



## **Clyde Muirshiel Park Authority**

### **Annual Report 2010/11 - Executive Summary**

The past year has seen the Park Authority deliver on its aim to provide services that meet the needs of visitors and the communities within the Clyde Muirshiel area.

The achievements and setbacks are summarised below and described more fully in the main report that is available as a downloadable document on [www.clydemuirshiel.co.uk](http://www.clydemuirshiel.co.uk).

Over the year visitor numbers increased at all centres, reversing a downward trend from the two previous years. A visitor survey, was conducted which gave the Park a 99% positive rating overall, but some areas for improvement were identified. The Park is supporting the Castle Semple based sports clubs as they seek to develop their clubs and premises.

Our outdoor activities team delivered 718 courses to 5,077 children and 1,267 adults. There is an observed downturn in educational and social work spending in outdoor experiences, especially in school groups attending for multi-activity courses and our staff are broadening the range of activities and marketing them to a wider potential customer base.

The Semple Trail Heritage Project being delivered by the SRANI partnership achieved significant funding to develop broad based proposals for access improvements, biodiversity improvements, built heritage conservation and interpretation. The externally funded development officer has again been key to these achievements.

The Park continues to deliver conservation projects on a range of species including Juniper and Hen Harrier, together with woodland management programmes at Muirshiel, Parkhill and Greenock Cut. The Parkhill Woodland Plan, which will guide management of this area for many years, was approved by the Park Authority.

The Clyde Muirshiel Regional Park Countryside Ranger Service is the largest staff unit in the Park. The Park's management has again used Scottish Natural Heritage's annual reporting format as a monitoring and reporting tool. The service outputs are reproduced in full in section 11 of this annual report.

A new website was launched in the year. This is expected to build on the 10 million hits per year achieved by the previous website. The Park now provides information and services on Twitter, Facebook and YouTube.

The Park made an operational surplus of £47,257 in the year, overturning the deficit of £28,842 from the previous year.