

CRIEFF COMMUNITY ACTION PLAN

COMMUNITY VIEWS SURVEY REPORT

FEBRUARY 2021



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Acknowledgements

The Survey was carried out and analysed using guidelines and templates provided by STAR Development Group.

1. INTRODUCTION

1.1 Background

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

Other elements of the community engagement process include:

- Stakeholder interviews (online) and online questionnaire
- Preparation of a community profile
- An online Community Futures Open week

The Community Action Plan is being led by a Steering Group which brings together representatives of Crieff Community Trust, Crieff Community Council, Crieff ConneXions, Crieff Community Garden, Logos Youth Project, Creative Crieff, Strathearn Arts, Crieff Succeeds, Remake Scotland, Crieff & Strathearn Museum, Live Active Leisure, local Councillors and representatives of Perth & Kinross Council.

1.2 Survey Organisation

The Survey Form was designed by STAR Development Group and tailored with the Steering Group, who particularly thought it was also relevant to include questions in response to the COVID-19 pandemic. Easy Read versions were also developed in partnership with Perth & Kinross Council and shared in the Community. Strathearn Talking News shared information about the survey with their listeners and how they could be supported to get involved.

The Steering Group agreed it was not appropriate to deliver and collect Household Surveys across the nine identified datazones in Crieff after referring to joint guidance ‘Supporting Communities Safely’ by SCDC (Scottish Community Development Centre) and Public Health Scotland. Instead, it was agreed to publish the survey in the Crieff & Comrie Quair which is delivered to over 6000 households across the Crieff and Strathearn area with notice of four drop-boxes situated at different locations to return completed surveys or to post to the Can Do Crieff co-working space. The survey was also available online and was promoted heavily through various networks and social media platforms.

1.3 Survey Response

A total of 316 completed Community Views Surveys were received, including 17 postal/drop-box surveys and 299 Alchemer online survey responses. Of those who responded and provided their age:

3 were aged 5-11 years

59 were aged 12-17 years

8 were aged 18-24 years

56 were aged 25-44 years

101 were aged 45-59 years

56 were aged 60-69 years

23 were aged 70-79 years

4 were aged 80-89 years

4 were aged 90-100+ years

2. WHAT DO YOU LIKE ABOUT CRIEFF?

Like	% of Responses
Environment and Open Spaces	58%
Local economy and Amenities	46%
Location	39%
People and Community Spirit	38%
Nature of the Place	31%
Services and Transport	29%
Community Facilities, Activities, Groups, Events	26%

2.1 Environment and Open Spaces

Almost 60% of respondents rated the stunning scenery and surroundings highly, and said it could be easily enjoyed via the numerous beautiful walks and paths available across the area. Special mention was frequently made of MacRosty Park and how attractive it is for people of all ages to appreciate.

Breakdown of comments

Views and Scenery	45%
Paths/country walks/biking	31%
Parks	18%
Biodiversity/wildlife	4%
River Earn	2%

Sample Quotes

"I like the views and the surrounding nature"

"The beautiful surrounding scenery is amazing!"

"The views from around town, the wee hills that make you feel alive (and not/fit!) when you walk up them, all of the nearby walking trails"

"It's a beautiful location with fabulous walking and views"

"Fabulous walks from the door. Stunning views around the outskirts of the town"

"Breathtaking views from every aspect"

"It has stunning scenery in the immediate vicinity, no end of beautiful walks and stunning mature and ancient trees"

"Crieff has lovely parks and fantastic walks"

"Easy access to hills, lochs, mountains"

"Accessibility to beautiful walks"

"Lovely outdoor spaces"

"Access to walks and wider Perthshire"

"The surprising and beautiful views snatched between houses and shops"

"The hills, fresh water and air"

"MaCrosty park is wonderful - lovely park for every age group"

"It has a stunning, well maintained park, all the better for the café and the gorgeous river."

"It has a network of beautiful walks"

"Very fine and well maintained town park"

"Fantastic parks and outdoor areas, especially Lady Marys, Macrosty Park"

"Greenery, trees and birdlife right in the centre"

“I appreciate the lack of herbicides used and allowance for ‘messy’ or ‘overgrown’ areas to exist. These are usually very biodiverse and hold a variety of wildlife not usually seen in overly neat and tidy areas”

“The amazing natural environment”

“What I like most about Crieff is its potential to trail-blaze sensible, well considered environmental policies”

“Lack of air pollution”

“The river, the walks”

2.2 Local Economy and Amenities

Forty six per cent of respondents provided a really vibrant insight into the plethora of independent businesses available in the town. People reported they were happy with the level of shops and eating options for the size of Crieff and said they realised it was fairly easy to buy locally. Positive mention was also made of Crieff Hydro and the opportunities/business it brings to the town.

Breakdown of comments

Shops (independent, supermarkets etc)	62%
Cafes, restaurants, pubs	26%
High Street/Market Town	7%
Crieff Hydro	5%

Sample Quotes

“It has the right level of amenities for me”

“A high street with lots of independent shops”

“All the quirky wee shops”

“Large enough to sustain adequate amenities while remaining small enough to maintain a community spirit”

“I like all the indi shops. I also love that we now have Aldi meaning that I can do my weekly shop there and top up at the indi’s and therefore not break the bank”

“The variety of shops and food and drink businesses, wide variety of amenities”

“Lots of varied shops on my doorstep. Good amenities”

“Variety of small family businesses in the town”

“I like the High Street with its small shops owned by local people”

“I like our high street shops and have been almost exclusively shopping there since Covid”

“There is a good range of restaurants, eateries and independent shops owned by locals providing good quality products”

“Pretty much all you need here especially now we have Aldi”

“A good variety of traditional shops”

“The fact that we still have a great selection of local and specialist shops, no need to travel out of town to shop if you don’t want to”

“Good choices of places to eat and drink”

“It still has independent shops and great restaurants and cafes”

“Local restaurants and cafes are brilliant. Thai Isaan restaurant is the best I know in Britain - and I lived in southeast Asia for years so I am a serious fan of good Thai food”

“The selection of restaurants”

“Lively pubs restaurants cafes”

“The availability of local products”

“Busy market town feel”

“Facilities at the Hydro”

“I also like the hydro”

“The Hydro brings folk to stay and engage”

“Outwith the pandemic there is a variety of employment available within the town especially within the tourism and food services sector”

2.3 Location

There was a strong sense that respondents enjoyed being able to live a country life but were close enough to larger cities and towns when they wanted to commute. People also said Crieff is a central gateway to the rest of Scotland, even on a day visit basis.

Breakdown of comments

Rural/countryside	67%
Close to other towns/cities	33%

Sample Quotes

“We are essentially in the countryside!!”

“Proximity to the countryside and lots of other attractive small settlements”

“Refreshing change from city suburbia”

“Easy access to the countryside”

“Beautiful location and access to wild country”

“It still feels like a country town”

“Its picturesque location”

“I like that it is not too far from the cities”

“Good position for Edinburgh and Glasgow”

“I like the geographical location being close and accessible to the cities, airports and the Highlands”

“Central location for major fishing locations, heart of Perthshire countryside”

“Good road access to other parts of Scotland”

“Proximity to central belt and the highlands”

“Central location - quick travel to Glasgow/Edinburgh but also up north to ski slopes”

“Crieff is a jewel of a town at the gateway to the highlands”

“It’s location in Scotland, relatively near to so much”

“It’s a place we’ve chosen to live for the rest of our lives”

“Being out in the country but with easy access to Central belt”

“I think that it is a country town but also close enough to the cities”

“It is in the heart of Scotland”

“It is situated in fantastic countryside and easy access to towns and the cities”

2.4 People and Community Spirit

Many people mentioned the friendly culture and diversity of the town as positives and particularly liked the vibrant atmosphere. People felt welcomed and the sense of community was palpable.

