

Millport Charrette

North Ayrshire Council invite you to share your views on marine tourism opportunities at Millport.

North Ayrshire Council's Economy and Communities Team is keen to further develop Millport as a key tourism destination on the Firth of Clyde.

This consultation event seeks to engage with the community to help develop marine tourism on the island.

Please take time to look through the following boards, provide your comments and answer some of the questions.

In particular we would like to know your ideas for the area, what are the things that are most needed and what are the main opportunities and priorities.

Feel free to discuss your ideas. What would improve Millport, what's good, what's missing?



Moving forward...

- What do you think?
- Where are the opportunities?
- What are the priorities?



Millport Vision



MILLPORT & CUMBRAE 2025 VISION

'In ten years the Isle of Cumbrae and Millport is: 'An accessible, welcoming, economically dynamic and culturally vibrant island, with strong new and established businesses in growing sectors and competitive infrastructure to support them. The businesses provide quality jobs and higher value employment opportunities. Millport itself is a very contemporary thriving small town and hub for the island with an intriguing focus on independent businesses, built heritage, cycling, community facilities, sports, arts and the creative industries. Cumbrae is now appreciated as island with distinctive centres of excellence in field studies, sailing/water sports, community activities and music and a magnificent range of habitats and species with an exceptional wildlife tourism offer. The island is admired for its flourishing business, enterprise and ambition of residents, the quality of environment and its low carbon economy.'



Your
comments



Possible Strapline:
Scotland's Greenest Island



Other Straplines:
??????



Branding Themes:
??????



Awakening the Giant



National Tourism Policy

The Scottish government recognises the vital importance of tourism to the Scottish economy. Spending by tourists in Scotland generates around £12 billion of economic activity and contributes around £6 billion to Scottish GDP.

Employment in the tourism-related industries sector in Scotland was 211,200 in 2013 – accounting for around 8.5% of employment in Scotland

Scottish Marine Tourism

Our Vision is that by 2020 we want Scotland to be “A marine tourism destination of first choice for high quality, value for money and memorable customer experience delivered by skilled and passionate people”

Our Mission is to develop and lead the growth of sailing tourism in Scotland from £101m of visitor expenditure to £145m by 2020, and to increase the overall economic value of the marine tourism sector from £360m to over £450m by 2020. This strategy agreed through national consultation with industry stakeholders and tourism sector equates to:

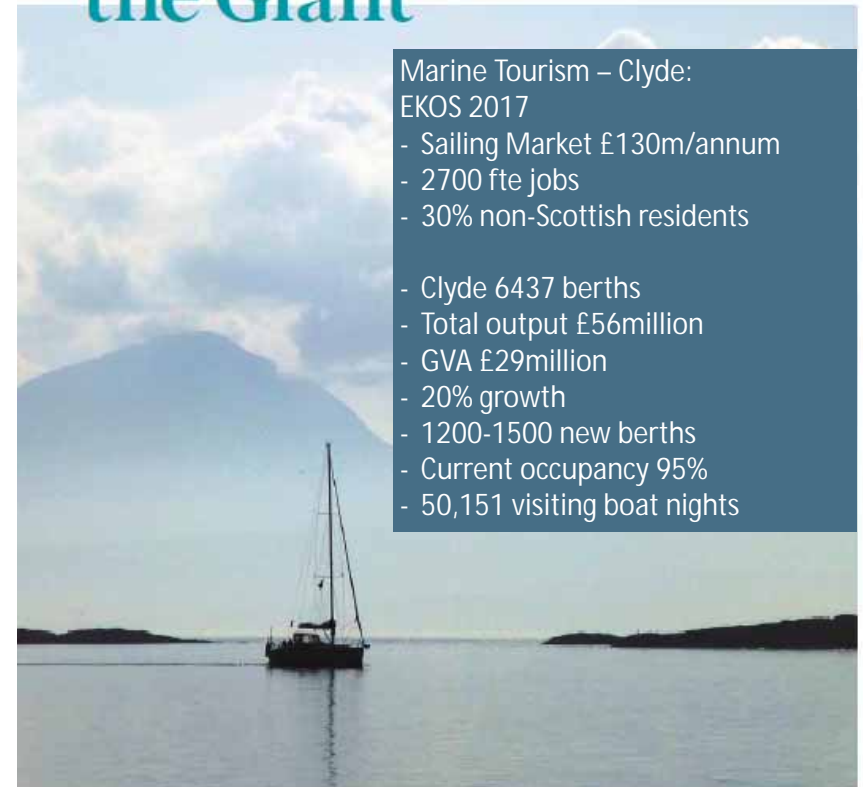
- Growth in visitor expenditure of 44%
- Growth in economic value 25%

