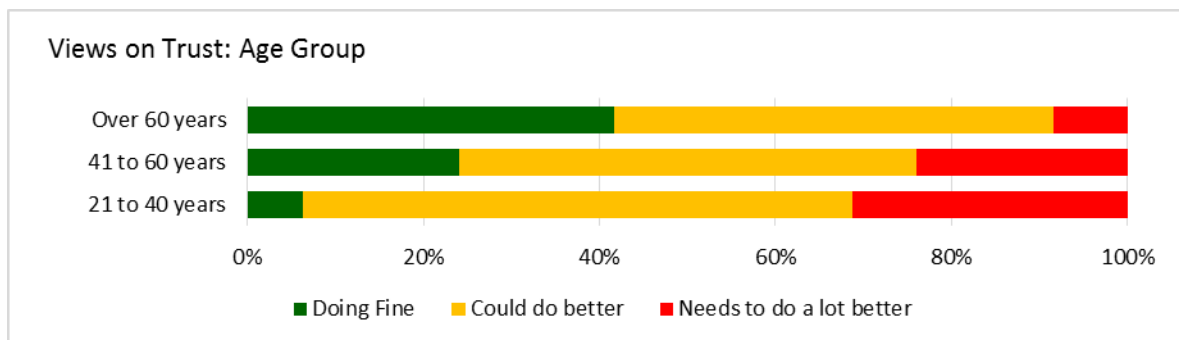
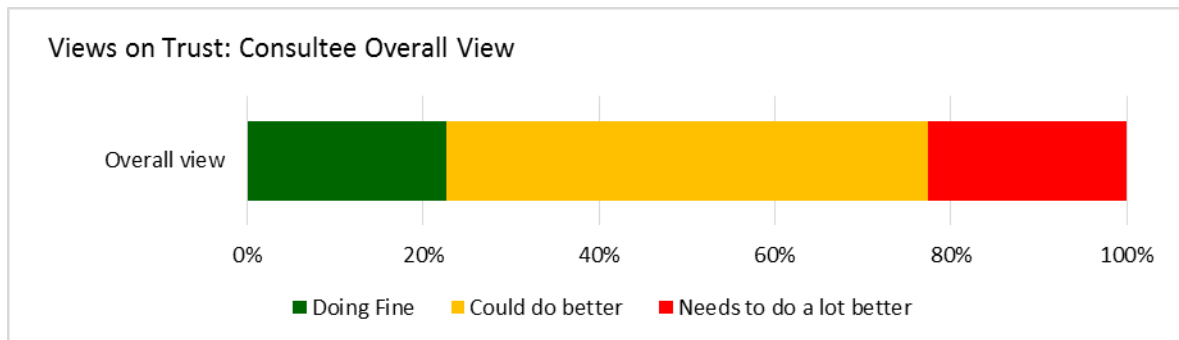


