

13 Socio-Economics & Tourism

13.1 Introduction

The beneficial effects of a wind farm development include the generation of local jobs through use of local contractors for construction and/ or maintenance and increased spend in the local community during the construction stage and to a lesser degree during the operation stage with workers staying in the area and using local facilities. There are few adverse socio-economic effects associated with wind farm development which are limited to effects to tourist and community facilities, Public Rights of Way (PRoW) and associated impacts on the local economy. The socio-economic and tourism chapter will also consider the implications of the forestry plan which will be prepared during the EIA process. This plan will include consideration of the Forest Certification Status, design assessments and recommendations, logistics and operational considerations, future management, and opportunities for the creation and implementation of recreational facilities within the site.

13.2 Existing Environment

13.2.1 Economy

The main settlement in the vicinity of the site is Campbeltown, 20km to the south. There are a number of smaller settlements within the immediate vicinity of the site along the western coast of the Kintyre peninsula including Muasdale, Glenbarr and Killean together with other small clusters of individual properties within 5km of the site. These settlements will form the basis for the socio-economic assessment which will consider impacts as result of the development such as job creation and use of local services.

13.2.2 Public Access

The land available for turbine and associated development comprises a number of gravel and forest roads suitable for mountain bikers, hikers and horse riding. There are several access roads in to the forest, these access roads are clearly marked and comprise of forest gateways. There are also recognised footpaths and recreational routes in close proximity to the site, including the Kintyre Way Long Distance Route (within 200m of the land available for turbine and associated development).

13.2.3 Public Perception

A desk based study based considering the following public perception studies will be undertaken:

- VisitScotland "Wind Farm Consumer Research" in 2012;
- TNS Survey "Attitudes and Knowledge of Renewable Energy amongst the General Public" commissioned by the Department of Trade and Industry, Scottish Executive, National Assembly for Wales and the Department of Enterprise Trade and Investment North Ireland in 2003;
- MORI Scotland Survey "Tourist Attitudes to Wind Farms" commissioned by the Scottish Renewables Forum and British Wind Energy Association in 2002; and
- MORI Scotland Survey "Attitudes and Knowledge of Renewable Energy" commissioned by the Scottish Executive in 2003.

13.2.4 Employment and Tourism

The site's location on the Kintyre peninsula lies between the Carradale Coast to the east, and the Atlantic Seaboard (and the sound of Gigha) to the west. Both coastlines are popular for recreational activities such as walking, cycling, boating and fishing. Tourism amenities in the region include hotels, guest houses, bed and breakfasts, self catering accommodation, camping sites, golf courses and public houses in addition to local visitor attractions. The key

attractions will be identified using the Visit Scotland, Undiscovered Scotland websites and other sources of economic and tourism information.

13.3 Methods

13.3.1 Study Area

The proposed study area will extend to 5km from the land available for turbine and associated development boundary. Confirmation of this is sought from Argyll and Bute Council as part of the scoping process.

13.3.2 Proposed Surveys

Whilst there are no recognised standards or methodologies for assessing the socio-economic effects of wind farms, a common approach is emerging from the experience gained from the assessment of other wind farms at both the project and plan level. A desktop study and assessment will be undertaken using data from available sources. This will also take into account the results of consultation.

13.3.3 Local Economy

Settlements within the study area will be identified, and their approximate population and key characteristics recorded. This will include compiling a review of information contained within the Scottish Neighbourhood Statistics and the Scottish Index of Multiple Deprivation. The economic effect in the area will be considered in terms of employment and direct support to the local economy. This will include an assessment against the phases of the proposed wind farm development including job creation during the construction phases (including the use of local contractors) and indirect benefits to the community, such as the Contractor using local services e.g. accommodation, restaurants and shops.

13.3.4 Public Access

Guidance on public access and wind farm best practice documents will be referred to and applied. For example the British Horse Society advocates a standoff distance of 200m from bridleways. The *Scottish Planning Policy* and statutory access rights under the *Land Reform (Scotland) Act 2003* allow for consideration for access issues and protection of core routes and access rights. This is also contained within *PAN 65 Planning and Open Space* (revised 2008). Safety notices informing any users of any construction works being undertaken within the development boundary will be issued on site to inform users of any works. The locations of these will be discussed with the Argyll and Bute Council.

13.3.5 Public Perception

The main properties and settlements within the study area will be identified, and their approximate population and key characteristics recorded. Information from a number of public attitude surveys listed above in section 13.2 will be taken into account.

13.3.6 Tourism

A full review of national and regional tourism strategies, together with publically available statistics for the area will be undertaken. The desktop study will identify key attractions and features within 20km of the site. A variety of online sources will be visited including VisitScotland and a site visit undertaken to gather publically available information such as leaflets and gain local information on attractions and activities.

Additionally, the Isle of Arran lies to the east of the peninsula and the islands of Gigha, Islay and Jura lie to the west. These will be considered with regards to landscape and visual amenity in Chapter 5: Landscape and Visual, as they fall within the LVIA 35km search area.

13.3.7 Public Safety

Given the upland nature of the proposed wind farm, effects from weather conditions and public safety, such as ice throw, will be considered. A buffer of topple distance plus 10% (in this case a candidate turbine of 126.5m, equating to a 139m buffer) has been applied to inform the land available for turbine development boundary to further minimise impact to public safety.

