

Galloway Glens Biosphere Experience

Final Project Report

September 2018 – March 2020



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Introduction

The project was developed to encourage local businesses, individuals and groups to explore opportunities to promote experiential tourism within the Galloway Glens landscape partnership area. We wanted to people to see how their skills and knowledge could provide a unique experience for visitors by immersing them in the history, culture, environment or art of the region.

It was hoped that this would encourage collaboration between businesses to begin to offer packages of activities, accommodation and food to create a more bespoke experience for guests. If successful this would hopefully lead to improvement in local economy due to increased numbers of visitors and potentially job or training opportunities for young people in our rural communities who may not have considered tourism as a career path.



Who Was Involved in the Project?

The project was led by Southern Uplands Partnership (SUP) but worked closely with the Galloway and Southern Ayrshire UNESCO Biosphere and the Galloway Glens Landscape Partnership to ensure any developments complimentary to existing initiatives were transferable over a wider area.

A full-time project officer was recruited in September 2018 to manage the project. This involved networking with over 80 individuals, businesses and organisations including local accommodation providers, the creative sector, activity tourism businesses, local authority partners, NGO's, community groups and tourism bodies.

A list of the contacts made during the project can be found in the appendices.

Objectives fit with LEADER Strategy and HLF Outputs

Tourism is a vital part of the local economy and is one of three sub-sections of the economy theme set out in the LEADER Development Strategy 2014-2020. Experiential tourism is identified as part of the rationale for tourism and it is suggested that VisitScotland, D&G Outdoor Access Forum and Visit South West Scotland are the key partner bodies for this activity.

The LDS also identifies the need to “promote mentoring in the creative/artisan culture” and to find “innovative ways of joining up local arts”.

The project was designed to directly address this opportunity to tap potential in the region for “experiential” tourism products, ie high quality novel experiences, provided by local businesses and agencies that can be sold to the visitor.

It was also intended to help create links between local arts and crafts people and to consider opportunities to promote local mentoring. An example might be a local artist or artisan who could run workshops for small groups, if they had the right skills, appropriate venue and suitable back-up (eg catering, toilets, insurance, etc.). These opportunities are often small scale, and their development requires local cooperation between businesses so that critical mass can be achieved.



The project aimed to develop new products locally, and to use the UNESCO Biosphere and Galloway Glens Landscape Partnership project to give them an identity.

It was important to give careful consideration to the most appropriate way of marketing the new products and we had a modest budget to help with this.

An aspiration was that groups of businesses may apply for marketing assistance, e.g. Growth Fund, once they had products ready for market.

Funding

Funding came from a number of sources as detailed in the table below:

Dumfries and Galloway LEADER Programme (49.99%)	£36,843.00
Heritage Lottery Fund (Galloway Glens LPS) (38.54%)	£28,400.00
Dumfries and Galloway Council (Area Committee)	£3,166.50
Dumfries and Galloway Council	£3,166.50
Southern Uplands Partnership	£2,111.00
	£73,687.00

Project Experience

Delivery and Actions

The project ran from September 2018 until March 2020. The project officer was employed on a full-time basis from September 2018 until January 2020 when they continued to work on the project on a part time basis (50% pro rata) until March 2020.

The project aimed to deliver a marketing plan, a series of networking and training events and a programme of trial events, activities and packages which could be promoted to visitors.

Training and Networking

On Tuesday 4th October 2018 the Galloway Glens Landscape Partnership hosted an event called Galloway Is Special as part of Dumfries and Galloway Business Week. The aim was to inform businesses about the opportunities presented by the UNESCO Biosphere and the Dark Sky Park designations. As part of that event there was a chance to give a short introduction to this project and it provided a good networking opportunity so early on in the process. A copy of the slides can be found in the appendices.

The Galloway Glens team arranged a series of Business Academy events in 2019 in conjunction with Business Gateway. Rather than trying to duplicate these activities the project saw them as a good opportunity to signpost training opportunities to the businesses who had engaged with the project so far. The project officer was able to attend these and use them as a networking opportunity.

31st January – Maximising income from your accommodation business

28th February – Creative Businesses: New Ideas for Getting your Work to Market

29th April – Food Producers: Starting or Growing your Small Food Business

5th September – Accommodation Providers: Boosting Business Through Green Credentials

10th October – Retail Businesses: Driving Footfall Through Social Media



On 10th June 2019 the project hosted an informal tourism discussion group with some invited local tourism providers. The aim was to open up communication channels between different providers and share ideas and best practice. This meeting was held at The Gallery at Laurieston and 10 people attended representing different tourism sectors.

The group started with a round the room introduction and then moved on to look at some of the discussion points:



- What is your opinion on the current state of tourism in our immediate area?
- What % of your business is made up of visitors vs locals
- What is your capacity for an increase in visitor numbers?
- If visitor numbers in the area doubled or tripled would your business have any constraints for dealing with this?
- Do you do any marketing specifically aimed at visitors before they arrive in the region? Is it working?
- What would you like to see happen in the region to attract more visitors?
- How can we make visitors more aware of events/activities/experiences on offer?
- How could businesses/groups/individuals work better together to improve tourism for all?

The discussion was informal with notes recorded on a flip chart as people spoke allowing the conversation to flow freely around the topics. All of the group agreed that it had been a useful exercise and had created new networking opportunities.

A full transcript of the discussion can be found in the appendices.

Events

As part of the project a number of tourism events took place to establish the demand and feasibility of running these on a more commercial basis. Working with already established and newer tourism businesses it was a good opportunity to encourage networking and collaboration.

A summary of the events can be seen in the table. More details about each are given in the next section.

Event	Date	Businesses Engaged	Attendees D&G	Attendees Non D&G	Cost to run PP
Castles & Lochs Bus Tour	2/4/19	1	11	0	£10.90
Loch Ken Bus Tour	11/4/19	1	0	0	N/A
Glens & Lochs Cycle Tour	1/5/19	1	0	0	N/A
Laurieston Loop Cycle Tour	5/5/19	2	0	0	N/A
Winter Birds In The Biosphere Weekend	31/1/20-2/2/20	4	0	8	£286.55
Make Your Own Herbal Ointment	27/02/20	2	10	0	£23.50
An Introduction to Permaculture and Composting	12/03/20	3	6	4	£40.60
Kirkcudbright Artists Town: Past & Present Weekend	20/3/20-22/3/20	6	7 booked	2 booked	Covid 19 Cancelled
Foraging For Medicinal Herbs	24/03/20	2	12 booked (2 wait list)	0	Covid 19 Cancelled
Creating A Mandela Garden With Permaculture	26/03/20	3	11 booked (2 wait list)	0	Covid 19 Cancelled

Tours

The first events targeted by the project were guided tours. It was felt that single day or part day tours were an established business model in other areas of the country. There appeared to be an opportunity to trial similar offerings within the project area which would identify potential routes and themes. The cost of hiring transport to run single day tours is a barrier to entry in this market, in other parts of the UK these types of businesses typically run their own fleet of vehicles. Additionally, in areas with a high footfall of tourists it is easier for tour operators to fill tours with on the day bookings. Our model locally would likely need to rely on advance bookings from visitors to ensure each tour was viable financially.



