

# The Blairgowrie & Rattray Town Centre Charrette

## March 2016





# DPT Urban Design

with



H E R E  
+ N O W

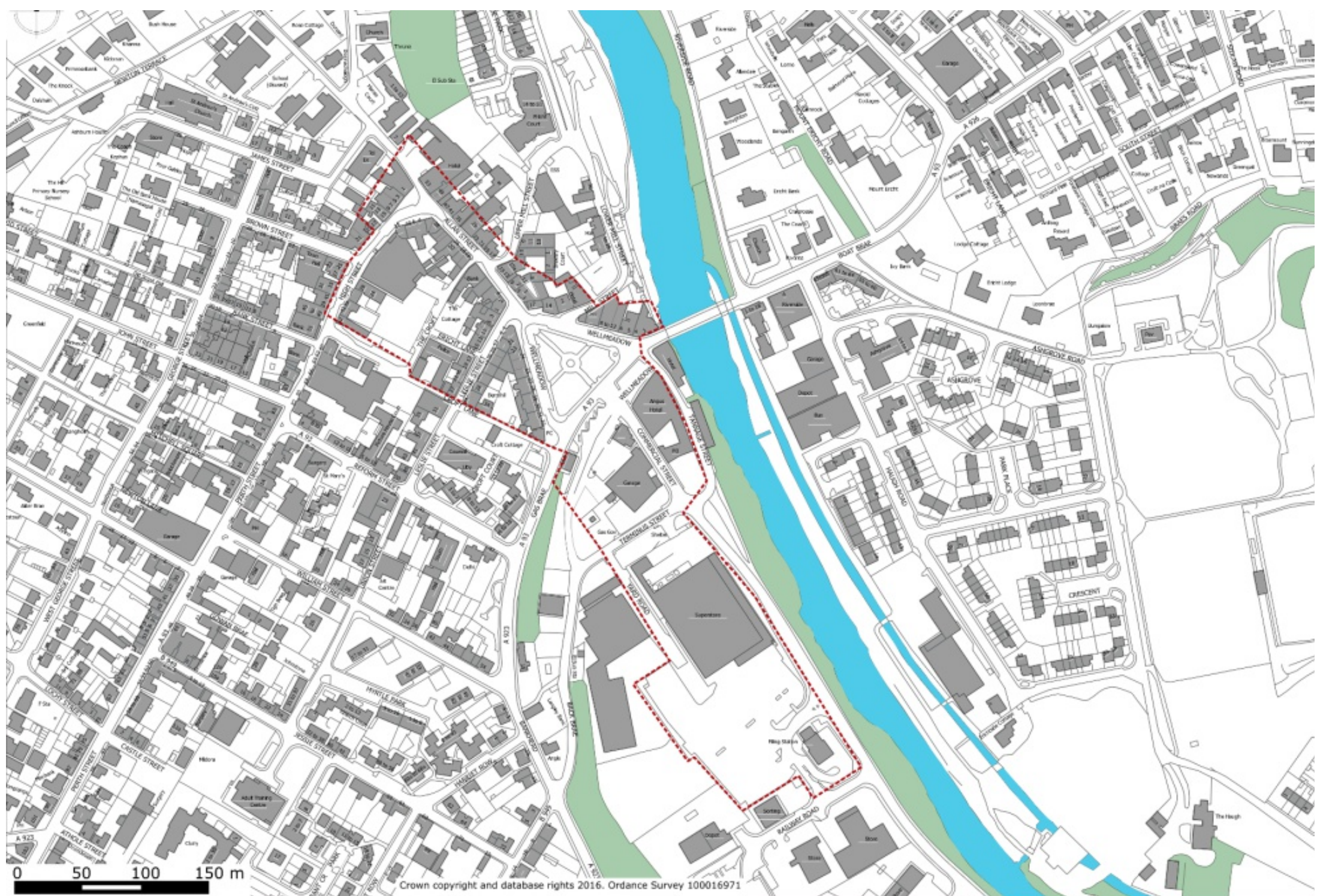


Studio 42 Design Limited



Richard Whatman Consulting

To be viewed double-sided



0 50 100 150 m

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# Brief and Approach

The Blairgowrie & Rattray Town Centre Charrette is community-led, principally by the Blairgowrie & Rattray Community Council, supported by Perth & Kinross Council and its partner organisations.

The aim of the Charrette process is to identify a way forward for the Town Centre that builds on the ideas and efforts of the active people and groups. The process also aims to support the community to find new people with energy to help shape its future.

The principal objectives are:

- 1) identify 'unique selling points' for the town centre to support its function as a destination for those who visit, live and invest in the town;
- 2) increase or focus existing 'activity' within the Town Centre to support a distinct identity and support overall vibrancy.

