

SECTION 2 RESEARCHING AND IDENTIFYING THE AREA'S NEEDS

2.01 THE AREA'S SOCIAL AND ECONOMIC CONDITIONS

2.01.01 INTRODUCTION

The unique geographic position of Campbeltown is of the utmost importance, especially now that the economic development agencies for Scotland are paying much less attention to regional issues and leaving the regeneration responsibility to Councils. In anything less than a strictly literal sense, situated at the end of a long peninsula, Campbeltown is an island and has an island economy. The six highlighted features are of the essence:

- Peripherality
- Harbour and connectivity
- Declining population
- Rampant market failure in labour and property markets, and gross imbalance of market power in goods markets (check out the local supermarket prices, quality and offer)
- Sensitivity to specific challenging economic events and to branch plant syndrome
- Opportunity offered via tourism - but this heightens connectivity issues

Vestas wind turbines (and in due course Machrihanish Dunes Golf) lie just outside the town but are part of the town's economy because they are part of its labour market. Unfortunately the possible closure of the Vestas factory was announced during the course of this study (mid 2008). Efforts are continuing however to retain the facility and encourage new business activity to the MOD site at Machrihanish which is coming on the open market.

2.01.02 SOCIO-ECONOMIC PROFILE

The socio-economic profile of Campbeltown is set out in two key studies, attached to this report as Appendices 02_01 and 02-02:

- **Campbeltown and Kintyre Strategy**, November 2005 - Yellow Book, Willie Miller Urban Design & TTC International
- **Campbeltown Settlement Economic Overview**, December 2007 - Highlands and Islands Enterprise

These documents give an overview and analysis which remains relevant to this submission. At the same time, the need for the most up to date information is recognised and a third set of more recent statistics has been obtained from Chris Carr, Research and Information Officer, Argyll & Bute Council. This is included as Appendix 02_00. It is not intended to set out the findings of these documents in detail, however key elements are set out below:

1 EXTRACTS FROM CAMPBELTOWN UPDATED FIGURES - ARGYLL & BUTE COUNCIL 2009

Key Points

- Campbeltown has been experiencing a long-term trend of population decline
- The town's demographic profile indicates an older population than the average for Argyll and Bute. In turn, Argyll and Bute's

population has an older age profile than Scottish averages.

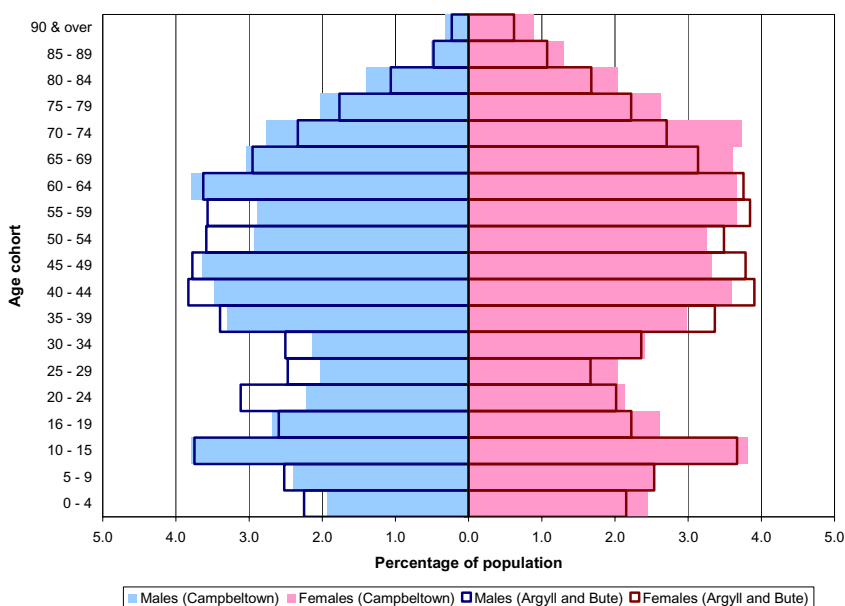
- 21 per cent of Campbeltown’s working age population is claiming benefits
- Average house prices in Campbeltown have for over a decade consistently been below Argyll and Bute’s averages.
- Two of Campbeltown’s data zones fall in the 15 per cent most overall deprived data zones in Scotland (according to the SIMD 2006). These are S01000716 and S01000717.) Over 28 per cent of Campbeltown’s resident population live in data zones that have been identified as being among the 15 per cent most overall deprived in Scotland
- Two of Campbeltown’s data zones overlap with the conservation area. These are data zones S01000712 and S01000716 (according to SIMD (2006), one of the 15 per cent most overall deprived data zones in Scotland). The data zones are shown in Appendix 02_00.

Population

The table shows the change in the population of Campbeltown between 2001 and 2007.

Year	Population	% change over 2001
2001	5,305	0.0
2002	5,198	-2.0
2003	5,190	-2.2
2004	5,232	-1.4
2005	5,170	-2.5
2006	5,108	-3.7
2007	5,057	-4.7

Population Pyramid: Campbeltown
(GROS 2007-based SAPEs)



Demographic profile

Campbeltown has an older population profile than the average for Argyll and Bute. In turn, Argyll and Bute has an older age profile than the Scottish average. 28 per cent of Campbeltown’s population is of pensionable age, compared to 24 per cent of Argyll and Bute’s and 19 per cent of Scotland’s (GROS 2007-based SAPEs and MYEs).

Benefits claimants

As of May 2008, there were 580 benefits claimants of working age in Campbeltown. Of these, 110 were claiming Job Seekers Allowance and 320 were claiming Incapacity Benefit / Severe Disablement Allowance.

Of the IB/SDA claimants, 55 have been claiming for more than 2 years. Thus, approximately 17 per cent of IB/SDA claimants in Campbeltown have been claiming benefits for more than 2 years.

Although the most recent figures available from SNS or NOMIS for the **number** of benefits claimants by data zone relate to the second quarter of 2008, the most recent published figures showing **percentage** of working-age population claiming key benefits are for Q04 2005 (SNS).

A rough calculation suggests that, as of May 2008, approximately 21 per cent of Campbeltown's working age population were on benefits of some type ((580/2,788 [WA population from 2006 SAPEs])*100). This compares to a figure of 13 per cent for Argyll and Bute.

Deprivation

The Scottish Index of Multiple Deprivation (SIMD) measures, and ranks, relative deprivation for all 6,505 data zones in Scotland. Deprivation is calculated across seven Domains, which are then weighted and combined to produce an overall index of deprivation. The greatest weightings are given to the Income and Employment Domains, each contributing 28 per cent to the overall 2006 index. (Other Domains are Health (14 per cent); Education (14 per cent); Geographic Access (9 per cent); Housing (2 per cent); Crime (5 per cent).)

There are 122 data zones in Argyll and Bute. Of these, 10 fell into the 976 15 per cent most deprived data zones in Scotland. Two of these 10 data zones are in Campbeltown (S01000716 and S01000717.)

- S01000716 is ranked 976 most Overall deprived data zone in Scotland
- S01000717 is ranked 603 most Overall deprived data zone in Scotland

Part of data zone S01000716 overlaps with the northernmost part of the Campbeltown Conservation Area

Based on the GROS 2007-SAPes there were:

- 623 people living in S01000716
- 799 people living in S01000717

Thus, 28.1 per cent of Campbeltown's population were living in areas that are identified as being multiply deprived, according to the SIMD 2006.

Housing and Dwelling Stock - House Prices

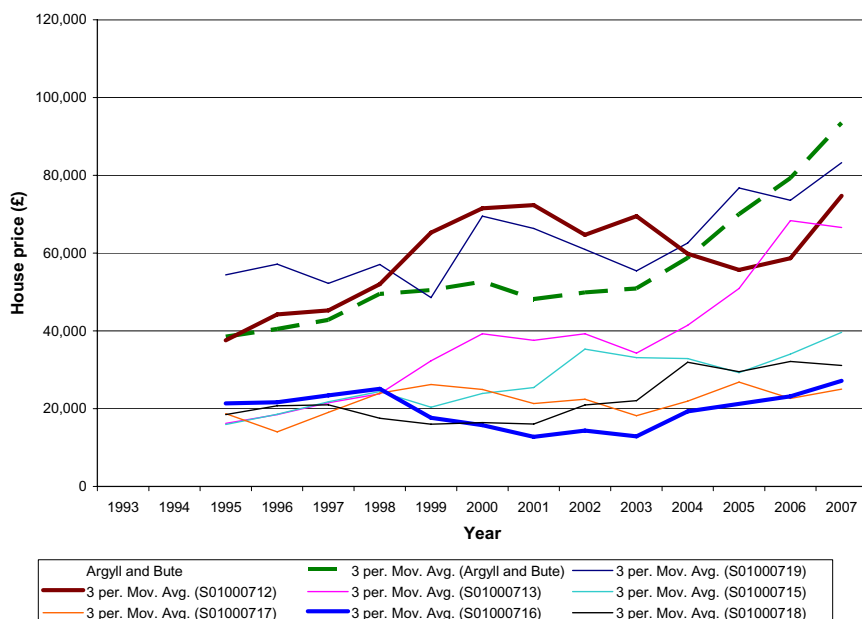
House price data has been downloaded from SNS. These data, the most recent of which relate to 2007, are the most up-to-date provided on the Scottish Neighbourhood Statistics website¹. As a result, the impacts that the more recent housing downturn is having on Campbeltown cannot be plotted from this data source.

These caveats notwithstanding, Campbeltown has lower house prices than Argyll and Bute's average. However, this varies

¹ As at 28 January 2009.

between data zones (figure 3). Variations in prices are likely to reflect both location and dwelling types. Certainly, S01000716, which has consistently below average house prices, has a high proportion of flatted properties with between 1 to 3 rooms. Historical house prices, dwelling size and type are reflected in the high proportion of properties in this data zone that are in Council Tax band A.

Median house prices (3 year moving average: 1993 to 2007)



Notes: The dashed green line is Argyll and Bute. The heavy burgundy line (S01000712) and the heavy royal blue line (S01000716) are the two data zones that overlap with the Campbeltown Conservation area. These two data zones show very different patterns of house prices over time. This is reflected in their different house types, size and Council Tax bandings in the data zones. According to SIMD 2006, data zone S01000716 is one of the 15 per cent most overall deprived data zones in Scotland.

2 EXTRACTS FROM CAMPBELTOWN SETTLEMENT ECONOMIC OVERVIEW SUMMARY - HIE DECEMBER 2007

Introduction

This profile provides a brief overview of key economic information for the settlement of Campbeltown. It provides information on recent trends in population, employment and unemployment in the area.

