

PH8 Community Matters

Analysis of the responses to the community survey – Final report

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Executive Summary

In Spring 2021, PH8 Community Matters carried out a survey of people living and working in Dunkeld, Birnam and the surrounding rural settlements in the PH8 postcode area. The purpose of the survey was to inform the development of a five-year community action plan. This summary provides an overview of the key findings.

About the survey

The survey contained eight questions inviting anonymous views about (i) what people like most about their area and what they are most concerned about (Questions 1 and 2); (ii) what services, introduced during the Covid-19 pandemic, should be continued, and how the community can recover from the pandemic (Questions 3 and 4); (iii) what would make the community better to live and work in, or visit (Question 5); (iv) the main priorities for action (Questions 6a and 6b); (v) what people's vision is for their community in the future (Question 7); and (vi) what services and local community group people currently use (Question 8).

Most questions in the survey were open questions inviting free text comments. However, Questions 1, 2 and 8 contained an initial closed question (with tick-box options) followed by space for additional comments.

Who replied to the survey?

The survey received 413 responses. However, seven (7) of these were found to be entirely blank. These seven responses were removed and the analysis was based on the remaining 406 responses. This represents a response rate of about 25% of the PH8 population aged 5+. Respondents included 275 people living in Dunkeld and Birnam (68%) and 128 people living 'out of town' (32%). Slightly less than half the respondents (53%) were aged 55 and under, and 43% were aged over 55. Of those who provided information about their gender, there were more women (60%) than men (35%). The vast majority of respondents were white (92%) and heterosexual (84%). Seventy-eight (78) respondents had a disability (i.e. a condition which had lasted, or was expected to last, at least 12 months), and 121 reported they had primary or secondary caring responsibilities (for a child under 18, an older person, or a disabled child or adult).

Summary of the survey findings

There are a number of clear messages in the findings of this survey.

First, people living in the PH8 area have a high level of awareness of their local community *as a community*. This sense of community is valued by those who live there. Respondents to this survey described their community as caring, compassionate, welcoming, pro-active and outward-looking. Respondents often pointed out that the community has proven itself capable of pulling together and working effectively to address big issues that affect the whole community (such as the A9 dualling) and to support its most vulnerable members during times of crisis (such as during the Covid-19 pandemic). The findings of this survey also suggest that people living in the PH8 community have an appetite to do more to make their community even better.

Second, people living in Dunkeld and Birnam and the surrounding rural settlements value the peace and beauty of their local area, the scenery and the natural environment, and their easy access to the outdoors. They consider their local area to be safe; they appreciate the quality of the shops and services; and they like being conveniently located for access (especially through the train service) to the larger towns and cities of Scotland. It was not uncommon for survey respondents to say that these were the things that drew them to live in the area.

However, the third main message of this survey was that the very things that the PH8 community values most are at risk from the things people are most concerned about – i.e. heavy traffic, inadequate parking facilities, poor public transport services, and a lack of affordable housing. Respondents to this survey acknowledged the importance of tourism for some local businesses, but at the same time, there was a desire by local residents to avoid having the area turned into a ‘theme park’. People said they were keen to welcome visitors and they wanted to share their unique and beautiful community with others. However, they also recognised that steps must now be taken to protect the things that make their community so special. To enable this to happen, they see the need for a more strategic approach to visitor management as a matter of urgency.

Other issues which recurred throughout this survey, and which may be slightly less challenging to address, are:

- The need for better (faster, more reliable) broadband services
- The need for better facilities for young people – including (i) indoor sporting facilities (which is currently being addressed), (ii) a range of local organised

activities, and (iii) a safe and convenient space for young people to meet together indoors within the community

- The need to tackle problems of anti-social behaviour around the North Car Park
- Problems of littering, 'dirty-camping' and fly-tipping.

Many of the challenges raised in this survey are not unique to the PH8 community in Scotland. However, what *may be* unique is this community's willingness and ability to work together with energy and determination to tackle these issues.

Key findings from individual questions

What do local people like most about the PH8 area? (Q1)

The survey gave respondents 12 choices and asked them to say which five appealed to them most, and to rank those choices from 1 to 5 (where 1 was the most important). The five things that people rated most highly were:

1. Scenery and natural environment
2. Safe and peaceful place to live
3. Good place to raise a family
4. Strong sense of community
5. Attractive villages, shops and housing.

In addition, the findings showed that, by far, the aspects of the local area **most** valued by people were the **scenery and natural environment**, and the fact that it is a **safe and peaceful place to live**.

What concerns people most about the PH8 area? (Q2)

The survey gave respondents 12 choices and asked them to say which five were of concern to them, and then to rank those choices from 1 to 5 (where 1 was the most concerning in their view). The five things people were most concerned about were:

1. Roads (e.g. traffic, parking, cycling)
2. Housing (e.g. cost, availability, quality)
3. Broadband (access, quality, reliability)
4. Buses / public transport
5. Lack of activities for young people.

Moreover, issues to do with **roads** and **housing** were, by far, the greatest concerns for respondents.

Which Covid-19 services or support should be continued? (Q3)

Respondents expressed the hope that the sense of community spirit and community cohesion which arose spontaneously during the pandemic would continue once the threat of the pandemic receded. There was also a common view that **certain specific services or supports** should continue for the most vulnerable members of the community. Those mentioned most often were: (i) the shopping and home delivery services, (ii) the Food Bank (including the pet food bank) and Food Larder, and (iii) the hot meals services.

How can the community build back greener and stronger? (Q4)

People's responses to this question included multiple suggestions on a wide range of topics. However, the main recurring themes related to: (i) reducing the volume of traffic coming through the centre of Dunkeld (and especially heavy-goods traffic), (ii) improving public transport (through additional or more frequent rail and bus services), (iii) providing better / additional parking facilities, (iv) improving road safety (by reducing speed limits in the villages and addressing the problems of the A9 junctions), and (v) giving greater priority to pedestrians and cyclists. Other recurring suggestions included: organising community events and gatherings; and continuing to develop and support volunteering opportunities.

What would make the PH8 community better to live and work in, or visit? (Q5)

Once again, survey respondents often made multiple suggestions in response to this question, and these were linked to the concerns that people had identified at Question 2 (above). Specifically, respondents thought the following issues needed to be addressed to make the PH8 community a better place to live in, work in or visit: (i) roads (including traffic, parking and road safety); (ii) public transport; (iii) housing (in particular the need for affordable housing and better options for renting); (iv) local shops (including in the rural areas surrounding Dunkeld and Birnam) and other local facilities (especially for sport and recreation); (v) activities / spaces for children and young people; and (vi) broadband (and specifically, the need for fast, reliable broadband). Other suggestions related to the need to address anti-social behaviour in and around the North Car Park, the need to protect and maintain the local environment, and the need to deal with the (negative) impacts of tourism more generally in the area.

What are people's main priorities? (Q6a and Q6b)

Not surprisingly, given the views already expressed, people's main priorities for action were in relation to (i) roads (including traffic, parking, speeding and road safety); (ii) provision of sport, leisure and recreation facilities; (iii) housing; (iv) public transport; (v) local shops; (vi) broadband; (vii) litter; and (viii) providing opportunities for social interaction and community cohesion. Taking action as a community to address climate change was also seen as an important priority.

What is people's vision for the future of the PH8 community? (Q7)

Respondents' descriptions of their vision for their future community were often detailed and complex. However, the responses could be grouped around eleven main themes, with many respondents referring to multiple themes. The **five most common themes** were:

- (1) Clean, green, beautiful, unpolluted, peaceful, sustainable, environmentally aware – mentioned by around half of respondents
- (2) Emphasis on community and community decision-making, and having an active, inclusive and caring community – mentioned by around a quarter of respondents
- (3) Accessible and connected (in terms of housing, transport, living costs, technology and links to other places) – mentioned by around a quarter of respondents
- (4) Welcoming, friendly, diverse, multi-cultural and outward-looking – mentioned by slightly more than a fifth of respondents
- (5) Emphasis on good quality (and a good mix of) local shops, services and facilities – mentioned by slightly more than a fifth of respondents.

Which services do people use? (Q8)

Among those who replied to this question, by far, the largest number (62%) said they were using services (or were involved in groups) relating to arts, music or heritage. Large numbers of respondents also reported using or participating in sports / recreation clubs (36%) and / or community growing initiatives (32%).

Conclusions

The findings of this survey indicate that the things people in the PH8 community value most (i.e. a sense of community, beautiful scenery, natural environment, peace, quiet and safety) are at risk from the things they are most concerned about (including heavy traffic, inadequate parking facilities, poor public transport services,

and a lack of affordable housing). Respondents to this survey wanted steps to be taken as a matter of urgency to safeguard and enhance the things that make their community so special.

1. Introduction

PH8 Community Matters is a project which developed from the PH8 Coronavirus Action Group in the PH8 postcode area. The project steering group consists of people living and working in Dunkeld and Birnam and their surrounding rural communities of Amulree, Butterstone, Dalguise, Inver and Trochry and nearby smaller settlements.

In Spring 2021, PH8 Community Matters began work to develop a community action plan for the PH8 area. This involved a community survey, focus groups, interviews and feedback from community events. Funding to develop the action plan was provided by Dunkeld & Birnam Community Council, Perth & Kinross Council, the Leader Fund, PH8 Covid Fund and the SSE Griffin & Calliachar Community Fund.

The five-year plan will be used to guide decision-making by the local community council and support representations to Perth & Kinross Council. It will also provide an evidence base to support the development of future funding applications.

This report presents an analysis of the responses to the community survey.

1.1 About the PH8 community survey

The community survey provided an opportunity for people who live and work in the PH8 area to think about what their community needs and how best to shape their community for the future. The survey contained eight main questions inviting anonymous views about:

- What people like most about their area and what they are most concerned about (Questions 1 and 2)
- What services, introduced during the Covid-19 pandemic, should be continued, and how the community can recover from the pandemic (Questions 3 and 4)
- What would make the community better to live in, work in, or visit (Question 5)
- The main priorities for action – a small thing (Question 6a) and a big thing (Question 6b)
- What people's vision is for their community in the future (Question 7)
- What services and local community groups people use (Question 8)

Most of the questions in the survey were open questions inviting free text comments. However, Questions 1, 2 and 8 contained an initial closed question (with tick-box options) followed by space for additional comments.

The survey also included a series of closed questions to gather information about the demographic characteristics of the respondents. Survey respondents were invited to enter their name into a prize draw to win up to £100 in gift vouchers for local shops. However, the names of any individuals who wished to enter the prize draw were removed before the survey data was passed to an independent researcher for analysis.

The survey was administered online using Alchemer, and paper copies were also distributed to households throughout the community and made available through the Bridge magazine. Paper copies were collected by volunteers, and respondents could also drop their completed surveys into boxes at key locations throughout the community. The responses to paper copies were entered into Alchemer by members of the steering group and the two 'Community Connectors' employed by the steering group to assist with the action planning process.

The survey was launched in March 2021 and closed at the end of May. Altogether, it received 413 responses. Further information about the survey responses and respondents is given in Chapter 2.

1.2 Analysis of the survey responses

A frequency analysis was undertaken of all the closed questions and qualitative analysis was carried out to identify the range of views and the main themes in respondents' comments.

Questions 1 and 2 asked respondents to **rank** their responses. That is, in Question 1, respondents were asked to select five of the 12 tick-box choices offered and to rank them 1 to 5, with 1 being the most important. Similarly, in Question 2, respondents were asked to choose five of the 12 tick-box items listed and to rank them 1 to 5, with 1 being the most concerning.

The analysis of these questions involved assigning a weight to respondents' choices, and then calculating a weighted score for each of the 12 options listed. So, for example, in Question 1, if a respondent entered a '1' next to 'attractive villages, shops and housing, this was given a weight of 5; if they entered a '2' next to 'heritage

and history', this was given a weight of 4; and so on. The weighted scores were then added together to arrive at an overall weighted score for each of the 12 options.

A small number of respondents who completed a paper copy of the survey did not **rank** their responses to Questions 1 and 2, but instead simply ticked five of the boxes. These responses have been included in the analysis but are reported separately in Chapters 3 and 4.

2. Description of the responses and the respondents

This chapter presents a summary of information about the responses to the survey and the people who took part.

