

The Venue  
Incorporating  
The St John Hostel @ The Venue

Proposals for the  
New Town Hall  
Whithorn

# Business Plan

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## Contents

1. Executive Summary.....	4
2. Local Context.....	
2.1 Location and Population.....	8
2.2 Income.....	9
2.3 Health.....	10
2.4 Education.....	11

2.5 Employment.....	12
2.6 Transport.....	15
3. Tourism Development.....	16
4. The Market.....	24
4.1 Crafts and Arts Market.....	24
4.2 Accommodation.....	25
4.3 Sport in Whithorn .....	28
4.4 Community uses of Hall.....	30
4.5 Other Facilities in Whithorn – displacement.....	32
5. The Fitness Hub Proposal – Architect’s Plans.....	33
5.1 Description of Works .....	73
5.2 Lower Hall exhibition area/ flexible space and kitchen .....	74
5.3 The Public Gym and Boxing facilities.....	75
5.4 Bike Hire and “Slow Tourism” .....	75
5.5 Laundry.....	75
5.9 Additional Benefits.....	76
6. Operations Management.....	77
6.1 Staffing of the Facility.....	79
7. Budgets and Cash Flow.....	80
7.1 Expenditure Overview.....	82
7.2 Income Overview.....	83
7.3 Notes on Financials.....	84
7.4 Purchase and Development Costs.....	85
7.5 Funding.....	85
8. Marketing.....	85
8.1 Internal Marketing.....	86
8.2 External Marketing.....	86
8.3 VisitScotland.....	87
8.4 Other marketing options .....	88
8.5 Marketing Cost Breakdown.....	89

9. Governance and Management.....	93
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#### APPENDICES

All Roads Lead to Whithorn - Experience and Skills.....	95
Major Whithorn Projects to Date.....	95
Bunkhouse Study Trip.....	97
Fit with National and Regional Strategies.....	103
Bravehearts Boxing Club – list of achievements and awards .....	112
A note on consultation methods.....	113
Evidence of Need and Demand for pilgrimage routes and bunkhouses.....	114

- **1. Executive Summary**

**Our proposal is to create a fitness and walking centre for the community and for visitors to Whithorn’s internationally important heritage, with additional flexible spaces for community use, by renovating the New Town Hall, St John Street, Whithorn, and creating a new mezzanine sports suite and new “pilgrim” bunkhouse to the rear. We believe this is a coherent, inclusive and well-thought out response to Whithorn’s social needs and its opportunities to regenerate its economy and high street through catering to new nature-based and cultural tourism markets.**

The All Roads Lead to Whithorn charitable trust was set up after an intensive community consultation, initiated by Whithorn and District Business Association in 2013 and filmed by Urbancroft Films.

The consultation revealed that there were several community demands across the age-range, which included :

- More employment opportunities, particularly for young people
- Better intergenerational working
- More sports facilities

- More events which included all age groups
- More participatory and enjoyable ways of participating in Whithorn's important heritage as the first place in Scotland where there is evidence of Christian belief, practice and community (c.450AD)
- More ways in which heritage can give rise to opportunities for local people

The Trust was founded with a broad remit to cover community events and community development, with a particular stress on the well-being and health of local people.

The current project is conceived as a coherent response to the needs listed above; in particular it is the result of careful thought about local health needs and youth engagement, and of a coherent strategy to regenerate Whithorn through its heritage, particularly through the encouragement of walking along the ancient pilgrimage paths to its mediaeval shrine.

Since being founded in 2014, it has examined various options for a community Post Office (which foundered owing to commercial requirements by Post Office Ltd.) and for a pilgrim bunkhouse. It was then approached by some local residents, who were interested in assisting local sports clubs, and in particular the award-winning Bravehearts Boxing Club, which had previously tried unsuccessfully for a newly built clubhouse.

As a result, the plan was born to create a facility which would encompass both the bunkhouse and sports facilities. The idea that a new facility would have a wide-ranging support and use, from being a venue for signature community events such as the School Concert, to tourism uses which are well-attested within forward plans by the Whithorn Trust and Whithorn Way groups and would provide an income stream, added greatly to the attractiveness of the plan. The business model which is being adopted is therefore to underpin the wider social benefit of the community hall with an income stream from tourism; this model has been effective at the Callander bunkhouse, where a youth project is now a social enterprise, training and employing young people to run a bunkhouse for visitors to the area.

Attention was therefore turned to the New Town Hall, which is currently in local authority ownership, but has not had an upgrade since the 1960's. This is the home of the Bravehearts Boxing Club at present, though they lack bespoke facilities and the constant access to their equipment and boxing ring which they would ideally require is at odds with other uses of the Hall. The idea was therefore born that a mezzanine gym / boxing suite would be inserted at first-floor level and a large flexible space would be maintained on the lower level, with kitchens and a new, virtually self-contained bunkhouse for walkers' use to the rear.

In December 2015, funds were obtained from Awards for All for architects' fees and a feasibility study to look at spaces, running costs and capital costs for the complete renovation of the Hall. After a rigorous selection process, ARPL Architects were appointed to create plans, and several meetings were held at different stages of development of the plans; the Trust has since held 2 community consultation days to gauge public reactions. Funds were also awarded for community study visits to bunkhouses in community ownership elsewhere in Scotland and the study of three bunkhouse ( Callander, Craignure on Mull and Iona) were undertaken by 13 local people in January 2017.

Steps undertaken to date include :

- An approach to Community Assets Scotland, which has resulted in a visit by representatives of the Lottery on 21<sup>st</sup> February 2017
- An Expression of Interest to Dumfries and Galloway LEADER programme, which resulted in positive feedback, with a particular interest in the bunkhouse
- A Stage 1 application to Dumfries and Galloway Council in December 2016 for a Community Asset Transfer

The achievements to date have been rapid, which reflects the confidence and the skills of the Directors and the collaborative working with the steering group : between December 2015 and December 2016, a complete set of architects' drawings (below) have been created; local people have been consulted; a study trip to other community-run bunkhouses has been undertaken; a Business Plan created, two initial stage applications to Lottery and LEADER submitted and a Stage 1 Community Asset Transfer application submitted and accepted by Dumfries and Galloway Council.

It should also be noted that the separate, but linked, project by the Whithorn Trust to create a marketing film and apps for the Whithorn Way ( 127 miles from Glasgow to Whithorn) along the route of the ancient pilgrimage road to Whithorn, is well underway and will significantly assist the plans for the bunkhouse within this proposal. The Whithorn Way is currently ( February 2017) the subject of funding applications to the Heritage Lottery Fund, DG LEADER, and includes off-road paths from Whithorn to the coast supported by Dumfries and Galloway Council Countryside Access team.

### **Whithorn's Economy and Population**

Like many local high streets, Whithorn's main street is in decline; its traditional economy and its status as a centre for the surrounding countryside reaches back over 1000 years to the peak of its historic pilgrimage trade. It now has fewer shops than at any time in its history.

Despite significant work being carried out to interpret and market Whithorn's heritage, the local economy remains fragile, jobs are scarce, and businesses are under pressure. The reasons for this are:

- the state of the national economy
- variable weather affecting the last few tourist seasons
- the price of fuel
- the emergence of supermarkets in the area
- poor transport infrastructure
- lack of incentive for businesses to locate in the area
- low skill-set within the workforce
- closure of local facilities
- low broadband speeds limiting growth of IT-dependent businesses

As a result, businesses are closing, jobs are disappearing and people (particularly young people) are moving away.

In order to try and redress this downward spiral, our project aims to increase facilities for local people, including young people, and provide facilities which address the needs of emerging tourism markets; to do this, we propose to develop and entirely renovate the New Town Hall. The centre will include;

- A 12-bed bunkhouse or low cost hostel, with modest kitchen /communal spaces and spaces for 'cycle hire and bike parking; ancillary laundry facilities also open for public hire
- A flexible space on the lower floor, with catering kitchen, suitable for large-scale community events, but also for art and performance spaces
- An upper gym suite open to the public
- An upper dedicated space for the award-winning boxing club

The centre will also:

- House our bike hire project

- Promote our / Whithorn Trust / Whithorn Way plans to develop walking routes along the lines of ancient pilgrimage routes from Glasgow to Whithorn
- Give an immediate boost to the Whithorn Trust's efforts to attract new visitors and to other businesses which will benefit from retail sales to visitors

While the Trust's interest in promoting local health and well-being is of great importance, and while the Boxing Club is one of the stellar local sports groups which has actually won national titles and may well win internationally in the future, at the same time we did not wish to place all the emphasis on one sector, so we looked at what else we could deliver from the premises and what the potential market was. Creating a diverse business / leisure mix was foremost in our thoughts as we wanted to remove the reliance on one particular club or activity, therefore reducing the risk of failure. As a result, each business element we have chosen will complement the other, and existing businesses in the town will gain significant benefit from the increased footfall.

The Centre will:

- Return a landmark building back to community benefit, within the Outstanding Conservation Area of Whithorn, rather than commissioning a new build elsewhere
- Create and support jobs
- Attract new visitors as part of a coherent plan for Whithorn's regeneration
- Increase spending in the local economy
- Offer job opportunities directly, such as manager for the Hall and bunkhouse, bike hire and ancillary repair businesses, and indirectly through promoting eg. A venue for artists to hire and display works during arts festivals such as Spring Fling and Creative Whithorn's Arts Trail
- Provide much-needed facilities and services for local people, businesses and visitors

This business plan illustrates how each element will operate and how each will contribute to our key objectives - Jobs and Regeneration.

The total funding requirement for the project is approximately £1.8m



Our plan is to complete the business development process, raise the necessary funding and start building and refurbishment no later than March 2018. We aim to be open for use by the end of 2019.

## 2. Local Context

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### 2.1 Location and Population

Whithorn lies at the southern end of the Machars peninsula, about 18 miles south of the A75 at the Newton Stewart roundabout. It counts as a “remote rural” settlement (\*Remote Rural: Settlements of less than 3,000 people and with a drive time of over 30 minutes to a settlement of 10,000 or more – *Wigtown Local Area Profile*). It has a population of 829 and is identified as a District Centre in the Mid Galloway Housing Market Area. Population is estimated to be decreasing, Population density was 1,790.9 inh./km<sup>2</sup> [2014] – Change between 2011 and 2014 was -2.24%/year [2011 → 2014].

The total population of Whithorn is 829 and this is made up of 18.6% aged under 16 years, 60.2% aged 16 to pensionable age and 21.2% of pensionable age and over (*Scotland’s Census Results Online*). These figures compared to the Scottish national averages of 17.3%, 65.9% and 21.2% respectively, highlight Whithorn’s ageing population. Small rural towns with an ageing population face many issues, including a lack of employment and opportunities, forcing younger people to move elsewhere, resulting in a spiralling decline in local services and facilities and threatening the future viability of the area.

This is substantiated by the percentage of the population aged 16-29 in Whithorn; this is 16%, which is lower than the Scottish national average of 18.5%. The information below from the National Records of Scotland ([www.nrscotland.gov.uk](http://www.nrscotland.gov.uk)), clearly shows the steep increase in over 75’s expected over the next 25 years. Our project will provide more volunteering, employment and other entrepreneurial opportunities for local young people.

*By 2039 the population of Dumfries & Galloway is projected to be 142,882, a decrease of 4.7 per cent compared to the population in 2014. The population of Scotland is projected to increase by 7.5 per cent between 2014 and 2039.*

*Over the 25 year period, the age group that is projected to increase the most in size in Dumfries & Galloway is the 75+ age group. This is the same as for Scotland as a whole.*

*The population aged under 16 in Dumfries & Galloway is projected to decline by 8.8 per cent over the 25 year period.*

[www.nrscotland.gov.uk](http://www.nrscotland.gov.uk)

The Baseline Study for Dumfries and Galloway, which underpins the Regional Economic Strategy 2016-2020, states : *Like many rural areas Dumfries and Galloway is experiencing a disproportionate level of out-migration of young people and in-migration of those in the older age groups. For example, between 2011 and 2012 the region experienced net out-migration of 295 people aged 15-24 and net in-migration of 142 people aged 50-64 (GROS, 2013b). ..when measured against comparator regions Dumfries and Galloway's level of net outmigration for its 15-24 age group is slightly higher than in Highland but lower than the Scottish Borders. The net loss to the region in terms of its 15 to 24 years old population is 1.8%.*

Whithorn is surrounded by farms and smaller settlements, whose residents often use Whithorn for shopping and come in for services like doctors, pharmacy and local Primary School. These settlements are estimated to add about 3,000 people to Whithorn's population of around 800.

## **2.2 Income**

The state of Whithorn's economy is of particular significance for our project, with its focus on economic development and the need to retain and provide opportunities for young people.

In Scotland as a whole, the percentage of people aged 16-24 who were unemployed was 30.2%, whereas in Whithorn Locality it is a staggering 59.5%. The percentage of those who have never worked in Whithorn is 33.3%, compared with a national percentage of 13.9%. (*Scotland's Census Results Online*)

The Office of National Statistics (ONS) October 2012 – September 2013 publication shows that the unemployment rate for Scotland is 7.8%, however in Wigtownshire (the region in which Whithorn resides) the unemployment rate is a 10.3%. Furthermore, the ONS statistics for full-time weekly earnings in 2013 show Dumfries and Galloway to be in the lowest bracket (£366-£447); one of only three regions out of the 28 regions in Scotland to be in this category. Similarly, the Scottish Neighbourhood Statistics highlights the percentage of young people aged 16-

24 claiming jobseekers allowance in Scotland as 5.7%, but in Wigtownshire it is a much larger 9.5%. The Current Income Deprivation Decile (where 1 = most deprived and 10 = least deprived) for Wigtownshire is 4.

The recognised means of analysing small population areas that have a concentration of characteristics associated with deprivation, is the Scottish Index of Multiple Deprivation (SIMD). It is an official tool developed and used by the Scottish Government and the current 2016 release is based on 37 indicators in 7 domains. These 7 domains are:

- Current income
- Employment
- Health
- Education, Skills and Training
- Housing
- Geographic Access to Services
- Crime

Below is the 2016 SIMD statistics for the datazone S01007511 within which Whithorn resides:

Whithorn		SIMD ranking		1671		Least Deprived																	
Most Deprived		1 – 1301		1302 – 2602		2603 – 3903		3904 – 5204		5205 - 6505													
769	447	21%	160	16%	70	125	95	49	140	23%	4%	90	77%	4.8	171	11%	1%						
Total_population	Working_age_population_revised	Income_rate	Income_count	Employment_rate	Employment_count	CIF	ALCO_HOL	DR_UG	S_M_R	DEPR_ess	LB_WT	EME_RG	Attendance	Attainment	Noqu_als	NE_ET	HE_SA						
1.3	1.5	1.2	1.4	1.2	29.6	3.4	3.2	3.5	7	91	119	17	14%	2%									
drive_petr_ol	drive_GP	drive_PO	drive_prim_ary	drive_ret_ail	drive_second_ary	PT_G_P	PT_Po_st	PT_ret_ail	crime_co_unt	crime_ra_te	overcrowded_co_unt	nocentralheat_co_unt	overcrowded_r_ate	nocentralheat_r_ate									

The results clearly show a high income deprivation and a very high geographic access deprivation, highlighting the lack of access to vital services that affect people residing in Whithorn.

### 2.3 Health

Data relating to health and well-being are highly relevant to our project, with its focus on offering fitness opportunities to a wide range of people, who are otherwise faced with long journeys and lack of structured opportunities for keeping fit; our project focusses on the general needs of the population, as well as those of elite athletes and young people. We have also been mindful of the need to include those with disabilities and to provide appropriate access to our fitness suite.

The percentage of economically inactive people aged 16 to 74 who are long-term sick or disabled in Whithorn locality is 22.9% versus 16.6 % for Scotland as a whole; the percentage of households with one or more carers is 20.8% versus 16% for Scotland as a whole. (*Scotland's Census Results Online*). Those identifying themselves as in Very Good Health is 44% in Whithorn, compared with 52.5% in Scotland; those in "Bad" health is 6% of Whithorn's population, versus 4.3% nationally. In Whithorn, those limited "a lot" by Long term health or disability is 13.9% versus only 9.6% in Scotland. Only 71.4% in Whithorn said they were not limited at all, while 80.4% of Scots were "not limited". Those living with one or more long term health conditions rises to 36.3% in Whithorn, compared with 29.9% nationally. Among carers, 72.5% were female (59.2% Scotland), 3.3% were under 16 ( 2% nationally). This poor level of health is clearly one of the most pressing problems facing Whithorn and the health service in the area. Some of the lifestyle related poor health could be due to the rural isolation of Whithorn, a reduction of local services and a lack of employment and opportunities, resulting in people suffering from low self-esteem, poor motivation, mental health issues and resorting to alcohol and drug misuse. Furthermore, a larger proportion of inhabitants of retirement age could also result in a higher level of limiting long term illness. By providing more employment and skills development opportunities for local people, more opportunities for social interaction and more structured fitness opportunities we will work to reverse this trend.

Our proposal for a "pilgrim" bunkhouse will benefit health of those from all across Scotland, and beyond, and fits well with Scottish Government and UK Government drives to increase walking and cycling in the UK across all age ranges. The Chief Medical Officer recommends 30 minutes a day of moderate physical activity, five times a week. Our project makes an active lifestyle easier to choose.

### 2.4 Education

The education statistics in relation to Whithorn are also very striking : 68.2% of 16 and 17 year olds were in education, while 79.8 % were in education across Scotland. The percentage of households where no person aged 16-64 has a level of qualification of level 2 or above is a staggering 65.9% in Whithorn as compared with Scotland's 47.2%. 45.6% of the population have no qualifications at all.

The deprivation in relation to educational standards in Whithorn essentially relates to a poor access to education, skills or training. There is one primary school in Whithorn and the nearest secondary school is 18 miles north. There are no Further Education (FE) centres, colleges or universities in the vicinity; the nearest college is in Stranraer, which is 30 miles away and only offers courses up to HNC level (SCQF Level 7).

To complete a degree course (or higher level courses), students must be prepared to travel, study from home, or move away. The nearest centre to provide degree level courses is the Crichton Campus in Dumfries, 70 miles east, offering courses from Glasgow University and the University of the West of Scotland. However, subjects are limited as compared with other universities and include health and social studies, primary education, computing, nursing, business and applied enterprise. For a full section of higher education courses, people must travel to Glasgow (100 miles), Edinburgh (150 miles), Carlisle (100 miles), Newcastle (160 miles) or even further afield. The SIMD statistic is evidence of a lack of educational opportunities in Whithorn and Wigtownshire as a whole, damaging an individual's chances of improving their quality of life through future employment. Working towards providing sustainable training, education, employment and opportunities is essential to the future development of Whithorn.

## **2.5 Employment**

Taking a long structural view of Whithorn, the original economic driver for the area was the pilgrimage trade, which ceased abruptly in 1520; this was followed by a period in which Whithorn still retained trading privileges relating to its Royal Burgh status and was the centre for local government in the South Machars, pitting itself against more northerly Wigtown for sea trade and markets. By the 18<sup>th</sup> Century, the privileges of Royal Burghs were less significant and Whithorn, still a centre for weights and measures, and law and order, became also a service centre for the agricultural area round about, with retail shops and inns catering to the countryside surrounding it. The advent of railways gave a temporary fillip to Whithorn's role as trains were capable of exporting liquid milk to the cities; creameries grew up at railway stations and there was significant employment in dairies, in delivery and in the cheese making at the Whithorn creamery. As technology changed and farms became more mechanized, unemployment afflicted those who formerly would have worked on farms, and this became evident particularly

from the 1970's onwards. Ultimately creameries were centralized and small farms are gradually becoming amalgamated into more intensively capitalized larger units, which provide fewer jobs and do not uniquely use Whithorn as a retail or service centre. This decline has been accelerated over the last two years, with the removal of high street banking services and the removal of the Post Office to the local convenience store. Despite the existence of banking and postal services in reduced form, the need to come into town for these services – which supported other retailers – has declined still further. The austerities in local authority finances may mean further reductions in bus services, libraries, and in the status of the local Community Centre as a fully staffed facility.

Whithorn's great opportunity, however, still rests with its past and this was recognized in the 1980's when archaeologists returned to excavate at the Glebe Field off Bruce Street, uncovering astonishing evidence for the earliest Christian site in Scotland and demonstrating that in the 5<sup>th</sup> Century AD, Whithorn was literate, trading with the Roman Empire, and showed all the evidence of a stratified society with specializations which we associate with urbanisation. This gives Whithorn the right to call itself the very first town in Scotland, as well as the earliest Christian settlement. Recognising the tourism potential of a site which pre-dates Iona by 150 years, according to Bede, the local authorities at the time, and, since local authority reorganisation, Dumfries and Galloway Council have supported the Whithorn Trust as the main economic driver for the South Machars and the main reason for tourists to visit it.

The Whithorn Trust has administered the archaeological site and associated exhibitions since the 1980's and has recently made significant progress towards broadening the appeal of the heritage and reigniting public interest in Whithorn's history through live archaeology and family-friendly activities on site. The Trust works with others, such as the Whithorn Way group, Creative Whithorn and All Roads Lead to Whithorn, in the belief that heritage-led regeneration is the best way of promoting the Whithorn brand and bringing prosperity back to the town.

The table below shows employment statistics for Whithorn in comparison to Dumfries and Galloway and Scotland as a whole, taken from Scotland's Census Results Online ([www.scrol.gov.uk](http://www.scrol.gov.uk)).

Fact	Whithorn	Dumfries & Galloway	Scotland
% households with at	23.8	15.85	14.6

<b>least one person aged 16-74 who is unemployed (and not a full-time student) or permanently sick</b>			
<b>% persons aged 16-74 who have never worked</b>	33.3	6.90	13.9
<b>Industry of employment – % Agriculture, hunting and forestry</b>	18.5	9.00	1.7
<b>Industry of employment - % Wholesale &amp; retail trade and repairs</b>	15.2	14.62	15
<b>Industry of employment - % Human health and social work activities</b>	15.2		15.0
<b>Industry of employment - % accommodation and food service activities</b>	6.6	6.16	6.3

Unemployment is very high, as is the figure for the percentage of people who have never worked. The percentage of people employed in the agriculture and forestry sector is high overall, though it is also high in Dumfries and Galloway as a whole, highlighting the rural characteristics of the local area. The percentage of people employed in the hotel and restaurant sector is above the Scottish and some of those the wholesale and retail trade will be directly supported by visitors' spending, emphasising the importance of the tourism trade in driving the local economy.

Tourism remains the one area of potential growth and as such, the town has made progress in recent years with the provision of higher end B&B's within the area and with niche self-catering properties in Whithorn and surroundings. There is also an emerging art and crafts sector, represented by Creative Whithorn, which includes crafters and makers such as ceramics worker, knitters, and painters. The annual Arts Trail, now in its fourth year, with pop up studios in Whithorn, as well as the separate region-wide Spring Fling ( which has several local participants ) is well attended, provides a welcome seasonal boost to local businesses, and shows the potential for growth, given appropriate exhibition areas. It is clear that the audience which is most interested in heritage and authentic experience of a locality, will also be a likely market for

Besides the visitor centre run by the Whithorn Trust and the associated Historic Environment Scotland museum, there is an independent grocery, a mini-market, bed and breakfast establishments and a petrol station/garage, as well as a traditional fish and chip shop. The town is close to the coast on three sides, with ready access to the attractive port at the Isle of Whithorn, sandy beaches at Garlieston and Port William, and important heritage at St Ninian's Cave on the Glasserton shore. Bird watching, heritage, coastal walking and cycling are popular tourist activities. Close by, Wigtown Booktown and annual Festival are important partners in growing the economy. The combination of strengths peculiar to Whithorn (internationally important in relation to Christian heritage) in heritage, crafts and landscape point towards the type of culturally-led regeneration which will capitalise on these assets in a way which is suited to Whithorn's perceived values, historical standing and spiritual landscape.

