



**RECREATION AND TOURISM
STRATEGIC WORKSHOP**
Thursday 8th May 2008

WORKSHOP REPORT

Preface

The Recreation and Tourism workshop was held on 8th May 2008 at Glasgow Caledonian University CPD Centre. The workshop was facilitated by Professor John Kelly of Axoss Ltd and recorded by Lisa Clark of Glasgow Caledonian University. Contact details are below.



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Contents

1	Executive Summary.....	4
2	Introduction.....	5
3	Issues Analysis.....	6
4	Key Drivers.....	10
5	Functional Vision Statement	11
6	Strategic Options.....	13
	APPENDIX 1 – List of attendees	14
	APPENDIX 2 – Agenda.....	15
	APPENDIX 3 - Background Paper Circulated Prior to the Workshop.....	16

1 Executive Summary

The objectives of the recreation and tourism strategic workshop are to respond to the Firth of Clyde Marine Spatial Plan (MSP) vision statement;

"the Firth of Clyde will have a healthy marine and coastal environment, rich in biodiversity and natural resources. This will enhance the quality of life for local communities and contribute to a diverse and sustainable economy for the West of Scotland"

This response to the above, determined issues, identified drivers, established strategic options and made explicit the criteria for success.

The workshop group considered the marine environment user defined in the context of the workshop as excluding shore based users e.g. walkers, those participating in beach activities, sea anglers fishing from the shore or from piers and swimmers, etc, and classified as:

- ❖ Those who use boats (boats in this context includes canoes, kayaks, sailboards, surfboards, etc) which are car rooftop transportable and can be carried to the water
- ❖ Those who use boats which require to be transported on a trailer, towed by a car and launched from a slip. Included in this category are boats stored in a boat park adjacent to a slip.
- ❖ Those that use boats which are moored or berthed.

The workshop group considered wide-ranging recreation and tourism issues and the diverse requirements of visitors and local users of the Clyde. The conclusion of the workshop was that the potential of the Clyde is being under-achieved and requires to be refocused to address:

- ❖ Tourism potential. It is recommended that a study be undertaken to ascertain the total economic worth of the Clyde marine based recreation and tourism industry with an assessment of its potential worth. The study should include actions precedent to the Clyde achieving its potential for example the necessity to re-generate fishing stocks before viable sea angling can commence.
- ❖ Sport for all. There is a perception that local authorities narrowly focus spending on selective leisure and recreation activities. Marine focused leisure and recreation is satisfied by voluntary organisations, mostly self funded clubs and commercial businesses. A study should be undertaken to establish the current and potential market and requirement for specifically for
 - Industry skills training
 - Volunteer training
 - Participant activity (marine tourism) (clubs)
- ❖ Access to the water. There is an urgent requirement to consider the erosion of access to the Clyde resulting from waterside developments. Further there is a requirement to improve access and facilities for the three categories of user described above.
- ❖ Community engagement. It is recommended that all local authorities on the Clyde should; have a focal contact point for Clyde marine based matters, consult on marine matters and hold a central database to inform water users and visitors of Clyde marine opportunities/activities.
- ❖ A definition is required for marine activity water quality.

Finally it is recommended that a Clyde based marine activities group be established as a focal point for local authority liaison.

2 Introduction

The recreation and tourism strategic workshop was held with the primary aim of informing the Strategy for the Firth of Clyde Marine Spatial Plan. The workshop comprised representatives of those organisations having a valid input to the sector. The specific workshop objectives were:

- ❖ Determine where the sector wants to go (the 20 year vision)
- ❖ Identify the key internal and external drivers that are likely to affect the sector particularly over the coming five years.
- ❖ Establish the strategic position of sector.
- ❖ Develop strategic options for the sector.

The objectives informed the agenda for the workshop that used four facilitated techniques namely:

- ❖ issues analysis
- ❖ driver analysis
- ❖ sector orientated functional vision statement and
- ❖ formulating strategic options.