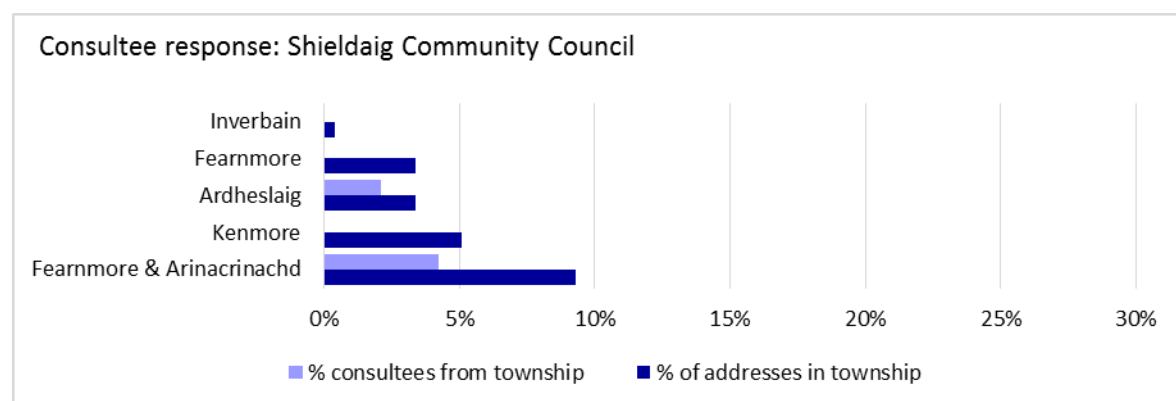
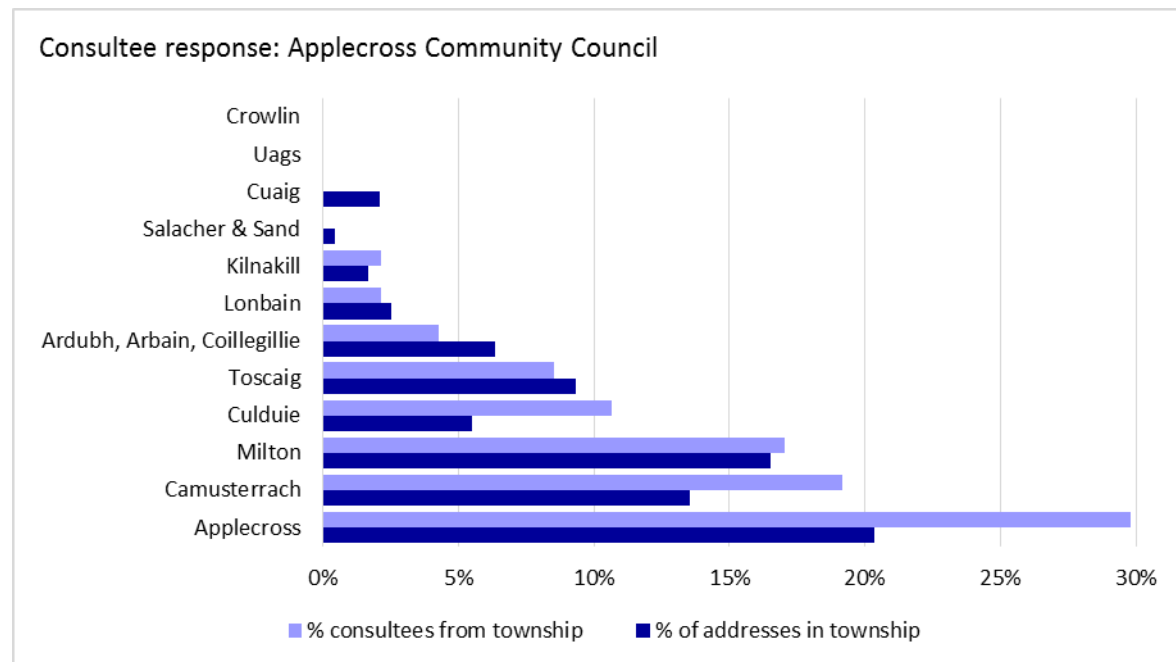
APPLECROSS TRUST: CONSULTATION OVERVIEW

First phase of community engagement, to seek views on the Trust, in spring 2016

Views on the Trust



Distribution of responses



Drop-in session, seeking support for a second phase of community engagement, in November 2016

PROPOSAL TO COMMUNITY	I AM IN FAVOUR OF THIS	I AM UNSURE ABOUT THIS	I DON'T SUPPORT THIS AT ALL
Develop a Shared Vision of what the future of Applecross should ideally look like, so that the Trust and other local organisations/stakeholders can use it to help inform their future work in the area?	89%	11%	0%
Set up a Forum so that Applecross issues can be regularly discussed by a representative group of local residents and members of key local organisations?	53%	47%	0%
Develop better channels of local communication within the community so that information can be sent out (e.g. by the Trust or stakeholders) and also so that you can send in your views back to them on key issues you want to raise?	89%	11%	0%
Try to develop updated community plans for Applecross in parallel with the Trust's proposed Estate Plan in 2017 (or thereabouts) so that all plans for the area are 'joined up'?	63%	32%	5%
OVERALL SUPPORT FOR PROCESS PROPOSED (TOTAL VOTES)	74%	25%	1%