There are no start-up premises in the area for people wishing to start a business, and rising fuel costs and an infrequent bus service can inhibit people travelling for work or education. The Scottish Index of Multiple Deprivation (SIMD) data zone within which Whithorn is situated, ranks the town within the most deprived category for geographic access to services and facilities. As a result, prospects for employment are not good. GDP is low; wages are some of the lowest in Scotland and the property market has stagnated.

While the Whithorn Trust provides visitors with a reason for stopping and wandering through the very attractive streetscape (which has Outstanding Conservation Area status), there are no access routes into the countryside, off-road, for walkers and numbers of faith groups who visit Whithorn's historic sites. The All Roads Lead to Whithorn charity, with the Whithorn Trust, is working on short walks out of town to other local heritage sites, which will increase visitor dwell-time and thereby support the local shops and accommodation providers.

## **2.6 Transport**

Despite having been at the focus of a network of roads for much of its long history, Whithorn is now poorly connected via road. It is situated 18 miles south of the A75, which is the main road connecting Scotland and the North of England to the ferry ports to Northern Ireland. The A75 connects the M74 (the main trunk road from England, to the central belt of Scotland) to Northern Ireland.

This means that both visitors and local people are highly dependent on cars for visits and work. As Whithorn is situated at the end of a peninsula, visitors are unlikely to be passing through and must be provided with a special reason for making the trip to the south of the peninsula. Currently, there are tourism signs at Newton Stewart on approach to the roundabout, and also brown signs advertising the Whithorn Story exhibition at all entrances to the Machars and on approach to Whithorn. The two other main tourism attractions drawing



visitors into the peninsula are Wigtown Book Town and Bladnoch distillery, though new community run tearooms at the Isle of Whithorn and Port William are also important upgrades to the facilities available to visitors once they are in the area.

While Whithorn counts as an extremely rural community, with limited access to employment and educational opportunities due to distance, this rurality can be turned to account if we appeal to visitors who are seeking remoteness as part of a physical or spiritual journey. This applies particularly given Whithorn's history as the site which shows the very earliest evidence, c. 450AD, of Christian faith and practice in Scotland. For this reason, the Whithorn Trust, supported by the All Roads Lead to Whithorn charity, regards the revival of ancient pilgrimage routes, which are rich in heritage along the way, as key to the heritage-led regeneration of Whithorn.

The table below shows the average daily traffic flows per month on the A75 at Carsluith (2 miles from Creetown, within the Kirkmabreck Parish) in 2014 (*Scottish Transport Statistics No 34 2015 Edition*). It is evident that the A75 has a consistently higher traffic flow during May – September, which are the key tourist months.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>A75 Carsluith</b>					4,989	4,992	5,461	5,845				
<b>A75 Southeast of A751</b>					6,966	6,831	7,080	7,087	6,911	6,531	6,341	6,173

Most tourists to Dumfries and Galloway travel via road/car, as the nearest airport links are Prestwick Airport (58 miles away), Glasgow Airport (89 miles away), Edinburgh Airport (123 miles away), Newcastle Airport (129 miles away) and Manchester Airport (200 miles away).

Only 25.4% of people in Dumfries and Galloway could travel to their place of work via public transport – a minimal amount compared to the Scottish average of 45%. This is due to the poor public transport links from which the area suffers. Buses from Stranraer to Dumfries/Carlisle

only stop in Newton Stewart every few hours and are completely non-existent on Sundays. The nearest train station is in Barrhill, which is 25 miles away, and has only 6 train services up to Glasgow Central station per day and 7 returning.

### **3. Tourism Development**

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To further enhance the tourism offer, a number of initiatives are under way, particularly under the leadership of the Whithorn Trust and of Creative Whithorn. Our proposal complements these approaches, by beginning to take a coherent and holistic look at Whithorn, what its image is and could be, and what its best options are for capitalising on its strengths.

Since 2014 and a Heritage Lottery Fund Transition Project, the Whithorn Trust has analysed visitor reaction and statistics and sought to reposition itself by appealing to a broader audience than its traditional visitors, who are generally of an older generation and already enthusiasts for heritage. The Trust has fostered and capitalized on the recent archaeological excavations at the Black Loch of Myrton by piloting family-friendly ancient crafts events and then by creating a full-size replica of an Iron Age roundhouse. This is being completed over the winter of 2016, for full public opening in Spring 2017 and will be a venue for guided tours, a link between the Early Christian period and prehistory, a prehistoric classroom for schools, an unusual space hire, a venue for performance, craft classes and workshops, exhibitions and film.



*Whithorn Roundhouse, October 2016*

The Trust now plans to make full use of the venue during the Year of History, Heritage and Archaeology 2017, for imaginative and high profile events throughout the year, which, it is hoped, will involve local crafters and provide the basis for a permanent rolling programme of workshops and for an annual event which will become part of the regional calendar of events.



*Excavations at Black Loch 2016*

This initiative, which continues to be accompanied by live archaeology certain to attract media attention, is accompanied by investment in new technology, such as a new intranet which will enable visitors to download guided tours, audio clips and other information while on the



Whithorn site. Young people have been extensively involved in the filming and creation of the award-winning films for the visitor app and



these are designed to appeal to a younger audience.

*Young Person's app project, summer 2016*

One of the Trust's long term initiatives is the revival of pilgrimage routes. Dumfries and Galloway Council's Cultural Strategy, adopted in 2009, contained, as one of its five priorities, the development of Whithorn as a place of modern pilgrimage.

The routes to Whithorn once spread across Scotland, reaching their destination at St Ninian's shrine in Whithorn, from both east and westerly directions, as well as maritime routes on the Solway Firth. The routes are up to 1600 years old, with the oldest marker to be found on a roadside dating to the 7<sup>th</sup> Century; however, the peak of the pilgrimage trade was from the 12<sup>th</sup> Century onwards to the early 16<sup>th</sup> Century. The story of the pilgrimage trade is in itself a fascinating one, at the heart of the history of mediaeval Scotland, and features in the Whithorn Trust's displays, but this is history which also offers the possibility of marketing Whithorn right in the heart of the Central Belt, where the routes begin ( at Glasgow and Edinburgh).

The Whithorn Way group grew up independently, out of visits by faith groups from Paisley Abbey who made a pilgrimage on foot in 2012. It consists of representatives of faith and community groups, who have formed a constituted group and are members of the Scottish Pilgrimage Routes Forum. They have diligently mapped and walked the westerly route from Glasgow, and have, thanks to the work of cartographers and those professionally engaged in walking tourism, broken the walk down into roughly ten 13-mile segments, each ending at a viable overnight stop. They have met with communities and local authorities en route and have done much to establish interest in the route from groups and communities who would directly benefit from an increase to the walking trade.

It is clear from the development of other routes across Scotland, that the development of a Scottish Camino, along the lines which have been so successful for the Santiago de Compostela Way, is way of developing sustainable tourism for rural communities, appealing to emerging markets among those who wish to take a physical or spiritual challenge. It is the view of the Whithorn Trust, the All Roads charity and the Whithorn Way group, that the development of the route and of infrastructure to support walkers, is the best option for tourism development in Whithorn, giving it a potentially national presence in centres of population. The initiative is not *per se* religious, offering long distance walking challenges to those of all faiths and of none, who may wish to walk with a purpose, through a landscape shaped by the traditions and roads of pilgrimage, as well as those who wish to simplify and strip down the complexity of their lives for a short space of time by conducting a “retreat on their feet” (Susi Cormack Brown, personal communication). This is particularly true of those living in a predominantly urban, and therefore man-made, environment, who will find the attractions of the rural Machars, with its traditions of early Celtic Christianity, of special appeal.

During 2016, the Whithorn Way group welcomed the very first pilgrim to have walked the entire route they have mapped – and to do so in period costume. This comes at a time when the Scottish Pilgrim Routes Forum, formed in 2011, is promoting not only the Whithorn Way, but also four other routes in Deeside, Fife, St Andrews and Iona. Ian Bradley, writing in *The Times* ( August 6<sup>th</sup> 2016) writes :

*Growing interest and participation in pilgrimage has been one of the most striking features of the spiritual landscape of Europe over recent decades. Overcoming any lingering Presbyterian disapproval of Roman Catholic practices of the Middle Ages, Scotland is in the vanguard of this movement with more new pilgrim routes being created than in any other part of the UK.*

*Initiatives there have been stimulated by a combination of local enthusiasm, support from the Scottish government and local authorities to promote health and economic regeneration, a revived interest in local saints and the efforts of the Scottish Pilgrimage Routes Forum”, of which the Whithorn Trust is an active member. The Trust’s aim now is to create a marketing film of the entire route, with downloadable content for smartphones, and to link Whithorn with the coast at St Ninian’s Cave – an echo of the conclusion of the Santiago de Compostela route which ends at the sea, at Muxia. (*The Way*, a film starring Martin Sheen) is a 2010 American drama film directed, produced and written by Emilio Estevez, starring his father Martin Sheen, Deborah Kara Unger, James Nesbitt, Yorick van Wageningen, and Renée Estevez. The film honours the Camino de Santiago and promotes the traditional pilgrimage. Saying he did not want the film to appeal to only one demographic, Emilio Estevez called the film “pro-people, pro-life, not anti-anything”). There is little doubt that the appeal of walking and slow tourism meshes well with other local initiatives which are environmentally and culturally aware – such as the Galloway and Ayrshire Biosphere and Wigtown Book Town.*

The economic value of pilgrimage has been calculated : James Brown in his academic study of the potential of a Whithorn pilgrimage route estimated that the spend per day per walker would be £45.17. The All Roads Lead to Whithorn group were able to give this suggested figure

striking support and to update the figure when on their visit to bunkhouses in January 2017 : living modestly and eating in the bunkhouses at night, the group's spend for a 3 day trip was £2154.96 , which equated to £165 per person for the group of 13 people, or £55.25 per person per day.



*Derek Stewart walking the entire Whithorn Way in mediaeval costume June 2016*



*Whithorn Way pilgrims at Glasgow 2016*

Continuing the theme of sustainable and environmentally conscious tourism, the Creative Whithorn group have worked over the last three to four years to create a successful annual Arts Trail, using the entire street to give exposure to local crafters and artists. The weekend is widely publicized and complements the Spring Fling event, while widening the open studios and shops to give access to a larger group of artists and a wider cross section of crafts. Many artists' studios and pop-up shops counted over 200 visitors passing through within a single day of the festival, and food outlets and retailers experienced some of their highest turnovers of the year during this weekend. Plans to expand this require improved hanging and exhibition space, and the plans for the New Town Hall include a flexible bright lower hall, within which exhibitions and performances can be mounted within more attractive, better lit and functional surroundings.

The development of a low cost pilgrim bunkhouse is essential to supporting these emerging initiatives, since Whithorn lost its last hotel during 2016 and previously had lost the 200- year-old Grapes Hotel, as well as losing pubs and inns. The current offering in Whithorn is restricted to one bed and breakfast and several self catering properties, of which the higher end would not be affordable nor large enough for the walkers and faith groups we know are interested in the Whithorn Way. It is also believed that faith and retreat groups, craft exhibitors, archaeologists, Art and Book Festival attendees and Dark Sky enthusiasts would be willing to make use of a new low-cost accommodation facility.





*130 young pilgrims on the National Catholic Youth Pilgrimage with the Whithorn Trust guide, September 2016*

The project also includes the provision for bike hire within the newly revitalized New Town Hall, as the quiet network of roads round Whithorn are suitable for cycling and the Whithorn Trust is currently developing a series of Time Tours, which will promote routes to monuments and sites belonging to different chronological periods ( prehistory, Christian history, the 18<sup>th</sup> Century etc.) as their theme.

The Whithorn Trust, Creative Whithorn, and All Roads Lead to Whithorn will continue to develop similar projects, aiming to create economic activity. The development of a pilgrim resthouse at the New Town Hall will substantially contribute to their success. If the incentive to visit is developed by the creative groups, the infrastructure required to welcome visitors once here in a way which meets their needs must be in place if these initiatives are to succeed, and that is the thrust of our accommodation project within the New Town Hall development.

## 4. The Market

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The Whithorn Trust has been analyzing visitor figures over the last three years, determining who comes to Whithorn and why, and what would enhance their visit. Creative Whithorn has a record of producers/crafters/artists who have participated in the arts trail and a network from Dumfries and Galloway and beyond, who may be interested in renting exhibition space in the newly refurbished lower Hall. We have included an analysis of the current strength of the sector, whilst we have also examined the market for people who might stay (bunkhouse) at the Hall.

### 4.1 Crafts and Arts Market

The arts and crafts market in the South of Scotland generates £60m revenue per annum, employs 1337 FTEs and is bigger than Fishing and Forestry combined (Ref: EKOS May 2012). These findings highlight the important role arts and creative industries play in promoting the South of Scotland to potential visitors bringing valuable income for artists and local businesses. They also contribute to an image of the region as an interesting, vibrant and creative place.

Support to help promote and develop the sector is increasing through initiatives such as the Creative Artist Business Network (CABN), Spring Fling, the Book Town Festival events and our locally organized Creative Whithorn Arts and Crafts Trail. In 2017, a new area for development is the use of the Whithorn roundhouse as a venue for demonstrating and exhibiting, potentially offering residential courses during the summer months. The Whithorn Trust has already secured funding for the Festival of Museums event in May 2017, as part of the Year of Heritage, History and Archaeology; it also hopes to secure funding from HLF for public outreach events during this important heritage year. Visual arts and crafts is a strength in the South of Scotland and with ongoing professional development and support in areas like entrepreneurship, business skills and marketing, this remains an area of opportunity for the region. There is an opportunity to promote the South of Scotland's creativity on a wider stage as a means both of enhancing the region's reputation and appeal to visitors and also developing greater market awareness of the creative talent in the region. The particular strength which Whithorn has is in the combination of very ancient skills, which are brought to light through archaeological discovery and reconstructions / reenactments by the Whithorn Trust, with contemporary craft skills which have their roots in ancient tradition and share with it the use of natural materials and the inspiration derived from the natural world.

Producers operate in many different ways; a few have their own retail premises, the majority sell direct to the retail trade, some sell via commission sales through other retailers, some use the internet and others sell through craft fairs and farmers markets. Co-operatives are

rare. Some have premises located in the heart of the town, while others are scattered across a rural area and would not come together, save for organizations like Creative Whithorn.

The reason so few have their own premises is because obtaining them has a number of major stumbling blocks. Price, site location and size of building are key issues. Taking into account that most producers have modest turnover, securing premises is neither practical nor viable. Having the opportunity to exhibit at peak times with sustained marketing provided through cooperative action is, however, an attractive option.

The range of goods offered for sale by Whithorn and area artists and makers is varied, ranging from cheese to handcrafted hats. The quality of merchandise is excellent and is being promoted through such initiatives as Made in Wigtownshire.

Creative Whithorn has **over 20** members, producing a variety of products including clothing, wood gifts, greeting cards, leather goods, ceramics, fine art, and landscape photography. The option to create bespoke items on historical themes which appeal to Whithorn's heritage visitors and to exhibit or train visitors in these skills is an area to be explored between the Whithorn Trust and artists and their organizations. There is no doubt too that on festival days existing local shops benefit because of the increased footfall.

## **4.2 Accommodation Market**

Our perceived market for the bunkhouse is the faith tourism, adventure, nature-based and outdoor sports/activity market. Dumfries and Galloway is already working hard to develop these markets, making the most of the unspoilt landscape and low population density. The "slow tourism" movement, where visitors seek a distance from the pressures of modern life, fits well with the orthodox understanding of pilgrimage, with which Whithorn is famously associated. With the development of the 7 Stanes Mountain Bike Centres, Dark Skies Park, Nature Reserves, Biosphere, and Book Town nearby, we are well placed to capitalise on this market.

A You Gov survey predicts that over the next three years we will see:

- A 70% increase in participation in adventure travel
- A doubling of participation in either 'off the beaten track' or special interest holidays
- A trebling in the number of people taking either an adventure, eco-friendly/ethical or 'discovery' holiday.

Walking is by far the most popular activity, with nearly 1.8 million trips. The second most popular activity is wildlife watching with well over a million trips, followed by adventure sports and mountain biking. This pattern is replicated in relation to visitor spend, with over half a billion pounds spent on walking activities or holidays, in comparison to £276 million for wildlife watching activities and holidays. (Source Tourism-Intelligence)

Activity or adventure holidays are usually seen as a supplementary break rather than a main holiday, particularly by the domestic market. The 'activity or adventure' tourist is commonly perceived as young, independently wealthy individuals without family commitments. However research has found that the market for adventure sports span the majority of socio-economic groups, ages and genders. Adventure travellers are therefore equally likely to be single or married, and male or female. By definition, walkers travel light and slow and are therefore likely to purchase food, drink, local products, and sometimes clothing and equipment.

- Compared to other visitors, adventure travellers place a higher importance on exploring new places, enjoying nature and engaging with local cultures.
- 37% of adventure travellers tend to travel as a couple, 25% travel in groups, whilst individuals make up 21% of the market, and families 17%.
- Nearly a quarter of adventure travellers in Scotland spend around £70-£100 a day, including accommodation (but excluding flights). The average trip lasts about a week. ([www.tourism-intelligence.co.uk](http://www.tourism-intelligence.co.uk)).

Market development trends suggest that our bunkhouse approach should attract customers from this growing market. However, despite the fact we are aiming to provide a no frills, cheap bed for the night, we will maintain high standards and offer quality and value.

We also recognize the academic standing which Whithorn has through the international standing of its heritage, and therefore beyond the "tourism" market, we also aim at the student market, including archaeologists who might be working in the area, conference and festival attendees, crafters demonstrating ancient crafts, and Book Town events attendees, as we seek to increase outreach Book Festival events in Whithorn.

To conclude our feasibility study into bunkhouses, we have visited the bunkhouses at Callander, Craignure and Iona, where modern pilgrimage has been established since the 1930's and produces a major economic benefit to a place more remote than Whithorn. The results of the visit are in the Appendix.

The Whithorn Trust has links with various youth organizations, such as the National Youth Pilgrimage and with the international visits programme at the Crichton University. This market would clearly be central to our provision of low cost accommodation.

*International Students from Crichton University's first ever International School visit Whithorn*







*International Students visit excavations with Dr. Valentina Bold, Crichton University*

### **Sport in Whithorn**

While we have stressed the economic arguments for the bunkhouse development within the New Town Hall, because of its crucial support for the overall regeneration of Whithorn, and, importantly, because this will provide a financial underpinning for the running of the rest of the Hall, it is important not to lose sight both of the health need in Whithorn and area, and the sporting achievements which have argued in favour of the development of the fitness suite on the mezzanine level of the Hall.

The Bravehearts Boxing Club are the most successful sporting club in the area, with national and international wins to their credit. Despite their lack of facilities, volunteer coaches hold several sessions per week for a variety of age groups, travel to all corners of the UK and abroad to attend matches; they have a strong local supporter base who follow their progress.



*Whithorn Bravehearts winning three matches out of three at Colwyn Way 2015*

The Bravehearts have done much to rehabilitate the image of Whithorn in the area, and particularly the image of Whithorn youth, through their positive role model for boys and young men. There is little doubt that the discipline and hard work which has led to so many successes

has had a major impact on steering young men into a positive path as well as instilling the appetite for success, which can be applied to many other areas of their lives.

Other groups promoting sport and fitness in Whithorn are the successful Whithorn Bowling Club and several Keep Fit and yoga groups, as well as more formal support via the NHS outreach programme at Building Healthy Communities. The roads surrounding Whithorn are suitable for cyclists, and there are some signposted routes. We also know that numbers of residents visit the gym at Stranraer and Newton Stewart; others attend Weightwatchers at Newton Stewart and other slimming groups. We know that a fitness business at Port William, which closed due to other factors, attracted a strong following in Whithorn and classes were held at the Community Centre.

In early 2017, we will put out a community questionnaire to discover more formal evidence and probe how many would be attracted to acquire membership of a much more local facility.

#### **4.4 Community uses of the main Hall**

Apart from the mezzanine suite upstairs, an equally important aim is for a complete overhaul of the lower hall, its storage and kitchen areas, which are currently sub-standard.

The Hall is currently used by a variety of groups who were all invited to join the Steering Group : we believe that providing upgraded facilities for these groups will be important in their retention and fostering of their own membership and thereby in maintaining the integrity and fabric of Whithorn and area social life. The encouragement of active groups and volunteer participation is what makes the area vibrant and attractive place to live, and in turn helps attract new residents and retain younger people within the resident population.

The groups who are currently most active in using the Hall are

- The Horticultural Society, which organises a 3-day competitive Flower Show which is an important part of Whithorn's calendar and can support fitness and healthy eating initiatives
- The Goodwill Committee Christmas Dinner – one of the largest volunteer events in the calendar, which is open to all pensioners in Whithorn and is run entirely by volunteers. It is an important part of overcoming loneliness at Christmas and provides a lavish hot meal, entertainment and gifts for those who may be on their own or struggle to cook. Over 100 meals have to be produced out of the current kitchens. The School choir performs from the stage at this event



- The Keep Fit group – which meets weekly; membership is mostly women over 40
- The Lions Club which runs a popular social Bingo night and Prize Bingos in aid of local causes; this attracts all ages and is an important source of fundraising for small good causes
- Creative Whithorn – the artists’ and crafters’ group which hires the Hall during its Arts Trail. Currently there is poor lighting and exhibition boards are borrowed.
- Boys’ Brigade - have used the Hall for indoor games

There are also individual hires of the Hall for wedding, anniversary parties, musical and other group events, but it is clear from figures provided by the Council that this rental market is diminishing and we may speculate it will decline further unless facilities improve. Neighbouring new facilities at the Isle of Whithorn and Port William are probably the hires of choice for weddings.

What all groups have commented on about the current Hall is

- Unpredictable heating system
- Lack of storage space
- Conflicts between the needs of groups
- Poor and small kitchen facilities
- Very poor acoustics owing to the height of the main Hall which limits its use for meetings
- Less than ideal disabled access
- Poor state of décor and public lavatories

Nonetheless, the Hall remains the largest public space available in the area, central to the Outstanding Conservation Area, and with new facilities and proper marketing, we believe these groups would thrive, and other types of booking would increase. The fact that Whithorn is the Cradle of Christianity and is embarking on creating a higher public profile via pilgrimage routes means that there is a potential growth market eg. In wedding reception hire. The Registrar’s office has recently been moved to the Library, immediately opposite the New Town Hall, which could provide an obvious reception venue.

#### **4.5 Other facilities in Whithorn**

Currently the only other facility available for hire is the Community Centre. We have considered the possibility of displacement if the New Town Hall is renovated to a high standard. We believe that the risk is low owing to :

1. The type and size of room available in the Community Centre is unsuited to sporting purposes and the hires there are generally by smaller craft and hobby groups; there would equally be no space in the Community Centre suitable for a choir, boxing exhibition fight, and there are only coffee bar type facilities in the Community Centre, which would prevent a catered event being hosted there.
2. The New Town Hall hires have traditionally coexisted with the Community Centre and we are adding new markets, such as walkers and cyclists, rather than sharing existing markets.
3. The Community Centre Management Committee run by representatives from each of the user groups, has been consulted and is supportive of our project.