The following report details the consensus of the workshop group.

3 Issues Analysis

The project issues were summarised by the team by brainstorming and recording on post-it notes displayed on a 'working wall.' Once complete the team categorised the issues under issue headers that derived from an analysis of the documentation to date supplemented as necessary. The eight most important issues to individuals were highlighted by "spending" black dots as appropriate. Those issues considered critical were highlighted by red dots. The table below summarises all issues and their importance and critical weighting.

		Black	Red
	Organisation		
1	Integration of activities/participants such as jet skis users		
2	Self regulating activities		
3	Lack of Visit Scotland representation		
	Stakeholder		
1	Howth model club/marina	1	
2	Lack of encouragement for canoeing at marinas		
	Context/Culture		
1	Clubs provide access to all levels of society	3	
2	Marine recreation culturally diverse	2	
3	Media representation of marine sports		
4	Clubs and marinas are not mutually exclusive		
5	Objections to marina development		
6	Other models – marina model, club model		
	Legal/Legislation		
1	Water quality perceived as poor	6	
2	Discharge of heavy sewage in heavy rain		
	Location		
1	Loss of wildlife diversity will impact tourism	3	
2	Preservation of scenic aspect of Clyde	2	
3	Ready made locations for marinas running out	1	
4	Importance of wildlife		
5	Access to Clyde nationally/internationally		
	Capacity (resources/space)		
1	Lack of fish in Clyde	3	
2	Angling/diving depends on natural resources within the sea	2	
3	Not enough marina berths	1	

4	'Top of car' sports similar requirements	1	
5	Training from mainstream commercial provider		
6	Tension between commercial & club training provision		
7	Secure parking at access points		
8	Decline of sea angling sport		
9	The 'buy their way in' culture		
10	Having tried sport – where do I go?		
11	Canoeing access in Clyde is poor		
12	Demand exceeds supply for training		
13	Fishing festivals discontinued		
14	Marina like sandy shore to be excavated		
15	Clubs based around moorings		
16	Increase in boating activities in recent decades		
17	Lack of canoeing course centres		
18	Demise of sailing clubs		
	Community/Politics/Local Planning		
1	Access to get to water (infrastructure)	5	
2	Local authorities responsibility to provide infrastructure	2	
3	Planners are not helpful, informed or quick	2	
4	Outdoor pursuits education	2	
5	No waterside campsites	1	
6	Shore side infrastructure – changing facilities, parking, etc.		
7	Do planners think about access to beach?		
8	A number of youth programmes		
9	Sport Scotland coaching focussed on competition		
10	Active schools programme		
11	Community responsibility for waterfront		
12	Local authority perception of safety		
13	Lack of maintenance of facilities		
14	Programme of water based education/academies		
	Finance		
1	Lost fishing tourism opportunity	2	
2	Demand for sailing courses	1	
3	UK marinas – marine business park model common		
4	Lack of appreciation of community sportsmen		
	Time		
1	Degrading fish stocks		
2	Inappropriate marine/coastal development		
	Parameters and Constraints		
1	Recreational volunteers – investment in coaching	1	
2	Noise pollution		

3	Access points for canoeists are disappearing		
4	UKCC coaching certificate		
5	Incomers to community do activity and leave		
	Change Management		
1	Clubs may need to be multi-purpose across all marine activities, dingy, canoeing, etc.	3	
2	Volunteers are disappearing	2	
3	Freely get access to sport	2	
4	Danish model of the 'sports club'		
5	Newcomers to sailing go to marinas not clubs		
	Research & Information Management		
1	Do the local community use the Clyde?	2	
2	Is there an understanding of value of recreation/tourism on the Clyde?		
3	Development of recreation as a money spinner		
	Safety		
1	Wash pollution		
2	Jet skis		
3	Conflict with swimmers		