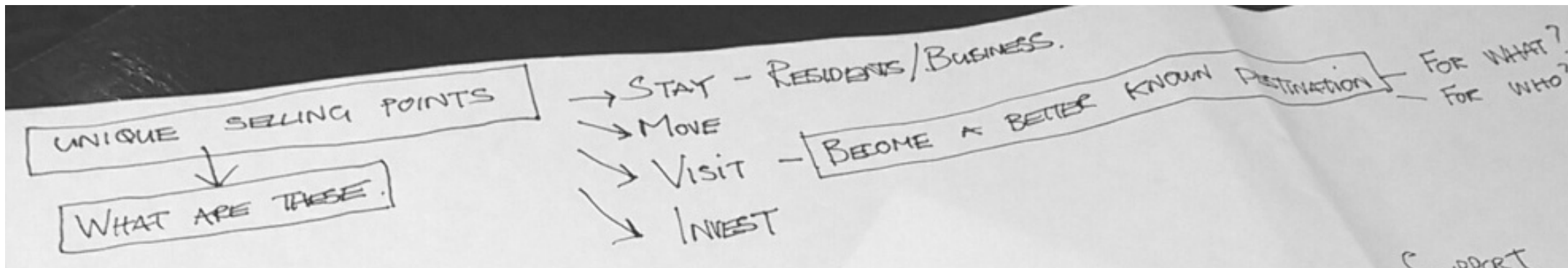
The process aims to answer these objectives within the context of three broad questions:

- 1) What 'activity' is happening right now?;
- 2) Who is involved in this 'activity'?; and
- 3) How can this 'activity' be best shaped?

The study area is principally the Town Centre boundary as defined by the Local Development Plan. The process will also consider areas adjacent to this boundary to ensure the team understands the relationship with Rattray, the Riverside Park, River Erich and existing built-up areas to the south of the designated Town Centre.

The Charrette is a 'point in time' process so the socio-economic, physical, transportation and Public Sector strategy baseline for the town was established in February 2016.

At the centre of the process will be individual conversations, that will be consolidated within a qualitative framework to create a genuine 'place brief for the charrette team to respond to in generating ideas and proposals. The conversations that happened within the process are as important as what is captured in this report.





# Pre-Charrette

At least 100 people engaged directly





# Perth & Kinross Council Pre-Charrette Engagement

A wide variety of Perth & Kinross Council officers were invited to attend a facilitated workshop a few weeks prior to the Charrette Event.

The bespoke workshops was specifically designed to allow each Officer to set out:

- what they had previously worked on within the Town;
- what they are working on now; and
- what they are planning to do.

This approach created a clear context for the current and planned resource the Council was directing towards Blairgowrie & Rattray.



IMPROVED PUBLIC  
TRANSPORT LINKS  
FROM RURAL AREA  
NORTH OF BLAIRGOWRIE  
TO ACCESS MEDICAL  
CENTRE / HEALTH CARE

NEED  
NEW  
CEMETARY

pool +  
playing  
fields  
(at capacity)

Effective  
VOICE for  
young  
people  
IN OTHER  
GROUPS

Access to  
Services  
for  
minority.

