

Appendix 13.1 –
Socio-economics,
Tourism and
Recreation Detailed
Baseline

Appendix 13.1 Detailed Baseline Conditions

13.1 Introduction

- 13.1.1 This appendix has been prepared on behalf of Drax Hydro Limited by Stantec UK Ltd. It supports the assessment of the likely significant socio-economic, tourism and recreation effects from Cruachan 2 on land to the east of the existing Cruachan power station on the northern banks of Loch Awe in Argyll and Bute.
- 13.1.2 The purpose of this appendix is to characterise socio-economic, tourism and recreation baseline conditions to identify the sensitivity of relevant receptors likely to be impacted by the proposed development during its construction and operational phases.
- 13.1.3 The appendix is structured as follows:
- Methodology;
 - Key receptors;
 - Scoping responses;
 - Baseline conditions;
 - Receptor sensitivity; and,

13.2 Methodology

- 13.2.1 To inform this assessment, a desk-based review of baseline conditions was undertaken to establish relevant baseline socio-economic conditions at the Site and across the identified Study Areas, as well as to consider how these conditions compare with the regional average. The assessment has adopted two study areas focused upon the geographical areas where different types of socio-economic, tourism and recreation effects are likely to occur which have the potential to be considered significant in the context of the EIA Regulations:
- Labour Markey Study Area: Argyll and Bute Local Authority Area; and,
 - Tourism and Visitor Economy Study Area: To enable consistency with the significant visual effects concluded within Chapter 11 – Landscape and Visual, tourism effects will be assessed within a 3.5km radius of the site to the north, east and west and 6km to the south, capturing key tourist recreational routes and tourism assets. Recreation and public access effects will be assessed within the context of “Designated Walking and Other Recreational Routes” receptor grouping. This Study Area will consider the ‘primary’ visual and setting effects from the proposed development within the potential to generate ‘secondary’ tourism and recreation effects. This assessment will capture likely significant effects as reported within Chapter 9 – Transport and Access, Chapter 11 Landscape and Visual and Chapter 12 – Cultural Heritage.

13.3 Key Receptors

Labour Market

13.3.1 For employment effects, the availability of labour and skills is critical in accommodating the demands, needs and requirements of Cruachan 2. This appendix therefore reviews the following to define the sensitivity of the labour market:

- The absolute size of the labour market in the Study Area and levels of participation within this;
- The availability of skilled and unskilled labour in the Study Area relative to national averages;
- The proportion of employment in relevant sectors (e.g. construction workers) within the Study Area; and,
- Average levels of remuneration associated with participation on the market of the Study Area.

Key Business Sectors

13.3.2 The key business sector of construction is relevant to the proposed development and has therefore been considered as a receptor in the assessment of likely socio-economic effects.

13.3.3 The sensitivity of the receptors in this sector has been determined with reference to their importance to the Socio-economic Study Area. Receptor sensitivity (negligible to high) of relevant receptors was therefore defined on a case by case basis using the baseline information presented below.

Tourism and Recreation

13.3.4 This appendix identifies key components of the tourism and recreation business sector with the potential to be affected by Cruachan 2, as well as considering impacts on the sector as a whole. Notwithstanding the unique characteristics and offering of all individual tourism and recreational assets across the Tourism and Recreation Study Area, receptors of relevance to this assessment can be categorised under seven broad groupings, each with different sensitivity to changes in visitor attractiveness:

- Designated walking and recreational routes;
- Indoor tourist destinations;
- Outdoor tourist destinations;
- Hospitality;
- Visitor Accommodation;
- Recreational activities in the open countryside; and,
- Tourists travelling (by road) through the open countryside.

13.3.5 Of these, during operation indoor tourist destinations are not likely to experience a significant effect on their visitor attractiveness or tourism potential and thus can be scoped out from further consideration. This is owing to the main features of such destinations being experienced indoors and often on a localised or special interest basis, and therefore being unrelated to the surrounding landscape.

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13.3.6 The baseline information below identifies relevant tourism assets within the assessed Tourism and Recreation Study Area and characterises both the importance and susceptibility of each sectoral component to potential changes in terms of visitor attractiveness, numbers and expenditure. This underpins the sensitivity ratings assigned to each key component of the tourism and recreation sector in Section 6 – Receptor Sensitivity. This sectoral approach to defining receptor sensitivity differs from individual user-based landscape, visual, cultural heritage and access sensitivities assigned to individual tourism and recreation related receptors, as identified separately in relevant technical assessment chapters of the EIA Report.

13.4 Scoping Responses

13.4.1 Table 13.4.1 below sets out the Scoping consultation responses relevant to Chapter 13: Socio-economics, Tourism and Recreation.