Sample Quotes

“People support local businesses, and some businesses in turn help the community”

“The sense of community and friendly culture”

“A sense of a community spirit with great people doing great work”

“People are pleasant and kind to each other and genuinely care about the town and the community”

“Friendly community with lots going on and folks who seem interested in contributing in the community they live in”

“Friendly, creative, supportive community”

“Friendly folk”

“Relaxed atmosphere and friendly/diverse community to live in”

“Crieff is a vibrant community”

“Small, kind community, caring”

“Relaxed atmosphere and friendly/diverse community to live in”

“Buzzy high street”

“The huge number of creative people who live in the area”

“The passion people have for the area”

“Welcoming - lots of people from different parts of Scotland and the world”

“Love the people and breadth and depth of interests”

“The people (both crieffites and incomers!)”

“Sense of community - always hearing people chatting in shops, on the street etc”

“I like the community spirit, the friendliness of everyone we meet”

2.5 Nature of the Place

Over a third of respondents referred to the size of Crieff (not too big and not too small) and its historical character as being very attractive reasons to live there. People also felt safe and said it was a good place to raise their families.

Breakdown of comments

Size (small etc)	53%
Built Environment (traditional/heritage)	37%
Safe/crime free	10%

Sample Quotes

“Everything is within walking distance”

“Size, easy walking around for shopping, children walking to school and so on”

“Size - small enough and large enough”

“It’s a nice place to raise a family”

“Good housing”

“We like the size of the town which means that most of the day to day business can be done here”

“I can walk everywhere I need to go and don’t need to get in the car”

“It’s small enough that it is not too crowded but isn’t too small”

“Sense of pride”

“I like the size and layout of Crieff”

“Family and child orientated place”

“It’s smallness and the unique character and identity of the place - it is its own place”

“Lots of solid buildings from the past two centuries or so”

“Sense of history all around us in the small closes and squeezed in buildings and houses in the centre”

“Highly attractive built and natural environment”

“I don’t like it, I love it. I was born here...so I like the town and the unique shops, the buildings and traditional aspect of Crieff”

“It’s a genuine Scottish town full of historical buildings”

“Sense of history”

“I love how Crieff has lots of history and stories to tell”

“Appealing architectural heritage”

“Beautiful housing north of the high street”

“The Victorians knew what they were doing - this has been a wonderful place to grow up in!”

“Lots of history, some great architecture, great potential”

“A relatively low crime area”

“I like how Crieff is very safe and has a friendly community”

“No security shutters over shop windows which adds to a sense of a safe, friendly town”

2.6 Services and Transport

The range of services and transport available in Crieff were mentioned frequently enough to understand their importance to people without the need for wordy comments. The element of choice appeared to be the important factor.

Breakdown of comments

School/Campus	69%
Health Care	21%
Public Transport	7%
Post Office	3%

Sample Quotes

“Great schools and healthcare”

“We still have a post office”

“We have services such as the medical practice, dentists, vets etc to keep us healthy”

“Good school (Morrison’s Academy)”

“Good health care services”

“The choices available for education, the medical centre and the local hospital”

“The frequent bus connection to Perth and Stirling”

“Reasonable range of facilities for the size - local shops, schools, churches, leisure facilities”

“Good schools”

“Good access to health services”

“It has a choice of bus routes”

2.7 Community Facilities, Activities, Groups, Events

There was a real appreciation that people welcomed the efforts of the various groups and organisations who are all trying to do their best for Crieff, especially over the last year. The outdoors was highlighted as a great resource with many options to be active. Residents have also enjoyed access to a very good range of cultural activities, with lots of other activities that can be easily accessed too.

Breakdown of comments

Facilities (e.g. Campus, Artspace, sports etc)	44%
Community Groups	32%
Activities (arts, sports etc)	24%

Sample Quotes

"It has good mountain biking tracks"

"The range of recreation facilities are great"

"Increasing cultural provision - films at Artspace and Campus etc"

"The 3g astro pitch at the campus"

"It has a centre with seating and cover (at present)"

"The coworking space is a great resource especially after Covid-19"

"The Artspace is an excellent initiative, especially as there are plans, and I think the funding, to bring live streaming to Crieff"

"The tent in the square and the social aspect that comes with it"

"Wonderful sports fields that are well used"

"I like the events such as Santa's Post Office, the Cowches and the Villains and Heroes production"

"Active community organisations"

"Quality arts and community involvement programmes"

"There are a number of committed people in various community groups working on different projects in the town to turn Crieff's fortune's around, not expecting it to be done by the Council"

"Many groups doing their best to raise the profile of the town"

"I like the town square at Christmas because it is nice with the Christmas tree up"

"It benefits from enterprises such as Remake, Ceramic Experience and Comrie Croft"

"Several social action groups working within Crieff - the Foodbank, CAP, Crieff Connexions etc"

"I like the groups such as the BID and CCT actively speaking up for Crieff to engage with local council and politicians"

"Small community but lots going on for all age groups"

"The Knock hill is a playground for outdoor activities accessible by all age groups"

"Mountain biking is the best bit"

"Lots of events/things to do - Strathearn Arts, Campus, Clubs, Groups etc"

"Good range of societies and clubs, both sporting and cultural"

"Good arts scene (pre Covid)"

"I like that there is a lot to do for the children. I really do think there's a lot to do for all ages as well"

"Everything is accessible and lots of activities available for families - sport, outdoors etc"

3. WHAT DO YOU NOT LIKE ABOUT CRIEFF?

Dislike	% of Responses
Town Appearance	51%
Roads, Traffic and Parking	33%
Local Economy and Amenities	25%
Community and Recreation	13%
Community Relationships	18%
Environment and Heritage	11%
Transport and Access to Services	16%
Anti-Social Behaviour	13%
Housing	3%

3.1 Town Appearance

Town appearance was clearly regarded as very important to residents, with over 51% focusing on this aspect. Empty shops and derelict buildings were cited time and time again as being unsightly with the town centre being in need of some investment generally. Signage and its inconsistency was also voiced as an area for improvement, as was the approach into Crieff from the Muthill end of town.

Breakdown of comments

Empty shops/derelict buildings	73%
Run down appearance	24%
Signage	3%

Sample Quotes

“State of High Street. Particularly the signage of some shops which detracts from architectural heritage”

“Empty shops on high street, privately owned hotels allowed to deteriorate because owners aren’t allowed to either take them down and rebuild with a new building or change the use (conservation area)”

“Derelict buildings. Makes the town look shabby”

“The south entrance into the town from Muthill is a rather poor introduction with very little at first sight to recommend it as a town”

“The overall neglect. Of buildings, streets and pavements. Lack of cleanliness. Run down appearance and empty shops”

“Derelict buildings detract from the character of the town”

“The (slowly diminishing) sense that the look of the town centre doesn’t matter to too many people”

“The height of the buildings on the High Street add to hemmed in feeling, retain pollution and reduce light. Empty shops - could have interesting banners in the window of the history of Crieff”

“The ugly derelict buildings that are spotted throughout the town”

“Town centre could do with rejuvenation”

“Shabby high street, looks tired, unkempt and unloved”

“Increasing number of unused, down at heel commercial properties”

“The entrance to Crieff from Muthill. It looks very industrial”

“Derelict buildings in and around town centre severely detract from character and appearance of the area”

“There seems to be an obsession with the repurposing of derelict buildings rather than focussing on what is relevant/achievable right now”

“The high street shop signs. There is no consistency, bright and garish in a historical town is not inviting”

“The Square needs some TLC”

3.2 Roads, Traffic and Parking

The traffic in Crieff was communicated as a significant concern for a range of reasons ranging from volume to speed to the size of vehicles passing through relentlessly. Other areas of the town were also reported as experiencing local issues. Some people disliked the parking on the High Street area because of cost or congestion and the pavements were also described as being in need of upgrading.

Breakdown of comments

Trunk Road/Traffic through town	52%
Parking (inconsiderate, charges, lack of etc)	23%
Speeding	11%
Pavements (condition, narrow etc)	14%

Sample Quotes

“Inconsiderate and selfish motorists”

“Speed of drivers on Comrie Street near Macrosty Park, volume of traffic on high street generally”

“Extreme amount of traffic through the high street”

“Town centre traffic is an issue”

“Why is the movement of cars prioritised in our town centres, rather than the health and wellbeing of the people who live here?”