Bus Tours



Having made contact with Solway Tours who specialise in small group history-based tours we agreed to trial two 1-day routes. The idea was to provide visitors with a snapshot of the area with a knowledgeable local guide. Solway Tours operate their own 16 seat mini bus and agreed to run the two tours at a reduced rate to assess the demand.

These were scheduled for 2nd and 11th April. The first tour focussed on a few of the castles and tower houses in the area and had a history focus. The second tour was more general taking in some of the history, nature and culture around Loch Ken.

Uptake for the tickets was slow, the first tour was attended by 11 people mainly consisting of other tourism providers in the area who were invited to experience the trip and be able to talk about it to visitors. The second tour was cancelled due to lack of

interest. Feedback from the first tour was excellent with an average overall rating of 9.4/10. Particular praise was given to the guide experience and the small group atmosphere.

Bike Tours

The project had also connected with Galloway Cycling Holidays who provide guided and self-guided cycling itineraries for visitors as well as a bike hire service. We were keen to trial some shorter guided trips which would take place in the Galloway Glens area but aimed at leisure cyclists. Bike hire was also available if required. These were scheduled for early May.

There was no uptake for the 3 advertised tour routes and on reflection the business and project officer felt that there was a gap in the marketing that didn't target the casual cyclist effectively; and that there is potential for guided tours of this sort but they need to identify if they are designed for regular cyclists or those with no experience and market accordingly.



Galloway Cycling continue to promote their eBike fleet to encourage the less confident cyclist to join in.

Workshops

A number of workshops were organised in February and March 2020. These were themed around using herbs for medicinal purposes and the principles of permaculture in gardening. It was felt that both of these topics linked well with the principles of the Biosphere and we were well supported by two local experienced practitioners in these areas.

The first was a practical workshop, teaching participants how to make their own herbal ointment for medicinal use. Local herbalist Alex Ross led the session and provided the necessary materials. The group consisted of 10 people who all left with their own marigold ointment to use. The feedback was excellent with an average score of 9.8/10 and particular praise for the knowledge of Alex.



Alex Ross was scheduled to lead a herbal foraging walk at Barrhill Woods in Kirkcudbright. This had a focus on picking herbs and plants that had medicinal purposes. It was felt that foraging for food has become more popular in recent years and medicinal foraging was a new approach. The walk was very popular and places were fully booked with a waiting list. Unfortunately, this event had to be cancelled due to the COVID-19 outbreak.



There were also plans to run two permaculture practical sessions. Local permaculture tutor Lusi Alderslowe created full day taster sessions on composting and creating a mandala garden. The composting session was held at the Garroch Walled Garden (a Galloway Glens Project) in March 2020 where the group spent some time discussing the principles of permaculture and the practicalities of composting. They then proceeded to build a batch composting system which will be able to be used by the community garden. The average feedback score was

9.7/10 with participants really enjoying the practical aspect of the day.

The mandala garden session was set to take place at Ironmacannie Mill, a permaculture site. Sadly, this event also had to be cancelled due to the COVID-19 outbreak, it had been fully booked with a waiting list.

There seems to be a demand for hands-on, small group events with a focus on sustainable, natural principles. This fits well with the local environment in our area and also the ethos of the Biosphere. The challenge is making visitors aware of such opportunities and making places available for booking. There may be an opportunity for accommodation providers who have suitable facilities to host such events and promote them to their guests as well as opening up additional places to local people.

Feedback summaries from each of the events that took place can be found in the appendices.



Weekend Packages

We were able to put together a couple of packaged weekends towards the end of the project period. The project funding was used to cover the costs of the guides, transport and incidental costs making this an attractive prospect for visitors.

Winter Birds in the Biosphere

The first was a birdwatching weekend which took place from Friday 31st January to Sunday 2nd February 2020. The accommodation and meals were provided by the Selkirk Arms Hotel in Kirkcudbright, the guide was ex RSPB manager Chris Rollie and the bus and driver were arranged through Glenkens Community Transport.

Guests arrived on Friday and were met by guide Chris for a welcome drink and a two-course evening meal. Afterwards Rick Taylor from the South of Scotland Golden Eagle Project gave a talk about their work to reintroduce eagles to this part of Scotland.

Saturday was a full day of birdwatching in the local area. After breakfast everyone collected their packed lunches from the hotel and set off on the bus. We visited sites including Threave Estate (National Trust for Scotland), Ken Dee Marshes (RSPB), the Red Kite Feeding Station and Cally Palace and Woods (MacMillan Hotels). Saturday evening was spent enjoying another meal in the hotel with and after dinner talk on Robert Burns and Birds by Chris Rollie.

Sunday morning was spent around Kirkcudbright visiting the Red Squirrel Hide at Barrhill Woods (A Galloway Glens project) and taking a walk along the river Dee. Returning to the hotel for a light lunch before guests departed in the afternoon.



57 species of bird were recorded over the weekend despite some challenging weather conditions. The weekend was attended by 8 guests travelling from Ayrshire, Cumbria, Lancashire and Derbyshire. The feedback was excellent with an average score of 9.6/10. A full feedback summary can be found in the appendixes.

The cost to run per person was £286.55 based on a group of 8 people. Research shows that similar packages in other parts of the UK cost around £350. This makes the weekend a profitable option if it can be marketed effectively.

Kirkcudbright Artist's Town: Past and Present

The second weekend package was due to run from 20th-22nd March 2020 was also based in the Selkirk Arms Hotel in Kirkcudbright. Led by Fiona Lee of Kirkcudbright Art Tours and incorporating other local artists and businesses in the programme. This event was not able to go ahead as planned due to the COVID-19 outbreak restricting travel and closing some attractions.

Guests were due to arrive on Friday and be given a local art map at check in allowing them to start exploring the area at their leisure. Friday evening's schedule consisted of a meal hosted by Fiona followed by a talk. The talk was to be delivered by local art historian David Steel who shared his knowledge of artists who have painted in the area and the landscapes that inspired them. Saturday morning would have been spent on a guided tour of Kirkcudbright with Fiona. The tour visits the oldest part of the town including studios and houses that have hosted a huge variety of artists over the years. This includes a visit to Broughton House, Edwardian home of the famous Glasgow Boy, E.A. Hornel.

The afternoon should have been spent in Kirkcudbright Galleries where a ticket to the visiting Scottish Portrait Awards was included. The impressive permanent collection in the gallery gives visitors the chance to see the work of some of the artists they would hear about during the morning tour.

