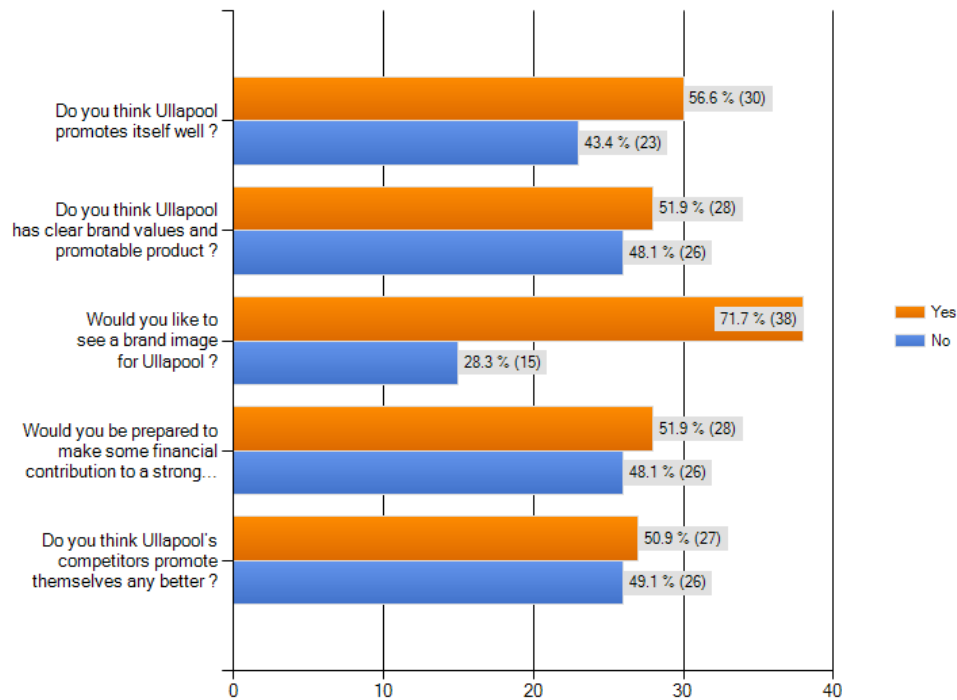


UTBA Survey Results

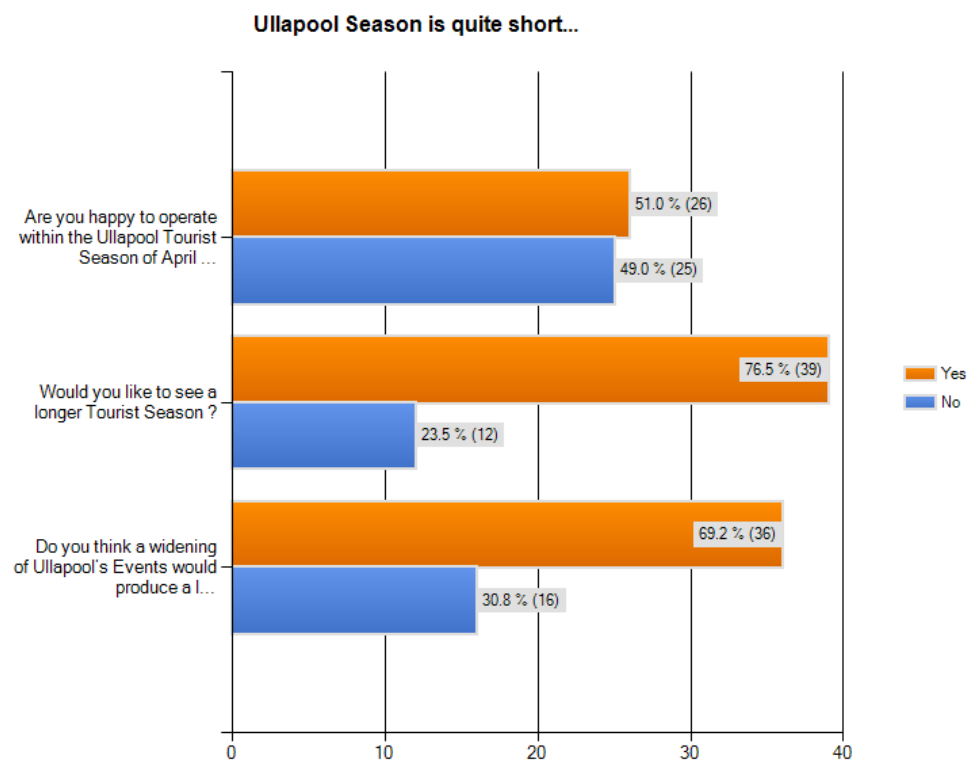
Please consider how Ullapool is promoted internally and externally



If you had a free hand - what changes or promotion methods would you like to see?

1. MORE ABOUT AREA OUTSIDE OF THE VILLAGE
2. clear branding for area not just a leaflet full of adverts
3. Identifiable Ullapool logo
4. More national press advertising
5. An Ullapool Tourist office in Inverness
6. Partnership working with Visit Scotland - year round opening of their office - even if manned by UTBA personnel. Stronger, more diverse and pro-active UTBA
7. Leaflets etc in motorway services etc promoting Ullapool as a destination.
8. We maybe need to look at the village as a whole rather than separate businesses. At present I would say we are all doing our own we bit maybe we need to get together to promote an image, but what I am not sure. Maybe more of a family image
9. More promotions in TIC
10. There should be a fairly simple, single page Ullapool leaflet, produced in large quantities so that they can be distributed widely, other similar villages and towns have them such as Plockton, Durness etc.
11. Promote the marina project, which would encourage more people to use Ullapool. Also it would put the village in good stead for future Tall Ship races.
12. Free newsletter for holiday makers (fortnightly or monthly) with a 'What's on' and a 'Where to stay' section. This could be paid for by local advertisers.
13. More joined up promotion methods such as Gairloch Ullapool, Lochinver & Surrounding area map. Gateway to Geopark and Lewis extensive advertising
14. Think we do ok
15. More regional advertising.
16. Local Awareness of what Ullapool has to offer, consistent delivery of service encompassing local villages in the region. More of a push at a national and British level to extol the beauty of the Highlands and especially the North West. Ullapool to sell itself under one banner Use Inverness as a base to attempt to get tourists to cross the Kessock Bridge into Wester Ross instead of East Coast malt whisky trail improve inaccurate weather forecasts - almost always worse than actually occurs!
17. Greater promotion of NW Highlands further north of Skye, which gets the lion's share at the moment. Visit Scotland needs educating on what we can offer in their general info.
18. a better promotion of the quieter periods (late and early season and indeed winter)
19. Pick a theme and be consistent on message about what Ullapool stands for

20. Commercial businesses, public agencies and the voluntary orgs - collectively promoting the village/area
21. Having relatively little experience of Ullapool marketing, as with anything a clear strategy for promotion of the area is essential, allowing for a clear communication that all can focus efforts on in the same direction . Many opportunities exist to promote an area but key would be to take advantage of existing specific Highlands and general Scotland tourism marketing. Given that a significant majority of tourism marketing occurs online how to out digitally market other tourist destinations is the essential question. Identifying key selling points for the area is the other essential question. No doubt work is already being done here but since you ask...
22. On-line competitions for visitors
23. Improved and refreshed website
24. A specific logo and catchphrase
25. yellow
26. When you say brand, what examples can you give?? Who are our competitors???
Do you promote what is in the area?? Or promote events to attract people???
27. Proper marketing of Ullapool and co-ordination of all that Ullapool has to offer.
More talking of all businesses and collaborating to promote Ullapool and all the facilities that are on offer all year round, not just in the season.
28. Highest profile possible promoting the general attractions of the village and the area - on the web.
UTBA website is very good but another site just advertising the village etc with lots more pictures
29. More website presence
30. Ullapool's appeal lies in being very laid back and uncommercialised. The Wester Ross logo is awful and we certainly don't need an even more local equivalent. more out of season things to offer
31. Maybe a strapline / phrase associated with the village
32. Would like to see Ullapool develop as an all year destination for tourists
33. I would delegate to someone who was skilled in promotion
34. Honestly don't know
35. More involvement in promoting the West Coast area generally farther afield
36. Agree with letter in U.N. re disabled access to shops/cafes.
37. marina

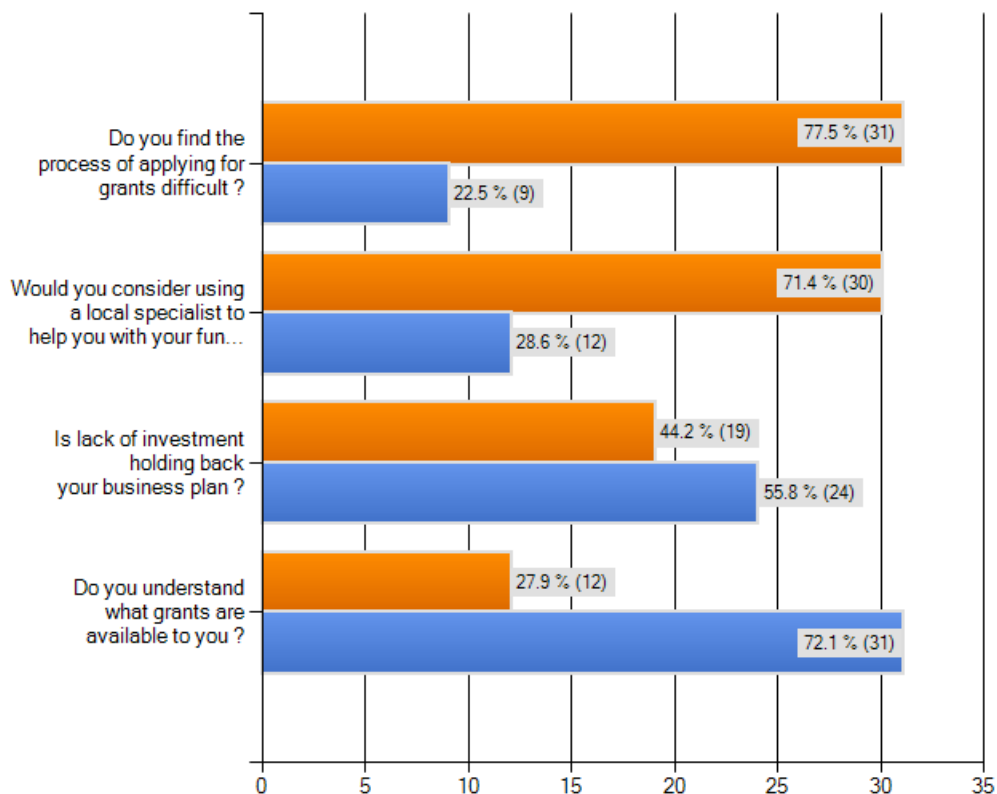


What do you think would attract more visitors to Ullapool all year round?

