to river
- **brighten and tidy up the village:** remove rubbish, clutter and undergrowth, repair/remove old fencing, improve pavements,

fix toilets, smarten/brighten up buildings, tree/hedge planting, floodlighting, more bins

- **safer to walk around the village:** better pedestrian crossings at hotel junction, bus stops at Tyndrum Terrace and Glenfalloch Road, disabled access to station
- **more prominent car parking** (including overnight parking)
- **re-use Lower Station Yard**
- **more 3 bedroom houses**
- **transport:** plan for more expensive road travel, more use of trains, cater more for rail passengers
- **develop local food and produce:** allotments, community gardening, edible planting, microbrewery, farmers market – become a transition village
- **build on the Victorian romance of train journeys:** horse-and-trap to collect and drop off, re-use signal box
- **more reasons for visitors to stop:** all the above plus better tourist information and interpretation, open the church more, museum



summary analysis

We understand these issues and agree with most of the community's aspirations.

Our analysis of the physical condition of the village is that it is divided by the railway viaduct, and presents a rather dull and unconsolidated ribbon development of buildings to the main roads. The roads themselves are used by many large and heavy vehicles which tend to pass through at speed.

The exceptionally attractive riverbank is hidden from view, as are the mountain and forest walks. It is not clear where people can park, and not all visitor facilities are obvious. This applies to vehicular traffic and to West Highland Way walkers.

Although there are lots of things to do in the area, this is not obvious to the passer-by.

The diagram on the next page summarises Crianlarich's strengths and assets as a starting point for future change. The following chapter then picks up these issues from a tourism perspective.

summary of Crianlarich's strengths + assets

easy to get to

car, coach, rail, West Highland Way
to/from Central Belt, England, Perthshire, West Highlands + Islands
passing trade, touring base
choice of places to stay
start of the real Highlands



scenery

both the journey + Crianlarich itself
mountains, river, lochs, trees
river/forest walks
birds, wildlife, plants, geology



heritage

healing pool, priory castle
Rob Roy, clans, tartan
farming
railway
changing Highland life



activities

Munros + Corbetts
fishing
canoeing, rafting
cycling
play area, community woodland



people + organisations

people: young, growing population
CiA, SCC, SDT, other groups
shop, hotel, pubs, B+Bs
landowners
LLTNP, Stirling Council
angling club, Friends of WHL
school, nursery, fire, police, toilet





4 TOURISM

Since an important part of this project is to boost the local economy by attracting more visitors to stop and stay, it is useful to analyse Crianlarich from a visitor perspective.

assets

Looking at Crianlarich from a tourism perspective, the key local and natural history assets which would attract tourists for this project are:

- heritage, myths and legends
- long distance footpaths (West Highland Way and Coast to Coast Walk)
- road and rail connections
- central location
- wide open and wild spaces
- iconic scenery
- mountains
- scenic rail journeys
- geology



- botany
- wildlife
- waterfalls and rivers

issues

A number of issues need to be resolved to boost tourism:

1. The need to encourage more visitors to stop, and stay longer, in Crianlarich.
2. The need to match visitor experiences with expectations. (The village is well-known and well-signposted, which builds visitor expectations of Crianlarich being a significant destination.)
3. The need to improve the local environment – for locals and visitors.
4. The village itself should be made more attractive.
5. The riverside landscape is hidden from the road, and the mountain and forest walks are not well signposted.
6. Increasing costs (particularly fuel costs) for businesses and visitors.
7. Public transport limitations within the area.

8. The need to create an identity for Crianlarich – and change the perception of the village from transport junction, to visitor destination.
9. The limited number of local people available to action new projects, and to become involved in existing ones.
10. Local businesses are often too busy to during High Season (April-September/October) to participate in wider business development projects.
11. The lack of detailed local visitor statistics and information.
12. Potential opportunities and impacts for Crianlarich should the gold mine be developed.
13. The need to improve the description of Crianlarich on the West Highland Way website, in guidebooks, and the general media.

identity

Crianlarich is located on the edge of both the Stirling Council area and the Loch Lomond & the Trossachs National Park. It is also on the westernmost boundary of the National Park's 'Breadalbane Corridor' – one of four Park areas identified as having different assets and distinct markets.

Project research has shown that there is an interest in promoting Strathfillan's unique historic routes and roots. Within Strathfillan it is important that the three local communities of Crianlarich, Tyndrum and Inverarnan develop their own, authentic,

identities. By creating and agreeing these identities, each community would be able to 'position' and differentiate itself to visitors.



Project research has shown that people are keen to promote Crianlarich as:

- a comfortable and inviting place to stop
- a place where all visitors feel welcomed
- a peaceful place for people to meet and stay
- a place to relax and recharge yourself

- a 'treat for your feet' - a great half way break for the West Highland Way
- a destination easily accessible by train from Glasgow and London
- 'a mountaineers' paradise' (local VisitScotland *What to See & Do 2010-11* publication)
- the 'middle of nowhere – centre of everywhere' - a good touring base for Tayside, Central and the Highlands
- part of 'the most attractive train journey in the world'
- the start of the 'Real Highlands'
- a great place to live

The creation of an authentic, successful, promotional identity for Crianlarich will require a number of actions including:

- More in-depth knowledge of visitors' perceptions of the village and surrounding area
- Work with the local community and businesses to agree on, and deliver, a collaborative approach to promotion
- Agreement to consistently promote the same message and invest in the 'brand'
- Continued investment in the quality of the local environment, products and services
- Monitoring and feedback of local visitor information

visitor markets

Crianlarich attracts a wide range of visitors including:

- People travelling North-South and/or East-West
- People travelling by car, train, foot, cycle, coach or motorbike
- Day trippers, short break visitors, or longer stay holiday makers
- 'Munro baggers'
- Foreign visitors
- West Highland Way walkers



conclusion

Crianlarich has many extraordinarily attractive assets, which are waiting to be revealed and explored. The potential exists for further local business collaboration on gathering visitor research and developing the Crianlarich and Strathfillan tourism 'products'.

proposals

This part of the report outlines the study team's proposals – their response to the research and ideas outlined in earlier chapters.





5 PRINCIPLES

We have identified seven guiding principles for any proposal or investment in Crianlarich, be it physical, economic or social. Any intervention should aim to contribute to as many of seven guiding principles as possible.

These principles are rooted in local aspirations. If the local community, the National Park authority, Stirling Council and other service providers and policymakers collaborate to implement them, the impact could be transformational.

1 build on your assets

Tackle issues positively by building on assets: place (the natural and built environment) and people (community capacity and energy).

2 design for locals + visitors

Proposals and improvements which benefit both local people and visitors are likely to get most support and bring most benefit.

3 create opportunities for local enterprise

Create opportunities for local enterprise (both existing and future), using the framework described in chapter 5 to enable that to happen. For example, completion of the cycleway could trigger a bike hire business at the station, linking the village properly to the West Highland Way would assist tourism businesses – and maybe just make that microbrewery viable...

4 encourage people to develop + run with their ideas

Encourage members of the local community to develop and run with their ideas, some of which are described in chapter 3 and appendices 4/5.

5 rebalance street design towards local needs

With Stirling Council and the National Park, encourage Transport Scotland to put greater

emphasis on pedestrian and local needs within the village – putting into practice the national street design standards contained in the Scottish Government's *Designing Streets* policy. See Appendix 6 for more information.

6 work collaboratively with other agencies, groups + businesses

Work collaboratively with other agencies and groups – the National Park, Stirling Council, Visit Scotland, the angling club, Friends of the West Highland Line, ScotRail, guidebook writers, train charter companies – help them to help Crianlarich !

7 be distinctive

Develop a memorable and unique approach to reinforcing the visual impact of the village, its environment, activities and promotion to distinguish it from elsewhere.



6 PROPOSALS

This chapter contains the proposals for Crianlarich, under three strategic headings: making the village attractive and tidy, things to do for locals and visitors, and develop and promote the product.

Each of these areas are important. To make visitors stop and to be a good place to live, Crianlarich needs to look the part. It also needs to have things to do. And if it doesn't promote itself, it won't attract as many people as it could.



6.1 Attractive + tidy

Our proposals for making the village more attractive and tidy are summarised below and illustrated in more detail on the following pages:

6.1a Revitalise the twin hearts of the village.

The village centre is currently divided into two parts, the hotel junction and the hall/shop. These two areas – which we refer to as the ‘village square’ and ‘village triangle’ respectively – need to be improved with traffic calming and visual improvements, as described below.

6.1b Create safer and better pedestrian links

Both within and beyond the village – from the village centre to Glenfalloch Road, to Tyndrum Terrace, to the east end of village; and to the West Highland Way, the river, Bogle Glen, and the community woodland.

6.1c Open up views of river and strath

Clear undergrowth and overgrown landscaping, open up the floodplain, ensure new development is orientated to open up glimpses through from the main roads.

6.1d Tidy up

Includes fences, landscaping, rubbish and clutter, which will need discussions with landowners, residents, Stirling Council, and Network Rail/First Scotrail.



6.1e Local community design opportunities

Art, adopt-a-tree, edible landscaping, design of play area – initiatives that people can design and implement themselves.

6.1f Colour + bloom

Paint houses, planting, light up viaduct + prominent buildings.

6.1g Car parking

Make more use of what already exists at the toilets, shop, railway station, and from the viaduct past the fire station to Meadow Grove, with clearer signage for visitors –

which will require discussions with landowners and Transport Scotland. Also, ensure that new car parking for visitors is built into new development proposals; it should be carefully located and designed to be central and accessible, without appearing to dominate the core of the village. We believe it is important that development on key sites with main road frontages, such as Lower Station Yard, fronts onto the main road to consolidate the village’s built form.

6.1h Signage

What Crianlarich has to offer is not immediately apparent when driving through. The shop, car parking, station tearoom, church, toilets, pubs, the West Highland Way: many of these important assets, like the views of the river and strath, are obscured from view depending on which road one travels. A co-ordinated signage programme, with a distinctive brand and identity particular to Crianlarich, would help to make travellers aware of what the village has to offer, as well as sending out a signal of quality. The programme should include directional signage within the village as well as new gateway signage on the A82 and A85.

6.1i Upgrade the public toilets

The toilets are an important reason for travellers to stop, and need to be smartened up and kept clean and tidy. Heating would be a boost in winter.

6.1j Maintenance of public spaces

Public spaces, buildings, verges, fences, public facilities – each of these needs to be well maintained in order to avoid dragging down the image of the village. There is an opportunity to pioneer new ways of working, such as devolving responsibility for maintenance of public places and services to the local community. This could be a cost-effective and sustainable way of improving the quality and responsiveness of maintenance.

It could be supplemented with support from offenders on Community Payback Orders, for example with house painting (see 6.1f). Companies like B+Q may also be able to assist with materials for a community project.



Example of work by offenders: Stoneywood, Aberdeen
(courtesy of Scottish Government)

6.1k Establish a Railway Station Users Group

Such a body can bring together interested parties to promote the good work achieved to date at the station, improve communication between key stakeholders, and to ensure good customer experiences for local people and visitors to the area. Critically, they can lever in support from organisations such as Network Rail, Transport Scotland and First Scotrail. There are many examples throughout the UK. The Association of Community Rail Partnerships¹ has more information.

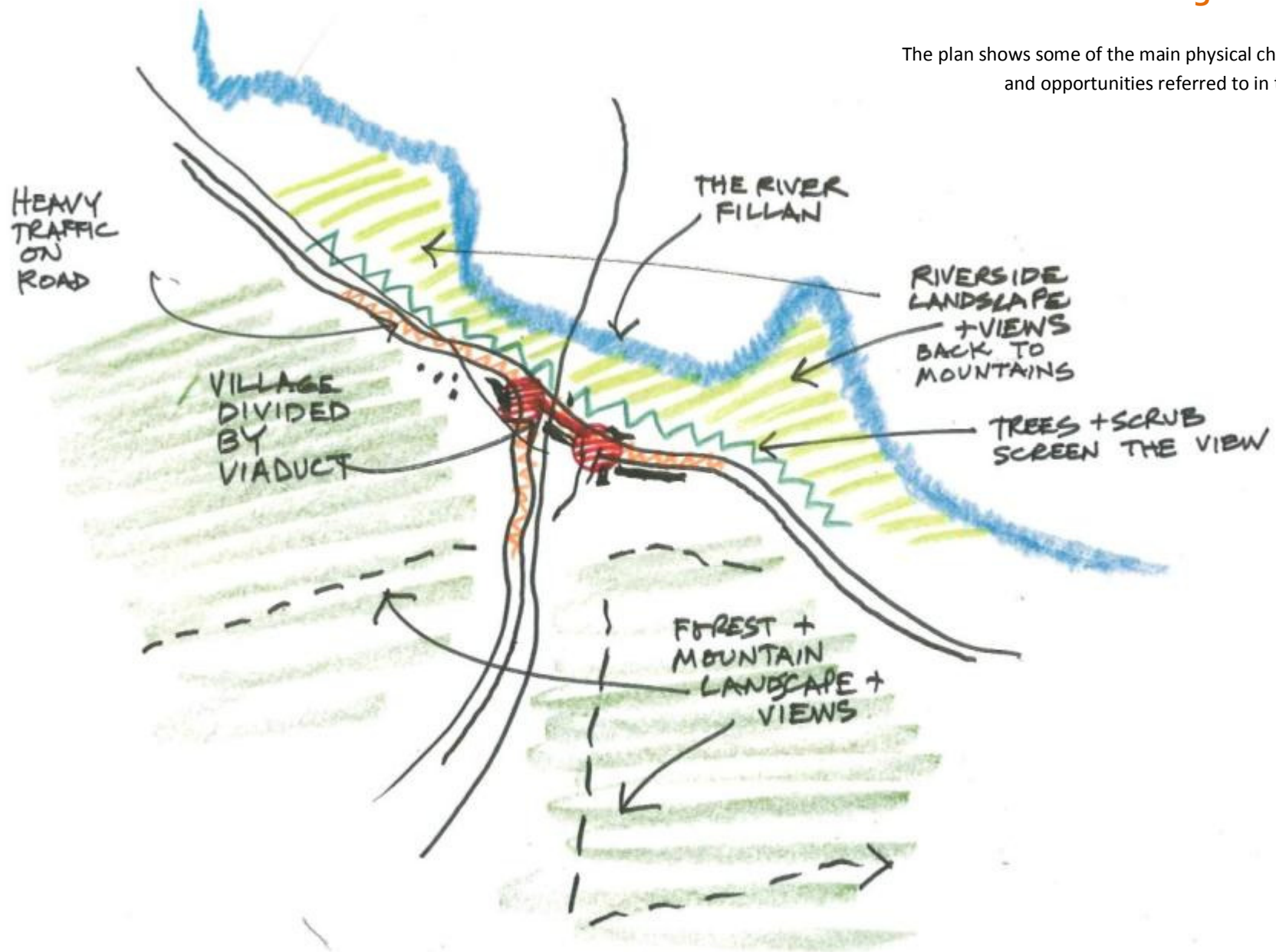


Pitlochry Station Bookshop, established by Pitlochry Station Liaison Group with support from First Scotrail
(courtesy of Pitlochry Station Bookshop)