Saturday evening would have comprised of another hosted dinner and then a presentation by local textile designer Morag MacPherson displaying some of her Kimono and fabric designs and the inspiration from her travels to Japan.

Sunday morning should have been spent in the company of local landscape painter Elizabeth Gilbey who would accompany the group on a bus tour of some of the local bays and secluded spots favoured by artists. Elizabeth talks about how artists worked outdoors and the challenges and rewards of "en plein air" painting. This would have finished off with a visit to Elizabeth's studio to see some of her current work and a chance to enjoy a packed lunch.



Marketing

Social Media

As part of the project a Facebook page was set up called Experience Galloway. The page aims were to promote activities and events taking place in the Galloway Glens area which may be of interest to visitors. It was also hoped that it could be used as a way of raising awareness amongst tourism businesses about the other offerings in the area.

The page was a useful tool for listing events and using paid advertising to market these to specific audiences. The paid advertising campaigns used on Facebook can be seen in the table below:

Campaign name	Clicks	Reach	Cost Per Click	Spend
Event: Castles and Towers in the Galloway Glens	148	3570	£0.14	£20.00
Event: Loch Ken Day Tour	145	3574	£0.10	£15.00
Event: Glens and Lochs - Guided Cycle Tour	88	2310	£0.17	£15.00
Event: Winter Birds in the Biosphere	30	1555	£0.67	£20.00
[04/12/2019] Promoting http://www.gsabiosphere.org.uk/explore-the-biosphere/biosphere-experiences/birdwatching-weekend/	69	1898	£0.14	£9.90
Event: Kirkcudbright Artists' Town, Past & Present	63	4174	£0.48	£30.00
[07/01/2020] Promoting http://www.gsabiosphere.org.uk/explore-the-biosphere/biosphere-experiences/birdwatching-weekend/	53	2768	£0.19	£9.91
Event: Make Your Own Herbal Ointment	14	1217	£0.71	£10.00
Event: An Introduction to Permaculture and Composting	16	494	£0.11	£1.79
Event: Creating a Mandela Garden with Permaculture	14	940	£0.45	£6.35
Event: Foraging For Medicinal Herbs	30	639	£0.08	£2.52
Event: Kirkcudbright Artists' Town, Past & Present	35	2899	£0.60	£21.00
[06/03/2020] Promoting http://www.gsabiosphere.org.uk/explore-the-biosphere/biosphere-experiences/kirkcudbright-art-weekend/	2	64	£0.17	£0.33
[06/03/2020] Promoting http://www.gsabiosphere.org.uk/explore-the-biosphere/biosphere-experiences/kirkcudbright-art-weekend/	160	2966	£0.07	£11.99
Event: Inspirations from Japan with Morag MacPherson	1	356	£1.21	£1.21
TOTAL				£175.00

Marketing Plan

As part of the project outputs a draft marketing plan was created which could be used to develop a marketing strategy for future initiatives.

A number of marketing activities were undertaken to promote the tours and events that took place including social media advertised, printed flyers and posters, press releases, email marketing through business partners and website listings on the Galloway and Southern Ayrshire Biosphere website.

See appendices for a copy of the marketing plan and examples of some the advertising that took place.



Conclusions

Outputs - LEADER

Target Result LAG List	Target	Actual
Number of new jobs created	1	1
Number of individuals trained/gaining new skills or re-skilled	10	16

Non-Participant Activity Target Result LAG List	Target	Actual
Number of businesses supported to diversify	10	4
Number of businesses supported to grow	10	3
Number of projects supporting the development of tourism businesses across the region	1	1
Number of projects supporting the development of environmental, nature-based, cultural, activity and experiential tourism	1	1
Number of projects supporting the development of the arts and culture sectors	1	1
Number of projects that –enhance these environments –support the sustainable use of any of these environments –demonstrate the value of these environments to the lives of the people of Dumfries and Galloway	1	1
Number of projects supporting nature based tourism initiatives	1	1
Number of projects developing initiatives to raise awareness of the diverse landscapes, habitats and species of Dumfries and Galloway	1	1
Number of projects developing urban/rural relationships	1	1

Outputs – HLF/Galloway Glens Landscape Partnership Scheme

Project Outputs	Target	Actual
Workshops (attendees)		49
Training Participation		16
Training Tourism and Business Development		1
Fte job created for 3 years	0.5	0.5
More visitors attracted?		79
Local people and visitors have a better understanding of the heritage		79
Businesses/groups connected		10
Average Social Media reach of tourism events in area		200



Budget

Item	Budget	Spend
Project Officer (1FTE salary and on-costs)	£48,758.50	£43,909.68
Laptop, phone and IT	£1,300.00	£1,369.33
Travel	£3,420.00	£1,675.02
Meetings, Marketing and PR	£9,880.00	£2,216.30
Project management	£10,328.50	£6,177.08
TOTAL	£73,687.00	£55,347.41

Achievements

All of the activities that ran as pilots were very well received by attendees. Feedback summaries for each event can be found in the appendixes. In general people liked the small groups, knowledgeable group leaders and the local focus. Generally, the participants were from Dumfries and Galloway but the feedback suggests that this would be of interest to tourists too.

Overall, there has been good networking between businesses, community groups and individuals. The project has been successful in helping to build working relationships that did not already exist. It is hoped that these networks will continue to function and expand as a legacy of the project.

There has been an increased momentum towards the final six months of the project with more businesses approaching and expressing an interest in being involved. This highlights that there is an enthusiasm within tourism businesses to develop their offering and work together for greater benefit.

The workshops events running in the last three months of the project proved very popular and all booked up extremely quickly. Sadly, the COVID-19 outbreak meant some of these could not go ahead but they have shown there is demand for these types of activities.

The project has also been well placed to raise awareness of the Galloway and Southern Ayrshire UNESCO Biosphere. A number of businesses have signed up as Proud Supporters as a result of the project and are actively talking about the Biosphere in their own marketing activity. This is a key opportunity for businesses to capitalise on a world renowned designation and use it to attract more visitors.

Lessons Learnt

One of the biggest challenges for the project was the timescale. Trying to develop tourism activities within the 18 months project life meant that there was only 1 full summer season during the course of the work. It was difficult to get buy in from tourism providers at the very start of the project as they preferred to wait and see how it developed. Having a second summer season within the project would have been hugely beneficial to the piloting work.

Connected to the project timescale issues was the speed of networking. The project officer was new to the sector and therefore nearly all networking was starting from cold contacts. This had an inevitable impact on the ability to push out trial activities at the beginning. The networking really started to prove fruitful after



around 12 months on the project when more people started to express an interest in working with the project.