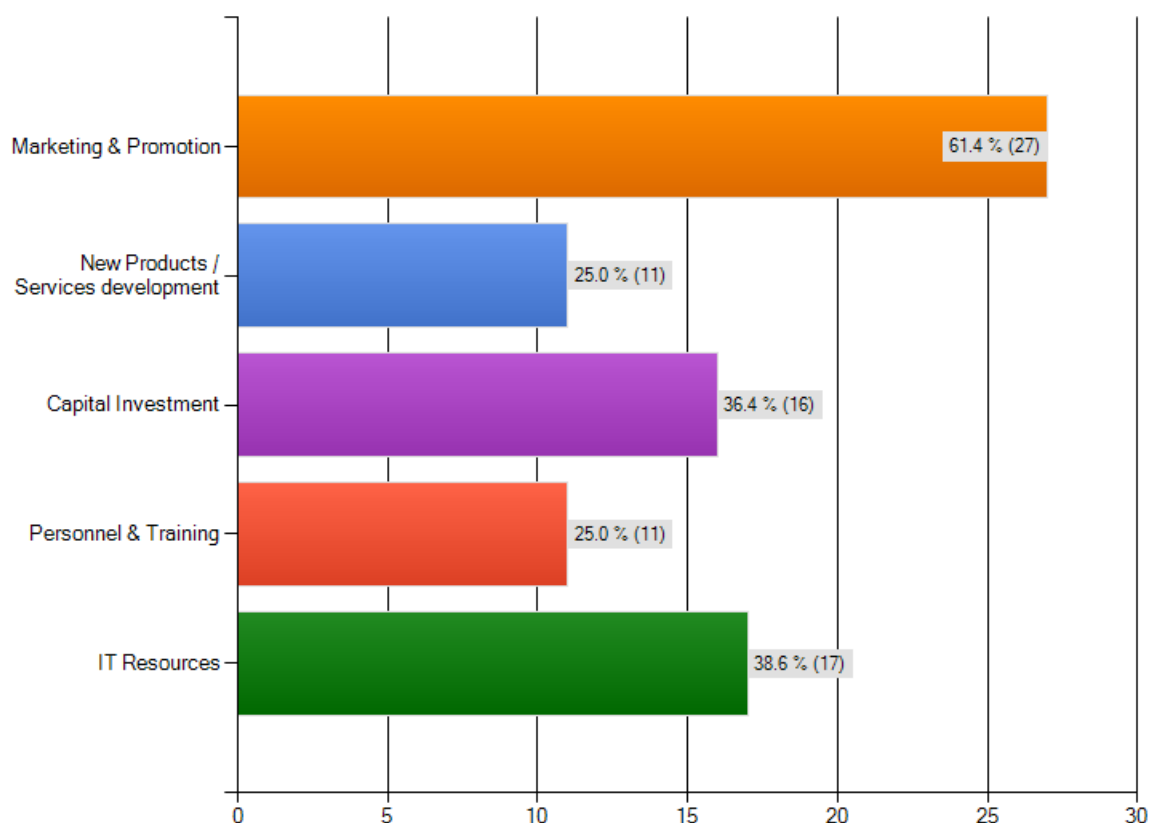
1. Good value accommodation all year
2. More places to eat, open during winter months, bit of a chicken and egg situation.
3. Festivals such as food (as with Fish Week)
4. More visitor facilities
5. Access and provision of tourist information year round. Publish year round diary of events, opportunities.
6. Define the village as a destination for a reason
7. Winter events tend to be weather related
8. Personally the short season suites me as I live 260 miles away. However instead of weekend events maybe we should to weekly events.
9. Music festivals Group marketing
10. Perhaps some specific events e.g, extreme sports events. Also many people think that our area has very bad weather for much of the year which puts people off from visiting. We need to somehow get across that we are not knee deep in snow with howling winds for the whole of the winter!
11. The main problem visitors have when visiting out of season is, finding a restaurant open, also tourist shops are closed. The place is like a ghost town at Christmas, with no Christmas lights and most restaurants not doing food. The people staying in B&B have nowhere to go.
12. Better weather and longer days!
13. Businesses open!
14. weather and fuel prices
15. Consistent weather each year!!
16. A more accurate weather service.
17. Better weather
18. Good base for hill walking and climbing winter and summer. Ullapool as part of an Outer Hebrides experience.
19. More events for 'out of season'. Perhaps a Highland Marathon or 'Highland Hard Man' Challenge which may appeal to strong willed athletes and in turn may attract some much needed media publicity, especially TV, they would then be able to focus on the area and perhaps receive some of the attention that Applecross recently received.
20. More open attractions, but realistically I don't think we'll have meaningful year-round visitor numbers. Hogmanay could be better promoted, and the beauty of early summer/early autumn (no midges) too!
21. Promotion of locally caught seafood and great restaurants Promotion of great live music in Ullapool's many venues Promotion of the friendly welcome in hotels / self catering / b&bs. Ullapool people give a great welcome (better than Ireland these days) so take this title for Ullapool! These are things people will travel for.
22. its not going to happen!
23. David Becham and Cheryl Cole re locating to Ullapool
24. more people ARE coming off season - to avoid other tourists/see the real Ullapool/cheap all-inclusive breaks
25. see Q2 comments. People need to know that the West Highlands is not cut off all winter
26. Themed events. More life in the village.
27. There's lots going on - I believe we have to launch a special advertising & marketing campaign dedicated to the advantages of the autumn/winter and how different it is to come here then. Requires special effort to get folk together maybe?
28. Available accommodation, good food, good atmosphere, promotion of the 'Wild Highlands' particularly in the winter months with attractions (albeit considering how to reduce the costs of maintaining these) being made available highlighting weekends in Ullapool etc. celebrating how people survived in such weathers pre oil heating etc, loads of opportunities! A working croft in winter? How the fish were landed 100 years ago? Identifying an area of interest to people and developing the attraction.
29. More indoor venues open
30. More events
31. Guided winter walking holidays and evening entertainment. A New Year celebration as in Grantown-on-Spey.
32. green
- 33.

34. A walking Festival More events More support for existing events like the Guitar and Book Festivals Eg at the Guitar Festival some of the hotels and B&Bs close. Could some of the hotels apart from the Caley offer special deals???
35. More marketing and promotion, more businesses willing to stay open all year round, not just events in off season but offers for locals too. There needs to be a co-ordinated marketing approach for Ullapool and one single forum to do this, not just a few individuals.
36. No idea - after my first visit (1976) I always had the urge to return - so obviously I always found it attractive - which is why we moved here !!
37. Indoor Festivals/Music i.e celtic connections (On a smaller scale) are always in Jan/Feb time and take people in from all over.
38. Accurate weather info on UTBA and other info sites. Best way is link to live webcam, (Traffic Scotland style). Many places do this and it's the best way to dispel all the horrific myths about our climate. Also, a slide show of seasonal images of the village, nearby coastline and mountains, boat trips, islands, wildlife, heritage.
39. opening the visitor centre so people can see what is on and what they can do - it shouldn't be just for members
40. I think it would be a big challenge - mainly because of the weather which we can't change!
41. More to do
42. more out of season events, we have a beautiful area, lets make the most of it all year round. Do people not come to Ullapool in the winter months because it is closed? In my view.....Yes
43. Better pound euro ballance. More winter things going on
44. Organised events such as book festival, feis rois etc
45. take a leaf out of Pitlochry's book and stage Chess, Cleudo, Whist etc weekends/tournaments - where competitors have to stay
46. This questionnaire is not really relevant to my Self-Catering business as I am lucky in that I have year-round visitors.
47. marina

We are always reading about Government's intention to help small businesses, but in reality ?



What type of funding or investment are you most interested in applying for :

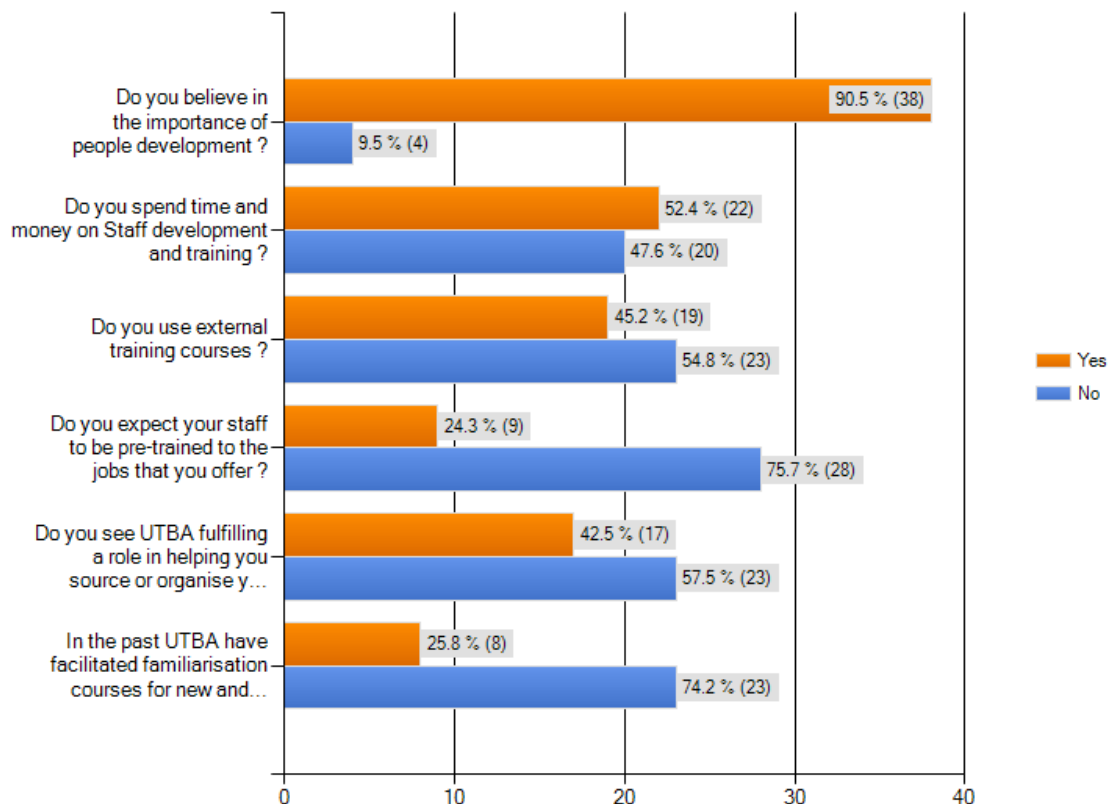


What services would you be most interested in using?

