

# Ayrshire Pilgrims' Trail



## DEFINITIONS OF RELIGIOUS TOURISM

- **Religion and pilgrimage tourism** refers to all travel outside the usual environment for religious purposes, excluding travel for professional purposes (e.g. priests travelling for work). Attending wedding parties or funerals are generally classified under the heading of Visiting Friends and Relatives. However, in countries where these ceremonies have a strong religious connotation, it may be more appropriate to classify them under the heading **Religion and Pilgrimages**. (UNWTO: *Concepts, Definitions and Classifications for Tourism Statistics*, 1995)
- Religious tourism refers to travelling to visit a place, building or shrine deemed sacred or holy. There are four sub-groups of religious tourism: **pilgrimages**; religious tourism *per se* (visiting a religious site because it is sacred); travelling to a religious event (for example *Semana Santa* in Seville); and **church tourism** (visiting houses of prayer and shrines due to their cultural, historical, and architectural significance rather than from any religious motivation). (Mintel: *Religious Tourism, Travel & Tourism Analyst*, March 2005)



Cormack Brown Ltd  
*Developing heritage tourism*

7 Southpark Road  
Ayr KA7 2TL  
Ayrshire

Tel: 01292 610 790  
Mob: 07914 787 567

E-mail: [james@cormackbrown.com](mailto:james@cormackbrown.com)  
Web: [www.cormackbrown.com](http://www.cormackbrown.com)



Ailsa Horizons is the Rural Regeneration and Enterprise Agency for South Ayrshire. It is a social enterprise and registered charity.

Ailsa Horizons undertakes work on behalf of and in conjunction with local organisations within South Ayrshire and acts as a support agency to help local organisations and communities achieve their aspirations.

Following on from Maybole Historical Society's initial feasibility work on the Pilgrims Trail, and supported by the Ayrshire Leader programme, Ailsa Horizons has undertaken to develop the project further to raise awareness throughout Ayrshire and to compile economic and cultural impact assessments to evidence the viability of such a trail.

Building on the good work in the initial feasibility study, Cormack Brown Ltd has been retained again to continue with this project.

Ailsa Horizons would like to acknowledge the support of the funders for this project:

The financial support of Hadyard Hill Community Benefit Fund Ltd is gratefully acknowledged.

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## Ayrshire Pilgrims' Trail Phase 1 Final Summary Report

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*"Those businesses that relegate themselves to the diminishing world of goods and services will be rendered irrelevant. To avoid this fate, you must learn to stage a rich, compelling experience"*

Joseph Pine & James Gilmore (1999) *The Experience Economy*



## **1 EXECUTIVE SUMMARY**

This Phase One development of the Ayrshire Pilgrims' Trail is the logical follow-on from the Feasibility Study completed by Cormack Brown Ltd in 2010. The implementation of the Schedule of Services, compiled by Ailsa Horizons released a dynamic level of interest in the whole project. It led to national broadcast media attention (to add to national press coverage in May, 2011) and an enthusiastic reception from churches, local societies and tourism industry practitioners.

### **Heritage champions**

The desire to have 'heritage champions' along the Trail remains unfulfilled. The reasons for this are probably two-fold; the trail is still at a very early stage of development and is intangible, and secondly, enlisting volunteers under such conditions along with a difficult economic climate is not easy. The time and funding allocation for this action was diverted to producing a more academically-solid cultural significance report and to target church congregations.

### **Strategic fit**

We have examined regional and national agencies with tourism responsibilities and found that the Ayrshire Pilgrims' Trail is in accord with all of their strategies.

### **Paradigms, economic potential and the way forward**

The Economic Impact Assessment (separate report) shows that pilgrimage is a growing international tourism market but Scotland, at present, is unable to benefit from that growth. However, we show in that report that there are successful examples of longer distance routes (LDRs) in the UK which confirm our belief that a pilgrimage trail from Glasgow to Whithorn via Paisley and Ayrshire would bring economic benefit to the county. An achievable figure of 7,000 pilgrims could contribute nearly £2 million to the local economy.

### **Maintaining the pace of development**

Although confined to Ayrshire for this Phase, Cormack Brown Ltd will continue to work with a broader range of stakeholders to maintain the current momentum and ensure the Trail continues to be developed. We recommend that a newly-constituted association be established to take the project forward.

James Brown  
Susi Cormack Brown  
Directors, Cormack Brown Ltd.

March, 2012



## **2.1 Action 1 - Raise awareness with a target of 60 talks/events**

Although the target was reached the August start was not helpful as societies and organisations tend not to operate in summer months. Also, they normally have their syllabuses established well in advance. However as word of this phase of Trail development spread, numerous requests were received for meetings and PowerPoint presentations. This, and other factors, resulted in the project stretching to eight months rather than the intended three months which, with hindsight, was over-ambitious.

Also it was considered wise to delay completion of the reports until after the inaugural meeting of the proposed Scottish Pilgrim Routes Forum (February) and a decision on the future funding of The Whithorn Trust (March), both of which have direct impacts upon the Ayrshire Trail. See Appendices 1 and 2 for lists of meetings and publicity. In addition, it was deemed wise to await the publication of a major Mintel report on religious and pilgrimage tourism which was published in February, 2012.<sup>1</sup>

The total number of people made aware of the Ayrshire Pilgrim's Trail since 1st August, 2011 is probably over 750,000 thanks in large measure to radio and television coverage.

## **2.2 Action 2 - Produce introductory Trail leaflet**

A general leaflet (5,000 copies) was produced and has received wide distribution. Through the awareness process it was recognised that the churches, as the major stakeholders in the Trail, would require a specifically-targeted leaflet so this was designed and 1,000 were printed. Stock of the general leaflet is much reduced but 650 copies of the churches leaflet remain for the next stage of development currently being undertaken by Cormack Brown Ltd outwith the remit of this project. Both leaflets are available in electronic format as PDFs.