A Strategic Framework
for Scotland's Marine
Tourism Sector

Awakening the Giant

Marine Tourism – Clyde:
EKOS 2017

- Sailing Market £130m/annum
- 2700 fte jobs
- 30% non-Scottish residents
- Clyde 6437 berths
- Total output £56million
- GVA £29million
- 20% growth
- 1200-1500 new berths
- Current occupancy 95%
- 50,151 visiting boat nights



Millport Through Time

MILLPORT

Main village of the Isles of Cumbrae, pop 1280

Millport emerged in the late 18th century as an amalgamation of Kirkton and Kames. A lighthouse, the first in Scotland was built on Little Cumbrae in 1757. By 1831 Millport was served by regular steamers and in 1865 Little Cumbrae was provided with the first foghorn in Scotland.

Steamships made Millport more accessible, a pier built in 1833 and resort activities began. A post office was opened in 1838 and a gasworks in 1840. The golf club dates from 1888 and there was a hotel by 1894. Up to the 1970's a passenger ferry plied from Millport pier to Largs but vehicles already came by the Cumbrae Slip, just North of Downcraig. In 1972 came the ending of the direct steamer services to the island, leaving just the vehicle ferry as the sole everyday public access.

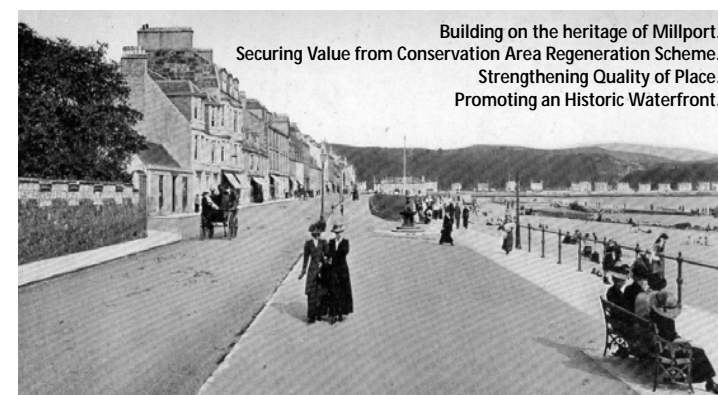
By 1991 when its population was 1340, Millport was an affluent retirement centre. Today Millport needs to build on its special qualities of place and heritage as a visitor destination that will help to support local business and services.



Beach, Millport



Promenade, Millport



Glasgow Street, Millport

Building on the heritage of Millport.
Securing Value from Conservation Area Regeneration Scheme.
Strengthening Quality of Place.
Promoting an Historic Waterfront.



Guildford Street Millport



Crichton Street Millport



Regeneration Opportunities



*Which improvements have been of the greatest benefit?
Where is the greatest potential for further improving Millport?*

**Your
comments**

Regeneration Initiatives



Ayrshire Growth Deal (AGD) Initiative

- Growth Deals looking to a new Funding Mechanism
- Draft Proposals for Marine Tourism
- No current confirmed commitment
 - Funding linked to business growth and employment
 - Investment / Tax receipts/ N-D rates/ Council Tax /
- Framed Around Key National Growth Objectives
 - Inclusive/ Innovative/International/Investment
- Draft AGD Setting Core Principles + Themes
 - Coastal Corridor
 - Ayrshire Islands & Coast
 - Tourism / Leisure / Marine Activity
 - Developing Coastal Assets / Key Locations
 - Supporting communities
 - Economic benefits







Clyde Renaissance

- Clyde Renaissance is an initiative for Firth of Clyde building a network of centres and activities across the Ayrshire coastal, based on:
 - People & Communities
 - Heritage
 - Environment
 - Marine Tourism
 - Quality of life
- Clyde Renaissance can raise the profile and celebrate the uniqueness of the Firth of Clyde as a destination:
 - Celebrating assets
 - Capturing the value of experiences
 - Creating a 'String of Pearls'
 - Creating more through island collaborations
 - Creative thinking
 - Co-investment



Your
comments

Key Local Issues

What is required to support regeneration in Millport? How can we build on areas of growth ?		Add your Thoughts /Comments on a Post It
	Waterfront Tourism Development	
	Step-ashore Marine Transit Facilities Other marine leisure – kayak / small boat sailing / diving ?	
	Pier Modifications / Pier Upgrading / Old Pier Upgrading	
	New Café / Restaurant / Facilities Waterfront Activity	
	Waverley / Ferry Services into Millport	
	Investment in Public Realm	
	Other	

Your
comments

Where Are We Now?