1. AGAIN, PROMOTING WHAT IS AWAY FROM THE VILLAGE
2. service which promoted area outwith Scotland
3. finding out about Business or tendering opportunities. Using data collected on trends in tourism
4. Employment advice, training and development, education, tourism services
5. none
6. tourist related
7. At present I have just 1 self catering cottage, so I am not running a full time business, just in my spare time, plus I have the disadvantage of not being in the village to often. However it is my distant plan to return and possible expand the usiness.....
8. Promotions
9. Help in accessing funding for business expansion. Would also be interested in tapping into any marketing and promotion for Ullapool to increase visitor numbers in the less busy months
10. UTBA office
11. Local groups particularly would benefit from working in association with each other, mainly for the overview of what's on offer in the area to visitors.
12. ? what are you offerring?
13. direct bookings
14. Happy with existing
15. Bulk buying and promotion
16. Bespoke IT support. Marketing and web matters. Host matters.
17. Marketing
18. Training in marketing, catering, eco-tourism
19. dont know what the services would be
20. local business association if established professionally
21. don't like this idea at all
22. late bed booking facility:
23. none - and you shouldn't make these questions compulsory
24. Marketing and help with apprentices maybe?

25. Promotion, marketing, legal advice etc
26. Internet development and niche marketing
27. Advice regarding advertising and specifically links to other businesses in the area.
28. A marketing specialist with web back up. Maybe Ullapool could have it's own web server, with reasonable costs and a specialist web master who can help members get the most from their site
29. I would use a local office for obtaining funding to market my businesses for example, providing this was a confidential service. UTBA should always have represented the needs of the local businesses all year round.
30. For our very small business, we don't need any other services - a bigger one well might. An office and 'professionally run organisation' would imply much more expense and remove the 'everyone is in' ethos the UTBA started with - it would have to become a membership organisation - to its detriment
31. I'm in Self catering so anything that supports that.
32. As we are not in the village but further out, we do not know.
33. Web linking
34. help with grant applications and knowing who to ask for whats available to help small businesses
35. None, I prefer my business to be confidential
36. Best not to grow to big and end up like the Tourist Board
37. Accommodation booking service; dispersment of information re what trips are available in the local area; maybe three day itinerary formation for visitors with recommendations of what to do ie day one a trip around the summer isles; day two a longer trip to Durness (Handa, Cape Wrath, Smoo Caves....); day three stay local, boat trips, walks, visit museum or day day trip to stornoway on those days that the bus takes you around the island. Experience walkers know what they want to do but many others just aren't to sure what to do with there days and appreciate local suggestions from their accommodation providers.
38. Help with funding
39. booking agency

Looking after Staff is often a business's biggest investment

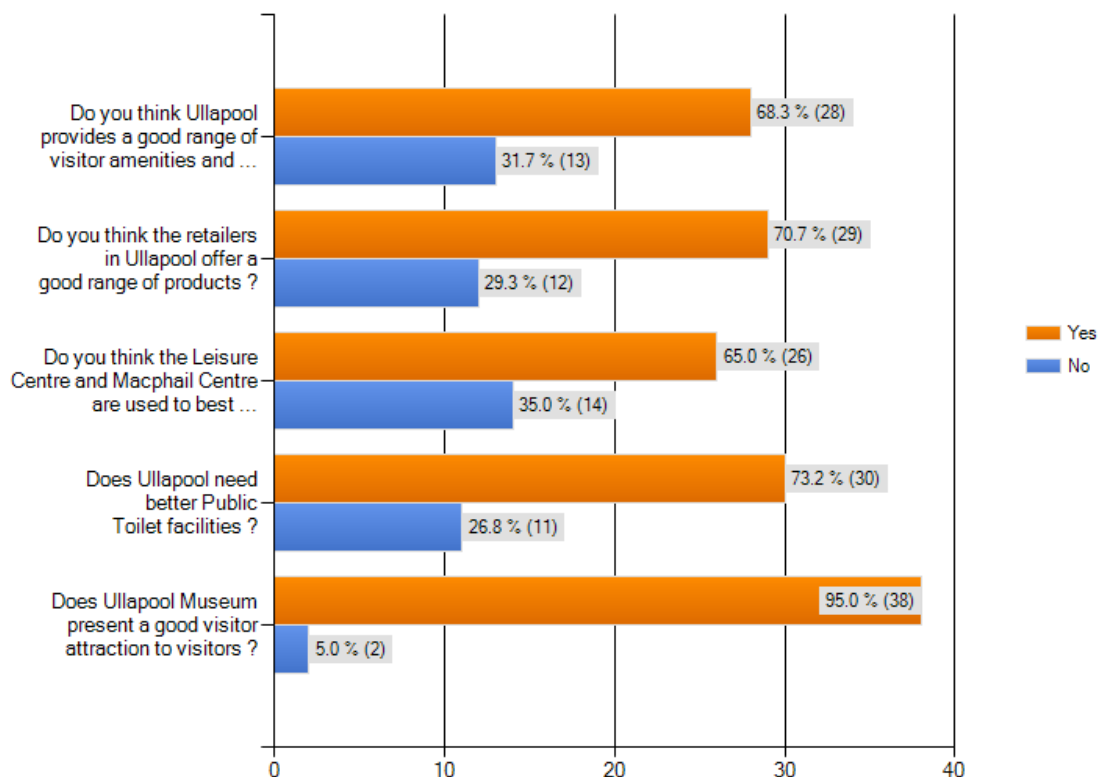


Further Training Comments

1. Sending staff on Training courses physically is very expensive and often more time is spent travelling than actual training - all of which makes it prohibitively expensive for small businesses
2. I have employed someone for the last 3 years and value her immensely and pay her extremely well. I think cleaners are undervalued in the market place, at the end of the day

- if the accommodation isn't clean your guests wont return. I think pay should reflect this
3. I use all local tradesmen and cleaning staff.
 4. Not applicable to my company as I am a Sole Trader therefore do not need to train staff. I think courses offered by Macphail Centre are excellent if required and not a resource to be provided by UTBA
 5. I say no to the 5th question - because i'm really not sure. Worthy of bigger discussion about what the best role for UTBA really is - and of course it could be that.
 6. we await the results
 7. Unable to answer the last question
 8. We were hoping to attend the Marketing and Catering courses advertised for March, and were disappointed that they were not run (and that we were not notified of that!)
 9. I am largely self employed. However, it would be useful to have a bank of emergency support to cover illness and holidays, rather than relying on friends.
 10. courses seemed beneficial but was unable to attend
 11. Maybe good for cruise ship welcome party to Ullapool - a familiarisation course
 12. We don't employ any staff at the moment
 13. I use housekeepers and waitresses. I train them myself although I may be tempted to send them and me on a waiting training course but not housekeeping.
 14. Have a self catering service so at present do not employ staff

Apart the existing excellent facilities are there any other attractions that Ullapool lacks?

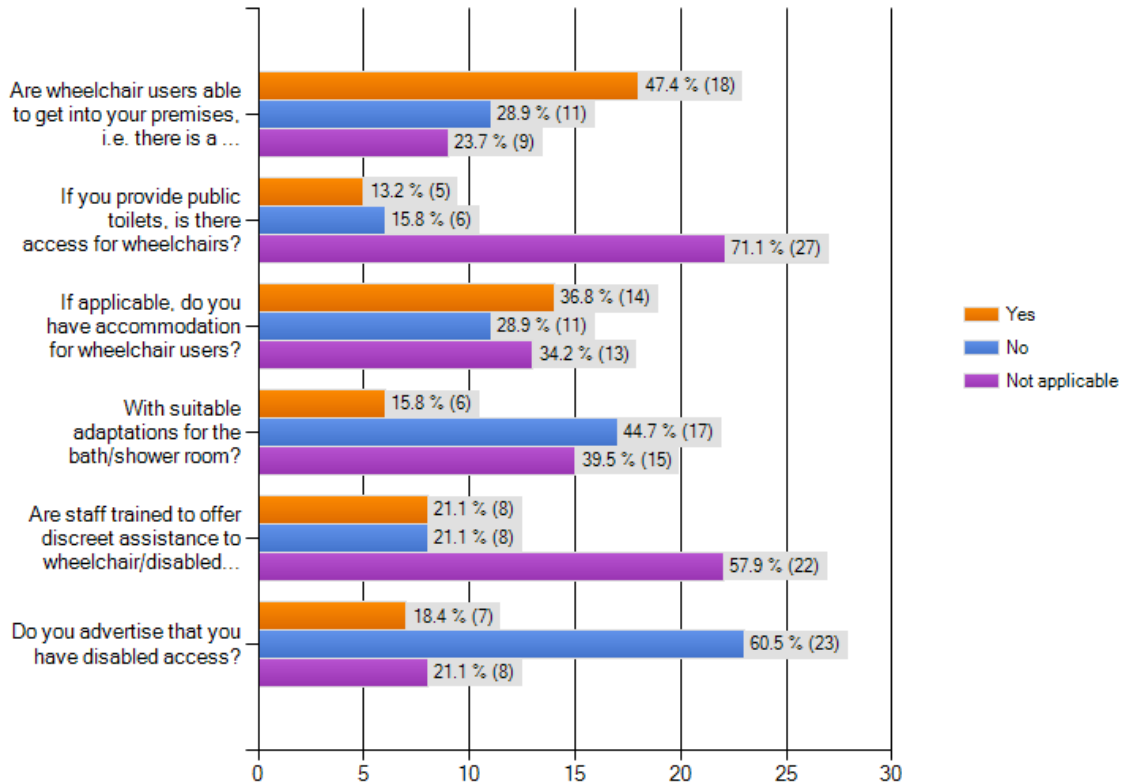


Would you like to add any further comments?

1. Green energy products and tariffs
2. Core funding essential.. and matching funds the staller
3. I think that we should try to push for improvements to the broadband service to the area at the earliest opportunity
4. Business Gateway provide Business Support in Achiltibuie, so we have someone to help us through the Grant application process. But really, I don't think it's as much of a nightmare as everyone makes out...
5. I would like Ullapool to have as much to offer as Aviemore
6. No, but please disregard my answer to 9 above, as I could not progress the survey without putting in an answer. (which is stupid if you don't wish to put an answer in)

7. We are just over the threshold for VAT which means that 17.50 of our income has to go back to the government. Some businesses manage to stay below this threshold by curtailing their season. I would like to see the Government raise the threshold for small businesses to £100,000.00
8. If the criterion for funding was better promoted a lot of frustration could be avoided and it should be a two or three tier process, so you do not have to waste a lot time filling in lengthy forms to find you fail at the first hurdle.

