

# PITLOCHRY Community Action Plan

## COMMUNITY VIEWS SURVEY REPORT

Feb 2022



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**Acknowledgements**

The Community Survey was promoted and delivered to all households by a team of local volunteers, led by Steering Group member Fran Norris. Their tremendous efforts resulted in a very high response rate both to the household survey and the online survey - we are very grateful for this.

Funding has been provided by Perth & Kinross Council and Rural PK Leader.

The Survey and the Report are based on templates provided by STAR Development Group.

## Introduction

### i. Background

This report summarises the findings of the Community Views 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.

#### **Other elements of the community engagement process include:**

- Stakeholder interviews (online and face-to-face) and online questionnaire
- Business Survey
- 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

The Community Action Plan is being led by a Steering Group which brings together representatives of Heartland FM, Pitlochry Community Council, Pitlochry High School, Pitlochry Wild Swim Highland Perthshire, Pitlochry Faith Groups, Pitlochry Path Group, Pitlochry Climate Café, Handam Refill Store, Baptist Church Stay and Play, Moulin Hotel Community Coffee Morning, Pitlochry and District Adult Education Association, Pitlochry Town and Country Club, Pitlochry and Moulin Heritage Centre, Pitlochry and Moulin History Circle, Town Hall Users Group, Pitlochry Partnership.

All the information and views gathered will be used to prepare our Community Action Plan 2022 - 2027 which will set out the community's vision, strategy and priorities for action over the next 5 years.

### ii. Survey Organisation

The Survey Form was designed by STAR Development Group and tailored with the Steering Group. A special logo – '*Pitlochry Voices and Choices*' was designed by a steering group member for the form. The survey was advertised extensively on Heartland FM, in the Atholl Quair and Pitlochry Life magazines, on our dedicated Pitlochry Community Action Plan Facebook Group, on the Pitlochry Community, Pitlochry News and Kids Activities Pitlochry and Beyond Facebook pages, through posters on community notice boards and through a lot of word of mouth. Fran Norris led on training and recruiting volunteer distributors, the collection of data about households who had/had not completed their surveys and the collection of the forms.

**A total of 50 volunteers distributed 2683 forms to 1537 households. We also had 4 drop boxes – at the school, the Coop, Coorie in the Corner and Hettie’s Tea Room.**

**The survey was also available online in three different formats – a general community views survey, a youth survey and a business survey.**

This report shares data from the community views survey. Separate reports exist for the youth and business surveys.

### iii. **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 Vielen, supported by STAR Development Group.

iv. **Survey Response**

**A total of 813 completed Community Views Surveys were received from 1537 households giving a return rate of 52.4 per 100 households.**

Source	No. of responses	% return
Hard copy	493	61%
On-line survey	320	39%
<b>TOTAL FORMS</b>	<b>813</b>	<b>100%</b>

Of those who stated their connection with Pitlochry:

	No.	%
Live in Pitlochry	736	<b>72.5</b>
Work or Live and Work in Pitlochry	218	<b>21.5</b>
Study in Pitlochry	22	<b>2</b>
Visit Pitlochry	20	<b>2</b>
Live in an outlying area	17	<b>2</b>
<b>TOTAL</b>	<b>1013</b>	<b>100</b>

Of those who gave their age range:

AGE RANGE	No.	%
5 - 11YRS	7	<b>1</b>
12-17 YRS	14	<b>1.5</b>
18-24 YRS	12	<b>1</b>
25-44YRS	160	<b>17.5</b>
45-59YRS	216	<b>23.5</b>
60-69YRS	217	<b>24</b>
70+ YRS	289	<b>31.5</b>
<b>TOTAL</b>		<b>100</b>

## 1. What do you LIKE about Pitlochry?

Like	% of Responses
1. Natural Environment and Outdoor Recreation	74%
2. People and Community Spirit	43%
3. Character and Appearance of Town	39%
4. Location and Transport	32%
5. Arts, Culture, Attractions and Events	21%
6. Local Economy	20%
7. Local Services	16%
8. Community and Recreation	13%

### 1.1 Natural Environment and Outdoor Recreation

Three quarters of all respondents commented on the spectacular scenery and opportunities to enjoy the outdoors in the area - by far the main reason people like living here. The ability to access the countryside so easily using the paths and walking trails was appreciated.

#### Breakdown of comments

- Scenery & views / natural setting / clean air 45%
- Walking and biking and outdoor activities 26%
- Access to countryside and dog friendly 14%
- Parks and greenspaces and paths 10%
- Wildlife and nature 5%

#### Example quotes

"Pitlochry enjoys an almost unrivalled natural setting. It has a bit of everything and the wonderful walks network around the town allows people to appreciate every aspect of this natural beauty."

"Outdoor activities to suit all ages, experience and available finance"

"Access to a variety of outdoor sports including quality salmon/trout fishing at reasonable cost. "

"The fantastic array of walking paths, cycle tracks and lochs for kayaking are fantastic ( I do all these). The close proximity to other mountains is another benefit of living here."

"Good local paths network"

"Such a wide choice of walks in every direction with wonderful views at most times of year"

"I love the local wild swimming spots and the park run"

"A relaxing place to live"  
 "I like the hills, rivers, lochs and mountains"

## 1.2 People and Community Spirit

Nearly a half of respondents felt that people are friendly, helpful and caring in this community and that there is a fairly strong community spirit. The effort put in by volunteers and local groups is very much appreciated, especially during the lockdowns. Volunteers of litter picking, path maintenance and the community bus were all mentioned.

### Breakdown of comments

- |                                 |     |
|---------------------------------|-----|
| ● Friendly and welcoming people | 56% |
| ● Strength of community         | 36% |
| ● Volunteering / Volunteers     | 8%  |

### Example quotes

"I've always found the local community and long-term residents very welcoming"  
 "Having only lived here for three and a half years, I certainly don't feel like an "outsider" and have been made to feel very welcome."  
 "The Covid Support Group was excellent during lock-downs. I think those of us shielding might not have had quite the same level of support in a city or larger town."  
 "My experience was of a caring and supportive community, which is still ongoing."  
 "People knowing my name and recognising me as a local"  
 "Strong presence of mature / older people"  
 "The small village community feel"  
 "You will find all sorts of people coming together, from landowners to walkers, country folk and townies."  
 "Pitlochry has a fantastic, patient, welcoming community, who look after and care for each other"  
 "Everyone is friendly and will always help when they can. Once people become older these things can mean an awful lot."  
 "The work by the community during covid will live with me forever"  
 "So many people give their time and energy to help others through voluntary activities"

## 1.3 Character and Appearance of Town

Respondents commented on the peaceful, quiet and safe nature of the area. The Victorian charm of the town and heritage are valued by many and the Pitlochry In Bloom group were mentioned as doing a wonderful job of keeping the place colourful and beautiful. People like the size of the town and several comments mentioned it being a good place to raise young children.

Breakdown of comments

- Nature of the place - size, peaceful and quiet, nice place to raise children 33%
- Safe 22%
- History & architecture & Victorian charm 21%
- Clean & tidy 14%
- Floral displays 10%

Example quotes

"It's a lovely, friendly, clean & tidy little town"

"People work hard to make the town look nice"

"I like that it is small and not really big like Perth"

"Generally free of vandals"

"pleasantly undeveloped"

"I like that it has retained its old charms but still is a busy thriving town. There are not a lot of places left like Pitlochry"

"Safe place to bring up children"

"The history and access to ancient places. With so many small and historical graveyards it is interesting to wander around them and see who is buried there"

"Still some element of heritage - the Victorian Spa town, Pictish heritage eg Dunfallandy Stone, Moulin, links to sites of national historic interest eg. Battle of Killiecrankie. Good blend of old and new."

"A well kept town"

"Pitlochry in Bloom really brightens the town with its hanging baskets and floral displays"

**1.4 Location and Transport**

Over a quarter of respondents value the town's physical location - that although rural, it is also well connected to major cities by bus and road and with excellent rail links to the south. People also liked that it was easy to walk to everything in town.

Breakdown of comments

- Rural but connected 34%
- Rail Services 33%
- Bus services 17%
- Road network 16%

Example quotes

"It is perfectly placed for travelling throughout Scotland and also accessible to the many visitors we receive each year."

"It's central and easy to commute to all major cities"

"I love the location, in the middle of the country"

"Good long distance transport links"

"Proximity to A9 and both major Scottish airports"  
 "The direct train to London"  
 "A very good local bus service"  
 "The community bus"  
 "Access to Cairngorms"  
 "Walking distance to everything in town"

## 1.5 Arts, Culture, Attractions and Events

Almost a quarter of residents were positive about the arts and events in Pitlochry that happened before COVID19, especially the theatre which has been at the heart of the community in the past.

### Breakdown of comments

● Pitlochry Festival Theatre	52%
● Etape/Highland Games/ General Events	12%
● Dam / SSE Centre	11%
● Street Party/Christmas light	10%
● Distilleries	9%
● Enchanted Forest	6%

### Example quotes

"The theatre both for its location and variety of programme"  
 "It's great to be able to walk to the theatre and it's also great for the whole of the surrounding area to have access to a first class theatre"  
 "Local events to keep interest"  
 "Strong Scottish focus - ie. pipers, food, country dancing classes"  
 "The illuminated christmas decorations are very tasteful"  
 "...every week live music in the pubs"  
 "The way that the tourist season has been extended by events such as the Enchanted Forest and Winter Words"

## 1.6 Local Economy

20% of people commented positively about the retail, hospitality and tourism sectors in Pitlochry and the range of shops, services and restaurants available in this small town. There is a general feeling that people welcome tourism and that the town reaps financial benefit as well as gaining diversity and vibrancy as a result of the large numbers of holidaymakers to the area.

Respondents especially like the independent shops and eco and green initiatives including Handam Refill Store, the climate cafe, Pitlochry market and the neighbourhood and community larder schemes.

### Breakdown of comments

- |   |     |
|---|-----|
| ● Shops, businesses and retail                    | 40% |
| ● Hospitality - cafes/restaurants/pubs            | 33% |
| ● Tourism sector (incl. accommodation)            | 19% |
| ● Local produce/sustainability/market / food bank | 8%  |

### Example quotes

"I like that there are still a number of independent local businesses, unlike many cookiecutter high streets elsewhere."