“Narrow busy streets and lack of policing”

“A huge problem with speeding and inconsiderate drivers due to a lack of policing”

“Lorries driving through town”

“Squeeze of traffic on West High Street can be awkward”

“The trunk road running through the centre”

“Snarled traffic due to parked vehicles”

“Nightmare trying to cross main road at east end of town”

“The lack of a traffic-free outdoor shopping centre”

“Traffic calm measures and/or speed bumps needed in Broich Road, especially considering it runs past 3 schools”

“Volume of traffic is one issue, but the town generally is dominated by its roads”

“Lack of traffic regulation/management”

“Traffic generally going far too fast down Burrell Street/North Bridge Street out of town”

“The traffic and dreadful idiot drivers and parkers”

“Most roads around the town/retail shops are on double yellow lines. Gives the feeling of a deprived town when walking through high street when it’s not”

“People who park on the pavement beside the petrol station (blocking line of sight for drivers exiting the forecourt”

“Lack of parking for residents on Addison Terrace as town workers park on the street all day”

“Car parking on the high street particularly near Gills. The road is far too narrow for cars to park and others to pass. Causes traffic congestion”

“The extortionate parking meters. Lots of bad parking on double yellow lines”

*“Pavements in the High Street”**“Too many pavements have uneven surfaces and the steps in the James Square area can be uneven and crumbling”**“The narrow pavements down the high street”**“Grotty pavements. High Street needs some investment”***3.3 Local Economy and Amenities**

The lack of specialist shops was highlighted as well as factors such as opening hours and insufficient family friendly eateries. People felt there wasn't enough to attract or keep visitors in the town and believed more could be done working in partnership with Crieff Hydro to benefit the town.

Breakdown of comments

Shops (lack of variety, opening hours etc)	60%
Hospitality	22%
Not enough for visitors	18%

Sample Quotes*“There's a lot of wealth in Crieff that we aren't capitalising on; most people will travel to surrounding areas such as Perth and Stirling to get what they want, when we could offer here”**“Lack of key shops like books, outdoor equipment, cycling”**“Some shops don't open until 10, this misses all the morning shoppers on the school run, who will just go up to Perth”**“The empty shops and proliferation of ‘bargain’ type of stores”**“The Square is a nice trend in the right direction towards ‘nice bar’ rather than old school boozier. Would love to see more of this”**“Not many great family bars/restaurants”**“There is no starbucks”**“Too many take-aways make town centre look ‘cheap’”**“The large number of fast food shops”**“The constant smell anytime after 4pm of takeaways”**“General lack of attraction for tourists”**“Absolutely zero for tourists to do in comparison to other similar sized towns”**“The only main hotel is the hydro and we should have other smaller hostels and hotels”**“The Visitor Centre and Community Centre are disconnected from the main town. There's little to incentivise a visitor to go from there into the centre of town”**“No focal point for visitors”**“I don't like the fact that the Hydro doesn't do more to share its income by improving the town and attracting even more tourists to enjoy town centre facilities”**“Lack of diversity in employment opps”**“No local industry”**“BID is a good idea being executed poorly”**“Annoying that visitors to Hydro probably don't spend much time or money in the town”**“A change in mindset from Crieff being a place to pass through on their way to the Hydro or a place they retire to would really be welcome and help bring in people of working age and who have the desire to make things happen and use local services”*

3.4 Community and Recreation

Comments indicated that there was a lack of activities for children and young people, but for teenagers in particular. Similar new activities were often suggested e.g. bowling, indoor games arcade. Whilst not mentioned often, current sports provision was not deemed very accessible or sufficiently suitable. Survey participants were also divided on the need for an alternative cinema.

Breakdown of comments

Lack of facilities	58%
Lack of activities	42%

Sample Quotes

"Would be good to have a cinema!"

"Community tennis courts would be very good"

"The lack of facilities (cinema, bowling etc) for older children and families"

"Lack of facilities such as soft play"

"No large 'show ground' type area where car clubs/motorbike/shows can be held (grass is muddy - some tar area would be good)"

"The fact that the 3g pitch is always locked and you have to pay to use it"

"I don't like that there isn't a good gym"

"Insufficient sports resources and what we have is poorly coordinated, highly bureaucratic and inflexible"

"As a 20 year old there's not much to do"

"I wish there was more things to do for teenagers like go to the cinema. I wish there more places to hang out indoors with games like pool, table tennis and air hockey"

"There isn't anything for teenagers to do. There is nowhere to hang out. It would be good to have places like a bowling alley, movie cinema, games room where you could also get food"

"Crieff is very dead at night. Compared to Pitlochry not vibrant as it should be"

"I don't like that there are not more things to do/places to go for teens"

"Very old fashioned community and focused on elderly residents rather than a wider variety"

"More activities for teenagers"

"I'm not sure why there's a new arts organisation when we already have one. Perhaps we'll become a cultural hotspot. But I'm undecided about the need when funding and support is enough for one organisation to secure"

"There is nothing for teenagers! A cinema, bowling alley, extended skate park, arcade etc"

3.5 Community Relationships

Over 50 people communicated that they disliked the fact Crieff had so many good groups/people doing good things, but that they didn't always work effectively together. Some residents also aired their disappointment about how different members of the community were treated.

Sample Quotes

"The attitudes"

"Often ignored by Perth with 2 out of 3 PKC elected councillors living miles away"

"Famous for its factionalism. Crieff almost always ruins itself by in-fighting amongst local group members"

“Dividedness”

“Occasionally get the feel of a split society with a friction caused by wealth”

“Negative attitude of some towards anything suggested for the town”

“Since moving to the area I have faced very unkind reactions. Refused services due to my accent”

“Its lack of a common purpose and the politicising of every effort to do something good in the town”

“A divided town. (Haves and have nots). Many people in town struggling with poverty, health and depression”

“When local people criticise it but aren’t prepared to do anything to help”

“Competitiveness between organisations and community groups”

“Apparent above the high street/below the high street prejudices”

“The discrimination against young people in the community, and the fact that they are blamed for everything that goes wrong!”

“It can be cliquy and there can be a divided mindset”

“Increased hatred towards people living in the town who are not Scottish”

“Communication to the people needs to be improved. Too many organisations, community trusts and bodies all working separately but towards the same thing”

“Sometimes people don’t appreciate what they’ve got here!”

“Better to provide continued support to develop and expand existing community projects than to publicly fund the creation of competitors to the detriment of existing organisations”

3.6 Environment and Heritage

Dog waste was recorded as the highest dislike on the theme of the environment, closely followed by the need for more paths, including cycle friendly ones, to enable active travel to school and other nearby communities. Air pollution was also described as a problem in the town centre in particular. Eleven percent of residents sounded disheartened at the lack of action to preserve historical features that would also help to promote the town.

Breakdown of comments

Dog waste	37%
Paths (maintenance, lack of cycle/core paths etc)	32%
Air pollution (traffic)	20%
Not enough made of local heritage/buildings	11%

Sample Quotes

“Dog poop!! It’s disgusting”

“The level of dog poo on the pavements - it’s like nowhere else I’ve ever been!!”

“People that don’t pick up their dog mess”

“I don’t like the dog waste on the pavements and in the parks”

“Lack of core paths and cycleways between Crieff and surrounding villages...anti public access attitudes of local landowners and staff”

“Lack of safe walking/cycling access from nearby towns and outlying areas”

“Safe cycle route to school - we travel from far east side of town to St Doms”

“Lack of cycling friendly infrastructures”

“I don’t like that the Crieff to Comrie path has not happened yet”

“Disrespectful visitors/locals that don’t abide by Outdoor Access Code”

“Car and diesel fumes - especially from vehicles sitting with engines running”
“Heavy traffic and consequent air pollution in centre of town”
“Poor air quality”
“Lovely old buildings being left vacant so they are no longer viable. Keep the character, replacing the traditional buildings with featureless new ones devalues Crieff’s history and attraction to visitors”
“Some old closes and alleyways could be improved and are interesting and historic”
“Lack of landmarks - we have loads of local artists so why aren’t we brandishing their work?”
“Lots of history publicised - you would expect to see statues of famous people born in Crieff or even Notice Boards about the history of Crieff”

3.7 Transport and Access to Services

Over two thirds of people said that public transport services were not satisfactory, particularly to link Crieff to the larger towns and cities. Residents also said they disliked the fact there is not a more centrally accessible Post Office with growing concerns on decreasing banking facilities also mentioned.

