

ROBERTSON, G.M. 1986. *Obsolescence in the Scottish country house and conservation of the architectural fabric by conversion to tourist accommodation: identification of the key variables affecting the decision process*. Robert Gordon's Institute of Technology, MPhil thesis. Hosted on OpenAIR [online]. Available from: <https://doi.org/10.48526/rgu-wt-1993248>

Obsolescence in the Scottish country house and conservation of the architectural fabric by conversion to tourist accommodation: identification of the key variables affecting the decision process.

ROBERTSON, G.M.

1986

The author of this thesis retains the right to be identified as such on any occasion in which content from this thesis is referenced or re-used. The licence under which this thesis is distributed applies to the text and any original images only – re-use of any third-party content must still be cleared with the original copyright holder.

OBSOLESCENCE IN THE SCOTTISH COUNTRY HOUSE AND CONSERVATION
OF THE ARCHITECTURAL FABRIC BY CONVERSION TO TOURIST
ACCOMMODATION : IDENTIFICATION OF THE KEY VARIABLES AFFECTING
THE DECISION PROCESS.

Gillian M. Robertson; M.A. (Hons), M.Sc.

A thesis presented in partial fulfilment
of the requirements of the CNA
for the Degree of Master of Philosophy

November 1986

Awarding Establishment : Council for National Academic Awards

Sponsoring Establishment : (Scott Sutherland School of Architecture)
Robert Gordon's Institute of Technology
Aberdeen

Collaborating Establishment: Scottish Tourist Board
23 Ravelston Terrace,
Edinburgh

Abstract

The thesis presented in this study is that many country houses in Scotland have found a viable new use in conversion as tourist accommodation to the advantage of both tourism and conservation. The research project aimed to discover the truth of this statement. It investigated the factors involved in the obsolescence of country houses in single domestic use and enumerated the total number of country houses in Scotland to discover the proportion of losses and the regional distribution of the houses. (This was a new survey because the Historic Buildings Division of the SDD has not had the available resources to establish a typology of buildings listed as having historic or architectural interest). Using the methodology of a telephone and postal survey the extent of the conversion of country houses in Scotland into tourist accommodation was assessed to discover whether it was a major alternative use for houses affected by obsolescence in single domestic use. The importance of converted country houses to the total stock of tourist accommodation was assessed by a survey of all hotel buildings in the countryside. A literature search investigated the importance of tourism as a phenomenon, with particular reference to its economic and social impact. A survey of owners who have converted country houses into hotels was undertaken to discover: the motivation in their decision to convert a country house; the organisation and viability of their business; etc. The aim of this investigation was to model the decision-making process by identification of the key variables involved in their decision. An assessment of the impact of conversion on the architectural fabric of the houses was also made because it was considered that although economically and socially viable a use is not "successful" unless it conserves the building for future generations.

CONTENTS

List of Maps, Diagrams, Tables and Plates

Chapter One	INTRODUCTION	Page Number
1.1	Introduction to the hypothesis	1
1.2	Definition of a country house	1
1.3	The importance of the country house	1
1.4	The development of the country house in Scotland	4
1.5	A numerology of country houses in Scotland	10
Chapter Two	OBSOLESCENCE IN THE SCOTTISH COUNTRY HOUSE	
2.1	Introduction to the concept of obsolescence	26
2.2	Obsolescence affecting the Scottish country house	29
2.3	Physical obsolescence affecting the Scottish country house	33
2.4	Economic obsolescence affecting the Scottish country house	41
2.5	Behavioural obsolescence affecting the Scottish country house	46
2.6	The prospects for survival	49
Chapter Three	CONSERVATION : THE SOLUTION TO OBSOLESCENCE IN THE SCOTTISH COUNTRY HOUSE	
3.1	Introduction to the concept of conservation	58
3.2	Legislation as an aid to conservation in the UK	58
3.3	The NT and NTS	61
3.4	The Land Fund Conclusion	66
3.5	The replacement of the Land Fund	67
3.6	Opening the houses to the public	69
3.7	The Role of Alternative Use	74
3.8	Conclusions	79
Chapter Four	TOURISM AS AN ALTERNATIVE USE	
4.1	Tourism as an alternative use	93
4.2	The growth of tourism	94
4.3	The economic importance of tourism	97
4.4	The structure of tourism	102
Chapter Five	TOURIST ACCOMMODATION AND THE COUNTRY HOUSE IN SCOTLAND	
5.1	The historic development of tourist accommodation in Scotland	125
5.2	Types of tourist accommodation	127
5.3	Hotel buildings in Scotland	131
5.4	Hotel buildings in the countryside	133
5.5	The extent of the conversion of country houses in Scotland for hotel accommodation	145

5.6	The extent of the conversion of country houses in Scotland for self-catering and other forms of accommodation	154
5.7	Conclusions	158

Chapter Six INVESTIGATION OF THE DECISION-MAKING PROCESS
 INVOLVED IN THE CONVERSION OF A COUNTRY HOUSE
 IN SCOTLAND FOR TOURIST ACCOMMODATION

6.1	Aims of the investigation	174
6.2	Methodology	174
6.3	The decision-makers and their "environment"	178
6.4	The 'perceived' stimulus to the decision	193
6.5	The 'perceived' costs and/or benefits which the decision-maker attaches to the utilisation of the country house	209
6.6	The controls imposed on the decision-maker by national and local government	217
6.7	The economic, physical and social constraints affecting the decision-maker	223

Chapter Seven THE IMPACT OF CONVERSION ON THE ARCHITECTURAL
 FABRIC OF COUNTRY HOUSES IN SCOTLAND

7.1	Introduction	240
7.2	Building regulations - potential impact and response	241
7.3	Alteration of architectural features	246
7.4	Extensions	253
7.5	Decoration, fittings and furniture	261

Chapter Eight CONCLUSIONS AND RECOMMENDATIONS

BIBLIOGRAPHY

APPENDIX

LIST OF MAPS, DIAGRAMS, TABLES AND PLATES.

MAPS

Number	Page Number
1. Distribution of Country Houses in Scotland.	13
2. Regional Distribution of Grade A, B and C Houses.	13
3. Density of Country Houses in Britain.	30
4. Percentage of Country Houses in Britain Demolished since 1949.	30
5. Regional Distribution of Purpose-built Hotels and Conversions.	134
6. Regional Distribution of Types of Building Used in Hotel Conversion.	139
7. Regional Distribution of Converted Country Houses as percentage of total hotel stock.	146
8. Regional Distribution of Dates of Conversion from Country House to Hotel.	146
9. Regional Distribution of the Architectural Style of Converted Country Houses.	146

DIAGRAMS

Number	
1. Decision-making process : Traditional Estate Owners.	194
2. Decision-making process : Former Owners of an Hotel.	198
3. Decision making process : Former Hotel Employees and Owners with no experience of the Hotel Industry.	203

1.	Number of Country Houses in Scotland	12
2.	Grade A Houses in Grampian	13
3.	Country Houses Lost 1945 - 1974	30
4.	Major Architectural Losses	31
5.	Cost of Repair and Maintenance	34
6.	Cost of Repair at Several NTS properties	35
7.	Properties Belonging to the NTS in 1986	63
8.	Number of Visitors to NT or NTS Houses 1966 - 1977	69
9.	Attractions with more than 50,000 visitors in 1984	72
10.	Overseas Visitors to the UK 1930 - 1980	96
11.	UK Travellers abroad 1970 - 1979	96
12.	Estimated Turnover of the UK Tourist Industry	100
13.	Value of Tourism, compared with other Exports	101
14.	Overseas Visitors to the Regions of the UK	104
15.	Regions in the UK Visited by British Holidaymakers	105
16.	Regions in Scotland visited on Holiday	105
17.	Activities : participation by overseas tourists	106
18.	Types of holiday taken in Scotland	107
19.	Accommodation used by overseas visitors	109
20.	Accommodation used on holiday by British visitors	109
21.	Rates of growth of Leisure Activities	111
22.	Main Reasons for Holiday in Scotland	115
23.	Important Factors in Deciding to Holiday in Scotland	116
24.	Age Groups of Scotland's Tourists	117
25.	Holidaytaking in the British Population	117
26.	Social Class of British Tourists in Scotland	118

Tables continued

27. Overseas Visitors to Scotland : Numbers by Areas	120
28. Overseas Visitors to Scotland : Main Countries of origin	121
29. Accommodation used on Scotland by Visitors	127
30. Number of Hotels and Guest Houses in Scotland 1974	131
31. Number of Hotels and Guest Houses in Scotland 1986	132
32. Types of Hotel Building in Scotland's Countryside	133
33. Purpose - built hotels in rural Scotland	134
34. Hotels in Scotland with more than 100 Bedrooms	135
35. Older Purpose - built Hotels in Scotland's Countryside	138
36. Types of Building used for Conversion into Hotels	138
37. Grade A - Country Houses in Scotland Converted for Hotel use	148
38. Grade B - Country Houses in Scotland Converted for Hotel use	149
39. Grade C - Country Houses in Scotland Converted for Hotel use	151
40. Converted Country House Flats - classified by architectural style	155
41. Grade A and B Country Houses in Scotland Converted into Self-Catering Accommodation	156
42. Grade A, B and C Country Houses in Scotland Converted into other types of Tourist Accommodation	157
43. Hotel Groups operating in Scotland	181
44. Ten Leading Hotel Operators in the UK in 1982	182
45. Income and Expenditure by size of hotel	182
46. Country House Hotels operated by National Hotel Groups	183
47. Trading Arrangements	186
48. Social Circumstances of the Hotel Owners	186
49. Management Structure within the Hotels	186
50. Percentage of "sets" existing in the survey population	187
51. Age Structure (Set 1)	189

Tables continued

52. Date of conversion (Set 2)	190
53. Age Structure (Set 2)	190
54. Age Structure (Set 4)	191
55. Date of Conversion (Set 4)	191
56. Previous employment (Set 5)	192
57. Age Structure (Set 5)	193
58. Date of Conversion (Set 5)	193
59. Bed Occupancy in Hotels in Scotland 1979 - 1985	198
60. Awareness of the House (Set 2)	200
61. Cost of Buying the House (Set 2)	201
62. Cost of Converting the House (Set 2)	201
63. Percentage of Houses with repair problems (Set 2)	202
64. Size of Hotel (Set 2)	202
65. Cost of Buying the House (Set 4)	205
66. Cost of Converting the House (Set 4)	205
67. Percentage of Houses with repair problems (Set 4)	205
68. Size of Hotel (Set 4)	206
69. Awareness of the House (Set 5)	208
70. Cost of Buying the House (Set 5)	208
71. Cost of Converting the House (Set 5)	208
72. Percentage of Houses with repair problems (Set 5)	209
73. Size of Hotel (Set 5)	209
74. Important Aspects of the House	210
75. Price Charges at Hotels in the Survey Population	212
76. Extension of the Number of Bedrooms	216
77. Use of the House prior to Conversion	218
78. Location of Country Houses in the Survey	219
79. Sources of Finance	224
80. Method of Creating Private Bathrooms	252

PLATES

Number	Page Number
1. CASTLE STALKER	16
X 2. CRAIGEVAR CASTLE	17
3. DALKEITH HOUSE	18
4. MOFFAT HOUSE	19
5. TAYMOUTH CASTLE	20
6. CALLY HOUSE	21
7. ARDANASEIG HOUSE	22
8. SHAPINSAY CASTLE	23
9. ROWALLAN CASTLE	24
10. HILL HOUSE	25
11. BARRA CASTLE	54
X 12. DRUMLANRIG CASTLE	55
13. CAROLINE PARK	56
14. CULLODEN HOUSE	57
15. FYVIE CASTLE	82
16. HADDO HOUSE	83
17. POLLOCK HOUSE	84
18. BLAIR CASTLE	85
19. WARWICK CASTLE	86
20. HEVER CASTLE	87
21. CULLEN HOUSE	88
22. MENSTRIE CASTLE	89
23. MELVILLE HOUSE	90
24. DEANSTON HOUSE	91
25. KILMORY CASTLE	92
26. AIGAS HOUSE	162

Plates continued

27. RAASAY HOUSE	162
28. DUNMORE PINEAPPLE	163
29. S. ADDELL CASTLE	164
30. BORTHWICK CASTLE	165
31. COMLONGAN CASTLE	167
32. THAINSTONE HOUSE	168
33. PITTODRIE HOUSE	169
34. TORRISDALE CASTLE	170
35. GLENGORM CASTLE	171
36. BALFLUIG CASTLE	172
37. ARGYLL'S LODGING	172
38. KILCONQUHAR CASTLE	173
39. TULCHAN LODGE	230
40. CROMLIX HOUSE	231
41. GREYWALLS	232
42. MELDRUM HOUSE	233
43. BLACK BARONY HOTEL	234
44. TULLICH LODGE	235
45. GLENFINNAN HOUSE	236
46. LESLIE CASTLE	237
47. ISLE OF ERISKA HOTEL	238
48. BATTLEBLENT HOTEL	238
49. BILBSTER HOUSE	239
50. ROCKALL HOTEL	240
51. HAUGHTON HOUSE	263
52. STOBO CASTLE	264
53. KILRAVOCK CASTLE	265
54. HOUSTON HOUSE	266
55. HOUSTON HOUSE	266
56. KILDRUMMY CASTLE HOTEL	267

Plates continued

57.	JOHNSTOUNBURN HOUSE	268
58.	JOHNSTOUNBURN HOUSE	268
59.	DALHOUSIE CASTLE	269
60.	BANCHORY LODGE	269
61.	OLD MANOR HOUSE HOTEL	270
62.	AUCHTERHOUSE CEILING	271
63.	DUDDINGSTON HOUSE CEILING	271
64.	ROSSLEA HALL	272
65.	ARDSHEAL HOUSE	273
66.	GREYWALLS EXTENSION	273
67.	STAKIS COMMODORE HOTEL	274
68.	ARDOE HOUSE	275
69.	MIDDLETON HALL	276
70.	MIDDLETON HALL	276
71.	RAEMOIR HOUSE AND HA' HOUSE	277
72.	RAEMOIR HOUSE AND HA' HOUSE	277
73.	KINLOCH CASTLE	278

SUPERVISION AND FUNDING

SUPERVISION

Director of Studies.

Dr. Lamond W. W. Laing, BA., M.Sc., Ph.D, ARIAS, Senior Lecturer, Scott Sutherland School of Architecture, RGIT, Aberdeen.

Supervisors.

Mr. E. T. Parham, BA, MA, MRTPI, Senior Lecturer, Scott Sutherland School of Architecture, RGIT, Aberdeen.

Mr. W. B. Hornby, MA, M.Ed, Dip.Ed., Senior Lecturer, Business School, RGIT, Aberdeen,

Advisors.

Mr. T. Costley M.A., former Research Manager, Scottish Tourist Board.

Dr. B. Hay M.A., Ph. D., Research Manager, Scottish Tourist Board.

FUNDING

The research project was funded by a Scottish Education Department Studentship.

ACKNOWLEDGEMENTS

I would like to thank the following people :

For academic help with the project

Mr. E. T. Parham, Lecturer, SSSA, RGIT

Dr. L. W. W. Laing, Lecturer, SSSA, RGIT

Mr. W. B. Hornby, Lecturer, Business School, RGIT

Mr. T. Costley, Research Manager, STB

Dr. B. Hay, Research Manager, STB

For information

Mr. A. Cairns, Historic Buildings and Monuments Division (SDD)

Mr. T. Croft, National Trust for Scotland

Mr. R. Broyd, Historic House Hotels

Mr. J. Nairn, Brodie Marshall Hotels

The Survey Population of Hotel Owners

For practical help

Miss L. Wilson, Secretary

Mrs M. Robertson, Receptionist/Typist, SSSA, RGIT

Mr. A. Duncan, Photographic Technician, SSSA, RGIT

Mrs A. Robertson, Mother

Miss S. Robertson, Sister

Mr. M. Edge, Research Student

X Mr. G. Simmers, Research Student

Mr. T. Elliot, Research Student

X Miss S. MacMillan, Research Student

DECLARATIONS

The candidate has not, while registered for this CNAA M.Phil. submission, been registered for another award of the CNAA or of a University during the research program.

None of the original material contained in this thesis has been used in any other submission for an academic award.

Acknowledgements for assistance received are given under the heading acknowledgements, and any ^cerpt from other work has been acknowledged by its source and author.

CHAPTER 1 - INTRODUCTION

1.1 Introduction to the hypothesis

Many country houses in Scotland, as elsewhere, have been under threat from the process of obsolescence, but have found a solution to their continued use in conversion as tourist accommodation. The scope of this thesis is an application of the concept of Obsolescence to the country house in Scotland and an investigation into their use for tourist accommodation. Specific attention is directed towards the decision-making process whereby the country house is converted for tourist accommodation and towards an objective assessment of the level of conservation applied to the architectural fabric of the building as a result of conversion.

1.2 Definition of a country house

The "unique form of building" considered by this thesis is "the country house", a term which defies neat classification but is yet very widely used (ASLET (1), STRONG, BINNEY, HARRIS (12), GIROUARD (3), CLEMENSON (4) etc). For the purpose of this thesis "the country house" has been defined as "a castle, palace, mansion or house built by an estate owner for his own and/or family use", it, therefore, includes dower houses and shooting lodges as well as the major residences.

1.3 The value of the country house as "heritage"

It is proposed in this thesis, not for the first time, that the country house is a unique form of building heritage. As country houses were built by the richest and most powerful class within society they commanded the best materials, crafts-skills and designers of their period. For many estate owners the building of a country house represented their largest single outpouring of capital, for example Alnwick Castle cost the Duke of Northumberland £320,000 between 1852-1866, and some owners bankrupted themselves in the process (5). All the major post-

Renaissance architects in Britain were heavily involved in designing country houses as well as public buildings and churches. This is in contrast to certain other countries, for example France, where PEVSNER states that -

"country houses - after 1660 - are of minor importance in France, where the life of the ruling class was centred in the court, while in Britain most of the noblemen and nearly all the squires still regarded their London houses only as a pied-a-terre and looked on their seats in the country as their real homes" (6).

Country houses, therefore, rank very high among the finest architectural achievements of their period and also represent the best in a wide range of the visual arts. Interior design and decoration were executed by the foremost designers and craftsmen of the time - masons, woodcarvers, plasterers, etc. In the 19th Century contrivances and gadgets adapted from the technology of industry and mining were installed in country houses to provide greater comfort. Many houses retain this idiosyncratic machinery, eg Manderston. All these achievements are irreplaceable heritage unrepeatable in Britain in the 20th Century.

In addition to the fabric of the house many country houses have irreplaceable and valuable contents in the form of paintings, sculpture, furniture, porcelain, silver, etc which are the product of generations of collectors. Europe has lost many of the collections associated with its great houses in revolution or invasion but Britain's history has allowed many to be kept intact. Although these objects are not irreplaceably lost if the collection from a particular house is dispersed, the objects can be better appreciated in their natural setting rather than in a museum or gallery. The Victoria and Albert Museum has indeed acquired Ham House to show off parts of their collection to better advantage.

The gardens and grounds of many country houses are also of considerable aesthetic and historical interest - these were artistically designed to complement the country house and its natural setting. British landscape gardens are particularly famous for their "picturesque" qualities - in contrast to the French-style of garden which had a more formal arrangement. Examples of famous gardens in Scotland associated with country houses include Crathes Castle, Brodick Castle, Achamore House (Gigha), Dundonell House, Greywalls, Castle Kennedy, etc. .

The attributes of the house are, therefore, historic, aesthetic and artistic aspects of our heritage and worthy of retention. They also represent an economic investment in building, foundations, fittings and services - a resource in situ which it would be wasteful to neglect to use.

Accusations that the country house was the power-base of the class which exploited the masses have some foundation. The existence and arrangement of the houses exemplifies the rigid class-structure which existed in the past. However, to aim to conserve these houses is not necessarily to condone or promote the class structure of the past. To neglect these aesthetic and economic resources would merely be to deny the countless hours of achievement by the working classes on these buildings. TEGGIN argues that -

"it is as irrelevant to want to destroy them (the houses) because they represent an age of privilege as it would be to want to destroy the Great Pyramid of Cheops because it was built by slaves" (7)

Certainly the policy of socialist governments behind the Iron Curtain is to protect their historic buildings, including the vast palaces of the former ruling class who practised more extreme forms of repression than existed in the UK. Their houses are entirely out of domestic use but are retained as "monuments" of the state, like Lenin's tomb.

The country house in Scotland, is therefore, a unique form of building which as "heritage" and a resource is worthy of retention.

1.4 The development of the country house in Scotland

A very brief outline of the architectural development of the country house in Scotland is given in the following paragraphs.

1.4.1 Tower Houses

The earliest form of the country house is the castle - a fortified defensive structure built to protect an estate owner from attack. In Scotland, the castle remained a major building form much later than in other European countries. In Italy and France Renaissance buildings flourished as early as the 15th Century and in England Tudor and Jacobean architecture replaced the castle during the 16th Century. Renaissance motifs were introduced to Scotland during the 16th Century but adapted to the castle situation as ornament, eg Huntly Castle. As Scotland became a more peaceful country the lairds, or landowners, built larger and grander houses but these still adopted the tower house form of castle architecture with fewer defensive features and greater longitudinal expansion of plan. The earliest tower houses were square or oblong on plan but this developed into two main types known as the L-plan or Z-plan by the addition of relevantly placed wings (8, 9). The courtyard plan was also popular, created by the erection of additional buildings inside the barmkin, ie a defensive wall. The last group of castles built in the tower-house style during the 17th Century were the richest of the form in their ornamental detail and elevation, with profuse pepper-pot towers and rich corbelling. This style is distinctive to Scotland and has been termed the "Scottish Baronial" by the late Dr W D Simpson (10).

Tower houses were built throughout the Scottish countryside but the choicest specimens of the Scottish Baronial School are on the eastern side of Scotland. Most of the "masterpieces" - Craigievar, Midmar, Castle Fraser, Fyvie, Muchalls, Allardyce, Balbegno, Cullen and Ballindalloch in Grampian; Glamis in Tayside; Earlshall and Kellie in Fife; Pinkie and Wyntoun in Lothian - are still intact but others survive only as ruins or with later additions. The new styles of architecture which developed during later centuries suited the life-style and aspirations of many lairds better than their compact tower houses and so, many of these were abandoned. However, those which have survived without too many additions have adapted well to the conditions of the 20th Century because they are suitable as "one family" houses. Since 1945 well over 20 tower houses have been restored and converted for domestic use, many from very ruinous conditions - Drum^minnor, Inchdrewer, Abergeldie, Balfluig, Carnousie, Tilquhillie, Towie Barclay, Udney, Aboyne, Davidston, Fiddes, Leslie and Harthill in Grampian; Inverquhar in Tayside; Pitcullo in Fife; Kisimul, Kinkell and Castle Stalker in the Highlands and Islands (11).

1.4.2 Early Classical Houses

During the 17th Century the Renaissance was established in Scottish country house architecture by Sir William Bruce (8). Earlier work by William Wallace, the King's master-mason had introduced the Renaissance ground plan at Heriot's Hospital but the super-structure of this building was still castellated. Sir William Bruce was the first of a new generation of "gentlemen architects" with a thorough knowledge of architectural style gathered from academic sources and travel in Europe. Bruce used Italian, French and Anglo-Flemish features to create distinctive country houses - Kinross House, Moncrieffe House, Thirlestane Castle, Craigiehall, Mertoun House

and Hopetoun House (8). Other architects of the time followed Bruce in the classical tradition and many country houses were commissioned in the new style, eg Hamilton Palace and Dalkeith House by James Smith, Panmure House and Cortachy Castle by Tobias Bachop of Alloa. Smaller houses built by lesser lairds gradually assumed classical features, eg wings assume the character of classical pavilions (8).

The Georgian House

1.4.3 Georgian Classicism

The dominant figure in Scottish architecture during the early 18th Century was William Adam. His architectural style reflects the Baroque of Wren and Vanburgh rather than the severe classicism of Palladianism which was the popular style in English country house architecture at the time. Many of Adam's houses were modest in size and restrained in style, to suit client requirements, but Hopetoun House and Duff House gave him opportunity to explore the use of giant pilasters, heavy pediments and rich ornamentation. William Adam's sons John, Robert and James inherited his architectural practice and subsequently expanded it to London. John Adam's work followed the Palladian style, eg Dumfries House, Moffat House, Paxton House and his brothers adopted this exterior style while developing an interior style which revived Roman stucco decoration and classical motif. Robert Adam (1728-92) was internationally known as the father of the Classical Revival in Britain (6) but his style was a delicate transportation of these motifs without the mass or solidity of the originals - perhaps more accurately classified as "Rococco". This style is expressed in Scotland at Newliston and Hopetoun House.

1.4.4. Georgian Gothic

In his later years Robert Adam returned to Scotland where he developed the so-called "Adam Castle" style (12). Nearly all these castles have

symmetrical ground plans and classical interiors but also have battlemented towers and crow-stepped gables, eg Culzean Castle, Pitfour, Dalquharran, Mellerstain, Douglas. Other Scottish architects of this period adopted the castle style, eg Monzie Castle by John Paterson, Loudon and Taymouth Castle by the Elliot brothers, but often executed Gothic interiors based on Inveraray Castle by Roger Morris (an English architect). Gillespie Graham was the most prolific exponent of the irregular or asymmetrical Gothic house in Scotland, eg Duns Castle and Dunninald Castle. Other Georgian Gothic houses of note were Abercairny, Millearne, Tullichewan, Balloch, Scone Palace, Kinfauns and Melville Castle by James Playfair (8). Robert Adam's chief British rival, Sir William Chambers, was responsible for only one major house in Scotland - Duddingston. However, this house exerted considerable influence throughout Britain and beyond as it re-interpreted the Palladian villa in neo-classical terms (8). Other neo-classical houses built at this time included Cally House by Robert Mylne, Preston Hall by Robert Mitchell, Cairness by James Playfair, Crimmonnagate and Stracathro by Archibald Simpson, Kinmount and Whittinghame by Robert Smirke.

1.4.5 Victorian Houses

The Victorian age was a "boom" period for country house building in Britain. The well-established families who already possessed estates grew richer on their mineral rights. New wealth was generated by industrialisation and many of the new rich translated their wealth into country property. The Victorian country house was substantially different from its Georgian predecessors. The Georgian gentleman was a discriminating amateur whose libraries contained the major architectural volumes of note and who had travelled in Europe assimilating

Renaissance, Baroque and Classical architecture. The Victorian gentleman building a new house had values based on notions of comfort and lifestyle, rather than intellectual or aesthetic aspirations. Two of the foremost country house architects in Britain were the Scotsmen, William Burn and David Bryce (8). William Burn developed a successful country house practice on both sides of the border on the strength of his complex ground plans. The houses had to be very large and complicated but functional. There was a demand for more bedrooms and a greater variety of living accommodation based on the practice of entertaining large weekend house-parties. According to GIROUARD -

"Burn was the perfector of the family suite or wing and of the business room, with its private entrance and waiting room" (4)

He systematised the offices dividing them up into zones under butler, housekeeper and cook, each with their own corridors, and providing separate male and female staircases. Burn only had 2 or 3 main plans but each fulfilled the requirements of his Victorian country gentleman. His architectural styles reflected clients' wishes to return to the pre-classical idioms of Gothic, Jacobean, Elizabethan and Baronial. Burn's partner, David Bryce, became the best and most prolific architect of the neo-Baronial style, based on the tower houses of the 16th and 17th Centuries. Bryce's talent for massing and grouping features to create a rich and picturesque building has only been appreciated in the last 15-20 years. In an exhibition held to mark his centenary in 1976, tribute was made by the catalogue -

"in the context of Great Britain he is an architect whose stylistic range and productivity is equalled by none of his English contemporaries" (who included Pugin, Barry and Sir Gilbert Scott) (13).

Bryce's known works exceed the 200 mark but very many have suffered demolition.

1.4.6 Edwardian Houses

Scottish Baronial and other revival styles remained popular well into the Edwardian era, but a small group of architects became exponents of vernacular architecture in response to the English Arts and Crafts movement (8). A Scot based in London, James McLaren, developed the vernacular theme at Glenlyon House and Estate but Robert Lorimer was the greatest exponent of the Arts and Crafts movement in Scotland. He was innovative in using the forms and traditional motifs of Scottish buildings to achieve new effects (8). He restored many old buildings, eg Earlshall, Balmanno Castle but also executed new country houses in his distinctive Scottish style, eg Rowallan, Ardkinglas and Formakin. Charles Rennie MacKintosh, the first exponent of the "modern movement" in architecture in Scotland whose Art Nouveau decoration is world renowned, built several country houses in Scotland - Windyhill (Kilmacolm) and Hill House (Helensburgh).

1.4.7 Country Houses in the 20th Century

Social and economic changes of the 20th Century considerably altered the demand for country house building (1). A major agricultural depression began in the 1880's with a series of bad winters and the importation of cheap foreign wheat and livestock. This initiated a fall in the price of farmland which lasted for over 50 years because land was no longer considered a secure investment and other enterprises represented greater financial rewards (5). Attack from the government in the form of imposed death duties (1894), Increment Value Duty and Undeveloped Land Duty (1909 Budget) acted as disincentives on land ownership (1, 5). Land began to roll onto the market at an increasing rate, which continued after World War I. From 1910 to 1914 it is estimated that around 800,000 acres changed hands. Most of this was

sold to sitting tenants who did not require country houses. After World War I there were even bigger sales of land, eg Duke of Sutherland sold nearly a quarter of a million acres in Scotland (5). Robert Lorimer built no new houses after 1918 and in England Lutyens built only three (1).

1.4.8 Conclusions

This brief overview of country house building in Scotland demonstrates the quality of achievement in architecture which we have inherited both from Scottish architects, many now of world renown, and from the contributions of English architects. However, until recent years the quality of Scottish architecture has been sorely under-estimated (14). A past secretary of the Historic Buildings Council (1959) remarked about Duddingston House by Sir William Chambers, that "you must admit it's not quite out of the top drawer" - the house is now recognised as one of the most important neo-classical villas in Britain! (14). The neo-classical houses, the Gothic castles and the Victorian houses have been particularly neglected until recently. The larger and more numerous English houses have dominated architectural interest at the expense of their Scottish counterparts.

1.5 A Numeration of Country Houses in Scotland

Introduction

There is no actual known record of the number of country houses which exist in Scotland today. The Scottish Development Department's (SDD) Historic Buildings Division has "listed" all the buildings in Scotland which are considered to have architectural or historical interest. This information is currently classified only by its geographical distribution based on parish units. There is no further classifi-

cation into building types or architectural style, so it is impossible to assess the number of houses, the range of building-types or the distribution of buildings by architectural period. The Historic Buildings Division of the SDD is a small unit with all the available resources employed on updating the lists and so primary research was needed to determine the total number of country houses. The only available source material is the SDD lists and as it is obvious that not all country houses in Scotland are worthy of listing there is no method of enumerating the exact total number of country houses. However, the precedent for using the lists to count the number of country houses was set by a team whose work was cited in the Architects Journal 24 January 1979 (TEGGIN). Their aim was to determine the proportion of country houses demolished since 1949 as a percentage of the total number of country houses in Britain. This task took six months using a team of six researchers (7).

1.5.1 Methodology

The lists of buildings of architectural or historical interest comprise a short description of each building based on its architectural features and historical associations and includes the probable date of the building. The buildings are also given a rating based on their estimated architectural or historical value, their state of repair, their uniqueness, etc. The three categories are "A", ie buildings of national importance; "B", ie buildings of special interest; "C", ie buildings of interest particularly in the local area.

1.5.2 Numeration

Based on these categories Table 1 shows the number of listed country houses in Scotland in 1985.

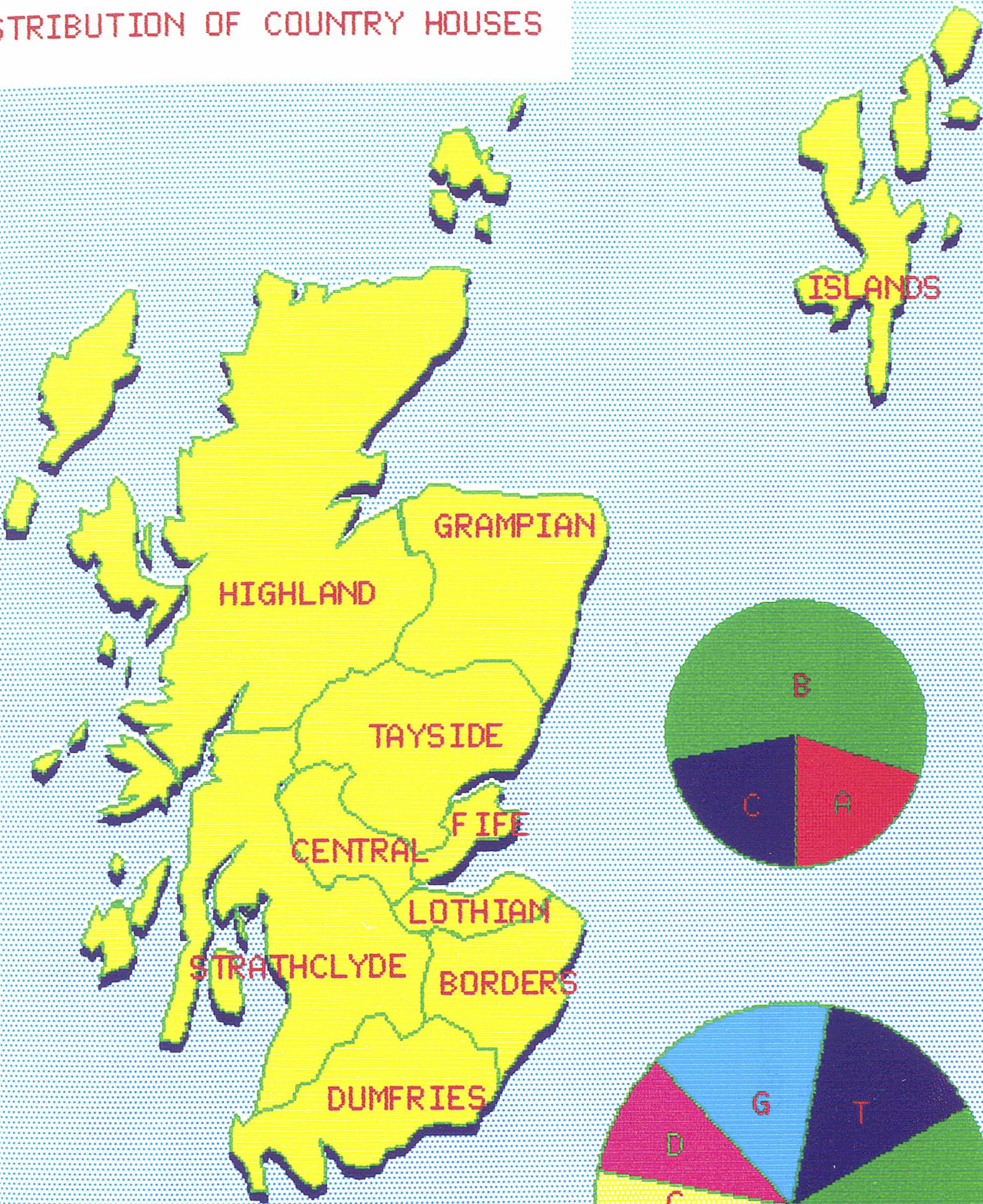
TABLE 1 - Number of Country Houses in Scotland (from SDD lists)

Region	A	B	C
Highland	40 (8%)	179 (12%)	77 (14%)
Strathclyde	74 (15%)	378 (25%)	189 (34%)
Tayside	77 (15%)	200 (13%)	69 (12%)
Grampian	100 (20%)	189 (12.5%)	23 (4%)
Dumfries	27 (5%)	173 (11.5%)	59 (10.5%)
Central	28 (5.5%)	79 (5%)	24 (4%)
Borders	35 (7%)	124 (8%)	29 (5%)
Lothian	86 (17%)	75 (5%)	39 (7%)
Fife	31 (6%)	68 (4.5%)	20 (3.5%)
Islands	4 (1%)	43 (3%)	33 (5%)
Total	502	1,508	562

Region	Total	%	%
Highland	296	11.5	12
Strathclyde	641	25	25
Tayside	345	13.4	13
Grampian	313	12	12
Dumfries	259	10	10
Central	131	5	5
Borders	188	7.3	7
Lothian	200	7.7	8
Fife	119	4.6	5
Islands	80	3.1	3
Total	2,571		

The table shows that there are 2,571 listed country houses in Scotland. These are distributed between the different categories proportionally as follows: 20% category A houses; 58% category B houses; and 22% category C houses. The regional distribution of the different categories of houses is not, as one might expect, in direct proportion to the size of the regions. In large measure this reflects the SDD's listing policy. Grampian has the largest number of Grade A houses in Scotland and, as Table 2 shows, this is related to the fact that it has a very high number of tower houses. These early houses are rightly highly regarded by the SDD and so are given the highest category rating. A large number of these houses are in a good state of repair, many as a result of restoration, and this obviously contributes to their high rating.

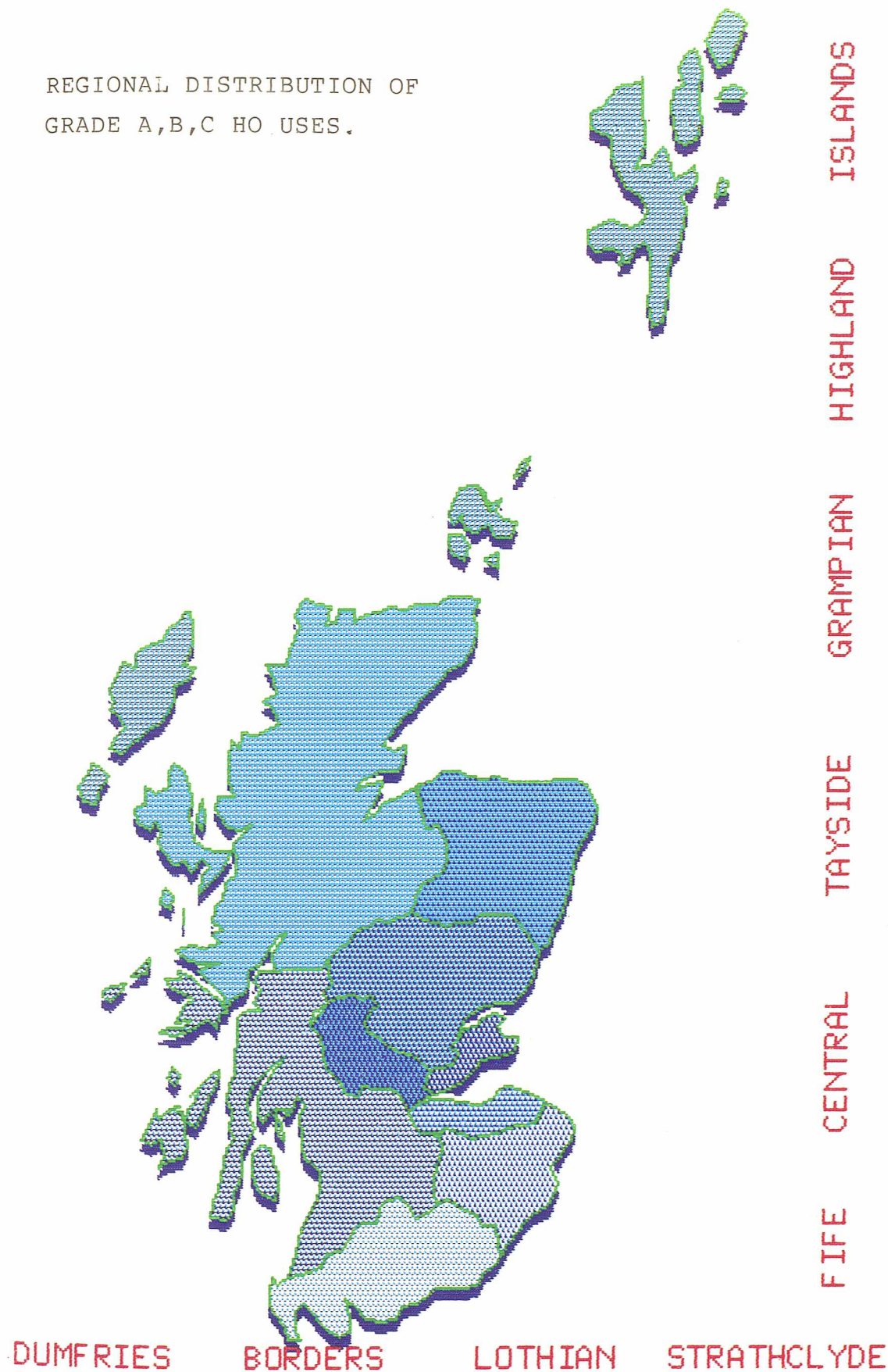
DISTRIBUTION OF COUNTRY HOUSES



MAP 1.

KEY: TOP PIE CHART - A = A GRADE HOUSES
B = B GRADE HOUSES
C = C GRADE HOUSES
LOWER P. CHART - H = HIGHLAND, F = FIFE ETC.

REGIONAL DISTRIBUTION OF GRADE A,B,C HO. USES.



ISLANDS

HIGHLAND

GRAMPIAN

TAYSIDE

CENTRAL

FIFE

DUMFRIES

BORDERS

LOTHIAN

STRATHCLYDE

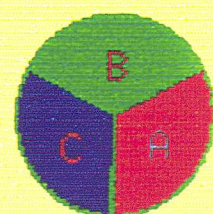
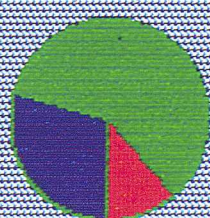
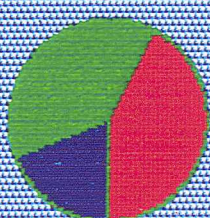
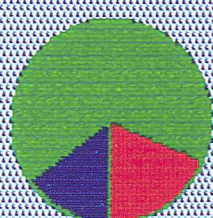
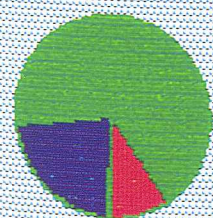
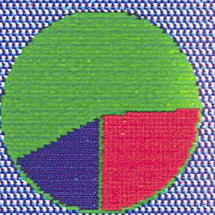
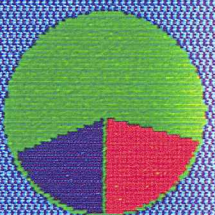
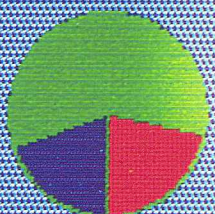
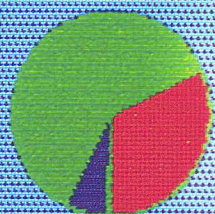
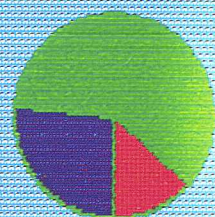
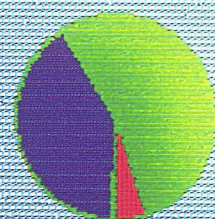


TABLE 2 - Grade A houses in Grampian - classifications by architectural style

Style	Number
Early Tower Houses	13
Later Tower Houses	44
Early classical Houses (1650-1750)	21
Georgian Houses	14
Victorian Houses	8
Total	100

A very high proportion of the country houses in Lothian are also rated as Grade A buildings. Lothian is a very rich agricultural region as well as being the seat of government in Scotland. These two factors, particularly the latter, are probably responsible for the high density of country houses. A large proportion of these houses are Georgian or pre-Georgian buildings and the SDD lists are biased towards these buildings.

"At present there are certainly more Georgian buildings listed than Victorian. Most of the lists were drawn up 25-30 years ago and Victorian architecture was greatly neglected" CAIRNS, SDD 1986 (15).

This feature of former listing policy is probably also reflected in the small proportion of Grade A houses in Highland and Strathclyde because both these regions, but particularly the latter, have a high number of Victorian country houses. Those in Highland were built by the *nouveaux riches* Victorians who bought Highland estates for shooting and fishing, and those in Strathclyde were built by the owners of the new industries created in the Industrial Revolution - the River Clyde being the major focus of this phenomenon within Scotland. However, a re-survey of Scotland's buildings is in progress which will initiate the listing of

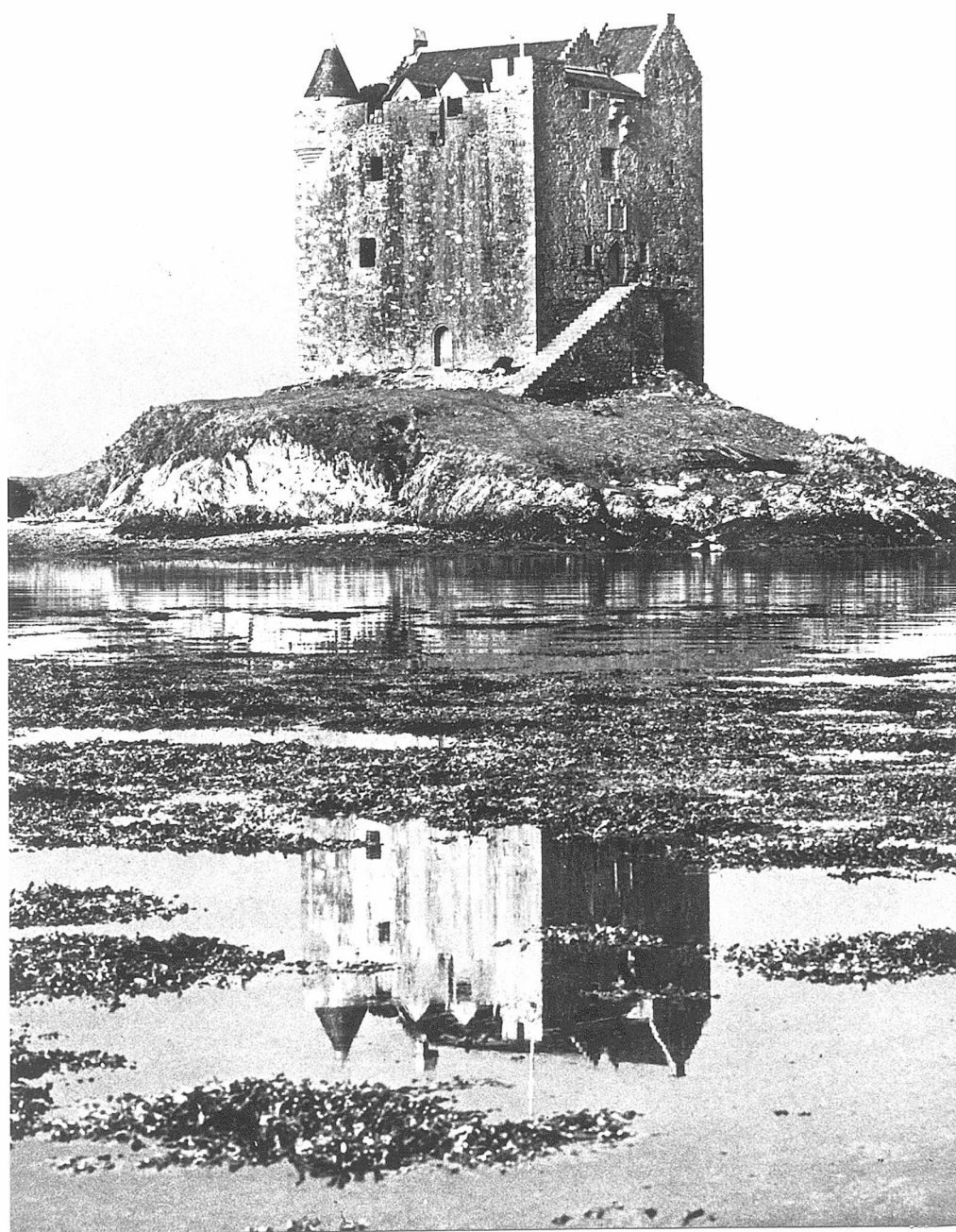
many later buildings - both Victorian and 20th Century - and change the present geographical distribution of listed buildings (16).

Nevertheless, the regions with a high proportion of arable land are still likely to have the highest density of listed country houses.

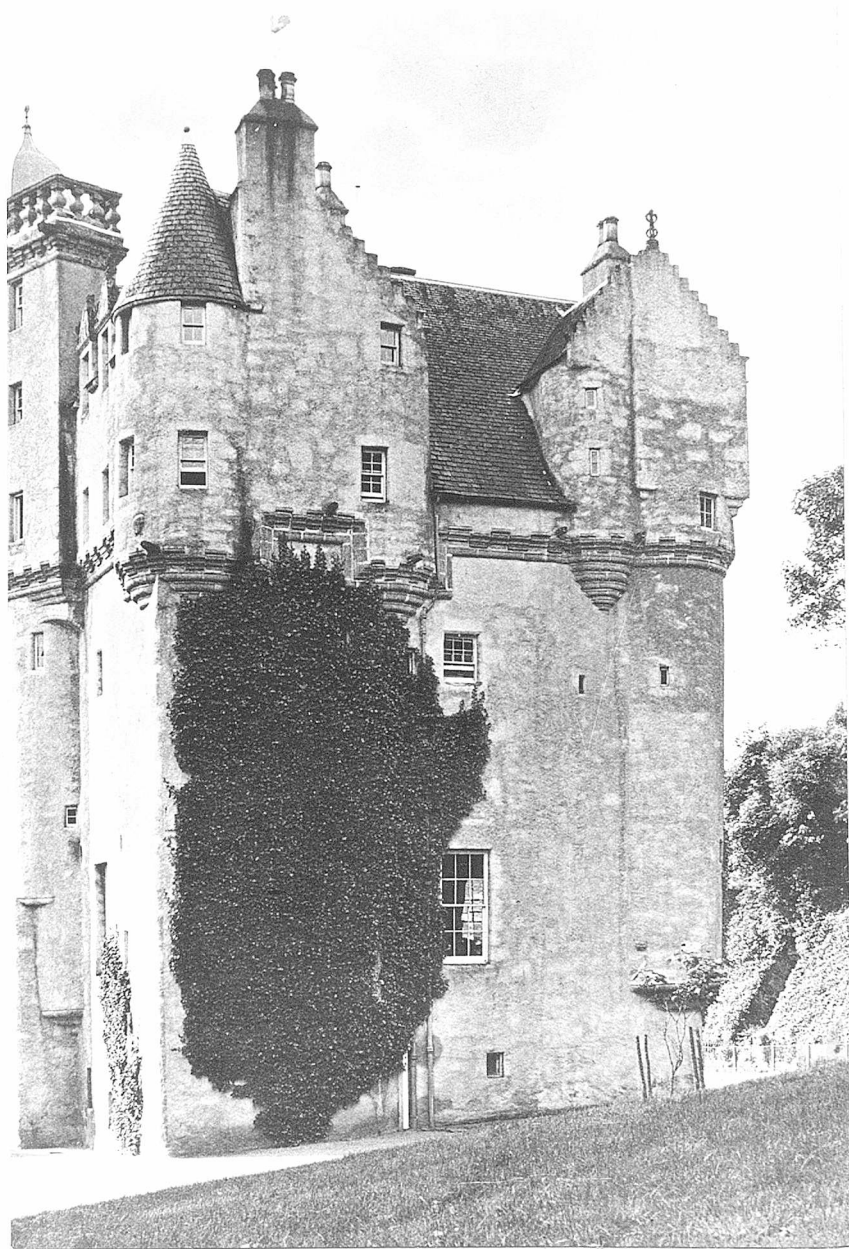
References

Chapter 1

1. ASLET, C - "The Last Country Houses" (1982), Yale University Press
2. STRONG, R, BINNEY, M, HARRIS, J - "The Destruction of the Country House 1875-1975" (1974), Thames and Hudson
3. CLEMENSON, H - "English Country Houses and Landed Estates", (1982), Croom Helm
4. GIROUARD, M - "The Victorian Country House" (1979), Clarendon Press
5. THOMPSON, F M L - "English Landed Society in the Nineteenth Century" (1963), Routeledge and Kegan Paul p 92-93
6. PEVSNER, N - "An Outline of European Architecture" (1962), Pelican
7. TEGGIN, H - "Domus Britannicus : What future for the Country House?", Architects Journal, 24 January 1979
8. DUNBAR, J G - "The Architecture of Scotland" (1978), Batsford
9. MACGIBBON, D and ROSS, T - "The Castellated and Domestic Architecture of Scotland" 1887-92
10. SIMPSON, W D - "Ancient Stones of Scotland" (1965), Robert Hale
11. ROWAN, A and WALKER, D - "New Castles for Old - the Restoration of Tower Houses in Scotland", Country Life (14.2.74)
12. ROWAN, A - "Robert Adam's Last Castles", Country Life (22.8.74)
13. FIDDES, V and ROWAN, A - "David Bryce" (1976), Exhibition Catalogue
14. MACWILLIAM, C - "The Tale in Scotland" in BINNEY, M, STRONG, R and HARRIS J - "The Destruction of the Country House" (1974) Thomas and Hudson
15. CAIRNS, A - SDD Historic Buildings and Monuments Division, Personal communication (1986).



CASTLE STALKER, STRATHCLYDE. A RESTORED TOWER HOUSE (P.5)



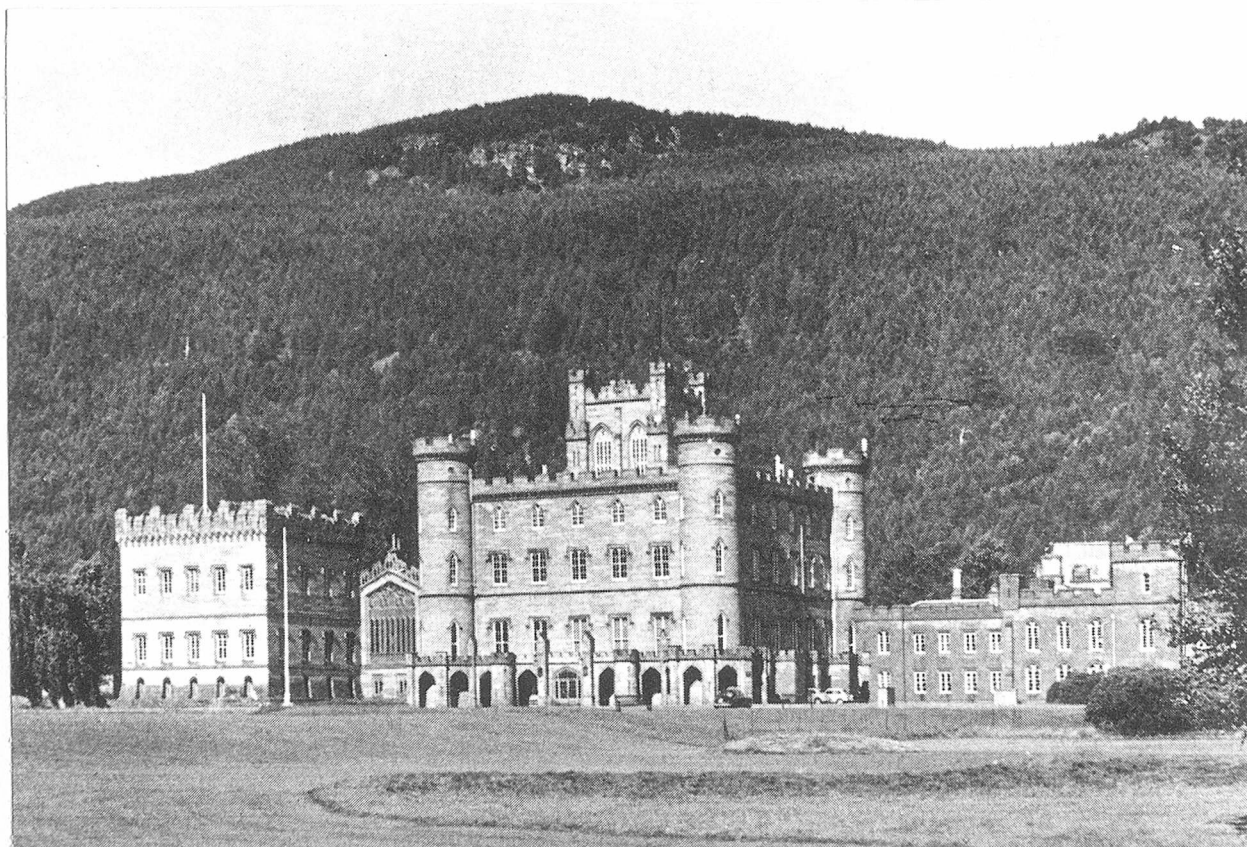
CRAIGIEVAR CASTLE, GRAMPIAN. A SCOTTISH BARONIAL TOWER HOUSE
OWNED BY THE NTS. (P.5)



DALKEITH HOUSE,LOTHIAN. AN EARLY CLASSICAL HOUSE OWNED BY THE DUKE OF BUCCLEUCH.