"The range of shops, restaurants and services is very good for a small town"

"Local trades of all types without going to Perth"

"Good shopping centre - no need to go to Perth"

"Coop offers a comprehensive range of products"

"Excellent opening hours of Coop and Post Office"

"It is a vibrant town with a good choice of restaurants and cafes."

"Pleased at the number of shops/cafes which allow dogs"

"Now Cafe Calluna is doing cocktails and wine bar plus evening food this is great"

"It has a year-round vibrancy about it, it doesn't shut down in the winter"

"In the summer hearing foreign languages."

"It's good for small businesses, in the sense of catering to the Tourist/holidaymaker."

"I love the get-up-and-go attitude a lot of the local businesses have here. We need more of it!"

"The shop owners are so good about supporting the community"

"Tourists bring vibrancy and employment to the area"

"I like being able to get local organic fresh produce through Neighbour scheme"

"The food share has been a brilliant addition and helps a lot of families as well as reduces food waste"

## **1.7 Local Services**

Out of the local services available, most mentioned the health services and the school as positive in the community - the latter with the benefit of education from aged 3-16. A special mention was given many times to the recycling depot where many items can be recycled beyond those collected on the doorstep.

### Breakdown of comments

- |                               |     |
|-------------------------------|-----|
| ● Health Services             | 36% |
| ● School                      | 25% |
| ● Council Services in general | 15% |
| ● The Recycling Centre        | 14% |
| ● The Library                 | 6%  |
| ● Churches / Faith Groups     | 4%  |

### Example quotes

"We enjoy a good medical practice and a cottage hospital with OTs and Physios"  
 "Good day care for elderly"  
 "Small high school" "Fantastic school"  
 " I love how the school goes from nursery all the way through. The teachers know the children and adds value to their education."  
 "The Den is a wonderful service for working families"  
 "Police and fire in town - we are lucky"  
 "Council services generally pretty good"  
 "Great local recycling centre"  
 "Churches for all denominations"

## 1.8 Community and Recreation

This theme had the least number of positive mentions. However, the number and wide range of community groups and activities focusing on older age groups is highly appreciated, most of which are run by volunteers. The new park run was also mentioned several times as a good new addition to the area and Heartland FM is seen to be a core establishment of media coverage in the community.

### Breakdown of comments

- Community groups and activities 53%
- Community & recreation facilities 34%
- Community Communication - newsletters/radio/websites etc 13%

### Example quotes

"...the organisations - eg Tryst walking group, Footpath maintenance, Litter clearing, history group etc - all volunteer led, the choir - so much to do!"  
 "Pre-COVID, lots of different clubs, activities and organisations"  
 "Good social & sporting activities (pre-Covid!) - theatre, badminton, bridge, Scottish country dancing, etc. "  
 "the proactive nature of community groups"  
 "interesting sports and social groups to join"  
 "I liked the breastfeeding support group and Baptist church stay and play group when I had a baby"  
 "Things like the winter soup lunches"  
 "the churches, especially when they all work together"  
 "the new park run and wild swimming groups are fantastic for mental and physical health"  
 "a good community council"  
 "Heartland radio is a very entertaining station and provides useful information"  
 "Pitlochry Life magazine is a great asset"

## 2. What do you NOT like about Pitlochry?

Dislike	% of Responses
1. Local Economy	63%
2. Roads, Traffic and Parking	37%
3. Natural and Built Environment	32%
4. Community and Recreation	25%
5. Access to Services	25%
6. Housing	18%
7. Community Relationships	15%

### 2.1 Local Economy

By far the area respondents have most concerns over is the local economy. There is widespread discontent about the focus on tourism over providing for the needs of local people. Specifically, people think there should be a greater emphasis on shops selling useful things for locals like a grocers, a bakery and shoe and clothes shops instead of tourism items. People also felt strongly about the lack of a larger and cheaper supermarket and many people said they have to go to Perth to get their basic essentials and food shopping. Other issues were the unaffordable prices and lack of variety of restaurants, and the high quantity of cafes on the high street. A few people complained about the lack of a loyalty or discount scheme for locals. The overtly high rents on the high street was also a recurring theme, preventing new, interesting and local independent retailers from occupying the many empty units. Many respondents compared Pitlochry to Aberfeldy and Dunkeld whose range of independent and attractive shops is something to strive towards. There was also some concern about the lack of business / work opportunities for young people (and adults) beyond hospitality which would incentivise them to stay in Pitlochry beyond school.

#### Breakdown of comments

- Lack of diversity of shops / useful shops for locals 23%
- Lack of choice of supermarkets / food shops 20%
- Empty shops / buildings on main street 17%
- Over focus on tourism shops/cafes 16%
- Restaurants - lack of choice / too expensive 9%
- Barriers to business - eg. rents too high 6%
- Negative impact of tourism - on people and environment 5%
- Lack of job / career opportunities 3%
- Lack of engagement / investment in local community by large businesses/organisations 1%

#### Example quotes

"Fine if I want a pair of hiking boots then a meal but I can't even buy a pair of knickers."

"Not enough independent shops catering for residents needs e.g. bakery, greengrocer, fishmonger. "

"We have many of the same things (hotels, b&b's cafe's/coffee shops) and not enough variety like Honest Thistle and Handam."

"Pitlochry is stuck. Possibly as a result of... a lack of diversity in what is on offer with basic shopping, banking and retail, and consequently decent job opportunities."

"High prices relative to many other areas eg for housing, shopping, or eating out"

"Shops not wheelchair friendly "

"General drift from independent retail to coffee shops and tourist tat"

"In comparison to Aberfeldy and Dunkeld, we are lacking in charm and unique shops." "Too many charity shops"

"Prices are so dear that people go to Perth - would be better to have a cheaper shop in town eg. Aldi, Lidl"

"The lack of a decent and well stocked supermarket; an alternative to the Co-op, not necessarily a replacement to it."

"I was very excited that we were getting a Thai restaurant. Only to be disappointed that such an exciting venture was pulled."

"No bars, only pubs" "No vegan restaurant/cafe" "lack of local upmarket restaurant. "

"Having so many shops owned elsewhere and controlled from elsewhere"

"Lack of business opportunities / premises such as industrial estates / units"

"The town seems to be run by a few who charge high rental prices for shops/food outlets/supermarkets which keep other new things/businesses from coming to Pitlochry."

"We need to approach businesses to see if they wish to come here!! We need to lobby for business rates and rent to be lowered. We need to encourage new business, not dismiss it out of hand."

"Lack of rental properties and affordable houses to buy, combined with lack of job opportunities, puts younger people off coming to live here. This makes the town feel like an oversized retirement village."

"Lack of well paid jobs (normally have to commute a distance or be able to buy into a business)"

"Very little connection between businesses and local community (with a few outstanding exceptions - fish shop)""

## 2.2 Roads, traffic and parking

Nearly 40% of surveys mentioned roads, traffic and parking to be an area of concern in Pitlochry. The main problems were identified as the bottleneck /one-way system from Escape Route to the scout hut, lack of parking in general, too much parking on the main street, poor traffic flow through the town, pavements being either too wide, too narrow or non-existent and potholes in roads and car parks. Lack of facilities for campervans/motorhomes and lack of electric car charging points were also cited as issues. Lack of cycle lanes was also mentioned.

### Breakdown of comments

- General parking problems 50%
- Traffic management / tourist crowding 20%
- Pavement / pedestrian issues 14%
- Road conditions, cleanliness, street lighting 10%
- Road safety issues - speeding, crossings etc 6%

### Example quotes

"Dangerous bottlenecks due to road side parking around the Escape Route cafe means some people get frustrated and try to pass in too narrow a road space."

"There are few focal points to anchor arrival in the town, cars dominate and there's far too much parking on the main street"

"Enchanted Forest using main street as pick up/drop off point - causes congestion on main street and indiscriminate parking on residential streets"

"Lack of free short stay spaces for quick errands" "Lack of free parking for locals"

"The number of 'wild camping' vans parking in burnside car park and ferry Rd car park" "Boating station car park no longer open"

"Must be very difficult for people with disabilities to park, or feel safe on the pavements"

"Cafes allowed to block pavements with tables and noticeboards"

"Pavements are not wide enough for pedestrians let alone prams"

"Currently pavements are very slippery with wet leaves. Drains and leaves need to be cleared. In summer nettles etc are allowed to grow over the pavements."

"Not enough campervan facilities (to empty waste, take on water)"

"Lack of gritting on pavements in winter" "Uncut verges"

"In winter the many roads off main thoroughfare not snow-ploughed"

"The road crossing the river to go to the Theatre is very narrow in the first part towards the Refuse Station. Causes accidents, burst tyres, etc"

"Roads are full of potholes, are un-swept and there are weeds growing in the choked gutters."

Road drains are choked with debris, causing rivers to flow down the roads when there is heavy rain, because there is nowhere for the water to go."

"Speed of traffic through Moulin/edges of Pitlochry" "Lack of a car sharing scheme"

"Not enough reliable electric car charging points or secure bike parking."

"No community bike hire scheme"

"No specific cycle tracks for cyclists (child friendly) - The roads of Pitlochry are car, rather than bike, focused" "No cycle lanes in town or perimeters of town"

## **2.3 Natural and Built Environment**

A top cause of major discontent within the community is the number of derelict buildings - "eyesores" - on the main street - with the old Bakers Oven building most mentioned. The bank house, main bus stop, the Victorian canopy and the old garden on Bonneathill road are also places that locals most want to see developed / repaired / made more attractive. Litter and dog mess also impact on the environment. People also talked about lack of signage, especially to toilets, car

parks and historical sights off the main thoroughfare. Lack of kerbside glass recycling and lack of bike lanes or bike parking are also issues.

