

CARRADALE VISITOR & RESIDENTS SURVEY

SUMMER 2019



For

CARRADALE COMMUNITY TRUST

By

Project*Perspectives* 

With

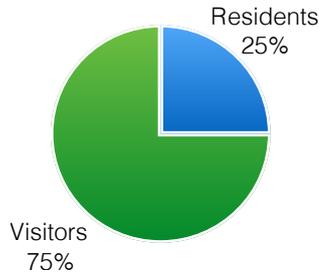
THE CARRADALE COMMUNITY



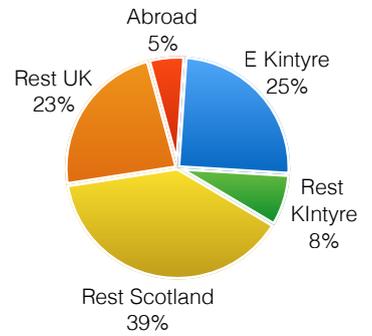
Carradale Visitor & Residents Survey Summer 2019

Summary

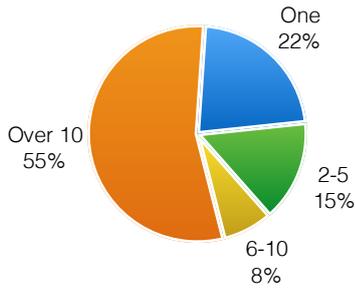
For Carradale Community Trust
 By Project Perspectives
 With The Carradale Community
 Full report at: www.eastkintyre.org



