

Mull and Iona

Visitor Management Infrastructure Feasibility Study

FINAL SUMMARY REPORT (small file)



For Mull and Iona Community Trust

September 2012

Mull and Iona

Visitor Management Infrastructure
Feasibility Study



Final Summary Report
(Revised – small file)

Contents

		Page
1.0	Introduction and objectives	1
2.0	Target audiences	1
3.0	Issues	1
4.0	Interpretive significance and messages	2
5.0	Potential projects	3

1.0 Introduction and objectives

This feasibility was commissioned by the Mull and Iona Community Trust (MICT) in March 2012. It aims to assess the viability of enhancing visitor infrastructure on the islands of Mull and Iona with a view to delivering a better visitor experience on the islands and helping to manage visitors more effectively.

The need for the study has emerged from traffic congestion on single track roads caused by wildlife tour operators and visitors parking in passing places to admire views and wildlife. Wildlife watching and viewpoint car parking are therefore at the heart of the study, accompanied by opportunities to enhance other core visitor facilities, such as public toilets, information provision and interpretation.

The considerable research that has contributed to this study has firmly demonstrated the need for improvements in a number of core areas. These have been highlighted by visitors, by residents and landowners and through site audits (damage and erosion on the ground) and are:

- The lack of working toilets on the west coast of Mull
- The lack of safe stopping points for wildlife watching and taking photographs
- The lack of identifiable / recommended safe viewpoints
- The need to inform and manage visitors more effectively, particularly in terms of the use of passing place and access to farmland

2.0 Target audiences

Based upon a detailed market appraisal using the available data the recommended target audiences for this study (who the current core audiences are and who we want to attract) have been identified as¹: Empty nester couples; Wildlife watchers; Families; First time visitors; Repeat visitors; and Day trips.

3.0 Issues

The issues presented here summarise the key strategic issues for the study based upon the site audit, consultation and research.

- Unclear overall profile and branding
- The lack of high quality and coordinated visitor information
- The lack of working public toilets on the west coast
- Inadequate car parking at trailheads
- The lack of safe car parking at viewpoints, particularly the west coast
- Passing place signage is unclear (and often missing) throughout the island
- Travellers using roadside and shore areas
- The need for more formalised car parking at key wildlife watching sites
- Limited on-site interpretation
- Little catering specifically for the family market
- Towns and villages often give a poor impression and do not encourage visitors to stop

¹ These are not mutually exclusive groups and there will be a considerable overlap between some audience segments

4.0 Interpretive significance and messages

Interpretive significance and messages

Mull, Iona and the smaller isles are a world away from mainland Britain, island retreats that reward local people and visitors alike with peace, tranquillity and astounding views. They provide a refuge for some of Scotland's rarest and most iconic species (in the sky, sea or land), showcase unique and spectacular geological landforms and share a rich cultural heritage of immense significance that continues to be an important part of the living communities today.

Interpretive messages

Identifying key messages helps ensure a consistent approach to interpretation over a wider area and in turn providing a better, more co-ordinated visitor experience. The messages are the overall **story** and **experience** that the sites (together) will seek to offer.

The following central message is proposed:

Nature's great display

Beneath this central message, we suggest a number of supporting themes and messages that home in on four special qualities:

Landscapes and seascapes

- Mull rocks – it's the fire and ice of the basalt lava flows and carving glaciers that have shaped the wonderful views you can see today

History and culture

- The fairest isle – over 6000 years of settlement is written in the landscape, giving the islands their rich and colourful history and shaping community life today

Nature and wildlife

- A land of giants – Scotland's largest and most iconic birds, mammals and cetaceans are all thriving here because of the wealth of flora and fauna and the health of habitats

Caring communities

- Don't just like it, love it! – farming (the land and the sea) has a long history on Mull and is at the heart of looking after the land, its wildlife and its people, but you can help care for this precious place too!

5.0 Potential projects

Project ethos

The consultation programme revealed a strong desire against overdevelopment and the retention of wild Mull with minimal alterations. The following projects take this into consideration and follow a 'less is more' and 'quality over quantity' approach.

The projects recommended are based around the following broad project parameters:

1. The strong need for off-site and pre-visit information
2. The advantages of having well promoted, pre-identified key viewpoints
3. Viewpoints to be located at or close to their car parks
4. The need to generate an income in order to fund on-going maintenance
5. A desire for minimal landscape intrusion (i.e. the preservation of wild and natural Mull)
6. A preference to improve existing provision before expanding or adding new sites or facilities

Project Action Plan

The action plan table below comprises:

- Costs – are indicative but considered to be as accurate as possible at this stage of the project and are based upon a mix of contractor quotes, examples of similar projects already installed elsewhere, per area standard costs and professional judgement
- Priority – all recommended projects should be regarded as necessary, however, for the purposes of planning and funding priorities are graded as high (green), medium (yellow) and low (red).
- Phase – projects are grouped into phases, with projects falling into three packages, which may be considered to be short, medium or long term, years one, two or three or simply phase one, phase two and phase three

Project	Phase 1	Phase 2	Phase 3
P1: Style guide	£4,000		
P2: Tour operator concordat	No cost		
P3: Road regulation enforcement	No cost	No cost	No cost
P4: Leaflet		£16,000	
P5: Visitor payback scheme	£10,000		
P6: Passing place / road signs	A&BC cost	A&BC cost	A&BC cost
P7: Interpretation panels		£35,000	
P8: Salen Bay viewpoint		£4,000	
P9: Grasspoint		£20,000	
P10: Lochbuie	£20,000		
P11: Three lochs (Glenmore)		£25,000	
P12: Junction bridge (Kinlochscridain)		£8,000	

Project	Phase 1	Phase 2	Phase 3
P13: Dun Torrains	£25,000		
P14: Killiechronan		£15,000	
P15: Ulva Ferry		£90,000	
P16: Eas Fors		Cost in P7	
P17: Calgary Bay	£500		
P18: Lochdon (nr An Eiligeir)	£10,000		
P19: Glen Forsa (Torness)			£30,000
P20: Ishriff	£30,000		
P21: Glenmore (short stay)	£10,000		
P22: Glenmore (core viewpoint)	£40,000		
P23: Craig Quarry (Glenmore)			£125,000
P24: Eorsa viewpoint	£15,000		
P25: Treshnish Isles view (Tostary)	£15,000		
P26: Formalised short stay parking	£63,000		
P27: New / Additional toilets	£25,000	£45,000	£40,000
P28: Repaired / upgraded toilets		£10,000	
Padd 1: Branding and marketing plan	Unknown		
Padd 2: Village improvement plans		Unknown	
Padd 3: Visitor survey	£25,000		
Padd 4: Canoe Trail project plan			£3,000
Padd 5: Website development	£4,000		
Padd 6: Kids quest	No cost		
Padd 7: The wild Mull jigsaw		£2,000	
Padd 9: Printed information links		No cost	
Padd 10: Ferry folders	£500		
Padd 11: DVDs			£10,000
Padd 12: Mainland ferry point panels			£5,000
Padd 13: Tobermory		£3,000	
Padd 14: FCS Alann view	FCS cost		
Padd 15: Glenforsa Estate		£1,000	
Padd 16: Fishnish and Garmony Point		FCS cost	
Padd 17: Strathcoil			£5,000
Padd 18: Glenmore – Glen Lussa			£5,000
Padd 19: Glenmore – Teanga Bridge			£10,000
Padd 20: Pennyghael hydro site			£12,000
Padd 21: Pennyghael picnic site		£1,000	
Padd 22: Carsaig	£12,000		
Padd 23: Pennyghael Estates car parks	£500		
Padd 24: Bunessan		£25,000	
Padd 25: Uisken		£8,000	
Padd 26: Ardanish		£4,000	
Padd 27: Fidden / Knockvologan		£200	
Padd 28: Fionnphort			£30,000

Project	Phase 1	Phase 2	Phase 3
Padd 29: Iona			£100,000
Padd 30: Kintra		£200	
Padd 31: Tigh nan Allt (Loch Beg)		£500	
Padd 32: Fanmore			£8,000
Padd 33: Traigh na Cille access		£15,000	
Padd 34: Tostary			£10,000
Padd 35: Treshnish walk car park		Cost in P7	
Padd 36: Cailaich Point		£10,000	
Padd 37: NWMCW sites			Not costed
Padd 38: Dervaig viewpoint		£500 + P7	
Padd 39: Loch Peallach			£5,000
Padd 40: Croig		£10,000	
Padd 41: Glengorm			£3,000