Youth  
Consortium  
for  
East Perthshire

LEADER  
in fo  
Bids etc

ARDBLAIR  
TRAIL FOOTPATH  
LINKS

Wellbeing  
Group for  
area

## 20 People Engaged

# Primary School Pre-Charrette Engagement

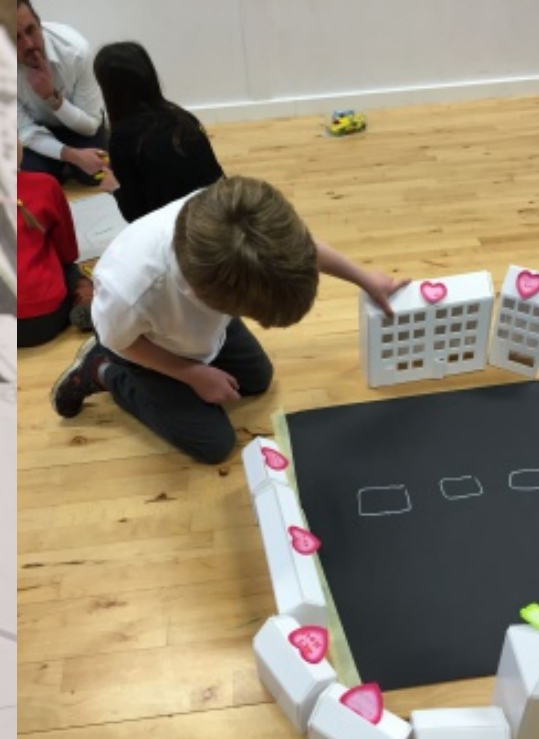
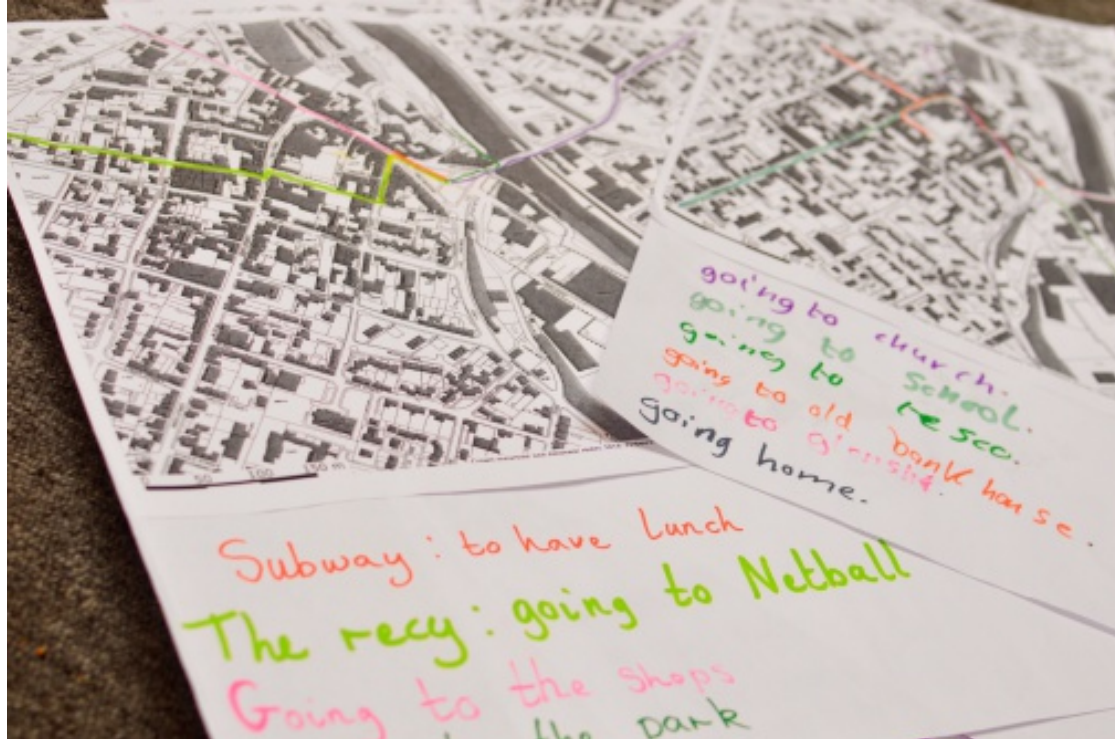
1. Newhill Primary School; and
2. St Stephen's Primary School.