## **2.3 Action 3 - Identify key stakeholders**

While all projects such as this have a varied and wide extent of stakeholders, the key ones are (in no particular order) accommodation providers, visitor attractions, service providers such as retailers, local communities, and the prime stakeholders are the church congregations. Without the active participation of the church members (either as hosts or participants) the Pilgrims' Trail will not flourish.

Other important stakeholders are North Ayrshire Council, South Ayrshire Council, Scottish Enterprise, Historic Scotland and the National Trust for Scotland.

At this early stage it is not possible to agree partnership objectives but all contacts have been assured by Cormack Brown Ltd that they will be kept informed of developments.

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<sup>1</sup> Religious and Pilgrimage Tourism - International - February 2012 <http://oxygen.mintel.com>  
Accessed 22 Feb, 2012



## 2.4 Action 4 - Compile a cultural impact study

The Trail Feasibility Study completed in June, 2010, gave the broad sweep of the cultural importance of pilgrimage through Ayrshire. The Cultural Significance Report produced for this Phase of the project has identified 100 sites and artefacts directly linked to the Trail in the period from about 400 to 1603. It also touched upon the intangible and natural heritages of the Trail. The latter will take on an extra significance if the Galloway and Southern Ayrshire Biosphere reserve is recognised by UNESCO, the result of which is expected in mid-summer, 2012.<sup>2</sup>

A number of educational themes and opportunities could be exploited through the Government's new education strategy, 'Curriculum for Excellence' as these recommendations from the Scottish Studies Working Group make clear. They include:

- Learning about Scotland should be embedded across the curriculum from early years to senior phase
- SQA should investigate how an award in 'Scottish studies' might be initiated
- Guidance, resources and support should promote and enable learning about Scotland using a variety of contexts and making the most of Scotland's rich landscape
- Professional development to build confidence on Scottish themes should be rolled out
- Opportunities to learn Scotland's languages should be promoted.

### Tourism Strategic Fit

The **Scottish Government** recognises the importance of culture, heritage and tourism in its plans for 2011-2012 where it states:

'Through Creative Scotland a number of investment opportunities will be supported. These include *First in a Lifetime*, a £2.5 million fund to enable mass participation in ambitious artistic experiences. There will also be £1 million to support new cultural tourism activity and build collaboration between the culture, tourism and heritage sectors.<sup>3</sup>

A **Scottish Enterprise** summary report, entitled 'Tourism Strategy Refresh' of 1st March, 2012 notes that,

'The key attractors and reasons to visit Scotland are **scenery and landscape** and the rich **heritage and culture**.'<sup>4</sup>

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<sup>2</sup> <http://www.gallowayandsouthernayrshirebiosphere.org.uk/> Accessed 22 March, 2012

<sup>3</sup> *Renewing Scotland: The Government's Programme for Scotland 2011-2012*, pp. 20-21

<sup>4</sup> Source: [http://www.stforum.co.uk/wmslib/PDF\\_Docs2012/Industry\\_analysis\\_summary\\_-\\_March\\_1\\_submitted.pdf](http://www.stforum.co.uk/wmslib/PDF_Docs2012/Industry_analysis_summary_-_March_1_submitted.pdf) Accessed 21 March, 2012



**Event Scotland's** strategy document for 2009-2020, 'Scotland: The Perfect Stage'<sup>5</sup> marks out a number of key elements relevant to the Pilgrims' Trail including:

'Our cultural identity and heritage – Scotland's culture and heritage is a strong differentiating factor that we can use to attract major events. This includes our rich history, our world-famous food and drink, our reputation as a leading nation in the fields of education and innovation, our iconic poets, artists, writers and musicians and the vibrant contemporary cultural scene in today's Scotland. It also includes the diversity of language in Scotland, including of course, Gaelic and Scots.'

'Our natural environment – Scotland has a rich array of beautiful and dramatic landscapes ranging from mountains to lochs to beaches and magnificent islands. Our landscapes are both diverse and unique and are a key asset in attracting major events to Scotland.'

**Visit Scotland's** 'Corporate Plan 2011-2014'<sup>6</sup> notes that,

'With a rich built and natural heritage and culture Scotland has a unique offering for our visitors. All our activities have to encourage our cultural heritage to flourish including our contemporary culture and vibrant creativity.'

Of their ten main objectives, number four sets out to '*protect and enhance Scotland's natural and cultural heritage*' and to achieve that they say, '*We will promote Scotland's natural and cultural heritage to visitors and support the activities of organisations responsible for its protection and enhancement.*'

The new **Ayrshire & Arran** tourism strategy also emphasises the importance of culture and heritage. The document<sup>7</sup> which covers the period 2012 to 2017 has this to say among its five objectives,

'Enhance and conserve the region's natural, heritage and cultural assets.'

And, of the eight distinct offers which the three Ayrshire Councils believe the county has to offer, it specifically mentions '*Culture and Heritage*' which the strategy document notes has a '*high potential for development of new and enhanced offerings*' with a '*very strong*' potential yield. The Ayrshire Pilgrims' Trail is also relevant to Sections 1 and 2 of the strategy's Section E, 'Offers and Opportunities'.

The **Carrick Community Councils' Forum** strategy document, 'Carrick: the best place to live, work, visit and play' identifies tourism as a very important element in the economic structure of the region.

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<sup>5</sup> Source: <http://www.eventscotland.org/assets/164> Accessed 21 March, 2012

<sup>6</sup> Source: <http://www.visitscotlandannualreview.com/content/pdfs/corporate-plan-2011-2014> Accessed 21 March, 2012

<sup>7</sup> Source: [http://www.south-ayrshire.gov.uk/documents/sac\\_tourism\\_strat.pdf](http://www.south-ayrshire.gov.uk/documents/sac_tourism_strat.pdf) Accessed 14 March, 2012



## 2.5 Action 5 - Identify the physical requirements of the Trail

It should be noted that this Trail development does not envisage creating new paths (except where there are connectivity needs) but will make maximum use of existing core path networks including the Ayrshire Coastal Path and the Carrick Way.

