

## KINTYRE WAY EMERGENCY FUNDING PROPOSAL

---

### 1.0 EXECUTIVE SUMMARY

The Kintyre Way is a 100mile Long Distance Walking Route linking Tarbert, Campbeltown and Machrihanish in Kintyre. It is managed on behalf of the Council by The Long & Winding Way Ltd which has a formal agreement with the Council to act as the Council's Agent.

The Long & Winding Way Ltd (LWWL) a Social Enterprise Company has approached the Council seeking emergency funding to allow them to continue to trade after the 1<sup>st</sup> of May 2015. The company is responsible for the maintenance and management of the Kintyre Way Long Distance Path which along with 24 other Long Distance Paths is marketed internationally as one of "Scotland's Great Trails". The company has enjoyed funding of £240,000 from the Coastal Communities Fund over the previous two years but this has now expired and as yet a sustainable income stream has not been established.

The company is seeking funding of £40,900 per annum for two years to allow the (LWWL) to continue to employ staff and more importantly to maintain the path (see Appendix 1). If the path is not maintained, vegetation growth over time will begin to obstruct some sections of the path which may lead to the closure of the route.

The benefit of the Kintyre Way to the local economy is thought to be at least £1,000,000 per annum (LWWL Survey). In addition the Kintyre Way has provided employment and training for a number of people some of whom have moved into employment.

The Council through the Single Outcome Agreement has a commitment to promote accessibility to outdoor environments and green spaces. However there is currently no budgetary funding within Planning & Regulatory Services nor the Development and Infrastructure Service which could accommodate this request.

**Elected members are requested to consider how they wish to respond to the request of the LWWL for emergency funding.**

**KINTYRE WAY EMERGENCY FUNDING PROPOSAL**

---

**2.0 INTRODUCTION**

2.1 The Kintyre Way is a popular 100 mile long distance path linking Tarbert and Campbeltown in Kintyre and is managed by the Long & Winding Way Ltd a social enterprise on behalf of the Council. The company is facing a financial crisis and is seeking Emergency Funding of £81,800 over two years to allow it to continue to maintain the path which is about to be reopened following significant improvements.

2.2 The Council through the Single Outcome Agreement has a commitment to ensuring people live active, healthier and independent lives and to partly achieve this through promoting accessibility to outdoor environments and green spaces. The Council is in the late stages of moving towards adoption of a Core Path Plan. However there is currently no budgetary funding within Planning & Regulatory Services nor the Development and Infrastructure Service which could accommodate this request.

**3.0 RECOMMENDATIONS**

3.1 Elected members are requested to consider how they wish to respond to the request of the LWWL for emergency funding in light of:

- The risk that failing to fund maintenance of the Kintyre Way will over time fall into disrepair, and may at some stage lose its status as one of “Scotland’s Great Trails” held by a total of only 25 routes across Scotland
- The potential loss of marketing exposure and tourism expenditure associated with the route particularly for small businesses and accommodation providers along the route.
- The lack of current budget available within the Council to accommodate the request.
- The difficulty faced by the Kintyre Way in establishing a sustainable income stream.

## DETAIL

4.1 The Long & Winding Way Ltd (LWWL) a Social Enterprise Company has approached the Council seeking emergency funding to allow them to continue to trade after the 1st of May 2015. The company is responsible for the maintenance and management of the Kintyre Way Long Distance Path which along with 24 other Long Distance Paths is marketed internationally with as one of "Scotland's Great Trails".

4.2 The company is seeking funding of £40,900 per annum for two years (a total of £81,800) to allow the (LWWL) to continue to employ staff and more importantly to maintain the path (see Appendix 1). If the path is not maintained vegetation growth will over time obstruct some sections of the path which is likely to lead to the closure of the route. It is hoped that during that two year period a sustainable financial solution will evolve for the LWWL based on anticipated income from windfarm operators. However the details presented in Appendix 1 are lacking in detail to substantiate that.

4.3 The Council through the Single Outcome Agreement has a commitment to ensuring people live active, healthier and independent lives and to partly achieve this through promoting accessibility to outdoor environments and green spaces. The Council is in the late stages of moving towards adoption of a Core Path Plan. However there is currently no budgetary funding within Planning & Regulatory Services nor the Development and Infrastructure Service which could accommodate this request.

4.4 At present the Forestry Commission Scotland (FCS) spends £10,000 per annum maintaining sections of the path that cross their estate as their contribution to the Kintyre Way. FCS is willing to work with the other partners to continue to improve the route to improve the visitor experience.

4.5 The Kintyre Way was first proposed by members of the local community in the 1990's. Following support from the Argyll & the Islands Enterprise and Forestry Commission Scotland to fund the development of the route and negotiate with land owners it opened in 2006. It is believed to attract between 1,500 and 2,000 walkers per annum who walk the whole route as well as a significant number of visitors who walk parts of the route or are drawn to holiday in the area because of marketing undertaken to promote the route.

4.6 Recent survey by LWWL information indicates that walkers spend at least £1,000 000 mostly in small and local businesses. on accommodation, food & drink and gifts.

