

# Badenoch

## The Storylands

Bulletin #5  
July 2021

### Welcome to the fifth BGPP Bulletin.

The bulletin highlights new developments and updates in the Badenoch Great Place Project.

## Badenoch Heritage Festival

The Badenoch Heritage Festival is planning a mixture of virtual and actual events for the week from Sat 18th until the 'virtual' celebration which will take place Sat 25th September 2021. The programme will include the following events to name just a few;



### Meet the App walks

*Dun da Lamh with optional e-bikes at Wolftrax*

*Torr Alvie and Croftgowan*

*Feshiebridge / An Sithean / MacDonald memorial / Frank Bruce*

### Talks

*Wildcat Project at Highland Wildlife Park*

*Torr Alvie & Nechtansmere*

*Exploring Badenoch in Highlife Highland's [AmBaile](#) digital archive*

### Talla nan Ros

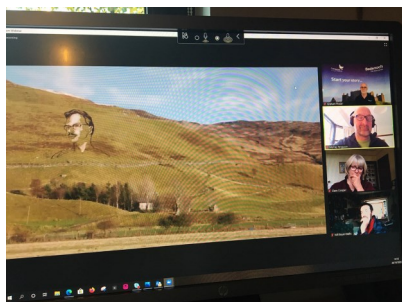
*Music evening*

*Stories evening*

*...and finally an online celebration with a few surprises in store including 'The Story of Badenoch' celebration film.*

*(Ruthven projection).*

*More details to follow in the next bulletin due out in August.*



## Resources

The team have been busy over the last few months and many resources have been produced while many are still at the development stage with a view to completion by the end of the project in September.

So far we have developed the following: brand guidance, a printed resources folders, adverts, flyers, posters, images, songs, stories, videos and maps showing the many points of interest for each of the walking, cycling and driving itineraries.



Resources still under various stages of development include: recorded stories, branded hessian bags, pens, notebooks, Bob Marshall posters and colouring books for children, benches, way marker posts & plates, destination (driving), walking, cycling and Gaelic Place names leaflets, videos and a film to celebrate the project.



Interpretation panels are also currently being developed and will help provide a template design for future panels and other media and interpretation envisaged as part of the ongoing planning work for beyond the life of the Badenoch Great Place Project.



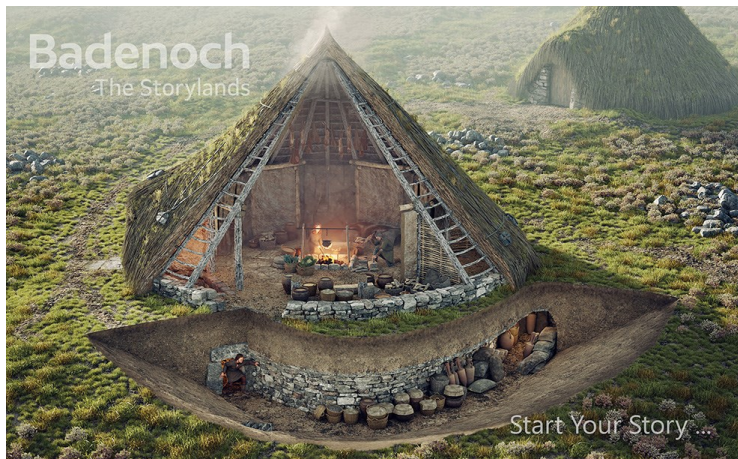
These panels will have a map with two driving routes and will highlight the brand, many points of interest along the routes as well as help promote the App in each of the communities of Badenoch.





## Start Your Story...

A strategic approach to both interpreting and marketing the communities of Badenoch is key to providing a consistent visitor experience. To this end, interpretation steering groups have now been formed and inception meetings have been held with the communities of Newtonmore and Kingussie. Laggan, Kinraig and Dalwhinnie will follow in July and August with a view to completion by September.



Each community has its own attractions but marketing and branding any interpretation or visitor information with the **Badenoch The Storylands** brand and using the strapline **Start Your Story...** will help strengthen the area's identity.

## Marketing Workshops

Graham Smith from [hicreate](#) has delivered various marketing skills workshops for local businesses to help build confidence and skills in using local heritage as a key asset. The main objectives were to: leverage *The Storylands* Brand by using it as a marketing hook, build confidence in deploying the brand and inspire stakeholders to use it in consistent ways. The workshops were supported by various BGPP resource materials to illustrate how to use the brand on marketing products such as leaflets, flyers, web and social media channels.



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This project is supported by



## A Digital Archive



The project now has an agreement with Highlife Highland and the existing *Am Baile* digital archive. This means the many resources collected for the project including James Stevens imagery, Bob Marshall illustrations, Steve Barrett mapping, stories and music by Hamish Napier as well as the many other images and artefacts collected over the years of the project will all have an established online website and archive which can be accessed and utilised by anyone in the community.

## Digital archiving- a call for volunteers!

As part of the work with the digital archive, lots of the project digital resources need to be catalogued before they can be uploaded to the web site by AmBaile's administrator. This involves a form of cataloguing each item with a unique reference number. We are looking for local people of all ages preferably with an interest in preserving cultural heritage to give up a few hours of their time! Some IT skills would be an advantage but not essential as full training will be given. Please contact Caroline if you are interested or would like more information about the training session.

## Contact us

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### Bulletin #6 will feature

- \* The Festival & Celebration
- \* The Digital Archive and volunteers
- \* The Project legacy

