

JOHN MUIR WAY MARKETING & BUSINESS ENGAGEMENT

APPLICANT

Central Scotland Green Network Trusts

www.csgnt.org.uk

www.johnmuirway.org

TOTAL PROJECT COST

£92,461.00

£30,078

£62,383

Tyne Esk LEADER

Match Funding

PROJECT AIMS

- Promote the John Muir Way as a key tourism asset linked to the area's natural and cultural heritage.
- Achieve a greater share of the large and growing market for walking and cycling tourism and recreation.
- By attracting visitors to the route, create opportunities for business growth and development.
- By increasing tourism, contribute to stronger and more sustainable local economies and improved facilities for visitors and communities alike.

PROJECT DETAIL

The John Muir Way runs from Helensburgh to Dunbar and traverses the heartland of Scotland offering a unique journey through the country's natural, cultural and industrial heritage. It links towns, villages, countryside, coast, historical sites and visitor attractions. The route is one of Scotland's Great Trails, suitable for walking and cycling. It is well served by public transport and can be completed end-to-end or in shorter sections or day walks.

Aside from promotional activity by Scottish National Heritage when the route was launched by them in 2014, no targeting marketing has taken place, nor engagement with businesses along the route, since. An excellent John Muir Way website was created in 2014 but many of the business listings for accommodation and other services are now out of date and there is a risk that the momentum of the launch is lost without further investment in promoting the route.

This project will fund a two-year post – a John Muir Way Marketing and Business Engagement Officer to develop and deliver a marketing plan to increase the use John Muir Way and engage businesses in promoting the route. By attracting more visitors the route, more opportunities for business growth and development will be made; which will contribute to stronger and more sustainable local economies.

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RESULTS AND LESSONS LEARNED

The funded post of John Muir Way Marketing & Business Engagement Officer was recruited in May 2018. In the coming months, a marketing strategy will be developed and an engagement survey conducted with businesses along the route, to inform a marketing campaign that will be delivered during 2019.

Advice from Leader during our application development helped us shape a really strong project and we are confident in the outcomes the funding will allow us to deliver. Support from tourism and economic development colleagues in local authorities and other organisations along the John Muir Way was also valuable in developing this partnership project.

Specifying the required level of cost breakdown in our application was a challenge as the purpose of the funding is to allow us to employ the expertise to develop a costed marketing plan.



LEADER FUNDING

Leader Area	Length of JMW (km, walking route)	Percentage of JMW walking route	Funding contribution
Kelvin Valley & Falkirk LEADER	63.9	36%	£33,419
Tyne Esk LEADER	57.5	32%	£30,078
Forth Valley & Lomond LEADER	37.0	21%	£18,938
West Lothian LEADER	10.7	6%	£5,570
Argyll & the Islands LEADER	8.8	5%	£4,456
Total LEADER areas	177.9	100%	£92,461