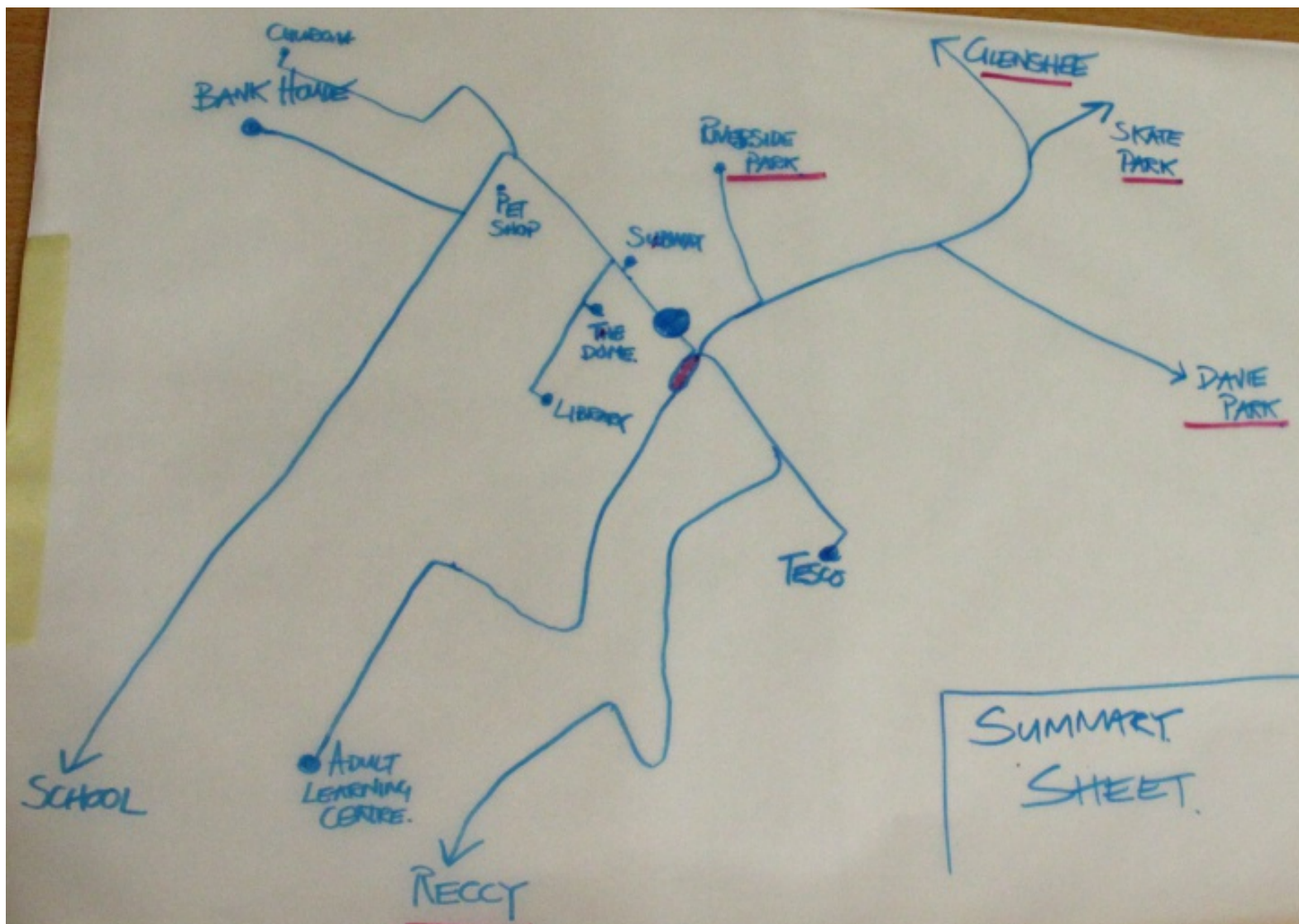
Specialist consultants ran highly interactive workshops with both schools to support the attending children to describe their experience of the Town Centre.

The modelling and paper-based exercises helped determine;

- the routes they use;
- the buildings they know and like; and
- places they think represent the town

## 40 People Engaged





**'Where I would take a visiting friend for the day'**

- Church
- My house
- Subway
- Tesco
- School
- Bakers
- Bank
- The shops
- The reccy
- Bluebell Wood
- Physiotherapist
- The Dome
- The pet shop
- Library
- Wellmeadow
- The bus stop
- Mr Lees chip shop
- Weatherspoons
- Golf course
- River Ericht
- Grass field
- High school
- Old primary school
- Lochy park
- Davie park
- Old bank house
- Glenshee
- Shelter
- My friend's house
- Somewhere near my house
- Scotmid
- Swimming pool
- Asads for tea
- St Catherine's church
- Riverside park
- Turkish barbers




More than 40 maps were produced by the children that helped inform an overall map (shown above). This identified the key locations children were familiar within the Town Centre and the activities they undertake.