¹ <http://www.acorp.uk.com/>

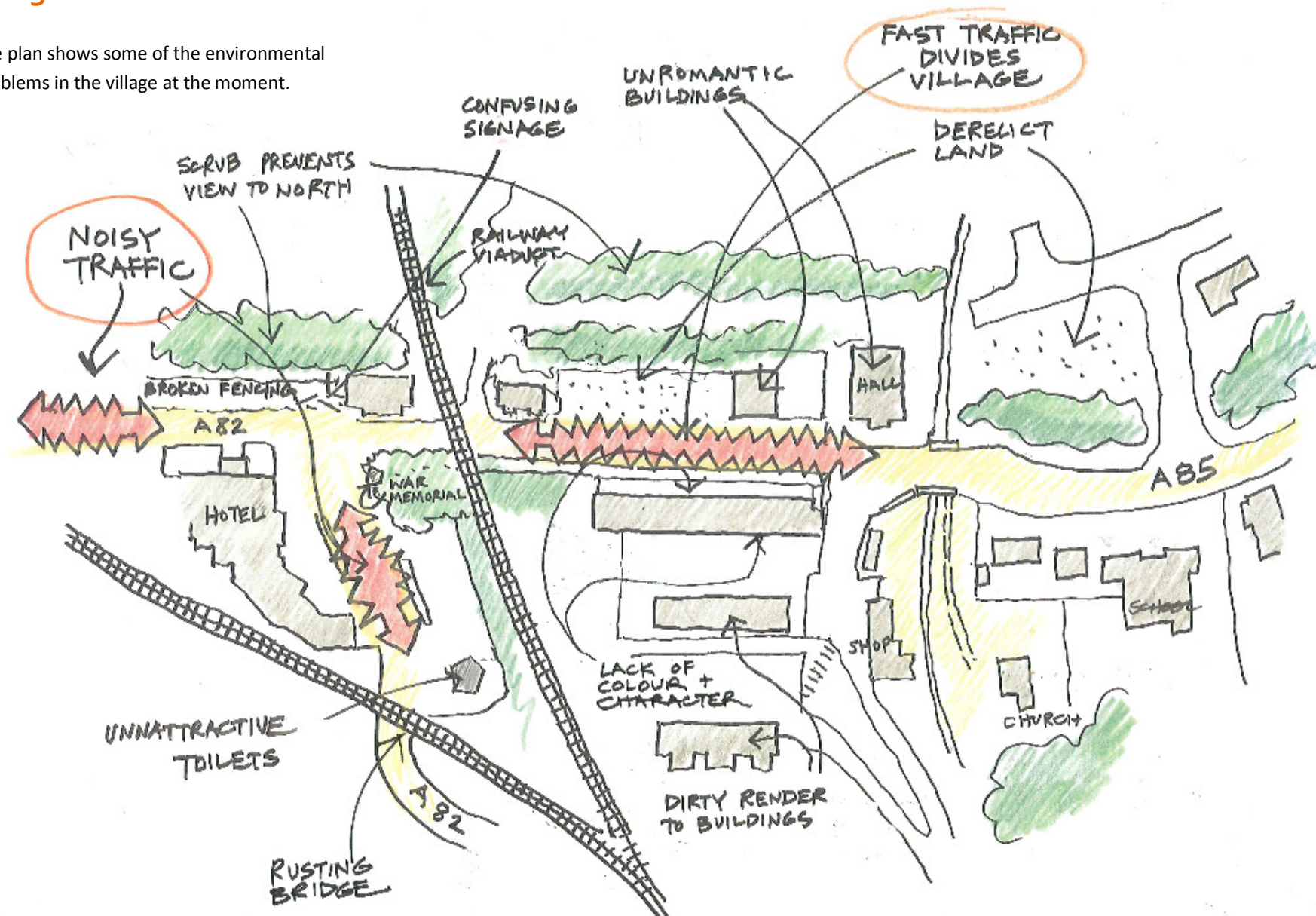
the village context

The plan shows some of the main physical challenges and opportunities referred to in the text.



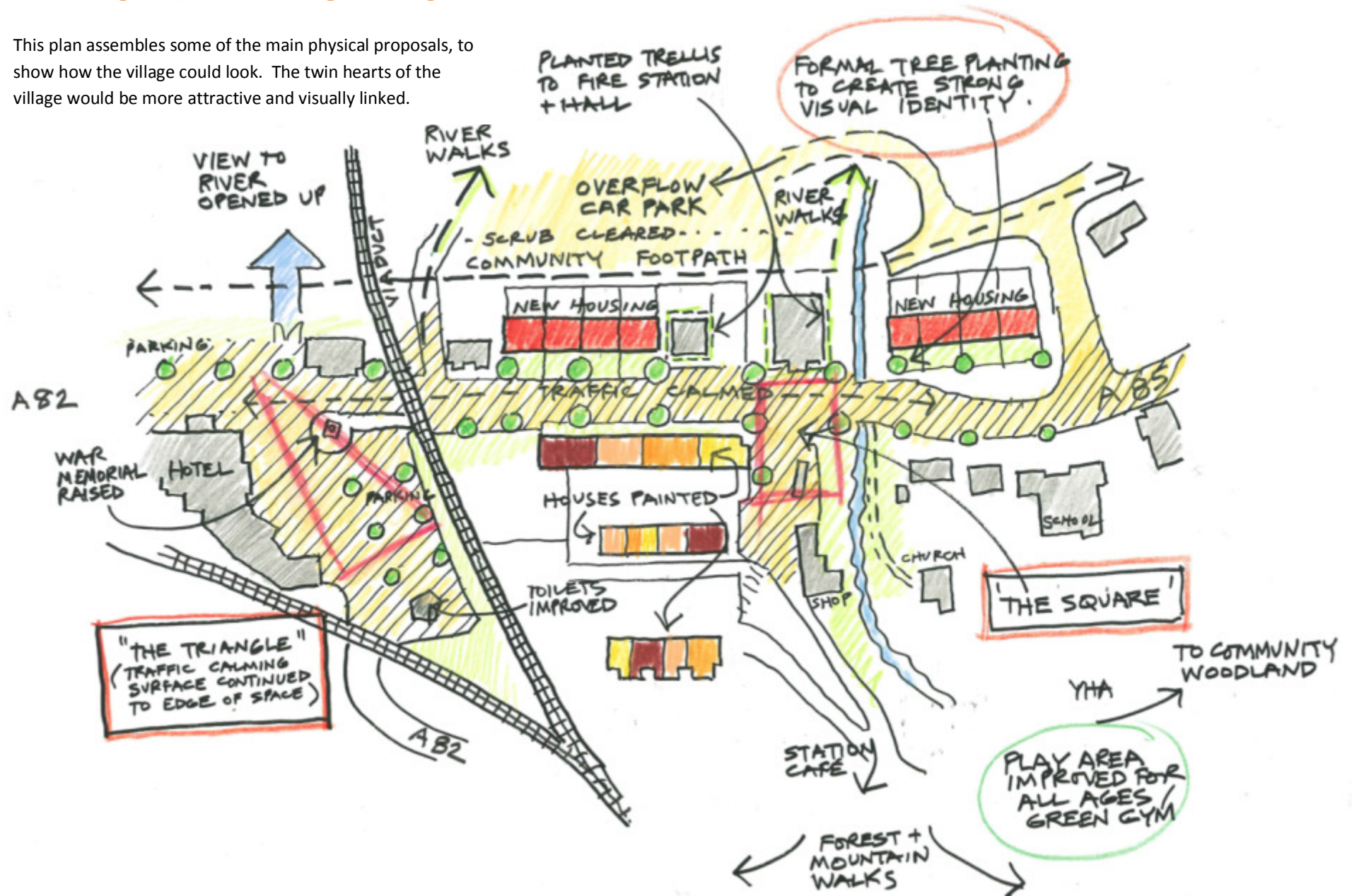
village as it is now

The plan shows some of the environmental problems in the village at the moment.



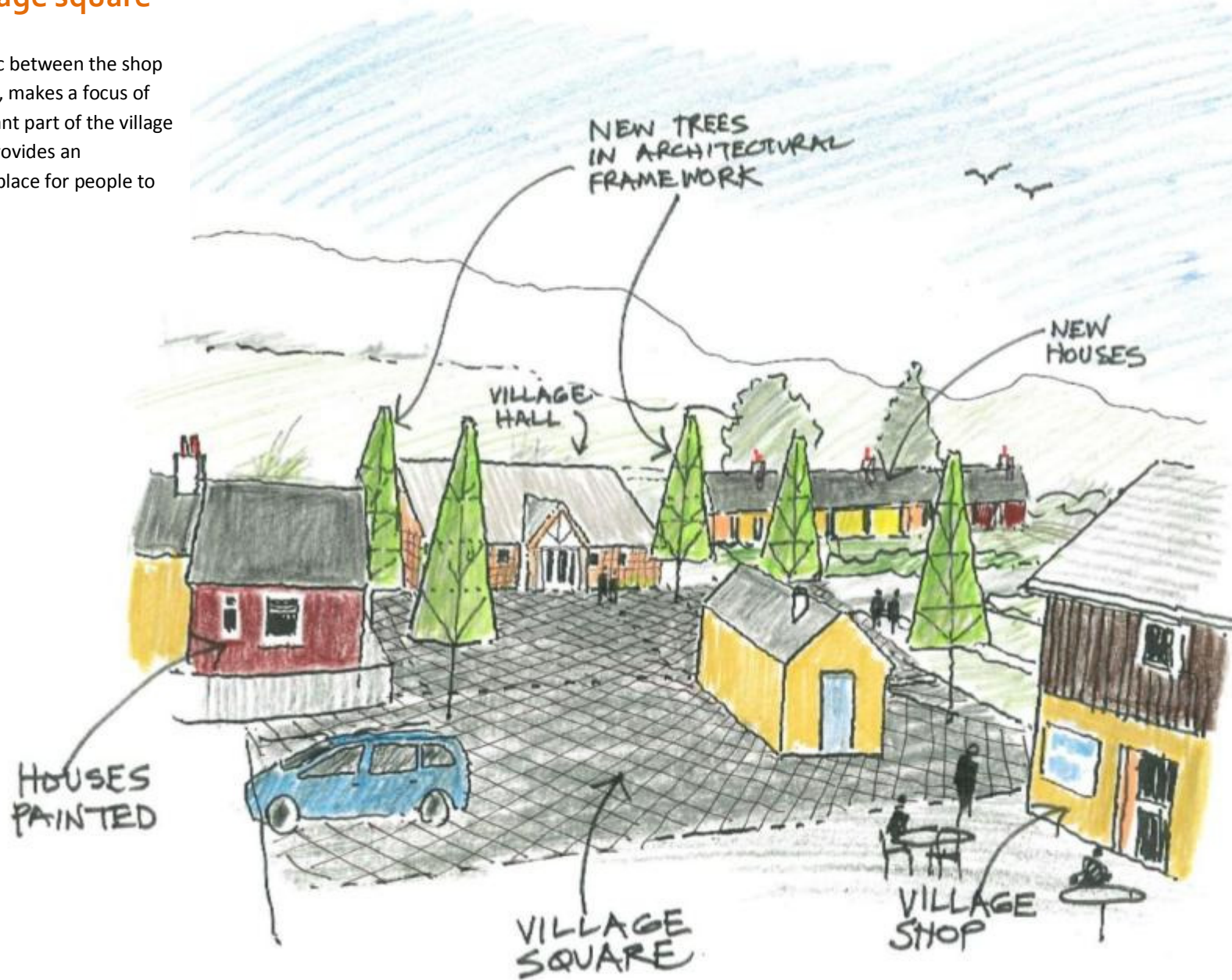
the village square + village triangle

This plan assembles some of the main physical proposals, to show how the village could look. The twin hearts of the village would be more attractive and visually linked.



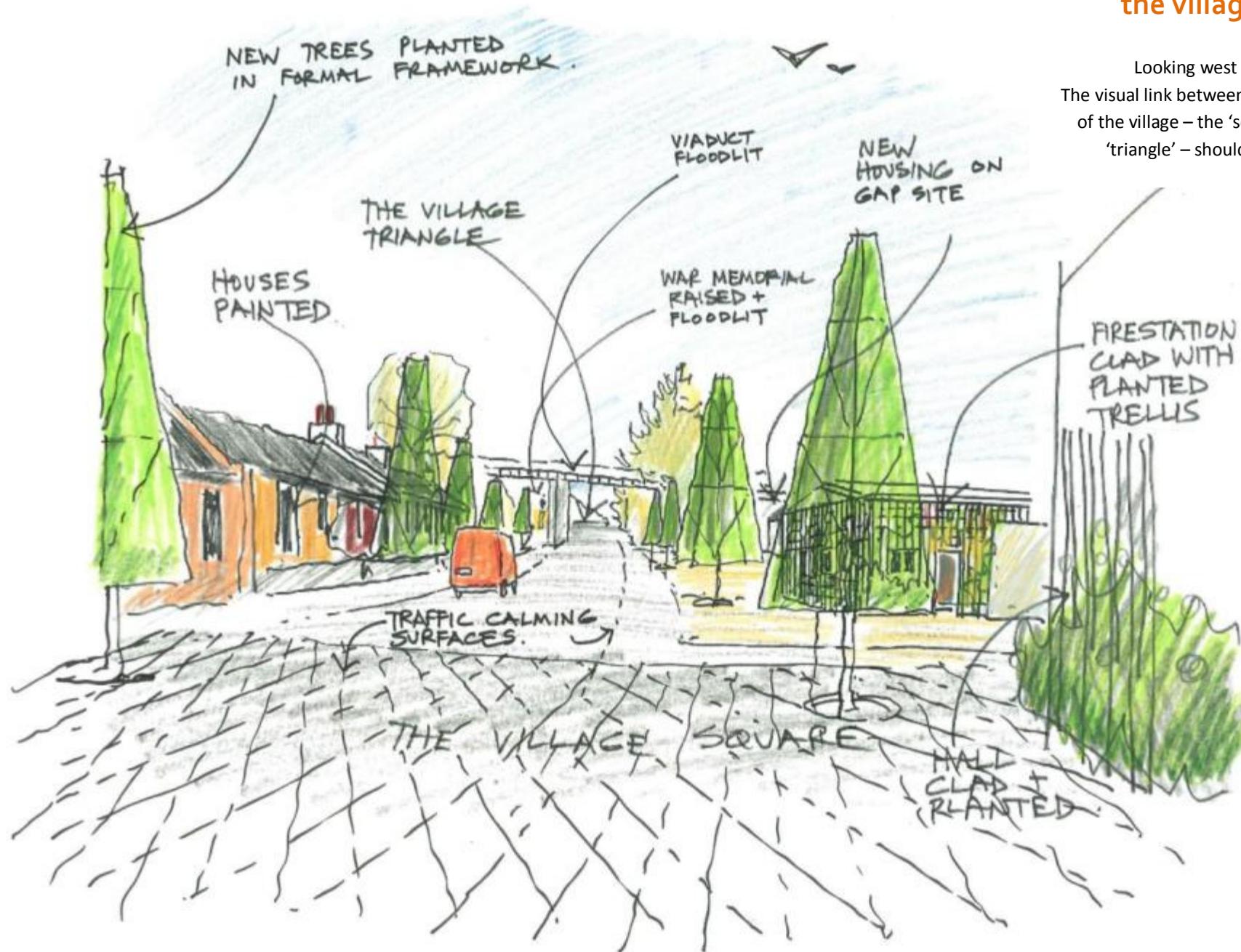
the village square

Calms traffic between the shop and the hall, makes a focus of this important part of the village core, and provides an alternative place for people to meet.



the village square

Looking west to the viaduct.
The visual link between the two parts
of the village – the 'square' and the
'triangle' – should be improved.