2.1 Number of responses received and number included in the analysis

As mentioned in Chapter 1, the PH8 community survey was administered online (through Alchemer) and by paper. The survey received a total 413 responses. Of these, seven submitted through Alchemer were found to be entirely blank.¹ These seven responses were removed and the analysis presented here is based on the remaining 406 responses.



The population of the PH8 area is currently estimated to be around 1,900 (approximately 1,400 in the settlement of Dunkeld and Birnam and approximately 500 in the surrounding rural areas).² Therefore, 406 responses represent roughly 21% of the total population. However, this response rate does not take into account that the survey was only open to residents aged 5 and over, and that some respondents submitted views on behalf of entire households. Thus, the actual response rate for the survey is likely to be nearer to 25% of the population aged 5+.

2.2 Where the respondents came from

Respondents to the survey were asked to provide their postcode. This was to enable comparative analysis to be undertaken on a geographical basis – to determine if certain issues are more or less important to people living in different areas of PH8.

¹ In three of these, the respondent answered one or more of the demographic questions at the end of the questionnaire but did not answer any other questions.

² The National Records of Scotland [mid-2016 population estimate for Dunkeld and Birnam](#) was **1,330**. However, a November 2017 report by Perth & Kinross Council ([Dunkeld and Birnam Infrastructure Report: Working document](#)) estimates the population of Dunkeld and Birnam as **1,449**.

On the basis of their postcodes, respondents were grouped into one of two categories: (i) Town respondents and (ii) Out-of-town respondents. Sub-groups within these two main categories were as follows:

- **Town respondents** included those living in Dunkeld, Birnam and the outskirts of Dunkeld
- **Out-of-town respondents** included those living in, or in the rural areas surrounding (i) Amulree, (ii) Butterstone, (iii) Inver and Dalguise, (iv) Trochry, (v) the area between Dunkeld and Caputh, and (vi) areas outside of PH8.

Altogether, 403 of the total 406 respondents provided their postcode. Table 2.1 shows a breakdown of the responses. Just over two-thirds of respondents (68%) lived in Birnam, Dunkeld or the outskirts of Dunkeld — with twice as many responses from Birnam as compared with Dunkeld. A third of respondents (32%) lived in the surrounding rural areas. As the number of respondents in the out-of-town sub-groups was small, any comparative analysis based on geography focuses primarily on comparisons between town and out-of-town respondents, although occasionally reference will be made to comments received from individuals in the smaller settlements.

Annex 1 provides further details of the categorisation of respondents' postcodes.

Table 2.1: Respondents' area of residence

Area of residence	Number of responses received	% of total responses received
<ul style="list-style-type: none"> • Birnam (189) • Dunkeld (76) • Dunkeld outskirts (10) 		
Total, Town Residents	275	68%
<ul style="list-style-type: none"> • Inver / Dalguise and surrounding area (36) • Amulree and surrounding area (35) • Trochry and surrounding area (32) • Butterstone and surrounding areas (18) • Dunkeld to Caputh (5) • Outside PH8 (Tressait / Balinluig) (2) 		
Total, Out-of-town Residents	128	32%
Total, all respondents	403	100%

2.3 Respondents' other demographic characteristics

The survey included six questions inviting respondents to provide information about their (i) age, (ii) gender, (iii) sexual orientation, (iv) ethnicity, (v) whether they have a disability³ and (vi) whether they have caring responsibilities. This information was requested to better understand people's responses to the survey, and to see if there were differences in views among different groups.

Not all respondents answered these questions; and those who did, did not necessarily answer all six questions.

Age of respondents

Respondents were asked to indicate which age band they were in. Altogether, 403 people answered this question. Table 2.2 shows that slightly less than half (53%) were aged 55 and under, and 43% were aged over 55.

Table 2.2: What age band are you in?

Age range	n	%
Under 25	47	12%
25 to 45	96	24%
46 to 55	67	17%
56 to 69	104	26%
70 and over	68	17%
Prefer not to say	21	5%
Total*	403	100%

* Percentages may not total 100% due to rounding.

Respondent gender

Respondents were asked how they would identify their gender. Table 2.3 shows a breakdown of the responses. Of the 381 people who replied to this question, three-fifths (60%) identified as female and just over a third (35%) identified as male.

Table 2.3: How would you identify your gender?

Gender	n	%
Female	228	60%
Male	132	35%
Female and male*	4	1%
Prefer not to say	17	4%
Total	381	100%

* Four surveys were completed by people who ticked both male and female in response to this question, suggesting that these surveys may have been joint responses from four couples.

³ Defined as a condition which has lasted, or is expected to last, at least 12 months.

Respondent sexual orientation

Respondents were asked to indicate their sexual orientation (*‘how they think of themselves’*). Table 2.4 shows a breakdown of the responses. Of the 374 people who replied to this question, the vast majority (84%) identified as heterosexual / straight.

Table 2.4: Which of the following best describes how you think of yourself?

Sexual orientation	n	%
Heterosexual/Straight	314	84%
Gay/Lesbian	8	2%
Bisexual	7	2%
Other (including pansexual)	5	1%
Prefer not to say	40	11%
Total	374	100%

Respondent ethnicity

Respondents were asked to indicate their ethnicity. Four categories were offered: (i) Asian / Asian British, (ii) Black / African / Caribbean / Black British, (iii) Mixed / multiple ethnic groups, and (iv) White. Sub-categories within each of the four main categories were also offered. Table 2.5 shows a breakdown of respondents, by ethnicity. Of the 375 respondents who answered this question, the vast majority (92%) identified as White. Within this group, just over half (55%) identified as Scottish.

Table 2.5: What is your ethnicity

Ethnicity	n	%
White	345	92%
Non-white or mixed	7	2%
Prefer not to say	23	6%
Total	375	100%

Respondent disability

Respondents were asked to indicate if they had any condition which has lasted, or is expected to last, at least 12 months. Respondents could tick one or more of the following types of disabilities: (i) cognitive or learning disabilities, (ii) hearing impaired / deaf, (iii) mental health condition, (iv) physical disabilities, (v) visual impairment, (vi) other long-term / chronic condition, or (vii) other disability. This question was answered by 119 respondents – just over a quarter (29%) of all the respondents to the survey. Of these, two specifically said they did not have a disability. However, 78 said they had one or more of the conditions listed. See Table 2.6 below.

Most of this group reported having a mental health condition (18 out of 78), a hearing impairment (17 out of 78), or some other long-term / chronic condition (35 out of 78). Most respondents who said they had a disability (66 out of 78) said that they had just one condition. However, 12 people said they had two or more such conditions.

Table 2.6: Do you have any condition which has lasted, or is expected to last, at least 12 months?

Disability status	n	%
Has a disability	78	66%
Does not have a disability	2	2%
Prefer not to say	39	33%
Total*	119	100%

* Percentages may not total 100% due to rounding.

Around two-thirds of those with a disability (48 out of 78) were aged over 55.

Respondents' caring responsibilities

Finally, respondents were asked if they had any caring responsibilities – specifically, for children under 18, disabled children, a disabled adult, or an older person.

Respondents were also asked to indicate if they were a primary or secondary carer.

Table 2.7 shows a breakdown of 121 respondents who reported having caring responsibilities. Just under two-thirds (64%) said they were the primary carer of a child or children under 18, and 13 respondents said they were the primary carer of an older person.

Eight of the individuals who replied to this question said they were caring for more than one type of vulnerable person – for example, a child under 18 and a disabled child, or a child and an older person.

Among those respondents who said they had caring responsibilities, three-quarters (75%) were women and half (48%) were aged 25 to 45.

Table 2.7: Do you have caring responsibilities?

Caring responsibility	n	%
Primary carer of a child/children (under 18)	78	64%
Secondary carer (another person carries out the main caring role)	17	14%
Primary carer of an older person	13	11%
Primary carer of a disabled adult 18+ OR a disabled child	5	4%
Carer of more than one type of vulnerable person	8	7%
Total	121	100%

3. What do local people like most about the PH8 area? (Q1)

Question 1 asked people what they like most about the PH8 area. This was a two-part question. In the first part of the question, respondents were given 12 choices and asked to say which five appealed to them, and then to rank those choices from 1 to 5 (where 1 was the most important to them). In the second part of the question, respondents were asked to list anything else that they liked about the PH8 area (other than the suggestions offered) and / or to provide more detail about the choices they made in the first part of the question.

What do you like most about the PH8 area?

- Attractive villages, shops and housing
- Activities for young people
- Cultural activities and opportunities
- Educational and childcare opportunities
- Good place to raise a family
- Good range and standard of services
- Heritage and history
- Safe and peaceful place to live
- Scenery and natural environment
- Sports & recreation facilities
- Strong sense of community
- Transport links

3.1 Ranked responses

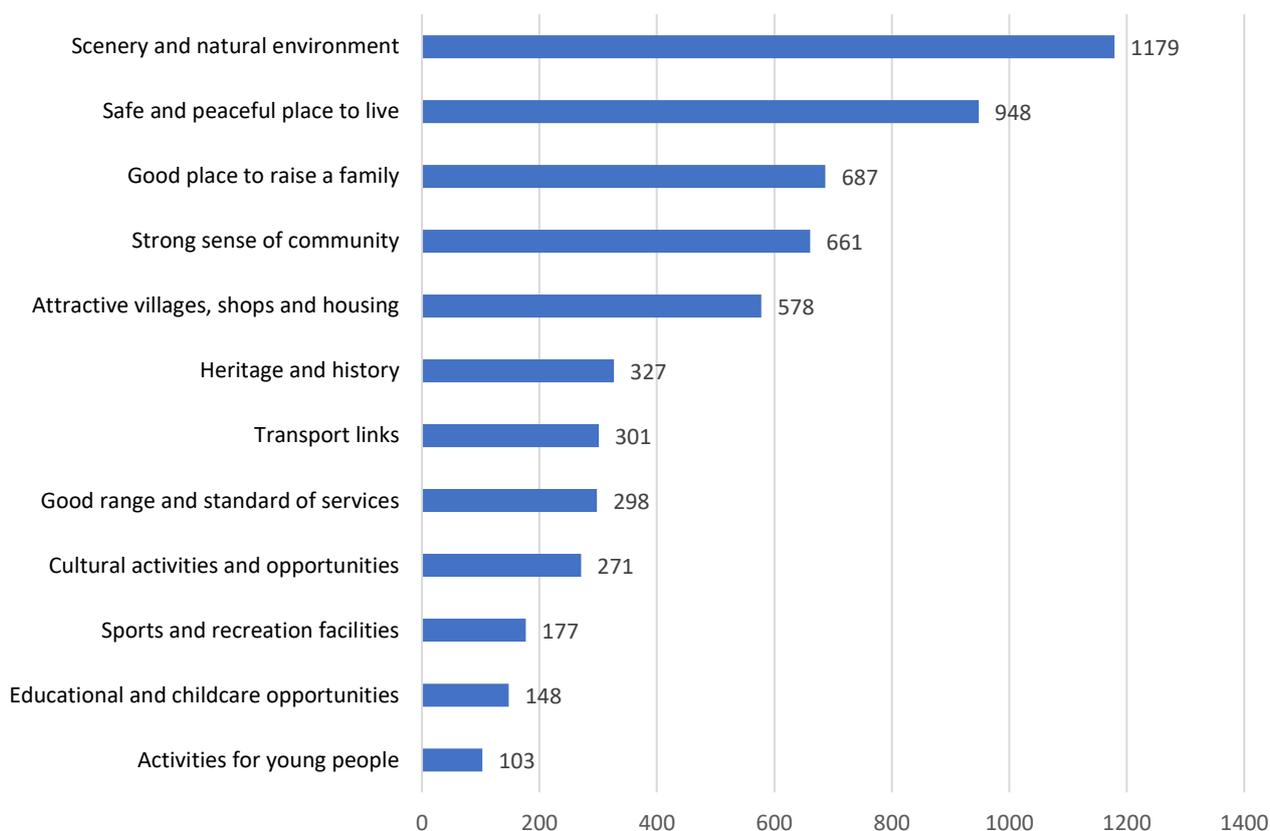
As discussed in Chapter 1, the analysis of the first part of the question involved assigning a weight to respondents' choices, and then calculating a weighted score for each of the 12 options listed. So, for example, if a respondent entered a '1' next to 'attractive villages, shops and housing, this was given a weight of 5; if they entered a '2' next to 'heritage and history', this was given a weight of 4; and so on. The weighted scores were then added together to arrive at an overall weighted score for each of the 12 options.