Commentary on issues

The recreation and tourism issues are wide-ranging and encapsulate the diverse requirements of visitors and local users of the Clyde. The conclusion of the workshop was that the potential of the Clyde is being under-achieved for reasons which can be identified under four headings:

- ❖ Tourism potential
- ❖ Sport for all
- ❖ Access to the water
- ❖ Community engagement

The marine environment user (excluding shore based users e.g. walkers, those participating in beach activities, swimmers and sea anglers fishing from the shore or from piers, etc) can be classified as:

- ❖ Those who use boats (boats in this context includes canoes, kayaks, sailboards, surfboards, etc) which are car rooftop transportable and can be carried to the water
- ❖ Those who use boats which require to be transported on a trailer, towed by a car and launched from a slip. Included in this category are boats stored in a boat park adjacent to a slip.
- ❖ Those that use boats which are moored or berthed.

Tourism potential

The tourism potential for the Clyde was discussed from a number of perspectives in terms of visitors rather than those who live locally:

- ❖ A huge potential for sea angling in the in the Clyde is recognised. Sea angling was popular in the 1960's and a number of large festivals were held

at that time. However, a number of factors but primarily commercial over fishing has led to a decline in fish stocks. Over 20 species that 20 years ago were considered plentiful are now locally extinct.

- ❖ A strong tourism potential for those who wish to undertake formal water based activities and training in the Clyde is compromised by a lack of infrastructure. It is more comfortable and convenient to undertake these activities on the South coast of England.
- ❖ Further those visitors who wish to keep a yacht in the Clyde are compromised by a lack of berths in marinas.

There is a perception that other countries have more efficient systems and/or models in place. Facilities vary from place to place and country to country however there is evidence to suggest that local authority sponsored provision and sometimes management of shore side marine facilities encourages greater tourism. This contrasts for example in the Clyde with a marina model used exclusively by yachts run by a very commercially focused marine business providing all services to the yachting community. This was seen by the workshop group as a very narrowly focused local authority planning strategy.

Sport for All

In many Clyde areas there is a reduction in those participating in sports clubs. A number of reasons were given for this including a demise in the volunteer culture aggravated by the necessity for those instructing others on a voluntary basis being required to have an ever increasing level of coaching qualification. There is a perception that Sport Scotland only fund potential Olympic athletes rather than funding the general well-being of a sport. A general public sector decline in the support for sports clubs has the knock-on effect that those who wish to try or participate in a particular sport have nowhere to go other than to attend a commercially run course or event. Having enjoyed the commercially run activity the next stage is to participate although not necessarily to purchase the capital equipment necessary to enjoy the sport, an opportunity only available through clubs.

Access to the Shore of the Clyde

The workshop group agreed that access to the shore-side of the Clyde was generally poor with little infrastructure. Participation in water sports results in cars parked, often illegally, by the roadside, people changing at the roadside together with an absence of toilet facilities. This absence of infrastructure is aggravated by the fact that many current access points are being compromised by development. Where access is available little thought given to the carrying of equipment to the shore-side, for example, Greenock has a car-park and access to the water but only through a children's play park which gives rise to safety issues when manoeuvring a carried boat. Commercial marinas generally do not encourage the use of their facilities, slips etc by none paying boat users of the rooftop or trailer variety.

Community Engagement

Community engagement in water activities through the provision of infrastructure and encouragement of local authorities is perceived to be poor or non-existent. Local authorities tend to be highly selective in their support for particular types of leisure activities. The experience in Denmark was cited where all sports clubs in an area join together in one administered organisation which has in consequence a bigger voice.

Local authority planners considering the marine environment and the marine implications of development proposals were considered to be not well-informed.

