

**Callander Enterprise Report December 2020/January 2021 for  
Callander Community Council**

**1. General**

The COVID-19 restrictions on Central Belt continue to have a significantly adverse effect on Callander businesses.

- Lengthy response received from Gail MacLeod, Directorate for Culture, Tourism and Major Events Tourism, Scottish Government – might help towards future grants, no immediate funding then available
- Call Ent written to FSB, VisitScotland, MP, etc about copyright licences being required for using TVs in every hotel bedroom by a company called MPLC Ltd. The request is legal but seems sharp practice as the status of hotels bedrooms as private or public areas is being contested. There is some support from UK Hospitality on behalf of Britain's Beer and Pub Association but no satisfactory resolution yet.

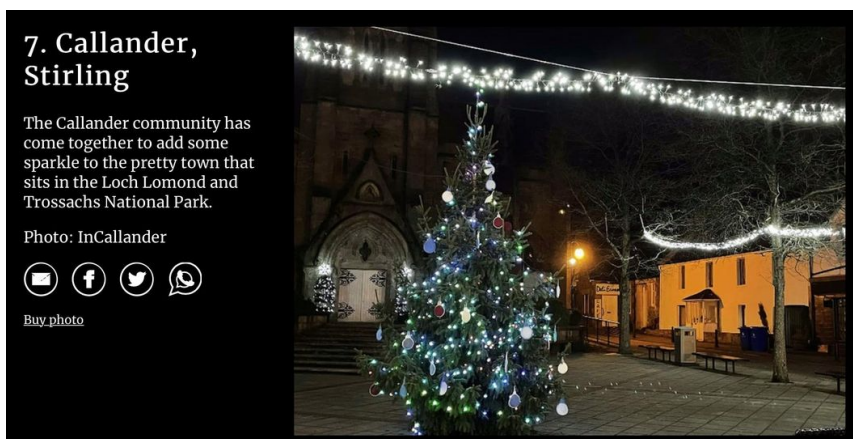
**2. Monthly Meeting**

- A December meeting was held with about 10 members present. Discussions covered a business update for those present. Limited shop opening again with adverse impact on businesses.
- InCallander Facebook ran some promotional campaigns for members
- The February meeting was held on 2<sup>nd</sup> Feb, with presentation by Julie Wilson on the next Dark Skies event – from 19<sup>th</sup> to 21<sup>st</sup> March and one form MM and RW on COP26 as it is hoped that Callander may be used as a destination for COP26 delegates or locals if a COP26 Fringe Event is staged (see later entry).

**Christmas Lights**

Christmas lights were a great hit and made an article in The Scotsman – 9 of the best Scottish towns, cities and villages raising some Christmas cheer -

<https://www.scotsman.com/heritage-and-retro/heritage/9-best-scottish-towns-cities-and-villages-raising-some-christmas-cheer-3061758?page=2>



We were delighted that all Lorraine's and Lynne Schroder's efforts paid off and we will gradually add to the collection over the years.

### **3. A84 Speed Limit and Pavements**

Stirling Council approved a 20mph temporary or experimental order for a 20mph stretch of A84, and the project has been accepted into the short list for Sustrans money. Transport Scotland will probably accept the change in speed limit though under various orders to assess impact before making it permanent, assuming Scotland Transport are in agreement. After that 20mph will be introduced throughout Callander.

### **4. St Kessogs**

Wayne Johnson has been nominated for the independent person on the St Kessogs' working party. No further meetings have yet been held.

### **5. Call Ent Update with Stirling Council**

- There have been no further meetings with Stirling Council (SC) since Christmas, these are being resurrected as they are very useful
- SC and Sustrans are prepared to take the proposal of 20mph through town to Transport Scotland to see if it can be agreed for the A84 town centre.
  - Although Main Street residents are very much in favour of speed restriction, concern has been raised by the emergency services over any additional time take to reach people in danger.
- Work completed on creating passing places and improving the few parking spaces on Invertrossachs Road.

### **6. COP26**

Further to an email from VisitScotland asking Call Ent for ideas to help boost our tourist industry and an email from Carol McGowan, a link was made between opening up visitor opportunities to help the town, COP26 in Glasgow in November 2021, the Climate Change Observatory proposal submitted by Roger Watt in 2019, the LPP and a funding opportunity from VisitScotland. This resulted in a small group getting together (RW, HT, TT, SH, MM) from Call Ent, CCDT, CCC and McLaren Leisure to discuss how best to create an opportunity for the town.

Firstly we decided to offer accommodation to COP26 (11,500 hotel beds in Glasgow area and 33,500 visitors expected if not held on-line). Various people including VisitScotland have been approached with this – progress is slow but developing.

Secondly we decided to offer study tours and guides based on Callander's unique landscape and opportunity to see how climate change has and will impact the town from various locations around town.

The VisitScotland grant has been applied for (closing date 26<sup>th</sup> January) with a proposal for four Climate Change Experience On-Line Trails to be developed by interesting Digital on the back of existing information.

## 7. In Callander Website and Facebook

### Website

Web stats for December, very close to the numbers for December 2019 (local residents traffic more significant over winter).

**Users 2,114**

**Page views 6,908**

The walks pages continue to be popular (in particular the easy and medium difficulty) along with the CCDT and CCC content. Popularity is increasing according to year on year viewing numbers

### Year on Year Stats

Year	No Visitors	Page Views	UK/RoW
2017 (from relaunch in April)	29,822	127,860	80%/20%
2018	29,649	126,124	79%/21%
2019	35,696	140,845	84%/16%
2020	46,094	158,593	89%/11%

### Facebook

The InCallander Facebook page now has nearly 2500 followers and Call Ent continue to promote the opening hours of the businesses during this most recent lockdown. Lots of 'likes' and support for the Christmas lights giving encouragement to the creators.

Marilyn Moore

27<sup>th</sup> January 2021