

# **Aviemore**

# **Community Action Plan**

# **Review 2017**

**Aviemore & Vicinity Community Council**  
**Aviemore Community Enterprise Company**

## SUMMARY

Early in 2017, Aviemore and Vicinity Community Council, together with Aviemore Community Enterprise Company, decided that they wished to review the community action plan for the village, which had been previously carried out in 2010. This would give these two key community organisations, along with a range of others plus public and private sector stakeholders, a strong mandate to move ahead with tackling issues and leading on community projects as identified by the people who live and work in the Aviemore area.

With support from Voluntary Action in Badenoch & Strathspey, Cairngorms National Park Authority and Badenoch & Strathspey Community Partnership members, the community-led steering group agreed that they would seek the views of local residents and businesses on a number of key issues, via a survey which would be accessible both online and through hard copy, the latter being made available at advertised key places in the area. As well as asking the general public, the questions contained in the survey would also be raised with specifically targeted groups that were identified as being harder to get accurate/quality information from (eg older, younger, unemployed, business). This was achieved by members of the steering group going out with the surveys to places where it was considered that individuals or group falling into this category might be approached.

The community consultation period ran from mid-March to end-April 2017 and during this time, 387 individual surveys were returned both online and via hard copy. The survey questions were based broadly on '**The Place Standard – How good is Our Place?**' but also incorporated questions asked in previous community-led action planning, as the community council and community development company felt that they also wanted to find out specifically what people liked about Aviemore and wanted to keep in the village.

The 387 responses each contained the 1 to 7 ratings for each of the fourteen physical and social elements outlined in the Place Standard, where 1 = there is a lot of room for improvement and 7 = there is very little room for improvement. The results from the surveys were then used to complete the Place Standard diagram which can be seen on page 4 of this report. The ratings given by respondents were expanded on in most cases, with over 1600 comments left, covering all of the questions in the survey and providing detail on why the level of rating had been given. These comments were all analysed by the VABS team and are summarised under the key areas listed with bullet points on pages 5 and 6.

The process culminated in Aviemore's Big Conversation, which was held on 4<sup>th</sup> May 2017 at the Community School. At this public meeting, the results were offered back to the community members present and time given for reflection and discussion around the room. During the evening, all of those present were asked to vote for their top priorities of the community-led projects that had been identified from the process.

The surveys have given the key community organisations eg Aviemore and Vicinity Community Council and Aviemore Community Enterprise Company a lot of detailed information coming from a wide sector of the community, regarding their thoughts on

issues and ideas for projects that they would like to see taken forward on their behalf. The responses clearly fall into two main groups:

- large, complex issues around employment, housing, transport and infrastructure, where the community will require a great deal of long term support from various public and third sector organisations in order to take these forward and make a notable difference, as the majority of these issues have been coming up over many years.
- projects which, although some are mid to longer term, are possible for the community to take forward themselves, with some support from the relevant key agencies or support organisations.

The next steps, once this report has been fed back to the two key groups, AVCC and ACE, will be to identify how best organisations can help the Aviemore community to make progress with as many of these topics as possible over the next 5 years of the action plan. The more complex issues will go on to the agenda of the Badenoch & Strathspey Community Partnership, where together with the community, agreement will be reached on how to go forward. The community-led projects will be supported in line with the action plan outline on pages 7 to 11, where the community groups and agencies have been listed who will take the lead on these.

This report, as with all the other Community Action Plans, will be used to inform the next Local Development Plan for the National Park as well as providing key information for the Locality Plan, which is produced by the Badenoch and Strathspey Community Partnership.