MOFFAT HOUSE, DUMFRIES. BY JOHN ADAM. A HOUSE IN THE GEORGIAN CLASSICAL STYLE.



TAYMOUTH CASTLE, TAYSIDE. BY THE ELLIOT BROS. A HOUSE IN THE GEORGIAN GOTHIC STYLE.

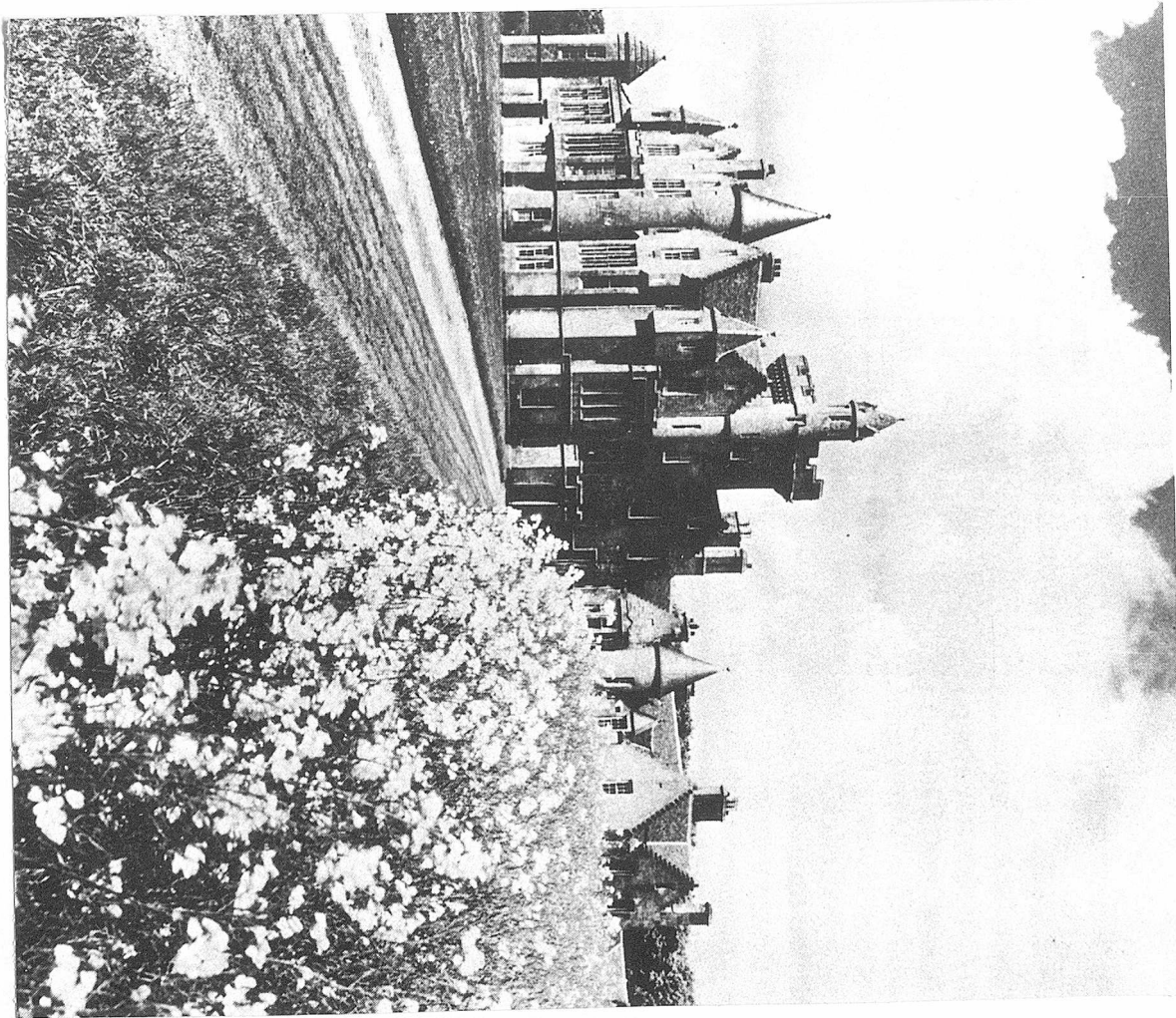
(PROPOSED CENTRE OF A TIMESHARE DEVELOPMENT) (P.7)



CALLY HOUSE, DUMFRIES. BY ROBERT MYLNE. A NEO-CLASSICAL HOUSE. (NOW A HOTEL) (P.7)



ARDANASAIG HOUSE, STRATHCLYDE. BY WILLIAM BURN. A VICTORIAN HOUSE. (NOW A HOTEL.)



SHAPINSAY CASTLE, ORKNEY. BY DAVID BRYCE. A VICTORIAN HOUSE. (NOW A GUEST HOUSE)



ROWALLAN CASTLE, STRATHCLYDE. BY ROBERT LORIMER. AN EDWARDIAN HOUSE. (NOW A GUEST HOUSE)



HILL HOUSE, STRATHCLYDE. BY CHARLES RENNIE MACKINTOSH. NOW OWNED BY THE NTS. (P.9)

CHAPTER 2 - OBSOLESCENCE IN THE SCOTTISH COUNTRY HOUSE

2.1 Introduction to the concept of obsolescence

"Obsolescence is the process by which operations or objects become obsolete; it is a transition state from full utility to complete uselessness" KIRKBY (1)

When a mode of operation or item of equipment is completely useless it is said to be obsolete, ie a terminal state resulting from the process of obsolescence. Any factor tending "to reduce the ability or effectiveness of an object to meet the demands of its users will contribute towards the obsolescence of that object" (NUTT, WALKER, HOLLIDAY and SEARS) (2).

Any building, both as an individual unit or as part of a group, has several important features which stimulate obsolescence; it is place-fixed, has a long physical life, involves a high level of capital expenditure and is composed of many different parts.

In the study of buildings many authors have identified, at the conceptual level, different types of obsolescence. These can be categorised into three main separate types of process:

- Obsolescence as a physical process
- Obsolescence as an economic process
- Obsolescence as a behavioural process.

It is now accepted, however, that obsolescence in buildings involves all these factors and that they are often inter-related to render a building or group obsolete.

The physical factors related to obsolescence in buildings have been identified in association with the following aspects -

1. structure
2. style
3. functions
4. location
5. environment
6. site.

Structural problems relate to the physical condition of the house, ie when a building becomes increasingly inadequate owing to the deterioration of the physical fabric (LITTLE) (3). Problems of style relate to the declining relative value of the visual appearance of the building compared with other buildings of the same type (MEYERSON, TERRET and WHEATON) (4). When a building does not possess the facilities and amenities which society regards as essential for modern living, it can be classified as functionally obsolete (KIRBY 1971). It is widely stated that the equipment within a building will become obsolete more quickly than the structure of the building. Locational obsolescence occurs when the building is no longer well sited in relation to external linkages. Environmental obsolescence is the result of a deterioration in the area surrounding the building (MEDHURST and LEWIS, JONES) (5, 6). Site obsolescence occurs when the potential value of the site for a new building is sufficiently high to justify its re-development (LICHFIELD) (7). Few of the physical causes of obsolescence are fatal to a building in themselves because many of these factors can be altered by injections of capital in repairs, maintenance, modernisation, etc.

In many buildings where structural or functional obsolescence has occurred the process of obsolescence can be reversed by the injection of capital on repairs, modernisation, renewal, etc. However, in a building where capital and recurrent expenditure is not balanced by sufficient financial returns and benefits, then obsolescence will continue because the building is "economically obsolete" (LICHFIELD) (7). Site obsolescence is also a direct result of economic obsolescence. In economics terms the use of a building is defined as obsolescent when -

$X_a - Y_a \leq X_b - (Y_b + C_{ab})$ (NUTT, WALKER, HOLLIDAY, SEARS) (2).

X_a = current benefit under use a
 X_b = predicted benefit under use b
 Y_a = costs in use a per unit time
 Y_b = predicted costs in use b per unit time
 C_{ab} = conversion costs of change from use a to b,
 appropriately discounted over the predicted
 duration of use b.

Therefore, the adaptation or renewal of a building is justified economically if the predicted post-value change of the building is greater than the perceived pre-change value and the estimated cost of effecting the change.

In conclusion, it can be argued then that a building's useful life depends on its earning power as well as its physical condition, and that demolition usually occurs because of changes in economic demand. The life of a building depends on the standard of maintenance and the lives of many buildings can be almost infinitely extended by the replacement of parts (STONE) (8).

The physical and economic causes of obsolescence can all be viewed as a function of human perception and decision, ie a behavioural phenomenon. MEDHURST and PARRY LEWIS propose that the "suitability" of a building is the key to its obsolescence (5). One owner, for a variety of reasons connected with the physical or economic causes of obsolescence, may no longer find the building the most "suitable" for his use, and he, therefore, abandons it. (Sale and purchase do not in themselves change the buildings, but they often alter the likelihood of a change). MEDHURST and PARRY LEWIS have classified this as "tenant obsolescence", as distinct from "community obsolescence" where the community decides that the continued use of a certain building (or the land on which it is built) in a certain way is no longer in its best interests - this

can be the result of prevailing social, political or economic attitudes (5). LONBERG-HOLM identified that socio-economic changes in society can render obsolete the particular function for which the structure was built (9).

NUTT, WALKER, HOLLIDAY and SEARS summed up their study of the development of the concept of obsolescence by stating that -

"the process and consequences of obsolescence in buildings depend on a series of inter-related changes of a social, physical, environmental, economic and political kind that take place at the inter-face between items of the building fabric and the organisations they accommodate. This comprehensive notion of obsolescence, is becoming established at a general conceptual level" (2).

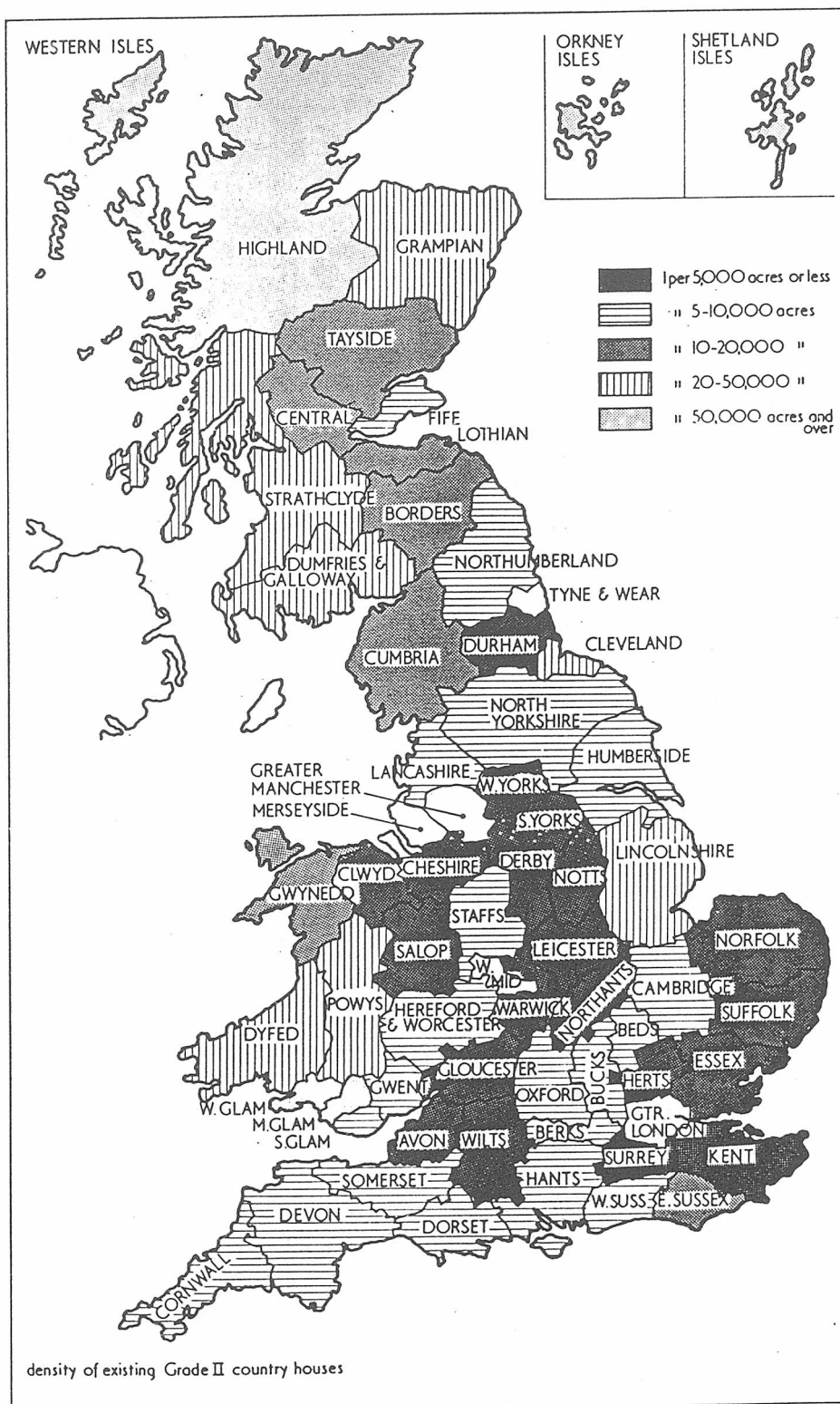
In the early studies, authors tended to place emphasis on different aspects of obsolescence, depending on their objectives and the hypotheses they were trying to prove.

NUTT, HOLLIDAY, WALKER and SEARS made an attempt to develop a theory of obsolescence but as no single factor is always dominant in the process, they proposed that their theory must account for a variety of human actions. They adopted the idea of "constraint" because this enabled them to encompass a wide variety of factors that may induce or reduce obsolescence, into one conceptual framework (2). The later sections of this chapter seek to examine the "constraints" present on the continued use of the country house for domestic use.

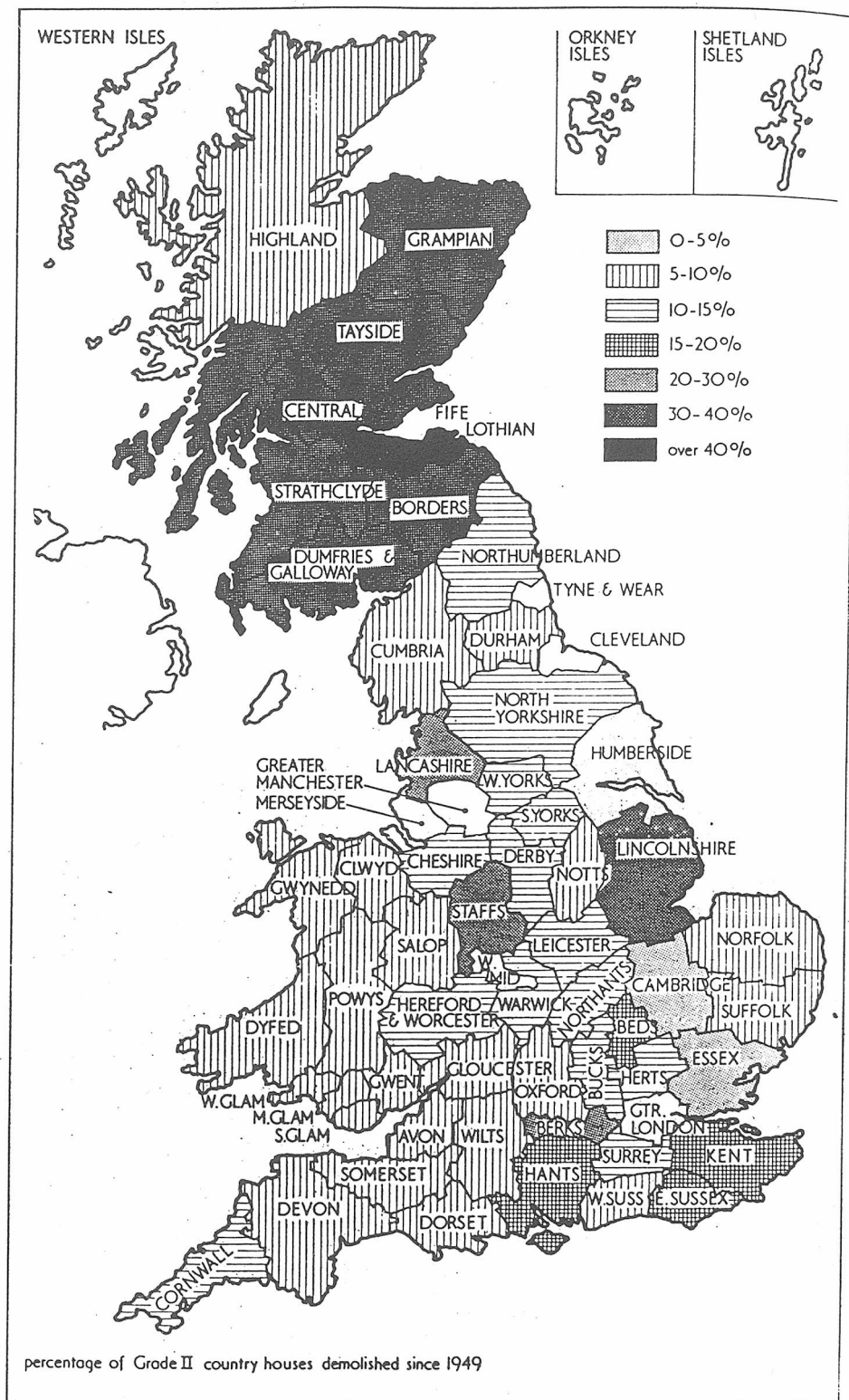
2.2

Obsolescence in the Scottish Country House

During the 20th Century the country house in Britain has suffered from obsolescence. Since 1900, 452 houses have been demolished or are now ruins (10). This is a moderate figure compared to losses in England, where it is estimated that as many as 1200 houses have been lost in the



Source : Architects Journal 24 January 1979



Source : Architects Journal 24 January 1979

same period, but England is a larger and more densely populated country with a greater number of country houses. In fact, England's building stock is about 10 times that of Scotland but the country house losses represent a proportion of 1:3. TEGGIN's maps clearly show, the lower density of country houses per region in Scotland as compared with England, and the higher percentage of houses demolished in Scotland since 1949 as compared with England. England lost many houses in the 1920s and 1930s, years of continuing agricultural depression, whereas Scotland has lost a greater proportion of its houses since 1945 - in fact Scotland has lost 100 houses between 1960 and 1978, a figure with no proportional comparison in England where there has been a slowing down of the rate of loss (10).

TABLE 3 - Country Houses lost 1945-1974

	Total	Demolished	Ruined	Destroyed by Fire
England	476	431	17	28
Scotland	203	175	10	18
Wales	33	476	10	--

Source : Lost houses of Scotland. SAVE 1980.

Those country houses which are ruins or have been destroyed are representative of all periods of country house building in Scotland. Table 4 is not an exhaustive list of destroyed houses but it includes many of the houses designed by the best Scottish and English architects.

There has been awareness of the problem of obsolescence affecting country houses for many years. In 1950 the Gowers Committee was established "to consider and report what general arrangements might be made by the government for the preservation, maintenance and use of houses of outstanding historic or architectural interest which

might otherwise not be preserved". However, the major causes identified as affecting the process of obsolescence in country houses by GOWERS were restated by BUTLER in an economic study of country houses in 1981, so the problem of obsolescence is also a contemporary one (11, 12).

TABLE 4 - Major Architectural Losses

Early Classical Houses - 17th Century

Craighall, Fife (1955) by Sir William Bruce
 Dunkeld, Perthshire (1830) by Sir William Bruce
 Moncrieffe House, Perthshire (1957) by Sir William Bruce
 Hamilton Palace (1929) by James Smith
 Panmure House (1950s) by Tobias Bachop
 Melville Castle, Fife by James Smith
 New Hall, East Lothian (1909) by William Adam
 Donibristle House, Fife by William Adam
 Mavisbank, Midlothian (1973) by William Adam
 Balgreggan House (1966) by William Adam
 Hamilton Hall, Midlothian by William Adam
 Montgomerie, Ayrshire by John Paterson
 Amisfield, East Lothian (1928) by Isaac Ware

Georgian Classicism

Hawkhill House, Edinburgh (1970) by John Adam
 Balvenie New House (1929) by James Gibb*
 House of Gray, Dundee by Alex McGill
 Jardine Hall, Dumfries-shire (1964) Gillespie Graham
 Barholm, Kirkcudbrightshire (1960) Robert Adam villa
 Jerviston House, Lanarkshire (1965) Robert Adam villa
 Walkinshaw House, Renfrewshire (1920) Robert Adam villa
 Balbardie House, West Lothian (1955) Robert Adam villa
 Glasserton House, Wigtonshire (c1934) John Bixter
 Pitlurg House, Aberdeenshire (1927) by Archibald Simpson
 Scotstown, Aberdeenshire by Archibald Simpson
 Heathcot, Kincardine (1957) by Archibald Simpson
 Lessendrum, Aberdeenshire (1925) by Archibald Simpson
 Carnousie New House, Aberdeenshire by Archibald Simpson
 Largo House, Fife by John Adam
 Kennet House, Clackmannanshire by Thomas Harrison
 Lady Kirke House, Berwickshire by Sir R Smirke

* Scottish architect who practised in London.
 This was his only Scottish home.

TABLE 4 - Major Architectural Losses (cont)

Georgian Gothic

Douglas Castle, Lanarkshire (1937) by John Adam
 Dalquharran Castle, Ayrshire by Robert Adam
 Eglinton Castle, Ayrshire (1925) by John Paterson
 Loudon Castle (1943) Elliot brothers
 Maudslie Castle (1959) by Robert Adam
 Tullichewan Castle by Lugar (English architect)
 Abercairney, Perthshire (1960) by Richard Crichton
 Milleearne, Perthshire (1969) by Richard and Robert Dickson
 Culdees Castle, Perthshire (1967) Gillespie Graham
 Rossie Priory, Perthshire (1949) William Atkinson
 Murthly Castle, Perthshire (1949) Gillespie Graham
 Shawpark, Clackmannanshire (1961) Robert Adam
 Crawford Priory, Fife, David Hamilton and Gillespie Graham
 Old House of Orchill, Perthshire by Gillespie Graham

Victorian Houses

Fotheringham House, Angus (1953) by David Bryce
 Maulesden House, Angus (1953) by David Bryce
 Panmure House, Angus (1955) by David Bryce
 Allanbank, Berwickshire (1969) by David Bryce and William Burn
 *Langton House, Berwickshire (1950) by David Bryce
 Ninewells House, Berwickshire (1964) by William Burn
 Garscube House, Dunbartonshire (1955) by William Burn
 Sea Cliff, East Lothian (1936) by David Bryce
 Inchdairnie House, Fife by David Bryce
 Auchtyfardle House, Lanarkshire (1957) by David Bryce
 Wishaw House, Lanarkshire (1953) by William Burn
 Riccarton House, Midlothian (1956) by William Burn
 Woodcote Park, Midlothian (1969) by David Bryce
 Cardean House, Perthshire (1953)
 Duncrub House, Perthshire (1950) by William Burn
 Dunira House, Perthshire (1948) by Bryce and Burn
 Craigends House, Renfrewshire (1967) by David Bryce
 Hartrigge House, Roxburghshire by David Bryce
 Buchanan Castle, Stirlingshire (1954) by William Burn
 Stenhouse, Stirlingshire (1968) by William Burn
 Dupplin Castle, Perthshire (1967) by William Burn
 Milton Lockart, Perthshire by William Burn
 Fetteresso Castle, Kincardine (1954) by David Bryce
 Halleaths, Dumfries-shire by David Bryce
 Inverardoch House, Stirlingshire by David Bryce
 Rosehaugh House, Ross & Cromarty
 Redcastle, Ross & Cromarty by William Burn
 Glassingale House, Stirlingshire
 Poltalloch House, Argyllshire (1957) by William Burn
 Elderline House, Argyllshire (1956) by David Bryce
 * Bryce's only Elizabethan house.

Sources: DUNBAR (1978), BINNEY (1980 and 1974), FIDDES & ROWAN
 (1976) (13, 10, 14)

This list is not exhaustive but illustrates the quality of what has already been lost.

2.3 Physical obsolescence affecting the country house in Scotland

2.3.1 Structure

In their study of sub-standard housing in the US, HARTMAN and HOOK demonstrate that there is no statistically significant relationship between the age of a building and its condition (15). Generally, however, there is a link between structural decay and age. Throughout its life, the external structure of a building is exposed to physical and chemical weathering, while the interior suffers from the wear involved in the day-to-day use of the property by its inhabitants. The longer a building is exposed to such treatment, the greater the damage and the more extensive the decay. Damage can be rectified, of course, by repair, while maintenance (properly planned and executed) can protect the property and retard decay. Structural obsolescence is, therefore, always linked with other causes of obsolescence before it proves fatal.

Many very old country houses in Scotland exist today in an excellent state of repair and maintenance despite being two centuries old and because they are still "useful" to their occupants. However, the fabric of an old house is particularly prone to the following problems: water penetration through the walls and the roof; woodworm and dry rot; internal condensation on cold unheated surfaces; weak timber joists; deterioration of leadwork in the roof; cracked and/or loosened lathe and plaster walls and ceilings (16). These problems are often expensive and difficult to remove. Scotland's damp climate increases the problems of water-penetration and as many houses were built without damp-proof courses and cavity walls this too accelerates

the situation. Certain houses are also unfavourably placed for exposure to air pollution, salt air, etc which can seriously damage the softer stones after a period of time. The care of previous owners is vital because repair and maintenance must be on-going to prevent serious deterioration. During the Second World War, many houses were requisitioned to billet troops and suffered considerable damage, wear and tear, (from which the buildings have never recovered), etc, eg Gordonstoun House, Moray, had the building set on fire. A general idea of the costs involved in the repair and maintenance of a country house in one year are given below. BUTLER's study of the economics of maintaining country houses discovered the following costs of repair at 1978-79 prices (12).

TABLE 5 - Cost of Repair and Maintenance

No. in sample	38
Size : no. of rooms	9-500
Repair costs	£
range	0-382,500
adjusted average/house	<u>11,500</u>
average/room	140

Information from the National Trust for Scotland (NTS) conveyed the following 1986 prices for repair and maintenance to the fabric at some of their properties.

TABLE 6 - Cost of Repair at Several NTS properties

House	Repairs	Cost (£)
House of the Binns	Harling and pointing	2,500
	Renewal of lead on roof	10,000
	Gutter repair	2,500
	Lining chimney	2,000
Castle Fraser	External painting	9,400
Culzean Castle	Repairs to stonework	75,000
Drum Castle	Harling	25,000
Craigievar Castle	Repair external walls	20,000
Brodie Castle	External painting	
	Replacement of rotten bedroom floor	
	New tiling on floors	
	Improvement to water supply	22,000

Source: NTS 1986 (17).

The majority of the houses cited in Table 6 have been in the care of the NTS for many years so it is safe to assume that this list is representative of the annual repair and maintenance costs for a single house. (These figures exclude the costs of any work undertaken in connection with opening the houses to the public and any spending on interior decoration).

BUTLER compared the costs of upkeep between houses in the private sector and those owned by the NT. The results revealed that the National Trust houses averaged similar costs of upkeep to those in private ownership so it is safe to assume that the costs quoted in Table 6 are similar to those for a private country house.

The high costs of repair and maintenance are due to the prices of labour and materials which were inflated in the 1960s and 1970s but a contributory factor is that repairs to historic buildings are usually

more expensive than those to other buildings since they need to be carried out with costly traditional materials and often depend on skilled craftsmen. In 1984, the Chancellor of the Exchequer introduced VAT at 15% on the repair and maintenance of existing buildings which has further increased the costs of these items. In fact between June 1978 and June 1979 the cost of repairs to historic buildings is estimated to have risen by a third (18). (On listed buildings items requiring LBC are regarded as "approved alterations" and are exempt from VAT, but general repairs and maintenance are not).

These high costs of repair and maintenance are prohibitive to many individual owners who either cannot afford to spend the money or who do not perceive that it is "worthwhile" to spend their income in this manner. Generally speaking, however, many owners prefer to keep their properties but find it financially difficult to do so.

2.3.2 Style

MEYERSON, TERRET and WHEATON have argued that style obsolescence is more common than physical obsolescence (4). Over time many owners may regard their house as less visually attractive relative to the newer style of buildings. Many of the tower houses were abandoned by the owners who preferred to build a new house in the Renaissance style, eg Cairnousie House, Amisfield House, while yet other owners preferred to encase their older building within a Georgian shell, eg Dalkeith House, Caskieben. This stylistic preference of many owners for Renaissance-style buildings was a direct result of their visits to Europe and the Renaissance architecture which they saw there. Very many older houses were also "Victorianised" during that period with additional buildings and embellishments, eg Blair Castle, Dalhousie Castle, Dunrobin Castle.

In this century many Victorian houses were demolished because of a poor appreciation of their architectural style (see Table 4). In BINNEY's book the "Lost Houses of Scotland" he says that -

"to have said in 1959 or even in 1969, that certain Bryce houses were among Scotland's greatest contribution to the European architectural tradition, would have brought derision on one's head" (10).

Often style and functional obsolescence operating together would cause an owner to abandon his building for another in a more recent style.

2.3.3 Function

Functional obsolescence occurs when the facilities provided by a building are perceived to be functionally sub-standard relative to more "modern" buildings. The building itself is not suffering from physical decay but is rather suffering from lack of appreciation due to the innovations in technology and changing household requirements which have occurred as a result of social and economic changes in society. These have rendered it "less suitable" for its owners. The houses of different architectural period were built to fulfil the requirements of their time-period. The early tower houses' main function was defensive and so major rooms were built on the first floor, there were heavy fortifications and small windows. The Victorian houses incorporated many bedrooms and a greater variety of living accommodation to cater for the large weekend house-parties which were popular at the time. A major disadvantage of country houses in the 20th Century is their size which is usually much larger than the average house. Table 5 shows that the average number of rooms in the houses contained in BUTLER's survey was 82 rooms, although the number ranged from 9-500! (12). The Victorian houses are generally larger than earlier houses, although there are exceptions to this rule, eg Hopetoun House, Fyvie Castle, Scone Palace, Drumlanrig Castle, Floors Castle, etc. BUTLER

discovered that the larger houses with average running costs of £10,800 (1979) were 75% more expensive than small mansions, with average running costs of less than £6,200 (1979). He proposed that the costs of utilities, insurance, rates, etc were broadly proportional to the size of the house (12). Larger houses also need a greater number of staff to maintain them and this presents difficulties in today's economic and social environment. GOWERS identified "staffing difficulties" as a problem in 1950 and it is similarly so today (11). The problem has two major elements : the difficulty of recruitment; and the rising cost of wages. After World War I fewer people were willing to return to "service" either in country houses or town houses because it was seen as a low-status occupation with long hours and hard monotonous work, which infringed on personal freedom and paid poor wages. New labour saving devices have helped the problems of cleaning and the life-styles of many owners have adapted to cooking and personal involvement is caring for the house, but staff are still necessary and are still expensive. Many families have closed-off the major part of their houses and they live in only one wing, cutting the cost of heating, lighting, cleaning, etc (19). When servants are unavailable to run a house, its size becomes a major obstacle. Evidence from a country house owner to the GOWERS Committee commented "few of these houses are such as anyone would now choose to live in. The rooms are too vast, too numerous and too scattered; they are difficult to clean, light and heat" (11).

An application was made to the Secretary of State for permission to demolish Kinmount in Dumfries-shire, designed by Sir Robert Smirke for the 5th Marquis of Queensberry in 1812 because "the owners consider the house is now too large to maintain and heat and wish to replace it with a more compact modern house" (BINNEY, 1979) (20).

The fact that so many of the Scottish tower houses have been restored throughout this century would seem to give weight to this argument that size is a major cause of obsolescence. LORIMER restored Earlshall, Pitkerro, Balmanno, etc in the 19th Century. Barra Castle was restored in 1911. Since 1945 work has been done or is in hand at Abergeldie, Aboyne, Barscobe, Balfluig, Carnousie, Castle Menzies, Castle Stalker, Davidston, Drumminnor, Els ieshields, Fiddes, Garth Hills, Harthill, Inchdrewer, Inverquharty, Kinkell, Kisimul, Leslie, Lessudden, Pitcullo, Pitfichie, Tilquhille, Towie Barclay, Tullibole, Udney and others (21).

2.3.4 Location

Locational obsolescence occurs when the building is abandoned as a result of its poor proximity to external linkages. Certain country houses are located in remote areas far from airports, motorways and railway lines. However, "remoteness" is a subjective concept in many ways and so the circumstances of the owner and his personal needs are as important as location in determining whether the building is "suitable" for him.

To the traditional aristocratic landlord who has owned the land for generations and who depends on the estate for his income, the relationship to external linkages is probably of minor consideration because there is no need to travel to work. Examples of this would be the Duke of Buccleuch, the largest landowner in Scotland, who owns 227,000 acres in Dumfries and the Borders, the Duke of Roxburgh who owns 96,000 acres in the Borders, the Duke of Atholl who owns 130,000 acres in Tayside and Capt A A C Farquharson who owns 119,000 acres in Grampian (Deeside) (22). However, Scotland also has a number of aristocratic landlords who are "absent" from their estates (although

they may continue to draw their income from them) because of a preference for living elsewhere in the country or even abroad. A good example of this and of locational obsolescence would be Cullen House, once the family seat of the Earl of Seafield who owns 185,000 acres, which the present earl sold in 1975 because he preferred to live in the south of England. Many other estate and country house owners have large business interests and they can afford to maintain their houses in Scotland as "second homes", and for them locational disadvantages are not so important. A good example of this type of owner is Lord Cowdray who owns, 88,000 acres in Grampian but is also the owner of Pearson industries a huge international company involved in publishing, (the Economist, Penguin and Longman books, etc) recreation and leisure (Madame Tausauds and Warwick Castle, etc), manufacturing (Royal Doulton, etc) etc. Many of the owners of the largest estates and country houses use them for fishing and shooting holidays, and locational disadvantages are unimportant, eg the Duke of Westminster owns 113,000 acres in Sutherland, the Wills family owns 263,000 acres in Wester Ross, the Vestey family owns 92,000 acres in Sutherland (22).

2.3.5. Environment

Environmental obsolescence affects country houses as a result of development, of whatever form, in the surrounding area and, therefore, most of the affected houses were located near to large centres of population and industry which expanded into the estate. Once the environment has been affected the number of uses for a country house declines rapidly because many of these depend on an attractive situation, eg residential, recreational. A good example of a house suffering environmental obsolescence is Caroline Park, dated 1696, at Granton, near Edinburgh which has been surrounded by industrial

buildings and land-use. Another Grade A house now on an industrial estate is Strathleven House, Dunbartonshire built in 1690 - the Scottish Development Agency has been unsuccessful in trying to find a tenant/owner for this house (20). Castlemilk House in Glasgow was demolished after it became obsolete as a children's home and its surroundings, a large public sector housing estate, rendered it environmentally unacceptable (23). Culloden House near Inverness remained in a small oasis within a new private housing estate and was subsequently converted to an hotel. Powis House in Aberdeen was similarly rendered obsolete for domestic use when a public sector housing scheme was built on the estate - the house, in a poor condition, is now used as the local community centre.

2.3.6 Site

Site obsolescence is fatal to a country house because it will result in total demolition. An example of a house destroyed in the 1940s to "make way" for a public sector housing scheme in Dumfries was Lincluden House by David Bryce (14). Since the introduction of planning legislation measures exist to prevent the demolition of listed houses but this is no absolute guarantee of protection.

- 2.3.7 Conclusions : The most common types of physical obsolescence are those associated with structure and functional arrangement, however, both these problems are surmountable if they do not coincide with certain types of economic and/or behavioural obsolescence.

2.4 Economic obsolescence affecting the country house in Scotland

It has already been stated that many aspects of the physical process of obsolescence can be reversed by injections of capital on repairs, modernisation, renewal, etc. However, it has also been demonstrated that to prevent the most common processes of obsolescence, ie

structural decay and decline in the functional arrangement, the owner needs considerable financial resources.

BUTLER estimated that the typical owner of a country house would need to find £30,000 a year to cover the running costs and keep the house and garden in good repair (12). This compares with running costs of £5-6,000 for a farmhouse with six bedrooms. BUTLER also suggested that if an estate was the main support for the house (as opposed to another form of income) then the minimum area of agricultural land necessary to generate the income required would be 1,000 acres - if it was farmed by the owner rather than let to tenants. This suggests that those with very large estates are most likely to be able to maintain and keep their houses, and CLEMENSON's study of landed estates in England would support this suggestion because it discovered that the largest estates have survived in the 20th Century better than the smaller ones (19). THOMPSON agrees with this because he claims that the "landed gentry" has suffered from economic adversity more severely than the "landed aristocracy" (24). McEWAN's study of land-ownership in Scotland claims that many of the largest landowners in the 19th Century have retained their vast estates to the present day, eg Duke of Buccleuch, Duke of Roxburgh, Farquharson of Invercauld, Duke of Atholl, Lord Stair, Cameron of Locheil, etc (22).

All landowners have been affected by government policies which attempt to reduce inherited wealth. "Estate duty" was introduced in 1893 as a tax on land inherited upon the death of the estate owner (25). Many estate owners were unable to pay this tax without forfeiting large tracts of their estates. The case of the Duke of Richmond and Gordon illustrates the impact of estate duty. Before World War II the family

estates totalled about 296,500 acres, mostly in Scotland and included nine miles of salmon fishing on the River Spey. In 1928 the 7th Duke died, and before the family finances had recovered from paying the estate duty, the 8th Duke died in 1935. The 9th Duke surrendered 62,000 acres of land to the Crown in lieu of death duties and the family seat in Scotland, Gordon Castle at Fochabers, had its contents sold at auction in 1937. The house was later demolished (26).

Estate duty was replaced by Capital Transfer Tax (CTT) as a result of the 1975 Finance Act (many estates are still paying off duty on a death that occurred before 13 March 1975). CTT introduced a more rigorous system of taxation, with fewer loopholes than estate duty. However, under the 1976 Finance Act conditional exemption is given on "national heritage properties" if the person to whom the property is transferred gives certain undertaking to preserve it and allow public access. However, to be **eligible** for exemption a building has to be of "outstanding historic or architectural interest" which effectively means it must be listed Grade A. A number of outstanding houses have been opened to the public as a result of this legislation. Examples in Scotland include Drumlanrig Castle and Floors Castle.

Despite this legislation houses and estates are still offered to the Treasury in lieu of CTT. The NTS has acquired both Brodie Castle and Fyvie Castle since 1976 since their owners could not pay the CTT - in the case of Fyvie Castle this amounted to £6 million (17).

The progressive whittling down of the estate as a result of capital taxation leaves the house without its traditional means of financial support and unless the owner has another source of income he may find it impossible to retain the house and estate. Capital Gains Tax (CGT)

is payable on the sale of property for profit and owners who sell land or objects are heavily taxed on their incremental value. This can be considerable because land prices have rocketed since 1950 - vacant possession value of land averaged £80 an acre in 1950 while in 1980 it valued at an average of £1,720 an acre (27). Income tax also contributes to the financial problems of estate owners. Rental income from let land is subject to income tax and investment surcharge which are levied at a high rate because this is "unearned income". Professor Miles of Reading University surveyed 24 estates in 1977-78 and his results showed that a mean of 42.4% and a median of 35.1% after gross income from rents was spent in upkeep, insurance and management of land and buildings (12). After tax, therefore, there is little surplus to cover the costs of the house and estate. An owner who is a working farmer is allowed the normal business reliefs against his tax and this has prompted many owners to adopt the lifestyle of the farmer and to take possession of tenanted land when the lease expires.

The "traditional" landowner whose income depended on the estate has had the most difficulty in keeping his property - unless, as has been stated, he is a very large landowner. Landowners who have vast industrial holdings can obviously afford to keep their properties but they may not choose to do so (see section 2.5).

LEES and COYNE's discussion on the economics of maintaining "heritage" claimed that -

"there is no evidence that CTT or the earlier system of death duties, have had much effect on the overall distribution of wealth. At the most, there has been a minor reshuffle between the rich and the very rich at the top of the scale. The main by-product (of CTT) is a persistent threat to national heritage from the break-up of estates and collections better kept together" (28).

The traditional role of the house being the focus of the estate has also been undermined in the 20th Century because certain purchasers (of estates) have no need for the house as a domestic residence. Since World War II, due to the rising price of land and profits from farming, institutions in the form of pension funds and insurance companies have been heavily involved in estate purchase (29). These institutions are concerned only with the financial benefits which accrue from land ownership, ie secure investment for their resources, and they let the land to farmers for whom the house is totally obsolete. As a result many houses have been sold for alternative use or demolished. For example, the Eagle Star Insurance Company bought the Rosehaugh estate and Rosehaugh House, a Renaissance-style palace from the owners (who were selling as a result of death duties) and divided it into 60 farms. The house was demolished in 1959 (30). The same company bought the Knockie Lodge estate at Whitebridge and the obsolete house was turned into an hotel in 1965 (31). The Forestry Commission has also bought a considerable amount of land in Scotland since 1919, according to McEWAN they owned 1,895,000 acres in 1977 (22). The country houses on the estates which they purchased were rendered obsolescent for domestic use and most of these were sold, eg Cally House, Ratagan House, Glenmarkie Lodge (now converted to hotels or self-catering flats) (31).

Another major economic problem which affected country houses in Scotland, but not in England, was the practice of paying rates on empty houses. As a result of this, houses already abandoned because they were too expensive to keep in domestic use, had their roofs removed. Obviously this led to serious decay and ruin in a very short time and the possibility of re-use was negated. Those notable houses which suffered this fate were Dalquharran Castle, one of the best of Robert

Adam's "castles", Poltalloch House and Buchanan Castle, both designed by William Burn.

The practice of selling estates in "lots" often allows the tenant-farmers to purchase their farms. In 1914 only 11% of farm holdings were owner-occupied, by 1927 the figure was 36%, by 1960 it was 49%, by 1975 around 60% and by 1979 the approximate figure was 65% (32). The country house, however, is often left from the sale with only its gardens and original grounds which makes its future less attractive. Estate agents and owners favour "lotting" because it can usually realise a higher price for the estate than if it had been sold as one unit!

2.5 Behavioural obsolescence affecting the country house in Scotland

Many of the factors involved in the physical and economic obsolescence of country houses in the 20th Century stem from major social and political changes in society.

Taxation in the form of estate duty (and then CTT), CGT and income tax is an attempt to reduce the level of "inherited wealth" and re-distribute this within society. All the political parties accept that wealth needs to be re-distributed within society by government intervention to redress the imbalance which would arise under purely market forces. The political parties merely differ as to the levels and target areas and forms of taxation.

Taxation in the form of VAT paid on repairs and maintenance has increased the costs of owning an old building and placed a deterrent on the restoration of older buildings in comparison with new building. This is also a political decision taken to promote new building.

The development and growth of state intervention in the market-place has also affected the country house, although this has often been indirect. The creation of the Forestry Commission necessitates the utilisation of estates but not their houses. The building of local authority housing (and private sector housing) encroached onto private estates and made the house obsolete because its environment had suffered deterioration.

The growth of trade unions and their increased political influence has improved the wage levels of manual workers in particular. This has affected the labour costs involved in carrying out repairs and maintenance and the cost of staff to run the houses and their grounds.

Government intervention in the farming industry in the form of guaranteed prices has helped to increase the price of farmland and its high incremental value has been punitively taxed.

At the world political scale the rising costs of energy, particularly oil, have directly affected the costs of heating and lighting country houses.

Major social changes have included the devaluation of the status of the traditional landowner within society. The landed interest was the former "ruling class" but in this century they have been superseded by the "meritocracy" of industrialists, civil servants, professional groups, trade unions, etc. This devaluation of status has affected both the attitude of the class themselves and the rest of the public. Many former aristocrats are now employees rather than employers and this has affected their own perspective on land-ownership, privilege, etc to the extent where they do not particularly care whether the estate and house are sold and they may even

positively want to dispose of it. The attitude of some members of the public is that the houses and their owners are relics of a past society with rigid class distinctions which exploited the working classes and as such they should be left to rot. On the other hand the growth of the conservation ethic has improved society's perception of historic buildings and many people believe in their preservation.

Greater opportunities in education and employment now exist for all strata within society and the traditional pool of labour which served the country house ceases to exist. Nobody is now willing to work the long hours formerly associated with servants in country houses and even fewer to live the restricted lifestyle which this also entailed. Rural-urban migration has also depleted the rural labour force.

The growth of urban areas and increasing industrialisation have also affected country houses because of their encroachment on estate land.

These general changes in society and political ideology have had a major impact on the obsolescence of the country house. Nevertheless the individual owner is still the most important factor in obsolescence. His own personal economic circumstances determine whether he can afford to keep the house (NB - BUTLER determined that c £30,000 pa is needed). Many estates are still large enough to pay for this.

(NB - BUTLER estimated that more than 1,000 acres of let land was minimum). Other owners have either become farmers (with all the financial advantages this entails), or have become entrepreneurs.

However, many others have made the decision to sell their houses and/or estates because the benefits of ownership are outweighed by the disbenefits. The government has tried to suggest to the owner that instead of passing onto his successor a substantial amount of wealth

from which CTT will be taken, he should tie up this wealth (ie house, grounds, contents and maintenance fund) so that the house, grounds and contents will remain as they are with community access. The owner or his successor would then be unable to realise the value they represent. However much sentiment an owner may have he will be more prepared to agree to such a proposal if his successor will have a certain amount of cash besides. When all the owner's money is tied up in the house, grounds, contents and maintenance fund, the proposition will be much less attractive than if he has other assets (32). The 1980 Finance Act has extended the coverage of maintenance funds.

Nevertheless this form of "tenant obsolescence" is not fatal for the building unless the new owner of the estate has no use for the house, as would be the case if the Forestry Commission or an institution was the buyer.

2.6 Prospects for Survival in Domestic Use

The physical causes of obsolescence in country houses are on-going and inextricably linked to them as buildings. Structural problems are inevitable with an old building. However, the costs of repair and maintenance for listed buildings could be reduced if VAT was abolished. Nevertheless an owner must have a considerable income to retain the house. Problems resulting from style obsolescence could be altered by education to change the public's perception of architecture.

Functional obsolescence can be ameliorated by constant re-organisation and modernisation within the house but it is difficult to see how the size of a house can be altered without damage to its architectural design (although with houses developed through different architectural periods this may be possible). It seems likely that the majority of

these houses will continue to be too large for the majority of owners as domestic buildings unless sub-division takes place (see Chapter 3). Energy costs are likely to remain high as are wage levels. Locational obsolescence will continue to depend on the individual circumstances of the owner. Environmental obsolescence could be ameliorated by planning authorities who have the power to prevent damage to the surrounding environment of a house by imposing conditions on the developer. However, it is unlikely that development can be prevented from encroaching on an estate if the need for land arises and so alternative use might be the only alternative for the house. Site obsolescence can be prevented by planning legislation but opposing objectives within a local authority or at central government level may conflict to the detriment of the house.

Although the physical causes of obsolescence may be overcome it seems likely that the economic causes of obsolescence will continue to affect country houses. Capital taxation in the form of CTT and CGT still has a major impact on the obsolescence of a country house despite the measures taken in the 1976 Finance Act to ameliorate the effects on houses and contents of "outstanding importance" (HM TREASURY). Fyvie Castle is an example of its impact. Many houses of Grade B or C listing are exempt from the latter legislation anyway despite the fact that it is known the lists are in need of revision and update. Other houses have already deteriorated beyond the conditions which would qualify them for exemption, ie their contents have already been sold, they have been abandoned and empty for some time, eg Cullen House, Mavisbank (W Adam).

Estates will continue to be attractive to institutions and the Forestry Commission, although interest is not as great as it was, and it seems

likely that they will continue to sell off the houses without land thereby depriving them of their source of income and probably forcing them into alternative use or dereliction.

Costs of repair and maintenance and running costs are likely to remain high necessitating a rich owner who may come from abroad where the rich are less punitively taxed.

The majority of the behavioural factors involved in the obsolescence of the country house will also continue. Owners will be tempted to sell their houses because of the physical and economic costs of retaining them.

Several methods already exist to try to prevent the destruction and deterioration of country houses, although few of these presume to retain the houses in domestic use.

References

Chapter 2

1. KIRBY, D - "Slum Housing and Residential Renewal : The Case in Urban Britain" (1979), Longman, p 24
2. NUTT, B, WALKER, B HOLLIDAY, S, SEARS, D - "Obsolescence in Housing" (1976), Saxon House Studies
3. LITTLE, A D - "Models for Condition Ageing of Residential Structures" (1962), Technical Paper No 2 San Francisco Renewal Program
4. MEYERSON, M, TERRET, B and WHEATON, W L C - "Housing, People and Cities" (1962), McGraw-Hill
5. MEDHURST, D F and PARRY LEWIS, J - "Urban Decay : an Analysis and a Policy" (1969), Macmillan
6. JONES, F M - "A study of obsolescence" (1967), Town Planning Review 38 No 3, p 187-201
7. LICHFIELD, N et al - "Economics of Conservation : York Conservation Study" (1968), HMSO, p 239
8. STONE, P A - "Housing and town development, land and costs" (1960), Estate Gazette
9. LONBERG-HOLM, K - "Time-zoning as a preventive of blighted areas" (1933), Architectural Record and Guide, November, p 340, 341
10. BINNEY, M - "Lost Houses of Scotland" (1980), SAVE, p 6
11. GOWERS, Sir Ernest - "Report of the Committee on Houses of Outstanding Historic or Architectural Interest" (1950), HMSO
12. BUTLER, J - "The Economics of Historic Country Houses" (1981), Policy Studies Institute
13. DUNBAR, J G - "The Architecture of Scotland" (1978), Batsford
14. FIDDES, N and ROWAN, A - "David Bryce" (1976), Exhibition Catalogue
15. HARTMAN, G W and HOOK, J G - "Sub-standard housing in the US : a quantitative analysis" (1956), Economic Geography (32), April
16. **BINGHAM**, FINLAYSON, HUGHES and MACPHERSON, Chartered Surveyors, Inverness (1986) Personal communication

17. NATIONAL TRUST FOR SCOTLAND (1986) Personal communication
18. JENKINS, J - "VAT - hold on Conservation" (1980),
Architects Journal, 15 February, p 30
19. CLEMENSON, H - "English Country Houses and Landed
Estates" (1982), Groom Helm, p 122
20. BINNEY, M - "Scottish Country Houses at Risk" (1979),
Country Life, 9 August, p 424
21. ROWAN, A and WALKER, D - "New Castles for Old - the
Restoration of Tower Houses in Scotland" (1970),
Country Life, 14 February and 21 February
22. McEWAN, J - "Who owns Scotland : study in land ownership"
(ND), Edinburgh : EUSPB
23. SDD - "List of Buildings of Architectural or Historic
Interest", Strathclyde Region
24. THOMPSON, F M L - "English Landed Society in the 19th
Century" (1963), Routledge and Kegan Paul
25. Finance Act, 1894
26. HANSON, M - "Scotland's Finest Sporting Rights" (1875),
Country Life, 17 April
27. HANSON, M - "Farming Prices over Thirty Years" (1971),
Country Life, 15 January
28. LEES, D and COYNE, J - "Can we afford our National
Heritage?", Lloyd's Bank Review No 131, January
1979, p 44 and 45
29. NORTHFIELD, Rt Hon Lord - "Report of the Committee of
Inquiry into the Acquisition and Occupancy of
Agricultural Land" (1979), HMSO
30. FENWICK, H - "A paradise lost" (1984), Scots Magazine
January
31. Information received from current owners in survey.
32. BRITTON, D K, BURRELL, A M, HILL, B and RAY, D -
"Statistical Handbook of UK Agriculture"
(1980), Wye College, Kent
33. VANE, R - "The Road to Ruins" (1979), Country Life,
24 January



BARRA CASTLE, GRAMPIAN. A TOWER HOUSE RESTORED IN 1911. (P.39)



DRUMLANRIG CASTLE, DUMFRIES. AN EARLY RENAISSANCE HOUSE. HOME OF THE DUKE OF BUCCLEUCH.
(P. 5, 43)



CAROLINE PARK HOUSE,LOTHIAN. AN EARLY CLASSICAL HOUSE. (P.40)



CULLODEN HOUSE, HIGHLAND. A HOUSE IN GEORGIAN CLASSICAL STYLE. (NOW A HOTEL) (P.41)

CHAPTER 3 - CONSERVATION : THE SOLUTION TO OBSOLESCENCE IN THE SCOTTISH COUNTRY HOUSE

3.1 An introduction to the concept

The idea that old buildings should be preserved is not a new one, it began in the Renaissance (LOWENTHAL and BINNEY) (1) when there developed a fine appreciation of classical architecture to the extent that it was re-interpreted in the buildings of the time. Subsequently successive generations of architects have studied the buildings of the past for inspiration to create their own works whether domestic, public or ecclesiastical. The history of country house building in Scotland exemplifies how much inspiration was drawn from old buildings both at home and abroad (see Chapter 1). The Grand Tour of Europe was conducted by young aristocratic gentlemen precisely so that they could learn about the visual arts and historic buildings of the European past. Measures to protect and preserve old buildings in Britain began with The Society for the Protection of Ancient Buildings (SPAB) founded by William Morris in 1877 to advise on the correct restoration of old buildings. The precedent of providing legislation for their protection was est^a blished by the 1882 Ancient Monuments Protection Act which enabled the State to purchase or take into guardianship certain monuments if there should be threat to their continued existence. Since that time there have been numerous measures to attempt to ensure the protection of historic buildings.

3.2 Existing legislation

In 1908 the Royal Commission on Historical Monuments (RCHM) was founded to publish an inventory of ancient and historical monuments. Preservation orders were introduced in 1913 to protect scheduled

monuments. In 1932 the Town and County Planning Act (T&CP) allowed local authorities to make a preservation order in respect of any building of special architectural or historic interest. In 1944 another T&CP Act introduced the statutory listing of "buildings of architectural or historic interest" (this was the first time that there was a comprehensive list of historic buildings in Britain). The 1947 T&CP Act repealed all other enactments but in terms of historic buildings it incorporated the listing provisions of the 1944 Act and introduced building preservation orders to be made by local planning authorities or by the Secretary of State (in Scotland) when a listed building was threatened. As a result of development and other financial pressures the Gowers Committee was established in 1950 "to consider and report what general arrangements might be made by the government for the preservation, maintenance and use of houses of outstanding historic or architectural interest which might otherwise not be preserved". Its recommendations were that : financial assistance should be given to owners through government grants; tax relief should be given to owners of historic houses; and powers of compulsory purchase should be initiated to protect threatened houses (2). As a result of these recommendations the Historic Buildings Councils (HBC) for England, Scotland and Wales were established in 1953 to advise on making grants and loans for the repair and upkeep of buildings of outstanding historic or architectural interest (3). In 1962 the Local Authorities (Historic Buildings) Act empowered local councils to make grants towards the upkeep of any historic building. This was intended to help those owners whose buildings were not sufficiently outstanding to qualify for a government grant from the HBC. The 1967 Civic Amenities Act introduced the designation of "conservation areas" and

improved the control over listed buildings by introducing penalties for unauthorised works and the need for six months notice to be given of proposals to alter or demolish the building. Local authorities were also given the power to serve a repairs notice on the owners of listed buildings in need of repair, and even to carry out repairs themselves. Compulsory purchase powers were extended to cover all listed buildings in the event of an owner failing to comply with a repairs notice. The 1968 T&CP Act included the imposition of higher fines for unauthorised demolition and building preservation orders were replaced by "listed building consent" which made it compulsory for an owner to have written consent from the local planning authority or the Secretary of State for Scotland before demolition, alteration or extension of a listed building could take place. "Building preservation notices" for unlisted buildings were introduced in the 1971 T&CP Act and permitted any building considered of architectural or historic interest but previously unlisted to be accorded listed status by a local authority subject to approval from the Secretary of State for Scotland. In 1974 protection from demolition was also extended to include all buildings in conservation areas under the provisions of the Town and Country Amenities Act.