### Breakdown of comments

- |  |     |
|--|-----|
| ● Run down / derelict buildings in town centre | 68% |
| ● Litter & dog dirt & other dog issues         | 14% |
| ● Overgrown trees / greenspace management      | 8%  |
| ● Lack of signage/paths                        | 4%  |
| ● Unattractive architecture                    | 3%  |
| ● Lack of recycling bins / public bins         | 2%  |
| ● Lack of bike parking/cycle lanes             | 2%  |

### Example Quotes

"The main issue that we have is the number of derelict buildings namely the old bakery, the bank house, the house on the road to the railway station & the house in Tom-Na-Moan Road. These sites are eyesores & greatly detract from the appeal of the town & have all been derelict as long as we can remember. There doesn't appear to be any obvious plans to deal with this issue."

"There are three derelict areas on the high street: Bank House, the former bakery and the bus stop area. All three need serious redevelopment to make the high st attractive. Attractive sites attract attractive businesses"

"The main street is an eyesore and we are starting to look like the 'poor relation' compared to places like Aberfeldy & Dunkeld."

"The Victorian canopy that is adjoined to the shops above the pavement along part of the Main Atholl Road is in disrepair and dangerous in many areas."

"Some graffiti starting to appear" "the bus shelter at Fishers is not fit for use"

"The sports hall is another dilapidated building"

"Dogs are allowed on recreational areas and in coffee shops"

"Refuse bins outside John Muir Trust on pavement with overflow rubbish. Not enough refuse bins in town and surrounding area."

"the patch of ground opposite the butchers was once a pretty garden area"

"Maintenance of paths and green areas dependent on volunteers"

"Pitlochry has a malaise and that is the number of trees that have been left to grow out of control. "

"The centre needs a freshen up - road markings, signs, street lights, notice boards and bins are old rusty and unstylish"

"lack of signage and notice boards. (The ones we have are not weather proof and it looks tacky)"

" The lack of signage directing visitors to car parks, and specific areas such as parks. You see very many people in layby's eating/ resting when they could be sat looking at the Ben/hills/river."

"The lack of utilisation of our most historical buildings and places. These could be advertised and highlighted much more which would help to give tourists more to do than wander up and down the main street."

"no (household) glass recycling bin/kerbside glass recycling"

## 2.4 Community and Recreation

A quarter of all people who filled in the survey stated that there is a lack of community and recreation opportunities in Pitlochry, especially indoor leisure facilities and activities aimed at young people. Many feel that a swimming pool/ community campus/leisure centre like Aberfeldy is lacking in this community. The underuse of existing community facilities such as the Town Hall and Leisure Centre was frequently mentioned, as was the lack of cinema. Several issues with our major attractions - Pitlochry Festival Theatre and The Enchanted Forest relating to the community were also cited.

### Breakdown of comments

- Lack of activities & facilities for children/teenagers, (including indoor play and things to do in wet weather) 33%
- Lack of indoor leisure centre / facilities 20%
- No public swimming pool 13%
- Lack of social activities /groups etc for under 60s 9%
- No cinema 7%
- Under use of / negative impact of COVID on community facilities 7%
- Outdoor leisure activities and parks 5%
- Issues with Theatre 4%
- Issues with Enchanted Forest / Etape 2%

### Example Quotes

"Pitlochry is set up for tourists and old people. Young people and families have been forgotten"

"There is very little for kids to do and next to nothing for teenagers."

"Lack of activities for teens/tweens without going to Aberfeldy"

"We have to travel to different places to take the children to practice sports and do activities"

"It's BORING"

"Not enough for kids (especially older kids) and especially indoor activities. No creative/art/ drama clubs (except for the elderly)"

"Sports and leisure facilities in Pitlochry are hopelessly inadequate for our children through to adults and seniors."

"Leisure centre isn't even open at weekends!"

"Lack of central community centre which encompasses facilities for all age groups within our town"

"there is no proper exercise hall for fitness purposes (dancing, yoga, pilates, etc), a gym or a swimming pool (need to go to hotels for that)"

"No soft play, affordable and accessible swimming pool for all, leisure hang out etc. It's always been like that sadly." "Hotels too expensive to go for a swim"

"Lack of cinema, ice rink, trampoline park, go-karting, bowling alley etc."

"I look at the community campus and cinema in Aberfeldy with great envy!"

"I don't think there is anywhere for people in their 20s/30s/40s to go - the people who actually work here!"

"I look regularly for craft evenings, amateur dramatics, friendly groups but they are all in out of the way places, for car drivers or those with money"

"Pitlochry is far too reliant on the theatre and Highland Nights to provide entertainment"

"Little adult education available"

"No fitness trail around the rec' fields."

"No play parks have enough play equipment or picnic tables. "

"The children's play area is not fenced from dogs? "

Football at the rec "cancelled as no lighting"

"Underuse of Leisure Centre and Town Hall - both seem to have a lack of investment and vision" "Poor use of Tryst" "Unused facilities at community hospital" "Unused council buildings"

"The fact that our local sports hall has remained a vaccination station when other towns have their leisure facilities back."

"The loss of the Explorer Gardens is tragic and short-sighted"

"The Theatre thinking they are part of the community when they obviously are not!!"

"The theatre has no outreach / participation programme for local kids /adults"

"I don't like having to drive in the dark to the Birks Cinema"

"The Enchanted Forest needs to limit its tickets - it's just too busy now - the town can't cope with it. It used to have things for locals such as story telling for children"

"The town taken over by the Etape for the weekend, greatly inconveniencing locals with little benefit"

## 2.5 Access to Services

A quarter of survey respondents are unhappy with access to services in Pitlochry. Public transport is the most problematic - especially the lack of direct bus service to Perth and lack of night buses or trains from Aberfeldy, Perth, Edinburgh and Glasgow, preventing residents from enjoying evenings out in neighbouring towns / our major cities and our young people from socialising / taking part in after school activities at Breadalbane. The inflated cost of train travel from Pitlochry south was also critiqued. Lack of public toilets is also a problem - especially at The Recreation Ground and in the north end of the main street. Many respondents dislike that the school stops at S4, that the school building / facilities are inadequate and the absence of any childcare provision for 0-3yrs, preventing parents from working. Another major community concern is that medical services at the hospital and GP surgery have diminished recently and the nearest main health services are now in Ninewells, which is difficult for many residents to get to.

### Breakdown of comments

- Public transport issues - eg. Lack of buses at night, unreliable, timetables, expensive 23%
- Public toilet issues - Lack of toilets, opening hours, cleanliness 20%
- Lack of local amenities eg. banks 14%
- Issues with the School 13%

- Reduced medical / hospital services 12%
- Rail Service issues 10%
- Childcare issues 8%

### Example Quotes

"Trains/buses don't run late enough to enjoy an evening in Edinburgh, Glasgow or even Perth"

"Poor transport infrastructure (e.g. impossible to commute to Dundee by public transport for 9am start)"

"Train a lot more expensive from Pitlochry than Dunkeld going south"

"Elizabeth Yule buses could do with running later into the evenings."

"No direct buses to Perth"

"Apart from having your own car and hopping onto the A9, the transport provision does not give people freedom to explore or connect."

"Difficult access to Ninewells hospital."

"In the mornings it's difficult to get a taxi as they are all out on school run"

"As a person with walking problems I feel almost trapped at home - even going to the doctors is a problem with the bus service"

"As a non driver and an adult I would like to have the options to get to classes and take my child to activities too"

"Should be toilets at main car park and Rec"

"Day trippers to town rec ground use shed & burn as toilets"

"Lack of banking facilities - only one bank left for the older generation that don't do online banking" "Unstable internet in rural areas"

"The Library could be open longer & on more days!"

"Many in our community fought to retain our school as it is in the hope that something better would materialise. This has not happened."

"Restricted vocational choices in secondary at Nat 5 level and no/limited Higher choices available." "I have to travel to school to be able to do the subjects I want"

"School children forced to travel to Aberfeldy disrupting their education at a critical stage and compromising health and safety. "

"The local school needs to get a big upgrade / new build" "Lack of community campus"

"I have...felt let down by the school - I feel the standard of education here is poor"

"Pitlochry appeals to people coming here to hike and mountain bike, however the lack of an urgent care centre at the hospital is a concern as doing outdoor activities can lead to injuries."

"Closure of minor injuries unit, dementia unit and GP ward and no out-of-hours GP service any more" "It's so difficult to see a doctor"

"Distance from nearest major hospital" "Another ambulance. Too long a wait due to distances"

"Lack of affordable childcare infrastructure for working families"

"No childcare for 0-3s"

"Dunkeld, Aberfeldy and Bankfoot all have private nurseries"

## 2.6 Housing

Housing is a serious issue in Pitlochry, mentioned by 18% of respondents. A severe shortage of affordable housing in Pitlochry to buy or rent prevents young people staying in the area and families moving into the area. Potential workers are unable to fill the many empty job positions available locally as they cannot find accommodation. The many second homes / holiday homes and holiday lets (many owned by non-residents) destroy community spirit and take accommodation off the market from those who want to live and work in Pitlochry.

### Breakdown of comments

- Lack of affordable housing to rent or buy for workers / local people / families / young people 54%
- Too many holiday / second homes 30%
- Too many short term / holiday lets eg. airbnb 16%

### Quotes

"It is so expensive to buy property here that young local people have no chance to get on the ladder in a town they grew up in. "

"...doesn't allow for families to settle. We need families to keep the school going, to bring workers to the tourist trade and to bring diversity to the town population"

"I know many people my age stuck in staff accommodation who want to move out, or have to commute from Perth. If it gets to the point where almost no-one of working age can afford to live here, Pitlochry will die. I work with 3 people, all 20s/30s who would like to move here, earn decent incomes, but there is simply nowhere to rent."

"There are only private rentals on offer and the prices are deliberately kept high."

"House prices are too high for first time buyers. "

"Mostly high priced homes being constructed" "Lack of council houses for locals"

"Accommodation hard to come by for those seeking to take up employment"

"No joined up approach to affordable accommodation for hospitality workers"

"There's very little opportunity to rent in Pitlochry, many of the rentals are now air b&b's or second homes. "

"We have an ageing population and as their homes become available and are sold as holiday homes/lets we will have no community, as Cornwall has seen in many villages."

"Affordable accommodation is 'grabbed' by local businesses (for holiday rentals)before anyone can even view them!"