4.7 In April 2013 the Long & Winding Way was awarded £240,000 by the Coastal Communities Fund following support from the South Kintyre Development Trust. This allowed them to continue the development of the Kintyre Way to become a world class tourist attraction and extend the route to 100miles in length taking some long sections off main roads in the process. This project is nearing completion and the path will be launched in April 2015 at the conclusion of the project. It is hoped that this would increase the number of

walkers too

4.8 The project has created a number of training opportunities through a partnership with Employability and enabled a considerable amount of marketing to be undertaken. There has also been positive feedback from path users who have recognized the positive impact of having a well maintained path.

4.9 In brief the £240,000 Coastal Communities Funding has been used to achieve the following:

- Increasing the length of the route to from 87 to 100 miles – split into 7 distinct sections.
- Remove sections of road walking that were hazardous for walkers.
- Improve off road sections.
- Promote the areas assets using the route as a tool in schools, via a blog and through advertising.
- Employ a full time Route Manager, Part time Marketing Manager and part time Project Manager.
- Hire and train 3 apprentices.
- Create 6 temporary posts utilising the Community Jobs Fund.
- Temporary staff securing permanent positions in the countryside sector.
- Establish a Volunteer Ranger Scheme.
- Research long term funding resources from renewable energy partnerships.

4.10 In addition to the CCF funding the LWWL has generated additional income from supporters, grant applications and sponsorship by a windfarm developer. However, this funding has either been small or has been committed to projects and in any case the majority of this money is now spent.

4.11 The LWWL has worked with the Argyll & the Isles Coast and Countryside Trust (ACT), Cowal Way, Three Lochs Way and Employability to submit an application to the Coastal Communities Fund to fund a number of training teams to support the maintenance of Long Distance Paths across Argyll. Unfortunately it is understood that this application has not been successful.

4.12 There have been a number of attempts by the LWWL to identify potential funding streams that will allow the company to become financially sustainable. These have included developing a number of partnerships which would in time make applications to external funders including a proposed Landscape Heritage Project Application to the Heritage Lottery Fund. A feasibility study has also been commissioned for a proposed solar farm on a supporter's land although it is understood it would not yield sufficient income to allow the LWWL to continue should it be viable.

4.13 Therefore in order to maintain the Kintyre Way the LWWL has made an application to the Council for funding to allow the route to remain open and continue to contribute to the area's economy. The two years will give the LWWL an opportunity to seek to establish sustainable funding to cover core costs including path maintenance. The proposed emergency funding would be used as follows:

• Route Managers Salary/annum	£22,000
• Vehicle costs/annum	£5000
• Hazelburn Workshop/annum	£2,400
• Employability x 2 /annum	£6000
• Insurance / annum	£2500
• Fuel and Maintenance / annum	£3000
• Total Annual Budget	£40,900
• <b>Total Funding Request for 2 years</b>	<b>£81,800</b>

4.14 In the event that the LWWL ceases to maintain the Kintyre Way the Council will need to deal with any complaints that are made with very limited resources. It is likely that people choosing to walk the route following the re-launch of the path will make sustained complaints if they find the “new” path is in a poor condition. The majority of the route is a Core Path and will remain open to the public however some sections may overtime become impassable with summer vegetation growth.

4.15 In its capacity as the Council’s Agent the LWWL has over 20 Access Agreements with landowners to establish sections of the path across their land. If the LWWL ceases trading the Council will take over responsibility for these agreements and will need to investigate any liabilities that arise from the agreements such as duties to maintain and manage the route and for any user liabilities. However, it is anticipated it would be an option to terminate these agreements if that was decided the appropriate way forwards.

4.16 One of the criteria set by Scottish Natural Heritage for inclusion in the list of Scotland’s Great Trails is that the route is maintained. Although there is no precedent it is probable that the path would cease to be a member of this group if it is not adequately maintained.

4.17 The Scottish Government includes the Kintyre Way in the list of paths that form part of a National Network of Walking and Cycling Routes proposed in the National Planning Framework 3 Framework published in June 2014.

## 5.0 CONCLUSION

5.1 The Long & Winding Way Ltd (LWWL) a Social Enterprise Company has approached the Council seeking emergency funding to allow them to continue to trade after the 1st of May 2015. This report points out that the Council has no current budget arrangements to accommodate that request and asks members to consider how they wish to respond.

## 6.0 IMPLICATIONS

6.1 Policy

6.2 Financial

The Long & Winding Way Limited is seeking a grant of £40,900 per annum from April 2015 for the two financial years 2015-16 and 2016-17. A total of

£81,800.

6.3 Legal  
None

6.4 HR  
None

6.5 Equalities  
None

6.6 Risk  
That the Kintyre Wayfalls into disrepair, loses its status as one of Scotland's Great Trails, and that associated tourism income to the area is lost.