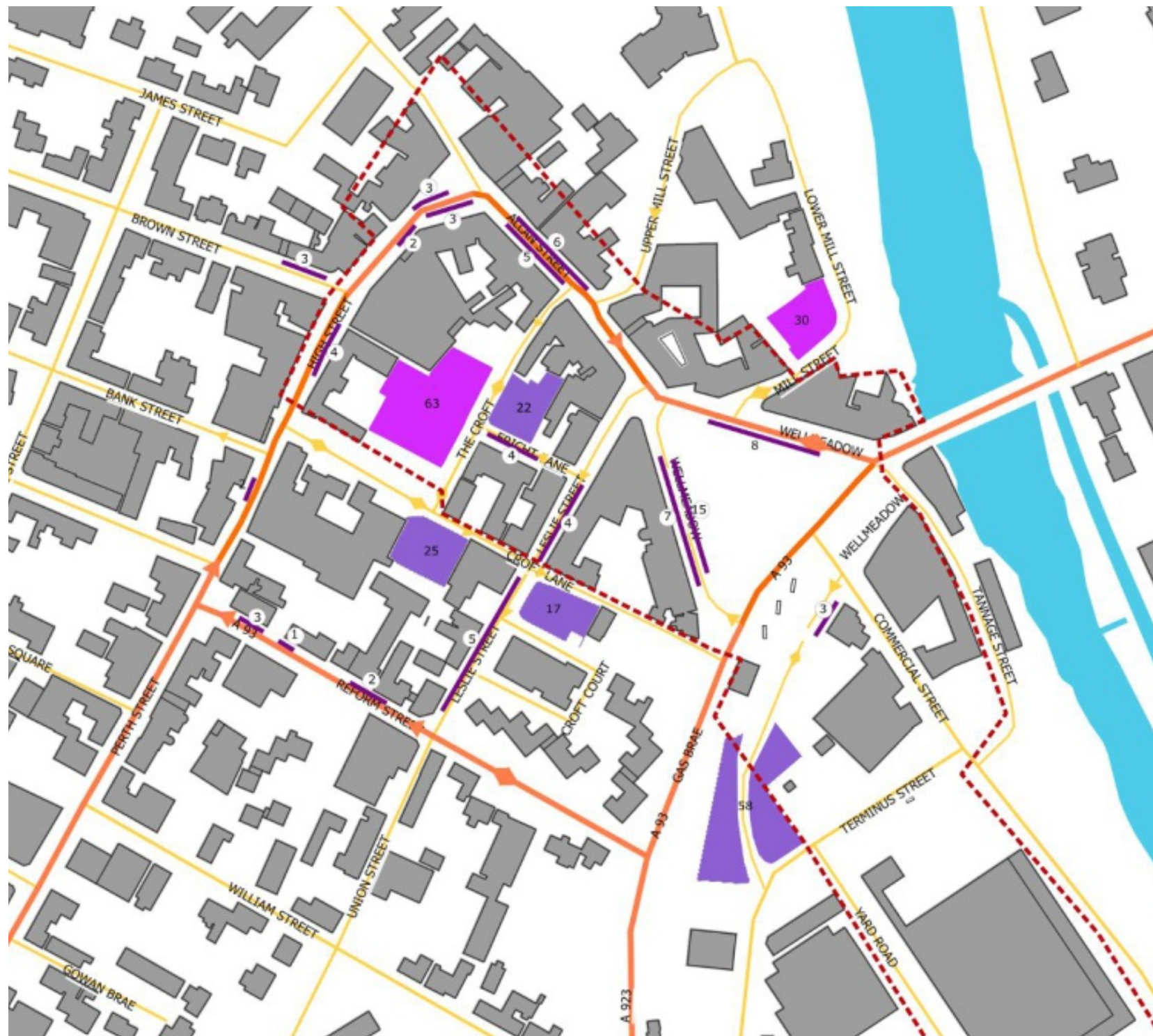
# Parking Audit

The team mapped the location of all public car parks (on-street and off-street) and included the private pay-and-display car parks that also function as public car parking.

The Town Centre has a total of 215 off-street parking spaces and 77 on-street parking spaces.

All of the on-street spaces have a 30 minute stay limit. The 3 public car parks within the centre of the town are limited stays with a long stay car park adjacent to the Co-op.

-  Public Car park
-  Privately-run Public Car Park
-  On-street Parking





## Public Life Survey

The team carried out a full day study into the movements of people around the High Street, Allan Street and Wellmeadow, the interesting results of which are shown on the following pages.

The survey method was designed to simply count the number of people using the streets at specific locations, observe their activity when standing still and trace their movements through public space.