"Too many holiday homes are unoccupied for much of the time when others are looking to move here and live here permanently."

"Beside me some are empty for winter - a waste and dull and uncomfortable to live beside"

## 2.7 Community Dynamics

Community relationships are the final theme mentioned when residents were asked about what they dislike about Pitlochry. The main subthemes to emerge are the feeling that there is a priority given to tourists over locals regarding facilities and provision and a general resistance to change / lack of innovation/ conservatism amongst the population which prevents new, visionary, beneficial projects from being proposed and actioned. A lack of central community hub/meeting point was also identified as being a problem, as was a centralised point for promoting what is happening locally. Many residents also mentioned that the emphasis on the elderly demographic was detrimental to the overall energy, vibrancy and spirit of the community as a whole.

### Breakdown of comments

- |  |     |
|--|-----|
| ● Priority of tourists over locals             | 29% |
| ● Resistance to change / lack of innovation    | 27% |
| ● Communication issues / lack of community hub | 17% |
| ● Lack of community spirit / feel              | 17% |
| ● Elderly Demographic                          | 10% |

### Quotes

"Too tourist focused-we need more year round facilities for local residents. "

"Difficulty accessing local facilities in high season"

"...an air of complacency and a disregard for innovation to adapt and adopt positive influence from the wider world. A pervasive attitude of 'that will do' sets it apart from its close neighbours of Dunkeld and Aberfeldy"

"Seems unwilling to allow certain types of business i.e. supermarkets or travel hotels (large franchise types)."

"Negativity about new projects to propel us into the current century"

"New things always meet such ridiculous stumbling blocks from many locals (The Wee Choo Choo for example.)"

"Need more young blood doing things"

"No real vision for town beyond redoing the bus stop."

"Lack of free community space and forward thinking people to start new things."

"It's the same people on many of the committees and steering groups"

"Progress is SLOW" "It's stuck in the past"

"No central source of what's on or available in Pitlochry, lots happening but all have own ways of advertising"

"No information boards telling visitors about points of interest"

"The presumption that everyone has access to a computer when they do not"

"No say/voice in how our Community is run"

"A lot of communication is by word of mouth; not everyone is on facebook"

"Lack of public spirit and pride in the town"

"Doesn't have a community hub, or strong community identity."

"No feeling of cohesive community, there are lots of very separate groups of residents"

"There are a lot of good people here, good groups and good work being done but there does seem to be a lack of heart, cohesion and working towards collective goals."

"I have felt very isolated since moving here and don't feel as though I have been welcomed into the community at all, despite having young children, which I thought would have helped us to integrate"

"not welcoming for working families"

"The town STILL caters mainly for the retired"

"It's dull. It has no atmosphere and has an 'old people' mentality. It doesn't stand out as a destination"

"The proportion of older people compared to the number of young people committed to living here is probably too great for a dynamic community spirit"

"Everything in Pitlochry is geared around an ageing population (of which I am one :-("

"A sense that it is also becoming god's waiting room."

### 3. What would make Pitlochry a better place to live, work, study in or visit?

Improvement	% of Responses
1. Local Economy	53%
2. Community and Recreation	44%
3. Traffic, Parking and Roads	31%
4. Transport, Services and Amenities	26%
5. Housing	21%
6. Town Centre and Environmental Improvements	12%
7. Arts, Events and Culture	10%

#### 3.1 Local Economy

Over half of all survey respondents want the local economy to improve in Pitlochry. The two topics most requested are another supermarket and a better variety of shops for local people. People gave many ideas for how new and independent shops and businesses could be attracted to the area including reducing rents, encouraging pop-up ventures or shared work spaces within empty retail units, a coworking space and facilities for startups. The suggestion of local food and drink businesses offering local loyalty or discount cards to locals was mentioned several times. PR for Pitlochry as a place to live and visit also needs to be looked at, with suggestions of Pitlochry marketing itself as a place for outdoor pursuits and slow tourism, with cheaper accommodation options available.

##### Breakdown of comments

- Another supermarket 30%
- More variety of shops for locals 29%
- Business support measures - business rates/rent, workspace, shop local / loyalty card, encouraging local entrepreneurs 14%
- Increase variety of restaurants and drinking options / make more affordable / giving back to community 7%
- Tourism improvements / PR/ Branding / Promoting the local area 5%
- More light industry / jobs for young / local people 5%
- Supporting local producers and makers 3%
- Community ownership/businesses giving back to community 3%
- Diversify the economy (beyond tourism) 2%
- Evening economy eg. entertainment / nightlife 2%

##### Example Quotes

"Large supermarket selling goods at normal prices"

"Lidl or Aldi as Coop is so expensive"

"Mini retail area" "More food delivery options"

"There are a lot of older people in Pitlochry and we shouldn't have to go into Perth to buy food and essentials you can't get in Pitlochry"

"A more vibrant, varied high street, with businesses providing locally produced wares"

"Shops that are suitable for young families - clothes/shoes etc."

"Locally owned, independent, useful shops like grocers, fishmonger, bakery, vintage and antiques store to buy furniture and things for the home"

"Redevelop derelict building on main street and provide a 52 week indoor market facility with a bakery / street food / fruit and veg and personal services etc." "Later opening hours for shops during the tourist season"

"Shop rents/rates not so astronomical so that there could be a greater variety of shops"

"A residents card that gave 20% off food and drink in all the shops."

"Town designation eg fair trade would expand shop uptake and provide focus for traders and visitors"

"A community fund that paid 50% of the high street rent of certain types of outlets to attract them to setting up in Pitlochry"

"Business premises / industrial units to enable new start-up businesses"

"Allow creative business entrepreneurs that bring something fresh. The biz community needs to pull together to attract higher spending people."

"Encourage businesses to give more support to the local community ie. 1% business tax"

"Convert an empty retail outlet to shops within a shop giving new local businesses a start-up outlet"

"Co-working space" "Facilities to aid small business start-up"

"More mid-range restaurants offering a wider variety of cuisines not just Scottish fare"

"Cafes with facilities for children eg. play area"

"Having a McDonald's/some fast food restaurant" "Chinese takeaway"

"A cafe aimed at men - with comfy seating and newspapers and coffee - the men's shed is great for active men but some aren't"

"A map on the outskirts pointing out key areas/places of interest"

"Cheaper accommodation for people visiting like Travelodge, Premier Inn or similar to make local hotel and B&B prices more competitive"

"Tour bus sightseeing - stop off at shops, walks etc - passes for our community - less cars would be used"

"PR campaign to position the town as the place to go and live in Scotland"

"Outdoor tourism focus (mountain bike, watersports, horse riding, archery)"

"A new brand for Pitlochry as a place for wellness and creativity and zero waste (like Aberfeldy are doing with the healthiest town in Scotland) promoting yoga, wild swimming, mountain biking, walks, art galleries and art activities"

"We need to encourage a younger visitor, not cheap visitors - make it more like Chamonix in the French Alps"

"A real Christmas market would be good to attract visitors"

"Somewhere for tents - neither caravan parks take tents any longer and it may reduce wild camping"

"Some form of high tech, low impact industry which would attract both our own young people and talented young people from elsewhere.."

"With so many hospitality venues here, a collaboration with a hospitality/catering college to give local people the skills needed to keep our core industry going under our own steam."

"If I won the lottery, I would love to convert the baker's oven to a permanent space for independent sellers. Be a great way to bring fresh products and get around the high rents that are slowly killing the joy of the town"

"A permanent shop for local craftspeople. Like at antiques centres where there is one till point and manned by each craftsperson in turn. We have so many creative people here that we should be championing...Perth is so close as the city of craft. "

"More local food producers at more regular markets"

"Shops selling local produce and showcasing local arts and crafts"

"A regular weekly market selling fresh local unwrapped and unpackaged fruit and vegetables."

"Some light industry would bring a wider variety of manual and managerial skills and hopefully would give long term stability for workers"

### 3.2 Community and Recreation

Almost half of respondents feel that community and recreation services, facilities and activities could be a lot better in Pitlochry. There is great demand for a community hub, like the community campus in Aberfeldy, inclusive to all demographics of the town. People would like to incorporate some or all of: a leisure centre, gym, swimming pool, soft play, indoor sports facilities, meeting rooms, a co-work space and multi-function modern rooms for community hire - to serve as a meeting point for the town and bring a wide range of activities, classes and programmes to the community and give young people a place to go and things to do. Many ideas were also given to improve the recreation ground including an outdoor gym, pump track, football wall, obstacle course and wheelchair friendly perimeter track. Residents also are in favour of developing the town hall and bank house as community facilities. The need for an online (or physical) one stop shop about information in the community was also identified and the need to give young people a louder voice in decision making.

#### Breakdown of comments

- |   |     |
|---|-----|
| ● Indoor recreation facilities /activities  | 25% |
| ● Recreation and services for kids and young people (youth club etc)                                  | 23% |
| ● Swimming Pool   | 19% |
| ● Community Hub / Centre/ Campus  | 10% |
| ● Outdoor recreation facilities & activities - cycling, the recreation ground, tennis, play areas etc | 8%  |
| ● Making the most of existing facilities  | 6%  |
| ● Stronger community voice and representation   | 6%  |
| ● Better community information dissemination  | 3%  |

#### Example Quotes

"Build a leisure centre similar to Aberfeldy for locals and visitors open daytime and evenings"

"Adult education groups and a wider range of extra-curricular activities for night classes" "a pottery" "More eco friendly activities" "Snooker/pool hall"

"Somewhere to learn new things like dancing, martial arts, cooking - a place like the Perth college learning centre we used to have"

"purpose built sports centre and swimming pool, ice rink and bowling alley"

"Soft play with coffee area for parents" "space for dance/fitness classes"

"Investment and modernisation - a community campus which would offer a range of after school clubs and extracurricular activities. A school with better facilities where pupils can complete their education. This would also serve the locals too, providing a meeting place, library and sport's facilities."

"Meeting new men in a similar situation would be great for my social and mental wellbeing. There seem to be few clubs etc for me (I don't play golf, not a mason or rotary club member). I think there is a Men's shed starting up and this would be fantastic, to allow me to socialise, thus helping with reducing loneliness, encouraging hobbies and generally being good for mental and social health."