The State has declared through all this legislation that historic buildings should be protected. However, the fact that a building is listed does not guarantee its survival. Although initially consent to demolish a house may not be given, the owner often lets the house deteriorate to the extent where it is so badly damaged that re-use would be very difficult. The State has a rather schizophrenic attitude towards the country house - on the one hand it wants to protect it and on the other it makes a good attempt to destroy it through capital taxation. The Historic Buildings Council for Scotland

tries to make available grants for the repair and maintenance of historic buildings in Scotland and many country houses have benefitted from its financial aid. However, the HBC ran out of money within the first quarter of the financial year 1985-86 and this suggests that there is a serious lack of money to cope with the demand for grants in Scotland (4). BINNEY suggests also that Scotland has fallen behind England, Wales and Northern Ireland in the increase in its allocation from central government and that the published figures of grants to historic houses seem suspiciously low compared with England (4, 5, 6).

Fortunately there have been other forms of help for historic country houses - the National Trusts have been particularly successful in caring for houses and the National Heritage Memorial Fund, established from the Land Fund in 1980, has helped the Trust and other heritage bodies by providing financial aid. However, the National Trusts do not have the resources to accept all the houses now obsolete in domestic use and so they can only be a very good partial solution to the country house problem. Many owners have turned their houses into tourist "attractions" to pay for their upkeep and other houses sold by their traditional owners have been converted for alternative use. These solutions are discussed in the rest of the chapter.

3.3

The National Trust and the National Trust for Scotland

The National Trust was founded in 1895 to acquire and manage "open spaces" for the benefit of the nation but its scope was broadened to include the purchase of "neglected historic buildings" in 1907 (7). It only began to acquire a significant number of country houses after the 1937 National Trust Act which enable it to hold land and investments to provide for the upkeep of its properties. This allowed an owner to transfer a house and its contents to the Trust, with a suit-

able endowment, while he and his heirs could continue to live there subject to certain conditions which include opening to the public. The National Trust Act of 1907 did not restrict the National Trust from operating in Scotland but its powers were never exercised there.

The destruction of Hamilton Palace (James Smith) in 1927 convinced Sir John Stirling Maxwell of the need for a Scottish National Trust. He wrote of the country house and its owners -

"For the most part they are gone. Their houses are broken up, the treasures they contained have gone to other countries where they are better appreciated. Their woods which made the countryside beautiful have been felled" (8).

Stirling Maxwell persuaded the Association for the Preservation of Rural Scotland to take an interest in the formation of a body which could actually hold land and buildings. The National Trust for Scotland was founded by the Act of 1935 (9). A similar Country House Scheme to that operating in England was established in Scotland in 1942. The House of the Binns (William Burn) was the first house to be transferred to the National Trust for Scotland in 1944. The Scottish Trust has always been extremely keen to preserve land and buildings but also articles and objects of historic or national interest (10). The balance of the Trust's properties in 1986 is as follows:

TABLE 7 - Properties belonging to the National Trust for Scotland

Country Houses

1. House of the Binns 1944
2. Brodick Castle (Arran) 1958
3. Brodie Castle (Forres) 1980
4. Castle Fraser (Kemnay) 1975
5. Craigievar Castle (Alford)
1963 Inveresk (Musselburgh)
6. Crathes Castle (Banchory) 1951
7. Culzean Castle (Ayr) 1945
8. Drum Castle (Aberdeen) 1975
9. Falkland Palace (Fife) 1952
10. Haddo House (Methlick) 1978
11. Hill of Tarvit (Fife) 1949
12. The House of Dun (Montrose)
1980
13. Kellie Castle (Fife) 1970
14. Leith Hall (Insch) 1945
15. Hill House (Helensburgh)
1982
16. Dirleton Castle (Dunbar)
17. Fyvie Castle (Aberdeen)
1984

(Total 17)

Lesser Houses

- Abertarf (Inverness)
- Charlotte Square (Edinburgh)
- The Palace, Culross (Fife)
- Gladstone's Land (Edinburgh)
- Hamilton House (Prestonpans)
- Lamb's House (Leith)
- Malleny (Lothian)
- Provost Ross's House (Aberdeen)
- Sailors Walk (Kirkaldy)
- Stenhouse Mansion (Edinburgh)
- Hutcheson's Hall (Glasgow)

(Total 12)

Gardens

1. Branklyn (Perth)
2. Inverewe (Gairloch)
3. Pitmedden (Ellon)
4. Threave (Castle Douglas)
5. Balmacara (Kyle of Lochalsh)
6. Greenbank (Glasgow)
7. Priorwood (Melrose)

(Total 7)

Historic Sites

- Bannockburn (Stirling)
- Culloden (Inverness)
- Glenfinnan (Fort William)
- Killiecrankie (Blair Atholl)
- Antonine Wall (Central Belt)

(Total 5)

TABLE 7 - Properties belonging to the National Trust for
Scotland (continued)Countryside

1. Balmacara Estate
(Kyle of Lochalsh)
2. Ben Lawers (Perth)
3. Corrieshalloch Gordge
(Ullapool)
4. Craigower (Pitlochry)
5. Culzean Country Park
6. Glencoe
7. Grey Mare's Tail (Moffat)
8. The Hermitage (Dunkeld)
9. Kintail and Glomach (Kyle)
10. Ben Lomond
11. Linn of Tummel (Pitlochry)
12. Threave (Castle Douglas)
13. Torridon
14. Goatfell (Arran)

(Total 14)

Islands and Coast

- Loch Lomond (2 islands)
- The Burg (Mull)
- Fair Isle (Shetland)
- Iona
- Rockcliffe (Kirkcudbright)
- St Abbs Head (Eyemouth)
- St Kilda
- Canna
- Shieldaig (Torridon)
- Rough Island (Stewartry)

(Total 10)

Rural Life and Famous Men

1. Barrie's birthplace
2. Boath Doocot (Auldearn)
3. Carlyle's birthplace
(Ecclefechan)
4. Hugh Miller's Cottage
(Cromarty)
5. Kirkwynd Cottage (Glamis)
6. Nova Scotia Room, Mentrrie
Castle
7. Preston Mill (East Linton)
8. Souter **Jonnie's** House (Ayr)
9. Weaver's Cottage (Ayr)
10. Tarbolton (Ayr)
11. Kippen Smiddy (Stirling)

(Total 11)

Little Houses

- Anstruther (Fife)
- Crail (Fife)
- Culross (Fife)
- Dunkeld
- Dysart (Fife)
- Falkland (Fife)
- Linlithgow
- Pittenweem (Fife)
- S Queensferry (Edinburgh)
- St Monans (Fife)

(Total 10)

Membership of the National Trust for Scotland was around 120,000 in 1985 with an income of £6,100,4914 (11). It is a smaller organisation than its English counterpart - with fewer members, less income and fewer properties.

The National Trusts appear to have been so successful that it is all too easy to take them for granted and see them as ever expanding bodies that can solve the country house problem unaided. This attitude is based on the fallacy that the Trust has unlimited financial resources, whereas in fact the cost of upkeep of the Trust's properties has forced them to ask for progressively larger endowments (12). As the Trust does not farm land itself it, therefore, obtains a more limited return on letting the land than a private owner would from farming it himself (13). The Trust is forced to ask for endowments larger than the capital needed by a private owner to maintain his house. A further handicap existed till the passing of the 1972 Finance Act because gifts and bequests to the Trust were subject to capital gains tax, death duties and aggregation. Many owners have attempted to give their houses over to the Trust but these have been rejected because the endowments were unacceptable.

"I tried to give the castle to the National Trust for Scotland but they said they would need an endowment of £80,000 which we could not provide, so now if we are taxed out of the house we have no option but to try and sell it, or take the roof off. We are very pleased to show it to the public but no-one could say it was a paying proposition as they cause a lot of wear and tear" (7).

In 1977 the Trust's annual report maintained -

"It is probable that more and more valuable properties will be offered to the Trust; at the same time, it is likely that the difficulty of raising the huge endowments necessary to secure the future of these properties will commensurately increase" (12).

In 1976 the annual report stated that -

"Neither we nor our friends south of the border can today consider acceptance of a stately home with responsibility for its treasures, its gardens and policies, without the provision of an endowment of a magnitude beyond the reach of most" (14).

In 1984 "a spokesman for the NTS agreed that they would not have been able to take on Thirlestane Castle with an endowment of £650,000 but said he could not estimate the figure they would have required" (15).

3.4 The Land Fund

Since 1910 it has been possible for the Inland Revenue to accept property in lieu of death duties (Finance Act 1910). The Act did not compensate the Inland Revenue for the loss of money and in the first 36 years after the Act was passed, the clause was invoked on only two minor occasions despite obvious need. This problem was solved, to some extent, by the introduction of the Land Fund in 1946 (16). The Fund was the inspiration of Dr Hugh Dalton, the Chancellor of the Exchequer, and was to be used in connection with the preservation of historic buildings and landscape of outstanding natural beauty. The Fund's substance was £50 million obtained from the sale of war stores and the Chancellor conceived it as a "thank offering for victory, and a war memorial, which in the judgement of many is better than any work of art in stone or bronze" (17). The Fund was invested in Treasury stock, under Treasury control, and was cashed to compensate the Revenue when the Fund acquired a property. The Fund was primarily used to compensate the Inland Revenue and the property was then transferred to

the National Trusts. Brodick Castle, Arran was transferred to the National Trust for Scotland in 1959-60 using this procedure (18). The 1953 Finance Act broadened the purposes of the Fund to cover acceptance of chattels and works of art associated with houses "in certain ownerships" - in practice to the National Trusts. In Scotland the contents of Culzean Castle and Brodick Castle were acquired subsequent to this legislation (17). The 1953 Historic Buildings and Monuments Act extended the use of the Fund to reimburse the Ministry of Works for expenses involved in their purchase of property of outstanding historic or architectural interest, surrounding land and contents, and to reimburse for the costs of management and repair. Kellie Castle, Fife was acquired by the National Trust in 1970 using a grant from the Land Fund as were various areas of landscape, including Torridon (17, 18). Although the Fund has enabled the National Trust to acquire many of its properties the Fund could not be used to endow a property. This major drawback prompted the National Trust in 1977 to refuse offers of property acquired through the Land Fund, unless of exceptional importance, if the offer did not include sufficient income - producing assets (usually agricultural land, houses, property, etc) to enable the Trust to maintain and manage the property within that property's own financial resources (19).

3.5 The Replacement of the Land Fund

The resources of the Land Fund were reduced from £60 million to £10 million in 1957 and during the 1950s failure to use the Fund allowed destruction of many houses - in 1955 alone 75 notable houses were demolished (national figures) (20). During the 1970s the Fund was brought within the Public Sector Borrowing Requirement and the minimum amount which could be spent in one year was £2 million - divided

equally between the Department of the Environment and the Department of Education and Science (20). This situation limited the Fund drastically to the extent that when Lord Roseberry offered his house Mentmore Towers, Buckinghamshire to the nation in 1975 at a cost of £2 million there was little chance of saving it because there seemed to be no way that the allocation of the two departments could be brought together.

The National Trust's ability to acquire property was, therefore, severely handicapped. Public disapproval that Mentmore's contents were sold and the opportunity of acquiring it for the nation was lost urged the government to investigate the role and working of the Land Fund. The result of this investigation was the creation of a new Fund under independent trustees, ie not under Treasury control. This new fund was established as the National Heritage Memorial Fund (NHMF) in 1980 (21). Before the Land Fund was wound up a number of important houses were acquired - Haddo House (William Adam) and Brodie Castle were transferred to the National Trust for Scotland (10). Since 1980 the National Trust has received £400,000 towards the **endowment**

of Charles Rennie Mackintosh's Hill House at Helensburgh (22). Thirlestane Castle, Berwickshire (Sir William Bruce and David Bryce) has been provided with an endowment of £650,000 from the NHMF towards the establishment of a new independent trust for the Castle (15). In 1975 this castle was a main feature of the Victoria and Albert Museum's exhibition "the Destruction of the Country House". Since then the house has been restored and was opened to the public in 1982 - the new trust will be responsible for maintenance. Fyvie Castle and most of its contents were purchased by the NHMF at a cost of £1.75 million and were transferred to the NTS with a large capital endowment in 1985.

3.6 Opening the houses to the public

Visiting country houses has long been a national pastime and, since 1945, many owners have developed them to form commercial enterprises as a means of supplementing their income. There has been a dramatic increase in car ownership since 1945 and this has helped to increase the public's accessibility to many country houses. The number of houses open to the public increases annually and the number of visitors has correspondingly risen. Table 8 shows the number of visitors to houses in the care of the NT or NTS between 1967 and 1977 to reveal the trend of a greater number of visitors.

TABLE 8 - Number of visitors visiting NT or NTS houses between 1967-1977 (million)

	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
NT	2.6	2.7	3.1	3.1	3.9	3.9	4.2	4.3	4.3	4.2	4.6
NTS	0.6	0.7	0.7	0.8	0.9	1.0	1.0	1.0	1.2	1.2	1.2

Source: LEES and COYNE, NTS (23).

In 1985 1.5 million visited NTS properties.

Fifty-five houses are open to the public in Scotland with 41 others open "by appointment only" (24). The British Tourist Authority recognises the contribution of historic houses to the tourist "attractions" within Britain. In 1965 it organised a conference of Historic House Owners and this eventually led to the formation of the Historic Houses Association in 1973 which is a useful cabal of owners. In England the most famous houses such as Blenheim, Woburn, Beaulieu, Warwick, etc regularly attract more than 500,000 visitors per annum but many of these have developed active and passive leisure facilities in their extensive grounds and this contributes considerably to the large number of visitors, eg Woburn (game park), Beaulieu (National Motor

Museum). The most visited house in Scotland is Pollock House, because of its proximity to the Burrell Collection, which had 175,343 visitors in 1984 (25). This figure indicates that Scotland's country houses attract fewer visitors than those in England. This is obviously related to the fact that Scotland has a smaller population and fewer tourists, consequently Scotland's houses cannot be expected to attract the same level of visitors. The houses in Scotland are also much less "commercialised" than some of their English counterparts without the additional crowd-pullers of safari parks, museums and side shows. However, this is not necessarily a bad feature, as over-commercialisation can ruin the ambience of the country house and its setting and devalue "the heritage" aspect of its appeal. Large numbers of visitors can also cause considerable wear and tear on the fabric of the house. Over-commercialisation may also cause the owner or his successors to perceive the house as no longer worthy of their retention. Lord Astor sold Hever Castle in Kent because -

"I was having to spend too much money and the place was becoming more and more commercialised, my son was not interested in taking it on" (26).

The castle was bought by Broadland Properties, Scarborough who run the house and grounds purely as tourist attractions. These large commercially developed houses certainly generate enough money to maintain the house and more and are of interest to large companies operating in the leisure industry. Warwick Castle was sold to Pearsons, who own Madame Tussauds, in 1978 for £1.5 million. None of Scotland's houses have yet been acquired by large leisure-based companies.

Scotland's houses do not depend entirely on local tourists for visitors and many of the visitors to country houses come from overseas. In

1976, for example, Scone Palace attracted 40% of the visitors from overseas. LEES and COYNE's sampling of visitor's books and discussions with the owners of stately homes suggest a proportion of overseas to total visitors of 25-30% (23).

The most popular visitor attractions in Scotland are situated in the cities of Edinburgh and Glasgow and museums, art galleries and country parks are particularly popular. Table 9 shows the top 58 attractions in Scotland in 1984.

Country houses form 20% of the top tourist attractions and it is interesting to note that many of the "country parks" which are popular were formerly those attached to country houses, although in the case of Balloch Castle and Aden the houses themselves were demolished many years before.

These figures illustrate that there is considerable demand for the country house as a visitor attraction.

However, opening the house to the public does not guarantee that the financial problems of all owners are over. BUTLER discovered that if admissions were less than 10,000 visitors per annum the costs of opening, staff to provide services - tickets, guides, tea-rooms, shops, cleaners, etc, could not be met, let alone the costs of running the house, repair and maintenance etc. He recognised that any house with admissions between 50,000-175,000 visitors was a "commercial enterprise" but also that there were considerable management costs involved. However, of his sample of 25, 20 of the private houses open to the public on a regular basis made some contribution to their annual running costs by means of income from visitors, five of the sample showed a clear loss because their expenditure on opening and its associated activities not only exceeded the income gained but in two

TABLE 9 - Attractions with more than 50,000 visitors in 1984

Burrell Collection	1,109,116
Edinburgh Castle	847,069
Glasgow Art Gallery and Museum	824,064
Royal Botanic Garden , Edinburgh	721,916
Mitchell Library	630,836
Royal Scottish Museum	525,016
Edinburgh Zoo	408,000
Aberdeen Art Gallery	339,666
Culzean Country Park	300,039
Museum of Transport	288,122
National Gallery of Scotland	271,342
Balloch Castle Country Park	234,000
Botanic Gardens, Glasgow	225,000
People's Palace Museum	202,281
Stirling Castle	192,629
Argyll & Sutherland Highlands Museum	190,000
Pollock House	175,343
Inverness Museum and Art Gallery	172,838
Glasgow Zoo	125,000
Loch Ness Monster Exhibition	120,000
Blair Castle	119,201
Glencoe Visitor Centre	116,108
Inverewe Gardens	112,473
National Museum of Antiquities and Scottish National Portrait Gallery	110,477
Culloden Visitor Centre	103,032
Glenfiddich Distillery	95,298
Scone Palace	94,160
Culzean Castle	93,860
Killiecrankie Visitor Centre	93,691
Sea Life Centre	91,176
Scottish National Gallery of Modern Art	87,263
Scott Monument	85,743
Land O' Burns Centre	85,000
Inverary Castle	82,084
Cawdor Castle	80,071
Crathie Parish Church	80,000
New Lanark	80,000
Urquhart Castle	77,295
Glamis Castle	72,086
Glenturret Distillery	71,765
Crathes Castle and Gardens	71,373
Aden Country Park	70,000
Huntly House Museum	62,400
Kelburn Country Centre	62,000
Loch Garten Nature Reserve	61,898
Pitlochry Power Station Exhibition	59,187
Bannockburn Centre	58,527
Hopetoun House	58,107
Tummel Forest Centre	57,156
Lady Stairs House	56,982
Brodick Castle and Gardens	55,086
Paisley Art Gallery and Museum	54,812
Traquair House	54,152
Museum of Childhood	52,093
Aberdeen Maritime Museum	50,709
Threave Garden	50,487
Creetown Gem and Rock Museum	50,100

Source: Scottish Tourist Board

cases cost significant sums. He concluded that opening the house to the public would only cover the costs of maintenance, etc "in particularly favourable circumstances" (13) (ie famous house with well-known historical associations, situated close to the large centres of population or in a popular tourist area). Only 12 of Scotland's country houses received more than 50,000 visitors in 1984 and BUTLER's findings would, therefore, suggest that only these houses are making considerable profit from opening to the public. The NTS annual report of 1985 reveals that property maintenance and management cost £4,452,000 and income from admissions, membership subscriptions and the profit from the shops was £1,779,000 a shortfall of £2,673,000! (11). LEES and COYNE conducted an analysis on the opening of historic houses to the public in 1979 and concluded that "generally speaking revenue from admission charges is not sufficient to cover even normal running costs and routine maintenance. The deficits are met by revenue from other parts of the estate such as farming and forestry" (23). In BUTLER's survey of 39 houses in private ownership only 19 were self-supporting before income tax. The income tax legislation also favours the large commercial enterprise with a high number of visitors because a country house owner who opens his house to the public can be exempted from income tax if he is granted Schedule D Case 1 assessment. This allows expenditure on the maintenance of his house and garden as permitted "business expenses" even when these exceed the income derived from admitting the public. Houses which are open to the public but do not benefit from Case 1 treatment can only offset expenses against revenue from opening. Case 1 treatment is granted if the inspector is satisfied that the opening is a business conducted with a view to the realisation of profit. CORNFORTH estimated that only about 20-25 houses achieve Case 1 status but the number may be considerably higher

(27). BUTLER argued in his report that Schedule D Case 1 should be granted automatically to all outstanding houses or gardens open to the public. He argued that the benefits of this change would: increase the number of houses open to the public; encourage those with large incomes to buy and maintain outstanding properties; give incentive to owners to spend more of their own money on upkeep and repairs; and enable owners whose houses have been over-exposed to visitors to reduce admissions for conservation purposes without fear of losing their Grade I status (13). This would seem a sensible conclusion.

However, it seems clear from the studies which have been made on opening to the public and from NT and NTS evidence that only a proportion of houses can make this a commercial success even if the tax laws were changed. It can be a useful source of additional revenue for some houses, but it will depend on the location of the house and its appeal for the visitor.

3.7 The Role of Alternative Use

Many owners have found that their country houses have become obsolescent for their use, for any of the reasons discussed in Chapter 2. As a result the houses have either been: demolished or left to deteriorate; resold into domestic use; transferred to the National Trust; or sold for a new use. These houses may no longer be "desirable" single residences but they can still be very suitable for alternative use by a different tenant.

The major alternative uses are discussed below.

3.7.1 Alternative Use - Residential

The British Tourist Authority's (BTA) investigation into Britain's historic buildings to formulate a policy for their future use postulated that the best alternative use is one that approximates closely to the original use (28).

The Historic Houses Association in evidence to the BTA investigation advocated that -

"where an alternative use is found it should be one where either sufficient income will be generated, or there is some other form of justification for keeping the fabric and interiors in good repair"

Conversion of a house into multiple domestic use certainly fulfils these two criteria.

However, not all houses lend themselves to sympathetic conversion into flats. Apart from structural considerations, the cost of acquisition and repair may prohibit anything other than commercial use (29).

Restoration of Grade I houses is invariably expensive (quoted at £1 million in 1980), requiring large sums to be paid for the flats that are created, and comparatively high annual management charges to ensure that standards are maintained (20). Many would-be purchasers are deterred by the magnitude of the contributions they are required to make. It is not uncommon for the resale price of the principal apartment in a restored mansion to be about the same as the purchase price of the whole building in its unrestored state (29).

The pioneer in this area of conversion has been the Mutual Householders Association (MHA), established in 1955, which has converted a score of houses in England for the retired and semi-retired. In Scotland, no conversion of this type has yet been undertaken by the MHA although

several houses have been considered, eg Manderston (now open to the public) (30). Usually the houses sought by the MHA have been within walking distance of a village and not too remote from the major centres of population. Many of the groups involved in this type of conversion are reluctant to tackle houses outwith the major commuting areas. However, for those houses in suitable locations this adaptive solution offers considerable benefits to the house, in terms of maintenance and to the purchaser who buys its gracious surroundings. Cullen House was acquired in 1982 by Kit Martin for repair and conversion to several houses and flats (20). The plan of Cullen readily adapts to a series of tower houses each with its own outside entrance and tower staircase. The properties came onto the market in May 1984 at an asking price of £75,000 each. Keith Hall, Finavon House and Menstrie Castle have also found new life in multiple domestic use.

Some housing associations keen to adapt houses into flats have met real problems in obtaining loans and mortgages because of the attitude of building societies to older buildings in general (30).

This adaptive solution offered an attractive alternative to demolition and abandonment but it can never be applied to all the needy country houses.

3.7.2 Alternative Use - Institutional

Many country houses were adapted for educational or institutional use in the years after 1945. However, these uses bring a major degree of "wear and tear" which may adversely, and perhaps irreversibly, affect the quality of the interiors of houses adapted in this way. Many of the houses were acquired not for architectural merit, historical association or the beauty of their setting but because they offered a large amount of floor space relatively cheap. As the needs of such

institutions constantly change many have been subsequently surrounded by a sea of additional buildings, sometimes new, sometimes pre-fabricated, eg Peel Hospital, Borders and Gordonstoun School, Moray (20). Local authorities, health authorities or government departments are notoriously bad at conservation and preservation measures (although this attitude has ameliorated in recent years, in many cases too late (31). Often these institutions decide to move, leaving the house a still more difficult problem, its gracious qualities diminished. Certain institutional uses can treat houses more benignly because their demands are less severe, eg the Burn, Edzell used as a "retreat" by Aberdeen University. These institutional uses are to be encouraged. Dalkeith House has recently been acquired for lease by a US University so that they can accommodate their students as they study short-term in the UK. There are at least 20 listed country houses converted into schools in Scotland. These include: private preparatory and public schools, eg Aberlour House, Rickerby House, Oxenfoord Castle and Gordonstoun House; colleges of education, agriculture, technical training etc, eg Duncraig Castle, Lawers House, Tullichiewan House and Ballikinran Castle; and local authority schools for problem children, eg Melville House, Lochvale Boys Home (32).

A large number of hospitals run by the National Health Service exist in converted country houses, eg Peel House, Stracathro House, Carnegie House. There are also a number of special hospitals, eg Erskine House for former armed forces personnel, Hollybush House for ex-servicemen with mental problems. Private nursing homes and eventide homes are an increasing sector in order to cater for the larger numbers of elderly in the community. This use is also less potentially disruptive to the traditional arrangement of the house than a school or general hospital. Examples include Craighdu House, Corse House (32).

3.7.3 Alternative Use - Commercial

Office conversion is now the most common non-residential adaptation of country houses in England (33). However, it is not always the best solution for the house. Many cases exist where unsightly partitions or walls have now been erected across large and elegant rooms and again external additions are common. In recent years planners have demanded higher standards from those who wish to convert buildings but this increases the cost of the conversion. There is demand by professional and commercial firms to relocate their premises away from congested areas to more attractive surroundings. The country house setting may also convey a sense of prestige on the company who occupies it (33). A very sympathetic type of office use is as a "retreat" used for entertaining clients or high-level executives. The emphasis on maintaining the fabric in a building of that sort is very strong. Many of the large companies have acquired country houses for use as conference centres and/or training centres (although this is much more common in England because there are more company headquarters). Examples of houses in Scotland converted for office-use include Craigforth House (insurance), Kilmory Castle (district council), Dunain House (health board), Rossend Castle (architects), Stoneywood House (paper mill) (32).

It seems likely that the alternative use of country houses will continue in the future. With the greater legislative powers to protect a house from demolition, hopefully, this will no longer be an alternative to single family domestic use. Certainly two cases in Grampian illustrate that it is now more difficult to demolish a house and that new use can be a successful solution to its obsolescence. The Haugh, a large Victorian mansion house in its own grounds at Elgin,

was formerly converted into an annexe for Elgin Academy. The house was not listed as being of architectural and historic interest but upon an application to demolish it a local campaign was formed to achieve "spot-listing". The house was subsequently converted into a very successful and attractive hotel. Stoneywood House, at Dyce on the fringe of Aberdeen, was acquired by the Wiggins Teape Paper Company when they built the large mill on its estate. The company's application to demolish the house, listed Grade B, was refused and the company were reluctantly forced to find a use for the house. Their solution was a very successful company hostel which is also used to entertain clients.

3.8 Conclusions

The existing legislation to protect listed buildings from demolition, the National Trusts, the extra income to be made from opening houses to the public as tourist "attractions" and the variety of alternative uses considered above, have all helped the problem of obsolescence in the country house tremendously. The analysis of these elements has of necessity been rather superficial. However, the research project has been concentrated on the role of tourism in providing an alternative use for the house as tourist accommodation. It is the major alternative to domestic use for country houses in Scotland. Chapters 4 and 5 discuss it in more detail.

References

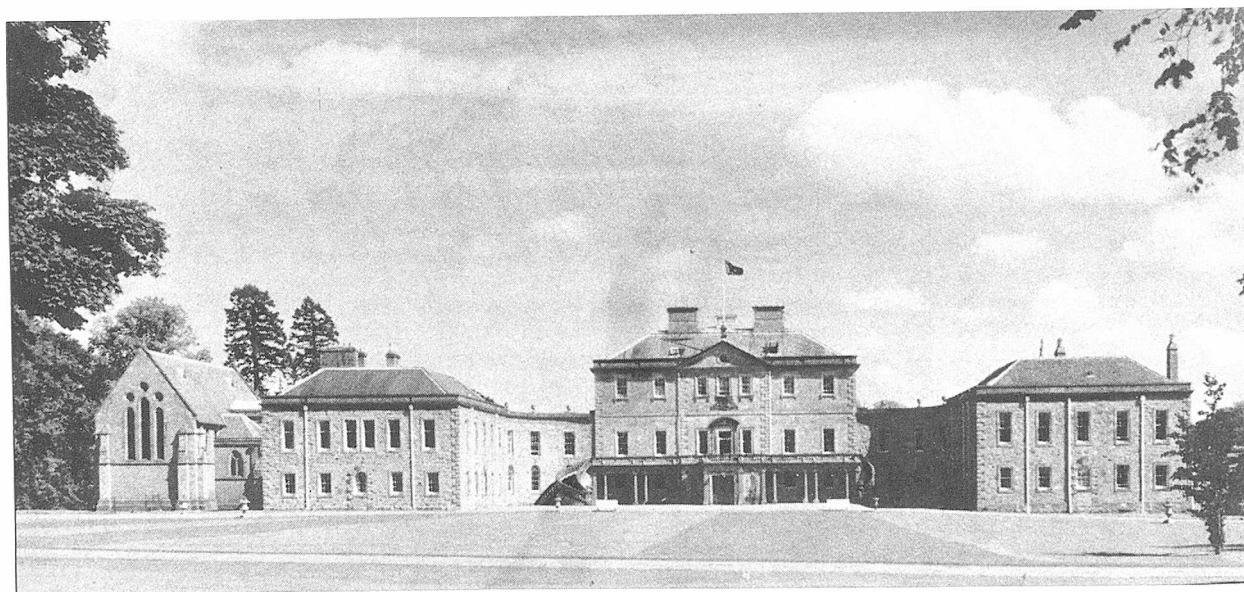
Chapter 3

1. LOWENTHAL, D and BINNEY, M - "Our past before us : why do we save it?" (1981), Temple Smith
2. GOWERS, Sir Ernest - "Report of the Committee on Houses of Outstanding Historic or Architectural Interest" (1950), HMSO
3. HISTORIC BUILDINGS AND ANCIENT MONUMENTS ACT, 1953
4. BINNEY, M - "Historic Buildings : Scotland's new Cinderella" (1986), Country Life, 14 August
5. BINNEY, M - "Scotland's Historic Buildings" (1984), Country Life, 9 August
6. HISTORIC BUILDINGS COUNCIL FOR SCOTLAND : Annual Report 1982-83, HMSO
7. CORMACK, P - "Heritage in Danger" (1976), New English Library
8. TAIT, A A (Ed) - "Treasures in Trust" (1981), HMSO
9. NATIONAL TRUST FOR SCOTLAND ORDER CONFIRMATION ACT 1935
10. PRENTICE, R J - "Conserve and provide : a brief history of the National Trust for Scotland"
11. NATIONAL TRUST FOR SCOTLAND : Annual Report 1985
12. NATIONAL TRUST FOR SCOTLAND : Year Book 1977
13. BUTLER, J - "The Economics of Historic Country Houses" (1981), Policy Studies Institute
14. NATIONAL TRUST FOR SCOTLAND : Year Book 1876
15. PAUL, W - "New Trust Rescues Thirlestane Castle", Scotsman 14 January 1984
16. FINANCE ACT 1946
17. CORNFORTH, J - "What Future for the Land Fund?", Country Life, 24 October 1974
18. FEDDEN, R - "The National Trust for Scotland - Guide" (1981), 3rd edition
19. EVIDENCE TO EXPENDITURE COMMITTEE ON NATIONAL LAND FUND, p 26 quoted in BUTLER (13).
20. BINNEY, M and MARTIN, K - "The Country House : to be or not to be" (1982), SAVE

21. NATIONAL HERITAGE ACT 1980
22. BINNEY, M - "Lost Houses of Scotland" (1980), SAVE
23. LEES, D and COYNE, J - "Can we afford our National Heritage?"
Lloyd's Bank Review January 1979 p 40
also National Trust for Scotland Annual Report 1985
24. BRITISH LEISURE PUBLICATIONS - "Historic Houses, Castles
and Gardens" 1985
25. SCOTTISH TOURIST BOARD - "Visitor Attractions Survey" 1984
26. TIMES - "Future of Two Homes being Sold", Times 13 May
1983, p 12
27. CORNFORTH, J - "Country Houses in Britain : can they survive?"
(1974), Country Life
28. BRITISH TOURIST AUTHORITY - "Britain's Historic Buildings :
a policy for their future use" (1980), BTA
29. HANSON, M - "At Home in a Country House", Country Life
23 September 1983
30. BINNEY, M - "Homes from Historic Houses", Country Life
19 August 1976
31. COUNTRY LIFE - "Conservation in Action", Country Life
31 October 1974
32. SDD "Lists of Buildings of Architectural or Historic Interest"
33. CIVIC TRUST - "New Uses for Older Buildings in Scotland"
(1980), SDD



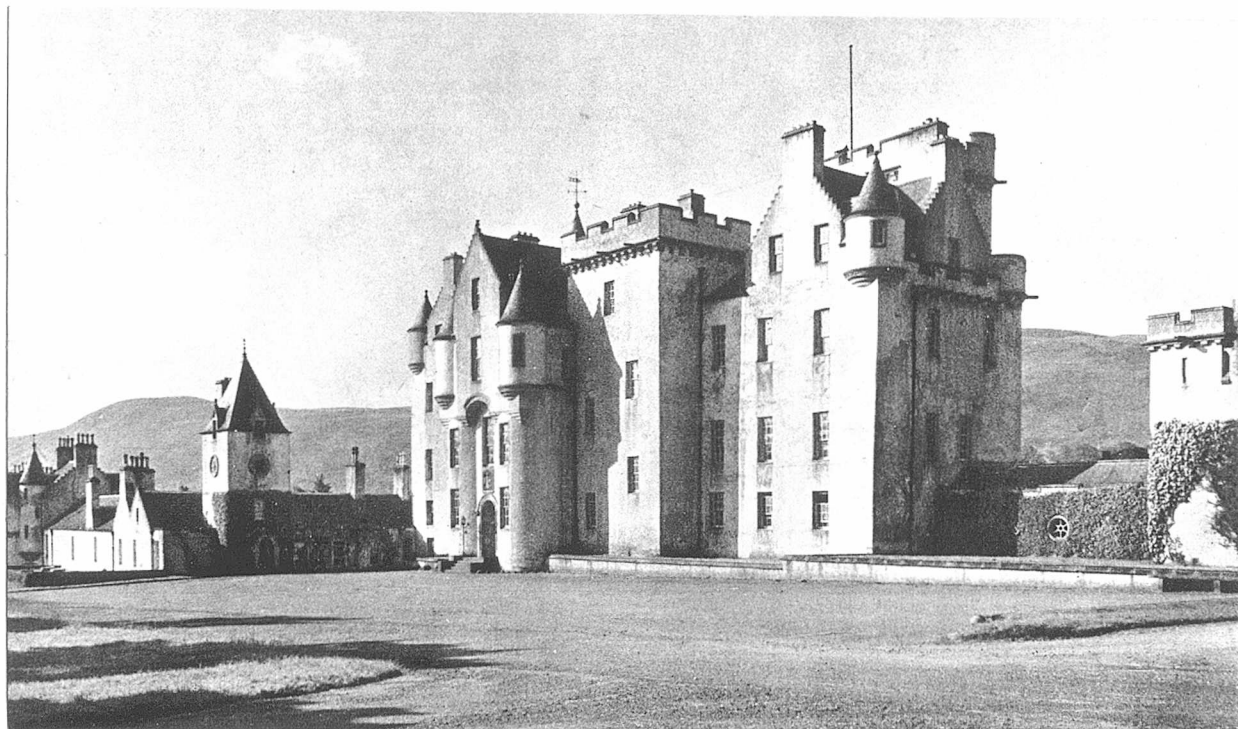
FYVIE CASTLE, GRAMPIAN. A SCOTTISH BARONIAL TOWER HOUSE. NOW OWNED BY THE NTS. (P. 68)



HADDO HOUSE, GRAMPIAN. BY WILLIAM ADAM. A HOUSE IN GEORGIAN CLASSICAL STYLE.
NOW OWNED BY THE NTS. (P.68)



POLLOCK HOUSE, STRATHCLYDE. A HOUSE IN GEORGIAN CLASSICAL STYLE. (P.70)



BLAIR CASTLE, TAYSIDE. A VICTORIANISED TOWER HOUSE. HOME OF THE DUKE OF ATHOLL. (P.72)



WARWICK CASTLE, ENGLAND. NOW OWNED BY PEARSON INDUSTRIES. (P.70)



HEVER CASTLE, ENGLAND. FORMER HOME OF LORD ASTOR. NOW OWNED BY BROADLAND PROPERTIES. (P. 70)



CULLEN HOUSE, GRAMPIAN. A VICTORIANISED TOWER HOUSE. NOW IN MULTIPLE RESIDENTIAL USE. (P.76)



MENSTRIE CASTLE,CENTRAL. A TOWER HOUSE. NOW IN MULTIPLE RESIDENTIAL USE. (P.76)



MELVILLE HOUSE, FIFE. A HOUSE IN GEORGIAN CLASSICAL STYLE. NOW A LIST D SCHOOL. (P. 77)



DEANSTON HOUSE, STRATHCLYDE. A VICTORIAN HOUSE. PLANS EXIST FOR A NURSING HOME.



KILMORY CASTLE, STRATHCLYDE. A VICTORIAN HOUSE. NOW THE OFFICES OF THE DISTRICT COUNCIL.

CHAPTER 4 - TOURISM AS AN ALTERNATIVE USE

4.1 Introduction

There has already been consideration of the fact that many country houses have been opened to the public as tourist "attractions" and that they are very popular both with British and overseas visitors. HANNA, the socio-economic research manager of the English Tourist Board, has claimed that "no other national asset compares as favourably as a tourist attraction", ie historic buildings (1). The General Household Survey revealed that in 1977 visiting historic buildings and towns was the most popular out-of-home leisure activity in Britain, with the exception of walking, ie two miles or more (1). Table 7 clearly showed how the number of visitors to historic houses had risen dramatically over the last 20 years.

Tourism and historic buildings are, therefore, inextricably linked and inter-dependent. Both UNESCO and the World Bank have emphasised the significance for tourism of the protection and restoration of outstanding monuments (2). The relationship between tourism and historic buildings is mutually beneficial; income from tourism can be used to maintain and repair the buildings; and the buildings provide a unique asset to attract tourists to a particular area or region. This has been recognised in the UK by the British Tourist Authority and they have been very active in their promotion of conservation for historic buildings. They commissioned CORNFORTH's research into the problems of obsolescence in country houses in 1974 and went a step further in 1980 by publishing "Britain's Historic Buildings : A Policy for their Future Use?" (3, 4). This work acknowledged that opening a country house to the public could be the solution to the obsolescence of some country houses, but also that tourism could provide the stimulus for a

totally new use for country houses, ie as hotels and other forms of tourist accommodation. Tourism is particularly significant as an alternative use because tourism is now one of the world's most dynamic industries, generating billions in revenue worldwide. Its significance is internationally recognised and it is seen as an important growth industry by the UK government.

An overview of tourism - its growth, its economic significance and a description of its structure is given in the rest of the chapter. Chapter 5 concentrates more specifically on the role of accommodation in the tourist system with particular reference to Scotland and the current significance of country houses within the total accommodation provision for tourists.

4.2 The growth of tourism

Excluding fare receipts, the international tourist receipts for 1983 were £96.21 billion dollars (5). Tourism has been a growth industry particularly in the latter half of the century - from 1950 to 1970 annual tourist arrivals in all countries grew from 25 million to almost 200 million, a cumulative average growth rate of about 10% per year. By 1976 the number of arrivals was estimated at close to 220 million, an increase of more than 90% in a decade, arrivals had grown to 264 million by 1978 (6). In 1983 arrivals were estimated at 286.5 million (7).

The potential for the growth of international tourism remains enormous; only one in fifty of the world's population actually travel across international borders in any one year and international travel is restricted largely to a small number of countries. However, before a wide section of the world's population can become tourists, there must

be increased income growth in the less developed countries which is not the present trend. Nonetheless, new tourist generating areas such as Japan and the OPEC countries are already heavily involved in tourism. In 1962 75,000 Japanese travelled abroad, by 1972 the number was greater than 1.4 million and in 1979 the figure was 4.1 million (8). The United States and Germany are by far the most important countries in terms of generating tourist movements, accounting for nearly 40% of arrivals worldwide. A further 40% is generated by another 10 countries - the UK, France, Canada, Belgium, Netherlands, Italy, Switzerland, Sweden, Denmark and Austria (9). The continental growth of tourist movements in the main generating countries will depend on income levels and whether the holiday can compete with other goods in the personal/household budget - but research evidence suggests that consumers are reluctant to cut their spending on travel (10). Other factors such as the length of paid holidays or the development of the three-day weekend, as well as policy dealing with transport and energy, will also influence demand.

Tourist destinations are more widely distributed than countries of origin. The individual countries which generate tourist flows are not always the ones which receive them. In general, the flow of tourists is from the more developed, industrialised and urbanised nations to the warmer, less densely populated and developed countries close to the Equator. The North Americans flock to the Caribbean, Mexico and Hawaii and the Europeans to the Mediterranean countries. An increasing range of destinations is available by package tour and tourists are travelling further from their origins to discover "new" experiences and environments, eg since 1978 tourism has been encouraged to China and in 1985 it had more than 17 million arrivals (11).

Domestic tourism ie travel within national boundaries, involves four times as many movements as international tourism and accounts for 1,000 million trips a year (9). In 1983 the WTO estimated that between 3 and 3.5 billion tourist arrivals were recorded worldwide and 90% of these movements were domestic. In Western Europe over 40% of the population engaged in domestic travel for holiday or leisure purposes (7).

The number of tourist movements into and out of Britain reflects the increased worldwide tourist movements.

TABLE 10 - Overseas visitors to the UK

	millions of tourists
*1930	0.33
*1950	0.618
**1970	6.70
**1980	12.49

Source: *LICKORISH and KERSHAW (12)
 **IPS (13)

TABLE 11 - UK Travellers abroad (Numbers)

	millions
1970	8.4
1979	15.5

Source: IPS (13)

Overseas tourism to Britain is the fastest growing sector of the British tourist industry but domestic tourism still has the greatest number of movements - 78 million domestic holiday trips and 131 million domestic trips for all purposes (14). Scotland has also had an increased number of overseas tourists during the 1970s and '80s. In 1975 0.8 million trips were taken and by 1982 this number had grown to 1.1 million (15). Only 8% of Scotland's tourists come from overseas.

The future: Although the number of trips made is important it is really the number of total nights spent and the real expenditure of the tourists which is relevant to "claims of growth".

4.3 The economic significance of tourism

The main economic effects of tourism are as follows:

- contribution to the balance of payments, particularly to invisible earning
- contribution to regional economic development
- counter-cyclical properties : tendency of tourist receipts to grow at a steady rate unlike the wild fluctuations of raw material prices and earnings
- employment creation (direct and particularly indirect)

(SHACKLEFORD) (16).

Earnings from tourism contribute considerably to the balance of payments in many countries. In Nepal tourism is the largest industry after agriculture and the principal source of foreign exchange (7).

In Barbados, as in other Caribbean Islands, the income from tourism is greater than all other exports of goods and services combined (7).

The Seychelles depend on tourism for 95% of their foreign exchange and even larger more developed countries like Spain and Portugal depend on tourism as their major earner of foreign exchange (17). In Eire, expenditure by foreign visitors is said to make up the largest single export of the country, providing up to 15% of national employment and injecting purchasing power into the economy equivalent to an additional resident population of 350,000 (18). In Thailand, by 1982, foreign visitors are believed to have provided the most important source of foreign exchange overtaking the earnings from rice exports (7).

The principal types of transactions and monetary movements which arise between countries because of tourism are as follows:

- current expenditure by tourist in countries visited (on accommodation, meals, shopping, local transport, etc)

- purchase of capital goods by tourists in countries visited (for example, antiques and motor cars)
- imports and exports of goods for tourism purposes (equipment, furnishings, food, wine and other supplies)
- fare payments to other countries international carriers (principally airlines and shipping lines)
- various money transfers (eg, by nationals working in tourist enterprises abroad, to finance advertising and tourist offices in other countries)
- foreign capital investment in facilities (particularly accommodation)
- interest, profits and dividends (transmission of return on investment to country of origin of capital)

(BURKART and MEDLIK) (18).

Only the first item is shown in the balance of payments as "income from tourism". The major economic benefit from tourist income is from the wages and salaries of those directly employed by the tourist sector (in general tourism is labour-intensive rather than capital-intensive and many of the jobs it provides are suitable for an unskilled labour force). Indirect employment is also provided by the tourist industry, ie the additional jobs generated by the need to increase the service and physical infrastructure of the area to support tourism.

Research in the USA has shown that tourist expenditure generates more work in retail and service firms than could be provided by an equivalent amount of general expenditure (19). Spending by tourists also has a multiplier effect on the income of the area, ie those who receive income from tourism will respense this money in the local economy on different items, eg rent, rates, capital goods, etc. The magnitude of the multiplier depends on the degree to which a regional economy is able to retain the income and this is a function of the ability of the local economy to produce the various items and services consumed by the tourist. The more goods and services brought in from outside the region the greater the leakage of income to outwith the region and

the minimisation of benefit to the region. This is often a major problem in the underdeveloped countries where goods and services are more likely to be provided from outside. Different types of tourism generate different levels of tourist spending and, therefore, different levels of income to a region. In Fiji, 53% of hotel food purchases, 68% of standard hotel construction and outfitting requirements and more than 95% of tourist shop wares were supplied from imports (20).

The economic benefits and employment which tourism can generate have been acknowledged by many developing countries and many have emphasised tourism as a growth industry in national development plans, eg Phillippines, Thailand, Grenada, Egypt and Israel (21). For similar reasons many developed countries have adopted tourism as a contribution to their regional economic development policies and programmes. Many non-industrial areas are deficient in natural resources other than climate or scenic attractions and tourism can be a means of employment or supplement a poor income derived from other industries.

Many industries are suffering world recession at this time and unemployment figures in the developed countries have risen over recent years. However, a special report on the "Effects of the recession on tourism" concluded that -

"...demand for travel and tourism is firmly established on a steady upward trend, reflecting consumers' growing leisure time and knowledge of foreign places. Economic recession causes mild hiccoughs in this trend. Certainly there is not likely to have been the scale of decline which the public utterances of many tourist destinations and service operators would suggest" (22).

In Europe, 1983 showed an overall 6% rise in real terms in receipts from international tourism and indications are that 1984 has been another year of growth (23). Tourism, therefore, shows healthy signs

of continued growth despite economic recession and it seems likely that tourism will continue to grow as an industry and is, therefore, worthy of continued investment.

There has been a growing perception of the economic importance of tourism within the UK in recent years. There was a government review of tourism in 1983 and in 1985 Lord Young, now Cabinet Minister for Employment, headed an interdepartmental review of tourism which resulted in a report entitled "Pleasure, Leisure and Jobs". This report is the most positive statement on tourism ever produced by a senior minister which clearly expresses current government attitudes (14). The CBI published a report "Paying Guests" researched by MEDLIK on the economic significance of tourism in the UK which includes the estimated turnover of the UK tourist industry in 1984 shown below in Table 12 (25).

TABLE 12 - Estimated turnover of the UK tourist industry
in 1984

	£ million
Expenditure by:	
Overseas visitors to UK	5,300
UK residents in UK	7,800
UK residents travelling abroad (retained in UK)	1,150
Total expenditure	14,250

The CBI report estimated turnover of the UK tourist industry as 3-4% of all spending on goods and services by UK residents and foreign buyers.

The value of tourism compared with other leading exports is shown in Table 13.

TABLE 13 - Value of tourism, compared with other leading exports
1970 to 1979

Item	1970 £m	1973 £m	1976 £m	1979 £m	1970/9 %
Non-electrical machinery	1,756	2,583	5,364	7,615	+ 334
Transport equipment	1,175	1,711	3,389	4,952	+ 321
Chemicals	775	1,257	3,007	4,914	+ 534
Petroleum products	180	354	1,172	4,153	+ 2,207
Non-metallic mineral manufactures	390	1,010	1,731	3,398	+ 771
Electrical machinery	480	687	1,630	2,192	+ 357
Textiles	418	629	972	1,340	+ 221
Iron and Steel	348	433	824	1,278	+ 267
Interest, profits and dividends	1,452	2,853	3,931	7,117	+ 390
Sea transport (excl fares)	1,338	2,036	3,167	3,661	+ 174
TOURISM*	568	944	2,294**	3,535**	+ 552

Source: UK Departments of Industry and Trade

* In this table the value of earnings from tourism includes fares paid to British carriers in respect of international transport

** includes expenditure of overseas visitors in the Channel Islands

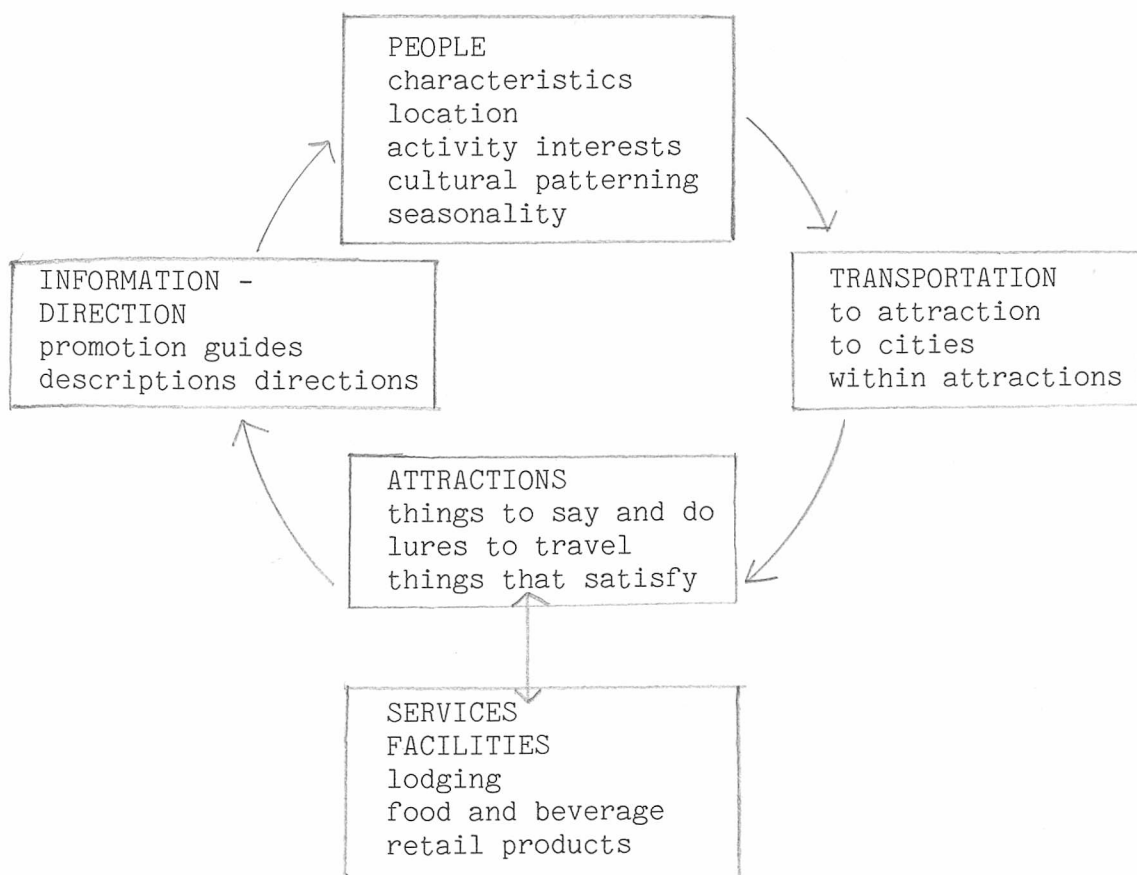
Within Scotland a study of tourism within the economy in 1984 assessed that it provides over £230 million of income to the residents of Scotland and stimulates £630 million of purchases within the Scottish economy (26). The Scottish Tourist Board (STB) considers that it is Scotland's third largest exporting industry, after oil and whisky (27).

It was estimated in the CBI report that direct and indirect employment in tourism in the UK amounted to around 6% of all employment (25). Therefore, tourism is at least as large in employment terms as banking, finance and insurance put together, and larger than the numbers employed in mechanical engineering or electrical or electronic

engineering (14). In Scotland the study of tourism and the economy, estimated that 71,000 people (full-time job equivalents) were employed directly in tourism and that it supports around 100,000 jobs in total (26).

4.4. The structure of Tourism

Tourism is a complex phenomena, with many different elements, and as basis of further discussion, it will be considered as a system (as defined by LEIPER 1979 and GUNN 1979 (28,29). The following diagram is a model of the tourist system:



Source: GUNN 1979 (29)

4.4.1 Attractions

The tourist "attractions" are the major focus of the tourist's interest - the stimulus in the desire to travel. The attractions of tourism are many and varied. They may be site attractions, eg

climate (particularly sun or snow), scenery, history, or event attractions, eg congresses, exhibitions, sporting events. Site attractions have both a rural and urban dimension. Large cities have a massive appeal for the tourist because of historical and cultural associations but rural locations offer interesting scenery and the opportunities to pursue activities such as ski-ing, swimming, sailing, climbing, walking, etc. The attractions can be entirely natural, eg the National Parks, Niagara Falls or entirely man-made complexes, eg Disneyland, Las Vegas.

Within the UK, London is the main tourist destination for overseas visitors. In 1978 66.1% of all visitors spent some time there (13). Its popularity stems from the prestigious buildings, historical associations, institutions, museums and galleries, entertainments and shopping streets linked with a capital city. Edinburgh is the second most popular destination for overseas visitors. The reasons for its appeal are similar to those of London. The number of tourists visiting Edinburgh (2.5 million in 1976 (30)), however, falls very far short of the numbers visiting London (58.6 million in 1978 (13)). Within Scotland, Glasgow has attempted to improve its image to attract tourists and the Burrell Collection, opened in 1983, has been a tremendous boost to the number of visitors in the city.

Table 14 shows the regions within Britian which are most favoured by overseas tourists.

TABLE 14 - Overseas visitors to the regions of the UK

	% of tourists who visited
England	91.4
London	66.1
Rest of England	41
SE England	12.7
West Country	7.1
Thames and Chilterns	6.0
Heart of England	5.6
NW England	5.3
East Anglia	5.0
Southern England	4.7
York and Humberside	4.4
East Midlands	2.5
Northumbria	2.4
Cumbria	1.8
Channel Islands	0.1
Isle of Man	0.1
Scotland	9.7
Wales	5.2
Northern Ireland	0.8

Source: IPS 1979

England is the most popular destination country with Scotland attaining only 9.7% of the total overseas visitors and Wales and Northern Ireland even less. However, only the South East of England attracts a greater number of overseas visitors than Scotland. The destination areas popular with British holidaymakers reveal a different picture. Table 15 shows that the SW, Southern England and the SE are the most visited regions. The individual Scottish regions fall well down the list, behind most of the English and Welsh regions. Nevertheless, domestic tourism in Scotland is more important than overseas tourism (although the latter contributes to the UK's balance of payments) (3).