Breakdown of comments

Transport (links - buses, no rail station etc)	76%
Access to Post Office, Banks, Police, Council etc	14%
Pressure due to increased population	6%
Library location	4%

Sample Quotes

“Poor public transport links”
“No train station”
“Rural roads, hate that 12 miles to the motorway and poor public transport links”
“No railway station. Uncoordinated public transport”
“Limited public transport links with Glasgow/Edinburgh”
“Public transport could be better”
“Poor public transport links to further afield”
“Public transport - can’t go for an evening out in Stirling and get a bus back. Bus to Perth doesn’t get to Perth College for a 9am start due to schools. Town bus transport”
“Bus services slashed from being every 30 minutes to now being every hour”
“The lack of good public transport connections - I have a car but would like to be able to use it less”
“Lack of train station or express bus link with Dunblane”
“The increasing lack of bank branches and those only open part time”
“Lack of banking facilities. Lack of a Post Office in the High Street”
“Having only 1 post office”
“Feel that schools and doctors surgery can’t cope with an influx of people of the scale that the new development is building for”
“Library should be in a central location - not at the campus”

3.8 Anti-Social Behaviour

The main anti-social behaviour reported was littering but a fifth of all concerns referred to drugs. A lack of police presence in the town was also a source of frustration.

Breakdown of comments

Litter, flytipping etc	34%
Crime (vandalism etc)	25%
General trouble making	21%
Drugs	20%

Sample Quotes

"I don't like that not everyone treats our town well, there's too much vandalism, graffiti and littering"

"People leaving litter in town centre"

"I don't like the litter, the lazy people who don't care about Crieff and just drop the wrappings and bags on the street"

"Litter especially broken glass"

"Vandalism"

"The teenagers, and their mindless vandalism. Not enough policing by either parents, or authority to sort them out"

"The darker sides of the community (which I know every town must have) e.g. recent vandalism to the community garden and square"

"I don't like the anti social behaviour that continues to go on...such as the destruction of the kids week trail, the vandalism of the seating area at the square, broken glass at macrosty park. Same perpetrators and without camera evidence the minority ruin it for the majority"

"Drunks making noise at night. Larger amount of people than in anytime on drugs"

"Lack of policing which has led to vandalism of community groups art work and local businesses property"

"As much as I love the people generally, crime, drugs etc do seem to be on the rise"

"The drug/criminal element - all relate/persistent offenders"

"Drug dealing going on quite openly and nothing much done about it"

"The drug users and litter"

"I don't like that the police station is not always manned and that we no longer have a local police presence which would help prevent the low scale vandalism and damage that happens"

"The drugs problem"

3.9 Housing

A very small number of respondents expressed concerns around new housing developments and their impact on the town.

Sample Quotes

"The horrible newish buildings that have been allowed by planners. Notably the hideous brown flats in the high street"

"I'm worried about the urban sprawl from new housing. I realise that people need homes but there are so many empty buildings in town that are going to wrack and ruin. I feel that the newest development isn't even needed"

"Not enough council houses"

"Development focused around Broich Road risks diverting focus and amenities from the town centre - and creating more congestion around the schools"

"Planning permission objections not listened to - e.g. basic facilities not ready (e.g. schools, medical, roads) but a great many new houses about to be built"

“I think it is expanding too quickly and turning into just any other medium size town i.e losing its character by building the same housing estates that can be found in any town in Britain”

4. WHAT WOULD MAKE CRIEFF BETTER TO LIVE IN, WORK IN OR VISIT?

Improvement	% of Responses
Local Economy and Amenities	50%
Town Enhancement	41%
Traffic Management and Pedestrians	40%
Environment and Heritage	25%
Community Facilities, Activities and Events	23%
Transport and Access to Services	17%
Community Relations	11%

4.1 Local Economy and Amenities

A wide range of views were shared on potential improvements - some people said there should be less focus on shops for visitors and more emphasis on the needs of the people who live there. Several people stated that having a more uniform approach to the look of the shopping areas would enhance their shopping experience. In terms of cafes, restaurants etc it was noted that people wanted more outside options to eat, drink and meet friends which has a more cultural atmosphere to it. An active town centre with music and markets are examples of what people said would make Crieff better. Numerous people commented that Crieff could do more to attract and retain visitors with more town centre accommodation being reported as essential. Bringing different industries to the town as a way to boost the economy and local employment opportunities was suggested, as was ongoing support for local businesses to develop.

Breakdown of comments

Improve shops (more choice, better quality, pop-up etc)	27%
Cafes, hospitality, accommodation (more/less, variety, affordable, cultural approach, covered)	26%
Develop and promote cultural/arts/creative sector, more events, cinema	16%
More for visitors (a destination, signage)	15%
More business support, attract more industries, skills building, jobs	10%
More affordable housing to attract new people to live and work here	6%

Sample Quotes

“More independent shops/galleries on high street. A bookshop in particular would be a huge asset”

“More shops for locals rather than tourists”

“Shops that sell outdoor equipment. We’re in the countryside but there’s nowhere to buy equipment?”

“Crieff should encourage unique shops, celebrate the whole of Crieff. Not just the high street”

“Shops that are unique as well as shops that cater for every day needs. I shouldn’t have to travel to buy things like clothes or even an ink cartridge for my printer!”

“A sense of unity in shop-front colours and street furniture”

“People need to be encouraged to shop local. It is more convenient to jump in the car to a supermarket to do your shop under one roof while staying dry! Pitlochry have awnings along their streets so locals and visitors can shop under shelter”

“We need another bar, a nicer drinking environment that is suitable for special occasions or evening drinks”

“A driver’s café...like the Ace Café in London”

“More varied choice of restaurants”

“Affordable takeaway coffee shop/takeaway lunch café serving healthy food options such as salad, as more people are now working from home and don’t mind wandering into town for lunch”

“Continued efforts to improve the cultural offering should be made”

“More live music performed by locals, more cafes should be outdoor”

“Regular farmer markets”

“Put Crieff on the map for walkers, outdoor enthusiasts”

“A focus like towns in Galloway, have a book town, an artist’s town, a food town”

“Some activities in square - markets/music...make it a ‘destination’ town e.g. food (and dog friendly) as great places to eat”

“Outdoor seating for drinking and dining in the square”

“More events like markets etc to bring people in from local areas”

“A cinema, like the Birks in Aberfeldy”

“We need to get the proposed cinema complex built so that there is more to do for folks in the evening and a reason for people to come down into town from the Hydro”

“Improving around James Square. The covered area has been great but a more permanent structure may be better”

“A greater amount/variety of tourist accommodation, a greater ability to make Crieff once again ‘The holiday town’”

“Develop Crieff as a destination, known for arts or food or outdoor activities - we need a reason for visitors to discover Crieff and it’s wonderful situation bringing much needed income to the local community”

“For visitors, having a central point for information (not just a computer screen)”

“Optimising physical capacity for visitors e.g. good signage, toilets, parking”

“More smaller hotels so the hydro don’t have a monopoly on any visitors”

“A hikers hostel would be good”

“Facilities for tourist coaches to bring tourists into the town”

“More employment opportunities”

“A business model for shops that was successful in encouraging businesses that work in a small town”

“It would be good to entice more companies to Crieff which hopefully would offer constructive, well paid jobs”

“More manufacturing”

“More options in the town so it’s not so dominated by Crieff Hydro”

“More business enterprises to be supported to flourish”

4.2 Town Enhancement

Over 41% of all respondents disliked the fact that derelict buildings and empty shop premises were deteriorating and vocalised that something needed to happen, whether this was turning some buildings into new housing options to bringing shops back to life to reflect a sense of pride in the town. Introducing green spaces/trees etc was also recommended as a way of encouraging people to use and stay in the town centre. Remodelling the town centre was suggested but in some cases, respondents felt being tidier and cleaner would be sufficiently beneficial.