Do you already provide facilities in your premises for wheelchair or disabled visitors

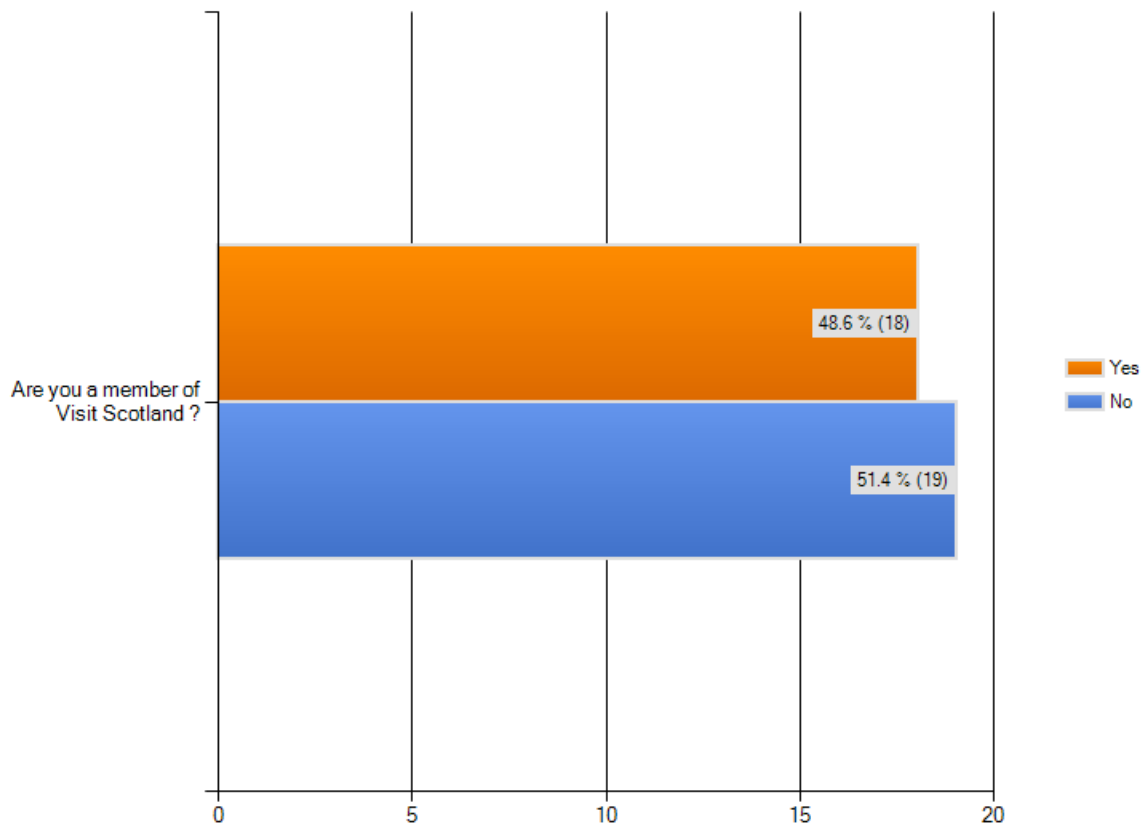


Any other comments you would like to add?

1. Do not feel that Ullapool is disability aware in general and think this requires serious consideration and action
2. Unfortunately my front door is too narrow for wheelchair access, but I would like to be able to install an ensuite bathroom in my downstairs bedroom that is suitable for disabled people.
3. There is no funding available for businesses to adapt their premises which makes it very difficult to provide these facilities
4. Accommodation advertised as on one level, might suit people with walking difficulties.
5. Grants for bathroom conversion for disabled would be useful. Disabled guide to access in village would be good eg shops, cafes and services. Equipment is available for hire from the health centre for assisting bath/toilet access. Car hire for electric wheelchair users is very limited in Highland Region, and hard to find.
6. We can just about get people on and off the boat and to their houses (with difficulty) but it is the Council-owned pier that makes wheelchair access almost impossible.
7. If premises are rented and old, the responsibility should be on the land lords
8. Clearly a need to do something, but not all disabled people are in wheelchairs and although we don't train our staff to be discreet in offering assistance we hire the kind of staff that do!
9. I offer self-catering accommodation in a traditional cottage so unfortunately it is impossible to cater for the disabled.
10. Self Catering property, ramped access but no bathroom adaptations as this is also my home.

11. Unfortunately I'm on a hillside and it's a physical impossibility to change it. I am disabled myself so it has limited access but not for wheelchairs.
12. I might get in touch with the lady that wrote into the Ullapool news for more information
13. All our rooms are on the first floor so not suitable for wheelchair users. The building isn't really suitable for altering to include such facilities unfortunately as it is something I may have considered if grants were available. As it is I can't take wheelchair users.
14. Although the Highlands of Scotland might not seem the ideal place for wheelchairs users possibly their partners might wish to indulge and therefore some provision should be made

Your thoughts about VisitScotland - the Official body for promoting Scotland



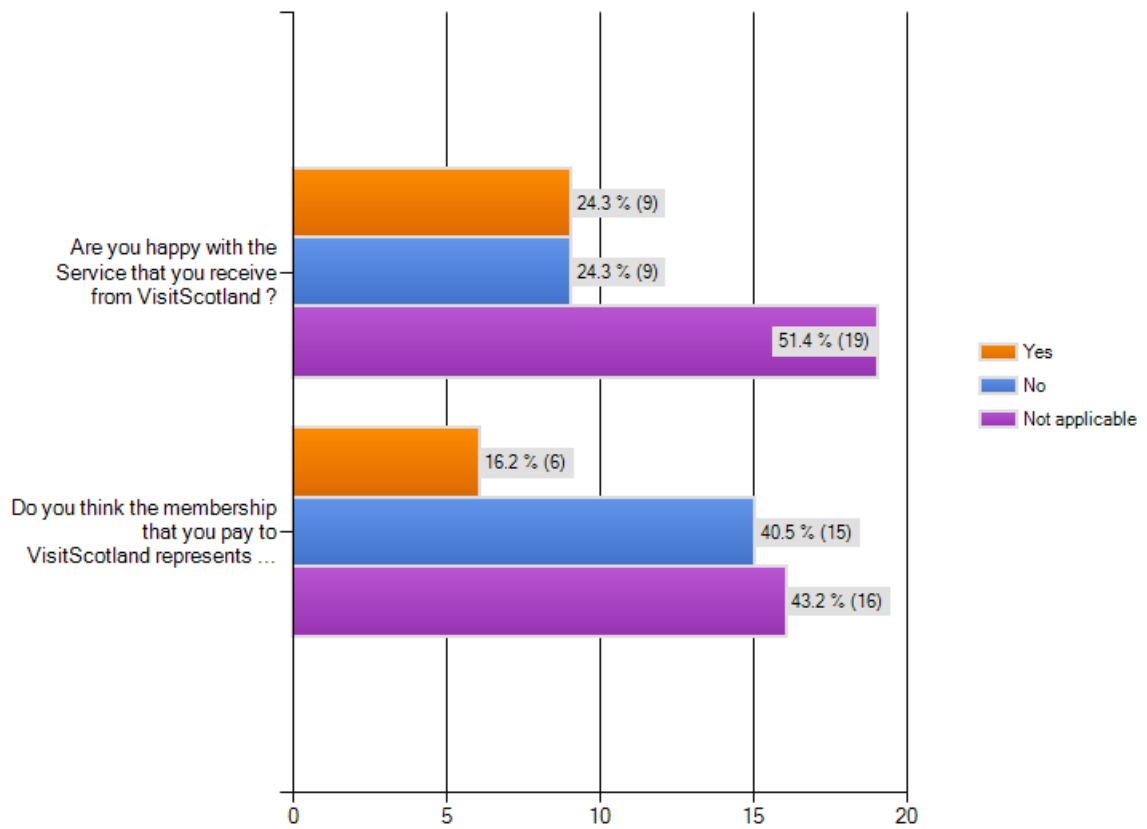
Do you have any other helpful suggestions that would improve VisitScotland's service

1. REMIND THEM THERE ARE OTHER TOURIST PROVIDERS OUTSIDE OF ULLAPOOL. WE PAY THE SAME AMOUNT OF MONEY TO BE IN THE T.BOARD BUT THEY DO NOT OFFER THE ALTERNATIVES EVEN WHEN ULLAPOOL IS 'FULL'
2. Some of these questions need a 'don't know' option. We would have to ask every visitor whether the QA scheme is beneficial to them!
3. I do not think it is a useful organisation for any one apart from accommodation providers
4. No but I consider VisitScotland is the pits
5. local people with local knowledge about things that change such as bus times, ferry times, local opening hours etc
6. Awaiting first quality assurance visit, so may have better developed views after this. However, have had a couple of issues with clarity of information given by telephone operators re: Visit Scotland bookings and conditions? They need to be more explicit as to exactly what they do and say to customers they book on your behalf.
7. Fees too expensive they are only interested in large cities/towns
8. They could link the email address directly to person advertising.
9. Change their grading system. Their 'tick' box system of grading does not cater for the following - beautiful views; antique furniture; cosy ambience; quality linen; comfortable beds etc Visit Scotland just want everything to match - quality is not so

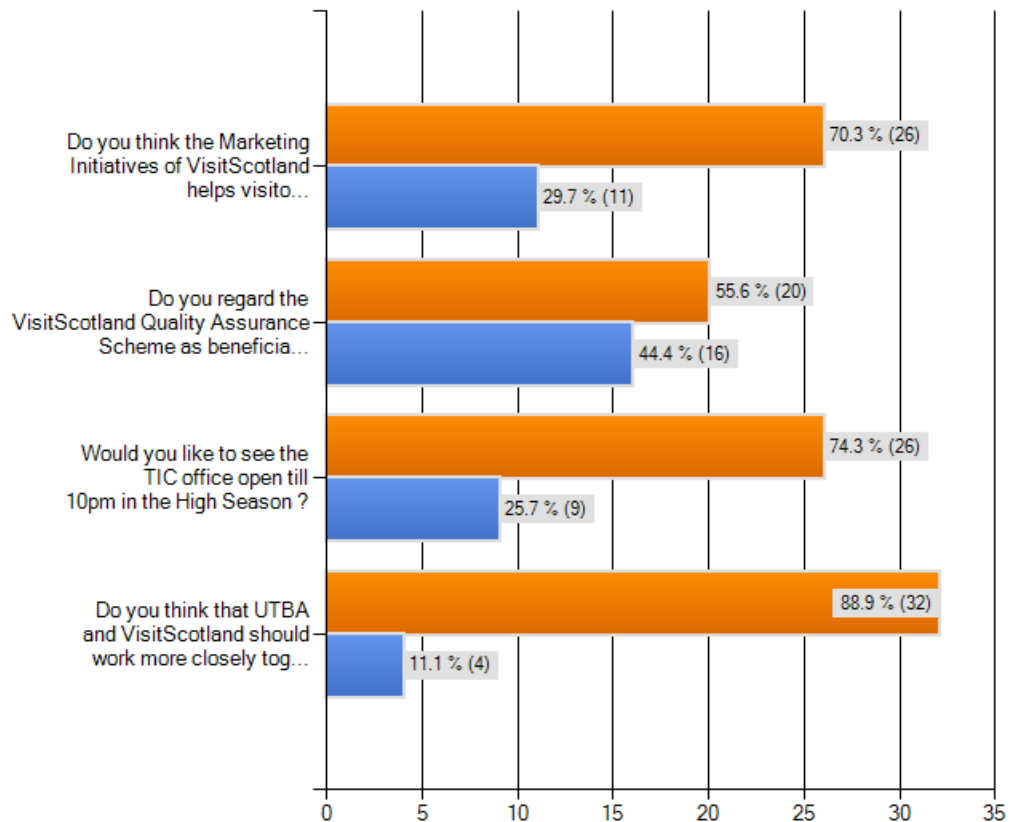
important!