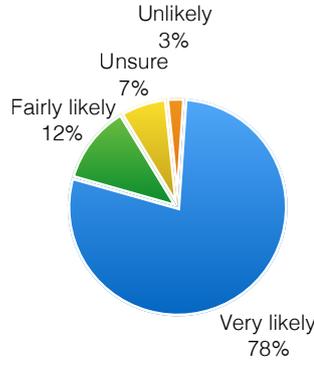
852 respondents



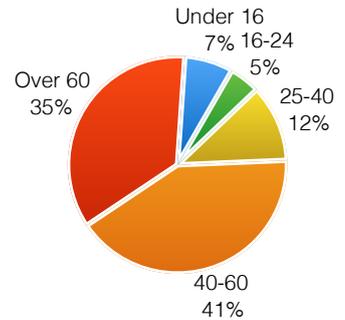
All: Residence



Visitors: Previous visits



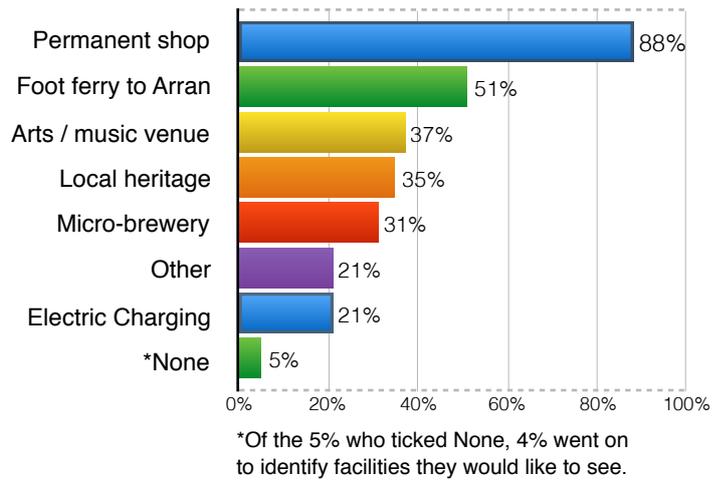
Visitors: Visit again



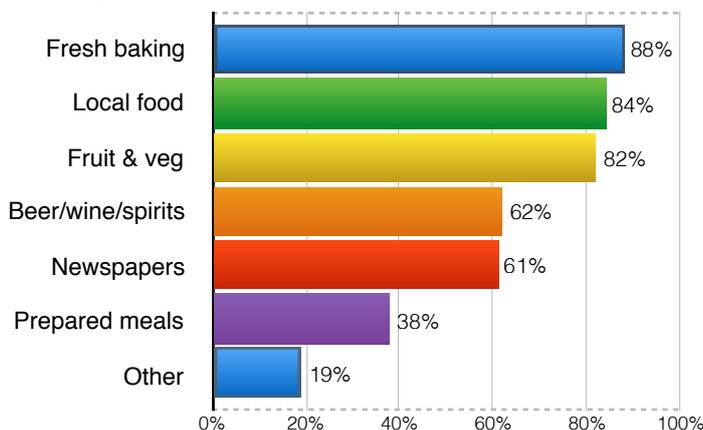
All: Age

Carradale			
👍 Top likes		👎 Top dislikes	
218	Friendly / community	252	No permanent shop
214	Peace & quiet	150	Harbour mess
187	Scenery / views	70	Hotel run down
178	Beaches / Bay	52	Facilities lacking
126	Walks / trails	Lists show Likes & Dislikes cited by more than 50 respondents	
77	Golf		
57	Beauty		

👍 Proposed facilities



👍 Shop items



Top 10 Further suggestions

- 90 Harbour development
- 46 Improved information / signing
- 42 Water sports / hire
- 34 Eat / drink - more / reliable opening
- 33 Fuel station
- 32 Better wifi / mobile / broadband
- 27 Transport: later buses, taxi
- 25 Bakery
- 23 Improved / extended walks & trails
- 20 More shops / retail

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Acknowledgements

The survey could not have been completed without the participation of all 852 respondents including both visitors and residents in East Kintyre.

It also depended on the active involvement of the Carradale community in guiding development of the questionnaire and distributing it widely, including: the Carradale Community Trust Planning Group – particularly Dr Jennifer Lane Lee; owners of accommodation and eating facilities and other businesses; organisers of events at the Harbour, Church and Village Hall; social media promoters – particularly Ian Brodie, and many other members of the community.

East Kintyre Community Council funded printing of posters and questionnaires.

Declaration of interest

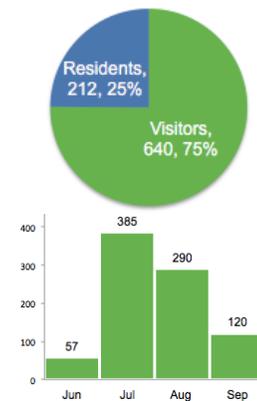
Our extended family has variously lived and holidayed in Carradale for 70 years; currently we are visitors. While family members completed the survey questionnaire with their personal views, survey management and analysis follow research ethics of impartiality and full and complete reporting. The survey was managed on a voluntary basis as a contribution to the Carradale community.

Dr May Johnstone
Project Perspectives

The survey

The survey was prepared for the Carradale Community Trust¹ by Project Perspectives with the Carradale community. Views were collected from 852 people with the aim of informing a later Community Consultation which would in turn help shape the East Kintyre Local Development Plan.

Following a pilot in early June, the survey ran through the tourist season to mid September using a short printed questionnaire. It was actively and widely distributed by the community in Carradale and other East Kintyre settlements, also via an online link to Survey Monkey shared on social media. Appendix A details the method in full.



Profile

All respondents

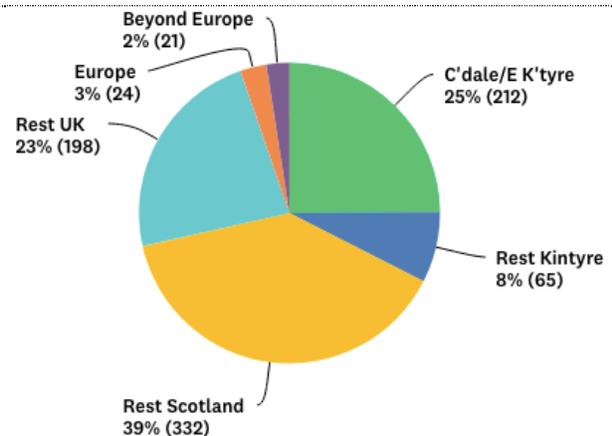
Where is your usual place of residence?

852 responses

A quarter of respondents were locals from East Kintyre.

Most of the remainder were from the rest of Scotland, followed by the rest of the UK.

Just 5% were from beyond the UK.