Results of 'five-step' questionnaire¹, building an evidence base for the Shared Vision, from December 2016 workshops

STEP 1

10 THINGS WE ALL HAVE IN COMMON...?	STRONGLY AGREE	NOT SURE	DISAGREE STRONGLY	NO RESPONSE	NO. OF RESPONSES	SPARKLINES
"I like living in Applecross because of its natural beauty"	85.0%	3.0%	3.0%	10.0%	36	
"I like living in Applecross because of the peace and quiet that can often be found there"	75.0%	12.5%	2.5%	10.0%	36	
"I like living in Applecross because of its strong sense of community"	60.0%	27.5%	2.5%	10.0%	36	
"I like living in Applecross because I feel safe due to very low crime levels"	72.5%	12.5%	2.5%	12.5%	35	
"I like living in Applecross, and want to live there for as long as possible"	70.0%	20.0%	0.0%	10.0%	36	
"I want Applecross to flourish, for the sake of the people currently living there"	90.0%	0.0%	0.0%	10.0%	36	
"I want Applecross to flourish, for the sake of future generations"	90.0%	0.0%	0.0%	10.0%	36	
"I believe that Applecross needs a healthy number of economically-active working age residents in order to flourish"	90.0%	0.0%	0.0%	10.0%	36	
"I believe that Applecross should have all the key facilities needed by young people and families, as to flourish it needs to attract/retain people of working age in the long-term"	75.0%	10.0%	5.0%	10.0%	36	
"I think the Applecross community would be stronger if we agreed a shared vision of the future, which includes a strategic community plan listing our aspirations and how working with others we can help to realise them"	80.0%	10.0%	0.0%	10.0%	36	

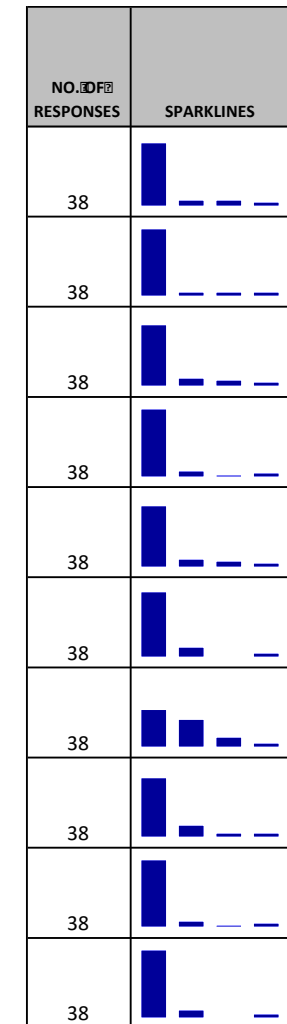
¹ Questionnaires were built up from the comments recorded in the 600,000 words of interview notes made in spring 2016