# SURVEY RESPONSES

Assessment Area: Aviemore

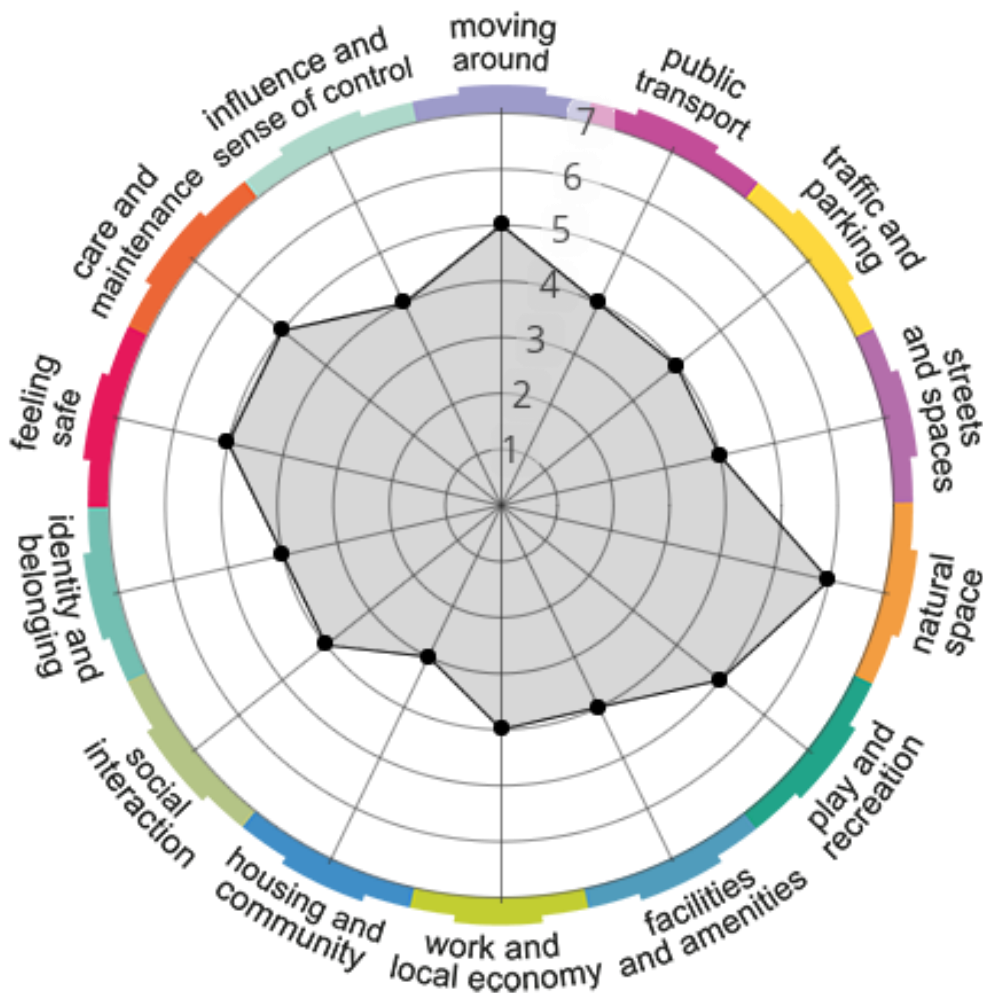
Date of Assessment: March/April 2017

Participants: Residents and Businesses in Aviemore area

Each section was rated where:

1 = there is a lot of room for improvement

7 = there is little room for improvement



**Rating: 6**  
Natural space

**Rating: 5**  
Moving around  
Play & recreation  
Feeling safe  
Care & maintenance

**Rating: 4**  
Public transport  
Traffic & parking  
Streets & spaces  
Facilities & amenities  
Work & local economy  
Social interaction  
Identity & belonging  
Influence & sense of control

**Rating: 3**  
Housing & community

The graph clearly indicates the 5 key issues, which were highlighted by those who completed the survey as needing significant improvement in the Aviemore and vicinity area. These are:

- Housing
- Employment
- Transport
- Facilities & Amenities
- Infrastructure

All of these segments received a score of 4 or less, indicating that those who live and work in Aviemore regard them as needing a significant level of improvement.

Most of these issues are due to a range of factors which are heavily interlinked with each other and this complexity necessitates that the community by itself will not likely have the capacity to bring about any meaningful change. This will therefore require input, possibly over a considerable period of time, from community representatives, working alongside key agencies and other stakeholders, to try and bring about significant improvement in Aviemore.