TABLE 15 - Regions visited for one night or more by British holidaytakers (1980)

Region	% who visited
SW	19
Southern	10
East Anglia	9
SE	9
York and Humberside	7
NW	7
North Wales	6
East Midlands	4
Cumbria	3
Greater London	3
Heart of England	3
South Wales	3
Mid-Wales	3
Highlands and Islands	3
Northumbria	2
Thames and Chilterns	2
Strathclyde	2
Tayside	2
Lothian	2
Grampian	2
Central	1
Isle of Man	1
Borders	1
Argyll	1
Fife	1
Dumfries and Galloway	1

Source: British Home Tourism Survey 1980

TABLE 16 - Regions visited on holiday 1981

Region	British %	Scottish %	English %	Overseas %
Islands	1	1	1	2
Highlands	22	17	26	46
Grampian	10	13	9	14
Tayside	14	14	14	18
Fife	8	10	6	5
Central	7	3	10	11
Argyll and Islands	13	9	17	13
Clyde coast	12	11	10	9
Rest of Strathclyde	12	7	14	17
Glasgow	4	2	5	16
Lothian (inc Edinburgh)	17	8	21	63
Edinburgh	13	4	17	57
Borders	6	4	8	9
Dumfries and Galloway	16	8	21	11

Source: STB Market Survey of Tourism 1981

Traditionally within Britain since the 18th and 19th Centuries the "seaside" has been the major attraction for domestic holiday-takers. However, MIDDLETON considers that the large traditional seaside resorts in England and Wales such as Torbay, Brighton, Bournemouth and Blackpool, Rhyl, Colwyn Bay, Llandudno and Aberystwyth have all lost perhaps a third or more of their tourist nights since the mid-1970s. Although in 1978 40% of British tourists in Britain still went to the seaside on holiday (32). The reason for this is the strong competition offered by the seaside resorts of the Mediterranean which can guarantee sunshine (14). A similar trend has occurred in Scotland where the Firth of Clyde resorts have declined in their relative importance during the '70s and '80s. Now Glaswegians, the traditional visitors to these resorts, have the greatest propensity to travel abroad of all British residents (31).

Overseas visitors to Britain rate the people, the countryside and visiting historic places as the most enjoyable features of a visit to Britain (33) and while in the UK they participated in the following activities, listed in Table 17.

TABLE 17 - Activities : participation by overseas tourists

	%
1. Shopping	86
2. Visiting historic buildings	84
3. Museums/galleries	61
4. Parks/countryside	50
5. Theatre	34
6. Pleasure motoring	32
7. Seaside resorts	21
8. Animal parks/zoos	14
9. Sporting events	6
10. Language courses	3

Source: BTA 1980 (33)

Britain's appeal to the overseas visitor, therefore, lies in its cultural heritage and environment, its people and its scenery. The British domestic tourists are also attracted by these features and 20% participated in a "touring, sightseeing and culture holiday" (BRITISH HOME TOURISM SURVEY). Another major reason for taking a holiday is "to visit friends and relatives" (hereafter referred to as VFR) and 10% of the British holiday-takers were involved in this. Within Scotland this was the second most popular type of holiday according to the Market Survey of Holiday-Making (34). Fifty per cent of these holidays were spent in the Central Belt and they were less popular in the Highlands, Lothian, Argyll, Dumfries and Galloway. The expenditure on holiday of this group of tourists is low because they do not require accommodation and will purchase little in terms of food and drink.

TABLE 18 - Types of holiday taken in Scotland 1981

Type	No. of Holiday makers ,000s	% (add to 100%)
Sightseeing	1,083	27
Visiting FR	1,061	26
Countryside touring	761	19
Quiet countryside holiday	654	16
Sporting holiday	298	7
Hobby or special interest	199	5
Festival or special event	180	4
Holiday centre or resort	167	4

Source: Market Survey of Tourism, STB 1981

The major attractions of Scotland are its scenery and its cultural and historical heritage. The popular writings of Sir Walter Scott and Wordsworth created a "romantic image" of Scotland during the 19th Century which has lingered to the present day and the royal presence at Balmoral has significantly contributed to this image. The popularity of the Highland region as a tourist destination area is undoubtedly the consequence of its inherent scenic attractions.

Travellers on business purposes are also classified as "tourists". Their destination areas are the centres linked with trade, commerce and government in particular, therefore, the major conurbations, although smaller towns also have a share of salesmen and business representatives. Conferences and trade exhibitions have become an important aspect of tourism in post-war years and this market is expanding faster than either the business or holiday travel markets. It provides a valuable "off-peak" source for many of the resorts such as Brighton, Scarborough, Blackpool and Aviemore and conference and exhibition centres have recently been built in Harrogate, London, Birmingham, Glasgow and Aberdeen to cater for large numbers of delegates. However, a large hotel can provide adequate accommodation and facilities for smaller conferences.

4.4.2 Services and Facilities

Tourist destination areas provide the natural resources for tourism but services and facilities need to be developed to provide for tourist needs. These are essentially created amenities and can develop their own distinct appeal which adds to the attractions of the destination area. In many cases, however, poorly designed or inappropriate services can create a less attractive physical environment, which may still be acceptable to a certain type of tourist. For example, in many of the Mediterranean resorts, particularly in Spain, development of tourist services and facilities has included inappropriately scaled buildings, ribbon development and sprawl, an over-loaded infrastructure creating pollution and congestion, high density building, etc.

Within the UK the concentration of tourism in London has necessitated the development of accommodation facilities to cater for this demand. During the 1970s the accommodation space was increased by 71,500 rooms,

helped by the introduction of the Hotel Development Incentive Scheme in 1969 (35). The majority of the new accommodation took the form of high rise hotel blocks and most are very expensive because it proved impossible to construct new hotel rooms of the serviced type at less than £7 per head for room and breakfast (1972 prices!) The extra accommodation capacity failed to relate to the capacity of other tourist services, such as the "attractions" which are now overcrowded and "at risk" from too many visitors. However, a beneficial spin-off from tourism has been the maintenance of the theatre within London. Nevertheless it would be optimal to attract tourists away from London into the regions, where there is no over-capacity and where tourist spending has a beneficial spin-off into the regional economy.

Apart from staying with friends and relatives, licensed hotel accommodation is the most commonly used type, by both overseas and domestic tourists.

TABLE 19 - Overseas visitors to the UK - accommodation used

Licensed hotel, motel	22.7%
Unlicensed hotel, guest house	5.8%
Paying guest, bed and breakfast	9.5%
Free with friends/relatives	39.6%
Rented house, flat, chalet	4.8%
Youth hostel, university, school	4.6%
Camping	1.7%
Caravan, motor caravan	0.5%
Waterborne accommodation	0.2%
Fixed caravan	0.1%
Other	5.1%

TABLE 20 - Accommodation used on holidays in GB 1980 by British residents BNTS

Licensed hotel, motel	18%
Unlicensed hotel, boarding house	8%
Friends, relatives home	27%
Caravan	19%
Rented accommodation	13%
Holiday camp	6%
Camping	5%
Paying guests in private house	2%
Other	5%

Accommodation is one of the major items of holiday expenditure, along with transport. However, cheaper forms of accommodation have become popular during the 1960s, '70s and '80s. Private accommodation in the form of holiday cottages, tents, caravans, yachts, "second homes" and time-share apartments are all increasing. In fact, added together the percentage of the British holiday-takers using caravans and tents exceeds that staying in licensed hotels although "serviced accommodation" as a type would still dominate. Self-catering accommodation in the form of flats, chalets, cottages, etc has increased in popularity because it is cheaper and offers a higher degree of flexibility to the holiday-maker, especially to families. Many of the traditional holiday camps have been adapted to provide self-catering - Butlins is now 70%. They offer holidays where all the facilities and services are provided on one site and their location has traditionally been the seaside resorts. Their popularity has fallen in recent years, however, due to competition from foreign resorts which can provide a similar degree of on-site facilities.

In Scotland, the use of serviced accommodation is higher among overseas visitors than British visitors. It is now reckoned that self-catering accommodation provides 57% of Scotland's tourist bedspaces, but the majority of this is in the form of touring caravan and camping sites. Rented built accommodation provides only 14-15% of total available bedspaces but its importance has developed during the 1970s. It is expected that the self-catering market will continue to expand its share of the total accommodation market (34).

Changing patterns in leisure activities affect the provision of facilities for tourists. VEAL has constructed a projection of the rates of growth of certain leisure activities for England and Wales till

1991 and this gives an indication of the activities which are currently popular and which are likely to grow in the future (36).

TABLE 21 - Rates of Growth of Leisure Activities in England and Wales 1973-1991

Activity	Projected growth in no. of participants %
Camping	33
Golf	33
Soccer	7
Cricket	21
Tennis	37
Bowls	17
Fishing	19
Swimming outdoors	25
Outdoor sport	23
Badminton/squash	59
Swimming indoors	21
Table tennis	29
Billiards/snooker	23
Darts	-5
Indoor sport	23
All sport	21
Watching	
Horse riding	10
Motor racing	33
Soccer	15
Cricket	19
Total Watching	19
Visiting parks	6
Visiting seaside	17
Visiting countryside	21
Visiting historic buildings	25
Visiting museums	25
Visiting zoos	18
Going to films	18
Going to theatre	20
Amateur music/drama	25
Going out for a meal	21
Going out for a drink	15
Dancing	17
Bingo	-4

Source: VEAL 1980

The table reveals that camping, certain indoor and outdoor sports (especially the racquet sports and golf) and spectator activities show the highest rates of growth. Destination areas which can provide the facilities for these activities will have a better chance of attracting

tourists. In the UK it is particularly important to provide all-weather and indoor facilities because of variable weather conditions. Scotland has developed certain facilities, associated with its natural resources, which are particularly attractive for tourists. The country is world renowned as the home of golf and is provided with numerous championship golf courses, Turnberry, Muirfield, St Andrews, Dornoch, Gleneagles, Nairn, as well as many good local courses. Even the islands have golf-courses (Bute has 3; Arran has 6). Fishing is another activity traditionally associated with Scotland and there are nation-wide opportunities for sea and fresh-water angling. Scottish rivers and lochs are particularly famous for their salmon fishing. Scotland is now well-endowed with museums and art galleries - 360 now whereas there were only six 20 years ago (37) - many with collections of international interest. Indeed, museums and/or galleries form five of the top 10 visitor "attractions" in Scotland (see Table 9). There are other facilities with less appeal to the mass of the population but which are readily available in Scotland for selected interest groups : ski-ing developments in four centres, with expansion-planned; wilderness areas with unique flora and fauna such as Rhum, Knoydart, Torridon, etc; inshore waters with numerous anchorages and harbours suitable for sailing and boating, eg Firth of Clyde, Firth of Lorne, Forth Estuary; mountain areas suitable for walking or rock climbing, eg Cuillins, Cairngorms, NW Sutherland.

4.4.3 Transportation

Transport is a basic component of the tourist system providing the link between the tourist's home area and his destination. The historical development of transport has played a crucial role by providing increased mobility for the majority of the population and access to a wider range of destination area. The original purpose of the develop-

ment of railways in Britain was the carriage of heavy freight but in the first year of operation the Liverpool and Manchester Railway carried four times as many passengers as could have been conveyed by all the coaches between the two cities if every place in them had been taken (38). By 1852 the railways had driven the horse-drawn coaches off all the principal trunk roads in England, as well as most of those in Wales and Scotland (38). The reasons for this success were lower charges with quicker and more frequent services. The Lake District, Cornwall, and Scotland all became popular tourist destination areas as the result of the growth of the railways. Thomas Cook perceived that this new form of mass transport could be used to organise formalised excursions and he began chartering trains to take supporters to temperance meetings. In 1846 he made his first venture into Scotland where he first began "to combine tickets for railways, steamboats and other conveyances under one system, in order that passengers travelling under our arrangements might be well able to calculate the expense and foresee the engagements they would have to enter into" (39). In later years accommodation was included in the price of a ticket and there originated the "package tour" so popular today. After 1950 the proportionate share of tourists travelling by railway fell because of competition from other new forms of transport, namely the car and the aeroplane. Overseas visitors to the UK in 1979 preferred to use air transport (61%) rather than sea transport (39%) which corresponds with British tourists going overseas 63% using air transport and 37% travelling by sea (13). Having arrived in the UK overseas tourists prefer to use private transport, 36.8% by car, 0.7% by bicycle or motor cycle but 26.2% used the train and 12.5% the bus (13). In 1980, 72% of domestic holidaymakers used a car, whilst only 13% used the train, 11% the bus or coach and 4% another form of transport (40). The

growth of car ownership has been responsible for the fall in the number of tourists using the train. The car offers greater convenience and flexibility to the tourist and if a car is owned anyway, the perceived cost of using it for a holiday is only the cost of petrol. Destination areas where public transport provision is poor have benefitted from the ability of the car to travel a more flexible route.

The main form of transport used by tourists in Scotland is also the private vehicle but there is even less use of the train (6% with 13%) which may reflect the less dense network of railways (34). The lack of direct air and sea services between Scotland and overseas means that few tourists enter Scotland directly from their home area. In 1984 58.3% of the overseas tourists visiting Scotland departed from either Heathrow or Gatwick airports (IPS 1984 (13)). London is the main gateway to Britain and is likely to remain so. McVEY emphasises that the majority of overseas tourists to Scotland are on a trip to the UK in which Scotland is only one destination on their itinerary (31). However, the difficulty of direct access makes it impossible to assess how many would prefer direct entry to Scotland if it were more readily available. Accessibility is a major factor in determining the success of a destination area in attracting tourists.

4.4.4 Information - Direction

A vital component of the tourist system is the "image" of a destination area and its "attractions" as perceived by the visitor. Advice from travel agents, tour operators and the media play a valuable role in stimulating tourist interest in a particular destination. The success of an area may well depend on developing a marketing package and advertising programme. Government involvement in the tourist industry often takes the direct form of promoting their country as a destination

for tourists from overseas. Many countries have a Minister of Tourism and include tourism in their Five-Year Plans for growth, eg Thailand, China, India. Within Britain since 1969 the British Tourist Authority has been responsible for marketing tourism overseas and the management of tourism has been the responsibility of the regional tourist boards (England, Wales, Scotland and Northern Ireland). These boards can also provide central government funds for assistance in developing tourist facilities and attractions.

Scotland's "image" for the holidaymaker depends largely on its scenery and the high-level of repeat visitors (23%) suggests that Scotland provides a high level of customer satisfaction. A recent survey found that 97% of holidaymakers were either "very satisfied" or "satisfied" with their Scottish holiday (41).

TABLE 22 - Main Reasons for Holiday in Scotland

	% of Holidaymakers mentioning a Parti- cular Reason
Beautiful scenery/countryside	31
Visiting friends/relatives (VFR)	31
Previous holiday in Scotland	23
Wanted to see Scotland - never been before	14
Hospitality of Scottish people	11
Peace and Quiet	9
Scottish Ancestors	7

NB - No other reason was mentioned by more than 5% of holidaymakers

Source: COSTLEY 1984

TABLE 23 - Important Factors in Deciding to Holiday in Scotland

	% Holidaymakers
Past experience of holiday in Scotland	65
Information/literature produced by tourist authorities	31
Scottish holiday advertising	17
Advice/information from friends/relatives	16
Films/TV programmes set in or about Scotland	12
Novels/books in or about Scotland	10

Source: COSTLEY 1984

4.4.5 People

The motivation behind the tourist's decision to travel can be complex but perhaps two broad groupings can be distinguished - those who have to visit a particular place, eg businessmen, those who visit friends and relatives and those who can decide if, when and where to go. The first group are relatively price inelastic and the second group's demand is susceptible to price inducement - the rate of exchange between countries play an important role in determining the popularity of a destination area, eg the strength of the dollar in 1984 was directly paralalled by the increased number of US visitors (42). The characteristics of the population which are of major importance in determining the demand for holidays are age, income, length of paid holiday, life-cycle stage, occupation, car-ownership and terminal level of education (43).

Middle-aged tourists, aged 35-54 years, represent the largest group of tourists in Scotland from both the overseas and British markets.

Young overseas tourists (less than 25 years) form a larger proportion of the overseas market than the equivalent age group in the British market. In comparison the under 25 years and over 65 years segments

of the population are under represented among tourists in Scotland especially since the BNTS reveals that those in the 16-20 age group have the higher propensity to take a holiday away from home (see Table 24 below). However, the younger age groups dominated the sporting type holidays and travel by bus/coach in the form of tours is most popular among the oldest age groups. Both of these groups are more likely to VFR than other age groups. This is likely to be related to the lower income levels prevalent in these groups.

TABLE 24 - Age Groups of Scotland's Tourists

Age Group	% of British Tourists	% of British Population aged 15+	% of Overseas Tourists
16-24 years	18	20	22
25-34 years	26	17	20
35-54 years	30	29	35
55-64 years	14	13	15
65 + years	12	18	6

Source: BNTS 1984 (BRITISH NATIONAL TRAVEL SURVEY)

Income is one of the classic determinants of economic and social behaviour. In general terms those with the largest incomes have the highest expenditure and Table 25 shows how this has implications for holiday-taking.

TABLE 25 - Holidaytaking in the British Population

Social Class	% of Population Not Taking a Holiday in 1983
AB	22
C1	34
C2	40
DE	58
All Adults	42

Source: BNTS 1984

British tourists to Scotland follow the expected pattern with classes AB and C1 dominating (see Table 26)

TABLE 26 - Social Class of British Tourists in Scotland

Social Class	% of British Tourists	% of British Populations
AB	29	17
C1	28	22
C2	28	31
DE	15	30

Source: BNTS 1984

Sightseeing holidays, countryside touring holidays and sporting holidays were popular with the higher income groups and the lower income groups preferred holiday-centre or resort based holidays. All income groups were represented in the "quiet countryside holiday" type.

Generally, the higher income groups showed a preference for serviced accommodation, although on countryside touring caravan and camping was used by 38% and on the sporting holidays self-catering accommodation of all types was most popular. The lower income groups are more likely to stay in residential caravans and holiday camps and this group makes above average use of trains, most probably because of lower levels of car ownership (41).

YOUNG claims that paid holidays may only remove barriers to holiday-taking rather than positively motivating people to take them (43).

Table 25 shows that 42% of the British population did not take a holiday in 1983 despite the fact that employees are all entitled to holidays with pay. In 1978 only 35% of manual workers had paid holidays, by 1983 this had grown to 95% (14). However, for many families income may not be sufficient to pay for a holiday. An important factor in recent years, with positive implications for domestic tourism, is the development of additional holidays as the result of longer paid holi-

days. Many additional and short holiday takers in Britain go abroad for their main holidays but have the time and the income to engage in shorter domestic breaks (14). September and May are the most popular months for these holidays and the principal beneficiary in the accommodation sector is the licensed hotel. The latter is the result of increased marketing in the form of "mini breaks" which offer reduced rates to off-season visitors. It is also true that additional holidays have a more widespread geographical distribution of destination areas which has positive implications for holiday-taking in Scotland (43).

YOUNG claims that households with children are less likely to stay in hotels and that two-person households are more likely to spend more money on accommodation than one-person households (43). He also quotes US data to show that the higher the terminal level of education, the lower the interest in a conventional seaside holiday and the greater the interest in active holidays and in visiting places with historical association. People with higher terminal levels of education show less interest in caravanning and holiday camps and more interest in camping and centre-built accommodation (41).

The home area of a tourist is also an important determinant in his decision where to travel. Proximity and ease of access can be important positive factors also rate of exchange and popular characteristics. Of the overseas visitors to the UK the greatest numbers come from the EEC countries but the non-EEC countries of Europe and the rest of the world show the fastest growth rates in generating tourists to the UK (Table 27).

TABLE 27 - Overseas Visitors : Numbers by Areas

	1970	1979	Growth/ Increase %
North America	1,975	2,196	+ 11
W Europe EEC	3,051	6,152	+ 101
W Europe Non-EEC	708	1,721	+ 143
Rest of the World	958	2,417	+ 152

Share of the market in 1979

North America	18%
W Europe EEC	49%
W Europe Non-EEC	14%
Rest of World	19%

Source: IPS 1979

Of the EEC countries, France and Germany generate the greatest number of visitors but the US is the single biggest generating country and its visitors contribute the highest level of expenditure. From the rest of the world the Middle East, Canada and Australia are the most important generating countries in terms of numbers with the Middle East visitors as the heaviest spenders (13).

The US is also the country which generates the largest number of tourists to Scotland and its share of the market is much higher than in the UK as a whole, being even larger than the total EEC share. The "ethnic link" with the countries of North America and to a lesser extent with other English speaking countries is a major factor in attracting visitors from these markets (41).

TABLE 28 - Overseas Visitors to Scotland : Main Countries of Origin

Country	No. of Tourists	% of total Overseas Market
United States of America	325,000	31
Canada	102,000	10
Total America	427,000	40
West Germany	108,000	10
France	62,000	6
Netherlands	44,000	4
Italy	43,000	4
Belgium/Luxembourg	16,000	2
Denmark	13,000	1
Total EEC (excluding Eire)	288,000	27
Scandinavia	51,000	5
Total Western Europe (non-EEC)	119,000	11
Australia	69,000	7
New Zealand	13,000	1
South Africa	18,000	2

Source: International Passenger Survey 1984.

Almost 50% of all tourists in Scotland are Scottish residents with the South-East region generating the greatest number from England and the North generating more tourist trips in Scotland than its share of the population (10% of the trips from 6% of the population). In terms of expenditure, however, English residents spend a higher percentage of the total domestic revenue than the Scots (44).

References

Chapter 4

1. HANNA, M - "Historic Commodities", Building 17 August 1979, P 32-33
2. DOWER, M - "Tourism and Conservation", Architects' Journal, 1 May 1974
3. CORNFORTH, J - "Country Houses in Britain : Can they Survive?" (1974), Country Life
4. BTA - "Britain's Historic Buildings : a policy for their future use" (1980), BTA
5. WORLD TOURIST AUTHORITY - "World Travel Statistics" (1983), WTO
6. WORLD TOURIST AUTHORITY - "World Travel Statistics" (1979), WTO
7. INTERNATIONAL TOURISM QUARTERLY No 2 1984, Economic Intelligence Unit
8. JAPANESE NATIONAL TOURIST ORGANISATION - "Statistics" 1980, JNTO
9. PIGRAM, J - "Outdoor Recreation and Resource Management" (1983), Croom Helm
10. WORLD TOURIST AUTHORITY - "Economic Review of World Tourism" (1978), WTO
11. INTERNATIONAL TOURISM REPORT No 23 1986, Economic Intelligence Unit
12. LICKORISH, L U and KERSHAW, A G - "The Travel Trade" (1958), Practical Press
13. INTERNATIONAL PASSENGER SURVEY conducted by Department of Trade Annually
14. MIDDLETON, V T - "England and Wales" in International Tourism Report (1986), No 2
15. SCOTTISH TOURIST BOARD "Annual Reports" 1976 and 1983
16. SHACKLEFORD, P - "Planning for Tourism" in Futures, February 1979
17. INTERNATIONAL TOURISM QUARTERLY - "Special Report : Spain and Portugal", No 1 1982, Economic Intelligence Unit
18. BURKART, A J and MEDLIK, S - "Tourism : Past, Present and Future" (1974), Heinemann

19. ARCHER, B - "The Impact of Domestic Tourism" (1973),
University of Wales Press
20. BRITTON, S - "A Conceptual Model of Tourism in a
Peripheral Economy" in PEARCE, D - "Tourism in
the South Pacific", Proceedings of UNESCO Tourism
Workshop (1980)
21. PEARCE, D - "Tourist Development" (1981), Longman
22. INTERNATIONAL TOURISM QUARTERLY, Special Report No 39
"The Effects of the Recession on Tourism" No 4
(1980), Economic Intelligence Unit
23. INTERNATIONAL TOURISM QUARTERLY No 4 1984, Economic
Intelligence Unit
24. CABINET OFFICE - "Pleasure, Leisure and Jobs" (1985), HMSO
25. MEDLIK, S - "Paying Guests" (1985), Confederation of
British Industries
26. TOURISM AND RECREATION RESEARCH UNIT - "Tourism and the
Economy of Scotland" (1984), STB
27. SCOTTISH TOURIST BOARD Annual Report 1983
28. LEIPER, N - "The Framework of Tourism" Annals of Tourism
Research Vol 6 No 4 (1979)
29. GUNN, C - "Tourism Planning" (1979), Crane Russak
30. VAUGHAN, R - "The Economic Impact of Tourism in Edinburgh
and Lothian Region" (1976), STB
31. McVEY, M - "National Report No 107 - Scotland", International
Tourism Quarterly, No 4 (1985)
32. HOLLOWAY, C - "The Business of Tourism" (1983), MacDonald
and Evans
33. BRITISH TOURIST AUTHORITY - "Survey of Overseas Visitors"
(1980)
34. SCOTTISH TOURIST BOARD - "Market Survey of Holiday-Making"
(1981)
35. MIDDLETON, V T - "Tourism Policy in Britain" Special Report
No 1, International Tourism Quarterly (1974), Economic
Intelligence Unit
36. VEAL, A - "The Future of Leisure", International Journal of
Tourism Management Vol 1, No 1 (1980)
37. MUSEUM and GALLERIES COMMISSION - "Museums in Scotland"
(1986), HMSO

38. SIMMON, J - "Railways, Hotels and Tourism in Great Britain 1839-1914", Journal of Contemporary History Vol 19, April 1984, p 201-222
39. COOK, T - "Temperance Jubilee Celebrations ... 1886", arranged and compiled by T Cook
40. BRITISH NATIONAL TRAVEL SURVEY conducted annually by BTA
41. COSTLEY, T - "Tourism in Scotland : a geographical perspective" (1984), STB
42. INTERNATIONAL TOURISM QUARTERLY, No 1 (1985), Economic Intelligence Unit
43. YOUNG, Sir G - "Accommodation Services in Great Britain 1970-1980" (1970), New University Education
44. SCOTTISH TOURIST BOARD Annual Report 1981

CHAPTER 5 - Tourist Accommodation and the Country House in Scotland

5.1 Introduction

Accommodation is one of the major services provided for tourist use. As part of its definition or nature, tourism involves travel "away from home" for a duration of more than 24 hours and the tourist is, therefore, obliged to find alternative accommodation (1). This can take many forms.

Historic development of accommodation provided in Scotland

Historically, the homes of friends and relatives and "inns" were the only forms of accommodation available for the tourist and generally the latter were used only by travellers en-route to a destination. With the development of the railways, however, and the subsequent increase in the number of tourist there was a need to provide more accommodation. Scotland was a particularly popular destination for English visitors in the latter half of the 19th Century because Sir Walter Scott had made its landscape and history familiar to readers of his work and the Queen had set a precedent by holidaying at Balmoral. Many of the wealthiest class bought Scottish estates on which to fish, shoot and stalk and others, less wealthy, followed them to Scotland for their holidays. New hotels were built to cater for this demand at Highland beauty spots, eg Loch Awe, Loch Ard (Forest Hills Hotel), Loch Achray, Loch Rannoch, etc and in new Highland holiday "resorts" such as Oban, Pitlochry, Fort William, etc. The railway companies had also begun to build hotels at their major termini, the first two at Euston were opened in 1839, and by 1914 most of the leading cities of Britain had "railway hotels" (2). The railway companies in Scotland evolved the idea of building hotels in proximity to adjoining golf-courses, in most cases these also overlooked the sea. The first was

built at Cruden Bay, 20 miles from Aberdeen, and opened in 1896.* Others followed at Dornoch (1904), Turnberry (1906) and Gleneagles (1914) (2). Holidays "by the sea" and visiting spa-towns had been popular since the days of the Regency and the railways allowed a greater number of people to enjoy this type of holiday - new hotels were built at Portpatrick, Gairloch, Troon, Strathpeffer (spa), St Andrews, North Berwick, Gullane, Nairn, Stonehaven, etc (many of these were again sited by excellent golf-courses). The railways fostered their holiday traffic to Scotland and in 1869 the London and North Western and Caledonian Railways instituted a night train, leaving London at 8 pm for Greenock to connect with a steamer for the Western Islands. This train came to be known by the staff as "The Tourist" (3). The steamers also promoted greater tourist traffic on the west coast and resorts developed on the Firth of Clyde, with major new hotels at Rothesay and Dunoon. Another group of Victorian hotels was formed by the "hydropathic hotels" built to provide health facilities for the sick and ailing. These were built at Crieff, Peebles, Dunblane, Pitlochry, Seamill (Ayrshire) and Melrose (now called the Waverley Castle Hotel).

These first hotels were very large and grand and catered only for the wealthier classes, as indeed the working classes had no extra income to spend on holidays. Gradually, however, annual holidays were established and by 1939 some 11 million people were covered by the Holidays with Pay Act (1938). The majority of this new group of holiday-takers lived in the industrial areas of Scotland and preferred their holidays to be taken at the seaside. The Firth of Clyde became the major destination area and many resorts developed, eg Largs, Girvan, Ayr, Dunoon, Rothesay. Accommodation provision adapted to cater for this

* NB -It proved a financial failure because of "the shortness of the season" and was later demolished.

new demand with boarding houses and bed and breakfast establishments becoming popular. Butlin's built a holiday camp at Ayr providing total on-site facility provision in the form of catering, entertainment, sporting activities and even organisation. During the 1950s and 1960s holidays were almost exclusively resort-based although the countryside touring holiday and the use of self-catering accommodation became more prevalent during the 1960s. By the 1970s self-catering had become a major part of the total accommodation provided in Scotland.

5.2 Types of accommodation

Self-catering accommodation takes many forms. The most utilised form by British tourists at the present time is the caravan with which the owner can either have a touring holiday or a resort based holiday. Camping is now the most popular form of self-catering accommodation used by overseas visitors. Rented built accommodation can take the form of flats, cottages, chalets or houses and does not seem to be popular with overseas visitors but it forms about 9% of the total accommodation used by British tourists in Scotland (4). The Market Survey of Tourism in Scotland expects that self-catering will increase its share of the accommodation sector in the future (5). Its popularity is due to its cheapness and flexibility and it is generally available in Scotland, particularly in rural areas.

TABLE 29 - Accommodation used in Scotland (1981)

Type	British	Scottish	English	Overseas
Licensed hotel	20	9	25	34
Other hotel	1	1	1	1
Bed and Breakfast	13	8	16	37
Friends and Relatives	36	39	34	25
Caravan	19	23	17	5
Rented	9	8	11	3
Holiday Camp	1	1	1	-
Youth Hostel	1	2	1	8
Other	7	10	5	6

Source: Market Survey of Tourism in Scotland (STB 1981)

However, licensed hotels (apart from staying with friends and relatives) still form the largest sector of the accommodation utilised in Scotland for holidays, both by British and overseas tourists (4). For business travellers it almost exclusively dominates the market, in 1970 a study by NEDO demonstrated that business demand formed 33% of total hotel demand although more than 75% of all business bednights were in London, and most of the rest was confined to hotels in towns and cities (6). The more expensive hotels were found to be the most heavily utilised by business travellers and it was anticipated that demand from the senior job status categories would grow fastest thereby reinforcing the demand for higher priced accommodation (6). HORWATH and HORWATH's study of lodging in first class hotels estimated that business and conference demand equalled more than 60% of total demand, measured by volume and value. Within business travel, although less than a tenth of it by volume, the conference market is a segment of particular activity and fierce competition among competing destinations, conference venues and hotels because they are highly profitable allowing high levels of occupancy usually outwith the holiday seasons (8). Large international conferences require large halls and good international transport links and, therefore, tend to be concentrated in the major cities. Glasgow has recently gained the National Exhibition and Conference Centre and Aberdeen has built a hall for the Offshore Europe Exhibition - both with large seating capacities. However, the number of very large conferences is small and the average-sized conference comprises 20-60 people (9). Many hotels are large enough to accommodate this size of conference and have adapted their facilities to include large rooms for meetings. The location of a hotel or small conference centre is not so important as that of a hotel depending on business travel because companies or

professional groups hold conferences and seminars to get away from their normal business environment and in a more relaxed setting. However, although many conferences are held in suitable countryside locations, ease of access is a factor which prohibits the use of facilities in remote locations (eg offshore islands, the far North) except for local business.

Bed and breakfast establishments and guest houses are another popular form of accommodation provided throughout Scotland. These are available because owners rent out rooms within their own homes. Many hotels are also the homes of their owners but a hotel usually provides a wider range of facilities for its guests and is generally a "more commercially run establishment". However, it is difficult to distinguish between the larger guest houses or bed and breakfast establishments and small private hotels without liquor licenses. The majority of Scotland's bed and breakfast establishments and guest houses are only open on a seasonal basis and are found in rural areas. A number of these are in farmhouses or crofts and income from guests provides an important financial contribution to the family budget, particularly for the latter. DENMAN discovered that 4.2% of crofts and 3.6% of farms in Scotland provided bed and breakfast accommodation in 1978 (10). Overseas visitors to Scotland have a high usage of this type of accommodation - it forms 15% of the total used by overseas visitors and only 2% of the total used by British visitors.

Other forms of accommodation exist but only form a very small proportion of the total accommodation provision. The Scottish Youth Hostels Association has 80 properties spread throughout Scotland to cater for those on low-budget holidays and particularly those who are engaged on walking holidays in rural areas. The Scottish Univer-

sities' halls of residence are available for tourists to use out-of-term and they are particularly utilised for conferences (not necessarily of an academic nature). Some of the public schools are also available for out-of-term for holidays usually based on special activities or learning experiences, eg Gordonstoun School. Special acitivity holidays have become more popular in recent years (see Chapter 4) and other centres have been developed to cater for these, providing tuition and facilities as well as accommodation, eg Insh Hall, Kingussie. Many smaller centres provide accommodation for small groups such as youth clubs, school parties, etc. - these are often former schools no longer used by the education authority but maintained and rented out by the local authority.

An important new concept in accommodation is "time-sharing" where an owner buys the right to occupy accommodation, usually a self-contained unit either flat or cottage, for a particular week(s) within the year but over a long period of time, eg 20 years. The majority of time-share developments provide a wide range of services and facilities on-site for the owners use. The first British time-share development was established in Scotland at Loch Rannoch during the 1970s and is owned by Barratt, the major building company. Since then the number of developments has grown enormously and there are now eight major developments with others planned (Loch Rannoch, Forest Hills, Dalfaber Village, Kilconquhar Castle, Craigendarroch, Loch Melfort, the Scandanavian Village, Coylumbridge, Dunrobin Castle (plans exist). The concept of time-share among the public is improving and many British people have purchased accommodation abroad, especially in Spain and Portugal.

5.3 Hotel Buildings in Scotland

There is no national system of registration for hotels and guest houses within the UK such as exists in many other countries and as a result it is difficult to estimate the exact number of these. In 1974 the NEDO survey on "Hotel Prospects to 1985" estimated that Scotland had a total of 4,749 hotels (the geographical distribution of these is shown below in Table 39) (11).

TALBE 30 - Number of Hotels and Guest Houses in Scotland in 1974

Region	Total Hotels and Guest Houses	%	Total Bedrooms	%
Highlands and Islands	1,209	25	16,575	27
Borders	156	3	1,758	3
South West	255	5	2,959	5
Edinburgh and Lothian	655	14	9,011	14
Clyde	887	19	13,088	21
East Central	899	20	10,967	18
Grampian	688	14	7,715	12
Scotland	4,749		62,073	

With a total of 62,073 bedspaces, 13% of the hotels were located in urban areas with populations of more than 100,000 people, 28% were located in urban areas of under 100,000, 24% in "rural" areas and 35% in "coastal" locations (NB - no knowledge of how these were defined). In 1974 the majority of these hotels had less than 10 bedrooms and only a small number had more than 50 rooms (NEDO).

It is difficult to know whether the picture has changed much in 1986. The Scottish Tourist Board has a voluntary system of registration for marketing purposes and the majority of hotels and guest houses in Scotland are included in their published brochures "Where to stay in Scotland". This accounts for about 2,330 hotels and guest houses, but it is likely that there are others which are not registered either with the local or national tourist boards. Nevertheless it is possible that the number of hotels and guest houses has dropped since 1974

because of the popularity of self-catering accommodation and the fact that the decreasing popularity of the resort-based holiday has caused many of the traditional guest houses to "go out of business". However, in contrast to this, many of the hotel groups within the hotel industry have built large new hotels in Scotland's cities since 1974. There are certainly as many bed and breakfast establishments as hotels and guest houses but the number of bedspaces provided by these is likely to be considerably less.

TABLE 31 - Number of Hotels and Guest Houses in Scotland
in 1986

Region	Total	%	% change since 1974
Highlands and Islands	766	33	+ 8
Borders	94	4	+ 1
South-West	142	6	+ 1
Edinburgh and Lothian	307	13	- 1
Clyde	339	15	- 4
East Central	426	18	- 2
Grampian	256	11	- 3
	2,330		

Source: Survey based on "Where to Stay in Scotland"

The geographical distribution of the hotels and guest houses corresponds with the popularity of these regions with tourists (see Section 4) and it would seem that the most rural areas with the attractions of scenery and "peace and quiet" are those gaining in popularity, if this is estimated by the growth in the number of hotels. This would correspond with the popularity of the "countryside touring" and the "quiet countryside" holiday (see Section 4). The resort or holiday centre based holiday now only engages 4% of the total holidaytakers in Scotland and its decline is responsible for the drop in the number of hotels and guest houses in the Clyde region.

5.4 Hotel buildings in the Countryside

A survey was conducted to discover the types of hotel building "in the countryside" in 1985. The survey was limited to hotels in rural locations or in small towns and villages because it is the area where the majority of country houses converted for tourist use are situated. The aim of the survey was to assess the importance of converted country houses within the total hotel stock in rural areas. The survey was conducted by telephone and post using a short questionnaire to discover details about the individual hotels (a copy of the questionnaire is included in the Appendix). The hotels which were contacted were listed by the Scottish Tourist Board as being situated in "countryside locations".

The survey established that a hotel building can be classified as either of two types : a purpose-built hotel; or a hotel converted from a building designed originally to fulfil a different function. Both groups include old and new buildings (see map 5).

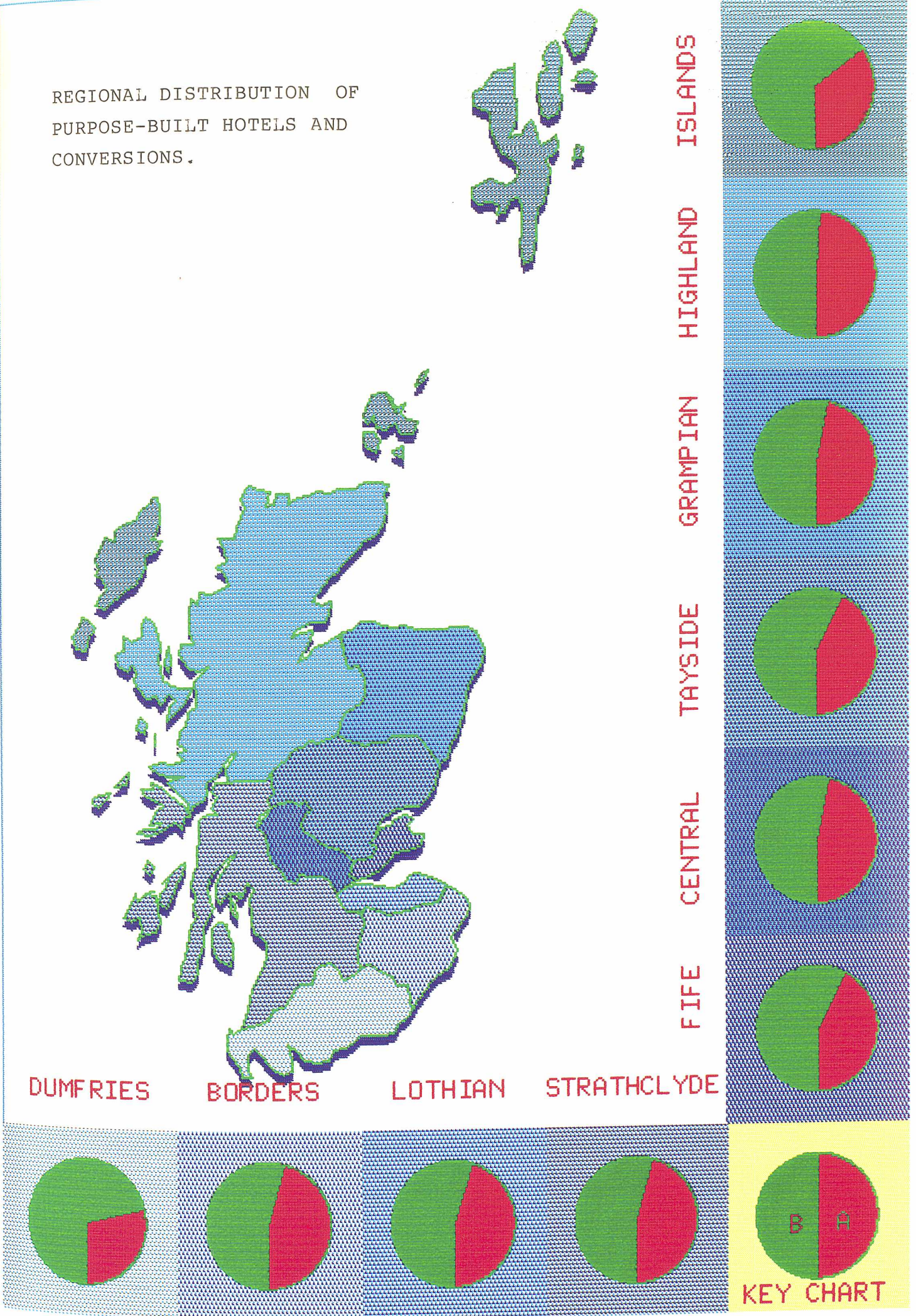
TABLE 32 - Types of hotel building in Scotland's countryside

	Purpose-built	Conversions
Highland	125	132
Strathclyde	73	85
Tayside	45	59
Grampian	37	42
Central	25	27
Borders	26	30
Dumfries	73	52
Lothian	40	22
Fife	38	22
Islands	21	13
Total	393 (45%)	484 (55%)

Source: Hotel survey 1985

The results revealed in this table are interesting. The number of buildings "converted" into hotels is higher than the number of purpose-built hotels. In order to make conclusions from this evidence the

REGIONAL DISTRIBUTION OF
PURPOSE-BUILT HOTELS AND
CONVERSIONS.



MAP 5.

KEY: A = PURPOSE-BUILT HOTELS, B = CONVERTED HOTELS.

purpose-built hotels have been further divided into "modern" and "older" buildings. The results of this are given below in Table 33.

TABLE 33 - Purpose-built hotels in rural Scotland

Region	Modern	%	Older	%
Highlands	35	52	80	25
Strathclyde	13	19.5	59	18.3
Tayside	2	3	43	13.3
Grampian	2	3	35	11
Central	-	-	25	8
Borders	2	3	24	7
Dumfries	4	6	17	5.4
Lothian	2	3	16	5
Fife	-	-	16	5
Islands	7	10.5	7	2
	67	17	322	83

Source: Hotel survey 1985

This table clearly shows that investment in modern purpose-built hotels has been much higher in Highland than in any other region. Only Strathclyde and the Islands have had investment which corresponds or is higher than one would expect from the number of older purpose-built hotels.

Investment in modern purpose-built hotels, ie built since 1930 has been low, they form only 17% of the total number of hotels built.

This suggests that the capital to build a new hotel in the countryside has been difficult to find. This contrasts with urban areas where numerous new hotels have been built during this century, particularly since 1970 (see Table 34). These have been built by the large companies within the hotel industry and they prefer to have hotels in urban locations because there they can maximise their occupancy rates by attracting both business and holiday tourists. Capital has been available to build new hotels since 1971 when the Hotel Development Incentive Scheme was introduced under the control of the national

TABLE 34 - Hotels with more than 100 Bedrooms

Location	Hotel	Single	D/T	Family
Aberdeen	Airport Skean Dhu (MCH)	-	99	49
	Altens Skean Dhu (MCH)	-	150	72
	Dyce Skean Dhu (MCH)	-	140	82
	Holiday Inn, Dyce	68	71	15
	Holiday Inn, Bucksburn	54	43	1
	Swallow Imperial Hotel	45	61	3
Aviemore	Post House (THF)	57	209	-
	Stakis Coylumbridge	24	120	13
Ayr	Caledonian Hotel	53	61	4
Crieff	Hydro	64	78	58
Dornoch	Dornoch Hotel (Norscot)	24	91	3
Dunblane	Stakis Hydro	23	147	18
Edinburgh	Caledonian Hotel	68	186	-
	Carlton Highland Hotel	30	110	80
	Crest Hotel	-	112	-
	Sheraton	-	263	-
	George Hotel	46	147	2
	King James Thistle	26	121	-
	Dragonara (Ladbroke)	27	116	3
	Mount Royal Hotel	21	119	14
	North British	53	140	8
	Post House (THF)	54	52	101
	Royal Scot (Swallow)	17	171	64
	Stakis Grosvenor	33	83	14
Erskine (Glasgow Airport)	Crest Hotel	17	161	22
	Excelsior (THF)	-	316	-
Glasgow	Albany Hotel (THF)	148	97	3
	Bellahouston (Swallow)	27	94	1
	Crest Hotel - City	56	67	-
	The Diplomat Hotel	22	126	4
	Hospitality Inn	-	316	-
	Holiday Inn	-	296	-
	Stakis Pond	-	128	6
Gleneagles	Gleneagles	45	209	-
Gretna Green	Gretna Hall	24	92	-
Inverness	Caledonian Hotel (Allied)	56	52	4
	Ladbroke Hotel	26	70	12
Irvine	Hospitality Inn (MCH)	-	84	44
Livingstone	Ladbroke Hotel	-	96	18

TABLE 34 - Hotels with more than 100 Bedrooms (continued)

Location	Hotel	Single	D/T	Family
Melrose	Waverley Hotel	27	69	4
Oban	Royal Hotel	48	69	1
Peebles	Hydro	27	86	26
Peterhead	Waterside Inn (Consort)	-	80	40
Renfrew (Glasgow Airport)	Dean Park Hotel	2	103	5
	Stakis Normandy	45	94	3
Rothesay	Glenburn Hotel (Norscot)	22	112	4
Queensferry	Forth Bridges Moat House	15	63	30
St Andrews	Old Course Golf and CC	6	144	-
Strathpeffer	Ben Wyvis Hotel (Norscot)	33	84	1
	Highland Hotel (Norscot)	52	98	2
Thurso	Royal Hotel	27	70	3
Turnberry	T. Hotel and Golf Course	34	90	-
Ullapool	Caledonian Hotel	27	75	-

Source: Scotland : Where to Stay (1986 STB)

tourist boards but it would seem to have been used mainly to build in these urban locations. Exceptions to this would seem to be within the Highland, Islands and Strathclyde regions which have had a significant number of new hotels built. It would seem likely that this is the direct result of the involvement of the Highlands and Islands Development Board (HIDB) which operates within these three regions and has sufficient capital to invest in new hotels. Tourism has been heavily promoted by the HIDB which regard it as the major industry within its area of responsibility.

The majority of the buildings converted into hotels have been converted since 1920 and this would suggest that conversion has been the major

alternative solution to providing for the new demand for accommodation, in lieu of available capital to build new hotels.

The older purpose-built hotels grouping, ie pre-Edwardian, includes coaching inns, temperance hotels (built as alternatives to the inns), hydropathic hotels and the large Victorian hotels built as a result of the impact of the railways on tourism (see 5.1). The original coaching inns had a widespread geographical distribution throughout Scotland and the majority survive to the present day. Although most have been radically altered since they were built, a large number are listed as buildings of architectural or historic interest, eg Kenmore Hotel, Logierait Hotel (Ballinluig), Hawes Inn (S Queensferry), Tweeddale Arms Hotel (Gifford), Lagg Hotel (Kilmory, Isle of Arran). The majority of these inns provide only a small number of bedrooms for tourist use but others have been enlarged, eg Ballachulish Hotel, Colquhoun Arms (Luss) and altogether, as Table 33 shows inns form 90% of the older purpose-built hotels in the countryside. In 1986 they fulfil a similar function to their original one by providing overnight accommodation, food and drink, for the holiday-taker who is touring the countryside either by car or bus. In addition, several are particularly renowned for their provision for tourists on walking/climbing holidays, eg King's House Hotel (Glencoe), Inverarnan House Hotel (by Ardlui) and Sligachan Hotel (Skye). Many inns have remote and inhospitable locations as a result of their need to provide services on long stretches of lonely road, eg Crask Inn (Sutherland), Clunie Inn (near Glenshiel), Bridge of Orchy Hotel, Allargue Arms Hotel (Strathdon).

As one would expect Table 35 shows that the regions with the largest geographical area have the greatest number of inns and Victorian hotels.

TABLE 35 - Older Purpose-built hotels in Scotland's countryside

Region	Type			
	Inns and Temperance Hotels	%	Victorian Hotels	%
Highland	71	26	9	30
Strathclyde	50	18	6	20
Tayside	38	14	5	17
Grampian	23	8	2	6.6
Central	22	8	3	10
Borders	22	8	2	6.6
Dumfries	17	6	1	3.3
Lothian	14	5	2	6.6
Fife	12	4	-	-
Islands	7	3	-	-
	276	90	30	10

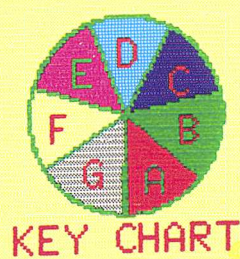
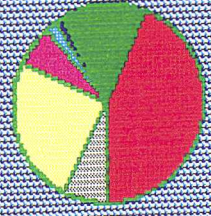
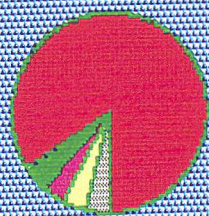
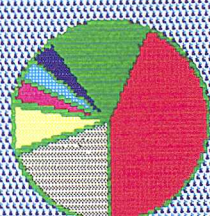
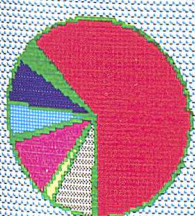
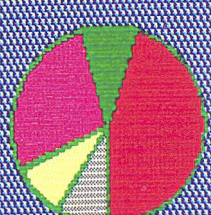
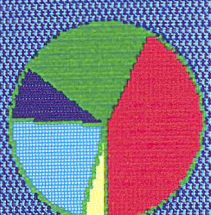
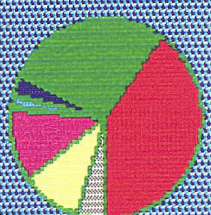
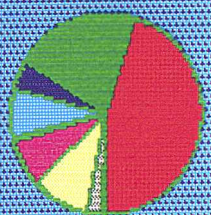
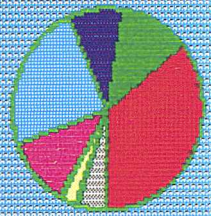
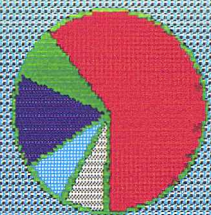
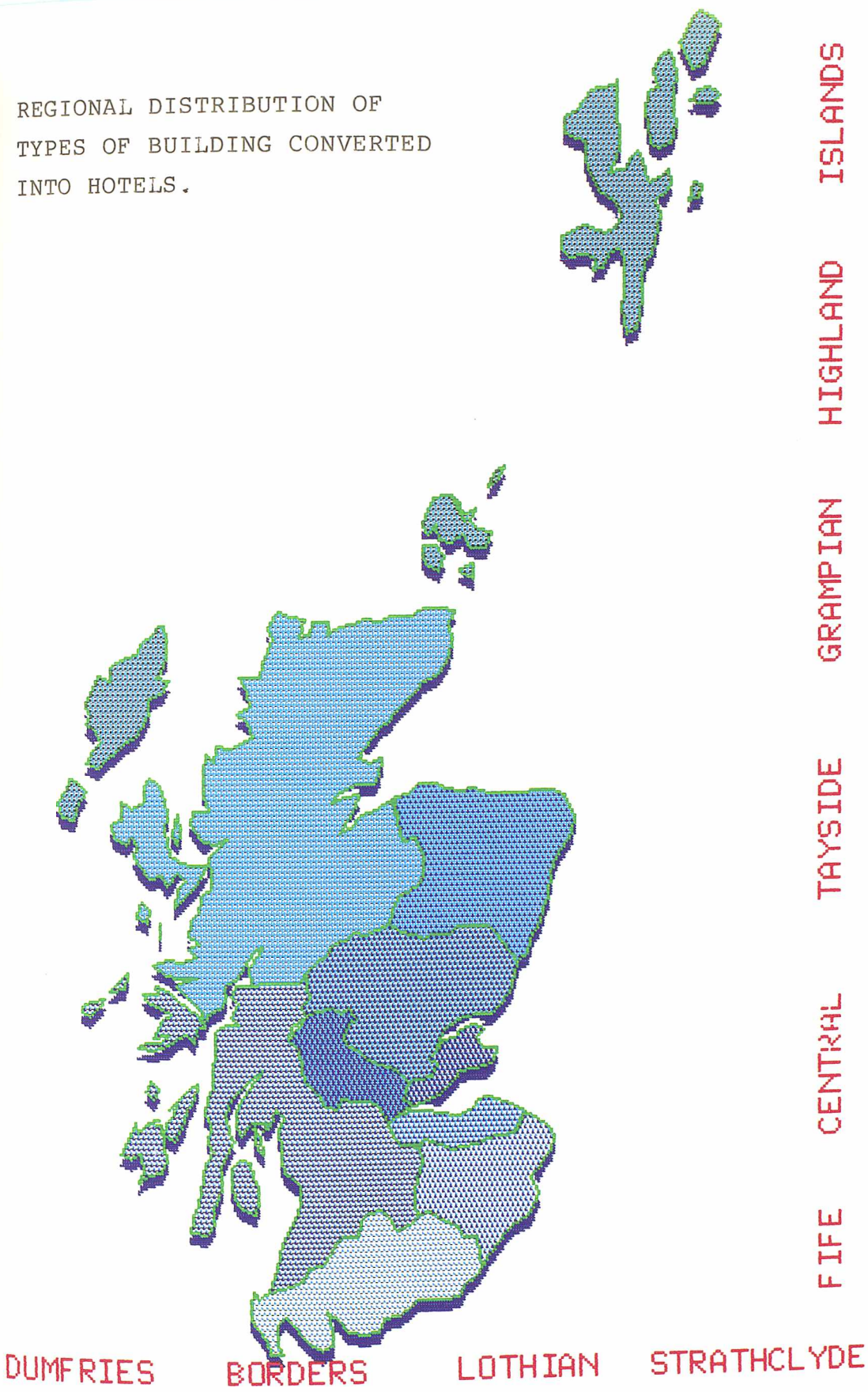
Source: Hotel Survey 1985

The buildings converted into hotels from other types of building were classified into groups and the distribution of these is shown below in Table 36 and on map 6.

TABLE 36 - Types of building used for conversion into hotels

Region	Country Houses		Villas	
		%		%
Highland	40	20.5	13	21
Strathclyde	32	16.4	10	16
Tayside	23	12	16	26
Grampian	17	8.7	8	13
Central	10	5	5	8
Borders	11	6.5	4	7
Dumfries	30	15.3	2	3
Lothian	19	10	1	2
Fife	5	2.5	1	2
Islands	8	4	1	2
Total	195	45	61	14

REGIONAL DISTRIBUTION OF
TYPES OF BUILDING CONVERTED
INTO HOTELS.



MAP 6.