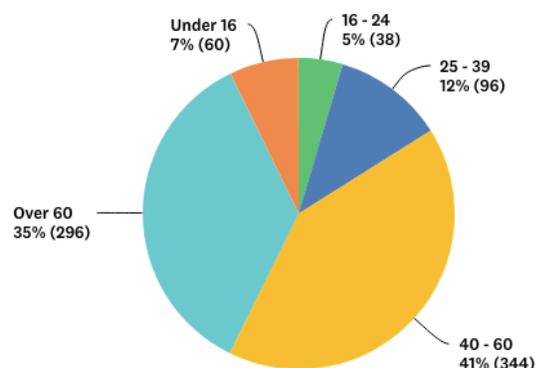


Which is your age group?

834 responses

The age profile for all respondents is top heavy with 76% aged over 40.

The overall age profile was similar for visitors and residents, though a little more top heavy for residents: with a higher percentage aged over 60 (41% compared to 34% for visitors) and a lower percentage aged 40-60 (38% compared to 42%) for visitors.



¹ East Kintyre Community Council (EKCC) funded printing of posters and questionnaires.

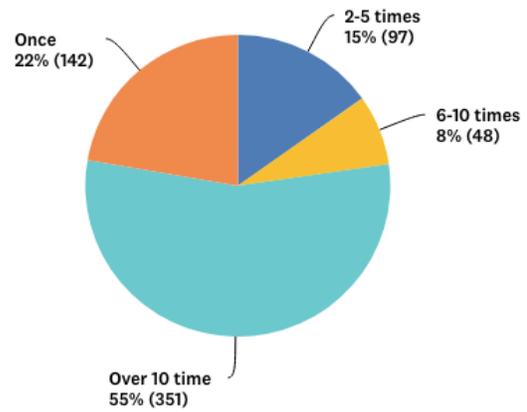
Visitors

How many times have you visited Carradale?

638 responses

78% of visitors were on a repeat visit, with 58% having visited Carradale over 10 times.

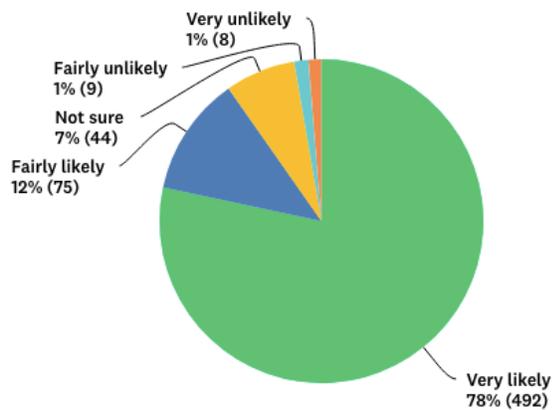
Some mentioned that they had visited Carradale over several decades.



How likely are you to visit Carradale again?

628 responses

78% of visitors said they were Very Likely to visit again with a further 12% Fairly Likely; a reflection of the high proportion of repeat visits.



Likes and dislikes about Carradale

What do you like best about Carradale as it is now?

Ninety one percent of respondents (772)² cited what they like best, in many cases reporting more than one thing, yielding a total of 1,495 things they like. The likes were categorised as shown in the following table, with 8 top likes, each cited by more than 50 people, highlighted in green.

The friendliness and community spirit, and peace and quiet were top likes cited by 28% of respondents.

These likes form a rich source of potential marketing themes.

Likes	%	No	Likes	%	No
Friendly / welcoming / community spirit	28	218	Wildlife	1	8
Peace / quiet / tranquillity	28	214	Accommodation	1	7
Scenery / views	24	187	Activities	1	7
Beaches / Bay	23	178	Dog friendly	1	7
Walks / paths / trails	16	126	Fresh / clean air	1	7
Eating / drinking places	10	77	Fishing	1	6
Golf	7	57	Quaint / charming	1	6
Beauty	7	53	Remote	1	6
Relaxing	3	24	Environment	1	5
Harbour	3	21	Facilities / activities	1	5
Nature	3	21	Heritage	1	5
Unspoiled	3	20	Not over-developed	1	5
Family / friends - visiting / meeting here	2	18	Park / playground	1	5
Landscape / countryside	2	18	Safe	1	5
Events	2	15	Jobs	1	4
Location	2	15	Hairdresser	0	3
Cycling	2	14	Information / signposting	0	3
Village – lovely, well-kept	2	14	Little crime	0	3
Campsite	2	13	Space	0	3
Sea	2	12	Moorings	0	2
Community facilities eg surgery, church	1	11	Stop off point	0	2
Clean	1	10	Swimming	0	2
Forest / trees	1	8	Miscellaneous	5	37
Water sports	1	8	TOTAL		1,495

%s relate to the 772 respondents to Q5 who actually cited one or more Likes.