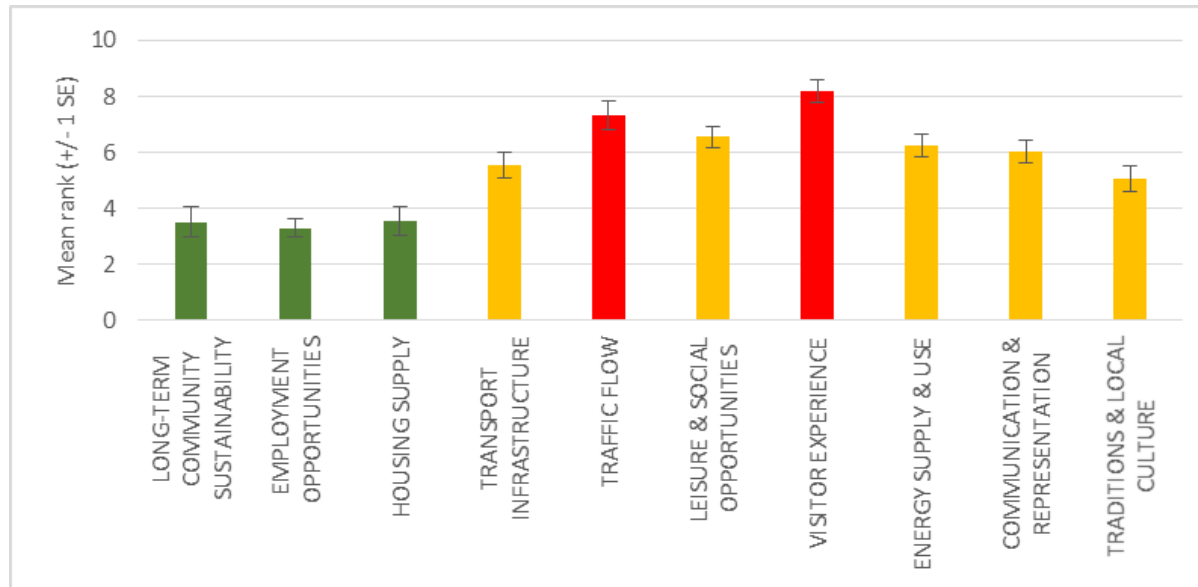
STEP 2

VISION ELEMENT	VISION STATEMENT	STRONGLY AGREE / AGREE	NOT SURE	DISAGREE / STRONGLY DISAGREE	NO RESPONSE	NO. OF RESPONSES	SPARKLINES
10 CORE ELEMENTS"	10 STATEMENTS OF INTENT"						
Our Community	A vibrant, resilient, well-organised community that is forward looking but which recognises local cultural traditions	77.5%	10.0%	5.0%	7.5%	37	
The People	A group of inhabitants who respect and help each other, work together and communicate closely to maximise opportunity, promote equality and minimise unnecessary disputes	82.5%	7.5%	2.5%	7.5%	37	
Human Health	A natural and built environment, and a social network, which supports and nourishes the physical and mental well-being of every person, helping to ensure they remain healthy and active members of the community and contribute to the local economy where possible	82.5%	10.0%	0.0%	7.5%	37	
The Local Economy	A strong, resilient, well-directed and organised local economy delivering what the market wants, balanced by local needs and traditions, but with the mechanisms in place to anticipate and deal with change as it approaches or otherwise arises	62.5%	22.5%	5.0%	10.0%	36	
Our Stakeholders	A network of well-connected, inclusive organisations that collaborate to ensure they help us build a lasting consensus and ensure there is a robust mandate for our actions	65.0%	15.0%	5.0%	15.0%	34	
Our Visitors	An environment and local economy which provides a unique high-quality experience for our visitors, based wherever possible around locally-sourced service providers, local produce and sustainable management practices	77.5%	7.5%	2.5%	12.5%	35	
Development Impacts	A level of economic & visitor activity which ensures the special character of Applecross overall is not unduly affected , whilst accepting decisions on new developments must be balanced against the needs of future generations (i.e. the degree of change over time is inevitable)	87.5%	0.0%	2.5%	10.0%	36	
The Land	A productive landscape where needed for economic reasons, with diverse resilient natural ecosystems in optimal condition everywhere else on the Peninsula, ensuring the highly valued Applecross landscape is managed in the best possible way for the benefit of current and future generations	85.0%	2.5%	5.0%	7.5%	37	
The Sea	A sustainably-managed resource, which land and sea-based users guard carefully , so that it will provide for the local community and visitors alike	82.5%	5.0%	2.5%	10.0%	36	
The Estate	A financially strong , ably-led and well-administered organisation accountable to others and responsive to wider community and public needs	75.0%	12.5%	5.0%	7.5%	37	