Table 13.4.1 – Scoping Responses

Reference	Comment	Response
Argyll and Bute Council		
Scoping Response, 29 th October 2021	Potential impacts on the A85 Trunk Road from diversions are to be considered as it is a vital link road and for the operation of the Argyll and Bute economy.	Impact on the A85 has been assessed in Chapter 9 Transport and Access and Transport Assessment appended to this EIAR. Traffic management measures as embedded mitigation will minimise impact on the A85.
Scoping Response, 29 th October 2021	Tourism and recreational usage of the area are also vital components of the economy of the local area and any potential adverse impacts upon these require to be fully evaluated and mitigation proposed.	This Chapter assesses the impact of the construction and operation of the Proposed Development on tourism and recreation.
Scoping Response, 29 th October 2021	Where there is a pier or breakwater structure that will obstruct access along a foreshore or loch side, a reasonable means of passing by the obstruction should be provided to allow the public to exercise their right of access along the shore, where appropriate.	Accessibility to the foreshore and loch side where the proposed quayside would be constructed is currently extremely limited owing to the proximity to the A85 and the steep sided banks to the loch.
Scoping Response, 29 th October 2021	If access to Cruachan Dam or ridge are to be restricted, a wider recreational strategy to compensate for this should form part of the proposed EIA.	Access to Cruachan Dam and ridge will not be restricted.
Scoping Response, 29 th October 2021	The applicant is advised to consult with the Northern Lighthouse Board to determine what would be the proposed affects to safe navigation or recreational boating during site construction	Navigational hazards are not envisaged and construction activities within Loch Awe will be managed through the provision of a construction traffic management plan.

13.5 Baseline Conditions

The Site

- 13.5.1 The Proposed Development will be located on land around and to the east of the existing Cruachan pumped storage hydro power station (Cruachan 1) on the northern banks of Loch Awe in Argyll and Bute. The site is located within the administrative boundary of Argyll and Bute Council.
- 13.5.2 The site encompasses the existing Cruachan 1 facilities, including Cruachan Reservoir, underground power station and visitor centre. Existing private and public roads which connect the A85 to Cruachan Reservoir (including St Conan's Road), a small section of the A85, Falls of Cruachan railway station, part of the Oban to Glasgow railway line, and Loch Awe also lie within the boundaries of the Site.

Settlement Profile

- 13.5.3 Argyll and Bute covers a land area of 690,946 hectares and is the second largest local authority by area in Scotland. It has the fourth sparsest population of the 32 Scottish local authorities, with an average population density of 0.12 persons per hectare.
- 13.5.4 Argyll and Bute does not have a major population centre and is instead a collection of small towns and villages spread throughout the mainland and the islands, the largest of which is Helensburgh with circa 15,000 residents.
- 13.5.5 The settlements closest to the proposed development are Loch Awe, Dalmally and Taynuilt. Each are small rural villages with the closest town being Oban, Argyll and Bute's third largest settlement with an estimated population of 8490¹.
- 13.5.6 The Proposed Development is within the Tobermory to Dalmally Growth Corridor as defined in the Argyll and Bute LDP2 Proposed Plan (2019) which is currently at Examination Stage.

Labour Market

- 13.5.7 The labour market within Argyll and Bute is diverse. There are a high proportion of people employed in primary industries and seasonal tourism related activity. Employment is concentrated in sectors related to tourism (retail, accommodation, food and beverage), public sector activity (public administration education, health), and primary sector activity (agriculture, forestry, fishing)². These sectors reflect the nature of Argyll which has an abundance of natural capital which support the activities of the primary sectors and its natural capital is also a significant attraction to visitors.
- 13.5.8 The lack of a major population centre or city reflects the relatively low levels of employment in sectors such as finance and insurance (0.5%) or information and communication (1.1%) which are concentrated in Scotland's major cities.
- 13.5.9 Table 13.5.1 below presents key metrics of economic activity across the Labour Market Study Area, including economic activity rate which measures the percentage of population (employed and unemployed) who are active or potentially active members of the labour market.

¹ Argyll and Bute Council (2020) Information about Argyll and Bute: Where We Live. Available at: <https://www.argyll-bute.gov.uk/info/population-where-we-live>

² Argyll and Bute Council (2020) Information about Argyll and Bute: Economy. Available at: <https://www.argyll-bute.gov.uk/info/economy>

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Table 13.5.1 – Key Economic Activity Metrics³

	Economic Activity (16 – 64 years)	Employment Rate (16 – 64 years)	Median Full Time Gross Annual Pay
Labour Market Study Area (Argyll and Bute Local Authority Area)	77.2%	81.1%	£27,836
Scotland	76.8%	74.6%	£30,004

13.5.10 The economic activity rate is a measure of the labour market opportunities available in the area . In April 2020 to March 2021, it was estimated that 2,717,000 people aged 16 years and over were economically active in Scotland. Scotland’s economic activity rate in April 2020 to March 2021 was estimated at 76.8%.

13.5.11 On average, the economic activity rate in Argyll and Bute is within 1% of the Scottish national average, fluctuating between a low of 75.7% in 2012 and a high of 80.7% in 2016. The Local Authority’s unemployment rate has consistently been below the Scottish and UK average rates over the past 10 years with 2020 data indicating an unemployment rate of just 2.1%.

13.5.12 The combination of normal activity rate and low unemployment rate suggests that the labour market is engaged and operating near capacity.

13.5.13 Job density indicates the availability of jobs per resident (16-64 years). Although there is less than one job per resident in the Labour Market Study Area (0.9), this is above the national comparator for Scotland (0.8)⁴.

Population

13.5.14 Argyll and Bute has been experiencing population decline since 2018 and this trend is predicted to continue. Over a ten year period the population in Argyll and Bute is predicted to fall by 5063 from 86,260 in 2018 to 81,197 in 2028⁵.