10. I am a member of Visit Scotland for my self catering cottage, because that is a necessary qualification for membership of ASSC (Association of Scottish Self Caterers) but not for the guest house. Visit Scotland do very little for the large fees they charge. My previous experience of VS is that they only give you enquiries in the high season, when you don't need it, and in the quieter months you hear nothing from them.
11. The TIC should be open to allow visitors who arrive by ferry access to information. I'm not sure of the latest docking time but perhaps keeping the office open for an hour after that should be sufficient.
12. UTBA working in conjunction with the local TIC is a good idea especially if it means extended opening hours
13. TIC open longer but not until 10pm, open all year more important.
14. I only use the quality assurance element of VisitScotland, and only because i have to in order to use the ASSC who are an excellent organisation. The process of grading was useful initially in upping our game in our provision for self-catering accommodation. However the service we receive subsequently has very limited value, and is expensive for what you get. Marketing and finance has been a shambles. I am awaiting a response for a letter i wrote a month ago! The TIC should be open all year. VisitScotland's promotional material is very poor for the NW Highlands north of Skye, and only includes limited locations for activities. Information is not comprehensive where it should be. Why was VS's default setting for accommodation last year set to "fully booked" from April??? Promoting sustainable/green tourism shouldn't cost extra in order to promote good practice which many of us do already, but is not acknowledged by Visit Scotland unless you pay a lot more.
15. Not at the moment
16. Not familiar enough with VisitScotland, and don't know what TIC stands for - sorry.
17. I am not familiar with Visit Scotland.
18. local members are made aware of the different services that the local tic provides over and above bed filling
19. Too many to fill this space!!
20. Would like to see VIC in Ullapool as a partnership facility with UTBA
21. Get better quality staff??? they keep making very basic mistakes.
22. TIC should be open all year and 7 days a week if possible. If not 7 days a week in off-season, at least it should be open at all weekends in off-season.
23. I did consider joining them but was only a very small business and the cost was prohibitive. I have stayed in other accommodation throughout Scotland and find their quality assurance very varied and never trust it now particularly if booking form a website having had a few nasty experiences(I hasten to add not in Ullapool)
24. I doubt they have funds to do more than pay for their many premises and members of staff. If they did have funds and imagination, they should be out of those offices more often, actually offering services to people where they are, eg street market in Inverness, Moray Firth Radio, Open Days at eg Fort George, Urquhart Castle, on the ferries at gatherings and Highland Games and so on and they should be getting people into their offices by making them more attractive, lively places. They could host craft demonstrations, live music, etc
25. Open in the winter - there is no need to open as late as 10pm except for when there is a late ferry running. Knowledgeable staff like Lucy are a godsend !!! Whats the point of employing someone who knows nothing about the area - they send out the complete wrong message to tourists when they cant even pronounce Achiltibuie never mind find it on the map.
26. Local knowledge training for Visitscotland staff
27. The only part of Visit Scotland that I am not happy with is the local TIC. In years gone by we received a lot of bookings from them early on in the season when we needed it. Virtually no bookings come via the local visitor centre any more, at any time of year, which for us is quite disturbing - it may as well not be there as far as I am concerned. Things went down hill when Dermot left for Aviemore!! It would be good to see a booking centre giving out good information on what to do in a more easily accessible, more central area of the village.
28. In rural areas they should be prepared to give information about small B & B establishments who cannot afford membership. After all if visitors need accommodation then they should put their needs first.
29. stop acting as a booking agent

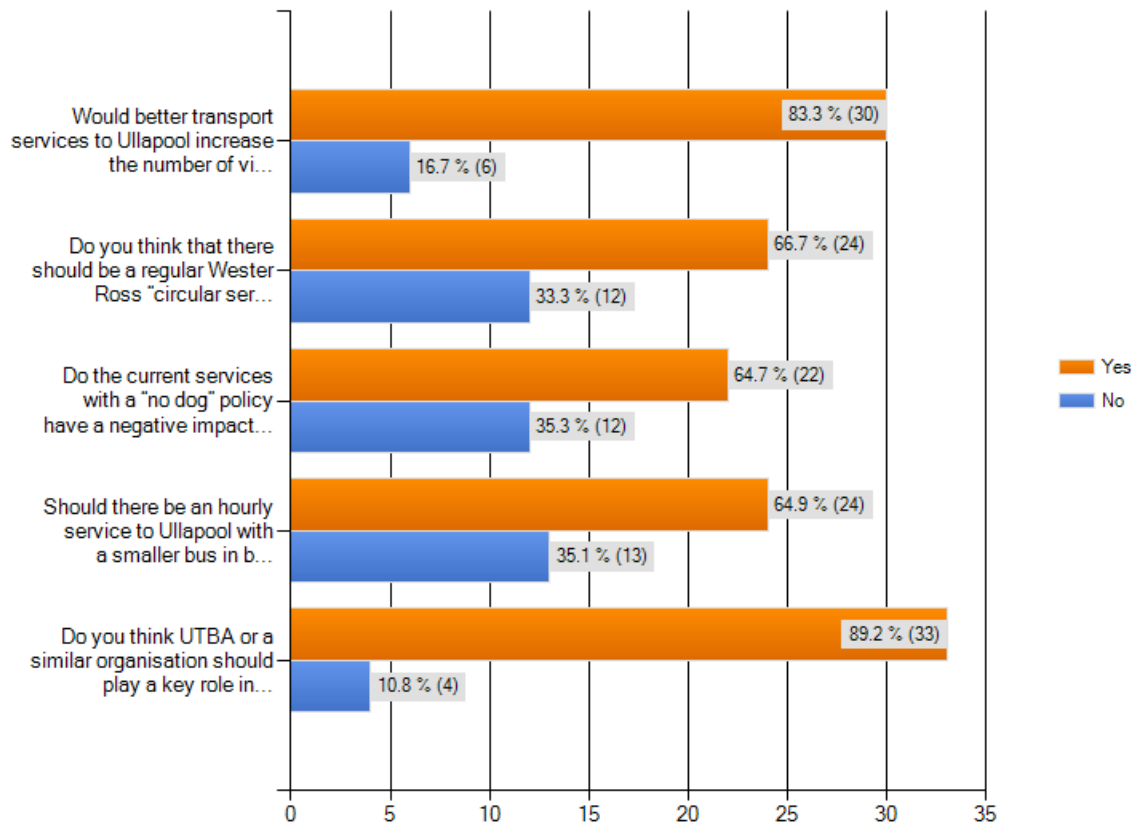
Are you happy with the Service that you receive from VisitScotland ?



Even if you are not a current member of VisitScotland



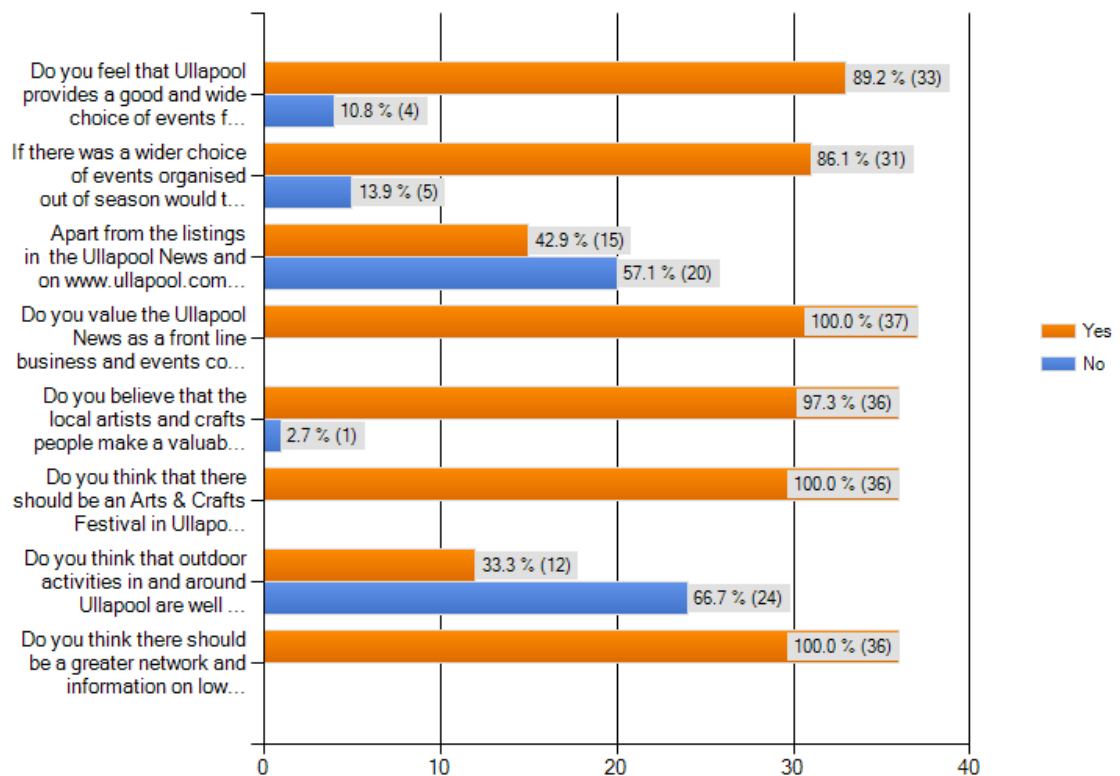
Transport issues have been much discussed recently



Further comments on Transport issues

1. If Calmac can offer day trips in summer why cant someone with a bus do day trips to Inverewe or Shin Falls or other local places of interest
2. Bus needed more frequently not just to Ullapool but Lochinver and Achitlbuie
3. Still not sure how many people come on Public transport to make a wise judgment on that issue. In 10 yrs I've only had one family come on Public transport(All the way from Switzerland)
4. I would like to see a West Coast railway line to Ullapool
5. As a self catering provider, if you wish to provide a no dog facility, that should be accepted. I have gained visitors who have allergies and therefore come because no dogs have been in the house. There certainly should be no pressure on providers to accommodate dogs.
6. This subject needs a great deal of investigation
7. This is a big topic and UTBA should certainly play a part in the discussions.
8. The service should also continue on to Achitlbuie. It's embarrassing trying to call ourselves an environmentally sensitive holiday destination if you can't even get here without your own car.
9. Please can we have "joined up" timetabling to match sleepers, trains with buses, as well as ferry, and provide a later bus service for the evenings too. Please can we have a comprehensive timetable showing all bus services north and south to include all companies, so that you can work out buses available in any one week. There are 4-5 services which run on different days, at different times, for different periods of the year, without a unified date for summer/winter changes to bus times. please can buses NOT leave a few minutes early. Please can there be an Inverness airport direct link?
10. Is bus service from Inverness oversubscribed?!
11. I think extra buses to Inverness would allow visitors to spend time in Ullapool instead of being whisked off the minute they arrive.
12. I think the Community Council should be the organisation leading this issue for the village
13. better transport service would surely increase people's access to Ullapool. Could this also be extended to Sutherland Shire too?
14. UTBA with LBCC and the new Community Trust
15. don't know option would be useful here too
16. AGAIN, UTBA PROMOTES OTHER AREAS. ALL PUBLIC TRANSPORT TO WESTER ROSS WANTS IMPROVING

