

Summary Report on Tourism @ Wester Ross Seedcorn projects No: 1 - 7

Background:

We (T@ Wester Ross) were required to carry out a number of Seedcorn projects during the period of the parent NEST Project. The definition of this work was that the funding involved was not aimed at completing the project itself, but rather, should be carried out with a view to taking the project idea and pursuing this through to the point where it became a “stand alone” proposal.

With this in mind, note that not all the seven projects were carried through to the end.

Common to all Projects:

It was decided at an early date that there would be an initial survey of accommodation provision currently existing in Wester Ross, from Hotels down to B&B provision. This was required because most statistics here come from sources such as Visit Scotland, and because not everybody is a member of these official organisations. We therefore took advantage of local knowledge offered by the members of T@ Wester Ross in drawing up these results.

This gave an approximate total of 2,000 bedspaces per night throughout Wester Ross – 55% of these being outwith Visit Scotland. These figures were relevant as a background for all projects involved, and specifically so for projects No: 1, 2, & 4

Results:

Seedcorn Project No 1: Information Packs for all Accommodation providers.

Completed

Seedcorn Project No 2: How to best distribute Information throughout Wester Ross

Completed

Seedcorn Project No 3: Creation of a Binocular Trail

Partially Completed, then halted in favour of other work

Seedcorn Project No 4: An information source for Events through the region

Completed

Seedcorn Project No 5: Development of a sustainable source of funds for the Environmental development of the area

Partially Completed, then halted in favour of other work

Seedcorn Project No 6: Development of a Regional website carrying generic information on Wester Ross

Completed

Seedcorn Project No:7 Creation of a single source of generic information for Wester Ross

Completed

Five of the Seedcorn Projects were therefore completed as required. Of these, four are now on-going as individual projects, with the fifth one (No: 2) having gathered valuable data as to current accommodation and information within the region. These results can be used in the future, and will be particularly useful for the Accomodation Packs once they are available.

The two projects which were halted during their development period (Nos: 3 & 5) are to be taken forward by ourselves (Celtic Fringe), as soon as resources will allow this to happen.

This concludes the summary of the Seedcorn Project work related to NEST via Celtic Fringe's input.



Northern Environment for Sustainable Tourism



Celtic Fringe Tourism Association
Wester Ross

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