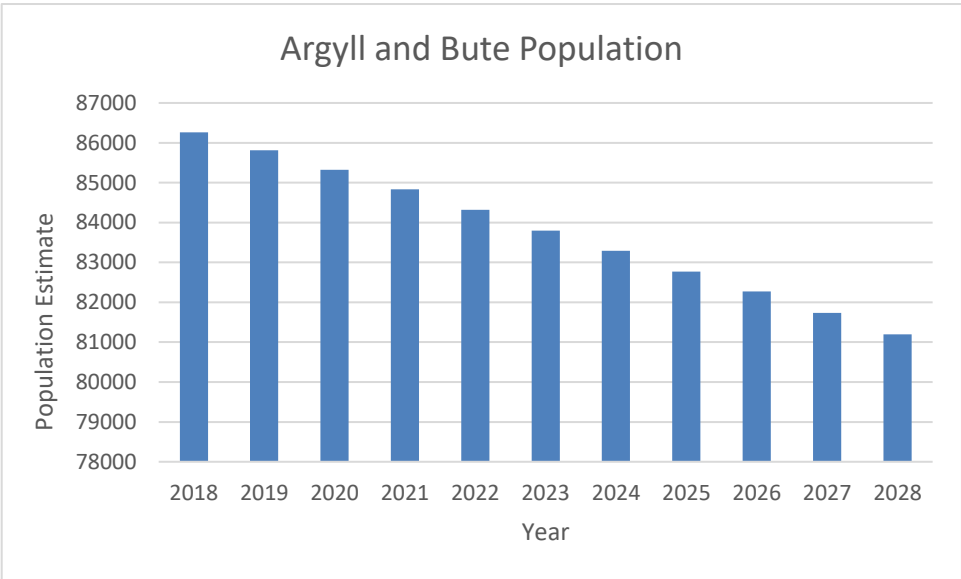
³ ONS (2019)

⁴ ONS (2018) Job Density

⁵ Scottish Government (2022) Council Area: Argyll and Bute. Available at: <http://statistics.gov.scot/id/statistical-geography/S12000035>

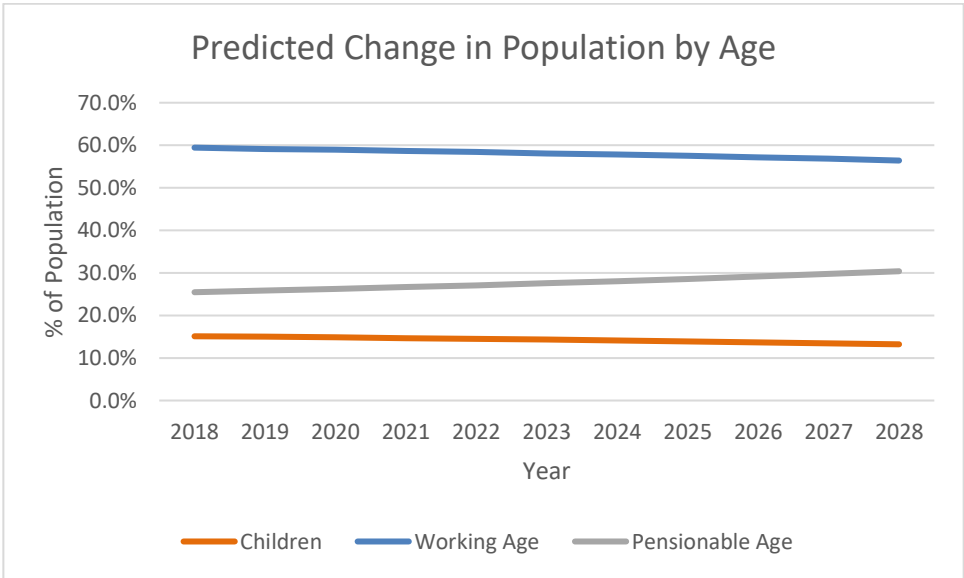
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Figure 13.5.1 Argyll and Bute Population



13.5.15 The largest fall in population is predicted to be from those who are of working age (16-64), in 2018 that group made up 59.4% of the population and this is predicted to drop to 56.4% of the population in 2028. A fall in the population of children (under 16) living in Argyll and Bute is also predicted, dropping by 1.9% from 15.1% in 2018 to 13.2% in 2028. Those of pensionable age (65+) are predicted to increase in population from 25.5% of the population in 2018 to 30.4% in 2028. The declining working age population increases the dependency ratio which is likely to put additional pressure on services in the area.

Figure 13.5.2



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Construction

- 13.5.16 The construction sector supported 6.8% of all employment in Argyll and Bute with 1,900 people employed in the construction sector. This compares to the national average of 7.1% of people working in construction.
- 13.5.17 Of the people employed in construction in Argyll and Bute in 2019, 500 worked in civil engineering and 800 in specialised construction. These are the construction sub-sectors most likely to be engaged for the Proposed Development.