Breakdown of comments

Deal with empty shops/derelict buildings	62%
Improve High Street, Square (tidier, cleaner etc)	38%

Sample Quotes

“Derelict hotels need to be dealt with, complete eyesore. Embarrassing”

“I think the empty shops should be converted to housing otherwise it can look a little empty and sad as businesses move out”

“Fill the abandoned buildings with things for the community”

“Smarten the place up and show a bit of pride!”

“Compulsory purchase of derelict hotels and conversions into affordable housing”

“Derelict, empty or abandoned buildings being attended to, whether demolished or found a new lease of life and empty shops being put to good use if tenant can't be found”

“Shops looking prosperous”

“Renovation of local dilapidated buildings”

“Make-over for the market square”

“An acceptance that the town centre has to prepare for a future with fewer shops and so vacant space should be allocated to varied housing opportunities for older and younger people and recreation”

“More green spaces to replace derelict areas”

“Needs to take a more imaginative and modern approach to the town centre. For example, the way forward may be to reduce the focus on shops and think more about activities. I see the Drummond Arms as a great venue for a Scottish themed Escape Room(s)”

“Repair and use of derelict buildings in a co-operative way ensuring that they are working together and not conflicting”

“More investment into its High Street”

“Brightening up the high street with an incentive for businesses to take over and occupy the empty units in the high street”

“Remodel town centre with far fewer shops”

“The town has a better feel when the monthly country market is there - lovely if that feel could be a more permanent feature”

“For now, getting those empty buildings sorted would be wonderful”

“Clean the fountain, it's a disgrace”

“Plant trees up the length of the High Street to break up the hard urban look and improve air quality”

“Town generally could be a lot cleaner”

“Impose a set palette of colours and font designs to create a unified and elegant look to the shop fronts, fill the windows of empty shops with displays from local crafts people etc and allow more pop-up shops”

“Fostering an attractive tidy clean town centre with pleasant looking shop fronts, garden areas, flowers, places to sit around the town and main areas”

4.3 Traffic Management and Pedestrians

Many people vocalised their concerns at the lack of traffic management across different areas of the town but primarily in the town centre. Residents were worried at the increasing levels of traffic passing through, the pollution this created and also felt safety for pedestrians was compromised. Parking attracted differing views but comments indicated it did add to congestion in the High Street. Pedestrianisation featured regularly as did the need to repair or widen pavements, especially with the large vehicles passing close by. Solutions such as a by-pass, an out of-town Park & Ride and additional stops added to the in-town bus were offered.

Breakdown of comments

Parking (more, less on-street, seasonal)	37%
Improve traffic flow, reduce pollution	30%

Pedestrianisation, pavements (widen, improve)	12%
Road safety	11%
By-pass, Park & Ride, in-town bus	5%
Active Travel, electric car charging points etc	5%

Quotes

"Better parking, a Park & Ride"

"Improve flow of traffic by not allowing parking on narrow sections of the high street"

"The car park at the square should not be in operation in summer and the square opened up for covered outdoor eating for the cafes"

"It would be good to have some CCT support in other active travel campaigns"

"Removal of double yellows on roads in town area or a free car park to encourage trade for shops"

"Parking bays and pay parking with residents permits on Addison Terrace and all residential streets around the town centre to stop town workers parking there all day for free"

"A permanent 20mph zone extending to the entrance of Macrosty Park and anywhere else children are regularly walking (Broich, Ferntower?)"

"Paving of all local streets around schools"

"Pedestrianisation of more areas"

"Perhaps some roads becoming one way for traffic then a cycle lane in the other half. This would make it safer for children to cycle to school"

"Easy free parking to make it easy for tourists to stop for lunch, shop as they pass through"

"Shuttle buses from out of town parking"

"Speed cameras or speed bumps on Dollerie Terrace"

"Improvement/widening of other roads to give an alternative route other than the high street"

"Less cars as busy roads make it hard to cross and contribute to the growing amount of pollution and fumes"

"Better motorcycle parking"

"A by-pass to take traffic away from town centre - essential"

"The pavements are cracked, a mish mash of design and unfriendly in general to pedestrians"

"Life in Crieff would be better if there was less traffic in the High Street - clogging up the streets, creating pollution and unsafe for pedestrians"

"Better on-street parking so that tourists and locals can stop spontaneously to shop or visit something"

"Some of the Market Park developed for buses, camper vans and cars and caravans to be able to park, to allow people to visit the town when touring"

"Reducing pollution in centre - discouraging lorry/buses from running engines when stationary"

"Much improved traffic/speed control"

"Pedestrian areas"

"I worry a lot about road safety around St Dominic's. Railings at the pedestrian crossing could help...a cycle walk path behind the stone wall that runs up to Aldi opening from Duchlage Road"

"Traffic-free town centre. Anything else is just window-dressing and doesn't tackle the fundamental problem"

"Making the town pedestrian friendly"

"Encourage walking by better walkways away from traffic"

"Create a one-way system through the High Street with a reduced speed limit, perhaps making more use of the Broich Road and Burrell Street to facilitate this"

"Significantly widen the pavements providing only a few laybys for parking and loading"

“Accessibility - Crieff is hilly and pavements narrow. Tough for the less able and elderly and families with young kids”

“Thank you for the electric car charging point 😊”

4.4 Environment and Heritage

A quarter of all respondents focused on this theme and 45% indicated the need to keep working towards a better path network, more signage to promote the paths but also expressed the need for more connected cycle path networks with other close-by communities. Accessibility also arose for both wheelchair users and people with prams to have more options. Residents were keen for wasteland to be used to brighten up the area whilst contributing to climate action planning. Whilst only a small number of people made reference to making more of the local heritage, ideas that were communicated did focus on the benefits for locals and visitors.

Breakdown of comments

Improve paths (make more of, signage, cycle friendly paths/roads, accessible, new, mini)	45%
Develop open spaces (make more of parks, new park near schools, maintain existing, connected spaces)	23%
Make more of heritage (restore, promote, maintain)	10%

Sample Quotes

“We need to complete the cycle paths to Comrie and Muthill”

“More sign posts for different walks and activities to make it easier to find”

“A safe cycle network within Crieff and joining Crieff to the surrounding villages”

“Connect green spaces with traffic free bike trails”

“There are some amazing circular routes encompassing all the villages in Strathearn but hard for visitors to find and follow them”

“More seating areas/picnic areas at Macrosty”

“Expand Crieff in Leaf. They could take on bigger plots such as by the visitor centre which is currently very unattractive”

“Making the countryside more accessible - wheelchair/pram friendly walks”

“Access to cycling network so could easily cycle to Perth or Comrie and beyond off-road”

“Make use of wasteland by planting more greenery particularly with the current climate action plan”

“Outdoor space in town where you can sit and eat a packed lunch - preferably green space and covered”

“Tree planting and forest protection orders on all the beautiful spaces to help meet net zero emissions”

“Community renewable energy supply”

“Update the smaller playparks and build a play park near the new primary school”

“A museum housing items relating to the area and paying tribute to our famous sons and daughters”

“Realising the plans for the town museum”

“Continued focus on the heritage and physical attributes that make Crieff attractive”

“Traditional architecture should be better maintained”

“I’d like to see a focus on environmental initiatives”

“Revamp, improve street and history information plaques for visitors. Retro style attraction directional signposts”

“Historic monuments from the town hall could be located in a more publicly available place, such as the campus, with more marketing done to make tourists aware of their existence”

“Restored architectural heritage”

“Make more of our heritage including the Crieff Monuments - possibly new town centre site?”

“Better heritage centre, more traditional skills”

“Museum show casing the amazing history Crieff”

4.5 Community Facilities, Activities and Events

Overall, this theme attracted less than a quarter of comments but those who provided feedback, suggested that there was not enough for families with young children to do, as was the case with teenagers. Teenagers were keen to have a place to go where they could meet friends, access facilities such as a games room, bowling alley etc. It was also felt that the 3G pitch could be more accessible out of hours and some residents hoped for a gym facility or fitness sessions that didn't involve the hydro or local leisure centre. One key feature that emerged was the request for a community hub that would be suitable for all age groups to use for a variety of purposes and also act as an anchor venue for different services.