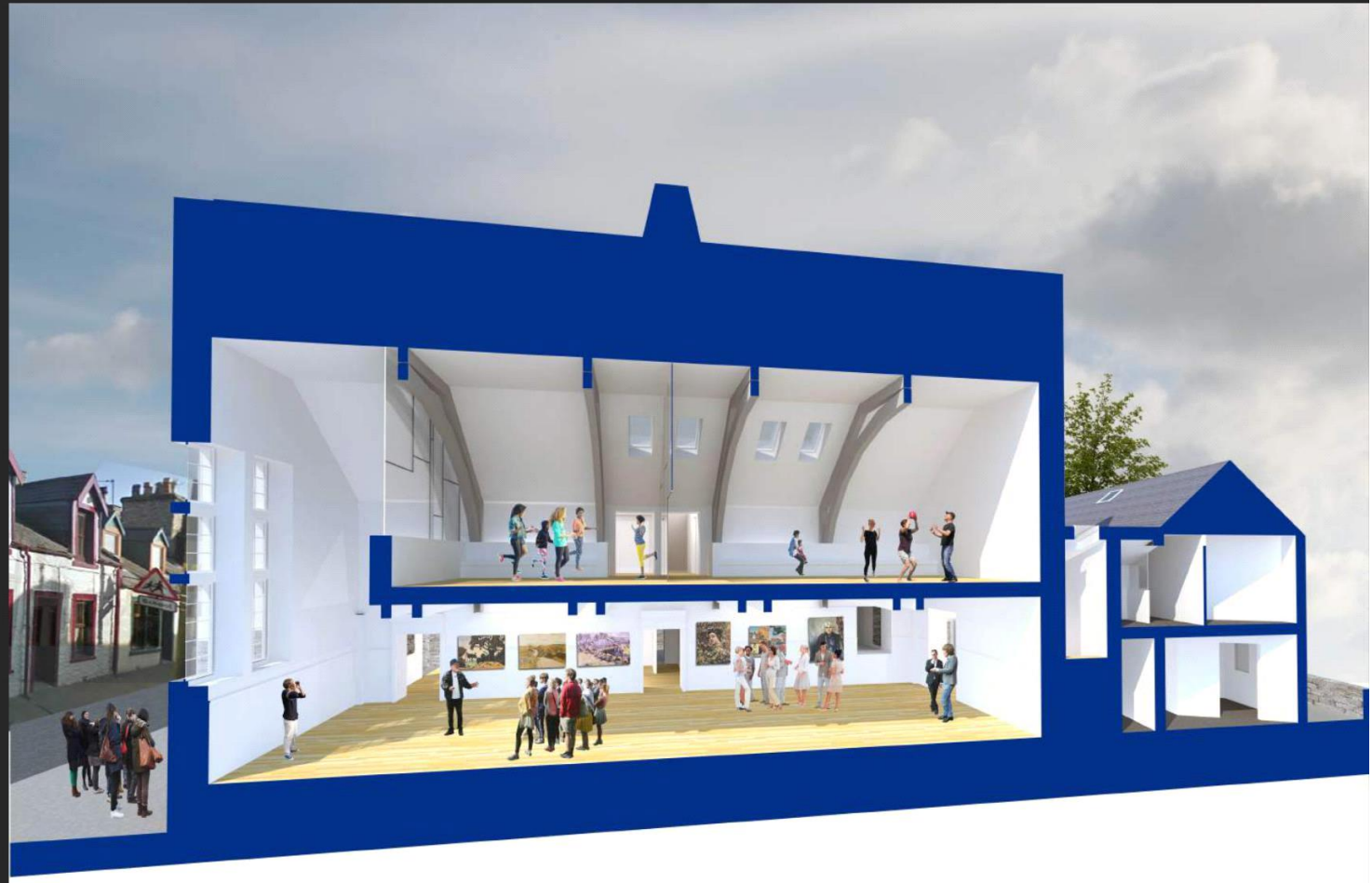
## 5. The Fitness Venue Proposal

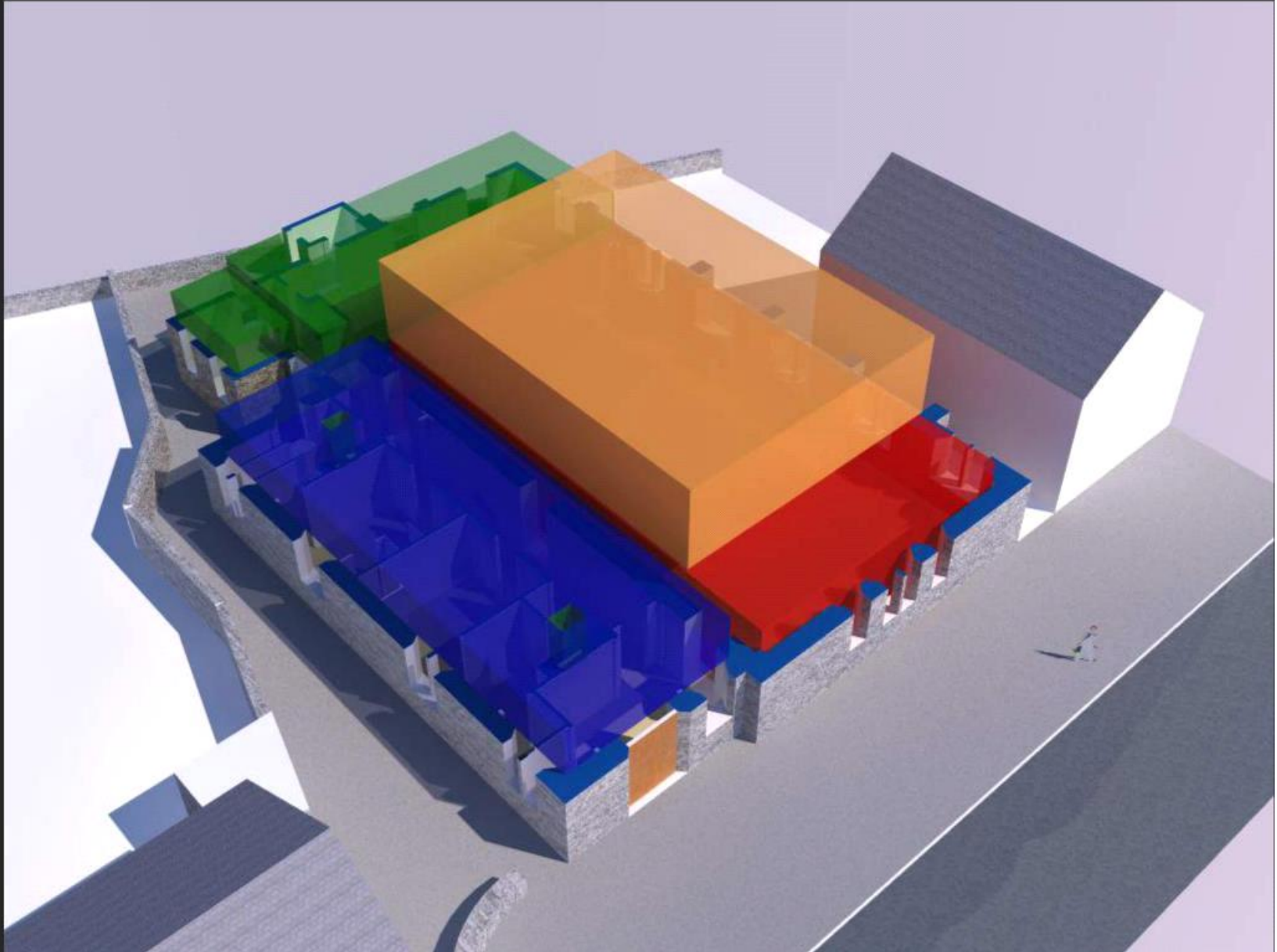
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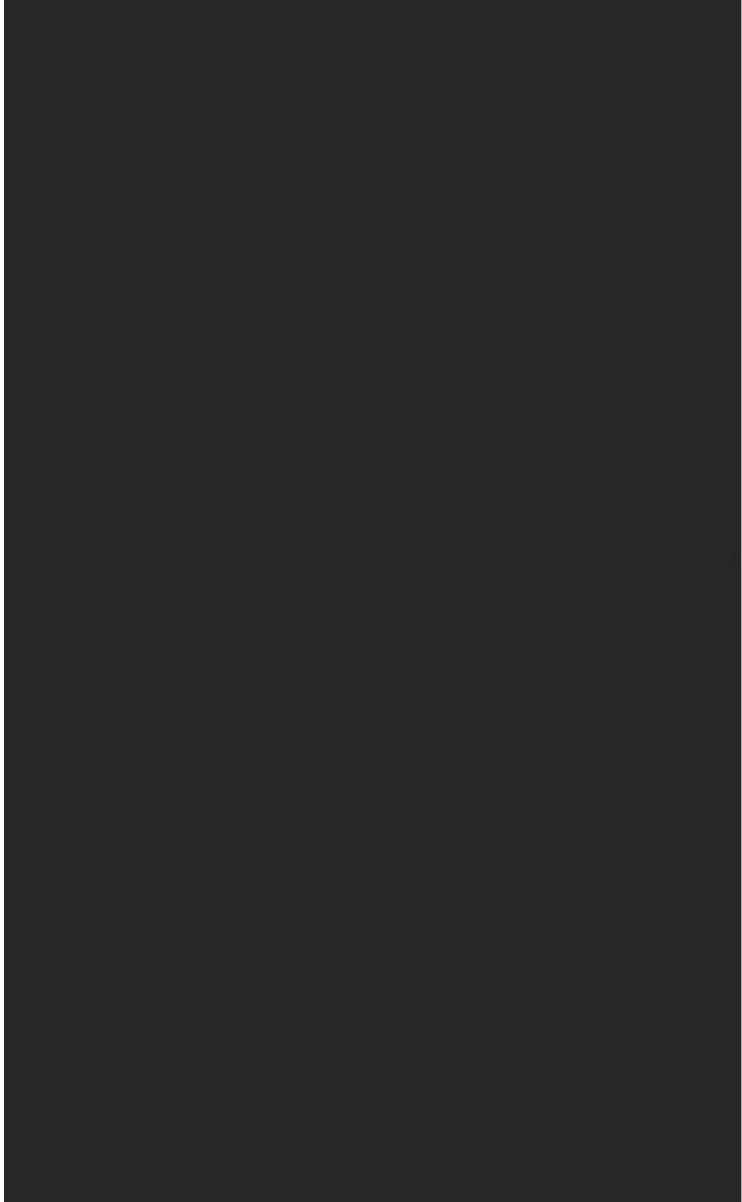
The plans below are the result of a series of meetings between the All Roads Board and the wider Steering group, whose composition has been described above : the architects, ARPL, provided a first draft of proposals after responding to our brief, the essentials of which were :

- **Our Design Requirements** : *The New Town Hall was built in 1885-6 in the local greywacke, with sandstone dressing, with mullioned and transomed windows; a lower hall was added in 1898 to commemorate the Diamond Jubilee. It is situated within the Whithorn Outstanding Conservation Area. As such the solutions to access problems must be sympathetic to the building style and acceptable to the Planning Authority and Historic Scotland. The interior should have a bright, well-lit contemporary feel, with much improved acoustics and access ,allowing flexible spaces, appealing to all generations.*
- **What we require at this stage** : *The architect should have the expertise and specialist knowledge of converting and upgrading civic, ecclesiastical or commercial buildings.*
  1. *A detailed survey of the building and where necessary obtain an engineer's report or structural survey.*
  2. *A feasibility study to establish whether the building is capable of adaptation to provide the facilities we envisage.*
  3. *An outline design taking our ideas forward with a creative solution to provide an energy efficient facility appropriate to the Conservation Area within which it is situated. The facilities should include two interconnecting sports suites on the mezzanine level, with new side entrance to this upper floor suitable for all abilities. The lower main hall should become a flexible space, usable for meetings and exhibitions by artists and craftworkers and should incorporate an improved stage for performance. New adjacent kitchen facilities are required for catering, both traditional events, such as the Goodwill Christmas party, and new function business, such as wedding hire. A new lighting and heating system will be proposed, taking account of renewables options. We also wish the architect to imaginatively design a hostel to the rear (within the current supper room/lower hall area ), with showers, boot room, bike store and modest galley kitchen.*
  4. *Indicative construction costs and plans - sufficiently detailed to be used in further user consultation and incorporated into the Trust's business plan to support future funding applications and a Community Asset Transfer from the Council.*

Meetings were held with the Architect, Gordon Fleming to discuss initial proposals, and revised layouts were produced in response ; the design was further developed and ideas were discussed for heating and servicing strategy. Quantity Surveyors, McGowan Miller, produced outline costs. The development of these phases can be seen in the following plans.







## FEEDBACK FROM USER GROUPS REQUESTED THAT

- BUNKHOUSE TO HAVE MORE BEDS AND
- KITCHEN DINING/ SOCIAL SPACE
  
- LOOK AT NEW BUILD FOR BUNKHOUSE
  
- PREFERENCE FOR FITNESS/ GYM UPSTAIRS
  
- SIZE OF HALL KITCHEN
  
- NEED FOR STORAGE

The Architect then collated demands by user groups into a table of activities and their corresponding needs :



Activity	Possible Location	capacity	servicing	Questions / Comments
<b>COMMUNITY / ARTS</b>				
<b>social functions</b>	main function room	up to 200?	theatrical lighting ventilation Sound system PA system	seating required tables?
<b>exhibitions</b>	main function room		flexible lighting	display panels? storage for these
<b>music</b>	main function room	100?	ventilation Sound system PA system	bring in main sound system - not provided on site
<b>dance</b>	main hall	classes of 25?	good ventilation good lighting music system	different type of dance mirror wall? sprung floor
<b>film</b>	main function room	100?	ventilation Sound system PA system digital film	Only related to events - not cinema compete with Isle of Whithorn
<b>performance</b>	main function room	100?	theatrical lighting- limited provision hire or bring in if required ventilation Sound system PA system	seating required - and storage stage - or demountable stage? reference to improved stage? in what way improved
<b>weddings</b>	main function room	80 at tables	variable lighting sound system	different types of tables
<b>meetings</b>	smaller meeting rooms	4- 20	TV/ flat screen for laptop	

<b>SPORTS/ FITNESS</b>				
<b>Fitness facilities/sports</b>	Sports Suite - Main Hall	classes of 25?	good ventilation good lighting	Will this involve any equipment/ storage requirements
<b>Boxing</b>	Sports suite main hall	15?	good ventilation good lighting	Boxing ring required Do you hold competitions here
<b>gym</b>	Sports Suite - Main Hall	15?	good ventilation good lighting	gym equipment ?? weights/ rowing/ treadmills?
<b>health classes</b>	sports suite	15 - 20	good ventilation good lighting	



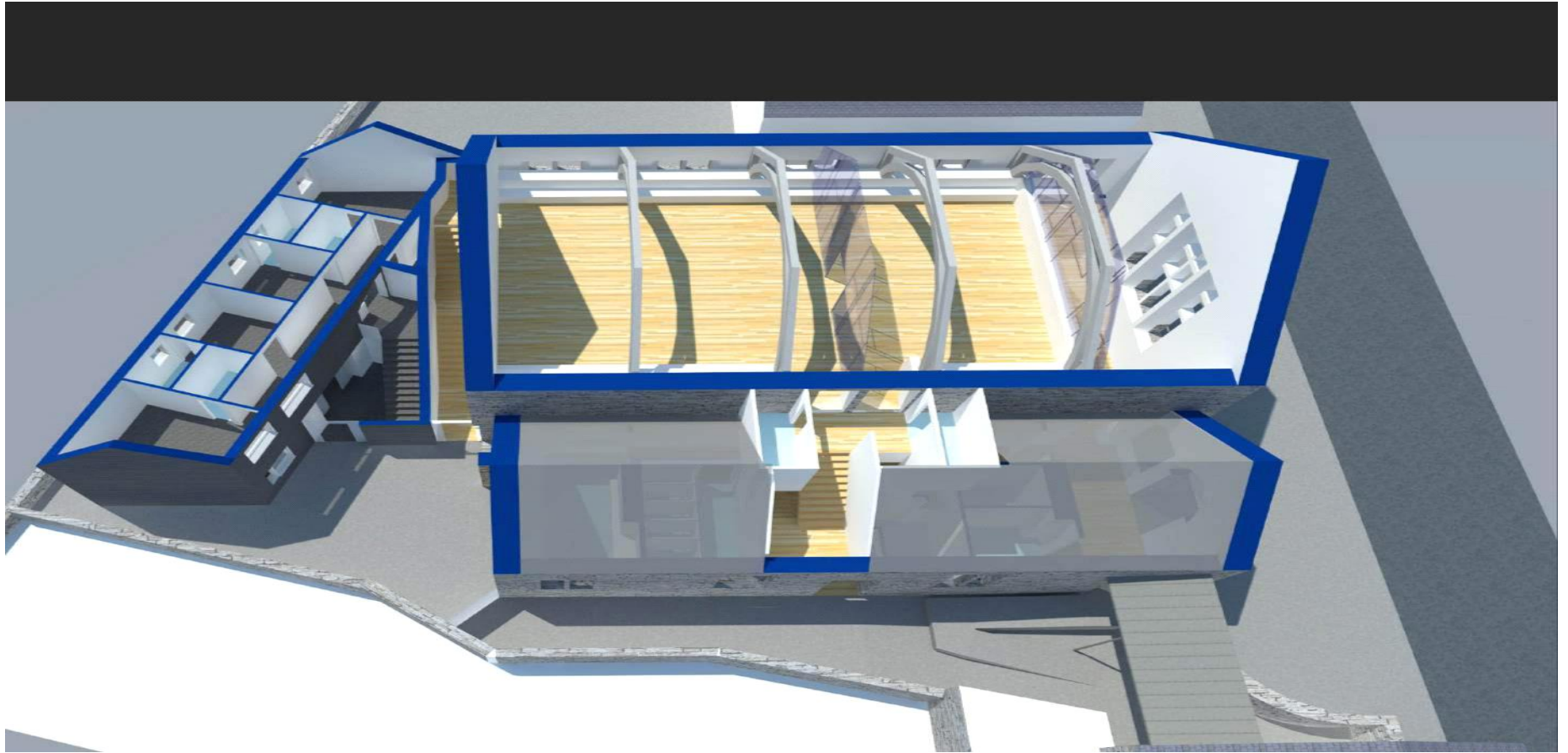
<b>BUNK HOUSE</b>				
<b>Bunk house</b>	Bunk house to rear hall/ new rear building	16 beds? business plan	lighting power fire alarms wifi	self catering galley kitchen storage Laundry to wash bed clothes? How will this be managed and run- office internet?
<b>bike hire</b>	New shed? serviced from office/ internet	20 bikes?	-	how will this be manned and operated

<b>SUPPORT SPACES</b>				
<b>kitchen/ catering</b>	new kitchen?	-	ventilation boiling water? cooking	what type of cooking - preferably not trying re-heat for functions what extent of food storage/ freezer/ fridge capacity
<b>Toilets</b>	adjacent to functions	capacity for 300?	water ventilation	
<b>Showers changing rooms</b>	adjacent to sports/ fitness		water ventilation	
<b>Storage</b>	adjacent to functions			flexible storage
<b>Laundry / utility</b>	adjacent to bunkhouse	2 machines/ dryers	ventilation water	use as community laundry as well?

<b>Organisations</b>				
<b>Horticultural society</b>	Requirement ???			meetings / shows when and how many
<b>Womans Rural</b>				meetings when and how many
<b>Whithorn School</b>	all spaces - fitness and functions?	20- 30 or whole school 90?		
<b>Boys Brigade</b>	main function rooms and sports?	How many members 15?		equipment storage
<b>Lions Club</b>	???			
<b>Senior citizens</b>				meetings when and how many catering
<b>Creative Whithorn</b>	various spaces - exhibitions		lighting	art classes exhibitions art trail



New escape	Lower hall
Stairs	refurbished



<b>New escape Stairs</b>	<b>New upper hall on mezzanine</b>	<b>Stairs to upper level</b>
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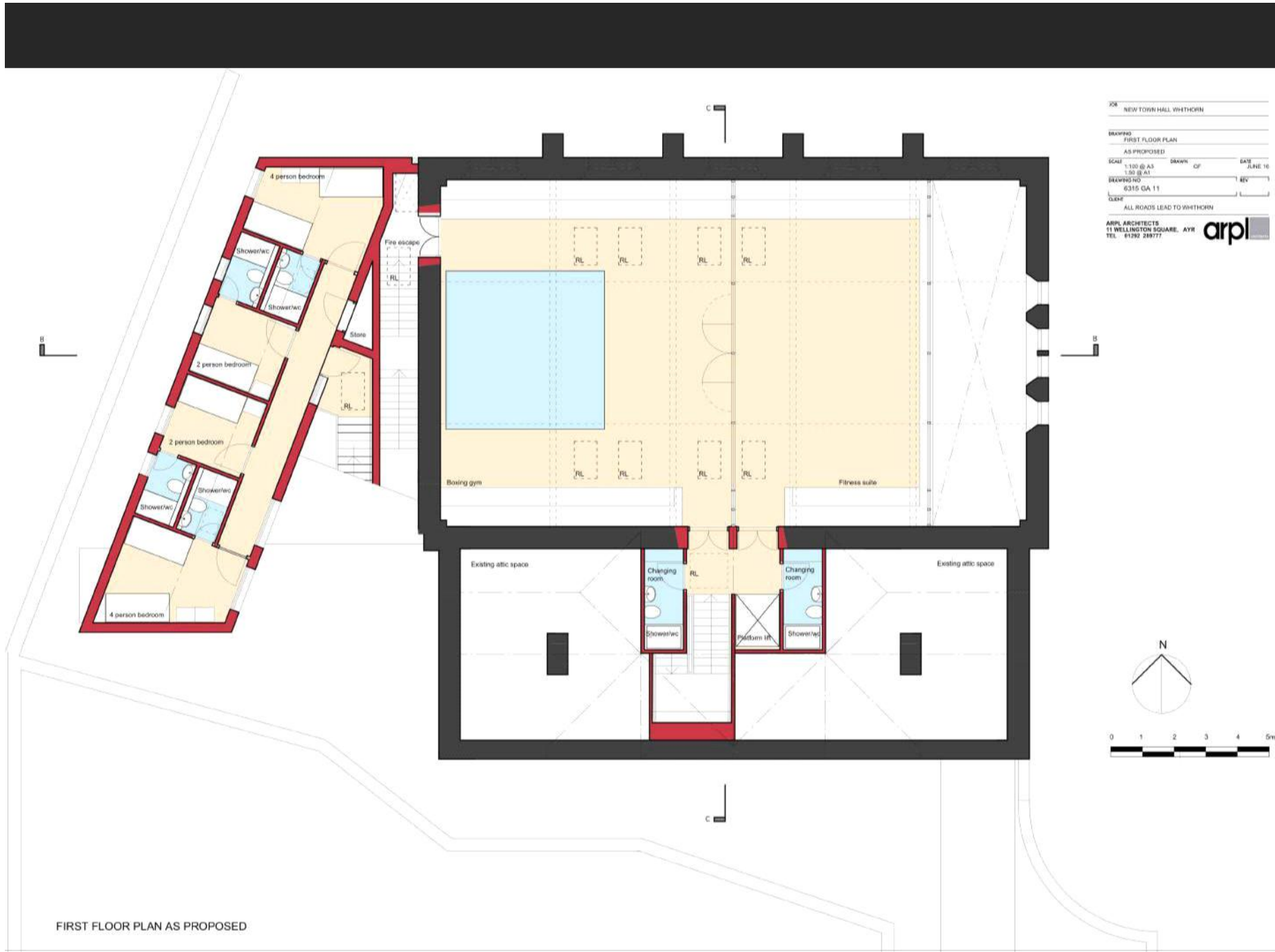