One of the key features of this area is the number of people running 'lifestyle' businesses. Many have moved here in semi-retirement or for a change of career direction and others run activities as a hobby or side to their main business. This meant that capacity was an issue as often those who offered an interesting experience for visitors were not motivated to expand the number or size of groups. It was also noticeable that many of these businesses took an extended break over the winter months reducing the opportunity to offer out of season itineraries.

It would have been good to see more awareness of other projects running locally through the Galloway Glens scheme or LEADER funding and to explore potential synergies. There currently isn't a formal channel to raise awareness of each projects work and there were certainly some areas where activities overlapped. This project has interacted with a number of other Galloway Glens projects throughout its duration, but this could have been more effective with earlier inter project networking.

From a logistical perspective the Package and Linked Travel Arrangements legislation 2018 has given some restrictions on what could be offered through the project. There is a real opportunity to offer small group, niche packages with specific themes throughout the year. However, the organiser of the package needs to comply with the insurance and financial regulations to ensure traveller security.

The Biosphere team are currently exploring the feasibility of developing a social enterprise that complies with the requirements enabling them to sell direct.

Summary

In summary the project can be viewed as a success. Despite some challenges with the timescale and networking needed, a good range of activities were investigated during the course of the project. There were opportunities to create new business networking opportunities and generate ideas amongst existing tourism providers. It is hoped that through the Biosphere team, these connections will continue to work together to build on the progress made so far.

Having a globally recognised designation like the UNESCO Biosphere in the region is an ideal opportunity to promote this part of the world more widely and develop a series of packages for visitors that embrace sustainability, local knowledge and the great outdoors.

The project successfully showed that there is a need locally for an organisation such as the Biosphere, to co-ordinate tourism packages and assist small businesses with the networking and marketing aspects that come with trying to promote these more widely. Having a resource that can help with the logistics and communications to the travel industry and visitors would allow the activity and accommodation providers to focus on their own business and service levels.



Appendices List

Appendix 1 – Contact List

Appendix 2 – D&G Business Week 2018 Slides

Appendix 3 – Transcript of Tourism Discussion Group June 2019

Appendix 4 – Feedback from Bus Tour April 2019

Appendix 5 – Feedback from Birdwatching Weekend Jan 2020

Appendix 6 – Feedback from Herbal Ointment Workshop Feb 2020

Appendix 7 – Feedback from Permaculture Composting Workshop Mar 2020

Appendix 8 – Marketing Plan

Appendix 9 – Facebook Marketing Activity Examples

Appendix 10 – Activities Flyer Example

Galloway Glens Biosphere Experience



southern uplands partnership
living land, living community



GALLOWAY AND
SOUTHERN AYRSHIRE
BIOSPHERE

Project Aims

To help local businesses and agencies work together to promote the Galloway Glens as a vibrant and dynamic UNESCO Biosphere tourism destination.

Developing existing and new visitor experiences based on the cultural, artistic and natural heritage of the region.

Project Supported By:



Niche Markets

- ▶ Agri-tourism
- ▶ Ancestry tourism
- ▶ Eco-tourism (wildlife and nature)
- ▶ Gastronomy tourism
- ▶ Photography and art tourism
- ▶ Historical tourism
- ▶ Adventure tourism



Example Itinerary - Nature Tourism

- ▶ RSPB Ken-Dee Marshes Reserve
- ▶ Nocturnal Wildlife Tour with Keith Kirk
- ▶ Explore the Red Kite Trail
- ▶ Visit the Osprey viewing site at Threave Castle
- ▶ A day of photography with Scottish Photography Hides
- ▶ A day out with a local wildlife ranger



Value Of Nature Tourism

	Trips	Nights	Spend
Visitors From UK	630,000	2.8m	£208m
Day Visitors	410,000	n/a	£14m
Visitors From Overseas	80,000	0.72m	£54m
TOTAL	1.12m	3.5m	£276m

Source: The Economic Impact of Wildlife Tourism in Scotland, Scottish Government Report

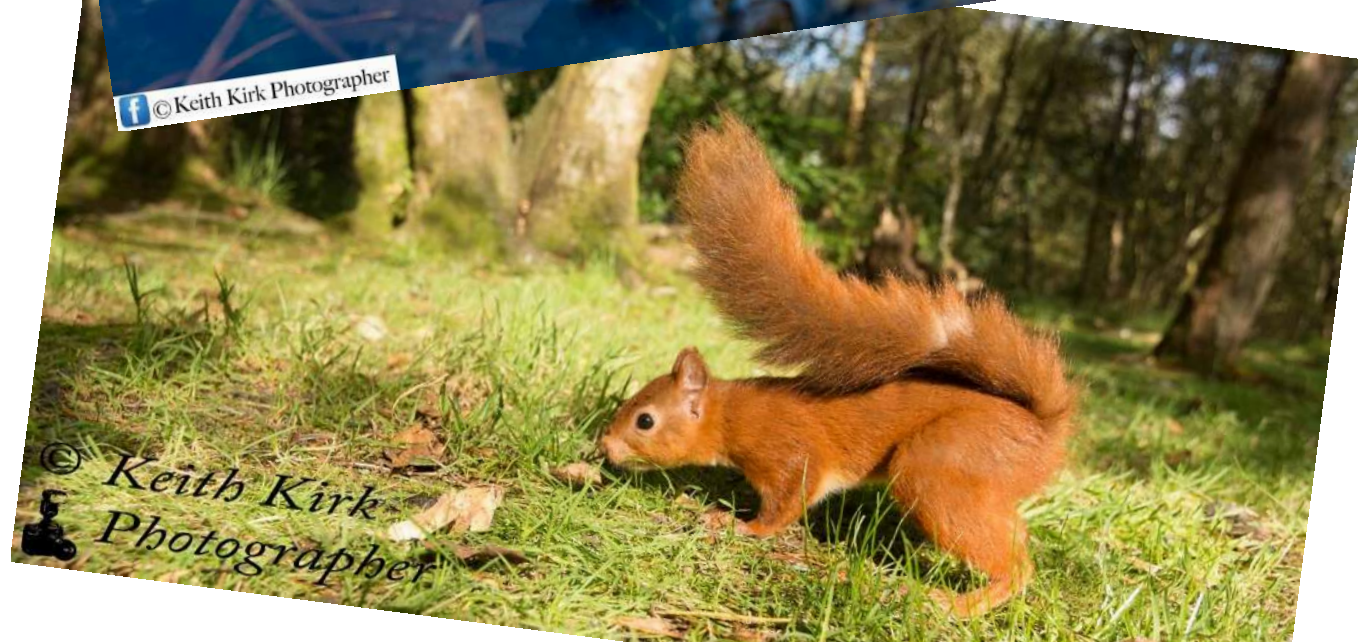
63% of people
are attracted to
D&G for the
Scenery &
Landscape

32% of visitors
had undertaken
a wildlife or
birdwatching
activity during
their visit