KEY: A = COUNTRY HOUSES, B = VILLAS, C = MANSES, D = LODGES,
E = STREET HOUSES, F = INDUSTRIALISTS' MANSIONS, G = COTTAGES

TABLE 36 - Type of building used for conversion into hotels
(continued)

Region	Manse	%	Shooting Lodges	%	Houses in Street	%
Highland	10	42	27	64	13	34
Strathclyde	1	4	1	2.5	5	13
Tayside	2	8	1	2.5	7	18
Grampian	2	8.3	3	7	3	8
Central	2	8.3	5	12	-	-
Borders	1	4	1	2.5	1	3
Dumfries	4	17	3	7	5	13
Lothian	-	-	-	-	1	3
Fife	-	-	-	-	3	8
Islands	2	8.3	1	2.5	-	-
Total	24	5	41	10	38	9

Region	Industrialists Mansions	%	Cottages/ Crofts/ Farms	%	Other	%
Highland	3	8	6	24		
Strathclyde	17	44	6	24		
Tayside	6	15	3	12		
Grampian	4	10	1	4		
Central	1	2.5	-	-		
Borders	5	13	2	8		
Dumfries	1	2.5	4	16		
Lothian	1	2.5	1	4		
Fife	1	2.5	1	4		
Islands	-	-	1	4		
Total	39	9	25	6	8	2

Country houses form the largest group of buildings at 45% of the total converted for hotel accommodation.

Shooting Lodges

Shooting lodges were built by the owners of large estates during Victorian and Edwardian eras for accommodation while they were engaged on grouse-shooting or deer stalking. Large house-parties of guests were normally invited so these houses could be quite large. The owner of a very large estate may have built several shooting lodges at various locations on the estate, eg Duke of Sutherland, Earl of Seafield but many of these lodges are no longer needed because travel-

ling around the estate is much easier and quicker and guests can return to the main house at night. Shooting and fishing can often be available at many of the converted houses and lodges, especially if the estate is still attached to the hotel through the owner. Obviously, there is a concentration of shooting lodges in regions where there is moor and hill land. (NB - not in Lothian or Fife.)

Industrialists' Mansions

Many of the wealthy industrialists who emerged in the Victorian era as a result of investment in new industries such as shipbuilding, heavy engineering, tobacco processing, textile manufacturing etc, purchased estates and built large mansions. Many others, however, preferred to build large houses near to the industrial centres where they generated their wealth but in an attractive rural environment away from the pollution created by their heavy industry. These houses today suffer from obsolescence in domestic use because of their size and the difficulties of staffing and the expense of repair and maintenance. These houses also have the difficulty that there is no estate to provide income to pay these costs although their location in proximity to industrial areas can still make them attractive to rich purchasers. Nevertheless, many of the houses have been converted for alternative use. Table 36 shows that Strathclyde has the highest number of these houses converted into hotels because this region has a heavy concentration of this type of house - Glasgow being the main industrial centre in Scotland in the Victorian era. The Borders, Tayside and Grampian also have a number of these, a peculiarity in the Borders being the large number of rich mill-owners.

Villas

The term villa was originally used to describe a large house in the countryside and originated in Italy. However, the term has been

adopted into English and is now also used to describe "a superior middle-class dwelling house" (Chambers Dictionary), which is the definition adopted in this classification of building-types. These houses differ from the three previous types of house: they are of smaller size and are usually sited within settlements rather than in isolation within the countryside. The geographical distribution between different regions shows that Tayside seems to have a proportionally higher number of these than one would expect from its total share of hotels - and this would seem to link with the fact that many of these villas lie on the fringe of small towns which were/are popular retirement resorts, eg Aberfeldy, Pitlochry, Blairgowrie. Highland, Grampian and Strathclyde areas share of converted villas are similarly situated in Newtonmore, Kingussie and Grantown-on-Spey; Ballater and Braemar; Campbelltown, Killin, etc. Villas because of their size are generally only small, usually quiet hotels without many of the facilities of other hotels.

Manses

Dwindling populations in rural areas have necessitated that churches amalgamate their parishes and many manses as a result have become surplus to church requirements. Many of these have been converted for use as hotels and guest houses. They are cheap to purchase and usually have a considerable number of bedrooms because of the original need to accommodate large families, visiting ministers and domestic staff. Many of the houses have been neglected for years and need considerable repair and maintenance. However, a large number of the 18th and 19th Century manses are listed building and as worthy of preservation as the majority of country houses, eg Scarista House (Isle of Harris), Kensalyre House (Isle of Skye), Eddrachilles Hotel (Scourie).

Highland has a particularly large proportion of converted manse probably because there are a greater number available for purchase. In some areas the ministers prefer to live in more modern-type houses and the church has sold-off the old manse to pay for the new one.

Street Dwellings

A number of hotels have been converted from the traditional houses which line the main streets in most of Scotland's villages. Normally these hotels will have been converted more than 50 years ago and their business will depend on providing food and drink predominantly to the local population with only limited accommodation available for tourists. It is unlikely that this sector will grow in importance and it is insignificant in the total provision of accommodation for tourists.

Cottages/crofts/farms

The most numerous type of house in the countryside is the cottage, croft house or farmhouse, home of the indigenous population. A few of these have been converted into hotels and guest houses although accommodation provision is necessarily limited by the small size of these houses.

Clearly the majority of buildings converted for use as hotels were built for domestic use and, therefore, had a functional arrangement close to that needed by a hotel. The largest houses are the country houses, the shooting lodges and the industrialists' mansions and these can, therefore, provide a greater number of bedrooms as well as public rooms of a size suited to the needs of a hotel. Obviously there are still physical limitations to the accommodation in these buildings but these are less than many other types of building which have been

adapted for use as hotels. The survey discovered several other types of building converted into hotels : a tollhouse (a); a water mill (e); a school (g); barracks (b); a brewery (d); a station (c); and a fever hospital (f).

- (a) Burns Monument Hotel (Alloway)
- (b) Kilcamb Lodge Hotel (Strontian)
Rob Roy Highland Motel (Aberfoyle)
- (c) Invermoy House (Moy)
- (d) Lewiston Arms Hotel (Drumnadrochit)
- (e) Mill Hotel (Buckie)
- (f) Pinewoods Hotel (St Michaels, Fife)
- (g) Beechwood C H Hotel (Moffat)

Many of these are imaginative conversions but bedrooms had to be created where none existed previously - except in the cases of the barracks and the hospital. For this reason it is more common to see this type of building converted into restaurants and tea-rooms, eg Tormiston Mill (Orkney), Waterwheel Inn (Aberdeen). The NTS have carefully converted a number of their unusual buildings into tearooms, exhibition areas, etc, eg Haddo House (stables = tearoom), Culzean Castle (stables = visitor centre). A large industrial building like a warehouse can provide the space to create an entirely new interior for hotel accommodation, eg Stakis Watermill Hotel (Paisley),

Ducie Street warehouse in Manchester (12) but these large buildings are generally limited to urban areas. Copenhagen has two former warehouses converted into hotels - the Nyhavn Hotel and the Admiral Hotel (granary). There are, however, many small and unusual buildings in the countryside which have been adapted for use as self-catering accommodation by the Landmark Trust.

The Landmark Trust

The Landmark Trust is a charity, set up in 1965, to restore obsolescent buildings "mainly the small, the desperate, or the peculiar" by converting them for holiday accommodation. Within the constraints of

the law and basic tenant requirements, such as fire doors, water supply, electricity, etc, the Trust aims to preserve a building as unobtrusively as possible without additional buildings or over-restoration of the fabric. The majority of the converted buildings have, however, been neglected for long periods of time and need considerable repair - the Trust even seems willing to cope with buildings that seem "hopeless".

The Trust is financed by its holiday visitors (15,000 annually in 1981), HBC, tourist board and local authority grants and by another Trust, the Manifold Trust, which was set up in 1962 by John and Christian Smith, the founders of Landmark, to purchase the buildings and cover the costs of restoration.

The Trust founders were very far-sighted in their aims and methodology and their buildings are a success in every way. However, they still consider that after 20 years "their battle" to save obsolescent buildings is far from over (13).

They now rent out more than 100 properties plus 15 properties on Lundy Island. Building types are many and varied and include medieval manor houses, eg Calverley Old Hall (near Leeds), garden pavilions, eg The Library, Stevenstone (near Torrington), gate houses, eg Tixall Gatehouse (near Stafford), cottages, eg 10 North Street, (Cromford, Derbyshire), chapels, eg Lettaford (Devon), a martello tower (Aldeburgh), a lighthouse (Lundy), a water tower (Appleton, Norfolk), a station (Alton, Staffordshire), mills, eg Edale Mill (Derbyshire), a fort (Fort Clonque, Alderney), an inn (Peasenhall, Suffolk), a clock tower (Peter's Tower, Devon), a carpenter's shop (Coombe, Devon), a variety of unusual flats, eg

The Music Room (Lancaster) and an old mine building (Danescombe, Cornwall).

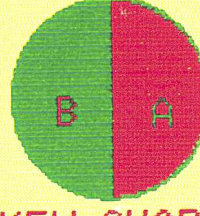
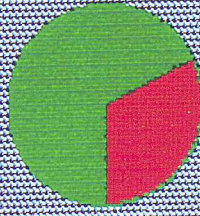
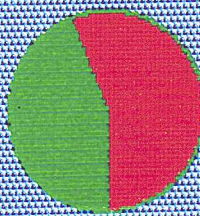
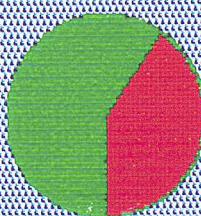
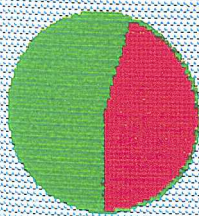
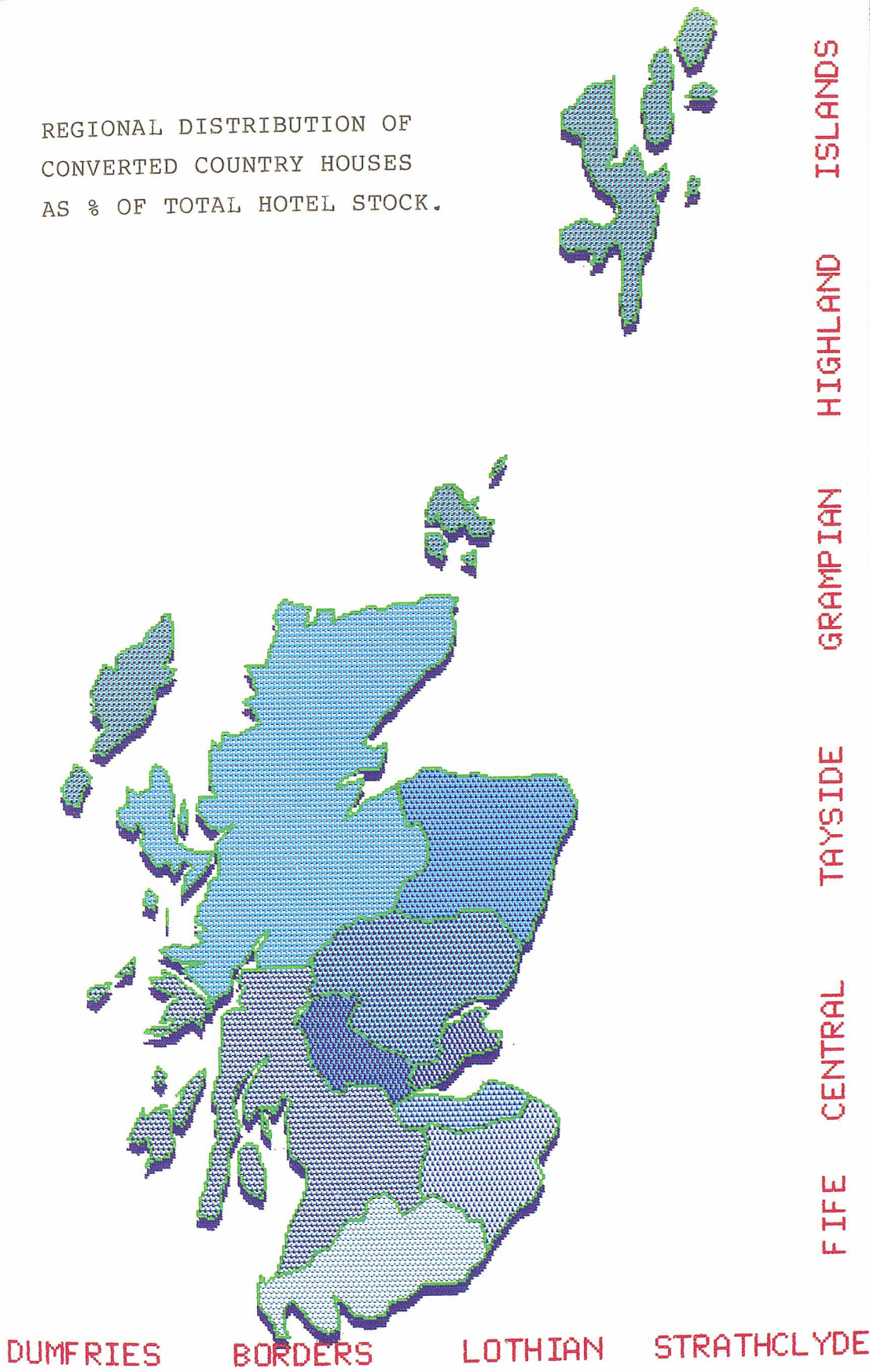
Their converted buildings in Scotland are "the Dunmore Pineapple", a famous garden building of unusual note at Airth (Central Region), the Tangy Mill, a former cornmill on the Mull of Kintyre, Saddell Castle, a tower house dated c 1508 also on the Mull of Kintyre, the Old Place of Monreith, another tower house of the 16th Century near Port William (Dumfries and Galloway) and the Draper's Shop at Comrie, designed by C R MacKintosh. The Trust also rented out a flat within the Hill House at Helensburgh but the house has subsequently become the property of the NTS.

5.5 The extent of the conversion of country houses in Scotland for hotel accommodation

The survey of hotel buildings discovered that former country houses have a prominent position in Scotland's rural hotel stock. They (including former shooting lodges and the former mansions of rich industrialists) form 29.4% of the total hotel stock and are second only to inns in their total number. The geographical size of each region and its popularity as a tourist destination (see Section 4) would seem to be the most important factors in determining both the total number of hotels in each region and the total number of converted country house hotels (see Maps 7 and 8). Obviously demand for tourist accommodation expresses itself by the use of any available source of accommodation and country houses, because of the problems associated with their use as domestic buildings, are readily available.

A wide range of architectural styles is represented by the converted country houses. Map 9 shows the distribution into the various styles based on a classification scheme derived from DUNBAR's "Histori-

REGIONAL DISTRIBUTION OF
 CONVERTED COUNTRY HOUSES
 AS % OF TOTAL HOTEL STOCK.



KEY CHART

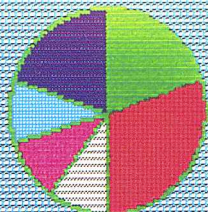
KEY : A = CONVERTED COUNTRY HOUSES
 B = REST OF HOTEL STOCK

MAP 7.

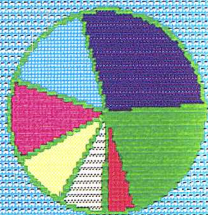
REGIONAL DISTRIBUTION OF
DATES OF CONVERSION FROM
COUNTRY HOUSE TO HOTEL.



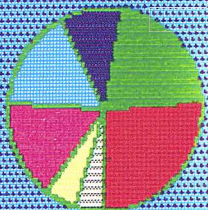
ISLANDS



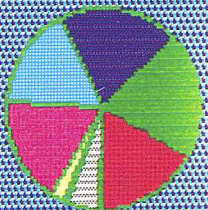
HIGHLAND



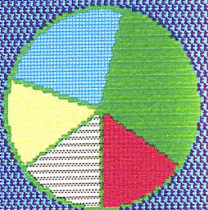
GRAMPIAN



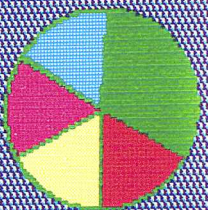
TAYSIDE



CENTRAL



FIFE

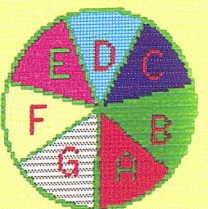
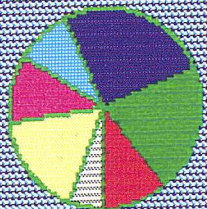
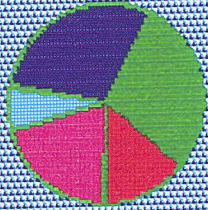
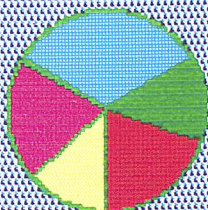
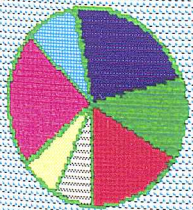


DUMFRIES

BORDERS

LOTHIAN

STRATHCLYDE



KEY CHART

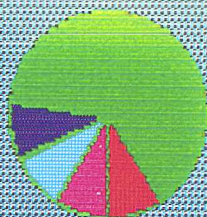
MAP 8.

KEY : A = 1980s, B = 1970s, C = 1960s, D = 1950s,
F = 1940s, G = 1930s, G = 1920s & earlier.

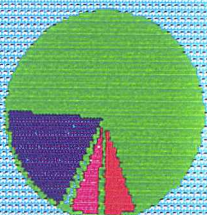
REGIONAL DISTRIBUTION OF
THE ARCHITECTURAL STYLE
OF CONVERTED COUNTRY HOUSES.



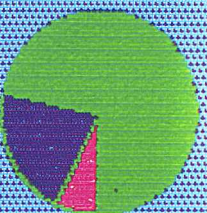
ISLANDS



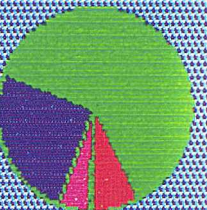
HIGHLAND



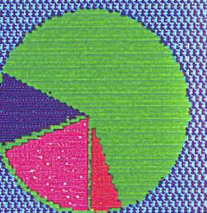
GRAMPIAN



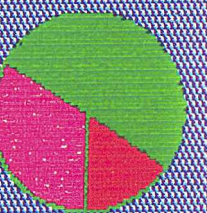
TAYSIDE



CENTRAL



FIFE

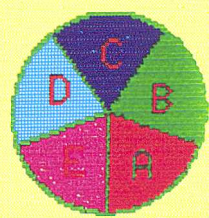
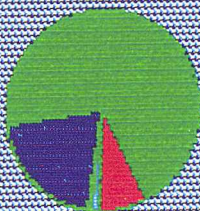
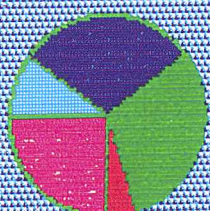
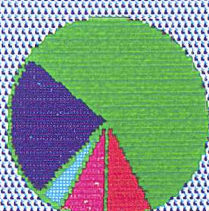
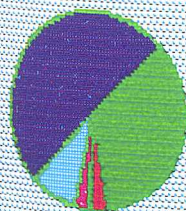


DUMFRIES

BORDERS

LOTHIAN

STRATHCLYDE



KEY CHART

cal Architecture of Scotland" (14) (see also Chapter 1 for a discussion of country house styles in Scotland).

A total number of 23 "Tower Houses" have been converted into hotels and all the regions except Strathclyde have examples built during this period.

Only nine "Early Classical Houses" have been converted into hotels but this architectural group forms only a small section within the total number of Scotland's country houses, because its architectural period spans only about 70 years from the 1660s to the 1730s. The small number of converted houses, therefore, reflects this factor rather than others such as the unpopularity of this type of house for conversion. However, this group is important in architectural terms because it includes the first Renaissance influenced houses built in Scotland.

There are 74 converted Georgian-period houses but these include many styles - Palladian, Baroque, Neo-classical and Regency Gothic. Dumfries is the only region in which converted Georgian houses form the largest group.

Victorian-built houses dominate the number of houses converted for hotel-use - there are 185 in total and in all regions except Dumfries they form the most numerous stylistic grouping. This probably reflects the fact that the Victorian era was a period of prolific country house building (15) and that these form the largest single stylistic grouping of country houses in Scotland. This is more especially true if shooting lodges and the mansions, rather than country houses of Victorian industrialists, are also included in the definition of a "country house", as they have been in these figures. Another factor may be that there are a proportionally higher number of

Victorian country houses available for conversion, not just because of their large number, but also because they are the most expensive to keep in domestic use because, on average, they are larger than other types of house. Traditionally the owners of Victorian country houses may have perceived them as being less worthy of retention because their architecture, till recently, has not been highly regarded.

There are 19 converted Edwardian-built houses which is a high number in view of the fact that the era of prolific country house building ended within this period (see Chapter 1). Many of the converted country house hotels are listed by the SDD as having architectural or historic interest. In order to demonstrate further the stylistic groupings and the wealth of architecture represented among the country houses converted for hotel use, the following tables are given (Tables 37-39).

Altogether, there are 142 listed country houses supplying hotel or guest house accommodation in Scotland, ie 43% of the total number of country house hotels. These buildings include some of the "best" Scottish architecture : Borthwick Castle is called the "noblest of all Scottish Tower Houses" (14); Duddingston House "was a most advanced design which exerted considerable influence throughout Britain and beyond" (14); Cally House is the "most notable" of all Robert Mylne's designs in Scotland (14); Comlongan Castle is called "an exceptionally complete tower" (16); Shapinsay Castle is referred to as "an outstanding example of a country mansion in Scottish Baronial style" (17); Ednam House is regarded by the SDD as "the finest Georgian mansion in the country" (18) and Ardtornish Towers is acclaimed as "an outstanding example of Romanticism in Architecture" (19).

TABLE 37 - Grade A Country Houses in Scotland converted for Hotel Use

Architectural Style	Building	Region
Early Tower Houses	Borthwick Castle	Lothian
	Comlongan Castle (A)	Dumfries
	Culcreuch Castle	Central
	Kilravock Castle (A)	Highland
	Airth Castle (A)	Central
	Dalhousie Castle (A)	Lothian
	Lochnaw Castle	Dumfries
	Leslie Castle	Grampian
Later Tower Houses	Houston House	Lothian
	Auchterhouse	Tayside
Total = 10 (37%)		
Early Classical Houses	Prestonfield House	Lothian
Total = 1 (4%)		
Georgian Houses	Culloden House	Highland
	Fernpoint House	Strathclyde
	Ardencaple House	Strathclyde
	Raemoir House Annexe	Grampian
	Moffat House	Dumfries
	Gretna Hall	Dumfries
	Cally House	Dumfries
	Ednam House	Borders
	Duddingston House	Lothian
	Melville Castle	Lothian
	Camperdown House	Tayside
	Poyntsfield House	Highland
Total = 12 (44%)		
Victorian Houses	Gleborrodale Castle	Highland
	Coul House	Highland
Total = 2 (7.5%)		
Edwardian Houses	Kinloch Castle	Highland
	Greywalls	Lothian
	Rowallan Castle (GH)	Strathclyde
Total = 2 (7.5%)		
(A)	- Altered in later centuries	
(GH)	- Guest House	
Grand Total	- 26	

Source: Survey based on SDD lists

Grade B - Country Houses in Scotland converted for Hotel Use

Architectural Style	Building	Region
Early Tower Houses	Rockall Hotel (A)	Dumfries
	Fernie Castle (A)	Fife
	Dornoch Castle (A)	Highland
Later Tower Houses	Pittodrie House (A)	Grampian
	Johnstounburn House (A)	Lothian
	Meldrum House	Grampian
	Shieldhill House (A)	Strathclyde
	Ord House (A)	Highland
	Busta House (A)	Shetland
Total = 9 (10%)		
Early Classical Houses	Black Barony Hotel	Borders
Total = 1 (1%)		
Georgian Houses	Lockerbie House	Dumfries
	Manor House, Gallanoch	Strathclyde
	Forse House	Highland
	Kilmichael House	Strathclyde
	Strathaven Hotel	Strathclyde
	Dalmahoy House	Lothian
	Foveran House	Grampian
	Huntly Castle Hotel (A)	Grampian
	Banchory Lodge Hotel (A)	Grampian
	Maryculter House (A)	Grampian
	Dunnikier House	Fife
	Sundrum Castle	Strathclyde
	Moness House (A)	Tayside
	Lunna House	Shetland
	Greenlaw House	Dumfries
	Roman Camp Hotel (A)	Central
	Navidale House	Highland
	Achany House	Highland
	Raemartin House	Borders
	Medwyn House (A) (GH)	Borders
	Castle Levan	Strathclyde
	Lunan Bay House	Tayside
	Kirkconnel Hall	Dumfries
	Stonefield Castle	Strathclyde
	Invereshie House	Highland
	Elderslie Hotel	Strathclyde
	Montgreenan House	Strathclyde
	Stuckgowan House (GH)	Strathclyde
	Crutherland Hotel	Strathclyde
	Powfowlis House	Central
	Thainstone House	Grampian
	Stratton Lodge	Highland
	Raemoir House	Grampian
	Kirroughtree House	Dumfries

TABLE 38 - Grade B Country Houses in Scotland converted for Hotel Use (cont)

Architectural Style	Building	Region
Georgian Houses (cont)	Ratagan House	Highland
	Serwick House	Dumfries
	Dunfallondy House	Tayside
	Cultoquoy House	Tayside
	Rodel Hotel	Western Isles
	Burrastow House	Shetland
	Warmanbie House	Dumfries
	Kirkhill House	Lothian
	Kinloch House	Tayside
Total = 43 (50%)		
Victorian Houses	Norwood Hall	Grampian
	Rosely Hotel	Tayside
	Hartfell House	Dumfries
	Ardanasaig House	Strathclyde
	Netherhall House	Strathclyde
	Glenburn Hotel	Lothian
	Kildrummy Castle Hotel	Grampian
	Kilmartin House	Highland
	Heugh Hotel	Grampian
	Mar Lodge	Grampian
	Belleisle House	Strathclyde
	Piersland Lodge	Strathclyde
	Arisaig House	Highland
	North-West Castle Hotel	Dumfries
	Invergarry Castle	Highland
	Inverlochy Castle	Highland
	The Haugh	Grampian
	Newton Hotel	Highland
	Trumland House	Orkney
	Balfour Castle (GH)	Orkney
	Auchterarder House	Tayside
	Collearn Castle	Tayside
	Ruthven Tower	Tayside
	Mansfield Hotel	Highland
	Leny House (GH)	Central
	Amhuinnsuidhe Castle (GH)	Western Isles
	Manor Park Hotel	Strathclyde
	The Glen	Borders
	Venlaw Castle	Borders
	Cringletie House	Borders
Total = 30 (35%)		
Edwardian Houses	Gleddoch House	Strathclyde
	Royal Marine Hotel	Highland
	Merryburn Hotel	Tayside
Total = 3 (3%)		
Grand Total = 86		

TABLE 39 - Grade C Country Houses in Scotland converted for Hotel Use

Architectural Style	Building	Region
Tower Houses	Creebridge House (A) Bridgend House (A)	Dumfries Central
Early Classical Houses	-	-
Georgian Houses	Soroba House Bilbster House (GH) Mabie House Kilmartin House (A) Greshornish House (A) Meigle House Hartree House (A) Maitlandfield House Drimsynie House Cairnbaan Hotel Altamount House Maryfield House Earl of Moray Hotel	Strathclyde Highland Dumfries Highland Highland Tayside Strathclyde Lothian Strathclyde Strathclyde Tayside Shetland Lothian
Victorian Houses	Eriska House Tiroran House Skipness House Melfort Motor Inn Borgie Lodge Forsinard Hotel Popinjay Hotel Dunain Park Meallmore Lodge Darroch Learg Lands of Loyal Hotel Dunkeld House Skeabost House Viewfield House (GH) Holly Lodge Hotel	Strathclyde Strathclyde Strathclyde Strathclyde Highland Highland Strathclyde Highland Highland Highland Grampian Tayside Tayside Highland Highland Highland
Edwardian Houses	-	-

All the most renowned Scottish architects, and a few English ones, are represented among the list of houses converted for hotel use: Sir William Bruce designed Prestonfield House (14); William Adam designed Moffat House (16); Robert Mylne designed Cally House (16); Sir William Chambers designed Duddingston House (14); Sir Robert Smirke designed Cultoquay House (18); James Playfair designed Melville

Castle (18); William Playfair designed Stonefield Castle (19); William Burn designed Camperdown House, Ardanaseig House, Auchterarder House, Belleisle House and also worked on Dalhousie Castle (18); David Bryce designed Shapinsay Castle, Glengarry Castle, Trumland House, Leny House, The Glen and Cringletie House (20); William Leiper designed Piersland Lodge (18); David Hamilton designed the Elderslie Hotel (19); Sir Robert Lorimer designed the Royal Marine Hotel, the Merryburn Hotel and Rowallan Castle (18, 21); Sir Charles Barry remodelled Dunrobin Castle (18); Sir Edward Lutyens designed Greywalls (22); and Philip Webb designed Arisaig House (18). Many good local architects also conceived several country houses now used as hotels: Alexander Ross of Inverness was responsible for Ardtornish Towers and Coul House (both upgraded to A buildings in the recent revision of Lochaber's list) (19); Archibald Simpson of Aberdeen designed Thainstone House and worked on Meldrum House and Pittodrie House; and Marshall MacKenzie of Aberdeen designed Mar Lodge (23, 24).

The lists produced by the SDD designate excellence in architecture and/or historical association. However, non-designation of a building does not always infer that it has no merit, even in architectural terms. The listing system is far from perfect and Britain designates much fewer historic buildings than many other countries, eg Germany (despite the fact that many buildings there were destroyed during World War II) (25). In addition, a building which may not rate highly using academic criteria may still be a lively and imaginative composition and have distinctive original features. Many of the Victorian shooting lodges are unlisted yet they can contain beautiful wood panelling, impressive carved staircases, ornate fireplaces and fine

heavily moulded plasterwork ceilings, eg Ledgowan Lodge, Strathgarve Lodge, Glenfinnan House, Tulchan Lodge. None of these houses are listed although these features would be irreplaceable in today's economic environment. The quality of the work which can exist in unlisted houses is exemplified by a shooting lodge in Sutherland which had a large mural by Eric Thorburn, the most highly regarded contemporary painter of birds in Britain. The mural was literally "rescued" from the house whilst it was being demolished and it now hangs in Golspie Town Hall.

Many country houses in conjunction with their architectural and historic value have other attributes, such as : attractive grounds and gardens with mature trees of many different species, eg Ardanaseig House, Achamore House, Ardtornish Towers; spectacular settings with picturesque or panoramic views of the surrounding countryside, eg Inverlochy Castle, Ardsheal House, Knockinam Lodge, Pittodrie House, Loch Torridon Hotel; unique facilities in the form of libraries, billiard rooms, tennis courts, antique furniture and pictures, private golf-courses, etc, eg Kilravock Castle, Murrayshall House, Prestonfield House, Drimsynie House; and access to excellent fishing and shooting areas, eg Amhuinnsuidhe Castle, Mar Lodge, Dunkeld House, Tulchan Lodge.

BINNEY and MARTIN have claimed that "most country houses are worthy of listing" and it seems likely that the current revision of the lists will include a greater number of country houses (26).

5.6 The extent of the conversion of country houses in Scotland for self-catering and other forms of accommodation

The information about the number of houses converted into self-catering flats was gleaned from a questionnaire, similar to that which was sent to the hotels, which was posted to self-catering establishments listed in the STB guide to self-catering in Scotland; the local tourist board brochures; the HIDB's comprehensive guide to "Holiday Ideas"; the Scottish Self-catering Association brochure; the brochure of Scottish County Cottages; the brochure of the Landmark Trust; and the NTS's brochure of self-catering accommodation. It is now estimated that self-catering provides 57% of Scotland's total available bedspaces, but the majority of this is in the form of touring caravan and camping sites (see Chapter 4). Rented built accommodation provides only 14-15% of the total bedspaces and of that, country houses converted for use as self-catering flats, provide only a very small proportion. The majority of the accommodation in this sector is provided by cottages and purpose built chalets. The importance of converted country house accommodation is obviously of much less significance to the self-catering accommodation sector than the houses converted into hotels are to the total hotel accommodation sector. There are 63 country houses in which a part, or all of the house, has been converted for use as self-catering accommodation. The majority of these houses remain in the ownership of the estate, in contrast with the houses converted into hotels, but these are largely the owners of small estates owners with less than 5,000 acres. The large estates which own converted country houses are Ardtornish, Morven with 34,400 acres of land, Colonsay with 10,500 acres, Rothiemurchas with 19,800 acres and Callendar Estates with 6,600 acres (26). The Landmark Trust has two houses (see 5.4), and the NTS have six flats in five of their properties - Hill of Tarvit, Leith Hall, Castle Fraser, Brodick Castle and Culzean Castle

and St Andrews University also owns one of the houses. Strathclyde and Highland regions have the highest number of houses converted into self-catering accommodation. The majority of the converted houses are the main houses of their estates and in some cases the owner has converted only a part of the house and continues to live in the other part. There are 13 shooting lodges or factor's houses and the majority of these are in the Highland region. Victorian houses again form the largest group at more than 50% of the total.

TABLE 40 - Converted country house flats - classified by architectural style

Style	Number
Tower Houses	9
Early Classical Houses	1
Georgian	15
Victorian	23
Edwardian	2

Source: Postal survey (Every returned questionnaire did not contain this information)

A lesser proportion of houses converted into self-catering flats are listed as having architectural or historical interest - 36% of the total number of flats. However, almost 50% of these are Grade A buildings (See Table 41).

The survey revealed that three of the houses now used for self-catering flats were converted from former country house hotels. It may be that other flats will be formed from existing country house hotels to correspond with demand for self-catering accommodation. The business of managing self-catering accommodation is obviously very different from that of an hotel so probably the owner's attitude is of paramount importance in determining whether hotels will be changed into flats.

Other types of accommodation now exist within country houses. The Scottish Youth Hostels Association has 80 properties and many of these are converted buildings, ranging from castles to cottages. There are six converted country houses - Carbisdale Castle, Ferniehirst Castle,

TABLE 41 - Grade A Country houses in Scotland converted into self-catering accommodation

Architectural Style	Building	Region
Early Tower Houses	Saddell Castle	Strathclyde
	Balfluig Castle	Grampian
	Old Place of Monreith	Dumfries
Later Tower Houses	Castle Fraser	Grampian
	Leith Hall	Grampian
Early Classical Houses	-	-
Georgian Houses	Embo House	Highland
	Durie House	Fife
	Culzean Castle	Strathclyde
	Kinfauns Castle	Tayside
Victorian Houses	Ardtornish Towers	Highland
Edwardian Houses	-	-

Grade B Country Houses in Scotland converted into self-catering accommodation

Architectural Style	Building	Region
Early Tower Houses	Craignish Castle	Strathclyde
Later Tower Houses	Gagie House	Tayside
Georgian Houses	Old Corrimony	Highland
	Lunga House	Strathclyde
	Bonawe House	Strathclyde
	Fodderty Lodge	Highland
	Torrisdale Castle	Strathclyde
	Kinlochlaich House	Strathclyde
Victorian Houses	Press Castle	Borders
	Achamore House	Strathclyde
	Glengorm Castle	Strathclyde
	Erigmore House	Tayside
Edwardian Houses	Cambo House	Fife
	-	-

There is only 1 Grade C house converted into self-catering flats -

Borthwick Hall, a Victorian house in the Borders.

Loch Lomond Castle, Argyll's Lodging, Glendoll and Glenmore Lodge. Several of the newly developed time-share villages within Scotland have used country houses as the focus of their facilities, providing both services and accommodation. Kilconquhar Castle and Craigendarroch have already been converted and there are proposed developments for Dunrobin Castle and Taymouth Castle. The former is to be part of an international company, Hapimag, which has property in 35 resorts in 11 countries of Europe - this would be their first British development (28). Several country houses have been converted into conference centres for a variety of commercial and non-commercial users. These include Bonskeid House, owned and run by the YMCA, Middleton Hall, (recently for sale), The Burn, owned and run by Aberdeen University, and Glen House, a luxury centre owned by Lord Strathconner (29). Conferences are also sometimes featured at the adventure-schools and field centres which have become popular tourist "attractions" during the 1970s and '80s. These include Raasay House, owned by the HIBD, Aigas House, owned by Sir John Lister-Kaye, Glenshee Lodge, rented to a trust as a ski-centre, Carnach House, also rented by a trust, Tarra-dale House, owned by the Geography Department at Aberdeen University, Abernethy Outdoor Centre, owned by a Christian Trust, and Stobo Castle, owned by Champneys and run as a health resort.

The majority of these converted country houses are listed buildings. Table 42 records these.

TABLE 42 - Country Houses in Scotland converted for other types of tourist accommodation

Grade A buildings

Architectural Style	Building	Region
Early Tower Houses	Ferniehirst Castle	Borders
	Dunrobin Castle (A)	Highland
Later Tower Houses	Argyll's Lodging	Central
Georgian Houses	Middleton House	Lothian
	Stobo Castle	Borders
Victorian Houses	Aigas House	Highland

Grade B buildings

Architectural Style	Building	Region
Georgian Houses	The Burn	Grampian
	Raasay House	Highland

Grade C buildings

Victorian Houses	Carnach House	Highland
	Glenmore Lodge	Highland
	Lomond Castle	Strathclyde
Edwardian Houses	Carbisdale Castle	Highland

5.7

Conclusions

The historic and architectural qualities of country houses and their other unique attributes have particular appeal for the tourist and indeed the general hotel user. They provide an enormous potential asset to Scottish tourism and their particular qualities should be heavily promoted because they represent a quality product which reflects well on "the image of Scotland" as a tourist destination area - and as has been mentioned in Chapter 4 this is an important factor in attracting tourists, particularly from overseas. Already Scotland attracts a high proportion of tourists from the top socio-economic groups whose education-level would ensure particular

appreciation of these buildings. Altogether the range of prices offered by converted country houses would allow even the most improverished tourist affordable accommodation (see Chapter 6).

Perhaps the most astonishing result of the hotel survey is the very high proportion of the total rural hotel stock which is provided by country houses. The rural accommodation industry as well as the local builders would seem to depend as much on obsolescent country houses as the obsolescent houses depend on tourism to provide them with a new use.

References

Chapter 5

1. WORLD TOURIST ORGANISATION - "Economic Review of World Tourism" (1978), WTO
2. SIMMONS, J - "Railways, Hotels and Tourism in Great British 1839-1914", Journal of Contemporary History, Vol 19 April (1984), P 201-222
3. ACWORTH, W M - "The Railways of Scotland" (1890), p 61-64
4. COSTLEY, T - "Tourism in Scotland : a geographical perspective" (1984)
5. SCOTTISH TOURIST BOARD - "A Market Survey of Tourism in Scotland" (1981), STB
6. NATIONAL ECONOMICS DEVELOPMENT OFFICE - "Hotels and the Business Traveller" (1970), HMSO
7. HORWATH and HORWATH - "World-wide Lodging Industry" (1982), Annual Report on International Hotel Operations
8. MIDDLETON, V C - "England and Wales" in International Tourism Report (1986), No 2 Economic Intelligence Unit
9. QUEST, M - "How to buy your own Hotel" (1979), Brodie Marshall & Co
10. DENMAN, R - "Recreation and Tourism on Farms, Crofts and Estates " (1978), STB
11. NATIONAL ECONOMIC DEVELOPMENT OFFICE - "Hotel Prospects to 1985" (1976), HMSO
12. BURNETT, R - "City Warehouse Conversion : Hotel and Holiday Accommodation", Architects Journal 13 July 1983
13. SPENCE, K - "Preserving the Small and the Desperate : the Work of the Landmark Trust", Country Life 14 may 1981
14. DUNBAR, J G - "The Architecture of Scotland" (1978), Batsford
15. GIROUARD, M - "The Victorian Country House" (1979), Clarendon Press

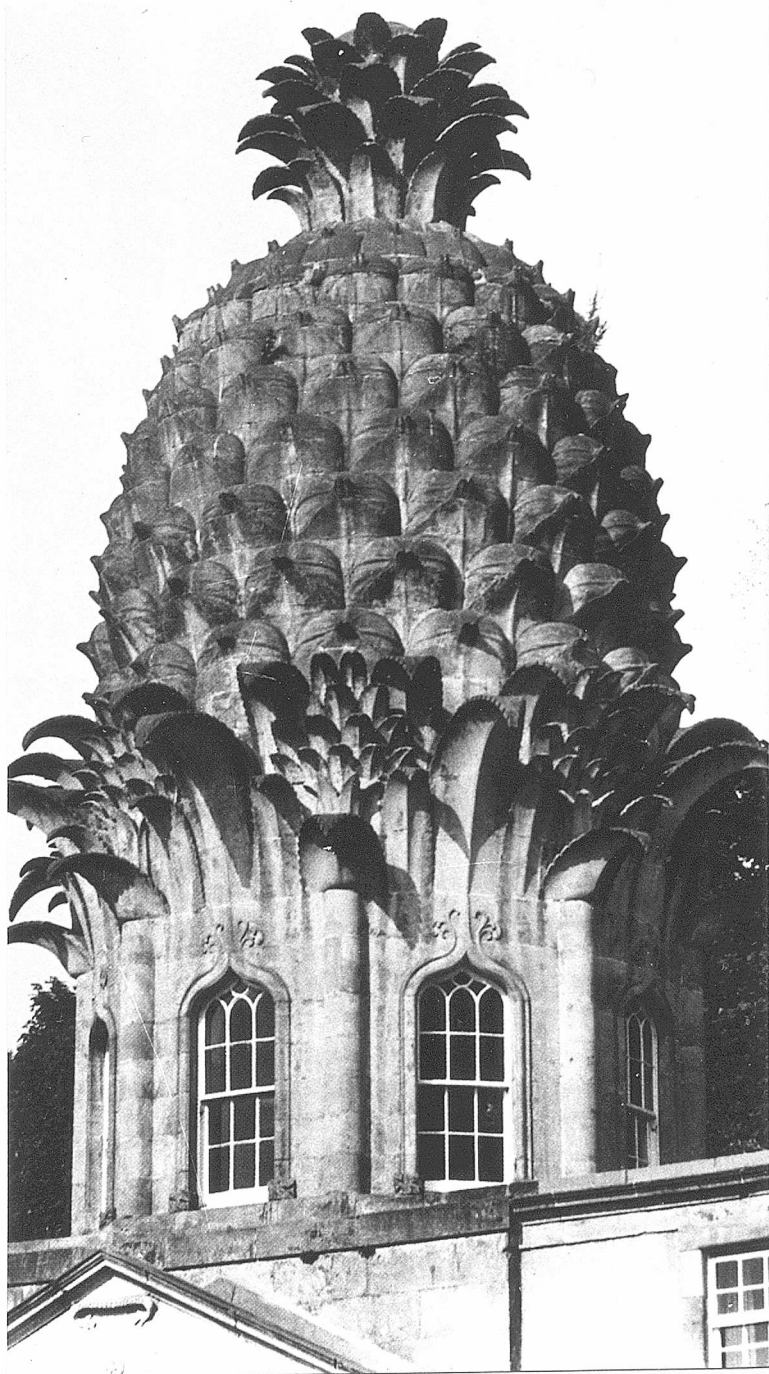
16. STELL, G - "Exploring Scotland's Heritage : Dumfries and Galloway", Royal Commission on the Ancient and Historical Monuments of Scotland (1986), HMSO
17. RITCHIE, A - "Exploring Scotland's Heritage : Orkney and Shetland", Royal Commission on the Ancient and Historical Monuments of Scotland (1985), HMSO
18. SDD - "List of Buildings of Architectural or Historical Interest", SDD
19. RITCHIE, G and HARMAN, M - "Exploring Scotland's Heritage : Argyll and the Western Isles" (1985), Royal Commission on the Ancient and Historical Monuments of Scotland, HMSO
20. FIDDES, V and ROWAN, A - "David Bryce" (1976), Exhibition Catalogue, University of Edinburgh
21. COUNTRY LIFE - "Rowallan Castle" (1978), 21 and 28 December, Country Life
22. COUNTRY LIFE - "Grey Walls" (1911), 9 September, Country Life
23. ABERDEEN CIVIC SOCIETY - "Archibald Simpson : Architect of Aberdeen 1790-1847" (1978), Aberdeen Civic Society
24. BUILDER MAGAZINE, 23 January 1897
25. BINNEY, M and ANDREAE, S - "Gambling with History : the Crisis in Listing" (1979), Planning, 27 April, p 9-21
26. BINNEY, M and MARTIN, K - "The Country House - to be or not to be" (19), SAVE, p 123
27. MACEWAN, J - "Who owns Scotland : a study of land-ownership" (ND) Edinburgh : EUSPB
28. HANSON, M - "Holiday Choice for Time-sharers" (1985), Country Life
29. DUNCAN, R - "Stately home of your own for £1,000 a day" (1984), Glasgow Herald, 10 January



AIGAS HOUSE, HIGHLAND. A VICTORIAN HOUSE.
NOW A CENTRE FOR ENVIRONMENTAL STUDIES.



RAASAY HOUSE, HIGHLAND. A GEORGIAN HOUSE WITH ALTERATIONS.
OWNED BY THE HIDB AND RUN AS AN ADVENTURE SCHOOL.



E
 X DUNMORE PINAPPLE, CENTRAL. A GARDEN BUILDING .
 NOW SELF-CATERING ACCOMMODATION. THE LANDMARK TRUST.



SADDELL CASTLE, STRATHCLYDE. AN EARLY TOWER HOUSE. NOW SELF-CATERING. THE LANDMARK TRUST.



BORTHWICK CASTLE, LOTHIAN. AN EARLY TOWER HOUSE.
NOW AN HOTEL.



COMLONGAN CASTLE, DUMFRIES. A TOWER HOUSE & A VICTORIAN HOUSE. NOW A HOTEL.



THAINSTONE HOUSE, GRAMPIAN. BY ARCHIBALD SIMPSON. AN ITALIANATE VILLA. NOW A HOTEL.



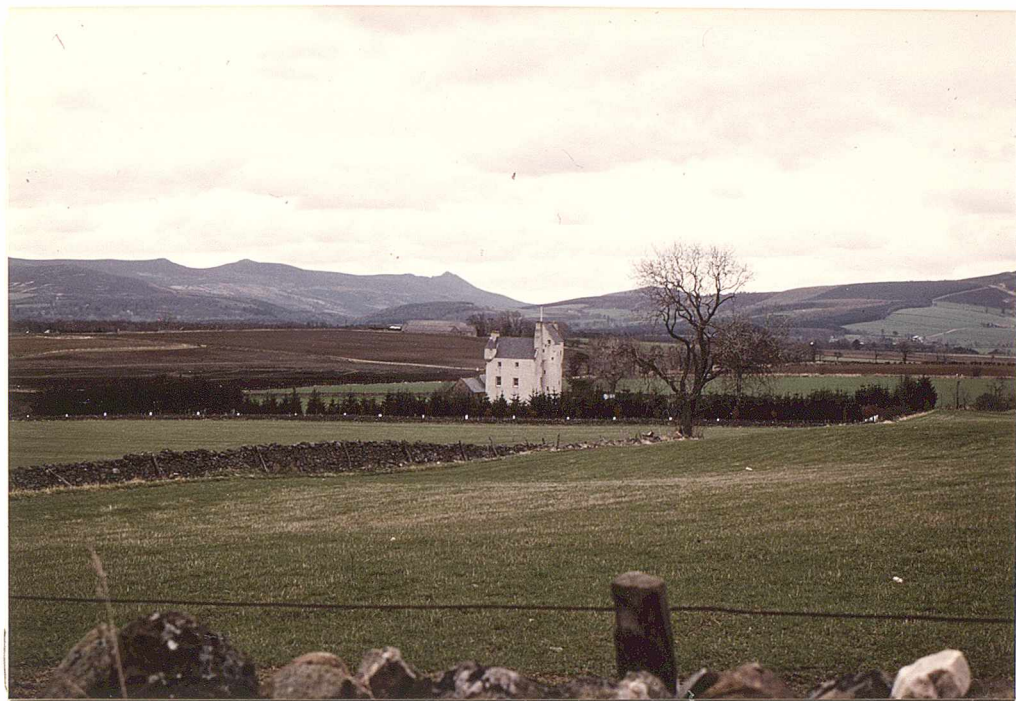
PITTODRIE HOUSE, GRAMPIAN. A TOWER HOUSE WITH LATER ADDITIONS. NOW A HOTEL.



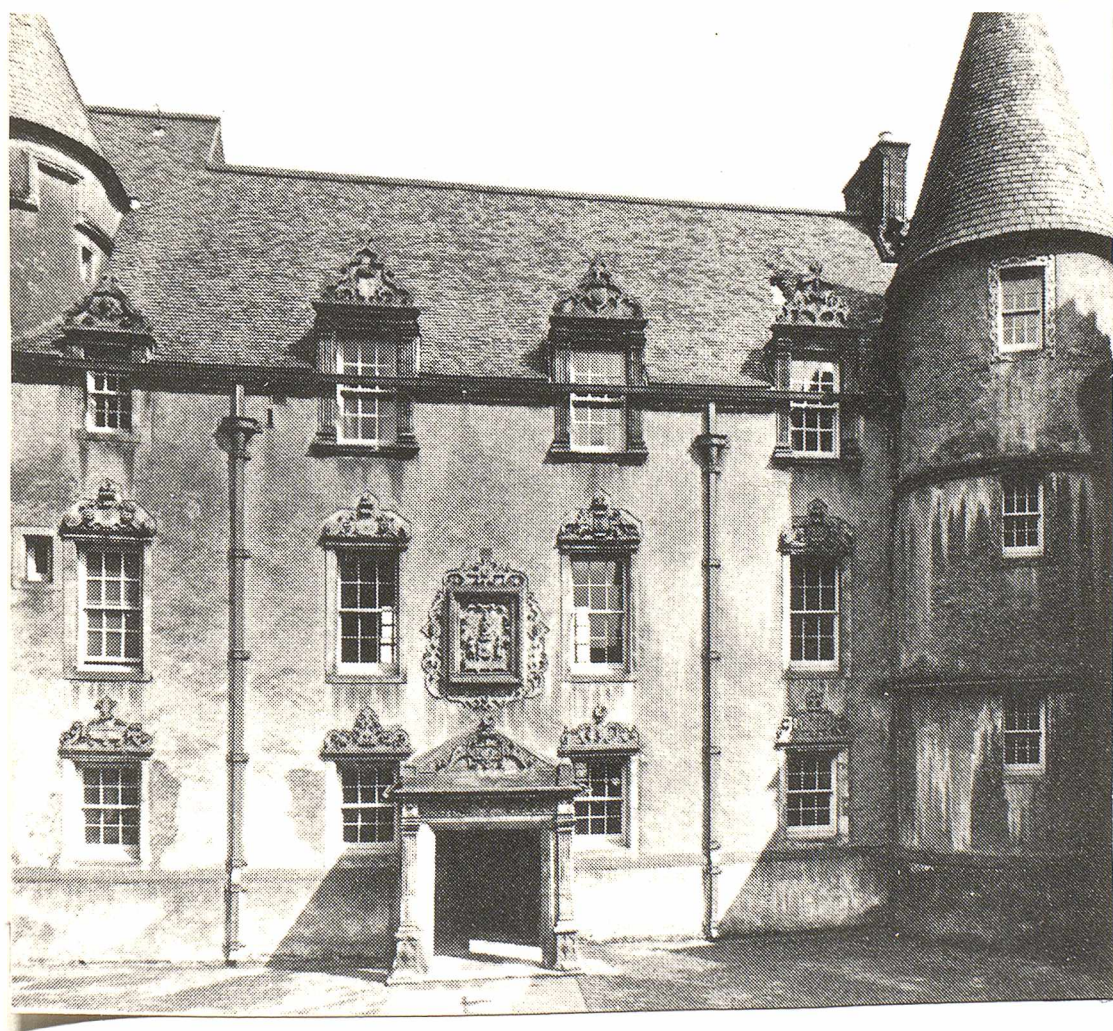
TORRISDALE CASTLE, STRATHCLYDE. BY GILLESPIE GRAHAM. A HOUSE IN GEORGIAN GOTHIC STYLE.
NOW SELF-CATERING FLATS.



GLENGORM CASTLE, STRATHCLYDE. BY PEDDIE AND KINNAR. A VICTORIAN HOUSE.
NOW SELF-CATERING FLATS.



BALFLUIG CASTLE, GRAMPIAN. A RESTORED TOWER HOUSE.
RENTED AS SELF-CATERING ACCOMMODATION.



ARGYLL'S LODGING, CENTRAL. A TOWER HOUSE WITH RENAISSANCE
MOTIFS. NOW A YOUTH HOSTEL.



KILCONQUHAR CASTLE, FIFE. A VICTORIAN HOUSE BY DAVID BRYCE. NOW CONTAINS FLATS AND IS THE FOCUS OF A TIME-SHARE DEVELOPMENT.

CHAPTER 6 - AN INVESTIGATION INTO THE DECISION TO CONVERT A COUNTRY FOR TOURIST ACCOMMODATION

6.1 Aims of the Investigation

The conversion of the country house for tourist accommodation in Scotland is an important alternative use for a house suffering obsolescence in single domestic use. A large number of houses have been converted into accommodation in Scotland particularly since the 1940s, and the investigation determined to discover the circumstances of their conversion. The STB particularly wanted to know the identity of the decision-makers and the stimulus to their decision to convert the houses. A basic framework was adopted within which to structure the concrete objectives of the investigation.

Objectives:

1. To investigate the "environment" in which the decision was made, ie the social, economic and cultural circumstances of the decision-maker.
2. To investigate the "perceived" stimulus to the decision
 - the values of the decision-maker
 - to identify how the decision-maker perceived the "problem"
 - to assess the information on which the decision was made
 - to assess the "economic rationality" of the decision.
3. To examine the "perceived" costs and/or benefits which the decision-maker attaches to the utilisation of a country house (as opposed to another type of buildings).
4. To identify controls imposed on the decision-maker by national and local government (real controls and those "perceived" by the decision-maker), ie legally enforceable requirements, eg planning and building regulations.
5. To identify constraints on the decision-maker.

6.2 The Methodology

A questionnaire provides an objective method of obtaining information from respondents and it was decided to use this as the method of data collection.

6.2.1 The Questionnaire

Questionnaire construction should flow directly from problem formulation and if the variables of interest have been well-defined construction is a straight-forward process of translating these variables into questions. The following rules of questionnaire design were noted and put into practice -

1. use of specific questions
2. use of simple language
3. avoidance of ambiguity
4. avoidance of vague words
5. avoidance of leading questions
6. avoidance of questions that presume anything about the respondent
7. non-use of hypothetical questions (1, 2).

Another major rule of questionnaire design is not to ask "embarrassing questions" which usually encompass personal financial information. After the pilot study, questions about income were dropped and the only financial information sought was the cost of buying the house and the cost of conversion. The questionnaire used in the pilot survey had a large number of "open questions", ie one where the respondent answers in his/her own words and the interviewer records this verbatim.

These replies were later used to develop a set of pre-codes for closed questions which were included in the final questionnaire. The questionnaire adopted the approach of grouping questions in logically related topics although it is generally regarded that respondents do not seem to be bothered by abrupt transitions from topic to topic if these are prefaced by some indication that there is a shift in subject. (2).

The pilot survey was conducted by personal interview with the owners of country house hotels and the first questionnaire was long and fairly

complex. The main survey was conducted by post and the questionnaire had to be considerably reduced to motivate the respondent to communicate information. (A copy of the final questionnaire used to conduct the main survey is included in the appendix).