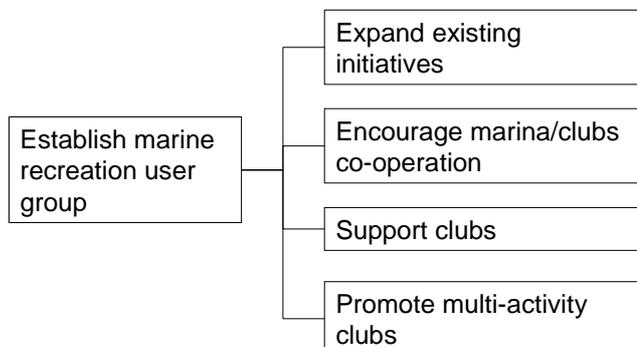
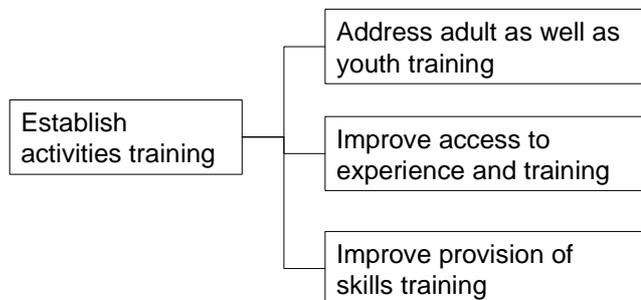
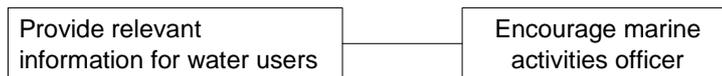
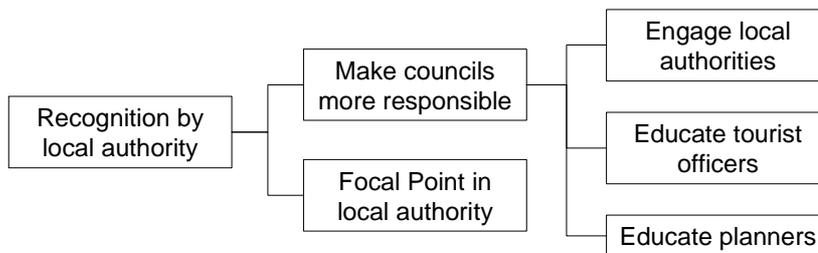
4 Key Drivers

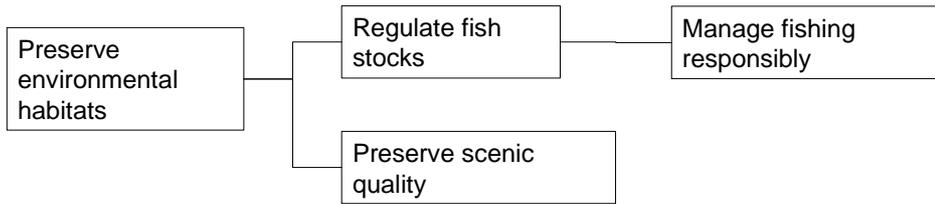
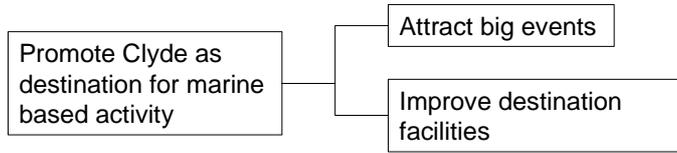
The key drivers for recreation and tourism are:

- ❖ Do not want to see environment
 - degraded
 - over-regulated – it is better for users to anticipate and deal with problems by self regulation and training
- ❖ A growth environment for marine leisure is best served by partnership between:
 - Government
 - Voluntary sector
- ❖ Current evidence of inappropriate coastal/land development
- ❖ A need to define the leisure and tourism development of the Clyde requiring
 - Internal perception
 - External perception
- ❖ The definition of the socio-economic benefits of leisure and tourism on the Clyde in terms of helping people to be:
 - Healthier
 - Wealthier
 - Smarter
 - Environmentally aware
 - Safer and Stronger
- ❖ The concern that the issues faced are those over which representatives of marine leisure and sport have no control