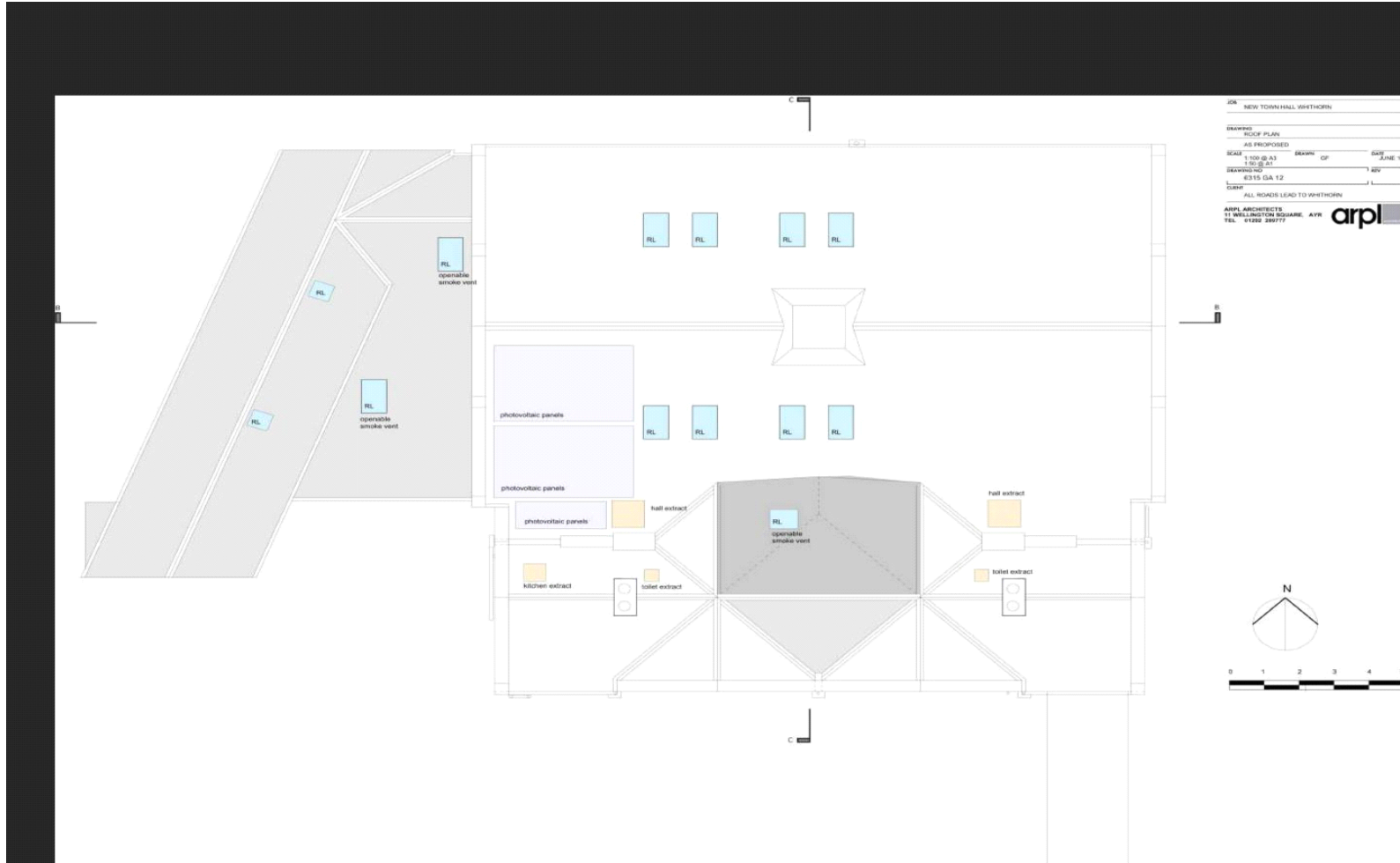






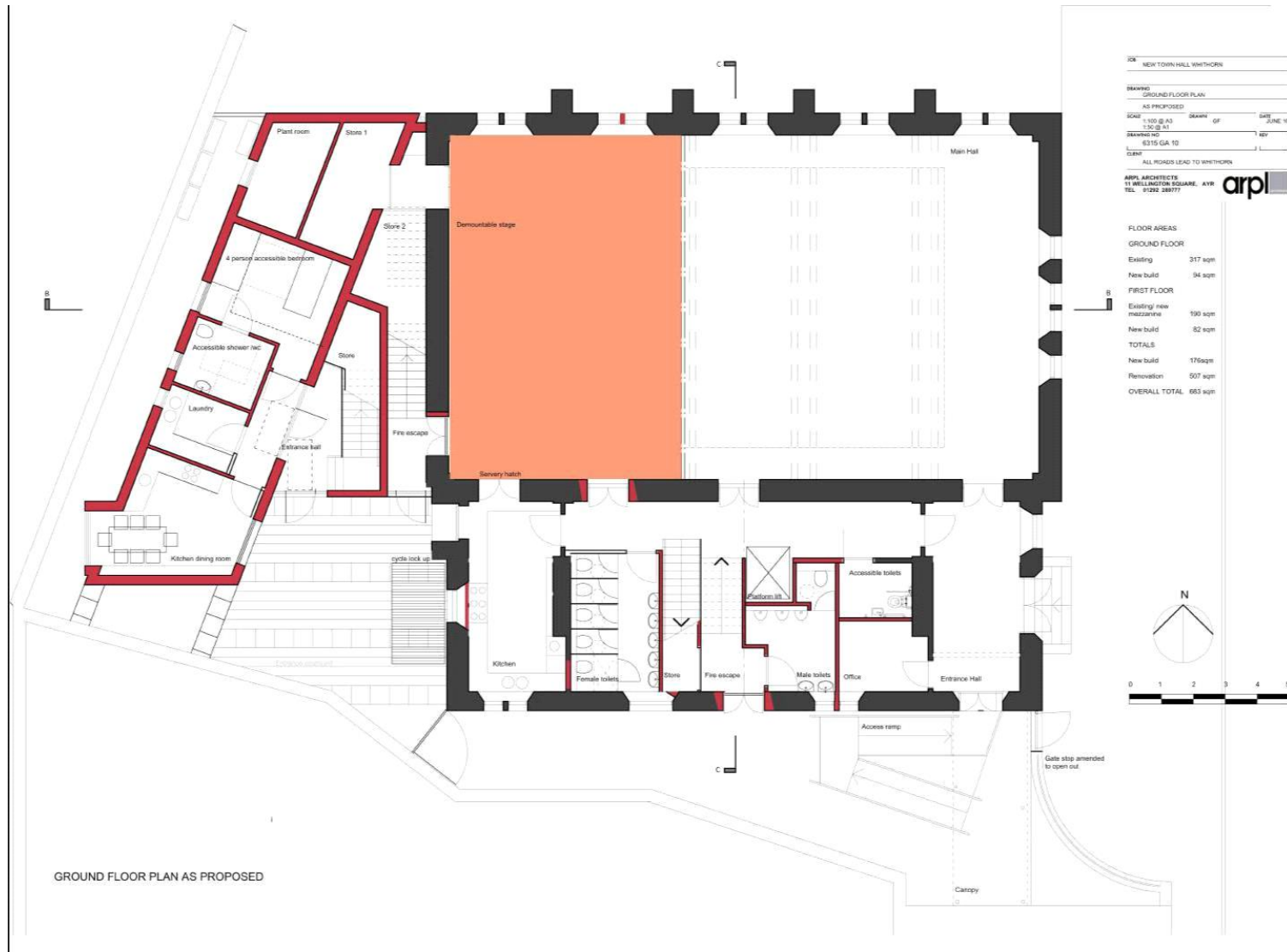


Roof structures

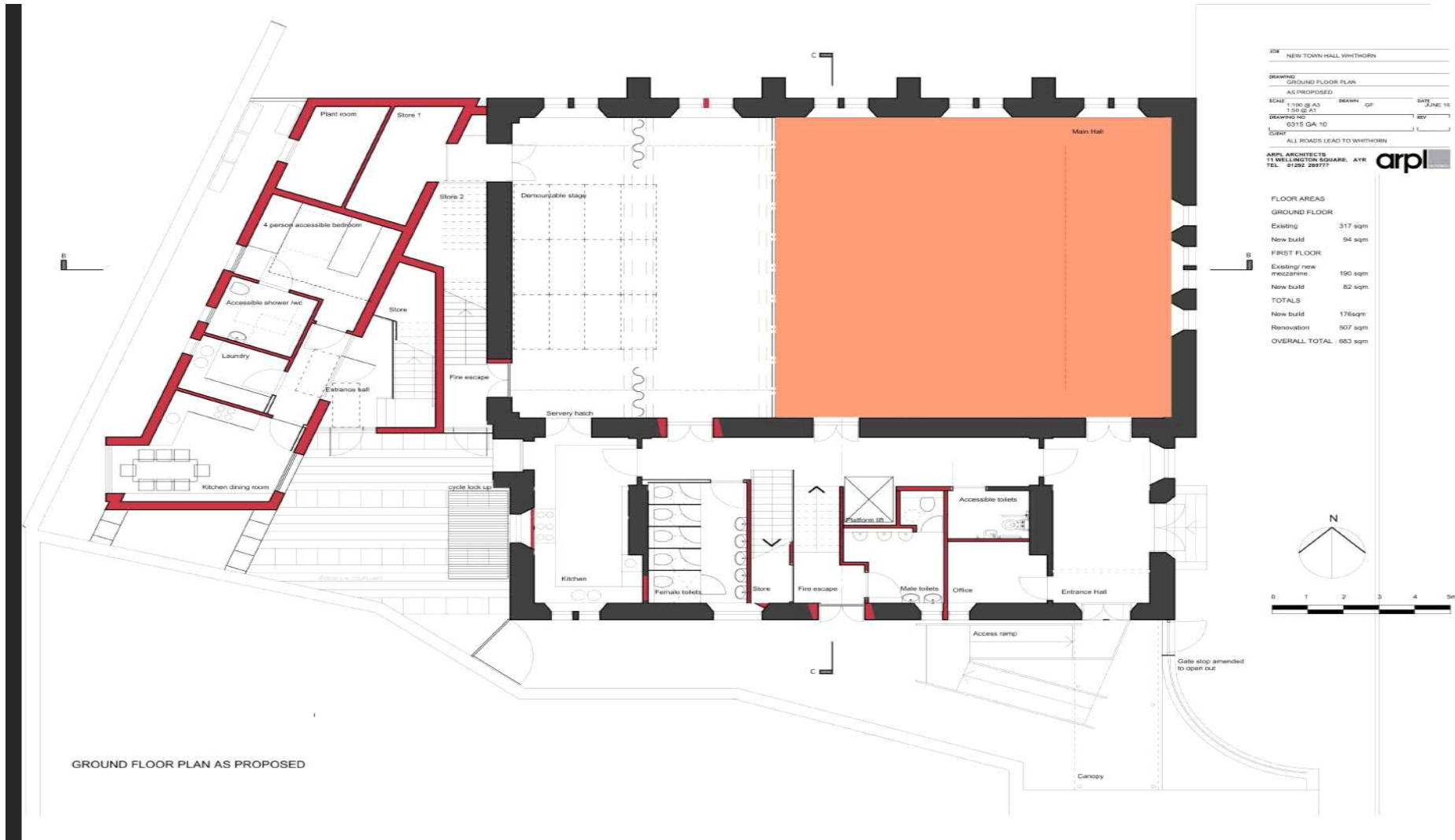








# ADAPTABLE MAIN HALL – SMALL SPACE

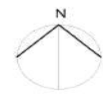


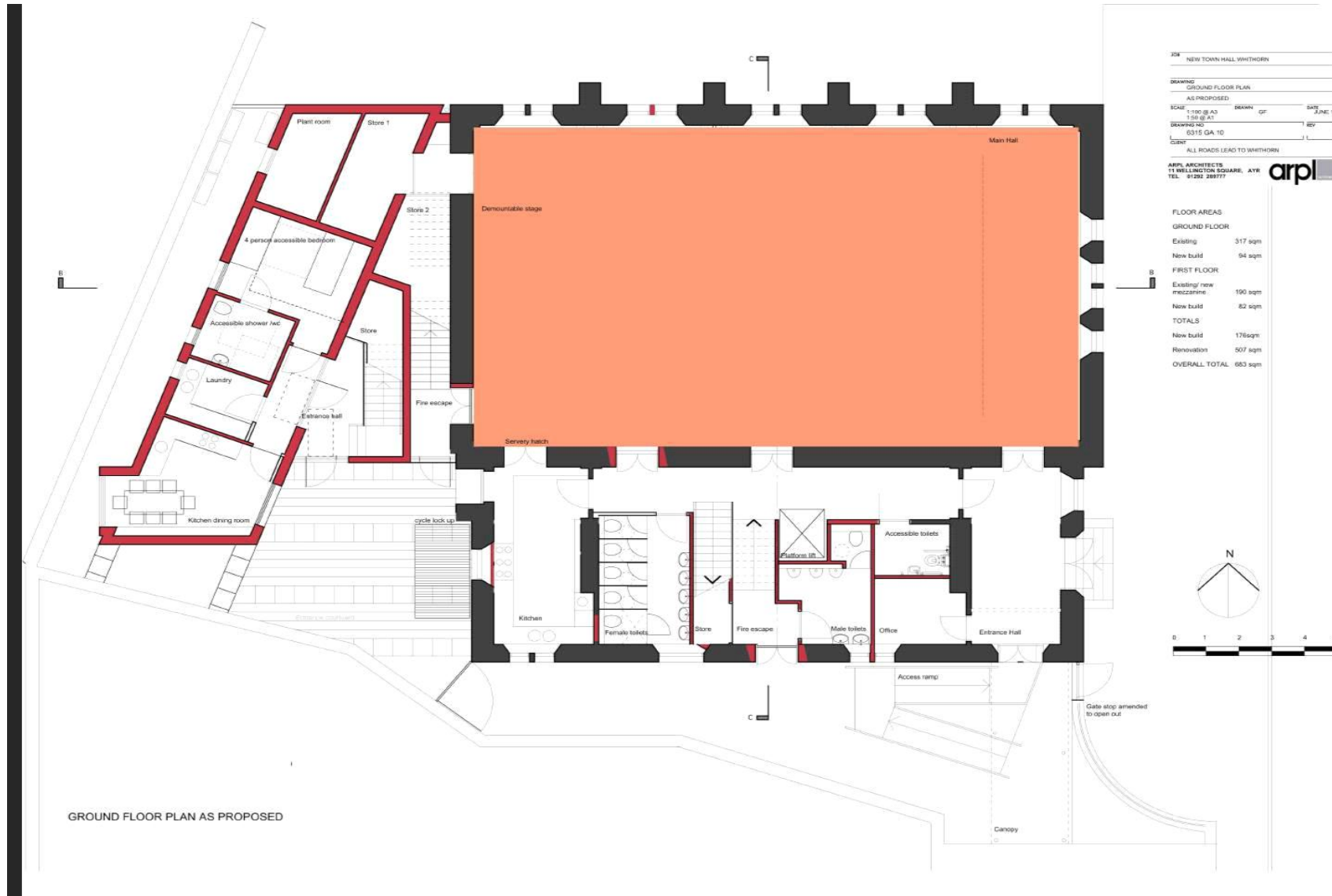
JOB	NEW TOWN HALL WHITHORN		
DRAWING	GROUND FLOOR PLAN		
AS PROPOSED	DRAWN	DATE	JUNE 16
SCALE	1:100 @ A3	1:20 @ A4	
DRAWING NO	621E GA 10	REV	
CLIENT	ALL ROADS LEAD TO WHITHORN		

ARPL ARCHITECTS  
11 WELLINGTON SQUARE, AYR  
ARPL ARCHITECTS  
TEL: 01292 289777



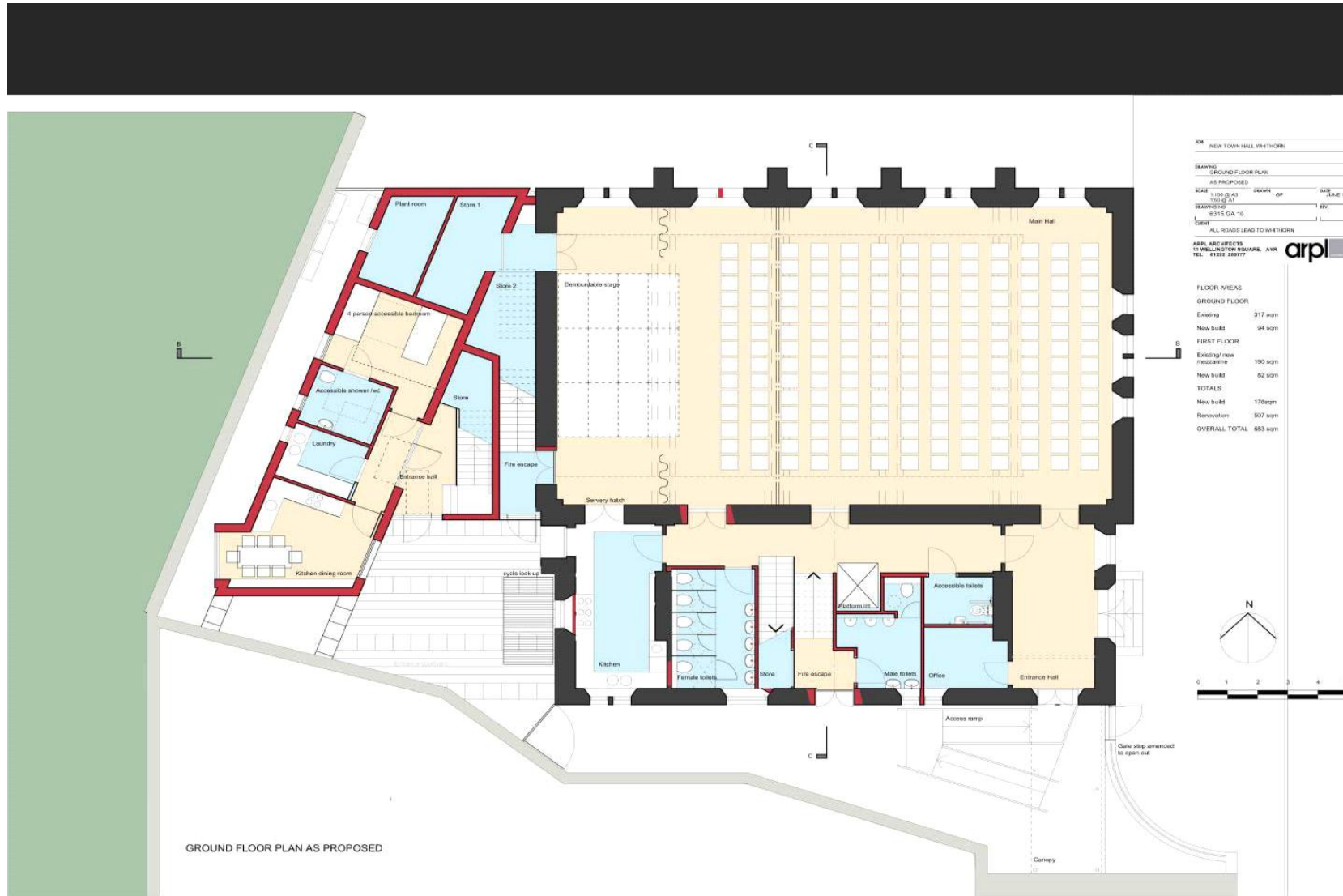
FLOOR AREAS	
GROUND FLOOR	
Existing	317 sqm
New build	94 sqm
FIRST FLOOR	
Existing/ new mezzanine	190 sqm
New build	82 sqm
TOTALS	
New build	176sqm
Renovation	507 sqm
OVERALL TOTAL	683 sqm

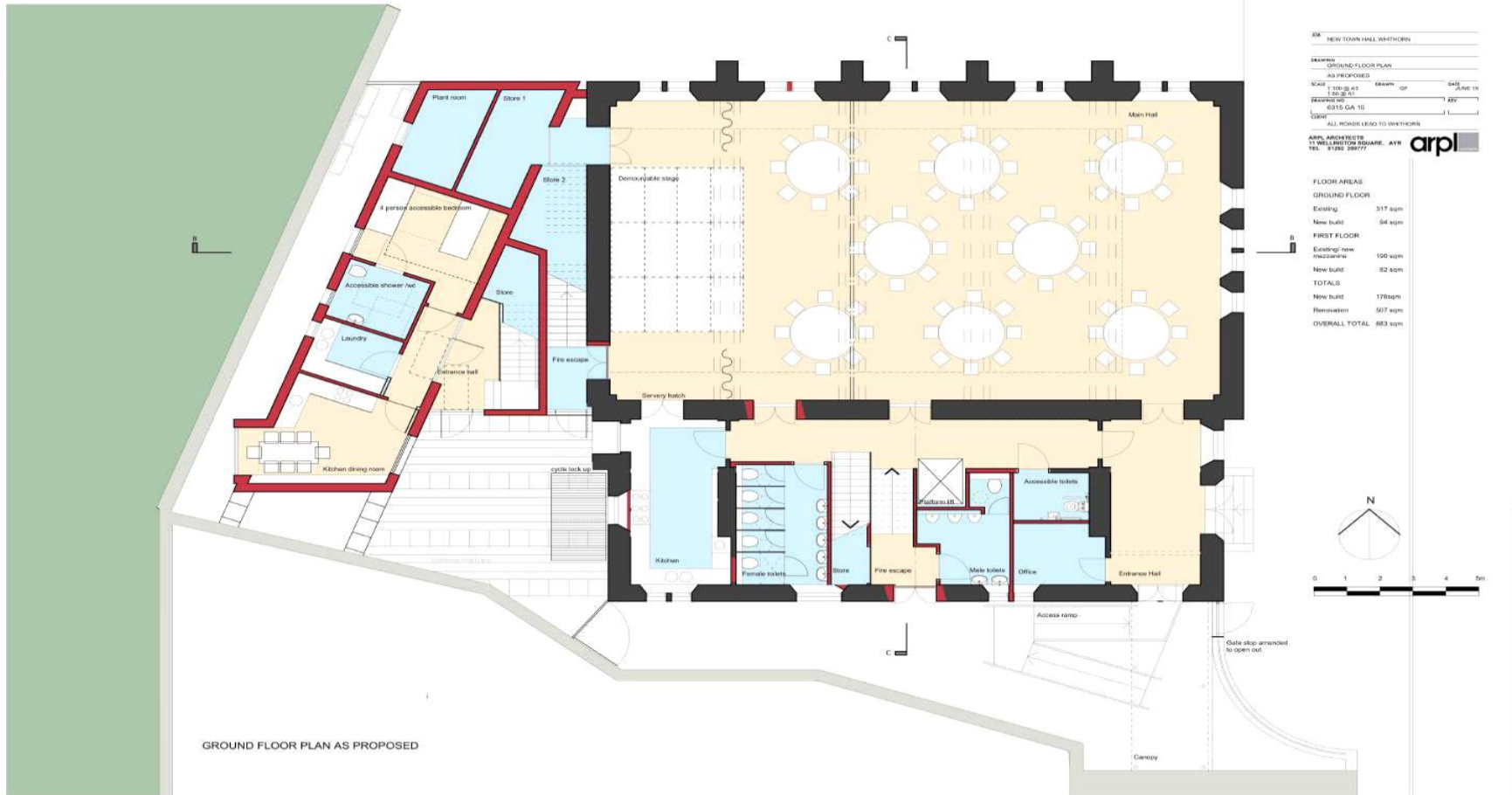




# ADAPTABLE MAIN HALL – LARGE SPACE







GROUND FLOOR PLAN AS PROPOSED





### **Elemental Description of Works**

Site: New Town Hall, Whithorn

Client: All Roads Lead to Whithorn

Proposal: Refurbishment of existing town / community hall to provide new leisure and community facilities, upgraded kitchen and toilets with new bunkhouse accommodation.