6.2.2 The Main Survey - conduct and response

The decision was made at the start of the project that this survey would be conducted by personal interview by visiting a sample of converted country houses. However, the non-response rate to a sample of 35 hotels was more than 50%, this corresponds with a typical non-response rate in a household survey of 20% (1). Certain owners were hostile to the idea of answering questions and in other cases it proved impossible to actually contact the owner on arrival at the hotel. As a result of this the decision was taken to conduct a postal survey. Average response to a postal survey is usually reckoned to be only 20% (1) but obviously it is logistically easier to send a large number of questionnaires than to visit a large number of hotels and it was concluded that even with a response rate of 20% there would be sufficient returns to ensure that the results were statistically valid. The response to the first postal survey of all hotels in Scotland to establish their architectural origins had produced a response-rate of 70% and this high figure suggested that owners may prefer to answer questions without the pressure of an interviewer. However, postal surveys have two major disadvantages which were relevant to this particular survey : the questionnaire must be short and simple to increase response which reduces the amount of potential information; and there is no opportunity to supplement the respondents' answers by observation. The latter was a major problem because the survey aimed to

fulfil the further objective (the subject of Chapter 7) of assessing the impact of conversion on the architectural fabric of the country house. However, in the circumstances it was concluded that a postal survey must be the optimal method.

A questionnaire and explanatory letter about the research project was sent to all the hotels converted from country houses in the month of January 1986. A stamped, addressed envelope was included and a follow-up reminder letter was sent out at the beginning of March 1986. (This is known to be an important method of increasing the response MOSER and KALTON, p 265) (1).

The total response-rate to the enquiry was eventually 43% but a number of these responses were negative replies to our enquiries. Thirty-two per cent had completed the questionnaire to the best of their ability, although 10 per cent had acquired the hotel subsequent to its conversion and could not, therefore, respond positively to all the questions. However, there were a great number of questions which they could answer and those they completed. Three per cent did not complete the questionnaire because they claimed it was irrelevant to their circumstances as "new" owners of a converted hotel. Four per cent totally refused to complete the questionnaire for a variety of reasons. Three per cent partially completed the questionnaire. However, a total of 32 per cent completed questionnaires with 21 per cent from owners who had actually converted the building was regarded as a more than adequate response-rate.

Seventeen per cent of the total response was returned within the first week of questionnaire distribution, 47 per cent was returned within the second week, 59 per cent within the third week, 77 per cent within six weeks and the rest were returned after the reminder-letter. Subse-

quent to the reminder several hotels wrote to say that they had never received questionnaires and so they were sent copies, which were later returned complete. Several other hotels also wrote to say that they had completed the questionnaire and returned it - however, these were never received at the School. The conclusion was made that there must have been postal error - an unanticipated hazard of this type of survey!

(The results from the questionnaire postal survey were used to compile the information which subsequently follows in this chapter).

6.3 The Decision-Makers and their "Environment"

6.3.1 The decision-maker is the most important key in the investigation of any decision. His* "environment", ie the cultural, social and economic factors which affect him will determine the reasons why he wants to make a decision and the decision-choice that he makes. In the majority of cases a decision will be made because the actual environment of the decision-maker is no longer adequate, for whatever reason, and he perceives another environment as being more desirable. "Desired environments" can be defined as environments that can be formed by making changes to the actual environment. These changes form what can be termed "the environmental imbalance". An environmental imbalance can exist without a decision actually being made to correct the imbalance and this will depend on several factors: the socio-economic circumstances of the decision-maker; the controls imposed by national and local government and the constraints imposed by economic, social, cultural or physical factors external to the decision-maker. Controls and constraints will be considered later in the chapter - this section is concerned with the decision-maker.

* The decision-maker is, of course, not necessarily a man - this is just a convenient term.

Although each decision-maker is unique because their environments differ there can be similarities between decision-makers. For the purposes of this investigation it was assumed that five "sets" of decision-makers would exist within the survey population:

1. Traditional estate owners who made the decision to personally convert their houses into hotels or guest houses.
2. Former hotel owners who bought a country house to convert it into an hotel.
3. Large hotel companies or groups who bought a country house to convert it into an hotel.
4. Former hotel employees who bought a country house to convert it into an hotel.
5. People with no experience of the hotel industry who bought a country house to convert it into an hotel.

6.3.2 The Organisation of the Hotel Industry

The organisation of the hotel industry is only partially reflected in the classification into the five decision-making groups.

At an international or national level there are a number of companies operating. It is possible to distinguish two main types of hotel group (3). One is represented by national companies with a head office in a particular country which owns hotels in that country and other countries. Another type is the multi-national company which operates hotels in different countries and where the location of the head office is not of particular significance. These multi-national hotel companies are often closely linked with other related industries, eg US Pan American Airways operates through Inter-Continental Hotels, the International Telephone and Telegraph Company through Sheraton Hotels and Transworld Airlines through Hilton International. The World Bank Group and the regional banks in various parts of the world

are also involved in financing multi-national and nationally operated hotel groups (3).

Many of the national hotel companies in the UK have close links with companies in the brewing industry, eg Swallow Hotels are owned by Vaux and Associated Breweries, Thistle Hotels are owned by Scottish and Newcastle Breweries and Guinness own the Gleneagles Hotel and the North British in Edinburgh. However, these large hotel groups, although they often operate the largest and most prestigious hotels, do not dominate the hotel industry. Unlike many other large industries the hotel industry, in most countries, is largely comprised of small independent units (4). The largest hotel companies in the UK account for less than 20% of the industry's turnover and less than 15% of the room capacity. The 20 largest companies operating in the UK own between them only 5% of the total number of hotels (5).

The distribution between the ownership of hotels among the different hotel groups in Scotland is shown in Table 43 which is taken from information produced by the Data Research Group in 1981 (6). It is now "out-of-date" because groups are expanding and contracting their interests continuously, eg British Transport Hotels sold all their hotels in 1983. However, it serves to illustrate that only a small proportion of the total hotel stock in Scotland, estimated at over 2,000 hotels (see Chapter 5), is owned by the large groups.

SHAMIR's study in 1978 of hotel organisation indicates that the present tendency is for hotels to be larger, provide less but more standardised services, most of which do not cater to exceptional needs and tastes, and to be involved with more written communication and more

TABLE 43 - Hotel Groups operating in Scotland

Rank	Group	No. of hotels
1	Thistle Hotels	33
+	Scottish and Newcastle	24
2	Scottish Highland Hotels	18
3	Reo Stakis	17
4	Osprey Hotels	13
5	Allied Breweries	12
	Trust House Forte	12
6	Swallow Hotels	10
7	Lowlands of Scotland Hotels	9
8	British Transport Hotels	8
9	Tennent and Caledonian	8
10	Ladbroke	7
11	North British Trust	5
12	Croft Leisure	4
		<u>172</u>

Rank	Group	No. of Bedrooms
1	Trust House Forte	1,281
2	Thistle	1,254
3	Reo Stakis	1,230
4	Scottish Highland Hotels	987
5	Swallow Hotels	702
6	British Transport Hotels	663
7	Allied Breweries	658
8	Holiday Inns (UK)	550
9	Ladbroke	461
10	Osprey Hotels	432
11	Norscot	310
*	Grand Metropolitan	310
12	North British Trust	306

* Grand Metropolitan PLC have since rationalised their hotel holdings by selling their "provincial and 3-star properties" (primarily to Queen's Moat Houses)

Source: DATA RESEARCH GROUP - "UK Hotels with 10 or more bedrooms", 1981

TABLE 44 - Ten Leading Hotel Operators in the UK in 1982

Group	No. of hotels		No. of rooms
Trust House Forte	210	(1)	21,499
Crest	63	(2)	7,393
Intercontinental	16	(8)	5, 48
Thistle	42	(4)	5,252
Holiday Inns	16	(8)	3,621
Ladbroke	34	(6)	3,554
Queen's Moat Houses	51	(3)	3,466
Imperial London	6	(10)	2,800
Swallow	32	(7)	2,789
Embassy	41	(5)	2,500

Source: "Operators and Consultants", AJ 6 July 1983 (7)

computerised control systems (8). This suggests that the hotel groups are beginning to have a more dominant role in an industry which is becoming more sophisticated. Certainly hotel groups can operate certain economies of scale and there is evidence that the largest hotels have higher profit margins (see Table 45).

TABLE 45 - Income and Expenditure by size of hotel

Medium values as % of sales plus retained service charges

Category of Expenditure	Size of hotel (by number of beds)		
	up to 50	51-120	over 120
Cost of goods sold	42.3	35.3	26.0
Wages costs	29.7	28.3	31.0
Operating expenses	21.3	25.1	30.3
Profit	7.1	10.1	12.8

Source: Centre for Hotel and Catering Comparisons, University of Surrey, Report on the Inter-Hotel comparison survey, 1969

Within Scotland the majority of groups have concentrated their hotels in urban locations where they can maximise their occupancy rates with business and holiday tourists. However, they do operate some very successful hotels in resort and rural locations. One of the major advantages of a group is that the hotels can cross-subsidise each other in periods of poor financial return.

The results of the survey revealed that only 4% of converted country houses were owned by hotel groups and that none of these had actually been converted by the group but were acquired by them after conversion. Table 46 lists the converted country houses owned by hotel groups.

Although none of the hotel groups operating in Scotland have been involved in the conversion of country houses there are examples from groups operating in other locations. In England a unique hotel group was established in 1980 which has, to date, converted two country houses for use as hotels, one in Wales and the other near York; Historic House Hotels has "conservationist ideals" and aims to convert the buildings in sympathy with their original structure while creating

TABLE 46 - Country house hotels operated by national hotel groups

Hotel	Location	Group
Glenborrodale Castle	Ardnamurchan	Trust House Forte
*Johnstounburn	Humbie, E Lothian	Mount Charlotte Hotels
Commodore	Cramond, Edinburgh	Reo Stakis
**Dunkeld House	Perthshire	Reo Stakis
Dalhousie Castle	Bonnyrigg, Edinburgh	Crown Hotels
Swallow	Dundee	Swallow Hotels
Park	Peebles	Swallow Hotels
Kingsmills	Inverness	Swallow Hotels
*Stonefield Castle	Tarbert, Loch Fyne	Norscot Hotels
Fernie Castle	Fife	UB Restaurants

* Purchased in 1984/85

** Purchased in 1985 for an undisclosed price, thought to be about £1 million (GL 22.8.85)

a commercially viable hotel. The group has definite plans to convert a third house in either central or southern England (9).

The Great Western Railway Company acquired the lease of Treganna Castle, an 18th Century house in Cornwall, and opened it as a hotel in 1878. It proved a success and the company bought the property outright in 1895 (10). It is now owned by Crown Hotels.

In 1986 Cliveden, a property of the National Trust, was opened as a hotel by Blakeney Hotels. This house was owned by the Astors and the Dukes of Sutherland and dates from 1660 with remodelling by Sir Charles Barry (also employed by the Duke at Dunrobin Castle). The house has been beautifully restored and is furnished throughout with sympathy and taste. It is now a unique luxury hotel (11).

In Spain, the state has been actively involved in owning and running hotels since before the Civil War. The original idea was for these hotels to be located in areas of outstanding natural beauty where good fishing and shooting were also available. From the beginning these hotels were set in historical buildings, many of them castles, palaces or mansions although new hotels have subsequently been built. In 1986 from a total of 84 hotels ('paradors') and inns ('alberques'), 23 are located in converted mansions, palaces or castles. The hotels are run by the Ministry of Transport, Tourism and Communications and work on the paradors is carried out by a specialised team of architects who advise on the choice of buildings, report on the condition of the buildings and design and supervise the conversion (external and internal).

It seems ironic that these excellent conversions of important historic buildings should be in Spain, where the coastline has been aesthetically polluted by massive developments of poorly designed modern hotels. However, "as a systematic exercise in finding new uses for empty and decaying country houses, the Spanish paradors have a lesson for any country keen on developing tourism" (BINNEY) (12).

6.3.3 The socio-economic characteristics of the decision-maker

Investigation revealed that none of the hotels either in the survey or

in the total population of country house hotel owners, were converted by hotel groups or chains. Neither was it discovered that any large companies from other industries, some of which have diversified their activities by involvement in the tourist accommodation industry, have been active in the conversion of country houses. An investment company have developed the Craigendarroch time-share enterprise at Ballater - the focus of which is the Craigendarroch Hotel, the former residence of the Keillers (marmalade) but the hotel existed prior to the development of the time-share. Kildonan Investments owns a building firm which has implemented the building work on the site. Barratt, the national building company, now has three time-share developments in Scotland and one of the hotel owners in the survey sample, although the family had previously owned a hotel, also had a private building company, and has used the family building experience in the restoration of the house. However, the survey discovered that the majority of the survey sample are small independent businesses, dependent on the one hotel for their income.

A large number of the owners have nevertheless formed their own limited liability companies - although the majority are partnerships or sole traders. There are advantages in all these forms of trading and it really depends on the income of the hotel and the social circumstances of the owner which form is most suited to their business. A sole trader is taxed on net profit as income and if he earns more than a certain amount he may be better off trading as a company and paying tax at the small business rate. However, if a partnership is formed its members can split the income equally and have separate tax assessments. It only pays to form a company, as opposed to a partnership after £62,000 of joint taxable income. There are also legal factors

to be taken into account when the owner determines the method of trading. Sole traders and partnerships have the disadvantage of being personally responsible if the business goes bankrupt and their personal possessions can be sold to pay their debts. In the company situation if the business goes bankrupt the directors lose only their investment and their personal possessions cannot be sold to recover debts.

TABLE 47 - Trading arrangements

Type	%
Sole trader	30
Partnership	29
Limited liability company	41

A large number of the partnerships and companies are formed by husbands and wives and family groups.

TABLE 48 - Social circumstances of the hotel owners

	%
Single men	16
Single women	5
Husband and wife team	55
Husband only	2
Wife only	8
Family group (more than one generation)	14

The majority of owners were also personally responsible for managing their hotels and even those who employed managers were often involved full-time in running the hotel.

TABLE 49 - Management structure within the hotels

Social circumstances	Self-managed %	Employ managers %
Single men	17	2
Single women	-	2
Husband and wife team	46	4.5
Wife only	4.5	-
Husband only	3.5	3.5
Family	16	1
	<u>87</u>	<u>13</u>

As one would expect, the majority of the houses have been converted by the age groups between 25 and 65. Only one house has been converted by an owner over 65 and he had previously converted two other houses. He employs managers at all his hotels (see also "estate owners") and has a less active role in the day-to-day running of the hotel than the majority of other owners. Adjusting the figures using the date of conversion, 56% were converted by owners aged 25-45 and 42.5% were converted by owners aged 45-65. This suggests that the younger age groups, with the expectancy of a longer working life, has a slightly higher tendency to be involved in conversion but that there is also a great deal of interest in conversion from those who have been established in their careers for a considerable period of time.

The assumption that five sets of owners would exist within the survey population was refuted by the survey because there have been no hotel groups involved in country house conversion. However, the other four sets existed to varying degrees within the survey population.

TABLE 50 - Percentage of "sets" existing in the survey population

	%
Set 1	24
Set 2	18
Set 3	-
Set 4	10
Set 5	48

6.3.4 Traditional Estate Owners

Within this group it is possible to distinguish two types of country house owner. There is the owner who also has an estate attached to his hotel, and there is the owner who bought a house, which had already been detached from the estate, lived in it for some years, and subsequently converted it into an hotel.

Among the first group, which are 55% of the total group, there are a variety of estate sizes. Three of the converted houses and estates are owned by the same man who in total owns 137,200 acres of Scottish countryside (13). All the estates have excellent fishing and shooting facilities and the hotels depend on these sports to attract customers. The owner bought the estates in the 1970s and is a Swiss business-man. He is one of Scotland's "new breed" of landowners rather than a "traditional owner". He is also the largest landowner represented among this group. The majority of the other estates are less than 5,000 acres in extent except one of 14,700 acres and another of 5,700 acres. Four of the owners are at least second-generation land-owners and several others purchased the estates many years ago. All have different social characteristics: a spinster, a widow, two bachelors - one in partnership with his nephew and wife; several married couples, three with families involved in the business. The HIBD own an hotel which was converted from a house on an estate which they own on the Isle of Raasay. The main estate house, Raasay House, was subsequently converted into an adventure school with the west wing being used as a community centre. Another large house was returned to domestic use. All the houses owned by the previous absentee estate owner had been allowed, over a period of 20 years, to become derelict. The HIBD has been directly involved in establishing other hotels within their area of responsibility but this is their first hotel converted from an existing building. The property is leased to a local lady and her daughter who run the hotel.

Of those who own only the house and its surroundings, ie 48% of the group, the majority were formerly engaged in other types of employment and three have opened hotels or guest houses on their retirement. Of these, one was employed in the colonial police force and another was

an officer in the navy (both their wives are involved in operating the hotels). Another hotel is a large family concern with six directors, four male and two female. Yet another is owned by a family, it is the ancestral home, but run by a male member of the family who is highly qualified in hotel and catering and has had experience working with Trust House Forte. One is operated by a widow and two by married ladies whose husbands are farmers. Ninety per cent of these hotels were actually run by the owner in contrast with only 30% by those who owned an estate. (The other 70% of this group employed managers although several have a very close interest in the running of the hotels).

The age structure of the owners in this group shows the dominance of the 45-65 age group. There were no owners under 25.

TABLE 51 - Age structure (Set 1)

Age	%
Under 25	-
25-45	28.6
45-65	52.4
Over 65	19

Obviously for several of the owners the hotels were not their only, or even their major, source of income.

6.3.5 Owners of country house hotels who previously owned an hotel

This group formed 18% of the total number of converted country house hotels, which rates it third in importance. Only 27% of these owners have had formal training either at college or with a hotel group but many have had as much as 20 years experience operating other hotels. These hotels were all converted after 1960. The 50% of conversions carried out in the 1980s is much higher for this group than for the whole survey.

TABLE 52 - Date of Conversions (Set 2)

Date	% of conversions	% Diff Survey Population
Pre 1930	-	- 1
1930s	-	- 1
1940s	-	- 9
1950s	-	- 9
1960s	21	+ 3
1970s	29	+ 3
1980s	50	+14

Forty-seven per cent of these hotels were owned and managed by a married couple with another 27% being family businesses, ie more than one generation involved in the hotel and 20% single men. The age characteristics show less in the upper two categories than in the survey population as a whole.

TABLE 53 - Age structure (Set 2)

Age	%	Whole survey population
Under 25	-	- 0.8
25-45	44	+ 7
45-65	44	-10
Over 65	12	-15

Two of the owners retained other hotels after converting the country houses. One of these other hotels is also a converted country house. The majority of the owners had previously owned purpose-built hotels but the majority of these had also been located in the countryside.

6.3.6 Former hotel employees, now owners

Apart from the "hotel group" set, this set had the fewest number of cases - only 8% of the total population. However, 88% of this group had experience and formal training with hotel groups, in particular with Trust House Forte and British Transport Hotels. The age distri-

bution of this set also shows a tendency to be younger than in the other sets.

TABLE 54 - Age structure (Set 4)

Age	%	Whole survey population
Under 25	-	- 0.8
25-45	55	+18
45-65	33	-21
Over 65	12	-15

Fifty-six per cent of these hotels were owned and managed by married couples, only 11% were family owned with 22% owned by single men.

The dates of conversion show a higher degree of variance than in group 2

TABLE 55 - Date of Conversions (Set 4)

Date	% Diff. conversions		Survey population
Pre 1930s	-	- 1	1.2
1930s	-	- 1	1.3
1940s	-	- 9	8.6
1950s	11	+ 2	8.7
1960s	22	+ 4	18
1970s	56	+30	26
1980s	11	-25	36

A particularly large number were converted in the 1970s.

6.3.7 Owners with no previous experience of the industry

This is the largest group to have been involved in the conversion of country houses and it is probable that this is a general reflection on the ownership of small hotels, particularly in rural locations.

The list of employment in which the owners were previously engaged is varied. Many were high status, high earning jobs and others had been involved in running other forms of small business.

TABLE 56 - Previous employment (Set 5)

Job	No. of cases
Farmer	2
Engineer	2
Agricultural adviser	1
Housewives	2
Lawyer	1
Librarian	1
Shopkeeper	1
Building contractor	2
Pharmacist	1
Theatre manager	1
Film designer	1
Teacher	1
Banker	1
Sales representative	1
Insurance Company General Manager	1
Architect	1
Garage owner	1
Executive secretary	1
Entertainment manager	1
Cook	1
Publican	1

There does not seem to be any correlation between the different jobs included in this list except perhaps that many of them involve a high level of personal initiative and responsibility. The fact that owners who converted hotels in the 1930s, '40s and '50s are still in possession suggests that they have been satisfied with their new development and have made at least enough money to break-even. GOLBY and JOHNS identified four typical reasons that motivate people to get involved in managing a small firm: achievement of independence and individuality; personal supervision and satisfaction; wish to develop their own ideas; offers challenge and sense of achievement (14).

Again the majority of hotels are owned and managed by married couples - 67%, with 5% "family" ownership and 18% owned by single men.

TABLE 57 - Age structure (Set 5)

Age	%	Whole survey population
Under 25	-	-
25-45	30	-5
45-65	60	+7
Over 65	10	-1

The age structure of this set corresponds fairly closely with the age distribution of the whole survey population, with there being slightly more in the 45-65 age group and slightly less in the 25-45 age group. This probably reflects the fact that the majority of owners had careers within other areas of employment prior to their conversion of the houses.

This group has the highest level of variance in its dates of conversion.

TABLE 58 - Date of conversions (Set 5)

Date	% conversions	% diff. with survey population
Pre 1930s	2.5	+1.5
1930s	2.5	+1.5
1940s	11	+2
1950s	11	+2
1960s	19	+1
1970s	19	-7
1980s	35	-1

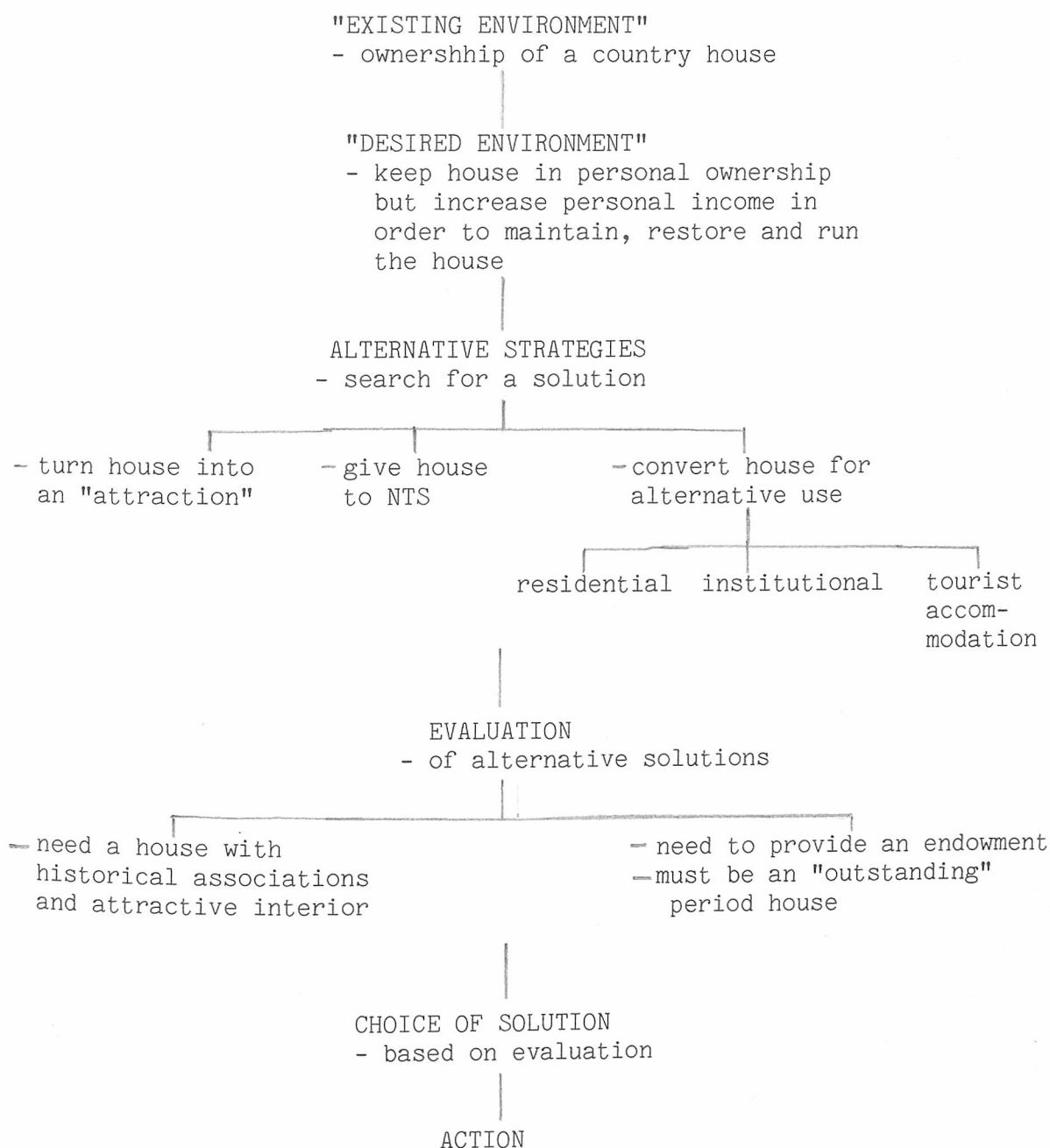
6.4 The "Perceived Stimulus" to the Decision

In the last section it was claimed that a decision is made because a decision-maker regards his present environment as no longer adequate for his requirements and he perceives another environment as being "more desirable". The descriptions of the "present environments" of the decision-makers in the survey population, ie their circumstances at the time they made the decision have been given in the last section, and from it five different "sets" of owners were classified according

to their present environments. Diagrammatic models of each "set's" decision-making process were evolved from the information obtained in the questionnaire. Each set proceeded through the basic steps of decision-making: perception of need for change; search for alternative solution to implement change; evaluation of alternative solutions; and final choice of solution.

6.4.1 Set I - Traditional Estate Owners

DIAGRAM 1 - Decision-making process for traditional estate owners



The "desired environment of this group was to increase their personal income and retain their country house for personal domestic use. The majority of those surveyed (except the Swiss banker) admitted that ownership of their country house was a financial burden. At this stage they had several alternative solutions: to open their house to the public as a tourist attraction; to give their house to the NTS; or to convert the house for alternative use. However, on evaluating these alternatives it is obvious that each will involve constraints of an economic, physical and social (behavioural) nature. Each owner's circumstances will determine the nature and level of constraint.

Opening the house to the public was not seriously considered by the majority of the owners in the survey because the houses were not considered to have enough historical interest to attract a sufficient number of visitors. There was only one exception to this - Kilravock Castle, a Grade A tower house with later architectural additions, is open to the public as well as operating as a hotel. Opening the house to the public obviously maximises the income to be made from the house and staff are inter-changeable between the two operations.

Donating the house to the NTS was also an option which none of the owners favoured. Chapter 3 has explained that the NT and NTS require property to be endowed with finance, or assets capable of producing income, and direct information from the NTS implied that only houses of exceptional architectural quality, ie Grade A are acceptable for its guardianship. Obviously certain of the potential alternative uses for which many other country houses have been adapted would be unacceptable to an owner who desired to remain in the house, eg institutional use. One owner seriously considered conversion into a nursing home but instead opted for conversion as a guest house. The reasons stated by the owners for their choice of conversion into an

hotel included perceived economic, social and physical advantages:

ECONOMIC

- taxation (costs offset against income)
- low cost of conversion
- existing market available to buy product
- training in the hotel industry (therefore, available resources)

SOCIAL

- house can be appreciated
- can keep house as "home"
- no need for prior experience/training
- existence of past experience in the industry

PHYSICAL

- no alterations to structure of house
- location suitable for tourist use.

Evaluation of alternative solutions does not seem to have been based on a systematic search procedure. Only 35% of owners obtained professional financial assistance to assess the financial viability of the project and the majority had not seriously considered any other alternative solutions. However, this is a common situation for new entrepreneurs who lack previous experience and have few criteria on which to base their decision. The major goal of the owners in this survey was a social one and the economic goals was secondary to this. In addition, the economic goal set by the owners was not "profit maximisation" but rather an income sufficient to provide a comfortable living and pay for maintaining the house. The decision-makers in this group are, therefore, "satisfiers". The notion that many entrepreneurs are "satisfiers" was first mooted by H SIMON when he claimed that they make a choice between alternatives using the simple criterion of whether they are "satisfactory" or "unsatisfactory" compared with some threshold or reference point (15). Prior to SIMON's theory it was assumed that entrepreneurs were motivated solely by profit. PERISTERAKIS's study of small hotels discovered that the majority were

not particularly profit-orientated and HANKINSON's study of small manufacturing units also made a similar discovery asserting further that small firms often choose to ignore optimising opportunities and even seek to avoid them (16, 17). Nevertheless evidence from some hotels points to the fact that although owners may have begun without the perceived goal of profit maximisation that they eventually pursue profitability. Forty-five and a half per cent have created more bedroom space in their hotels since opening and 57% have created additional bathrooms. This suggests that they have "traded-off" the increased business potential which these provide with the cost and upheaval of their creation (not to mention the potential damage to the architecture of the house).

It is common in the hotel industry to use the occupancy rate as a measure of potential profitability, although other methods such as ratios involving the number of employees to the room or bed capacity of the hotel or the payroll to sales index are also used (18). Room sales have the most potential profit of each of the departmental sales within an hotel so it is assumed that an hotel with a high occupancy rate is "making a profit" - although it is obvious that hotels with a high level of costs (of which labour is usually the highest) will need to have a higher level of occupancy to make a profit (19).

Nevertheless most commentators consider that the break-even point is between 50-60% bed occupancy (16, 20). The average bed occupancy for hotels in Scotland from 1979 to 1985 is shown below in Table 59.

TABLE 59 - Bedspace Occupancy in hotels in Scotland 1979-1985

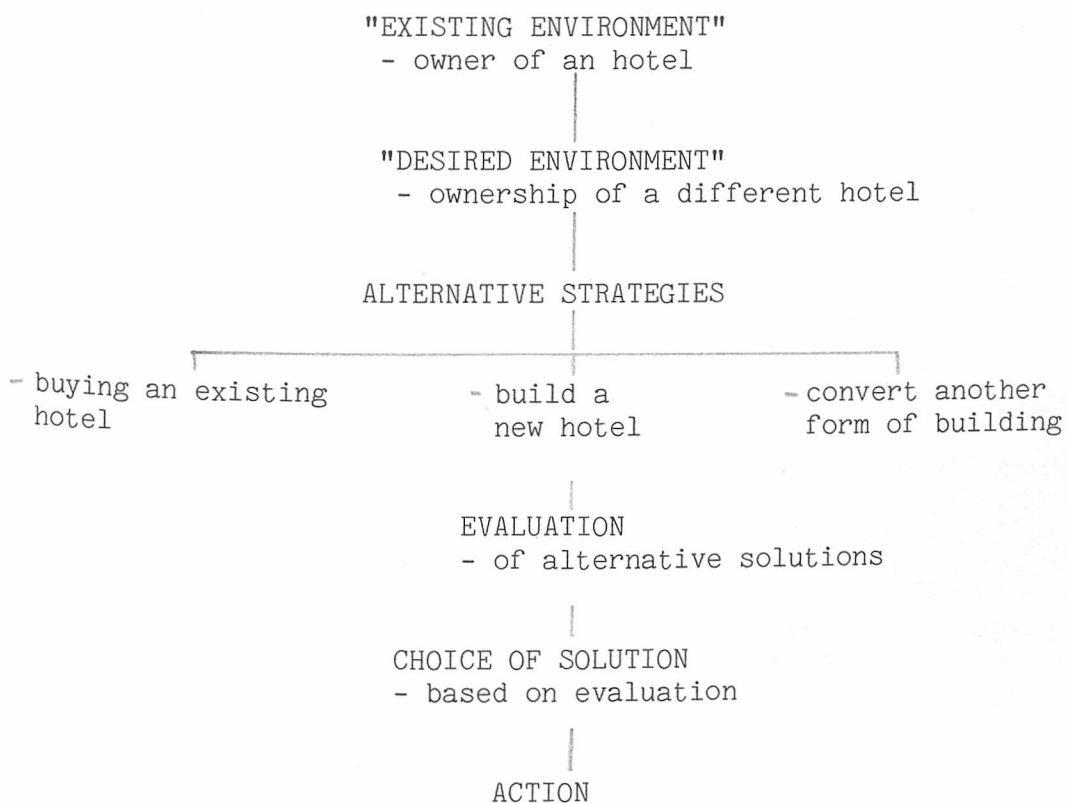
Year	%
1979	40
1980	36
1981	34
1982	37
1983	39
1984	40
1985	41

Source: Hotel Occupancy Survey (STB annually)

Table 59 clearly shows that the average bed occupancy for hotels in Scotland is below the break-even point. The majority of hotel owners did not answer the question on occupancy in the questionnaire and the assumption made from this is that the majority do not calculate their occupancy rate. However, from those who answered the question 60% claimed to have bed occupancy of more than 50% and 40% claimed to be below it.

6.4.2 Owners of country house hotels who previously owned a hotel

DIAGRAM 2 - Decision-making process for owners who previously owned a hotel



The stimulus to make a decision is obviously different in this set to that of Set 1. These owners are already operating within the hotel industry and have, therefore, already made the decision that it is an industry which meets their personal goals. However, their "desired environment" is ownership of a different hotel. The motivation behind the decision to own a different hotel was perceived by 38% as a direct means of expanding on their existing business. Another 20% wanted to exchange their existing market for a more exclusive clientele and 7% wanted a smaller business. The other perceived reasons were related to personal social needs.

ECONOMIC

- larger hotel
- better financial proposition
- new market
- smaller business
- stimulate rural economy

SOCIAL

- desire to own a country country
- desire to restore a house because of building experience
- display centre for suits of armour (made by owner)
- desire to provide jobs in the area
- provide service to the community
- wanted to move from existing location for personal reasons
- desire for exclusive clientelle

The HIDB perceived that there was an economic and social need for a hotel on the Isle of Raasay because: no hotel existed to cater for tourist or local needs; it could provide employment, especially for female labour; the multiplier effect on the economy would stimulate in particular the local shops and the ferry service.

There would seem to be less inter-dependence between the economic and social factors which stimulated this set to own another hotel than in the motivation of Set 1 to achieve their "desired environment". The perceived motivation of this set was primarily economic.

The means of achieving their "desired environment" for this set again offered alternatives: buy an existing hotel; build a new hotel; convert another form of building. Fifty per cent considered buying an existing hotel and 50% considered neither of the other alternatives. The major reasons for choosing conversion over the other alternatives were perceived as being: that the building allowed the owner to establish the character of the hotel (50%); the architectural and historic qualities of the building had great appeal (29%); this building has the most suitable location (7%); this building was cheaper (7%); and this building had ground available for development (7%). A total of 79%, therefore, perceived that the architectural, historic and amenity resources of the country house were intrinsically valuable to the type of hotel they wanted to own.

The country house which was chosen for conversion became known to the owners in different ways - Table 60 reveals the means by which they became aware of this particular house.

TABLE 60 - Awareness of the house (Set 2)

	%
Estate agent	20
Advertisement	33
Local knowledge of existence	40
"Own research"	7

Fifty per cent of the owners did not consider any other country houses for conversion and 50% considered other houses but decided this house was optimal. Twenty-nine per cent estimated that this particular house was "more suitable for conversion", 7% specified that it was cheaper and 14% said they acquired it for "other reasons" but did not specify what these were. However, for most owners either location (44%) or architectural quality (38%) was the most important factor in

their choice of this particular house, only 12.5% considered the presence of land more important and 6% the price as being more important. In fact overall, price emerged as the least important variable despite the high level of economic motivation in the decision to acquire another hotel. Obviously the majority of owners in this set had a very particular idea about the type of hotel they wanted to own.

TABLE 61 - Cost of buying the house (Set 2)

Cost	Total %
£5,000-50,000	30
£50,000-100,000	40
£100,000-150,000	20
over £150,000	10

Mean cost = £105,000

TABLE 62 - Cost of converting the house (Set 2)

Cost	Total %
£5,000-10,000	-
£10,000-20,000	25
£20,000-50,000	17
£50,000-100,000	8
£100,000-150,000	-
over £150,000	50

Mean cost = £90,000

There is as one would expect a correlation between the amount of money spent on buying and converting the house and the date of conversion. However, it is also obvious that this is not a perfect correlation because the owners have spent varying amounts of money on buying and converting the house. The costs of buying and conversion will obviously depend on factors such as: the general repair of the house; the size of the house; the location of the house; and the facilities which the owners desire to have in the hotel. The condition of the

houses on purchase varied tremendously. Table 63 indicates the general state of repair.

TABLE 63 - Percentage of houses with repair problems (Set 2)

	%
Damp	64
Dry rot	36
Woodworm	43
Structural defects	50
Roof renovation	62
Redecoration	71

The size of the houses also varied tremendously.

TABLE 64 - Size of hotel (Set 2)

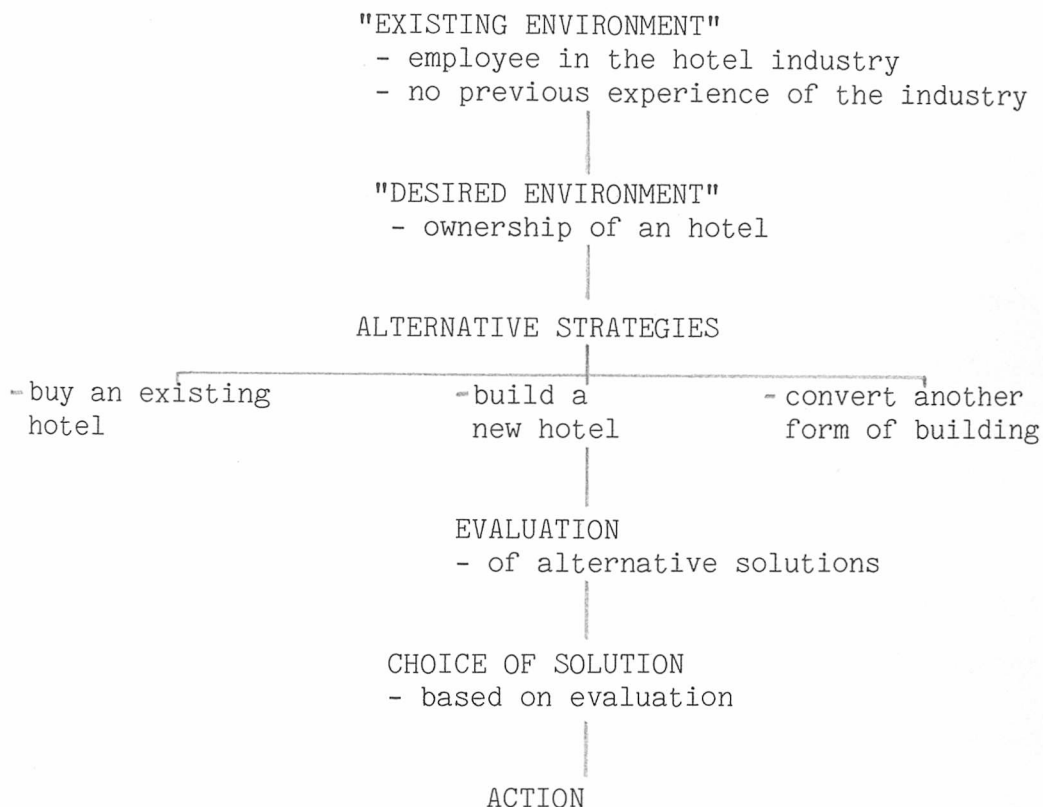
	Mean	Median	Mode	Range
Double bedrooms	10	8.5	4	24
Single bedrooms	2	2	1	6
Total bedrooms	15	11	4	36
Private bathroosm	11.6	11	-	32
Public bathrooms	0.64	0.3	0.9	2

Although this set of owners admitted that expectation of economic gain highly motivated them in their decision to acquire another hotel only 40% obtained professional financial assistance to assess the financial viability of the project.

The bed occupancy rate for this set shows that 75% had an occupancy rate in 1985 of more than 50% with only 25% claiming that occupancy was below 50%. (Again the response rate to this question was less than 50%).

6.4.3 Former Hotel Employees

DIAGRAM 3 - Decision-making process for owners who were former hotel employees and owners with no previous experience of the industry



The "desired environment" of members of this group is ownership of an hotel. All the members have experience of working within the industry, albeit at different levels and with different qualifications, and their motivation to own their own hotel was strongly influenced by anticipation of greater financial gain - 83% specifically claimed that this was their goal. However, GOLBY and JOHNS four identified reasons for involvement in managing a small firm were also highly rated by this set (see section 6.3.7) (14).

ECONOMIC

- profit (increased financial reward)
- economic independence

SOCIAL

- personal independence
- personal supervision
- ability to develop own ideas
- opportunity of a challenge

Some owners claimed dual motivation but others claimed solely to be economically or socially motivated in their desire to have their own business. In PERISTERAKIS's survey almost the entire sample agreed that while a reasonable return for effort was expected, financial reward was only a secondary reason for running a small business and that the personal satisfactions were considered to be more important (16).

For this set to achieve their "desired environment" there were similar alternatives to those available to Set 2: buy an existing hotel; build a new hotel; convert another form of building. Of the group, 85.7% considered buying an existing hotel and 14.3% considered neither of the other alternatives. The major reasons for choosing to convert a country house were perceived as being: that it was cheaper than buying an existing hotel (50%); that this building allowed the owner to establish the character of the hotel (25%); that this building had a very suitable location (12.5%); and that the architectural and historic qualities of the building had great appeal (12.5%).

Obviously economic factors were assessed as being more important than the character or amenity of the country house. Sixty-two and a half per cent of the owners did not consider any other house for conversion but of the 37.5% that did consider other houses this was chosen by 25% because it was "more suitable for conversion" and by 12.5% because of "other (unspecified) reasons". For the majority of owners the most important aspect of the house was its location (44%), only 22%

considered that the presence of surrounding land was more important and 33% considered either architectural quality, suitability for conversion or price as more important. Only 22% obtained professional financial assistance to assess the financial viability of the project. The cost of buying and converting these country houses is given below in Table 65.

TABLE 65 - Cost of buying the house (Set 4)

	Total %
£5,000-50,000	33
£50-100,000	50
£100,000-150,000	17
over £150,000	-

Mean cost = £90,000

TABLE 66 - Cost of converting the house (Set 4)

	Total %
£5,000-10,000	-
£10,000-20,000	14
£20,000-50,000	43
£50,000-100,000	29
£100,000-150,000	-
over £150,000	14

Mean cost = £70,000

Again in this set, allowing for the date of conversion, owners have spent varying amount of money on buying and converting the house. The need for repairs on the houses converted by this set of owners would seem to be significantly less than on the houses converted by Set 2 (compare Tables 61 and 62). The average size of the hotels in this set is similar to the average size of hotels in Set 2.

TABLE 67 - Percentage of houses with repair problems (Set 4)

	%
Damp	25
Dry rot	12.5
Woodworm	12.5
Structural defects	12.5
Roof renovation	12.5
Redecoration	37.5

TABLE 68 - Size of hotel (Set 4)

	Mean	Median	Mode	Range
Double bedrooms	11.4	7	6	23
Single bedrooms	2.7	2.7	-	7
Total bedrooms	15.2	12	6	28
Private bathrooms	11	6.3	6	31
Public bathrooms	1.89	1.7	-	6

and the number of private bathrooms also corresponds.

Bed occupancy rates for these hotels shows that 75% estimated their rate was above 50% for 1985 and 25% estimated that their rate was below 50%. Again the response rate to this question was below 50%.

6.4.4 Owners with no previous experience in the hotel industry

The desired environment of this set of owners is also ownership of an hotel for the first time. However, few have had any experience of the hotel industry and have come into the industry from other work-places. As section 6.3 illustrated, many of these owners had achieved a high level within other industries or else had experience of their own businesses prior to entering the hotel industry. As a group their motivation to enter the hotel industry, is not dominated by economic considerations. Only one owner specifically stated that "he had entered the industry solely to build up capital rapidly". The major factors are shown diagrammatically below.

ECONOMIC

- desire for self-employment on limited capital
- opportunity to build up capital rapidly
- income to support cost of the house

SOCIAL

- desire for independence
- opportunity to work at home
- wanted to live in nice house
- thought it would be "interesting"
- wanted a change of lifestyle
- husband and wife could work together.

The same reasons were repeated by various owners. GOLBY and JOHN's four reasons for involvement in managing a small firm were especially prevalent. The desire to be able to afford to live in an attractive country house also rated highly among these owners and owning an hotel, like the owners of Set 1, was seen as a means of achieving this, rather than as an end in itself. PERISTERAKIS's entire sample population of small hotel owners claimed that running a business is often "less a matter of financial reward and much more a question of profiting from intangibles such as, independence, creative satisfaction and a particular style and quality of life" (16). Certainly the perception of most of these owners entering the industry for the first time is that it will offer "a way of life" rather than bring substantial economic rewards. The decision to convert a country house was made by 64% of the owners without considering the alternatives of buying an existing hotel or building a new hotel. Only 36% considered buying an existing hotel and none considered building a new hotel. Again within this set, as in Set 4, the most numerous reason for choosing to convert a house was economic - 33% estimated that it was cheaper to convert a house than either of the other alternatives. However, 30% indicated that this building allowed them to establish the character of the hotel and 20.5% bought it because of its architectural and historical appeal. In this set only 13% preferred the house because of its location. (2.6% had "other reasons"). Overall, although economics were important the character and amenity available in a country house also influenced a large number of owners. Seventy-one per cent of the owners did not consider any other house for conversion and of those which did, this house was chosen by 10.5% because it was "more suitable for conversion", by 8% because it was "cheaper" and by 10.5% for "other

reasons". For 39% of owners the location of the house was perceived as its most important feature, 18.5% considered the price its most important feature, 18.5% considered its suitability for conversion as most important, 17% estimated that architectural quality was most important and 7% the presence of surrounding land. Only 29% obtained professional financial assistance to assess the financial viability of the project.

The majority of houses converted by this set were, like Set 2, known to their owners through local information rather than through advertisements or estate agents.

TABLE 69 - Awareness of the house (Set 5)

	%
Estate agent	15
Advertisement	22.5
Local knowledge of existence	52.5
Other	10

The average cost of buying and converting the houses would seem to be lower in this set than in the other sets.

TABLE 70 - Cost of buying the house (Set 5)

	%
£5,000-50,000	74
£50,000-100,000	10
£100,000-150,000	16
Over £150,000	-

Mean cost = £70,000

TABLE 71 - Cost of converting the house (Set 5)

	%
£5,000-10,000	8
£10,000-20,000	11.5
£20,000-50,000	20.5
£50,000-100,000	16
Over £100,000	16

Mean cost = £65,000

However, these lower costs do not reflect the state of repair of the house because there seemed to be more problems in these houses than in those owned by Set 4, although less than in Set 2.

TABLE 72 - Percentage of houses with repair problems

	%
Damp	32
Dry rot	38
Woodworm	35
Structural defects	38
Roof renovation	41
Redecoration	82

The average size of these hotels is, however, a room less than the hotels in Sets 2 and 4.

TABLE 73 - Size of hotel (Set 5)

	Mean	Median	Mode	Range
Double bedrooms	9.6	6.8	4	44
Single bedrooms	2	1.4	-	8
Total bedrooms	13.66	9.5	6	75
Private bathrooms	10.3	8	-	78
Public bathrooms	1.5	1	-	5

All the owners in the survey have spent money on installing private bathrooms.

The bed occupancy rates for this set indicated that 65% of owners had rates over 50% in 1985 with 17.5% estimating it at 50% and only 17.5% at lower than 50%. Again the response rate to this question was lower than 50%.

6.5

The perceived costs and/or benefits which the decision-maker attaches to the utilisation of a country house

The decision-makers would seem to fall into three groups in their attitude towards the country house. Those who owned the house prior to conversion and some of the owners from Set 5 perceived the hotel as a means of paying for the upkeep of the type of house which they could

not afford to own without additional income - the house is, therefore, of central importance to them. For another group the architectural quality of the house was its major attraction either because of a personal preference for ownership of an historic building, or because the owners wanted to create a particular "image" for their hotel which would attract a certain clientele. Other qualities associated with country houses were also important to some owners, eg site, presence of surrounding land, etc. However, for a third group the country house was merely "a convenient building" rather than an asset in itself. A large number of owners wanted to imprint their own character and style on their hotel and converting a building, rather than buying an existing hotel, gave them this opportunity. The hotel buildings survey discovered the paucity of modern purpose-built hotels in Scotland's countryside and it was considered that the reason for this was the high cost of new building and the lack of available finance (see Chapter 5). Converting an existing building provides an alternative way of entering the hotel industry. Often an owner can begin trading very quickly after the purchase of a suitable house because the general arrangement of the house does not need alteration. Private bathrooms and extensions have generally been added after the hotel has been in business for at least a season.

Overall the owners ranked the most important aspects of the house for them as below in Table 74.

TABLE 74 - Important aspects of the house

	%
Architectural quality	38
Location	32
Price	12
Suitability for conversion	12
Presence of surrounding land	6

Although architectural quality is ranked by a majority as the most important aspect of the house, location emerged as the most important factor overall if the owners of Set 1 are ignored in the calculation. Both the geographical location and the site of an hotel are very important to its business. CONRAD HILTON is claimed to have said that "the three most important factors in the success of an hotel are location, location and location" (5). Demand for hotel accommodation depends on the economic activity within the region. Chapter 4 discussed the most popular regions for tourists to visit within Scotland and the density of hotel accommodation between regions corresponded with their popularity. The site of an hotel within a region or locality is also important because: its accessibility to transport routes will determine its use by travellers; its accessibility to major tourist "attractions" (see Chapter 4) will determine its use by tourists "seeing the sights"; the "attractiveness" of the surroundings will determine its appeal for some tourists. An hotel with a "good location" has every chance of success if it can cater for the relevant market. Nevertheless an hotel can overcome what appears to be a poor location by encouraging users to find their way to it by improving other market factors, ie hotel facilities, service, image and price.

6.5.1. Benefits

A large number of the owners acquired a country house because it supplied "the image" which they wanted to create in their hotel. Image is very important to the success of an hotel because tourists have preconceived ideas about the type of hotel they like to stay in for the particular purpose of their visit. The international hotel groups have achieved much of their success by creating "an image" which is repeated in all their hotels so that the public can immediately

identify with their hotels, although they may never have actually visited them. The most extreme example of a single image applying to a group of hotels would be the Holiday Inn Group which build "identical hotels" with exact building and furnishing standards (20). Certain of the hotel groups have even standardised the menus in their different hotels. Some of the owners in the survey have used the past association of country houses with wealthy house-parties to recreate the image today. Their facilities reflect this image by including fishing and shooting, billiard rooms, libraries, four-poster beds, antique furniture, etc. Usually this "luxury image" is reflected in the prices charged by the hotel. Several of the Scottish country house hotels have an international reputation as luxury hotels. The most expensive hotel in the survey was Inverlochy Castle which charged £120 for bed and breakfast in 1986. Prices for Amhuinnsuidhe Castle, Mar Lodge and Tulchan Lodge were unobtainable but it is thought that these hotels which have large estates and are patronised particularly by Europeans are even more expensive.

TABLE 75 - Price charges at hotels in the survey population

	Mean	Median	Mode	Range
Bed and breakfast	£26.8	£21.6	£17	£113
Dinner, bed and breakfast	£33.7	£30.5	£27	£76

NB - There is a smaller range of prices for DBB than for BB only because some of the most expensive hotels have a la carte menus and do not quote their prices.

Table 75 clearly shows that there is a very wide range of prices charged in the hotels in the survey - £113 between the lowest and highest price for bed and breakfast. Not all the hotels trade on the image of luxurious country houses. The most extreme variations in price are found in Set 1 which claims both the lowest and highest priced hotels. The mode for B&B prices in Set 1 was £7 so some of the houses are very cheap indeed. The historicity or architectural note

of the houses and their contents are only partially reflected in the prices charged by the hotels. The price is much more affected by the availability of facilities and services within the hotels.

6.5.2 Costs

A large number of houses in the survey were listed buildings and, therefore, subject to the restrictions imposed under the planning acts (see Chapter 3). The owners of listed houses were asked whether they considered that listing was an advantage, a dis-advantage or both, and the results were that 58% claimed it was an advantage, 32% claimed it was a dis-advantage and 10% claimed it was both. The reasons given by the owners for their choice were: that tourists were attracted by the image of an historic building (particularly Americans it was claimed), and that it placed restrictions on making changes to the building. These restrictions can result in the owner being liable for extra economic costs. For example, constructing an extension "in sympathy" with the existing building is likely to be expensive. Refusal to extend or alter the house may also mean the loss of potential revenue.

Several owners commented that the functional arrangement of the rooms in the house was less efficient than in a purpose-built hotel. For example, poor access from the kitchen areas to the dining room may necessitate staff passing through several doors and along a corridor. Some owners have altered this type of arrangement for a more functional one by creating new doors, blocking off corridors, etc, eg Chapeltown House (Stewarton), Isle of Raasay Hotel. Several owners have also increased the area of their kitchen premises by building extra accommodation, eg Tiroran House (Mull), Chapeltown House, Rosslea Hall (Rhu), Moffat House.

The sector of the holiday market which opts to stay in hotel accommodation rather than in bed and breakfast or camping accommodation does so in expectation that an hotel will provide a higher degree of comfort, a wider range of facilities and a higher standard of service. The onus is, therefore, on an hotel owner to match the expectations of his guests. These expectations have become much higher in the last 10-20 years. The modern purpose-built hotels are fitted with private bathrooms, coffee shops, bars and lounges, dining rooms, function suites, and increasingly with sporting facilities such as swimming pools, saunas, etc. As a result the public now demands a higher standard of facilities than in the past. Overseas tourist, particularly the North Americans (the largest single region of overseas tourist generation to Scotland), probably have even higher standards than the British tourists. A majority of the owners in the survey population, ie 75% have installed private bathrooms within their hotels. Very few country houses had en-suite bathrooms in domestic use so these have had to be created from existing accommodation.

A number of owners have discovered that the room within their house used as a dining room has become too small to accommodate the number of guests in the hotel, especially if they have extended the number of bedrooms. Several owners have taken no action to solve this problem and tolerate an over-crowded dining room, eg Kilravock Castle. Other owners have adopted various solutions: use of several rooms as dining rooms, eg Prestonfield House; knock down wall to join two rooms to create a larger dining area, eg Balgeddie House, Glenrothes; build a modern extension to the dining room, eg Ardsheal House, Appin, Ledcreich Hotel, Balquidder, Stonefield Castle.

Some owners have also been required to provide accommodation for other facilities. A slight majority of the hotels in the survey population had either no licence to sell liquor (16%) or use a restricted licence (36%). This is untypical of the hotel industry where a majority of traders have full licences. However, a number of the hotels have opted for restricted licences because they do not wish to attract an "undesirable clientele" which may destroy the image and ambiance of the hotel. The owners provide liquor as a service to their guests rather than as a major source of income. Owners were asked to rank the sales of different departments in importance to their business and the results in order of importance overall were accommodation, provision of meals, liquor, functions and conferences.

Owners who do have full liquor licences need to provide accommodation for a public bar: some owners have adapted existing accommodation, eg basement (Houston House), library (Strathgarve Lodge), butler's pantry (Ardsheal House), while others have built extensions, eg Isle of Raasay Hotel, Stratton Lodge, Burghfield House, Swallow Hotel (Dundee). The function and conference markets can be highly profitable sectors of hotel sales but they are not of major significance to the majority of the hotels in the survey population. Nevertheless a number of hotels provide this service. Some cater only for small conferences and functions and can accommodate these within their existing public rooms, eg Raemoir House, Kildrummy Castle, Rothes Glen Hotel, Houston House, Kilravock Castle. At least one owner commented that it was undesirable to have to restrict the numbers for conferences and functions but other owners were content to keep the number at their present level. Nevertheless, several owners have built new function suites to accommodate large functions, eg Norton House (Ingliston), Keavil House

(Dumfermline), Stonefield Castle (Tarbert), Rosslea Hall, Ardoe House (Aberdeen). Others utilise existing accommodation: Prestonfield House (Edinburgh) has adapted the stables and can accommodate up to 1,000 people. Other owners have extended their lounge accommodation and built-on sporting facilities, eg Stonefield Castle, Swallow Hotel (Dundee).