"More activity/community based projects to keep people interested & alive!"

"An outdoor swimming pool" "outdoor gyms" "ice rink...floodlit courts and/or indoor sports facilities such as tennis courts" "all weather pitch with basketball/football"

"For teens and young people add to the Rec ground an outdoor gym, pump track or obstacle course" "Create a perimeter track around the Rec ground for flat walking / cycling / wheelchair friendly path" "a football 'wall' for the kids."

"I would love to see a 'Trim Trail' or outdoors exercise machines in W Moulin Rd park."

"A bike trail centre!"

"Give library and Town hall back to the people" "User friendly town hall, cheaper hire to encourage music, films etc." "A total overhaul of the Town Hall" "Maybe using the town hall: pop up cinema, escape rooms, craft workshops, local business fashion shows," "Adapt & upgrade Pitlochry Town Hall to become a community hub" "a modern community centre there are work spaces, resources and meeting spaces that could be used by small start-ups"

"development of the Bank House to become a facility for the community to meet and connect a bit like the Birnam Art Centre."

"Refurbish the viewing station at the Fish Ladder"

"Modern, state of the art leisure and community centre to host also library and further education opportunities and facilities" "A multi-use community hub with coworking shared office space for use by small businesses"

"Further education opportunities - Pitlochry as Highland Hub for UHI eg. higher, hospitality training, vocational courses, night school classes" "classes for studying english for foreigners"

"More social events, particularly encouraging interaction across the age groups to be more inclusive"

"What about a sub committee of the community council linked to the school/The Den etc to plan out events etc for kids/young people"

"Could we explore our town taking more refugees and asylum seekers?"

"Do something simple but transformational soon after this survey to show we are being listened to and understood"

"Get Pitlochry smiling again!"

"A comprehensive list of services for my age-group eg. drivers for hospital visits or shopping...housing advice/council access"

"The main notice board needs replacing with a smarter look"

"Develop a 'Pitlochry app' which can be downloaded and gives up to date info on routes, activities, accommodation etc"

"More linking up & sharing information between the many community groups in the area..."

"A dedicated local news time on Heartland - maybe incorporating a births /marriages/deaths notification (verified only)"

"A branch of the tourist office near the train/bus station would improve assistance to tourists."

### 3.3 Traffic, Parking and Roads

Better parking would improve the day-to-day lives of many of Pitlochry's residents, according to the survey, with the main suggestions being more off-street parking (esp. creating a car park on the field next to the rec, potentially with park and ride), taking action on the traffic flow issues due to parking near Escape Route Cafe, a dedicated facility for campervans to park for a fee and dispose of their waste and pedestrianisation of a section of the high street. The need for cycle lanes and safer walking along roads were also identified.

#### Breakdown of comments

● Parking	51%
● Traffic management/calming	19%
● Safer walking and cycle lanes (active travel)	13%
● Improved pavements	7%
● Roads condition and maintenance	6%
● More Electric car charging points	4%

#### Example Quotes

"Remove the parking outside Escape Route and north or cut into the excessive pavement on the other side of the road"

"Radical change to on road parking on Atholl Road - double yellow lines from railway bridge to HPCP building"

"A new traffic flow system in and out of Pitlochry"

"Create an eastern car park, e.g., on part of the recreation ground, which could have multi-purpose uses, such as a Farmer's Market"

"Car park out of the town, with electric buses to allow day trippers access to the town, taking the pressure off parking in town"

"Increase off street parking"

"The Bridge Road over the Tummel is far too narrow. Visitors driving motor homes are very difficult to pass"

"More Parking for disabled people" "Free parking for local residents"

"Pedestrianised town centre. Greater priority for pedestrians and cyclists over vehicles"

"Designated area for overnight parking of campervans, with services eg. water and waste (for a fee) so money could be reinvested in the service"

"Parking on the streets to be restricted to blue badge and LOCAL badge holders"

"Encourage more people to use trains, buses, cycles"

"Designated cycle paths in town and surrounding area"

"Space for cycle parking and locking" "More e-bike rentals"

"Affordable care share/hire scheme"

"More 20mph signs on Atholl Road and make the whole of the town 20mph"

"10mph speed limit on all roads without footpaths"

"More cardboard fake policemen - they do make a difference"

"Restrict use of pavements for tables and chairs outside cafes and restaurants"

"Have a Pedestrian crossing beside the main bus stop"

"More seating areas for the elderly and disabled, especially on the road into the town from the South East"

"Widen the pavements in Athol road and make it a pleasant pedestrian area"

"Designated pedestrian lanes on roads with no footpath"

"As a young mum I would advise repairs of footways and streets because taking a child out on a walk in a pram is a nightmare"

"Snow clearing in cul-de-sacs need to be looked at"

"Regular local roads gritted"

### 3.4 Transport, Services and Amenities

Public transport was identified as a key area that needs improvement in Pitlochry. The main requests were for a more regular local bus service that connects with more local towns until later at night, especially to Perth and Aberfeldy, as well as better evening bus and train services to Perth, Edinburgh and Glasgow. A direct bus to Perth was also mentioned as necessary, better links with hospitals and better bike provision on public transport. Beyond transport, some respondents feel strongly about the need for a school up to 6th year, an upgraded school building with better facilities, more after school activities and more links with employers. Another public toilet is regularly mentioned, especially at the rec, as well as ideas for better broadband connectivity to attract more remote workers. Improved healthcare and childcare services are also in demand, as well as an improvement to general council services including extending the scope of the library.

#### Breakdown of comments

● Public Transport - frequency, timing, connections, cost	47%
● Education/Pitlochry High School up to 6th year	19%
● More Public toilets	18%
● Better internet	10%
● Improved Health services (eg. GP, hospital, care home)	9%
● More Childcare provision (esp. for under 3yrs)	7%
● Better Council Services (eg. sewerage, drains, bins)	7%
● Library services - opening hours and expansion	6%
● More banks	2%

#### Example Quotes

"Direct bus to Perth" "A better local bus service to more destinations"

"A free bus for pensioners round town"

"Better links to Ninewells and PRI by public transport"

"More ad hoc transport to Aberfeldy to link in with their activities eg. cinema bus"

"Introduce electronic display with bus destinations and times"

"A late train to Glasgow / Edinburgh" "you can't have an evening anywhere south of Pitlochry without staying over or driving."

"There are no wheelchair accessible taxis" "More taxi provision"

"Remove seats on buses and allow cyclists to use and promote this heavily"

"Ability to take bikes on train" "Better access to the lochs"

"A more robust network would enable a wider local community and allow a cross-pollination of community projects (like the Catheran EcoMuseum in the Alyth area, for example). We're really very short distances apart as local communities, but separated by huge gulfs because of holes in the transport

network, and I feel we'd gain from being more closely related."

"easier to access up-to-date bus timetables online (local bus service timetables are out of date);"

"Not having a 5/6th year must make some students leave school early rather than the long journey to Aberfeldy"

"Many excellent teachers are lost as they want to teach in the sixth form as well as lower classes"

"Improvements to the school buildings and creative thinking about education" "the school is overcrowded and has outdated facilities"

"a school that...integrates with local businesses eg. theatre, catering and outdoor adventure to provide a comprehensive centre for excellence in preparing youngsters for life" "the school needs to provide more free after-school clubs"

"School more involved with community"

"Our school needs major development and better sporting facilities" "The high school needs better sports facilities" "Perhaps a work experience training college for 16-18 yrs" "If some of the education was online, the range of subjects would be wider"

"Toilet at the Rec"

"Reopening and upgrading the old public toilets behind the PO"

"At least one more public convenience, open in the evenings"

"A free town WiFi for visiting tourists that don't have a roaming package or mobile data." "5G connectivity would improve the area's image as a place for people to work from"

"An NHS dentist" "Reopen our Hospital GP unit and Dementia ward."

"Better access to GPs (not just nurses)" "X-ray facility at the local hospital"

"reopen minor injuries unit and increase staffing in community hospital"s"

"Stop forcing older people to Ninewells for minor injuries...same for children"

" Better mental health outpatient services (such as psychology/ CBT service for mild/moderate anxiety and low mood)"

"More places in nursing homes, care homes & in domiciliary care for an increasing elderly population. More & better paid staff"

"Support for the after school provision"

"Childcare for younger children, not just 3 and up. It stops people being able to work, which creates more of a benefits problem."

"Council services such as clearing leaves to prevent flooding, mending roads and pavements and general maintenance needs to be improved"

"Evidence of police" "freshen up with new bins that are not rusty" "More LED street lighting" "keeping verges tidy, new bins, paths cleared etc."

"One point of contact for problems like lights out, pot holes , dog muck etc"

"Public bins emptied more in the high season"

"Improve smell emanating from sewage works on occasion"

"Library type reading room with newspapers and coffee and cake provision" "A library that offers evening classes"

"Upgrade library to include 'hot desk' office for hire, internet facilities etc."

"Maybe banks could share a building"

### 3.5 Town Centre & Environmental improvements

Many people feel very strongly about the need to improve the appearance of the centre of town - mainly by developing the derelict buildings around the old bakers oven / bank house into a focal point for the town - ideas include incorporating a

town square, gardens and a heritage / cultural centre. This is an area previously designed for development but which stalled. Another idea mentioned several times was the need to fence in the playground at the rec as the river location and many dogs make it currently unsafe for small children. There is a clear desire for more eco initiatives including a repair shop, recycling bins on the main street and community growing such as allotments and an orchard. Better signage throughout the town and beyond are also requested.

#### Breakdown of comments

● Improved Town centre appearance	33%
● Visitor management / regulation	25%
● Gardens, parks, ponds & green space	13%
● Community growing	10%
● Paths, walking & recreational cycling, signage	10%
● Recycling, repair and reuse	5%
● Community renewable energy	2%
● Litter and dog fouling management	2%

#### Example Quotes

"Compulsory purchase / repair / replace empty and derelict buildings."