Tourism and Recreation

Economic Importance of Tourism

- 13.5.18 At national level the tourism sector is recognised by the Scottish Government as an important part of the Scottish economy, supporting a range of business activity and employment opportunities⁶. The importance of tourism is demonstrated in its status as one of the Scottish Government's six Growth Sectors⁷.
- 13.5.19 The latest available figures show that sustainable tourism generated £4.1 Billion GVA in 2018⁸. Of all overnight visits to Scotland in 2019, approximately 80% were made by UK residents (comprising 14.1 million trips), while the remaining 20% of overnight visits were from international visitors (comprising 3.5 million trips). Whilst only 20% of trips in 2019 were made by international visitors, their expenditure totalled £2.5 billion, or 43% of total overnight spend in Scotland⁹, making 2019 the best year over the last decade in terms of international tourist expenditure for both Scotland and the UK as a whole. Of all tourism-based businesses in Scotland, hotels and similar accommodation is the largest sector, supporting over 47,000 jobs and generating almost £1.4 Billion GVA in 2018.
- 13.5.20 In March 2020, the Scottish Tourism Alliance published Scotland Outlook 2030, a new tourism strategy focusing on sustainable tourism in Scotland. In 2019, the tourism sector generated around £12bn of economic activity in the wider Scottish economy, contributing around £7bn to Scottish GDP. It highlights the integral role which tourism plays in several other sectors and industries across Scotland, including hospitality and transport. However, the Strategy covers several challenges to the continued success of the tourism sector in Scotland including changing travel patterns/plans in response to the climate emergency and skills and staff shortages, exacerbated by the EU exit and the UK Government's Immigration Policy. Overall, the critical role that the tourism sector will continue to play in Scotland's sustainable economic development provides positive opportunities for growth both at national and community level.

⁶ Scottish Government (2015). Scotland's Economic Strategy. Available at: <https://www.gov.scot/publications/scotlands-economic-strategy/>

⁷ Scottish Government (2015). Scotland's Economic Strategy, p.42. Available at: <https://www.gov.scot/publications/scotlands-economic-strategy/>

⁸ The Scottish Government defines sustainable tourism as a growth sector in the factsheet including named types of accommodation, food and drink, tour operator activities and reservations, museum activities, operation of historical sites and buildings and other similar attractions, zoological and botanical attractions, sports facilities and activities and amusement/theme parks and other attractions.

⁹ Visit Scotland: Insight Department: Key Facts on Tourism in Scotland (2019) <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers-2/key-facts-on-tourism-in-scotland-2019.pdf>

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- 13.5.21 Tourism is one of Argyll and Bute's most important sectors. The tourism sector provides circa 25% of all private sector jobs in Argyll and Bute and since 2008 there has been a 33% increase in visitor numbers with tourism worth £479.6m in 2017 to the Argyll and Bute economy¹⁰.
- 13.5.22 Visit Scotland reports that in 2019, Argyll and the Isles witnessed notable growth in overnight tourism and numbers of domestic and international tourists increased¹¹. Between 2017 and 2019, overnight trips to Argyll and the Isles were just under a million per year on average which represents a 15% increase on 2016-2018.
- 13.5.23 Between 2017-2019 the total spend of overnight and day visitors to Argyll and the Isles was £443m, a 41% percentage increase on 2016-2018.

COVID-19

- 13.5.24 Since the onset of the Covid-19 pandemic, tourism has been one of the hardest hit industries in Scotland. Figures published in December 2020 show that only 14% of the UK population plan on taking a trip within the UK between December 2020 and March 2021, with Scotland the 5th most popular intended destination. As of 8th January 2021, there has been a significant decline in the proportion who expected to take 'the same or more' domestic overnight short breaks between now and March 2021 compared to normal. Prior to the onset of the pandemic, the Argyll and Bute Economic Strategy 2019-2023 included tourism as a priority sector with an aim to establish Argyll and Bute as a world class tourism destination. In December 2020 Argyll and Bute Council published a COVID-19 Recovery Plan which includes tourism as a priority for economic and social recovery¹².
- 13.5.25 A Visit Scotland Survey¹³ carried out during 2015 and 2016 identified the top five reasons given by respondents for visiting Argyll and the Isles were scenery and landscape, to get away from it all, history and culture, return visit and Argyll and the Isles were somewhere they always wanted to visit.
- 13.5.26 The survey also identified the activities undertaken by visitors to Argyll and the Isles. The number one activity was sightseeing by car, coach or on foot with a short walk, visiting a beach, visiting a historic house, stately home or castle and visiting a cathedral, church, abbey or other religious building making up the rest of the top five activities.
- 13.5.27 Of tourism attractions in Argyll and the Isles, the most popular free attractions in terms of visitors in 2019 were Argyll Forest Park (151,538), Staffa National Nature Reserve (107,725), Oban War and Peace Museum (33,310), Iona (29,808) and Aros Park (19,710). The top paid for attractions were Inveraray Castle (125,462), Iona Abbey and St Columba Centre (63,884), Oban Distillery and Visitor Centre (57,031), Benmore Botanic Garden (53,318) and Mount Stuart (42,809). Although not listed as a top attraction in terms of visitor numbers, the Cruachan Visitor and the Hollow Mountain Tour is a popular indoor tourist destination within the Tourism and Recreation Study Area.
- 13.5.28 There are several heritage assets which attract visitors within the Study Area including Kilchurn Castle and St Conan's Kirk.