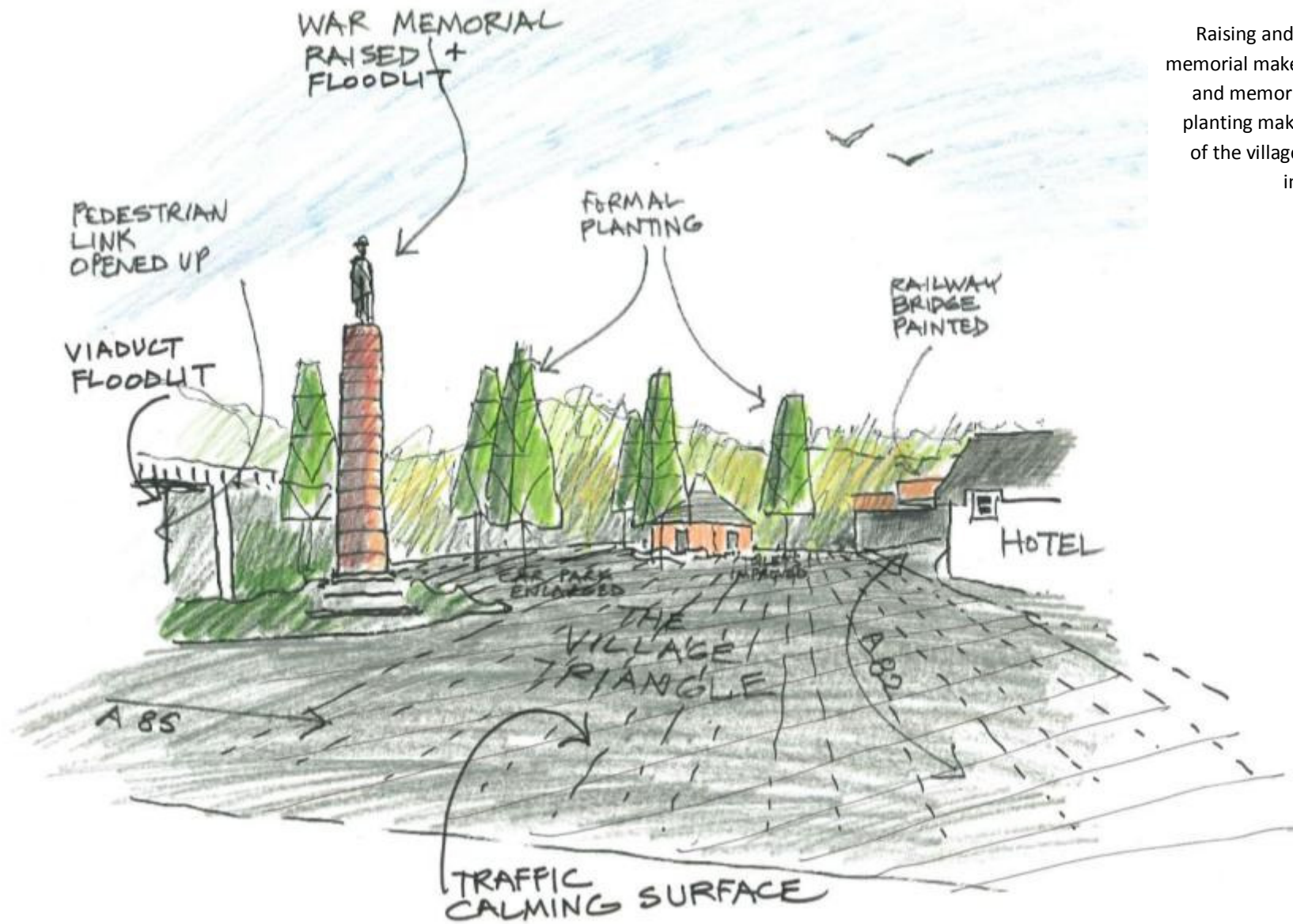
the village square

The tree planting – and landscaping, new road surfaces, painting of existing houses and new housing on the north side of the A85 (not visible on this sketch) – will give a more lively and attractive appearance to the village.



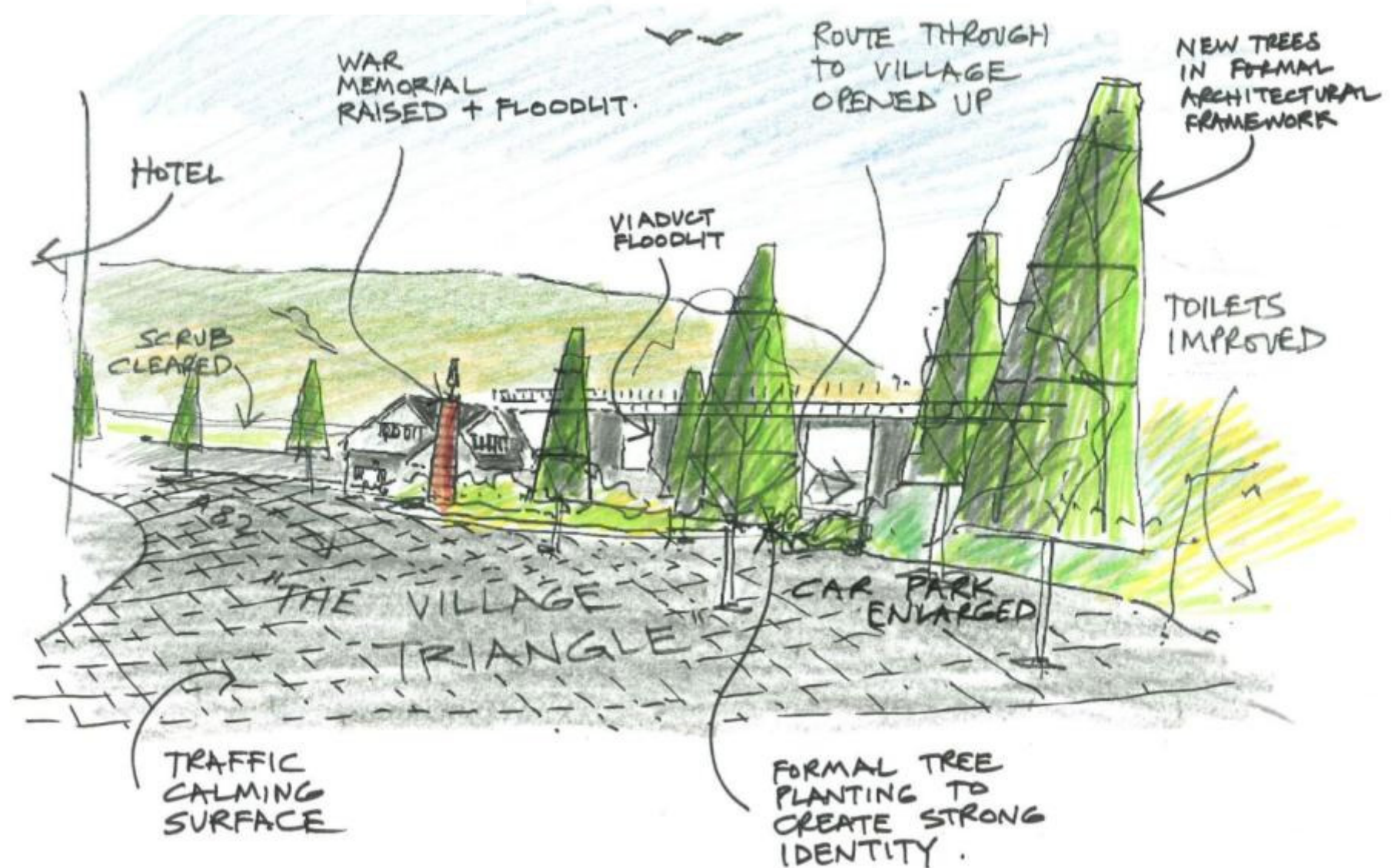
the village triangle

Raising and floodlighting the war memorial makes it more identifiable and memorable. The formal tree planting makes a link with the rest of the village and ameliorates the impact of the car park.



the village triangle

Traffic calmed surface for easier and safer pedestrian movement.
Car park enlarged to be more obvious. Toilets improved.



6.2 Things to do for locals + visitors

This set of proposals is about providing things to do which (a) meet the aspirations of local people and (b) encourage visitors to stop and also to stay longer. Many of these proposals overlap.

6.2a Path network

Crianlarich has a number of beauty spots and points of interest within easy walking distance of the centre of the village – but at the moment they are little known, and there



are some missing connections. With investment in signage, seating, interpretation and completion of missing links, a good range of walks can be created which would benefit visitors and locals. (See plans overleaf.)

6.2b Strathfillan Cycleway

The route west to Tyndrum would provide the much-needed “Crianlarich loop” off the West Highland Way, so avoiding the need for walkers to climb back up to the path junction at the top of the Bogle Glen. It would also meet a local desire for cycling facilities. A costed design is in place, and the National Park authority is working with the Development Trust to secure funding for its completion. The route east to Lix Toll should be developed as the subsequent phase, as it would link to the National Cycle Network and provide a traffic-free route for walkers and cyclists from Crianlarich to Lochs Lubhair and Dochart.

6.2c Improve play provision

The main focus should be to improve the existing play park to provide more active opportunities for young people of all ages, extending into the community woodland or the old playing field by the river if necessary. The aim should be to provide more adventurous and nature-focussed play opportunities, including things which would be enjoyed by visitors. Young people should be involved collaboratively in the specification and design.



Popular new play area in Cupar, Fife

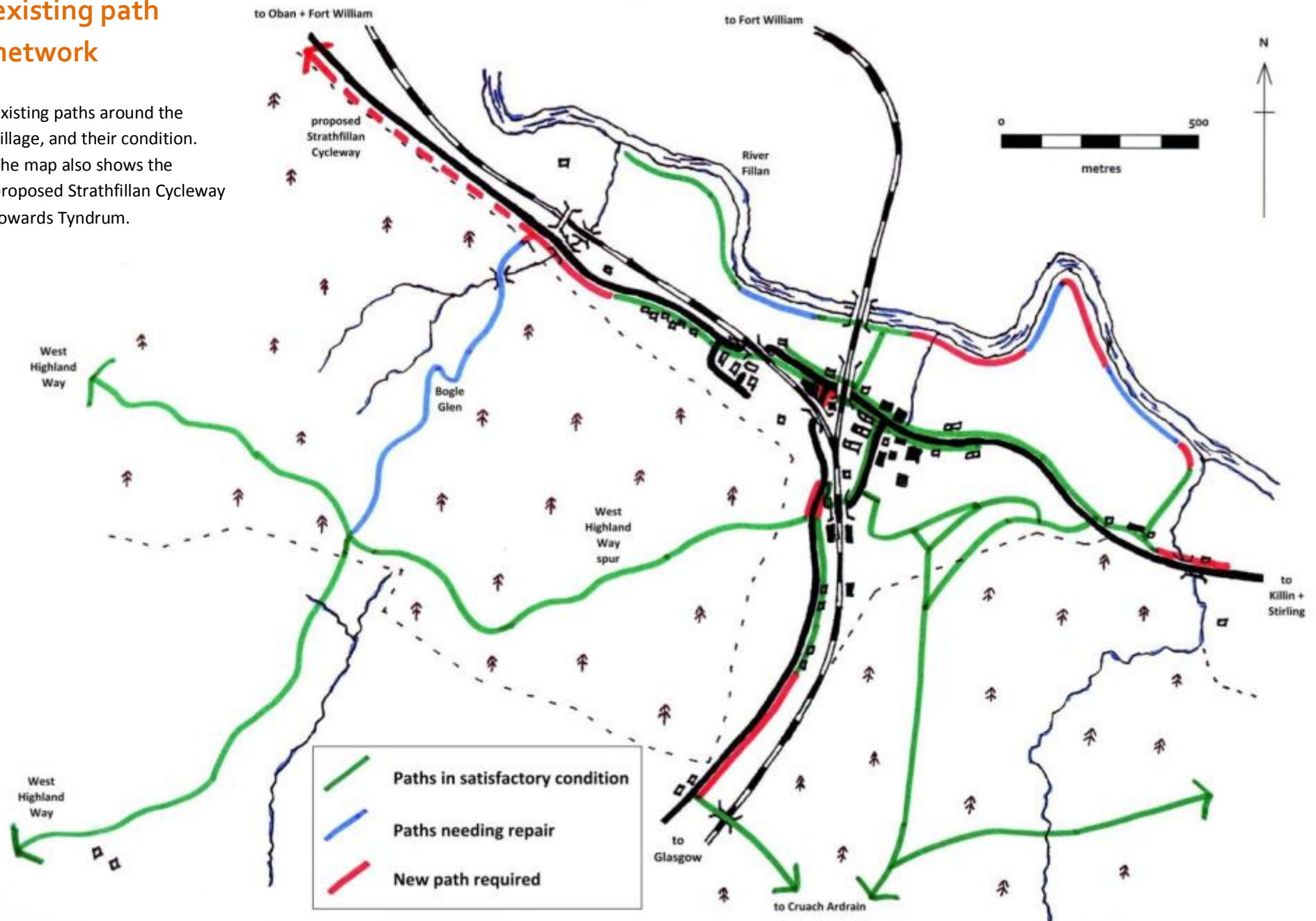
6.2d Open up access to the river and floodplain

As well as encouraging access to the riverbank and magnificent views that surround Crianlarich, this former playing field and adjacent land offer great potential as multi-purpose open space. Drainage work and access improvements would be required, and landowner agreement. Potential uses include seating for quiet enjoyment, dog walking, informal open space for events and activities such as sports and hot air ballooning, allotments/ community growing, ecological area, and overflow/overnight car parking.