² This excludes 14 respondents who said 'Everything' and 6 who responded with a dash mark.

What do you like least about Carradale as it is now?

Three quarters of respondents (640) identified a total of 884 things they like least (a much lower percentage than the 91% who cited likes). Dislikes were categorised as shown in the table, with 4 top dislikes, each cited by more than 50 people, highlighted in orange.

Clearly the lack of a permanent shop (cited by 39% of respondents) and the mess at the harbour (cited by 23%) are priority concerns for both visitors and residents.

A wide range of further dislikes were given, many of which are further reflected in responses to later questions.

Dislikes	%	No	Dislikes	%	No
No permanent shop	39	252	Decline of businesses etc	2	10
Harbour mess / eyesore	23	150	Dog issues – fouling, not welcome	2	10
Hotel run down / unwelcoming	11	70	Activities – not enough to do	1	8
Facilities lacking	8	52	Holiday homes	1	8
Eat / drink places – not enough	5	35	Information / signs lacking	1	8
The road / road conditions	5	33	Fish farm - equipment	1	6
Transport lacking esp. late buses	4	27	No village hub (was the shop)	1	6
Bakery gone	4	24	Park	1	6
People – some negativity	4	24	Toilets - outdated	1	6
Wifi / mobile signal poor	3	22	Journey / distance to come	1	5
Fuel / petrol station gone	3	17	Too quiet	1	5
Unkempt / untidy / run down	3	17	Cashpoint lacking	1	4
Places not open when they say	3	16	Parking	0	3
Wet weather	3	16	Jobs lacking	0	3
Midges	2	11	Miscellaneous	5	30
			Total		884

%s relate to the 640 respondents to Q6 who actually cited one or more Dislikes.

Views on facilities

What new facilities would you like to see in Carradale?

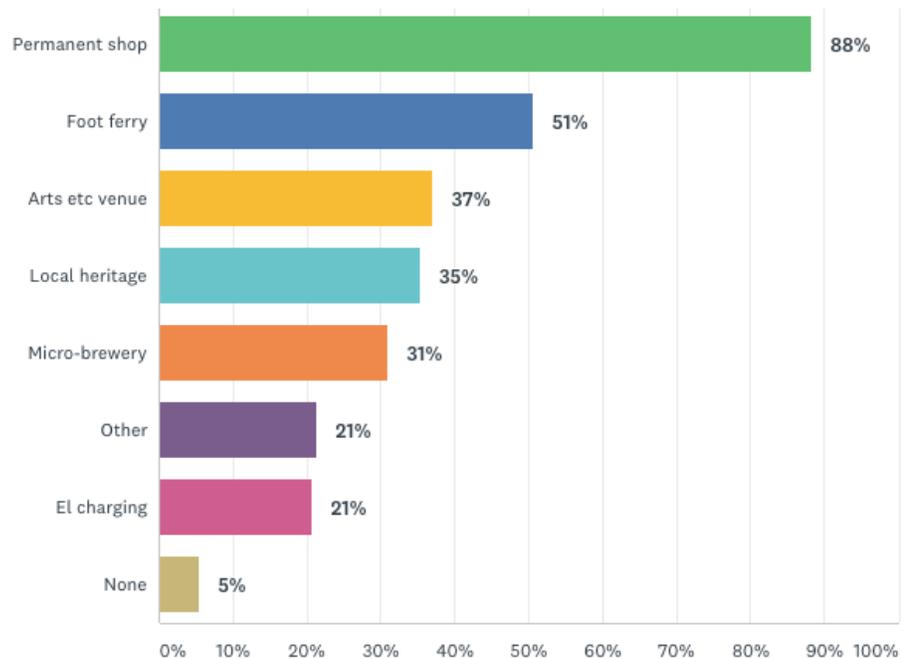
841 responses

The following chart shows responses from 841 visitors and residents to a list of possible facilities.