### 2.5.1 Signage

Since the Trail is not a single route but an elongated X-shaped network with two main northern 'starting' points at the county boundaries by Wemyss Bay and Lochwinnoch, and in the south by Glen App and the Barrhill to Glenluce route. The middle section of the 'X' also has several branches and alternative routes. This matches exactly what would have been the situation in the Middle Ages. In addition there will be a variety of modes of transport from foot to two wheels to four wheels and more. A large part of the route will make use of the Ayrshire Coastal Path and the advice given is that signs would only be required at points of entry and exit. Scottish Natural Heritage guidance on signs advises keeping them to a minimum in the countryside. Both the managers of the Carrick Way and the Ayrshire Coastal Path would be amenable to an additional discreet sign, marking the Pilgrims' Trail, being added to existing signage.

The European convention on pilgrimage is that the logo for a pilgrimage trail should relate to the destination (in Ayrshire's case, Whithorn) as can be seen on the *St Olav Way* to Trondheim in Norway, *The Way of St Martin* through several European countries and similarly, the *Camino de Santiago* to Galicia from several starting points. To that end it is recommended that agreement be reached with The Whithorn Trust to utilise their logo, from the *Petrus Stone*. Other pilgrimage routes to Whithorn are under consideration to create a European Cultural Route and it would be foolish to have different logos for each route. Also, the Ayrshire Trail is only the middle part of a main route from Glasgow via Paisley and from several points along the Renfrewshire coast in the Upper Firth of Clyde.

The most popular format is an engraved (or routed) logo with a paint infill. Badges or plaques, no matter how well affixed, would be targets for theft and vandalism.

While a simple logo may suffice along the route at points of doubtful direction, the points of entry to the routes would benefit from a title text as well as a logo. This would also help publicise the Trail to the casual passer-by.

Before a costing can be calculated for what could amount to up to 200 signs, the form and design of signage must be decided upon. That requires further consultation with the key stakeholders, land and property owners, path managers, Councils and road authorities (signs on major arterial roads are strictly controlled and also extremely expensive).







Figure 1: Discreet signage on the Ayrshire Coastal Path

## 2.5.2 Interpretation panels

Depending on the design, these could cost around £1,000 each. The received wisdom is to avoid, as much as possible, placing these in the countryside as they are vulnerable to vandalism and the simple, unrelenting effects of the climate. However siting them at towns, villages and key visitor attractions, such as the abbeys of Kilwinning and Crossraguel and the castles of Portencross, Dundonald and Dunure. would enrich the pilgrim's experience. On that basis up to about 30 boards could be required.



Figure 2: Example of an interpretation panel on the Ayrshire Coastal path



### 2.5.3 Printed materials

The efficacy of **leaflets** in the technological age is increasingly under scrutiny. The *cost: value* ratio is becoming unfavourable. In addition to printing costs there is the cost of distribution. There will still be a need for leaflets and a budget for printing probably requires to be no more than £500-£700 per year.

**Window and car stickers** are simple and effective form of promotion. They could be used at visitor attractions and accommodation with a message such as "*Pilgrims welcome here*" or "*You are on the Pilgrims' Trail*". A print run of 2,000 would cost under £400.

**Posters** are, like leaflets, losing their appeal as it is increasingly difficult to ensure they are mounted properly and maintained that way. Also property managers are often reluctant to accept posters as they can lead to too many other requests. But the prime stakeholders, the churches, would probably be willing to put (modest-sized) posters on display. A budget of £500 over two years is probably sufficient.

**Guide Books** are almost *de rigeur* on Long Distance Routes. The success of the Ayrshire Coastal Path book is impressive with it in its second print and a "*me too*" version now published. The format is well established for Santiago, the St Cuthbert's Way, etc but the challenge for the Ayrshire Pilgrims' Trail is to offer something unique and not to simply duplicate the information in the Ayrshire Coastal Path book, but to complement it. At this stage it is not possible to give an accurate budget for printing a guide book but in fact, should one be printed at all? There is no established demand, distribution and selling is labour-intensive and the logistics of storage can be vexing. We urge deep thought to the production of a guide book at this stage of development of the Trail. Things have moved on since the Middle Ages as Tilson (2005) reminds us:

"In this respect ... **Cluny Abbey**– "Compostela's manager and business associate . . . [which] acted much like a XX century travel agency . . . promot[ing] the pilgrimage to Santiago" ... with "**books of instructions for travellers**" ...–were little different than modern-day travel public relations professionals.<sup>8</sup> (Our emphases)

### 2.5.4 Electronic interpretation and promotion

While '**phone apps, electronic books** (such as Kindle) and **QR codes** are becoming increasingly popular. There are two drawbacks in relation to the Pilgrims' Trail. Firstly, pilgrims are encouraged to travel light and leave the material world behind on their travels, and secondly, obtaining an Internet connection may prove very difficult or even impossible in some rural areas.

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<sup>8</sup> Tilson, D.J (2005) p. 18, Religious-Spiritual Tourism and Promotional Campaigning: A Church-State Partnership for St. James and Spain, *Journal of Hospitality & Leisure Marketing*, 12:1-2, 9-40



## 2.5.5 Website

The cost of a good website cannot be computed without knowing the level of functionality and content required. A cheap price can always be obtained but such sites rarely, if ever, offer value for money. The high quality of a Pilgrims' Trail website should not be negotiable. As an estimate, a figure of £15,000 could be allotted to the design and construction of a website. But there is also the ongoing cost of content management. An out-of-date website is extremely damaging, apart from being a waste of money. To maximise the website's effectiveness user-generated content should be included. Two paradigms of attractive design are:

<http://www.colmcille.net/>

<http://www.paisleyabbey.org.uk/>



*Figure 3: Proposal to re-enclose the cloister garth of Paisley Abbey with a new building shown at the bottom of the picture*

An ambitious and most welcome project which will have a positive impact on the Ayrshire Pilgrims' Trail. This is a quote from the Abbey website (our emphasis):

The Reverend Alan Birss, Minister of Paisley Abbey:

"We have a long tradition in the Abbey of **welcoming pilgrims** and visitors and of serving the parish and community around the Abbey. Rebuilding the Fourth Cloister will greatly enhance our work in these areas and reaffirm for a new generation the Abbey's central place in the life of the whole community. Our hope is that the new and upgraded facilities will enable visitor and local resident alike to feel at home in the Abbey and confirm in a real sense, the Abbey belongs to all."