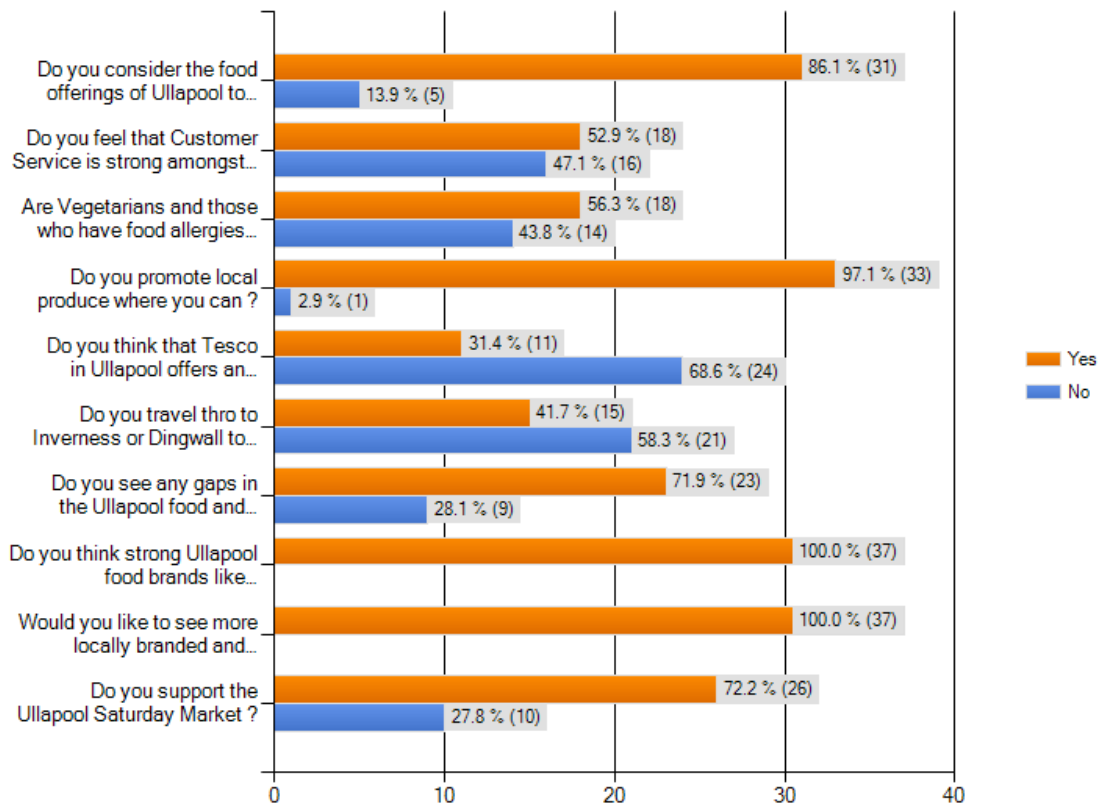
Every week the Ullapool News lists many events and activities - do we need more ?



Can you suggest what type of event/s that Ullapool lacks?

1. I think the various Highland Games around the area should be advertised better. I also think the Ullapool Pipe B
2. Possibly more sports related events, antique fairs?
3. With many local skilled creative people there is definitely an open for Arts and Crafts. I like also the idea of low l
4. Re: question 3 above, some events are well promoted others less so. Ullapool would be an ideal venue for some glass bottomed boat etc
5. Something for families with younger children to do on wet days. Apart from the swimming pool there isn't much
6. Does ok
7. More low level foot paths
8. Regular craft fair. Regular car boot market. Monthly screen machine. Film festival? Day trip touring bus to local
9. sporting events /fishing competitions/sailing completions/ orienteering/mountain biking/
10. Performing arts - art & craft week - walking challenge - rowing boat race - triathlon
11. Outdoor charity events for instance cycling competitions, triathlon or marathon.
12. see previous comments Ullapool news is fine locally but if you want to market nationally what do you do. What :
13. Classical Music Festival for those who wish an alternative to Traditional Music.
14. Sporting events
15. more sport
16. Live broadcasts from Lochbroom fm in the mornings for tourists would be great suggesting what to do for the da
17. I think more of the same/similar events throughout the year
18. Ullapool alone can ill afford to promote anything but large events farther afield
19. yacht race

Eating out is one of the joys of holidaying..



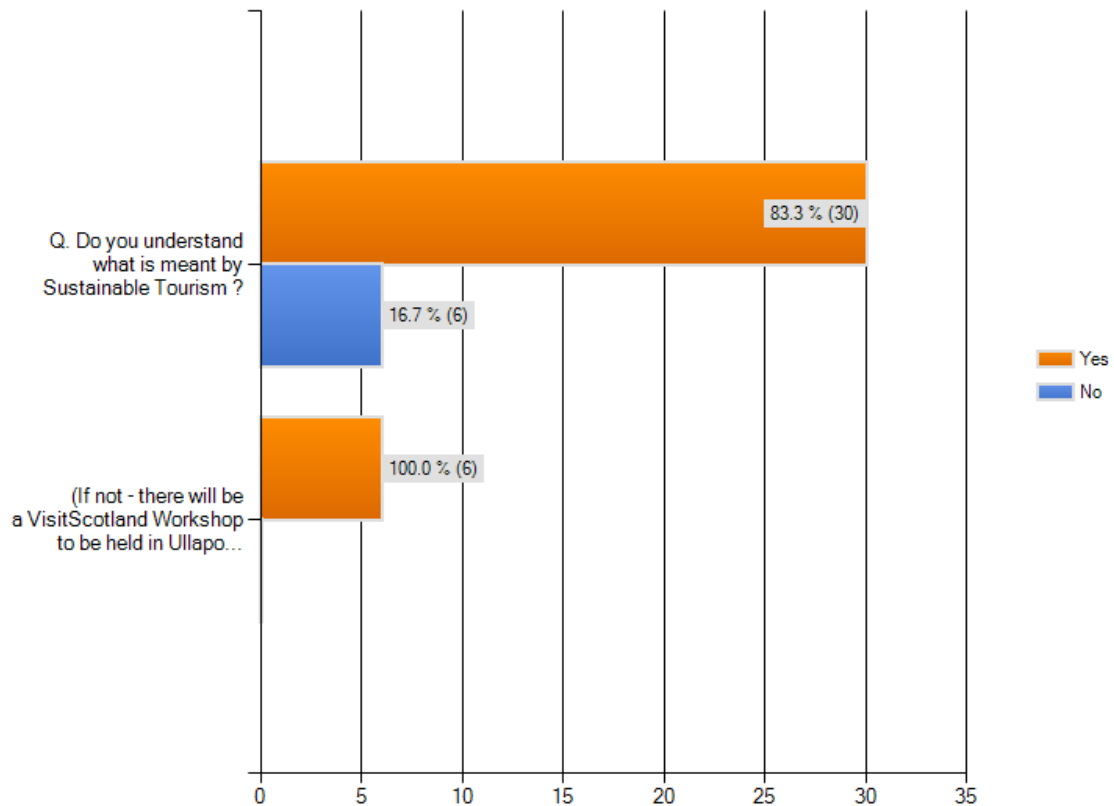
Are there any gaps in the Ullapool food and hospitality sector?

1. lack of choice in groceries and fish and meats
2. more fresh fish a vegetarian restaurant would be nice
3. more locally sourced produce
4. Other than a concentrated focus on Highland fare (focused on the tourist/visitor) who would like to sample such foodstuffs/purchase such things
5. Chinese restaurant
6. Tesco's has improved and is beginning to cater for the needs of those with food problems (myself included). However if i have choice I will shop in other local shops first. I feel strongly about the way big supermarkets take over the economy and dictate to us, we need to support local businesses first! Good quality healthy food is the way forward
7. For a small village Ullapool has a good variety of restaurants, cafe's etc. In a few the standard of customer service is poor, but in general it is pretty good. One essential food group is missing from our local shops - fresh locally caught fish and seafood.
8. Tesco should carry more breakfast goods during the holiday season when there is higher demand from local B&B's and the camp site/
9. yes, most items have to be sourced via Bookers or Farmers Dairy, eg milk portions, biscuits, napkins
10. Reports from visitors eating out often overpriced.
11. Fresh fish shop. A big deli to include regional delicacies.
12. The biggest gap is poor service. When I have eaten in the Seaforth, the Frigate and even when shopping at Tesco I've been surprised by the lack of inter-personal or simple good manners that some of the employees have presented me with. A customer is not an inconvenience but the lifeblood of any organisation, without them we fail. I for one will not eat in the Seaforth nor the Frigate again and prefer to use the pleasant service I have received in both the Ceilidh Place and The Tea Rooms
13. For a such a small place, I think there is a good range of food and hospitality on offer.
14. I think there are a number of difficulties of using Highland produce - mainly transport and delivery. Most of the fresh beef/fish/cheese/ etc. is transported OUT of the