Breakdown of comments

More activities (arts, sport, outdoors, wet-weather)	37%
More facilities, improve existing, better access	28%
More events	20%
Community Hub	15%

Sample Quotes

“More activities for older children and families”

“Fitness classes/Pilates studio, we only seem to have an expensive option (hydro) and the cheap option (leisure centre)”

“Get stuff to actually do”

“An outdoor gym”

“More emphasis on accessible arts for all ages”

“I think Crieff would be better if there were more leisure centers that include activities like ice-skating”

“More sports groups - most seem to be semi-professional clubs rather than just for fun”

“More for young people - an emphasis on their contributions and opportunities in life would be amazing. We of course respect the sacrifices previous generations have made for the lives we lead today, but these are also very, very tough times, especially for young people. They are so resilient in the midst of an uncertain future - so bringing them in to contribute and to celebrate through activities, festivals and opportunities so they can see a future in the area rather than counting down the days til they can get out of here and to the big city, would be hugely beneficial to Crieff”

“It would be nice if there more groups to get involved in (art etc), especially for people who have moved here from elsewhere, to meet new friends”

“Some more modern activities”

“It would be nice to have one or two more choices for activities for teenagers”

“If there was more stuff to do, for teens and young adults. Kids week Crieff doesn't appeal to anyone over the age of 7”

“More wet weather activities”

“A table tennis group would be a good idea”

“More facilities for children, indoors specifically as only the hydro or Crieff ceramics locally for parties or entertainment”

“A proper community town hall”

“The skate park is getting a little old now and a bike pump track would be a good addition to complement this”

“Unlock the 3G pitch so everyone can use it like Auchterarder”

“To build on the success of kids week, the sugar mouse hunt, the cow trail, the Santa post office etc - these were popular with locals and visitors and created a feel good atmosphere around town. Similar events to build a sense of belonging and togetherness within the town”

“More events like the BID did in 2019”

“Somewhere for young people to meet”

“Community areas for people to meet up and do things together, clubs, business, culture”

“Central hub for community information”

“We need more socialising spaces”

“A community centre that has advertised regular community events would be a good addition”

“Have a community hub for all people to use, including daycare for adults and carers and maybe a softly area for young families”

“Somewhere for teenagers to meet”

4.6 Transport and Access to Services

Enhanced public transport with a wider range of express route options was one example of what local people would like to see in addition to improved rail links with Gleneagles. A few residents also mentioned the in-town bus service could be developed further with more out of town amenities emerging. Residents suggested a more visible and regular police presence would support a reduction in anti-social behaviour. The post office was talked about as being inadequate for the size of Crieff and improved access to the existing fuel station was regarded as essential as was an additional petrol station. Health services were referred to infrequently as was connectivity, but when it was observed, internet speed seemed to be the issue.

Breakdown of comments

Transport (better links, bus stops, rail)	39%
More police/dog warden presence to deal with anti-social behaviour, CCTV etc	23%
Banks, post office, recycling, housing, public toilets etc	19%
Fuel station (improved access, additional)	9%
Improved health services including mental health, day care etc	6%
Connectivity	4%

Sample Quotes

“A train station would be great”

“Better transport links in and out of Crieff. Better town bus service”

“It would be great if Crieff was served better by the Gleneagles train stations, if it had the same level of service as Dunblane”

“Take the bus stops where the buses stop for up to 10min away and replace with request only stops”

“Main bus stop moved to carpark down from Crieff Hotel so stop on the street is just an on/off and not for a break. 15 and 15a to incorporate stop at Aldi so out of town folk can get their shopping if they don’t have a car”

“Train station or direct express bus links to Stirling”
 “Better co-ordination of bus and train services”
 “Get better and faster links to cities for work - not just Perth and Dundee!!”
 “More police presence should always be demanded as anti-social behaviour and drug dealing and misuse is on the rise and this should be kept monitored”
 “Tackling anti-social behaviour at a meaningful level”
 “Police presence to ensure that people feel safe”
 “CCTV cameras, higher police activity”
 “Better post office facilities”
 “Give the people of Crieff a good sized Post Office staffed with people who are happy to serve and be helpful”
 “Keep the public toilets open and improve them”
 “More recycling bins around parks and public areas”
 “More affordable housing”
 “Make use of the old Crieff Primary School building - could be adapted for good quality affordable flats/housing for young people”
 “Better fuel facilities”
 “A new petrol station in a more accessible location”
 “Crieff Hospital could expand procedure range”
 “Faster broadband”

4.7 Community Relations

Negative views were expressed regularly around community relations and there was a sense of frustration with the abundance of groups who were not working together more closely. It was also noted that collaborative change seemed difficult to effect and that people don't participate in community matters because of historical tensions. Some people voiced that young people should be included more in decision making processes and it was also indicated that not all members of the community are treated with due respect.

Sample Quotes

“Allowing change to take place. New ideas are good for the future, we can't live in the past. Young people are the future and we need to encourage them to engage with their ideas”
 “More local decision making”
 “There's always room for better communication and inclusivity”
 “Equal opportunity regardless of which school you go to”
 “I think Crieff people don't participate in the towns matters because they think it wouldn't make a difference”
 “Making newcomers welcome and stop the racism”
 “Better sharing of ideas and collaboration rather than lots of different groups working independently”
 “Collaboration and communication between the organisations working here”
 “Opportunities for youth empowerment”
 “Look at more ways to bring the community together and to go beyond Crieff”
 “For local groups to work together so that efforts and proposed new facilities are not being doubled up”
 “More community unity”
 “I think it would be really good if the disparate groups who are all working to improve aspects of life in Crieff could work together!!!”
 “A new town council, with greater vision, less introspection and less self-interest”

5. WHAT ARE THE PRIORITIES FOR ACTION - BIG AND SMALL?

The priorities for action, both big and small are listed in order of the number of times they were mentioned.

THEME 1: Local Economy and Amenities	HOW MANY TIMES
Develop and promote cultural/arts/creative sector, more events, cinema	33
More for visitors (a destination, signage)	29
Cafes, hospitality, accommodation (more/less, variety, affordable, cultural approach, covered/outside spaces to eat)	26
More business support, attract more industries, skills building, jobs etc	25
Improve shops (more choice, better quality, pop-up, remodel town centre, awnings etc)	19
More affordable housing to attract new people to live and work here	10

THEME 2: Town Enhancement	HOW MANY TIMES
Deal with empty shops/derelict buildings	171
Improve High Street, Square, (tidier, cleaner, shop fronts, flowers, lights, trees etc)	67

THEME 3: Traffic Management and Pedestrians	HOW MANY TIMES
Parking (more, less, on-street, seasonal, restricted times, easier for tourists)	53
Road safety (potholes, speed, drains etc)	47
Improve traffic flow, reduce pollution	39
Pedestrianisation, pavements (widen, fix, de-clutter)	20
By-pass, Park & Ride	7
Active Travel, electric bikes, electric car charging points etc	4

THEME 4: Environment and Heritage	HOW MANY TIMES
Improve paths (make more of, signage, cycle friendly infrastructure, new)	34
Develop open spaces (make more of parks, new park near school, more small parks, maintain existing)	27
Make more of heritage	15
Biodiversity, eco-friendly streets/spaces, allotments etc	12

THEME 5: Community Facilities, Activities, Events and Relations	HOW MANY TIMES
Community Relations	43
More activities (arts, sport, outdoors, wet-weather)	19
More facilities, better access/accessibility	15
More events	10
Cultural/Community Hub	9

THEME 6: Transport and Access to Services	HOW MANY TIMES
More police/dog warden presence to deal with anti-social behaviour, CCTV, litter etc	49
Post office, recycling, access to PKC services etc, public toilets	23
Transport (better links, bus stops, rail, in-town bus etc)	13
Fuel station (improved access, additional)	2
Improved access to health services including mental health, day care etc	4
Connectivity	3