For the purposes of this profile, the definition of Campbeltown settlement has been based on the aggregation of several Scottish data zones that cover the area. Data zones are the smallest geographic area at which information from the above datasets is available. A map illustrating the area covered by this definition is provided, left. The geographic area selected may appear relatively broad; however, it has been designed to take account of both recent and planned developments in the surrounding area. Further, as the definition is dictated by the boundaries of data zones, in some cases larger data zones situated on the outskirts of an area have been selected in order to ensure that specific locations (e.g. housing, an industrial estate or business park) are included in the analysis.

Comparative figures provided throughout the profile for the Highlands and Islands are based on data zones, with the exception of unemployment rates, where a travel-to-work area definition has been used.



Map of Campbeltown settlement

Employment

According to the ABI, there were approximately 2,600 employees in employment (excluding the self employed) in Campbeltown in 2005. Information on the distribution of employees in employment in Campbeltown by broad sector in 2005, as well as comparative data for the Highlands and Islands and Scotland as a whole, is shown below.

Distribution of employees in employment by broad sector 2005			
Sector	Campbeltown (%)	Highlands and Islands (%)	Scotland (%)
Primary	2	3	3
Manufacturing	5	9	10
Construction	12	7	5
Services	81	81	82
Total	100	100	100

Looking at the service sector in more detail indicates that the proportion of employees employed in the public administration, education and health sector was greater in Campbeltown (39% of all employees) than in the Highlands and Islands and Scotland as a whole (34% and 30% respectively). It also had a slightly higher share of employees (27%) in the distribution, hotels and restaurants sectors compared with 26% in the Highlands and Islands and 22% at the Scottish level.

3 EXTRACTS FROM CAMPBELTOWN AND KINTYRE STRATEGY

Key findings for the Campbeltown area include:

- Campbeltown residents make 88% of their **convenience shopping** purchases in the town, and residents of the surrounding area spend a similar proportion in Campbeltown (54%) or other local centres (33%)
- half of all **comparison shopping** spend by Campbeltown residents is made in the town (compared with 36% for Buckie and 25% for Selkirk), and residents of the surrounding area made a similar proportion of purchases in Campbeltown and other local centres
- dependence on/loyalty to Campbeltown is strongest among:
 - retired households
 - people who have lived in the area for the longest time
 - people living close to the town
 - car owners
- local businesses made 51% of their **sales** in Campbeltown, higher than for any of the other towns surveyed
- the businesses **most likely to sell into local markets** are:
 - located in Campbeltown
 - small firms
 - long-established businesses
 - consumer services businesses

- 23% of **goods purchased** by local businesses were sourced from Campbeltown, much higher than any other town in the survey

Other points of note include:

- Campbeltown and Kintyre form a relatively **self-contained economic area** by modern standards (certainly in relation to **household income and expenditure**), and the town dominates the economy of the peninsula, despite the presence of secondary centres in Tarbert and Carradale. However, the research study shows that many businesses depend primarily on the local market, and that many of these are low-margin, low-productivity enterprises. The **implications** of this are very significant, and they represent both threats and opportunities.
 - the local economy is **fragile**, with low employment rates, low average wages and low productivity, although a small number of businesses export successfully to UK and international markets
 - the economy is **susceptible to shocks**: it is difficult to replace jobs lost through redundancies and business closures, the resulting loss of household income feeds straight through into reduced spending on goods and services

KEY TRENDS AND DEVELOPMENTS

Campbeltown's **long term decline** has been characterised by the contraction (and in some cases collapse) of **traditional industries** including agriculture, fishing, mining, textiles and distilling. A series of economic setbacks culminated in the closures of RAF Machrihanish and the Jaeger clothing factory, and the failure of the Ballycastle ferry service.

There were concerns that these major blows to the local economy would compound Campbeltown's decline to the point where the town was **no longer a viable entity**, and fears that **depopulation** would accelerate still faster leaving behind an increasingly **elderly and dependent** community.

Faced with these challenges the public sector agencies embarked on an intensive programme of action in the town designed to:

- attract **inward investment** to the area
- stabilise important **local businesses**, and
- encourage **new firm formation** and enterprise.

DEVELOPING KEY INDUSTRIES

Business growth - especially in wealth creating industries - transfers straight to the bottom line in terms of increased income and spending. The key opportunities for growth appear to be in the following sectors:

- **renewable energy**: building on the successful introduction and faster than anticipated growth of the Vestas-Celtic operation to capitalise on the growing market for renewable energy sources; the sector faces considerable challenges, including growing resistance to wind farms in some quarters and intense competition, but Campbeltown is well placed to serve Europe's Atlantic fringe, especially now that the port facilities are being upgraded. Further diversification of this key sector is expected in the medium term following an audit of tidal and wave energy potential In Argyll and Bute that shows considerable resources

off the Mull of Kintyre and Islay.

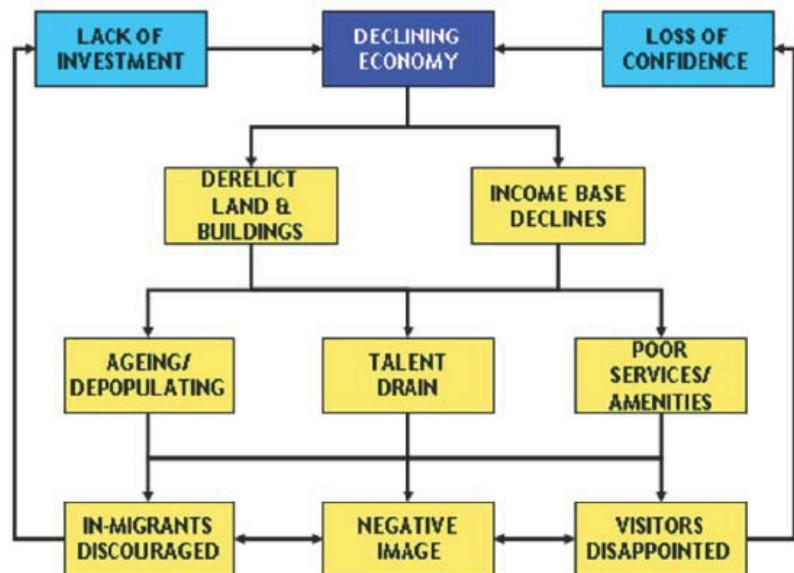
- forest products: Kintyre is an important centre for forestry and increasing use of Campbeltown and other local ports has relieved delays and environmental impacts on the road system; however the sector makes only a modest contribution to local employment/income, and we will review opportunities for value added activities in Kintyre
- the performance of the tourism industry in Kintyre has been constrained by the area's remote "cul-de-sac" location, but also by the generally indifferent quality of accommodation, restaurants, shopping and attractions; litter and water pollution add to the problems; despite this, the area's outstanding natural environment, the opening of the Kintyre Way, its two championship standard golf courses and growth prospects in cultural, green and activity based tourism are all opportunities to be exploited
- finally, new business formation is a key source of economic growth in the most successful rural areas.

THE CHALLENGES FOR CAMPBELTOWN

- Based on this review the study has confirmed that Campbeltown has experienced a modest revival after a prolonged decline. However, major problems and challenges persist, and the economy of the town remains weak and the arrival of the credit crunch will make things increasingly difficult.
- The study by the Scottish Agricultural College and others confirms that Campbeltown remains strongly connected to the surrounding area. Throughout much of Kintyre there is a strong and continuing loyalty to Campbeltown as a local retail and service centre. The area's remote location is a key factor here, but a combination of internet shopping and greater personality mobility will continue to erode the captive market.
- Positive changes have been achieved in the past few years, but it would very dangerous to assume that Campbeltown is no longer at risk. In our judgment, it continues to be one of the most fragile urban places in Scotland, with a continuing jobs deficit reflected in a very long term tradition of outmigration among the young and talented.
- All this points to the need for a strategy which will:
 - secure and build upon the achievements of the past 3-5 years
 - identify and exploit new economic opportunities, and
 - identify and address continuing weaknesses, liabilities and threats.
- For many years Campbeltown has been wrestling to deal with deep seated and systemic difficulties relating to the three pillars of economic development: business, people and place.
- There is no doubt that the root cause of Campbeltown's long-term decline is economic. The traditional industries that were the basis of its prosperity through to the early years of the 20th century - distilling, mining, farming and fishing - have all declined dramatically. The town's employment base collapsed, and the story of the past 80 years and more has been of efforts to replace those jobs with employment in new industries including tourism, farm diversification and the public sector. Those efforts have only been partially successful, and have depended heavily on public sector investment. The result there

has been a lack of economic opportunity in Campbeltown, especially for the most talented and ambitious members of the community. Out-migration, especially at the point when young people enter higher education, has been the inevitable result.

- This has had profound effects on Campbeltown’s people, and the working age population in particular. Out-migration among 16-24 year olds is inevitable in the modern era, and we see no point in trying to stop it. But the lack of opportunities to attract well qualified people of working age and their families is a major problem. The result is that the population of Campbeltown is declining and ageing, and the resident workforce is not highly qualified. Long-term unemployment reflects a persistent jobs deficit, and prolonged worklessness makes it hard for people to return to the labour market.
- The appearance and character of the town is also a factor. Although information is inevitably anecdotal, many people have reported that what we have called the “intensely urban” character of the town - combined with its remote location - acts as a deterrent to potential migrants and to visitors. Our analysis shows that Campbeltown has many assets and positive qualities, but there is no doubt that it creates an uncompromising first impression, at odds with the outstanding scenic qualities of the Kintyre peninsula. This is, of course, largely the legacy of decline and underinvestment: the quality of Campbeltown’s townscape has been steadily eroded as key buildings have fallen into decay and disuse.
- The inter-connected nature of this analysis is below, which presents Campbeltown’s cycle of decline in schematic form.



- The reality is that Campbeltown has been **in decline for almost a century**, and its population today is only half what it was in the town’s Edwardian heyday. This means that there is **no quick-fix solution** to the problems identified here. We are confident that the clients recognise this, and know that stopping the rot and getting the town pointing in the right direction are only the first steps. Getting Campbeltown **back on the growth track** for the first time in many years will be a significant achievement in itself. Creating the conditions for sustained growth and regeneration will be a **huge challenge**, requiring sustained effort for a decade and more.

ACTION PLAN

The Campbeltown and Kintyre Strategy set out a recommended action plan for the period 2005-2011. The plan is based on three themes and comprises a total 11 key measures, which are summarised below.