Clearly the most-wanted facility, by 88% of respondents, is for a permanent shop in Carradale.

Just over half would like to see a foot ferry to Arran, while around a third support the ideas of: an Arts/crafts/music venue; Local heritage displays and interpretation; and a Micro-brewery.

A fifth would like to see electric charging points for vehicles.



NB: Checks revealed that only 1% (8 people) did not suggest further facilities at some point in the survey³.

Priorities followed the same popularity pattern as shown in the chart for both visitors and residents ie starting with a permanent shop and finishing with electric charging points. However the percentage of residents supporting each facility was higher than for visitors suggesting that residents see more of a need for further facilities than do visitors.

³ Of the 45 who ticked 'None': 18 ticked another facility on the list in the above chart, and 19 more ticked items they would like in the permanent shop (see below), leaving 8 (1%) who did not want further facilities.

The following table gives illustrative quotes to reflect the range of comments on each of the list of proposed facilities that respondents were asked to consider in Q8. It also incorporates some relevant comments from Q10.

Proposal	Illustrative comments	No
Permanent shop	<p><i>A shop is really needed much more than anything else.</i></p> <p><i>Shop is sorely missed.</i></p> <p><i>A shop is required for both visitors & residents.</i></p> <p><i>Comparatively remote - shop a vital part of community.</i></p> <p><i>Shop - the hub of the village - the centre has been removed.</i></p> <p><i>It's a long way to Campbeltown just for a few items.</i></p> <p><i>Couldn't buy any provisions @ 14.15 on a Saturday.</i></p> <p><i>We have to shop on route, this means money not being spent locally.</i></p> <p><i>Keep the shop community run if possible, use it as an information hub for the area.</i></p> <p><i>Shop could include sub post office & cashpoint.</i></p> <p><i>The temporary shop is a help but a permanent one would be able to stock more items.</i></p> <p><i>The shop just now is expensive.</i></p> <p><i>Temporary shop is much appreciated - love the milk and eggs.</i></p>	118
Foot ferry to Arran	<p><i>Never been to Arran, would be ideal to take the bike over there.</i></p> <p><i>Foot ferry will generate more employment.</i></p> <p><i>Some method of visiting Arran given its 'presence' when you look out to the sea.</i></p> <p><i>Would love to visit from Arran.</i></p> <p><i>Ferry to Arran would encourage the village to be busier like the days gone by.</i></p> <p><i>Ferry to Arran increases cycling options.</i></p>	37
Arts / crafts / music venue	<p><i>Art down at the harbour.</i></p> <p><i>CMF is a fantastic event.</i></p> <p><i>Bar / pub / music venue would be a welcome addition to the community.</i></p>	9
Local heritage displays	<p><i>More on Naomi Mitchison and Carradale House.</i></p>	2
Micro-brewery & tasting room	<p><i>Micro-brewery A micro brewery would bring in some much needed income for the village - big tourist pull.</i></p> <p><i>Micro-brewery as unusual / local attraction.</i></p>	9
Electric charge point for vehicles etc	<p><i>Install EV charging points.</i></p>	1
None, keep it as it is	<p><i>It's nice as it is.</i></p>	10

	<i>Don't think anything needed for a small village, you have a lot of facilities. Carradale is fine as it is as long as the present facilities are maintained.</i>	
General comments on the list of proposed facilities	<i>All things that would bring more people to the area. Anything that benefits the village. Anything to encourage more people to visit this fantastic area. We need as a village to encourage visitors to come back. Would help to also give employment to locals. Huge investment needed if to survive! We have a lot to share. No drastic changes needed, needs to retain quiet charm.</i>	42
Total		234

Further suggested facilities and improvements

Respondents suggested a total of 490 further facilities and improvements they would like to see. These suggestions came from responses to Questions 7, 8 and 10, which were categorised into 21 groups as shown in the following table.

