

PITLOCHRY Community Action Plan

BUSINESS SURVEY REPORT

Feb 2022



1 Introduction

1.1 Background

This report summarises the findings of the Business Survey carried out as part of the community engagement process designed to inform the preparation of the Pitlochry & Moulin Community Action Plan. The plan will help guide community development over the next 5 years in Pitlochry, help define priorities for action, and be a focus for the work of our community organisations working in partnership with the public and private sector.

1.2 Other elements of the community engagement process include:

- Stakeholder interviews (online and face-to-face) and online questionnaire
- A Community Views Survey to all households
- Young People's Survey (secondary school age)
- Children and young people consultation (primary classes and drop-in session for 12 - 16yrs)
- Preparation of a Community Profile
- A Community Futures Event

1.3 Survey Organisation

The Business Survey form was designed by the Steering Group and made available online. It was promoted through local business networks, social media and on posters around town.

Members of the Steering Group also distributed and advertised the business survey to local businesses that have physical premises in the town.

1.4 Survey Analysis

The survey results were analysed, and this report produced for the Steering Group, by local Community Connector Julia Harriman and Grace van der Wielen, supported by STAR Development Group.

1.5 Survey Response

A total of 68 completed Business Surveys were received. A range of local businesses responded spanning hospitality, retail, trades, services, manufacturing, media, tourist guiding, physiotherapy, and the Heritage Centre. One business has been in Pitlochry since 1836, and another had only been here for one month. There was an almost even split between the number of younger businesses (thirty three < 5 - 10 years) and older businesses (thirty four 10 - > 50 years) who responded to the survey.

1.6 Of those who stated how they operate their business:

Value	%	No.
Physical premises here	79.4%	54
Home based	19.1%	13
On line business (may have storage premises)	7.4%	5
Other – home visits, driving instructor	5.9%	4

1.7 A list of businesses that provided their names are included below:

Alex Edwards

Atholl Centre

Atholl Rd Self Catering (Ronelle Preston)

Back 2 Balance Pitlochry

Blairmount & The Nest

Derrybeg Bed & Breakfast

Esk Cottage

Go Driving Pitlochry

Heartland Vets

Hettie's Tearoom

Infinityblu

Mackenzies Coffee House and The Christmas Emporium

McKays, Hotel bar and restaurant

Mid Balchandy Holiday Cottages

ONE TWENTY EIGHT (Perthshire
Woollens)

Roobedo

RW Bell (Electrical) Pitlochry Ltd

Stuart Wright Care LTD

The Hardware Centre

The Old Armoury Annex

The Paddle Nook

Torrdarach House B&B

Q1 What do you like about having a business in Pitlochry?

Local Economy Busy tourism industry, support from local customers	55.9%
Natural Environment Beautiful scenery, outdoor recreation and rural lifestyle	23.5%
Location and Transport Central location, easily accessible via transport links	22.1%
Community Friendly people and strong community spirit	19.1%
Character and Appearance of Town Safe and attractive town	7.4%
Local Services Providing a service to the town, local amenities	7.4%
Attractions and Events Local attractions and year-round events	7.4%

Quotes

"Diverse cultures and nationalities visiting the area"

"The variety of customers, the banter we have with most of them. Great local support. Our customers are our friends"

"Our scenery is a definite asset!"

"Lots of reasons people want to visit here - walks, golf, mountain biking"

"It is easy to reach and well placed for my guests to radiate out in any direction to find places of outstanding beauty and interest"

"Being part of a wider group of businesses, such as the Pitlochry partnership. Having friends in the same area of business"

"Great mix of people"

"Having an attractive town that people want to visit"

"Being able to offer service to local community and surrounding areas"

"Pitlochry has lots of good events that attract customers. These events help market the town year round"

"Lots of attractions and reasons for a broad spectrum of visitors to come to the area"

Q2 What do you not like about running a business in Pitlochry?

