Follow-up to Visitor Map TBI Admin meeting 17-01-23

The Visitor Map is a double sided A2 leaflet folded to provide a large visitor map on one side and ten panels on the other. The Visitor Map was based on the design of font and colour with the strap-line and logo of Black Isle Tourism.

I propose maintaining the leaflet shape and folds and extending the series started by the Visitor Map to produce further leaflets for locals and visitors. I see these as not having a centre fold and would consist of ten panels of which the front and back would contain general information. There would be 8 panels for detail.

I see the leaflets as using the data of the Visitor Map and to be used in conjunction with it. In the first instance this would mean no additional cartography.

I have ideas for a leaflet that describes eight Black Isle walks. I have ideas for a leaflet on heritage and also on Black Isle Woodland that all can enjoy.

I propose seeing how much this idea would be welcome by Black isle Tourism as well as Transition Black Isle.

I would explore whether funding could come from the Highland Climate Hub that seems to be wanting to give away grants of £1000 if two community organisations combine on a project. I would check that the Hub could entertain this type of use of their grants.

Black Isle Tourism is hoping to receive some limited funding from Highland Council but there has to be outcomes which are mutually agreed. The Visitor Map was one outcome for which Highland Council funding paid 90% of the full cost. Future leaflets could potentially be paid for by Highland Council.

Finally, the Visitor Map has yet to be officially launched with media releases. I am happy for an informal distribution later this month. Black Isle Tourism is to host some “tourism surgeries” when some leaflets will be distributed.

Julian Paren

15 January 2023