



**Callander Enterprise Report April/May 2021 for
Callander Community Development Trust**

1. General

- Generally a quiet month with businesses ramping up to opening up again, but given the cold weather, visitors are fewer at the moment.

2. Monthly Meeting

- The May meeting was held on 11th May on-line using the National Park's Lifesize meeting facility with about 10 members present. Discussions covered a business update for those present. The June meeting was held on 1st June, again on-line.
- Full shop opening now in place with some concerns about respect from visitors as numbers increase, especially over the Bank Holiday.
- A round-up of local businesses indicated that:
 - At the time of the May meeting, CYP not fully open, awaiting caravan licence for pods but the hostel opened mid-May. NB: CYP won a bronze award for the new CYP logo.
 - Other businesses still down on pre-lockdown numbers, including short-term accommodation which looks better later in the season. Those with on-line businesses doing better
- Helen presented some information on the LPP at the April meeting
 - There are plans to look at Callander in 2016 and now.
 - A review of the high street is needed to see if our retail mix could be improved for the residents
 - There is no late night activity as the restaurants generally close at 8.00pm.
 - The Focus groups can discuss these and other issues.

Claire attended the LPP Steering Group meeting & gave a brief summary of issues at May meeting

- As discussed at the previous CE meeting, with the main focus reviewing the proposed plan & timetable - all looked good.
- Critical takeaway is to avoid the overly broad goals and groups of relevant parties from the last CAP, and make sure goals for the LPP are well defined and achievable.
- The current Callander Action Plan was reviewed in May to see what projects Callander Enterprise has been involved in and what could usefully be carried over.
- The proposal for Callander to become a BID (Business Improvement District) town with Aberfoyle was discussed and will be explored further with Forth Valley who will be submitting a Tourism BID.
- The status of the 3 promotional films for Inclusive Tourism was raised – a project contributed to by 4 local businesses. The 3 films on different themes, Family Fun, Heritage and Outdoor Activities highlighted accessible venues from The Kelpies to Callander for Accessible Tourism. They were due to be released at the end of March 2020. Falkirk Delivers, managing the project, has confirmed that the films need to be re-edited post COVID –some attractions now closed. VisitScotland hope to run the campaign in August/Sept 2021. Copies have been requested for each contributing business and for the Visitor Centre.)
- The status of The Eagle was raised as it is both dangerous and an eyesore to visitors. David Moore has been in contact with the National Park who have received many complaints from local residents.

3. Campervans/Motorhome Facilities

The lack of facilities for motorhomes/Campervans continues to be an issue for members of Callander Enterprise as we are losing a lot of trade when these visitors drive straight through because of lack of the French Aires-style facilities in the town.

Martin Earl (ME) plus CCC members including MM are pushing for a meeting with Stirling Council. Proposals for Aires service sites have been proposed and sent to SC. SC has held an internal meeting. Awaiting feedback from ME as to when meeting with Call Ent and CCC will happen.

4. COP26

- **COP26 Green stand in Glasgow**

The Development Trust Association of Scotland has applied for a stand in the green zone of COP26. Callander CDT is one of the Trusts that have asked to be on stand – about 12 trusts over Scotland. At the end of May DTAS heard that as over 4000 entries had been received for stands in the Green Zone, they had not been successful.

- **COP26 Fringe**

In September COP26 Fringe is planned for communities in Scotland, Callander has set up a group to look at opportunities for a fringe event, hopefully to include the schools and businesses especially those with a sustainable aspect. The events group has just been set up – first meeting awaited. If any interest in becoming involved, send email to secretary@incallander.co.uk

5. Meeting with Stirling Council

- **20mph Speed Limit**

Still awaiting official implementation of lower speed limit in town

6. In Callander Website and Facebook

April Website stats:

5,756 users

15,197 page views

Big increase compared to April 2020, to be expected due to initial Covid lockdown at that time, but it's also significantly above the same period for 2019. All top 10 destinations on the site were local walks, along with main pages for things to do and food and drink. Most popular walk was Bracklinn Falls and Callander Craggs.

May Website stats:

6,604 users

21,242 page views

The website was busy through May compared to usual. Tourist pages were firmly back at the top, with food & drink pages inching up on local walks (Bracklinn / Craggs most popular).

Facebook

The InCallander Facebook page has been promoting local businesses who are members by posting and sharing their details.