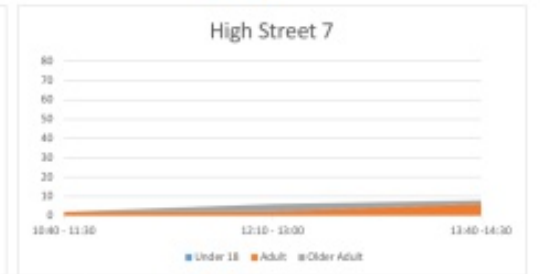
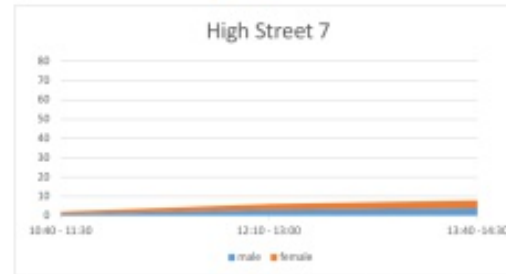
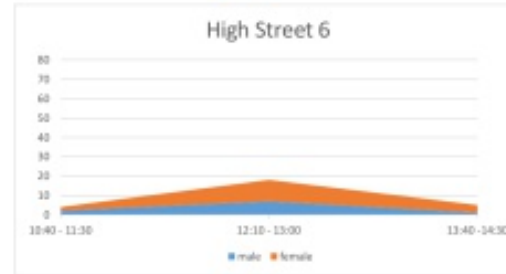
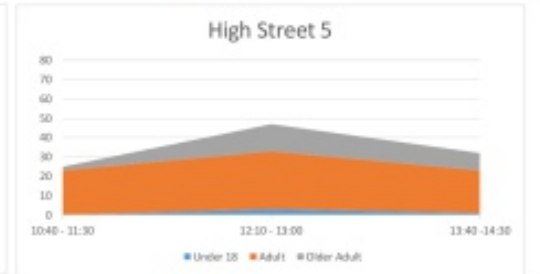
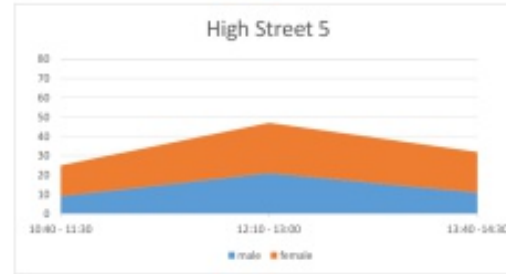
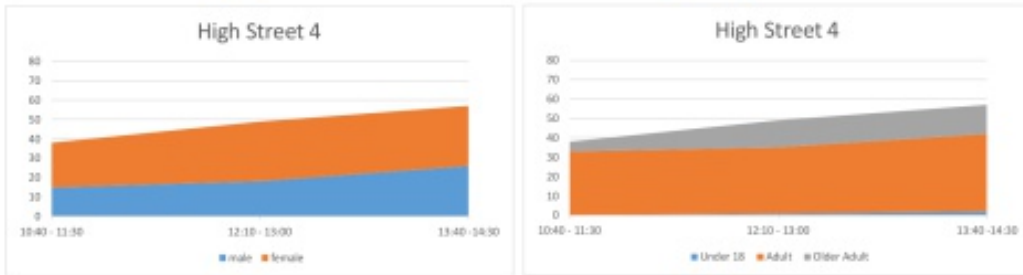
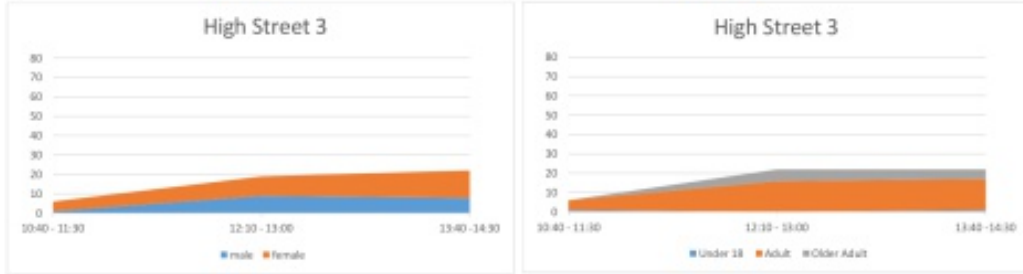
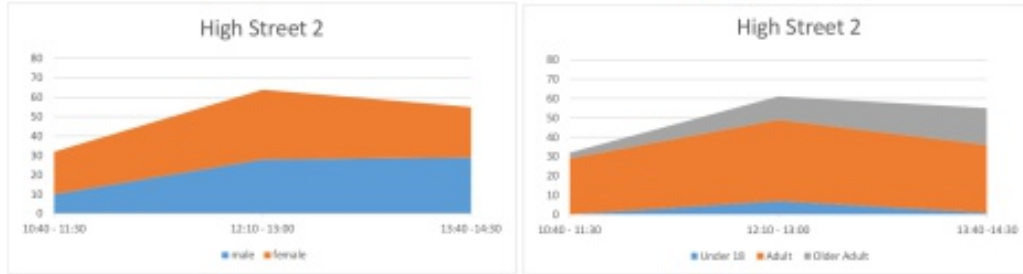
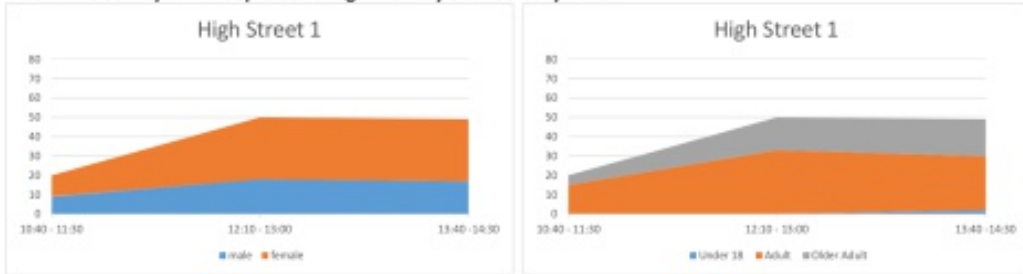
**Public Life Survey**  
**High Street: 8th February 2016**

- 10:40 - 11:30**
- ✓ Looking at window / object / ATM
  - ✗ As above, for more than 10 mins
  - Talking with another person
  - ⊗ As above, for more than 10 mins
  - No activity / phone call / smoking
  - ⦿ As above, for more than 10 mins

