

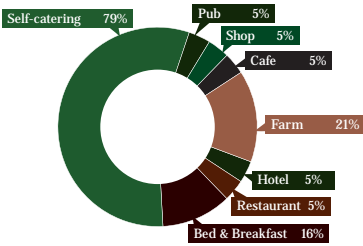
# NORTH WEST MULL COMMUNITY WOODLAND



## RESULTS OF THE BUSINESS SURVEY \*

Questionnaires sent out **52**  
Questionnaires returned **22 (42%)**

### What type of business are you?



### Where are you based?

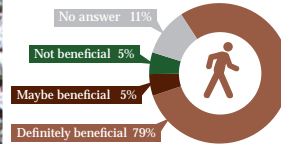
Calgary	2	Dervaig	12
Tostarie	1	Kilninian	1
Achleck	1	Druimghigha	1
Torloisk	2		

### How do you think a potential increase in visitors could affect your business?

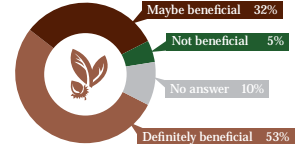
"marginal"  
"more people looking for accommodation"  
"only helps if [it] lengthens season"  
"high quality improvement should have positive effect"  
"increase in food/beverage sales"  
"possibility that more visitors would make it unattractive"  
"facilities that enhance visitor experience would benefit us all"  
"livestock farming does not benefit from tourism"

### Which type of development could potentially benefit your business?

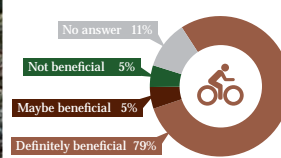
#### PROVISION FOR WALKERS



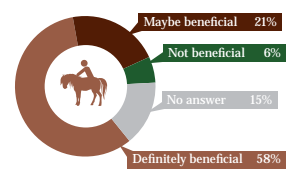
#### NATURAL HERITAGE FACILITIES



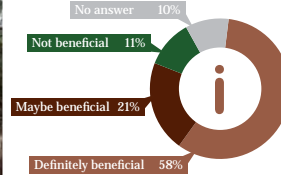
#### PROVISION FOR CYCLISTS



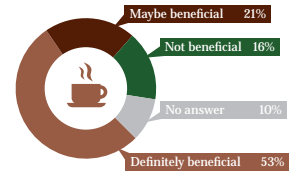
#### PROVISION FOR HORSERIDING



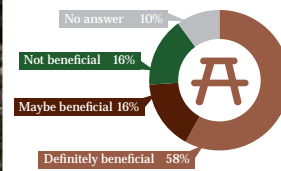
#### INFORMATION CENTRE



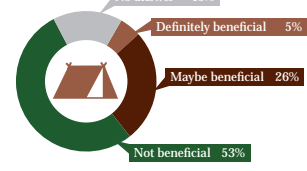
#### SMALL CAFE



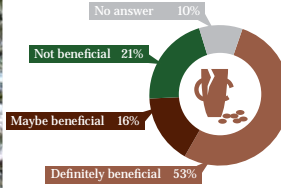
#### PICNIC/BARBECUE AREA



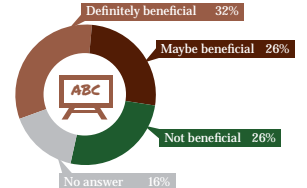
#### CAMPSITE



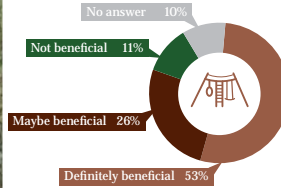
#### ARCHAEOLOGY FACILITIES



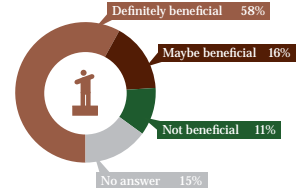
#### TEACHING SPACE



#### ADVENTURE PLAY



#### SCULPTURE TRAIL



### Are you in favour of attracting visitors to the woodlands?

**YES** 86%  
**NO** 9%

### Any facilities you think are missing for visitors?

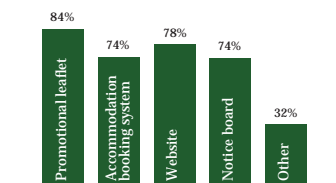
- "People come for peace & quiet, not lots of facilities; that said, something sympathetic as is proposed is welcome"
- "more wet weather activities"
- "indoor activities for rainy days"
- "children's wet weather activities"
- "A wet weather destination always helps; opportunities for off-road cycling"
- "indoor facilities in general, woodland adventure play"
- "People come to Mull for a reason - but most are not looking for added attractions"
- "things specifically for children e.g. adventure playground/zip slides"
- "parking, toilet facilities, children's viewpoints"
- "waymarked paths for different abilities and fitness levels"

### Do you think there are any negative aspects to the idea of a recreational and amenity developments of the woodlands?

**YES** 32%  
**NO** 53%

- "needs to be carefully planned so no over development"
- "so long as managed, can't see downside"
- "can't think of anything negative"
- "difficult to stop unauthorized use of access road across estate"
- "valuable community owned resource to be enjoyed"
- "could be overwhelmingly positive"
- "delay to affordable housing"
- "potential to make environment too 'civilised'"
- "could seriously affect livelihood of local people with existing amenity"
- "properly plan and manage the development"
- "any positive use can only be good for the community"