## **2.6 Action 6 - Economic Impact Assessment and Vision Statement**

### **2.6.1 Economic impact**

This has been produced in a separate report.

### **2.6.2 Vision Statement**

This forms part of the Economic Impact Assessment and is reproduced below. It is presented as a starting point - the vision should be set by the steering group or newly-constituted association charged with the next stage of development.

To create a pilgrimage 'Way' of multiple routes from Glasgow to Whithorn through Ayrshire that will provide pilgrims and other participants with a rich, authentic, spiritual experience drawing upon the region's cultural and natural heritage.

That '*The Ayrshire Way*' is the first established of several historical trails to Whithorn to be known as '*The St Ninian Ways*' and to seek recognition from the Council of Europe as the first UK-focussed European Cultural Route.

That '*The Ayrshire Way*' be fully engaged with its stakeholders, in particular the church congregations, local communities and other relevant networks, to ensure its continuity and growth as a sustainable enterprise contributing to the local economy.

That '*The Ayrshire Way*' is developed to the highest standards of physical manifestation, cultural interpretation and promotion to a local, national and international audience.

That '*The Ayrshire Way*' becomes an exemplar for other potential pilgrimage routes in Scotland and that it is represented on a fully-constituted Scottish Pilgrim Routes Forum whereby it can learn from, and share with, others to establish best practice for continued growth and development.



### 3 Conclusions to Phase 1

Since the publication of the Ayrshire Pilgrims' Trail feasibility study in 2010, interest in re-establishing pilgrimage routes in Scotland has grown considerably. We believe that there are several strategic steps that need to be taken soon to maintain momentum and have the Trail established in time for significant anniversaries in 2013.

Apart from the 'Next Steps' we have identified at 3.5, new links need to be established with related organisations but, most importantly, the Trail has to be seen in a national context as *The Ayrshire Way* of *The St Ninian Ways* and has to win the support and leadership of the churches. This is expanded upon at 3.4 below.

#### 3.1 Connecting to communities and official bodies

Communities, of course, can be communities of interest as well as settlements. Since the latter is a fixed geographical entity it would be more useful to look at the communities of interest in considering the next stage of development. Restricting the Ayrshire Pilgrims' Trail to the county lacks ambition. The Trail has the capacity to reach well beyond Ayrshire's and Scotland's borders. The key aspects of the Trail are:

- It fits the regional and national tourism strategies.
- It is consistent with world-wide growth in religious/spiritual tourism
- Its concept has been enthusiastically embraced by churchgoers, walkers and cyclists

#### 3.2 Connecting to networks - Scotland

As has been emphasised in the development of the Ayrshire Pilgrims' Trail, it is not a stand-alone project, feature or tourism product. In a Scottish physical context it could be seen as several spans of a bridge in the middle of a river requiring connecting to its north and south banks (Glasgow and Whithorn respectively). In a practical context it should become part of other important networks such as the embryonic Scottish Pilgrim Routes Forum and the national countryside body, Scottish Natural Heritage.

In the case of the former, Cormack Brown Ltd is a founding member and in the case of the latter, the Ayrshire Trail is now being monitored for eventual recognition by SNH. The country's longer distance routes along with proposals for future development are given in a 2010 report by SNH from which Figures 4 and 5 have been taken.<sup>9</sup>

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<sup>9</sup> Peter Scott Planning Services (2010). Developing the Network of Longer Distance Routes. Scottish Natural Heritage Commissioned Report No. 380 (Tender No. 28776).