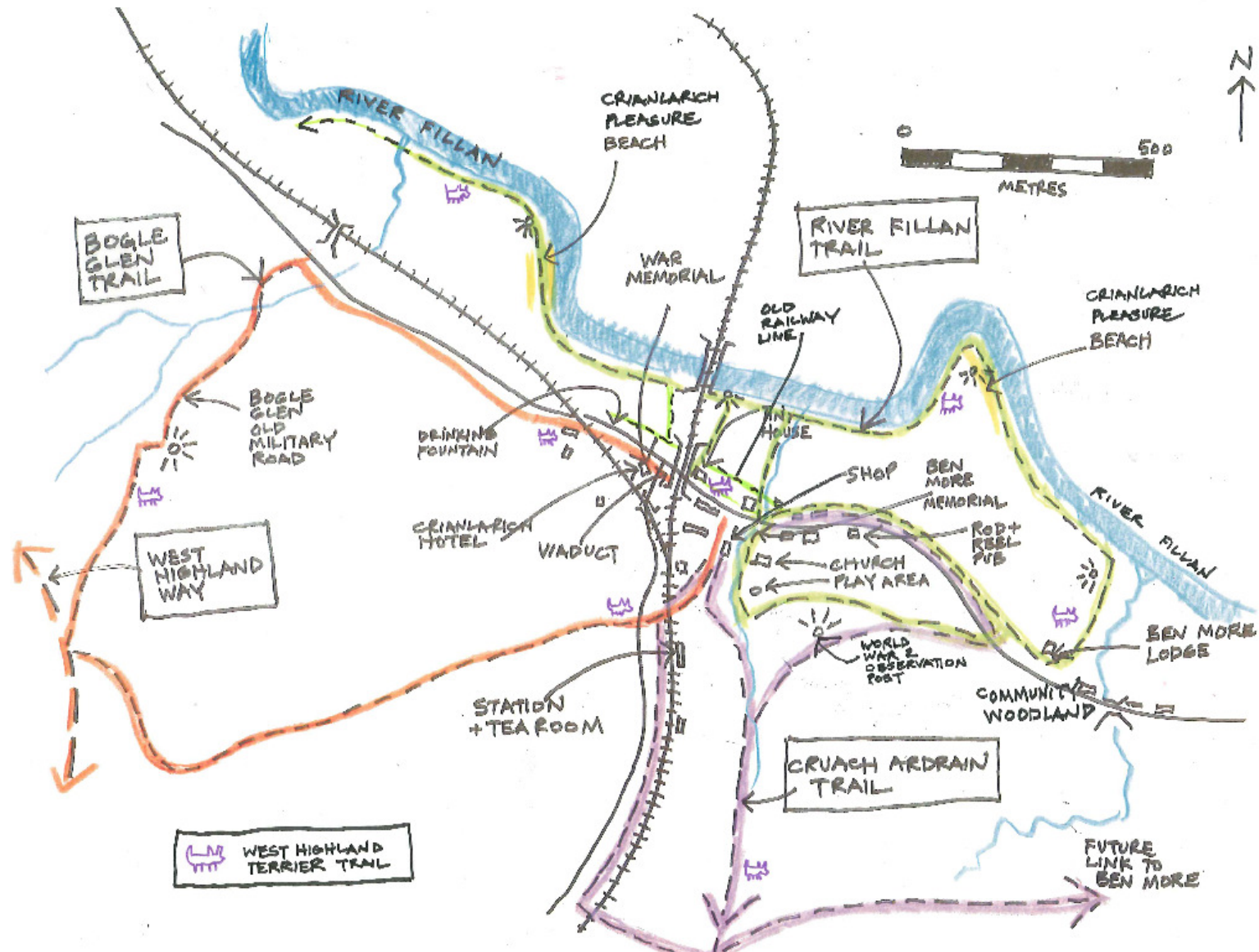
existing path network

Existing paths around the village, and their condition. The map also shows the proposed Strathfillan Cycleway towards Tyndrum.



proposed path network

The three proposed routes, together with points of interest, facilities and proposed West Highland terrier trail.



6.2e Activities and events

If members of the local community wish to take on particular initiatives themselves, they should be supported and encouraged to contribute to the principles outlined in chapter 5. Examples include:

- local food growing (such as allotments, communal gardening or edible landscaping)
- an annual gathering
- a programme of cultural events
- development of a collection or museum, for example in the station signalbox
- rural skills training and activities

Note: These and other possible future activities and proposals should be assessed and considered against the seven criteria outlined in Chapter 5 ‘Principles’ above.

6.3 Develop + promote the product

Improving what Crianlarich has to offer is one side of the coin; making sure that tourists know about Crianlarich is the other.

Feedback from the project research highlighted the importance of:

- a collaborative approach to future local activities, with local businesses and community organisations working together to improve the 'Crianlarich' product
- local businesses and organisations delivering a balance of marketing and business development activities
- being fully informed about visitor trends and expectations

This area of the proposals has four strands, which are likely to interest both Crianlarich into Action (CiA) and Strathfillan Tourism Action Group (STAG).

6.3a Working together

One of the key action points from our research was the potential for local businesses to help visitors make more of existing activities and attractions.

Opportunities exist to encourage local businesses to enhance the visitor experience, and retain a positive long term relationship with customers. This can include activities such as:

- businesses identifying and suggesting day trip itineraries within their promotional material, showing a range of 1-2 hour activities in and around Crianlarich, and how easy it is to visit other tourist destinations (e.g. Glasgow, Stirling, Oban, Fort William, Loch Lomond)
- increasing their 'cross selling' (i.e. sell additional products/services to their visitors)
- considering more methods for 'up-selling' (i.e. sell more expensive items, upgrades or add-ons for their visitors)
- looking at new ways of attracting repeat business
- linking their sales to activities offered by other local businesses

- visiting other local businesses for a greater understanding of opportunities for collaborative working
- visiting other areas to gather ideas
- maximising the use of social media
- developing ways of collecting valuable visitor ideas and feedback
- training staff to deliver quality service, and recognising their important sales role

To improve the local tourism opportunities, however, it is important that businesses have good insight into their customers' needs, and can provide valuable information to help visitors make decisions about their stay.

Consideration should be given to developing more collaborative opportunities with other businesses and organisations which have an interest in the area. For example, the Scottish Agricultural College, ScotRail, and the Breadalbane *Planning to Succeed (Tourism)* project.



6.3b Improving visitor research and information

Visitor research: In order to improve the visitor experience in Crianlarich, it is important to find out more about the unique tourism dynamics in Crianlarich – and Strathfillan. It is recommended that local businesses work together for an agreed period (e.g. 6 months) to gather and share visitor feedback. This could comprise just three core questions for visitors, included as part of wider visitor research proposed by the *Planning to Succeed* group for the Breadalbane area.

‘Listening to our Visitors’ workshop: Tourism Intelligence Scotland (TIS) provides a comprehensive handbook and practical tools for collecting visitor feedback. This *Listening to our Visitors* information can be accessed (free) on its website.²

With the support of Scottish Enterprise, a number of *Listening to our Visitors* half day workshops have been successfully delivered in various parts of Scotland. There is a small charge of £25 for participants. CiA and STAG should consider organising a workshop; more information is available on the Tourism Intelligence Scotland website.³

² <http://www.tourism-intelligence.co.uk/TIS/Practical%20Tools/Listening%20to%20our%20Visitors.aspx>

³ <http://www.tourism-intelligence.co.uk/>

Mystery Audit: CiA and STAG should also consider the commissioning a *Mystery Audit* for Crianlarich. These audits follow, and provide feedback on, the whole visitor experience to the area – including making bookings, overnight stays, eating out etc. They have been successfully used in a number of other visitor destinations including St Andrews, Royal Deeside, Pitlochry and Glasgow.

Mystery Audits give a quick, valuable and objective ‘outsiders’ perspective. The feedback would also help to indicate the next areas of activity to be considered as part of the drive for continual improvement. The cost is approximately £500 per day plus expenses.

Audits could also be considered for Tyndrum and Inveranan. These could help identify the relative strengths of each area – and aid future discussions about creating identities, and promoting each community.



Existing gateway signage in need of replacement (see section 6.1h)

6.3c Existing product development

Village enhancement scheme: In recent years a number of local people have worked to increase the number of plant tubs in Crianlarich. This has helped to improve the village’s appearance during the summer months.

The project research identified a desire to further improve the local environment, develop community growing opportunities, and involve more local people in this type of activity.

To complement the various “tidy and attractive” initiatives described in section 6.1, there is an opportunity for CiA to consider developing a local Keep Scotland Beautiful *It’s Your Neighbourhood* campaign. These projects have the potential to attract grant support, and in other parts of the country have resulted in successful environmental improvement and community engagement initiatives.

To help develop this type of initiative, CiA should consider making contact with, and visiting, Rena Whyte. Rena set up, and runs, the *Forth Beautiful* group in the village of Forth in South Lanarkshire. This group is very active. In addition to floral enhancements, it has been involved with projects such as an adult gym, swing park, pedestrian crossing, and Christmas Lights. The project has grown and developed over the last ten years, and

has raised more than £600,000 for the local community.⁴

Postcards: commission a series of postcards to be sold locally, either using local photography/artists or by commissioning a well-known, good quality outside photographer – the series should show off Crianlarich’s physical assets.

Increasing business knowledge: There is currently a considerable amount of available information and advice for local businesses. This is often provided free.

CiA and STAG should encourage local businesses to register on the Tourism Intelligence Scotland (TIS) website and use the free information available. This covers a wide range of subjects including activity tourism, food and drink, and visitor research.⁵

Additional free information is available from the *VisitScotland eUpdate* and *Industry News and Views*. STAG and the CiA should encourage local businesses to register for these updates.⁶

Increasing local knowledge: A number of towns in Fife are currently implementing a *Town Standard* training scheme for businesses (involving visits, research and a quiz) to help improve local

⁴ <http://www.beautifulscotland.org/about-its-your-neighbourhood.asp> ;

<http://www.forth.themutual.net/itigroup.html>

⁵ <http://www.tourism-intelligence.co.uk/>

⁶ <http://visitscotland.briefyourmarket.com/>

knowledge. Initial feedback has been very positive, highlighting the opportunity to develop community pride and knowledge. Although there is a small charge for participating in the training scheme, grant funding is available to help offset some of the fees. This type of project is likely to be appropriate for Crianlarich. More information about the business benefits gained in St Andrews is available on the internet.⁷

Destination Development: *A Destination Development Online Guide* will soon feature on the Tourism Intelligence Scotland website.⁸ This will have practical advice for groups on how to develop their local area as a destination. It should be very useful for Crianlarich and the other Strathfillan communities.

Developing special events: Local businesses and community representatives should investigate funding opportunities offered by EventScotland to promote the area during:

- 2011-12 ‘Year of Active Scotland’
- 2012-13 ‘Year of Creative Scotland’
- 2013-2014 ‘Year of Natural Scotland’
- 2014-2015 ‘Year of Food & Drink’

This funding could be used towards the development of a special themed annual event for

⁷ <http://standard.standrews.co.uk/about/benefits/>

⁸ <http://www.tourism-intelligence.co.uk/Practical-Tools/Destination-Development.aspx>

Crianlarich. More information is available on the internet.⁹

Improving visitor service: Local businesses should consider taking part in the various VisitScotland Welcome Schemes¹⁰ – e.g. Walkers, Cyclists, Anglers, Bikers etc.

Visitor Donation scheme: Visitor donation (or gifting) schemes are now in operation in a number of tourist destinations in Scotland (e.g. St Andrews and Arran).¹¹ These are designed to give visitors opportunities to make charitable donations to help improve the local environment. This may be something for the CiA or STAG to consider in the future.

6.3d New products: walking tours

We understand that CiA are keen to look at methods of telling the story of the area’s rich heritage by creating and promoting self-guided tours in and around Crianlarich. There are a number of examples of how these could be developed –

⁹ <http://www.eventscotland.org/scotland-the-perfect-stage/the-road-to-2014/active-scotland/>

¹⁰ <http://www.visitscotland.com/quality-assurance/welcome-schemes/>

¹¹ <http://www.visitarran.com/site/aboutarran.aspx?pageid=101> ; <http://brighter.standrews.co.uk/>

including leaflets, information signs, arts trails, and new technology applications.

Callander Heritage Trail: The *Stories in the Stones* heritage trail¹² was produced by a partnership comprising Callander Community Development Trust, Callander and District Heritage Society, Stirling Council, Historic Scotland, and Loch Lomond and the Trossachs National Park. This circular walk takes 30-60 minutes, and uses an illustrated booklet to help visitors follow 17 engraved pavement markers and a number of information panels. The trail guides people around the town, highlighting areas of interest.

Newtonmore Wildcat Experience: this community arts and treasure trail project has been developed by the local community. It features 78 painted models of wildcats hidden around the village. These fun model cats have been individually decorated by adults and children. Everyone in the village had the opportunity to paint, or locate, one of the cats.

Visitors can buy a Wildcat Experience TrackPack from the Wildcat Centre on Main Street in Newtonmore. The pack includes a showerproof shoulderbag containing a brochure with photos of all the wildcat models, a pen and maps of the village.¹³

¹²<http://www.lochlomond-trossachs.org/looking-after/callander-heritage-trail-stories-in-the-stones/menu-id-667.html>

¹³ <http://www.newtonmore.com/visitor-guide/attractions/wildcat-experience.html>



Visitors who find 25 cats receive a Wildcat Experience certificate. Those who find 50 get a prize, and anyone finding all the cats will win a bigger prize. Searching for the cats has proved to be very popular with adults and children. Quite apart from attracting positive media coverage, there is a whole financial model based around the cats which brings income to the community.

Maybe Crianlarich could do this with life-size models of a West Highland Terrier!



Life-size West Highland terrier
(image courtesy of suppliers www.hornimports.com)

St Andrews Walking Tour smartphone app: The St Andrews Partnership has developed special Walking Tours, and a related smartphone app, for visitors to the town. Visitors can access this information through the town website.¹⁴ This iPhone and Windows 7 Phone app allows visitors to follow three themed tours, complete with audio, images and maps.

To deliver this project, the Partnership worked with a specialist company which had designed a framework for a walking tour app. For a relatively small development fee the company added the St Andrews content, images, audio, maps and branding. A completely bespoke application would have been more expensive.

In addition to the development fee there is normally either a small monthly maintenance fee (if the app is being given away free) or a fee for a percentage of the proceeds (if the app is for sale). The app company now offers a 'lite' version of this service for free, for clients prepared to use the MyTours branding instead of their own.¹⁵

It is estimated that developing a walking tour (including photography etc) with an app could cost in the region of £5,000.

