

Summer 2012 Horgabost Survey Report

Overview

Surveys were conducted on twenty-six days over the period July 11 to September 12, 2012. A count of tents and caravans was taken on each of the twenty-six days, totalling 365 tents and 63 non-static caravans. There are 18 static caravans on site but these were not often in use.

109 groups/286 people were surveyed.

- 7 groups were composed of more than 1 tent or caravan
- 71 tent surveys and 47 campervan/caravan surveys were conducted, 118 overall. 9 of these groups had both tent(s) and caravan(s) and so count as one group, making 109 the relevant total.

41 of the 96 groups (38%) were repeat customers.

When asked how they knew about Horgabost campsite,

- 40 (37%) customers said word of mouth
- 38 (35%) said the internet
- 18 (17%) said by driving past/seeing site
- 8 (7%) said through knowledge of the area/local knowledge
- 2 (2%) said Tarbert's Tourist Information Centre

When asked what their motivation was for using the site,

- 27 (25%) said the beach and beautiful location
- 19 (17%) said facilities
- 5 (5%) specified lack of choice

When asked if they deemed the campsite good value for money, 87 (78%) said yes.

- 3 pointed out that the price scale for campervans is too vague – enormous motorhomes and small vans alike pay £12 whereas on Cal Mac, for ex, motorhomes and caravans are distinguished.

1. Possible Upgrades or Additional Facilities

1.1 Electricity & Waste Disposal

76% of campervans and 31% of tent campers want an electrical hookup.

- £3-£5 per night was the consensus for a price of electrical hook-ups (corroborated by market research)

30 of the 42 caravans (71%) want an on-site waste disposal.

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- 12 of the 42 did not have toilet or sink on board

* In the April 2012 Community Engagement Survey, a general suggestion from residents was installation of a proper waste disposal for Horgabost campsite.

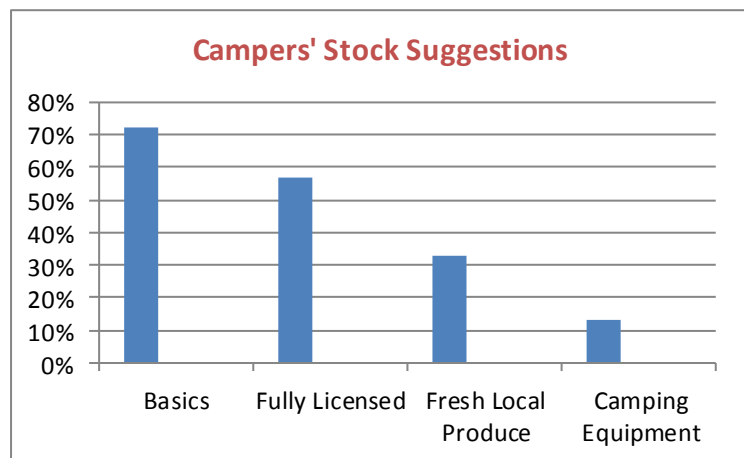
1.3 Shop

82 of the 109 groups (78%) would prefer a shop within walking distance of the campsite.

- Of the other 21, 12 said 'not bothered', i.e. would use if available

When asked what they would like the shop to stock,

- 72% said basics (papers, milk, bread, butter, cheese, eggs, breakfast meats)
- 57% specified that the shop should be fully licensed
- 33% want fresh, local produce (including bread and specifically seafood and fruit/veg)
- 13% want camping equipment (including gas)



*In the April 2012 Community Engagement Survey conducted by the Trust, 25% of the residents expressed a desire for a local shop. In the same survey, 23 (48%) households said that they would use a community poly tunnel/allotment to grow fruit and veg, with the suggested venture of selling veg boxes, chutneys and the like to tourists. So, these developments could benefit both the local community and the tourism trade.

1.4 Restaurant

35 groups (32%) had been out for an evening meal in Harris and 12% hadn't been out yet but had plans.

91 of the 109 (83%) would prefer a restaurant that is licensed/within walking distance of the campsite.

*In the Community Engagement Survey, 25% of residents suggested a pub/café in conjunction with a local shop. This was also one of the general suggestions from residents in the open-ended final question of the survey.

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1.5 Other Trends - Pods

41 groups (38%) are interested in using pods.

1.6 Other Trends – pontoons

When asked if they would use a pontoon, 56 groups (51%) said yes.

- Of those, 10% said they would want to rent a kayak or dingy

1.7 Other Trends – General

When asked to comment on what additional facilities they would like in Harris,

- 15% pointed out that a communal area with some sort of kitchen facility (e.g. microwave) is standard at other sites to give campers some respite from bad weather
- 11% would like a drying facility, either a rack in the communal area or a tumble dryer
- 7% suggested a chest freezer as ice packs are common amongst tent campers, especially cyclists

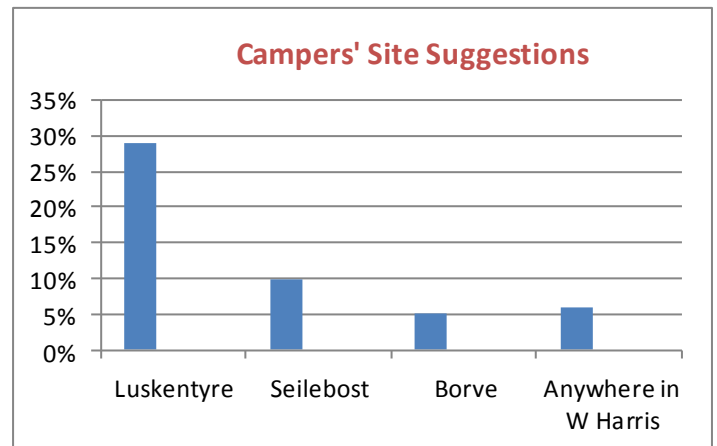
2 *Second Campsite(s)*

When asked about locations for a possible second campsite,

- 29% suggested Luskentyre
- 10% suggested Seilebost
- 5% suggested Borve
- 6% said anywhere in West Harris

*When compared to the results of the April 2012 Community Engagement Survey:

- 15 (31%) of residents suggested Luskentyre
- 8 (17%) said the area surrounding Seilebost School
- Of the 13 groups of wild campers surveyed at Luskentyre, 11 (85%) said they had no aversion to paying for a camping spot; their aversion to Horgabost was based on wanting privacy and solitude, away from other campers. This information has



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spawned the current idea of individual stances along the coast in Luskentyre, roped off and paid by the night.

Conclusions

- Campers are satisfied with the current site but would be happy to pay for more facilities and services
- There is an opportunity for a shop either at the campsite or within walking distance (potentially the community building planned nearby)
- There is an opportunity to provide evening meals at a licensed restaurant in the community building
- Campsite users would be a significant source of demand for pontoons on Horgabost beach
- There was interest in use of pods, especially amongst cyclists and tent campers, with the suggestion from many that it could extend the camping season into the autumn
- Wild campers are not avoiding payment but rather avoiding other people. Individual stances or very small sites (3 stances) on crofts or common grazing would take in this market.