- 12:10 - 13:00**
- ✓ Looking at window / object / ATM
  - ✗ As above, for more than 10 mins
  - Talking with another person
  - ⊗ As above, for more than 10 mins
  - No activity / phone call / smoking
  - ⦿ As above, for more than 10 mins

- 13:40 - 14:30**
- ✓ Looking at window / object / ATM
  - ✗ As above, for more than 10 mins
  - Talking with another person
  - ⊗ As above, for more than 10 mins
  - No activity / phone call / smoking
  - ⦿ As above, for more than 10 mins

① Counting Location



Blairgowrie & Rattray Town Centre Charrette 2016



## Public Life Survey

### High Street East: 8th February 2016

09:10 - 10:00

- ✓ Looking at window / object / ATM
- ✗ As above, for more than 10 mins
- Talking with another person
- ⊘ As above, for more than 10 mins
- No activity / phone call / smoking
- As above, for more than 10 mins

10:40 - 11:30

- ✓ Looking at window / object / ATM
- ✗ As above, for more than 10 mins
- Talking with another person
- ⊘ As above, for more than 10 mins
- No activity / phone call / smoking
- As above, for more than 10 mins

12:10 - 13:00

- ✓ Looking at window / object / ATM
- ✗ As above, for more than 10 mins
- Talking with another person
- ⊘ As above, for more than 10 mins
- No activity / phone call / smoking
- As above, for more than 10 mins