¹⁴ <http://www.standrews.co.uk/>

¹⁵ <http://mytoursapp.com/pricing>



Geocaching in Crianlarich: Geocaching is a treasure seeking game (or ‘sport’) originally developed using GPS technology. It is growing throughout the world, assisted by the recent development of GPS-enabled smartphones with built-in compasses.

Geocache enthusiasts cover all ages. Adults enjoy the views and being outdoors, while children love the experience of finding the ‘treasure’. Geocachers share their stories and photos online.¹⁶

Crianlarich could develop a geocaching app for 4-5 walks in and around the area. The ‘treasures’ could be found through a series of clues (e.g. questions about the local area). Success could lead to prizes such as certificates or vouchers to use locally. A related Facebook site would help to spread the word within the geocaching community. Crianlarich could also consider a limited edition special ‘treasure’ to attract interest from around the world.

The ‘treasure’ sites can be simple, and environmentally responsible, through the use of bio-degradable containers. They require a level of maintenance, perhaps involving the local school.

6.3e Conclusions

Crianlarich has opportunities to capitalise on its name, the number of people passing through the area, existing tourists, and its unique wealth of historic and natural assets. A number of existing projects within Scotland could be used to provide practical support and help CiA and STAG to develop ideas.

By working together to collect visitor information, promote the area, improve the local environment and develop activities, the local community can make Crianlarich an increasingly popular destination for visitors to the Highlands. We also note a wish on the part of Crianlarich into Action to visit and learn from other places; some of the projects identified in this section could be part of a learning journey for members of the local community.

¹⁶ For more information visit www.geocaching.com

action

This part of the report outlines what should happen next to turn these proposals into reality.





7 ACTION PLAN

It would be impossible to implement all the proposals in this report at once. What is needed is a phased approach.

action plan

The action plan (on following pages) is intended to be both responsive to local aspirations, and realistic in terms of what the local community can take forward. More detail on each of the actions can be found in the previous chapter.

The action plan contains four potential 'quick wins' which could demonstrate immediate action on the ground:

- Tidy up clutter, rubbish, fencing, undergrowth and overgrown landscaping
- Trellis on fire station
- Painting buildings
- Commission series of postcards

These quick wins are shown in bold in the table. A small number of actions can be taken forward by the local community acting independently, but most are reliant on agreement or support from external partners or landowners. Crianlarich into Action (CiA) would need to take an active co-ordinating role in driving forward all activities, with support from Strathfillan Development Trust, Strathfillan Community Council and the local community.

As well as these quick wins, there are a number of immediate opportunities which Crianlarich into Action may wish to pursue. These include:

1. **Loch Lomond and the Trossachs National Park economic evaluation and visitor survey:** This economic evaluation will consider visitors' perceptions and the value of different types of tourism through a visitor survey in summer 2011. This is likely to provide statistically robust qualitative evidence which will be useful for local businesses.
2. **New Business Development Grant Scheme:** this is a new grant scheme aimed at small tourism businesses in the Forth Valley and Lomond LEADER area. It can provide grants of up to £10,000 for business developments that deliver community as well as sustainable business benefits, and aims to help rural businesses to grow at the same time as encouraging them to strengthen their engagement with their local communities.
3. **Community Spaces Programme:** this new Big Lottery grant scheme provides funding for communities to improve the appearance, functionality, accessibility, effectiveness and sustainability of local spaces and places (including buildings). Projects must help communities come together to make better use of local spaces and places, improve their environment, AND get healthier and be more active. The scheme is expected to fund a wide range of activities involving meeting spaces, recreation, community green spaces and some revenue activities.
4. **Building Paths for Community Capacity:** this Forth Valley and Lomond LEADER grant scheme

for community groups aims to give community groups practical experience of developing, managing and running small-scale LEADER capital/works projects, train community volunteers in project management skills, and improve path networks. It offers community groups grants of up to 50% of project costs, up to a maximum of £10,000.

5. **VisitScotland Growth Fund:** this new grant scheme, launched in March 2011, is designed to support tourism groups throughout Scotland in marketing their product to its maximum potential. The fund is open to Destination Organisations (DOs) and industry groups. It can support groups with up to 50% (from £5,000 - £65,000) of their marketing costs to develop and deliver new marketing activity, to help them reach new target markets, increase visitor numbers and create the environment for visitors to do more, stay longer and spend more. Access would be provided to a VisitScotland advisor. Groups have to commit to a three year period of activity with the overall vision to “sow, reap and harvest” from their marketing efforts.¹⁷

We would particularly recommend that the local community works collaboratively with the Council and National Park authority, encouraging them to support you and lobby others on your behalf. This

¹⁷ More information available from <http://www.visitscotland.org/growthfund>

should include explicit support for proposals in relevant policy documents (such as the Local Development Plan, National Park Plan and Local Transport Strategy), as well as ongoing support from relevant officers and members.

supporting actions

There are also a number of critical accompanying issues which we recommend need to be progressed alongside the proposals in the action plan. If not progressed, these issues will constrain the potential for positive change in the village:

- Secure more new housing, especially inexpensive 3-bedroom housing, of which there is a severe shortage. The National Park’s Rural Housing Enabler may be able to provide assistance. There are a number of potential development sites within the village, such as Lower Station Yard and other sites to the north of the A85. Layouts and orientation should be designed to consolidate the village core whilst also opening up access and views towards the river.
- Utilise Transport Scotland’s commitment to a bypass to facilitate a *Designing Streets* re- design of the A82 and A85 within the village, improved pedestrian connections to Glenfalloch Road, Tyndrum Terrace and the Bogle Glen path, and extended speed limits and street lighting along the A85 to the east (see appendix 6).

- Deploy Development Trust assets to deliver community benefit, such as path networks, new development and environmental improvements.

outline costs

Outline costs, where it is possible to estimate them, are shown in the table overleaf. Please note that many of these initiatives require further detailed design and specification/costing.

The full cost of implementing the complete plan (including tree planting and traffic calming) is not included, as detailed designs will need to be worked up with Transport Scotland.

<i>proposal ref.</i>	<i>action</i>	<i>year 1</i>	<i>years 2-5</i>	<i>years 5-10</i>	<i>beyond</i>	<i>lead players</i>	<i>support players</i>	<i>indicative cost</i>
all	Present vision and proposals to key public sector agencies (National Park, Stirling Council) to secure in-principle support and commitment, and action on early proposals which need their input	✓				CiA	consultants	-
6.1a/b	Lobby Transport Scotland for better pedestrian access at A82/A85 junction, as first step towards safer pedestrian environment	✓				Transport Scotland	Council, National Park	-
6.1b	Repair damage to bollards and stone wall at top of steps between A82 Glenfalloch Road and station subway	✓				local community	Council, National Park	£2k
6.1c/d/f/j	Tidy up clutter, rubbish, fencing, undergrowth and overgrown landscaping to smarten the village and open up views – focus on agreed key sites such as Lower Station Yard (could be voluntary)	✓				landowners, landlords, community, Council	National Park	£0-6k
6.1d	Tidy up timber yard (especially as visible from A82 and station)	✓				Network Rail/ Scotrail	National Park	-
6.1d	Painting buildings (needs programme & colours, could be voluntary)	✓				CiA, landlords, owners	National Park	£1-8k
6.1e	Encourage local community and businesses to develop their own arts, culture, environmental and enterprise initiatives – with CiA/SDT acting as a focus to promote activity and a hub for mutual support and agency assistance	✓	✓	✓		community	CiA/SDT, National Park	-
6.1e	Trellises on fire station and village hall. Needs to be designed and specified.	✓				landowner/tenant		£1k
6.1g/h	Design and implement signage scheme for village gateways, businesses, facilities and car parking (co-ordinate with path network design and implementation, see proposal 6.2a)		✓			Transport Scotland, landowners	National Park, Council	£3k
6.1i	Refurbish public toilets, improved cleaning/maintenance regime	✓				Council, National Park		£8k
6.1k	Consider establishment of a Railway Station Users Group with potential partners	✓				community, First Scotrail, Network Rail, Friends of the West Highland Lines	National Park, Council	-
6.2a	Submit funding application for path network to enable preparation of detailed plans, moving to implementation in years 2-5 (likely cost)	✓	✓			CiA	National Park, Council	£85k
6.2b	Secure funding for Strathfillan Cycleway towards Tyndrum, to implement in years 2-5	✓	✓			National Park, CiA		-
6.2b	Detailed design and costs for Strathfillan Cycleway towards Lix Toll, to implement in years 5-10		✓	✓		National Park, CiA		£10k
6.2c	In collaboration with local young people, prepare detailed brief for re-equipping of playpark for all ages and visitors, seek funding and move to implementation in years 2-5	✓	✓			CiA, Council, National Park	SYHA	£2k
6.2d/e	Drainage improvements to floodplain so it can be used for events and communal activities		✓	✓		CiA, community,		£5k
6.3	Encourage Strathfillan Tourism Action Group to take forward the tourism “product” proposals, building on facilitated workshop held in spring 2011	✓	✓	✓		STAG	CiA, National Park	-
6.3c	Commission series of postcards for sale locally	✓				CiA	National Park	£2k
	Build that bobsleigh run !				✓	young people	everybody	?

appendices

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appendix 1

BACKGROUND DOCUMENTS

Background documents referred to in connection with the study:

- Byrom, Bernard *Old Crianlarich, Tyndrum and Bridge of Orchy* (2006)
- Crianlarich West Highland Line Centenary Association *Parallel Lines: The West Highland and Callander & Oban Railways in Strathfillan 1894-1994* (1994)
- Forth Valley and Lomond LEADER *Local Development Strategy* (2010)
- Gillies, William *In Famed Breadalbane* (1938)
- Highlands and Islands Enterprise *Highland Rail Room for Growth Study* (2006)
- Loch Lomond and the Trossachs National Park *Business in the Park* (2010)
- Loch Lomond and the Trossachs National Park *Core Paths Plan* (2010)
- Loch Lomond and the Trossachs National Park *Draft Local Plan in Breadalbane* (undated)
- Loch Lomond and the Trossachs National Park *Land Futures Action Plan 2007-2010: Glen Dochart and Strathfillan* (2007)
- Loch Lomond and the Trossachs National Park *Play in the Park* (2004, 2007)
- Loch Lomond and the Trossachs National Park *Strathfillan Community Action Plan 2007-2010* (2007)
- McKerracher, Archie *Perthshire in History and Legend* (2000)
- Scottish Enterprise *Planning to Succeed (Tourism) 2011-2014* (2011)
- Scottish Executive *New Directions for Land Management Schemes in Scotland's National Parks* (2003)
- Scottish Government *Rural Funding Opportunities Guide* (2010)
- Scottish Natural Heritage *Sitelink [nature designations]* (2011)
- Stirling Council *Business Space Strategy and Appraisal* (2010)
- Stirling Council *Interim STEAM Report* (2009)
- Stirling Council *Open for Business: Stirling Economic Strategy 2009-2013* (2009)
- Stirling Council *Shaping Stirling: Strategic Plan 2008-2012* (2008)
- Stirling Council *Single Outcome Agreement 2008-2011* (2008)
- Stirling Council *Stirling Visitor Survey 2010* (2010)

- Stirling Council *The Future Starts Here: a sustainable development strategy for Stirling* (2006)
- Strathfillan Community Development Trust *Crianlarich Trailways project feasibility study* (1998)
- Strathfillan Community Development Trust *Phase 1 Habitat Survey - Crianlarich* (2006)
- Strathfillan Community Futures *Community Profile* (2007)
- Thomas, John *The West Highland Railway* (1984)
- Transport Scotland *A82 Tarbet to Fort William Route Action Plan Study* (2006)
- Transport Scotland *A82(T) Crianlarich Bypass Environmental Statement* (2009)

appendix 2

CONSULTEES

in Crianlarich

- Community Council
- Development Trust
- Hall Committee
- Primary School
- Youth Group
- Police
- Local businesses and landowners
- Scottish Agricultural College
- SYHA

beyond Strathfillan

- Loch Lomond and the Trossachs National Park
- Stirling Council
- Forth Valley Leader
- Scottish Enterprise
- Visit Scotland
- Forestry Commission Scotland
- Angling Club
- BT
- Friends of West Highland Line
- First Scotrail
- Network Rail
- Scottish Citylink

appendix 3

VISITOR SURVEY

This appendix summarises the responses of a questionnaire survey of guests staying at the Crianlarich Hotel at Christmas 2010. 25 guests completed questionnaires. We are grateful to the Hotel for helping to distribute and collect the survey forms.

What was the main reason you chose to visit Crianlarich?

- Train journey (West Highland Line)
- Scottish hospitality (Scottish Festive Christmas)
- Wanted to see Scottish/winter scenery
- Christmas holiday – Christmas in the Highlands
- Inclusive tour package / hotel package
- Location
- New area to visit
- To get away for Christmas
- Part of a group holiday

What do you like best about Crianlarich and the surrounding area?

- Scenery - 'outstanding natural beauty (including winter scenery)
- Mountains and lochs
- Friendly and welcoming (Scottish hospitality)
- Lack of town/city features – few buildings - space
- Walking
- Nice memories
- Good hotel
- Beautiful train rides from Glasgow and Oban – particularly in snow and ice
- Peace
- The welcome at church
- No litter

What do you think could be improved in the town and surrounding area?

- More info about circular walking trails (short distances 4-10 miles) from Crianlarich
- Leaflets of public transport timetables
- A town map on a board showing local walks and areas of interest and compass direction points (e.g. Glasgow, Fort William etc)
- Better mobile phone signals
- Disabled access to station platform
- Haven't explored yet – due to weather
- Tea room, homemade cakes, craft shops
- The shop was closed at Christmas
- Local postcards of Crianlarich

(continued overleaf)

Do you have any ideas about how we could attract more people to Crianlarich - and encourage them to stay longer?

- The hotel running walks/guided walking holidays
- Need a reason for the place to be a destination, rather than simply servicing people between Stirling/Oban/Glasgow etc
- Greater publicity – until the holiday organised by ‘Tyren’ – had not heard of the town
- TV advert
- Keep doing what you know best – looking after people especially visitors
- A better railway service
- Grow as a walking base
- Extend the range of walks for different levels
- How about film shows in the Village Hall?
- Do you ever run holidays aimed at rail enthusiasts – especially steam?
- Were there ever celebrations/festivals in the past that could be revived?
- Possibly a company aimed at walkers – both softie walking and more difficult.
- Photography holidays – differing abilities
- Craft holidays – other themed holidays

appendix 4

all young people's ideas

The diagram to the right shows all young people's ideas of things that would like to see in Crianlarich, aggregated together. It was created with www.wordle.net. The bigger the text, the more popular the idea.