Ref	Theme/measure
1.0	Wealth creation
1.1	Key companies
1.2	Machrihanish golf resort
1.3	Ballycastle ferry initiative
1.4	Kintyre tourism initiative
2.0	Place making
2.1	Town centre masterplan
2.2	Public realm
2.3	Council offices
2.4	Town centre events and animation
3.0	Tackling exclusion
3.1	Training and recruitment initiatives
3.2	Social enterprise
3.3	Transforming the housing stock

4 TAKING FORWARD THE ACTION PLAN

While the Yellow Book study was completed in November 2005 and some of its conclusions and comments have been overtaken by recent events, it remains relevant to this submission for a number of reasons:

- It identifies the structural weaknesses in Campbeltown's socio-economic base and its vulnerability and susceptibility to shocks, some of which have been all too recently experienced.
- It combines a socio economic analysis with a physical appraisal of the town which no other studies do in such a related way and presents these in a way that is approachable for people with different backgrounds.
- It sets out a succinct action plan (above) much of which has relevance to the town centre and THI area
- The study identifies the historic town centre as having a crucial part to play in the regeneration of Campbeltown as a whole. The study has a good analysis of the townscape of the town centre and outlines various physical proposals which have relevance to the conservation area and THI area.
- It provides a vision statement which remains relevant to the town today.
- The report has been adopted by Argyll & Bute Council and the Action Plan can be seen to form the basis of the more developed Kintyre Action Plan which the Council is taking forward through a number of initiatives. The Kintyre Action Plan is included as Appendix 03_03.

2.01.03 PROPERTY MARKET REVIEW

This review has been prepared by David J Herriot BSc (Hons) MRICS, Senior Surveyor, District Valuation Service, Glasgow Valuation Office. David Herriot has carried out valuation work in the Campbeltown area for the past 20 years and has considerable experience of Campbeltown and the area generally.

1 OVERVIEW

Campbeltown is situated in a remote location almost 140 miles from Glasgow which is at least two and half hours away by road. Campbeltown historically relied upon traditional industries of the area which were farming, fishing, ship building and distilling and earlier this century there was also a coal mine nearby at Drumlemble. Some of these industries supplied Campbeltown with more of an industrial background than the other towns of Argyll and Bute. Within memory, visiting Campbeltown in the 1970's, it had a relatively prosperous town centre with a good range of small shops.

Over a 20 year period, during visits to Campbeltown on almost a monthly basis, a decline has been observed in both the fishing and farming industries to the point where there are only a handful of boats working Campbeltown and many of the renowned Kintyre dairy herds have been dispersed. Campbeltown shipyard which had an excellent reputation for building steel fishing vessels has closed and the nearby RAF/NATO base at Machrihanish has been run down and is likely to be sold in the near future. Also within this period the Jaeger clothing factory which employed many women in Campbeltown closed. A call centre which opened a few years ago proved to be transitory and the modern building is now lying empty.

Times have been very difficult for the Campbeltown area and this has been reflected in much lower property values than are generally found elsewhere in Argyll and this contrasts particularly with the Oban area which has a strong tourist industry.

There has been an over supply of small tenement flats in the town centre and many of these are let privately to benefit funded tenants and are in poorish condition.

A simple example to illustrate the dichotomy between the two towns would be to look at a two bedroom ex local authority flat which would currently fetch a figure in the region of £85,000 in Oban whilst in a comparable scheme in Campbeltown the value would be in the region of £45,000. Similar comparisons could be drawn in other classes of property.

When compared with Lochgilphead, which has a preponderance of more highly paid jobs associated with the local authority and health board headquarters, Campbeltown values are also considerably lower.

Oban is a relatively prosperous holiday resort which provides a gateway to the islands. Campbeltown briefly became a ferry port in the late 90's when a ferry was run from a new facility at the harbour to Ballycastle. However this service proved to be short lived and despite offers of subsidy new operators have not been found. The reinstatement of this ferry is seen as an important factor in the regeneration of the economy. It would seem however that this will not happen at least this year. Also in the last few years the paddle steamer Waverley ceased her regularly Wednesday call at Campbeltown ending a connection with the Clyde Coast Resorts extending back to the 19th century.

The above paints a rather bleak picture however there have been some positives. A few years ago a Danish Company, Vestas, set up a wind turbine manufacturing base at the nearby Macrihanish air base. This however was recently threatened with closure but it now seems likely that another Danish Company may take the plant over with a view to expanding particularly into the off shore wind turbine market. It was noted recently in the press that this incoming company are promising to provide some infrastructure improvements as well as a major expansion of the operation which will give prospects of good well paid jobs.

The sale of the air base may also be seen as an opportunity however its future remains uncertain at present.

It is also noted that work has been going on in providing a new golf course at Machrihanish Dunes and it is likely that this will provide local employment opportunities.

It would be fair to say that the town has suffered from the post industrial status which has affected many towns, for example in Ayrshire, and the town centre itself suffers from the general problems which have affected many traditional town centres, ie competition from supermarkets on the periphery (there are two in Campbeltown, a Co-op supermarket and a Tesco branch both on the periphery of the town centre.) Over the years many small business have come and gone and it is obviously difficult to set up any sustainable business in the town centre at present. As noted, however, this is far from a unique problem and these problems affect many town centre locations. The town has perhaps retained a better core of shops than some others because of the difficulty in travelling to a major centre.

In short then there are some hopeful signs but the difficulties ahead should not be underestimated particularly as economic downturns have a habit of affecting peripheral areas more seriously than those closer to centres of power.

2 PROPERTY MARKET REVIEW

The market for all classes of property is currently affected by a great deal of uncertainty. This, of course, is not confined to Campbeltown but is a general problem throughout the UK. The instability of conditions makes it extremely difficult to value and this is more so when the valuations are based on brief external inspections. One of the problems is that there is a general lack of transactions to provide backup evidence and it has been noted that in one or two recent transactions in the Campbeltown area, values appear to have fallen even from those applying two to three years ago. It is unlikely that some of the more marginal properties would attract any interest in the current market.

The lack of national confidence is made even worse in Campbeltown by various local factors noted above, in particular the continuing uncertainty surrounding the Vestas wind turbine factory which is a major employer, the fact that the call centre remains closed and, historically, the closure of fairly major employers like Campbeltown Ship Yard and the Jaeger factory. Against this there are hopes of regeneration following the sale of Machrihanish Airbase which, once again, was a fairly major employer and hopes always remain for the restoration of the ferry service to Ireland. The closure of Woolworth's store will also leave a major gap in main St and a further loss of employment.

These issues are, however, unlikely to be resolved in the short term but could provide the local economy with a boost as and when

matters improve.

In general terms, the commercial market in Campbeltown is characterised by an over supply of small shops and there are generally a number of empty units. Most of the shops are situated within three or four storey tenement buildings with residential properties above. The shops are generally situated around the Main Street and Longrow areas and, where Longrow was once a thriving shopping street, it has become distinctly more secondary particularly towards its far end. There are smaller numbers of shops in secondary streets scattered around this central area. In common with other areas of Argyll, it has been a difficult year for tourism and Campbeltown, being situated over 130 miles from the nearest major centre of population in Glasgow, perhaps suffers more than most. Values of commercial and, indeed, residential premises in Campbeltown are very much lower than their equivalents for example in the much busier town of Oban and, indeed, in Lochgilphead, which is the main administrative centre of Argyll and Bute.

In formulating the opinions of value that follow, it is assumed that the properties will generally be subject to roof repairs which will include lead work repairs and repairs to gutters, chimney heads etc, painting and pointing where applicable, renewal of gutters and particularly work around shop fronts etc to give a better appearance to the properties. It is understood that the flats will have no internal work done to them but you will be seeking to reintroduce traditional looking timber sash windows. It is noted that in some cases where there are already adequate replacement windows, this approach could even result in a diminution of value in cases where few other fabric repairs being carried out.

In general terms on the flats the uplift seldom be more than 10 per cent and could be as little as 5 per cent or, in some cases, could be less if the position on windows is as noted above. An average uplift of around 5% would be a fair assumption.

It is commented strongly at this stage that the values provided are at best indicative as a result of the limited inspections; however the major factor in the THI consideration is the likely uplift in value which results from the improvements. They are not based on a detailed resume of the improvements for each building and it is understood that the initial assessment made by the quantity surveyor was in respect of full renewal of all elements and that this will not, in fact, be the final outcome. Assumptions have been made as above on all the properties except the two derelict properties.

It may be necessary to reconsider some of the values as and when owners come forward with definitive schemes. In the current financial situation it may very well prove difficult to get owners to come forward despite grant availability

Once again it is noted that the values which follow due to the combination of market uncertainty and the type and location of the properties involved mean that the valuations carry a high degree of subjectivity leading to a greater than normal range of uncertainty.

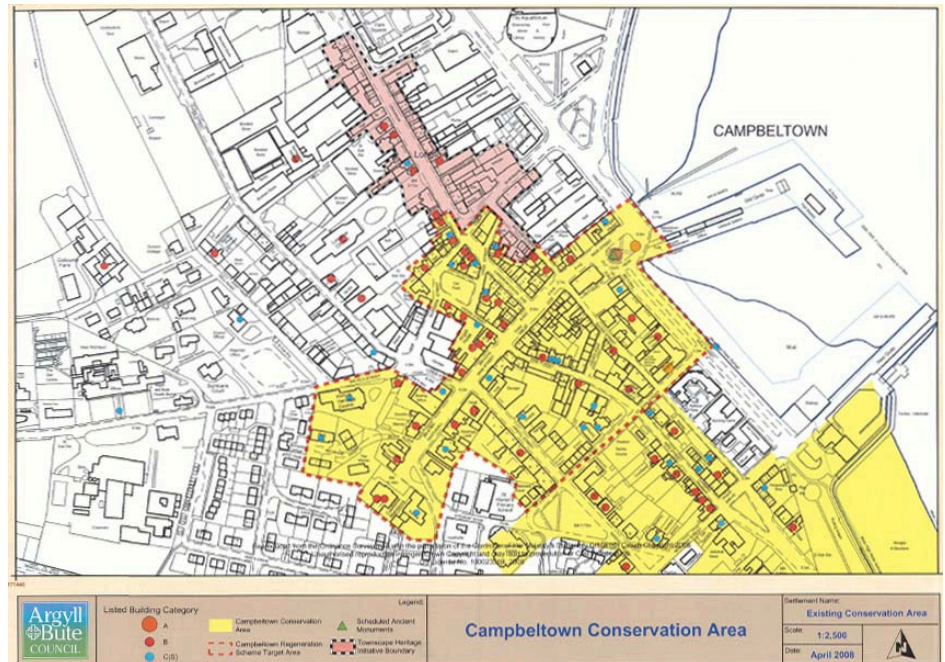
3 Opinions of value of individual properties are included as Appendix 02_03

David J Herriot BSc (Hons) MRICS

2.02 THE AREA

2.02.01 EXTENT OF THE THI AREA

Following the approval of the Campbeltown Townscape Heritage Initiative Stage 1 application to the Heritage Lottery Fund the area established to form the THI was set out in the following plan as a basis for further study.