The findings are presented in Figure 3.1 on the next page.

The findings indicated that the five things about their local area that the respondents to this survey rated most highly were:

1. Scenery and natural environment (total score=1,179)
2. Safe and peaceful place to live (total score=948)
3. Good place to raise a family (total score=687)
4. Strong sense of community (total score=661)
5. Attractive villages, shops and housing (total score=578).

Figure 3.1: What do you like most about the PH8 area? (Weighted scores)



In addition, the findings showed that, by far, the two qualities about the local area **most** valued by people were the scenery and natural environment, and the fact that it is a safe and peaceful place to live.

3.2 Unranked responses

Seventeen respondents who completed paper copies of the survey did not rank their responses at Question 1. Instead, these individuals simply ticked the boxes for the things they liked about the PH8 area.⁴

The views expressed by this small group were similar in many respects to the views presented in Figure 3.1 above. Specifically, the ‘top-5’ things they liked most about the PH8 area were: (i) that it was a safe and peaceful place to live (13 out of 17), (ii) the scenery and natural environment (12 out of 17), (iii) the attractive villages, shops and housing (11 out of 17), (iv) that it was a good place to raise a family (10 out of 17)

⁴ Among these respondents, 14 provided information about their age – all but one of this group was aged 56-years-old and over. Thirteen of this group provided information about their gender – the group was fairly evenly split between men and women.

and (v) the strong sense of community (9 out of 17). (See Annex B, Figure B.1 for details.)

3.3 Additional views

Space was provided at Question 1 for respondents to list anything else (beyond those already listed) which they liked about the area and / or to add further detail to their choices. Altogether, 142 respondents provided further comments and it is worth noting that it was relatively common for people to say that 'all of the above' were the things they liked about living in the PH8 area. However, most respondents provided further details, and a brief summary of the main topics raised are provided below.

- **The scenery and natural environment** – Around a third of respondents who commented at Question 1 raised this topic. This group repeatedly highlighted the beauty of the area, saying that it was part of what makes the PH8 community unique in Scotland, and gives residents a sense of pride in living in the area. Some highlighted specific aspects of the local environment that they appreciated, including the parks, walks, the peace and quiet, the air quality and purity of the local waterways, the variety of flora and fauna, and the ease of accessing the outdoors for a range of pursuits (climbing, cycling, walking, running, swimming, etc.). Others emphasised the importance (in their view) of protecting the local environment, whilst also sharing it with others.
- **The sense of community** – Around a quarter of respondents who commented at Question 1 raised this topic. This group pointed to local community events, community groups and social opportunities which they appreciated. Some praised the sense of community, describing it as 'strong', 'compassionate', 'vibrant', 'inclusive', 'friendly', 'proactive', 'caring' (particularly in relation to its most vulnerable members), 'thriving', 'diverse' and 'well-rounded'. There was a view that the relatively small size of the local population helped to create this sense of community and that care would need to be taken not to allow this to be harmed through over-development.
- **Shops, local services and other amenities** – Around a fifth respondents who commented at Question 1 raised this topic. This group appreciated the convenience of access to 'excellent' shops and services. Most often, they praised the healthcare (including pharmacy and dentistry) services and schools. Some also pointed to the post office, hardware store, butcher, baker, deli and other food shops, cafes and pubs, and the Birnam Institute.

- **Local transport services** – Around one in ten respondents who commented at Question 1 raised this topic. This group appreciated the local area’s good transport links – the train line, especially, but also to a less extent, bus services and roads. (However, note that some respondents specifically stated that they valued the proximity of the train line but did **not** like being so close to the A9. Note also, that respondents were more likely to raise concerns – at Question 2 – about public transport services than to identify public transport as a positive aspect of the local area.)
- **Location** – Around one in ten respondents who commented at Question 1 raised this topic. This group repeatedly highlighted the ‘central location’ of the area, suggesting that Dunkeld and Birnam were ‘perfectly located’ for ease of access to the rest of Scotland. The importance of convenient access to Perth, Blairgowrie, Dundee, Pitlochry and the major airports were especially noted.

4. What concerns local people about the PH8 area? (Q2)

This chapter discusses the responses to Question 2. Question 2 asked people what concerns them most about the PH8 area. This was a two-part question. In the first part of the question, respondents were given 12 choices and asked to say which five were of concern to them, and then to rank those choices from 1 to 5 (where 1 was the most concerning in their view). In the second part of the question, respondents were asked to list anything else that they were concerned about in the PH8 area (other than the suggestions listed) and / or to provide more detail about the choices they made in the first part of the question.

What concerns you most about the PH8 area?

- Broadband (access, quality, reliability)
- Buses / public transport
- Crime / safety
- Education and childcare provision
- Employment opportunities
- Health and social care (for vulnerable people)
- Housing (e.g. cost, availability, quality)
- Lack of activities for young people
- Opportunities for business development
- Pollution / environment
- Roads (e.g. traffic, parking, cycling)
- Social isolation

4.1 Ranked responses

Once again, the analysis of the first part of the question involved assigning a weight to respondents' choices, and then calculating a weighted score for each of the 12 options listed, as discussed in Chapter 1. The findings are presented in Figure 4.1 on the next page.

The findings indicated that the five things that the respondents to this survey were most concerned about in their local area were:

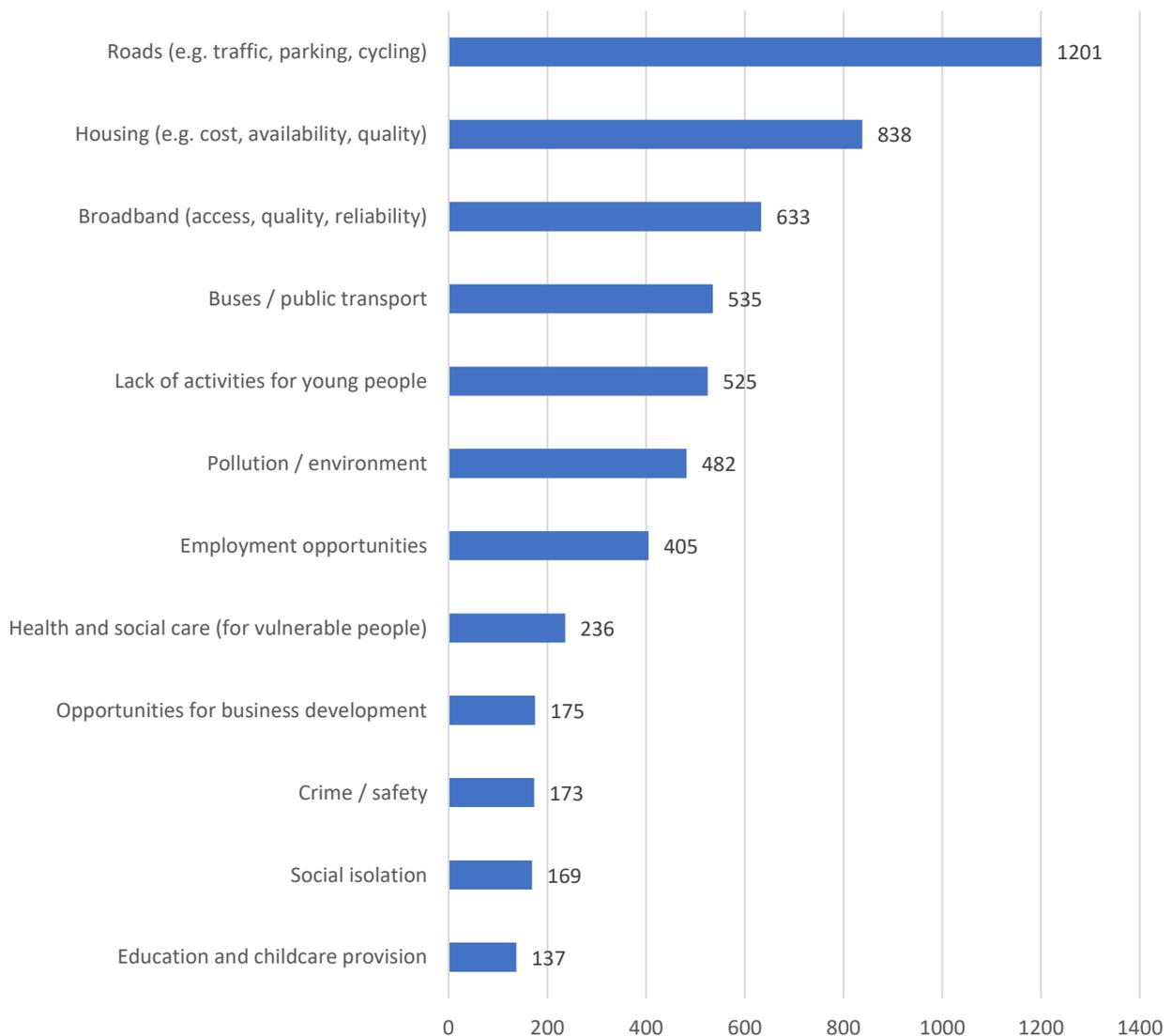
1. Roads (e.g. traffic, parking, cycling) (weighted score=1,201)
2. Housing (e.g. cost, availability, quality) (weighted score=838)
3. Broadband (access, quality, reliability) (weighted score=633)
4. Buses / public transport (weighted score=535)
5. Lack of activities for young people (weighted score=525).

Moreover, issues to do with roads (including traffic, parking and cycling) and housing (including the cost, availability and quality of local housing) were, by far, the two greatest concerns for the people. It is also worth noting that people living outside the two main villages were only slightly less likely than those living in Dunkeld and

Birnam to rank ‘roads’ and ‘housing’ as significant concerns – suggesting that these issues were concerns not only for people living in the towns, but also for those living in the surrounding rural communities.

By contrast, there was less concern among the respondents to this survey about issues relating to business development opportunities, crime and safety, social isolation, or education and childcare provision.

Figure 4.1: What concerns you most about the PH8 area? (Weighted scores)



4.2 Unranked responses

Thirteen respondents who completed paper copies of the survey did not rank their responses at Question 2. Instead, these individuals simply ticked the boxes for the things they were most concerned about in the PH8 area.⁵

Once again (as with Question 1), the responses from this small group are similar to those presented in Figure 4.1 above – with the same ‘top-5’ concerns identified, although the small sample size means that issues were not prioritised in exactly the same order.

For this group, the ‘top-5’ most concerning issues in their area were: (i) housing (cost, availability and quality) (10 out of 13), (ii) road (traffic, parking and cycling) (8 out of 13), (iii) the lack of activities for young people (6 out of 13), (iv) buses / public transport (5 out of 13), and (v) broadband (access, quality and reliability) (5 out of 13). (See Annex B, Figure B.2 for details.)

4.3 Additional views

Space was provided at Question 2 for respondents to list anything else (beyond those already listed) which they felt concerned about and / or to add further detail to their choices. Altogether, 205 people commented, and the frequency with which certain topics were raised largely reflects the findings shown in Figure 4.1 above – i.e. respondents were most likely to discuss their concerns relating to roads, housing, broadband, public transport and activities for young people. Many of these same topics were also raised repeatedly and in considerable detail in respondents’ comments at subsequent questions in the survey and therefore, here, we provide a very short summary of some of the topics raised at Question 2 without providing additional detail.

- **Roads** (including issues relating to traffic, parking, road safety, road maintenance, and concerns about the safety and plans for dualling the A9)
- **Housing** (including issues relating to a lack of affordable accommodation for young people and young families and a lack of good quality rented accommodation)

⁵ Among these respondents, 10 provided information about their age – all but one were aged 56-year-old and older. In addition, nine provided information about their gender – the group were fairly evenly split between men and woman.