Description: An existing, high single storey, stone walled building with slate roofs. Built 1885 grade C listed, with 1 storey extension added to the rear of the main building circa 1905. A small plant room is also located to the rear.

## Existing building

- **Downtakings**

.01 Demolish single storey buildings to rear of site

- large multi purpose hall

- kitchen

- lobby area

- plant room

.02 Strip out southern side wing ancillary accommodation – currently toilets and storage

.03 Strip out existing stage to main hall area

.04 Remove existing windows from all openings on side wing ancillary accommodation

.05 Remove existing fire escape door way through north wall

.06 Remove existing roof covering from southern side wing.

.07 Remove central valley roof structure to southern side wing

- prop associated pitched roofs adjacent

.08 Strip out all existing services installations

- **Alterations**

.01 Form four no. new door openings to main hall and to mezzanine

.02 Form new mezzanine comprising steel beams spanning main hall supporting timber

joisted floor. Floor to have resilient bar support to plasterboard ceiling below. Floor

above to be chipboard with resilient battens. Sound deadening quilt within floor void

- **External Walls**

.01 Form new external door as escape in centre of south wall.

.02 Alter existing fire escape opening in north wall to form window to match adjacent

**New Town Hall, Whithorn – Elemental Description of Works** Page 1 of 7

.03 Block ground floor window in new kitchen. retain window externally

.04 Remove vegetation from existing stonework and make good open/defective joints.

.05 Form new metal stud , insulation and insulated plasterboard lining to external walls of south wing

.06 Alter existing windows to form new accessible entrance on south wall

• **Roof**

.01 Build new timber structure inside central valley of south wing roof to create attic space with new stair and small changing rooms/wc at first floor level..



- .02 Allow general repairs to existing timber roof structure throughout.
- .03 Treat existing main roof structure for wood boring insects.
- .04 Provide crown wool insulation to loft space. 300mm between rafters and 300mm over rafters to south wing attic spaces
- .05 Minor repair and redecoration to all existing cast iron rainwater goods.
- .06 Re- slate south wing roof entirely
- .07 Flat area created within south wing roof to be flat zinc roofing on sarking on timber joists. Allow for 1 no domelight / rooflight in flat roof
- .08 Install 8 no. conservation rooflights to existing hall roof
- .09 Install 20 sq m of photovoltaic panels to south slope of main roof ( these will probably cost about £13,000)
- .10 Allow for 5 no. outlets through south wing roofs for extract fans

- **Windows and Doors**

- .01 7 no. New timber double glazed, sliding sash windows with trickle vents to ground floor south wing openings.
- .02 Overhaul existing hall windows – allow for new cills and allowance for repairs. New window where fire escape blocked up on north wall
- .03 Provide new, solid core timber doors with vertical external panelling to Front door, new accessible entrance at ramp and to escape door in centre of south wall.
- .04 Replace all internal doors. New doors to be solid core flush doors for painting. All doors to ground floor corridor to be one hour fire rated
- .05 New internal glazed screens to mezzanine subdivision and balcony edge.

- **Internal Walls**

- .01 New, internal partitions, as indicated on drawings, 95mm timber stud partitions with 12.5mm plasterboard, taped and filled. Insulation to partitions of new toilets and new office.

## **New Bunk House**

- **Substructure**

.01 New trench fill foundations to depth of approx. 1500mm.

.02 Insulated ground floor slab with dpm

- **Superstructure**

.01 100 mm timber frame structure with timber joisted floor

.02 Roof to be timber truss over main bedrooms and carpentry roof over stairways

- **External Walls**

.01 Walls clad in vertical slate hanging on horizontal treated sw battens on treated sw vertical battens at 600mm centres on 80 mm insulation on breather membrane on timber sheathed frame. Corner junction of pressed aluminium

.02 North gable wall to have additional plasterboard fire protection to outside of timber frame.

.03 Horizontal panels between windows to be zinc cladding

- **Roof**

.01 Roof to be slate cladding on roofing membrane on sarking board on trusses/ carpentry.

Zinc ridge and verge details with lead valley flashings. Aluminium gutters and downpipes

Lead stepped flashing formed to junction with existing stone gable

.02 2 no rooflights with remote opening over shower rooms

.03 2 no rooflights over stairways

.04 Provide crown wool insulation to loft space. 300mm between rafters and 300mm over rafters to south wing attic spaces

.05 Allow for 4 no. outlets through roofs for extract fans

- **Windows and Doors**

.01 New timber/ aluminium double glazed composite windows with trickle vents

.02 Provide new double glazed timber screen with glazed door with side light and fan light to new Bunkhouse entrance.

.03 All internal doors to be solid core flush fire doors for painting. Doors and screens to stairway to be one hour fire rated. All doors to be lockable

- **Internal Walls**

.01 New, internal partitions, as indicated on drawings, 95mm timber stud partitions with 12.5mm plasterboard, taped and filled. Insulation to partitions of new toilets and utility New sw skirtings and facings to all new walls/door openings.

.02 Wall between two staircases to be one hour fire resisting partition

.03 External walls to have plasterboard on vapour barrier finish

- **Ceilings**

.01 Provide new plasterboard ceiling throughout . Ground floor ceiling to be double sheet to give one hour fire resistance

.02 Upper floor to have vapour barrier

- **Floors and stairs**

.01 New timber suspended upper floor as part of timber frame

.02 Two Stair cases and landings to be steel construction ( non-combustible)

- **Finishes**

.01 Internal Walls/Ceilings –. Paint to all walls and ceilings. Painting timber skirting, cornices and facings.

.02 Tiling – provide new whiterock splashbacks to all new WHBs, kitchen worktops and full height to new shower enclosures.

.03 Floors – Provide new marmoleum flooring to shower rooms, corridors, kitchen and utility room. Provide carpets to bedroom areas..

.04 Barrier matting to entrance hall

#### **10.00 Fixtures and Fittings**

.01 New WC, WHB and Shower enclosures with electric showers

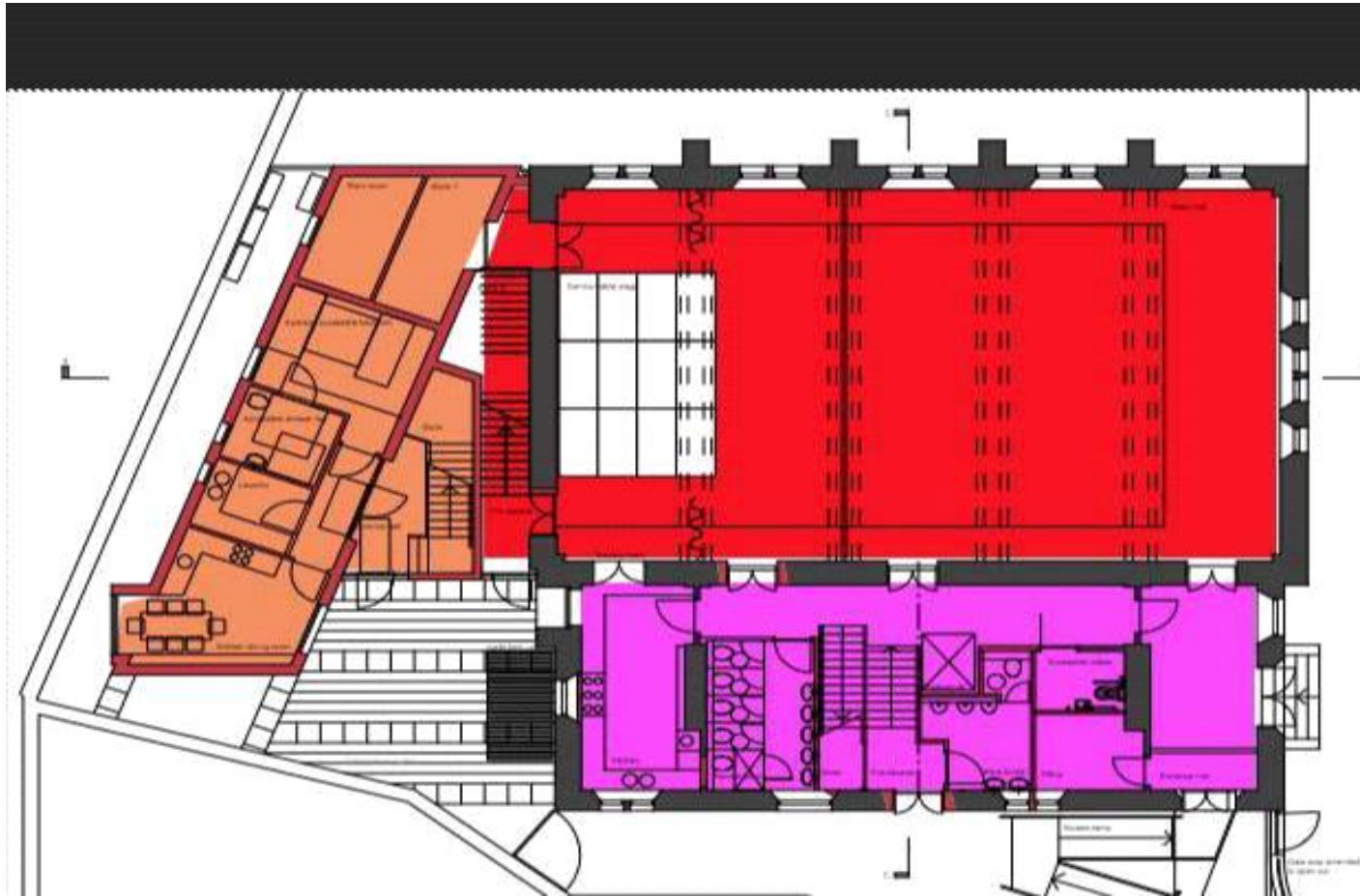
.02 New kitchen fit out. Allow for appliances

.03 New utility fit out including commercial w.m. and dryer.

<b>11.00</b>	<b>Services</b>	
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.01	Electrics	
	New switches, power lights etc.,	
	Provide mechanical extract fans to toilet spaces.	
	Allow kitchen extract hood to kitchen	
	Fire detection and alarm system throughout	
.02	New cold water services throughout kitchen and toilets. Hot water to be point of use	
	water heaters and electric showers.	
New Town Hall Whithorn – Elemental Description of Works		Page 6 of 7



Electric panels with controls

Heat pumps to fan coil units; heat pumps to radiators

<b>COSTS</b>	
Refurbish existing hall	£423,000
Construction of mezzanine floor	£260,000
New Bunk House construction	£325,000
External works, drainage and services	£75,500
<b>Total building cost</b>	<b>£ 1,084,000</b>
plus	
Preliminaries ( contractors costs)	£130,100
Contingencies and development risk	£121,400
<b>Total construction cost</b>	<b>£1,335,699</b>
excl fees and VAT	

**ALL ROADS LEAD TO WHITHORN****WHITHORN NEW TOWN HALL****Budget Cost (Summary)**

<b>Existing Building</b>		
Downtakings, Alterations and Stripping Out Works	£	21,700.00
Substructures and Lowest Floor Slab	£	18,020.00
Frame	£	52,800.00
Upper Floors	£	18,400.00
Roof	£	90,090.00
Stairs and Walkways	£	6,000.00
External Walls	£	25,080.00
Windows and External Doors	£	42,400.00
Internal Walls and Partitions	£	12,950.00
Internal Doors	£	61,100.00
Wall Finishes	£	14,200.00
Floor Finishes	£	14,285.00
Ceiling Finishes	£	12,585.00
Decoration	£	17,535.00
Fittings and Furnishings	£	48,500.00

Plumbing Installation	£	39,770.00
Heating and Ventilation Installation	£	67,620.00
Electrical Installation	£	70,140.00
Lift	£	20,000.00
Builder's Work, Attendance and Profit in connection with Services	£	30,236.50
	£	<b>683,411.50</b>

<b><u>New Building</u></b>		
Substructures and Lowest Floor Slab	£	27,310.00
Frame	£	3,300.00
Upper Floors	£	5,580.00
Roof	£	29,933.00
Stairs and Walkways	£	15,000.00
External Walls	£	51,570.00
Windows and External Doors	£	20,600.00
Internal Walls and Partitions	£	6,530.00
Internal Doors	£	19,700.00
Wall Finishes	£	15,700.00
Floor Finishes	£	9,444.00
Ceiling Finishes	£	7,065.00
Decoration	£	5,610.00
Fittings and Furnishings	£	21,000.00

Plumbing Installation	£	24,115.00
Heating and Ventilation Installation	£	26,340.00
Electrical Installation	£	26,180.00
Builder's Work, Attendance and Profit in connection with Services	£	10,283.00
	£	<b>325,260.00</b>
<b>External Works</b>		
External Works, including Demolition, Hard and Soft Landscaping, Drainage and		
External Services	£	<b>75,500.00</b>
Total Building Works	£	1,084,171.50
Preliminaries	£	130,100.58
	£	1,214,272.08
Contingencies/Risk (including a Design Development Risk)	£	121,427.21
	£	<b>1,335,699.29</b>

**Notes:**

1. All costs are based in 3rd Quarter 2016 and are exclusive of specialist equipment, loose furniture and fittings, professional fees and vat.

McGowan Miller		DQ 2868	McGowan Miller		DQ 2868
Construction Consultants	1 of 2	13/07/2016	Construction Consultants	2 of 2	13/07/2016

## **Description of works**

The rear building, which will involve demolition of the existing Jubilee Hall or Supper Room, will house the bunkhouse. The kitchen and social space is spacious yet modest. Our intention is to encourage people to eat at other outlets in the village and a lot of effort will go into promoting this.

We will provide 12 bed spaces. Room sizes will vary and rooms will accommodate from two persons up to four. The lower rooms will be accessible to the disabled. Combined, the rooms will have ample room to accommodate large parties. The offer will consist of a room with bed linen but no towels.

We will aim to attract those who are taking activity/nature based holidays, including golfers, cyclists, dark skies enthusiasts, archaeologists, retreats and faith groups, bikers, attendees for the Wigtown Book Festival, students, walkers, bird-watchers and country sport enthusiasts. The new generation of bikers is a lucrative market and we will set our standards to achieve the MotoGoLoco endorsement (<http://www.motogoloco.com/accommodation-acat-1>). A safe covered storage area for bikes has been identified. We will, wherever possible, look to gain accreditation for all groups of potential visitors and aim to deliver a first class facility with a reputation for service including joining Quality Assurance, and Walkers and Cyclists Welcome schemes.

The Whithorn Trust has regularly received requests for accommodation, particularly from heritage groups and youth groups, some of which are linked to churches; there are also groups such as Duke of Edinburgh Award students who may wish to book some nights while on an activity course. We will actively work with Dumfries and Galloway Council's youth workers to establish links to youth groups.

Our intention is also to offer additional services such as:

- Bike Hire – as the current hirer of bikes is retiring, we would like to offer a mix of electric and standard bikes. We would also offer a repair and maintenance service.
- Lunch Packs - we will offer lunch packs promoting other local suppliers such as the Whithorn Trust and the Central Cafe.
- Route maps and other guidance regarding their chosen activity.
- Safe lock-ups for motor bikes/cycles, and drying areas which are required to be part of Walkers and Cyclists Welcome schemes.



Based on the information we have, we are predicting a 35% occupancy level within three years, breaking down as follows:

Year 3	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Bed Nights</b>	25	25	50	150	150	200	300	300	200	100	50	<b>50</b>

12 bed spaces give 4272 available bed nights per annum or 356 per month. The above table attempts to breakdown how the occupancy might vary monthly; based on experience of visitor flows at the Whithorn Trust, we have shown the two key holiday months as being our peak period, it is possible that the shoulder months will be stronger and the two key months weaker. As this is a bunkhouse which has particular appeal to faith groups, owing to Whithorn's historic position as a centre for pilgrimage, we may find that months which contain Easter, Christmas or St Ninian's Day prove more popular than our table shows.

While well-established elsewhere in Scotland, particularly in places with a focus for faith and walking tourism, bunkhouses are relatively new to Dumfries and Galloway. Until the development of the Creetown bunkhouse, only 323 bed spaces were available across the whole region. Taking these facts into account, we believe our 35% occupancy target is more than achievable.

## **5.2 The exhibition area and flexible community space**

The architect's plans include flexible divisions which will allow for the lower hall to be divided into small, medium and large spaces for community and private hire.

One particular growth area which is expected is the use of the hall as exhibition area for artists and crafters. Meetings are taking place throughout the planning process with craft makers and artists to develop the project. The current Arts Trail run by Creative Whithorn lacks a large accessible venue and the possibilities for extending the current weekend into longer exhibitions has already been tested at the Whithorn Trust.

The hire agreements with groups will spell out duties and obligations in relation to care of the Hall, health and safety and other risks.

Another type of hire which we might expect to see increase is the hire of catering spaces and main hall for parties and weddings: until now this market has been limited, because of the poor level of facilities and unattractive ambience. We would actively promote this type of hire, as well as conferences, retreats or meetings, which might make simultaneous use of the bunkhouse.

### **5.3 The Gym Suite / Boxing Ring**

The mezzanine floor of the main building will be effectively devoted to physical fitness, while the lower floor is a multi-purpose space aimed at all sorts of users.

Owing to the success of the Bravehearts Boxing Club, there is a dedicated space where a full-size boxing ring is available at any time. We would aim to come to a financial arrangement with the boxers which would allow them flexible use of their own room throughout the week. This space is separated from a gym suite containing a variety of gym equipment suited to all abilities, with a small shower room near the new staircase. The separating screen is opaque to allow the simultaneous use of the upper floor by boxers and other gym users, though the possibility is built in that the dividing screen can be opened so that boxers can also have use of machines.

The aim therefore is to generate income from regular group use but also from individual gym memberships. This is a market which is currently catered for at Newton Stewart Merrick Centre or at the Ryan Centre, necessitating a round trip of 36 miles or 70 miles respectively. With increased stress on the need to exercise coming from Government and public health authorities, we expect there will be demand from various demographic groups, as well as organised groups such as slimming clubs. We will be actively in touch with Building Healthy Communities, an outreach programme of the NHS, to ensure that groups and individuals are aware of opportunities to achieve and maintain personal fitness. The fact that the upper floor will be accessible via a chair lift means that opportunities will be available across the entire spectrum of personal abilities.

### **5.4 Bike Hire and Slow Tourism**

Bike hire in the South Machars is an untapped market – an existing provider hired only occasionally and proper marketing was never undertaken. It is clear, however, that the type of visitor most likely to undertake a journey to Whithorn, being interested in the cultural and historical riches of the area, and particularly those who have come on foot as part of a “journey with a purpose”, will also be amenable to

hiring bicycles to visit the countryside at a pace which enables its greatest enjoyment. The Whithorn Trust is currently working on different cycle routes based on different time periods : Time Tours will cover prehistoric, mediaeval, 19<sup>th</sup> Century, and ecclesiastical monuments.

In promoting bike hire, we also aim to encourage a carbon neutral means of transport, as opposed to car use, therefore reducing carbon emissions.

As part of the project, we would aim to procure 12 bikes to suit all abilities, including electric bikes. Bike hire will be an additional service we offer and another small income stream. It is likely that we shall be able to purchase bikes from the outgoing proprietor of the local bike hire business.

### **5.5 Laundrette**

We decided early in the process that we would need laundry facilities for the bunkhouse; however, discussions with members of the community led us to discover that local people have to travel to other towns to access industrial laundrettes to launder bedding, duvets, pet beds and other large items. Therefore we intend to open the laundrette to the public, which we believe will deliver a small but significant income stream.

### **5.6 Additional Benefits**

As a result of the community consultation work and the involvement of the community in the development of the project, groups will begin to consider how they can contribute or benefit by creating add on services or projects.

One additional use would be to act as a community resilience centre in the event of power failure. In March 2013, power failed in snows and the emergency services, food deliveries and power companies were unable to reach Whithorn for three days. Since that time, a Resilience Group has been set up to prepare better and has a Young Resilience Team prepared to check on residents. The idea would be for the Hall to have a built in generator, gas cooking facilities and storage for blankets, to assist the community in the event of major emergencies.

The Whithorn Trust is only minutes away from the New Town Hall and it is likely that the two will have a close and symbiotic relationship – the Trust's options to create and sponsor lectures, craft residencies, archaeological digs will grow as the bunkhouse and meeting / exhibition spaces become available for occupation and rental.

## 6. Operations Management

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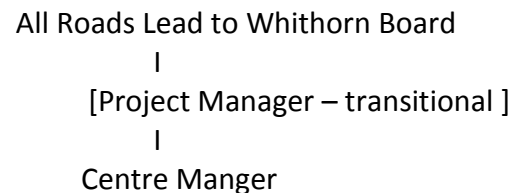
Managing the project and ensuring it is meeting all of its objectives will be crucial. As briefly mentioned, the overall management of the project, grant management and other administration will be the responsibility of All Roads Lead to Whithorn. The Board will line manage the staff. Board members are on hand to provide support and advice if required. The monthly board meeting will look in detail at operations including a financial report. The project manager, to be appointed, will meet regularly with tenants and other users.

### 6.1 Staffing of the Facility

The centre will have a full-time Caretaker/Admin/Sports Manager who will report to the All Roads Lead to Whithorn Project Manager, who will be appointed for the construction and initial phases of the project. Duties of the permanent facilities manager will include building safety, maintenance, security, taking bookings and generally making sure the business is running smoothly. Depending on workload this person might be trained at a later date to get involved with the centre's marketing. Initially, marketing will be managed by the All Roads Lead to Whithorn board.

Other part-time posts will be created for cleaners at the bunkhouse.. The cleaner will responsible for cleaning the bunkhouse and related areas, including linen and will be line managed by the centre Manager.

#### Management Structure



I  
Caretaker – Cleaners

Careful monitoring of activities will be on a day to day and monthly basis. The table below shows the level and type of monitoring we will carry out. An annual report will collate this information and be made public.

<b>Hall bookings</b>	<b>Bunkhouse</b>
Regular group bookings	Monthly bookings
Monthly sales	Customer surveys returned, analysis
Electricity usage	Repeat visits
Marketing campaigns	Marketing campaigns
Maintenance	Maintenance
Special events. E.g Arts Exhibition	Laundry facilities
<b>Gym bookings</b>	<b>Bike Hire</b>
Regular group lets	Monthly Bike hires
Electricity usage	Mileage
Individual memberships sold	
Usage	
Customer feed back	

The above list is not exhaustive, simply an example of some of the points we will monitor.