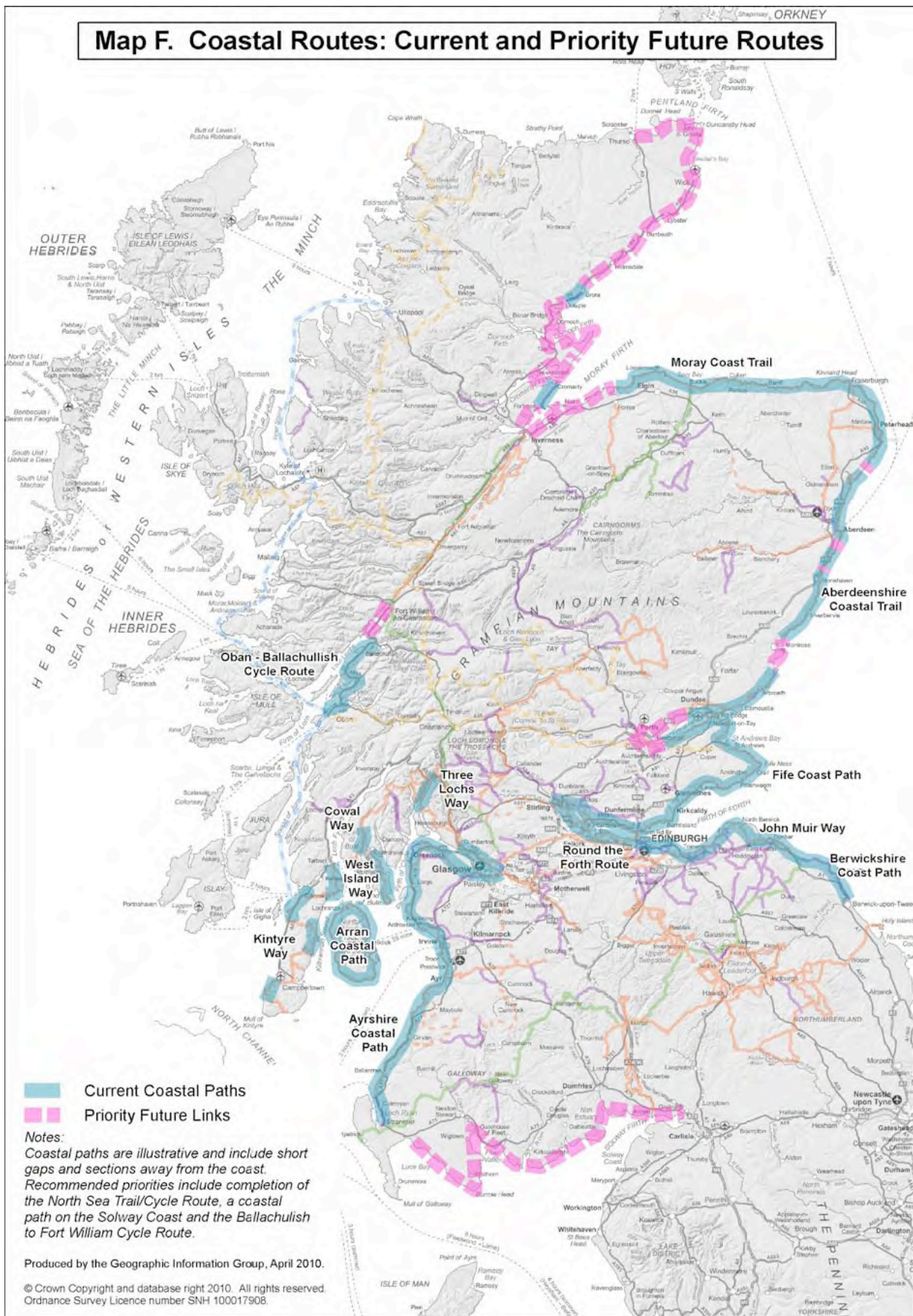


Figure 4: The coastal route to Whithorn is seen as a priority by SNH.



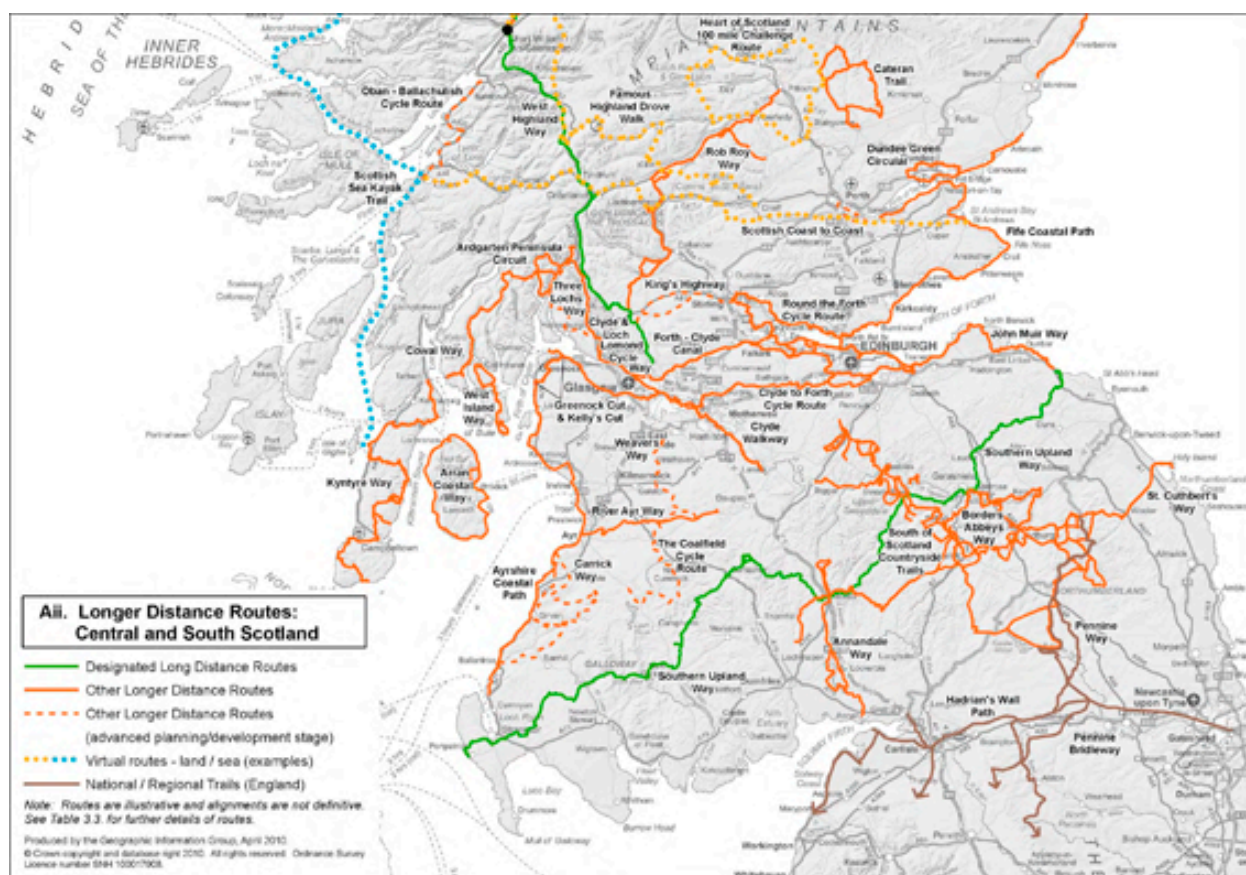


Figure 5: SNH have identified linking Glasgow and Paisley with Ayrshire and there is scope to reach the St Cuthbert's Way via the Southern Upland Way. Figure 4 shows a potential coastal link to Whithorn.