Source: Scotland Visitor Survey 2015 & 2016, Visit Scotland



 ©Keith Kirk Photographer



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 Photographer



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 Photographer

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 Photographer

Case Study -

www.visitouterhebrides.co.uk

- ▶ Community Interest Company
- ▶ Independent but works closely with Visit Scotland and Highlands and Islands Enterprise
- ▶ Funded by membership subscriptions and funding from other sources
- ▶ Runs a tourism website and other wider marketing initiatives
- ▶ Website offers a number of themed trails including:
 - ▶ Photography
 - ▶ Birds of Prey
 - ▶ Food and Drink
 - ▶ Bonnie Prince Charlie
 - ▶ Architecture
- ▶ Option to self book or contact a local tour operator
- ▶ Listings for local businesses on each island including accommodation, eateries and attractions



Search Site



Home Our Islands See & Do Food & Drink Accommodation What's On Visitor Info Highlights



Experience Life on the Edge

Welcome to the Outer Hebrides: The Official Tourism Information Website

Situated on Europe's Atlantic edge, the Scottish Western Isles of the Outer Hebrides are a diverse chain of inter-connected islands with their own unique way of life.

From the northernmost headlands of the Isle of Lewis to the southern tip of Vatersay, the Outer Hebrides islands on the edge of the Atlantic Ocean offer an exciting assortment of entertainments and attractions.

Experience the peace and tranquillity of this isolated environment or



SEARCH ACCOMMODATION

Type:

-- Any --

Area:

-- Any --

Name / Keyword:

SEARCH

HARRIS

14 Croft 36
Croft 36 takes home made pies, inexpensive meals and pasties in a modern yet rustic style to complement our rugged beautiful landscape and with an emphasis on the quality of our produce.
www.croft36.com
T: 01859 520779 (H53 3JA)

15 Isle of Harris Distillery
Come in to say hello, enjoy heavy snacks and home baking with staff and guests in the distillery. Buy something special in our shop or simply have a seat by the fire.
www.harrisdistillery.com
T: 01859 502212 (H53 3DJ)

20 Amhuinsaidhe Castle Estate
We offer gourmet delights to complement our own range of smoked salmon and venison.
www.amhuinsaidhe.com
T: 01859 502000 (H53 3AS)

21 The Anchorage
A restaurant with a view! Overlooks the Sound of Harris with its beautiful sunsets and islands. Fresh local langoustines, lobsters and scallops and quality local produce!
T: 01859 520225 (H55 3UD)

25 Scarlat House
Two, homely, elegant candlelit dining rooms serving organic, wild or home-produced ingredients especially the Hebridean fish, shellfish, lamb, beef and game. Interesting and varied wine list.
www.scarlatshouse.com
T: 01859 505338 (H53 3UJ)

26 Hobscape Gallery and Tearoom
Barista coffee, leaf teas and home baking. Stunning sea views. Fine Art Photography by Darren Cole LRPS. Framed archival prints, locally sourced candles and soap, greeting cards and books.
www.hobscapegallery.co.uk
T: 01859 502363 (H53 3A5)

NORTH UIST

23 Hebridean Kitchen at the Claddach Kirkibost Centre
Community owned cafe and shop serving a delicious range of traditional preserves, confectionery and baking - handmade in the Hebrides!
www.claddach-kirkibost.org
T: 01876 580306 (H56 6EP)

27 Kailin Shellfish
Stop by the harbour shop to pick up freshly caught seafood from the clean waters of the Outer Hebrides.
www.thehebrideancatch.co.uk
T: 01876 603206 (H56 6HY)

28 Bayhead Shop
A wide range of groceries featuring hand-picked local products. Fresh bakery available daily with Post Office and petrol station.
T: 01876 516257 (H56 6Q5)

29 Tigh Chearsabhagh Cafe
The hub for the history and culture of the island. Have a bite to eat in the cafe whilst enjoying the museum, galleries and shop.
www.tigh-chearsabhagh.org
T: 01876 503870 (H56 6AA)

The Outer Hebrides Trail is proudly supported by



Barra

South Uist

Benbecula

North Uist

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Added Value

- ▶ What can you offer to bring added value to the tourism experience?
 - ▶ Maps
 - ▶ Local Knowledge
 - ▶ Interesting views or wildlife
 - ▶ Personal Recommendations
 - ▶ Links with other local businesses
 - ▶ Extra touches for guests

Next Steps

- ▶ Follow us on Facebook - Experience Galloway
- ▶ Email me - laura@sup.org.uk
- ▶ Speak to me tonight and leave your contact details

I will keep you updated on the progress of the project as we move forward

Tourism Discussion Group – Monday 3rd June

Attendees:

Laura Davidson – Galloway Glens Biosphere Experience

Phil McMenemy – The Gallery at Laurieston

Elizabeth Tindal – Freelance Ranger

Keith Kirk – Nocturnal Wildlife Experiences

Jo Gallant – Textile Designer

Hazel Campbell – Artist

Margaret Milligan – Artist

Harriet Williams – Galloway Activity Centre

Sarah-Jane Allsop – Heart of Galloway

- Group started with a welcome and thanks to host Phil McMenemy then a round the room introduction
- PM stated that he often felt isolated and appreciated the chance to connect and discuss issues in this format, that was backed up by JG and MM.
- There was a discussion around the types of tourist that used each of the businesses, the arts based activities saw a largely older demographic with niche interests while the outdoor based activities tended to attract a wider age range including families.
- SJA stated that families in the visitor centre were often looking for free or low cost activities to take part in
- KK shared some examples of people who had travelled long distances to take part in his activities but due to a lack of geographical awareness they were often booking accommodation a long distance away, in one case Cumbria as google had suggested it was close to D&G. It was discussed that visitors are often not aware of the issues around the rural road network and that times and distances do not always match up to online suggestions.
- MM raised the issue of needing a tourism newspaper for visitors to be able to find out what is on locally. SJA agreed that this was something that was asked for in the visitor centre. KK confirmed that a what's on guide had been tried in the past with limited success. It was agreed that such a guide needed to be current, well distributed and comprehensive.
- There was a discussion around accommodation providers and a general feeling that there was a lack of high quality accommodation for visitors who were prepared to spend a little more on their stay.
- It was also raised that accommodation was difficult for larger groups of visitors as there were very few hotels with a room capacity to handle a coach trip.
- It was also felt that food and drink provision was lacking in the late afternoon/early evening for travellers who may be passing through or families with young children. SJA felt this showed Castle Douglas in a poor light and would not encourage people to linger or return to the area.
- PM talked about the Kirkcudbright Art Trail project and stated he had been asked to be involved and on the map but he felt he was too far out of the area to get benefit from it. There was a suggestion that a similar trail could be created for Castle Douglas and Glenkens with reciprocal links to the Kirkcudbright version.
- SJA pointed out that the summer opening of Carlisle Airport was a potential opportunity to increase visitor numbers
- ET and PM suggested that the group as individuals could be doing more on social media to share content and increase awareness of local happenings. It was agreed that LD would circulate contact details for everyone present including social media presence as a start point. SJA requested that people share their news with Heart of Galloway.

