



## Management Group Meeting Minutes

Monday 6<sup>th</sup> February, 7pm, Estate Office, Applecross House

**Present:** Archie MacLellan (AM), Chair (Applecross Trust), Derek MacLennan (Bealach group), Mike Summers (Applecross Crofters), Owen Kilbride (Archaeological Society), Alison Macleod (Community Council), Mary Gibson (adviser), Tom Kilbride (co-opted member), Jackie Liuba (co-opted member), Sam Bridgewater, Elodie Matthews.

**Apologies of absence:** Alistair McCowan (AMcC) (Historical Society), Alasdair Macleod (AMac)(Community Council), Gill Fairweather (Walks and Traditional Crafts Group), Gordon Cameron (Heritage Manager), Lorna Lumsden (Applecross Trust).

The minutes of the MG meeting of the 9<sup>th</sup> January were approved by all present and will be made available via the website.

### Updates

Provided on separate document.

### Minutes

The focus of the meeting was the design and the content of the new Applecross Walks leaflet. All other issues were dealt with in the update. SB presented initial design concepts and updated maps provided by Valerie Hodgkinson. The following comments were issued by the members of the group:

### **MAPS**

1. Those present asked that the topographical relief be made as dark as possible without prejudicing legibility. There was a sense that the mountainous nature of the peninsula has been lost.
2. It was thought that there should be greater meandering of beechwood path i.e. don't depict as straight.
3. It was felt that there is too much detail in the streams i.e. we can afford to knock back some of this detail? Also too many coire and hill names. Refer to point 5 below for starting point.
4. About half the folk present wanted to have the internationally recognised symbols for parking (blue square not circle), WC and eateries (knife and fork not star). Can these be used but placed within the tear drops? Those present generally liked the way that they point to a specific place.
5. It was asked that as a starting point only include place names (and their positioning) on the main map appearing in the old Scenic Walks leaflet (i.e. version before last), with spelling checked against this. It would be agreed that VH should meet with Mike about this as he was involved in the choice of names in the last leaflet.
6. Removal of the Standing stone at Fearnmore

7. Inclusion of all businesses (see older map for details of craft outlets) including shop and craft outlets to main map & Visitor Centre, Mountain and Sea Guides and Coal shed (inset map), but not B&Bs. Ideally business names would appear in full, but if space proves problematic, then some kind of numbering system against a key.
8. Addition of broch on main map as an important site
9. Try and make 'tough' tracks lighter (greater spacing between dots?) and make sure all rough tracks from earlier maps are included.
10. Remove Uags to Ari Drishaig path
11. Include Lonbain Woods which are currently absent
12. Include Toscaig forestry regeneration area
13. On main map show tarmacked road to and past Applecross House as red.
14. On inset map, include Lost Trail
15. Change road colour of Walled Garden to Home Bridge section where it meets the VT road to red.
16. Add a viewpoint sign at the Bealach carpark
17. Because Beinn Bhan and its corries is so well known add the missing corries even though clearly this map will not be used as a navigation aid
18. Change Flower tunnel to Flower Tunnel Cafe and Potting shed to Potting Shed Restaurant

## **LEAFLET & BOOKLETS**

In general those present liked the fresh clean look and the way that there is a common design theme linking all leaflets. Primary comments are:

1. In general, the colour balance of the booklets was preferred to the leaflets i.e. it was thought that having a block of colour extending below the wave was beneficial. Can the leaflets be designed in the same way? It was accepted that the clean finish makes them easier to read than old designs.
2. There was a split on the use of multi-coloured lettering for APPLECROSS. Some liked it, others did not. It was agreed that it should be in one colour. However, if the block of colour extends down in the leaflets, then presumably it makes sense just to have it white? SB to consult with VH about this.
3. The group could not agree over the strap line. Some liked it and thought it a great branding idea, others not as they thought it was too 'Visit Scotland'. It was agreed to revisit this.
4. A different colour from off blue to be used for the Scenic Walks leaflet.
6. Addition of new Trust logo