Below are listed the main bullet points under each issue, which emerged from the 1600+ survey comments from respondents.

## **HOUSING**

- More affordable/social housing for local families
- Cap on 2nd homes
- More mid-market, 3 bed shared equity homes
- More self-build plots/opportunities
- More properties for long term rent
- No ribbon development at north end of village
- Review housing allocation policy

\* See separate section at end for comments on An Camas Mor development

## **EMPLOYMENT**

- Better quality local jobs – diversify economy to avoid reliance on winter sports
- Develop apprenticeships/training on offer
- Increase provision of affordable child care
- More small business units – affordable
- Better broadband (home working)
- More local training/education opportunities in the Park – UHI outreach?
- Develop opportunities between schools, local businesses and UHI
- Raise awareness/use of Cairngorms Jobs FB page

## **TRANSPORT**

- Improve services for social and work use as well as evenings, Sundays
- Put an off-road cycle path through Aviemore
- Sort out Glenmore parking – long lines of cars on the verges
- Better integration of bus and train services
- Every bus should be accessible to all (physically and financially)

## **AMENITIES**

- Build an accessible & affordable community hall
- Develop the indoor sports centre including an ice rink
- Develop the village green
- Skate park
- More local festivals and social events eg Hogmanay
- Provision of Scout & Guiding facility
- Extend access times to all weather pitch
- Highland Games day for Aviemore
- Improve advertised information on local clubs and classes

## **INFRASTRUCTURE**

- Sort out car parking in centre
- Improve infrastructure of school/nursery (already at capacity)
- Need a grass playing field ie a community park
- Increase capacity of doctor's surgery
- More dog bins on Orbital path & Milton Woods
- Litter picks and more bins
- Too many outdoor/sports/charity shops – diversify
- Maintain floral displays
- Sort out cluttered signage and street furniture
- Better maintenance & signage – Orbital & Milton Woods
- Maintain pavements especially around war memorial
- Redevelop the old primary school site
- Build a High school in Aviemore
- Develop a village/resort Masterplan to improve visual appearance (outdated high street, better entrances, improve landscaping/planting behind toilets/Vault)
- Reduce speeding on main street
- Extend 40mph restriction past Nethy / Coylumbridge junction
- Improve care services for the elderly

### **Top Issues**

- New community hall
- Improve car parking facilities
- Encourage retail businesses other than outdoor/charity
- Increase amount of affordable/social housing for locals
- Better quality local jobs – diversify economy to avoid reliance on winter sports

+

- Provide an indoor sports centre (incl. ice rink)
- Cap on 2<sup>nd</sup> homes
- Improve affordability of activities for families & teenagers
- Reduce dog fouling on Orbital path & Milton Woods
- Improve transport linkages and work/social-friendly timetables

### **Potential Community-led Projects**

1. Community Hall
2. Indoor sports centre
3. More festivals, concerts, events eg Hogmanay/Highland Games
4. Scout/Guiding Hall
5. More grass playing fields – a community park
6. Skate park
7. Develop village green
8. Maintain floral displays
9. An off-road cycle path through Aviemore
10. Litter reduction
11. Reduce dog fouling – Orbital & Lochan Mor paths
12. Re-landscape area behind toilets/Vault
13. Improved advertised information on local clubs
14. Improved maintenance & signage – Orbital path/Milton Woods

See below for a more detailed action plan for these projects

## AVIEMORE COMMUNITY ACTION PLAN 2017 – Community-led projects

THEME	AIM	ISSUES/OBSTACLES
<b>1. New Community Hall</b>	To explore the need for a new build, fit-for-purpose community hall	<ul style="list-style-type: none"> <li>• Identifying land</li> <li>• Justifying need with existing community assets</li> <li>• Funding</li> <li>• Volunteer capacity</li> </ul>
ACTION	COMMUNITY ORGANISATION	AGENCIES INVOLVED
<ul style="list-style-type: none"> <li>• Identify working group to take project forward</li> <li>• Source funding for feasibility study</li> </ul>	<ul style="list-style-type: none"> <li>• Aviemore Community Council (AVCC)</li> <li>• Aviemore Community Enterprise Company (ACE)</li> <li>• Potential community user groups</li> </ul>	<ul style="list-style-type: none"> <li>• Cairngorms National Park Authority (CNPA)</li> <li>• Voluntary Action in Badenoch &amp; Strathspey (VABS)</li> <li>• The Highland Council (THC)</li> </ul>