¹⁰ Argyll and Bute Council Economic Strategy 2019 – 2023 https://www.argyll-bute.gov.uk/sites/default/files/economic_strategy_2.pdf

¹¹ Visit Scotland: Insight Department: Argyll and the Isles Factsheet 2019 <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers-2/regional-factsheets/argyll-and-the-isles-factsheet-2019.pdf>

¹² Argyll and Bute Council (2020) Argyll and Bute COVID-19 Recovery Plan. Available at: <https://www.argyll-bute.gov.uk/moderngov/documents/s169686/Argyll%20and%20Bute%20Recovery%20Action%20Plan%20Appendix.pdf>

¹³ Visit Scotland: Scotland Visitor Survey (Argyll and the Isles) 2015 & 2016 <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/scotland-visitor-survey-argyll-the-isle-2016.pdf>

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Designated Walking and Other Recreational Routes

Recreational Resource

13.5.29 The rural setting and mix of rugged mountain, upland glens, craggy upland and rocky coastland topography of the Tourism and Recreation Study Area offers the ability to undertake a variety of different recreational pursuits in the open countryside and on designated or otherwise promoted recreational routes. Such activities may include hiking, running, road cycling, mountain biking, fishing and watersports.

13.5.30 Chapter 11 – Landscape and Visual of this EIAR identifies all Core Paths and a range of promoted recreational routes within the Tourism and Recreation Study Area. The following are of relevance to this assessment:

- Caledonia Way Cycle Route
- Cruachan Horseshoe
- Beinn Eunaich and Beinn a Chochuill
- Cruachan Falls to Cruachan Dam
- Cruachan Falls to Cruachan Dam via Dam Access Road
- Scottish Hill Tracks:
 - 138 – Dalmally to Glen Etive.
- Core Paths:
 - No. 300 (b) Kilchrenan to Taynuilt;
 - No. 425 Kilchurn Castle Path;
 - No. 528 (b) Dalmally Circular;
 - No. 171 (b) Kilmore – Loch Nant to Kilchrenan;
 - No. 173 (e) Ford to Annat Via Loch Avich and Inverinan; and,
 - No. 450 Duncan Ban MacIntyre Monument.

13.5.31 Within the Study Area is the Glen Etive and Glen Fyne Special Protection Area, an international designation. Three designated sites of National importance are located within the Tourism and Recreation Study Area. The Loch Etive Mountains Wild Land Area (WLA), Coille Leitire Site of Special Scientific Interest (SSSI) and Ardanaiseig House Garden and Designed Landscape (GDL). The Study Area encompasses some of the North Argyll Area of Panoramic Quality. This is a regional designation for areas deemed to be of local or regional significance.

Statutory Protections

13.5.32 The Land Reform (Scotland) Act 2003 establishes a statutory right of responsible access to land and inland waters for outdoor recreation and crossing land. Under Section 13(1) of the Act, local authorities have a duty to “assert, protect and keep open and free from obstruction or encroachment any route, waterway or other means by which access rights may reasonably be exercised”. This

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emphasises the importance afforded to maintaining continuity of public access to recreational routes in the countryside.

13.5.33 Limited exceptions to this statutory right of access are set out within section 6 of the Act, with section 6(g)(i) specifically excluding access to land where “*building, civil engineering or demolition works*” are being carried out. However, Section 7(i) of the Act confirms that this restriction does not apply to Core Paths, which in the absence of a formal closure order must be kept open. Similarly, defined Public Rights of Way are legally considered to be roads, regardless of their current state and usage. Consequently, to temporarily or permanently close or divert a Public Right of Way it is necessary to promote a formal order under the Countryside (Scotland) Act 1967.

Outdoor Tourist Destinations

13.5.34 There are few outdoor tourist destinations in the Tourism and Recreation Study Area. The area is characterised by large expanses of open, undeveloped and sparsely populated countryside. Kilchurn Castle sits on the banks of Loch Awe and is a castle ruin which can be walked to.

13.5.35 The Duncan Ban MacIntyre Monument is a historical monument located south of Dalmally. It is accessed by walking from Dalmally village or the A819 Dalmally to Inveraray road.

Recreational Activities in the Open Countryside

13.5.36 Owing to the remote, rural nature of the Study Area tourist activities often utilise the scenic and landscape value of the area and are centred around outdoor activities. Hill walking is a popular activity in Scotland and three Munros (Scottish mountain at least 3000 feet high) Ben Cruachan, Beinn Eunaich and Beinn Chochuill are within the Study Area. The route for completing Ben Cruachan, known as the ‘Cruachan Horseshoe’, intersects the proposed development site at various points. Loch Awe provides a variety of opportunities for water based activities including fishing, kayaking and paddle boarding and there are a number of launch points within the Study Area providing access to the loch.

- Launch Points:
 - Portsonachen Hotel Jetty, Loch Awe;
 - Ardbrecknish Slipway, Loch Awe;
 - Layby on A85 West of Innis Chonain, Loch Awe;
 - River Awe Barrage, Bridge of Awe; and,
 - River Strae at Kilchurn Castle Car Park.

13.5.37 The value of scenery and landscape and outdoor pursuits is reflected in the activities undertaken by visitors to Argyll and Bute. The Visit Scotland Visitor Survey 2015 & 2016¹⁴ found that 84% of visitors were attracted to visit because of the scenery and landscape. For day trippers to Argyll and the Isles between 2016-18, the average number of people going for a short walk (up to 2 miles/hour) was 0.6million, sightseeing on foot was 0.6million and long walk and going for a hike or ramble (minimum of 2 miles/1hour) was 0.6 million. These activities were all joint second in most popular activities preceded only by going for a meal which an average of 0.7million day-trippers did. This demonstrates the importance of outdoor pursuits to the tourism and recreation sector in Argyll and Bute.