Issues arising from Economic Strategy. What is Millport's role in Cumbrae?	Add Comment or Dot
Main town providing retail, services & community facilities	
Visitor economy is crucial: facilities need to continue to be improved	
Field Studies Council, National Sailing Centre, Garrison House & Cathedral of the Isles are 'centres of excellence' with significant visitor potential	
Current focus is seasonal day trip market and this should be promoted and further developed	
Role in marine tourism/sailing/water sports could be strengthened: more moorings & 'step ashore' facilities	
Base for environmental/wildlife/edu-tainment focused breaks: (coastal & marine, flora/fauna, arts)	
Strengthening locality and circular economy supporting Millport as a location for small businesses	
Address ageing island population: good community facilities in 'fit for purpose buildings'	

Your
comments

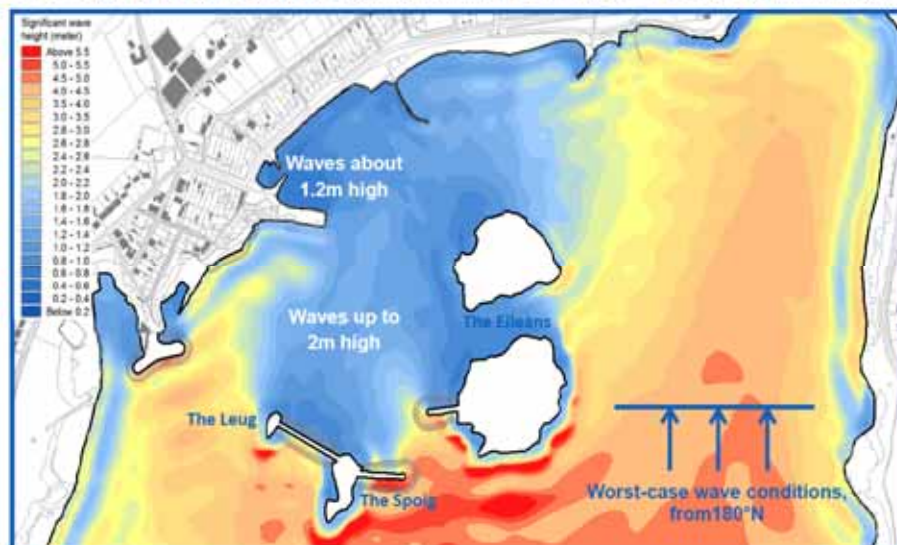
Millport Coastal Flood Protection Scheme

How will it benefit Millport?

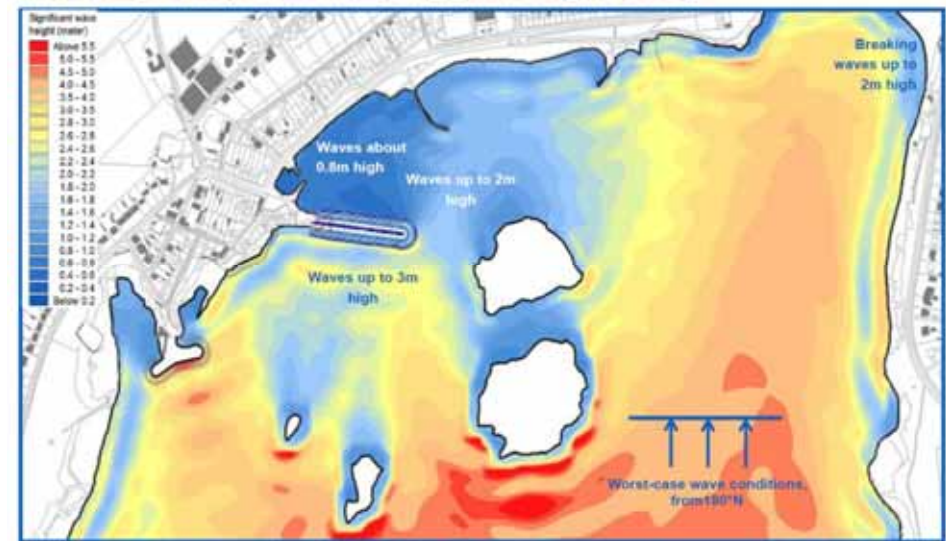
As well as protecting Millport from flooding, this scheme demonstrates our continued investment in the town. We want to help you to develop tourism in Millport and understand that improving the seafront is a crucial for this. The proposed flood protection scheme would create a larger area of sheltered water, which we expect will attract investment into the harbour area and so bring more yachts to the town. With you, we want to investigate how this scheme could improve Millport.