- **Broadband and mobile phone services** (including problems with speed and availability)
- **Public transportation** (including issues relating to the accessibility to trains for older / less mobile people, and infrequent / poor quality bus services)
- **Facilities for young people** (including a lack of clubs and organised indoor activities for local teenagers, and lack of local wrap-around childcare provision)

Other issues raised frequently by those who commented at Question 2 were concerns about the current (perceived) **lack of strategy with regard to visitor management** – linked to concerns about the impact of visitors on the roads, traffic, parking and environment as well as anti-social behaviour – and concerns about **litter and fly-tipping**.

5. Planning for post-Covid community action (Q3 and Q4)

This chapter discusses the responses to Questions 3 and 4. These questions focused on actions the PH8 community could take as it emerges from Covid-19 pandemic.

Individuals and businesses in Dunkeld, Birnam and the surrounding areas responded to the Covid-19 emergency by working together to ensure that the most vulnerable members of the community (including those who were shielding and those suffering economic hardship) were supported. A range of services and supports were put in place – including a food bank and food larder, a shopping and delivery service, and a hot meals service – all provided by volunteers and / or local shops. Certain changes were also put in place to enable social distancing. For example, a one-way system was put in place for pedestrians on the Telford Bridge.

Question 3 asked survey respondents if any of the services or supports introduced since Covid should be continued once the pandemic is over. Question 4 asked respondents how they would like to see the community build back greener and stronger following the pandemic.

5.1 Continuing services or support introduced in the pandemic (Q3)

Question 3 asked: *‘Are there any localised services or support introduced since Covid that you would like to see continue beyond the pandemic?’* Altogether, 229 people answered this question. Of these, 175 (76%) were residents of Dunkeld and Birnam, and 51 (22%) were residents of the rural areas surrounding Dunkeld and Birnam.

Nineteen (19) respondents made comments such as *‘No’* or *‘None’*, and a further 14 (nearly all of whom lived in Dunkeld or Birnam) said that they had not been aware of any such services or support.

The analysis here is therefore based on the views of 196 respondents who made more substantive comments. Among this group, there was a recurring view that the local community had pulled together well during the pandemic. A well-coordinated network of volunteers supporting local people was seen to be the evidence of this. Respondents often expressed the hope that the sense of community spirit and community cohesion which arose spontaneously during the pandemic would continue once the threat of the pandemic receded.

Specific services / supports that should continue

Respondents often suggested – in a general way – that the care and support offered to older, vulnerable or lonely members of the community during the pandemic should continue.

There was also a common view that **certain specific services**, which had been introduced during the pandemic for vulnerable or isolated members of the community should continue. The services mentioned **most often** were: (i) the shopping and home delivery services (including deliveries from the pharmacy and the Co-op, and deliveries of groceries and bread); (ii) the Food Bank (including the pet food bank) and Food Larder, and (iii) the hot meal services. Respondents thought the following groups in the community should benefit from these services: older people, disabled people, people who are unwell, people who live alone, parents with small children, and people facing economic hardship.

Some respondents suggested that such services should continue ‘if there is a continuing demand’ for them. However, others (mainly older members of the community) said that they personally would value the continued availability of certain services (particularly the shopping and delivery services).

Informal supports and / or other changes that should continue

It was relatively common for respondent to also suggest that certain types of informal supports, which sprung up during the pandemic, should continue. These included: (i) informal support networks and befriending activities, and (ii) support from – and for – local shops.

Respondents highlighted a small number of other changes or services which had been introduced during the Covid-19 pandemic which they wanted to see continue. However, these were raised by a relatively small number of respondents:

- The one-way system on the Telford Bridge – however, there was a recurring view that the system needs to be reversed so that pedestrians were directed to walk facing the traffic. There was also a view that improved signage was needed.
- Delivery of Bridge magazine – the abbreviated version of the Bridge was seen to be helpful for keeping members of the community informed
- Hand sanitiser in shops and businesses
- Online worship services

- Local hardship fund for those in need
- Telephone consultations with doctors (with the option for a face-to-face appointment)
- The reduced mowing of grass areas (which allowed greater biodiversity to thrive)
- Activities for children
- The **lack** of public toilets.

5.2 Building back greener and stronger (Q4)

Question 4 asked: *‘As we emerge from the Covid-19 pandemic, how would you like to see the community build back greener and stronger?’* Altogether, 283 respondents answered this question. Of these, 202 (72%) lived in Dunkeld and Birnam and 79 (28%) lived in the rural areas surrounding Dunkeld and Birnam. Most people made multiple suggestions on a wide range of topics in their responses to this question. However, by far, the main recurring themes in the comments related to:

- Reducing the volume of traffic coming through the centre of Dunkeld (and especially heavy-goods traffic)
- Improving public transport (through additional or more frequent rail and bus services and links)
- Providing better parking facilities
- Improving road safety (including through a reduction in the speed limit in the villages and by addressing the problems of the A9 junctions) and
- Giving greater priority to pedestrians and cyclists through traffic calming measures and improvements to pavements and cycle ways.

These traffic- and transport-related issues were as likely to be raised by people living in the rural areas outside of Dunkeld and Birnam as by people living in town. In addition, the suggestions made in relation to these topics at Question 4 overlapped to a large extent with suggestions also made in response to Questions 5, 6a and 6b (see Chapters 6 and 7). To avoid repetition, such suggestions will be discussed once in Chapter 7 only.

Other suggestions made at Question 4 were also sometimes made in response to later questions (Questions 5, 6a and 6b in particular). However, suggestions which appeared mainly in response to Question 4, but not other questions, included:

- **The organisation of community events and ‘gatherings’** (e.g. concerts, plays, fairs / markets, community walks, orchard days, lunch clubs, tai chi, a community litter-pick, fitness ‘boot camps’, or a ceilidh): Respondents suggested a range of events to bring together people of all ages in the PH8 community. People did not necessarily feel these needed to be large events; more frequent smaller events were also advocated, and outdoor events were highlighted most often. One recurring suggestion was that there should be a community ‘party’ or ‘festival’ to celebrate the end of the Covid-19 pandemic. There were also suggestions to provide more outdoor seating in the villages.
- **Continuing to develop / support volunteering opportunities:** There were a range of suggestions which focused on organising volunteering efforts. These included developing a ‘time bank’, establishing a ‘buddy scheme’ between young people and care home residents, and having official ‘volunteer days’ to improve the local community.

In relation to both these suggestions, the purpose was seen to be to promote interaction between people of all ages and between different groups in the community – and to continue to promote community cohesion.

Other frequent suggestions of how the community could build back greener and stronger included:

- **Supporting local shops and services:** Respondents suggested it was important for local people to support the local shops – and particularly those that were unable to open their doors during much of the pandemic. There were repeated calls for a ‘shop local’ campaign – one suggestion was to create a ‘local card’ or vouchers that could only be spent in local shops. However, at the same time, respondents also wanted local shops to be more affordable (‘priced with locals in mind, as well as tourists’) and to offer greater variety. There was also a call for greater availability of local produce – including a community game larder and community butchering service – within local shops.
- **Developing recreation and leisure pursuits:** There were repeated calls for steps to be taken to better promote walking and cycling in the PH8 area – not only for local residents but also for visitors. Related to this, respondents frequently said

that they wanted to see more – and better – foot paths and cycle ways. As mentioned above, such suggestions will be discussed in Chapter 7. Other suggestions, made less often, were that there was a need for: (i) a map (for tourists) of the town centre and local shops, (ii) maps of local walks and their duration, (iii) greater investment in sport and recreation facilities and (iv) an outdoor covered space to hold group exercise classes.

- **Taking steps to protect and maintain the natural and built environments:** Another relatively common theme in the comments at Question 4 was that respondents wanted to see greater care taken of the local environment. This included both the natural and built environments. There were calls for more flowers and hanging baskets in the town (above shops and along the Telford Bridge), and for more engagement with local landowners to encourage them to plant native trees (rather than commercial forestry). Litter – and specifically the need to tackle it – was a recurring topic at Question 4 and elsewhere across the survey. Various suggestions were made. People wanted to see more waste bins available in public places and on local walks, a ban on plastic dog poo bags, the employment of dog wardens with powers to fine people for not binning dog waste properly, CCTV in strategic places to prevent fly tipping, tougher control of ‘dirty camping’, and the creation of a local volunteer litter picking group. Less often, respondents highlighted concerns about local flooding (and the need to improve flood defences) and uncontrolled deer populations. They also advocated wildlife tunnels (under the A9, specifically), and support for increasing local biodiversity.
- **Building back greener:** Respondents made a wide variety of suggestions about how to ‘build back greener’ – for example, by reducing waste, developing clean community-based sources of energy, and developing a more circular economy in the local area. Specific examples included: (i) providing better recycling facilities and more recycling points, (ii) developing buy/swap/sell opportunities (but not on Facebook), (iii) reducing single-use plastic packaging in local shops and providing more ‘refill’-style shops (the development of a zero-waste shopping zone or a ‘plastic-free village’ was suggested), (iv) growing more food locally (and encouraging people, especially young people, to engage with local growing initiatives including the Field and the Orchard), (v) helping local people to better insulate their homes, (vi) developing a large-scale community energy project (e.g. local solar farm, hydro scheme or heat recovery from river) to generate electricity, (vii) providing access to affordable electric vehicles, and (viii)

resuming the local 'climate café'. There was also a suggestion that the local area could develop its own 'Vision for 2030', with some bold ambitions.

- **Addressing inequality in housing:** The issue of housing – and affordable housing, in particular – was a less common theme at Question 4 but was a recurring theme elsewhere across the survey. In general, those who raised the topic of housing at Question 4 saw the provision of affordable housing as a way of encouraging greater community cohesion, reducing inequalities in housing (i.e. related to high rents for poor-quality housing), and providing for the needs of young families who live locally. Respondents repeatedly expressed a desire to find ways of discouraging or actively deterring the purchase of local properties as second homes.

Other issues mentioned occasionally at Question 4 illustrated a tension within the community between a desire to be less reliant on tourism on the one hand, and the desire to develop the tourism economy more sustainably on the other. Some respondents thought there was a need to develop local employment opportunities outside the retail, hospitality, and leisure industries. There were concerns voiced among this group that the local economy is too reliant on tourists / visitors and / or is too seasonal in nature. There were calls for a greater focus on developing manufacturing and administrative jobs, or social enterprises. The creation of a co-working space or office 'hub' – to support more local working – was also suggested.

However, this view was in contrast to suggestions made by other respondents that efforts should be focused on improving the local infrastructure for tourism – specifically related to parking and camping – so that this can be encouraged in a more sustainable way.

Finally, there was also a view, expressed occasionally, that locally-based services run by the community for the community should be encouraged (and created) – and that greater use could also be made of community-owned land and facilities.

6. Making the community better (Q5)

Question 5 asked: ‘*What would make our community better to live in, work in, or visit?*’ This was an open question and respondents were invited to provide free-text comments.

Altogether, 310 people answered this question. Of these, 219 (71%) lived in Dunkeld and Birnam, and 89 (29%) lived in the rural areas surrounding Dunkeld and Birnam. As with Question 4, people who commented at Question 5 often made multiple suggestions, and these were broadly aligned to the concerns that people had identified at Question 2 (see Chapter 4). Specifically, respondents highlighted the following key issues which would need to be addressed to make the PH8 area better to live in, work in and visit:

- Roads (including traffic, parking and road safety)
- Public transport
- Housing
- Local shops and other local facilities (especially for sport and recreation)
- Activities for children and young people and
- Broadband.

A summary of recurring views expressed in relation to each of these issues is discussed below. Respondents’ specific suggestions for addressing problems relating to roads, traffic and parking largely overlapped with suggestions made in response to Questions 6a and 6b. To avoid repetition, these are therefore discussed in the next chapter.

6.1 Roads

Respondents raised a range of issues relating to local roads – including traffic; parking; and safety for pedestrians, cyclists and motorists. Further information about each of these is provided here.

Traffic

Respondents repeatedly expressed concern about (i) the volume of traffic in Dunkeld, (ii) the type of traffic (especially HGVs and other heavy-goods vehicles), and (iii) the speed of traffic.