¹⁴ Based on 177 respondents. Visit Scotland Visitor Survey (Argyll and the Isles) 2015 & 2016 <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/scotland-visitor-survey-argyll-the-isle-2016.pdf>

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Hospitality

13.5.38 Visit Scotland report that between 2016-18 going for a meal in a restaurant, café, hotel or pub was the most popular activity undertaken as part of a day trip to Argyll and the Isles with an average of 700,000 people doing this as part of their visit. A previous Visit Scotland survey undertaken between 2015 and 2016 found that 27% of respondents scored Argyll and the Isles 9 or 10 out of 10 for satisfaction with value for money when eating out, scoring an average overall score of 7.6 out of 10. Hospitality businesses including those located within hotels are mostly located in settlements local to the site, Taynuilt, Dalmally and Bridge of Awe. Key hospitality businesses of note within the Study Area and listed in Section 6: Receptor Sensitivity.

13.5.39 The assessment presented within this chapter assesses the likely effects on the hospitality component of the tourism and recreation sector rather than attempting to identify likely effects on all individual hospitality businesses located within the Tourism and Recreation Study Area, many of which are likely to experience no effects due to a lack of theoretical visibility as determined in Chapter 11 Landscape and Visual.

Visitor Accommodation

13.5.40 Visitor Statistics published by Visit Scotland indicate a rise in international tourism to Argyll and the Isles in 2019, particularly in terms of bednights and expenditure. At 150,000, the number of overseas trips grew by a fifth from 2018. Figures suggest international travellers spent nearly 700,000 nights and £90 million in Argyll and the Isles driven by a big increase in holiday travel, stay and spend in the region. As a result of the growth, Argyll and the Isles accounted for 4.3% of all international trips and 3.5% of the total overseas spend in Scotland in 2019. The strong performance of tourism in Argyll and the Isles in 2019 was also observed among domestic visitors. British residents undertook more than a million overnight trips to the region which marked a 41% increase from 2018. Bednights rose by nearly a half to 4.2 million, while tourism expenditure grew by two-thirds to reach £240 million. The average length of stay in 2019 for domestic visitors was up 5% on 2018.

13.5.41 The assessment presented within this chapter assesses the impact on the visitor accommodation component of the tourism and recreation sector rather than attempting to identify likely effects on all individual visitor accommodation businesses located within the Tourism and Recreation Study Area. Key visitor accommodation businesses of note within the Study Area are listed in Section 6: Receptor Sensitivity.

Tourists Travelling (by Road and Rail) Through the Open Countryside

13.5.42 Travelling to, from or between tourist destinations, recreational activities or hospitality/accommodation itself forms part of the overall tourism experience. Tourists may select particular accommodation or destinations owing to their accessibility (amongst other factors), and any unexpected disruption to journeys may detract from their enjoyment of the experience. Key routes of note include:

- A85 Road;
- A819 Road;
- B8077 Road;
- B845 Road;
- Kilchrenan to Ardanaseig Minor Road; and
- Oban Branch Railway Line.

13.6 Receptor Sensitivity

- 13.6.1 The key components of the Tourism and Recreation Study Area can be categorised into 7 broad groupings:
- Designated walking and other recreational routes;
 - Outdoor tourist destinations;
 - Indoor tourist destinations;
 - Hospitality;
 - Visitor Accommodation;
 - Recreational activities in the open countryside; and,
 - Tourists travelling (by road and rail) through the open countryside.
- 13.6.2 Of these, indoor tourist destinations are not likely to experience a significant effect on their visitor attractiveness or tourism potential during operation and thus can be scoped out from further consideration. This is owing to the main features of such destinations being experienced indoors, often on a localised or special interest basis, and therefore being unrelated to the surrounding landscape. Impact on tourist destinations during the construction phase has been assessed.
- 13.6.3 The visitor attractiveness and tourism potential of each of the seven receptor groupings could be affected by environmental or socio-economic changes (i.e. 'primary effects'), including likely effects from the construction or operation of the proposed development as assessed in other technical assessment chapters of the EIAR. These seven receptor groupings have therefore been considered in the assessment of the proposed development.
- 13.6.4 In relation to the assessment of 'primary' effects on recreational access during the construction phase of the proposed development, the sensitivity of impacted designated walking routes was assigned based on their recognition in policy terms at the national level (e.g. within NPF3) and the level of statutory protection afforded to them (for example under the Land Reform (Scotland) Act 2003). In relation to the assessment of wider 'secondary' effects on the identified key components of the tourism and recreation sector, the sensitivity of each receptor grouping was assigned based on both the importance of identified tourism assets within the Tourism and Recreation Study Area and the susceptibility of changes in the visitor attractiveness of such assets ultimately catalysing changes in visitor numbers and tourist expenditure.
- 13.6.5 This captures the elasticity of demand of each receptor grouping and the key question to underpin the identification of receptor sensitivity was therefore: To what extent would any change in the visitor attractiveness and tourism potential of this component of the tourism and recreation sector (i.e. this receptor grouping) be likely to result in a change in visitor numbers and expenditure?. This socio-economic based sensitivity level differs from user-based landscape, visual, cultural heritage and access sensitivities assigned to individual tourism and recreation related receptors, as identified separately in relevant technical assessment chapters of this EIAR.
- 13.6.6 The socio-economic based sensitivity level differs from user-based landscape, visual, cultural heritage and access sensitivities assigned to individual tourism and recreation related receptors, as identified separately in relevant technical assessment chapters of this EIAR. Of note, sensitivity ratings assigned to the tourism and recreation sector have not been adjusted in response to the COVID-19 pandemic, as whilst sectoral performance is presently substantially reduced compared with pre-pandemic levels

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this does not detract from the continued importance of the sector to local, regional and national economies.