"The old bank house could and should be the focal point of the town. Surely the building could be restored for community use and the grounds made into a lovey garden"

"Take used and deteriorating buildings out of private ownership eg. Bankhouse - use it for Tourist information and Heritage Centre. Reinstate garden on Bonnethill Rd. Create an attractive centre around bus stop area."

"The bank house....Perhaps an arts centre/bookshop in the style of the watermill in aberfeldy? Or workshop/concert/cinema space?"

"Empty shops at least maintained in good repair and windows showing scenic pictures"

"Refurbishment of Victorian Canopy before someone is seriously injured by falling glass or metal work"

"A complete tidy up of main centre, lights, bins, seats, info' boards, bus stop"

"A town square - proposed years ago and came to nothing - would have been great" "A European style open centre/central piazza...take the traffic from the main street and create a pedestrian area" "Keep the south side of Loch Tummel clean and free from dirty campers"

"A tourism tax - for example 1 pound per guest per night and that gets re-invested into the town. "Reduce number of bus tour stop offs"

"Better provision for motorhomes and tents"

"reopen the fish ladder viewing station"

"I'd love it if the land next to the recreation park was purchased and turned into a wildflower meadow instead of a horrible parking lot or yet another hotel"

"Children's play parks must be enclosed for the safety of the children and to keep dogs out"

"Create a community allotment with view to selling local produce"

"A community woodland (for education, helping biodiversity, reducing mental health issues,helping carbon storage etc)" "More outdoor seating areas and tables"

"Make grass verges and parts of parks into wildflower meadows"

"The lily pond, Mill pond and wellwood ponds all need clearing"

"Make more use of the Cuilc with a walkway all round & better picnicking facilities"  
 "Better signage to direct visitors to the Dam and Loch Faskally. Information boards at the layby on entering the town"  
 "Repairing footpaths ie. black spout, faskally wood" "Better signage for parking"  
 "More signed walks and cycle paths"  
 "Pathways connecting outlying areas to the centre, eg. from Croftinloan"  
 "A clear environmental / sustainability policy that the town can get behind"  
 "More waste separation bins along the street (to split recyclable and non recyclable)" "A repair shop" "Foot operated water points to refill water bottles"  
 "Less plastic wrapping around food...Well done 'Handam' for setting an example of what can be done!"  
 "glass recycling collection""Get all businesses to stop using plastic carrier bags and any single use plastic"  
 "A community heat system to raise the efficiency of heating homes. Tie in with SSE Hydro and make an exemplar of Pitlochry based on systems in Denmark"  
 "Micro energy generation, eg solar panels on suitable roofs providing electricity for households in the community"  
 "Carbon neutral aspiration for the town - active transport: electric bikes for locals and visitors hire, electric delivery vehicles/bikes/rickshaws.  
 "restaurants that have dog free areas"

### 3.6 Housing

A wider range of affordable housing, especially for families, young people and workers has been identified by respondents of the survey as a means to make Pitlochry a better place to live and work. Some sort of control on 2nd homes / holiday homes and short term holiday lets needs to be looked at, with local people and those wanting to work in Pitlochry having first priority when homes to rent or purchase come on the market.

#### Breakdown of comments

- |   |     |
|---|-----|
| ● More affordable housing                       | 62% |
| ● Control number of 2nd homes/holiday homes     | 18% |
| ● More varied housing stock                     | 13% |
| ● Control of short term holiday lets eg. airbnb | 7%  |

#### Example Quotes

"If Pitlochry was easier to buy a house then more families would settle which would mean more jobs, fuller school and generally more of a community spirit"  
 "Sufficient, quality staff accommodation" "affordable accommodation for workers"  
 "It's sad to think my kids might not be able to live here if they wish"  
 "There should be a limit to sale of housing to go to people trying to work here, like in other places in the UK."  
 "no more houses unless supporting infrastructure also approved"  
 "locals should get priority in renting or buying a property"  
 "Suggest to look at the idea of "Homes for Young People" where the council uses its powers to acquire land and then creates self build plots which are sold at a discounted price to under 35 year olds who have lived in the area more than 3 years or have historic ties to the area (went to school here, or have family)."

"Put a strict limit on the number of weekly home lets" "Stop outsider buying so much property for holiday lets."

"The economy of the area and community spirit is in serious decline as local people are increasingly disaffected (by second/holiday home owners".

"A local rule that ensure that people wishing to live in town get first refusal on properties for sale over anyone buying as a holiday let or second home"

"Stop all the 2nd and 3+ homes for airbnbs. There's a real danger that anyone working in Pitlochry won't be able to live here. It's already a real struggle"

"more good quality small and medium size houses and flats, at reasonable prices, for people working in and around Pitlochry"

"Help first time local buyers to start owning a home that they live in full time"

"Houses for growing families, young professionals"

"Convert empty buildings to flats"

### 3.7 Arts, Events and Culture

Pitlochry residents would love a cinema, or at least a place to regularly watch films in their community. Respondents would also like the theatre to connect more with the community, provide a wider arts offer and provide more activities and opportunities for local young people. Some Pitlochry residents would like to see more arts activities, a community arts centre, more arts events and dedicated studio/exhibition/workshop spaces for local artists.

#### Breakdown of comments

- |                                   |     |
|-----------------------------------|-----|
| ● Cinema                          | 44% |
| ● Pitlochry Theatre               | 29% |
| ● More creative activities/events | 15% |
| ● Artists workshop/shop space     | 7%  |
| ● Museums/Heritage                | 5%  |

#### Example Quotes

"More use of the theatre for community events"

"More variety at the Theatre eg film nights, comedy clubs etc." "A theatre that is a true Community and arts hub."

"Reinstate Explorers Garden - loss of tourist attraction"

"Could the theatre also be a cinema?"

"Intergenerational consultants for PFT and Town hall cultural programming."

"Work with the Festival Theatre to create a drama/theatre school, specialising in performance arts for smaller communities."

"Encourage local talent in crafts, arts etc to give the village amore unique shopping experience." "Arts centre...Arts festival? Sculpture park?"

"Make use of the unused buildings for studios, workshops, office spaces or homes"

"Attractive work pods for creatives to make and sell their work to tourists and lure tourists to the town"

"community arts for locals" "More cultural events" "A whisky festival"

"Limiting numbers to Enchanted Forest...a parking nightmare for locals"

"Community projects that engage with a wider age group, such as arts, outdoor pursuits and sports"

"If premises could be found for Heritage Centre, now based in Moulin. It would be much busier if in centre of Town."

#### 4. What are the priorities for action?

This question asked people what they thought were the priorities for action - something small that we could try to do soon, and something big to work on. Sometimes, the same suggestion was made in both categories, so they have been counted together.

Theme & Priorities – big and small	Number of times mentioned
<b>THEME 1: TOWN CENTRE AND ENVIRONMENTAL IMPROVEMENTS</b>	<b>374</b>
Lite Bite / Bank House and other derelict / empty buildings / community development and rent out affordably or demolish / create central square or housing	174
Smarten up / improve / develop Town centre appearance eg. empty shop fronts, extend/clean covered walkways, flowers, artwork, seats, bus shelter	79
Better signage for walking/cycle paths / tourist attractions eg. canoeing & paddle boarding / toilets / amenities/bus routes/ town eg. black spout / parking / station / library / trail with information boards (salmon/history trail)	27
A greener community eg. tree planting, wildflower meadows and road borders, decarbonising, moving away from fossil fuels, sustainability plan, engaging with landowners, climate change, invest in green technology	19
Community garden / allotments / orchard	17
More seats in /around Athol Road incl. Bonnethill road, Moulin and on walking routes, picnic benches	8
Reduce litter / more regular litter picks	8
Community woodland / nature reserve/ rewilding of weedy areas/ do not sell off the forests / Maintenance of trees in parks / Promote countryside code to visitors	9
Community buyout of dam (non-profit renewable energy), Community heat system, low carbon heat plan, community renewable energy scheme	5
Community repair/re-use shop/workshop/shed for projects, skill-sharing etc.	5
Recycling bins on the high street	5
Family picnic areas and tables, more gardens to sit in, restore Explorers Garden at theatre	5
Environmental education	4

Outdoor swimming facilities eg. access points, manmade beach, platform in the loch, a sauna at Ladies Dell	4
reopen salmon ladder viewing chamber / create a salmon trail	3
Community food shop (excess allotment produce)/thrift shop of pre-loved items at affordable prices - to fund community projects/causes	2

<b>THEME 2: TRAFFIC, PARKING AND ROADS</b>	<b>307</b>
Parking - general (supply, on-road restrictions, free, signage, discount for locals, more disabled parking, maintain car parks, multi storey car park, car park at boating station open year round, improved parking facilities for Craigower / Ben y Vrackie walks	95
Parking, pavement and traffic issues from Escape Route to Scout hut	56
Traffic Management eg. speed limits, speed bumps, traffic flow through town and around school, reduction of vehicles, one way system, improve bridge road traffic	40
Pavements (cleanliness, access, cafe issues, condition, safety, width, accessible for wheelchairs to shops)	33
Improve roads (access, maintenance)	18
Safer cycle lanes/bike racks parking/paths/Community bike hire scheme / cycle lanes into Pitlochry from surrounding areas	17
Footpaths/horse paths improved/extended / walking paths more safer/accessible in town and to surrounding areas	7
More Pedestrian crossings eg. at bus stop, between W Moulin and Bonnethill road / pedestrian over-pass for Station Rd to the Old Armoury to direct more people to the loch	11
Pedestrianise town centre eg. car free day, at weekends, partially	8
Park and ride/walk created	6
Road safety - 20mph speed limit in whole town, Traffic mirrors at blind spots, more salt bins	6
Campervan/motorhome facilities and levy goes to community / discourage campervans staying in Black Spout / Faskally / carparks	5
Ensure dualling of A9 from Dunkeld to Ballinluig is completed	4
Promote car share/hire	1