- It was felt that there was a lack of awareness about what else was available to tourists. HW stated that many staff at GAC were not local and would not always be able to advise visitors about other attractions. It was felt that the chance to share knowledge was useful and it would be good to find a way to inform more tourism businesses about each other.
- Familiarisation trips were discussed and felt to be a worthwhile idea. The group was also in support of trying to get accommodation providers more involved in talking to visitors and raising awareness of the range of options.
- PM said it would be useful to have some facts and figures to help inform decisions about tourism offerings. It was felt that we had no hard evidence about visitor numbers, demographics and reasons for visiting. It was acknowledged that this information was not easy to collect. LD to review Visit Scotland data and share anything relevant with the group.
- The concept of online reviews and customer feedback was raised. Some people had been having success with Trip Advisor reviews. LD to investigate whether Trip Advisor could be leveraged to the benefit of the region. PM stated he would support having constructive criticism from visitors to help improve the business, it was felt that the Visit Scotland grading was a tick box exercise and no real feedback was gained.
- HC, JG and MM discussed visitors who took part in art classes. There seemed to be a split between keen artists who wanted to develop their skills and saw classes as a long term investment to improvement vs those who wanted quick completion with an item that could be taken home to display regardless of skill involved. It was agreed that these were two very different markets and needed to be dealt with differently.
- The group wanted to find a way to improve communication in the region and were supportive of this meeting and future similar get togethers.
- There was a request to build on awareness amongst themselves and other businesses to benefit of everyone.
- There was a strong desire to see a what's on guide made available in accommodation, tourism providers and visitor centres. LD to look into this further.
- A query was raised about how to reach visitors who used AirBnB or self catering as many of those may have no contact with a host at the point of check in.

											Avg Rating	Detractor	Passive	Promoter	NPS
Places Visited	9	10	9	9	10	8	8	8	10	10	9.1	0	3	7	70
Timings/Tour Length	9	10	9	8	10	8	9	7	10	10	9	0	3	7	70
Guide	10	10	10	10	10	10	9	10	10	10	9.9	0	0	10	100
Organisation	10	10	10	9	10	10	9	10	10	10	9.8	0	0	10	100
Value for money	8	10	10	9	10	8	9	8	10	10	9.2	0	3	7	70
											9.4				

What did you enjoy most about the tour?

How the places linked together

The people on tour

Bus the right size to meet everyone on tour

Thank You, quality day out

Passion for history is infectious from tour guide. Opportunity to access - with info - places we drive by every day

Diversity, knowledge of subject, comfort, pacing, good H&S

Very informal tour, well presented. Very knowledgeable guides, keep up the good work.

Great to be taken/driven round places often see but never visited

All of it

Very interesting to learn local history

The well informed guide and a strong theme

Very knowledgeable guides, friendly atmosphere of group which was just the right size

An excellent day's outing, will go on to explore more for ourselves

Well worth arranging for tourism providers, great to be supporting the development of an existing enterprise.

Is there anything you would change or any other feedback for the organisers

Posters could give more info about which castles are to be visited

Whether packed lunch required, whether stout shoes required and suitability for disabled/accessibility.

Microphone for snippets of points of interest as we drive along

Kirkcudbright to Orchardton better on coast road

Add a coffee stop

Either a coffee stop or advise to bring a flask in morning

Maybe a handout/summary to take away

								Avg Rating	Detractor (	Passive (7-	Promoter (NPS	
Places Visited	10	10	10	9	10	10	10	9.86	0	0	7	100
Itinerary	10	10	10	9	9	9	8	9.29	0	1	6	86
Guide	10	10	10	10	10	10	10	10.00	0	0	7	100
Evening Talks	8	10	10	10	9	8	10	9.29	0	1	6	86
Organisation	10	10	10	10	10	10	10	10.00	0	0	7	100
Accommodation	10	8	10	9	9	10	10	9.43	0	1	6	86
Meals	10	10	10	8	10	10	10	9.64	0	1	6	86
								9.64				

What would you expect to pay per person for this sort of weekend including accommodation, food, guide, transport and evening events?

Less than £150

£150-£200 2

£200-£250 4

£250-£300

More than £300

What did you enjoy most about the tour?

The knowledge of the guide and enthusiasm!

Being taken to different reserves with a knowledgeable guide

Being taken to excellent bird reserves with knowledgeable guide

Talks, hides, landscapes

Excellent guide

Party size ideal, guides very good, hotel & meals excellent

The enthusiasm and knowledge of Chris Rollie

Is there anything you would change or any other feedback for the organisers?

The eagle project talk was very interesting and informative but the speaker spoke too quickly and didn't project fully

Weather!

Include the price of 2 courses in evening meal (unsure what this refers too - meals were two courses plus coffee)

No

Happy with the organisation

No

Maybe more time to explore Kirkcudbright

How did you hear about this weekend?

Via Selkirk Arms 7

GSA Biosphere Website

Facebook

Other

Have you visited Dumfries and Galloway Before?

Yes 7 All areas, been to Selkirk Arms twice before, Kirkcudbright

No

Would you recommend Dumfries and Galloway as a holiday destination

Yes 6

No

Guests Travelled from Ayrshire, Cumbria, Lancashire and Derbyshire

											Avg Rating	Detractor	Passive	Promoter	NPS
Content	10	10	10	9	10	10	10	10	8	10	9.7	0	1	9	70
Leader	10	10	9	9	10	10	10	10	10	10	9.8	0	0	10	70
Venue	10	10	9	9	9	10	10	10	10	10	9.7	0	0	10	100
Group Size	10	10	10	9	10	10	10	10	9	10	9.8	0	0	10	100
Organisation	10	10	10	9	10	10	10	10	10	9	9.8	0	0	10	70

9.76

How Much Would You Expect To Pay For This Sort Of Event?

Less Than £10

£10-£15 5

£15-£20 5

More than £20

What did you enjoy most about the tour?

Very interactive and knowledge base is amazing. Lovely presentation

I liked how the lady included everyone and how it was interactive. The information hand outs were great as there wasn't too much info.

The depth of knowledge of leader, being able to digress and provide info around a subject.

Practical applications and knowledge of leader

Calm atmosphere, discussions, lots of interesting info

Well organised, interesting, will use

Enthusiasm of leader, her knowledge on a wide range of related topics

Learning a little about herbal medicine and how to make ointment. Hearing about herbal walks. Millionaire's shortbread!