### 3.3 Connecting to networks - Europe

The concept of Cultural Routes has long been recognised in continental Europe but Scotland, and the bulk of the UK is effectively 'out in the cold'. With the exception of a few instances in southern England such as Canterbury, the Eden Project and St Michael's Mount, the UK has failed to engage with the Council of Europe's cultural routes programme. In Scotland's case there is the embarrassment of a well-developed *Chemin de R.L. Stevenson* in The Cevennes while there is nothing similar here except an apparently tenuous link with the French association. Three other European Cultural Routes could have strong mutual benefits - *The St Olav Ways* to Trondheim in Norway (there are 19 church dedications to St Olav in Scotland), *St Martin of Tours* (of particular relevance to Whithorn and St Ninian) and *The Routes of the Vikings and Normans*. The latter takes on a new significance in 2013, the 750th anniversary of the Battle of Largs which involved three of Scotland's strong ethnic groups - Celts, Vikings and Anglo-Normans.

In an Ayrshire Pilgrims' Trail context, the firmest and most immediate European Cultural Route with which the county should be taking an active part is the Network of Cluniac Sites with the Abbeys of Paisley and Crossraguel being Scotland's only



representatives. The mission of the monastic Order of Cluny was to encourage pilgrimage hence the strategic placing of these two abbeys on the route to Whithorn.

'The Benedictine **monks of Cluny** founded chapels and rest houses along the pilgrimage route (*Camino de Santiago*) that stretched across France.'<sup>10</sup>

The European Federation of Cluniac Sites recently held their annual congress in Paisley to initiate celebrations of that abbey's 850th anniversary. Part of their itinerary was presenting a plaque to Historic Scotland at Crossraguel to express its place in the Cluniac network which has been a European Cultural Route since 2005. The bringing together all pilgrimage routes to Whithorn is being considered as the first UK-focussed European Cultural Route. The pioneering work being done on the Ayrshire Trail could provide the impetus for creating *The St Ninian Ways* to the great economic and spiritual benefit of the south-west of Scotland.

The new initiative of the European Federation of Cluniac Sites, *L'espace culturel clunisien européen*, will see closer educational, social and cultural ties between Cluniac sites across Europe. In the case of Crossraguel Abbey this will involve, in partnership with Historic Scotland, new i-phone apps and other digital media forms of cultural and heritage interpretation for the abbey.



Figure 6: Adrian Cox of Historic Scotland receiving the Cluny Site plaque from Michel Gaudard, chairman of the European Federation of Cluniac Sites at Crossraguel Abbey, 22nd March, 2012.

There is also an opportunity to link with Norway and Flodden, in England, in 2013 which, respectively, represent the 750th anniversary of the Battle of Largs and the 500th anniversary of the Battle of Flodden which resulted in the death of King James IV who made several pilgrimages through Ayrshire.

<sup>10</sup> Smith, B. (1984). *Spain: A History in Art* Garden City, NY: Doubleday & Company, Inc.





### 3.4 WHY CHURCHES MUST LEAD THE DEVELOPMENT:

Words written in 2005 about the Camino de Santiago de Compostela still apply today and have a strong resonance for the Ayrshire Pilgrims' Trail or *'The Ayrshire Way'*.

'Despite the globalization of markets, a spiritual reawakening is underway as an increase in religious-spiritual tourism indicates. Communities—and their tourism industries—that would attract such travellers would do well to follow Santiago de Compostela as a model for their "reanimation." In doing so, communities must rediscover their particular "sacred traces" and make a concerted effort to recover those lost spiritual treasures much as they would reclaim historic sites and cultural traditions overgrown by time and nature.

Such "unearthing" of community identity and its subsequent promotion also must be an inclusive effort that brings together a broad array of religious and civic leaders. Much of the success of Xacobeo celebrations can be attributed to a collective and consensual approach to community-building. Such an approach not only creates a sense of "ownership" in civic projects, but in a very practical way provides much needed hands, hearts and funding to accomplish large-scale campaigns. A partnership of community organizations, companies and government representatives nurtures civic pride while bringing volunteers, sponsorship money, multiple publicity outlets, and other institutional resources to the table that otherwise would be lacking.'<sup>11</sup>

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<sup>11</sup> Tilson, D.J (2005) pp. 34-5, Religious-Spiritual Tourism and Promotional Campaigning: A Church-State Partnership for St. James and Spain, *Journal of Hospitality & Leisure Marketing*, 12:1-2, 9-40



### 3.5 The next steps

- Form a Church-led constituted association that will develop the Trail as a unitary end-to-end system of routes from Glasgow to Whithorn, find funding where necessary to that end, and set up a company (social enterprise) to manage and market it.
- Conduct a full audit of accommodation along a swathe of 5 miles either side of the routes – as proposed in the Ayrshire & Arran 2012/2017 Tourism Strategy. This will have two outcomes: identifying where more beds are needed; and identifying where waymarks should indicate an exit point.
- Seek to match investors with rural businesses developing, e.g., camping barns.
- Form a multidisciplinary local task force of volunteers who will scout the trail and identify where waymarkers should show exit points for eating houses, participating churches and other sites of interest.
- Prepare, through appropriate consultations, a policy statement for cultural interpretation of pilgrimage in general and in Ayrshire.
- With the task force, mobilise and negotiate local church participation so that it is fully and accurately reflected in all guide material.
- Map the routes and create route sheets.
- Build website and (possibly) phone app guide.
- Stage pre-launch 'taster' pilgrim walks (of one day or less) for church groups and others to familiarise them with the pilgrim experience.
- Launch the Trail with a high-profile charity walk and cycle.