## 7. Budgets and Cash Flow

The budgets are based on current costs from the New Town Hall, provided by Dumfries and Galloway Council and we have provided Predicted Financials.

The first table of figures below are for the New Town Hall as existing and provide a useful starting point guide. The comments section highlights where additional costs might be incurred or where savings on past running costs might be made.

### **Whithorn New Town Hall - Actual Income/Expenditure 2013 - 2017**

Report by Andrew Shannon on  
26/1/17

<b>Description</b>	<b><u>16/17 Actual to date (26/1/17)</u></b>	<b><u>15/16 Actual</u></b>	<b><u>14/15 Actual</u></b>	<b><u>13/14 Actual</u></b>	<b>Comments</b>
Whithorn New Town Hall Temporary SJC salaries	£ 3,226.06	£ 3,979.80	£ 3,894.25	£ 3,670.90	
Whithorn New Town Hall Operatives FT SJC salaries	£ -	£ -	£ -	£ 464.81	
Whithorn New Town Hall Additional hours	£ -	£ -	£ -	£ 609.92	
Whithorn New Town Hall Superannuation SJC	£ 693.61	£ 855.67	£ 834.85	£ 825.40	
Whithorn New Town Hall Repairs - ProActiveMaintenance	£ -	£ 514.02	£ 714.64	£ 332.97	
Whithorn New Town Hall Repairs - emergency	£ -	£ 2,693.08	£ 1,704.44	£ 2,154.91	

Whithorn New Town Hall Property management charge	£ -	£ -	£ 376.70	£ 322.57	
Whithorn New Town Hall Legionella - Remedial Works	£ -	£ 1,801.75	£ 617.64	£ 121.64	
Whithorn New Town Hall Rates metered water	£ -	£ 459.97	£ -	£ -	
Whithorn New Town Hall Non dom water & sewerage chgs	£ -	£ 914.35	£ -	£ -	For SCIO/Charitable Organisations there may be the possibility of exemption
Whithorn New Town Hall Cleaning materials	£ -	£ 110.42	£ -	£ 228.57	
Whithorn New Town Hall Refuse chg - internal contract	£ 242.84	£ 230.36	£ 221.52	£ 210.01	For SCIO/Charitable organisations, a reduced rate of approximately 70% is offered
Whithorn New Town Hall Rates	£ 6,437.20	£ 6,384.00	£ 6,264.30	£ 23,208.50	For SCIO/Charitable Organisations there may be the possibility of exemption
Whithorn New Town Hall Energy - electricity	£ 2,696.72	£ 659.36	£ 888.39	£ 562.34	
Whithorn New Town Hall Energy - fuel oil	£ 4,038.10	£ 4,853.35	£ 5,564.94	£ 7,958.25	
Whithorn New Town Hall H&S port appliance test (PAT)	£ 81.70	£ 90.65	£ 51.80	£ 54.25	
Whithorn New Town Hall H&S Legionella Monitoring	£ 44.18	£ 220.90	£ 322.56	£ 441.36	
Whithorn New Town Hall H&S Servicing HVAC	£ 82.50	£ -	£ -	£ -	
Whithorn New Town Hall H&S Boiler & Plant	£ 284.50	£ -	£ -	£ -	
Whithorn New Town Hall Pest control	£ -	£ 150.96	£ 150.96	£ 150.96	
Whithorn New Town Hall WAN Rental Charges	£ -	£ 1,917.00	£ -	£ -	



Whithorn New Town Hall Payments to other bodies	£	-	£	-	-£	59.20	£	53.63
Whithorn New Town Hall Room lets	-£	4,391.64	-£	4,847.55	-£	2,218.35	-£	4,465.43
	£	<b>13,435.77</b>	£	<b>20,988.09</b>	£	<b>19,329.44</b>	£	<b>36,905.56</b>

**Notes:**

2016/2017 - This is the current actual income and expenditure as of 26/1/17, year end is 31/3/17.

Electricity Costs - It should be noted that DGC receive lower electricity rates due to the number of buildings, therefore caution should be taken when predicting usage.

In 2013/2014 4 years of rates were charged in one year.

**Other expenditure which may require to be figured into budget predictions are:**

- : - Buildings insurance;
- : - Contents Insurance;
- : - Public liability Insurance;
- : - Grounds Maintenance;
- : - All health and safety service and maintenance contracts e.g. fire extinguishers, legionella, boilers, extraction fans, etc, etc
- : - Stationery/Printing Costs;
- : - Marketing/publicity costs;

**7.1 Expenditure Overview**

Budget Heading	New Town Hall existing (£)	All Roads Lead to Whithorn Predicted Expenditure	Comment

		(£)	
<b>Rates</b>	6384 The rateable value of the property is currently £9,450.00	1276 (based on 80% rate relief)	As ALRW would be the registered owner there will be up to 80% charitable relief with the possibility of 100% rate relief. An e mail confirming this has been obtained from Dumfries and Galloway Council.
<b>Water Rates</b>	£460		Exemption would have to be carefully investigated, as rules for charities are changing in 2016/17 – as there is no shop or regular café, there would potentially be full exemption.
<b>Heat and Light</b>	6453 (2014/15)	4839	The current heating system is inefficient and savings of 25% will be possible. The introduction of a roof-mounted solar panel scheme will also provide benefits (this is covered in a later section)
<b>Insurance</b>	Council insured	1,078	Based on other insurances of Listed Buildings within Whithorn eg Whithorn Trust building
<b>Laundry</b>		546	£30 per week based on 35% occupancy
<b>Repairs and Renewals</b>	3000	1000	This would initially be low after “snagging” and wholesale refit, so we would only predict this being significant in Year 4 of operation.
<b>Salaries</b>	5000 (for caretaker locking and	21,000 for an average year	Manager would only be paid during construction and “bedding in” phases, after which centre manager would be responsible

	unlocking and cleaning after bookings)		to Board directly. £12k (18 months transition) Cleaner p/t £6k Centre caretaker / manager, bookings agent p/t £15k. We would expect the Centre manager to undertake legionella testing.
<b>Telephone</b>	Currently none	700	Phone and internet. In-coming calls for bookings, out-going will be kept to the minimum.
<b>Accountancy</b>		1,200	Based on experience of local accounting firms
<b>Postage, Stationery, marketing</b>	None	3,000	Marketing will be very important and our hope would be to maximise resources towards marketing. However initially we have set a budget figure of £4k. See notes on marketing.
<b>Admin</b>			This would be undertaken by Centre manager
<b>Legal and Professional</b>			Annually we do not envisage any legal costs.
<b>Sundry</b>		400	PAT testing, cleaning materials, refuse collection, pest control
<b>Total</b>		<b>35039</b>	

- **7.2 Income Overview**

Budget Heading	Income	Comment
<b>Bed Lets Year 1 Trading</b>	13,456	Based on a £21 per head charge per night@ 15% occupancy
<b>Bed Lets Year 2 Trading</b>	17942	Based on a £21 per head charge per night@ 20% occupancy

<b>Bed Lets Year 3 Trading</b>	22428	Based on a £21 per head charge per night @ 25% occupancy.
<b>Income from hire of exhibition / meetings / catering conference space</b>	1,000	Based on 10 events paying £100 each
<b>Lets of dedicated gym to Boxing Club</b>	2,000	
<b>Memberships of gym Year 1</b>	5,200	Based on 100 full memberships @£50 p.a., 20 Junior / concession memberships@£10 p.a.
<b>Drop in "guest" sessions in gym Year 1</b>	400	100 x drop in charges : £4 per 120 min. session
<b>Membership of gym Year 3</b>	13,500	Based on 200 full memberships@£50 per annum, 100 Junior or concession memberships @£10 p.a.
<b>Drop in "guest" sessions in gym Year 3</b>	2000	500 x drop in charges : £4 per 120 min session
<b>Launderette Income Year 1</b>	520	Based turnover of £10 per week
<b>Launderette Income Year 2</b>	780	Based turnover of £15 per week
<b>Launderette Income Year 3</b>	936	Based turnover of £18 per week
<b>Bike Hire (£5 pd 600 hires)</b>	3,000	
<b>Bike Repair</b>	1,040	£20 per week labour
<b>Total Year 3 Trading</b>	45904	

### 7.3 Notes on Financials

#### Electricity

We aim to install solar panels on the roof and would receive the current rate of Feed In Tariff, which we have not factored in to the electricity costs

#### Membership costs

We have pitched membership at £50 per annum, which reflects local income and is designed to appeal to those who would normally travel to Stranraer and Newton Stewart for their fitness sessions. We assume this is a growing market, as Government public health warnings about the risks of inactivity and poor exercise regimes begin to influence behaviour. We may have underestimated the numbers of “concession” memberships, as we may wish to offer concessions not only to group members ( eg fitness clubs), to young people and students but also to unemployed people. We also wish to be sure that the equipment on offer is suitable for all abilities eg. Gentle exercise for the elderly, intensive exercise equipment for athletes, equipment for beginners, expectant mothers etc.

#### Drop in sessions

These are deliberately priced at a high rate in proportion to full membership, in order to increase membership take up.

VAT : An important consideration for the charity is the registration for VAT; this would effectively save on 20% of capital costs ( new build might be rated at a reduced rate; some works to a Listed Building might be zero-rated, though this would require careful investigation as the rules are complex). However, the charity would then be compelled to administer VAT and also to charge VAT on all services. For the purposes of this financial plan, we have not allowed for VAT being reclaimed.

### 7.4 Purchase and Development Costs

#### Capital Redevelopment and Purchase Costs

	Cost	Running Total
<b>Refurbishment</b>	1,335,699	
<b>Professional Fees,</b>	213,711	

<b>estimated at 16%</b>		
<b>VAT</b>	309,882	
<b>Total</b>	1,859,292	
<b>Purchase Price</b>	1	
<b>Legals Purchase</b>	2,500	£1,861,793
<b>Fit out costs : loose furniture and specialist gym equipment</b>	10,000	£1,871,793
<b>Total</b>		
<b>Initial Core costs support year 1</b>	<b>21,000</b>	<b>£1,892,793</b>

## 7.5 Funding

<b>Funder</b>	<b>Amount</b>	<b>Running Total</b>
<b>Sports Facilities Scotland</b>	£500,000	
<b>Community Assets Scotland</b>	£1,000,000	1,500,000
DG LEADER programme	£120,000	1,620,000
Crowdfunding – sponsor a brick £50 (bunkhouse) or a chair – main hall Prizes – free stay in the bunkhouse	£50,000	1,670,000
Hollywood Trust	£50,000	1,720,000

Town Centres Communities Capital Fund	£172,793	1,892,793
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Notes on funding : We have included an ambitious Crowdfunding programme, in the belief that proper marketing among potential users, such as faith groups, walking and outdoor enthusiasts, and the particularly important role Whithorn plays as the Cradle of Christianity in Scotland, will attract wide ranging support and simultaneously publicise the initiative amongst those most likely to use it.

## 8. Marketing

Marketing will be crucial to the success of the project, especially for the bunkhouse facility and the exhibition space. At present we have earmarked £4,000 per annum towards marketing, which will be split into two categories; local marketing which we deliver in house, and external marketing, which will involve distribution agencies, printers and other types of paid promotion.

Understanding our market will be crucial, and from the offset we will study the type of customers we are attracting. People will be encouraged to fill in feedback forms about the services and quality of service we offer. Encouragement to fill in and return these forms maybe in the form of a free draw to win free night's accommodation.

### 8.1 Internal Marketing

Local promotion may include:

- **Promotional flyer** - For 10,000 folded flyers, the cost would be approximately £450
- **Social Media** - via Facebook, Twitter, Vimeo and YouTube. The Whithorn Trust has been using social media as an effective marketing tool to reach many users, including non-local and international audiences, who will be particularly important as potential users of the bunkhouse facility. Furthermore, it is free, unless users opt to advertise or promote their posts. Updates should be as frequent as possible to keep visitors and potential visitors engaged.



- **Promotional Film(s)** – a 360 degree “walk through” tour of the bunkhouse will be critical to showcasing the new facility. Gym members may be attracted by images of groups and individuals using the new equipment, and arts and crafts exhibitors by moving pictures of well-lit and attractive exhibition space.
- **Local and Regional Newspapers Editorial and Advertisements**- *Galloway Gazette, Stranraer Free Press*. In-house produced editorial, provided it is well crafted and coherent, incurs no cost from the newspaper.
- **Online Newsletters** – these could be monthly or quarterly and would be for visitors and locals alike who sign up to the mailing list. The newsletters would consist of information about the events and groups meeting in the new venue, local news, editorials and advertisements.
- **West Sound Radio Advertisements** - Prices range from £50 to £500 for 5 – 100 plays of a 40 second advert, including discounts for customers who opt for more plays. An additional £20 is applicable to create the advert, unless a ready made, broadcast quality advert is provided. West Sound Radio has a reach of 180,000, so is a useful tool for local marketing.
- **Website** – The possibility of using dedicated areas of the Whithorn Trust’s new website, which was professionally designed and has yet to reach its full potential, is under consideration, rather than developing yet another local website which is not fully used and marketed. The website would include booking pages for the bunkhouse and cycle hire, and already includes pages dedicated to local businesses and community groups, a blog/what’s on page and a contact us page. There would also be links to the Facebook and Twitter accounts, which would be unique to the new facility and which would be essential to boost the website’s traffic and increase its reach. The following bullet points illustrate some of the functions a web site would fulfil;
  - ~ To promote the arts and crafts exhibition space via copy, still images and audio visual media
  - ~ To act as an online sales tool
  - ~ To field enquiries of the opening times of the bunkhouse, gym and community facilities / catering kitchen
  - ~ To promote special events
  - ~ To market the bunkhouse and illustrate the offer
  - ~ To provide an online booking service
  - ~ To promote additional services, such as the bike hire
  - ~ To link to other local sites, such as [www.whithorn.info](http://www.whithorn.info)
  - ~ To provide a link to the centre’s social networking pages

- **Magazine copy** : The audience we are trying to reach are walkers, faith groups and individual pilgrims, adventure enthusiasts, artists and arts enthusiasts, dark sky watchers, bird watchers, motorcyclists, cyclists and wildlife lovers. Magazines with this kind of audience, and which would be willing to feature the new facility as a news item could include *Dumfries and Galloway Life*, *Our Wigtownshire* but there are also Church of Scotland and Roman Catholic Diocese of Scotland publications which would have a special interest in the bunkhouse.
- Publications for potential paid advertisements would have to be carefully selected from a variety of special interest magazines : *Scottish Field*, *The Scots Magazine*, *Scottish Woman*, *Scotland Magazine*, *Scottish Life*, *Country Walking*, *Trek and Mountain*, *Art Monthly*, *Artists and Illustrators*, *Leisure Painter*, *Bird Watching Magazine*, *BBC Wildlife Magazine/ Countryfile*, *Cycling Weekly*, *Motorcycle Monthly*, *Astronomy Now* and so forth. Advertisement prices seem to vary per publication, indeed some are free, but the average price for a classified advert is £25, for an 8<sup>th</sup> of a page it's £400 and of course the larger the advert, the more costly and therefore the more prohibitive it becomes to advertise.
- **Mutual Marketing** – A reciprocal agreement with local businesses and community facilities. The new facility will have a space dedicated to providing local information. Locally there is overwhelming support for the centre, therefore reciprocal marketing locally by agreement with members of the Whithorn and District Business Association ( 80+ members ) and across Wigtownshire and in other nearby towns and attractions ( Wigtown Book Town, Isle of Whithorn St Ninian's Hall, The View at Port William) would be easily achievable.

## 8.2 External Marketing

Agency Marketing will involve organisations such as VisitScotland and Destination Dumfries and Galloway. There are also 'what's on' database style websites, which promote local events and businesses, such as Dumfries and Galloway What's Going On? (DGWGO) (traffic of between 6,000 – 10,000 a month), DG Online (traffic of between 3,000 – 9,000 a month) and Visit Southern Scotland (traffic of between 3,000 and 6,000 a month).

## 8.3 VisitScotland

To provide guaranteed racking for flyers in all Dumfries and Galloway VisitScotland Tourist Information Points, a web listing and ¼ page advert in “Explorer Guide : Dumfries and Galloway” publication guide, would cost in the region of £1422. VisitScotland are able to provide information about obtaining brown road signs that could be positioned on the A75. Details of VisitScotland’s offer are set out below.

### **VisitScotland Marketing Opportunities in Dumfries and Galloway**

#### **VisitScotland Online**

A web listing on visitscotland.com provides a platform for tourism businesses to promote their services, increase product awareness and drive sales. VisitScotland consumer websites attract over 14.5 million visits per year ensuring high exposure to domestic and international visitors. Significant investment has brought improvements to design, layout, navigation, images and content, transforming visitscotland.com into a world class destination website.

VisitScotland website listings now display more prominent descriptions, images, video content, pricing, and special offers which can be easily managed online by the business. The VisitScotland Extranet (online management system) also provides comprehensive reports on web listing performance.

The **Explore Guide** for Dumfries & Galloway is VisitScotland’s official publication to promote the region. 50,000 copies are printed and are distributed throughout the year via Visitor Information Centres within Dumfries & Galloway and beyond. The guides can also be picked up from tourism businesses who request copies or alternatively be viewed online via VisitScotland’s website –

<https://www.visitscotland.com/ebrochures/en/what-to-see-and-do/dumfriesandgalloway/>

**In the current edition a quarter page advert is priced at £586.** The rate for the display advertising is the same for 2017-18.

These are free to pick up from VisitScotland Information Centres and selected events and exhibitions. They are also available to view on VisitScotland's consumer website, which generates over 13 million visits per year, giving your business optimum exposure both in print and online. Advertising packages can be tailored to your business and budget to ensure you maximise your exposure to the growing number of visitors who arrive on our shores each year.

We aim to hold meetings with Visitscotland's Business Relationship Manager to ensure regional support for the project, how to amend or add to existing Brown road signs, details about the web listings, quality criteria for bunkhouses and other opportunities.

#### 8.4 Other marketing organisations

VisitSouthWestScotland.com; <http://www.visitsouthernscotland.co.uk/> and Dumfries and Galloway Marketing Interest Group as well as local publications such as the Machars Rhins Guide ( published by Whithorn and District Business Association), insertions into Spring Fling brochures and the Creative Whithorn Arts Trail are all clearly important marketing tools. Additionally, walkers' and backpackers' as well as pilgrimage blog spots and Facebook groups should be considered.

#### 8.5 Marketing Cost Breakdown

	One Off Costs	Annual Cost	Comments
<b>VisitScotland Package</b>	1,482	1,482	This covers Explore Guides, guaranteed rack space in 6 Tourism Offices for flyers and web presence
<b>Folded Leaflet Printing (10,000)</b>	450	450	
<b>Magazine Adverts including</b>		1318	

<b>Church of Scotland/ DG Life etc</b>			
<b>Machars Rhins Guide</b>	150	150	
<b>Facebook set-up and maintenance</b>	Nil	Nil	
<b>Local Paper Editorials</b>	Nil	Nil	
<b>Local Paper Advert (Possibly twice a year)</b>	200 full colour ¼ page.	400	
<b>Website</b>		200	
<b>Total</b>		<b>4000</b>	

## **9. Governance and Management**

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The All Roads Lead to Whithorn Board, coupled with its wider steering group, has a strong and an experienced team who have delivered a number of successful projects. The group is familiar with the various phases of project management, from developing ideas to applications, managing construction and reporting to funders. Several directors have managed large scale projects and at least three have professional

construction experience. Both directors and wider steering group members have wide networks within the community, from youth and sports interests to business and cultural heritage stakeholders. These contacts will be important if crowdfunding initiatives are undertaken.

The group is able to cope with the long haul of funding applications and, if faced with failure, has the skills, resilience and knowledge to try a variety of sources in order to find the right fund to match the project.

Below is a short biography of the key personnel connected to the group.

- Tom Smillie, Chairman, All Roads Lead to Whithorn : Is a qualified Chartered Surveyor, but also owns and manages a number of properties locally and in Ayrshire, including holiday lets
- Mary Nicholson, Director, All Roads Lead to Whithorn: Is a local landowner and owns and manages a horticultural business and Gardens open to the public. She is a Director of the Whithorn Trust and Director of the Galloway Fisheries Trust. She is also Community Councillor for Whithorn and District Community Council.
- Kirsty Currie, Director, All Roads Lead to Whithorn : Is a Committee member of the Whithorn and District Business Association, runs her own gardening business; is actively involved in community matters as wife to the parish Minister, and runs the Faith, Hope and Charity Shop. .She is also Community Councillor for Whithorn and District Community Council.
- Hazel Smith, Director, All Roads Lead to Whithorn: Is a Chartered Architect running her own practice, with a variety of private and commercial sector clients. She is active Chairman of the Whithorn Parent Council and has contributed to a number of community projects such as the Hub at Whithorn School and the Whithorn Nursery Garden (on-going). She was actively involved in the original “All Roads Lead to Whithorn” filmed community consultation.
- John Wilson, Director, All Roads Lead to Whithorn: Is currently Chairman of Whithorn and District Community Council; was for many years owner of a successful third-generation local joinery and undertaker’s business. He is active in the South Machars Camera Club.
- Julia Muir Watt, Company Secretary, All Roads Lead to Whithorn : Is the Development Manager for the Whithorn Trust, with particular responsibility for fundraising and project management, including its new roundhouse project and pilgrimage routes project. She manages PAYE, rotas and performance for 11 seasonal staff. She is also Community Councillor for Whithorn and District Community Council. She was actively involved in the original “All Roads Lead to Whithorn” filmed community consultation. She manages three holiday rentals ( self catering ) in Whithorn and area.

### **Steering Group members**

- Wullie Martin and Tom Jolly – representing the Whithorn Bravehearts Boxing Club as volunteer coaches. Both have successfully coached boys from the club to International championship level.
- Peter Wareing – is the owner of a ceramics business, exhibitor at Spring Fling, and one of the organisers of Creative Whithorn Arts and Crafts group and annual Arts Trail. He taught Art and Design in Birmingham for 32 years
- Winnie Cooper has been an events organiser in the Machars and was active in the Dumfries and Galloway Arts Association and Festival; she was recently chosen as Culture Champion in the Dumfries and Galloway Life Awards 2016.
- William Dodds – is Community Police Officer for Whithorn and the Machars but is active in the local community, including the Community Choir and organised the Vodafone mobile phone signal boost for Whithorn.
- John Lyons – represents the Whithorn Horticultural Society, which has a long history of excellence at its annual exhibition. He works at James Gordon’s Agricultural Engineering business in Whauphill, and has been active in the Whithorn Bowling Club
- Donna Hoodless – is now assistant Ward Officer for Mid Galloway and Wigtown West, with Dumfries and Galloway Council. Her background has involved youth work and community learning and development
- Laura Kiltie is employed at Dumfries and Galloway Council, with a focus on youth work, based at the Douglas Ewart High School in Newton Stewart.
- Bhupendra Amin is a local business owner and member of the Whithorn and District Business Association; he is also a Community Councillor for Whithorn and District Community Council.