- 13.6.7 Taking account of the importance of identified tourism assets within the Tourism and Recreation Study Area and the susceptibility to changes in visitor attractiveness and tourism potential catalysing changes in visitor numbers and expenditure, the sensitivity of each receptor grouping is identified in table 13.6.1. below.

Table 13.6.1. Detailed Summary of Receptor Sensitivity

Sensitivity of Tourism and Recreation Receptor Groupings	Detailed Receptors (where applicable)	Type of Effect	Rationale	Sensitivity	Phase of Likely Effect(s)
Labour Market					
Labour market		Changes in employment	The Labour Market Study Area exhibits a higher rate of employment than national comparators. Owing to the size of the construction workforce it is likely that short term changes in employment will be experienced during the construction phase.	Medium	Construction
Key Business Sectors					
Construction		Changes in sectoral activity and performance	The construction sector in the Labour Market Study Area supports some 1900 jobs representing 6.8% of total jobs in the Study Area. This compares to the national average of 7.1% of people working in construction. It is likely that the that many of those working in the construction sector in Argyll and Bute will be employed at or near full capacity servicing the local requirements and workers will have to be sourced from outside of Argyll and Bute. There will be an increase in activity across Argyll and Bute which may distort the market in the short term. The presence of other significant construction projects in the area may result in increased competition for contractors and workers.	Medium	Construction
Tourism and Recreation					
Designated walking and recreational routes	National Cycle Routes (NCR): The Caledonia Way ABC Core Paths: No. 300 (b) Kilchrenan to Taynuilt No. 425 Kilchurn Castle Path No. 528 (b) Dalmally Circular	Changes in visitor attractiveness and tourism potential (visitor numbers and expenditure)	These routes, including but not limited to Core Paths and long-distance walking trails, are recognised in policy terms at the national level (e.g. within NPF3 and Draft NPF4) and are awarded a level of legal protection (for example under the Land Reform (Scotland) Act 2003) as being important tourism and recreational assets.	Medium/Low	Construction (medium) and operation (low)

Sensitivity of Tourism and Recreation Receptor Groupings	Detailed Receptors (where applicable)	Type of Effect	Rationale	Sensitivity	Phase of Likely Effect(s)
	<p>No. 171 (b) Kilmore – Loch Nant to Kilchrenan No. 173 (e) Ford to Annat Via Loch Avich and Inverinan No. 450 Duncan Ban McIntyre Monument</p> <p>Scottish Hill Tracks: No. 138 Dalmally to Glen Etive</p> <p>Hillwalking Routes: Cruachan Horseshoe Beinn Eunaich and Beinn a Chochuill</p> <p>Other Routes Falls of Cruachan to Cruachan Dam Falls of Cruachan to Cruachan Dam</p>		<p>They enable access to a range of visitor attractions and themselves provide opportunities for recreational activities including walking, cycling and horse-riding. However, any change in the amenity value (i.e. visitor attractiveness) of an individual route is not itself likely to catalyse a major change in overall visitor numbers and associated expenditure across the Tourism and Recreation Study Area.</p>		
Outdoor tourist destinations	<p>Cruachan Dam Kilchurn Castle Duncan Ban McIntyre Monument</p>		<p>These destinations form a core offering of the tourism and recreation sector, i.e. they are established attractions which tourists choose to visit owing to their special features or characteristics. The importance, scale and type of destination varies considerably, but the common element is that the destination is experienced outdoors in the context of the surrounding landscape.</p> <p>Owing to the heterogeneous nature of these assets and since each destination provides a specific tourist offering, any change in the visitor attractiveness of an individual destination is not itself likely to catalyse a major change in overall visitor numbers and associated expenditure</p>	Low	Construction and operation

Sensitivity of Tourism and Recreation Receptor Groupings	Detailed Receptors (where applicable)	Type of Effect	Rationale	Sensitivity	Phase of Likely Effect(s)
			across the Tourism and Recreation Study Area.		
Indoor Tourist Destinations	Cruachan Visitor Centre and Power Station Tour 'The Hollow Mountain' St Conans Kirk		<p>These destinations form a key part of the tourism and recreation offering (i.e. these receptors are established attractions which tourists choose to visit).</p> <p>As these attractions are experienced indoors and focused on the quality tourism offering, effects relating to landscape and visual setting are not likely to catalyse major change on overall visitor attractiveness, overall visitor numbers and associated expenditure across the Tourism and Recreation Study Area.</p>	Low	Construction
Hospitality	<p>Key hospitality businesses of note within the Study Area include the following of note: Highland Critters Gift Shop and Tearoom</p> <p>It is noted that many of the visitor accommodation receptors listed below will contain hospitality businesses forming a key reason for non-residents choosing to visit, key restaurants of this nature include: Ben Cruachan Inn Ardanaiseig Hotel Kilchrennan Inn Taychreggan Hotel</p>		<p>Similar to indoor tourist destinations, bars and restaurants are likely to be largely experienced indoors and focused on the quality of the hospitality offering, although establishments with an attractive landscape setting may use this to differentiate themselves from competitors.</p> <p>Owing to the heterogeneous nature of these assets, any change in the visitor attractiveness of an individual hospitality establishment is not itself likely to catalyse a major change in overall visitor numbers and associated expenditure across the Tourism and Recreation Study Area.</p>	Low	Construction and operation
Visitor Accommodation	Key visitor accommodation businesses of note within the Study Area include the following of note:		Similar to outdoor tourist destinations, visitor accommodation (hotels, guest houses, B&Bs and campsites) form a core offering of the tourism and recreation	Medium	Construction and operation