So much info on how to use marigold

Is there anything you would change or any other feedback for the organisers

Clearer booking process please

Nothing, maybe more advertising

Love to do other similar courses.

NO, great!

None

Get a cooker

More herbal medicine information

Directions to venue

How Did You Hear About This Event?

GSA Biosphere Website 1

Facebook 9

Other 1 Word of mouth

How Far Did You Travel To Here (approx)

34 Miles (1 Hour) 2

1 Hour 1

30 Mins 1

15 Miles 1

3 Miles 1

10 Mins 1

About 1 mile 1

12 Miles 1

20 Miles 1

									Avg Rating	Detractor	Passive	Promoter	NPS
Content	9	9	10	10	10	10	10	10	9.75	0	1	9	70
Leader	9	10	10	10	10	10	10	10	9.875	0	0	10	70
Venue	9	10	10	9	10	10	9	8	9.375	0	0	10	100
Group Size	10	10	10	10	10	10	9	10	9.875	0	0	10	100
Organisation	10	10	10	9	10	10	9	9	9.625	0	0	10	70
									9.7				

How Much Would You Expect To Pay For This Sort Of Event?

Less Than £10

£10-£15 1

£15-£20 2

More than £20 3

What did you enjoy most about the tour?

Learning about hot composting and the principles of permaculture

Friendly nice group, hands on

Really helpful and fun practical element. Theory was very digestible and relaxed style of teaching

Practical elements, building the hot box for composting. The sandwiches were excellent

The info, co-operation and practical work

Small class with different abilities

New ideas, social aspect

Meeting like minded people

Is there anything you would change or any other feedback for the organisers

We really appreciate the organisation and intention of this course and happily provide a donation or pay for the course due to the quality. Lovely Teacher.

Maybe do practical stuff in the morning then theory in the afternoon

Dry weather :)

How Did You Hear About This Event?

GSA Biosphere Website

Facebook 3

Other 5 Word of Mouth

How Far Did You Travel To Here (approx)

1 Hour 2

30 Miles 1

40 Miles (1 Hour) 1

3 Miles 4

Marketing Plan

Objective

To raise awareness of events, activities and packages developed through the project. Maximise bookings for each event. Improve the profile of the Galloway Glens area as a varied and rewarding destination for visitors.

Target Customers

Target customers will vary depending on the event or activity being marketed. Generally, the aim is to market to visitors and potential visitors to the region. Visit Scotland figures suggest that visitors to Dumfries and Galloway are looking for scenery and landscape and the chance to get away from it all. 43% are return visitors to the area so are likely to be seeking new experiences for their next visit.

Geographical Targeting

Historically Dumfries and Galloway has attracted visitors from the central belt of Scotland and the North of England. It has been popular as a short break destination and therefore visitors have travelled from up to 2-3 hours away to get here.

There is also an emerging market from the South of England with a train service direct from London to Carlisle or Lockerbie and the opening of Carlisle Airport offering scheduled flights to London Southend.

Domestic visitors predominantly stay 1-3 nights (61%) with less than 10% of domestic visitors staying longer than 8 nights.

In addition, overseas visitors have arrived via Glasgow or Edinburgh looking for an alternative Scottish experience. There is a 33% growth in American tourists many of whom are researching family history and travelling to those locations (Source: Visit Scotland Insights 2018)

International visitors tend to stay longer with 43% choosing an 8-14 night break and 34% staying for 15 nights or more.

Interest Targeting

There is an opportunity to target niche markets for some of the specific attractions of our area. By highlighting the key features that would interest specific groups providers can attract premium guests who are looking for a unique experience tailored to their hobbies and interests.

For example, there are a great number of interesting bird watching opportunities throughout the year but particularly in the winter months. This opens up the chance to fill bed spaces out of peak season and also introduce visitors to some of the other attractions locally.

Demographics

It could be argued that there is something for all ages and groups in Dumfries and Galloway however it makes sense to focus on some key sectors who we know will be interested in what we can offer.

Families – there are a great many attractions for family groups as well as an abundance of peaceful outdoor space to enjoy. By highlighting family friendly accommodation options such as self-catering or adjoining rooms or the added facilities available like high chairs or travel cots businesses can attract family groups

Retired – Outside of the school holiday period there is an opportunity to attract retired individuals or couples who have disposable income and the time to travel. Often these people are looking for

unique, bespoke and authentic local experiences as part of their trip. They may place more value on quality accommodation and food.

Industry Regulations

The Package Travel and Linked Travel Arrangements Regulations (2018) apply to all packages which consist of two or more of the following; accommodation, transport, activities. Providers are required to provide adequate insurance to cover the package in case of failure. The level of protection varies depending on whether it is a package or a linked travel arrangement.

ATOL only applies if air travel is included in the package.

Networking/Industry Bodies

There are a number of industry bodies and local groups who can provide useful information and a potential route to market for packages and activities.

Visit Scotland

Visit Scotland is the national tourism agency for Scotland. It aims to promote Scotland as a destination to visitors. They run national and area specific marketing campaigns.

Visit South West Scotland

Visit South West Scotland are a membership organisation promoting accommodation and local businesses in South West Scotland. They run a website made up of entries from members and also promote the South West Coastal 300 route.

Galloway and Southern Ayrshire Biosphere

Designated by UNESCO as a world class environment for people and nature. Working on 3 main functions of conservation, learning and development.

Galloway Glens Landscape Partnership

A 5 year project to connect people with their landscape and heritage. Running a number of projects across the partnership area which have a tourism angle.

Method

Facebook Advertising

Pros	Cons
• Easily measurable • Good reach to key demographics • Cost Effective	• May miss a % of target market who are not on Facebook • Restricted to Facebook algorithm

Google Adwords

Pros	Cons
• Effective exposure to people searching for your keywords • Only pay for clicks • Easily measurable	• Can be costly for competitive keywords • Low search volume on more niche products

Print Advertising

Pros	Cons
• Can give a very wide reach • Interest magazines can access relevant target market • Reaches audience who are not online • Can provide a feeling of authenticity (builds trust in brand)	• Expensive • Not targeted • Difficult to measure

Word of Mouth

Pros	Cons
• Effective for building trust in brand • Free	• Difficult to measure • Can't control the message • Slow to spread

Event Guides/Listings (on and off line)

Pros	Cons
• Often free or low cost • Can increase reach to wider audience	• May not be targeted to a particular audience • Can be time consuming to update multiple listings • Reliant on listing provider to format in a user friendly manner

Email Marketing

Pros	Cons
• Can target people who already interested in the product • Measurable	• Can be difficult to obtain database and permissions • Can be difficult to gain attention in a busy inbox

Printed Materials (Posters/Flyers)

Pros	Cons
• May catch attention from a market you hadn't thought of • Can be useful to cross market more than one activity • Potential to be passed around multiple people • Caters for target audience who are not online	• Can be time consuming and costly to produce • Requires a distribution network to be seen • Can become out of date very quickly

Experience Galloway
Sponsored · 🌐

During this free full day workshop we will work together to create a permaculture designed garden area. We will create a diverse, low maintenance system. Near to the Mandala garden we create we will be able to see a vegetable bed created with a similar method, and to taste the delicious results of this healthy growing system.