The current conservation area covers a large part of the town centre and also a large area of larger villas to the south east bordering the loch and spread out along Kilkerran Road, however it excludes a significant part of the older fabric of Campbeltown on the north west side of the centre, along Longrow.

As part of the Stage 2 submission a Conservation Area Appraisal (CAA) and Conservation Area Management Plan (CAMP) have been prepared. These identify the Longrow area and also an area to the east of this as part of the historic fabric of the town and recommend inclusion of these areas within a revised conservation area boundary. This was adopted by the Council in February 2009.

Currently Argyll & Bute Council are consulting with the public on the final conservation area boundary following MAKI committee approval so that the area shaded pink above will be included.

The CAA and CAMP identified the central part of Campbeltown as containing several buildings at risk and generally being most in need of repair and restoration of their historic fabric. In view of the likely level of resources available the CAMP recommended that conservation efforts and funding should be concentrated in the centre of the town to focus on the areas of greatest heritage need where the local economy needs greatest assistance to retain its heritage character.

See maps included in Section 1.00 showing the existing Conservation Area boundaries; the additions to the Conservation Area in Campbeltown; and the proposed THI areas.

2.02.02 LOCATION

Campbeltown is located at the head of an east facing loch near the south end of the Kintyre peninsula. Although on the mainland it is a considerable distance from major centres of population.



1892 Bartholomew's Tourist Map (NLS Map Library)

2.02.03 POPULATION

From: Campbeltown and Kintyre Strategy
November 2005
(Yellow Book, Willie Miller Urban Design &
TTC International)

The population of Kintyre at the 2001 Census was only 10,100, down 7% since the 1991 Census. The decline was particularly severe in South Kintyre (-16%) although there was a 7% increase in North West Kintyre. Population projections point to a continuing steep decline: -11% 2001- 2011, and -21% 2001-2021. This is the result of natural decline due to an ageing population and low levels of in migration.

The Kintyre peninsula includes 4 Census wards:



	Population	% of Kintyre Population
• Campbeltown Central	2,516	25%
• North and West Kintyre (includes the Isle of Gigha)	2,376	24%
• East and Central Kintyre, and	2,666	26%
• South Kintyre.	2,530	25%

2.02.04 BRIEF HISTORY OF THE SETTLEMENT

Settlement Origins

Extracts from "The Campbeltown Area in the Middle Ages", Norman S. Newton, *The Campbeltown Book*.

Although there is no sign of any recognised settlement within its original boundaries during early Christian and mediaeval times, there are many signs of Viking settlement in Kintyre, and around Campbeltown. Somerled is credited with 'liberating' the western isles (and thus Kintyre) from Norse rule in 1156. His grandson Donald gives his name to the lineage of MacDonald, the Lords of the Isles, who ruled the Hebrides until their forfeiture by the Scottish Parliament in 1493. Kintyre was included in their sphere of influence, though they lost it a little earlier than all the rest, in the 1470s.

Kilkerran Castle, on the edge of the sea across the road from Kilkerran Cemetery, was probably built around 1498, in the reign of James IV, as part of his campaign to establish and defend Stewart power in Argyll. With the forfeiture of the Lordship of the Isles in 1493 the lands of the Lordship reverted to the Scottish Crown. The person appointed by the King to act as Crown Chamberlain of the forfeited lands in Kintyre was Archibald Campbell, 2nd Earl of Argyll. A century later, the Campbells were in complete command in Argyll as dependable representatives of the Scottish Crown in a turbulent environment.

17th C - Early Development

Campbeltown came into being as a direct result of three deliberate steps. In 1597 the Scottish parliament legislated for the eventual founding of three Royal Burghs in the Highlands and Islands; in 1607 the Earl of Argyll received the feu of all crown lands in Kintyre, undertaking to expel from them all the MacDonalds, Macallasters, Macneills and other proscribed families who had been found so troublesome; and in 1609 he was relieved of all feu duties relating to these lands on condition that he would "plant a burgh to be inhabited by Lowland men and trafficking burgesses" within their bounds - and within five years. Progress at first, however, was anything but rapid, and by 1636, despite the establishment of tolbooth and burgh school, the 'burgh' was still little more than a 'clachan', with fewer than half of its 30 householders having Lowland surnames.

However, by the second phase of plantation was more organized on terms that encouraged the incomers to settle. The ninth Earl's eldest son was created first Duke of Argyll in 1701, died in 1703; but in 1700 he had secured Campbeltown's promotion to Royal Burgh status.

18th C - Formative years of the Royal Burgh : 1700-1770

The population at the turn of the century is reckoned to have been about 2,500, so that overcrowding was endemic. The castle being by this time derelict, if not in ruins, High Street ran from an open space at the top down to Shoregate fronting the loch at the bottom, with six tenement blocks above the Kirk Street junction and four below, all two-storied and tiled or slated.

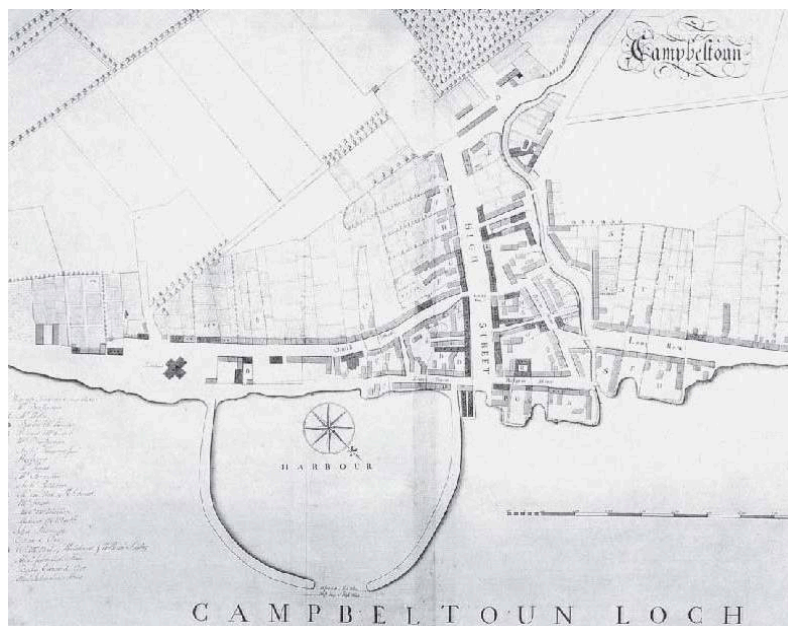
The prime mover in Campbeltown's eighteenth century development was not the Town Council but the Dowager Duchess of Argyll, "the first person to recognize the possibilities of Campbeltown as a seaport."

At this point the first plans of Campbeltown appear, see over.



McGrory - late 19th C photograph.

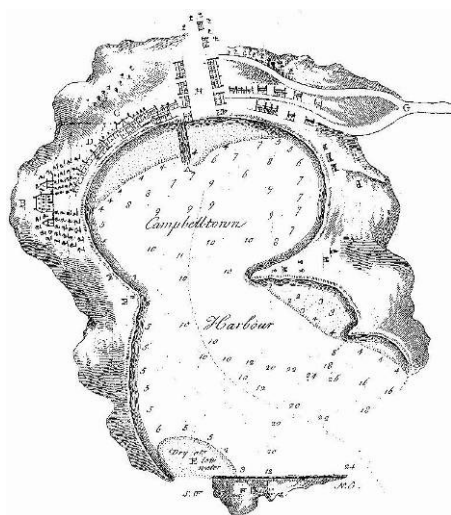
No buildings of this type survive. It is probably a good example of the earlier 18th C type of buildings of Campbeltown



1760 "Copyd by Wm Douglas Ano 1760 from an older plan"

(Civic Society - The Campbeltown Book)

Three notable 'Listed' buildings at the heart of the town are shown on the plan. The first is the English church of 1706 which replaced 'The Thatched House' in Kirk Street and, from 1770 on, has a chequered career to come, the next chronologically is the 'The Old Court-house' which was put up in the 1750s And the third is the present Town Hall (or House), which the Corporation erected in 1758-60 on the site of the original Tolbooth, because this had become so "ruinous" that its cells could no longer contain their prisoners.



1750 Fisheries Chart

(Civic Society - The Campbeltown Book)

The fishing port : 1770-1825

All the circumstantial evidence suggests a virtual doubling of population within the area of today's Campbeltown during the half century between the introduction of the fishing bounty in 1750 and its discontinuance in 1799.

Wheeled traffic was the norm by now, with the Corporation contributing to the cost of the County's 'patent roads', and even after the coal canal came into use in 1791 Since, too, there were as yet no proper breastworks in and around the harbour, where fishermen's boats could simply be drawn up on the shore, the space between the formal head of each quay and the foot of the street connecting with it resembled a kind of no-man's-land until, in 1774, the Council decided to build a wall from the north side of the Old Quay to the bottom of Main Street and ordered boats to deposit their ballast as infill behind it. New Quay head seems to have been similarly upgraded six years later.

Mid 19th C Development

The whisky capital : 1825-1860

By the time the Rev. Daniel Kelly wrote his follow-up report in 1843 for the New Statistical Account, he emphasized that "the great staple commodity of this place [i.e., the town] is the distillation of malt whisky." There were then 25 distilleries, an Excise Office employing 50 people, and no fewer than 76 public houses in addition to "two excellent inns"

In 1843 'The Disruption' also occasioned a veritable outburst of church building. Some long-awaited civic developments too were now materializing. One was the jail of 1847, later (1871) converted and extended into the present police station. The lighthouse on Davaar came into operation during the summer of 1854.

Tenement blocks in this period were constructed or reconstructed, with or without ground floor shops, in all the principal streets while urban-style residential development ranged almost as far afield as villas. The most significant housing breakthrough at this time, however, was the formation of Campbeltown Building Company in 1877 "to provide suitable accommodation for the working classes." The most outstanding development of this period, and perhaps in the whole history of Campbeltown, was the conversion of the Mussel Ebb into Kinloch Park.