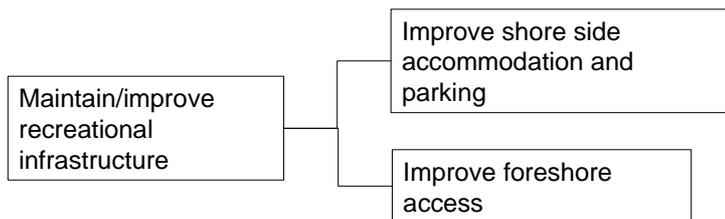
5 Functional Vision Statement

The function vision diagrams were derived by asking the questions “what ideally should be done to address the issues and the drivers? The diagrams following capture the functional vision of the workshop group.





Control marine litter



6 Strategic Options

The strategic options to answer the functional vision are:

1. Amalgamate economic worth of whole 'industry'. A study is required to ascertain the total economic worth of the Clyde marine based recreation and tourism industry with an assessment of its potential worth
2. The establishment of a Clyde based marine activities group is recommended as a focal point for local authority liaison.
3. It is recommended that all local authorities on the Clyde should have a focal contact point for Clyde marine based matters.
4. There should be a requirement for local authorities to consult on marine matters.
5. A definition is required for marine activity water quality.
6. A central database should be established to inform water users and visitors of Clyde marine opportunities/activities.
7. A study should be undertaken to establish the current and potential market and requirement for training for
 - a. Industry skills
 - b. Volunteer training
 - c. Participant activity (marine tourism) (clubs)
8. Recognise and control marine litter.
9. Promote the Clyde as a marine activities destination.
10. Preserve environment habitats, including establishing a programme to regenerate fish stocks and managing future fishing responsibly
11. Preserve scenic quality
12. Improve shore side facilities at launch and destination for all those using boats.

APPENDIX 1 – List of attendees

Name	Organisation	Email
Donald McLaren	Clyde Yacht Clubs Association	Donald@Helensburgh.info
Ron Mather	Scottish Canoe Association	r.mather350@btinternet.com
Mike Balmforth	British Marine Federation Scotland	mike@clydemarinepress.co.uk
Steve Bastiman	Scottish Federation of Sea Anglers	stephen@bastiman.co.uk
John Kent	Inverclyde Sports Centre/ Sports Scotland	john.kent@sportsscotland.org.uk
Kate Thomson	SSMEI Clyde Pilot	
John Eddie Donnelly	SSMEI Clyde Pilot	

APPENDIX 2 – Agenda

SECTORAL SUB GROUP WORKSHOPS
Recreation and Tourism
STRATEGIC WORKSHOP
Thursday 8th May 2008

AGENDA



9.45	Arrival and Coffee
10.00	Introductions Opening remarks – John Eddie Donnelly Project Officer Issues Analysis Brainstorming of issues & sorting under headings
11.00	Coffee Evaluating issues and identifying drivers Sector orientated functional vision statement
12.30	Lunch Diagrammatic representation of sector orientated functional vision statement Formalise strategic options
14.30	Tea Confirm success criteria for sector Measures of success taking account of: ▪ Factors conducive to enhancing vision ▪ Factors likely to compromise vision Action plan for developing strategic options
16:30	End

APPENDIX 3 - Background Paper Circulated Prior to the Workshop

SSMEI Clyde Pilot

Background Paper

Recreation & Tourism Strategic Workshop

1 Introduction

The SSMEI Clyde Pilot is taking a novel approach to the development of a conservation and biodiversity strategy for the Firth of Clyde Marine Spatial Plan (FoCMSP). Facilitated workshops have been identified as the most appropriate way of engaging with the key stakeholders from each sector to inform development of Sectoral Plans. Through these facilitated workshops a strategic option for each sector will be developed that will guide the creation of policies and proposals for the FoCMSP.