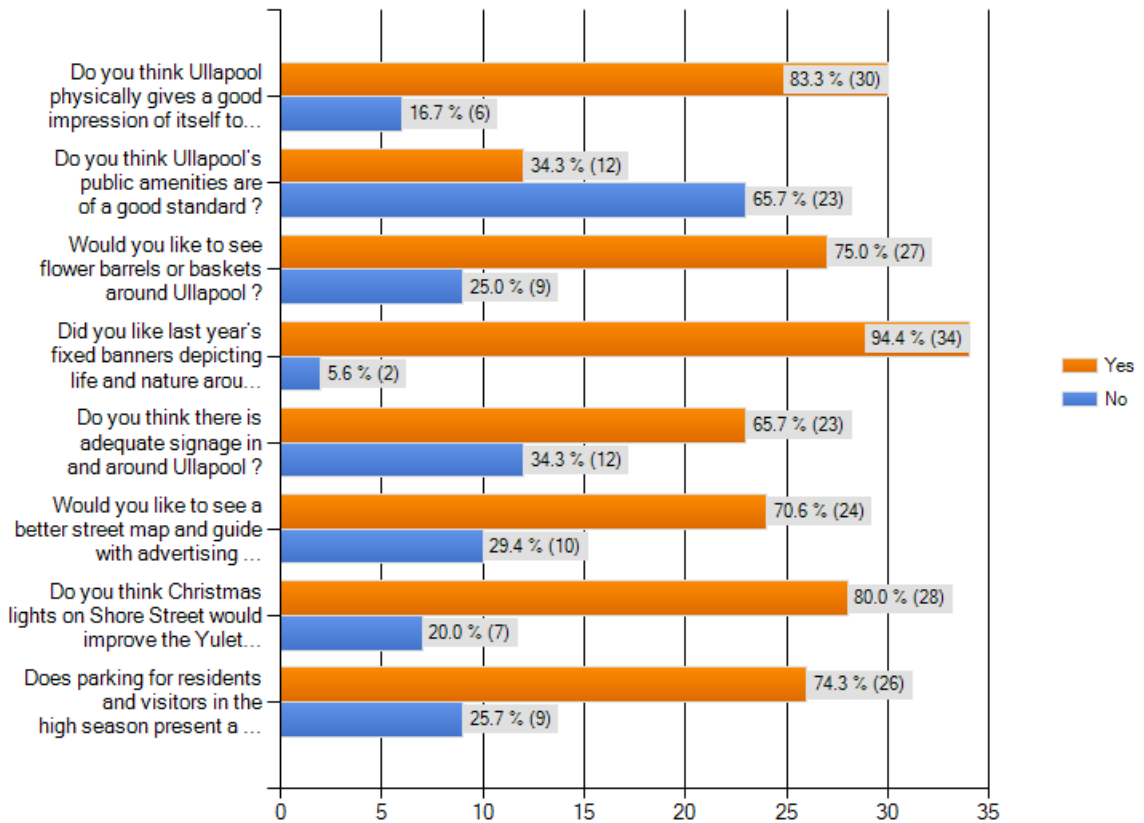
highlands rather than across the highlands.

15. a strong fish food restaurant using local produce with strong brand and customer service
16. I don't live in Ullapool so difficult for me to comment
17. Food that does not come from a deep fryer!!!!!!!!!!!!!! The Seaforth for instance seems to specialize. A really good sea food restaurant. The Morefield made a huge reputation on that basis. However it has all slipped away
18. I think it comes over strongly. I have the advantage of running my house (In Polbain) as self catering ,visiting it myself a lot but living in the south so things stand out when you come away from a place. Food and its promotion in Ullapool is even noticeable in Southampton!
19. Grocer shop
20. None of the current Ullapool restaurants is in the same league as, say, the Altnaharra was. It would be nice if one of those really smart Highland hotels/restaurants was in Ullapool.
21. Catering products like butter portions. The seafood barbecue was brilliant at Loopallu a few years ago and at round the pier day maybe something like that
22. Re q25bmost of the time service is good but occasionally let down by poor service
23. Not many venues where you can sit and enjoy a sea view - or any view for that matter!

Are you concerned about local environmental issues?



First impressions - the view of Ullapool as you come round the bend - then.....

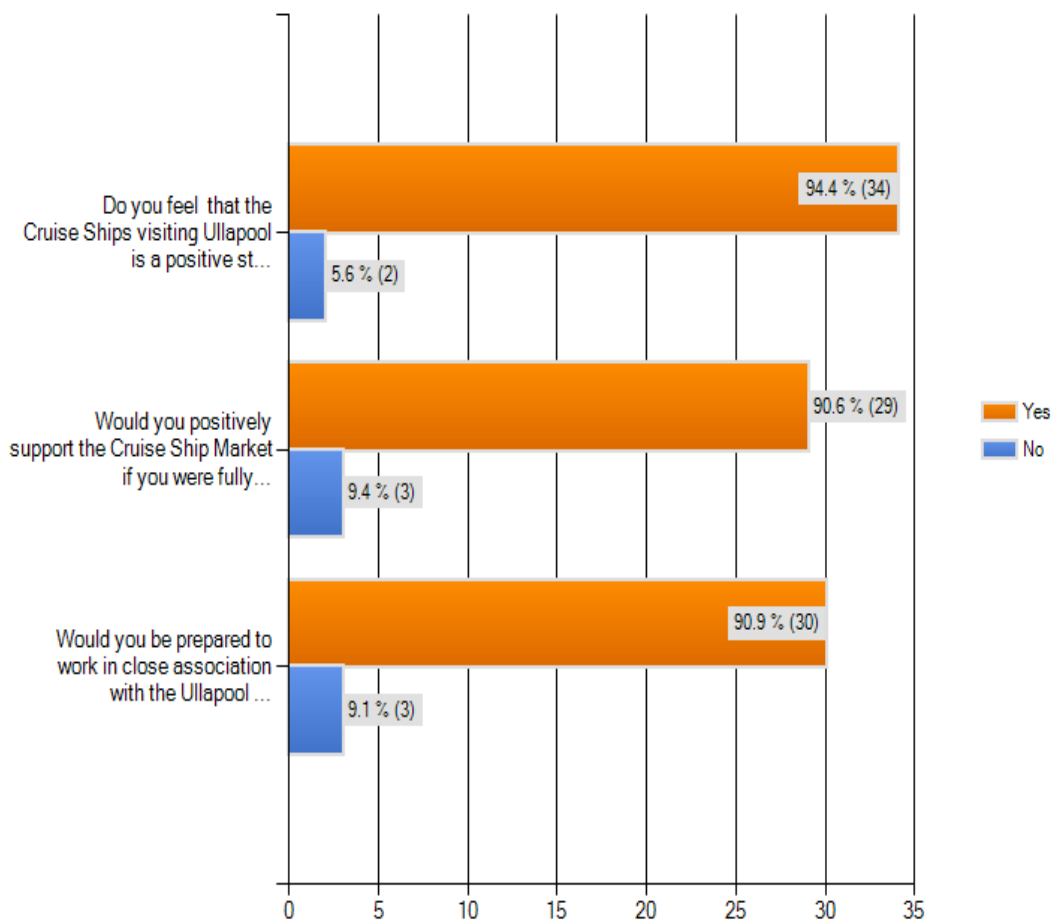


What areas of Ullapool do you feel needs improvement or tidying up?

1. Shore, pier, hinterland
2. West Argyle st near the Post Office is a bit drab
3. Car Park at the back of Tesco, beach clean up, general litter free village.
4. The beach/shoreline - often very littered
5. village officer required to maintain standards during the summer
6. A few flowers would cheer up Quay Lane. Generally people are very good at making their properties attractive and the public amenities that I have visited are good. The parking restrictions on Shore Street are restrictive. In summer I don't take the car to the shops if I can positively help it.
7. Parking on Shore Street is a real problem. Self Catering units on Shore Street are at a disadvantage.
8. As stated earlier the public toilets are very poor. Shore Street needs attention - for instance one of the advertising signs at the Harbour end of the railings has been broken in half for the past 4 seasons! Am Pollen is much improved over the past year or so, and with all the new benches it does get well used now but the fence between Am Pollen and the shore needs replacing and perhaps a gap in the fence and some steps to give people access to the shore
9. trees on the right coming down Garve Rd
10. Bins and bottle banks at main egress from Free car park - terrible first impression for visitors - often overflowing and smelly, broken glass everywhere!
11. Flower bed along the edge of ferry car park. Tidy up industrial areas in Latheron. More public street bins, especially near chippys. Remove "pavement/grass" between cemetery and garage, and make that a feed in lane to the garage so that cars are not waiting in the road just round the sharp bend. Keep verges trimmed of creeping briars and bushes. Signage for River Walk. A promenade by Shore Street sea wall would be great. More signage for Elphin, Lochinver and Ledmore Junction at the garage, not just John O Groats. Tourists often block the road peering at their maps in puzzlement!

12. Shore frontage and the main road onwards up the A835. Also the area where the firework demonstration is held and simply the main streets including the caravan park
13. The shed on the pier (packing house?) is an eyesore, should never have been built.
14. shore street railings/seating along the front improved/west argyle street frontage improved/ glenfield levelled/playpark fencing fixed
15. I don't think we have a huge job on our hands - bit better planning and maintenance. I hate the idea of hanging baskets/christmas lights. Leave that to Tain and Invergordon. Baa humbug!
16. Ferry car park - Latheron
17. we need a board walk with seats for people to enjoy looking at the harbour and the boats. On any given day in the season you see people sitting on the concrete opposite Boots, eating fish and chips. more seats definitely needed.
18. Less road signs, in particular less ones in Gaelic. These must be very off putting for foreign visitors. More road improvements such as better road surfaces, rather than new crash barriers on A835.
19. Better parking and a less nasty traffic warden. If that is your first impression of Ullapool....not good.
20. That house near the ferry terminal, terrible walls
21. Latheron Lane carpark and shops. Jubilee Park.
22. the disc golf is such a sorry site and could be something great
23. The area near the public toilets - especially from Argyll Street at the side of Costcutters
24. Would love to see an Ullapool in Bloom competition
25. I think flower baskets, though pretty, could face destruction when one of our gales hit and would require a fair bit of maintenance and expense, I personally would feel this was a waste of money as would xmas lights on shore street. It is such a short street and we are drawn totally to the end of it by the xmas tree lights and seeing the Harvest Lilly decked out last Christmas was just wonderful. Local residents take pride in their properties which means that our village, with it's wonderful white washed houses, always looks so well kept and pretty. The harbour is a great draw for visitors and all the boats bobbing about add to it's character. As regards maps two companies are already producing excellent maps showing places to eat and accommodation.
26. The car parks are not very inviting - no one has done anything to enhance them other than provide an open space?

Cruise Ships visiting Ullapool opens up new possibilities?