STEP 3

COMMUNITY PRIORITY	EXPLANATION OF WHY IT IS A PRIORITY...	STRONGLY AGREE	NOT SURE	DISAGREE STRONGLY	NO RESPONSE
LONG-TERM COMMUNITY SUSTAINABILITY	Residents are concerned that the economically-active part of the community is in decline, because of concerns over the low number of permanent residents of working age (particularly with younger children), and a progressive increase in the proportion of people at retirement age, over the last decade or more	80.0%	7.5%	7.5%	5.0%
EMPLOYMENT OPPORTUNITIES	Residents are concerned that high employment opportunities are too limited and they would like to see a stronger, more diverse local economy being developed, with reduced reliance on seasonal work or part-time work and a larger number of high quality jobs being created locally if possible (or otherwise facilitated (e.g. working online))	85.0%	5.0%	5.0%	5.0%
HOUSING SUPPLY	Residents worry that there are insufficient affordable, permanent housing options for people of working age to take up because of the high and increasing proportion of second homes in the area, and that this is a significant barrier to economic development	77.5%	10.0%	7.5%	5.0%
TRANSPORT INFRASTRUCTURE	Residents would like to see more pro-active management of the condition of local roads, the focus being on the Bealach na Bala Road given its central importance to everyone in the community	85.0%	7.5%	2.5%	5.0%
TRAFFIC FLOW	Residents are keen to see traffic flow better managed, in particular from spring to autumn, due to high levels of visitor traffic and the resultant problems arising from road congestion and lack of suitable parking in key places	77.5%	10.0%	7.5%	5.0%
LEISURE & SOCIAL OPPORTUNITIES	Residents would like to have a better range of leisure-related activities available, in particular over the winter months, and a stronger social network in place, to help promote improved community health and well-being over the course of the year	82.5%	12.5%	0.0%	5.0%
VISITOR EXPERIENCE	Residents are keen for a higher proportion of existing* visitors to stay overnight in Applecross when they visit, to have more accommodation options to facilitate this and to have a good range of options for activities when they are here so that they are keen to stay longer (*most Applecross residents feel they don't want to see higher numbers of visitors coming)	47.5%	35.0%	12.5%	5.0%
ENERGY SUPPLY & USE	Residents would like to ensure that each member of the community can adequately heat their home, to ensure they can live comfortably through the colder period of the year, and would also like to see local resources (e.g. timber, hydro power) used for heating or power generation where appropriate	75.0%	15.0%	5.0%	5.0%
COMMUNICATION & REPRESENTATION	Residents are keen to improve the frequency and quality of communication between residents, and also with the Applecross Trust, to help ensure all residents feel equally represented in any discussions about the Applecross community and its future development	85.0%	7.5%	2.5%	5.0%
TRADITIONS & LOCAL CULTURE	Residents want to see sustainable economic development of the area, but with the special character and traditions of the area taken into account so that the peninsula retains its unique qualities because these qualities (natural beauty, remoteness, peace and sense of community attract new full-time residents and high quality visitors alike)	85.0%	10.0%	0.0%	5.0%





Respondents were asked to rank the priorities described in Step 3 in order of priority (1= highest and 10 – lowest priority).

Green = highest priorities on average; red = lowest priorities on average (+/- 1 standard error).