Further facilities / improvements	Detail & comments	No
Harbour development	Tidy up, boat trips, facilities to draw in yachts, better moorings, landing pontoon, new harbour wall, café, smoke house, public art, parking, seating.	90
Information / signing	Signposts, information boards, how to access the beach, Hub, tourist information centre, accommodation info, village website, Facebook page, opening times, village hall what's on, walks, nature / wildlife, places of historical interest, times for supplies eg fish van.	46
Water sports / hire	Water sports hire. Kayaking, canoeing, sailing, surfing, paddleboarding.	42
Eat / drink	More cafes / restaurants, café at harbour, seafood café / van at harbour, another pub, reliable / extended opening hours, fish and chip van, takeaway, allow dogs, beer at Torrisdale.	34
Fuel / petrol	Fuel station.	33
Wifi / mobile	Better broadband, better mobile signal.	32
Transport	Extended bus service for evenings & weekends, village taxi, transport to airport / ferries.	27
Bakery	Bring back the bakery!	25
Walks / paths / trails	Joined up paths between villages, expand path network for walkers & runners, improve shore walk (N of Shore Road), proper path from harbour to PortRigh beach, sort stepping stones / add bridge at Waterfoot, disabled path from Network, heritage trail – Timeline Museum. Extend cycle track – circular route / through forest. Mountain bike trails, Segway trails.	23

	Information on walks, trails & cycling.	
Other shop / retail	More shops, seafood van, fish & chips, pizza van, ice cream / lollies, off licence, takeaway. Toys, crafts, hardware, beach stuff, fishing stuff, books newspapers.	20
Boat / fishing trips	Boat trips, wildlife/sea tours, coastal tours, fishing trips.	18
Other outdoor activities	Horse riding, mini golf, road rally, bowling green, outdoor gym, tree climbing, adventure area for bikes, skateboarding, volleyball on beach, heated outdoor swimming pool, things to attract visitors.	16
Events	More events like the summer dance & ceilidh, live music (like there used to be). Regular dances, bingo.	14
Kids	More kids facilities, playground (mini football pitch), toy shop, indoor play area, summertime activities.	11
Bins / waste	More bins – generally, on beach, chemical waste point at toilets, more recycle bins.	10
Sports courts	Tennis courts.	9
Accommodation	Bothy / hostel, basic campervan stop, MOHO parking area, pods in the forest.	9
Cash machine		8
Indoor activities / facilities	Gym, 10 pin bowling pottery, indoor play area, Scottish dance classes. Whisky tasting, more on Naomi Mitchison, modern IT facility.	8
Toilets	Updated, clean toilets with waste point at the harbour. Toilets at the bay.	8
Miscellaneous	Garage, public art, things for young people, library, wood fuel power station, demonstrate green energy, affordable housing, jobs, police station, more pavements, crematorium, local produce, plastic-free, café/evening bar with live bar linking to the music festivals. dog park, library, beach huts, visitor centre, museum of fishing, more clubs, drinking water tap, , more parking.	7
TOTAL		490

Further comments about improving Carradale and its facilities

The following table summarises further comments made by respondents that are not already covered above.⁴

Further comment categories	Detail
Community involvement	Everyone working together, encourage residents to support local projects, support events more.
Environment	Go plastic free, cleaner, beach litter picks, more native trees, more flowers, more frequent verge cutting.
Golf	Cheaper golf, introduce country membership, more local support.
The Hotel	More welcoming, new owners, upgrade.
Jobs & families	More employment opportunities to attract young families.
Marketing	Marketing campaign, more / better advertising, including online.
Positive feedback	It's pretty perfect! You're doing a good job.
Roads	Improvement and upkeep of roads.
Tidy up	Clear and tidy up, so not so run down, especially the harbour.
Weather	The rain, make a shelter.
General	More detailed consultation with locals, working village should take priority over visitors, more support from the Council, E Kintyre have control over its own development, improve current facilities, improve customer service, don't spoil / over-develop / build more houses, more facilities, more services, fewer holiday lets, economically fragile.

⁴ The table draws together further comments from Questions 7, 8 and 10.