Three options are currently part of the consultation and engagement with the Millport community. Detail and discussion on these options is being progressed by NAC / Royal Haskoning.

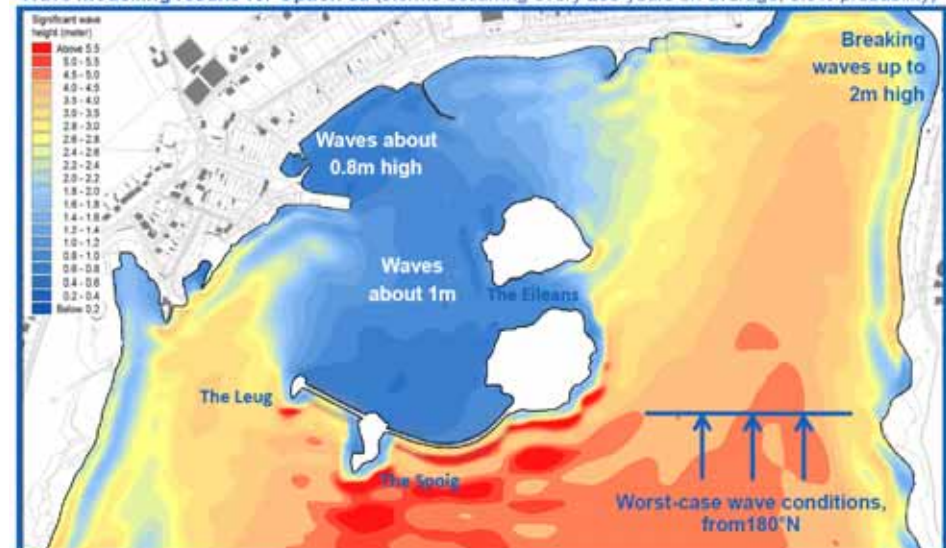
Wave modelling results for Option 2 (storms occurring every 200 years on average, 0.5% probability)



Wave modelling results for Option 1 (storms occurring every 200 years on average, 0.5% probability)



Wave modelling results for Option 3a (storms occurring every 200 years on average, 0.5% probability)



