

# Badenoch

## The Storylands

Bulletin July 2020

### Welcome to the first BGPP Bulletin.

This bulletin will highlight any new developments and updates in the Badenoch Great Place Project.

### The Visitor Experience

**One of the aims of the project is to improve the way we present the Badenoch area to visitors and the range of things to see and do. We also want to improve the range of tourism products on offer so that people stay longer and do more.**

The team have so far developed 2 driving, 4 cycling and 7 draft walking itineraries around Badenoch, which take in over 50 sites or points of interest, where the visitor can stop and hear the story of that place. They range from a 2 hour route to ones that could potentially last all day. A visitor taking them all in could stay in area accommodation for up to a week, enjoying Badenoch's heritage and learning about the landscape and the people, whilst also visiting the cafes, restaurants, shops, museums, galleries and other attractions. On any of the itineraries, you will be able to hear factual information about a wide variety of themes eg the Story of Ruthven Barracks, Gaelic Place Names, Pictish Battles, Shinty, the River Spey, Wade's Roads, the Black Officer, the Centre Stone as well as poems and songs that have originated in Badenoch. Once fully developed, all of these itineraries will be available via an App, website and on leaflets.



### Badenoch The Storylands

**The project team has gathered information from local people and undertaken in-depth research on the extensive, rich and varied cultural heritage of Badenoch. This will all help to devise the best ways to interpret and market the area.**

The aim is that 'Badenoch' becomes a place that is renowned for its heritage. We want to develop new ways to present the area – but to summarise that in a few words was always going to be a challenge. After taking advice from professionals, and considering a range of options, the Board decided in 2019 on **"Badenoch The Storylands"**. The new brand was used for the Badenoch Festival last year and our new visitor facing media e.g. leaflets, posters, websites and the app. Through the project, we will encourage people to relate and record the many stories about the connections of people to Badenoch.

## Latest Updates

### Heritage Lottery – Activity Plan

**In total the project has nearly 20 activity lines to deliver by September 2021. These form a package of work based around 4 broad aims;**

- *Develop a strong destination based on heritage*
- *Convert assets into experiences and opportunities*
- *Involve a wider range of people in heritage*
- *Develop a sustainable partnership*

This covers a broad ranging mix of research, collection and development of knowledge and materials and using them to develop a tourism offering as well as celebrating and sharing the diverse local heritage. Activities include developing a Heritage Festival, engaging with communities and businesses, creating a Badenoch digital archive and working with schools.

### Web & Digital App

**The project team have been developing a new website which will contain details of the main heritage attractions in the area.**

This web site will also link with the existing community websites and will become a means of publicising the project's work. It will also be the website for the recently reconstituted Badenoch Heritage (SCIO). Watch out for full details in the August Bulletin.

The company *Whereverly* are presently developing an App which will promote the heritage offerings in the area to the wider public and will include local stories and songs, as well as some exciting 3D visualisations of key sites. It will also allow local businesses to have a digital presence.

### Storytelling Contract

**Bob Pegg from Ross-shire has now been appointed to develop and record high quality stories and audio content.**

This content will be used for the app, website, social media promotion, future marketing material and will be stored in a legacy digital archive for the project.

As a minimum, the storytellers will record at least 15 pieces of work including Badenoch stories and songs.



## Interpretation & Graphic Design

An interpretation & marketing strategy is being developed which will utilise the themes and stories developed in a commissioned interpretation and marketing study which was completed in summer 2019. This strategic approach will look at how these 'stories' can best be interpreted in each community through the development of local interpretation plans. The photography contract will produce imagery including drone footage for use in social media, interpretation and marketing materials developed through the graphic design contract, including signage in and around the Speyside Way Long Distance Route from Kincaid to Newtonmore.

## The Project Team

### Karen Derrick

VABS– Chief Officer

Overseeing delivery of all activity, coordinating staff, monitoring and reporting to BGPP Board on progress.

### Caroline Sterritt

BGPP Project Officer

Delivery of storytelling and digital visualisation contracts, volunteer ambassador programme, Gaelic research, social media and business support.

### Liz Henderson

CNPA– Community Support Manager

Delivery of activity and project planning, budget management and reporting to Heritage Lottery.

### Graham Fraser

Badenoch Heritage (SCIO)

Development and management of website and support to all other projects.

### Jacqui Barbour

CNPA– Visitor Services Officer

Delivery of an Interpretation Strategy for Badenoch to include a marketing plan and community interpretation plans, management of graphic design and photography contracts and Speyside Way extension interpretation.

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This project is supported by-



## Project Officer appointment

Caroline Sterritt, who lives in Kingussie, was appointed as Project Officer and started work with the team on 30 March 2020.

Caroline has been getting up to speed with the huge amount of work already completed or underway with the project and is taking forward the various lines of activity in these challenging times of meeting and movement restrictions.

## The Project Board

The Project Board is chaired by Murray Ferguson from the Cairngorms National Park Authority (CNPA), who is the lead organisation and applicant to the Heritage Lottery. Other partner organisations represented on the Board include High Life Highland, The Highland Council, Historic Environment Scotland, Royal Zoological Society Scotland, Badenoch Heritage (SCIO), Transport Scotland and Voluntary Action in Badenoch and Strathspey (VABS). The Board members currently are:

### Eve Boyle

Historic Environment Scotland

### Liz Cowie

The Highland Council

### Lorna Cruickshank

High Life Highland

### Karen Derrick

Voluntary Action in Badenoch & Strathspey

### Deirdre Falconer

Cairngorms National Park Authority (Board)

### Murray Ferguson

Cairngorms National Park Authority

### Graham Fraser

Badenoch Heritage (SCIO)

### Pippa Hadley

The Highland Council

### Liz Henderson

Cairngorms National Park Authority

### Daska Mackintosh

The Royal Zoological Society Scotland

### Fiona Maclean

Cairngorms National Park Authority (Board)

### Ian Moffett

Badenoch Heritage (SCIO)

### Caroline Sterritt

Badenoch Great Place Project Officer

### Carron Tobin

Transport Scotland

### Stewart Wardlaw

Highlands & Islands Enterprise

## Contact us

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