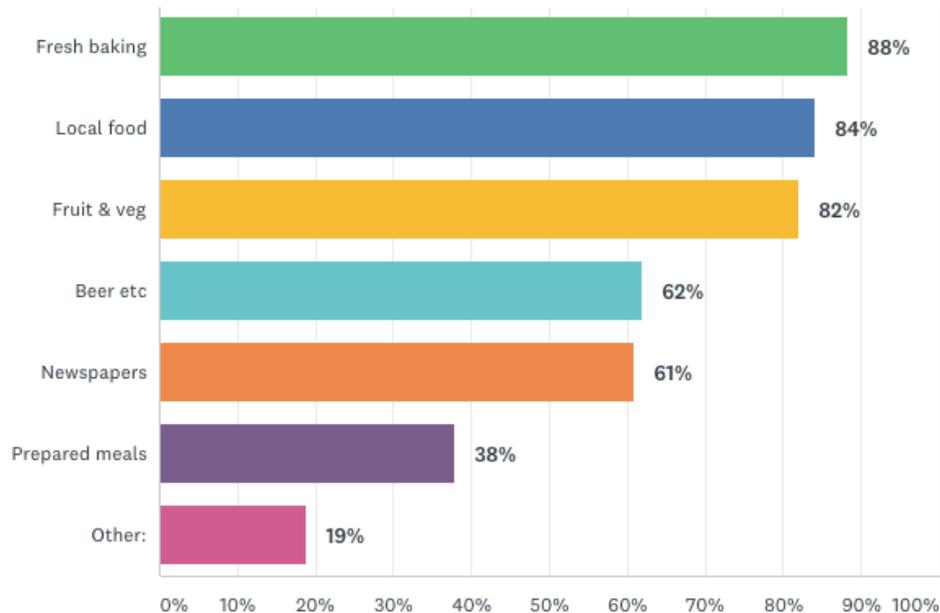
If you would like a permanent shop, what items should it stock?

797 responses

Over 80% of respondents would like the shop to stock fresh baking, local food and fruit & veg.

Around 60% would like to see beer, wines & spirits and newspapers.

There was less demand for prepared meals.



Other suggestions, from 150 respondents, were categorised⁵ as follows:

Other stock: Foods			Other stock: Non foods		
No	Category	Detail	No	Category	Detail
15	Dairy	Milk, cheese etc	11	Toiletries / chemist items	Toothpaste, shampoo etc, OTC medicines
14	Sweets / chocolate	Young respondents	9	Crafts	Local, & paintings
11	Basics / store cupboard	Tea, coffee, pasta etc	8	Basics	DIY, toilet rolls, kitchen roll, cleaning products etc
8	Seafood	Fresh / local	8	Gifts / souvenirs	Fridge magnets, key rings
7	Ice cream / lollies		8	Toys / games	Buckets / spades, board games, fishing
6	Meat	Fresh / sausages etc	7	Print	Books, guidebook, post cards, comics
3	Soft drinks	Eg Irn Bru	5	Pet food	
			5	Fire supplies	Kindling, wood, coal etc
13	Miscellaneous	Gluten free, vegan, sandwiches, treats, biscuits, crisps, Tunnocks, deli items, dry food, baking supplies	11	Miscellaneous	DIY, tobacco, camping items, clothing, stationery, plants from the area, Lottery

⁵ Excluding 10 suggestions that were repeats of items in the multiple choice list in Q9.

17 respondents made further general comments about the shop, grouped as follows:

Benefits

- Whatever benefits locals, and priced accordingly
- A shop reduces travel for the elderly
- Keeps money in the village

Suggestions

- Longer opening hours
- Respond to demand over time
- A small area for teas / coffees
- Veg box subscription tied to a community allotment
- Fruit and veg must be really fresh
- Bulk buy to reduce plastic
- Ability to use a debit/credit card

Cautions

- It can't pay
- Current shop too touristy eg small cans of pop, expensive ice cream
- Previous shop poorly stocked eg little seafood

May Johnstone
Project Perspectives
September 2019

Appendix A : Questionnaire and Method

The survey was prepared for the Carradale Community Trust through its Planning Group which, along with many other businesses and members of the community, actively assisted Project Perspectives to design, pilot and run the survey.

Questionnaire

CARRADALE VISITOR & RESIDENTS SURVEY

Have your say!

Carradale Community Trust seeks your views about facilities in Carradale. We'd love to know what you appreciate that's already here, and what further facilities you would like to see.