<b>THEME 3: COMMUNITY, YOUTH AND RECREATION</b>	<b>302</b>
Community hub / centre / campus / leisure centre incl. gym, soft play, sports activities/classes, curling/ice skating/ further education opportunities	87
More for kids and esp. teenagers/young people to do eg. clubs, classes, places to meet up, hang out space, adventure park, youth	60

club / centre, cafes/pubs to have U18	
Public Swimming pool	57
Park improvements eg. fence around playground at Rec, outdoor gym, obstacle course, trim trail, table tennis tables, all weather (astro) pitch, fun equipment, more + safer equipment for 0-3yr olds and older kids, football walls, floodlit, basketball, skate/bike park, accessible running/walking/cycling path around Rec, pavilion maintenance	50
Town Hall redevelopment / more usage / community ownership	15
More affordable + accessible adult groups/clubs/music classes/adult learning/mens clubs	11
Better community information sharing/promotion (activities, events, dates, contacts, volunteering opportunities)	10
More age diversity on community council / forum for young people's voice to be heard to identify projects they want/need	5
Mountain bike track / trails /trail centre at Craigower	4
Faskally Wood Kids activities eg. fairy walk, obstacle course, junior park run	3

<b>THEME 4: TRANSPORT, SERVICES AND AMENITIES</b>	<b>250</b>
More public toilets - at rec ground, near the visitor centre, portaloos at Ben y Vrackie/Craigower car parks, redevelopment of old toilets near Handam	51
Improve public transport to nearby towns/cities inc. information, regularity and later services	35
More bins /replace bins, more dog poo bins around town and on walks(+ signage) eg. at bus stops	28
Council maintenance eg. clear drains, grit roads and bins, cut grass, maintain paths, sweep streets, tidy verges/roads, clearer road markings, improve sewage plant smell	21
Better health, care and social services provision (return to pre-covid services, GP ward, minor injury unit, Xray A&E, dementia-friendly town)	21
New school building (bigger, improvements, campus incl. leisure facilities)	17
5th and 6th year at school	15
Better Childcare provision (private nursery for 0-3, more childminders, more options)	15
Brighter/more/well-maintained street and park lighting	14
Library/council building (improvement, usage, study spaces, opening hours)	12
Greener transport (electric trains/buses/charge points)	11
Faster broadband everywhere - fiber optic	10

<b>THEME 5: LOCAL ECONOMY</b>	<b>241</b>
Another supermarket	79
More variety of shops / more independent / useful shops eg. bakery, grocery	58
Business support measures eg. lower rents, encourage competition	34
Local loyalty / discount scheme	17
More variety of businesses (not shops, cafes or restaurants)	14
Develop/ community buy-out of land next to the Rec and above theatre	8
Nice bar for locals / more affordable eating places / more variety of restaurants/pubs	6
Promoting / marketing Pitlochry better	6
Attract light industry / more employment options	6
More affordable hotels eg. Premier Inn	5
Shops with locally made items / showcase local artisans	4
Create a small tax on hotel rooms / tourists to fund town improvements	4

<b>THEME 6: HOUSING</b>	<b>88</b>
More Affordable and social housing, in particular for local / young people / families and workers	40
Regulation of buy to let, holiday homes and second homes	28
More and more varied housing stock in general	20

<b>THEME 7: ARTS, EVENTS AND CULTURE</b>	<b>49</b>
Theatre - reopen / more community focused / start community theatre	12
Cinema	10
More community events eg. a town ball, Christmas event, events calendar, regular ceilidh night for families	10
Community arts centre, art shop, art gallery, artist residencies, local artisan hub using a disused space to showcase/make/sell work	7
New annual festivals eg. walking, beer, whisky, vegan, Xmas market	4
Weekly market/indoor market of local food and crafts	3
More evening/night entertainment	3

## 6. Our Vision for the future of Pitlochry by 2030

We asked people what their vision was for Pitlochry by 2030 and we have identified seven key themes, and provide some quotes to help illustrate them.

### Overall Vision

**A prosperous, sustainable and attractive town enriched with tourism, offering each generation a quality lifestyle enhanced by beautiful, natural surroundings, experiences and facilities**

#### 1. A vibrant Highland town with a prosperous future for all

“More school leavers will be able to work in their home town and carry on the continuity of family life here”

“Expansion of the local economy with a greater focus on the training and employment of young people”

“An attractive, viable high street, with facilities and shops that serve the local population”

“Better/more diverse visiting options in food and experiences”

“Shops where you can only purchase local produce”

“Support employment all year round and think laterally how we can support tourist workers. Aim to be one of the first towns to achieve this”

“Rural education/forestry college”

“A town where our youngsters and locals feel they are as important as the visitors we rely on economically”

“Try to make it suitable (work and career wise) for our next generation”

“That my children will be able to afford somewhere to live once they have grown”

“A College providing professional, industrial and commercial courses for the essential skills for jobs for the community and beyond”

“It is important to consider the whole population and equalise investment across age groups”

**2. Friendly, connected and diverse with a strong community spirit**

“That it will not be a commuter town without community cohesion”

“Improved community links across all ages”

“More information about what's on – co-ordinated in one place – perhaps a website”

“More community projects to improve life for all locals”

“More intergenerational activities – exchange of expertise across ages”

“Cross age/culture feeling of responsibility for having a vibrant community – confident enough with our own worth and values not to want to copy other places”

“Young people involved in community decisions and encouraged to be part of it”

“That the town will welcome newcomers with new ideas”

“An even more communal spirit, working together to attain shared visions for the town”

“Churches gaining in strength and vigour, bringing the gospel of hope to people of all ages”

“A community that cares for each other, supports each other and helps each other”

“Everyone taking responsibility for the whole community - it takes a village to raise a child!”

“That it is fully recognised as a small town with a big heart and an even bigger welcome”

“To be if not the top, one of the top places in the UK to live, work or visit”

“More diversity, not only in the shopping facilities but also in the population”

“A town that relies less on 'kilts, tartan and haggis bonbons' for its income and can sustain a larger permanent population”

“A happy population – it's all about people”

### **3. A place that celebrates its unique character and heritage**

“It will retain its character and image of a thriving town with active community involvement”

“A Town that can meet the health and wellbeing needs of all its people, of all ages, to help people live the best lives they can”

“Essence of character and community spirit retained”

“The main street has been redeveloped with some architecture and landscaping of merit”

“That it will feel alive year-round, full of opportunities and community spirit, while keeping its historic beauty and the simplicity that makes it such a good place to live now”

“Ability to attract tourists and businesses but without losing identity and heritage”

“Keeping pace with the rest of Scotland but retaining Pitlochry's charm”

“Emphasise our wonderful social history and welcome those (descendents) who come back to find out and learn from it”

“Let's celebrate Pitlochry's tercentenary in 2027 (300 years after Wade's Great North Road) – that's only in 6 years' time!”

### **4. A self-sustaining town with eco-friendly community initiatives**

“An environmentally friendly and energy efficient town”

“An increased number of electric charging points especially if we are being encouraged to go that way”

“A dark sky initiative starting with the replacement of street lights with energy-efficient and less polluting alternatives and followed by promoting the dark skies to tourists”

“Clean, green and interconnected with strong environmental and community values”

“The town's electricity supply is from 100% renewable sources”

“We are re-wilding land to further increase the levels of biodiversity and to provide safe habitats for a full range of life”

“Put every effort into making Pitlochry green, sustainable and carbon neutral”

“Keeping the ‘Bloom’ of flowers providing a sunny place to enjoy walking through”

“A good – the best it can have – carbon footprint”

“To be developing into a centre of environmental excellence”

“Where the wildlife can thrive and live with us”

“Have a Pitlochry farm to pick your own fruit and vegetables and salads. Have a community garden/orchard”

## **5. A dynamic and harmonious tourist destination where visitors are welcomed**

“The town as a whole is equal and of use for both visitors and locals”

“To see a thriving community with a diversity of shops, a flourishing theatre again attracting a multitude of visitors. After all, tourism – whether you like it or not, is the lifeblood of the town”

“A Highland activity location in a beautiful landscape that projects an environment of quality recreation, food and retail”

“Home tourism will be the developing thing – we have to cater for it

“It remains a vibrant destination people want to continue to visit”

“That the theatre will continue its wonderful work and that people will want to come to Pitlochry for an interesting and enjoyable experience”

“A town where sustainable tourism has flattened the summer spike and led to all year-round tourism with local activities and events that support that”

“Quality tourism facilities and accommodation that attract a higher spend rather than increased footfall”

“I imagine a visitor being able to see how to shear a sheep, spin, dye & weave the wool & make a Great Kilt, how to make Scottish soup and bake scones, as well as things like jewellery making and food/drink tasting. This would create an active lively relationship between the businesses and community”

## **6. A location renowned for its beautiful surroundings and outdoor recreation**

"I would hope we would be known as the 'outdoor capital of the Highlands'"

"I would like to see an interesting hierarchal network of links, maybe pedestrian and some cycle, connecting the heart of Pitlochry and its 'green halo'"

"Trees and seating areas readily available"

"Pitlochry to become a Highland Adventure Centre with better advertising of facilities"

"The Explorers Garden back to its original purpose and previous calm and beauty"

"A wonderful recreation area, where it currently is to include a café in the pavilion, toilets below, fully staffed, a fenced area around the playpark to keep dogs out and more secure from the burn at the side"

"The paths and walks well maintained and proper lighting, Pitlochry hydro dam have world beating colour changing lighting"

"The common areas and parks would be more developed in an environmentally sound way where locals and visitors can spend time relaxing"

"Give emphasis to Pitlochry's green setting which is its finest asset and underplayed perhaps"

## **7. An active and thriving community for people of all ages**

"To have more on offer for younger families"

"More sports opportunities for teenagers"

"Reading room for pensioners who can't afford good magazines e.g. Scottish Field etc"

"Playgroups for working mums"

"I am delighted that the zipline has gone ahead here – we need more of this type of initiative!"

"More football and rugby clubs using the fielded area"

"Better leisure/health facilities to keep everyone active"

“More clubs, groups, leisure activities for locals”

“Regeneration of theatre as a community hub and tourist attraction – shopping, restaurant, arts, garden – a holistic approach”

“More winter activities with funding outwith tourist season”

“Social/study hub for young people”

“Outdoor fitness and exercise machines”

## 6. What would make Pitlochry greener and stronger?

Residents were asked to provide ideas for making Pitlochry greener and stronger. Five key themes are illustrated with some sample quotes.