Subtotals

Project	Phase 1	Phase 2	Phase 3
Phase subtotals	£309,500	£348,400	£401,000
Total	£1,058,900		
High priority subtotals	£201,000	£71,000	£40,000
High priority total	£312,000		
Medium priority subtotals	£108,500	£277,400	£206,000
Medium priority total	£591,900		
Low priority subtotals	£0	£0	£155,000
Low priority total	£155,000		

The projects are presented overleaf in detail

Further planning

P1: Style guide	(£4,000 – excludes any production)
------------------------	------------------------------------

The production of a style or design guide to ensure a standard approach and feel to all visitor media. This should be produced by an interpretive designer and cover materials, colours, fonts and layouts and be produced at an initial stage in the project implementation programme. In terms of media it should cover:

- Webpages
- Print (leaflets)
- Interpretative panels
- A suite of relevant site specific signs, to include:
 - (Viewpoint) parking
 - Short stay parking
 - Turning only
 - Parking 100m
 - Please take your litter home
 - Working farm – please keep dogs on a lead
 - Footpath to

It should also cover basic site furniture such as picnic tables and benches. It is not recommended that litter bins are installed at car parks but rather that the 'take your litter home' message is reinforced. It is, however, important that visitors are aware of the location of the larger wheelie bin litter disposal points around the island and these should be noted on the visitor leaflet mentioned below.

The style guide will need to take into consideration any existing partner agency branding guidelines, such as the FCS brand manual, and if new project signage is to be installed in such cases it will need to conform to existing guidelines. It should be noted that some agencies, such as FCS, will require their own furniture and signage on their sites rather than those of others. In addition, some site specific signs have already been designed by the council's access team using standard Scottish Outdoor Access Code logos so for consistency these logos should be incorporated in the design, while the design research should involve discussion with relevant SNH and / or council access teams.

The style guide is not intended to 'print' a project stamp on the island but rather to ensure a high quality and consistent approach to signage, benches and picnic tables across the island and to enable landowners to access a range of high quality signs suitable for their needs. There may be opportunities to link this piece of work with the style guide planning for the long distance path proposals.

P2: Tour operator concordat	No cost – in house MICT production
------------------------------------	------------------------------------

For MICT to work with a core group of landowners and wildlife tour operators to develop and agree a code of conduct for all wildlife tour operators. This should result in current and future operators agreeing to respect private property and working farms and refrain from parking in the road and parking in passing places or turning areas in favour of using the facilities provided as a result of this study. It should also provide a mechanism for recording non-compliance and resolving

disputes. There may also be the desire here to organise two or three learning journeys to see what people in other parts of Scotland are doing to resolve similar issue (e.g. Cairngorms or the Isle of Arran).

A Mull 'road code' for visitors should also be drawn up and included in the leaflet below. This should cover the main dos and don'ts regarding the use of passing places and safe driving.

P3: Road regulation enforcement	No cost
--	---------

In order for the 'carrots' to work effectively there will need to also be an element of 'stick'. The police will be required, particularly during the summer months, to provide 'warnings' to offenders and to be prepared to issue fines to repeat offenders.

Information and interpretation provision

P4: Leaflet	(£16,000 – including initial 100,000 print run at approx. £10,000)
--------------------	--

The design and production of a free eight panel A5 size explore Mull leaflet (similar size to existing Nadair leaflet). The existing leaflet has been well written and produced and fails only due to its cost to users and it now being out of date. It is recommended that the new leaflet follows the same approach in providing information and interpretation and highlighting / directing visitors to the must see sites and natural and cultural attractions without creating 'a trail' as such. The leaflet update should include the following additions / alterations:

- To commission an attractive illustrated planometric map of Mull, Iona and Ulva which is both beautiful and interesting to look at and practical for all to use
- To identify all key viewpoints and parking areas on the map (NB: only showing viewpoints on the map that have adequate parking)
- To pull out the more robust parking areas / viewpoint for special mention in the text along with the key reasons to stop here, stressing that these are the best viewpoints and places to see wildlife
- Add a short section on working Mull – how visitors can 'help' farmers and their livestock at different times of the year and foresters during forest operations
- Add a short section on responsible camping and campervans
- Highlight / identify the existence of the short stay wildlife watching / photo opportunity parking (but not necessarily their location)
- Stress the use of passing places for passing only and present the 'drivers' code', i.e. keep left, let vehicles from behind pass

This will be the 'must have' leaflet for visitors to Mull. The leaflet should also be available as a website download, suitable for A4 printing and as for smartphone viewing. Before this leaflet is produced the existing Mull leaflet should be available free of charge. Other leaflet provision should include availability and promotion of the national multi-language Road Safety Scotland leaflet titled Driving in Scotland.

P5: Visitor payback scheme	£10,000
-----------------------------------	---------

The creation of a Visitor Payback Scheme for Mull and Iona to generate a maintenance fund for visitor infrastructure and for special projects. This is explained in more detail in Section 7.3. Initial planning will be required to find out the:

- Willingness of local businesses to participate
- Types of visitors using the area and their willingness to donate
- Most appealing target projects
- Potential support available for core funding and/or in-kind support

It is also strongly recommended that representatives from MICT visit another UK based VPS to understand its opportunities and pitfalls (e.g. the Isle of Wight).

After a confirmation of broad support for the scheme a brand should be established. This should appeal not only to visitors and encourage them to make a donation, but also to businesses, whose support is essential to a VPS. A VPS has to have an appealing and professional-looking image or brand, which will be used consistently and become recognised locally.

At the outset of the scheme it will be useful to have a target project in mind beyond simply the maintenance of existing infrastructure. This first target project should be agreed before the scheme's launch, so that this can be included in any literature such as leaflets or on collection boxes.

Target projects should be appropriate and have a real connection to the islands and should be for new enhancement projects rather than general maintenance work, preferably nature conservation.

To be successful the VPS will need:

- The full commitment of Holiday Mull and Iona and VisitScotland
- To build up its profile so that businesses and visitors cannot fail to see the benefits and want to be involved
- Participating businesses to be ambassadors to promote the benefits of VPS to other businesses and to tourists themselves

In terms of operational material and resources it will require:

- A brand
- Promotion through websites and partner publications
- Its own leaflet / flier or poster
- Staff time and office overheads
- Potentially collection boxes depending upon the methods of collection employed

P6: Passing place / road signs

Argyll and Bute Council Cost

The road signs on Mull relating to the identification and use of passing places is at best inconsistent and confusing if not inadequate and will be causing part of the issue of visitors parking in passing places. Indeed it has been noted that between Craignure and Bunessan there are some 55 passing places that do not have a passing place sign identifying them. A rolling programme of additions and replacements is recommended focussing on:

- The installation of the new square shape (current Argyll and Bute Council standard) passing place signs at all passing places that do not have a sign currently
- The replacement of existing black and white posts with the new square shape passing place signs
- Additional (non-standard) diagrammatic signs encouraging drivers to allow faster traffic behind to overtake to be added where appropriate and safe
- Additional warning signs, warning drivers that two way roads are about to become single track roads, to be installed where they are not already present (e.g. leaving Salen heading north)

P7: Interpretation panels

£35,000 (excluding Three Lochs)

To research, design, produce and install interpretation panels at key sites throughout the island. It is recommended that these are screen printed enamelled stoneware or similar to lengthen lifespan and withstand Mull's weather and set into either a large boulder, dry stone plinth or earth mound reflecting its immediate setting. They should be clearly visible from within the car park, but not or less visible from the road. They should provide essential information about that site (e.g. walking trails, dog control, safety information) and interpretation about why that place / view is special. In total, some 17 panels are recommended. Excluding the existing panels installed or planned for Alainn View and Garmony they are recommended as:

Site	Structure	Themes
Salen	Earth mound / bank	History and culture Nature and wildlife
Grasspoint	Earth mound / bank	Caring communities Nature and wildlife
Lochdon Wood	Dry stone plinth	Nature and wildlife
Lochbuie	Dry stone plinth	Caring communities History and culture Nature and wildlife Landscapes and seascapes
Glenmore (three lochs)	Dry stone structure mounted	History and culture Landscapes and seascapes
Kinlochscridain	Rock mounted	Landscapes and seascapes
Torrans Dun	Dry stone plinth	History and culture
Uisken	Dry stone plinth	Nature and wildlife Landscapes and seascapes

Site	Structure	Themes
Tigh-nan-Allt	Earth mound / bank	Nature and wildlife
Balmeanach	Wall mounted (toilets)	Caring communities Nature and wildlife Landscapes and seascapes
Eorsa view	Rock mounted	Landscapes and seascapes
Ulva Ferry	Wall mounted	Caring communities History and culture Nature and wildlife Landscapes and seascapes
Eas Fors	Earth mound / bank	Landscapes and seascapes
Treshnish isles view (Tostary)	Earth mound / bank	Landscapes and seascapes
Treshnish walk	Rock mounted	Caring communities History and culture Landscapes and seascapes
Calgary	Dry stone plinth	Nature and wildlife Landscapes and seascapes
Dervaig	Dry stone plinth	History and culture Landscapes and seascapes

The rock mounted panels will require rock planing to form a smooth face upon which to mount the panel and for the rock to be securely bedded into the ground. Rock sites have been (and should be) selected where there are suitable large (i.e. 2m diameter) rocks available on site.



The dry stone plinth should follow the local vernacular style, recognising that this style does change across Mull (Ross area pictured right). The plinth should be low and angled. It is envisaged that this plinth is only around 400mm in height at the front and around 600mm at the rear. The panel will need to be securely fixed to a solid central column within the drystone structure.

The earth mound panels will require a secure inset frame (GRP or similar) with a peak across the top so that rainwater / bank seepage drains away from the panel rather than across it.

For costing all panels are recommended as being screen printed stoneware enamel and approximately 600mm high and around 800mm across with curved edges.

Car park signs and short stay parking signs are included with the individual sites in sections 6.5 and 6.6 below, as are any bespoke site specific interpretive features.

It is essential that all interpretation is designed and produced by a specialist interpretive design practice such as Studioarc or Differentia.

Rocks of the region

It is widely recognised that Mull has an important geological story (indeed it is at the heart of the interpretive messages within this study), however, it should also be acknowledged that geology in itself is often a niche interest topic and can be very dry to most people if not interpreted very well indeed. Interpretive clutter must also be a consideration and therefore interpreting the geological story should ideally be included in the panels and structures listed above rather than through adding additional structures. With this in mind the following is recommended for interpreting the rocks of the region:

- Where large rocks are used for fixing panels, the dominant or characteristics rock of that region is selected
- At each site where a large rock or stone plinth is used, part of the geological story is told relating to that area, both on the graphic panel and through carving the main rock or a relevant large stone within the drystone structure with 'Local rock - the name of that rock type - and its age'
- The Kinlochscridain panel should form a hub for the geological story and highlight the different rock types in the different regions of Mull and Iona and encourages visitors to look out for the carved rocks as they explore the island

Key car parks and viewpoints

Enhanced existing parking areas

The following are the recommended enhancements to key existing car parks. In all cases final landowner approval must be sought before project progression:

P8: Salen Bay viewpoint NM 566 440	£4,000
--	--------

To add a new car park sign, recommended as a stone monolith (c.2m high) with double sided carved and painted 'P' and viewpoint sign. To add a picnic table on the top of the small knoll and create a short (c.50m) made path leading from the car park over the knoll to the shore and back around the Rowan trees to provide views to Aros castle and return to car park. The path to be c.1.5m wide with irregular edges, as dug / aggregate base with local whinstone type top dressing. The interpretive panel is costed above in P15 and should cover the topics of the castle, the shore and otters. The existing car park surface also requires a top dressing.

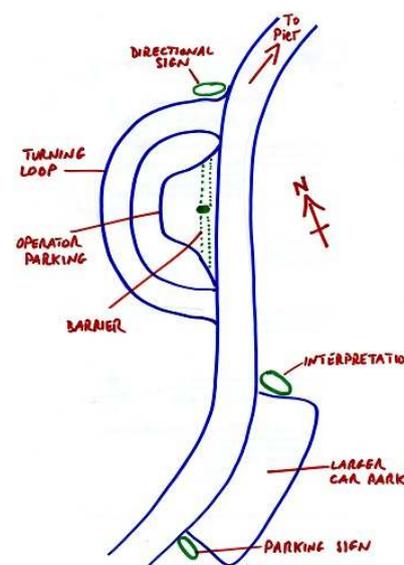


P9: Grasspoint NM 744304 and NM 746308	£20,000
--	---------

To add a new car park sign, recommended as a stone monolith (c.2m high) with double sided carved and painted 'P' and binoculars sign at the current car park as well as an interpretive panel (the latter costed in P7). The panel to cover responsible access, Grasspoint Pier and white tailed eagles. The existing car park to be extended to accommodate another two cars using a similar type one surface to that used at present.



The current turning area continues to be used for parking causing difficulties near the road end and parking at the pier itself is difficult. Although a mini-roundabout has been considered it is unlikely to be approved or considered appropriate in this location. The following is suggested subject to landowner approval:



- A short single lane turning road (tarmac surface) looping around the rear of the current turning area with a sign stating 'turning loop and drop off point' and 'parking 500m' at its eastern junction with the main road
- The conversion of the current turning area (or other area identified by the landowner) into short stay operator parking only. This will require two padlocked timber barriers or posts with a chain across the entrance with operators and others as appropriate owning keys. It is suggested that operators enquire independently with the landowner to arrange parking in this area or closer to the pier

P10: Lochbuie NM 609248	£20,000
-----------------------------------	---------

To add a new car park sign, recommended as a stone monolith (c.2m high) with single sided carved and painted 'P' and arrows point left and right (located to the left of the current surfaced car park) and an interpretive panel (the latter costed in P7). The panel to cover walks and responsible access, the castle, standing stones, church and the bay and be sited between the surfaced and grass parking areas.



The existing car park to be extended by 50% to accommodate a further three cars using a similar type one surface to that used at present and the laying of halved timber posts to denote parking bays. The grass parking area to the east

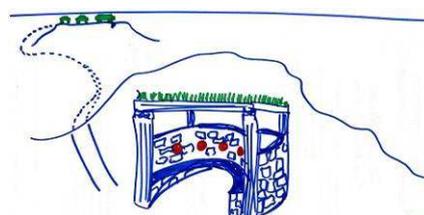
be strengthened using a heavy duty grass reinforcement mesh over covering approximately 60m by 6m plus laying half cut timbers denoting parking bays running around the 60m perimeter and every 3m car space (20 spaces).

P11: Three lochs (Glenmore) NM 621303	£25,000
---	---------

To add a new car park sign, recommended as a stone monolith (c.2m high) with double sided carved and painted 'P' and viewpoint sign. Subject to landowner approval to add a short made path (c.120m) to a viewpoint beyond the old road. The path to be c.1.5m wide with irregular edges, as dug / aggregate base with local whinstone type top dressing.



Again subject to landowner approval to design and install an interpretive viewing shelter in the hollow south of the obvious knoll. It is envisaged that this is a curved (horse shoe shaped) drystone structure approximately 3m across with an open front and turf roof. Within the interior of the structure may be set 6-8 small round stoneware enamel discs covering key interpretive topics of geology, crannogs and wildlife



P12: Junction bridge (end of Glen More – Kinlochscridain) NM 545291	£8,000
---	--------

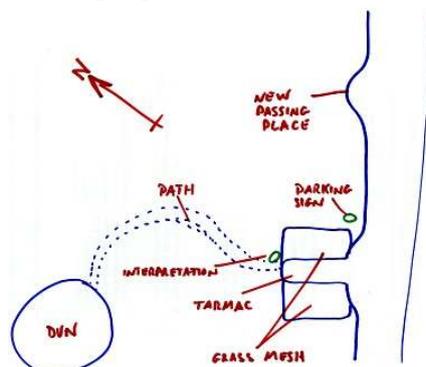
To enhance the existing site by removing the height barrier supports and adding an interpretive panel (costed in P7) covering the landscape and geology, and a picnic table. To add a new car park sign, recommended as a stone monolith (c.2m high) with double sided carved and painted 'P' and viewpoint sign and to add a large (1.5m diameter) tactile compass disc into the top of the large flat rock between the car park and the river – this is suggested as cast bronze or similar and would highlight the hills (with names and meanings) and rock types that can be seen from this location.