Glasgow-on-Sea : 1890-1915

The Council had by now developed a penchant for land reclamation: after infilling small areas at the heads of the Old and New Quays, then the huge area of the Mussel Ebb, it began an inter-quay breast-wall in 1880. In 1904, though, the proposed railway development became a timely catalyst for Quarry Green. Though the line opened in August 1906, there was still infilling and levelling to be done.

Steamers had shaken out the whole Firth of Clyde at Glasgow's door, and Glasgow went for it in a big way. The season was short, however, and Campbeltown was in competition with all the less remote resorts. The two old-established principal hotels blazed the new trail in 1896 and 1897 respectively: first the Argyll Arms extended its Cross Street premises round the back of the Town Hall to emerge with a flourish in Main Street, and then the White Hart reformed and remodelled itself, sprouting a corner tower to rival that of the new Club diagonally opposite.

In 1896 James Macalister Hall of Killean generously offered to build, equip, and endow a library-cum-museum for the Burgh. Nearby the massive four-storey tenement block known as Royal Avenue Mansions was completed in December 1900. By 1908 Barochan Place had the longest frontage in town, with no fewer than 32 'up-to-date' flats.

In 1913, saw the building of a unique little cinema between two significant buildings on the recently upgraded harbour-front.

However, the so-called 'People's Budget' of 1909, while introducing unemployment benefit and old age pensions, plunged distilleries in trouble with a crippling rise in the duty on spirits. Throughout the last few summers before the First World War, the local papers feature two weekly lists:- one of affluent families on vacation in Kintyre, and the other of local people leaving it, at the rate of up to 37 a week, for better prospects overseas, mostly in Canada. The 1911 census confirmed an 8% drop in population during the previous decade.

The uneasy interwar peace : 1919-1939

In so far as the returning heroes most needed a livelihood and a decent home, however, this meant a daunting amount to do in Campbeltown: here, the 19 distilleries in business at the start of the 1920s were reduced to three by their end, with all the

obvious implications for associated trades; in 1931 there were still 633 privately-owned dwellings without basic WC accommodation - and still some owners "utterly incapable" of upgrading their tenements because even poorer than their tenants.

1945 - Present

The final clearance of Kirk Close in 1952, opened up a spacious approach to Longrow Church. 1963 saw the demolition of old buildings at the Pierhead and the erection of a new 'Woolworths', whereas by 1971 wholesale demolition had indeed "opened up an interesting square in the centre of the Burgh" at Cross Street/Burnside Street.

An identity crisis : 1975-2000

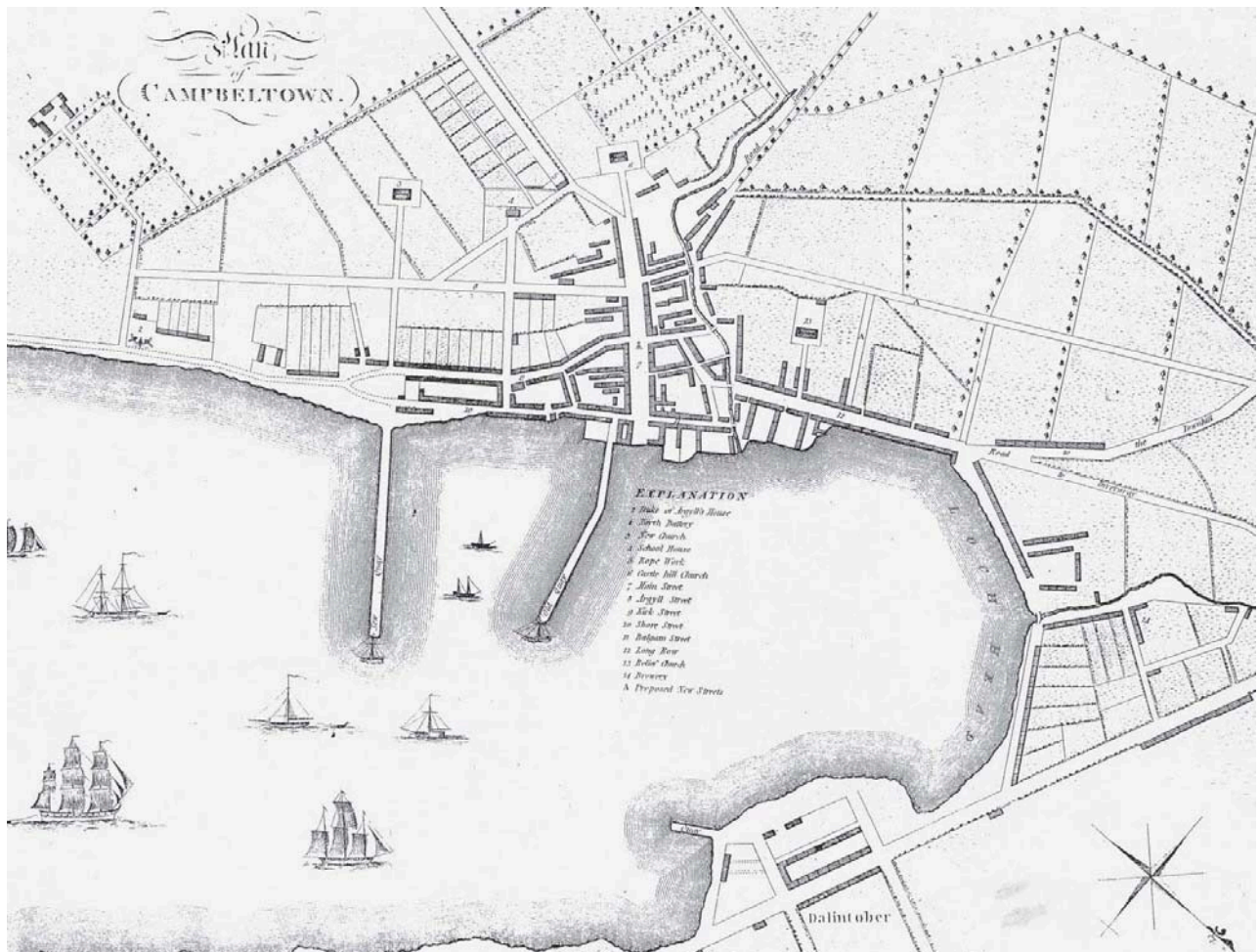
It is particularly striking that in Campbeltown's passage through the fourth quarter of the twentieth century compared with the previous three, after 75 years action-packed with development and demolition, not much appears to happen in the next 25

In 1996-97, after over 200 years of alterations and improvements to both Campbeltown's quays, the 'New' one underwent its most dramatic development yet, for the sake of a summer ferry to Northern Ireland which, in the event, barely lasted three summers.

2.02.05 STREET PATTERN AND TOPOGRAPHY

Campbeltown, being relatively recent (essentially 17th C), has a layout which is significantly different from many older Scottish towns where a main street, often between castle and friary, lined with narrow burgess plots, gives a typical 'herring-bone' pattern. When the 2nd Earl of Argyll (Archibald Campbell) established the town the site chosen was closer to the head of the loch than that of the medieval castle of Kilkerran

The focus of the new town was, from the first, the main street, rising from the shore to the castle. The castle did not survive for long - it was demolished by General Leslie's army in 1647 and was later occupied by the imposing Lowland Church, built in 1779-81



George Langlands & Son, 1801.

The ninth Earl's eldest son, created first Duke of Argyll in 1701, died in 1703; but in 1700 he had secured Campbeltown's promotion to Royal Burgh status. The Dowager Duchess was ensconced at Limecraigs a few years after (this is shown as the 'Duke of Argyll's House' at extreme top left in the plan above) and was instrumental in establishing the Old Quay, although was not completed until the middle of the 18th C by which time New Quay had also come into existence.

These above man made features, utilising natural changes in level provided the node points from which the town developed, principally with substantial buildings lining Main Street, further

development in the immediately adjoining streets and also along the shore. In contrast, the Witch Burn provided a natural feature which literally shaped one side of the town centre and to a large extent, by squeezing the available land between the burn and Main Street, led to an increase in the density of that area.

Longrow appears on town plans at an early date, stopping abruptly at the Witch Burn (bridged at this point). Some development is shown up the west side of the burn. Bridging the burn appeared at first problematic but by the end of the 19th C most of its course down Burnside Street had been culverted and covered over.

Kirk Street, leading east off main Street became a more upmarket residential street at an early date, and is slightly cranked in plan as it follows a contour, raising its buildings slightly above those of Shore Street.

The Shore



Traditional vernacular buildings gave way to more formal modern structures (above, Old Quay Head - current Woolworths store)

The present, largely man-made, shore line developed relatively late on. Mid 19th C plans show the shore following its (relatively) natural line, with the exception of some seaward expansion to the north-west of the Old Quay and some, to a lesser extent, around new Quay head.

The key change to the north-west came with the creation of Kinloch Public Park, completed by the 1880's.

A little later the shore was extended outwards between the quays, while to the south-east the creation of Quarry Green took a considerable number of years - started in 1893 but not fully infilled until 1913, with work on the breast wall continuing, as a means of providing employment, well after the first world war.

The relatively late and lengthy development of the shore produced significant changes in the street pattern of the town. The previous somewhat irregular shore, became, in its central part (between the quays) more formal and lined with imposing buildings while a recognizable public space developed at Old Quay Head. Unfortunately by the time Kinloch Road developed it was lined with depots and industrial sheds while to the south-east, architectural quality, after the high point of the Museum and Library petered out.

Other Streets

Other than the irregularities created by the shore line and the Witch Burn, the ground to the north west is relatively flat or with gentle gradients, while to the south-east the coastal strip is also relatively even. This allowed the planning of quite regular streets which can be seen, as proposed, on the 1801 plan above and which were developed in accordance with these lines over the 19th century.

2.2.5 BUILDINGS AND TOWNSCAPE

SCHEDULED MONUMENTS

The only Scheduled Monument within the conservation area is the 'A' listed Town, now located, incongruously, in the middle of a traffic roundabout at the Old Pierhead.

KEY LISTED BUILDINGS

These are described in detail in the Conservation Area Appraisal. The following are the key buildings that make a special contribution to the character of the conservation area.

MAIN STREET AND CASTLEHILL



Town Hall

- **Town Hall**
One of the most important buildings in terms of defining the character of Campbeltown. It is 'B' listed and dates from 1758-60. The spire of 1778 by John Brown was remodelled by Campbell Douglas in 1865-6.