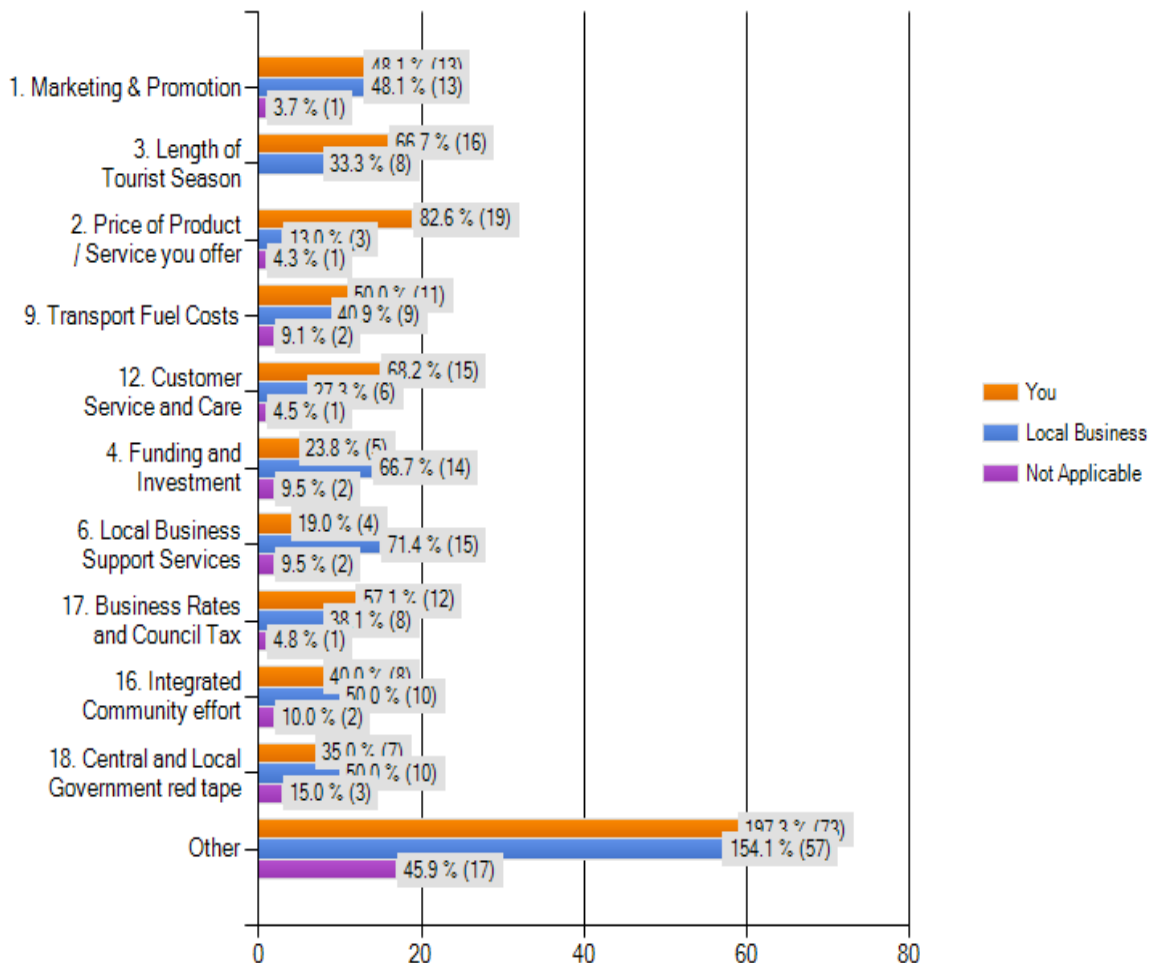


What concerns do you have in supporting the Cruise Ship Market visiting Ullapool?

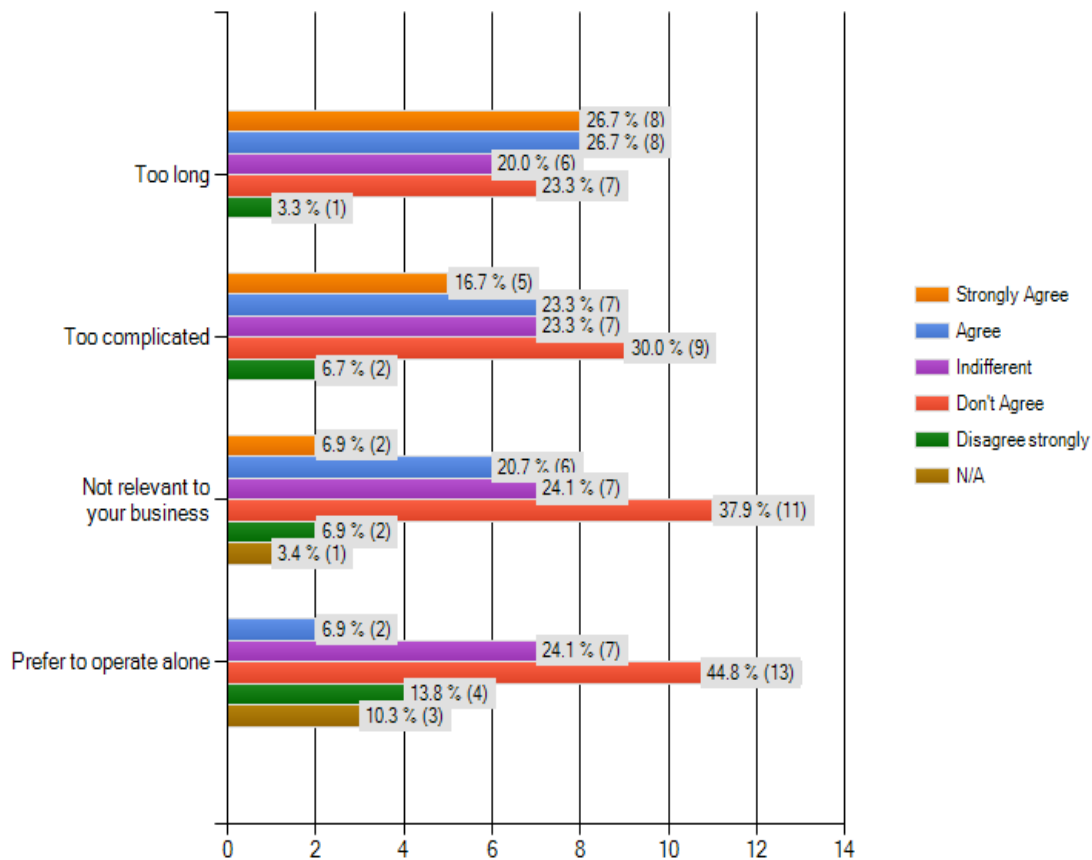
1. that they don't hang around the village. Or if they did that business cant always cater for huge numbers at once
2. That Ullapool Town/Village is organised sufficiently to offer a range of experiences to holidaymakers, within the village rather than everyone being transported outwith the village. Eg, Historical walking tour of the village with traditional Highland Fare luncheon, followed by local shopping opportunity.
3. I suppose there would be tight control of waste where these ships are concerned.
4. Cruise ships tend to offer all inclusive holidays. Their passengers will probably be transported elsewhere. Traditionally cruise ship passengers do not spend much money.
5. If we are going to get more cruise ships visiting Ullapool the village needs to be more geared up for all the influx of people. Shops, cafes etc need to know when the ship is coming in so they ensure they have sufficient staff to cope, also maybe they need to get themselves ready to be able to accept Euros. As I am only in the business of providing accommodation this is not a business opportunity for me, but there are many businesses which should be able to benefit by an increased number of cruise ships coming into the Harbour
6. Any pier development should not intrude on the view up the loch too far to spoil Shore Street. A shore street promenade would be a great asset. Pier facilities should include showers and laundry for visiting yachts, and be open for people to rest in all day. Development should be sensitive so as to not overwhelm services or dominate for too much of the time. Noise nuisance be sensitively managed.
7. None, I think we may be too far away for people to travel to Achiltibuie
8. They are generally very well fed on board so might not really support the local fooderies. Environmental issues surrounding Cruise Ships; high fuel consumption (wider impact than just Ullapool!) and what do they do with their waste?
9. That we don't make it twee or phoney. If we kept our integrity, and gave them 'real' Ullapool, Geopark, Coigach i think we could sweep up!

10. Lack of information on next cruises and management of tours and traffic
11. Traffic congestion, large buses transporting most of the passengers out of Ullapool to see the surrounding area and tourist sites.
12. They may make a bit of noise and litter but surely they can only bring much needed revenue to local shops. Where else are they going to spend money
13. None, they will be a huge benefit
14. Cruise ships are OK, but not tied up at the pier.
15. none at all i think this will boost the local economy
16. None - it can only be a good thing
17. None, the more visitors the better
18. As accommodation providers the cruise ships do not benefit our business. It would seem that buses are lined up on the harbour when they arrive to transport them to other attractions ie Inverewe gardens so I am not too sure who benefits although of course the Harbour will and I guess in turn the people of Ullapool as the Harbour does seem to be trying hard to put something back into the village.
19. We should make every effort to prevent the passengers being bussed away from Ullapool

Please rank the following business issues in order of importance to you and your feeling as to how local business should work :



We know that this has been quite a lengthy exercise, but we would appreciate your comments about the survey itself



Would you like to add any further comments?

1. NOT ENOUGH 'N/A' CHOICES ESPECIALLY FOR THOSE WHO LIVE OUT OF THE VILLAGE- MEANING A LOT OF ANSWERS APPEAR AS NEGATIVES.
2. Many of the questions were not relevant to either our business or our location (outwith Ullapool). It was very difficult to give a yes or no answer in many cases.
3. YES Most issues could not be answered by yes or no so the survey was poorly designed and executed
4. I feel strongly that UTBA should be a much more dynamic and weighty organisation which progresses things in Ullapool and would be willing to contribute some time and commitment to achieve this alongside others.
5. A not relevant button would be useful. UTBA have been of good value and an essential asset to Ullapool. The TIC alone cannot possibly fulfill it's full role without the addition of UTBA and other relevant organisations. Thank you.
6. Some of the questions weren't brilliantly worded, so it was difficult to answer (particularly as it's so long, and therefore in quite a hurry to finish!). I'm afraid many of my answers will not be very useful as I'm
 - a) not based in Ullapool and
 - b) haven't been in the area for long so not very aware of the issues.
7. Hard not to push the "too long" button when you come to the end - but all of the questions were relevant I thought. Someone put a few hours of work into composing it i'm sure - thanks for that!
8. I would suggest you look at the Speyside area, I have an apartment in Grantown I let to tourists and the season seems a lot longer, there are lots of things to do and see, why re-invent the wheel?
9. The answers had to be very black or white especially the early ones should have been a bit more room for comment or qualify on those
10. Due to having a 6 year old and a husband who is never home I would like to come to meetings but simply find it impossible so sorry I don't know chairperson etc etc etc
11. Not sure what the role of UTBA is - other than managing the Ullapool's website
12. First and foremost we need to get the people here, give them a good time, tell them what there is to do, treat them well and they will return. Marketing then is key. We accommodation providers must spend money on marketing to bring the business to the village the service providers must provide information to pass on to our customers regarding what is out there, eating, activities, shopping etc. Information packs on the area then for us is crucial - we pay to bring people here other businesses make sure we have all

the info we need about them to pass on to our customers. (Thank you for the directory) Try to market our own area and not other areas too much (selfish as it may be) the glossy Land Mark brochure sitting in every B & B doesn't do much for us but does encourage visitors who are wondering what to do the next day to bugger off so to speak. In housing those brochures we are actively marketing other areas and doing ourselves out of business. The day trip to Orkney springs to mind - not something they can do in a day from Ullapool but the twice weekly day and bus trip to Lewis they can. When those brochures arrive I take out the leaflets relevant to our area and put the rest into recycling. I am not aware of other TICs marketing Ullapool as much as our TIC markets there areas.

13. I think it is important that we get more business involvement and this is a good medium