P13: Dun Torrains (Ross Road – second Pennyghael Estate picnic site) NM 484254	£25,000
--	---------

To enhance the existing site by creating improving car parking, increasing access to the Dun and enabling better views of the reef below (seals and otters). To add a new car park sign, recommended as a stone monolith (c.2m high) with double sided carved and painted 'P' and viewpoint sign and an interpretive panel (costed in project P7). Alterations to the site to include:

- New tarmac entry to road 15mx4m off the back of the passing place
- 120m² of reinforced grass mesh for parking 6 cars (e.g. Geogrid suitable for heavy duty permanent use up to 30 tonnes)
- Timber logs to denote car park boundary
- 80m of footpath (as dug or type one graded crushed stone) on geotec base leading to the original entrance to the Dun
- The addition of a further passing place to the east, near the allow overtaking sign



P14: Killiechronan
NM 526409

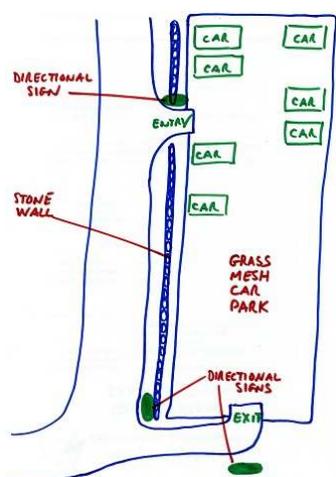
£15,000

Subject to landowner approval to improve the existing parking area by adding a short stay wildlife watching parking sign (as per project P26). Improving the existing east entrance with a 5m bound surface connecting to the road and closing the western entrance to provide parking for a further two cars. To also improve the appearance of the car park by replacing the surface with a heavy duty grass reinforcement mesh (e.g. Geogrid suitable for heavy duty permanent use up to 30 tonnes)



P15: Ulva Ferry
NM 448399

£90,000



To relocate the toilets as per project P28a and install an interpretive panel on the side of the boathouse (next to the wonderful wooden ferry sign) as per project P7. To also improve car parking by doubling the size of the existing Turus Mara parking area by using the 'dead' land between the current parking and the fence. It is recommended that this parking area has a tarmac entry point near its west end and a tarmac exit point at its east end on the corner. The surface of the car park should be a heavy duty grass reinforcement mesh (e.g. Geogrid suitable for heavy duty permanent



use up to 30 tonnes) so that the appearance is grass when not in use. This will provide a parking area of c.2250m². A dry stone wall is also suggested separating the road from the car park (2m in from the roadside). The site also requires improved signage and additional signs (designed through the style guide) will be required identifying the Ulva Ferry car park and the Turus Mara car park. These should be both on the approach road and at the car park entry points.

P16: Eas Fors NM 445423	Costed in project P7
-----------------------------------	----------------------

The pretty upper waterfalls and dramatic plunging lower fall are impressive but are also potentially dangerous, particularly for visitors with children and dogs. Ideally a safe cantilevered viewing platform for the lower fall should be considered, however, this has met with considerable disapproval from local people and landowners. Closing the car park and attempting to prohibit visits is not an option as this will likely lead to visitors again parking on the roadside or in passing places to view the falls.



It is therefore recommended that a panel is installed in the existing car park (costed in P7) that tells visitors about the view to Ulva and Eas Fors falls. It is crucial that this interpretive panel warns visitors that the lower fall plunges dramatically into the sea and that the landscape is wild and that there are no barriers. It should stress that it is best to appreciate the lower falls from a boat trip from Ulva Ferry as it cannot be safely viewed from the land and that children and dogs should be kept under close control at all times. It is the author's understanding that this is the safest approach without transferring any additional liability onto the landowner, although the landowner should also check with their lawyer to provide peace of mind.

It has also been noted that a looped walk may be possible from the current car park to a beach viewpoint for the main falls (to the east) and then passing beneath the falls and returning to the car park from the west. It is recommended that this is investigated and promoted if it is shown to be safe and workable.

P17: Calgary Bay NM 373513	£500
--------------------------------------	------

The car park has already been extended with a grass reinforcement mesh (although this should be monitored to assess its strength) and the new panel is costed in project P7 and should act as orientation for the bay as a whole (linking to toilets and walks) and should interpret the machair. The car park extension should be opened up and bounded with short round timber posts at the boundary matching the existing posts. The car park layout should encourage access from the existing car park with a clear entry point



Additional / new parking areas

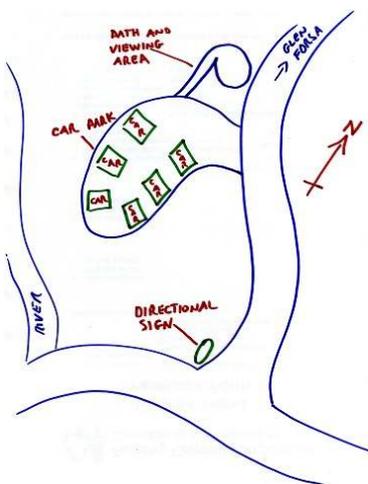
The following proposed viewpoint parking areas are new although many replace sites where informal / illegal parking already occurs or areas that are currently well used by operators. All are subject to landowner support and approval:

P18: Lochdon (Glenmore – nr An Eiligeir) NM 716316	£10,000
---	---------

To use the western most Lochdon forest access gate as an entry into a hen harrier viewing point with car parking for around 6 cars. This may require the purchase (or long lease) of the land required by the community / MICT from FCS through the National Forest Land Scheme and any site acquisition and alteration will need discussion with FCS regarding future use and shared access requirements. It is proposed that the site will need road signage (either through the FCS brand manual or a double sided stone monolith as with car parks above depending upon land ownership), a tidied and identified dedicated area for parking within the site and a dedicated viewing area (upper most part of the site). An interpretation panel on hen harriers is also suggested for here and is costed within project P7.



P19: Glen Forsa (Torness) NM 642329	£30,000
--	---------



To create a new car park and viewing area for approximately 6 cars up the existing forest road to provide access for golden eagle viewing. As above this may require the purchase (or long lease) of the land required by the community / MICT from FCS through the National Forest Land Scheme and any site acquisition and alteration will need discussion with FCS regarding future use and shared access requirements.



It is proposed that the site will need road signage (either through the FCS brand manual or a double sided stone monolith as with car parks above) as well as:

- 5m of bound tarmac at road junction
- Resurfaced type one track for approx. 150m
- Creation of a new parking area on the left hand side of the track (c.150m from road junction) which will require ground levelling and type one surface / or heavy duty grass reinforcement mesh
- Creation of a small viewing area suitable for tripods removed from the car park again requiring ground levelling and graded stone surface / or pedestrian use grass reinforcement mesh

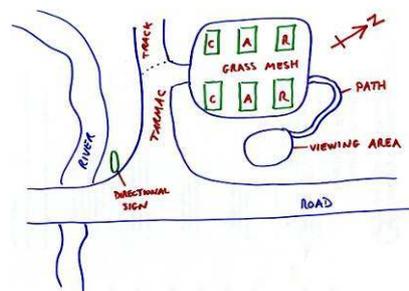
P20: Ishriff
NM 629313

£30,000

To create a new car park and eagle viewing area adjacent to the bridge on the north side of the road at Ishriff, subject to landowner approval. This is recommended as a car park for approximately six cars hidden in the hollow with a short path to viewing area above (between the car park and the road). The improvements are suggested as:



- A new car park sign, recommended as a stone monolith (c.2m high) with double sided carved and painted 'P' and binoculars sign
- 25m of new tarmac access road
- Approx. 300m² of levelled ground and laying of heavy duty grass reinforcement mesh (e.g. Geogrid suitable for heavy duty permanent use up to 30 tonnes)
- 10m of as path connecting to viewing area – using pedestrian use grass reinforcement mesh
- Levelled viewing area c.60m² of pedestrian use grass reinforcement mesh



Projects P19 and P20 may be regarded as overlapping options if budgets or land use support is challenging (with P20 as the preferred site)

P21: Glenmore (short stay)
NM 603297

£10,000

The formalising of this informal pull in area on the south side of the road to create short stay parking for golden eagle watching. This site will require a short stay parking sign (as per project P26 below) and the improvement of the existing entrance to create a 90° junction with 5m of bound tarmac surface. The car park surface should be improved to provide a graded type one surface suitable for approximately four cars.