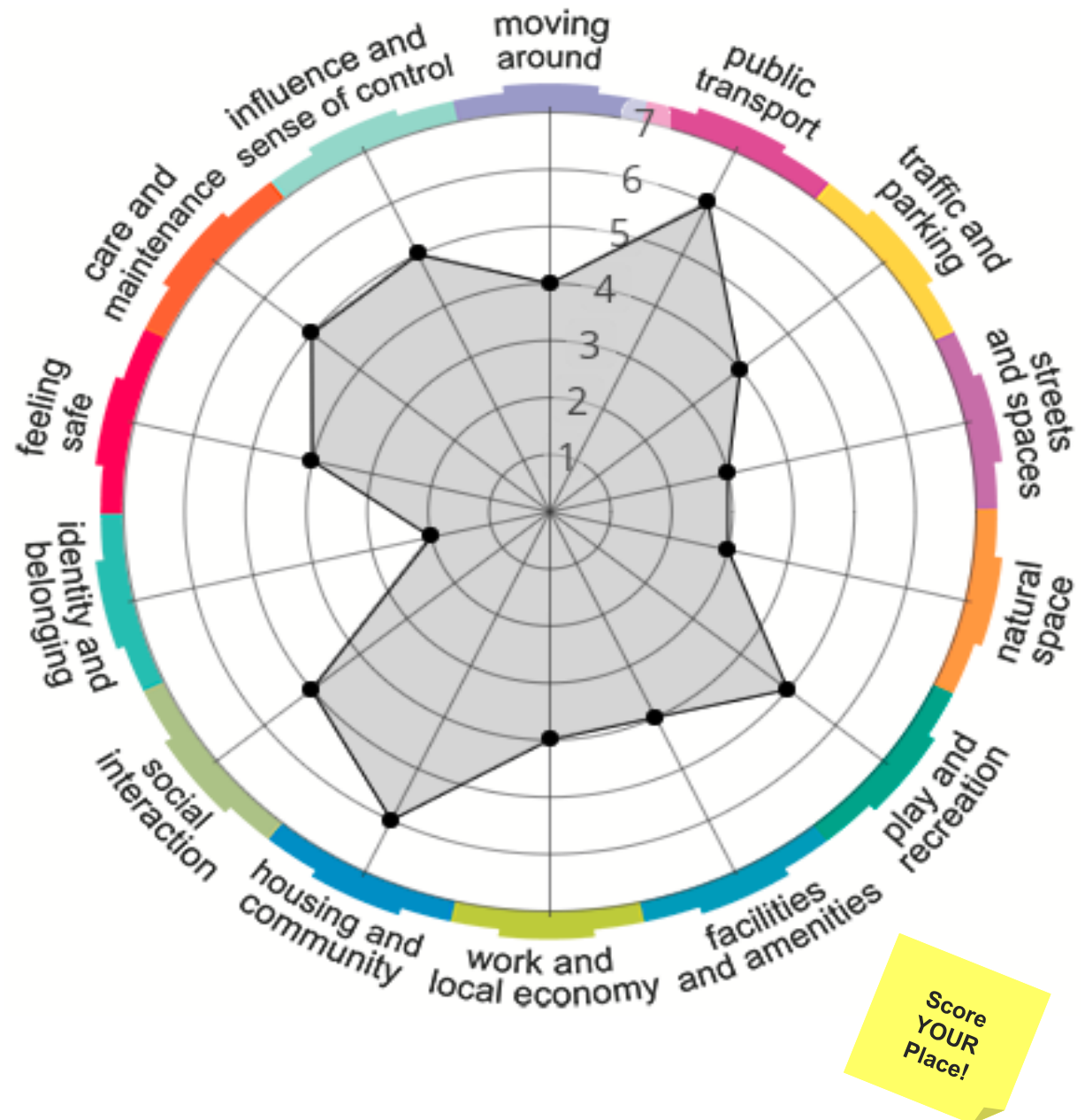
Place Standard Tool: How Good is Millport?

- **Building Strong Places**
Quality Places criteria

- Moving around
- Public transport
- Traffic & parking
- Streets and spaces
- Natural space
- Play & recreation
- Facilities & amenities
- Work & economy
- Housing & community
- Social interaction
- Identity & belonging
- Feeling safe
- Care & maintenance
- Influence & control

- The tool is simple and free to use. It consists of 14 questions which cover both the physical and social elements of a place. Prompts are provided to help users answer the questions. When all 14 questions have been completed, the results are shown in a simple diagram.

- The tool pinpoints the assets of a place as well as areas where a place could improve.



Waterfront Regeneration

Celebrate the island setting:

- Pierhead and inner harbour focus
- Marine Tourism destination
- Waterfront promenade
- Connections to other centres
 - Garrison House
 - National Sailing Centre
 - Cathedral of the Isles
- Simple place-making improvements
 - Seating
 - Removing clutter
 - Interpreting Heritage



Your
comments

Harbour Development - Breakwaters

Millport Bay exposed to Southern gales / South

- Bad weather protection offered by breakwater
- Protect moorings and step-ashore pontoons
- Requires detailed study – Business Case

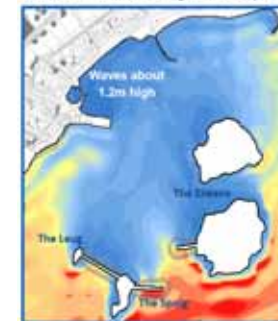
Options for Breakwater – see Flood Mitigation Exhibition:

- Rock armoured berm between the Spoig / the Leug / Shore
- High Capital breakwater costs - £50,000 - £70,000 lin/m
- Funding is challenging and needs to secure best value
- Options allow for Marine Tourism and 'Island Marina'

How can flood mitigation and area regeneration works be mutually supportive?