## Appendix 1: List of Meetings & Presentations

### AYRSHIRE PILGRIMS' TRAIL Phase I Meetings and Presentations

Date	Organisation	Location	Contacts)	Purpose of Meeting
All 2011				
3 Aug	GalGael, Govan	Govan, Glasgow	Martin Hughes	Learn about organisation and seek involvement in Pilgrims' Trail event at Largs 2013, etc.
6	The Hollies B & B	Prestwick	Helen Campbell	Member of small local group of B & Bs - discussed opportunities from the Trail
17	Church of Scotland	Edinburgh	Revd A. Patterson	Discussed his previous work in trying to establish pilgrims' trails from Carrick to Whithorn
17	Historic Scotland	Edinburgh	Adrian Cox	Discussed plans for the Trail to make Historic Scotland aware re their sites en route.
24	Cafe Rainbow	Largs	Elizabeth Marshall	Awareness of the Trail - business is Christian cafe and bookshop
24	Largs Historical Society	Largs	Jean Davidson	Update on the Trail - previously given a PowerPoint presentation
24	Largs Viking Festival	Largs	Grahame Ross	Awareness of the Trail and Scandinavian connections to Ninian
24	Vikingar!	Largs	Joe Thompson	Exploring opportunities for Trail involvement in Largs 2013 festivities
24	Visit Scotland	Largs V.I.C.	Susannah Clarke	Explaining progress on the Trail's development; left leaflets for their display
24	Fencebay Smokehouse	Fairlie	Tom Campbell	Awareness of the Trail with particular reference to local food
24	Kelburn Country Park	Fairlie	Lord Glasgow	Giving update on Trail development and discussed 2013 opportunities
28	Glasgow Vikings	Kelburn Country Park		Awareness and exploring possibility of re-enactment activities for 2013
1 Sept	North Ayrshire Council	Kelburn Country Park	Kathleen Don and Lord Glasgow	Exploring opportunities for Trail involvement in Largs 2013 festivities
2	Woodland Bay Hotel	Girvan		Giving update on Trail development, left leaflets and discussed BBC visit
3	Historic Scotland	Crossraguel Abbey	Suzanne Chong	Left supply of Trail leaflets (for Doors Open Day); explained Trail progress to steward
4	McKechnie Institute	Girvan	Staff	Left supply of Trail leaflets (for Doors Open Day); explained Trail progress to staff
4	Govan North Church	Girvan	Several	Left supply of Trail leaflets (for Doors Open Day); explained Trail progress to visitors
5	Burns Museum	Alloway	Caroline Glenn	Awareness of progress and offer to give a talk on pilgrimage - accepted, date to be set
8	BBC TV Landward	Crossraguel Abbey	Douglas Vipond	Filming on Ayrshire Pilgrims' Trail, including interview with Adrian Cox, Historic Scotland
8	BBC TV Landward	Pinmore Pottery	Douglas Vipond	Filming on Ayrshire Pilgrims' Trail including interview with Keith & Beryl Dawdry
9	BBC TV Landward	Kilranny, by Girvan	Douglas Vipond	Filming on Ayrshire Pilgrims' Trail including interview with James Brown
13	Carrick Centre	Maybole	Andrea Hutchison	Awareness of Trail and identification of Carrick Centre as a key stakeholder
13	Largs Viking Festival	Largs	Grahame Ross etc.	Discuss involvement of Pilgrims' Trail in Largs 2013 events
16	Art of Seeing/Believing	Crossraguel Abbey	Louise Van Vliet	Guided tour of abbey for a Dutch group - potential future users of the Pilgrims' Trail
19	BBC Scotland Radio	College Kirk, Maybole	Mark Stephen	Recording interview with James Brown for "Past Lives" programme
20	Leader Programme	Moffat	Several	Displayed banner & distributed leaflets at Southern Scotland Rural Networking Event
20	Prince's Trust	Moffat	Geraldine O'Connor	Discussed possible future involvement of trust volunteers in the Trail
22	Visit Scotland	Ayr V.I.C.	Jo Shaw	Explaining progress on the Trail's development; left leaflets for their display
24	The Whithorn Trust	Whithorn	Janet Butterworth	Doors Open Day; displayed banner and distributed leaflets and in two churches in town
24	Machars Trust	Wigtown		Left leaflets for their display and in the town's RC church
24	Historic Scotland	Glenuce Abbey	Steward	Discussed Trail proposals explaining Glenuce is a destination on the route to Whithorn.
26	Rotary Club	Ayr	James Begg	Discussed Trail and secured acceptance on use of the Ayrshire Coastal Path

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### AYRSHIRE PILGRIMS' TRAIL Phase I Meetings and Presentations