STEP 4

COMMUNITY PRIORITY	IDEA PROPOSED (WRITE YOUR OWN IDEAS IN THE BLANK SPACES)	STRONGLY AGREE	NOTURE	DISAGREE STRONGLY	NO RESPONSE	NO. OF RESPONSES	SPARKLINES
LONG-TERM COMMUNITY SUSTAINABILITY	Develop a Shared Vision of the future of Applecross, which can be used by stakeholders to understand our needs	80.0%	7.5%	2.5%	10.0%	36	■ — — —
	Develop a dedicated strategic plan for the community, designed to identify key priorities/agree how to deliver them	87.5%	0.0%	0.0%	12.5%	35	■ — — —
	Try to work much more closely with the Applecross Trust, to integrate our plans and theirs for the greater good	82.5%	5.0%	0.0%	12.5%	35	■ — — —
HOUSING SUPPLY	Develop well located new area(s) of affordable housing for people of working age to live in (mix of sizes/types)	82.5%	7.5%	2.5%	7.5%	37	■ — — —
	Develop some woodland/crofts on cheaper forest land so interested people can build an affordable house	62.5%	17.5%	5.0%	15.0%	34	■ — — —
	Help promote care in the community, so that older residents can safely and comfortably stay in their own homes longer	85.0%	5.0%	0.0%	10.0%	36	■ — — —
	Obtain a document from the Trust explaining how housing land can be bought/existing houses can be rented from them	70.0%	15.0%	2.5%	12.5%	35	■ — — —
EMPLOYMENT OPTIONS	Create new business premises: a small number of well located offices/workshops/retail spaces as req'd	72.5%	12.5%	0.0%	15.0%	34	■ — — —
	Try to use suitable existing infrastructure (e.g. the community hall/kitchen/deer garden) to stimulate new businesses	72.5%	15.0%	0.0%	12.5%	35	■ — — —
	Find uses for assets not currently utilised (e.g. Hebridean Barns, Limekilns etc)	65.0%	20.0%	2.5%	12.5%	35	■ — — —
	Obtain a document from the Trust explaining how business can apply to acquire land/buildings or lease them	65.0%	17.5%	0.0%	17.5%	33	■ — — —
	Improve the speed of service, security of service and availability of broadband service for local business	80.0%	5.0%	0.0%	15.0%	34	■ — — —
	Network local businesses together, perhaps via a regular meeting, to discuss joint needs and aspirations	55.0%	27.5%	0.0%	17.5%	33	■ — — —
	Better utilise and promote local produce (e.g. Highland Beef) available on our doorstep, in local businesses	75.0%	10.0%	0.0%	15.0%	34	■ — — —
	Develop opportunities for more local jobs in the low season so that working age people can stay all year round	80.0%	7.5%	0.0%	12.5%	35	■ — — —
COMMUNICATION & REPRESENTATION	Develop a formal network to communicate with local residents (e.g. Facebook page) on key community issues	75.0%	7.5%	2.5%	15.0%	34	■ — — —
	Develop a new discussion forum so the community can communicate better with the Trust/government/agencies etc	72.5%	12.5%	0.0%	15.0%	34	■ — — —
	Create an improved network of noticeboards to update the community of key events/issues	60.0%	25.0%	2.5%	12.5%	35	■ — — —
TRANSPORT INFRASTRUCTURE	Work to get the local council to better maintain the Bealach road for the benefit of residents/visitors	82.5%	2.5%	2.5%	12.5%	35	■ — — —
	Produce an integrated plan for visitor and traffic flow, so that the Bealach road use is better controlled	75.0%	5.0%	5.0%	15.0%	34	■ — — —
	Create more car parking facilities for visitors, to reduce traffic hokes (in particular around the pub)	60.0%	12.5%	10.0%	17.5%	33	■ — — —