THEME	AIM	ISSUES/OBSTACLES
<b>2. Indoor Sports Centre</b>	To provide year-round, indoor sporting opportunities for all	<ul style="list-style-type: none"> <li>• Identifying appropriate site/land</li> <li>• Current funding climate</li> <li>• Volunteer capacity</li> </ul>
ACTION	COMMUNITY ORGANISATION	AGENCIES INVOLVED
<ul style="list-style-type: none"> <li>• Discussion with ASC project board</li> <li>• Identify working group interested in exploring further progress on project</li> </ul>	<ul style="list-style-type: none"> <li>• AVCC</li> <li>• ACE</li> <li>• Aviemore Sports Centre</li> </ul>	<ul style="list-style-type: none"> <li>• THC</li> <li>• VABS</li> <li>• Sport Scotland</li> </ul>

THEME	AIM	ISSUES/OBSTACLES
<b>3. Community events / initiatives</b> eg Hogmanay Party, Highland Games, concerts & festivals	<ul style="list-style-type: none"> <li>• To increase opportunities for local residents' social gatherings to improve social cohesion of Aviemore village</li> <li>• To increase offer of events to draw in additional visitors</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer capacity</li> <li>• Sustainability</li> </ul>
ACTION	COMMUNITY ORGANISATION	AGENCIES INVOLVED
Identify people willing to start up a 'Friends of Aviemore' social group?	<ul style="list-style-type: none"> <li>• AVCC</li> <li>• ACE</li> <li>• Other community groups</li> </ul>	<ul style="list-style-type: none"> <li>• VABS</li> </ul>

<b>THEME</b>	<b>AIM</b>	<b>ISSUES/ OBSTACLES</b>
<b>4. Provision of Scout and Guiding facility</b>	To provide a community owned facility for uniformed groups and others to use for their activities	<ul style="list-style-type: none"> <li>• Identifying land for new building</li> <li>• Funding</li> </ul>
<b>ACTION</b>	<b>COMMUNITY ORGANISATION</b>	<b>AGENCIES INVOLVED</b>
<ul style="list-style-type: none"> <li>• Meet current members to discuss present status of current building</li> <li>• Investigate other opportunities for a permanent location within village (temporary building already identified)</li> </ul>	<ul style="list-style-type: none"> <li>• Aviemore &amp; Rothiemurchus Rainbows/Guides (Kat Amos)</li> <li>• Aviemore Scouts</li> </ul>	<ul style="list-style-type: none"> <li>• Seafield Estate</li> <li>• THC</li> <li>• VABS</li> </ul>

<b>THEME</b>	<b>AIM</b>	<b>ISSUES/OBSTACLES</b>
<b>5. Provide grass playing fields</b> ie a community park	To provide a free, open-access, green space in the community for sports and recreation use	<ul style="list-style-type: none"> <li>• Location</li> <li>• Funding</li> <li>• Maintenance / Safety / Accessibility</li> </ul>
<b>ACTION</b>	<b>COMMUNITY ORGANISATION</b>	<b>AGENCIES INVOLVED</b>
Identify & investigate potential green space in the local development plan	<ul style="list-style-type: none"> <li>• AVCC</li> <li>• ACE</li> <li>• Community groups - users</li> </ul>	<ul style="list-style-type: none"> <li>• THC</li> <li>• VABS</li> <li>• Seafield Estate</li> </ul>