### How should local businesses be advertised in visitor centre?



### ADDITIONAL GENERAL COMMENTS

- "use of woodland to promote non-fossil fuel"
- "would not want this to impact on other visitor facilities in the area"
- "could encourage folk to stay longer than one night"
- "Totally pointless, dream up ideas, get everyone's involvement, spend out on advice, then get funding!!!! Shortcut the whole circuit, implement your original ideas of creating walks, hides, trails for the benefit of the local community first, which visitors can enjoy"

### ADDITIONAL COMMENTS

- "should not impinge on existing businesses"
- "well marked routes and maps"
- "quality essential"
- "info boards (range of local and natural heritage)"
- "local produce sales"
- "bike hire, WCs, lockers"
- "advertises for other businesses in the area"

\* some percentages in the results don't add up - some respondents didn't answer the question or chose not to answer

# NORTH WEST MULL COMMUNITY WOODLAND



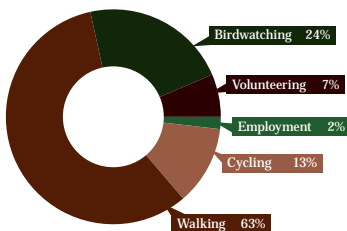
## RESULTS OF THE HOUSEHOLD SURVEY

Questionnaires sent out **262**  
Questionnaires returned **85 (32%)**

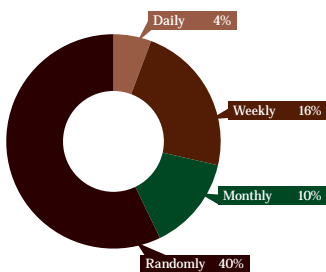
**Do you and/or other people in your household currently use the community woodland?**

**YES** 64%  
**NO** 30%

**What do you use the woodlands for?**



**How often do you use the woodlands?**



**What opportunities do you think the woods could offer for local employment and training?**

- "Making bird boxes, picnic tables"
- "Hopefully in running and training others to run activities"
- "I cannot see any within the next 5 years"
- "these ideas would generally be seasonal –problematic for local employment"
- "NO local employment has happened this far and I struggle to see where any more work could come from. Would these also go out to tender?"
- "Forest rangers, café, courses on diet"
- "Café, sale of craft items, hide building, campsite, visitor centre"
- "Allotment or polytunnel sites, shed construction, fencing"
- "training in woodland management"
- "wilderness skills and survival tutoring"
- "chainsaw training"
- "one full time ranger to coordinate activities"
- "trail maintenance"
- "coppicing, drystone walling, traditional construction"
- "greenwood working - not suited to existing trees"

**Do you agree with the principle of attracting more visitors to the area?**

**YES** 86%  
**NO** 7%

**If you answered NO, please give us your reasons for this:**

"Development is not what I want. I want minimal disturbance."

"More noise and more money does not equal better quality of life."

"Local people benefiting? Only a very few would, if any."

"Benefiting local people is NOT synonymous with increasing number of visitors"

**Which of these activities do you think would be good to have in our woodlands?**

Legend: good idea (dark brown), maybe (medium brown), bad idea (green), no answer (grey)

**GUIDED BIRDWATCHING**

61% (good idea) 5% (maybe) 16% (bad idea) 18% (no answer)

**FOREST CRAFT COURSE**

55% (good idea) 7% (maybe) 12% (bad idea) 26% (no answer)

**FAMILY ORIENTEERING**

53% (good idea) 10% (maybe) 14% (bad idea) 23% (no answer)

**ORGANISED WALKS**

51% (good idea) 7% (maybe) 23% (bad idea) 19% (no answer)

**FOREST SCHOOLS**

49% (good idea) 17% (maybe) 6% (bad idea) 28% (no answer)

**BUSHCRAFT COURSES**

45% (good idea) 17% (maybe) 14% (bad idea) 24% (no answer)

**THEATRE IN FOREST**

41% (good idea) 14% (maybe) 20% (bad idea) 25% (no answer)

**MOUNTAINBIKE RACES**

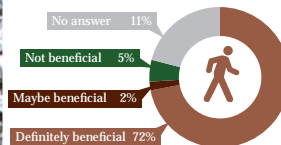
39% (good idea) 16% (maybe) 20% (bad idea) 25% (no answer)

**BBQ/PICNIC AREA**

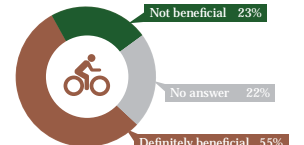
39% (good idea) 13% (maybe) 23% (bad idea) 25% (no answer)