6.7 Customer Service  
Increased Complaints from people wishing to use the path.

**Executive Director of Development & Infrastructure Services – Pippa Milne**  
**Policy Lead – Cllr David Kinniburgh**

26 January 2015

**For further information contact:**

Jolyon Gritten

Access Manager

Tel: 01546 600103

Email: [jolyon.gritten@argyll-bute.gov.uk](mailto:jolyon.gritten@argyll-bute.gov.uk)

**APPENDICES**

Appendix 1- Kintyre Way Emergency Funding Proposal

# **Appendix 1- Kintyre Way Emergency Funding Proposal**

## **KINTYRE WAY EMERGENCY FUNDING PROPOSAL**

### **Emergency Funding Request**

Long and Winding Way Ltd (known as the Kintyre Way) is a charity run by a Board of voluntary directors overseeing the day to day management of the route and has current funds to operate until 1 May 2015. £82k of emergency funds is required to keep the route open for two years until long term funding from renewable energy is received.

### **Background**

The Kintyre Way is classified as one of Scotland's "Great Trails" and has been operational since 2006 providing the Kintyre peninsula with economic, health and tourism opportunities via a long distance walking route. Travelling north to south, from Tarbert to Machrihanish via the Mull of Kintyre, it links all the major communities and offers many benefits to the people of Kintyre in the form of increased visitor numbers and new business set-up and diversification.

Originally the founding partners were AIE (now HIE), Forestry Commission, SNH, Leader and Argyll & Bute Council and supported by local businesses. Route Contracts are held between the individual landowners and Argyll and Bute Council.

### **Route Development in 2013/2014**

In 2013 the Kintyre Way was the recipient of a grant of £240,000 for route development from the Coastal Communities Fund and has been very successful in achieving the following:

- Increasing the length of the route to from 87 to 100 miles – split into 7 distinct sections
- Removing sections of road walking that were hazardous for walkers
- Improving off road sections
- Promoting the areas assets using the route as a tool in schools, via a blog and through advertising
- Employing a full time Route Manager, Part time Marketing Manager and part time Project Manager
- Hiring and training of 3 apprentices
- Creation of 6 temporary posts utilising the Community Jobs Fund
- Temporary staff securing permanent positions in the countryside sector
- Establishing a Volunteer Ranger Scheme
- Researching long term funding resources from renewable energy partnerships

### **2015/2016 Status**

The route is in very good condition and we have excellent current staff with a wealth of local experience in managing the route, countryside management and PR skills.

The Kintyre Way is a vital economic resource to the fragile Kintyre economy providing opportunities to a diverse range of businesses such as Accommodation Providers, Food and Drink operators, Taxi, Tours and Transport, Baggage Handlers, Campsites and Shops.

- An average of 2500 visitors walk the Kintyre Way each year. Via our user questionnaire information we can confirm that each walker spends between £200 and £800 per person on

food, transport and accommodation. We estimate that this brings in at least £ 1 million annually to the Kintyre economy.

- The Kintyre Way is the only vehicle through which local businesses can participate in the rapidly expanding Scottish walking market estimated to bring in over £1 billion to the national economy. It provides an alternative marketplace in what is a fragile economic area.
- Opportunities exist through an increase in visitor numbers, the extension of the traditional season, exposure to new markets, the prospect of alternative income streams e.g dairy farmers diversifying into accommodation provision, introduction of new categories of customers, the ability to package product more effectively through themed breaks and the confidence to diversify
- The Kintyre Way is also used by many local residents as a leisure and health amenity.
- We have grown to over 90 fee paying business members.

#### **Proposed Annual Kintyre Way Emergency Funding Request Costs for 2015 – 2017**

1.Route Managers Salary	£22,000
2.Vehicle costs	£5000
3.Hazelburn Workshop	£2,400
4. Employability x 2	£6000
5. Insurance	£2500
6.Fuel and Maintenance	£3000
Total Annual Budget	<b>£40,900</b>
Total Funding Request for 2 years	£81,800

#### Notes.

1. The Route Manager position would be based in Campbeltown and would oversee the Employability Team who along with the RM would provide all maintenance on the route.
2. It is anticipated that the office would be part of the workshop unit in Hazelburn Business Park and we would hire in any transport requirements.
3. The workshop unit within Hazelburn provides ideal storage facilities and excellent working conditions for the Employability team and is being used at present.
4. The 2 members of the Employability team would be employed in two 5 month blocks providing maintenance back up for the route manager over the walking season.
5. The Kintyre Way are required to hold Employers Liability, Public Liability and Commercial insurances.
6. Maintenance costs would cover general repairs to the route.

This request is for two years funding of £81,800 and would enable the Kintyre Way to build on the strengths and achievements gained under the Coastal Communities Project through continued employment of experienced staff and resources. It would ensure that the Kintyre Way is able to proceed with educational and training needs which have been identified and would provide the local business community with much needed additional opportunities. This application is for two years of funding. Thereafter we have strong indications that windfarm funding will be available from 2017 when many installations are completed.

The Board would then spend their energies on the marketing, short / long term fundraising and increasing scope for employment and volunteering on the route without the worries of the route not being maintained and bad publicity that it would bring in this social media climate.



**Contacts**

Marcus Adams, Chairman – Tel 01583 431 223/ 07766 950260

Clive Good, Treasurer – Tel 07798 904310

Anne Martin- Route Manager – 0750 222 5791