



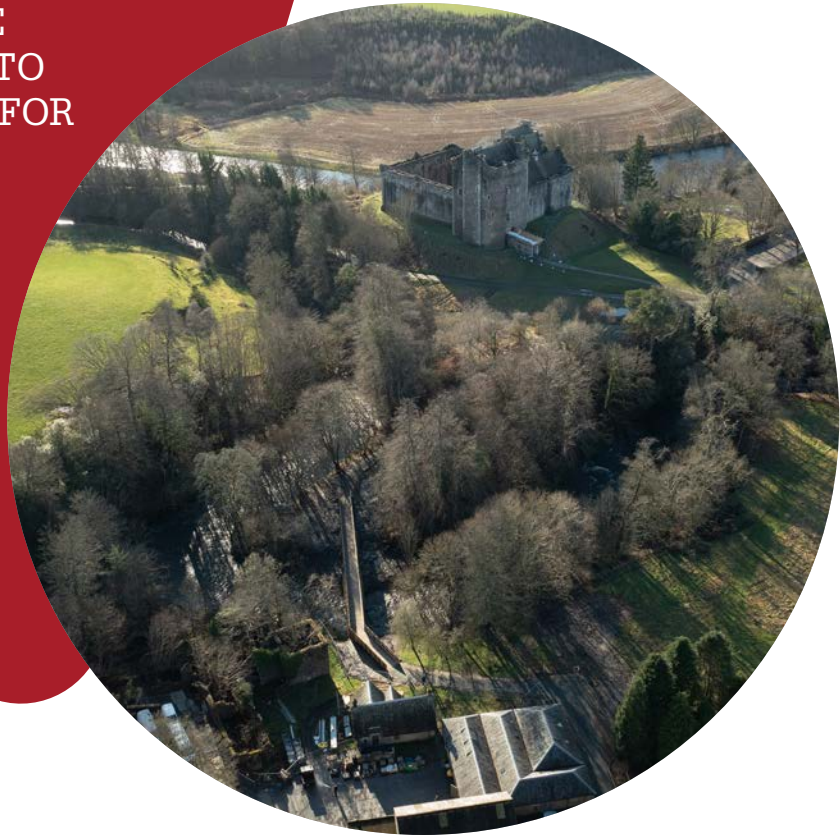
RESPONSIBLE TOURISM

HERITAGE ASSETS CAN MAKE
BETTER PLACES FOR PEOPLE TO
LIVE IN AND BETTER PLACES FOR
PEOPLE TO VISIT

CASE STUDY:

Doune Tourism Development
Project

A partnership between Stirling
Council, Historic Environment
Scotland, and the local community



Aerial view of Doune

A heritage attraction transformed into a sustainable place to visit that considers the needs of local communities as well as visitors and other stakeholders.

Doune Castle lies on a promontory between River Teith and Ardoch Burn in Perthshire. A short distance to the northeast is the site of a Roman fort. Doune is an impressive curtain-walled castle dating largely to the 14th century, set within a picturesque rural landscape. It is most closely associated with Robert Stewart (c.1340-1420), Duke of Albany.

The increasing popularity of outstanding scenic areas stimulated by marketing successes such as film tourism has led to a rapid increase in visitor numbers in recent years – there were about 38,000 visitors in 2013/14 and 152,987 in 2019.

The dramatic increase in visitor numbers at Doune Castle has resulted in a number of challenges and opportunities. The site currently contains a car park for 25 cars, a cottage that serves as an office, with a toilet for visitors. The influx of visitor numbers is becoming detrimental to the

visitor experience and enjoyment of Doune and in some instances, pressure on local infrastructure is further impacting local communities.

The local community in partnership with Stirling Council and Historic Environment Scotland looked to the Rural Tourism Infrastructure Fund for support in addressing these issues and improving the local infrastructure. Administered by VisitScotland, RTIF supports sustainable, well planned, inspiring, and collaborative infrastructure projects that focus on improving the visitor experience and enable more visitors to enjoy Scotland's rural communities.

In addition, following the impact of COVID-19 pandemic, the RTIF projects are also well placed to help support a green recovery for rural communities.



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA



New timber pedestrian bridge over Ardoch Burn



Mill of Doune
with new
pedestrian
bridge

Following a successful Round 2 application, RTIF awarded £286,362 to Stirling Council for the Doune Tourism Development project, a partnership between Historic Environment Scotland, Stirling Council, and the local community to address issues arising from the growth in visitor numbers at Doune Castle.

Four projects have been identified to address the local challenges and realise opportunities around key infrastructure:

(1) Core Path Enhancements

Enhancement of existing paths within the grounds of Doune Castle, along key routes leading to the village centre, and other places of interest and the surrounding natural environment. The first project includes an upgrade of the informal route connecting the Castle and the Village via the Roman Fort including a stepped ramp at the steepest section.

(2) New Core Path Connections

Creation of new paths within the grounds designed to remove burden off key

pressure points, encouraging visitors to move around the attraction and engage with the natural environment and other cultural assets enhancing the visitor experience. This includes a new timber pedestrian bridge crossing the Ardoch Burn next to the Mill of Doune providing access to the other side of the river and an alternative access route back to the village.

(3) Signage and Interpretation

Intrinsically linked to the improved pathways is new signage and interpretation which will promote the routes around Doune incorporating the village centre and tell the story of a place which has strong heritage significance.

(4) New Accessible Toilet Facilities

Improvements to provide fully accessible toilet facilities at the existing block in Moray Public Park, making Doune an accessible tourism destination.

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Doune bridge

