

# John O’Groats Development Fund Project and visitor car parking

From late summer 2019, a modest tourist visitor parking charge will be implemented at John O’Groats. All of the money we raise from this will be used to create a central ‘Development Fund’ that will go towards improving the look and feel of John O’Groats and the surrounding open land and areas.

This is a non-profit project and all funds will be put back into John O’Groats. We’re also hoping to use local suppliers and contractors for all of the development works, where possible.

The £2 charge per vehicle (per day) will apply to all leisure visitors and tourists, and we hope that everyone will begin to see the benefits of the developments from next year as we begin to use the fund to improve the visitor experience and wider site.

Caithness residents will not have to pay to park. Instead, they’ll receive a ‘Local Parking Permit’ which they can pick up, free of charge, from various locations and businesses at John O’Groats. Full project details, including how you can collect your parking permit, are listed below.

## John O’Groats Development Fund Project:

- ▣ This new development fund and car park project is an initiative formulated, developed and implemented by JOG 2 Limited after discussion with John O’Groats businesses, local councils and the John O’Groats Development Trust.
- ▣ All of the funds collected from the £2 car parking charge will be used exclusively to enhance the John O’Groats destination and visitor experience.
- ▣ The project will run from April to the end of October (no off-season charges).
- ▣ We plan to use this fund each spring and winter to improve the destination’s look and feel and aim to use local suppliers, builders and contractors to support jobs in the local area and region.
- ▣ The John O’Groats Development Trust, the Community Council and the business community at John O’Groats are fully involved in this project, together with JOG 2 Limited, who lease the car park land and have invested in making this project happen.
- ▣ A new ‘Development Delivery Committee’ will be established with the local Community Council and Development Trust to decide on how the fund will be used.
- ▣ Ideas and enhancements will include:
  - Destination branding – improving the look and feel of the whole visitor experience
  - Enhancing the approach, arrival and departure to John O’Groats (the ‘Celebration’)
  - Land enhancement and landscaping
  - Cladding of walls and surfaces in Caithness stone or high-quality finishes
  - Planting, painting and dressing of key areas each year
  - Consideration of pathways, paving and the public realm
  - And much more!

We’ll be putting signs and information boards up on site to fully explain the project and its benefits.



## Free John O’Groats Parking Permits for all Caithness Residents

We strongly believe that no Caithness resident should have to pay to visit John O’Groats.

That’s why the John O’Groats Development Fund Project has designed and produced free ‘Local Parking Permits’ which people can pick up at locations and businesses at John O’Groats when they first visit from 15th July 2019. These parking permits will enable local residents to park completely free of charge.

How do Local Parking Permits work?

1. All Caithness residents can pick up their Local Parking Permit from John O’Groats from 15th July, which they can use to park free whenever they visit.
2. Please bring either a) photo ID with your postcode on it (i.e. driving licence) or alternatively b) ID and a bill showing your postcode to collect your permits.
3. Caithness residents and postcodes covered are:

KW1 – Wick	KW2 – Lybster	KW3 – Lybster
KW5 – Latheron	KW6 – Dunbeath	KW7 – Berriedale
KW12 – Halkirk	KW14 – Thurso	
4. You can pick up your free parking permits from any of the following:
  - John O’Groats Post Office
  - Seaview Hotel
  - Stacks Bistro
  - Flavours (Ice Cream Parlour)
  - Storehouse café
  - John O’Groats Knitwear
  - John O’Groats Tourist Info Office
  - The Cabin
  - First & Last Gift Shop
  - Groatie Buckie Gift Shop
5. Once you have your permit, all you have to do is display it on your car dashboard whenever you visit John O’Groats.
6. We ask that you use your permits responsibly as this project is very important to John O’Groats and its future.

Thank you for taking the time to read through this, and for your patience as we get started on this exciting development project. We can’t wait to enhance and improve John O’Groats and the surrounding area and make it a dynamic visitor destination that everyone can enjoy, for years to come.