

Welcome to the fourth BGPP Bulletin. The bulletin highlights new developments and updates in the Badenoch Great Place Project.

Badenoch Storylands The Visitor Experience

One of the ways in which the project is planning how a visitor can experience **Badenoch The Storylands**, is through the walking itineraries that have been developed by the team. Eight have been produced so far covering all of the Badenoch area - although there is certainly scope for more.

A visitor wanting to explore authentic heritage sites in the region can choose from one of the 2 driving, 3 cycling or 8 walking routes below, which they will be able to access from the mobile App **Badenoch Storylands**, the [Badenoch Storylands](#) website or via publications such as leaflets or brochures.

W1: Raitts Township & Souterrain

W2: Black Wood & Dun da Lamh Hillfort

W3: Kingussie, Loch Gynack, Ballochroan circular

W4: Kingussie to Loch Insh Viewing Point

W5: Torr Alvie Hillfort

W6: Glen Banchor & the lost townships

W7: Crubenbeg to the Centre of Scotland

W8: Feshiebridge, Dalnavert & Inshriach



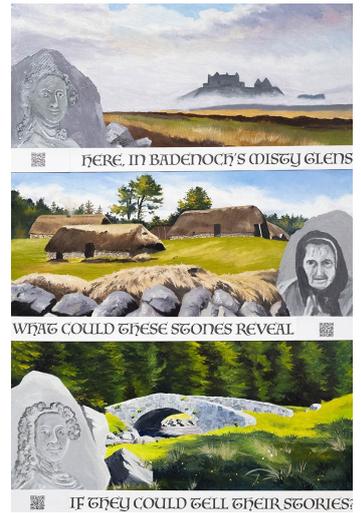
Having chosen which walk to explore and by following a clearly defined route, numerous Points of Interest (POIs) located along the route will be highlighted. Each one will point out what can be seen at that point or what event occurred there. Maybe some on site interpretation highlighting a story .. a legend .. a piece of music or Gaelic verse, photos, even perhaps an augmented reality image, recreating what could have been seen there centuries before.

Which itinerary will **Start Your Story** to discover Badenoch's rich cultural heritage past?

Storytelling in Badenoch

Local Strathspey folk musician and composer Hamish Napier, has been commissioned by the project to write and record up to 15 stories which will highlight the cultural heritage of Badenoch. He is researching the many local books written about the area over the last few hundred years and will be guided by the themes developed in previous research done by Rowan Tree Consulting. He will also interview local historians, tour guides and story tellers to advise on how best to share these stories through different media.

The stories will be written and recited by Hamish himself with additional help from local voices. The project is looking for volunteers with local Badenoch & Strathspey accents, male/female, young and elderly and everyone in between, to record some short sections of the stories early next year. Hamish's own compositions, specific to Badenoch, will also be blended in with the stories to help bring them to life.



C Dave Fallows

The stories themselves will focus on Pictish battles, Jacobite places and events, clan rivalries, the Victorians and the Wolf of Badenoch as well as the development and success of area's Shinty teams, the local Badenoch Gaelic dialect and the origins of local place names.

Additional stories relating to natural heritage and the Speyside way have also been supplied by Merryn Glover, a local writer who worked closely with Newtonmore school for the story boards part of their art installation project.

The commission will be completed by Spring 2021 and the material accessible to locals and tourists through the **Badenoch Storylands** mobile App currently in development, as well as via the [Badenoch Storylands](#) website and on social media such as facebook and twitter.

If you'd like to share your favourite local legend, piece of local history, or even a Gaelic song or poem then please contact Caroline at carolinesterritt@vabs.org.uk or T: 07989 907213.

Interpretation and Marketing

An interpretation and marketing steering group has now been formed with 12 key members of the five communities of Badenoch who have either interpretation or marketing knowledge and a keen interest in helping to promote the heritage of the area to both the community and visitors.

The purpose of this group is to help develop sustainable and long term community interpretation plans based on a strategic approach to marketing the area as a whole rather than its individual parts. Each community has its own attractions but marketing and branding any new interpretation or visitor information as **Badenoch The Storylands** will help strengthen the identity of the area.

Next steps include mapping the itineraries or visitor experiences, looking at identified themes/stories developed for each community and deciding the best ways to both interpret these stories to both existing and new audiences such as younger people.

A strategic approach to both interpreting and marketing the stories of Badenoch will provide a more consistent visitor experience.

The purpose of the plans will be to enable each community to take a long term view of what they would like to do to interpret their heritage, how much it will cost, who might fund it and who will deliver and market it once the Badenoch Great Place Project ends. The rationale is that communities themselves will be the owners of their own heritage and be key to creating a vision of what is special about *their* place and how they want to share with others.



A Shared Vision for a Natural Floodplain

Insh Marshes is a 1,000 hectare floodplain, managed by RSPB Scotland and part of the Cairngorms Connect partnership area. At the moment, historical modifications prevent the floodplain functioning in a natural way. It requires constant work to maintain important habitats and prevent negative impacts on surrounding communities.



The RSPB has developed a long term vision to transform Insh Marshes into a prime example of a naturally functioning floodplain and river system. These changes will increase the resilience of local communities and the natural riches of Insh Marshes against climate change, while keeping management requirements sustainable.

Visit the website for more information, to share your thoughts & to sign-up to the bookable events:

www.cairngormsconnect.org.uk/projects/insh

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This project is supported by



Contact us

E: carolinesterritt@vabs.org.uk
T: 07989 907213

Bulletin #5 will feature

- * Engaging with local businesses
- * Project Legacy
- * Photography and Digital Archive



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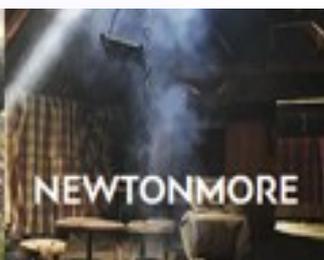
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