Local Economy	47.06%
Lack of diversity, support and investment, high business rates, staffing issues and seasonality of tourism	
Community and Business Relationships	20.59%
Businesses not working together, resistance to change and lack of communication	
Access to Services	10.29%
Lack of local infrastructure (banking, healthcare, internet public toilets, laundry, transport)	
Parking, Pavements and Roads	10.29%
Lack of parking, issues with pavements and roads	
Housing	7.35%
Lack of affordable housing and staff accommodation	
Built Environment	7.35%
Empty, derelict buildings and run-down appearance	
Recreation and Entertainment	4.41%
Lack of events, activities and entertainment	

Quotes

"Lack of local support. Some locals thinking that the businesses are just here to make a lot of money without supporting our community"

"Many are just up for themselves, making as much money as they can, without giving much, if anything, back to the community"

"it falls on businesses to pay for things to improve the look of the town and there's a lack of investment in the infrastructure needed to cope with the numbers of tourists we see"

"That every shop that closes becomes a food outlet. Pitlochry needs a diverse mix of businesses to attract visitors and give locals shopping options"

"Finding staff is always a problem high season as is having reduced hours and staff in winter"

"The negativity of some local people for businesses to develop or even start in the community. Pitlochry must go forward"

"Its very competitive and at times back biting"

"We don't have any "joined up" marketing of the destination"

"We find some of the neglected buildings in and around the main street are embarrassing and eyesores"

"Lack of entertainment for customers - no swimming pool, no cinema, no horse riding, no skating rink or curling rink all of which would help attract families to the area"

Q3 What would make Pitlochry a better place for business?

Local Economy Increasing the variety of businesses, business support measures, tourism improvements	48.53%
Built Environment Improving the town centre appearance	19.12%
Housing More affordable housing	13.24%
Access to Services Improving local infrastructure (healthcare, internet transport links, education, public toilets, recycling)	13.24%
Parking Increasing and improving the parking supply	11.76%
Recreation and Entertainment Sports centre, increasing facilities, activities and events for all ages	8.82%
Community and Business Relationship Businesses working together	7.35%

Quotes

'Stepping beyond what we have and supporting new things'

'More local artisan and craft shops'

'One united organisation that included accommodation, hospitality, retail and attractions - that worked for Pitlochry as a destination'

'Reasonably prices premises to rent or even buy. The rent per month is astronomical!'

'A subsidised studio space / workshop for other micro businesses. Like a business centre'

'Improvement to the overall look and feel of the town. Proper investment'

'Better signage, more visitors to Moulin from Pitlochry'

'More affordable rental property for singles and couples who want to work here but end up in hotels as they can't find anywhere to live'

'More affordable housing for locals to retain them in area so they can work here'

'School up to 6th year to help attract families to area'

'Better, faster broadband links to keep connected'

'More public parking with bias toward accommodating electric vehicles, bikes, buses & train visitors'

'It would be good to have more leisure opportunities for families with younger children by enhancing facilities at the parks and at the leisure centre'

'Communication between local businesses'

Q4 What are your priorities - what should happen first?

Theme	No. of Mentions
Built and Natural Environment Improve the town centre appearance (empty and derelict buildings)	22
Local Economy Joined up marketing strategy for Pitlochry, increasing variety of local and independent businesses, youth employment initiatives, business support measures	19
Parking and Roads Increase supply of parking, signage, facilities for motorhomes	17
Transport and Access to Services Public toilets, education facilities, digital infrastructure	13
Housing Increase affordable housing stock	9
Community and Recreation Places and activities for young people, improving community and business relationships	8

Q4 How could businesses help Pitlochry to become greener and more sustainable?

Theme	No. of Mentions
Renewables, Energy and Environment Recycling and waste management, charging points, more renewable energy initiatives, biodegradable materials	44
Local Economy, Produce and Skills Sustainability support and guidance for businesses, growing and buying local/seasonal produce, eco-friendly products and projects	21
Cohesive and Active Community Educational workshops on green issues and solutions, strong collaboration between businesses and locals to encourage sustainability and knowledge of products and skills	10
Town Enhancement, Amenities and Services Recycling bins in town centre/car parks, pedestrian zones in town centre, turn run down/empty areas into green spaces with seating, public water fountains	8
Traffic Managements, Transport and Active Travel Increased/electric bus service, parking solutions to reduce pollution and disruption, cycle lanes and bike parking, reduce traffic in town centre, diesel car tax	7

Q5 Do you have any future plans for your business that you would like to share with the community?

Response	No. of Mentions
No plans/unwilling to share/unsure	23
Business growth/retail expansion/internal developments	8
Community engagement/youth employment initiatives/investment in staff up-skilling and recruitment/workspace for like-minded businesses	5
Green initiatives	3