

Gairloch and Loch Ewe Action Forum

The GALE Centre



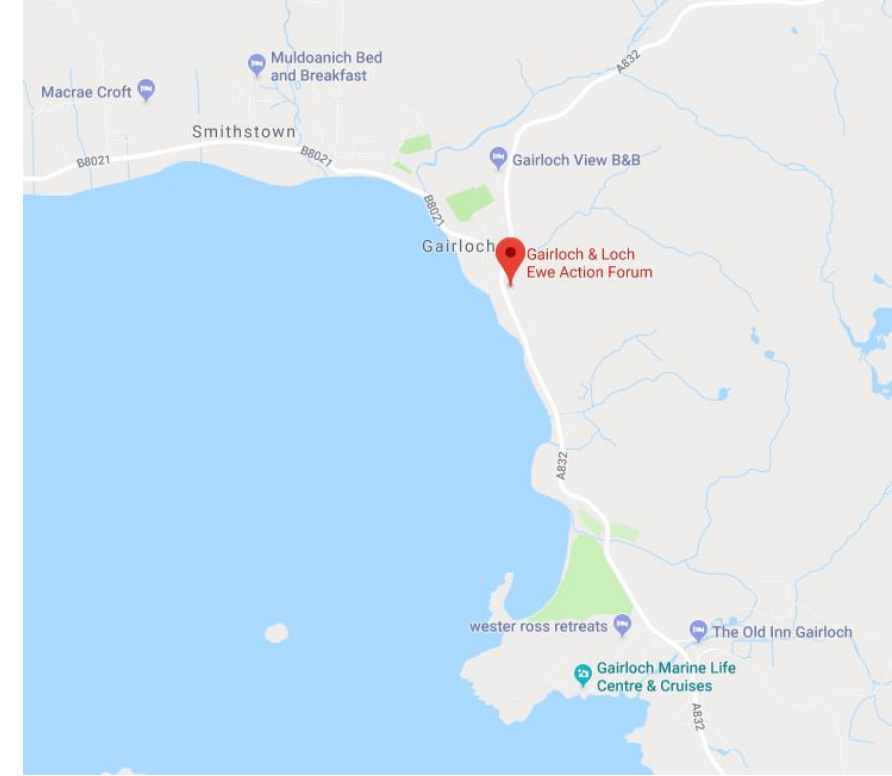


Area of Benefit:

Gairloch and
Loch Ewe

Gairloch

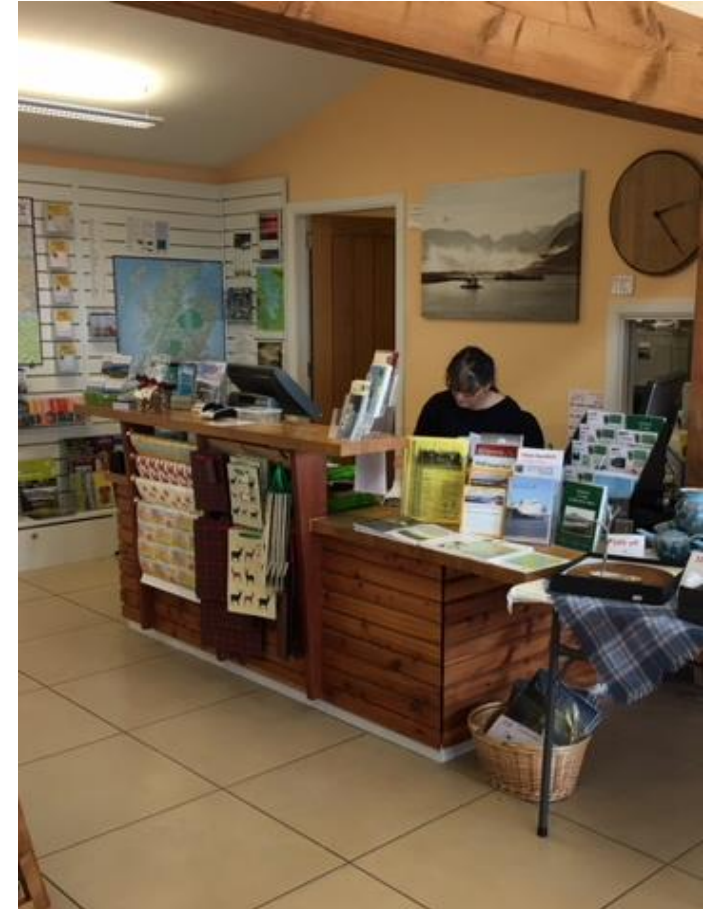
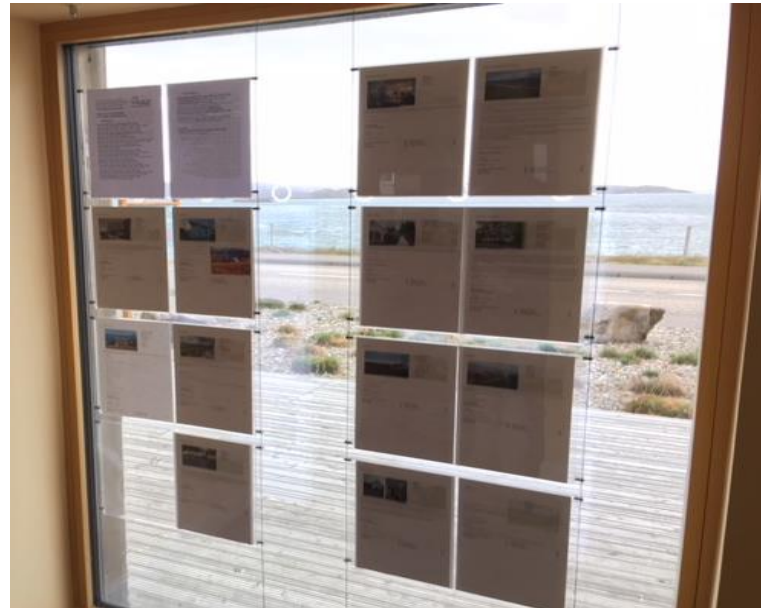
- Remote rural Highland village
- Population around 1,000
- Nearest town, Dingwall, 60 miles
- Seasonal economy, tourism dependent
- Service deprived







Visitor Information and Advertising Service



Community Cafe



Community Cafe



Retail



Space Hire



Finance

Income	
Donations	2,000
Retail	97,000
Tourist Information and Advertising	3,000
Space Hire	7,000
Café and Catering	41,000
Total	150,000

Finance

Expenditure	
Building costs – rates	4,000
Insurance	2,000
Electric and heating	3,000
Repairs and renewals	500
Cleaning	1,500
Retail costs	50,000
Café Costs	6,500
Staffing	81,000
Total	148,500

Challenges

- Making a Profit
- Staffing
- Seasonality
- Competition

Some Reasons for Success

- Broad Remit
- Portfolio of Projects/Services
- Pilot / passed experience
- Attitude to risk
- Attitude to competition
- Ambition
- Cash reserves

Phased Approach

- Fit out – as and when we could afford it
- Soft launch
- Start with a limited range of services
- Rent out space
- Flexible space
- Flexible staff contracts