<b>THEME</b>	<b>AIM</b>	<b>ISSUES/OBSTACLES</b>
<b>6. Skate Park</b>	To provide a skate park in Aviemore for all to use	<ul style="list-style-type: none"> <li>• Location</li> <li>• Funding</li> <li>• Maintenance / Safety / Accessibility</li> <li>• Volunteer capacity</li> </ul>
<b>ACTION</b>	<b>COMMUNITY ORGANISATION</b>	<b>AGENCIES INVOLVED</b>
<ul style="list-style-type: none"> <li>• Identify land</li> <li>• Identify individuals to get involved</li> </ul>	<ul style="list-style-type: none"> <li>• AVCC</li> <li>• ACE</li> </ul>	<ul style="list-style-type: none"> <li>• THC</li> <li>• CNPA</li> <li>• Seafield Estate</li> <li>• VABS</li> </ul>



<b>THEME</b>	<b>AIM</b>	<b>ISSUES/OBSTACLES</b>
<b>7. Develop the village green</b>	Increase use of village green for benefit of locals and visitors	<ul style="list-style-type: none"> <li>• Volunteer capacity</li> <li>• Funding</li> </ul>
<b>ACTION</b>	<b>COMMUNITY ORGANISATION</b>	<b>AGENCIES INVOLVED</b>
<ul style="list-style-type: none"> <li>• Promote &amp; market the space</li> <li>• Create calendar of events for year</li> <li>• Explore community resources/assets for the area</li> <li>• Marquee/Sound system/Electrics</li> <li>• Bandstand</li> </ul>	<ul style="list-style-type: none"> <li>• AVCC</li> <li>• ACE</li> <li>• Aviemore Business Association (ABA)</li> <li>• Other community groups as users</li> </ul>	<ul style="list-style-type: none"> <li>• THC</li> <li>• VABS</li> </ul>

<b>THEME</b>	<b>AIM</b>	<b>ISSUES/OBSTACLES</b>
<b>8. Maintain Floral displays</b>	To provide ongoing annual floral displays in Aviemore and area to improve visual appeal of the village for benefit of residents and visitors	<ul style="list-style-type: none"> <li>• Funding</li> <li>• Volunteer capacity</li> </ul>
<b>ACTION</b>	<b>COMMUNITY ORGANISATION</b>	<b>AGENCIES INVOLVED</b>
<ul style="list-style-type: none"> <li>• Identify small working party to take responsibility for this</li> <li>• Speak to Mary Stewart re potential project for the Therapy garden</li> </ul>	<ul style="list-style-type: none"> <li>• AVCC</li> <li>• ACE</li> <li>• ABA</li> <li>• Primary school</li> <li>• Mary Stewart (Therapy Garden)</li> </ul>	<ul style="list-style-type: none"> <li>• THC</li> </ul>

<b>THEME</b>	<b>AIM</b>	<b>ISSUES/OBSTACLES</b>
<b>9. Off-road cycle path through Aviemore</b>	Identify a 'quieter' route through Aviemore for cyclists	<ul style="list-style-type: none"> <li>• Identifying a route</li> <li>• Neighbour objections</li> <li>• Increased usage of 'back road' from Dalnabay to Dalfaber Road</li> </ul>
<b>ACTION</b>	<b>COMMUNITY ORGANISATION</b>	<b>AGENCIES INVOLVED</b>
<ul style="list-style-type: none"> <li>• Community consultation (Dalnabay &amp; Dalfaber Road residents)</li> <li>• More signage</li> </ul>	<ul style="list-style-type: none"> <li>• AVCC</li> <li>• ACE</li> </ul>	<ul style="list-style-type: none"> <li>• CNPA</li> <li>• THC</li> <li>• Seafeld Estate</li> <li>• Sustrans</li> </ul>