TOP 10

- Deal with empty shops/derelict buildings
- Improve High Street, Square, (tidier, cleaner, shop fronts, flowers, lights, trees etc)
- Parking (more, less, on-street, seasonal, restricted times, easier for tourists)
- More police/dog warden presence to deal with anti-social behaviour, CCTV, litter etc
- Road safety (potholes, speed, drains etc)
- Community Relations
- Improve traffic flow, reduce pollution
- Improve paths (make more of, signage, cycle friendly infrastructure, new)
- Develop and promote cultural/arts/creative sector, more events, cinema
- Develop open spaces (make more of parks, new park near school, more small parks, maintain existing)

6. OUR VISION FOR THE FUTURE OF CRIEFF

A vibrant, dynamic and sustainable community-led town offering the very best cultural, outdoor and heritage experiences in the heart of Scotland

We asked people what their vision was for Crieff by 2040 and we have identified five key themes, and provide some quotes to help illustrate them:

A thriving, vibrant market town with a prosperous future

“A town which fostered small artisan businesses”

“Bustling town centre. It won't be what we traditionally think of town centres but more about where people socialise and meet. A creative centre”

“A busy and lively market town with priority for pedestrians and cyclists”

“A thriving community with employment in the local area for young people in particular”

“Buzzing with life. Full high street, lots of community groups and activities. A supportive caring community”

“A thriving town with a real future”

“A vibrant commercial location where shops don't come and go in the blink of an eye”

“A productive industrial town with opportunities for all - for industry, rest and recuperation”

“Higher diversity, local businesses thriving, increased facilities”

“An attractive market town drawing customers and tourists, with local traders, artisans and food outlets to choose from”

“A thriving, vibrant community celebrating local business and craftsmanship”

“Every old hotel and building thriving”

“The attractive, bustling market town it has such potential to be!”

“A happy place where everyone feels like they belong and which has a wide range of activities and opportunities for all”

“Vibrant community groups for all ages in sports and the arts”

“The town that supports Scottish products and suppliers as much as possible”

“All the derelict buildings are repaired, restored or replaced and Crieff has Christmas lights to be proud of”

“Bustling and busy, day and evening”

“Leafy pedestrianised centre with cafes and outdoor seating”

“The addition of town centre attractions to support an evening economy”

A place that celebrates its heritage and culture

“The Arts and Crafts Capital of Scotland - the place to live”

“A world class centre of excellence for Scottish History”

“A working heritage centre alongside new industry”

“Hub for people who love life; outdoor activities, health and fitness, family life, art, architecture, the environment and history”

“Crieff has a wonderful heritage of beautiful buildings especially the large Victorian villas and smaller old terraced houses. These should be treasured, they will never be built again”

“Joined up plans for sports, arts, tourism, outdoor activity, heritage”

“A creative hub that played on its heritage”

“More artists, artisans, textile designers, writers”

“Make it the foodie shoppers’ town of choice”

“Modern and relevant but retaining its heritage”

“To be the Arts centre for Perthshire, perhaps (rural) Scotland”

“Fostering and maintaining its own identity and building on its strengths”

“Regain its Victorian status as the best place to escape to, whilst also being a joy to live in for its residents!”

🏡 A bustling and unique destination renowned for the beautiful outdoors 🏡

“A strong local and national identity”

“Picturesque touristy town which attracts mountaineers and outdoorsy folk year-round, feeding a thriving high street and restaurant scene”

“The Heart of Perthshire - the Jewel in the Crown, a real destination”

“Local landowners actively welcoming visitors to support local economy”

“A place where people come to visit, rather than drive through”

“Fully integrated cycle and public transport network”

“A place where visitors come all the year round”

“A busy tourist town full of people enjoying our beautiful town”

“A town kept up with the times while still holding its heritage”

“A place where people make a point of visiting because of the different, unusual, independent shops, the broad range of cafes and restaurants, and the number of activities/sights/events going on - a place of buzz and fun and beauty - a destination!”

“An easy access centre for tourism”

“A vibrant, diverse and inclusive destination of choice for tourists and residents”

“A holiday town where people of all ages, local and visitors, enjoy a range of indoor and outdoor activities”

“A ‘ski resort of the North’ but without the snow”

“Tourists continue to find refreshment, enjoyment and marvel at our beautiful countryside and want to come back time and time again”

♥ A safe, friendly and connected place to live and visit ♥

“A place where residents and visitors alike are happy and safe to be”

“A connected inclusive community for all”

“A vibrant town where young people want to live and work”

“A more youth friendly town with more young person support”

“An open and community-based place”

“A place where young families choose to live, work and play”

“A safe, friendly and flourishing town”

“A great community, bound by respect for one another, supportive and friendly”

“A community which supported and encouraged each other to reach our full potential, where people’s spiritual, emotional and physical needs were met”

“A cohesive and productive community which is safe for families to live in and proud of where they reside”

“A community where all ages are valued and cared for”

“To be stable, with a contented population”

🌲 An eco-friendly and self-sustaining inspired town 🌲

“At the forefront of combating Scotland’s biodiversity crisis”

“An economically, ecologically and socially sustainable place to live and work”

“Super environmentally friendly town, clean streets and water”

“A thriving town with eco principles at it’s heart that make it a model of sustainability for other communities”

“Ideally a self-sustaining community that welcomes visitors but is not dependent on tourism to survive, which means good communication links to support remote working and local artisans and producers”

“A place that is leading in terms of being environmentally friendly - less congestion, more reusing, reducing and recycling!”

“Clean and green”

“To be an international example of a healthy and sustainable town - more forest, fantastic walks, free fitness, a wellness destination - 100% renewable energy”

“More opportunities made available for local people to be involved in environmental issues”

“Eco conscious businesses setting up”

7 BUILDING BACK BETTER - GREENER AND STRONGER

Respondents were asked how they would like to see Crieff 'build back better' - greener and stronger after the pandemic. Four key themes are illustrated with some sample quotes.

7.1 Renewables, Energy Efficiency & Environment

Renewables, Energy Efficiency & Environment	How many times mentioned
Recycling, litter, composting	27
Tree planting, biodiversity	25
Electric car charging points, green buses, car sharing	25
Solar panels, wind turbines, construction methods/materials etc	23
Eco-town, environmental sustainability	9
Environmental education (children, adults)	7

Sample Quotes

"Go beyond recycling, have package free shopping, support and educate people about composting"

"Biodiversity plan to improve biodiversity in Crieff"

"Plant more trees and clean up litter"

"A community opt-in to a solar/wind farm benefitting the local area first and commercially selling on the surplus"

"Support for green energy initiatives in homes"

"Market itself as an eco-town"

"Support green initiatives that reduce the need for travel to larger settlements for goods and services"

"Research best practice from across the world and apply it wherever possible in Crieff, be a leading town, not an insignificant forgotten one"

"A local car sharing service"

"More electric charging points for vehicles"

"Promote sustainable transport options"

"Provide the best education possible to Crieff's children, including giving them the practical skills and enjoyment of growing and making for themselves"

"Hold talks and sessions for schools and residents on the importance of growing own food and organic eating"

"Perhaps going into local schools to inform them of how Crieff intends to build back better and ask them to be part of it all"

7.2 Local economy, produce and skills

Local economy, produce and skills	How many times
Eat local, shop local, local markets	29
Working from home (new people living in area), more eco-businesses, more varied amenities, services etc	26
Tourism (eco, marketing)	21
Allotments, sustainable farming, eco-garden	16
Refill/reuse shops, more environmentally friendly/single use products for sale	14
Sustainable jobs, manufacturing, skills building	6
Digital (connectivity, skills)	5

Sample Quotes

“Diversify the High Street to encourage people to spend time on it”

“Grow local, sold and eaten local”

“If people choose to live, work and spend in Crieff then amenities would also improve and shops and businesses would have a chance to thrive”

“Making it easier for the needs of residents to be met within the town, negating the need for travel”

“Solar panels on all business roofs”

“It would be good for businesses to have support and funds to analyse their environmental impact and identify the ‘easy’ changes that could be made that would have the biggest environmental impact”

“Have a fresh fruit and vegetable market in the town, bigger than the square”

“Crieff offering a ‘Changing Places’ facility for those who need this, there are so few of these around Scotland”

“Build upon the renewed interest there is for touring and holidaying in Scotland by developing physical capacity for visitors across the cost-spectrum”

“Tourism can be promoted as holidays in Scotland likely to increase”

“Allotments for folks living in flats”

“Encourage zero waste - we need a refill shop”

“More environmentally friendly products in shops”

“Encourage employers to take on pupils for work experience to build skills”

“Reduction of digital poverty”

“Help people to use digital better”

“Stronger digital connectivity”

7.3 Resilience and Community Spirit

Resilience and Community Spirit	How many times
Connecting community groups, community events	71
Building capacity, developing people (businesses, voluntary groups, vulnerable community members)	29
Activities, outdoor events, facilities	18
Communications	9

Sample Quotes

“More unity of vision between the various interest groups”

“More community events to harness the community spirit that has been developed...let’s not lose it!”