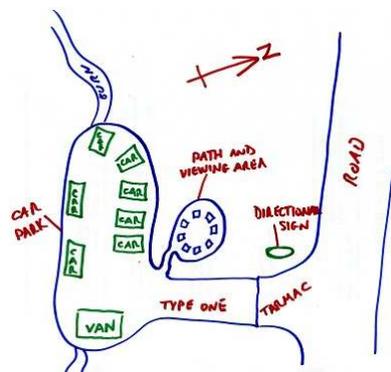
P22: Glenmore (core viewpoint)
NM 591292

£40,000

This is proposed as the main golden eagle viewing point in Glenmore consisting of an improved entry track providing access to a new parking area on the site of the old road for approx. 6-8 cars with an eagle viewing area on higher ground (the lower of the two higher areas, i.e. away from the road) between new parking area and road. This is proposed as a more major parking area where people would likely stay longer. In summary site requirements would include:



- A new car park sign, recommended as a stone monolith (c.2m high) with double sided carved and painted 'P' and binoculars sign
- 5m of tarmac entry road
- Resurfacing of track (20m of type one) to car park area
- Levelling and creation of type one surfaced car park (over small burn and old road) with picnic table at car park level
- Creation of a short path (6m) with graded type one surface to viewing area
- Creation of a viewing area (diameter c.10m) with as dug crushed stone / graded surface
- Inset carved stones into the viewing area base with carvings telling the story of the life cycle of golden eagles



P23: Craig Quarry (Glenmore)
NM 578300

£125,000

If funding were available and the desire present to create a more major golden eagle viewing area the quarry at Craig would be a perfect location. However for it to be appropriate the whole quarry would need to be part of the viewing site otherwise the experience would be diminished by the setting. As a minimum for this site the following is suggested as a long term ambition:



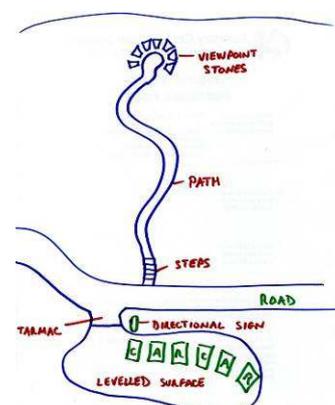
- Site signage and warning / approach signage
- Creation of a suitable road junction to the site
- Tidying of the site to create a large car parking area (most likely in the lower quarry)
- Design and installation of composting toilets in the lower quarry / in the new car park
- Design and installation of a covered interpretive structure (golden eagle observatory) that provides a sheltered means of observing eagles and interprets the geology and wildlife of Mull

- Further landscaping as required and picnic tables
- This project would require its own detailed project plan.

P24: Eorsa viewpoint (between Acharonich and Killimore) NM 482397	£15,000
---	---------

The construction of a new car park in the quarry with a short surfaced footpath to the viewpoint below, subject to landowner and public approval the latter may incorporate a sensitive viewpoint sign (fan) shaped carved stones set into the ground identifying the islands and hills in view. The proposed alternations include:

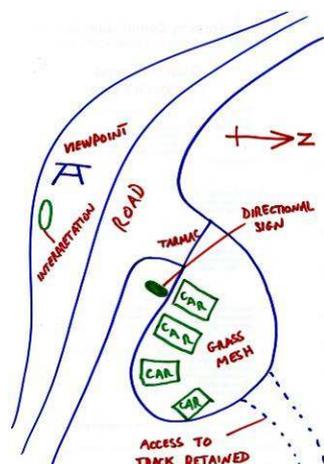
- A new car park sign, recommended as a stone monolith (c.2m high) with double sided carved and painted 'P' and viewpoint sign
- 5m of tarmac entry road at junction
- Levelling and dressing of quarry ground to create car parking space for c. 6 cars
- An as dug / type one graded surface path to the viewpoint (c.50m) – NB. viewpoint is at visible pimple below car park
- The design and installation of seven carved stones forming a viewpoint fan set into the ground
- Installation of a picnic table in the quarry car park



P25: Treshnish Isles view (Tostary) NM 388455	£15,000
---	---------

The creation of a four car park in the hollow area just east of the current informal viewpoint on the north side of the road. Proposed site alterations to include:

- Levelling of ground to form car park and improve sight lines in both directions
- 5m of tarmac entry at road junction
- The installation of approx. 100m² of reinforced ground mesh base (e.g. Geogrid suitable for heavy duty permanent use up to 30 tonnes)
- The replacement of the bench on the corner with a picnic table
- Interpretive panels for projects P24 and P25 are costed in project P7



Short stay pull in points

P26: Formalised short stay wildlife watching / photo pull-in points	£63,000 – c. £9,000 each
--	--------------------------

These are identifiable pull in areas for use by wildlife tour operators and the general public for watching passing wildlife or taking photographs of views. They are intended for short stay parking only, i.e. 5-10minutes, as opposed to the longer stay sites above section 6.5.

These should all be a minimum of 3m deep and have a bound bitumen / tarmac surface as per the road surface, it is also suggested that they have square ends to differentiate them from the rounded ends of passing places. It is also essential that each parking layby is accompanied by a sign at each end facing the oncoming traffic that clearly states 'P – short stay parking' it is also suggested that these may also have a binoculars and / or camera symbol to illustrate that they are primarily for short stay wildlife watching and photographs. No other interpretation or information should be provided at these points. The recommended sites focus on Glenmore and the shore around Loch Scridain:

- Just east of Ardachoil
- Ross Road – first Pennyghael Estate picnic site (Eilean an Fheoir reef)
- Loch Beg East
- Loch Scridain Dererach
- Loch Scridain Killiemore
- Allt Chreaga Dubha waterfalls
- Gribun Rocks lower viewpoint

Details of each site are provided below. It should be noted that these sites have not been formally approved by landowners and their consent should be gained before this project is taken forward.

<p>Just east of Ardachoil NM 705310</p>	
<p>Creation of a 3m deep two car layby pull in on top of old road, to be marked as short stay parking (south side of road) – primarily for viewing hen harriers</p>	
<p>Ross Road – first Pennyghael Estate picnic site (Eilean an Fheoir reef) NM 494258</p>	
<p>Create a 3m deep three car layby pull in for short stay parking and install gate for vehicular access to shore from one of the existing informal entrances (north side of road) – primarily for seal watching <i>NB: It should be noted that an alternative site has been identified 400m to the west that affords better views of the seals and should be investigated before progressing this site</i></p>	

<p>Loch Beg East NM 530296 area</p>	
<p>Creation of a 3m deep three car short stay layby in this area on the north side of the road – numerous areas east or west of the bend – primarily for otter watching</p>	
<p>Loch Scridain Dererach NM 510295</p>	
<p>Creation of a 3m deep three car short stay layby (north side of road) – primarily for otter watching</p>	
<p>Loch Scridain Killiemore NM 508293</p>	
<p>Creation of a 3m deep three car short stay layby, may require high brashing of trees (north side of road) – primarily for otter watching</p>	
<p>Allt Chreaga Dubha waterfalls NM 468317</p>	
<p>Creation of a 3m deep three car short stay layby to the south of the falls (east side of road) – primarily for viewing the waterfall</p>	
<p>Gribun Rocks lower viewpoint NM 456356</p>	
<p>Creation of a 3m deep four car short stay layby between the large rocks (east side of road) – primarily for watching peregrine falcons</p>	

Toilet provision

P27: New / Additional toilets	Pennyghael Hall: £25,000 Balmeanach: £45,000 Dervaig: £40,000
--------------------------------------	---

To improve the public toilet provision, particularly in the west of the island by installing additional toilet facilities at:

- a) **Lochbuie** – this area has been considered as a site for new toilet provision and a temporary trial toilet has been discussed as a means of assessing need and possible use. It has, however, been suggested by the landowner on further consultation that the current lack of toilet facilities does not lead to 'toileting issues' and at this stage a toilet at Lochbuie is not suggested. The situation here should, however, be monitored as it is possible that with further car park extension and popularity of this site the need for toilets here may increase. Ideally any future toilets here should be 'wet' toilets and preferably attached to a business or existing building
- b) **Pennyghael Hall** – to refurbish the existing toilets and provide primary (including disabled) access around the rear of the building. Refurbishments to include all new fixtures and fittings, internal tiling, flooring and decoration, interior lighting, external signage, external disabled access and the installation of a solid security approved door separating the 'public' toilets from the main hall. Refurbishments to create male and female toilets as per current layout and combine the existing single toilet and deep Belfast sink room into one large disabled toilet
- c) **Balmeanach** – composting / dry toilet (double cubicle with at least one cubicle being fully accessible). To extend the existing car park and install a composting toilet on the site. It is recommended that the toilet building is low impact and sensitive to the landscape and is therefore architect designed rather than an off-the-shelf structure (potentially a dry stone base with timber upper and turf roof). Research indicates that as yet there is no proven 100% efficient composting toilet system for the Scottish climate, however the Phoenix system (www.phoenixcompostingtoilet.co.uk) followed by the NatSol system (www.natsol.co.uk) appear to be the most efficient and workable for Scotland and are therefore recommended for Balmeanach. The model selected should also have provision for some form of 'pumping out' ability in case required due to an insufficient composting rate. Some immediate landscaping / access around the toilet plus a wall mounted graphic panel on how to use the toilet will also be required
- d) **Dervaig** – connected / wet toilet (double cubicle with at least one cubicle being fully accessible). To replace the existing toilets on the same site with an FCS toilet unit (similar to Aros Park). An alternative option here is to invite contractors to tender for the design and build of a similar sized breeze block / render building (the costs for the latter may be quite similar and more of the money is likely to stay on the island)

All toilets will need to be maintained and cleaned regularly (weekly between September and June and twice weekly during July and August) with a budget

Rob Robinson **Heritage Consulting**
September 2012

attached for hand sanitiser, toilet roll and cleaning. This is addressed in Section 7.3.

P28: Repaired / upgraded toilets	Argyll and Bute Council Cost plus £10,000 estimate for Ulva
---	--

In addition to the new or additional toilets above it is recommended that improvements are also made to some of the existing toilets on the island. The following improvements are recommended:

- a) Ulva Ferry – although the toilet is reasonably new it is an eyesore at the heart of the National Scenic Area and is regularly out of order due to a faulty water source system. It is recommended that the existing structure is relocated to the area of ground between the diesel tanks and the boathouse (i.e. directly above the pier) and is timber clad. It is also essential that the water source system is replaced with a simpler more robust arrangement to avoid loss of pressure and blocked filters. The toilet relocation will also mean the relocation of the septic tank and the burying of the toilet outflow beneath the road. It is suggested that the toilet relocation is combined with a larger project to upgrade Ulva Ferry pier
- b) The council operated public toilets should be refurbished as part of a rolling programme covering Salen, Bunessan, Iona and Calgary. Refurbishment should include internal décor, fittings and fixtures and external paintwork – the latter could include local primary school involvement for the design of a mural for all / part of the outside of the buildings
- c) Tobermory – to support the reinstatement of toilets available to the public on the main street

Additional project suggestions

Area Wide Projects

There are a number of area wide projects that should be considered funding permitting:

Padd 1: Branding and marketing plan	cost unknown
--	--------------

To commission a branding study (based upon the results of the visitor survey) to identify the Mull brand and its appeal to identified target audiences. This should be accompanied by a detailed marketing plan to demonstrate how these target audiences will be reached and attracted to the island. Ideally, this marketing plan should include provision for the salaried position of a tourism marketing manager for the island on a minimum of a 3 year contract

Padd 2: Village improvement plans	cost unknown
--	--------------

Although outside the scope of this study it is clear that many of the settlements around Mull do not match the exceptional scenery that surrounds them. It is suggested that individual village enhancement plans are produced for all Mull and Iona communities covering public realm areas, car parks, toilets, building façades, welcome and information provision and the identification and promotion of viewpoint trails from village centres. These should be community led initiatives that instil a sense of pride in the community and result in the creation of settlements that encourage visitors to stop and spend time and money there

Padd 3: Visitor survey	£25,000
-------------------------------	---------

Commissioning a professional full four season visitor survey to understand who visits Mull and why, where they go, how long they stay, what they like to do, what qualities they appreciate most and what improvements they would like to see. This visitor survey will be vital in helping to shape the marketing strategy and in directing the future growth of tourism on Mull. Its benefits are for the medium term rather than the short term and the implementation of this action plan.

The survey should be an exit survey (most likely carried out on the ferry itself) and include both day and overnight visitors. It must be robust with the number of completed surveys at a minimum of 300 per season. It may be supplemented by self-completion surveys if required. It should also result in an accurate assessment of the total annual number of day and overnight visitors to the island.

Padd 4: Canoe Trail project plan	£3,000
---	--------

The informal and uncoordinated development of sea kayaking around Ulva and Mull is creating a number of issues: long term car parking; the lack of registration leading to safety and emergency difficulties; the need for facility development and management, wildlife disturbance and the opportunity to seize the benefits of local economic impact.

There is consequently a need to commission a project plan for an Isle of Mull (including Ulva) canoe trail to identify and plan the infrastructure requirements and locations for a more formal island canoe trail (which would be the first sea kayak trail in Scotland). The study must include consideration and provision for:

- Marketing and promotion
- Registration (safety)
- Long stay car parking
- Access and egress points
- Toilet and wild camping facilities
- Formal camping, showering and laundry facilities

It should also investigate the likely economic impact of developing a more formalised trail and address any on-going management and maintenance costs. It may be part private sector funded by the canoe equipment providers or touring companies.

Padd 5: Website development	(£4,000 – including full site overhaul and redesign of layout)
------------------------------------	--

To overhaul the existing Holiday Mull and Iona website as THE one stop shop for information on Mull. The existing site has a mass of useful content and is incredibly informative. The suggested changes largely concern visual layout and appearance:

- An updating of the visual appearance of the site in terms of fonts, colours and image / text layout to provide a more contemporary and high quality feel
- A cleaner (less cluttered) front page with clear links to various areas of interest
- The inclusion of a web and A4 printable version of the above leaflet and map
- The updating of the existing Holiday Mull and Iona interactive map with current key sites, images and information / interpretation

Padd 6: Kids quest	No cost
---------------------------	---------

The Quest has been well planned and has clearly taken a lot of work and buy-in from local businesses. Any attempts to replicate this may be counter-productive and it is recommended to retain the Quest and promote it more widely (i.e. at suitable locations at each of the 16 sites where this is possible). When required the Quest should be updated to include new / replacement sites – at this point a more interactive smart-phone version should be considered with a focus on 8-12 year olds.

Padd 7: The wild Mull jigsaw	£2,000
-------------------------------------	--------

The creation of a suite of eight cast bronze (or similar) jigsaw rubbings, each located at one of the more robust, 'wow' viewpoint sites with good parking. The intention is that children (aged 3-7) would pick up an A4 sheet from the VICs and take this to each of the sites, find the metal plaque attached to a stone on the

interpretive panel plinth / stone structure and using a crayon or similar rub the rubbing. Once all eight are collected it will reveal a picture (perhaps a stylised view of Mull and its wildlife). The A4 sheet on one side will be divided into eight segments and on each segment will be the name of the site where that rubbing is. On the reverse of the sheet could be a variety of interesting facts and lessons for children to tell their parents; amongst the interesting facts would also be behavioural messages such as taking litter home, use of passing places and responsible access to farmland. The sites for the jigsaw pieces are suggested as:

1. Salen
2. Garmony
3. Lochbuie
4. Three lochs
5. Kinlochscridain
6. Calgary
7. Eorsa viewpoint
8. Treshnish view (Tostary)

At this stage locations on the Ross of Mull are not suggested in an attempt to reduce additional traffic on the road to Iona. However, should there be a desire to add jigsaw pieces on the Ross of Mull (by the time this project is implemented) they may be added at, say, Uisken and Dun Torrains, creating a ten piece jigsaw.