A number of owners have also sought to increase the bedroom accommodation within their hotels. Forty-two per cent of the hotels in the survey population had created at least one more bedroom - the maximum number created at any one hotel was at the North-West Castle Hotel (Stranraer) which was extended from 12 to 80 bedrooms!

TABLE 76 - Extension of the number of bedrooms

	%
(a) None created	58
(b) Modern extension	13
(c) Sub-division of existing rooms	11
(d) Combination of methods b and c	9
(e) Other methods (includes using existing out-buildings)	9

Some of the modern extensions have at least doubled the accommodation in the hotels whereas those owners who sub-divided existing rooms have created only a few extra bedrooms. Hotels with large modern extensions include the Stakis Commodore (Edinburgh), Cally House (Gatehouse of Fleet), Culag Hotel (Lochinver), Rosslea Hall, Stonefield Castle and Gretna Hall. A number of hotels have also built modern extensions to accommodate staff quarters, eg Ardsheal House.

It seems fairly clear that several owners have discovered that the existing accommodation provided in the country house is inadequate to provide space for the facilities which they perceive their business needs. However, this group would be in the minority, and it seems

likely from the responses to the questions in the survey, most perceive that the benefits of owning a converted country house outweigh the disadvantages.

6.6 Controls

Controls on behaviour are imposed by national and local government to protect both the individual and society as a whole from potentially dangerous situations. In Chapter 2 it was considered that controls imposed on owners of country houses, eg CTT, CGT impacted on their ability to retain their houses. The major controls which operate on the decision-maker once he has made the decision to convert a country house into an hotel (or any other type of tourist accommodation) are the Town and Country Planning Acts, the buildings regulations and government fiscal policy.

6.6.1 Planning Controls

The planning regulations impact on the decision-maker in two major ways: changing a house into an hotel requires permission for "change of use"; and if any structural changes, extensions, etc are to be made to the house permission is also required. If the house is a listed building then more stringent controls exist because of the need to obtain Listed Building Consent (see Chapter 3). In addition, a Building Preservation Notice may be served on an unlisted building under the Town and Country Planning Act 1972 which gives the planning authority power to prevent alteration or extension of a building for six months while the Secretary of State considers whether it is worthy of listing and, therefore, of more stringent legal protection. The public is given an opportunity through the Planning Acts to comment or object to any proposed alterations to the building and this has a bearing on the decision taken by the planning authority.

A number of owners in the survey population made the decision to restrict their guest numbers to six or less so that their house would not be subject either to the fire precautions in the Building Standard Regulations Act or to an application for change of use. Nine per cent were in this position.

A majority of the owners had no difficulty in obtaining planning permission to change the use of the house. A majority of 53.4% obtained permission in under six months, 34.5% obtained it between six months and a year and for 12% obtaining permission took longer than a year. For the owners who had delays in obtaining permission the major problems were related to inadequate water supplies, disposal of sewage, etc. A number of the houses had none of these essential services prior to conversion because they had been derelict.

TABLE 77 - Use of the house prior to conversion

	%
Occupied dwelling	60
Unoccupied dwelling	27
Eventide Home	3
Other	10

There was certainly no feeling that planning authorities had a presumption in principle against the conversion of the houses into hotels.

In fact it is much more likely that an application to build a new purpose-built hotel would have raised more objections because many authorities have policies which restrict new building in the countryside. Another planning policy which may have affected the conversion of houses into hotels is the prohibition of development in the Green Belt which is designated around the cities of Scotland. Although several of the converted houses are now situated in the Green Belt these were converted some time ago. Examples include Dalmahoy House at Ratho (Edinburgh) converted in the 1940s, Melville Castle at

Lasswade converted in 1940s, Swallow Hotel at Dundee converted in 1946. Stakis Commodore at Cramond (Edinburgh), Glenburn Hotel at Currie (Edinburgh) converted c 1960, Castle Levan Hotel at Gourrock (Glasgow) converted in 1974, Dalmeny Park at Barrhead (Glasgow). At least one case exists in England of refusal to convert a house to a country club. In 1976 at Ponsbourne Park, Newgate Street, Hertfordshire County Council refused permission on the grounds that "it would be likely to have a seriously detrimental effect on the rural character of the area and the amenities of surrounding residential properties by reasons of noise and general disturbance" (21). However, the house was later granted permission for hotel use. Obviously any hotel within a Green Belt is likely to attract a large number of non-staying visitors to its bars, function rooms and restaurants and problems such as noise, access to the main road and extra car parking facilities must be considered before permission is granted. The majority of hotels in the survey population were, however, located in the countryside at some distance from the nearest town or city.

TABLE 78 - Location of country houses in the survey

	%
Town/city	10
Village	21.5
Countryside	68.5

The respondents in the survey were asked to rank the sources of their business and results in order of importance were as follows: British Tourists; Overseas Tourists; tourists on business; and local business.

Planning authorities in many rural areas of Scotland are likely to favour the creation of hotels because of the employment which they provide, although this may only be seasonal and their beneficial economic impact on the local economy.

However, a large number of owners had a definite feeling that planning regulations restricted the alterations which could be made to the country house. Obviously under listed building legislation the planning authorities must consider the impact of the proposed development on the architecture of the house and it is more difficult to get permission for alterations. It is very easy for internal and external alterations to destroy the character of the house. However, although 32% of owners in the survey considered that listing was a disadvantage because it was more difficult to get permission for alterations, there is no evidence that listing prohibits conversion. Listed buildings of all grades have been converted into hotels since the introduction of LBC and although it is not possible to know the number of "potential" conversions which were never implemented due to the problem of obtaining LBC, it seems unlikely that many houses were refused outright permission on these grounds. However, it may be difficult to obtain permission for specific extensions and/or alterations because these are considered detrimental to the character of the building. Each planning authority makes ad hoc decisions on these and it is likely that some authorities give permission more easily than others. One hotel owner approached to take part in the survey refused on the basis that there was a current application for extension to the hotel (a Grade A building) which was proving difficult to achieve.

Although planning regulations are perceived by many owners as a very real control on potential alterations, in reality there is a considerable amount of leeway in what planning authorities allow an owner to change at his hotel.

Listing can be a financial advantage as well as a disadvantage because under VAT legislation "approved alterations" (ie those which have been

given LBC) are zero-rated to a listed building.

However, the present situation does not require that LBC is necessary at the same time as a change of use application. The detailed physical effects of conversion are not, therefore, fully examined by the planning department on initial application (21).

6.6.2 Building regulations

Changing the use of a building affects its classification under the Building Standards (Scotland) Regulations Act (1981). Hotels are subject to more stringent controls under certain sections of this act than a house in single domestic use. The major controls are those imposed by the need for tighter fire precautions, ie Sections D and E. An hotel must obtain a fire certificate from the local fire authority to prove that legally acceptable precautions have been taken. The major provisions which must be made in the hotel are: a means of escape from the fire; means of giving warning in case of fire; and fire fighting equipment. The fire resistance of building materials in the hotel must also fulfil requirements for a fire certificate to be obtained. Although these provisions must be made in all hotels the actual method of fulfilling requirements varies from building to building because each has unique room arrangements and circumstances. However, to obtain a fire certificate all hotels must spend a considerable amount of money and these costs add to the development costs of the hotel. There may also be a high level of interference with the character of the house (see Chapter 7 for further details).

Other controls imposed by the building regulations which may affect certain houses as a result of their conversion into an hotel are requirements for thermal insulation, ventilation and housing standards, ie Sections J, K and Q. Heating controls are more stringent for

hotels, and other forms of building, than for houses because: the space temperature of the building must be automatically regulated; and if the capacity of stored hot water is more than 150 litres time controls must be fitted to start-up and shut down the system. Rooms which have been converted into bedrooms from another use are required to have a roof light or window opening direct to the external air and a ventilator. Rooms converted into bedrooms must also have a cubic capacity of not less than 14.9 cubic metres. As a number of the houses were unoccupied prior to conversion or in a use other than domestic use, it is likely that a number of these would not even fulfil the requirements of domestic use and might need to be brought up to standard with regard to other parts of the Building Standards (Scotland) Regulations.

The controls imposed by the planning and building legislation on the conversion of a country house could seriously prohibit many decision-makers from converting a particular house. However, most of the objections of a planning decision can be dealt with under negotiation depending on the willingness of the decision-maker to compromise his proposed changes to the house. It may be financially prohibitive for him to do so but he may then seek out an alternative house for conversion. The requirements of the building regulations can be relaxed if the character of a listed building would be spoiled or if costs would make the project non-viable (21). Fire safety precautions are more difficult to relax but a fire officer can have the knowledge and ability to recommend alternative means of fulfilling requirements which are not as detrimental to the appearance of the house. However, the costs imposed by the need to fulfil the regulations may be prohibitive to the decision-maker.

6.6.3 Government Fiscal Policy

Government taxation can add to the problems for owners wishing to convert a country house into an hotel. VAT till 1985 was charged on building repair work but not on new building. Many owners, therefore, had to pay VAT on the costs of their conversion. Since 1985 alterations to a listed building can be zero-rated (see para 6.6.1) but any repairs and maintenance costs are taxed. Obviously country houses need a considerable amount of repair and maintenance (see Chapter 2) and this tax makes these more expensive for the country house hotel owner.

VAT also affects the running of an hotel because it is chargeable on customers' accounts. This makes the hotel-product appear more expensive to the consumer although obviously all hotels are at the same disadvantage. VAT also requires to owner to do more paper-work because VAT can be claimed back from suppliers who have charged VAT to the hotel. The intricacies of taxation legislation (VAT and corporation tax) can be bewildering to an owner with no prior experience (5).

6.7 The Economic, Physical and Social Constraints affecting the Decision-maker

In addition to controls, there are also constraints which have affected the ability of a decision-maker to convert a country house into an hotel. These can be considered under three headings: economic; social; or physical constraints.

6.7.1 Economic Constraints

One of the major factors which controls the ability of the decision-maker, who would like to convert a country house into an hotel, is the availability of finance. The potential sources of finance are

personal, commercial or public funds. The hotel owners in the survey were funded as below in Table 79.

TABLE 79 - Sources of finance

	%
Personal	36.5
Commercial	63.5
Public	53

The majority of those funded from commercial sources had secured bank loans (56%), with only 4.5% funded by building societies and 3% by finance companies. This suggests that banks have had a favourable attitude towards financing the hotels in this survey. In ROUNCE's article on the financing of tourist accommodation projects he suggested that the banks will finance only short and medium-term loans and QUEST also suggests that clearing banks are not generally in the long-term money lending market although some are willing to offer matching capital on a 7-10 year basis (22, 5). The loans offered by the banks to the hotel owner are, therefore, likely to have been short or medium term loans. A large number of the owners in the survey population are likely to have had available matching capital either from the sale of their former business or their house. (For 68% of the owners in the survey the hotel became their "home" as well as their business). In addition, 69% of those who were financed by the banks also had grants from either the STB or the HIDB. The current average level of assistance in grants is in the range 20-40% (23). The banks are likely to look more favourably on a scheme already backed by tourist board assistance. The interest on any formal loan can be set against taxation and is, therefore, negligible. It is safe to assume from the results of the survey that the high street banks, therefore, look fairly favourably on lending to owners in the small business sector of

the hotel industry despite the fact that they may have no previous experience of running an hotel.

A number of owners funded their projects using private income either with or without grant aid. Obviously the original owners who have converted their houses had a much lower capital outlay than the other owners and those who have limited their guests to six persons have also been spared the costs of fulfilling the fire regulations. Owners in such a position have very little capital outlay and no need to borrow money or get grant aid.

Several others have obtained private loans from unspecified sources and a few had obtained loans from finance companies or building societies.

Owners were asked to comment on the conditions imposed by their sources of finance and the majority claimed that the attitude of the financial sources had been favourable either with or without imposed conditions. There does not, therefore, seem to be many financial constraints imposed on decision-makers who wish to convert a house into an hotel.

Once the hotel is in business there will be a need to renew decoration, repair and maintain the property and perhaps build extensions, etc.

PERISTERAKIS discovered that 85% of the hotels in her survey were able to finance these from the profits of the business (16). PENROSE argues that despite the fact that new, small and unknown businesses do not have the same facilities for raising capital as do established, large and known firms, many of the former do succeed in raising capital by virtue of a special entrepreneurial ability of their management (24). The number of extensions and alterations which have been made to the hotels in the survey population some years after conversion suggests that raising the capital for these has been no problem.

The availability of grant-aid for capital projects from the STB and the HIDB has been a valuable contribution to the financing of hotels. These grants have only been available since 1971 but the majority of hotels converted after this date, apart from those owned by original owners, have been afforded grant-aid.

6.7.2 Social constraints

Section 6.3.3 stated that the socio-economic characteristics of the decision-maker had a major impact on his decision to convert a country house into an hotel. There are no professional constraints limiting the entry into this industry unlike many others. Even lack of experience of the hotel industry does not seem to affect the ability of an owner to achieve his desired environment and make it successful. Nevertheless comparison of bed occupancy rates between the different sets of owners reveals that those who previously owned an hotel and those who were past employees in the hotel industry had more owners claiming over 50% bed occupancy. Both these groups had 75% of owners making this claim while 65% of those with no experience in the industry and 60% of original owners made the same claim. A higher percentage of the owners who had previously owned hotels were located in town/cities or villages than the other groups and this suggests a certain amount of knowledge that these locations may be potentially more profitable.

Entrepreneurial ability is more likely to be an important factor in achieving finance, etc for the project and making it successful. However, PERISTERAKIS discovered in her survey of small hotels that the majority of chief executives in the sample firms could not be described as "entrepreneurs", ie people willing to take up any opportunity that appears profitable. Their attitude to profitability was

haphazard: few paid much attention to rationalising the original investment; the majority of owners did not even measure their hotels profitability; the majority considered that their profits were satisfactory given that they provide a comfortable living and enough money to finance the business; the majority admitted that intangibles such as independence, creative satisfaction and a particular style and quality of life were more important than pure financial reward (16). Despite these attitudes, however, the majority of hotels in the survey were profitable enough to finance their own renewables, etc. This suggests that entrepreneurial ability does not have to be a requirement to survive in the hotel industry. Certainly few of the owners in this survey population had made a rational assessment of their financial investment prior to conversion. Only 21% used any form of investment appraisal technique. Nevertheless all were able to find the financial resources to fund the project.

Obviously any owner entering the hotel industry must be willing to work long and unsociable hours, have the ability to keep the books in order, be able to manage staff and be good at dealing with the general public! These social constraints are likely to discourage many entrants to the hotel industry. However, many of the hotels in the survey population are open for only 6 or 9 months of the year because their business is dependent on holiday tourism which is strictly seasonal in most areas. So the "holidays" in the industry are very good and may counter-balance the intensity of the activity during the holiday season.

6.7.3 Physical Constraints

The constraints imposed on the owner by the architecture of the building have already been discussed in section 6.3

References

Chapter 6

1. MOSER, C A and KALTON, G - "Survey methods in social investigation" (1971), Heinemann
2. OPPENHEIM, A N - "Questionnaire design and attitude measurement" (1966), Heinemann
3. MEDLIK, S - "The Business of Hotels" (1980), Heinemann
4. The definition of a "small hotel" is related to its organisation rather than its actual size, being an establishment which is owner-managed through the personal involvement of the proprietor in the day-to-day conduct of the business (MEDLIK)
5. QUEST, M - "How to buy your own hotel" (1979), Brodie Marshall & Co
6. DATA RESEARCH GROUP - "UK Hotels with 10 or more bedrooms" (1981), Data Research Group
7. "Operators and Consultants", Architects Journal, 6 July 1983
8. SHAMIR, B - "Between Bureaucracy and Hospitality - some organisational characteristics of hotels" (1978), Journal of Management Studies, October p 303-307
9. Correspondence with Richard Broyd, Chairman of Historic House Hotels
10. SIMMONS, J - "Railways, hotels and tourism in Great Britain 1839-1914" (1984), Journal of Contemporary History, Vol 19, p 201-222
11. HASLAM, R - "Cliveden, Buckinghamshire", Country Life, 10 May 1986
12. BINNEY, M - "Example of the Paradors", Country Life, 31 May 1984
13. MACEWAN, J - "Who owns Scotland : a study in landownership" (ND), Edinburgh : EUSPB
14. GOLBY, L W and JOHNS, G - "Attitude and Motivation" Government Enquiry on Small Firms. Research Report No 7, HMSO 1971
15. SIMON, H - "A Behavioural Model of Rational Choice" (1952), Quarterly Journal of Economics, No 69, p 99-118 and

- SIMON, H - "Theories of Decision Making in Economics and Behavioural Sciences" (1959), American Economic Review No 49, p 253-283
16. PERISTERAKIS, O S - "The Economic and Managerial Role of Small Hotels" (1979), MSc (unpublished), Bath University
 17. HANKINSON, A - "The Investment Behaviour of the Smaller Manufacturing Business Unit in the Plymouth Area 1970-75" (1977), PhD (unpublished) Bath University
 18. MEDLIK, S - "Productivity measurement in hotels" (1979), International Tourism Quarterly, No 4
 19. NEIL, A - "An Introduction to Hotel Keeping and Catering" (1976), STB
 20. MOYNAHAN, B - "Fool's Paradise" (1983), Pan
 21. HERTFORDSHIRE COUNTY COUNCIL - "The Change of Use of Country Houses in Hertfordshire" (1980), Hertfordshire County Council
 22. ROUNCE, J - "The Sources of Finance : Hotel and Holiday Accommodation" (1983), Architects Journal 6 July
 23. SCOTTISH TOURIST BOARD - "Financial Assistance for Tourist Projects"
 24. PENROSE, E - "Growth of the Firm" (1972), Basil Blackwell



TULCHAN LODGE, HIGHLAND. A VICTORIAN HOUSE. CONVERTED BY A TRADITIONAL ESTATE OWNER.
UNLISTED.



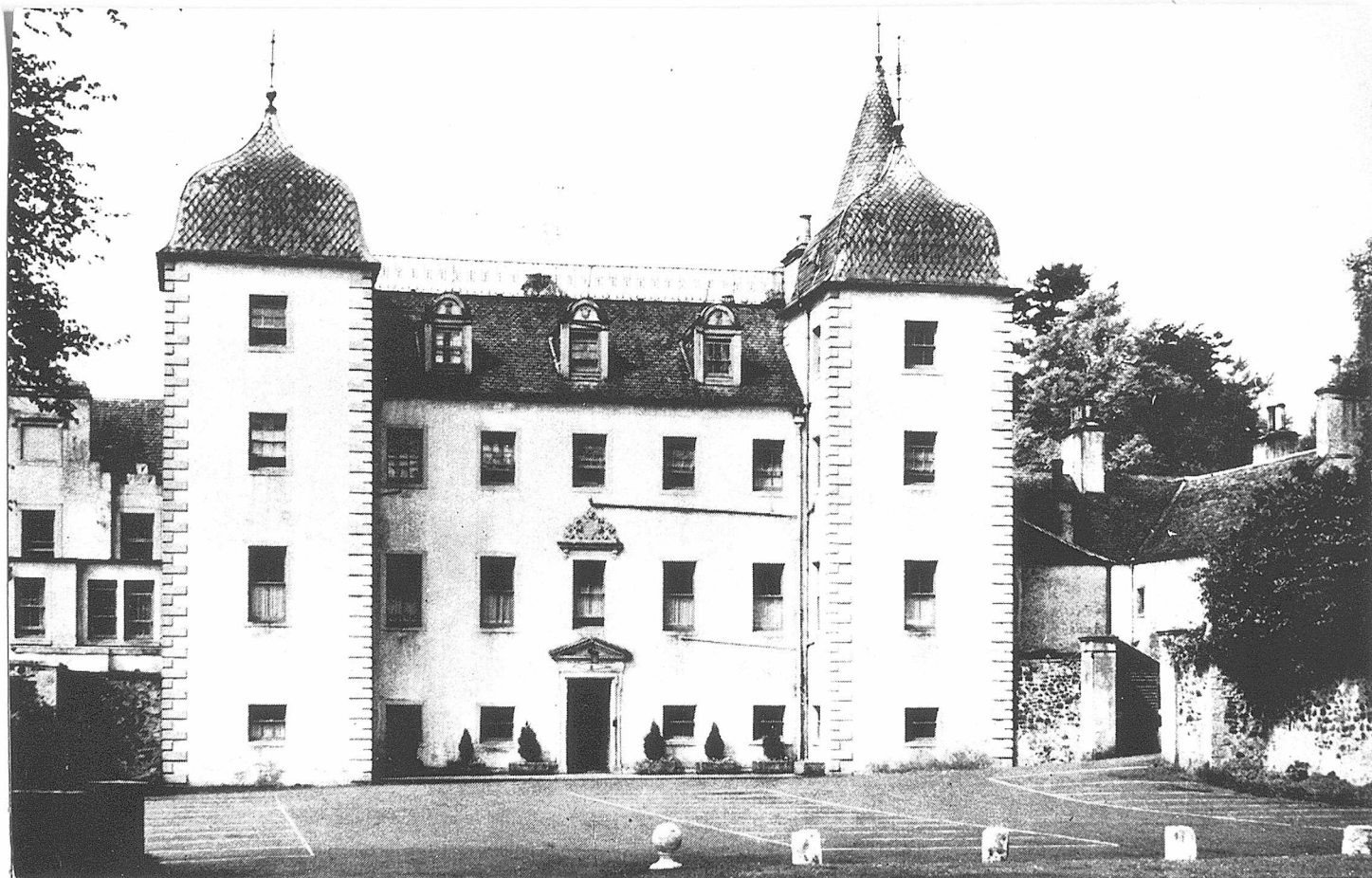
CROMLIX HOUSE,CENTRAL. A VICTORIAN HOUSE. OWNED BY A TRADITIONAL ESTATE OWNER.
CONVERTED 1981. UNLISTED.



GREYWALLS,LOTHIAN. BY EDWIN LUTYENS. AN EDWARDIAN HOUSE. OWNED BY A TRADITIONAL OWNER.
CONVERTED IN 1948. LISTED A.



MELDRUM HOUSE, GRAMPIAN. A TOWER HOUSE WITH LATER ADDITIONS. OWNED BY A TRADITIONAL ESTATE OWNER. CONVERTED IN THE 1950S. LISTED B.



BLACK BARONY HOTEL, BORDERS. AN EARLY CLASSICAL HOUSE WITH ALTERATIONS. OWNED BY THE FORMER OWNER OF ANOTHER HOTEL.



TULLICH LODGE, GRAMPIAN. A VICTORIAN HOUSE.
OWNED BY FORMER EMPLOYEES IN THE HOTEL INDUSTRY.
CONVERTED IN 1968.



GLENFINNAN HOUSE, HIGHLAND. A VICTORIAN HOUSE. OWNED BY A FORMER EMPLOYEE IN THE HOTEL INDUSTRY. CONVERTED IN 1972. UNLISTED.



LESLIE CASTLE, GRAMPIAN. A TOWER HOUSE UNDER-GOING RESTORATION. TO BE OPENED AS A GUEST HOUSE BY THE OWNERS WHO ARE NEWCOMERS TO THE HOTEL INDUSTRY.

LISTED A.



ISLE OF ERISKA HOTEL, STRATHCLYDE. A VICTORIAN HOUSE.
UNLISTED.



BATTLEBLENT HOTEL, LOTHIAN. A VICTORIAN HOUSE.
UNLISTED.



ROCKALL HOTEL, DUMFRIES. A TOWER HOUSE WITH ALTERATIONS. OWNED BY NEWCOMERS TO THE HOTEL INDUSTRY.

CHAPTER 7

THE IMPACT OF HOTEL CONVERSION ON THE ARCHITECTURAL FABRIC OF
COUNTRY HOUSES IN SCOTLAND7.1 Introduction

Although it is desirable to find viable new uses for country houses it is imperative that the character and the architecture of the houses should not be destroyed, or even in any major way diminished, by the new use. The buildings of the past belong to future generations as well as to the present so it is important that any alterations made as a result of conversion should be in sympathy with the architecture of the original house. A new use is not a means of conservation if the quality of the building is destroyed.

The survey of country houses converted for hotel use determined to discover the impact of conversion on the architecture of the houses. The sources of information to compile this chapter were, the questionnaire used in the postal survey (see Section 6.1), and the visits made to converted houses in the pilot survey.

It was assumed, on the basis of information obtained from the literature, that the major forms of potential impact would be the building regulations and the desire of the owner to alter existing architectural features and build new extensions.

The impact of these changes to the country houses is assessed on the basis of whether these are: destructive to the "architectural integrity", ie its unimpaired state, wholeness, entirety of the house; or in "sympathy", ie affinity or agreement with the architecture of the house. The assumption is made that the former is undesirable and the latter desirable if the house is to be conserved for future generations.

7.2 The Building Regulations

The Building Standards (Scotland) Regulations (1981) and its predecessors have considerable potential impact on the architecture of the converted houses (see 6.5.2) (1) Under Sections D and E owners are obliged to provide: means of escape from fire; means of giving warning in case of fire; fire fighting equipment; and fire resistant construction materials which conform to certain standards. In detail "means of escape from fire" has three main aspects: travel within rooms; travel from rooms to a stairway or final exit; and travel within stairways and to final exits.

In order to satisfy these aspects of the regulations the owner, depending on the individual circumstances of the house, may be required to: provide a new exit/s from a large room into a place of safety and conspicuously mark these as fire exits; enclose an existing stairway with fire-resistant material; fit fire-resistant self-closing doors in corridors and at the top of stairways; provide an external staircase; fit illuminated fire exit signs above doors; fit emergency lighting; fit fire alarms; fit hoses and extinguishers, and make fire-resistant existing walls and doors. (2)

The owners in the survey have made the following changes to their houses under Sections D and E of the Act.

7.2.1 Fire Escapes External to the Building

A total of 32% of owners have fitted new fire escapes outside their buildings. Owners are required to do this if none of the existing stairs within the building is suitable for an escape route. An escape stair must be made of non-combustible material therefore wooden stairs are unacceptable. A number of country houses have existing stone stairs. New external stairways are usually metal

stairs and although there is no reason, except perhaps that of cost, why these should be ugly structures, they usually are. However, it is possible to site these so that they do not detract from the facade of the house, although it is more difficult with certain styles of architecture to site these sympathetically eg Tower Houses. None of the converted Tower Houses in the survey had external escape routes because most have several internal stone stairways. Although a metal external stairway may be ugly and out of sympathy with the architecture of the house it has no lasting impact because it can easily be removed if the use of the house is changed.

7.2.2 Stairs Enclosed with Fire Resistant Glass

A number of owners, 40% of the total, have enclosed their stairwells with fire resistant glass at levels above the ground floor, so that these can be used as escape routes. This affects fine galleries by destroying the open and graceful quality of the balustrades and the architect's overall design of the stairway and hall. At Stobo Castle this requirement could have been made by the fire officer but a sympathetic solution was found by providing extra smoke detectors in public rooms and bedrooms (3). There is no reason why this solution should not be widely used elsewhere. Certainly an external stairway as an alternative is visually more sympathetic to a building than this method and although the glass can be removed at a later date there is likely to be some damage in the process. In levels of a house above the first floor this solution is less visually intrusive eg Kilravock Castle.

7.2.3 New Fire Doors

A total of 78% of owners have fitted completely new fire doors to enclose the stairway and prevent the spread of smoke. These new fire doors must also have glass panels fitted and be self-closing.

It is difficult for owners to fit new doors which are similar to the existing doors within their country house and so the new doors are likely to be out of sympathy with the rest of the doors in the house. However, the doors can be removed if the use of the house is changed. There are examples of surplus doors being adapted with wire glass inserts instead of panels and this is obviously a more sympathetic solution (3).

7.2.4 Fire Doors Created By Altering Existing Doors

A total of 73% of owners have altered their existing doors by the application of a sheet of fire resistant insulation material to its surface. This defaces old panelled doors and destroys some of the character of the house. At Brocket Hall in England the building control and fire prevention officers accepted that where half-hour fire resistance only was required for doors, the heavily constructed hardwood doors were adequate. (4) The fire resistant qualities of older materials are often unknown and there are likely to be many places where doors have been altered where they might have been quite adequate for 30 minutes fire resistance. Fire resistant paint is also available to provide extra protection for doors, ceilings etc. Several owners have altered the position of existing doors within the house to comply with regulations (eg so that they would not open onto escape routes etc.)

7.2.5 Panelling

Wooden panelling is a beautiful feature in the corridors of many country houses - particularly those of the Victorian era. It is irreplaceable if destroyed and would be extremely costly to renew. However, fire regulations require that corridors must be of fire resistant material and so panelling has suffered a variety of fates within the country houses in the survey. In some houses (9%) panelling

has been removed, in others it has been covered with fire resistant varnish (26%) or asbestos sheeting (2%). Another expensive method of retaining the panelling is its reconstruction with the inclusion of a fire resistant core and 13% of owners in the survey had chosen to do this. This suggests that these owners at least have a high commitment to retaining the original features of the house. The advice of the local fire officer and the attitude of the individual hotel owner are vital in the conservation of panelling. The fire officer can advise the owner about the various options available to make the panelling acceptable to the regulations and obviously varnish is the most sympathetic solution. However, in cases where the fire officer suggests an unsympathetic method the owner, if this is of concern to him, can press the officer to find another method of achieving the same result. It is often the case that very attractive panelling is contained within houses which are not listed buildings and so planning authorities are unlikely to be involved in the discussions about fire precautions - which really puts the onus on the owner and the fire officer. However, evidence from the survey suggests that fire resistant varnish has been used at the most recent conversions ie 1970s and 1980s. The recent greater awareness of conservation and the need to protect old buildings has undoubtedly been responsible for a more sympathetic approach by fire and planning departments.

7.2.6 Fire Exits

A number of owners have been required to create fire exits in their largest rooms to provide an alternative route of escape. The most common method of creation is to use an existing window and turn it into a door. Sometimes the choice of a particular window has been unfortunate - the middle bay of a bay window, as for example at

at Kirkhill Hotel (Bonyrigg). However, other hotels have achieved greater sympathy by creating French type windows etc. This is an awkward requirement with which to comply but fortunately the majority of country houses have not needed to create new doors because two separate means of escape already exist within a room or else the rooms are small enough not to be subject to this requirement.

7.2.7 Emergency Lighting

In conjunction with escape corridors, exits and stairways all owners are required to provide signs which must be lit permanently in the case of emergency exits, with a system which will operate in emergency conditions. The need for this is obvious but it is unfortunate that these signs are so ugly. Their modernity and functionalism is usually at odds with their surroundings and it seems a pity that alternatively designed signs and lights are not widely available.

7.2.8 Ceilings, Floors and Walls

In some converted country houses there is a requirement to make floors, ceilings and walls fire resistant. The majority of ceilings in Scottish country Houses are plastered as are many walls but obviously many of the floors are made of timber. If the required fire resistance is only 30 mins then most timber floors are considered adequate. The survey results showed that none of the hotels had been forced to make any changes in these. At Bocket Hall the painted ceiling was not sufficiently fire resistant but the regulations were relaxed to prevent its alteration (4). Obviously any alterations to original ceilings or unusual floors are undesirable.

7.2.9 Other Aspects of the Regulations

The only other aspect of the Building Standards (Scotland) Regulations which affected any of the hotels in the survey was section Q the housing standards requirements. One owner was required to raise the

ceiling height in one of the hotel's bedrooms. This was achieved by raising it into the roof space (see Houston House). A few owners have also put velux windows into the roof to comply with the regulations (see Kildrummy Castle Hotel).

7.2.10 The changes with most impact/architectural integrity on the buildings in this survey would seem to be the enclosure of the stairwell with fire resistant glass and the removal of panelling. It is therefore important that some means of reducing these impacts can be implemented.

7.3 Alteration of Architectural Features

In the course of conversion and afterwards individual owners have considerable control over their treatment of the building. Many houses are unlisted and therefore outwith listed building control, although they do contain original irreplaceable features (see Chapter 5). Owners of these houses therefore have carte blanche (more or less) about what they can do to the house within the control of the building regulations which have no conservation requirements. Those houses which are listed have only been effectively subject to legislation since 1968 when LBC was introduced. In practice many planning authorities have a relaxed attitude towards conservation and are more concerned to see the building in new viable use than particularly interested in fighting to retain original features. So in practice, owners of listed buildings have very considerable leeway about what they can do to the house.

Although many of the controls imposed by the fire regulations have resulted in visually unattractive features being placed within country houses the majority of the requirements did not really affect the structure of the building and can be removed if the building is returned to domestic use in the future. However, some of the alterations made by owners, generally for commercial reasons, are irreversible.

Before the questionnaire was devised this section was perceived to be an investigation into the maintenance of "architectural integrity".

However, only a few of the buildings in the survey population retained the architectural integrity conceived by the original architect - many had been altered in subsequent years and few historic houses survive as representative of only one period of architectural design (see Chapter 5). Nevertheless Victorian architects such as Bryce and Burn who worked on many earlier buildings generally devised alterations and additions as part of a grand design so that these buildings still have an architectural unity.

Much in architecture, because it is aesthetic, is subjective - you either like the look of it, or you don't. However, to be a useful assessment for measurement on the criteria adopted for judgement must be objective. In an attempt to be objective the following features were identified as being major components of architectural integrity.

- Exterior - elevation
 - arrangement and style of windows
 - arrangement and style of doorways
 - style of roof
 - design of solids and voids
- Interior - arrangement and size of rooms
 - major fittings eg staircases, panelling, fireplaces, cornice
 - decoration

The survey's goals were to assess the amount of interference which had been made to these features of the houses as a result of their conversion.

7.3.1 Exterior

The survey discovered that:

Only 5% of owners had altered the siting of the main entrance; 9% had altered the position of windows or had added new ones; and none

had interfered with the type of the roof or the basic elevation of the house.

The reasons given by the owners for altering the site of the entrance were: "moved as result of request from planning authority"; "restoration of the original entrance to the tower house (removal of the Victorian entrance)" and "to create a new door into the hotel through the stables (now the restaurant)." The original entrance to the first hotel still exists and is now a french window and part of the escape route (Johnstounburn House). None of these changes are likely to have a particularly adverse effect on the architectural integrity of the house. However at Houston House where the original entrance was restored a modern canopy was constructed which now obscures it.

A number of owners opened up "dummy windows" in their houses to allow more light into the public rooms. Only one of the owners who either altered the position of windows or added new ones actually specified the reason for this. The replacement of existing rotten windows. However, the replacement windows were in a completely different style from the original windows. Old windows are usually multi-paned and it does upset the visual appearance of the house if these are replaced in a different style, as for example at Greshornish House (Skye) or Dalhousie Castle (Bonnyrigg). There is no reason why these should not be fitted because they are still made commercially. It is very damaging to the visual appearance of the house and detrimental to its architectural integrity if windows are enlarged, as for example at Banchory Lodge. This should be forbidden by planning authorities under listed building control.

None of the owners had altered the roofs of their houses or the basic elevation of the house. However, the building of extensions has visually affected the roofline and/or elevation of certain houses (see Section 7.4).

7.3.2 Interior

The major changes made to the interiors of the houses in the survey were: 27% of owners had altered the arrangement and/or the size of public rooms on the ground floor; 10% had altered the height of ceilings; 41% had altered the position of existing doors; 14% had removed either plaster-work or panelling; and 37% had removed fireplaces.

Alteration of the size of the public rooms by enlargement or subdivision can destroy the essential integrity and character of a house design. This is more likely in a house designed in the Classical style because the rooms depend on proportion for their beauty. John Adam's house at Moffat had the public rooms altered before either listed building control existed or the present owners took over the hotel. Another Georgian house which has suffered similarly is the Old Manor House in Oban, again prior to current ownership and listed building control. The Royal Marine Hotel at Brora, a country house designed by Robert Lorimer, has also had alterations made to the size of its public rooms. The majority of owners have altered the size of the public rooms by knocking down existing walls between rooms to create larger dining or lounge areas. The owner of Altamount House in Blairgowrie put in an archway rather than knocking down the wall. This alternative could be more easily restored if the house was to be returned to its original proportions. The loss of the original cornice if the wall is completely demolished is likely to prevent the restoration of a complete wall. At Houston House the walls between several of the small dungeon rooms were removed to create a larger bar area. The original rooms were small with low ceilings and few architectural details so in this case the essential architectural integrity of this area of the house remains intact.

The alternative means of extending dining or lounge areas is to build an extension (the effect of this is considered in Section 7.4).

At 10% of the houses the height of the ceilings has been altered in certain rooms. In every case this was a lowering of the existing ceiling. This reveals a particularly unsympathetic attitude on the part of the owner to the architecture of the house because many of the rooms have fine plasterwork cornices and ceilings which are hidden by such an alteration. This alteration also destroys the proportions of fine public rooms. Many historic houses have very high ceilings and the owners have lowered these either to "create a more intimate atmosphere" or retain more heat in the public rooms. One owner lowered the ceiling in an upstairs corridor to hide existing pipes but this is likely to have had no major effect on the architecture of the house. This alteration in public rooms or attractive corridors should be actively discouraged by the planning authorities because there is no real commercial reason for it to be done. Other means of retaining heat are more effective and more acceptable.

Where the ceiling has been lowered to achieve a more intimate atmosphere the decor in the house has generally been typically "hotel-plastic" and totally out of keeping with the architecture of the house. The Reo Stakis Commodore Hotel's dining room is an excellent example of a room completely transformed to bear no relation to its former state - the ceilings have been lowered, painted black and inset with down-lighting, the rooms have been enlarged by knocking down existing walls, and "plush" decor has been used. The only original features of the rooms which remain unaltered are the windows, with their lovely view over the river Forth. Fortunately only 10% of owners have altered their existing ceilings and there is the chance that these could be restored to their original heights.

A larger proportion of owners have altered the position of existing doors or put in new ones. Generally this has been to facilitate the running of the hotel. Several owners installed new doors from the dining room into the kitchen area, and others have made new doors into bathrooms or toilets created from the subdivision of existing rooms. A number of owners who have put in new doors have made an effort to utilise old doors sometimes from other parts of the house. Obviously these doors are more sympathetic to the architecture of the house.

The removal of the plasterwork and panelling although it does not interfere with the overall architectural design of the house results in the loss of two of its most decorative features. Plastered ceilings have been an important feature of country houses ever since the development of tower houses. Scotland's master plasterers were supplemented by craftsmen from the Low Countries during the 17th and 18th Centuries and there are examples of outstanding ceilings from this period within the hotels converted from the Old Mansion House at Auchterhouse (5), Duddingston House (6) and Prestonfield House. These all survive intact. Unfortunately, plasterwork has been removed at the Adam's Moffat House, now a Grade A listed building. Many of the Victorian and Georgian houses have interesting gothic style ceilings which add to the character of the buildings eg Dalhousie Castle, Cromlix House, Taymouth Castle. One or two owners were forced to remove plasterwork and panelling because on conversion the houses needed extensive repairs for dry rot or damp. At Stonefield Castle plasterwork from the pantry was removed and replaced in the bar area. Panelling has been removed in some houses but generally only where extensive alterations have been made to a house.

A high proportion of owners admitted to removing fireplaces. However, in the majority of cases these were from the bedrooms rather than public rooms. There was a definite fashion for removing old fireplaces during the fifties and sixties and some of the owners who have bought converted country houses have stated that fireplaces had already been removed. Again at Moffat House, converted in the 1930's, the original fireplaces have been removed. This is obviously a sad loss as Adam-designed houses usually have particularly fine fireplaces designed in their finely wrought neo-classical style. Obviously for many owners there is a temptation to remove fireplaces which are no longer in use. Their removal does no structural damage to the design of the house but many are very attractive and add decorative interest to a room. Many owners of course do still use the fireplaces as a bright log fire can add more than just physical warmth on a dull Scottish day.

Although any major unrestorable damage to the architectural integrity of a country house is undesirable the survey has revealed that only a relatively small proportion of houses have been affected by these alterations.

A total of 75% of owners have created private bathrooms within their hotels since conversion.

Table 80 Method of creating private bathrooms

	% of total owners
Conversion of existing rooms	28.4
Subdivision of existing bedrooms	24.7
Combination of above methods	16
Other methods	6

The most common methods of creation were to convert existing rooms or subdivide existing bedrooms. The preferred means of converting an existing room was to subdivide a bedroom between two others to provide each of these with a bathroom. Many houses possessed very large

bathrooms and in some houses these have been subdivided. The other common method is to use a part of the bedroom to provide a space for the bathroom. Often the bedrooms in country houses are large enough to do this and still provide sufficient bedroom space. Obviously both these methods of erecting bathrooms interfere with the original proportions of the rooms. However, bedrooms in country houses, with the exception perhaps of the master bedroom and one or two guest rooms, do not have such special architectural distinction and so this subdivision does not seem as drastic as the destruction of walls between the public rooms etc. There is also the argument that existing walls are not destroyed and the new partition walls can be removed later if necessary. New doorways may have to be made in existing walls but again these can be restored at a later date. Certain owners have been careful to replace the skirting and architrave onto the new bathroom walls and this helps to keep the alterations in sympathy with the existing style. There are very good commercial reasons for the creation of private bathrooms (see Section 6.5)

Although a large number of owners have made alterations to their houses the majority of these changes have been of a minor nature ie the removal of fireplaces from bedrooms and the introduction of new doors. The majority of houses have retained the arrangement and size of the public rooms and the major fittings because owners have either had no commercial need to alter them or were reluctant to make changes on architectural grounds.

7.4 Extensions

In Chapter 6 under the section on the owners perceived attitude towards the utilisation of a country house the problem of the need to provide further accommodation was mentioned. Owners have

discovered a variety of solutions to this problem and one of these has obviously been to create extensions to their existing buildings.

7.4.1 Survey Results

A total of 22% of owners in the survey population have built modern extensions in the form of bedrooms with private bathrooms. In every case except one, these were built after the initial conversion of the house into an hotel. The exception, the HIBD's Isle of Raasay Hotel, was designed without guest bedrooms in the original house and the 12 bedrooms with private bathrooms were in the form of an adjacent extension. At the other hotels the bedrooms were put in later on the expectation of increased occupancy and profit. Unfortunately the questionnaire had no mechanism to discover whether these expectations were fulfilled. Increased accommodation means increased overheads and the need for extra staff so that a hotel is not necessarily improving profits by building extra accommodation. However, all the houses with extensions in the form of bedrooms claimed that bed occupancy rates were above 50%.

A total of 31% of owners have built extensions to their kitchen facilities. These are not as extensive additions as the bedroom annexes and are generally sited at the back of the original building. 24% of owners had extended either their lounge or bar facilities by building extensions.

Only 9% of owners have built extensions in the form of sporting facilities - these are various eg saunas, solariums, indoor swimming pools etc. 13% have built extensions in the form of function rooms or conference accommodation and 15% have built extensions in the form of dining rooms or staff quarters.

Overall 45% of the hotels have built some form of extension to their buildings: 15% have one extension; 20% have two extensions; 7% have three extensions; 2% have four extensions; and 1% more than four. Obviously some of these forms merge into a single extension unit and others are separate additions.

7.4.2 It is difficult to make aesthetic judgements about the effect of an extension on the architectural integrity of a historic building. The most immediate reaction is to state that they are always undesirable, but this is probably an over-reaction to the many hideous extensions which have been built. How does one make an assessment of whether an extension is successful or unsuccessful using only aesthetic criteria and can one presume to be an arbiter of public taste? Often the planning authority is in the position of public arbiter - what guidelines should it adopt? Conversations with architects have suggested that an extension is successful if it either "complements or contrasts" the existing building. This would seem to be a suitable ground rule for making aesthetic judgements, although there is still a good measure of subjectivity involved in a decision as to whether an extension is complementary, contrasting or neither. The author argues that there are four major features of an extension which affect its impact on the architectural integrity of the country house: its building materials; its style of architectural design; its siting in relation to the house; and its physical size and extent.

7.4.3 Building Materials

At the present time many planning authorities take the view that an extension should be built using materials which complement the originals eg stone, slate etc. This often increases the cost of

the extension for the owner and there is a very great danger in assuming that because complementary building materials are used the extension will automatically complement the original building. The author would argue that this is not the case and that if a building is designed to complement the original its style must also be complementary. Nevertheless using materials which complement the original can give the extension considerable unity with the original building eg Stonefield Castle. However, an extension which does not use complementary materials can still be a successful complement to the original building.

7.4.4 Style

The author would argue that if the extension is designed to be complementary then style is probably a more important factor than building materials. An extension can definitely attain architectural unity with the house if its design echoes the style of the original building. However, many architects balk at mere repetition and so often introduce a few stylistic elements in the "modern" idiom (see for example Rosslea Hall where mansard roof with accommodation has been introduced). This merely creates a design of neither one style nor another, and is therefore unsuccessful. A style does not need to be repetition in order to be a successful complement to the original building. An example of this is the dining room extension at Ardsheal House which is stylistically evocative of a Victorian or Edwardian conservatory and therefore complements the period architecture of the house without being a mere repetition of any of the elements within the design. Another complementary design is that of the bedroom extension at Greywalls which uses the original stone of the house and imitates the style of the flat-roofed tea-pavilion rather than that of the house. Lutyen's ground plan at Greywalls is butterfly-shaped and to have repeated the style of the house in the extension would have marred the

unique form of the plan. This raises the point that it is also important to be able to distinguish "the new" of the extension from "the old" of the building. To create an extension which so entirely repeats the existing architecture of the house so that visually the two are indistinguishable is not a good idea. This detracts from the historicity and architectural integrity of the original house, and gives the extension the quality of 'sham'. Examples of this situation exist at Banchory Lodge and the Knipoch Hotel (near Oban) where it is now very difficult to distinguish between the different extensions to the building and the original form of the house.

The style of the architecture of the original building should affect architects and owners decision as to whether an extension should aim to be complementary or contrasting. The designs of the Classical style depend on symmetrical proportions and severe geometry of form so it is very difficult to add a complementary extension without this affecting the houses architectural integrity. This may be the reason why the extensions to the classical houses have attempted to be contrasting rather than complementary eg Cally house, Middleton Hall. The Victorian style houses are much easier to extend without destroying their architectural unity because of the rambling nature of their ground plan and their rather more eclectic style. Tower houses are also difficult to extend successfully because their longitudinal form is difficult to imitate. However, many of these have been given horizontal extensions in past centuries and it is easier to imitate these lower level buildings. The bedroom extension at Houston House was given a Civic Trust award for its attempt to complement the original architecture of the house.

An extension built to contrast the architectural style of the original house must obviously be the opposite in style. However, many architects

building extensions seem to have fallen into the trap of trying to keep a certain sameness with the original building without actually adapting elements of its style. The result is a mediocre extension which neither attempts to complement or contrast the house. Examples of this are evident at the Stakis Commodore Hotel bedroom extension, the Kingsmills Hotel (Inverness) bedroom extension and Park Hotel (Peebles) bedroom extension. A good example of an extension which successfully contrasts in style with the original house is the functionroom at Ardoe House (Aberdeen).

7.4 5 Siting

The siting of the extension can be an important factor in its success. In the case of a large bedroom extension which is designed to be in contrast with the architecture of the original house it is probably better if this is set at a distance from the house. There it can be appreciated for its own architectural merits and will not detract from the house. A good example of where this method has been successful is at the Middleton Hall Conference Centre. This early classical house would have been visually marred by an extension built closer to the house but as it is now sited its presence only becomes obvious once you are very near to the house. An example of where a large extension has been badly sited is the high extension at Cally House. This four-storey block is sited immediately behind the house and its ugly profile emerges above the central block and right-hand pavilion of the house. It mars the view of the house from every direction.

In a number of houses where lounge or bar extensions have been required these have been built at the front of the house where their position visually interferes with the original facade (unless they are particularly well designed in either complementary or contrasting styles as at Ardsheal House and Ardoe House.) Examples

That commercial considerations outweigh any desire for the extensions to be in sympathy with the original house.

If large amounts of extra bedroom accommodation are needed the author suggests that this should be sited separately from the original house. The Kingmills Hotel has recently developed self-contained luxury villas within its grounds (too late to save the appearance of the house) which have 2 bedrooms with private bathrooms, lounge/dining room and kitchen facilities. This set-up has advantages for both the hotel and its guests because: the hotel can attract visitors from both the hotel and self-catering markets; and the guests have the flexibility either to be independent or to use the facilities of the hotel. There are precedents for the use of separate accommodation blocks in some of the modern motels, eg Ladbroke's Dee Motel (Aberdeen).

7.4.7 Conversion of Existing Buildings

Several houses in the survey were able to extend their accommodation by converting existing buildings: Kilravock Castle has created a bedroom extension in the old bakehouse; Houston House and Dunain Park (Inverness) have used their old steadings for extra bedrooms. Raemoir House used the old ha' house' in the garden for extra bedrooms, Duddingston House has plans to convert the old servants' quarters; and the Ledcreich Hotel has used the stables for its new restaurant. In situations where out buildings exist it is obviously preferable for these to be converted rather than for new accommodation to be built because this retains the architectural integrity of the house. It also utilises an existing resource which would otherwise become obsolescent. Historic House Hotels have converted the stable blocks at both Bodysgallen Hall and Middleton Hall for extra bedroom and conference accommodation. (see Section 6.3).

of houses where lounges or bars have been built at the front of the house are Navidale House (Helmsdale), the Coolin Hills Hotel (Portree) and the Alt-nan-Ros Hotel (Onich). It is usually more appropriate to site an extension at either side or the rear of the house. The bedroom and bar extensions at Raasay Hotel are successful because both their style and their siting are complementary to the original house. At Norwood House (Aberdeen) the function room extension, an uninspiring design, is well sited at the rear of the building where it does not detract from the facade of the house. Even large bedroom extensions can be unobtrusive if sited at the rear of buildings (unless they are higher than the building) - an example of this exists at Kinloch Lodge (Skye).

7.4.6 Size and Extent

The physical size of the extensions and their extent in relation to the original house are important to their success because if inappropriate in scale these can seriously interfere with the architectural integrity of the house. Any house can be totally over-shadowed by extensions equal to or larger in size than the original building. The author would argue that it is totally inappropriate for a historic house to be dwarfed by its modern extensions. There are unfortunately some houses which have suffered this fate - Stakis Commodore Hotel, Gally House, North-West Castle Hotel (Stranraer), Kingsmills Hotel, Park Hotel, Craigen-darroch Hotel, Kilmelfort Hotel (nr Oban), Creag Dhu Hotel (Onich), Stewart Hotel (Appin), Marine Hotel (Black Isle) and Ednam House Hotel (Kelso). The situation is made worse at many of these hotels because their extensions have been built and designed at different times. The extensions therefore exhibit a terrific diversity of materials, styles, size and site. The majority of the hotels mentioned above belong to hotel groups and this therefore suggests that groups have: a greater demand for extra accommodation; and

Decoration, Fittings and Furniture

It is very difficult to justify being critical of the style of decoration and fittings which owners have introduced into their converted country houses because decorations and fittings are renewable and do not really affect the existing architectural fabric of the house. Obviously decoration, fittings and furniture can be designed to enhance the architectural features of the house or to evoke the era when the house was built and this strategy will enhance the architectural and historical qualities of the house. Many converted house hotels have decoration fittings and furniture which are inappropriate in design to the period when the house was built, and this detracts from the architecture of the house and destroys its character as a historic building. However, inappropriate decoration, fittings and furniture can be easily removed and replaced if the use of the house is changed or a new hotel owner wants to restore a more appropriate setting within the house.

Some of the converted country houses retain the furniture and fittings which have been in the house since it was built.

Examples of this include Kilravock Castle, Kinloch Castle (Isle of Rhum) (7), Cromlix House and Inverlochy Castle. A number of owners have acquired the houses without the contents and have sought to restore appropriate decoration, furniture and fittings.

Examples of houses where this has been done include Aris aig House, Ardsheal House, Ardanaseig House, Kildrummy Castle Hotel, Pittodrie House, Culloden House, Amhuinnsuidhe Castle and many others. A guest visiting these hotels therefore experiences the ambiance of gracious country house living.

References Chapter 7

- (1) Building Standards (Scotland) Regulations (1981).
- (2) FIRE PRECAUTIONS ACT 1971: Guide for Hotels and Boarding Houses.
- (3) SCOTTISH CIVIC TRUST: "New Uses for Older Buildings in Scotland" HMSO (1981).
- (4) PARNELL, A and FERGUSON, A. "The Impact of Legislation and Conservation" Architects Journal 14 May 1980.
- (5) BEARD, G. "Plasterers in 17th Century Scotland" Country Life 10 April 1969.
- (6) WALKER, D. "Duddingston House" Country Life 24 September 1959.
- (7) ASLET, C. "Kinloch Castle, Isle of Rhum" Country Life 9 August and 16 August 1984.



HAUGHTON HOUSE, GRAMPIAN. CONVERTED INTO SELF-CATERING FLATS BY GRAMPIAN REGIONAL COUNCIL. EXTERNAL FIRE ESCAPE.



STOBO CASTLE, BORDERS. BY THE ELLIOTT BROS. A GEORGIAN GOTHIC HOUSE. NOW A HEALTH RESORT.



KILRAVOCK CASTLE, HIGHLAND. AN EARLY TOWER HOUSE WITH LATER ADDITIONS. NOW A HOTEL. OWNED BY BARONESS ROSE. (BAKEHOUSE ON THE LEFT CONVERTED INTO EXTRA BEDROOMS)



HOUSTON HOUSE,LOTHIAN. A TOWER HOUSE. NOW A HOTEL.
A MODERN EXTENSION CONTAINS EXTRA BEDROOMS AND
A RECEPTION AREA.





KILDRUMMY CASTLE HOTEL, GRAMPIAN.

A VICTORIAN HOUSE. LISTED B.

INTRODUCTION OF VELUX ROOF WINDOWS.



JOHNSTOUNBURN HOUSE,LOTHIAN. A TOWER HOUSE WITH LATER ADDITIONS.
 PANELLED DINING ROOM AND NEW ESCAPE EXIT.