- Supporting infrastructure for Marine Tourism
- Enhancing Waterfront setting
- Improving access to the Pier

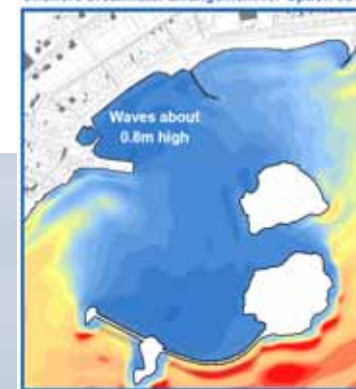
Offshore breakwater arrangement for Option 2



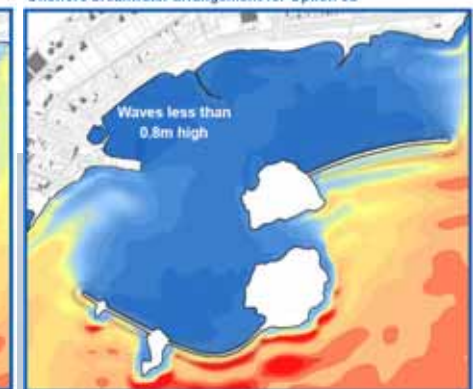
Flood protection structures proposed for the old Town area



Offshore breakwater arrangement for Option 3a



Offshore breakwater arrangement for Option 3b



Your
comments

Marine Step-Ashore Facilities

Major interest in providing:

- Provision of additional Moorings for visiting yachts;
- Provision of improved landing access via a pontoon
- Provision of a Breakwater to create an all-weather facility

Existing Arrangements:

- Existing moorings over-subscribed
- Major growth opportunity in Marine Tourism
- Requires step-ashore facilities, marine reception and, ideally, a breakwater

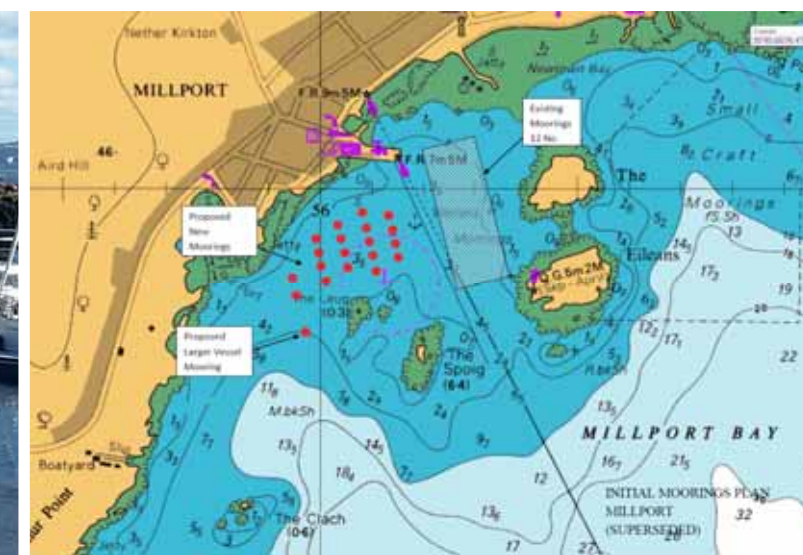


Shore facilities?

Number of moorings?

Scale of facility / number of berths?

- Visiting yachts / kayakers
- Excursion boats
- Local boating interest



Your
comments

Cruise – Excursion Tourism

Major interest by excursion operators and possibly cruise:

- Provision of navigable seaway – West channel
- Provision of / upgrading to Old Pier
- Support through Clyde Renaissance and AGD Marine Tourism

Additional Millport Tourism Spend:

- Increased visitor berth nights
- Increased local spend (retail / services)
- Strong economic case



Opportunities for Waverley and similar vessels?

- Opportunities for excursion boats
- Links to National Sailing Centre
- Building Millport as a destination within Clyde Renaissance



Your
comments

Action / Next Steps...

Thank you for participating today!

We hope that you have taken the opportunity to participate in this consultation, look at the display material and help advance the new vision for Millport.

Please pass on any thoughts to the team or complete a questionnaire and leave it in the box provided or email comment to KDon@north-ayrshire.gov.uk

Once we have recorded all comments these will be considered by North Ayrshire Council and inform the Marine Tourism Team to develop an Action & Investment Plan for Millport.

If you have any questions, or wish to discuss any issues further, please ask a member of our team.

We will seek to keep you informed of the findings of this consultation through the Council and/or a further Consultation Event