'Less heavy traffic going through Dunkeld en route elsewhere. Reduce traffic congestion in Dunkeld High Street.' (Female, aged 36-45, resident of Dunkeld / Birnam, ID 283)

'In general, addressing ... those speeding through the congested areas of Dunkeld is also important. The number of trucks traveling well above 20mph is terrifying given the number of pedestrians.' (Female aged 46-55, living out of town, ID 176)

In general, respondents wanted to see less traffic in Dunkeld and on the Telford Bridge, and they wanted measures to be put in place to restrict HGV traffic and further measures to reduce speeding (in addition to the current 20 mph speed limit). There was a suggestion that the community could try to replicate 'low traffic neighbourhoods' – by exploring solutions for getting more traffic out of Dunkeld and using the space for shops, cafes and people.

Parking

There was a general view that 'parking in the village is terrible' and that 'more parking' is needed – including facilities for overnight camping. This view was expressed not only by people living in Dunkeld and Birnam but also those outside the villages. One respondent from outside Dunkeld and Birnam commented:

'Living outside of Dunkeld and Birnam, unfortunately we have to use cars to go to the shops, but the parking situation is often so bad it makes it difficult to come and support the small local shops.' (Female, aged 25-35, living out of town, ID 350)

Respondents largely attributed the parking problem in Dunkeld to visiting tourists, and they noted that people living in the local community are often prevented from parking at their own homes or shopping locally because of it. However, some respondents also suggested that more could also be done to encourage people living in Birnam to walk or cycle to Dunkeld rather than drive.

One of the most common suggestions was that additional parking for visitors should be provided outside the centre of Dunkeld. However, there was also a call for better parking in Birnam around the Birnam Institute.

Safety for pedestrians, cyclists and motorists

Respondents repeatedly made the point that the volume of traffic in Dunkeld and Birnam was putting people's safety at risk. There were specific concerns frequently expressed about safety on the Telford Bridge and some respondents pointed to accidents and 'near-misses' which had occurred on the Bridge. Respondents wanted to see greater priority being given to pedestrians and cyclists, not only in the towns, but on rural roads as well, and some argued for increased pedestrianisation of certain areas of Dunkeld and the construction of a new pedestrian / cycling bridge over the Tay.

There were also concerns voiced about the safety of the A9 junctions. Respondents wanted improvements to be carried out on these junctions as a matter of urgency. People often expressed uncertainty about when, exactly, the work to dual the A9 between the pass of Birnam and Tay Crossing would be carried out, and they suggested that it would be better, in the meantime, to have a temporary solution to address the serious danger of getting on / off and / or crossing the A9.

'Better and safer junctions onto A9 from Dunkeld, Birnam, Amulree and Dalguise regardless as to what ultimately happens to duelling of A9. The traffic needs to be slowed down when passing these junctions.' (Female, aged 56-69, living out of town, ID 141)

6.2 Public transport

Linked to the issues respondents highlighted about local roads, there was a related view commonly expressed that public transportation in the PH8 area needed to be improved. Some respondents pointed out that, if there were better public transportation, it would have a positive effect on traffic / parking problems in the area.

Respondents wanted to see a more extensive bus network – including better (more frequent, more reliable) bus transport between the rural areas of PH8 and Dunkeld and Birnam (it was suggested this could be provide once or twice a week). There were also suggestions that a public shuttle between Dunkeld and Birnam would be useful, and that 'green networks' for cycling and walking should be better integrated with local public transport. There was also a specific call for free bus travel for children and young people coming home from Breadalbane after school.

Regarding rail transport, respondents wanted a better (more frequent) timetable from the local station. Some also highlighted a need for better access between Birnam and the railway station (linking the railway station to Station Road again), whereas some respondents living outside of Dunkeld and Birnam wanted to have a local request railway stop at Dalguise and Murthly.

There were also repeated suggestions that visitors to the area should be encouraged to use public transport, rather than using their cars. This could be done, for example, by promoting the entire area as cycling and pedestrian friendly, and / or investing in environmental tourism projects (e.g. improved public transport, cycling routes and electric car charging points).

Occasionally, respondents suggested that local taxi services should be better advertised, or that specific help could be provided to older people (for example, in relation to transport for hospital appointments and outings).

6.3 Housing

A third major theme in the comments at Question 5 related to the issue of housing. Some respondents saw affordable housing as key in maintaining a vibrant community. They also saw the lack of affordable housing as a reason for younger people moving away from the area.

'Affordable yet energy efficient housing designed to attract and retain younger people will ensure the community remains vibrant and self-confident.' (Male, aged 36-45, resident of Dunkeld / Birnam, ID 186)

'It is increasingly hard to attract families in their 20s, 30s to be able to afford to move here – or, [just] as importantly, [to] find their own place here having grown up in the area.' (Male, 36-45, resident of Dunkeld / Birnam, ID 185)

Respondents consistently said they wanted affordable, good-quality housing ('energy-efficient', not 'sardine housing') for local people, young families and first-time buyers; and better options for renting flats and houses. A specific need was identified for social housing and sheltered housing. Respondents also wanted to see fewer holiday homes, and suggested restrictions, penalties or taxes on second-home ownership in the area. The issue of housing was particularly a concern for younger respondents, but some respondents aged 70+ also raised the issue.

'More affordable housing available for locals. Family has lived in Dunkeld for over 100 years and housing is becoming more expensive.' (Female, aged 25-35, living out of town, ID 470)

'Better options for renting flats and houses.' (Female, aged 18-24, resident of Dunkeld / Birnam, ID 632)

'Increased affordable housing for families, restrictions on second home ownership and holiday lets, local occupancy clauses in house sales.' (Female, aged 25-35, resident of Dunkeld / Birnam, ID 659)

'Stop the second home ownership as they do not take part of give anything back to the community.' (Male, aged 36-45, living out of town, ID 265)

'Focus on affordable local housing for those that work here.' (Male, aged 36-45, resident of Dunkeld / Birnam, ID 82)

'More affordable housing for local folk. Limits/stricter controls/taxes on second homes.' (Male, aged 70+, resident of Dunkeld / Birnam, ID 575)

Some respondents suggested that a local housing plan was needed.

'Affordable housing plan – we keep seeing new, very expensive houses popping up and Covid has bumped the prices up.' (Female, aged 46-55, resident of Dunkeld / Birnam, ID 118)

'Effective planning control around Dunkeld, maintain heritage but also consider how to improve housing availability.' (Female, aged 56-69, living out of town, ID 508)

A small number of respondents proposed that future housing development should focus on green or eco-housing, rather than large housing estates.

'More affordable and good quality homes, particularly for young families. There is a paucity of family-sized accommodation in Dunkeld and Birnam. Improving this situation is an urgent priority. Also I believe land should be made available wherever possible for green self-build.' (Male, aged 36-45, resident of Dunkeld / Birnam, ID 329)

'Affordable housing – but not designed by large 'sardine housing' developers! Innovative eco-housing developed into local woodland rather

than housing estate.’ (Male, aged 56-69, resident of Dunkeld / Birnam, ID 483)

Finally, a small number of other suggestions (usually made by just one or two people) included: grants for young people to buy / let locally and caps on local house prices rents.

6.4 Local shops and recreational / leisure facilities

Respondents made a number of points about local shops and local recreational / leisure facilities.

Local shops

There were repeated requests for:

- A regular farmers market and / or fair selling local produce / crafts
- A larger, better stocked supermarket and
- More variety in the shops – some people had the impression that local shops largely targeted their wares to tourists rather than the local population.

Various respondents also wanted to see: (i) a greengrocer, (ii) fewer ‘fast food’ franchises, delis and coffee shops, (iii) more options for outdoor dining, (iv) an optician in the village, (v) expanded shop / business provision in Birnam, (vii) more environmentally friendly choices in local shops (less single-use plastic packaging), (viii) better evening restaurant choices and ix) the library reopened. However, most of these suggestions were made by just one or two people.

There were also suggestions that the Birnam train station building should be re-developed as a community resource, including a shop / cafe, arts and crafts studios and (possibly) a museum and information centre. These suggestions were sometimes linked to the desire for a footbridge to the station from the villages.

‘A footbridge to Dunkeld & Birnam train station and restore the station building to accommodate shop / cafe and studios for rent / hire.’ (Female, aged 56-69, resident of Dunkeld / Birnam, ID 13)

Occasionally, respondents living outside Dunkeld and Birnam also identified a need for improved services in their areas. For example, some expressed a wish for a park, pub, café or shop in the Amulree area, and it was suggested that the Amulree Hotel

could provide a useful community base if it were opened again. In addition, the need for a village shop in Inver or Dalguise was also identified.

Recreation and leisure facilities

Some respondents highlighted the availability of good local forest tracks for walking and cycling, and there were some suggestions that the area could be better promoted as a mountain-biking hub. However, respondents also frequently identified the need for additional recreation and leisure facilities, including:

- **Better sports facilities:** Specific suggestions included the development of a multi-use games area (MUGA), a community gym, an indoor sports facility (for use in poor winter weather), more tennis courts, bowling, indoor space for exercise classes and badminton, a skills park and pump track or skate park, a swimming pool (some respondents wanted an outdoor swimming pool) and squash courts.
- **A community social hub / community centre:** Those who mentioned this did not describe in detail what the purpose of this space would be. However, it was clear from comments that this was seen as a meeting place and a source of local information for members of the community. As previously discussed in relation to Question 3, respondents also wanted to see more community events – opportunities for people of all ages to come together.

Occasionally, there were also suggestions for:

- Accessible changing facilities
- Outdoor playground equipment (in Dunkeld and Birnam) for children with additional needs
- More exercise courses (included guided bike rides, running groups or a 'boot camp')
- More creative classes (music, art classes, jam sessions, etc.)
- Soft play space for young children
- Weekly public dances
- The creation of an annual 5 or 10km Birnam / Dunkeld fun run.

In general, these suggestions were made by just one or two people.

6.5 Activities for children and young people

Some respondents highlighted a need for more activities for children and teenagers in the local area. These suggestions were as likely to be made by people living out of town as by people living in Dunkeld and Birnam. Adults over 35 did not always explain what types of activities they wanted. (One suggested there was a need for a forest school or play group.) However, children under 18 who took part in the survey – and who expressed a desire for more activities for young people – specifically asked for:

- More clubs for kids
- More places to swim
- A skatepark.

Adults aged 18 to 35 who thought there was a need for more local activities for children and young people specifically asked for:

- Swimming lessons
- Gymnastics
- Holiday kids clubs / wrap-around and holiday care for primary school children (involving sport, skills and teaching).

The point was made by this group that these types of activities are often provided in nearby towns (Perth, Pitlochry and Aberfeldy), but have long waiting lists and young people's participation in these activities depends on having an adult who can take them.

6.6 Broadband

A small group of respondents suggested that better broadband would help make the PH8 community better to live in, work in or visit. This issue was as likely to be raised by people living in (or just outside of) Dunkeld and Birnam as by people living in the more sparsely populated rural areas. A recurring point was made that the lack of fast, reliable broadband was a barrier to more home working.

'We need to invest in better broadband capacity. If the trend is for more working from home, then a reliable service will be crucial.' (Disabled male, aged 56-69, resident of Dunkeld / Birnam, ID 635)

There was also a need identified for (i) better mobile network and wi-fi coverage in out-of-town areas, and (ii) the introduction (and promotion) of free wi-fi in the villages.

6.7 Other suggestions for improvement

Finally, respondents highlighted a range of other issues which, in their view, would need to be addressed to make the community better to live in, work in, or visit. Those mentioned by multiple respondents are discussed briefly here.

Addressing anti-social behaviour

There were recurring concerns raised about serious anti-social behaviour from visitors in and around the North Car Park. Those who highlighted this issue said that they had received no support from Perth & Kinross Council to address this issue and there were repeated calls among this group for CCTV or better policing to tackle it.

'The car park being used as a campervan site each night! We have no privacy even in our own gardens at any time of the day! I can't have friends round because of the urinating even when the toilets are open! It is a public place for all!! This has been going on for a number of years!! Definitely worse now [and] a public health hazard going through COVID.' (Disabled female, aged 56-69, resident of Dunkeld / Birnam, ID 620)

Keeping Dunkeld and Birnam and the local area looking beautiful

Some respondents suggested that more efforts should be made to look after the local area, including the local built environment. Concerns were voiced about a perceived lack of maintenance of historic buildings (including ongoing delays to the repair of the cathedral), increasing local development (especially development targeted at tourists) and damage caused by mountain bikes to local walking trails. Respondents wanted to see improvements made to local footpaths, better upkeep of historic buildings in Dunkeld, and better maintenance of local green areas (including through the planting of flowers and fruit trees and better maintenance of hedges).