- **Castlehill, Castlehill Mansions, (Formerly Lowland Church Of Scotland)**

The building is of great visual significance, terminating the view up Main Street and Castlehill.

- **Castlehill, Sheriff Court House**
'B' listed, David Cousin of Edinburgh, 1869-71. Another prominent building.

- **The Club**
A distinctive property on a key corner site. 'B' listed, by Henry E Clifford of Glasgow, 1898. This building is of high quality construction and individual design by a significant west coast architect, and is a particularly prominent feature in the view down Main Street from Castlehill.

- **Castlehill and Argyll Street, White Hart Hotel, Castlehill and Argyll Street**

'B' listed, Circa 1900.



White Hart Hotel (McGrory)

Early Tenements

There are several buildings from the late 18th C or early 19th C which contribute to the townscape of the centre of Campbeltown. They tend to be well proportioned, regular buildings, often with shops at ground floor (many of which are later alterations). They also tend to be in relatively poorer condition than the later buildings. It is considered that these represent a significant element of the townscape in need of repair and restoration. Examples include:

- **53 Main Street (Old Post Office)**
'C' listed - early 19th century.
- **50-52 Main Street and Cross Street**
'B' listed - a very good example of late 18th C development.
- **16-20 Main Street and 1-3 Bolgam Street**
'B' listed - a relatively plain late 18th century building.
- **2-14 Main Street & Maclean Place**
'B' listed - a large earlier tenement in a prominent location within the Main Street but also in relation to Old Quay Head.



Old Post Office



50-52 Main Street and Cross Street

Later Buildings - Late 19th and Early 20th Century



Royal Hotel



Main Street/Kirk Street corner

- **Royal Hotel**
‘C’ listed, 1907 - its location at a prominent corner overlooking the harbour gives this building significance that goes well beyond its architectural merits.
- **Tenement properties**
There are several tenements built around the end of the 19th or beginning of the 20th centuries, many not listed, that reflect the development of good quality buildings, such as the corner building, left, and latterly the prominence of the Glasgow influence of the period on the buildings within Campbeltown. Examples of the latter include prominent corner buildings such as at the corner of Main Street and Longrow South, below.



AROUND MAIN STREET

The streets leading off Main Street or in its immediate surroundings possess a number of notable buildings.



Former Free Church School



5 Bolgam Street



30 - 32 Union Street

- **Former Free Church School, Big Kiln Street**
‘B’ listed, Circa 1845 - the building is in very poor condition and in need of major restoration and repair. The building is important in terms of defining the edge of the conservation area at this point.
- **5 Bolgam Street**
‘B’ listed, late 18th century, possibly incorporating earlier fabric, modernized 1852-3. The roof dates back to at least the late 18th century but may well be earlier as its structure is similar to roofs dating back as early as the 17th century. The roof constitutes a rare and special survival to the region. The town hall had served as a courthouse and prison since 1760, but friction between Sheriff Bruce and the Town Council in 1852 led to proposals to convert the buildings in Bolgam Street into a courthouse, and the courts moved there in 1853. This building is in a state of serious disrepair and is ‘at risk’, ie without intervention much of the surviving building fabric, or even the building itself could be lost.
- **6-10 Union Street**
‘B’ listed, later 18th century- a good example of 18th century Scottish burgh architecture’.
- **30 - 32 Union Street**
‘B’ listed, This building is listed primarily for its high quality shopfront.





Argyll Street

- **Argyll Street**
‘B’ listed, 1907 - excellent example of the style of architecture brought to the town by the architects visiting from Glasgow.

- **Kirk Street**
There are two main sections to this street, nearer the Main Street a terrace of fairly plain buildings represent survivors of the earlier development of Campbeltown and form part of an important group within this part of the town.

- **Kirk Street and St John Street, Highland Church Hall (Formerly Lowland Church)**

‘B’ listed church built in 1706 by lowlanders that had settled in Campbeltown on the site of an earlier church known as the “Thatched House” that was built for 17th century English-speaking worshippers. It was restored by H E Clifford 1904.



13-15 Kirk Street



Highland Church Hall (Formerly Lowland Church)



Christian Institute

ALONG THE WATER-FRONT

The water front along Hall Street, built on land reclaimed towards the end of the 19th C, contains some prominent and significant buildings.

- **Hall Street and Old Quay head, Christian Institute**
‘C’ listed, Henry E Clifford, 1885- it occupies a prominent position in the town, as well as being designed by an architect of local importance. The setting of the building is compromised by the traffic arrangements around the end of hall Street/Old Quay head.



Old Picture House, Hall Street

- **6-22 Hall Street, Royal Avenue Mansions**
‘B’ listed, 1900. This is a tenement good quality design and construction occupying a prominent waterfront site.

- **Old Picture House, Hall Street**
‘A’ listed, 1913 - an important and rare example of an early purpose-built cinema. It is one of the earliest surviving in the UK and also the only example in Scotland of this first wave of cinema building still in use as such.



McGrory Archive - Library and Museum

- **St John Street/ Hall Street, former Public Library and Museum with Caretaker’s House**
‘A’ listed John James Burnet, 1897-8. Free Scots Renaissance, asymmetrically composed, Library and Museum

LONGROW AND GLEBE STREET AREA

This important historic area will be included in the revised conservation area.



Longrow, Lorne and Lowland Church



Springbank Distillery

- **Longrow, Lorne and Lowland Church (Church Of Scotland)** 'B' listed, 1869 - the tower is the most prominent structure in the town, visible from almost all approaches and particularly from seawards.
- **Springbank Distillery, Glebe Street and Well Close** 'B' listed, substantial complex of distillery buildings, earliest dating from 1828. The extensive building of distilleries in Campbeltown after 1815 was due to the introduction of new government licensing regulations in 1814-15
- **38-48 Longrow (below)**
- 'B' listed - early 19th century tenement with a rare example (for Campbeltown) of scrolled. A fine example of early 19th century burgh architecture.



2.02.07 CHARACTER AND APPEARANCE

Setting - Assessment of the landscape and surroundings

The photograph shows well how Campbeltown sits at the head of its loch on the east side of the lower lying broad neck of land separating the Kintyre peninsula to the north from the broad, hilly area that forms the distinct area of south Kintyre. The peninsula gives protection to the loch from the prevailing westerly winds, while Davaar Island and the twist of the loch provide protection from easterly weather. This relationship with the sea and the excellent natural harbour is the chief reason for the siting of the town. These elements also define the views out of the area. From the harbour or shore the foreground is dominated by marine activity. Further into the town the townscape dominates but glimpses of the loch or harbour create interest while the more distant landscape is a constant presence.



Immediate Environment - Kinloch Road



To the west of the Old Quay the historic relationship was changed significantly when Kinloch park was formed in the late 19th C. What had become an unpleasant, polluted shoreline, especially at low tide, became a significant park. The siting of the swimming pool, replaced by the recent new building detracts from the original sweep of the park; however the historic part of the town suffers badly because the land along Kinloch Road, facing onto the park, developed as a series of depots and sheds, with the backs of Longrow visible between across the yards. The row of mature trees helps mitigate this effect but in terms of a first approach to the town centre by vehicle (from the north west) the effect is very unfortunate.

Immediate Environment - Longrow

The main road from the north leads directly to the street behind Kinloch Road - Longrow. This is an historic street and although presently outwith the conservation area is lined by traditional buildings, many of some age and several of merit.



The Area in Relation to its Form and Function

The waterfront

Campbeltown has an active working waterfront, with facilities for a small fishing fleet, pontoons for yachts, cargo handling at New Quay and the (currently mothballed) ferry terminal. This is an asset that adds vitality and interest to the life of the town as well as providing some useful employment.

However, links between the town centre and the waterfront are disappointing, and the quality of most development on the landward side has been poor. Heavy vehicles bring timber and wind turbine sections to the harbour for export; some of this traffic passes through the town centre and it all approaches New Quay past Old Quay Head and along Hall Street, which is a dual carriageway.

The area around New Quay Head is particularly unfortunate in townscape terms; here functionality has taken over and large areas of asphalt or concrete dominate.



2.02.08 PUBLIC REALM AND URBAN SPACES

Key spaces within the urban area

Main Street

The Town Centre of Campbeltown is urban in character, quite tightly built up and comprising a network of streets of varying widths, generally lined with buildings which are either terraced or built relatively tightly together.

Other than the Pierhead (and to an extent the peripheral triangular green formed by Argyll Street/St John Place and Stewart Road) formal urban spaces do not exist in terms of the squares or broader market places found in many of Scotland's towns. Historically the main urban space that acted as a focus for civic activities was Main Street.



Old Quay head

The pierhead and waterfront, although a hub of activity in terms of fishing, commerce and transport, appears, historically, to have been regarded as a mainly working area. Although the Old Quay was built at a relatively early date (during the first half of the 18th C) the waterfront on each side was, until quite late the tidal shoreline.

The Pierhead and adjacent shore changed towards the end of the 19th C when tourism increased, accompanied by a number of major changes including the enclosure of the head of the loch to form Kinloch Public Park (completed in the 1890's) and the reclamation of land and building of sea walls alongside and between the Old and New Quays at around the same period. The building of the Christian Institute (1885), Royal Avenue mansions, Hall Street (1900) and finally the Royal Hotel (1907) gave the area the present sense of enclosure and definition.

Sadly the area is dominated by traffic. The Campbeltown Cross is isolated in the middle of a busy roundabout and the space is not pedestrian friendly. The nature of the space effectively cuts off the quay head from the activity of the town. Given the activity which takes place around the pier and the attraction of the various marine activities this is much to be regretted.



Harvey's Lane/Cross Street/Burnside Street/Union Street Square.

This square came into being as late as 1971, when buildings in the centre were cleared away. The result is a potentially pleasant urban space, bounded by some of the town's interesting listed buildings and with shops and public houses giving life to the area. It is on well frequented pedestrian routes and its scale and orientation make it a sheltered sunny space. Unfortunately it is laid out as a car park which detracts from its potential contribution to the streetscape of Campbeltown.





Big Kiln Street/Burnside Street

Big Kiln Street/Burnside Street

More of a crossroads than an urban space, yet the area has the potential to tie together some of the elements within the town centre, such as the former Free Church School, Heritage Centre and the corner of Glebe Street with the more defined urban centre along Burnside Street. It is however dominated by traffic.

St John Street/Argyll Street and Stewart Road

A pleasant green space close to the town centre.

New Quay Street/Kilkerran Road

Another pleasant green space.