13.3.8 Proposed Assessment Methodology

The proposed development has the potential to deliver both positive and negative effects on a wide range of social infrastructure, recreation and tourism assets and economic activities.

The ES will include:

- An assessment of the potential effects of the proposed wind farm on the existing community facilities and businesses in the study area during the construction, operation and decommissioning phases;
- An assessment of how the proposed development fits with socio-economic regional and local planning policies and economic strategies;
- An assessment of the potential effects from the proposals on existing employment levels and local and regional economic activity. The effects will be adverse, neutral or beneficial, although these will not be quantified in monetary values, the importance of the attribute will be assessed;
- Identification and assessment of current forestry management plan including phasing and restoration. The effects will be is quantified in relation to the value of the forestry activities being undertaken and the effect of the windfarm development upon them;
- An assessment of any cumulative effects in relation to other wind farms and developments in the study area; and
- The evaluation of identified effects will be based on an assessment of their magnitude and the importance of the affected resources/receptors to determine the significance of an identified impact.

13.3.9 Significance Criteria

Table 13.1 provides a definition of the sensitivity criteria.

Table 13.1 Sensitivity Criteria	
Descriptor or Criteria	Description
Very High Sensitivity of Value	The receptor has little or no capacity to absorb change without fundamentally altering its present character, is of very high socio-economic, environmental or tourism value, or of international importance.
High Sensitivity Value	The receptor has low capacity to absorb change without fundamentally altering its present character, is of high socio-economic, environmental or tourism value, or of national importance.
Medium Sensitivity Value	The receptor has moderate capacity to absorb change without significantly altering its present character, has some socio-economic, environmental or tourism value, or is of regional importance.
Low Sensitivity or Value	The receptor is tolerant of change without detriment to its character, is low socio-economic, environmental or tourism value, or local importance.
Negligible Sensitivity or	The receptor is resistant to change and is of little socio-economic, environmental or

Table 13.1 Sensitivity Criteria	
Descriptor or Criteria	Description
Value	tourism value.

Table 13.2 below identifies the magnitude criteria which will be used to inform the assessment.

Table 13.2 Magnitude Criteria	
Descriptor or Criteria	Description
High Magnitude	<p>Total loss or major alternation to key elements/features of the baseline conditions such that post development character/composition of baseline condition will be fundamentally changed.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Socio-economic: major long term (5+ years) alternation of community profile (including community cohesion and stability) and business structure. • Tourism: Loss of icon tourist asset of national significance, resulting in reduction in national tourism numbers.
Medium Magnitude	<p>Loss or alteration to one or more key elements/features of the baseline conditions such that post development character/composition of the baseline condition will be materially changed.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Socio-economic: A noticeable long-term alternation of community profile (including community cohesion & stability) and business structure. • Tourism: Substantial change to regional tourism numbers. Region considered less/more attractive place to visit.
Low Magnitude	<p>Minor shift away from baseline conditions. Changes arising from the alteration will be detectable but not material; the underlying character/composition of the baseline condition will be similar to the pre-development situation.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Socio-economic: A short term alternation of community profile (including community cohesion & stability) and business structure. • Tourism: A small and short term change to regional tourism numbers.
Negligible Magnitude	<p>Very little change from baseline conditions. Change is barely distinguishable, approximating to a “no change” situation.</p>

By combining the sensitivity of the resource with the predicted magnitude of change, the significance of the effect can be determined. This is undertaken following Table 13.3. The significance of effects can be beneficial or adverse.

Table 13.3: Assessment of Significance

Sensitivity	Magnitude			
	High	Medium	Low	Negligible
Very High	Major	Major	Moderate	Minor
High	Major	Moderate	Minor	Minor
Medium	Moderate	Moderate	Minor	Negligible
Low	Minor	Minor	Negligible	Negligible
Negligible	Minor	Negligible	Negligible	Negligible

Note: Shaded boxes indicate a significant effect in terms of EIA.

13.4 Aspects to be Scoped Out

Aspects of the socio-economic and tourism assessment require a defined scope that needs to be established through consultation with Argyll and Bute Council. Those aspects identified as likely to be insignificant will be scoped out with remaining aspects taken forward into assessment as part of the EIA process.

13.5 Conclusions

Baseline information will be collated from a variety of publically available sources as well as through consultation with the Argyll and Bute Council and tourism and recreational stakeholders. The assessment will ensure adverse and beneficial effects are identified and assessed, taking into account the criteria described in Tables 13.1 and 13.2. The assessment will report the residual effects of the development on the local community.

13.6 References

Argyll and Bute Council, (2011) *Argyll and Bute Council Woodland and Forestry*

Strategy April 2011 viewed online at: <http://www.argyll-bute.gov.uk/sites/default/files/planning-and-environment/woodland%20and%20forestry%20strategy%20april%202011.pdf>

MORI Scotland Survey (2002). *Tourist Attitudes to Wind Farms. Commissioned by the Scottish Renewables Forum and British Wind Energy Association in 2002.*

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VisitScotland (2012). *Wind Farm Consumer Research.*

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

<http://www.undiscoveredscotland.co.uk>