<b>THEME</b>	<b>AIM</b>	<b>ISSUES/OBSTACLES</b>
<b>10. More Litter picking and bins</b>	<ul style="list-style-type: none"> <li>To improve overall appearance and general tidiness of Aviemore</li> </ul>	<ul style="list-style-type: none"> <li>Identifying volunteers to get involved</li> <li>Reluctance of individuals to change behaviour</li> </ul>
<b>ACTION</b>	<b>COMMUNITY ORGANISATION</b>	<b>AGENCIES INVOLVED</b>
<ul style="list-style-type: none"> <li>Schedule quarterly litter pick ups</li> <li>Involve uniformed organisations</li> <li>Identify where more bins are needed</li> <li>Increase public awareness of issue ie at dentist, surgery, community notice boards, social media</li> </ul>	<ul style="list-style-type: none"> <li>AVCC</li> <li>Possible School project (poster designing, litter pick event)</li> <li>The Hub (litter picking event)</li> </ul>	<ul style="list-style-type: none"> <li>Keep Scotland Beautiful</li> <li>Aviemore Primary / Kingussie High – volunteers</li> <li>Highlife Highland (HLH) – youth development officers</li> </ul>

<b>THEME</b>	<b>AIM</b>	<b>ISSUES/OBSTACLES</b>
<b>11. Reduce dog fouling on Orbital and Lochan Mor paths</b>	To reduce the level of dog fouling on Orbital & Lochan Mor	Reluctance of individuals to change behaviour
<b>ACTION</b>	<b>COMMUNITY ORGANISATION</b>	<b>AGENCIES INVOLVED</b>
<ul style="list-style-type: none"> <li>Identify small working group to take project forward</li> <li>Discuss with Highland Council</li> <li>Encourage Primary and Secondary school to take up a project on this issue using similar approach to littering</li> </ul>	<ul style="list-style-type: none"> <li>AVCC</li> <li>Aviemore Primary School</li> <li>Kingussie High School</li> <li>Other community groups</li> </ul>	<ul style="list-style-type: none"> <li>THC</li> </ul>

<b>THEME</b>	<b>AIM</b>	<b>ISSUES/OBSTACLES</b>
<b>12. Re-landscape area behind toilet/Vault (eg planting/water feature)</b>	Improve overall appearance and maintenance of area to make more attractive to locals and visitors	<ul style="list-style-type: none"> <li>Volunteer capacity</li> <li>Funding</li> </ul>
<b>ACTION</b>	<b>COMMUNITY ORGANISATION</b>	<b>AGENCIES INVOLVED</b>
<ul style="list-style-type: none"> <li>Establish what responsibilities THC has to maintaining the area</li> <li>Identify what needs to be done</li> <li>Recruit volunteers to tidy up area</li> <li>Source donations from local businesses and other funding sources</li> </ul>	<ul style="list-style-type: none"> <li>AVCC</li> <li>ACE</li> <li>ABA</li> </ul>	<ul style="list-style-type: none"> <li>THC</li> </ul>

<b>THEME</b>	<b>AIM</b>	<b>ISSUES/OBSTACLES</b>
<b>13. Improve advertised information on local clubs</b>	Improve advertised information of local clubs and activities for local residents	<ul style="list-style-type: none"> <li>• Sourcing and maintaining up-to-date information</li> </ul>
<b>ACTION</b>	<b>COMMUNITY ORGANISATION</b>	<b>AGENCIES INVOLVED</b>
<ul style="list-style-type: none"> <li>• Identify small group to discuss how and what information to disseminate. Social media, posters, local shops, schools bag drops</li> <li>• Identify people with IT skills who are willing to volunteer</li> </ul>	<ul style="list-style-type: none"> <li>• AVCC</li> <li>• Local FB pages (Jude Thurlow)</li> </ul>	<ul style="list-style-type: none"> <li>• HLH</li> <li>• VABS</li> </ul>

<b>THEME</b>	<b>AIM</b>	<b>ISSUES/OBSTACLES</b>
<b>14. Better maintenance &amp; signage on Orbital path and at Milton Woods</b>	To improve and maintain signage of Orbital path & Milton Woods	<ul style="list-style-type: none"> <li>• Impact of A9 dualling</li> <li>• Sustainability</li> <li>• Volunteer capacity</li> </ul>
<b>ACTION</b>	<b>COMMUNITY ORGANISATION</b>	<b>AGENCIES INVOLVED</b>
<ul style="list-style-type: none"> <li>• Identify signage to be improved</li> <li>• Identify volunteers to take project forward</li> </ul>	<ul style="list-style-type: none"> <li>• AVCC</li> <li>• ACE</li> </ul>	<ul style="list-style-type: none"> <li>• THC</li> <li>• CNPA / COAT</li> </ul>