“The pandemic has proved that the people of Crieff can all pull together”

“Stronger sense of community, kindness to others, continued support to those vulnerable people in our community”

“Support to ensure our local businesses survive and thrive meaning a reduction in job losses and the massive knock-on effect of that”

“Support for our many voluntary organisations”

“Local support for retail”

“Could do with planters with veg and salads for people in need”

“Lots of places or activities where children can spend time together and have fun”

“Create some Play Streets”

“Outdoor music events/street party”

“Promoting green spaces with environmentally friendly events”

“A directory of clubs and societies etc”

7.4 Town Enhancement, Traffic, Pollution

Town Enhancement, Traffic, Pollution	How many times
Reduce pollution (better public transport, reduce traffic in town centre)	40
Active Travel, more/better paths, cycling infrastructure	35
Improvements to High Street, historical features	15
Develop green/open spaces, small parks	14
Derelict buildings (restore, re-use, housing)	10

Sample Quotes

“Reduce times that heavy vehicles are allowed to stop on the high street”

“Think 3x’s before driving anywhere”

“20 mile an hour speed limit throughout the town would really reduce pollution and make it safer”

“Encourage low food miles”

“Make it car free in the centre”

“Better active travel opportunities”

“Give more road room to walkers and cyclists”

“Breathe life back into the high street, make it an attractive place by refurbishing the frontage of the shops and actively encourage new entrepreneurs to move into the empty shop outlets”

“The development of more artistic and bohemian venues in town which leverage on the history and surrounding scenery of Crieff”

“Introduce art throughout town or statues of historical figures”

“More gardening and green spaces plans”

“Knock down eye sore buildings and replace with green spaces”

“Compulsory purchase of empty hotels and conversion into affordable housing”

TOP 10

- Connecting community groups, community events
- Reduce pollution (better public transport, reduce traffic in town centre)
- Active Travel, more/better paths, cycling infrastructure
- Building capacity, developing people (businesses, voluntary groups, vulnerable community members)
- Eat local, shop local, local markets
- Recycling, litter, composting
- Working from home (new people living in area), more eco-businesses, more varied amenities, services etc
- Tree planting, biodiversity
- Electric car charging points, green buses, car sharing
- Solar panels, wind turbines, construction methods/materials etc

7 SUPPORTING THE COMMUNITY DURING THE ONGOING PANDEMIC

The Steering Group felt it was very pertinent to ask survey participants about their views on how people should work together to support the wellbeing of residents, businesses and organisations during the ongoing pandemic. A large number of the comments received are illustrated below:

A more proactive social care system, I know too many in the town who have no contact with any official support & are muddling through on their own

Bring all the charitable Crieff efforts together and advertise them! People want to help where they can at this time and others need help!

Some form of contact for those shielding or spending too much of their time at home. Could be phone calls, video calls or letters for those that prefer

Need goods for tourists - outdoor equipment they could have

Encourage and promote kindness...especially on some local Facebook pages

Supporting businesses and employees with signposting to funding and benefits

Keep doing what we're doing

The idea that you can pay for an extra coffee, cake or meal for someone who needs it at local business is a really good idea

I think the town is doing this well just now

The marquee in the square to continue

Offer training about working online - to help people who do not have strong digital skills

Continue to champion, even by volunteering, for the Foodbank and Crieff ConneXions who are a vital line of support to those in need

Encourage people to shop locally

Focus on creating a 'circular community' - one where we actively explore how all the different local groups can support one another with the purpose of benefiting the community as a whole

Better coordination of services available to support the elderly and the young

Sort out the parking situation on residential streets around the town centre as more residents are working from home but can't park where they live

Crieff has lots of brilliant outdoor spaces that could be utilised for socially-distanced events

Looking after our elderly population - maybe a buddying system pairing older residents with younger ones for company/creating a bubble/helping with chores etc

Intergenerational contact is a good thing, so perhaps there is a role for local schools?

More help for small businesses, the back bone of the community

Let's each ask our neighbours what we can do

I think Crieff was amazing through lockdown with deliveries, support from Logos for kids etc. Making sure this continues is important

Understand the core issues impacting on the Crieff population and continue to encourage people to volunteer more

Publicise existing activities and initiatives and encourage everyone to support them

Be an inclusive community, look after one another, organise on line groups for those living on their own

Create a positive buzz by supporting new traders with honeymoon rent periods
We need a central organiser. We need someone like a mayor to bring local groups together and get action

Community health talks

More posters to encourage people to do their bit

Sell Crieff as a place to shop and reconnect with traditional local goods and produce

Positive messages to encourage people to look after their mental health and well-being and get outdoors

Finding and reaching out to people of all ages who are digitally excluded

Promote the great work that many organisations are quietly carrying out unseen

Create a central list/register of all the different organisations and what each one does and how to contact them

Communication and supporting each other's projects

Free bus round the town at night (when we are allowed out again) to encourage people to eat out and leave the car at home

How about a relief fund for Crieff? While it's still difficult to help in ways that involve contact, many retired folks like me would willingly contribute money to support families in difficulty, or keep businesses afloat until things come back towards normal

Embrace heritage to develop sense of place and identity

Keep up the good work and maybe look at business rates for shops

Support mental health and loneliness - walking groups, concerts, events when allowed

Maybe a zoom room for locals to get together

A local pandemic and post pandemic health and activity action group perhaps led by local councillors and health and exercise professionals with local volunteers to promote health and wellbeing for all ages

When tourism is allowed back, engage with Visit Scotland on some sort of campaign to promote Crieff as a holiday destination

I think work together is the answer

A co-ordinated delivery service for local businesses. Like the Neighbourhood thing but with the option for delivery as well as collect

Businesses should replace the charity tins with something like cashless/tap service such as Goodbox to help people continue to donate to local charities

Make sure that people losing jobs get support...Maybe get volunteers to help people retrain

Community fridge reducing food waste from shops and getting it to those who have been put in need over the past and coming months

Teenagers should be given work experience with local employers to boost skills and employability

A unilateral focus on progress for community projects both financially and creatively

Keep the health centre open so everyone who needs help can speak to someone that same day

There have been so many amazing projects, we should take some time to reflect on these, look at what has worked, who has been involved and how we can build on this for the future

I have decided to give up driving my car and would appreciate a lift now and then when required. I would be happy to contribute towards the cost of fuel

Make available information on how to get help with debt, mental health, loneliness, coping with loss, addiction etc

Council offices to open and supply full services

Being positive will accumulate and benefit everyone

Local campaign to instil pride in the community and incentivise volunteering

A local chat line

Keep creating outdoor spaces e.g. marquee in the square so people can still have human contact safely

We live in a place with such easy access to green spaces. Our green spaces should be protected and enhanced

You are doing a great job just keep it up

There are already some fantastic local groups but they need to work together better
I would like to see the churches combine their activities with other welfare groups to support those in need of help

Focus on small shops and businesses with good supply chains, continue to support local delivery and make it easier

Some town centre access to informal mental health support and/or activities to combat loneliness amongst our older generations