St John St/Argyll Stand Stewart Rd



Networks of Lanes and closes

There are a few remaining public lanes and closes linking streets. These include:

- Well Close - very much a lane serving the Springbank Distillery, although providing a useful connection between Longrow and Glebe Street.
- Kinloch Road to Bolgam Street - a narrow and claustrophobic lane alongside the Victoria Hall
- Kinloch Road to Longrow - another narrow and claustrophobic lane with a poor environment
- Dell Road to Glebe Street - a small and undistinguished lane.

Generally the lanes and closes are poorly surfaced and lit. They are important survivors of earlier street patterns.



Small private closes and spaces

There are numerous back gardens or enclosed drying greens, mostly located behind buildings and not playing a significant role in defining the character of the town, other than that they reflect the spacing of the, generally fairly dense, urban fabric. Occasionally glimpses are obtained of small private spaces such as at Fleming's Land. These often create a small haven within the built fabric.



Boundary Walls

Stone boundary walls are an important element of the town centre.

TREES AND LANDSCAPING

Although the centre of the town is built up with few trees within the centre, the town's landscape setting provides a distinctive backdrop, so that trees and green spaces are often seen in the distance framed between buildings. In several places there are sufficient garden spaces to allow trees to become part of the town. Trees have become established in a number of the smaller spaces around the town and help soften the built fabric.

2.03 CONSULTATION AND COMMUNITY INVOLVEMENT IN ESTABLISHING THE AREA'S NEEDS

Community Support

Over the past five years consultation exercises have been held to formulate policies contained within the Local Plan, the Yellow Book Campbeltown Study and as part of developing the Campbeltown CARS initiative. This work has continued with the stage 2 submission for the THI following the success of the stage 1 application.

The study has developed with the full involvement of key stakeholders, residents and business owners of Campbeltown.

Public Participation

Public awareness over the contribution of the historic environment to peoples' overall quality of life has been substantially raised in Campbeltown with the ongoing operation of the CARS initiative which has started to make significant changes to the town's environment through the refurbishment of shops and the repair of sash and case windows. The CARS initiative has also provided significant information to all property owners within the Conservation Area on how to maintain properties correctly and what permissions are required when considering works to historic properties in the Conservation Area.

Other events and involvement are detailed in Section 3.06 and have included:

- Numerous owners have been contacted to gauge interest in participating in the THI.
- Local school children were recently asked to produce photo montages of what they thought to be important to the town's architectural heritage.
- Montages from the above formed the centre piece of an open evening held in November that attracted over 150 people.

Consultation on the proposed Conservation Area expansion was also launched at this event with forms made available to make comments.

A questionnaire was issued to help establish residents' opinion on a number of conservation issues. This is attached as Appendix 02_04

- Another notable event was the recent gutter cleaning project which attracted considerable interest in the town and managed to remove a significant amount of vegetation from 15 properties in the town centre. The success of this event which tied in to national maintenance week and the distribution of over 300 leaflets on how to maintain your property will mean it will be repeated in the spring of 2009.

A considerable amount of information is included within Appendix 03_06.

2.04 ASSESSING THE HERITAGE NEED

The Historic Core

The important heritage elements of the Campbeltown Townscape Heritage Initiative area are set out in Section 2.2 above. Although the conservation area covers quite a large area, especially when proposed adjustments to the boundary are made, the key historic core of the town comprises Main Street (and Castlehill) and the adjoining streets and also Longrow and the area that once formed the original shore line.

Heritage Need in relation to Economic Issues

Section 2.01 established that the economy of Campbeltown has been hard hit in recent years including most recently with the announcement of the possible closure of Vestas in August of 2008. The privately owned market is very poor and retailers struggle for trade. Key problems include:

- a steadily decreasing population
- an out-migration of younger people and a relative increase in older residents
- rising unemployment above the Highlands and Islands average and recently identified by HIE as an employment deficit area
- its remote location.
- a continuing over-dependence for employment in declining traditional sectors particularly agriculture, fishing, forestry and manufacturing

The reality is that Campbeltown has been in decline for almost a century, and its population today is only half what it was in the town's Edwardian heyday. The economic problems faced by Campbeltown and its residents during the 20th Century have resulted in the following issues within the proposed THI area;

- low property values
- empty and underutilised properties
- derelict buildings
- failing and empty shops
- loss of heritage details and materials
- low quality repairs and maintenance
- examples of rebuilding or renovation showing few considerations for the heritage character of the area.
- poor quality public realm
- poor street furniture
- gap sites

Analysis (such as set out in the Yellow Book study) identified the need to focus regeneration resources on the town centre and Argyll & Bute Council have adopted this principle as policy.

One result, however, of the sustained economic downturn in Campbeltown has been the lack of commercial pressure for major redevelopment throughout much of the THI area and the consequent retention of significant areas of the townscape as well as the retention of many original architectural details throughout the town centre.

Preliminary Appraisal

As part of the Conservation Area Appraisal, the whole conservation area was examined together with adjoining areas and an 'area of search' to the north west of the centre that included Longrow, Glebe Street and their environs. Each building was inspected and photographed. At the same time historical research was carried out to establish the historical development of the town and the individual backgrounds to as many buildings as possible. A great many buildings within the proposed THI area are listed and, for Campbeltown, the list descriptions and notes are particularly detailed.

The area and its buildings were assessed under various categories:

- Age and historical significance
- Architectural significance
- Visual significance, ie individual prominence and contribution to town's character
- Townscape significance - contribution, often as part of a group
- Building condition

This appraisal established that buildings fell into the following main categories:

- Landmark buildings or buildings of historical and architectural significance in need of significant repair and restoration work.
- A number of older tenements or buildings of good basic design but suffering from lack of investment (in terms of repairs) and, in several cases, unsuitable alterations or loss of detail.
- A stock of good quality tenement and other buildings dating from the later 19th to early 20th centuries. Some of these, such as the Museum and Library, of outstanding quality or unique in other ways (for example the Cinema). Many of these were found to be in fair condition but several were in need of repair and the restoration of lost or altered detail.

Condition Survey

To establish heritage need within the town centre in more detail condition surveys were carried out during 2008. This concentrated on the town centre and, in conjunction with the above appraisal, both led to and resulted from a growing identification of priority areas which are shown overleaf. As the survey progressed the above categories were refined and the following detailed schedule emerged:

- **Three Key Projects:**
 - Town Hall, Main Street
 - Former Free Church School, Big Kiln Street
 - The Old Court House, 5 Bolgam Street (reserve project - see below)
- **Twelve Target Buildings:**
 - 13 - 15 Kirk Street
 - 26 Kirk Street
 - 38 - 48 Longrow
 - 61 - 67 Longrow
 - 69 - 73 Longrow
 - 12 Longrow South (Empty Shop)

- 16 - 20 Main Street
- 27 - 33 Main Street
- 50 - 52 Main Street
- 53 Main Street (Old Post Office)
- 18 - 24 Shore Street (With Boundary Wall)
- Victoria Hall

- **Priority Areas:**

Three levels of priority were established - firstly the Main Street and immediately adjoining streets, secondly Longrow and an area between Kirk Street and Shore Street (these representing the areas fronting the original shore line) and thirdly adjoining areas around the south and east of the first two which contain many of the tenement properties and other significant buildings within the tightly knit town centre.

The Key Projects (selected as described in Section 4.6) have been costed separately to identify the expected funding requirements to ensure that the THI Scheme delivers the necessary heritage townscape impact. Strathclyde Building Preservation Trust (SBPT) carried out detailed studies of the Former Free Church School and the Old Courthouse. Options appraisals and business cases were carried out and are shown in Appendices 02_05 and 02_06. Argyll & Bute Council had carried out a condition study of the Town hall which was re-assessed by the Argyll Partnership.

Subsequently, new funding/ownership possibilities have developed during the course of the study but are insufficiently advanced to permit the inclusion of detailed proposals within the THI submission. The building remains at risk and of high historical and architectural importance and therefore remains on the list of key properties. It is expected that proposals and funding partners will come forward within the near future and because of this the project has been identified as a 'reserve project'.

For all Target Buildings a standardised assessment was carried out by the Council's Conservation Officer, examining buildings on an element by element basis. An example of the pro-forma used is included in Appendix 02_07. This was then assessed by the Quantity Surveyors (Argyll Partnership) and tabulated as shown in Appendix 02_08. The pro-forma was also used as the basis for an assessment of each building in the Priority A and Priority B areas. Assessments were not carried out for the Priority C area.

The CARS officer, James Lafferty has approached most of the owners of the target buildings. Several of these are in single ownership but where multiple ownership is involved individual owners have been approached and their willingness to participate in the proposed THI scheme assessed. Two owners (26 Kirk Street and 18-24 Shore Street) have stated that they would not participate and costs for these properties have been removed. In practice funding constraints will permit 50% of the target properties to proceed, so that an early task for the THI team is to identify and select the most suitable projects.

Categories of Heritage Need

The work identified from this survey was also categorised by the THI types of work:

- **Structure and Fabric**

Throughout the THI area examples of the need for structure and fabric repairs have been identified. They range from minor

improvements to ensure the continuing repair of the heritage buildings, to major works requiring significant rebuilding, e.g. Old School

In particular, requirements for repairs to roofs, their ridges, rainwater goods, the chimneys and flashings are common, and though many only involve small scale works, there are numerous examples of the need for more extensive action.

- **Replacement of Architectural Details**

Numerous buildings throughout the THI area show a significant loss of heritage architectural details. In addition to changes in fenestration, the loss of mouldings and ground floor detail are common problems. Many of the simple Victorian shop fronts have been replaced with modern materials and are in poor condition and not in period with the principal heritage elevations.

Traditional sash windows have been replaced in many buildings with inappropriate modern designs which neither respect the design nor materials. In particular, uPVC frames with variations of openings and window bars change the character of the turn of the century, Victorian and earlier tenements and need to be replaced with windows suited to the age of the property. Similarly, new doors of inappropriate design have been used to replace the period doors in numerous locations. These changes also have a significant impact on the appearance of heritage properties.

The roofscape of both THI areas can be improved by the reinstatement of chimney pots and stacks and repairs to slate roofs to limit both the visual damage to the townscape and future maintenance problems.

Many of the buildings have had the gutters and rainwater goods replaced with plastic. These should be reinstated in traditional materials.

- **Vacant Floor Space**

Several properties with vacant floor space (or which are unoccupied) are found in the THI area. Prominent examples include:

- Former Free Church School, Big Kiln Street
- The Old Court House, 5 Bolgam Street (reserve project)
- 13 - 15 Kirk Street
- 26 Kirk Street
- 12 Longrow South (Empty Shop)
- 16 - 20 Main Street
- 50 - 52 Main Street
- 53 Main Street (Old Post Office)

In addition the cost of repair and restoring original detail in respect of shop fronts was identified within the above categories.