A separate, but relatively common theme in the comments at Question 5, related to litter and dog waste. Concerns were voiced about litter on the A9 and in the North Car Park, 'dirty camping', and dog fouling (often discarded in plastic bags). Respondents who raised this issue wanted more bins (and dog waste bins) along local river walks, more refuse collection (especially in the rural areas outside of Dunkeld and Birnam) and better enforcement.

Dealing with the impacts of tourism

As already discussed in relation to Question 4, it was clear from the comments made at Question 5 that there is a recognition of the importance of tourism to the local economy, but also an ongoing tension within the community about how best to deal with the negative impacts of tourism. As highlighted above (in the discussion about anti-social behaviour), this impact is to a large extent being felt by everyone in the PH8 community in relation to serious problems with traffic and parking. However, some members of the community – specifically, those living near the North Car Park – are being especially badly affected in ways that other members of the community may not be.

One group of respondents (including people from Dunkeld and Birnam and those from the more rural communities) expressed a desire for fewer tourists / visitors. Others wanted to develop greater capacity for coping with the large seasonal influx of tourists. A third group advocated rebranding the community as a destination for green tourism, which could enable the creation of a visitor management infrastructure which required visitors to leave their cars outside the village and to walk and cycle instead.

Economic development

A small number of respondents highlighted issues relating to the local economy and jobs. There were suggestions that there should be more encouragement to local businesses to pay their employees the living wage, and that some local buildings could be developed (potentially through community ownership arrangements) to support co-working or more skilled jobs. There was also a suggestion that economic development could focus more on Birnam than Dunkeld.

'Concentrate on attracting quality skilled jobs – expand the Cally Industrial estate, or create a new one, so there is opportunity for businesses to come here and generate jobs for the young. This could include office space. Encourage more shops in Birnam – Dunkeld is saturated, Birnam is underutilised.' (Male, aged 56-69, resident of Dunkeld / Birnam, ID 175)

'Facilities / more working spaces for all the people that may find themselves home working now...office 'hub' but could also be used for multiple users a bit like Birnam Arts. The WWF [World Wide Fund] offices whilst available don't encourage this type of multi-use hub or space.' (Disabled female, aged 36-45, resident of Dunkeld / Birnam, ID 151)

7. Priorities – a small thing and a big thing (Q6a and Q6b)

This chapter presents an analysis of respondents' comments at Questions 6a and 6b. Both these questions asked people what they thought should be the main priorities for action. Question 6a asked people to suggest 'a small thing' – e.g. something which could be achieved in the coming months and Question 6b asked people to suggest 'a big thing' – e.g. something the community could work towards over the next five years.

Altogether, 299 respondents offered suggestions for 'a small thing'. Of these, 214 (72%) were from Dunkeld or Birnam and 83 (28%) were from the rural areas surrounding Dunkeld and Birnam. A total of 317 respondents offered suggestions for 'a big thing'. Of these, 220 (69%) were from Dunkeld or Birnam and 95 (30%) were from the areas surrounding Dunkeld and Birnam.

A review of the comments made in answer to these questions indicated that:

- Respondents often suggested more than one 'small thing' or 'big thing' that they wanted to have addressed as priorities. Some identified two or more priorities in relation to a single issue (e.g. parking), whilst others identified two or more priorities in relation to multiple issues (i.e. roads, housing, parking, etc.).
- There was little to distinguish between the 'small' priorities and the 'big' priorities. So, for example, addressing speeding (both in Dunkeld and Birnam and on the roads surrounding the villages) was identified as both a 'small thing' and a 'big thing' by different respondents. Similarly, reducing heavy traffic and improving safety on the Telford Bridge was identified by different respondents as both a 'small thing' and a 'big thing'.

Therefore, the analysis of responses to Questions 6a and 6b are presented together in this chapter. No distinction is made between 'small things' and 'big things'.

The focus in this chapter is on those priorities which were identified by a range of respondents – rather than those mentioned by just one or two people. However, this does not suggest that there was consensus among respondents about what the priorities should be. For example, some respondents wanted to see a new pedestrian / cyclist bridge built over the Tay. However, others preferred to focus on improving safety for pedestrians on the existing bridge.

As highlighted elsewhere in this report, respondents' main priorities for action were in relation to⁶:

- Roads (including traffic, parking, speeding and road safety)
- Provision of sport, leisure and recreation facilities
- Housing
- Public transport
- Local shops
- Broadband
- Litter
- Providing and supporting opportunities for social interaction and community cohesion.

One other priority identified mainly in response to 6b which was not often raised in response to earlier questions was taking action to address climate change.

7.1 Roads

As set out below, there were a very large number of suggestions about what the priorities should be for addressing problems relating to traffic, parking and road safety. One respondent suggested developing a roads and parking plan for the area to enable the local community to be consulted more widely on solutions to these problems.

Traffic

Frequently mentioned priorities were to:

- Enforce local speed limits, especially those in Dunkeld and Birnam, but also in rural communities
- Introduce speed calming measures (suggestions included (i) installing speed cameras on the Dunkeld end of the Telford Bridge, (ii) using speed stripes, (iii) installing electronic speed measurement signs, and / or (iv) deploying a cardboard traffic policeman)

⁶ Note that this list has been ordered roughly in terms of the frequency with which each of these issues were mentioned by respondents.

- Impose a weight restriction on the Telford Bridge / restrict the size and number of lorries passing through Dunkeld, and on the A822 which is too narrow for these vehicles
- Introduce a traffic light controlled one-way system over the Telford Bridge
- Divert large lorries from the town centre and onto the old A9
- Extend the 20mph speed limit in Dunkeld to include Birnam
- Introduce 30mph speed limits on the Dalguise road (which is a recognised cycle-friendly road) and reduced speed limits where private farm roads join the A822 (where the current speed is 60mph)

Road safety (including safety for pedestrians, cyclists and motorists)

Frequently mentioned priorities were:

In relation to the Bridge:

- Continue the one-way pedestrian system on the Bridge but change the direction of the arrows so that pedestrians are facing traffic.
- Improve the pedestrian / cyclist access over the Telford Bridge (Suggestions included: (i) widening the pavements, and (ii) introducing a cycle lane in conjunction with traffic lights)
- Construct a separate bridge for pedestrians and cyclists (there were suggestions that this should link Dunkeld and Little Dunkeld, or Dunkeld and Birnam)

In relation to other roads / streets in Dunkeld / Birnam:

- Introduce more pedestrianised areas in Dunkeld (there were suggestions to make the Cross / High Street accessible to pedestrians only)
- Introduce segregated cycling routes between Dunkeld and Birnam to enable safe cycling for children to school from Birnam
- Ensure that local roads and pavements are in good repair
- Make pavements more accessible to disabled people (dropped kerbs near the chemist and remove advertising boards on pavements).

In relation to the A9

- Improve safety at the A9 junctions – suggestions included (i) installing deer fencing to prevent animals from crossing the A9, (ii) introducing lower speed limits on the A9 to slow down traffic approaching the junctions, (iii) improving

lighting at these junctions, (iv) rerouting the no. 23 bus back to the station, and (v) installing temporary roundabouts

- Mitigate against additional traffic coming through the villages during the A9 dualling works.

Some respondents suggested that the plans to dual the A9 between Birnam and Ballinluig should be stopped, and the money spent on making more environmentally sensitive improvements to safety / traffic management. Other respondents wanted the A9 project to proceed, and thought that the community should continue to liaise with Transport Scotland to ensure the optimal outcomes from the dualling.

Parking

Regarding the problem of parking in Dunkeld, priorities were to:

- Increase the number of disabled parking bays on the main street
- Create signposted parking outside the centre (suggestions were (i) at the recreation ground or (ii) elsewhere on the south side of the Telford Bridge) and encourage visitors to walk into Dunkeld
- Develop a campervan friendly parking area (outside the villages) and charge a small fee - do not permit overnight parking of campervans in the Dunkeld car parks
- Enforce parking regulations / employ a traffic warden
- Extend the North Car Park
- Remove the benches from the Boat Road car park to maximise parking capacity
- Provide paid parking at the surgery (however, those attending the surgery should not have to pay).

Respondents made a wide range of suggestions about restricting parking in certain places in Dunkeld, but there was no clear consensus about how / where this should be done. Most suggestions were made by just one or two people. Examples included:

- Allow parking on only one side of Atholl Street and Murthly Terrace
- Make Atholl Street a no parking zone (or ensure no parking during the day-time only to allow more for buses and delivery lorries)
- Provide free parking in the car parks and short-term (30-minute) pay and display parking on the High Street and the Cross

- Provide free (or low-cost) parking permits for residents (including everyone in the PH8 area) outside the main car parks
- Introduce residents-only parking in the cross and Cathedral Street
- Provide free parking in the car parks to those operating businesses in the town / discourage business owners / employees from parking on the main street all day
- Give residents and business owners parking permits for Atholl Street and ensure that visitors use car parks.

Signage

In general, those who suggested that additional / new signage was needed saw this as a ‘small thing’ that could be achieved within months. Priorities were to:

- Replace the Dunkeld and Birnam signs at the entrance to the villages
- Improve signage for the (walking) route to the railway station
- Introduce signage for visitors and tourists requesting respect for the residents who live in the community.

7.2 Provision of sport, leisure and recreation facilities

A requirement for sport and leisure facilities was high on respondents’ list of priorities. This was identified as both a ‘small thing’ and a ‘big thing’, although more than twice the number of people raising this issue considered it to be a ‘big thing’.

The main priority was for a covered (or indoor) sports venue. People often referred to this as ‘the sports centre’ or ‘MUGA’ (Multi-Use Games Area) – suggesting that discussions are already underway in relation to the building of this facility. This facility was as likely to be requested by people living out of town as by people living in Dunkeld and Birnam. One respondent said:

‘Cannot think of one development which will make a greater contribution to mental and physical health of PH8 than this centre’. (Male, aged 46-55, resident of Dunkeld / Birnam, ID 567)

Respondents often added further detail about what they wanted to see in such a facility. Some of the suggestions made (usually by multiple respondents) included:

- A climbing wall
- Outdoor swimming pool (or ‘pond’) – with a water park for children

- Gym
- Dry ski slope
- Ice rink
- Dance hall
- Skate park
- Bike pump track (more challenging than the one at the school) (as this was requested by a young person aged 5-11, it is suggested that this age group should be consulted further about what this track should look like).

Respondents also stipulated that the facility should:

- Be inclusive (all-abilities access) and affordable for everyone (and subsidised for those who cannot afford it)
- Offer classes and lessons.

Apart from the sports facility, the other local facility which was prioritised by multiple respondents was the Birnam Institute. Respondents wanted the 'saving of Birnam Arts' to be a priority. There were suggestions that help was needed in this area, and there were also specific requests to develop the facility in certain ways (e.g. expand the library, increase the range of entertainment, more film nights, etc.)

Other priorities identified under the general heading of sport, leisure and recreation are listed below. Most of these were identified by fewer than five respondents, and many were considered to be 'small things' that could be achieved within the coming months.

- Develop and support sports clubs and healthy activities for young people
- Resume local classes (i.e. yoga)
- Providing outdoor gym equipment in the parks of Dunkeld and Birnam
- A toy library
- Getting more members of the community involved in sports, walking or running clubs
- Development of additional cycle routes connecting the countryside
- Development of additional mountain bike trails

- Improve / maintain local foot paths – including those in the villages – and develop outdoor spaces and routes that are more accessible to people with limited mobility
- Encourage water sports (by providing a landing point for canoe / kayak access to the Tay)
- Pop-up classes run in Amulree Hall
- More maps for local cycle and walking paths.

7.3 Housing

In general, housing was seen as a ‘big thing’ to work towards over the next five years. Respondents who saw housing as a priority wanted:

- More housing to be built
- More affordable housing for local people / young people / young families / first-time buyers (explore part rent / part own model)
- More (and better quality) rented accommodation
- An assessment of the rental property market in the PH8 area
- Incentives to be given to landlords to lower their rents / make rents ‘fairer’ for people who live and work in the area (some respondents suggested working together with local landlords to agree rental amounts; others suggested that there should be a cap on local rents)
- Discussions with local estates to progress ideas / plans for local housing
- Restrictions on the number of holiday homes in the area (including through the development of a local housing policy or the use of legislation, if necessary)
- Taxes or other penalties to discourage purchase of second homes
- Better maintenance of existing housing stock and improvements to existing council housing in particular, which was reported to be of a poor standard
- Increased provision of independent living services (with a warden and communal areas) for older people.