THU, 26 MAR AT 10:00
Creating a Mandela Garden with Permaculture
Ironmacannie Mill Cottage · Castle Douglas
26 people interested · 4 people going

Experience Galloway
Sponsored · 🌐

Join us for a hands on workshop where we will learn some of the principles of permaculture whilst brewing tea on the kelly kettle. We'll then look at different composting methods and build a hot composting system in the garden. There will also be some time looking at food forests and how to create a low maintenance high yielding system. A light lunch will be provided, you may wish to bring some food to share with the group. Please dress for the weather and being outdoors for a large part of the day.



THU, 12 MAR AT 10:00
An Introduction to Permaculture and Composting
The Garroch Walled Garden · New Galloway
★ Interested

Experience Galloway
Sponsored · 🌐

Join us for a free herbal ointment workshop with medicinal herbalist Alex Ross. You'll be given the materials to make your own marigold ointment to take away with you. Using only natural raw ingredients Marigold Ointment can be used as lip balm, hand balm, foot balm, dry skin balm, for bites, stings, abrasions and much more.
Book by emailing laura@sup.org.uk



THU, 27 FEB AT 14:00
Make Your Own Herbal Ointment
The Smiddy, Balmaclellan
12 people interested · 5 people going
★ Interested

Experience Galloway
Sponsored · 🌐

Join us for a small group experience exploring the winter birds of the biosphere. An all inclusive weekend with an expert local guide, good food and quality accommodation. Introductory price of only £178pp. Friday 31st Jan - Sun 2nd Feb 2020.




Birdwatching Weekend
[Learn More](#)
31st Jan - 2nd Feb 2020
Like Comment Share

Experience Galloway
Sponsored · 🌐

Join us for a weekend exploring the Artist Town of Kirkcudbright and the surrounding area. Only £178pp all inclusive.



FRI, 20 MAR-22 MAR
Kirkcudbright Artists' Town, Past & Present
Selkirk Arms Hotel, Kirkcudbright · Kirkcudbright
70 people interested · 1 person going
★ Interested
Like Comment Share



GALLOWAY AND
SOUTHERN Ayrshire
BIOSPHERE

EXPERIENCES

Activities Guide



Summer 2019 in the Galloway Glens



• PART OF THE GALLOWAY GLENS LANDSCAPE PARTNERSHIP •



Galloway Activity Centre

An outdoors centre situated on the banks of Loch Ken. Take part in a range of water and land based activities suitable for all ages. Enjoy a bite in the waterfront café.



www.lochken.co.uk | Tel: 01556 502011 | Loch Ken, Parton, DG7 3NQ



Galloway Cycling Holidays

Personalised cycling routes and bike hire, with or without a guide. Let's have more WOW DAYS!



www.gallowaycycling.com | Tel: 07756 047464 | Location varies depending on route



Kirkcudbright Art Tours

A guided walk around Kirkcudbright looking at historical and current artists. Tuesdays and Wednesdays at 11am & 2pm in July and August. £5 per adult, U10 free.

www.facebook.com/kirkcudbrightarttours | Tel: 07972 275388



Margaret S Milligan Fine Art Tuition

Join Margaret in her studio or on location, for private and group workshops. Beginners welcome.

www.margaretsmilligan.co.uk | Tel: 07845 306818 | WASPS Studios, Kirkcudbright, DG6 4JG



The Gallery at Laurieston

Welcoming gallery of photographer/artist Phil McMenemy. New tearoom now open! Workshop and commissions available. See Facebook page for opening times and more information

www.philmcmenemy.smugmug.com | Tel: 01644 450235 | Laurieston, DG7 2PQ

Heart Of Galloway Visitor Centre

Community run visitor centre providing local information, booking services and gift shop. Open 10-5 Mon to Sat.

Market Hill, Castle Douglas | Tel: 01556 503918





Freelance Ranger

Elizabeth Tindal will create a personalised experience for you with night time stargazing and darkness experiences plus day time outdoor activities such as den building, campfire cooking, rockpooling and environmental art. She has lots to offer all year round. Elizabeth has a Biosphere Certification Mark as well as being a Proud Supporter of the Biosphere.



www.freelanceranger.com | Tel: 07842 241141 | Location varies depending on activity

Other Local Attractions

Castles and Houses

Threave Castle—Castle Douglas
Broughton House and Gardens—Kirkcudbright
Threave Gardens and House—Castle Douglas
MacLellan's Castle—Kirkcudbright

Theatre and Cinema

CatStrand Theatre/Arts Centre—New Galloway
The Fullarton Theatre—Castle Douglas

Leisure

Castle Douglas Swimming Pool—01556 502745
Kirkcudbright Swimming Pool—01557 331881

Nature and Wildlife

RSPB Ken Dee Marshes—Nr Laurieston
Red Kite Feeding Station—Laurieston
Red Kite Trail—Around Loch Ken
Barrhill Woods Squirrel Hide—Kirkcudbright
Osprey Viewing Platform—Threave Estate



Kirkcudbright Tourist Information

Volunteer led information centre providing information about local events and attractions. Open 10-4 every day.

Harbour Square, Kirkcudbright

What is a Biosphere?

Galloway and Southern Ayrshire UNESCO Biosphere has been recognised internationally as a world class environment for people and nature. This special designation is awarded by the United Nations Educational, Scientific and Cultural Organization (UNESCO) and is the centre piece of the international Man and Biosphere Programme that brings together over 660 Biospheres worldwide.

The UNESCO Biosphere designation is a recognition of the fantastic array of landscapes, wildlife, cultural heritage and learning opportunities that South West Scotland offers for communities, businesses and visitors to experience and celebrate in a sustainable way.

Look out for the businesses listed in this brochure who have signed up to the Biosphere Charter to become Proud Supporters of the Biosphere. Some have also completed the Biosphere Certification mark meaning they have been assessed on a variety of criteria to ensure they are upholding the principles of the Biosphere.

www.gsabiosphere.org.uk

The Galloway Glens Landscape Partnership Scheme is a Heritage Lottery funded initiative that is aiming to undertake a series of projects across the area to 'connect people, communities and their heritage'.

This Biosphere Experience project is part of the wider Galloway Glens portfolio of projects and is aiming to develop experiential tourism activities within the area.



GALLOWAY AND
SOUTHERN AYRSHIRE
BIOSPHERE

Galloway Glens Biosphere Experience Project
www.facebook.com/experiencegalloway