COMMUNITY PRIORITY	IDEA PROPOSED (WRITE YOUR OWN IDEAS IN THE BLANK SPACES)	STRONGLY AGREE	NOT SURE	DISAGREE STRONGLY	NO RESPONSE	NO. OF RESPONSES	SPARKLINES
TRAFFIC FLOW	Consider promotion of a voluntary one-way system round the Applecross Peninsula for visitors	10.0%	30.0%	52.5%	7.5%	37	<div><div></div><div></div><div></div><div></div></div>
	Consider signage at the start of the Bealach Road, to explain the most appropriate way to drive on single track roads	80.0%	5.0%	7.5%	7.5%	37	<div><div></div><div></div><div></div><div></div></div>
	Consider distributing visitors to new car parks in the Bay, to ease congestion round the Applecross Inn at peak times	45.0%	22.5%	22.5%	10.0%	36	<div><div></div><div></div><div></div><div></div></div>
	Put in place and enforce double yellow lines in key locations to help ease parking congestion	52.5%	17.5%	20.0%	10.0%	36	<div><div></div><div></div><div></div><div></div></div>
LEISURE & SOCIAL OPPORTUNITIES	Purchase and install gym equipment somewhere suitable for locals to use to keep fit, especially in winter	82.5%	7.5%	2.5%	7.5%	37	<div><div></div><div></div><div></div><div></div></div>
	Purchase and install high-quality projector somewhere that people can use for 'cinema nights', especially in winter	45.0%	17.5%	10.0%	27.5%	29	<div><div></div><div></div><div></div><div></div></div>
	Create sports field that the local community can use for different forms of sport/exercise and for events	67.5%	17.5%	5.0%	10.0%	36	<div><div></div><div></div><div></div><div></div></div>
	Build swimming pool (and associated facilities) for local and visitor use	60.0%	20.0%	12.5%	7.5%	37	<div><div></div><div></div><div></div><div></div></div>
	Create new social space for community use separate from the pub (e.g. with sofas, music, log stove etc)	45.0%	27.5%	10.0%	17.5%	33	<div><div></div><div></div><div></div><div></div></div>
	Create new strategic footpaths to link facilities (e.g. school to GP surgery hall to Applecross Inn to Clachan)	77.5%	15.0%	0.0%	7.5%	37	<div><div></div><div></div><div></div><div></div></div>
VISITOR EXPERIENCE	Develop a small visitor centre, to act as focal point, where tourists can come and learn about Applecross	55.0%	20.0%	10.0%	15.0%	34	<div><div></div><div></div><div></div><div></div></div>
	Create a job for an Applecross Ranger, who could help with visitor related work / environmental monitoring in area	65.0%	17.5%	5.0%	12.5%	35	<div><div></div><div></div><div></div><div></div></div>
	Develop and erect signage to help manage visitor flow, and direct them to key places of interest	55.0%	25.0%	5.0%	15.0%	34	<div><div></div><div></div><div></div><div></div></div>
	Create interpretation boards/trail to educate visitors (hazel wood, limestone caves, sand dune, archaeology etc)	40.0%	25.0%	12.5%	22.5%	31	<div><div></div><div></div><div></div><div></div></div>
	Create mountain bike trails (e.g. in Gateway) to act as focal point to encourage active visitors to bike/wash etc	80.0%	5.0%	2.5%	12.5%	35	<div><div></div><div></div><div></div><div></div></div>
	Create path to strategic high point, overlooking the Bay as new tourist attraction making best use of beautiful amazing views	47.5%	20.0%	15.0%	17.5%	33	<div><div></div><div></div><div></div><div></div></div>
	Develop an electric taxi service for visitors and locals to use at peak times (car park to Inn, over Bealach etc)	37.5%	32.5%	17.5%	12.5%	35	<div><div></div><div></div><div></div><div></div></div>
	Create new kids play park in central location for visitors (and locals) to use as part of visitor retention plan	47.5%	32.5%	7.5%	12.5%	35	<div><div></div><div></div><div></div><div></div></div>
	Create new covered picnic area that visitors can go and use when weather is inclement (quite often)	42.5%	22.5%	25.0%	10.0%	36	<div><div></div><div></div><div></div><div></div></div>
ENERGY SUPPLY & USE	Produce woodchip from local forests to provide a heat/power source for business / residential use	60.0%	17.5%	5.0%	17.5%	33	<div><div></div><div></div><div></div><div></div></div>
	Create more micro-hydro power schemes for community use	60.0%	10.0%	15.0%	15.0%	34	<div><div></div><div></div><div></div><div></div></div>
	Negotiate community benefit from any future renewables projects (e.g. a major new estate hydro)	70.0%	10.0%	2.5%	17.5%	33	<div><div></div><div></div><div></div><div></div></div>
	Build a community wind turbine (e.g. at the village hall) to generate income & provide power to use	52.5%	20.0%	15.0%	12.5%	35	<div><div></div><div></div><div></div><div></div></div>
	Create some woodlots, in a suitable local woodland, where locals can gather firewood / produce sawn timber etc	75.0%	7.5%	2.5%	15.0%	34	<div><div></div><div></div><div></div><div></div></div>
TRADITIONS & LOCAL CULTURE	Organise new/regular social events (e.g. summer ceilidh with tourists) to bring the community together more often	50.0%	25.0%	7.5%	17.5%	33	<div><div></div><div></div><div></div><div></div></div>
	Develop a local museum / demonstration of / to which educates visitors in the 'old traditions' of the area	47.5%	15.0%	10.0%	27.5%	29	<div><div></div><div></div><div></div><div></div></div>
	Develop ways to engage with the old folk to ensure their wisdom is available when making community decisions	67.5%	12.5%	2.5%	17.5%	33	<div><div></div><div></div><div></div><div></div></div>
	Make available some community allotments, where people can grow their own produce like everyone used to do	72.5%	7.5%	2.5%	17.5%	33	<div><div></div><div></div><div></div><div></div></div>