#### Our links, networks and memberships :

- Boxing Scotland, formerly the Amateur Boxing Association
- Scottish Pilgrimage Routes Forum and the Whithorn Way Steering Group via the Whithorn Trust
- Lions International
- Links with VisitScotland Quality Assurance via the Whithorn Trust and other members with holiday accommodation accreditations, including the Green Business Tourism Scheme
- Links with the Diocese of Galloway pilgrimage and National Catholic Youth Pilgrimage, via the Whithorn Trust
- Spring Fling, via participating artists
- DG Unlimited via participating members
- Dumfries and Galloway Council Community Learning and Development – via participating members of the group
- Scottish Women’s Institutes via participating members
- Whithorn and District Community Council has joined the Ayrshire and Galloway Biosphere as a community member

## Appendices

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### I. Project fundraising and experience

The following projects have involved fundraising and project management led by members of the Board and / or Steering Group :

Project	Funders
Whithorn Conservation Area Regeneration Scheme - £500k - Whithorn and District Business Association – 2004-9 Julia Muir Watt	Historic Scotland and Dumfries and Galloway Council
All Roads Lead to Whithorn film and community consultation – Whithorn and District Business Association – 2014 £25,000 Julia Muir Watt	Awards for All
Machars Rhins Guide – marketing publication : Whithorn and District Business Association – 2009-2016 approx. £10k Julia Muir Watt	DG LEADER
Iron Age Summer – Whithorn Trust – community outreach activities and Dig TV – 2015 Value : £53,000 Julia Muir Watt	Heritage Lottery Fund, Cashback for Communities, Robertson Trust, Holywood Trust, Wigtown Area Committee – Dumfries and Galloway Council; Regional Arts Fund
Whithorn Iron Age Roundhouse, app and documentary filming – 2016 Whithorn Trust Value £210,000 Julia Muir Watt	Heritage Lottery Fund, Regional Arts Fund, Robertson Trust, Holywood Trust, Hugh Fraser Foundation, Friends of Ninian and Whithorn, Dumfries and Galloway LEADER ; Garfield Weston Foundation; SSE Sustainable Development Fund
Festival of Museums 2017 – Whithorn Trust £1,500 Julia Muir Watt	Museums and Galleries Scotland
Whithorn Community Hub- Whithorn Parent Council – Hazel Smith	



Whithorn Garden project at The Park, Whithorn – Hazel Smith	
Whithorn Nursery Garden refurbishment – 2017 Hazel Smith	Tesco Bags of Help
Day of the Region – community celebrations, 2014 and 2015 Julia Muir Watt for Community Council	Dumfries and Galloway LEADER
Whithorn Arts Trail – Creative Whithorn – annually: Peter Wareing / Winnie Cooper	Self financing
Whithorn and area footpaths consultation – the Whithorn Trust £9,800 Julia Muir Watt	Investing in Ideas
Whithorn Trust kitchens refurbishment project £10,000 2015 Julia Muir Watt	Awards for All
Whithorn Crozier, high security case and security measures £10,000 2017 Julia Muir Watt	Museums and Galleries Scotland Capital Fund
Vodafone Sure Signal – rural mobile phone signal boost Billy Dodds	Vodafone
Whithorn New Town Hall Feasibility Study – All Roads Lead to Whithorn charitable trust £9,900 Julia Muir Watt	Awards for All
Whithorn Defibrillator Fund – Whithorn and District Community Council £6000 Community Fundraising	Community fundraising eg bungee jump, DGHP – donation, Whithorn Common Good Fund,
Whithorn Fireworks event – Whithorn Fireworks Committee	Community Fundraising eg. Race night, quiz nights, ticket sales

#### Pending and New projects

Whithorn pilgrimage routes drone flight – Whithorn Trust £151,000 Julia Muir Watt	DG LEADER, HLF
Year of Heritage, History and Archaeology – “Stories, Stones and Bones” – Whithorn Trust £10,000, Julia Muir Watt	Heritage Lottery Fund

## II. Bunkhouse Study Trip

Between January 30<sup>th</sup> and February 1<sup>st</sup> 2017, members of All Roads Lead to Whithorn and the Steering Group, as well as other stakeholders, are visiting bunkhouses at Callandar ( run by the Callander Youth Project Trust – opened 2015 ), Craignure ( renovated 2014) and Iona bunkhouse.

The trip to Iona was of particular importance to the group, given that the tradition of pilgrimage to Whithorn is the motivating force in proposing a low cost accommodation unit, and that the two have a strong shared history, being the two independent sources for the Christianisation of Scotland – one in the South of Scotland in the Kingdom of Strathclyde and one for the Kingdom of Scots in the West. The group were interested to see how modern-day pilgrimage to Iona was served by the bunkhouse and the other new unit on Mull, near the ferry from Oban, and how well this meshed with ideals of environmentally-sound design, “slow tourism” and a sense of place.

The group collated feedback from all who participated on various questions such as degrees of comfort, whether they were happy to share rooms, mixed rooms, availability of transport, bike hire and information provided, laundry and drying facilities, environmentally-friendly heating systems, size of kitchens and communal spaces, the feedback received for the various bunkhouses and questions of accessibility for the less able. These observations will inform choices for our proposed design of the bunkhouse. The results are below.

It should be noted that valuable contacts were made with owners and managers of all three bunkhouses visited.

### **All Roads Lead to Whithorn Iona trip 30<sup>th</sup> January to 1<sup>st</sup> February 2017**

QUESTIONNAIRE FOR PARTICIPANTS

<b>1. Bunkhouse design</b>			
<b>What were the most important features you expected in the bunkhouse ? Indicate Very important, quite important, not important at all</b>	<b>Very Important</b>	<b>Quite Important</b>	<b>Not at all</b>
• <b>Drying Facilities</b>	xxxX xXx x	xx	xx
• <b>Wi-Fi</b>	xxxxxx	xxxxx	xx
• <b>Information about the area and historic attractions</b>	xxxxxx	xxxxxxx	•
• <b>Communal space for eating / cooking</b>	xxx	xxxxxxxxx	•
• <b>Privacy / smaller rooms</b>	xx	xxxxxx	xxx
• <b>Entertainment for evenings</b>	•	xxx	Xxxxxxxxxx
• <b>Mobile phone signal</b>	xxxxxx	Xxxx x	xx
• <b>Hire of linen / towels</b>	xxxxxxxx	xxx	•
• <b>Cooking facilities</b>	xxxxxxxxx	xxx	•
• <b>Environmentally sound design</b>	xxxxxx	xxx	xxx
• <b>Secure lock up for valuables</b>	xxxxxx	xxxx	xx
• <b>Cycle hire</b>	x	xx	xxxxxxxx
• <b>Welcome by bunkhouse hosts</b>	xxxxxx	xxxx	xx
<i>Toilets and cleaning facilities</i>	X		

Which of the bunkhouses best exemplified these features ?

	<b>Callander</b>	<b>Craignure</b>	<b>Iona</b>
Drying		xxxxxxxxx	Xxxx ( cold ! ) xx ( too small, no hanging

			facility)
Wi Fi	xxxxxxx	xxxxxxxxxx	xxxxxxxxxx
Tourist information	xxxxxxxxxx	xxxxxxxxxx	xxxxxxxxxxxx
Communal areas	Xx ( but cold!)xxxx	xxxxxxxxxxxx	Xxxxxxx ( Big eat in kitchen)
Privacy	x	Xxxxx ( own en suite)	x
Entertainment	xxx	xxxxxx	Xx x( No TV – nice!) (Books, games, TV not important at all)
Mobile phone signal	xxxxxxx	xxxxxxxxxx	xx
Linen and towels	Xxx Not good; Not Ironed	Xxxx xxx Scratchy towels	xxxxxxx
Cooking facilities	xxxxx	Xxxxxx x(small) xx	Xxxxxxxx ( I liked the two cooking areas)
Environmental	xxxxxx	Xxxxxxx ( recycling)xx	xXxxxxxx x( recycling)
Security	Xxxxxxx Lockable cages	xxx	x
Cycle hire			
Welcome by host	Xxxxxxxxxxxx (nformative friendly)	Xxxx ( Cool )	Xxxxxx x
Disabled access	Xx( parts were )	xxxxxxx	Xx ( very inaccessible!) Inaccessible !
<i>Disabled toilet</i>	Could be more comprehensive ; shower		
<i>Cleaning facilities/ basins/ soap</i>	X	X	Could be better
<i>Low level cleaning ( bidet)</i>	“Not all dsabled are in wheelchairs. Incontinence is a disability”		

What other features would you have liked to see incorporated ?

<u>Aspects of the landscape and visit ( Iona particularly)</u>	
<b>What aspects of the trip did you most enjoy ?</b>	
• Meeting people	X xxxxxx
• Religious history and heritage	xxxxxxxxxxx
• Landscape	xxxxxxxxxxx
• Chance to socialise in a communal space	xxxxxxxx
• Peace and quiet	xxx
• Local crafts and gifts to take home as a memento	xxx
• OTHER	

<b>2. What aspects of the trip did you least enjoy ?</b>	
• <b>Shared spaces</b>	Xxx Other guests on Iona left washing up !
• <b>Sharing a room</b> – if so, how many would you like to see in a room ?	Xx – six is too many; 2 was good 2 would be too few unless you knew each other
• <b>Mobile phone or wi fi coverage</b>	X Mobile phone, not as important as wifi
• <b>Cooking areas</b>	
• <b>Accessibility of</b>	Iona was a bit out of the

<b>bunkhouse</b>	<b>way; awkward to get to</b>
<ul style="list-style-type: none"> <li>• Bunks ( not beds )</li> </ul>	<p>Craignure bunks were very high but it had en suite bathrooms</p>
<ul style="list-style-type: none"> <li>• OTHER</li> </ul>	<p>Don't like wooden worktops. Callander was a bit run-down and I am glad we didn't stay. Craignure was new and hygienic. Shower curtains are not nice – prefer glass doors.</p>

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### 3. What other features did you miss and think would have enhanced your visit ?

- Teatowels and oven gloves
- Luggage space
- Large drying facilities
- Clock
- Spare blankets
- Cupboard – somewhere to store clothes
- Iona – quick access to pier and ferry
- Secure locking units
- Better heating – Callander
- Better transport – on Iona
- A shelf by each bed for glasses, etc
- Reading lights in the right position, and above each bed
- Sockets for each bed ( Callander and Craignure were best)
- Experiencing each hostel when busy with other visitors / strangers
- Better sound-proofing

**“All of them were good in their own individual aspects. The trip was wonderful and depends on people in group how to get on with each other and in unity”**

**4. Overall which was your preferred bunkhouse and why ? Anything else you’d like to add about the trip ?**

**“Iona, but it does need modernising and better access. Craignure was well-designed but why stay in Craignure”**

**“Iona – had a very welcoming feel even in a dull wet day”**

**“Craignure – I twas well designed, with motion sensor switches for lights. Most economical use of power”**

**“Craignure – large rooms, very clean and tidy. No smelly rooms. Not so far to walk in rain with luggage. Better drying facilities”**

**Craignure – modern, clean, easy to clean, comfy beds, nice bed linen, lovely bathrooms .**

**Craignure – purpose built, large communal room, well-positioned, good rooms**

**Craignure for the accommodation, apart from lack of ventilation in our room but Iona for the setting**

**Craignure ( new build); however, there was more mixing together at Iona**

**Callander is atypical -great local facilities, shops etc. Craignure – excellent building, comfy beds but kitchen too small and rather lacking in atmosphere.**

**Iona – long walk from ferry. Bedrooms basic/ cramped and no en-suite. Great communal space and views.**

**Iona – views and history can’t be compared with any of the others. Décor was attractively rustic in the kitchen. Craignure en suites were an advantage.**

**The double lower bunk was good ! Food delivery from Spar on Iona was very useful and could have been easier to organise, but it worked.**

**Important business pointers ( from owners / managers )**

- Register for VAT**
- Co ordinate the website with bookings.com – importance of website design**
- Discounting bookings as the day goes on - £20 pppn, down to £12.50 pppn after 2pm**

- **Interesting business model at Callander, where training funds for young people with barriers to employment are also put to use to staff the hostel**
- **Solar panels**
- **Pre-booked butcher / barbecue pack from local shops**
- **Don't install locks with keys which are expensive to replace**

### **III. Fit with local Strategies and Priorities**

#### **Regional/ national policies and need : Heritage and Sustainable Tourism**

Our project's focus on tourism development, particularly on the niche market in heritage tourism, is justified by an analysis of the Dumfries and Galloway economy's current challenges, and these in turn are being addressed by a variety of regional policies. Our project's focus on promoting walking and faith tourism fits well within these policies.

#### **Challenges – the regional context**

The fundamental indicators of economic well-being for Dumfries & Galloway are already fragile with a continuing decline in private sector employment making it difficult to create future wealth from a diminishing business base. Furthermore, Dumfries & Galloway has one of the lowest Gross Value Added (GVA) contribution of all 32 local authority areas in Scotland, just above Caithness and the Islands [Eurostat (November 2016)]. GVA per hour worked in D&G is 82% of the Scottish average. (Dumfries and Galloway Regional Economic Strategy 2016-2020) : GVA per head (£15,626) remains below the Scottish average (£20,571).

- According to the Dumfries and Galloway LEADER Programme 2014-2020 Local Development Strategy *“wages in Dumfries and Galloway are well below the national average, with full-time workers receiving a weekly pay of £443 on average compared to the Scottish average figure of £508. In Dumfries and Galloway, the levels of youth unemployment have remained slightly above Scottish levels over the past decade. Like the rest of Scotland, in the last few years there has been a marked increase in persons claiming for over 1 year”*



- The industries which are notably strong in Dumfries and Galloway are forestry, agriculture and fishing, supported by the tertiary sector in the form of distribution, hotels and restaurants. Both of these sectors have grown, proportionate to other industries in Dumfries in Galloway, since 2007. Employment in both manufacturing and construction has severely declined in recent years. The Economic Baseline Study for Dumfries and Galloway, which underpins the Regional Economic Strategy 2016/2020 shows that financial and business services, energy, and sustainable tourism generate between £57million and £68million GVA followed by creative industries at £23.9million. Each of these sectors has significantly fewer employees than food and drink but with the exception of sustainable tourism generate equivalent or greater GVA per head.

	D&G	D&G	Scotland	Great Britain
<b>Full-time</b>	35,000	62.5	67.3	69.1
<b>Part-time</b>	20,000	35.7	32.7	30.9
<b>Employee jobs by industry</b>				
<b>B : Mining and quarrying</b>	100	0.2	1.4	0.2
<b>C : Manufacturing</b>	6,000	10.7	7.4	8.3
<b>D : Electricity, gas, steam and air conditioning supply</b>	225	0.4	0.7	0.4

<b>E : Water supply; sewerage, waste management and remediation activities</b>	600	1.1	0.7	0.7
<b>F : Construction</b>	2,500	4.5	5.4	4.6
<b>G : Wholesale and retail trade; repair of motor vehicles and motorcycles</b>	10,000	17.9	14.7	15.8
<b>H : Transportation and storage</b>	3,000	5.4	4.2	4.7
<b>I : Accommodation and food service activities</b>	6,000	10.7	8.2	7.2
<b>J : Information and communication</b>	450	0.8	2.6	4.2
<b>K : Financial and insurance activities</b>	500	0.9	3.5	3.6
<b>L : Real estate activities</b>	700	1.2	1.2	1.7
<b>M : Professional, scientific and technical activities</b>	2,250	4.0	6.6	8.4
<b>N : Administrative and support service activities</b>	1,750	3.1	7.5	8.9
<b>O : Public administration and defence; compulsory social security</b>	3,000	5.4	6.3	4.4
<b>P : Education</b>	5,000	8.9	8.0	9.2
<b>Q : Human health and social work activities</b>	11,000	19.6	16.9	13.3
<b>R : Arts, entertainment and recreation</b>	1,250	2.2	2.7	2.4

**S : Other service activities**

700	1.2	1.6	2.0
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Source: ONS Business Register and Employment Survey : open access Notes: % is a proportion of total employee jobs excluding farm-based agriculture

Employee jobs excludes self-employed, government-supported trainees and HM Forces

Data excludes farm-based agriculture

**Challenges – the national context**

- UK public sector spending cuts are expected to continue, and indeed accelerate to 2017/18 (Office of the Chief Economic Advisor, 2013). This is likely to have knock-on effects on Scottish Government and Local Authority spending which will see further demand being removed from the economy. Dumfries and Galloway has a relatively large public sector with public administration, education and health accounting for a higher than average proportion of its GVA. Given this, the region is particularly vulnerable to cuts in public sector spending.
- The UK Government's programme of welfare reforms will see a reduction in the money coming into the Dumfries and Galloway economy
- As a predominantly rural area with around 8% of all Scotland's farm holdings Dumfries and Galloway is likely to be disproportionately affected by changes in the Common Agricultural Policy (CAP) post-Brexit

**Opportunities for heritage and nature-based tourism – the regional context**

- The outstanding quality of rural Dumfries & Galloway's natural and historic environment has helped underpin opportunities to develop rural recreation which, together with tourism, has aided the diversification of the traditional land-based sector through the provision of accommodation, marketing of local products to visitors and access to recreational facilities, with encouragement and support from local as well as Scottish Government. This emphasis on tourism and recreation in the broadest sense has been successfully exploited within Dumfries & Galloway to the extent that the value of tourism to the region's economy in 2014 was £302 million. It is estimated that the tourism sector provided the equivalent of over 6,960 full time posts and the region welcomed 2.43 million visitors in that year ( Dumfries and Galloway Regional Tourism Strategy 2016-20). The D&G Regional Economic Strategy 2016-2020 recognises that the area's *major assets such as the rural landscape and coast are key resources for its tourism industry*. Note : The Regional Tourism Strategy aligns with the Scottish Government Strategies linking to tourism and the

economy: the National Tourism Strategy, Scotland 2020, the Scottish Government Economic Strategy, Regional Economic Strategy, Local Development Plan and the Scottish Enterprise Business Plan 2015-2018.

- With 48% of tourists to Scotland visiting historic houses and castles, heritage is a key asset for Scotland’s visitor experience. (Tourism 2020). The D&G LEADER Programme Local Development Strategy 2016-2020 specifically lists the “potential to develop heritage tourism – Robert Burns, pre-Christian & early Christian sites & culture; e.g., Whithorn, Ruthwell & Church tourism” and the potential for coastal paths, nature trails and marine tourism.
- Dumfries and Galloway is host to a wide range of priority wildlife species, SSSI’s, and National and Regional Scenic Areas (D&G LEADER Programme Local Development Strategy 2016-2020). The UNESCO Biosphere is centred in Galloway and South Ayrshire, and the Dark Skies Park is located in the Galloway Forest Park. The ancient pilgrimage routes to Whithorn either cross or are adjacent to these designated areas and coincide with routes such as the Ayrshire and Loch Ryan Coastal Paths, with their panoramic views of Ailsa Craig and Arran and fascinating geological features : the Ballantrae region is of international importance because of the presence there of the Ballantrae Complex, an association of serpentinite, chert and pillow lavas that represents an ophiolite suite. There are many interesting geological localities in this area. One of these is Downan Point, where there are excellent exposures of pillow lavas that indicate how they are formed, lava caves and exposures showing the relationship between massive and pillowed lavas. ( Geological Society of Glasgow ) The route along the Port William coast includes raised beaches dating to the retreat of the Ice Age. The national profile of the area, its natural beauty and wildlife has been raised already through winning BBC Countryfile Tourism Award for ‘Holiday Destination of the Year for 2015/16; the BBC’s Autumnwatch broadcast at the end of last year from Caerlaverock.
- Dumfries and Galloway Council’s priorities for the region’s economy are reflected in the 2013-2016 Single Outcome Agreement: 2: *We will prepare our young people for adulthood and employment* 4: *We will support and stimulate our local Economy*. Priority 4 aims to achieve sustainable prosperity by attracting and retaining successful businesses and quality jobs in our key sectors which include heritage, the arts and culture. Our proposal fits well with fostering opportunities for young people, providing them with positive role models, and sustaining the local economy by capitalising on assets for sustainable tourism. Under the Single Outcome Agreement, Priority 5, which focusses on keeping our region safe, involves engaging young people in positive citizenship
- Scotland’s Economic Strategy, published by the Scottish Government in 2016, makes an explicit link between increasing economic growth and tackling inequality. The Community Empowerment Act places the emphasis on the role of the third sector and local communities in addressing their own economic challenges and opportunities ( D&G Economic Strategy 2016-2020 – Strategic Objective – Developing Places). Under the Single Outcome Agreement 2013-16, Priority 3 ( Economy ) states 3.1 We will support community groups to take ownership of community assets, projects

and services and 4.3.1. We will support the development of volunteering across the region. Our proposal has been identified by local people, with an understanding of their own needs and of ways to address the current fragility of their rural society and economy.

- Spending by tourists in Scotland generates around £12 billion of economic activity in the wider Scottish supply chain and contributes around £6 billion to Scottish GDP (in basic prices). This represents about 5% of total Scottish GDP ( Scottish Government ). The sector makes a major contribution to employment levels across a wide range of occupations, age groups and skills sets with 196,000+ jobs supported by 13,960 tourism related businesses in Scotland, which is 7.7% of Scottish employment. Jobs in tourism are particularly important in non-urban communities where often as many as 15% of the population work in the sector; in Dumfries and Galloway it is about 11% ( D&G Regional Tourism Strategy 2016-2020). The sector directly influences Scotland's international profile and premium market image and provides major support to other key sectors such as Food and Drink, Retail, Transport and Construction.(Scottish Key Facts May 2016, Scottish Enterprise ) The value of tourism to the region's economy in 2015 was £320 million, an increase of 6% from the previous year. Employment in the sector also grew by 1.9%, employing 7,105 direct and indirect jobs. Overall, the region welcomed 2.54 million visitors in 2015 (an increase of 4.6%). (D&G Economy, Environment and Infrastructure committee 14 June 2016). The Mission stated in the D&G Regional Tourism Strategy is to increase the value of tourism from £300m to £330m; Increase the volume, length of stay and extend the season - from 2.43m tourist visitors to 2.6m visitors and Increase direct and indirect jobs from 6,969 to 7,300, and to build our reputation as a place to return to and be recommended. Our proposal to develop faith and walking tourism in a way which can be marketed in the population centres of Scotland will assist with achieving increased visitor numbers in the less prosperous west of the region.
- The D&G Regional Tourism Strategy 2016-20 includes as a "Growth Area" 1) Nature based tourism - develop the rich and diverse product associated with the region's natural landscape (forest, hills, river, coast and lochs) and iconic international designations such as Galloway and Southern Ayrshire Biosphere and Dark Skies. And 2) Outdoor activities - develop focussed attractions and promotions offering innovative ways to enjoy the outdoors including walking, cycling, mountain biking, country sports, golf and other pursuits. There is also a recognition of the contribution to the "sense of place" of Dumfries and Galloway's historic and cultural environments, as well as its natural environment, and provision to suit growth markets, such as eco-aware visitors, festival and events tourism. The Strategy recognises the need to build infrastructure "countryside access - creating and maintaining a diverse range of opportunities for exploring, discovering and enjoying the natural environment". Our provision of a walkers' bunkhouse aligns with this priority. The current #ScotSpirit campaign highlights the natural environment and unique sense of place created by historic buildings, stories and environments.