<b>TOP 5 THEMES</b>	<b>No. mentions</b>
<b>1. Renewables, Energy Efficiency &amp; Environment</b> – electric cars/charging, car sharing, more recycling, renewable energy, biodiversity, eco town/hub, environmental education and sustainability	<b>515</b>
<b>2. Local Economy, Produce and Skills</b> - community growing, refill/reuse/repair facilities, eat/shop local initiatives, food businesses, new & sustainable/green jobs, fair wages, new industries, skills building, reduced rates/rent, year-round work, local suppliers/trades, business support, co-working space, more eco businesses and tourism, digital skills and connectivity	<b>307</b>
<b>3. Resilient, Cohesive &amp; Active Community</b> - Activities for all age groups, indoor and outdoor facilities, developing people, listening to young people, childcare, connecting people, community events/projects, supporting people in need, investment, affordable housing/rent, restrictions on second home ownership, encourage families/young people to live here, good communications	<b>225</b>
<b>4. Traffic Management, Transport &amp; Active Travel</b> - Public transport (better, more, affordable, frequency), reduce and restrict traffic/heavy vehicles, reduce speed limits, Parking (free, relocated, more, outwith town), Park & Ride, Active travel, more/better paths, better cycling infrastructure, incentives to walk/cycle, guided walks	<b>221</b>
<b>5. Town Enhancement &amp; Amenities and Services</b> - develop and protect parks and green spaces, improve amenities and services (eg. public toilets, health services, library), dog poo measures, litter management, leaves, derelict buildings/land/shops (restore, re-use, housing), street lighting, drains, signage, street cleaning	<b>138</b>

## 6.1 Renewables, Energy Efficiency & Environment

<b>Renewables, Energy Efficiency &amp; Environment</b>	<b>How many times mentioned</b>
Electric, fast car charging points, green transport (buses, cars), car sharing/community rental, electric bikes, bike hire/use	137
Recycling (bins/facilities/services), glass in particular	125
Solar panels, wind turbines/farm, construction methods/materials, heat sources, water (maximise, bottle, refill), heat pumps, ground source heating etc	87
Tree planting, biodiversity, rewilding, wildlife, woodland, hedging	61
Eco-town/hub, environmental sustainability, plans, policies, advice, events, funding/grants	52
Environmental education (children, adults, tourists)	47
Flood risk prevention, loch/burn, river care, sewage	6

### Sample Quotes

"Encourage use of electric buses, particularly tour buses"

"Electric charging facilities required in all car parking areas"

"I would like a glass recycling collection. As a disabled person living on their own, it is almost impossible to get my glass recycled"

"Waste separation bins throughout the town"

"Provide water refill taps. This initiative is being promoted by Scottish Water"

"More use of water power for electric generation"

"Any new homes built to be all electric supplied by windfarms so no carbon footprints"

"Being a pioneer town to transition our mains gas supply to hydrogen"

"Incentives for greener heating/renewable energy locally"

"Utilise the local water source to 'bottle it' and sell to the public as 'Healthy Highland Water' from Pitlochry!!"

"Reduce 'winter lights' by 50%"

"Set up rewilding/tree planting sessions for community to participate in"

"Increase the population of red squirrels in Pitlochry"

"Bin outside space heaters at hospitality venues"

"Develop a strategy to develop Pitlochry's identity as Scotland's Green Town"

"Community renewable energy to generate funds to help older housing to become more energy efficient"

"Work in schools educating children how to live greener. Have talks for adults too"

"An annual Green festival where businesses, makers and clubs showcase how they can make greener solutions"

"The top priority in all decision-making to be ecological"

"Could an Anaerobic Digester commonly owned to take waste such as wasted food, burnable rubbish or agricultural crops be an option worth looking at? The electricity generated could be used by the Community"

"Lake Dunmore needs care, being overcome with reeds etc"

## 6.2 Local Economy, Produce and Skills

Local Economy, Produce and Skills	How many times mentioned
Allotments, sustainable farming, eco community garden, community orchard, market garden, community larder/fridge	78
Refill, reuse, repair shops/facilities, tool library, more environmentally friendly/single use products and packaging	54
Refill, reuse, repair shops/facilities, tool library, more environmentally friendly/single use products and packaging	54
Eat local, shop local, local markets, farm/local produce, affordable food, local incentives	37
Shops/restaurants (better variety, more, independent, pop-up, local needs/affordable), another supermarket	32
New and sustainable/green jobs, reasonable wages, manufacturing, skills building, reduced rates/rent, year-round work, local suppliers/trades, business support, co-working space	23
More eco-businesses/events,	12
Tourism (eco, slow, marketing, tax, sustainable)	9
Digital (better connectivity, skills, lack of)	8

### Sample Quotes

"The sharing of seedlings during the summer encouraged me to start growing my own veg, I think this should be encouraged"

"Communal allotments. Any produce spare could be sold to residents"

“Production of a paper shopping bag that all local businesses could buy with ‘Buy in Pitlochry’ or such like. They could stamp their own business name on it to personalise”

“More farmers’ markets with more local produce”

“A service where you can hire (loan out) tools (tool library)”

“Car boot sales to increase the reuse of items”

“Encourage more upcycling – we see items so often going to the tips which could surely be

re-used but there is no provision for this. The ‘Repair Shop’ project could help in this area”

“Doorstep milk deliveries if possible with returnable bottles”

“Better shops for necessities would cut down on travel by individuals and deliveries”

“The scenery, the wild life, the forestry should provide opportunities to create green jobs”

“Encourage hospitality to be valued, to be a career, to be what Pitlochry does best”

“Control and reduce widespread low paid European/Balken/Asian labour as this will/is creating parallel communities gliding past each other...!”

“Tourists could use the train to tour on bicycles”

“A cable car up Craigower”

“We need to promote slow tourism and make Pitlochry a destination and not just a day out”

### 6.3 Resilient, Cohesive & Active Community

Resilient, Cohesive & Active Community	How many times mentioned
Activities for all age groups, outdoor events/activities, facilities (swimming pool, cinema, community centre/hub, school, soft play)	65
Building capacity, developing people (businesses, voluntary groups, vulnerable community members, learning), listen to young people, childcare	36
Active travel, more/better paths, cycling infrastructure (more/safer), incentives to walk/cycle, guided walks	50
Connecting community groups/people, community events/projects, supporting people in need, investment	30
Affordable housing/rent, restrictions on 2 <sup>nd</sup> home ownership, encourage families/young people to live here	22
Communications (events, town decisions, consultations, news)	22

#### Sample Quotes

"Install outdoor gym equipment down at the rec"

"Better local facilities so that we don't have to drive to Perth"

"More sports and outdoor activities"

"Using facilities that are already here for a wider range of activities"

"More opportunities for multi-generational socialising and learning from each other"

“Campus for PHS to enable children to finish their education in Pitlochry”

“Community wardens/helpers to inform, guide and protect the quality of life and appreciation of the outdoors”

“There's no childcare ongoing for 2022. This affects industries in Pitlochry directly as skillsets are not being used”

“Financial support and a mentoring scheme for fledgling businesses”

“A committee of the under twenty-fives, the future of Pitlochry, could get together and put forward ideas for their town”

“I would like to see Pitlochry getting back to a community centred town and not just catering for passing trade”

“We just need to keep people from leaving”

“Promoting achievable targets for people, whatever age/stage of life e.g. not always accessible/easy for elderly to recycle for example”

“Continue community support group”

“Volunteer to help when a need is spotted”

“People to talk more – to have more say and more to say”

“More community ownership and control”

“Make every bit of information about Pitlochry as easily accessible as it could possibly be and to the widest range of likely enquirers”

“A response team which in times of crisis would be mobilised to assist and support any vulnerable person”

“Initiatives such as yours which keep an 'eye on things and listens to the voices in the community”

#### 6.4 Traffic Management, Transport & Active Travel

Traffic Management, Transport & Active Travel	How many times mentioned
Public transport (better, more, affordable, frequency), reduce and restrict traffic/heavy vehicles, reduce speed limits	101
Parking (free, relocated, more, outwith town), Park & Ride	70
Active travel, more/better paths, cycling infrastructure (more/safer), incentives to walk/cycle, guided walks	50

#### Sample Quotes

"Expand school – less driving to Aberfeldy"

"Better direct buses to Perth avoiding so many cars being used"

"Stop more parents from picking up their kids with the engines running"

"Late evening bus would be great"

"Restrict times for lorries delivering to shops"

"20mph limit for whole town"

"Work with Scotrail to promote train travel/day trips"

"Locate coach parking out of town"

"Better transport services to Perth, times are ridiculous to try and get anywhere for 9am if working there or college for children!"

"Integrated transport options so if you come by train how do you get to other places you want to go to?"

"Incentives such as free bike service lessons"

"Safe mile or two long cycle track for children, providing them to safely learn to ride their bikes"

"Investment in footpaths, cycle lanes and local public transport"

"Add/improve signage for local walks e.g. 'Old Pictish Road'"

"Cycle routes outside Pitlochry are available but not always safely accessible for older people and the very young"

"Consider extending/joining with other communities via off road links"

*"More campaigns to inform people of sustainability/initiatives/provisions by council etc"*

## 6.5 Town Enhancement & Amenities and Services

Town Enhancement & Amenities and Services	How many times mentioned
Green/open spaces (develop, protect, better use of), parks (develop, more), benches, flower beds	47
Amenities and services (public toilets, post office, hospital, library, health services, banking, Information Centre, campervan)	30
Dog poo measures, litter management, leaves	24
Derelict buildings/land/shops (restore, re-use, housing), street lighting, drains, signage, street cleaning	20
Improvements to High Street, historical features, pedestrianisation, pavements (widen, clean, new), road conditions	17

### Sample Quotes

“Development of the field adjacent to the Recreation Ground as a designated and protected community green space merging it with the Recreation Ground”

“Install facilities for motorhomes – they are not going away so let’s embrace them as they do in France”

“More dog poo bins around streets”

“An extension of the dam exhibition to encompass the history of the Highlands and local crafts”

“Atholl Road water fountain as feature in centre of town”