The condition survey identified the scale of disrepair and damage to the historic tenements and individual historic buildings. Essentially this built up an assessment of a worst case where, for each property, all potential, relevant repair and restoration work was established. The result was a figure for all works of over £15m.

2.05 ESTABLISHING THE NEED FOR GRANT ASSISTANCE

Economic Need and Conservation Issues

The historic character of the THI area represents an important record of the social and economic heritage of Campbeltown. It is this historic character combining with the town's waterfront location that makes the town attractive as an area suitable for regeneration. At the moment however it is clear that the current condition of the building stock is a disincentive to investment and economic development within the town.

Many conservation issues need to be tackled. These problems seriously threaten the future of not only individual buildings but also act as a blight on the whole of the town and prejudice its chance of sustained future prosperity. They stifle business confidence which in turn makes the town unattractive for potential visitors and businesses alike. The overall economic blight has a negative effect on the vitality and viability of the historic centre, affecting property values and future investment in building stock. This in turn has led to building vacancy, low property values, under-use of upper floors and poor standards of maintenance.

The economic decline over several decades of the retail and commercial function within the THI area has resulted in under investment and neglect of the historic building stock. This is evidenced by high levels of long term vacancy and poor internal and external repair of many of the target buildings. It is clear that current demand for business or retail space and commercial rents do not provide the necessary incentive for investment in their property.

The conclusion that must be drawn is that the poor condition of the historic fabric is a direct result of decades of under investment, and that a significant improvement in this situation will not occur without an investment catalyst or investment subsidy.

Establishing the Level of Grant Assistance

Several considerations come together:

The likely total sum available for the THI programme is in the order of £3m against a potential total expenditure of £15m. To achieve a positive outcome it is considered that funds must be targeted in way that will deal with those buildings most in need, as established above, and that some funds should be reserved for general building grants, but again targeted towards buildings in the key central area.

Through discussion at steering group and other meetings it also became clear that, due to the poor economic conditions in Campbeltown, grants would need to be set at an attractive level. However, it is recognised that in some situations, even substantial grants might not produce a high level of take-up.

The District Valuer (David Herriot) has assessed the values of the key projects and target properties (except for those owned by the Council). SBPT's studies for the Former Free Church School and the Old Courthouse contain assessments of the conservation deficits (excess of cost over increase in value) arising on these projects. For other projects the situation is a little more complex. The DV states that "an average uplift of around 5% would be a fair assumption" in respect of many of the tenement properties. In some cases, where a property is currently empty/derelict, the values would increase

more significantly provide the whole property was improved both internally and externally. Properties such as these will need individual assessment when owners come forward with proposals.

Taking the above together the projects were assessed in terms of offering a relatively high level of grant (75% for key projects and 80% for target and other properties) while taking a view on the likely take-up of grant. This produced an estimate of the THI building costs (including professional fees and VAT where appropriate) as follows:

• Building Repairs	£1,689,412
• Restoring Architectural Detail	£237,837
• Bringing empty historic floor space into use	£55,146
Total	£1,982,395

Detailed calculations of these figures are shown in Appendix 02_09.

To protect the future of the heritage townscape of the THI area and to overcome the problems faced during its current economic difficulties, it is important that an appropriate system of grant aid is available with pro-active encouragement and support and continuing protection and management of the urban fabric. This must ensure that implementation really does occur and the qualities of these areas are retained and improved to assist future economic regeneration.



- Proposed THI Area
- Key Buildings
- Target Buildings
- Priority A Area
- Priority B Area
- Priority C Area

Rev B: 26.02.09 Updated
 Rev A: 05.12.08 Updated

Argyll & Bute Council Campbeltown THI

Plan of Area Showing Key & Target Buildings and THI Priorities

Grey, Marshall & Associates
 23 Stafford Street, Edinburgh, E13 7BJ
 Drawing No. BMF 20
 Scale 1:1000@A1
 September 2008



CAMPBELTOWN THI - PRIORITIES

THI Priority	Property Name/Number	Number Street	Street_secondary	Listing
Key	Town Hall	Main Street	Including lamp standards	B
Key	Former Free Church School	Big Kiln Street		B
Key	The Old Courthouse	005 Bolgam Street		B
Target		001-007 Glebe Street	Big Kiln Street	C(S)
Target		013-015 Kirk Street		C(S)
Target		024-028 Kirk Street		
Target		038-048 Longrow		B
Target		069-073 Longrow		B
Target	Shop	012 Longrow South		
Target		016-020 Main Street	Bolgam Street	B
Target		027-035 Main Street		
Target		050-052 Main Street	Cross Street	B
Target	Old Post Office	53 Main Street		C(S)
Target		018-024 Shore Street	with boundary wall	B
A		002 Kirk Street		
A		005 Kirk Street		
A		007-011 Kirk Street		B
A		017-019 Kirk Street		C(S)
A		002 Longrow South		
A		019 Main Street		
A		045 Main Street		
A		002-014 Main Street	MacLlean Place	B
A		007-009a Main Street		
A		009-013 Main Street		
A		015-017 Main Street		
A		022-028 Main Street		
A		023-025 Main Street		
A		037-041 Main Street		
A		040-048 Main Street		B
A		047-051 Main Street		
A		058-060 Main Street		B
A	Argyll Arms Hotel	Main Street		B
A	The Club	Main Street		B
A	Royal Hotel	Main Street		C(S)
A	Campbeltown Cross	Old Quay Head		A
A		017 Shore Street		
B		007 Bolgam Street		
B		009-011 Bolgam Street		
B		006-008 Burnbank Street		
B		010 Burnside Street		
B		002-004 Burnside Street		
B		006-008 Burnside Street		
B		012 - 018 Burnside Street		B
B		020A Burnside Street		
B		022-024 Burnside Street		
B	Burnside Bar	Burnside Street		C(S)
B	Burnside Bar	Burnside Street		C(S)
B		010 Cross Street		
B		012 Cross Street		
B	Commercial Inn	Cross Street	Burnside Street	B
B	Feathers Inn	Cross Street		B

B	Wee Toon Lounge Bar	Cross Street		C(S)
B		002 Fisher Row	Shore Street	
B		010 Fisher Row	Kirk Street	
B		021 Kirk Street		
B		025 Kirk Street		
B	Highland Church Hall	Kirk Street	St John Street; (formerly Lowland Church)	B
B	Galbraith and Cochrane	009 Longrow	Burnside Street	B
B		060 Longrow		
B		075 Longrow		
B		084 Longrow		
B		085 Longrow		
B	New Quay Chandlers	001-003 Longrow		C(S)
B	Streetwise	005-007 Longrow		B
B	Corner Shop	011-013 Longrow	Burnside Street	B
B	Hardware Stores	015-017 Longrow		C(S)
B	Clydesdale Bank	019-021 Longrow		B
B		022-026 Longrow		
B		023-029 Longrow	including outbuildings	B
B		027-035 Longrow		
B		028-030 Longrow		
B		032-036 Longrow		
B		041-045 Longrow	Including Boundary Wall	B
B		047-049 Longrow		C(S)
B		050-052 Longrow		
B		051-059 Longrow		
B		054-058 Longrow		
B		061-067 Longrow		B
B		062-064 Longrow		
B		066-068 Longrow		
B		070-072 Longrow		
B		074-076 Longrow		
B		077-079 Longrow		
B		080-082 Longrow		
B		081-083 Longrow		
B		089-091 Longrow		
B		095-97 Longrow		
B		099-101 Longrow		
B		103-107 Longrow		
B	Lorne and Lowland Church	Longrow	(Church of Scotland) with hall, boundary	B
B		001-021 Longrow South		B
B		004-010 Longrow South		
B		009-015 Longrow South		
B		016-018 Longrow South		
B		017-019 Longrow South		
B		020-022 Longrow South		
B		024-28 Longrow South		
B		026-028 Longrow South		
B		030-32 Longrow South	Union Street	
B		Mafeking place		
B		004 Shore Street		
B		006 Shore Street		
B		012 Shore Street		

B		014 Shore Street		
B		026 Shore Street		
B		028 Shore Street		
B		034 Shore Street		
B		048 Shore Street	with boundary wall	C(S)
B		008-010 Shore Street		
B		030-032 Shore Street		
B		002-004 Union Street		
B		006-010 Union Street		B
B		011-013 Union Street		C(S)
B		030-032 Union Street		B
B		034-036 Union Street		C(S)
B	Warehouse	Union Street	Burnside (square between two)	B
B		Union Street		
C	Episcopal Church Rectory	Argyll Street		B
C	St Kieran's Episcopal Church	Argyll Street		C(S)
C		006 - 034 Barochan Place	Argyll Street	B
C	Former Lowland Church Manse	Belmhor Court	off Castlehill	C(S)
C	Heritage Centre	Big Kiln Street	(formerly Lorne St Free Gaelic Church)	C(S)
C		002 Castlehill	Lorne Street	C(S)
C		004 Castlehill		
C		017 Castlehill		
C	Castlehill Mansions	Castlehill	(formerley Lowland C of S)	B
C	Drumfin and former Lowland Church Manse	Castlehill		B
C	Fleming's Land	Castlehill	with wash-houses	B
C	Royal Bank of Scotland	Castlehill		C(S)
C	Sherrif Court House	Castlehill		B
C	White Hart Hotel	Castlehill	Argyll Street	B
C	Christian Institute	Hall Street	Old Quay Head	C(S)
C	Harbour Wall	Hall Street	between New Quay and Old Quay	C(S)
C	The Picture House	Hall Street		A
C	Royal Avenue Mansions	Hall Street		B
C		018 Kirk Street		
C		026 Kirk Street		
C		032 Kirk Street		B
C		004-008 Kirk Street		
C		020-022 Kirk Street		
C	The Manse with Garage	Kirk Street		B
C	Presby	Kirk Street	St John Street	
C	Police Station	Ralston Road	with boundary walls and gatepiers	C(S)
C		019 Shore Street		
C		021-023 Shore Street		
C	Public Library and Museum	St John Street	Hall Street	A
C	St Kieran's RC Chapel	St John Street	including boundary wall, gates and gatepiers	C(S)
C	St Kiernan's Chapel House (RC)	St John Street	including boundary wall, gates and gatepiers	C(S)
C	St Kieran's Primary School	St John Street	Stewart Road	C(S)
C	Presby	St John Street	Kirk Street	