Primary School: likes, dislikes + ideas

[Like]

mountains 1
 walks 11
 post office / shop 1111
 school 11
 houses
 park swings 1111
 scenery 1
 hotel
 wildlife 1
 village hall 11
 open space
 fire station
 trees
 people 111
 Ben More lodge

cycling
 playground
 youth group
 1E
 parties
 quad biking

[DON'T LIKE]

too small
 empty
 traffic
 park too small
 weather
 equipment too small
 nothing to do
 street lights

[IDEAS]

biggest park in yard ✓
 trampoline
 after school club
 shop + cafés
 school bigger
 more rain shelters
 more things in park
 paint the houses
 cycle path
 bobsleigh run
 swimming pool
 more houses nearer school
 pony school
 car boot sale + fair
 ice cream van
 climbing wall
 better bus service
 shopping centre

FLYING FOX
 BIRD WATCHING CENTRE
 PETROL STATION
 CLUB FOR COPS
 SPORTS CENTRE
 HOT AIR BALLOONS
 HARBOR SALON

Primary School pupils: survey results

1 Which building do you like best in Crianlarich?

Crianlarich.Hotel

train.station.house Village.Hall my.house school shop
Rodn.Reel Ben.More.House

2 Where is the sunniest spot in Crianlarich?

down.the.river
top.of.the.mountain

school Willow.Square
up.the.hill my.garden meadow Ben.More

3 Where do you meet your friends?

school
play.park

square down.the.river house
shop Crianlarich.Hotel

4 Where do you go to play outside?

park
playground

school my.garden village road
station.road everywhere

5 Where is the highest building?

Crianlarich.Hotel

church school Village.Hall flat

6

Where can you find most birds in Crianlarich?

trees
my.garden

sky my.house up.the.hill forest
school.bird.feeders trees.at.school
outside.school meadow

7

Where would you shelter from the wind and rain?

house

bus.stop garage den
station inside school

8

Where would you go for a wee walk?

West.Highland.Way
forest

up.the.hill park
river.bank meadow loop.around.the.lake
forestry.path woodland.walk pavement

9 Where would you like to see a bigger playpark, with a flying fox perhaps?

station.yard

up.the.hill park river.bank woodland.walk field
West.Highland.Way Tyndrum.or.Bridge.of.Orchy
forestry.path

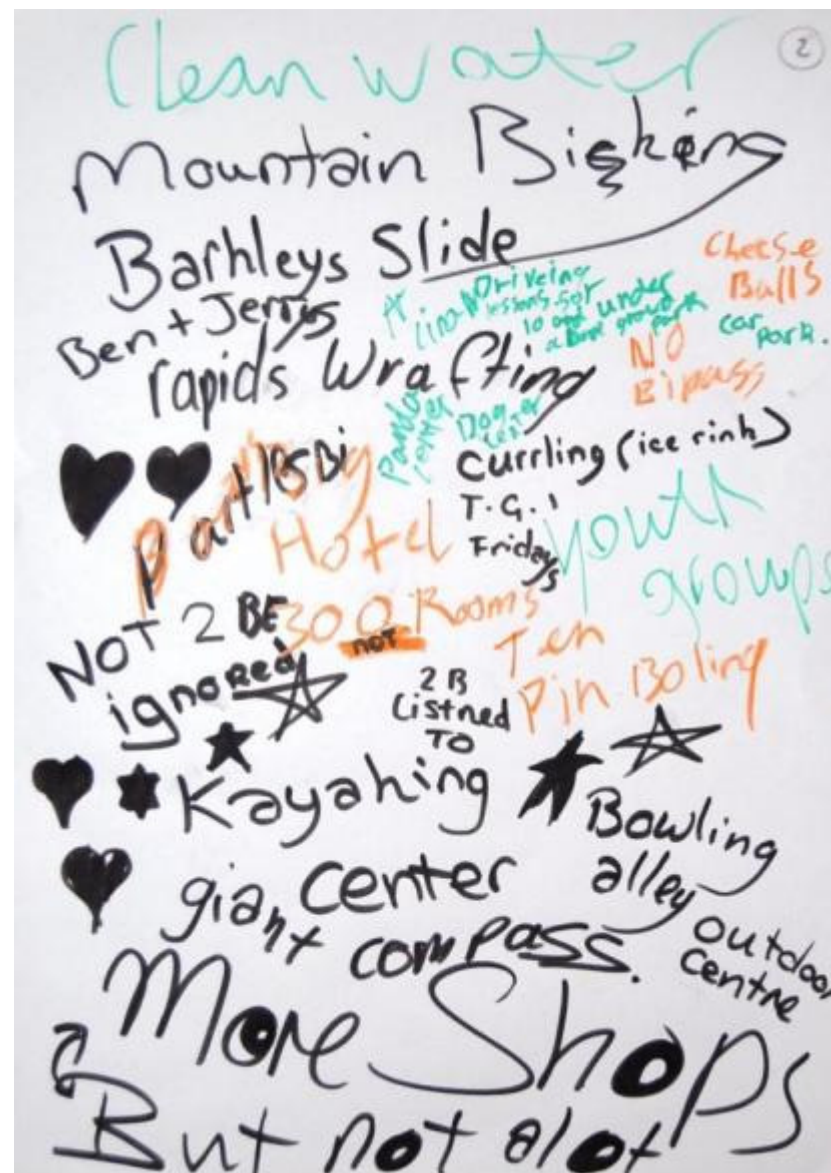
10

Where can you see the most of Crianlarich from?

Ben.More
top.of.the.mountain

Main.Street up.the.hill my.house
church top.of.forest.path

Youth Group seniors



appendix 5

IDEAS WORKSHOP

This 1½ hour public workshop was held on the evening of 23 February 2011 in Crianlarich Village Hall. The event was publicised by local businesses and by door-to-door delivery of a poster. Approximately 20 people came to the workshop.

There were three parts to the workshop:


- update on the project to date, including discussions with young people
- creative groupwork about ideas for the future – by drawing plans or drawings, building models, or lists of ideas
- concluding discussion to share ideas, and see where most energy and consensus lies

The study team deliberately did not put forward their own ideas. That stage came after the workshop, in response to the ideas from the workshop and other engagement activities.



The flipcharts on the right were prepared during the final part of the workshop, and summarise the main points of people's ideas.

The plans on the following pages were prepared during groupwork, and contain more detail.

*** CAR PARK** - FOR VISITORS  ^{Lower Station Yard}
 - DIRECTIONS TO FACILITIES
 - ROUND THE SHOP (ONIGHT OR LONG TIME)
BUS TERMINUS - **WOOD YARD (SOUTH)**
 = obvious, easy storage & access (walk)
 (would need landscaped) - help stop people

A VILLAGE HUB / VILLAGE CENTRE

*** THINGS FOR VISITORS TO DO** ^{potential of community woodland}
 - potential with Forest Dials
 - need to be signposted (not obvious!)
*** WALKS** - by the river (all year round)

*** REASONS TO STOP** - shop, pub, walks (linked)
 - coffee shop, hotel
 - railway museum
 - chance to buy local goods
 + station + village +
 + Old railway track
 + Ben Man
 + River ^{low level}
^{red line back to WHW}

*** LOCAL FOOD** - various beef, mutton, eggs
 - allotments

*** A LOCAL BEER** - drink with a view
 - micro brewery ^{Heritage}

*** LEAFLET** - use the walks to tell the story
 & photograph the iconic views
 = INFORMATION ^{old signal box?}

*** SIGNAGE** - for local facilities
 - retain the old stone railway sign (on hillside)

*** CATER FOR TRAIN PASSENGERS**
 (waiting & access & improve lighting & tidiness)

*** REMOVE SCRUB** - obstruction to views

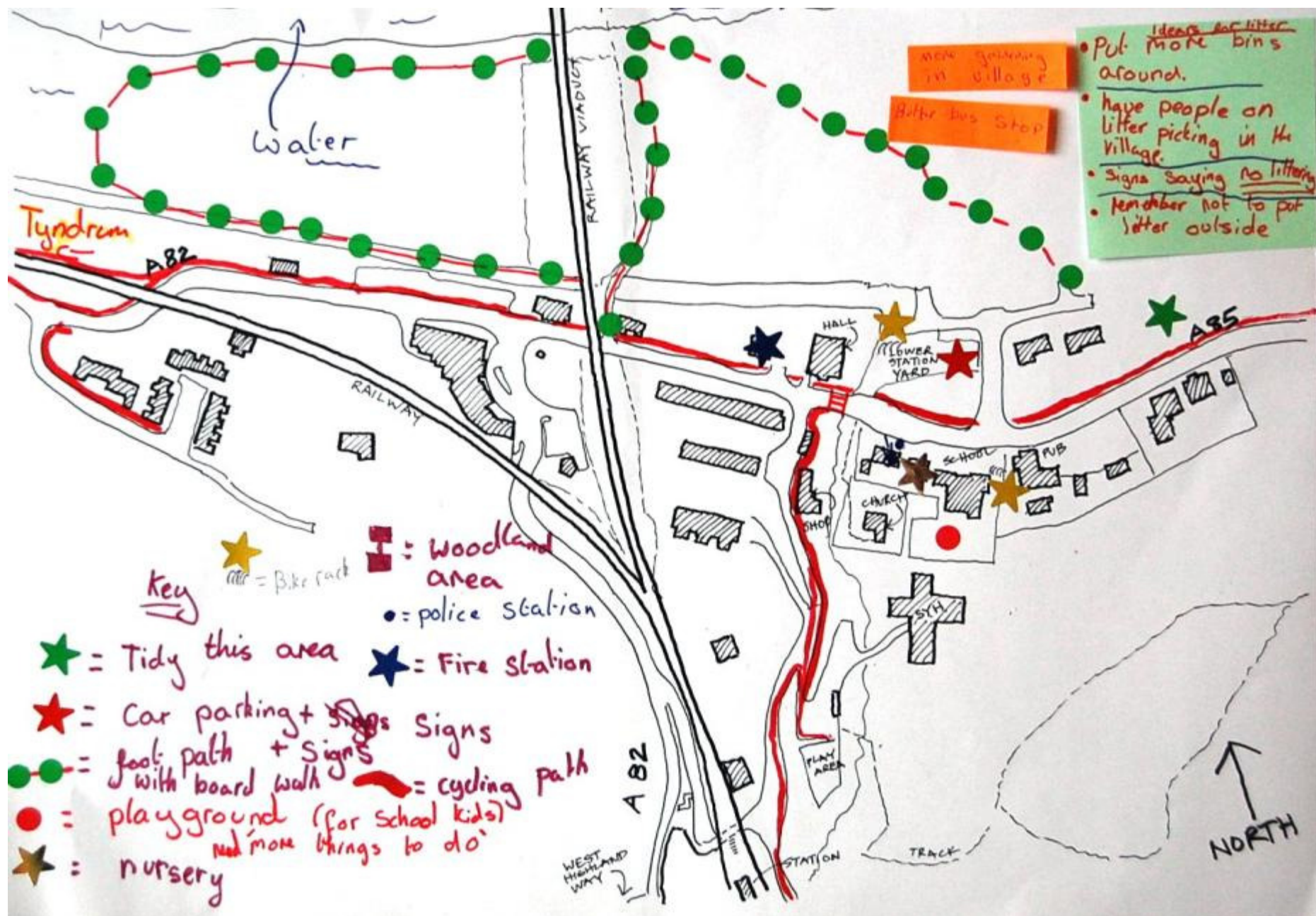
*** CONNECT TO TYNDRUM BY BIKE**
 - rent bikes at the station
 - bike racks @ Lower Station Yard ^{Mountain Biking?}

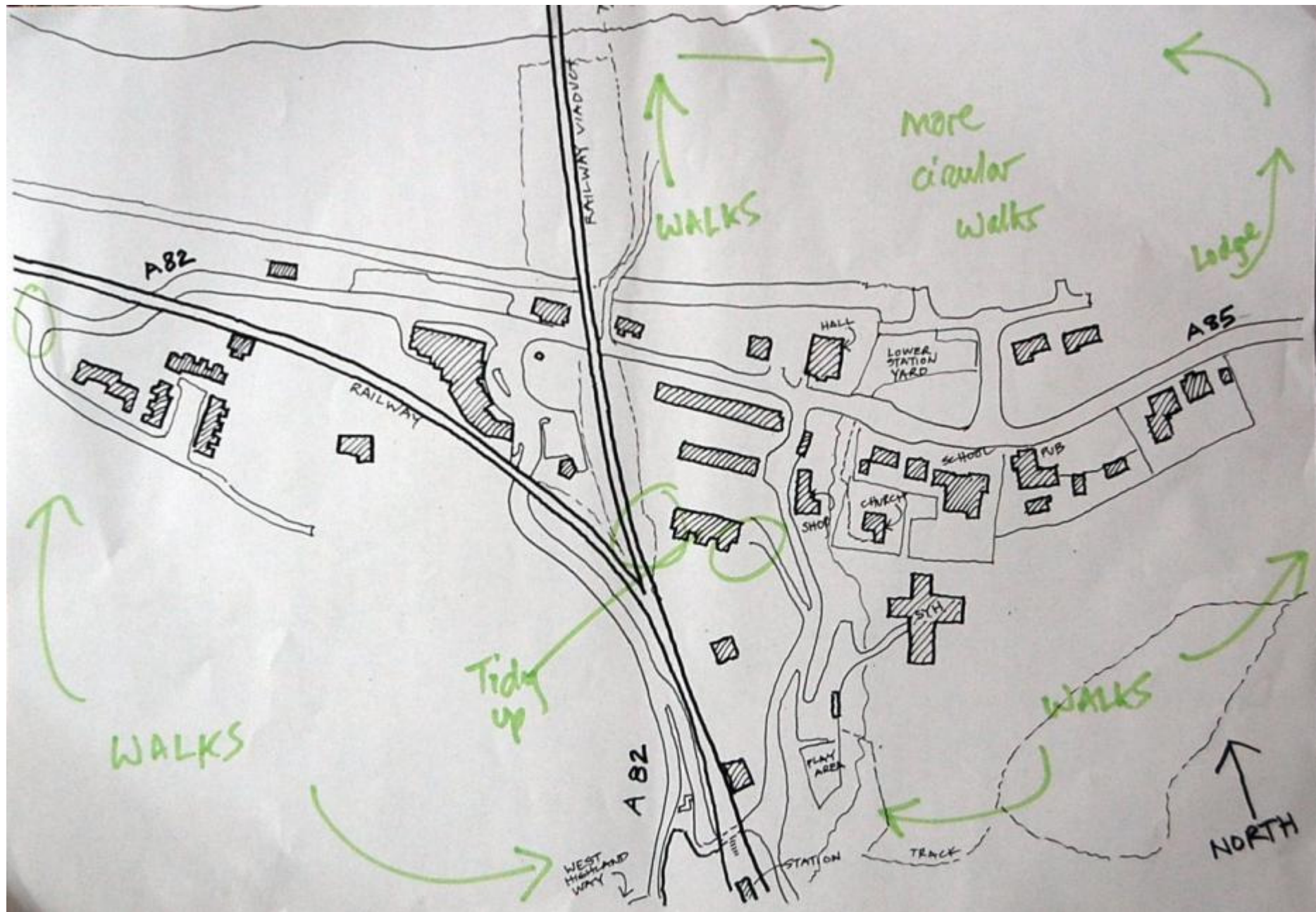
DEVELOPING WALKS (CIRCULAR WALKS)
 1. WHAT DO WE OWN? ^{- use artwork and/or railway artefact? eg. sleeper}
 2. WHAT DO WE HAVE TO DO TO LINK ROUTES?
 3. HOW MUCH? (Where will money come from?)
 4. WHERE WOULD THEY PARK?