Respondents often pointed out that the availability of housing was crucial for ensuring the social and economic future of the area.

*‘We rely on continuing to attract healthy and willing retirees and young folk to live here. Cost of housing in the area may impact on this perhaps.’
(Female, aged 56-69, resident of Dunkeld / Birnam, ID 75)*

'Our young people cannot afford to live here. And any houses that do become available are snapped up as a holiday let or once a month home. There are two 3 bed family homes in my street which are used twice or three times a year. A family could live there and contribute to the area, our social and economic future depends on the younger generation.' (Female, aged 46-55, resident of Dunkeld / Birnam, ID 131)

7.4 Public transport

Improvements to public transport were high on respondents' list of priorities. This issue was identified as both a 'small thing' and a 'big thing', but twice the number of people raising this issue considered it to be a 'big thing'. The issue was more likely to be raised by people living in Dunkeld and Birnam than those living in the outlying communities. However, people in the outlying communities generally identified similar priorities to those living in the villages.

In general, people wanted better public transport. Not everyone provided further detail of what this meant for them. However, some of the priorities mentioned by multiple individuals were:

- More regular trains stopping at Dunkeld and a later bus / train service to / from Perth in the evening
- A more regular bus service to Perth during the day
- Improved transport connections between Dunkeld and the smaller villages and communities (such as Dalguise) – there was a suggestion that post buses could be reinstated to provide this service
- A local bus / taxi service – several respondents suggested introducing a local electric shuttle to connect Birnam and Dunkeld (between the Birnam Post Office and the North Car Park) to run on a frequent basis
- Development of the rail station (including raising the platform)
- Development of an electric vehicle charging infrastructure
- Improve access to the station from Birnam / reconnecting the station to the community (it was suggested this should be included in the A9 dualling work)

Public transportation priorities mentioned less often (usually by just one or two people)

- Promote active travel, and rail and bus travel to reduce traffic and pollution
- Provide cargo e-bikes at either end of the villages for use by residents and visitors
- Provide a community electric car share facility (there was a request that the car should include a towbar)
- Improve the cleanliness of public transport
- Flying cars (this creative solution was suggested by a young person aged 18-24 living in Dunkeld / Birnam)

7.5 Local shops and businesses

Some respondents prioritised issues relating to local shops and business. In general, these priorities were identified as ‘big things’. One priority which was mentioned multiple times was ‘a bigger supermarket’. Examples of other priorities highlighted by respondents were:

- Establish a local business hub and create workshops and work places for small businesses to rent
- More help for local businesses and shops (to avoid loss of jobs and empty spaces)
- Create local businesses that support local needs as well as tourist needs
- Campaigning to retain banks and post offices in rural areas
- A village shop (in Inver / Dalguise)

7.6 Broadband

Respondents identified improved broadband as both a ‘small thing’ and a ‘big thing’. However, those living out of town were more likely than those living in Dunkeld and Birnam to see this issue as a ‘big thing’. Respondents who mentioned broadband as a priority essentially wanted one thing: reliable, superfast broadband for all. One respondent made the point that:

‘We cannot leverage a digital economy and allow for the volume of home working that will be normal going forward without sorting this. And it can be done quickly!’ (Male, aged 36-45, resident of Dunkeld / Birnam, ID 103)

7.7 Litter

In general, respondents saw the issue of tackling litter as a ‘small thing’ that could be achieved in the coming months. The exception was in relation to fly tipping – mentioned by some respondents in rural communities outside Dunkeld and Birnam. Fly tipping was seen as a ‘big thing’ that would need to be worked towards over the next five years. Respondents who mentioned litter as a priority wanted:

- More litter bins (in Dunkeld and Birnam, but also along local river walks, and in the communities outside the two villages – the Glen Quaich Road was specifically mentioned)
- More recycling bins
- More dog bins – and fines for not picking up after a dog
- More regular rubbish collections in rural areas
- The organisation of regular community litter picks along roads and riverbanks (a ‘big party for everyone’)
- Fines for littering on rural roads
- Tackling fly tipping.

7.8 Promoting social interaction and community cohesion

A ‘small thing’ frequently identified by respondents was to find ways of promoting social interaction. Those who raised this issue were keen that, as the PH8 community emerges from Covid, that there are an increasing number of opportunities for the community to come together in celebration. Examples included:

‘A big party for everyone, a street party’ (Female, aged 5-11, living out of town, ID 515)

‘Some sort of community celebration of what we achieved in the Covid lockdowns – a chance for people to gather together en masse and meet ourselves!’ (Female, aged 56-69, living out of town, ID 307)

‘A wee community summer event to reacquaint the community with each other. Like the late night shopping at Christmas – small scale and Covid-safe, but really effective and fun.’ (Resident of Dunkeld / Birnam, ID 255)

Some respondents also wanted to see better community communication. In general, these were seen to be 'small things'. Some of suggestions offered were:

- An easy-to-use forum for sharing resources (items that are no longer needed, but too good to throw away)
- An up-to-date resource / app with services, opportunities, activities, events, etc.
- A directory of local trades people
- A timebank for volunteers
- Community meetings to update everyone on new and ongoing issues (A9 dualling), but which also provide an opportunity to reconnect / socialise and share ideas
- An online and physical electronic notice board.

7.9 Addressing climate change

A relatively large group of respondents (both out-of-town and in Dunkeld / Birnam) saw issues to do with climate change as priorities. In general, these were identified as 'big things'. Examples included:

- Develop local sources of green energy
- Focus on recycling and green transport
- Make the villages / area as climate friendly as possible – decarbonise Dunkeld and Birnam
- A solar array in the Haughend fields
- Support rewilding / tree planting
- Connect with other communities in the global south to talk about climate solutions and share ambitions in the run up to COP26.

One respondent expressed her priorities in this way:

'By 2025, [we should have] reached the milestones of 100% renewables; zero emission connectivity and transport (walking, cycling, bus, rail, car club, cars) with safe active travel across the community and between communities; strong sustainable food, circular economy and creative networks; connected to the wider world to share and learn. Best place to

grow up and stay with good jobs and opportunities.’ (Disabled female, aged 36-45, resident of Dunkeld / Birnam, ID 604)

7.10 Taking a strategic approach

Finally, respondents occasionally suggested that more of a planned / strategic approach should be taken by the community in relation to the development of the local area. It was seen to be important that this process was community driven and led. For example:

‘Plan to create a vibrant plan for the future of Dunkeld, Birnam and surrounding areas for long term investment and change – housing, use of amenity spaces, facilities for families, children and teens, more selection of shops, restaurants.’ (Respondent living out of town, ID 289)

‘Become a centre that promotes tourism, away from relying on cars. Need a plan for sustainable growth....’ (Male, aged 46-55, living out of town, ID 314)

8. PH8 community's vision for its future (Q7)

This chapter discusses the responses to Question 7. Question 7 asked '*Can you describe what you hope your community will be like by 2030?*' Respondents were invited to write down their ideas in the box provided or to draw a picture. The analysis here is based solely on the written responses.

Altogether, there were 278 responses, including 196 (71%) from residents of Dunkeld and Birnam and 79 (28%) from people living outside Dunkeld and Birnam.

Respondents' descriptions of their vision for their future community were often detailed and complex. However, the responses could be grouped into eleven main themes, with many respondents referring to multiple themes. The eleven themes were:

- **Theme 1:** Clean, green, beautiful, unpolluted, peaceful, sustainable, environmentally aware – mentioned by around half of respondents
- **Theme 2:** Emphasis on community and community decision-making, and having an active, inclusive and caring community – mentioned by around a quarter of respondents
- **Theme 3:** Accessible and connected (in terms of housing, transport, living costs, technology and links to other places) – mentioned by around a quarter of respondents
- **Theme 4:** Welcoming, friendly, diverse, multicultural and outward-looking – mentioned by slightly more than a fifth of respondents
- **Theme 5:** Emphasis on good quality (and a good mix of) local shops, services and facilities (including sporting facilities) – mentioned by slightly more than a fifth of respondents
- **Theme 6:** Thriving, prosperous, bustling, lively, with good employment opportunities for young people – mentioned by around a fifth of respondents
- **Theme 7:** Safe (from traffic, pollution and anti-social behaviour) – mentioned by slightly more than a tenth of respondents
- **Theme 8:** Happy, healthy, and having good physical and mental well-being – mentioned by a tenth of respondents

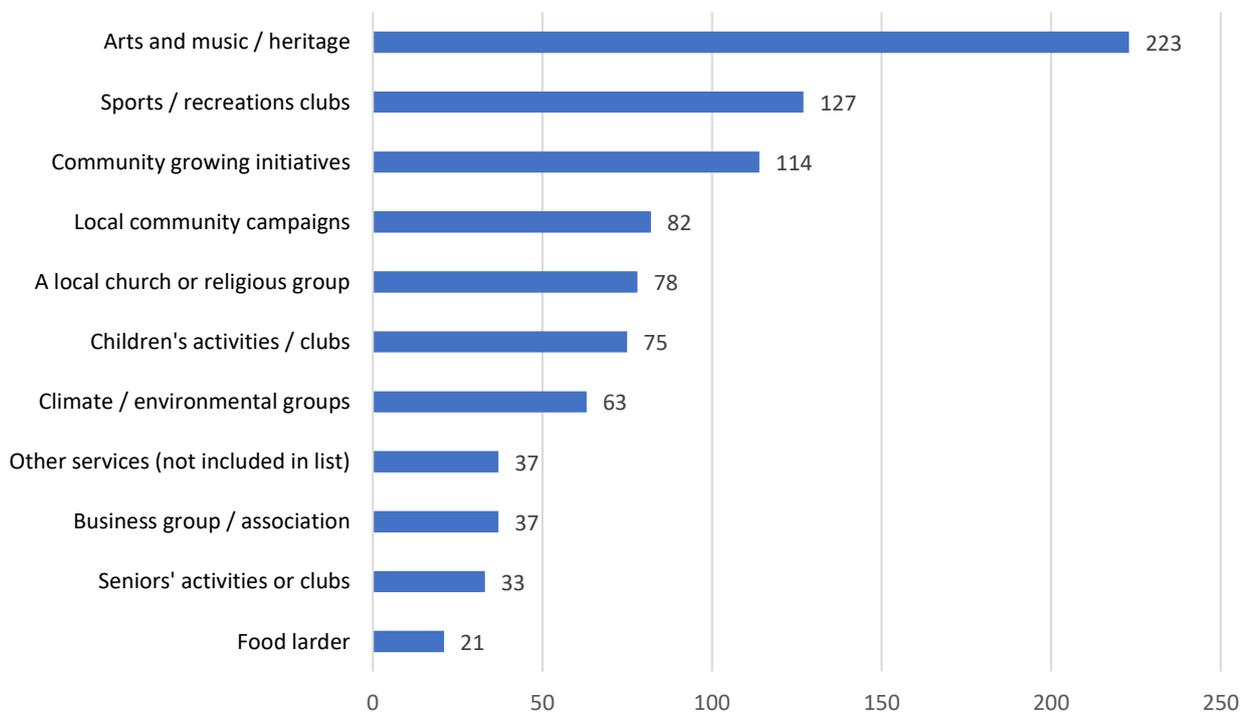
9. Use of local services (Q8)

Question 8 asked survey respondents if they used services from any local community groups or organisations. This question had two parts. The first part was a closed question; respondents were given a list of 10 services to choose from, and they could choose all that were relevant to them. The second part of the question asked respondents to list any other services they used and / or to add more detail to the choices they made in the first part of the question. The following services were listed at Question 8:

- A local church or religious group
- Arts and music / heritage
- Business group / association
- Children’s activities / clubs
- Climate / environmental groups
- Community growing initiatives
- Food larder
- Local community campaigns
- Seniors’ activities or clubs
- Sports / recreation clubs

A total of 357 respondents answered the closed question. Of these, 244 (69%) lived in Dunkeld / Birnam and 110 (31%) lived in the rural areas surrounding Dunkeld and Birnam. Figure 5.1 presents the results.