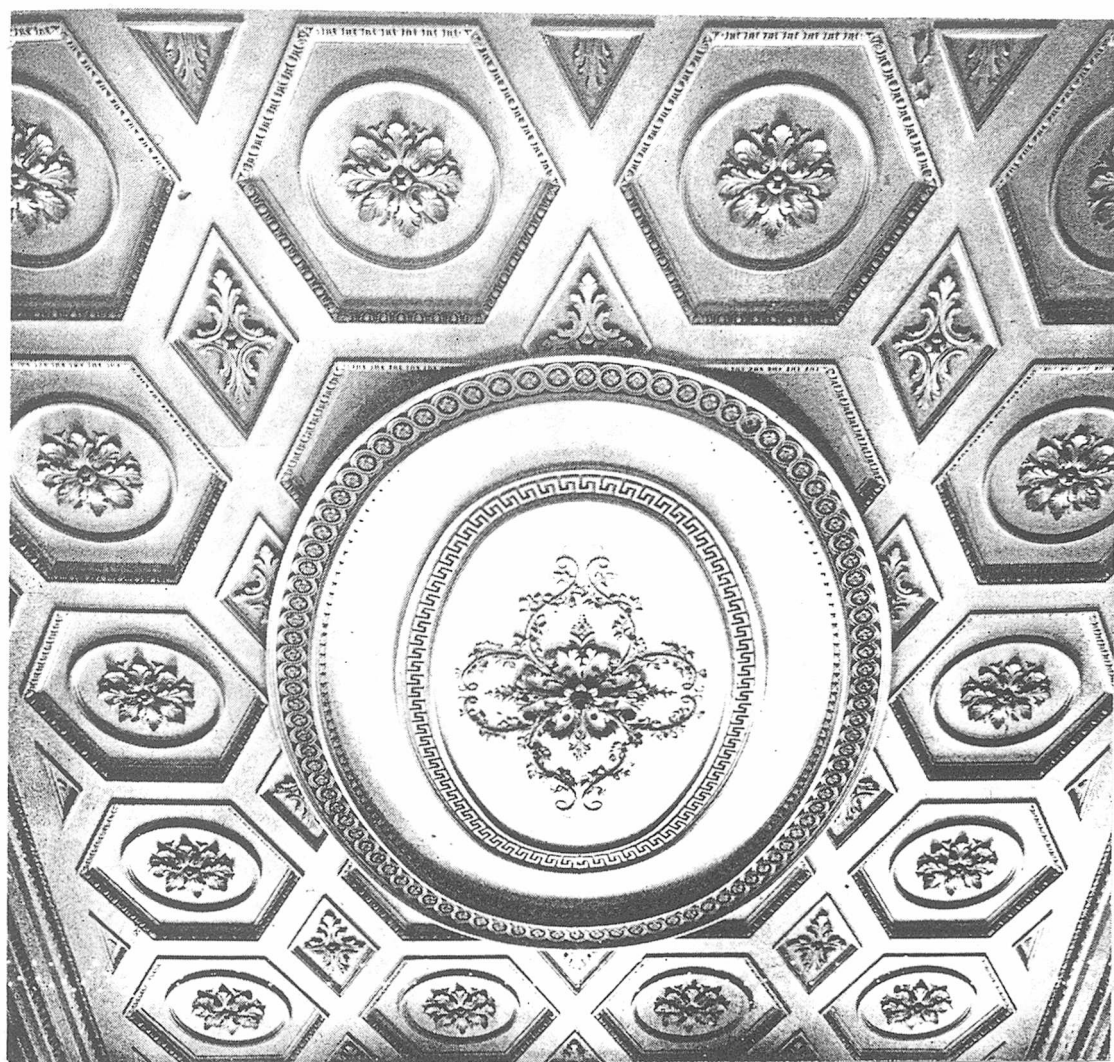
DALHOUSIE CASTLE,LOTHIAN. AN EARLY TOWER HOUSE WITH VICTORIAN ALTERATIONS BY WILLIAM BURN. NOW A HOTEL. (NEW WINDOW OUT OF SYMPATHY WITH THE ORIGINALS) LISTED A.



BANCHORY LODGE,GRAMPIAN. A TOWER HOUSE WITH LATER ADDITIONS. (NEW PICTURE WINDOW OUT OF SYMPATHY) LISTED B.



OLD MANOR HOUSE, STRATHCLYDE. A HOUSE IN GEORGIAN CLASSICAL STYLE. NOW A HOTEL..
LISTED B. (INTERNAL ALTERATION OF THE SIZE OF THE ORIGINAL ROOMS)



DUDDINGSTON HOUSE, LOTHIAN. A GEORGIAN VILLA.

BY SIR WILLIAM CHAMBERS. THE HALL CEILING.



AUCHTERHOUSE, TAYSIDE. A TOWER HOUSE.

THE CEILING IN THE MAIN ROOM.



GREYWALLS, LOTHIAN. (SEE ALSO PLATE 40)
NEW BEDROOM EXTENSION.



ARDSHEAL HOUSE, HIGH LAND. A VICTORIAN HOUSE. UNLISTED.
NEW DINING ROOM EXTENSION IN SYMPATHY WITH THE EXISTING STYLE
OF ARCHITECTURE.



ROSSLEA HALL, STRATHCLYDE. A VICTORIAN HOUSE. UNLISTED. MODERN EXTENSION CONTAINS BEDROOMS.



STAKIS COMMODORE HOTEL,LOTHIAN. A VICTORIAN HOUSE. UNLISTED. MODERN EXTENSION CONTAINS BEDROOMS.



ARDOE HOUSE, GRAMPIAN. A VICTORIAN HOUSE. UNLISTED. NEW FUNTION ROOM EXTENSION.



MIDDLETON HALL, LOTHIAN. AN EARLY CLASSICAL HOUSE.
NOW A CONFERENCE CENTRE. LISTED A.

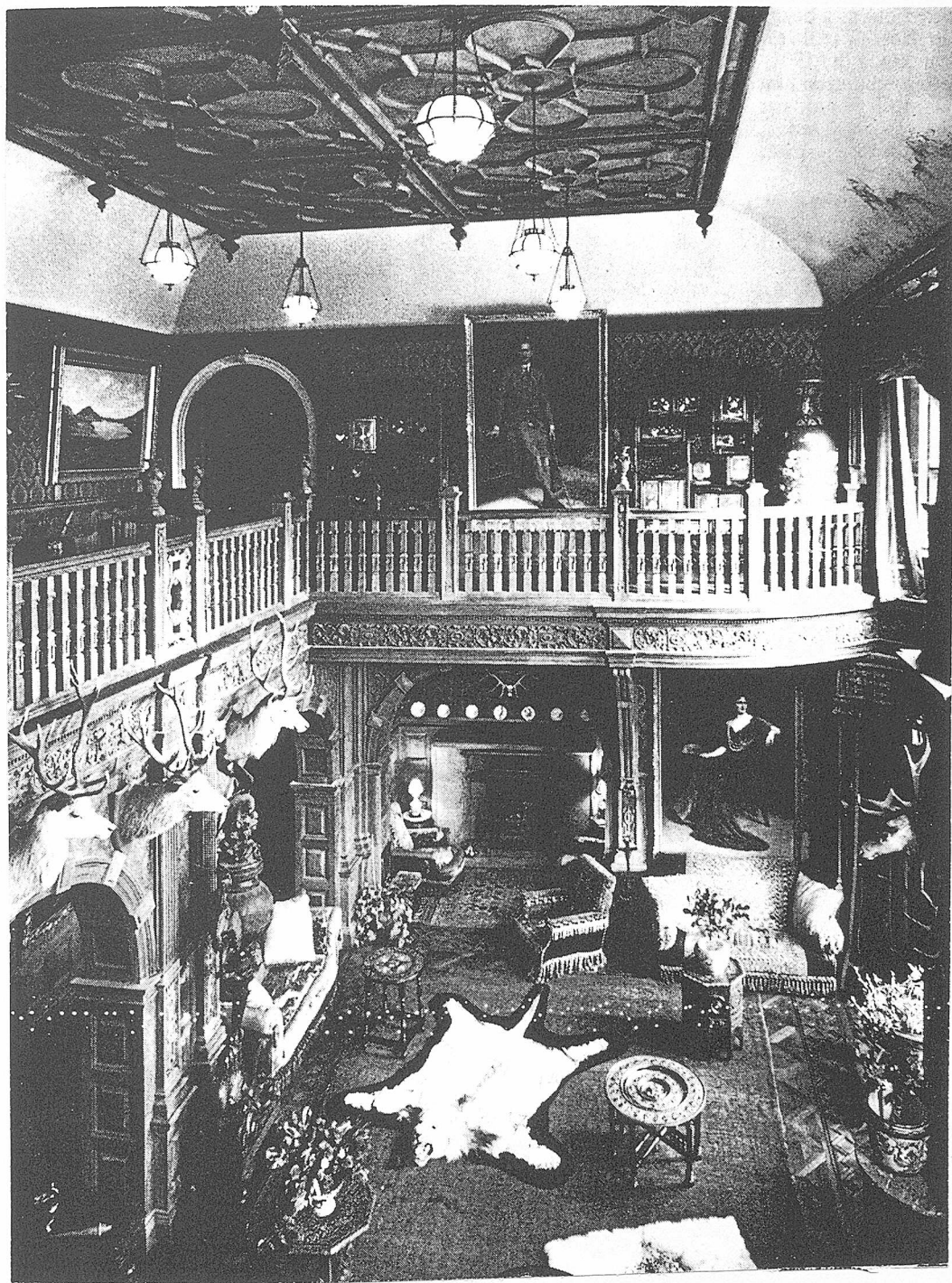
(LOWER PLATE SHOWS THE NEW BEDROOM EXTENSION)





RAEMOIR HOUSE,,GRAMPIAN. A GEORGIAN HOUSE.LISTED B.
(LOWER PLATE) BEDROOM ANNEXE IN CONVERTED
HA'HOUSE GARDEN BUILDING.





KINLOCH CASTLE, HIGHLAND. AN EDWARDIAN HOUSE.
INSIDE THE HALL.

Chapter 8 Conclusions and Recommendations

8.1 Conclusions

The investigation into the process of obsolescence as it affects country houses in Scotland revealed that physical obsolescence causes dereliction and decay in the fabric of the building. This destruction is to be avoided because country houses are an important aspect of our 'heritage' in Scotland being uniquely designed by many of the foremost architects in our history and representing a potential resource in terms of building, decoration and environment. However, the physical causes of obsolescence need not be fatal to a building - they can be prevented. The reason that they so often prove fatal is linked with economic and behavioural factors which prevent the houses being repaired and maintained. Therefore the physical, economic and behavioural causes of obsolescence are all inextricably linked. Chapter Two concluded that the linked causes of obsolescence will continue to affect country houses occupied in single domestic use despite certain new measures taken to ameliorate these effects.

Several authors have already made suggestions about how obsolescence in single domestic use can be prevented. Most authors have put the onus on the State to remove the economic obstacles which prevent owners from having sufficient income to maintain and run their houses.^(1,2) Removal of these obstacles would involve further changes in the tax legislation and greater incentives to owners to keep their houses. The role of the HBC and their funding is of crucial importance because they can provide the extra means for owners to repair their houses. However, evidence shows that the HBC's allocation of funds is insufficient to cope with the demand from a range of different types of building in need of repair. The author would also make the suggestion that due to social as well as

economic factors the majority of these houses are now too large for single domestic use and are only really "suitable" for some other form of use.

The larger and grander houses with important collections are most suited to being used as "tourist attractions" and as tourism in the UK and particularly in Scotland is seasonal there is no reason for owners not to live in part of the house during the winter uninterrupted by visitors. Exemptions to CTT under the 1976 Finance Act already provide incentives for owners to open their houses to the public and a further incentive would be the granting of Schedule D Case 1 assessment to the owners of all houses open to the public (See Chapter 2). (1). Owners would then be able to set the costs of repair and maintenance against their income tax. Visiting historic houses has become very popular and there would certainly be demand if more houses were opened to the public. The popularity of Country Parks (see the Visitors Attractions Survey) suggests that there is also more scope for their existence within the policies of other country houses. There has yet to be an agreement in Scotland between a local authority and a private owner for their development.

In those country parks developed and managed by the local authorities at National Trust properties the public have free access to the park but spend money in the owners' restaurants and shops and there is also the likelihood of an increased number of visitors to the house. Pollock House has become the most visited country house in Scotland because of its proximity to the Burrell Collection (direct comparison can be made between pre-Burrell and post-Burrell Collection visitor figures) This fact

fact suggests that a higher number of visitors are attracted to a house by the availability of a multiplicity of on-site attractions. Nevertheless, it seems totally inappropriate to develop attractions which are out of sympathy with the character of the house and grounds, so the choice of attractions to develop should be carefully made. For example at Thirlestane Castle the Borders Country Life Museum has been developed within its policies. At the moment a total of 96 houses are open to the public in Scotland (including those by appointment only).

The role of the NTS has been of unmeasurable importance in both setting a standard of excellence in restoration and in sympathetic development of the houses for public opening. Although the Trust has claimed that it has a sufficient number of houses within its guardianship it seems likely that it will acquire more, although not as many as it would perhaps have done if the Finance Acts had not made provision for allowances under CTT. Owners now have more incentive to keep the houses under their own control unless they are unwilling to organise public opening. The problem of the need to provide an endowment in order to bequeath a house to the NTS will continue to prevent many owners from making this decision. The role of the NHMF is crucial in that it can provide the funds for: endowments for houses given to the NTS; compensation to the Treasury for houses accepted in lieu of CTT; the establishments of maintenance funds for houses kept in family ownership

However, only the larger and grander houses with collections can hope to attract large numbers of visitors. Given that many of the physical, economic and behavioural causes of obsolescence

will continue, country houses will still need to find a solution to their continued existence in other alternative uses. It seems likely that the success of houses already converted for multiple residential occupancy will inspire this use for many other houses in Scotland. Commercial use as offices will probably continue to be only a small sector of alternative use as it is obviously limited to locations where there is commercial activity.

The use of the houses for the provision of tourist accommodation was discovered to be by far the single most important alternative use for country houses in Scotland. Over three hundred houses have been converted into hotels, self-catering flats, time-share developments, adventure schools, youth hostels etc.

Tourist accommodation provision is not a new use for country houses and houses have been converted throughout this century. However, its popularity is increasing and a particularly large number of houses in Scotland have been converted so far in the 1980's. The regional distribution of converted houses in Scotland correlates with the popularity of the region as a tourist destination area and Highland, therefore, has a large number of converted houses. (According to TEGGIN's map of demolished country houses there would seem to have been a fewer number demolished in this region than in the others - could this be linked with the high number of converted houses?) It is fortunate that many of the tourists who visit Scotland come to enjoy its countryside because this provides the opportunity to develop facilities, including accommodation, within rural locations. The country houses have undoubtedly benefitted from this bias towards rural tourism. Many of the owners in the survey population who had converted houses considered that the

location of the house had been its most important feature. The increased level of car ownership since the 1950's has encouraged "touring holidays" and destination areas which suffered^e from poor accessibility to the train routes have also benefited^t. This has helped the development of the accommodation in previously remote locations and as country houses are often situated at a distance off main roads increased levels of private transport have made them more accessible.

The majority of the converted country houses are hotel and guest houses rather than other types of accommodation and this corresponds with the ratio of hotels to other types of accommodation within the built - accommodation sector. Licensed h^lotes are still the most utilised form of accommodation by both holiday-tourists and business travellers despite the growing popularity of different forms of self-catering accommodation.

Many of the country houses which have been converted for tourist accommodation were designed by renowned Scottish and English architects and all the different styles of architecture are represented. A total of 180 are listed as being of architectural or historic interest and there is a good case for many more to be listed. (See 5.5)

Apart from their architectural and historic interest country houses have many resources which are assets to their use for tourist accommodation. A number retain their estates with excellent fishing, shooting and deer stalking facilities and many more have attractive grounds and gardens. A large number are built on sites with spectacular views of the surrounding countryside and the majority have lovely settings because their former

owners had the pick of locations on which to build their houses. Several houses have private golf courses, stables, tennis courts, putting greens and croquet lawns. Inside the houses there may be billiard rooms, libraries or even museums (see Kilravock Castle). Several owners have extended their original facilities and built modern swimming pools, solariums, saunas, jacuzzis, etc. This wide range of on-site facilities obviously encourages tourists who may want to spend their holidays pursuing a particular interest and those who like to be involved in a range of activities.

The survey of hotel buildings in Scotland's countryside revealed that converted country houses are second in total number only to inns, in their provision of accommodation in Scotland's countryside. They are therefore of considerable importance to the provision of tourist accommodation in rural Scotland.

Tourism is one of Scotland's major industries supporting around 100,000 jobs in total, providing £230 million of income to the residents of Scotland and stimulating £630 million of purchases within the Scottish economy. (3) Research in the USA has shown that tourist expenditure generates more work in retail and service firms than could be provided by an equivalent amount of general expenditure. (4) Tourism therefore contributes greatly to the economy of the regions of Scotland and perhaps its greatest asset is that it can provide new jobs in rural areas where there is a lack of employment. It also stimulates many of the rural craft and manufacturing industries such as textiles (Borders and Islands), glass (Oban, Crieff and Wick), knitwear (Shetland, Borders and Islands), pottery and ceramics, jewellery making (Orkney and Shetland), whisky, etc.

Tourism also complements the traditional rural industries of farming and fishing because their products are purchased either by those providing accommodation or by the tourists directly. Forestry also benefits from income acquired from tourists using its facilities and tourism's role in upholding many rural services, particularly transport, should not be under-estimated.

The reason that so many country houses have been converted for tourist accommodation is therefore that tourism, as a dynamic industry, can provide the houses with an economically viable use. The intrinsic architectural and historical features of the houses, as well as their other assets, are a positive advantage in attracting tourists, especially from overseas. The conservation of the houses and tourism are therefore mutually interdependent. In fact, the Welsh Tourist Board has claimed that tourism provides the only economic justification for the conservation of historic buildings. (5) The success of organisations such as the Landmark Trust, Historic House Hotels and the Spanish paradors also reinforces this idea that tourism can supply the economic resources to provide for the conservation of historic country houses.

Investigation into the decision-making process of converting the country houses was undertaken by a postal survey of owners. The survey revealed that decision-makers from four different "environments" had chosen to convert country houses into hotels. (The assumption that hotel groups, as an important small sector of the hotel industry, would have been involved in conversion proved to be negative.) The largest set of the four are those decision-makers who have entered the hotel industry from other areas of

employment. The fact that there are no professional constraints to restrict "amateurs" entering the industry is obviously a determinant in this large number. The stimulus in their decision to enter the industry was perceived to be more for social reasons than a desire to achieve particular economic goals. The majority of this group of decision-makers had not considered buying an existing hotel and many claimed that the decision to convert a country house was based on their desire to own and live in an attractive house. This group spent the least money on buying and converting the houses.

The second largest set of decision-makers is those who own the estate or who lived in the house, which had been detached from the estate, prior to its conversion. The motivation in this set to convert the houses was purely economic - the result of owners not being able to afford to keep the houses without extra income. Many perceived that they could remain living in the house and that the house would make an attractive hotel without major alterations. This set contained both the most expensive and the cheapest priced accommodation within the survey population.

A number of former hotel owners and former hotel employees, many with qualifications and experience in the industry, have also been involved in converting country houses. For the latter the stimulus to convert a country house rather than buying an existing hotel was largely economic - conversion was perceived as being cheaper. For the previous owners of an hotel the country house was perceived as being a means to the creation of their own hotel "image". This set spent the largest amount of money on both buying and converting the house. The reason for this is likely to be

the higher availability of financial resources within this set - the majority had sold their previous hotels to purchase and convert the house.

Overall the majority of the survey population perceived that the architectural and historic character of their buildings was an asset in attracting tourists. Many owners specifically used the "image" of the house as a marketing feature and sought to attract a particular type of clientele who would appreciate its ambiance. The commercial success of the majority of the hotels was based more on sales of accommodation and food than on sales of liquor, conferences or functions. As a result of this many of the hotels are quiet and priority is given to making the public rooms and bedrooms comfortable and on the serving of good food.

This particular form of hotel is in sympathy with the former domestic use of the house. Investigation of the controls imposed on decision-makers revealed that a large number of owners perceived listed building legislation to be "a nuisance" but there was no real evidence that owners had been prevented from developing the house in any manner which they desired. However, a number of owners had discovered that the accommodation provided in their house was inadequate for their business needs and had sought to enlarge the houses. This would seem to be the major constraint on the owners in their development of the houses. Evidence suggests that banks have looked favourably on the project of conversion from all the sets of owners and they have been the major source of finance. The majority of owners had made the decision to convert country houses without professional assistance, except for the banks, or the use of financial investment

appraisal techniques. The economic rationality of this decision was therefore unsoundly based. However, many of the owners in the survey have operated their converted houses for at least twenty years and this suggests that they are satisfied with both their economic rewards and their lifestyle. Overall 79% claimed equal to or more than 50% bed occupancy but it is likely that the use of family labour cuts the costs of running the hotels to the extent where a greater number are profitable. The majority of the hotels in the survey population offered a unique product and were not in direct competition with the larger hotels which are concentrated in city locations and have higher profit margins per room.

Although it has been stated that alternative use as tourist accommodation can be economically viable and provide many owners with a means of retaining the house in family ownership, it was considered important that this new use should be sympathetic to the conservation of the house for future generations. Investigation into the impact of conversion on the architectural fabric of the building revealed that both the building regulations and "the whim of the owner" could have negative and undesirable effects. Under the building regulations the changes which have most impact on the house are the enclosure of the stairwell with fire resistant glass and the removal of panelling. (See 7.2)

A large number of owners have made alterations to the interior of their houses but the majority of these changes have been of a minor nature and have not really affected the architectural integrity of the houses eg., removal of fireplaces in the bedrooms and the introduction of new doors. It is totally unrealistic to assume that a new use will not alter the arrange-

ment of the house in some way. Multiple residential use, institutional and commercial uses, other than tourism, will also affect the arrangement of the houses. However, it is important that alterations should be kept to a minimum and it is totally undesirable that : the public rooms should be enlarged; new style " unsympathetic" windows installed; panelling or plastework should be removed. The most sympathetic method of extending the accommodation within a building is for original out-buildings to be utilised by conversion. Some of the houses in the survey population had adopted this method of extension but a much larger number had built modern extensions to the building. The most numerous type extension was to the kitchen area followed in order by lounges or bars, bedrooms, functionrooms and sports facilities. A large number of the existing extensions were made to Grade A or B houses and were totally out-of-sympathy with the architecture of the house. The author would argue after conversations with architects that extensions should be built either to complement or contrast with the original building in materials, style, extent and siting. The pilot survey of hotels discovered that none of the owners had consulted the Historic Buildings Council for advice about alterations to the houses. However, it is known that the HBC gave advice at Stobo Castle and Borthwick Castle. (6)

Recommendations

Consideration should be given towards the listing of mere country houses particularly those with attractive internal features such as panelling, staircases, plaster-work etc. This is the best method of ensuring that there is at least some control over applications to alter the buildings.

VAT payable on the repairs and maintenance to listed country houses should be abolished in order to help lower these costs to the owner. (It seems ridiculous that the government gives grants for repairs through the HBC and then claims money back in taxation).

Environmental obsolescence should be prevented by controls because the loss of a house's setting will damage its attraction for a potential user and as heritage. Planning authorities should consider this when zoning land for development and ensure that sufficient ground is retained to protect the house from being visually polluted.

Site obsolescence should also be prevented through controls, although it seems likely that existing measures to protect houses, ie LBC are adequate.

The Department of the Environment's Circular 12/81 says that the Secretary of State "will not be prepared to grant LBC unless he is satisfied that every possible effort has been made to continue the present use or to find a suitable alternative use for the building." (7)

Measures which provide incentives for owners with large houses and historic collections to open their houses to the public should be encouraged because these houses are living museums of our past and there is obvious public demand to visit them. Schedule D Case 1 assessment should therefore be granted to all houses opening to the public. (1)

The allocation of grants to the HBC for Scotland is obviously insufficient to cover the demand from buildings in need of repair so their allocation of funds should be increased. (8)

The BTA and the ETB have acknowledged the importance of historic buildings as tourist "attractions" in a variety of publications.

Tourist Board publications should therefore heavily promote country houses

as "attractions" because the tourist boards have a vested interest in the conservation of these houses. Marketing is an important means of attracting a higher number of visitors and this helps to ensure that the owners have sufficient finance to maintainⁿ and run the houses.

On the basis of evidence that tourism is an industry with a dynamic future in Scotland which provides jobs and revenue, especially within rural locations, and stimulates existing indigenous industries, the conversion of houses into tourist accommodation should be regarded favourably as a viable alternative use by all the interested bodies. As a result it is recommended that the following measures should be taken.

11. Change of use applications for tourist accommodation should be favourably regarded in principle by the planning authorities. However, there should be a presumption in favour of hotel accommodation (or other types of serviced accommodation) because these provide the maximum benefit to the local economy. They create more jobs, provide a service for local residents, encourage a higher level of purchase of local produce and attract tourists from the higher socio-economic groups who are likely to spend more on capital goods (hopefully produced within the local economy).

2. Planning authorities should look no more favourably on multiple residential use than on use for tourist accommodation.

A large number of authors have argued that multiple residential use is the most favourable alternative use if the house is no longer able to be occupied in single domestic use. (9,10,11) However, the author would argue that, despite the many sympathetic conversions which have

been made, this use is no more favourable than hotel or self-catering accommodation. In fact it can be argued that use as a hotel mirrors most closely the former domestic arrangements for which the houses were designed with maximum use of the public rooms and the gardens etc. BINNEY and MARTIN claimed that the residential solution "is the one most likely to attract people who will appreciate the qualities of the house and its surroundings" (10)

However, it would seem likely that this statement would apply equally well to tourist accommodation use. The success of the Landmark Trust's properties indicates that there is high demand for usage from people who are attracted by the unique qualities of the different buildings. Another important factor is that a much greater and wider section of society have access to the buildings, not just to come and look around, as in an "attraction", but also to experience living in them, albeit for a short time.

3. Before the granting of planning permission the impact of the change of use on the architectural integrity of the house should be assessed. The Planning Authorities have the ultimate responsibility of controlling the potential damage which could be done to the house. Hertfordshire County Council recommended in its report on "The Change of Use of Country Houses in Hertfordshire" that the likelihood of future demands for extensions should be established before the granting of planning permission. This is important because, as Chapter 7 discovered, many existing extensions to converted country houses completely spoil the architectural integrity of the buildings and are designed out-of-sympathy with the character of the original house. Hertfordshire's Planning Authority considered that appropriate conditions should be imposed or agreements entered into to prevent or control extensions

to the house in the future.(11) Legislation already exists to put this into practice, ie. Section 50 of the Town and Country Planning Act 1971. (SCOTLAND)

The author recommends that this control should be implemented whenever planning permission is sought for conversion. Hertfordshire is an area with particularly high pressures for development and in the ten years between 1971 and 1981 39 applications for change of use to country houses were made to the Council. The majority of these for conversion to office accommodation. The frequency of dealing with applications for change of use prompted the formation of the policy document which was based on a survey. The author recommends that a similar policy document issued as "Planning Guidelines" by the SDD would be useful information for planning authorities throughout Scotland and would ensure that a uniform attitude existed towards change of use applications. The Scottish Civic Trust's report on "New Uses for Older Buildings in Scotland" introduced the controls and constraints imposed on the development of historic buildings but gave no specific guidelines for planning authorities on subjects like extensions etc.(12)

4. The impact of controls in the form of legislation is always regarded as a negative approach although it may ensure positive results. Therefore it is also recommended that there should be a positive attempt to match developers of country house hotels with the building most suited to their requirements. If developers have a clearly defined set of requirements at the outset of the project and they can find a house which suits these requirements then it is less likely that there will be a need for further extensions to the building. For example communication with Historic House Hotels established that their requirements were for a house listed either A or B and large enough to provide : at least 30 bedrooms either within

the house or its immediate out-buildings; two or more dining rooms; and a meeting or conference room. (12) Most developers should be able to foresee how they want to develop the hotel before conversion takes place. It would seem logical therefore that there should be a system operating which matches developers with the available houses most appropriate to their needs. The Historic Buildings Bureau publishes a quarterly list of country houses which are available for purchase (generally before a house reaches the list it has been on the market for some time without finding a buyer). However, this list is not widely publicised and it would be useful if this list, plus a list of other available houses in the different regions of Scotland, were made available to the STB who could then act as liason between the house owners and potential developers. At the moment owners find their houses in a variety of ways - estate agents, adverts etc. However, at least three owners within the survey population were "driving around" Scotland looking for houses and just happened to pass houses with For Sale notices which they liked. This type of situation would be enhanced by a comprehensive list. Lists of available houses could be sent from estate agents throughout Scotland by telex with very little charge and the lists could be updated constantly. At least three houses formerly on the list of houses produced by the Historic Houses Bureau have been converted or are proposed to be converted into tourist accommodation - Comlongan Castle, Old Place of Monreith and Balbirnie House.

5. In view of the fact that many houses are spoiled by measures taken under the building regulations there is a definite case for more guidance on potentially sympathetic solutions to the common

problems encountered in meeting the fire regulations. Where listed buildings are involved the planning officer is in a position to affect the decision about what is to be altered and his role should be that of "protector". He should be aware of alternative solutions and guidance such as a 'code of practice' would help him in discussion with both fire officer and owner. A fire officer is required to ensure ^{that} the building ^{is} "safe" but he is ⁱⁿ a position to make a subjective interpretation of the regulations. His knowledge of active measures such as smoke detectors and sprinkler systems can be used to obtain relaxation of some of the requirements. He must therefore be convinced by the planning officer or the owner that his guidance can help to preserve the character of the building. The fire officers would similarly benefit from a code of 'practice' because he may lack the practical experience of dealing with this type of building. The owner is also a vital element in the decision as to what method of fire protection is utilised because he has control of costs and may prefer the cheapest solution rather than the most sympathetic one. However, the most sympathetic solution is not necessarily the most expensive : fire-resistant varnish is cheaper than asbestos sheeting; and altering an existing door may be cheaper than buying a new-style door. Obviously it is in the best interests of the owner to keep the character of their building but there are examples where owners have exhibited total lack of sympathy in their attitude towards their buildings and in these cases the onus is on the fire officer and the planning officer, if he is involved, to force the owner to choose the most sympathetic solutions. Building Control Officers are also involved in the

conversion of country houses through their implementation of the Building Regulations and they too would benefit from a 'code of practice' for guidance when implementing requirements on historic houses. At the moment the existing system leaves too much room for potential mistakes to be made as have been made in the past. Some form of control is required but this would be better in the form of guidance rather than legislation. The individual circumstances of each house are too different for hard and fast rules.

Nevertheless, many owners have gone to considerable trouble to retain existing architectural features and only a few need to be controlled from wild excess measures. The majority are to be applauded for the contribution both to our heritage and the tourist industry.

6. The STB and the HIDB play an important role in marketing the tourist accommodation within Scotland with its annual publications on "Where to Stay". A special publication containing country houses available for accommodation would be an asset in marketing these unique contributions to the Scottish tourist industry. At the present time the large register of more than 2,000 hotels and guest houses and the smaller register of self-catering accommodation is presented in alphabetically geographical order and it is difficult to identify different types of accommodation. Informal research has discovered that overseas visitors in particular would welcome a list of converted castles.

References. Chapter 8.

1. BUTLER, J. "The Economics of Historic Country Houses" (1981)
Policy Studies Unit
2. BINNEY, M. STRONG, R. HARRIS, J. "The Destruction of the Country House" (1974) Thames and Hudson
3. TOURISM AND RECREATION RESEARCH UNIT "Tourism and the Economy of Scotland" (1984) STB
4. ARCHER, B. "The Impact of Domestic Tourism" (1973)
University of Wales Press
5. WELSH TOURIST BOARD written evidence in "Britain's Historic Buildings : a policy for their future use" BTA (1980) p.68
6. SCOTTISH CIVIC TRUST "New Uses for Older Buildings in Scotland" (1981) HMSO
7. DEPARTMENT OF THE ENVIRONMENT "Circular 12 / 81
8. BINNEY, M. "Historic Buildings : Scotland's New Cinderella"
Country Life 14 August 1986
9. BRITISH TOURIST AUTHORITY "Britain's Historic Buildings : a policy for their future use" (1980) BTA
10. BINNEY, M. MARTIN, K. "The Country House : to be or not to be ?" (1982) SAVE
11. HERTFORDSHIRE COUNTRY COUNCIL "The Change of Use of Country Houses in Hertfordshire" (1980) Hertfordshire County Council
12. Communication with Mr.R.Broyd, Chairman of Historic House Hotels Ltd.

BIBLIOGRAPHY

BIBLIOGRAPHY.

- 1.ABERDEEN CIVIC SOCIETY "Archibald Simpson : Architect of Aberdeen 1790 - 1847" (1978) Aberdeen Civic Society
- 2.ACWORTH, W.M. "The Railways of Scotland" (1890) p.61-64
- 3.ARCHER, B. "The Impact of Domestic Tourism" (1973) University of Wales Press
- 4.ASLET, C. "The Last Country Houses" (1982) Yale UP
- 5.ASLET, C. "Kinloch Castle, Isle of Rhum" Country Life 9 and 16 August 1984
- 6.BASSET, R. "Country House Renaissance" Architects Journal 12 May 1975
- 7.BEARD, G. "Plasterers in 17th Century Scotland" Country Life 24 September 1959
- 8.BINNEY, M. STRONG, R. HARRIS, J. "The Destruction of the Country House" (1974) Thames and Hudson
- 9.BINNEY, M. "Homes from Historic Houses" Country Life 19 August 1976
- 10.BINNEY, M. "Scottish Country Houses at Risk" Country Life 9 August 1979
- 11.BINNEY, M. ANDREAE, S. "Gambling with History : The Crisis in Listing" Planning 27 April 1979
- 12.BINNEY, M. et al. "Lost Houses of Scotland" (1980) SAVE
- 13.BINNEY, M. HANNA, M. "Preservation Pays" (1981) SAVE
14. BINNEY,M. MARTIN, K. "The Country House : to be or not to be" (1982) SAVE
- 15.BINNEY, M. "Example of the Paradors" Country Life 31 May 1984
- 16.BINNEY, M. "Historic Buildings : Scotland's New Cinderella" Country Life 14 August 1986
- 17.BRITISH HOME TOURISM SURVEY (Annually) British Tourist Authority
- 18.BRITISH NATIONAL TRAVEL SURVEY (Annually) BTA
- 19.BRITISH TOURIST AUTHORITY "Survey of Overseas Visitors" (1980)BTA
- 20.BRITISH TOURIST AUTHORITY "Britain's Historic Buildings : A Policy for their Future Use" (1980) BTA
- 21.BRITTON, D.K. BURRELL, A.M. HILL, B. RAY, D. "Statistical Handbook of UK Agriculture" (1980) Wye College Kent
- 22.BRITTON, S. "A Conceptual Model of Tourism in a Peripheral Economy" in PEARCE, D. "Tourism in the South Pacific" Proceedings of UNESCO Tourism Workshop

- 23.BUILDER MAGAZINE "Mar Lodge" 23 January 1897
- 24.BUILDING STANDARDS (SCOTLAND) REGULATIONS 1981
- 25.BURKART, A.J. MEDLIK, S. "Tourism : Past, Present and Future"
(1974) Heinemann
- 26.BURNETT,R. "City Warehouse Conversion : Hotel and Holiday
Accommodation" Architects Journal 13 July 1983
- 27.BUTLER, J. "The Economics of Historic Country Houses" (1981)
Policy Studies Institute
- 28.CABINET OFFICE "Pleasure, Leisure and Jobs : the business of
tourism" (1985) HMSO
- 29.CLEMENSON, H. "English Country Houses and Landed Estates"
(1982) Croom Helm
- 30.COOK, T. "Temperance Jubilee Celebrations 1886" Arranged and
compiled by Thomas Cook
- 31.CORMACK, P. "Heritage in Danger" (1976) New English Library
- 32.CORNFORTH, J. "Country Houses in Britain : Can they survive?"
(1974) Country Life
- 33.CORNFORTH, J. "What Future for the Land Fund ?" Country Life
24 October 1974
- 34.COSTLEY, T. "Tourism in Scotland : a geographical perspective"
(1985) STB
- 35.DATA RESEARCH GROUP "UK hotels with 10 or more bedrooms" (1981)
Data Research Group
- 36.DENMAN, R. "Recreation and Tourism on Farms, Crofts and Estates"
(1978) STB
- 37.DOWER, M. "Tourism and Conservation" Architects Journal 1 May 1974
- 38.DUNBAR, J.G. "The Architecture of Scotland" (1978) Batsford
- 39.DUNCAN, R. "Stately Home of your own for £1,000 a day"
Glasgow Herald 10 January 1984
- 40.FEDDEN, R. "The National Trust for Scotland Guide" (1981)
3rd Edition NTS
- 41.FENWICK, H. "A Paradise Lost" Scots Magazine January 1984
- 42.FIDDES, V. ROWAN, A. "David Bryce" (1976) Exhibition Catalogue
- 43.FINANCE ACTS 1894,1946,1976
- 44.FIRE PRECAUTIONS ACT 1971 : A Guide for Hotels and Boarding
Houses. HMSO

- 45.GIROUARD, M. "Country House Crisis ?" Architectural Review
(1974) p.243-247
- 46.GIROUARD, M. "The Victorian Country House" (1979) Clarendon Press
- 47.GOLBY, L.W. JOHNS. G. "Attitude and Motivation" Government Enquiry
on Small Firms, Research Report NO.7 (1971) HMSO
- 48.GOWERS, SIR ERNEST "Reprt of the Committee on Houses of Outstanding
Historic or Architectural Interest" (1950)HMSO
- 49.GUNN, C. "Tourism Planning" (1979) Crane Russack
- 50.HANKINSON, A. "The Investment Behaviour of the Smaller Manufacturing
Business Unit in the Plymouth Area 1970 - 75" PH.D (Unpublished)
University of Bath 1977
- 51.HANNA, M. "Historic Commodities" Building Vol.17 August 1979 p.32&33
- 53.HANSON, M. "Scotland's Finest Sporting Rights ?" Country Life
17 April 1975
54. HANSON, M. "Farming Prices over Thirty Years" Country Life
15 January 1981
55. HANSON, M. "At H0me in a Country House" Country Life 23 September
1983
- 56.HANSON, M. "Time to Share in Scotland" Country Life 10 September
1981
- 57.HANSON, M. "Holiday Choice for Time-share" Country Life 1985
- 58.HARTMAN, G.W. HOOK, J.C. "Sub-standard Housing in the US :
a quantitative analysis" Economic Geography April 1956 Vol.32
- 59.H.M.TREASURY "Capital Taxation and the National Heritage"
1983 HMSO
- 60.HASLAM, R. "Cliveden, Buckinghamshire" Country Life 10 May 1986
61. HERTFORDSHIRE COUNTY COUNCIL "The Change of Use of Country
Houses in Hertfordshire" (1980) HCC
- 62.HISTORIC BUILDINGS COUNCIL for SCOTLAND "Annual Report" (1982-83)
HMSO
- 63.HISTORIC BUILDINGS AND ANCIENT MONUMENTS ACT 1953
- 64.HOLLOWAY, C. "The Business of Tourism" (1983) Macdonald and Evans
- 65.HORWATH & HORWATH "World-wide Lodging Industry" (1982) Annual
Report on International Hotel Operations
- 66.INTERNATIONAL PASSENGER SURVEY (Annually) Department of Trade & Ind.

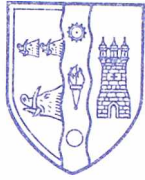
- 67.INTERNATIONAL TOURISM QUARTERLY "The Effects of the Recession on Tourism" Special Report No.39 No.4 1980 EIU
- 68.INTERNATIONAL TOURISM QUARTERLY "Spain and Portugal" No.1 1982 EIU
- 69.INTERNATIONAL TOURISM QUARTERLY No.2 1984 EIU
- 70.INTERNATIONAL TOURISM QUARTERLY No.4 1984 EIU
71. INTERNATIONAL TOURISM QUARTERLY No.1 1985 EIU
- 72.INTERNATIONAL TOURISM REPORT No.3 1986 EIU
- 73.JAPANESE NATIONAL TOURIST ORGANISATION REPORT 1980
- 74.JENKINS, J. "VAT - hold on Conservation" Architects Journal 1980p.30
- 75.JONES, F.M. "A Study of Obsolescence" Town Planning Review No.3 1967 Vol.38 P.187 -201
- 76.KIRBY, D. "Slum Housing and Residential Renewal : the case in Urban Britian" (1979) Longman
77. LEES, D. COYNE,J. "Can we afford our National Heritage?" Lloyd's Bank Review No.131 January 1979
- 78.LICHFIELD, N. "Economics of Conservation. York Conservation Study" (1968) HMSO
- 79.LEIPER, N. "The Framework of Tourism" Annals of Tourism Research Vol.6 No.4 1979
- 80.LEIPER, N. "Towards a Cohesive Curriculum in Tourism" Annals of Tourism Research Vol.8 No.2 1981
- 81.LICKORISH, L.J. KERSHAW, A.G. "The Travel Trade" (1958) Practical Press
- 82.LITTLE, A.D. "Models for Condition Ageing of Residential Structures" Technical Paper No.2 San Francisco Renewal Programme 1964
- 83.LONBERG-HOLM, K. "Time-Zoning as a Preventive of Blighted Areas" Architectural Record and Guide June 1933
- 84.LOWENTHAL, D. BINNEY, M. "Our Past before us : why do we save it?" (1981) Temple Smith
- 85.MACEWAN, J. "Who Owns Scotland : a study in land ownership" (N.D.) Edinburgh EUSPB
- 86.MACGIBBON, D. ROSS, T. "The Castlellated and Domestic Architecture of Scotland" 1887-92
- 87.MACWILLIAM, C. "The Tale in Scotland" in BINNEY, STRONG, HARRIS "The Destruction of the Country House" (1974) Thames and Hudson
- 88.MCVEY, M. "Scotland National Report No.107" International Tourism Quarterly No.4 1985
- 89.MEDHURST, E. PARRY LEWIS, J. "Urban Decay : an Analysis and a Policy" (1969) Macmillan
- 90.MEDLIK, S. "Productivity Measurement in Hotels" International Tourism Quarterly No.4 1979

- 91.MEDLIK, S. "The Business of Hotels" (1980) Heinemann
- 92.MEDLIK, S. "Paying Guests : a report on the challenge of travel and tourism" (1985) CBI
- 93.MEYERSON, M. TERRET, B. WHEATON,W.L.C. "Housing, People and Cities" (1962) McGraw-Hill
- 94.MIDDLETON, V. "Tourism Policy in Britain" International Tourism Quarterly Special Report No.1 1974
- 95.MIDDLETON, V. "Engalnd and Wales" International Tourism Report No.2 1986
- 96.MOSER,C.A. KALTON, S. "Survey Methods in Social Investigation" (1971) Heinemann
- 97.MOYNAHAN, B. "Fool's Paradise" (1983) Pan
- 98.MUSEUMS AND GALLERIES COMMISSION "Museums in Scotland" (1986) HMSO
- 99.NATIONAL ECONOMIC DEVELOPMENT OFFICE "Hotels and the Business Traveller" (1970) HMSO
- 100.NATIONAL ECONOMIC DEVELOPMENT OFFICE "Hotel Prospects to 1985" (1974) HMSO
- * 101.NATIONAL HERITAGE ACT 1980
- 102.NATIONAL TRUST FOR SCOTLAND ANNUAL REPORTS
- 103.NATIOANL TRUST FOR SCOTLAND YEAR BOOK 1976
- 104.NATIONAL TRUST FOR SCOTLAND YEAR BOOK 1977
- 105.NATIONAL TRUST FOR SCOTLAND ORDER CONFIRMATION ACT 1953
- 106.NEIL, A. "An Introduction to Hotel-keeping and Catering" (1976) STB
- 107.NORTHFIELD, LORD "Report of the Committee of Enquiry into the Aquisition and Occupancy of Agricultural Land" (1979) HMSO
- 108.NUTT, B. WALKER, B. HOLLIDAY, S. SPEARS, D. "Obsolescence in Housing : Theory and Applications" (1976) Saxon House
- 109.OPPENHEIM, A. N. "Questionnaire Design and Attitude Measurement" (1966) Heinemann
- 110.PARNELL, A. FERGUSON, A. "The Impact of Legislation on Consevation" Architects Journal 14 May 1980
- 111.PAUL, W. "New Trust Rescues Thirlestane Castle" Scotsman 14 January 1984
112. PEARCE, D. "Tourist Development" (1981) Longman
113. PENROSE, E. "The Growth of the Firm" (1972) Basil Blackwell
- 114.PERISTERAKIS, O.S. "The Economic and Managerial Role of Small Hotels" M.Sc. (Unpublished) University of Bath 1979

115. PEVSNER, N. "An Outline of European Architecture" (1962) Pelican
116. PIGRAM, J. "Outdoor Recreation and Resource Management"
(1983) Croom Helm
117. PRENTICE, R.J. "Conserve and Provide : a brief history of the
National Trust for Scotland"
- X 118. QUEST, M. "How to Buy your own HOtel" (1979) Brodie Marshall and Co.
- X 119. RITCHIE, A. "Exploring Scotland's Heritage : Orkney and Shetland"
RCAHM (1985) HMSO
120. RITCHIE, G. HARMAN, M. "Exploring Scotland's Heritage : Argyll
and the Western Isles" RCAHM (1985) HMSO
121. ROUNCE, J. "The Sources of Finance : Hotel and Holiday Accommodation
Architects Journal 6 July 1983
122. ROWAN, A. WALKER, D. "New Castles for Old - The Restoration of
Tower Houses in Scotland" Country Life 14 February 1974
123. ROWAN, A. "Robert Adam's Last Castles" Country Life 22 August 1974
124. SCOTTISH TOURIST BOARD ANNUAL REPORTS
125. SCOTTISH TOURIST BOARD "A Market Survey of Holidaymaking in
Scotland" (1981)
126. SCOTTISH TOURIST BOARD "Visitor Attractions Survey 1984" STB
127. SCOTTISH TOURIST BOARD "Survey of Bed-occupancy in Hotels in
Scotland" (1985) STB
128. SCOTTISH TOURIST BOARD "Financial Assistance to Tourist Projects"
STB
129. SHACKLEFORD, P. "Planning for Tourism" Futures February 1979
130. SHAMIR, B. "Between Bureaucracy and Hospitality - some organis -
ational characteristics of hotels" Journal of Management Studies
October 1978 p.303-307
131. SIMMONS, J. "Railways, Hotels and Tourism in Great Britain 1839-1914"
Journal of Contemporary History Vol.19 April 1984 p.201-222
132. SIMPSON, D.W. "Ancient Stones of Scotland" (1965) Robert Hale
133. STONE, P.A. "Housing and town development, land and costs" (1960)
Estates Gazette
134. TAIT, A.A. "Treasures in Trust" (1981) HMSO
135. TEGGIN, H. "Domus Britannicus : what future for the country house?"
Architects Journal 24 January 1979
136. THOMPSON, F. "English Landed Society in the 19th Century" (1963)
Routledge and Kegan Paul
137. TOURISM AND RECREATION RESEARCH UNIT "Tourism and the Economy of
Scotland" (1984) STB

- 138.VANE, R. "The Road to Ruins" Architects Journal 24 January 1979
- 139.VEAL, R. "The Future of Leisure" International Journal of
Tourism Management Vol.1 No.1 1980
- 140.VAUGHAN, R. "The Economic Impact of Tourism on Edinburgh and the
Lothian Region" (1976) STB
- 141.WALKER,D. "Duddingston House" Country Life 24 September 1959

APPENDIX



THE SCOTT SUTHERLAND SCHOOL OF ARCHITECTURE ROBERT GORDON'S INSTITUTE OF TECHNOLOGY
GARTHDEE,
ABERDEEN AB9 2QB
Tel. 0224 33247

GR/MB

29 January 1985

Dear Sir/Madam

I am a research student at the above school working on an investigation into the history of hotel buildings in Scotland. In particular I am trying to identify "country houses" which have been converted into hotels.

I have been conducting a telephone survey of rural hotels throughout Scotland during the months of January and February, but as your hotel is closed at this time I have not been able to contact you in this way. I therefore hope that mail may "get through" where the telephone has failed.

Could you possibly convey the following information:

- the age of the building
- the original function of the building, if not a hotel or inn eg house, farmhouse, post-office etc.
- if the building was a house, which of the following apply:
 - a) mansion house built as the focus of a large estate
 - b) shooting lodge/dower house etc belonging to an estate
 - c) cottage or croft house
 - d) manse
 - e) other (please specify)
- if not originally a hotel when did it become a hotel?
- whether the building is "listed" as being of architectural or historic interest (please give category if known).

I hope to get complete coverage of Scotland so I would be grateful if you could respond to this enquiry.

If you have any queries about the research project please phone me at the above number.

Thank you for your co-operation.

Yours faithfully

Research Supervisors:

Dr L W W Laing

Mr E T Parham

Mr W Hornby

Research Student:

G M Robertson (Miss)

Dear Owner

In conjunction with the Scottish Tourist Board, we have undertaken a research project into the conversion of country houses into hotels. We hope to discover the reasons why country houses have been selected for conversion, what the impacts are of legal controls and financial constraints, and what the architectural consequences of conversion can be.

The questionnaire which accompanies this letter is being sent to all the owners of hotels converted from country houses in Scotland (this group includes shooting lodges, dower houses etc). The information from individuals will be handled with complete confidentiality and the results will be written up in aggregate form or as anonymous responses. It is very important that as many questionnaires as possible are returned to make the results valid so we shall be grateful if you can complete the questionnaire.

Many of the questions are only relevant to the person or group who were involved in converting the building so that if you acquired the hotel subsequent to conversion many of the questions will not be applicable. If the hotel has only recently become your property perhaps you could pass on the address of the former owners (if it is available).

Any questions which you would prefer not to answer, please leave blank.

Thank you for your co-operation, please return the questionnaire in the stamped addressed envelope provided.

Yours faithfully

Dr L W W Laing
Director of Studies

G M Robertson
Research Student

COUNTRY HOUSE HOTEL SURVEY

Questionnaire No.

Location:

Please answer the following questions by putting a ✓ in the appropriate box.
(there may be more than one answer to each question)

1. Was this house converted into a hotel by

a the original owner of the house

b the owner of another hotel

c a hotel group (please specify)

d someone who has worked in the hotel industry but until now has not owned a hotel

e someone entering the hotel industry with no previous experience

f other (please specify)
2. What was the use of the building immediately prior to conversion as a hotel

a an occupied dwelling house

b an unoccupied dwelling house

c an eventide home

d a school

e other (please specify)
- *3. How did this particular building come to your notice as being available for conversion?

a estate agent

b advertisement

c local knowledge of its existence

d other (please specify)
- *4. Rank the following aspects in order of importance to your choice of this particular building (1 = most importance)

a price

b suitability for conversion

c location

d architectural quality

e presence of surrounding land

Were any other factors important in your choice of this building?
(please specify)

* If you are "the original owner of the house" questions 3 to 8 are not relevant

- *5. Why did you prefer to convert this building rather than purchase an existing hotel or build a new hotel?

a it was cheaper

b its architectural and historic qualities had great appeal

c this building allowed you to establish the character of the hotel

d it had a more suitable location

e other reasons (specify)
- *6. Did you at any time consider

a buying a new hotel

b buying an existing hotel

c neither of the above
- *7. Did you seriously consider the conversion of any other house for conversion into a hotel

a yes, but this building was more suitable for conversion

b yes, but this building was cheaper

c yes, but (other reasons)

d no
- *8. How much did it cost to buy this building - from

a £5,000 to £50,000

b £50,000 to £100,000

c £100,000 to £150,000

d > £150,000
9. How much did it cost to convert the building - from

a £5,000 to £10,000

b £10,000 to £20,000

c £20,000 to £50,000

d £50,000 to £100,000

e > £100,000
10. Did you have professional financial assistance to assess the financial viability of the project

a yes

b no
11. Did you use any of the following investment appraisal methods to assess the projects financial viability

a payback method

b net present value method

c discounting method

12. If the building is listed as having historic or architectural interest, do you consider this

- a an advantage
- b a disadvantage

Could you give reasons for your answer?

13. How long did the process of application for planning permission take from start to finish (of planning approval)

- a 0-6 months
- b 6 months to a year
- c longer (give reasons)

14. In order to bring your building into line with building regulations were any of the following measures taken

- a new fire escape on the outside of the building
- b stairway enclosed with fire resistant glass
- c insertion of new fire doors
- d fire doors created by altering existing doors
- e panelling removed
- f covering up of panelling with fire resistant varnish
- g reconstruction of timber wall panelling with the inclusion of a new fire resistance
- h other (please specify)

15. Did you alter any of the following features in the original house

- a the size of major public rooms on the ground floor by enlargement or subdivision
- b the siting of the main entrance
- c the height of any ceilings
- d the position of existing doors
- e the position of existing windows and the addition of new ones
- f remove existing plasterwork or panelling
- g existing fireplaces

If you have ticked any of the above, could you specify the location of the changes and the reasons for the changes.

16. Did you add to the number of bedrooms in the house at the time of conversion
- a yes, by building a modern extension
 - b yes, by subdivision of existing rooms
 - c yes, by other methods
 - d no
17. If you increased the number of bathrooms - insert the no here _____. How were these created
- a by conversion of existing rooms
 - b by subdivision of existing bedrooms
 - c other (please specify)
18. Have you added any of the following modern extensions to the building
- a kitchen premises
 - b lounge or public bars
 - c sports facilities
 - d conference/function rooms
 - e other (please specify)
19. What formed the major source of finance for your project
- a bank loan
 - b private loan
 - c building society loan or mortgage
 - d private income
 - e finance company
 - f other (please specify)
20. What was the attitude of the financial source to your initial proposals
- a favourable without conditions
 - b favourable with conditions
 - c unfavourable
21. Did you obtain a grant/loan from any government body to help establish the hotel
- a yes (specify organisation)
 - b no
22. What state of repair was the building in before conversion?
eg damp, dry rot or woodworm, need for redecoration, structural defects, condition of roof etc.

23. If you assess the bed occupancy level of your hotel, could you provide an average monthly figure over the last five years
- | J | F | M | A | M | J | J | A | S | O | N | D | % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
|---|---|---|---|---|---|---|---|---|---|---|---|---|

If you do not have accurate figures for bed occupancy, could you give an estimate of average monthly figures over the last five years

J	F	M	A	M	J	J	A	S	O	N	D	%
---	---	---	---	---	---	---	---	---	---	---	---	---

(NB Bed occupancy is the number of bedspaces occupied during a month as a % of the total number of beds in the hotel)

24. Rank the following in importance to the trade of your hotel

British holidaymakers
Overseas holidaymakers
Business travellers
Local business

25. What is the average length of stay at your hotel

a one night	_____
b two or three nights	_____
c one week	_____
d two weeks	_____
e other	_____

26. Rank these aspects of the business in order of importance to your hotel (1 = most important)

a accommodation	_____
b provision of meals	_____
c sale of liquor	_____
d conference market	_____
e banqueting and function market	_____

27. Do you or/and your family live on the premises all year round?

a yes	_____
b no	_____

Do you consider this building to be your home?

a yes	_____
b no	_____

28. Do you employ a manager or do you fulfil this function yourself?

a I employ a manager	_____
b I manage the hotel myself	_____
c A member of my family manages the hotel	_____

29. Please indicate your age

- a Under 25
- b 25-45
- c 45-65
- d Over 65

30. Please indicate the sex of both owners and management

- a male owner/s
- b female owner/s
- c married couple as joint owners
- d male manager/s
- e female manager/s
- f married couple management

31. Does the business operate as

- a a sole trader
- b a partnership
- c a limited liability company
- d other (please specify)

Questions 32 to 39 are relevant only to those who were the original owners of the buildings..

32. How did you acquire the building?

- a by inheritance from a close relative
- b by inheritance from a distant relative
- c by inheritance (other)
- d by purchase, many years before conversion
- e other (please specify)

33. Why did you decide to change the use of the building?

(From questions 34 to 38 please give the reasons for your answer)

34. Did you ever seriously consider selling the house?

- a yes
- b no

35. Did you ever consider opening the house to the public as a tourist attraction?

- a yes
- b no

36. Did you ever seriously consider giving the building to the National Trust?
- a yes _____
- b no _____
37. Did you ever seriously consider any other form/s of alternative use for the building?
- a yes _____
- b no _____
38. Did you ever seriously consider converting the building into any of the following alternative types of tourist accommodation?
- a self-catering flats _____
- b time-share accommodation _____
- c conference centre _____
- d other (please specify) _____
- e none of these _____
39. Why did a hotel seem the best form of alternative use?

Questions 40, 41 and 42 are relevant only to those who have previously owned a hotel

40. Do you still retain your previous hotel?
- a yes (please give its location) _____
- b no _____
41. Could you give a brief outline of your experience in the hotel trade (include any formal training) _____
42. Why did you decide to buy another hotel?

Questions 43 and 44 are relevant only to those who have worked in the hotel industry but have not owned a hotel till now.

43. Why did you decide to set up business for yourself?

44. Could you give a brief outline of your previous experience in the hotel trade (include any formal training).

Questions 45, 46 and 47 are relevant only to those who have entered the hotel industry for the first time.

45. What was your previous employment?

46. What experience or contact did you have with the accommodation industry prior to joining it yourself?

47. What factors influenced your decision to enter the accommodation industry as opposed to another form of business?