- The Action Plan which accompanies the Regional Tourism Strategy 2016-2020 includes the need for specific action on long distance routes; the need to set up a Marketing Interest Group for Arts, Culture and Heritage ( in which the Whithorn Trust is involved). These actions are both supported by our proposals.
- **2013-16 Single Outcome Agreement** (SOA) for Dumfries and Galloway sets out the following priorities relevant to our project, which has educational, training and cultural tourism development elements which correspond to the need expressed in these priorities : *We will provide a good start in life for all our children; We will prepare our young people for adulthood and employment and We will support and stimulate our local economy.*
- Spelling out the economic priority just mentioned, Priority 4 of the **DG Regional Economic Strategy 2014-2020** aims to “achieve sustainable prosperity by attracting and retaining successful businesses and quality jobs, particularly in our key sectors of food and drink, agriculture, forestry, the arts and culture, and tourism” ; it also states a goal of “*ensuring that growth supports those most distant from, or disadvantaged in, the labour market*” which applies particularly to young people in the Whithorn area. The Strategy aims to “Empower the region’s communities to address their distinct economic challenges and opportunities” : we believe that our project capitalises on the particular strengths which Whithorn has, in terms of its heritage, while engaging local people in the process and addressing social need which has been locally identified. The Strategy particularly aims to “Increase opportunities for the region’s young people”, and our project has a special focus on young people's involvement and particularly how the discipline involved in sports can influence aspiration.
- **DG Cultural Strategy 2009-2011** foresees an “exciting, vibrant and inspiring place with national recognition as Scotland’s rural capital of culture” : Whithorn has a strong regional role to play as the archaeological site which has national and international recognition, and our project aims to allow Whithorn to move into a new era of developing its role as archaeological capital. Our project is inclusive and the Strategy states that “We will link economic development and regeneration to culture in Dumfries and Galloway communities and we will encourage a local economy that offers cultural opportunities to everyone”. The benefits to “physical health, mental health, wellbeing and to quality of life” of culture and the arts are well exemplified in our project which involves the entire range of people in our community, with a diverse range of activities and hobbies, aimed at increasing physical well-being and social cohesiveness. Likewise the statement that “Dumfries and Galloway will have a strengthened volunteer network which will make a vital contribution to creative communities. There will be recognition and celebration of the richness and creativity of our communities” is well exemplified by the recruitment of volunteers and of the local arts community. The “green” agenda is exemplified in a project which turns a building which is inefficient into one which makes the best use of energy and also relates to the enjoyment of the natural environment through walking and cycling, so that “Dumfries and Galloway’s residents and visitors will benefit from cultural opportunities and activities related to the natural environment.” Whithorn, with its high profile in archaeology and among researchers, for the last 130 years is well placed to support the “ raising the cultural profile of Dumfries and Galloway both within and outwith Scotland”. It should be noted that one of the Council's Regional Strategic Priorities is “ **development of Whithorn as a cradle of Christianity in Scotland and a place of modern pilgrimage and of national significance**” : this project is specifically designed market Whithorn as the focus of the earliest walking routes in Scotland. The earliest signpost to Whithorn dates from the 6<sup>th</sup> Century AD and was designed to welcome pilgrims approaching from sea journeys to Whithorn.

- **Dumfries and Galloway Regional Tourism Strategy 2016-2020** calls for “Rural Festivals and events; authentic experiences” : our project, with its offer of experiences in cultural landscapes, archaeology, ancient and modern crafts, and its advocacy of walking and pilgrimage as immersive historical experiences fits well with the Strategy. “Arts, Culture and Heritage” are said to be the sector that “helps define the area” : our contention is that Whithorn has made a significant contribution not only to regional identity but to the national narrative of Scotland's story, and that a new project helping us to articulate 1600 years of that contribution will help confirm Whithorn as an important cultural centre for Dumfries and Galloway.
- **Lack of provision for young people** is a focus in the D&G LEADER Local Development Strategy, where challenges are listed including: Lack of employment and volunteering opportunities; • Lack of awareness surrounding existing services • Poor transport links and high transport costs • Lack of provision specific to young people aged 16+ ( D&G Community Learning and Development 2014). The Single Outcome Agreement Priority “We will provide a good start in life for all children” is indirectly to LEADER theme 2 via improvements in the environment giving opportunities to physical activity for children. The SOA Priority “We will prepare our young people for adulthood and employment” is linked to LEADER theme 1.0 Economy – including a focus on the employment of young people. Our project with its emphasis on sports and fitness will assist young people develop positive role models, discipline and the aspiration to compete, observe rules of fair play, and achieve their personal best. The Single Outcome Agreement 2013-16 contains the priority *that Young people will stay here and come here because there is a vibrant social scene, they want to be responsible citizens and there is a whole host of opportunities for them to be effective contributors to the local economy, art, culture, sport, leisure and society generally.* The Ambitions for this outcome align with our focus on participation in sports and structured leisure activities : Ambitions 2.1 We will raise attainment, achievement and participation for all our children and young people; 2.2 Our young people will be given the life skills to optimise their health and independence 2.3 We will support all our young people to participate in appropriate employability activity
- **Dumfries and Galloway Health :**

1. **Source :** [http://www.nhsdg.scot.nhs.uk/Resources/Health\\_Intelligence/Documents/The\\_Population\\_and\\_Its\\_Health\\_Jan\\_2014.pdf](http://www.nhsdg.scot.nhs.uk/Resources/Health_Intelligence/Documents/The_Population_and_Its_Health_Jan_2014.pdf)

The “big three” causes of death – cancer, heart and stroke - In 2012 , the big three accounted for 53.2% of all deaths in Dumfries & Galloway (973 people). Scotland has the highest rates of pre-mature mortality in the UK, as well as significant inequalities in pre-mature mortality within Scotland. Between 2006 and 2012, death rates amongst those aged under 75 years have decreased by 15.0% in Dumfries & Galloway and 16.0% across Scotland. Despite all Health Boards seeing similar decreases, around 20,400 people aged under 75 still die each year across Scotland. Dumfries and Galloway life expectancy is better than the Scotland average but worse than the UK average , and for both males and females ranks in the bottom 25% of all local authorities.

2. 39% of all adults in Dumfries and Galloway met the Government’s recommended targets for physical activity – **Scottish Health Survey 2008-2011**; 39% of all adults in D&G had participated in sport in the 4 weeks prior to interview which compares with 45% in NHS Borders

and 44% in Scotland as a whole. The national target for 2022 is 50%. Those deemed overweight or obese (BMI greater than 25) were 69.5% of all adults, versus 64.5% in Scotland. In relation to the prevalence of diseases – cardiovascular, COPD and diabetes - Dumfries and Galloway fared worse than Scotland as a whole except for diabetes. 41% of adults in D&G had made use of outpatient Hospitals as compared with 37% of Scots as a whole. The Ambitions under Priority 3 of the Single Outcome Agreement 2013-16 for D&G states “we need to do everything possible to prevent people becoming ill, and to encourage people becoming ill to cope differently with ill health” and “there is a need to reduce inequalities in health” “we need to develop alternative ways of targeting people who are at greater risk of future ill health and other problems”. Priority 6 of the Single Outcome Agreement 2013-16, Maintaining and Protecting our Environment, makes the link between the amount of greenspace available and physical activity, and it was recommended in the Director for Public Health’s Annual Report that landscape designers and planners should use the Forestry Commission’s practical guide “Greenspace for Health and Wellbeing” which shows the positive impact the environment can have on health.( *Dumfries and Galloway Core Paths Network; Dumfries and Galloway Countryside Strategy; Dumfries and Galloway Outdoor Access Strategy; Galloway and South Ayrshire Biosphere; Local Biodiversity Action Plan; Scotland’s Zero Waste Plan; Scottish Government website - the Environment*). The Ambitions contained under this Priority are : *We will make the most of our communities’ natural assets and Local residents and visitors will be encouraged to enjoy our landscape and heritage; The natural habitats and species in Dumfries and Galloway will be protected and managed.*  
By combining a local sports hub with a walking and cycling centre for visitors who are naturally inclined to respect the environment, we are supporting health requirements and environmental priorities of the Health Board and Council.

3. **D&G Single Outcome Agreement 2013-16** : Current Government guidelines recommend that adults (aged 19 and over) do at least 150 minutes of moderate intensity physical activity a week. Children aged 5-18 years should engage in moderate to vigorous intensity physical activity for at least 60 minutes every day. Ambitions under Priority 2 are “We will support all our young people to participate in appropriate employability activity” and “We will ensure positive destinations for school leavers”. Our project supports this Priority by providing local access to physical activity and to structured leisure activities.

#### **IV Bravehearts Boxing Club – established 2008**

##### **List of achievements**

<b><u>Countries visited</u></b>	<b><u>Purpose</u></b>
England	Various Club shows



Wales	GB Championships
Ireland	European Championships
Germany	Brandenburg Cup
Serbia	Golden Gloves
Holland	European Championships
Croatia	European Championships
Bulgaria	World Championships
Russia	World Championships
Portugal	Training Camp
France	Training Camp
Norway	International Bout
Finland	Tammer Tournament
Romania	International Tournament
Australia	International training camp and bout
Medals	
World Championships	Boxer reached last 8 of tournament
European Championships	Bronze Medal
GB Championships	Gold Medal, various years
Scottish Championships	Gold Medals, various years
Western district championships	Gold Medals, various years
Intermediate Scottish	Silver Medals
Novice Championships	Silver Medals
Golden Gloves, Serbia	Gold Medal
Monkstown cup, Dublin	Silver Medal
Hull Box Cup	Silver Medals
Romania tournament	Belt Awarded

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### **Other achievements of the Boxing Club**

- Boxing Scotland Bronze Affiliated Award
- N/S and District Rotary Club “Citizen of the Year” award for services to sport
- D&G Council award for service to sport
- Free Press Award for services to sport
- Third Sector award for services to sport
- Wigtownshire Sports Council awards several years running Best Junior or Senior Male
- Three members carried the Commonwealth Games Baton
- Attended The Queen’s Garden Party at Holyrood
- Whithorn Civic Reception in honour of the Bravehearts’ achievements

### **V. A note on Public Consultation methodology**

Every effort has been made during the creation of the plans for this facility to ensure the maximum inclusivity. All community groups were invited to an initial meeting, and all invitations to consultation were hand delivered to every postal address in Whithorn and beyond. Social media has been widely used to publicise progress and minutes have been promptly distributed to steering group members and to the wider public, using social media and the local press. The support evident at the public consultation reflected these efforts.

### **VI. Evidence of Need and Demand for a pilgrim bunkhouse**

The project, and the associated Whithorn Way project, aims to follow the success of theme-based tourism products in the area ( such as Kirkcudbright Artists' Town, Castle Douglas Food Town) through establishing the host community, Whithorn, as the destination of long distance walking routes following the 1000-year old pilgrimage paths to Whithorn. The concept of pilgrimage routes as a vehicle for economic regeneration has been studied in depth and is well-attested. Michael Murray in academic research at Queen's University Belfast, defines pilgrimage as “a journey undertaken by a person in quest of a

place or a state that he or she believes to embody a valued ideal (Morinis, 1992, p.4). Both the journey and the destination are important to the pilgrim and are denoted by being different from whence people have come. Religious sites fulfil that criterion where devotion at a shrine constitutes a significant moment of arrival and personal engagement with the ideal of sacredness. But wider cultural ideals related for example to liberty, sacrifice and atonement, can also sponsor journeys that may be either secular or spiritual depending on how each individual perceives the quest activity”.

### **New Academic interest in pilgrimage and Whithorn**

There is growing evidence of academic interest in pilgrimage – for instance, the 2017 Friends of Ninian Lecture by Dr. Ian Bradley ( 16/09/2017) will be on “The Revival of Pilgrimage in Scotland today – mediaeval echoes or Post Modern phenomenon?” and a separate lecture at Glasgow ( 15/09/2017) by Dr. Scott Spurlock (Glasgow University) will be on echoes of St. Ninian. At Glasgow University, where the Glasgow Iona Research Network has recently resulted in exciting discoveries at Iona, a recent application to the Ireland's Discovery Programme to put together a symposium on excavating early medieval monastic sites on both sides of the Irish Sea has just been successful (December 2016). The project involves Whithorn, Iona and Irish sites and fits into Irish research priorities which involves greater collaboration between Ireland and Scotland.

### **The Recent Growth in Pilgrimage Routes**

The most famous pilgrimage route in Europe, now a UNESCO World Heritage site, is the Santiago de Compostela route, which has the shrine of St. James as its destination. Starting with a few hundred pilgrims completing The Way two decades ago, it attracted 5,000 pilgrims in 1990, and 273,000 pilgrims in 2010; this route now attracts over 600,000 pilgrims and walkers each year and has been the most successful example of the way a long distance route can regenerate communities along its length.

The first of the pilgrimage routes with a Scottish origin is the St Cuthbert's Way, set up in 1999, it links the spiritual homes of St Cuthbert ( 7<sup>th</sup> Century Saint) at Melrose and the Holy Isle of Lindisfarne. This route is walked by hundreds of Pilgrims each year especially around Holy Week and by a large number of international pilgrims throughout the Spring and Autumn seasons.

In 2011, members of the ACTS Scottish Churches Rural Group joined MSP's and others in the Holyrood Parliament to launch a “Pilgrimage Routes across Scotland” manifesto, recognising the need and the benefit to create a trans-national network of largely off-road walking routes which follow ancient routes, link communities and travel through culturally significant landscapes of exceptional natural beauty. Since then, the pace of development has gathered momentum, with five routes under consideration, of which the Whithorn Way is one : the others are the Fife Pilgrim Way, The Forth to Farne , the Iona to St Andrews Way, and the Deeside Way. The Fife Pilgrim Way has recently been successful in obtaining £406,400 from the Heritage Lottery Fund.

A recent article by Ian Bradley in The Times which covered the growth of interest in Scottish routes summarises this progress : *“Growing interest and participation in pilgrimage has been one of the most striking features of the spiritual landscape of Europe over recent decades. Overcoming any lingering*

*Presbyterian disapproval of Roman Catholic practices of the Middle Age, Scotland is in the vanguard of this movement with more new pilgrim routes being created than in any other part of the UK."*

The Whithorn Way is one of the projects being supported by the "Scottish Pilgrim Routes Forum" (SPRF), which was established in February 2012 following a meeting of interested persons and organisations held at Culross Abbey. This follows a period over 2 to 3 years of seminars and meetings where ecumenical church groups and individuals, Scottish Parliamentarians, SNH, Visit Scotland and walking enthusiast have been looking at the potential for growth and development in "Faith Tourism" and Pilgrimage routes.

### **Whithorn's readiness for a pilgrimage route**

Since its HLF-funded Transition Project in 2014, the Whithorn Trust has prioritised the development of long distance walking routes based on the ancient roads to Whithorn ( *see Whithorn Trust Development Plan, revised October 2016*) : this is both because the history of pilgrimage ties intimately to the Trust's declared objectives and to major components of its display and of standing remains of the Priory and crypts, and also because the type of sustainable tourism this represents marry well with Whithorn's values, ethos and surroundings, as well as providing a model for economic benefit which is widely spread among small businesses along the route and in the town itself. In addition, the Trust has been developing cycling leaflets based on different historic time-periods to encourage an increase in the dwell-time of visitors.

The local Whithorn Way steering group has now carried out three years of preparatory work, both in terms of cartography and looking at the ways in which the route can be broken into walkable segments, ending each day in a settlement where accommodation and supplies can be found, as well as contacting local host communities. In Whithorn, the support of the Community Council, the Whithorn and District Business Association, the Whithorn Trust itself, and the All Roads Lead to Whithorn charitable trust, as well as the artists' group, Creative Whithorn, have all been sought and gained. The Way is the only route of its kind in the South West of Scotland, which would otherwise miss out on the opportunities represented by pilgrimage-route based tourism. As Whithorn is the oldest of all Christian sites in Scotland, the roads leading to it are also the most ancient – including a signpost (which must be Scotland's oldest road sign) dating to the 6<sup>th</sup> Century, announcing to pilgrims coming from the sea their arrival at this most important of sites. It is therefore a critical moment for Whithorn's brand to be established in front of a national audience.

Whithorn is particularly well placed to answer the demands of the walking and pilgrim visitor. A piece of academic research into the Whithorn Way was carried out by James Brown at Caledonian University and notes the fit between the development of pilgrimage routes with the growing interest in "slow food" and "slow tourism". The provision of an authentic experience fits well with Whithorn's potential attractiveness to visitors, given its remoteness, lack of overt industrial development and pristine townscape. The type of visitor the long distance route is likely to attract are also those most likely to consume local products and activities; this type of audience and demand will support the growing group of artisans and crafters who now come under the umbrella

of “Creative Whithorn” and are actively working with the Whithorn Trust's new venue at the Roundhouse and programme of heritage-related craft events. Beyond Whithorn, it is clear that the type of visitor who comes on foot with a purpose is likely also to respond to the ideals of Wigtown Book Town, the Dark Sky Park, and the Ayrshire and Galloway Biosphere. At Creetown, the development of a new bunkhouse would support walkers attempting the eastern route ( Whithorn to Edinburgh), and we understand that there are plans afoot to develop a bunkhouse at Pinwherry, which would provide accommodation on one of the penultimate stages of the Whithorn Way. Sustainable tourism is at the very heart of long distance pilgrimage routes.

There is also sustained interest in the cultural and historical importance of the Whithorn pilgrimage routes from researchers at The Solway Centre, Crichton Campus, Solway Centre, where Catriona Macpherson carried out a dissertation study of the routes to Whithorn and Dr. Valentina Bold is currently carrying out research into the oral history, traditions and trans-national patterns of pilgrimage as represented by the Whithorn Way (V. Bold (2016) *The Whithorn Way: 21st Century Scottish Pilgrimage*. In: *Sacred Journeys: Pilgrimages in the 21st Century 3rd Global Meeting*, Prague, Czech Republic, 2-4 May 2016). There is a rich availability of original records relating to pilgrimage to Whithorn, including the particularly detailed records of James IV's Treasurer's Accounts, which will allow us to collate a guidebook full of fascinating and little-known insights into the route and sites along it, enriching our and the visitor's sense of place and understanding of the way in which Whithorn pilgrimages are a lost part of the narrative of Scotland. For instance, there is a rich vein of historical and archaeological information available and never before collected, about the weight of beeswax imported to Whithorn for candles; the request for the Pope to intervene in the repair of the bridge at the Bladnoch to ensure pilgrims' safe passage, and the numbers of local place-names deriving from “Hospitium”, providing accommodation of the day for pilgrims. Whithorn pilgrims are among household names – Mary Queen of Scots, Robert the Bruce and even Richard III – and underline the importance of Whithorn to Scottish history. The Richard III Society, which has 5000 members world-wide, visited Whithorn in 2016 to unveil a new interpretation panel explaining the Plantagenet King's personal devotion to St Ninian and possible visit to the shrine.

The preparation has not only been academic and consultative : in 2016, the first pilgrim to walk the entire route, Derek Stewart, attracted considerable media attention when he donned mediaeval hand-made pilgrim's garb and, starting from Glasgow, walked the 126-mile route in ten days. He was welcomed at Whithorn by the Trust, members of Whithorn Way steering group, and by Whithorn Primary School, to whom he gave a fascinating talk on the clothing and equipment carried by a mediaeval pilgrim. ( Pictures attached). Also in 2016, the National Catholic Youth pilgrimage (150 young people, with accompanying clergy) came to the Whithorn Trust, celebrated mass at the church and St Ninian's Cave. The Trust had record-breaking sales on this day, despite the “budget” approach which was predictable with a group of young pilgrims aged under 25 ; sales just under £2000 during the six hour visit, with the Trust using both volunteers, staff and its building to its full extent. At the time, there was no off-road footpath between Whithorn and St Ninian's Cave, which is being proposed as part of a Whithorn Trust project, but it is clear from this and visits by other faith-based groups that the Cave represents an appropriate culmination to the spiritual journey, with its lack of man-made intrusions, its location by the sea and its long history. Like our partners at the Whithorn Trust, we are convinced that the Whithorn experience must include an organic link to this celebrated natural beauty spot.

Demand is therefore slowly growing, now that the Whithorn Way website contains walking instructions (though not yet complete downloadable maps). The first international group interested in walking the Whithorn Way is a group from Concordia University, Montreal, organised by spiritours.com, whose website offers well-being journeys and journeys to the origins of faith, and who have outlined their programme for June 20<sup>th</sup> to 25<sup>th</sup> 2017 to include :

**DAY 7:** Get from Glasgow to Colmonell

OVERNIGHT COLMONELL

**DAY 8:** Walk Colmonell to Barrhill via Pinwherry (16 km) OVERNIGHT BARRHILL

St Colmon Parish Church - Colmonell, and Pinwherry Castle

**DAY 9:** Walk Barrhill to New Luce (21 km) OVERNIGHT NEW LUCE

Martyr's Tomb, New Luce conservation village - church and ancient church yard

**DAY 10:** Walk New Luce to Mochrum (24 km) OVERNIGHT MOCHRUM

Glenluce Abbey, and Auchenmalg Standing Stones

**DAY 11:** Walk Mochrum to Whithorn Priory (15 km) OVERNIGHT WHITHORN

Drumtroddan Standing Stones, and Whithorn with Northumbrian Monastery & Medieval Cathedral

**DAY 12:** Day at Whithorn Priory, Visitor's Centre, Museum; to Isle of Whithorn for St Ninian's cave and chapel.

OVERNIGHT WHITHORN

**DAY 13:** Breakfast , departure for Glasgow

Based on the multiplier created by James Brown in his research, the spend per head per day would be £45.17, And £272 for a six-day trip; multiplied by 10, this gives £2720 for this group alone. As he points out, walkers travel light and slow and therefore make intensive use of local accommodation and services. It should also be noted that the Way, broken down into twelve manageable segments, is easily accommodated within an average summer holiday break of two weeks, but is also sufficiently long as to be regarded as a transformational experience. Of particular interest for our case was the fact that the Callander bunkhouse has, since opening in August 2015, has sold over 12,000 bed nights. It has been the main driver behind the conversion of a conventional youthwork charity into a social enterprise. A further study trip to see the Creetown bunkhouse, now under construction, is planned for spring 2017.

The Whithorn Trust has also recently been contacted by a guide for McCabe Pilgrimages, which has hitherto led pilgrimage groups in Palestine and on the Continent, but owing to more difficult conditions in the Middle East, has begun taking groups on British pilgrimage routes including Iona; the proposal has been therefore made that the organisation include Whithorn among its pilgrimage journeys.

During late September 2016, ITV Border Life devoted a 15 minute television broadcast in prime time to the subject of Whithorn pilgrimage : this showed today's Roman Catholic Diocese of Galloway's annual pilgrimage to St Ninian's Cave, while interspersing this with interviews with the Whithorn Trust at the monument and internationally important museum of carved Christian stones at the Priory. This is viewable online ( September 19<sup>th</sup> episode) at

<http://www.itv.com/news/border/topic/border-life/>

Tying in with the new interest in pilgrimage, the Whithorn Trust is organising the return of the magnificent 12<sup>th</sup> Century Whithorn Crozier, a landmark piece of North European art, whose excavation at Whithorn has been outlined in the monograph published by the Council for British Archaeology, entitled "Clothing for the Soul Divine" (Dr. Chris Lowe). New interpretation boards installed by Historic Environment Scotland in October 2016 mark the bishops' graves in the crypt and the Trust will install new security features and a case to house the Crozier, which, it is hoped, will return on a regular basis. Bishop William Nolan, who would be accepted by the Catholic community as the direct successor of the medieval bishops of Whithorn, has agreed to open the exhibition, in time for the Trust to celebrate the Year of Heritage, History and Archaeology 2017.