Padd 9: Printed information links	No cost
--	---------

For MICT / ranger service to make sure that all key viewpoints / wildlife watching car parks are included on future Oban Times / VisitScotland maps of the island. This should be programmed into work plans annually to guarantee that partnership island wide maps are up to date and accurate each year. It is recommended that all, and only, viewpoints with car parks are added to the map with a standard viewpoint symbol.

Padd 10: Ferry folders	£500 + volunteer time (for production)
-------------------------------	--

To produce two high quality visitor information folders for use on the ferries (Craignure and Fishnish) that act as mobile Visitor Information Centres. These will be used as an aid to Calmac staff on the ferry and be available for passengers to use when staff are not available. The folders should be professionally printed with short introductions to Mull's special qualities and highlights followed by the insertion of key visitor information and business / attraction / operator / accommodation promotion. The folders should be updated quarterly to ensure that they are up to date.

If resources allow or suitable volunteers (or paid staff) are available it would also be advantageous to have Mull residents / businesses on the Craignure ferry on selected peak sailings providing a personal welcome to visitors and offering local produce tastings such as Mull cheese or whisky. It is also recommended that the yellow/black Calmac 'driver notice' leaflets are redesigned and given out with tickets during the summer months as well as available from the dispensers on the ferry.

Padd 11: DVDs	(£10,000 – assumes only limited new filming is required)
----------------------	--

To produce a suite of short DVDs to be played on the website, on 'you-tube' and on the ferry TV screens (disembarking area, bar etc.). These are suggested as six 3-4minute clips each covering a key topic, recommended as wildlife, walks, history, beaches, local produce and safe driving (a version of the latter is already available). These would be produced by a video production company and available in high definition and internet formats. The costs assume that some new filming will take place but that the film clips will use a mix of new and existing film footage and some still shots with limited voice over in favour of background music and subtitles. The film clips will together highlight key views and appropriate parking and driving, i.e. will need to be filmed after new parking areas and pull in bays are installed.

Padd 12: Mainland ferry point panels	£5,000
---	--------

The design and installation of large (A1 or similar) graphic panels located at suitable visible, and safe, points at the mainland ferry ports for Mull (Oban, Lochaline and Kilchoan). These should highlight the key sites and settlements on the islands and focus on the facilities and onward journey route at the point of arrival in Mull. They should also include a leaflet dispenser for the leaflet recommended in project P4. It is assumed that these three panels will be fixed to existing structures. It may be necessary / politic to make the project reciprocal, in which case the total project cost should be doubled.

Site specific projects

In addition to the projects identified above the following site specific enhancements are also suggested. These projects are generally of a lower priority when addressing the core objectives of this study but all have the potential to enhance the visitor experience and address site specific issues. They should be regarded as a future 'shopping list' should further funding become available. In general, site owner approval or support has not been secured for these projects and will need to be obtained before any further development of these project suggestions. In addition, all costs for these projects are indicative estimates only and should be costed by relevant contractors ahead of securing funds.

Padd 13: Tobermory	£3,000
---------------------------	--------

- Update and replace the welcome information / interpretation panel in main car park linking with facilities in the town and key walks to the lighthouse and Aros Park
- Install a trail information panel at the start of the lighthouse walk where the route leaves the end of the road by the RNLI offices / Calmac terminal

Padd 14: FCS Alairn view	FCS costs
---------------------------------	-----------

- To improve signage from the main road with FCS secondary signs as approach warning signs, improve onsite waymarking and ensure that the

site is sufficiently networked / integrated with other key viewpoints on the island

Padd 15: Glenforsa Estate	£1,000
----------------------------------	--------

- Install a trail information panel in the car park for the walks through and from Glen Forsa

Padd 16: Fishnish and Garmony Point	FCS costs
--	-----------

- Replace the graphic panel at Garmony (showing the Fishnish walk and the immediate site) on a panel map and formalise a short loop trail from the car park to a recommended viewpoint over the Sound of Mull.
- To also increase physical and thematic links between Garmony and Fishnish and consider site changes resulting from the proposed timber extraction pier.

Padd 17: Strathcoil	£5,000
----------------------------	--------

- Formalise car parking on the opposite (south) side of road either between the road and the track or on the outside bend of the track, denoted with a 'walkers parking' sign. This will require some additional surface treatment, suggested as type one between the road and the track large enough for three cars. There is also the potential to add a walks / access panel here

Padd 18: Glenmore – Glen Lussa	£5,000
---------------------------------------	--------

- Once no longer needed by logging contractors the middle pull in area could be landscaped to provide a parking area nearer the road for around four cars and a more natural area beyond adding a picnic table with information / interpretation set into the table (interpreting the Atlantic oakwoods on the opposite side of the glen)

Padd 19: Glenmore – Teanga Bridge	£10,000
--	---------

- Investigate options to provide surfaced walkers parking (for say 5/6 cars) at either the east or west junctions of the old road with the new road – likely to be bound tarmac surface where access meets the new road and a type one surface beyond (any alterations here must aim to make it easier for landowners/farmers to access land and livestock)

Padd 20: Pennyghael hydro site	£12,000
---------------------------------------	---------

- Longer term potential to landscape and open up the site to the west of the hydro substation as a pull in picnic site. Suggested as layby parking with landscaped grass area behind with picnic tables and screened substation buildings

Padd 21: Pennyghael picnic site	£1,000
--	--------

- Beautiful location and possible otter spotting site – could be enhanced and promoted more. Potential to add a 'short stay parking' sign here and add another picnic table

Padd 22: Carsaig	£12,000
-------------------------	---------

- Resurface car park to ensure five identified spaces plus turning area and add necessary 'parking' / 'turning area' signs and a trail information panel on the walks and coastal geology

Padd 23: Pennyghael Estates car parks	£500 for landscaping of Beach car park
--	--

- Create a dyke and ditch to deter anti-social use of the Beach car park (most westerly picnic site) to prevent access other than through the height barrier

Padd 24: Bunesan	£25,000 for trail and interpretation
-------------------------	--------------------------------------

- Village centre improvement plan with particular enhancements to the main car park (surface and appearance), adding picnic tables and interpretation
- There is a better view of the Burg and the isles from the pier – to investigate opportunities for a walk to the pier and viewpoints in woodland / at cemetery / Fountainhead / Mary MacDonald's Monument with additional interpretation at the pier and on the walk (sensitive interpretation incorporated into structures and features, e.g. stone walls and benches)

Padd 25: Uisken	£8,000
------------------------	--------

- To consider extending the car park into the field behind (inshore) or further to the east if required but there is a real danger of over promoting and over developing a beautiful natural quiet bay. Any car park extension should be viewed as overflow parking and the surface should be a supported reinforced mesh to allow natural grass to grow through

Padd 26: Ardalanish	£4,000
----------------------------	--------

- To replace all access signage (road junction finger posts) to the beach, resurface the current car park and entry road and consider using the existing car park as a summer only car park for the beach and the Weaving Mill car park as the winter car park. In practice this will mean having two signs that are replaced seasonally denoting the location of the car park rather than two signs up permanently (or a sign with an arrow that can be changed from point left to right)

Padd 27: Fidden / Knockvologan	£200
---------------------------------------	------

- To identify the car park area at Knockvologan with a 'parking' sign at its entry boundary, providing walks from here continue to be maintained and promoted

Padd 28: Fionnphort	£30,000 for waiting room building refit
----------------------------	---

- Find appropriate use for the Columba Centre (e.g. commercial craft units and interpretation) and provide public toilets here
- Produce a general community led improvement plan for the appearance of the village and pier area and the provision of signage and facilities
- Enhance the ferry waiting room building to include:
 - Refurbished entry area with information on both Iona and Mull
 - Closed door entry to toilets to prevent unpleasant smell pervading through entire building
 - Refurbished café area with new serving area, seating and interpretation included within café

Padd 29: Iona	£100,000 minimum for fire station waiting room and pier enhancements
----------------------	--

