

CVP meeting

Minutes of Meeting Held on 23 Feb. 2007

Attendees	Apologies
David Russell Rena Tarwinska Richard Barton Alan Chalmers Robert Hunter Gillian Barrie Mary Travers Denis O'Kane Jeremy Thompson	Geoff Brown
Additional Distribution	
group@carronvalley.org.uk	

Agenda Items

1. Apologies
2. FCS update on project development
3. Partner update
4. Branding of Carron Valley - presentation
5. AOB
6. Date & format of next meeting

1. Apologies

Geoff Brown on behalf of Scottish Water

2. FCS update on project development

JT initial impressions

- Natural beauty of area – landscape and water
 - Accessibility
 - Quality of work done by CVDG – trail quality and signage
 - Demand / rider numbers
 - Walker numbers / other users
 - FCS must raise standard of facilities to complement what's there already
 - Car parks are full
 - Project must be seen in wider recreation context
 - Earls hill wind farm provides opportunity to improve car parking at todholes – RH to investigate
 - JT envisages 50 space car park at TH
 - Activities will include MTB, walking, running, family trails
 - Increase critical mass of trails to get enough numbers and interest in CV
 - Phase 1 package to include
 - Orange trail to 1st burn - essential
 - Route round reservoir on forest roads
 - Outdoor / green “gym”
 - Clubs and education depts engaged to use facilities
 - MTB
 - Green route – essential
 - Red route – Tomtain red route
 - Meikle bin walking route
 - RH mentioned temporary facilities / “chuck wagon” to meet current demand
 - JT mentioned proposals from Elaine Hopley
 - Has full business plan and lots of ideas
 - Ready to start this summer
 - Is getting assistance from Falkirk Business Gateway
 - RT/JT thought mobile setup would be the best option
 - Allows operators to “test the water”
 - Possible opportunities for operators to manage FCS toilet block too
 - Removes catering / hygiene implications of a permanent building for the moment
 - JT looking at the whole picture whilst developing plan
 - Phase 1 delivers key elements and infrastructure to make CV into a destination
 - Phased approach allows tailoring of plan to meet needs – RH shares this view
 - MT queried timetable of build
 - Phase 1 over 2 years, being fundraising Aug / Sep
 - Orange, green, Meikle bin route first
 - Red over 9-18 months
 - MT meeting CVDG Angela [REDACTED] regarding funding streams and how CSFT “fit” into overall project
 - MT to clarify her role in the fundraising support – doesn't see herself filling out forms but providing expertise in accessing funds.
 - RB would like to go for big funds instead of small funds – high level of administration involved.
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- RB also keen that the management board see the “CVDG vision” to get the bigger picture
- JT advised getting long-term funding is difficult in FCS experience. Also, seeing project in the wider recreation context gets wider support and funding availability – funding will be sought in the context of the vision
- RB concerned that phase 1 is now over 2 years and there is still no sight of the “grand plan”
- JT will be working up the vision over the next 2 months – get the infrastructure in now in phase 1 to draw the crowds.
- RH advised that things may be liable to change with the upcoming local and national elections – RT/JT noted this
- JT keen to hit funding “buttons” with councils to get money
- DOK stated that NLC re-organisation means things are up in the air and unsure on future
- JT highlighted concern over lack of interest from NLC/DOK? Will agree to meet separately to discuss what CV does / will mean to NLC
- JT looking for big match funder (40-50%) over next 2-3 financial years
- MT suggested various key partners to engage for funding
 - NHS health boards – key partner
 - FCS health / sport advisor?
 - Council and FCS funding officers

3. Partner updates

- RH stated SC are in talks with Craigenfelt wind farm developers Scotia wind to leave access road in and develop a “wind farm way” walk
- DOK mention Tak car park is now resurfaced and will be getting some signage / interpretation with possibility of getting CV information / branding in there

4. Branding

- AC discussed branding concepts
 - Reminded him of Kielder with the expanse and water
 - Liam from FCS designed these concepts
 - Initial concepts have moved to the current “firm” branding concepts
 - Must be future proofed for current and future use
 - Must meet needs of Clanranald, MTB, walking
 - Must fit with FCS corporate branding
 - Strengths of the area
 - Accessibility
 - Room for everyone
 - Upland countryside feeling
 - Space
 - Mainly urban audience
 - Modern, clean but not too trendy
 - Contemporary vision of hills and sky etc
 - First driver was MTB and MTB identity will take a part of overall logo and imply splashing / water / movement
 - MTB brand will apply to leaflet, brand framework, clothing, signage and banners etc
 - Will fit with FCS leaflet / corporate logo
 - Comments invited to be fed back to RT for next meeting
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5. AOB

- DR / RB presented slideshow of the building options to group
 - RT suggested use as a tool shed – DR knocked this back stating the building is far too got for a tool shed
 - RB suggested use as changing facilities – DR will fwd presentation to DOK for consideration of planning / fire considerations
- Opening – all present agreed in principle to an opening in May with an informal atmosphere.