**Which of these facilities do you think would work best in the woodlands?**

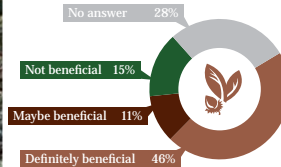
**PROVISION FOR WALKERS**



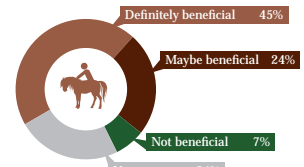
**PROVISION FOR MOUNTAIN BIKERS**



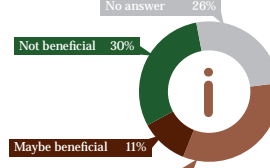
**NATURAL HERITAGE FACILITIES**



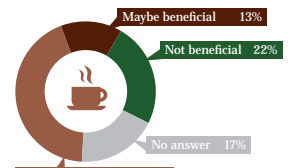
**PROVISION FOR HORSERIDING**



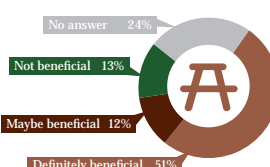
**VISITOR CENTRE**



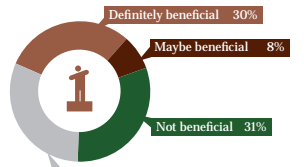
**SMALL CAFE**



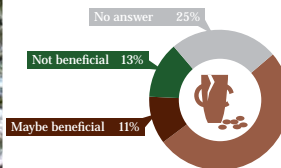
**PICNIC/BARBECUE AREA**



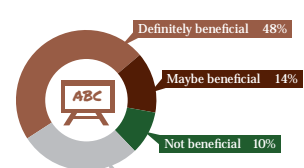
**SCULPTURE TRAIL**



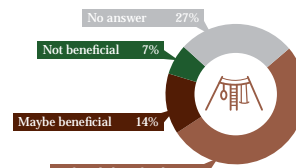
**ARCHAEOLOGY FACILITIES**



**TEACHING SPACE**



**ADVENTURE PLAY**



- "We're not opposed to any of those suggested"
- "a significant adventure play area for children here on Mull"
- "Guided bird watching? What birds?"
- "ponds for fishing, large play area"
- "play park like at Salen"
- "dog training classes"

- "go-kart track to give young ones chance to develop off road driving skills"
- "scout/guide activities"
- "no concrete – use woodland resources"
- "owl/bat boxes"
- "winter magical lantern lit walks"

# NORTH WEST MULL COMMUNITY WOODLAND



## VISITOR SURVEY RESULTS AUGUST 2001

This random sample surveyed 69 individuals. The main conclusions were:

A survey of visitors to Mull was carried out on Friday afternoon of the 5th August 2011 outside the Craignure Visitor Centre and in the café, trying to target those who were leaving Mull after a visit of one or more days.

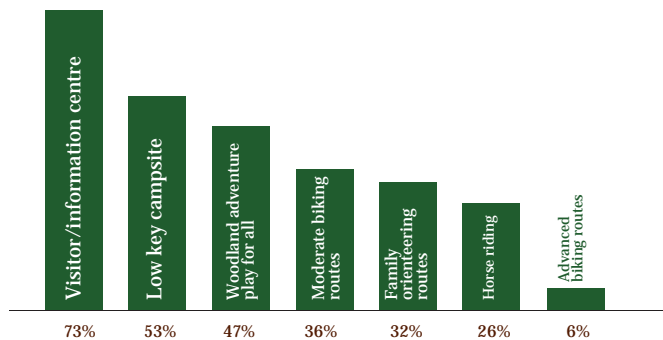
### HOLIDAY PURPOSE AND ACTIVITIES

Over **50%** of respondents were on holiday on Mull for a combination of experiences rather than for one specific activity

**64%** of those surveyed had visited North West Mull although the most common destination was Iona and many therefore hadn't had time to stop at the North West corner of Mull.

No one indicated they would not return to Mull.

### FACILITIES FAVOURED BY VISITORS FOR WOODLAND LOCATION



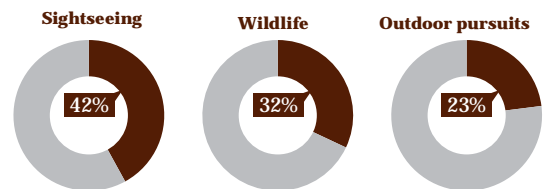
### RESPONDENTS BACKGROUND

Majority of respondents were from rest of UK and Scotland staying a week or a few days

Majority were self catering or camping rather than staying in hotels and guest houses

Several were staying with friends living on the island or in second homes

### MOST COMMON FOCUS OF ACTIVITIES



### COMMENTS FROM VISITORS

pony and trap tours

canopy walks

rainy day things

quad bike safaris

webcam

round island ticket

log cabins

better public transport links

boat

wildlife hides

number of comments:

Better way marked, off road walking routes/nature trails **16**

Better signage, more information **13**

Keep it low key, don't over-develop **7**

More/cheaper eating places required **7**

Interest in archaeology, geology **7**

More public toilets required **5**

Bike hire, bike activities required **5**

Things for young people, families **5**

Boat/kayak hire/snorkelling guide **4**

### GENERAL FEEDBACK

Keep it low key and protect the wilderness feeling but provide good information either by better advertising, roads signage, what's on notices, websites and good on site interpretation.