# Aviemore Community Action Plan Review 2017

## Community responses - An Camas Mor

### Summary of reasons for An Camas Mor

- Address housing shortage for the area including affordable housing for local people
- Encourage business expansion by providing housing
- Stop overdevelopment of Aviemore village
- Provide more community facilities
- Safe place for children to play and ride bikes - due to design of development
- Opportunity to create a better 'community' living space rather than long and narrow design of Aviemore
- A good quality design team are experienced in creating an attractive place to live in and visit

### Summary of reasons against An Camas Mor

- Better to focus on sensitively developing Aviemore
- Location is not ideal due to limited local opportunities and limited transport links to areas further afield eg Inverness
- Inappropriate location to provide easy access to employment opportunities in Inverness and Aberdeen (Moray Coast brownfield sites between Inverness and Nairn)
- Aviemore will suffer
- Difficult to stop many of the houses becoming holiday homes
- It will have a negative impact on local cycle touring and road cycling due to development or increased traffic on B970

### Positive & Negative comments taken from all responses – see details below

	Positive	Negative
1	An Camas Mor has a good quality design team experienced in creating an attractive place to live in and visit. The area will be enhanced once An Camas Mor is built, by providing good quality public spaces and community facilities	I do not feel the views of the community on Cambusmore were ever taken in to account: I know nobody in the village who supports it, how has that view been reflected?
2	The village is long and narrow which does not create natural public spaces for people to congregate. New communities like An Camas Mor could help towards this	I am entirely anti Cambusmore
3	I feel it is important that An Camas Mor goes ahead in order to improve the housing needs for local people with local jobs and allow people to move into the area and take up the work that is available.	An Camus Mor would have a very negative impact on local cycle touring and road cycling by any development or increased traffic on B970.
4	An Camas Mor is the best solution available to resolve the lack of housing problem	The CNPA's planning process makes it very hard for developers and self-build projects. This is having a major impact on community development in the area. Holiday homes support tourism but take up valuable housing stock so it is a fine balance. An Camus Mor is not the solution, Aviemore will suffer and it will put too much pressure on the area, it will be difficult to stop many of the houses becoming holiday homes.
5	There needs to be not just a few more small parcel developments extending north and south from the village centre but really a whole new community - somewhere with a hub where people can live and work and school, where children can ride their bikes and play safely. What has happened to the An Camus Mor plan?	Strongly believe the plans for An Camus Mor should be scrapped and proposed for the Moray Coast brownfield sites between Inverness and Nairn, providing easy access to employment opportunities from Inverness to Aberdeen."

6	An Camus Mor has been talked about for many years now, yet there are so many obstacles stopping it going forward. It is designed to benefit locals and has an infrastructure to cope with the community. It is very sad to see the 'Park' and the government dragging their feet on this project.	There are plenty of job opportunities slightly further afield - Inverness and reasonable transport links and this is the reason why I think An Camus Mor is a very poor concept
7	Stop squeezing Aviemore and process Cambusmore	The plans for An Camas Mor need to be scrapped and more thought, planning and investment given to sensitive development of the existing village.
8	There is therefore a need for more affordable housing for local people. Developments like An Camas Mor are critical to this.	There seems to be very little attention paid to people's wishes for An Camus Mor, except to those voiced by the various councils and planning committees.
9	There is insufficient housing, particularly affordable for locals in the starter homes and mid-level range. Getting An Camus Mor started and built as soon as possible would help immensely.	
10	More support needed for developments like An Camus Mor is needed to create sustainable housing	
11	An Camas Mor would help business expansion by providing much needs housing	
12	An Camas Mor presents an opportunity to deliver community facilities in addition to housing for local jobs and I think this should progress as quickly as possible	
13	Process the village of An Camas Mor rather than overdevelop Aviemore	