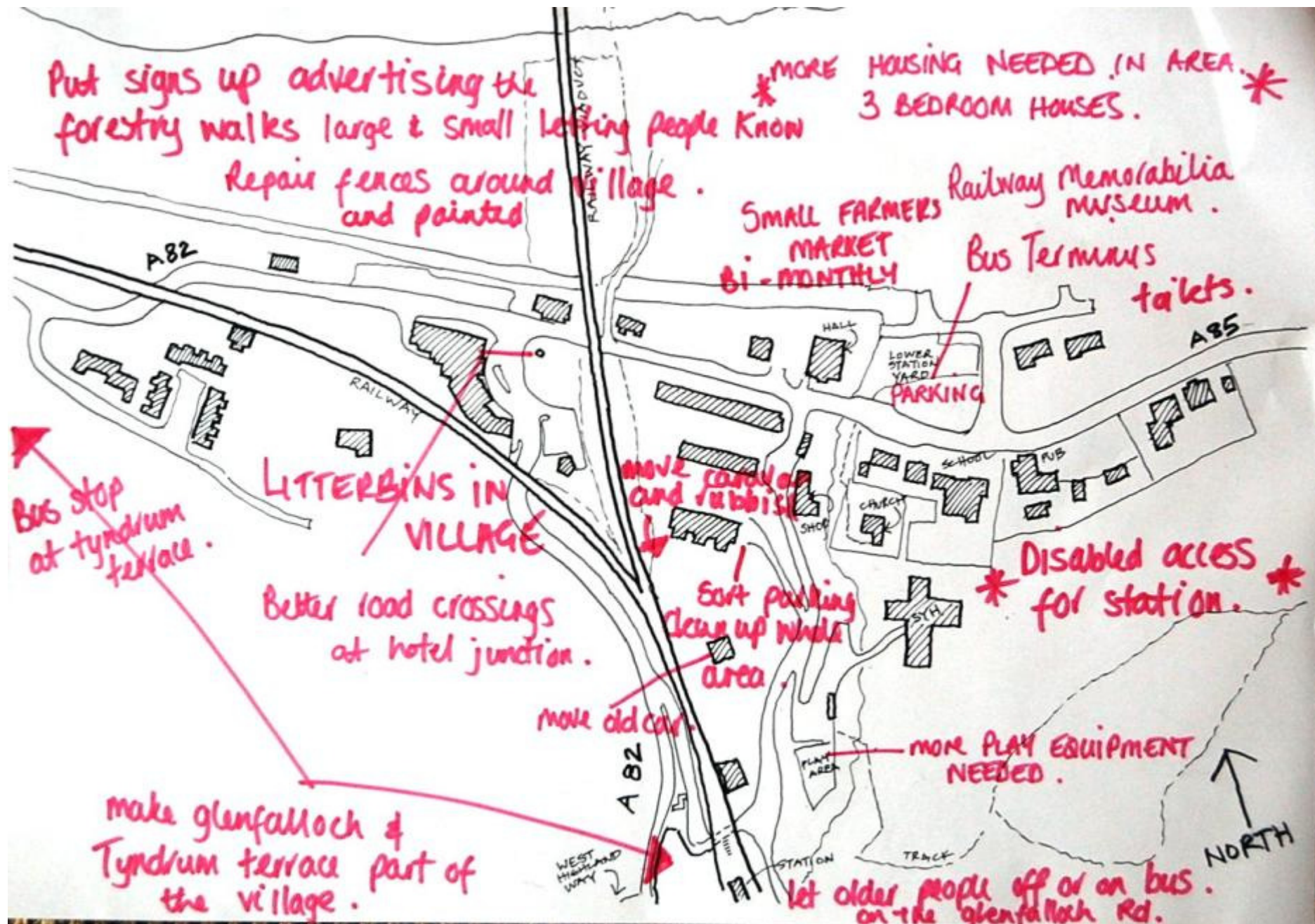
WHAT ABOUT RESIDENTS?

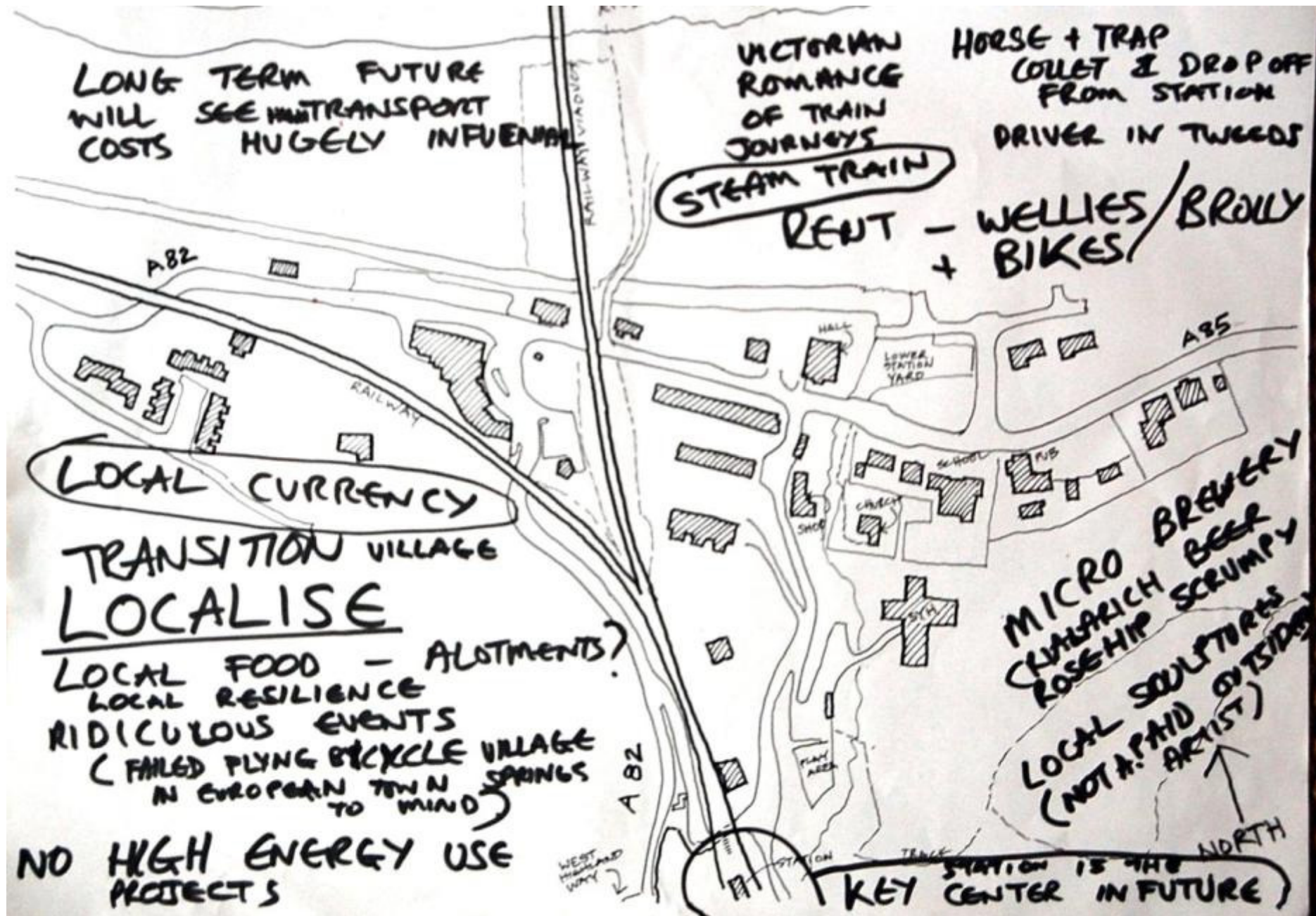
- SEATS - enjoy the view
- PAINT THE TOWN
- PLANT UP THE TOWN - Hedges, edibles, boundaries?
- OWN YOUR OWN TREE - ALL YEAR (ADOPT?)
- FLOODLIGHT THE BRIDGE, CHURCH, FABULOUS TREES & DISGUISE THE HALL
- REMOVE NEGLECTED - rubbish, clutter, fences = EYESORES!
- TIDY UP & improve pavements & overgrown areas
- MAKE VILLAGE SAFER - older residents getting on/off bus
- MORE 3-BEDROOM HOUSES ^{more families for the village}
- PLAY AREAS / "HUGA" ^{PLANS FOR BUYING LAND}

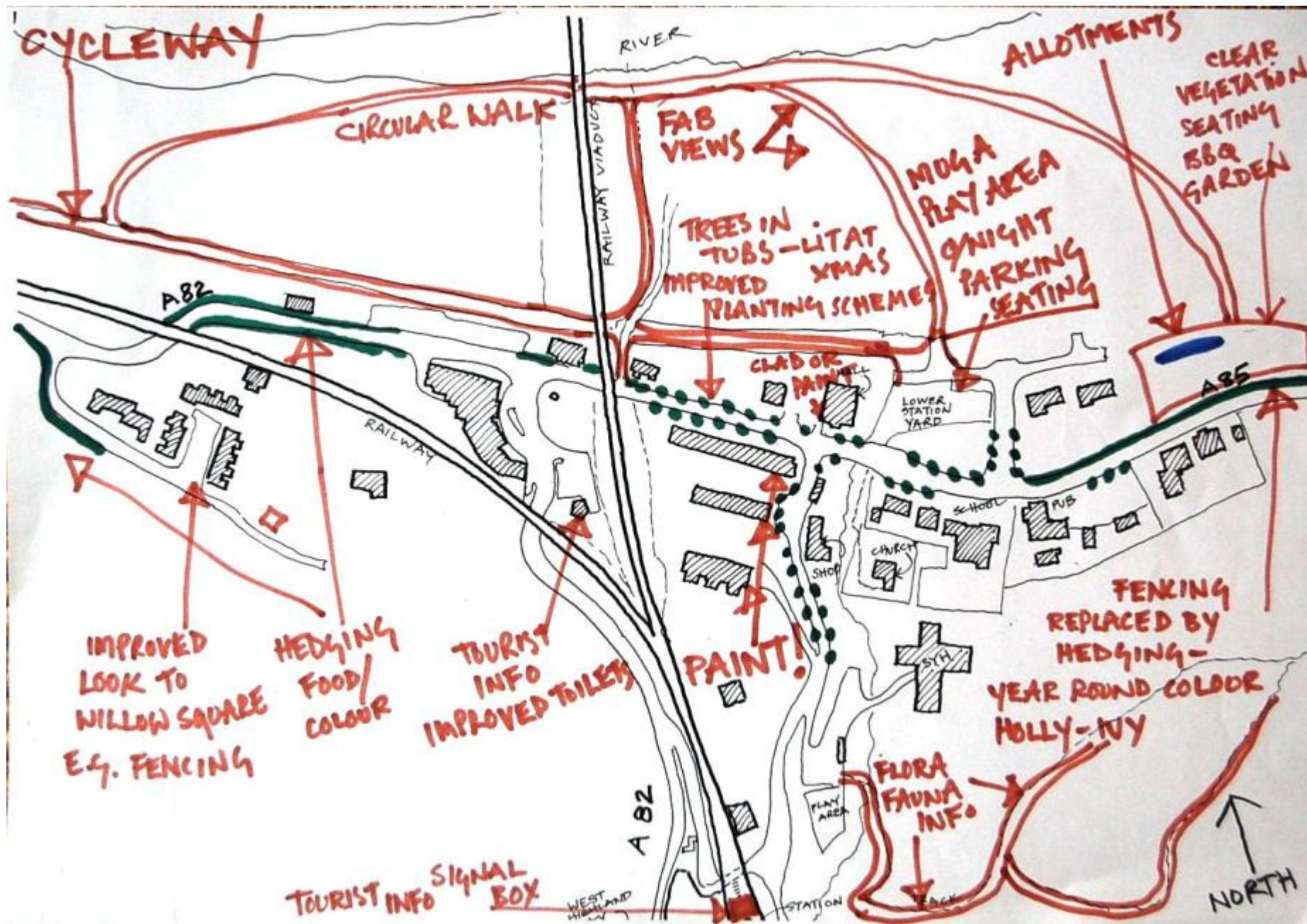
Threat of increasing transport costs - how will people travel in the future? How will we get supplies?
 → Back to Trains - will be more important











CLEAR THE SCRUB TO EXPOSE RIVER
VIEWS

BRIGHTEN THE VILLAGE
BY PAINTING HARLED HOUSES

REMOVE NEGLECTED ITEMS
I.E. CARAVAN, SHEDS, ABANDONED
VEHICLE AND SUNDRY ITEMS
WHICH GIVE THE VILLAGE A NEGLECTED
LOOK.

REMOVE FENCING - PAST SELL BY THE

ALLOTMENTS, RESITING OF ROAD SIGNS
BY VIADUCT - LINE OF SITE.

FAMILY HOUSING - 3 BED HOUSES.
IF GOLD MINE GOES AHEAD.

CREATION OF CIRCULAR WALKS
SPECIFIC LEAFLETS FOR THE IMMEDIATE AREA
VILLAGE MAP. MUGA BEHIND HALL

REMOVE ADVERTISING SIGNS LOOK MOSSEY
CHANGE TO MORE PROFESSIONAL SIGNAGE

CYCLEWAY TO TYNDRUM
TOILETS,

Village centre 11

WALKS 111

Car parking 1111

Tids on 111

Infrastructure 1

Signage remove 1

Signage add 111

Allotments 11

Murals 11

Seating for older 1

Disabled access station 1

Exposure river remembrance 1

Painting house 1

Remove fencing 1

Raised beds 1

Community garden 1

Housing 11

Cycle lane 11

Toilets 1

Seating 1

Car park secondary - need to have a mean to stop.

LS7 - village service area

Flat Safe route towards Tygham - Cycle path

Main road Crossing at Lodge House to cross railway

Circular route in supports signs.