Figure 5.1: Do you use services from any local community groups or organisations?



The figure shows that, by far, the largest number of those who replied to this question (223 out of 357, 62%) were using services (or were involved in groups) relating to arts, music or heritage. Large numbers of respondents also reported using (or participating in) sports / recreation clubs (127 out of 357, 36%) and / or community growing initiatives (114 out of 357, 32%).

Those who replied to the survey were least likely to have used the food larder (21 out of 357, 6%).

9.1 Use of other services or local community groups

Respondents were asked to indicate whether they were used any other services or were involved in other local community groups or organisations – apart from those listed. Thirty-eight (38) respondents wrote in comments. These are listed here. Note that some respondents listed more than one community group. In addition, some community groups were listed by more than one respondent.

A9 Action Group	Outdoor activities
Active local walker or cyclist	Park Run
Angling Association	Sawmill Club
Bike track, play parks	Sports groups
Birks Cinema / film club	St Ninian’s Court campaign group
Birnam Institute (yoga, library, etc.)	against the extending of the North Car
Birnam Post Office	Park
Birnam Reader	Support group
Café Scientifique	U3A Perth
Charity shop	
Climate Café	
Community Archive	Buys local / supports local businesses
Dunkeld and Birnam in Bloom	
The Field / The Orchard	
Gym (dance / Zumba / exercise classes)	
Language conversation groups	
Local hall committee	
Member of a book group	
Participate in local community	
'gatherings'	
Men’s Breakfast group	
Music events	

10. Conclusions

There are a number of clear messages in the findings of this survey.

First, people living in the PH8 area have a high level of awareness of their local community *as a community*. This sense of community is valued by those who live there. Respondents to this survey described their community as caring, compassionate, welcoming, pro-active and outward-looking. Respondents often pointed out that the community has proven itself capable of pulling together and working effectively to address big issues that affect the whole community (such as the A9 dualling) and to support its most vulnerable members during times of crisis (such as during the Covid-19 pandemic). The findings of this survey also suggest that people living in the PH8 community have an appetite to do more to make their community even better.

Second, people living in Dunkeld and Birnam and the surrounding rural settlements value the peace and beauty of their local area, the scenery and the natural environment, and their easy access to the outdoors. They consider their local area to be safe; they appreciate the quality of the shops and services; and they like being conveniently located for access (especially through the train service) to the larger towns and cities of Scotland. It was not uncommon for survey respondents to say that these were the things that drew them to live in the area.

However, the third main message of this survey was that the very things that the PH8 community values most are at risk from the things people are most concerned about – i.e. heavy traffic, inadequate parking facilities, poor public transport services, and a lack of affordable housing. Respondents to this survey acknowledged the importance of tourism for some local businesses, but at the same time, there was a desire by local residents to avoid having the area turned into a ‘theme park’. People said they were keen to welcome visitors and they wanted to share their unique and beautiful community with others. However, they also recognised that steps must now be taken to protect the things that make their community so special. To enable this to happen, they see the need for a more strategic approach to visitor management as a matter of urgency.

Other issues which recurred throughout this survey, and which may be slightly less challenging to address, are:

- The need for better (faster, more reliable) broadband services

- The need for better facilities for young people – including (i) indoor sporting facilities (which is currently being addressed), (ii) a range of local organised activities, and (iii) a safe and convenient space for young people to meet together indoors within the community
- The need to tackle problems of anti-social behaviour around the North Car Park
- Problems of littering, ‘dirty-camping’ and fly-tipping.

Many of the challenges raised in this survey are not unique to the PH8 community in Scotland. However, what *may be* unique is this community’s willingness and ability to work together with energy and determination to tackle these issues.

Annex A: Postcodes

Town postcodes

Birnam (number of responses = 189)

PH8 0AA, Perth Road
PH8 0AB, Little Dunkeld
PH8 0AD, Little Dunkeld
PH8 0AE, Kirkfield Place, Little Dunkeld
PH8 0AF, Bruce Gardens, Little Dunkeld
PH8 0BD, Torlee Road
PH8 0BE, Robertson Court
PH8 0BG, Murthly Terrace
PH8 0BH, Perth Road
PH8 0BJ, St Mary's Road
PH8 0BL, Oak Road
PH8 0BN, Birnam Glen
PH8 0BW, (near train station)
PH8 0DF, Kirk View
PH8 0DH, Perth Road
PH8 0DJ, Torwood Place
PH8 0DL, Inchewan
PH8 0DN, Perth Road
PH8 0DP, Gladstone Terrace
PH8 0DR, Birnam Terrace
PH8 0DS, Station Road
PH8 0DT, Perth Road / Station Road
PH8 0JJ, Little Dunkeld
PH8 0JN, Willowbank, Little Dunkeld
PH8 0JW, Willowbank, Little Dunkeld
PH8 0QA, Stell Park Road
PH8 0QB, Telford Gardens
PH8 0QD, King Duncan's Place
PH8 0RG, Burnmouth Road, Little Dunkeld
PH8 0RQ, School Lane, Little Dunkeld
PH8 0WA, Grid ref: N0032417
PH8 4BD, Does not exist, recoded as PH8 0BD (Birnam)

Dunkeld (number of responses = 76)

PH8 0AG, Atholl Park
PH8 0AH, Bridge Street
PH8 0AJ, High Street
PH8 0AN, The Cross
PH8 0AP, Water Wynd
PH8 0AR, Atholl Street
PH8 0AW, Cathedral Street
PH8 0AX, Atholl Park
PH8 0AY, Atholl Gardens
PH8 0AZ, Spoutwells
PH8 0BA, Brae Street
PH8 0BB, St Ninian's Court

Dunkeld outskirts (number of responses = 10)

PH8 0EP (Blairgowrie Road, to junction with Spoutwell)
PH8 0ER (Upper Hatton)
PH8 0ET (Lower Hatton)
PH8 0HU (Polney Loch)
PH8 0HX (Dunkeld House Hotel)
PH8 0HY (Eastferry & Craig Rankie)

Out-of-town postcodes

Amulree and surrounding area (number of responses = 35)

PH8 0BT (Tombane)
PH8 0BX (Borelick)
PH8 0BY (Dalreoch)
PH8 0BZ (Amulree)
PH8 0DA (Glenquaich)
PH8 0DB (Shian)
PH8 0DE (Garrow)
PH8 0EA (Ballachraggan)
PH8 0EB (Milton)
Ph8 0EE (Amulree)
PH8 0EF (Amulree)

Butterstone and surrounding areas (number of responses = 18)

PH8 0EU (Craiglush)
PH8 0EZ (Cardney)
PH8 0HA (Butterstone)
PH8 0HF (Forneth)
PH8 0HH (Loves)
PH8 0RD (Snaigow)

Dunkeld to Caputh (beyond Craig Rankie) (number of responses = 5)

PH8 0HZ (Deanscross)
PH8 0JE (Dungarthill)
PH8 0JF (Dungarthill and Mill of Muckly)
PH8 0JH (Deanspark)

Inver / Dalguise and surrounding area (number of responses = 36)

PH8 0JR (Inver)
PH8 0JS (Inchmagrannachan)
PH8 0JT (Inchfield)
PH8 0JU (Dalguise)
PH8 0JX (Dalguise)
PH8 0JZ (Kincraigie)

Trochry and surrounding area (number of responses = 32)

PH8 0BP (Trochry)
PH8 0BS (Ballinlick)
PH8 0DU (Ladywell)
Ph8 0DX (Dundonachie)
PH8 0DY (Corbenic)
PH8 0ED (Trochry)

Not PH8 postcodes

Outside PH8 (Ballinluig) (*)

PH9 0MT

Outside PH8 (Tressait) (*)

PH16 5NQ

Erroneous postcodes (*)

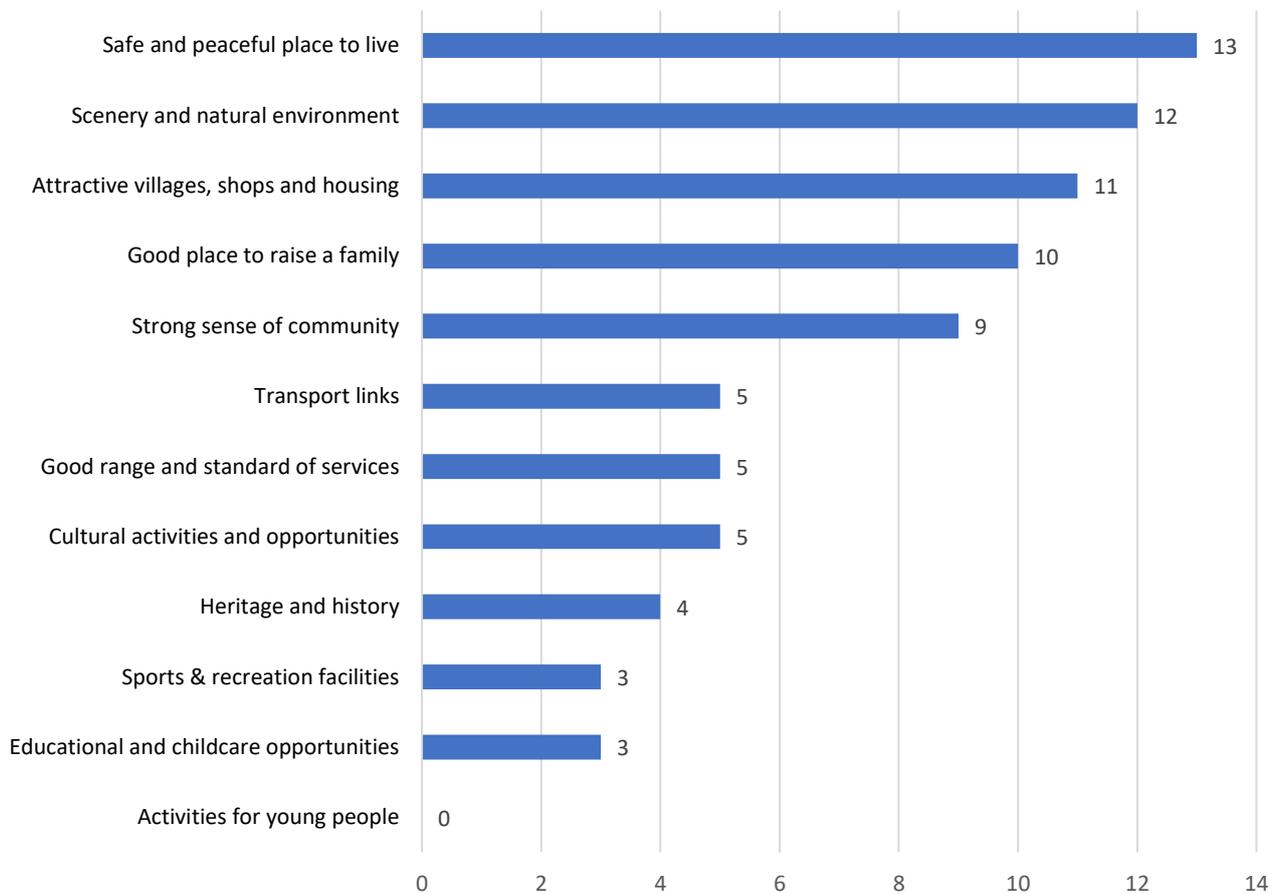
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Annex B: Summary of unranked responses to Qs 1 and 2

Question 1

Seventeen respondents who completed paper copies of the survey did not rank their responses at Question 1. Instead, these individuals simply ticked the boxes for the things they liked about the PH8 area. Figure B.1 below provides a summary of the responses to Question 1 from these 17 individuals.

Figure B.1: What do you like most about the PH8 area? (unranked responses, n=17)



Question 2

Thirteen respondents who completed paper copies of the survey did not rank their responses at Question 2. Instead, these individuals simply ticked the boxes for the things they were most concerned about in the PH8 area. Figure B.2 below provides a summary of the responses to Question 2 from these 13 individuals.

Figure B.2: What concerns you most about the PH8 area? (unranked responses, n=13)