OR have your say online, at:
www.surveymonkey.co.uk/r/Carradale

7. What new facilities would you like to see in Carradale?
Please tick all that apply

<input type="checkbox"/> None, keep it as it is	<input type="checkbox"/> Local heritage displays
<input type="checkbox"/> Electric charge point for vehicles, caravans etc	<input type="checkbox"/> Arts / crafts / music venue
<input type="checkbox"/> Permanent shop	<input type="checkbox"/> Foot ferry to / from Arran
<input type="checkbox"/> Micro-brewery & tasting room	<input type="checkbox"/> Other, please specify:

1. Where is your usual place of residence?

Carradale / East Kintyre

Rest of Kintyre

Rest of Scotland

Rest of UK

Europe

Beyond Europe, please give country:

3. How likely are you to visit Carradale again?

Very likely

Fairly likely

Not sure

Fairly unlikely

Very unlikely

5. What do you like best about Carradale as it is now?

6. What do you like least about Carradale as it is now?

2. How many times have you visited Carradale?

Once

2-5 times

6-10 times

Over 10 times

I live here

4. Which is your age group?

Under 16

16-24

25-39

40-60

Over 60

8. Please add any comments about the facilities you ticked:

9. If you would like a permanent shop, which items should it stock?
Please tick all that apply

<input type="checkbox"/> Fresh fruit & vegetables	<input type="checkbox"/> Prepared fresh / frozen meals
<input type="checkbox"/> Local foods & drink	<input type="checkbox"/> Fresh baked breads, rolls, pies & cakes
<input type="checkbox"/> Beer, wine & spirits	<input type="checkbox"/> Newspapers
<input type="checkbox"/> Other, please specify:	

10. Apart from your responses so far, how else could Carradale and its existing facilities be improved?

11. Today's date:

Thank you for taking the time to give us your views! Please return this questionnaire to: the place you found it, or the 'Return box' box in the Post Office or temporary Shop.

Jennifer Lee, Carradale Community Trust, CarradaleCommunitySurvey@gmail.com

This survey is part of the East Kintyre Development Planning process.

Continued overleaf

Method

The aim was to use a very short questionnaire that would be easily completed by visitors in print and online versions. The survey ran from early June – mid September 2019

Piloted with 27 visitors during the first week of June, using a poster including hyperlink and QR code to the online version of survey, print questionnaires and interviews:

- 8 print
- 3 interviews, at the Temporary Shop
- 14 online

Pilot review decisions:

- Minor word adjustments
- Added 'Today's date'
- Decided not to proceed with interviews as the extra feedback was not worth the time input.

Mid June decided to open the survey to residents too as they were completing it, and we intended to ask them similar questions in the autumn anyway. This involved:

- Revised poster
- Added categories in Qs 1-3 to accommodate Carradale/E Kintyre residents
- Re-entered data for the How likely to visit again question, to accommodate the new category 'N/A as a resident'
- Re-ordered preliminary questions to fit the space on the print version

Ongoing distribution of print version, with thanks to the following venues:

- Carradale Temporary Shop
- Carradale Shop & Post Office
- The Network Bistro
- The Glen Bar & Restaurant
- Drumfearne Guest House & Tearoom
- Loch Park Guest House
- Carradales Luxury Guest House
- Ashbank Hotel
- Torrisdale Estate
- Carradale Bay Holiday Park
- Carradale Golf Club
- h'Airds Hairdresser

Actively distributed print version at the following Carradale events, mainly by leaving them on tables people were sitting at, and encouraging them to complete:

• Carradale Family Ceilidh	19 July	c20 returns
• Carradale Harbour Day	20 July: in person, & at 2 stands	c45 returns
• Carradale Quiz	20 July	c43 returns
• Golf Club Summer Dance	25 July	c31 returns
• Saddell & Carradale Flower Festival	25-27 July	c40 returns
• Camera Club Exhibition	3 & 4 th August	c37 returns
• Carradale Guild Summer Fayre	8 August	c8 returns

A number of people at the Summer Fair had already filled in the questionnaire.

Total of c220 responses from 7 events.

Promoted on social media, particularly by Ian Brodie of EKCC & Carradale Bikes & Buggies, yielding 187 online responses.

Promoted by members of the CCT Planning Group to clubs etc

The Antler: the print questionnaire was included in the Summer 2019 edition, which was distributed mid August.

Analysis was carried out using Survey Monkey.

Full results can be seen at <https://www.surveymonkey.com/results/SM-PPSTFBPJ7/>

An Excel file of results is available from the Carradale Community Trust.