COMMUNITY PRIORITY	FURTHER PROPOSALS ADDED 8TH DECEMBER 2016	STRONGLY AGREE	AGREE	NOT SURE	DISAGREE	STRONGLY DISAGREE	NO RESPONSE	NO. OF RESPONSES	SPARKLINES
LONG-TERM COMMUNITY SUSTAINABILITY	Create more and better ways for the community to earn money from owned assets, to make more sustainable in long-term	82.6%		13.0%	4.3%			23	
	Develop a role for local area co-ordinator, to improve local area delivery	78.3%		13.0%	8.7%			23	
	Utilise space in toilets to re-develop toilets (so money can be charged) to reuse space for other earning-related project	34.8%		56.5%	8.7%			23	
	Create a footpath from shore street to oscaig over several years to encourage safer healthier travel options for locals	69.6%		21.7%	8.7%			23	
HOUSING SUPPLY									
	Consider releasing land for house plots where innovative projects can be built (cheaper, as not commercially viable)	81.8%		18.2%	0.0%			22	
	Explore possibility of creating an off-grid community at Dags where wind/water/g sun plentiful	38.1%		28.6%	33.3%			21	
	Develop option(s) for creating a new township so that a good number of cheap houses could be built	77.3%		22.7%	0.0%			22	
EMPLOYMENT OPTIONS	Identify 3-4 plots in each township for additional housing to compensate with other 'rural wild' land nearby	59.1%		22.7%	18.2%			22	
	Create new woodland/crofts (see under Housing also) as a source of new employment in the area	68.2%		22.7%	9.1%			22	
	Develop new initiative to bring absentee croft land back in use (e.g. by program of sub-letting) to increase local employment	86.4%		13.6%	0.0%			22	
	Create new crofts, as a potential source of employment for people (plus opens up new housing opportunities)	72.7%		18.2%	9.1%			22	
	Develop 'live' work units so that people can have a dedicated space (e.g. workshop) to run businesses from home	77.3%		22.7%	0.0%			22	
	Create new office spaces to rear in community hall, for locals to lease and run small businesses from	77.3%		18.2%	4.5%			22	
	Develop new area of temporary/moveable staff accommodation for hotel/Walled Garden etc (e.g. converted containers)	47.6%		33.3%	19.0%			21	
TRANSPORT INFRASTRUCTURE	Develop a training program for additional locals to learn how to help run the local broadband service	81.8%		18.2%	0.0%			22	
	Develop a community allotment/polytunnel site to commercial or personal consumption to produce	90.9%		4.5%	4.5%			22	
TRAFFIC FLOW	Develop ferry service to oscaig to Kyle (improved access to services e.g. train, dentist, hospital)	59.1%		18.2%	22.7%			22	
	Develop travel hub linked to proposal for new oscaig ferry/bike hire, electric cars etc	47.8%		30.4%	21.7%			23	
	Develop a car club to allow locals access to cost-effective transport when needed (could also provide visitor service)	68.2%		27.3%	4.5%			22	
LEISURE & SOCIAL OPPORTUNITIES									
	Consider reducing the speed limit within the Peninsula, to reduce risk of accidents with cars/trucks etc	69.6%		8.7%	21.7%			23	
VISITOR EXPERIENCE									
	Develop a combined community hub/visitor centre with multi-functional space; a new, exciting west coast destination! ***	50.0%		31.8%	18.2%			22	
ENERGY SUPPLY & USE									
	Use excess heat from hydro power scheme to grow year-round produce in polytunnel	87.0%		13.0%	0.0%			23	
TRADITIONS & LOCAL CULTURE	Try to re-instate Gaelic club to help preserve use of the language locally	71.4%		28.6%	0.0%			21	
	Digital mapping project: multi-generational young folk teach old digital mapping of old folk teach young about culture	76.2%		23.8%	0.0%			21	