

Callander Enterprise Report September/October 2020 for Callander Community Council

1. General

The new COVID-19 restrictions on Central Belt are having a significantly adverse effect on Callander businesses.

- The confusion between types of alcohol license – whether you are given a restaurant or café licence is causing some places such as The Old Bank not to be open. We are hoping that the Scottish Government news reported last week on the removal of the definition of café will help us in Tier 3 – but rather late.
- There are also issues hitting the self-catering, guest houses and small hotels as there are hardship funds they cannot apply for
- Overall there is a significant discrepancy between the money available for English businesses in comparison to Scottish businesses.
- Similarly the caravan parks are finding that the funding available to them depends on whether they are closed or constrained.
- Local businesses will be asked about the impact on the extension of the UK Furlough scheme now it has been extended to 2021.

2. InCallander Website Sharing with CCC/CCDT

A signed final agreement for website sharing has now been received from both CCDT and CCC and the fully signed agreements returned. Invoices for this quarter have all been paid.

3. Monthly Meeting

The usual monthly meeting was not held in October because we did not have access to the conferencing platform we had been using. The National Park has stepped in to offer us use of Lifesize at our most recent meeting which we did on 3rd November, which was also the AGM.

A written update was given in September on:

- local roadworks, especially on the A84 and Meadows ground investigations,
- the BIDs Towns grant in which we supported CCDT,
- the Sustrans grant fund 'Spaces for People' and trying to add improvements to Callander's pavements as another project over and above the 5 being promoted (none of which are InCallander)
- 20mph zone on A84 (any comments on this from CCC would be welcomed. At the moment Transport Scotland has a remit from the Scottish Government to ensure traffic travels as fast as possible to its destination so having a 20mph Main Street zone is not acceptable. However if enough people indicate to Stirling Council this is what they want, Stirling Council will take it up with Transport Scotland (BEAR) and push it for us. The Stirling Council Team Leader, Operations (Network), is keen on 20mph towns so will be very supportive. We will ask to maintain parking though.
- Julie will be representing Callander Enterprise on the St Kessog's Working Party organised by Steve MacDonald.



At the October meeting:

- **AGM** - the existing officers were re-elected;
- it was agreed that a bookkeeper should help with the accounts as there were no other nominations for the officer posts.
- **General meeting** – business update followed which included plans for limited Christmas lights, the impact of current restrictions on business and Christmas trading;
 - A 'Shop Local' Christmas promotion will be run on InCallander Facebook
- Each business present reported including the Leisure Centre;
- Businesses doing well are mainly related to outdoor pursuits;
- National Park confirmed they were looking at how to improve the visitor experience for next year's tourist season.

4. In Callander Website and Facebook

Website

September: Users 7451, Page views 23,732

September 2020 Web Stats

Both are more than double those for September 2019, so hope for a good year in 2021!

October: Users 5,651 (up from 3,250 in 2019), Page views 17,280 (up from 11,061 in 2019)
Traffic in decline, as is usual for the time of year, but remains up on the same period last year. Some of the extra is obviously local traffic looking at the CCDT / CCC strands - the first time the local sections have made it into the top 10 pages, with CCDT being in 7th place and CCC being 10th. All walks pages are popular.

Over the last 12 months the site traffic has increased overall, despite being quiet during lockdown in spring. Users have increased from around 30,000 to 46,000 over the 12 months, and page views have increased from around 136,000 to nearly 160,000.

Facebook

The InCallander Facebook page now has over 2350 followers and promotional updates are being posted on businesses as they open up again.