2 Background

Scottish Sustainable Marine Environment Initiative

The Scottish Executive instigated the Scottish Sustainable Marine Environment Initiative (SSMEI) in November 2002. The SSMEI is intended to inform future Scottish Government policy with respect to management of the marine environment. The Clyde Pilot is one of these schemes, with the others being located in the Shetland Isles, Berwickshire Coast and the Sound of Mull.

SSMEI Clyde Pilot

The SSMEI Clyde Pilot is tasked with the development and delivery of more integrated and sustainable management of the marine and coastal areas of the Firth of Clyde through an effective and integrated stakeholder-regulator partnership. It aims to achieve this through the creation of a Marine Spatial Plan, together with improved decision support mechanisms and integrated decision making. These will be underpinned by the application of an ecosystem based approach to sustainable development.

Firth of Clyde Marine Spatial Plan

The FoCMSP will establish an overarching policy framework to guide the sustainable development of activity within the Firth of Clyde. It is intended to streamline the development applications process encouraging investment and sustainable development. It will be strategic in nature and in this respect may be likened to a terrestrial structure plan.

Vision

The FoCMSP will support the delivery of the following 20-year sustainable vision for the Firth of Clyde:

"The Firth of Clyde will have a healthy marine and coastal environment, rich in biodiversity and natural resources. This will enhance the quality of life for local communities and contribute to a diverse and sustainable economy for the West of Scotland"

High Level Aims

In the context of this long-term vision, the FoCMSP's high-level aims are:

- Social: Maintaining the well being and cultural diversity of coastal communities.
- Economic: Providing a framework that supports current economic activity, opportunities for growth and attracts investment.
- Environmental: Maintaining and enhancing the biodiversity, landscape and seascape of the Firth of Clyde, by protecting and improving its natural resources.

Sectoral Plans

An important aspect of the FoCMSP is the integrated management of future sectoral developments. Through the development of Sectoral Plans a better understanding of the cross-sectoral and intra-sectoral measures needed to enable businesses operating in the Firth of Clyde to develop sustainably will be achieved.

These strategic forward plans will be fed into the development of FoCMSP. They will be formed through identifying the key drivers that are likely to affect the sectors, both externally and internally which will enable the strategic position of the sector to be recognised.

Location

The SSMEI Clyde Pilot and the FoCMSP encompasses all the marine or tidal extents within the Firth of Clyde, from the tidal weir at Glasgow Green, to the heads of Loch Long and Loch Fyne. The seaward boundary is from the tip of the Mull of Kintyre across to Finnarts Point, north of Loch Ryan. The project area includes at least 620 miles of coastline and a surface water area of some 3,650 km².



1 Strategic Sectoral Planning Workshops

These workshops are strategic in nature. The aim of this workshop is to identify the strategic objectives of the Recreation and Tourism sector within the Firth of Clyde and consider how the FoCMSP can assist in delivery.

Workshop Objectives:

1. Determine where each sector wants to go (their 20 year vision)
2. Identify the key internal and external drivers that are likely to affect the sectors, particularly over the coming 5 years
3. Establish the strategic position of the sector
4. Develop strategic options for each sector

Preparation

We ask that you read the [Environment Baseline: Issues by Sectors](#), [Sectoral Interaction Survey Summary](#) and [Socio Economic Review Summary](#). These are a starting point of what we have identified as key issues that can be addressed by the FoCMSP. Please consider what issues of a strategic nature you wish to raise.

Outputs

It should be noted that the outputs of the workshops must be considered in terms of the existing legislative and regulatory mechanisms and frameworks, or within what might be a realistic expectation of the legislative framework over the next 5 years. However, this does not preclude the potential for voluntary approaches to be utilised in the delivery of any strategy.

The output of the workshop will be the development of strategic options that respond to issues and requirement highlighted during the workshop process. These will then be used in the development of the policies, proposals and targets in the FoCMSP.