Sensitivity of Tourism and Recreation Receptor Groupings	Detailed Receptors (where applicable)	Type of Effect	Rationale	Sensitivity	Phase of Likely Effect(s)
	Ben Cruachan Inn Glenorchy Lodge Hotel Ardbrecknish House Loch Awe Hotel Taychreggan Hotel Ardanaiseig Hotel Cladich House B&B Achanasmeorach House Achnacarron Boathouse Self Catering Kilchurn Suites Self Catering Muthu Hotel Orchy Bank House Portsonachan Hotel and Lodges Riverside Cottage Bed and Breakfast St Conan's Tower B&B Taychreggan Hotel Tower of Glenstrae Self Catering Tradewinds B&B Upper Sonachan Farmhouse Church Cottage		<p>sector, i.e. tourists stay in short term accommodation either to visit local destinations or simply to relax by making use of on-site amenities. As with hospitality assets, visitor accommodation is likely to be largely experienced indoors and focused on the quality of the accommodation itself (and associated amenities), although establishments with an attractive landscape setting may use this to differentiate themselves from competitors.</p> <p>The setting, quality, scale and type of accommodation within the Tourism and Recreation Study Area varies considerably, but one common element is that the accommodation is situated within the landscape.</p> <p>Owing to the heterogeneous nature and offering of visitor accommodation, any change in the visitor attractiveness of an individual destination is not itself likely to catalyse a major change in overall visitor numbers and associated expenditure across the Tourism and Recreation Study Area</p>		
Recreational activities in the open countryside	Launch Points: Portsonachen Hotel Jetty, Loch Awe; Ardbrecknish Slipway, Loch Awe; Layby on A85 West of Innis Chonain, Loch Awe; River Awe Barrage,		Similar to designated routes and outdoor tourist destinations, areas of open countryside (land and water) form a core offering of the tourism and recreation sector as they provide (outdoor) opportunities for undertaking specific recreational activities, with access for	Low	Construction and operation

Sensitivity of Tourism and Recreation Receptor Groupings	Detailed Receptors (where applicable)	Type of Effect	Rationale	Sensitivity	Phase of Likely Effect(s)
	Bridge of Awe; River Strae at Kilchurn Castle Car Park Loch Awe Dalmally Golf Club Falls of Cruachan Waterfall Loch Awe Boats River Orchy Fishing		<p>recreational purposes guaranteed under the Land Reform (Scotland) Act 2003. The type of activity undertaken varies considerably and may be terrestrial or water based, with experiential value generated largely by participating in the activity itself. However, recreational activities undertaken outdoors are experienced in the context of the surrounding landscape and an attractive landscape setting may contribute to experiential value.</p> <p>Owing to the heterogeneous nature of recreational activities and their landscape settings, any change in the attractiveness of undertaking an individual activity is not itself likely to catalyse a major change in overall visitor numbers and associated expenditure across the Tourism and Recreation Study Area.</p>		
Tourists travelling (by road and rail) through the open countryside			Travelling to, from or between tourist destinations, recreational activities or hospitality/accommodation itself forms part of the overall tourism experience. Tourists may select particular accommodation or destinations owing to their accessibility (amongst other factors), and any unexpected disruption to journeys may detract from their enjoyment of the experience. Changes in visual amenity would only be experienced momentarily throughout a journey and thus are less likely to detract from the overall experience.	Low	Construction and operation

Sensitivity of Tourism and Recreation Receptor Groupings	Detailed Receptors (where applicable)	Type of Effect	Rationale	Sensitivity	Phase of Likely Effect(s)
			Beyond potentially impacting on individual tourism experiences, any change in the amenity of tourists whilst travelling through the open countryside is not itself likely to catalyse a major change in overall visitor numbers and associated expenditure across the Tourism and Recreation Study Area.		

Summary of Receptor Sensitivity

- 13.6.8 Table 13.6.2 summarises the sensitivity of socio-economic, tourism and recreation receptors likely to experience effects from the Proposed Development and thus requiring to be considered within the impact assessment in Chapter 13 of the EIAR.

Table 13.6.2 Summary of Receptor Sensitivity

Receptor	Type of Effect	Sensitivity	Phase of Likely Effect(s)
Labour Market			
Labour Market	Changes in employment	Medium	Construction
Key Business Sector			
Construction	Changes in sectoral activity and performance	Medium	Construction
Tourism and Recreation			
Designated walking and recreational routes	Changes in visitor attractiveness and tourism potential (visitor numbers and expenditure)	Medium	Construction
Outdoor tourist destinations		Low	Construction and Operation
Indoor tourist destinations		Low	Construction
Hospitality		Low	Construction and Operation
Visitor accommodation		Medium	Construction and Operation
Recreational activities in the open countryside		Low	Construction and Operation
Tourists travelling (by road and rail) through the open countryside		Low	Construction and Operation

Cruachan Expansion Project

Report Template

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