Date	Organisation	Location	Contacts)	Purpose of Meeting
27	Cossey Country House	Ballantrae	Susan Crossthwaite	Explained Trail progress to date
27	Ballantrae Co. Council	Ballantrae	Mhairi	Gave PowerPoint presentation to Community Council meeting
26	Maritime Museum	Irvine	David Mann	Explained route and that the Museum would be a key attraction on the Trail
26	So. Ayrshire C.P.P'ship	Troon	The public	Set up stall and banner, distributed leaflets and talked to the public about the Trail
4 Oct	Sc. Land & Estates	Cumnock	Committee	Gave brief presentation on Trail to new tourism promotion body based in country houses
4	Inner Wheel (Rotary)	Ayr	Members	Gave PowerPoint presentation on the Trail
5	Historic Scotland	Edinburgh	Lyn Wilson, Chris McGregor and Adrian Cox	Discussed digital documentation of Crossraguel Abbey and relevance to promoting the Trail Agreed James Brown would be interlocutor with Cluny Federation in France as partners Secured commitment to £100,000's worth work in kind
5	Dailly Comm. Council	Dailly	Public meeting	Gave PowerPoint presentation to Community Council meeting
12	North Ayrshire Council	Irvine	Louise Kirk	Progress update on the Trail - Ms Kirk arranging for presentation to Outdoor Access Forum
12	West Kilbride Crafts	West Kilbride	Maggie Broadley	Discussed Trail and agreed West Kilbride is a key location - particularly the new arts centre
17	Sacred Scotland	Hamilton	Brian Fraser, etc.	Attended Gathering led by Princess Anne; discussed Trail with Sacred Scotland members
20	St Columba's Church	Largs	Carol-Anne Hughes	Discussed Trail in depth; identified as key stakeholder (Christian Heritage Centre)
21	Benedictine Monastery	Largs	Mother M. Petra	Explained Trail and left leaflets; identified as stakeholder
24	Kirkmichael Guild	Kirkmichael	Janet Jones	Gave PowerPoint presentation to Women's Guild monthly meeting
26	Biosphere Reserve	Girvan	Nic Coombey, Ed Forrest, Julia Whittaker and Stuart Lindsay	Discussed how Trail and Biosphere can be mutually supportive
31	Lendalfoot Ladies	Lendalfoot	Public meeting	Gave PowerPoint presentation to their monthly meeting
4 Nov	Scot. Local Hist. Forum	Glasgow	Public meeting	Distributed leaflets at conference where pilgrimage was on the agenda
9	Ayrshire B & B Assoc.	Ayr	Helen Martin and Helen Malcolm	Explained trail and secured their enthusiastic support
15	Dunure Co. Council	Dunure	Public meeting	Gave PowerPoint presentation to Community Council meeting
21	Outdoor Access Forum	Ardrossan	Group meeting	Gave PowerPoint presentation to Committee
2012				
31 Jan	Craigengillan Estate	Dalmellington	Mark Gibson	Discussed Dark Skies observatory as a potential attraction for pilgrims.
7 Feb	The Whithorn Trust	Girvan	Janet Butterworth	Explored ways of linking Ayrshire Trail to Whithorn and discussed Pilgrimage Forum idea
14	Pilgrimage Forum	Culross	Scotland-wide	Inaugural meeting to form a Scottish Pilgrim Routes Forum - work ongoing
28	Ayr Rotary Club	Ayr	Their members	PowerPoint presentation and exploring potential joint-venture for 2013 in Largs area.
5 March	Michelle Letowska	Glasgow		Discussed arts/pilgrims' trail engagement as a special project in summer, 2012
22	Cluny Federation	Crossraguel Abbey	100 delegates	Display of banner, distribution of leaflets and guided tours of Abbey for European visitors
27	Alloway Church	Alloway	Donald Kemp	Discussing the churches active participation in welcoming pilgrims to Alloway

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## Appendix 2: Summary of PR coverage

### Websites

<http://www.maybole.org/> Thanks to Rich Pettit for placing this on the Home Page.

<http://www.ayrshirearts.com/> Thanks to Mike Bailey for placing this on their site.

<http://www.bbc.co.uk/programmes/b0178cth#clips> BBC link to Trail PDF.

<http://www.cormackbrown.com/>

### TV & Radio

BBC Radio Scotland *Past Lives* (19 Sept 2011) recorded in maybole and at Crossraguel.

BBC 2 *Landward* (18 Nov 2011) filmed at Crossraguel Abbey, Lendalfoot and Pinmore.

UWS (Ayr) Radio (20 Nov 2011) broadcast across Ayrshire on DAB & Internet

### Print media

**Stinchar Valley Magazine** covering Ballantrae, Colmonell, Lendalfoot, Pinmore & Pinwherry has publicised the Trail in several issues.

**Three in One** - the magazine of the South Ayrshire Team of the Scottish Episcopal Church, No. 19, September, 2011

**Ayrshire Post** - half-page on 18 Nov 2011 with photo at Crossraguel Abbey

### Leaflets & Banner

5,000 copies of a general awareness leaflet were produced and followed by one specifically aimed at church congregations (1,000 copies). The former have had a wide distribution including through Ayr Visitor Information Centre. The latter was distributed to 77 churches and convents in Ayrshire along with an invitation to take an active part in the trail development - 17 have done so far.



### Appendix 3: Church & State collaboration in Santiago de Compostela

Galicia's tourism department, *Xunta de Galicia*, has been proactive in promoting the Way (*Camino*) as a tourism activity, in particular during the most recent Holy Years in 2004 and 2010. This effort was further boosted by the 2010 Hollywood film *The Way*, starring father and son Martin Sheen and Emilio Estevez.<sup>12</sup> While the scale of the *Camino* is vast compared to Ayrshire, the steadily increasing figures illustrate the growth in this tourism sector. Millions of *peregrinos* have now recommended the pilgrimage experience to friends, colleagues and church members.

Tilson (2005) noted the importance of partnership working in Galicia which satisfied the dual demands of pilgrimage and tourism. It is an approach that we strongly advocate for Ayrshire.

'The central committee, nevertheless, coordinated efforts of both the Galician government [Xunta] and the Catholic Church on various aspects of the campaign, from organization to communication while giving each party responsibility for conducting its own activities. According to Xosé Ramón Pousa, dean of the University of Santiago de Compostela's Information Sciences faculty, "Compostela's Archbishopric oriented its efforts toward large religious gatherings—pilgrimages, ecclesiastical meetings, etc.—and the Xunta focused on tourist-cultural promotion"; the Church specifically wanted to increase the number of pilgrims while the civil sector sought more tourists. Xunta officials characterized the Church-State collaboration as "extraordinary," with both institutions handling their particular areas "perfectly," and the Catholic Church receiving the full support of the Galician government.'<sup>13</sup>



Figure 7: Design manual for the *Camino*

<sup>12</sup> Mintel Report, February, 2012

<sup>13</sup> Tilson, D.J (2005) p. 28, Religious-Spiritual Tourism and Promotional Campaigning: A Church-State Partnership for St. James and Spain, *Journal of Hospitality & Leisure Marketing*, 12:1-2, 9-40





*Figure 8: Kilwinning Abbey*