- A community led pier and village enhancement plan including the relocation of rubbish / recycling bins, toilet refurbishments, better visitor signage and using the old fire station as a covered waiting area for the ferry and an interpretive space / information centre for Iona and Mull. The fire station building would likely be demolished and a new building erected in its place

Padd 30: Kintra	£200
------------------------	------

- Replace the current access / behavioural signs following the style guide

Padd 31: Tigh nan Allt (Loch Beg)	£500
--	------

- Add a picnic table to the rear of the existing car park and an interpretive panel on otter spotting – linking with the short stay pull in points along the shore of Scridain. Interpretive panel costed in project P5

Padd 32: Fanmore	£8,000
-------------------------	--------

- Formalise and landscape the pull in area by adding bound tarmac at road entry and resurfacing the parking area (type one) beyond with soft irregular edges, a picnic table may also be added here as well as a sign identifying the site as viewpoint parking

Padd 33: Traigh na Cille access	£15,000
--	---------

- Create a new parking area on the west side of the road to the south / east of the bridge with a bound surface to the road and a type one parking surface with space for approximately four cars. A walk information panel should also be provide here on the trail side of the new car park

Padd 34: Tostary	£10,000
-------------------------	---------

- In addition to the Tostary viewpoint site mentioned in P25 there is also a quarry site not far to the north / west that, if formalised, would alleviate some of the pressure from the main site by people travelling the northern part of the island in an anti-clockwise direction. This site would require some site levelling and resurfacing, the addition of a parking sign and could also have a picnic table on the north west side of the car park

Padd 35: Treshnish walk car park	Costed in P7
---	--------------

- Although very popular the car park terrain means that it is very difficult to extend the car park. However, there is the potential to park on the grass at the roadside further to the south / east and still be on the circular walk. There is the potential to add a walk information panel in the car park covering the route and providing access information

Padd 36: Cailaich Point	£10,000
--------------------------------	---------

- To level the ground and using a heavy duty grass protection mat to strengthen the ground at the final corner of the public road to provide a parking area (for approximately six cars). To also provide a 'parking' sign and a sensitively designed and installed information panel on the walks and access
- To also encourage improvements to the road surface from Calgary

Padd 37: North West Mull Community Woodland sites	not costed
--	------------

- To follow the NWMCW plan proposals, and consider increasing access to Langamull beach as a key element

Padd 38: Dervaig viewpoint	£500 excluding P7 panel
-----------------------------------	-------------------------

- Enhance the site by:
 - Rationalising FCS signage
 - Adding a picnic table and incorporating the stainless steel viewpoint panel into the table top
 - Adding a new interpretation panel as per project P7

Padd 39: Loch Peallach	£5,000 excluding path improvements
-------------------------------	------------------------------------

- Formalise and landscape the main fishing car park and provide welcome signage and access information (trailhead walks panel) for the volcano walk. The trail has not been seen but it is anticipated that path improvements will also be required.

Padd 40: Croig	£10,000
-----------------------	---------

- Parking is inadequate at the pier, however, there may be an opportunity to create a small car park (c. 6-8 cars) on a piece of land to the east of the road approx. 400m south of the pier just inland from the head of the loch

Padd 41: Glengorm	£3,000
--------------------------	--------

- Enhance the walkers car park near the café / shop through bank planting and provide a welcome / walks panel of the walks and highlights in the Estate

Maintenance

Visitor infrastructure that is installed and then neglected and allowed to slowly (or often rapidly) deteriorate, break or become unusable may be regarded as worse than having not installed the facilities in the first place! It is essential that all visitor infrastructure is installed with its on-going maintenance in mind, which means:

- That materials are suitably durable and minimise the need for replacement and cleaning
- That siting and orientation of infrastructure is considered to lengthen its lifespan
- That a maintenance fund and programme is in place to look after Mull's infrastructure and maintain a high level of quality

There are a number of ways in which visitors could be 'taxed' in order to generate an income, and this tax could be mandatory or voluntary. These may include, for example:

- A Mull vehicle tax for every car visiting Mull of say 50p per vehicle ticket collected through Calmac
- An accommodation tax of say 50p per accommodation booking collected through VisitScotland, Holiday Mull and Iona or individual operators
- A wildlife tour tax of say 50p per land based wildlife tour booking collected by the tour operators

These suggestions individually rely heavily on individual operators or businesses, and therefore it will be difficult to persuade individual businesses or business

groups to bear the burden alone, while also potentially further contribute to Mull as a relatively expensive place to get to and enjoy.

An 'I love Mull' discount pass has also been considered, however, on further research it is thought unlikely that will generate more than £15,000 maximum, almost half of which would need to be re-invested in running the pass.

The recommended approach to establishing an on-going maintenance fund is the creation and administration of a Mull and Iona wide **Visitor Payback Scheme** (VPS).

Visitor payback is designed to give tourists the opportunity to 'put something back' into the environment of the place they are visiting. VPSs can take different forms, from an optional supplement added to the cost of accommodation and services to a request for donations made through collection boxes.

What sets VPSs apart from tourist taxes levied elsewhere in the world is that they are a request for money, or even help in kind, not a demand. An effective VPS has the potential to make both the tourist and the participating businesses feel good because they are involved of their own free will, while at the same time producing real, visible improvements on the ground.

An effective VPS should have the following broad aims:

- To encourage the tourism industry, other related businesses and visitors to work with conservation groups to protect, maintain and enhance the area's landscape and heritage
- To raise funds and secure sponsorship to enable conservation work to be carried out
- To demonstrate that tourism and conservation can be mutually supportive
- To raise awareness among visitors of the special quality and fragility of the landscape and the need to protect it
- To encourage the local community to think positively about tourism

There are many tried and tested ways of raising money through schemes. These can be divided into seven main categories, with the most successful schemes using a mixture of ways to raise money:

- **Supplements** – e.g. the Suffolk Secrets Holiday Cottage letting agency adds a £1 fee per booking through an opt out charge on its bookings
- **Percentage from sale of product or service** – e.g. the Venus cafés in Devon and Newquay add 5p on to a cup of tea / ice cream flake
- **Collections** – e.g. the Forest of Bowland's £1 postcard collection box scheme
- **Corporate sponsorship** – e.g. the Skelwith Fold caravan park in the Lake District has sponsored path improvements in the Coniston area
- **Participation** – e.g. conservation holidays linked with NTS or the Ranger Service
- **Membership** – e.g. the creation of a friends scheme with newsletter (these are however often costly and time consuming to administer)

- **Fundraising events** – e.g. Cote How guest house holds an annual charity bonfire party event

VPSs can come in many shapes and forms, but they are all:

- Designed to be simple for the participating business to administer
- Made to be appealing and straightforward to the visitor
- Clearly presented so that the beneficiary project is introduced and explained

To date, the largest schemes in the UK are operating in rural areas such as the Tourism and Conservation Partnership in the Lake District and Exmoor's Caremoor scheme. In Scotland similar schemes are currently under development and trial in Loch Lomond and the Trossachs National Park and in St Andrews. Internationally, there are successful examples in Yosemite National Park and other US National Parks. Protected areas such as National Parks have a natural advantage when developing schemes, as visitors perceive them as unique, nationally important places that are worthy of special protection, one can argue Mull is similar in this respect. However, there are many other successful schemes outside National Parks, with good examples being the Isle of Wight's Gift to Nature scheme and the Suffolk Coast and Heaths Connect scheme.

If well set up, supported and administered these schemes have the potential to generate a significant amount of income. Income from the scheme will be required to fund:

Element	Cost
Scheme promotion and administration	£4,000 per year
Main leaflet reprints	£8,000 per year
Toilet cleaning and maintenance (250 hours per year over 4 toilets at £15 per hour) plus materials and emptying charges	£5,000 per year
Car park surface maintenance / graphic panel replacement	£5,000 per year
Special conservation projects	£10,000 per year
Total	£32,000 per year
Potential additional costs – contribution to staff time to set up and administer the scheme	0.5 FTE

In addition to the maintenance fund being in place it will also be essential that a maintenance plan is in place for each facility / group of facilities to ensure that there is clear allocated responsibility for monitoring, cleaning and any subsequent maintenance action. It is recommended that this is co-ordinated by MICT / the ranger service. As with the current viewpoint car parks, site management agreements should also be offered and established for those landowners that want them.