Heritage info.

Sustainable + maintenance

Captment worked.

Business advice board.

Crianlarich
→ needs a park

there
was a
grey moss
west of road
north of river

plenty of work in
Crianlarich for a
minimum wage (in the season)

→ golfing with a important.

car park possible east of village
on land owned by council. (where turntable
Graigmore
work -
(contaminated) land)

WACK - boggy
no path - floods
- wee bridges
- cattle

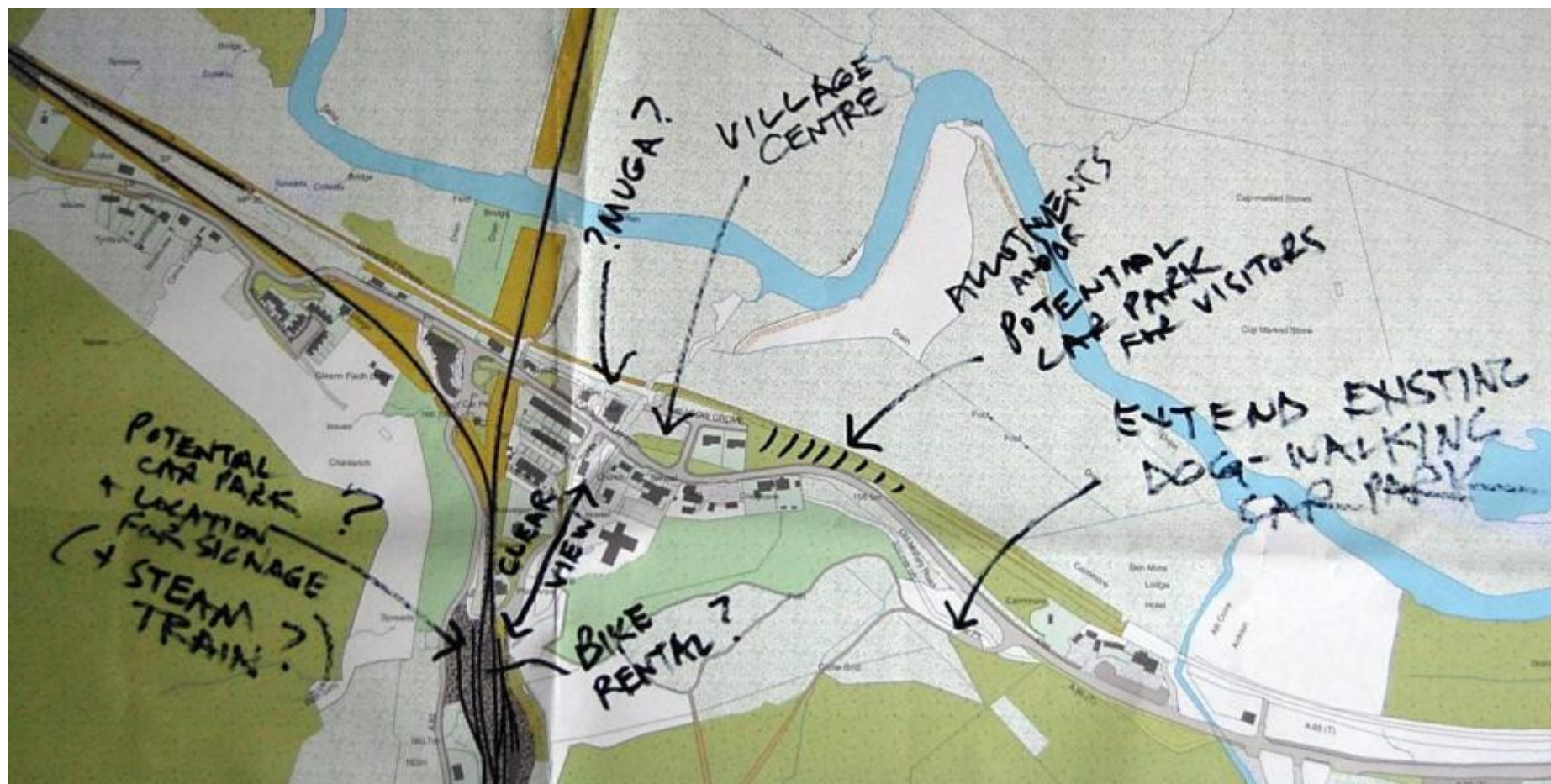
? ~~so~~ where would
bath + drama
walk ?

community for path liked +
weekly up + good for dogs.

extend ~~or railway~~ track to Portmadoc.

to get view of river will
need to clear scrub AND put
up signs.

Signs about the HISTORY
of the village would be good.
(see other website)



appendix 6

STREET DESIGN

Design philosophy

Our recommendations for the A82 and A85 in the core of the village are based on a combination of simple measures aimed at creating a legible, low-speed traffic environment that places greater emphasis on pedestrian movement and safety than the current road design, and responds to the existing context and morphology of the village.

The purpose is to facilitate pedestrian movement and reduce traffic speeds, so creating a street environment which is more amenable for both pedestrians and visitors, as well as a more attractive village centre which encourages more visitors to stop and support the local economy.

This approach to street design is entirely in accordance with the Scottish Government's policy document *Designing Streets*, and is increasingly widely used across the UK.



A292 Elwick Road, Ashford: before/after

Reducing a 4 lane ring road to 2 lanes, with improved pedestrian space



There are excellent examples of the design philosophy producing safe and comfortable street designs in places in the UK such as the inner ring road in Ashford, Kent, various locations with high traffic/pedestrian flows in central London, and New Road in Brighton. The images on the left show part of the Ashford scheme before and after implementation. It now carries the same volume of traffic as before (including buses and HGVs), but with slower traffic and far more pedestrian space.

We are aware of schemes at the design stage in Scotland from Orkney to Kilmarnock. Many examples have been successfully implemented in mainland Europe, e.g. the Netherlands, where this approach to creating safer and more comfortable street environments is now widespread.

A design speed (as distinct from a formal speed limit) of between approximately 16- 18 mph would provide the starting point, informing the dimensions, geometry, choice of materials and detailing of the streetscape.

Removal of all centre lines and stop lines, for example, can be extremely effective at reducing driver speeds. These features are unnecessary in low-speed streets, and their absence helps create safe shared space environments. Similarly, the use of highway signs, signals and barriers should be kept to an absolute minimum.

Materials need not be expensive, and should be determined by budget. A simple, robust streetscape vocabulary could be created through careful selection of asphalts, applied finishes and the selection of an appropriate local brick or setts to define the transitions around the key spaces.

A slow speed environment between the hotel to the west, the primary school/pub to the east and the public toilets to the south would also allow more informal pedestrian crossings. Re-design of the A82/A85 junction as a compact low-speed high-capacity junction is particularly important to enhance the public realm, reducing the barrier effect of the highway space and enhance the public realm. Opportunities to provide on-street car parking should be provided wherever possible.

Relationship with the by-pass

The Scottish Government is committed to constructing a Crianlarich by-pass. This will ease reduce travel times for traffic on the A82 to/from Loch Lomond, but will also reduce passing traffic for businesses in Crianlarich.

The by-pass presents both an opportunity and a rationale for implementation of a low-speed traffic environment in the village – although it is important to note that there is no reason for these proposals not to proceed in advance of, or even without, a by-pass.

The next stage would be for Transport Scotland to commission detailed design of how the suggestions contained in this report could be implemented.

appendix 7

TRANSPORT DATA

This appendix provides summary data on road, rail and West Highland Way traffic through Strathfillan.

Road traffic

Data for 2009, sourced from Transport Scotland.

A82 towards Tarbert:

average daily flow	3,658 vehicles
average daily August flow	5,454 vehicles
maximum per hour (pm peak)	352 vehicles

A85 towards Lix Toll:

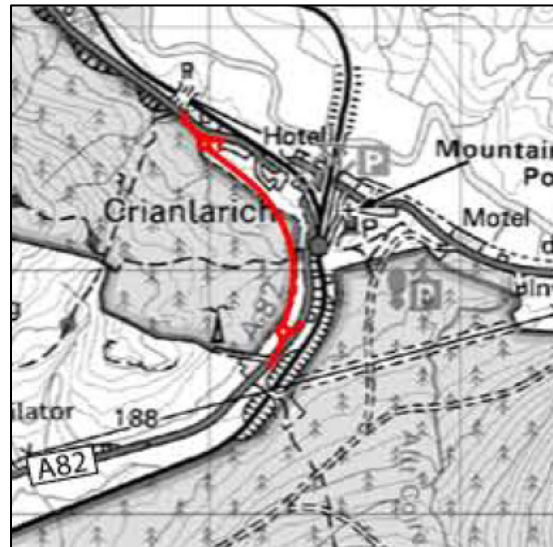
average daily flow	3,158 vehicles
average daily August flow	4,783 vehicles
maximum per hour (afternoon peak)	311 vehicles

A82 towards Tyndrum:

average daily flow	5,477 vehicles
average daily August flow	8,441 vehicles
maximum per hour (afternoon peak)	539 vehicles

Data on bus/coach passengers was unavailable.

The proposed Crianlarich bypass would allow traffic on the A82 to/from Tarbert to bypass the village to the west. Traffic on the A85 to/from Lix Toll would still pass through the village as at the moment. No date has been agreed for construction to commence.



Crianlarich Bypass Environmental Statement: Non-Executive Summary (2009), the impact of the proposed bypass on traffic flows would be:

“The proposed bypass would remove through traffic using the current A82 route through the village as it would provide a quicker and more direct route. Traffic flows on the route are seasonal with the highest flows during the summer period during July and August. When the scheme opens the annual average daily traffic (AADT) flows on the new bypass are predicted to be 2,700 vehicles per day. Traffic flows on the existing A82 route when the scheme opens would reduce from 5,700 AADT to approximately 3,000 AADT on the western section and 3,400 AADT to 700 AADT on the southern section.”

(continued overleaf)

Rail traffic

2004 data for scheduled services, cited in Highlands and Island Enterprise report *Highland Rail: Room for Growth Study* (2006).

The data shows the *number of people departing and arriving per year* from the 7 busiest stations on the Glasgow – Oban/Fort William lines:

	departing:	arriving:
Oban	50,123	51,430
Fort William	47,018	59,266
Rannoch	6,007	6,455
Corrour	5,601	4,286
Crianlarich	4,988	4,824
Taynuilt	4,249	3,288
Tyndrum Lower	3,547	3,390

(Data for charter trains was unavailable.)

West Highland Way

The data below refer to the number of people using the West Highland Way at Dalrigh, between Crianlarich and Tyndrum.

	2003	2004	2005	2006	2007	2008
Total	18,907	20,477	24,700	25,666	27,451	24,393
Jan	n/a	99	85	225	378	266
Feb	n/a	154	116	236	648	350
Mar	n/a	264	793	622	810	842
Apr	2,158	1,941	1,673	2,984	2,870	2,667
May	3,168	3,652	4,877	4,559	4,733	5,703
Jun	3,778	3,852	4,962	5,029	4,866	5,263
Jul	3,087	3,249	3,977	4,199	3,564	4,151
Aug	3,146	3,305	3,665	3,380	4,145	2,179
Sep	2,330	2,482	2,771	2,584	3,149	2,411
Oct	915	1,035	1,254	1,234	1,493	516
Nov	219	254	290	315	473	38
Dec	106	190	237	299	322	7

appendix 8

PATH NETWORK PROPOSALS

This table outlines the extent of works required to implement the proposed path network. The boxes to the right indicate whether local residents would be direct beneficiaries (for example, through improvements to footways between houses and the shop, or provision of bird hides requested by local children) and which of the three proposed paths the works would contribute to.

The next phases of work would be to seek funding, undertake detailed design, and prepare cost estimates (preferably with input from an experienced paths contractor).

Please remember that the costs are **indicative only**. They have been prepared simply as a guide for seeking funding, and will alter in response to detailed design work. Items on adoptable roads require specification and construction by Transport Scotland, and have not been priced.

Much of the work is on private land and will therefore require landowner agreement.

<i>ref.</i>	<i>description</i>	<i>local residents</i>	<i>River Fillan trail</i>	<i>Cruach Ardrain trail</i>	<i>Bogle Glen/ WHW trail</i>	<i>indicative cost</i>
1	improved pedestrian crossing over A82 at junction with A85 junction by Crianlarich Hotel (part of proposed traffic calming)	☺	✓	✓	✓	-
2	extend footway, street lighting and 30mph limit 150 metres east along A85 from existing 30mph sign to Inverardran House/Cottage (along north verge)	☺	✓			-
3	entrance signage promoting village facilities for traffic entering village x 3		✓			£3k
4	re-deck 4m long metal footbridge across drain, west of confluence of Allt Coire Ardrain and River Fillan (grid ref. NN391252)	☺	✓			£1k
5	footbridge across small burn east of viaduct (grid ref. NN386254)	☺	✓			£2k
6	path construction along riverbank east from viaduct to Allt Coire Ardrain (approximately 500 metres require attention)	☺	✓			£1k
7	allowance for minor works (e.g. drainage) on 650m of riverbank path, east + west of viaduct	☺	✓			£1k

8	extend footway 250 metres south along A82 from 30mph sign to rail bridge (along east verge)	😊		✓		-
9	pedestrian crossing/WHW signage where WHW spur comes down to join A82 Glenfalloch Road	😊		✓	✓	-
10	widen 50m of footway on east side of A82 Glenfalloch Road from WHW junction to steps down to station subway (requires land from Network Rail)	😊		✓	✓	-
11	repair stone wall and timber bollards at top of steps from A82 down to station subway	😊		✓	✓	£2k
12	replace steps from A82 down to station subway with ramps (3 x 20m ramps @ 7.5% gradient)	😊		✓	✓	£20k
13	extend footway 220m west along A82/A85 to north end of Bogle Glen path	😊			✓	-
14	construct stepped/ramped path up from verge to road boundary fence (35m)	😊			✓	£2k
15	drainage + clearance works along 750m of Old Military Road from WHW to A82 (Bogle Glen)	😊			✓	£3k
16	shelter + signage promoting village facilities at junction of West Highland Way + Bogle Glen				✓	£3k
17	bird hides (2)	😊	✓	✓		£4k
18	interpretation panel near shop		✓	✓	✓	£1k
19	leaflet design + print		✓	✓	✓	£3k
20	directional signs for walkers (20)		✓	✓	✓	£6k
21	benches (20) at viewpoints/features	😊	✓	✓	✓	£6k
22	interpretative panels (20) at viewpoints/features		✓	✓	✓	£6k
23	professional fees					£10k
	<i>sub-total</i>					<i>£74k</i>
24	contingency (15%)					£11k
	total excluding VAT					£85k

nick wright planning
cameronwebsterarchitects

vivid
IDEAS AND SOLUTIONS