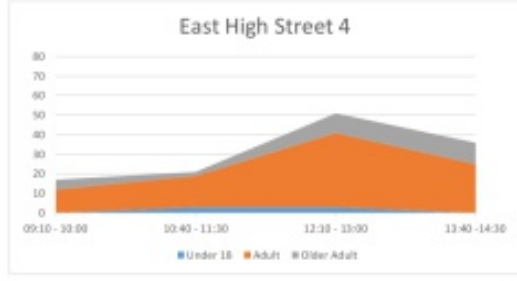
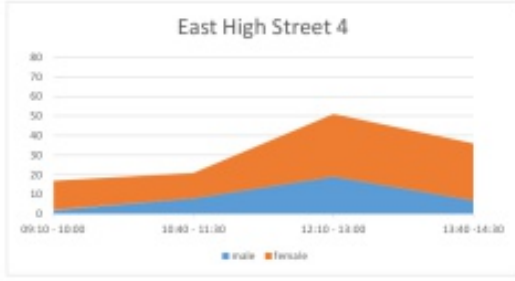
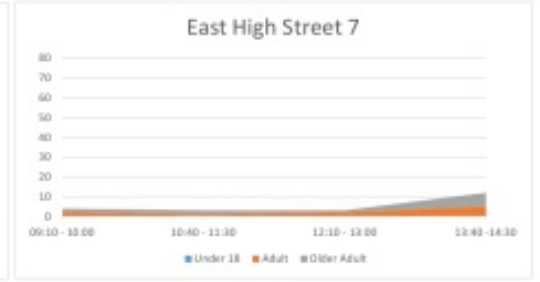
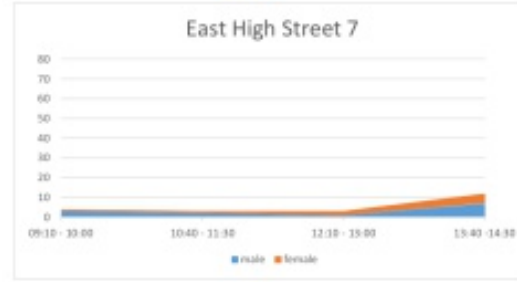
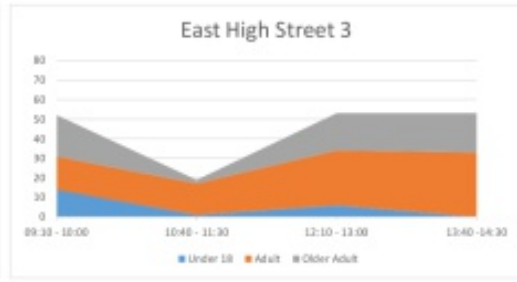
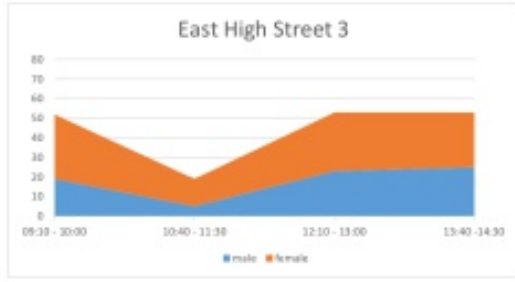
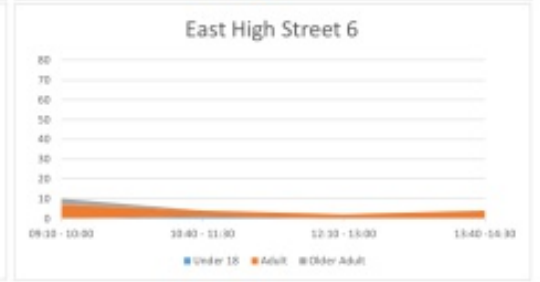
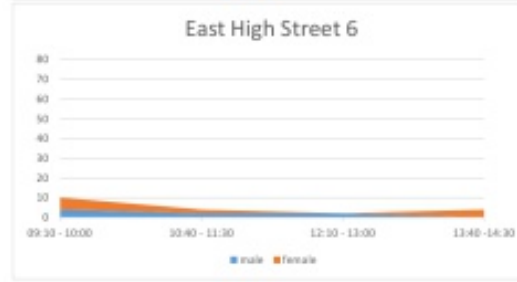
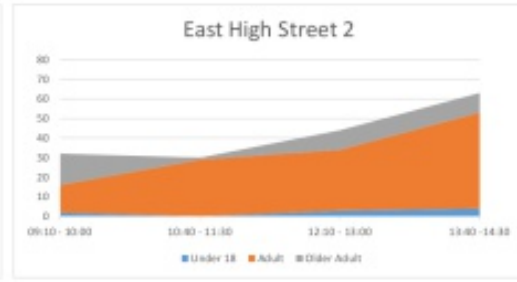
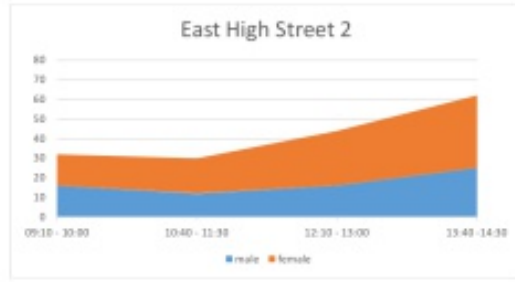
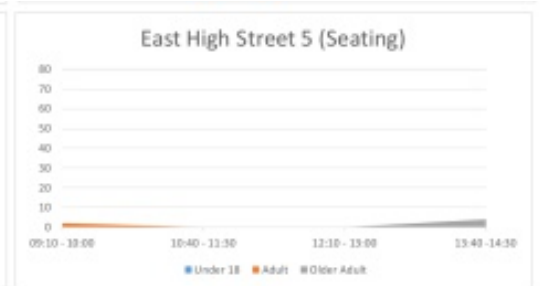
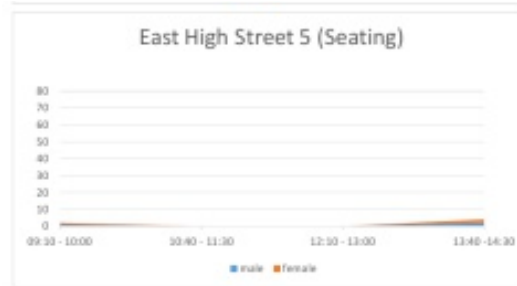
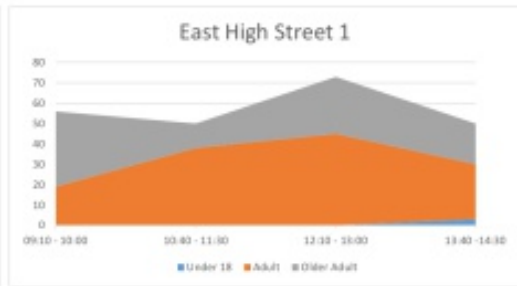
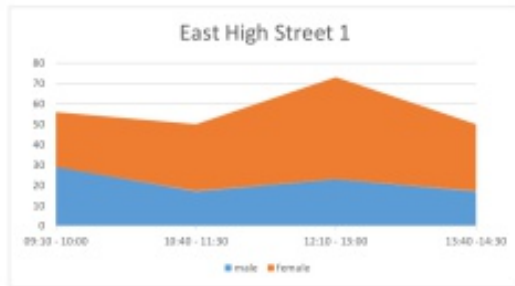
13:40 - 14:30

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- ✗ As above, for more than 10 mins
- Talking with another person
- ⊘ As above, for more than 10 mins
- No activity / phone call / smoking
- As above, for more than 10 mins

① Counting Location

① Counting Location (Sitting)





Map 4 - East High Street, 2016



## Public Life Survey

### Allan Street: 8th February 2016

09:10 - 10:00

- ✓ Looking at window / object / ATM
- ✗ As above, for more than 10 mins
- Talking with another person
- ⊘ As above, for more than 10 mins
- No activity / phone call / smoking
- As above, for more than 10 mins

10:40 - 11:30

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- Talking with another person
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- No activity / phone call / smoking
- As above, for more than 10 mins

12:10 - 13:00

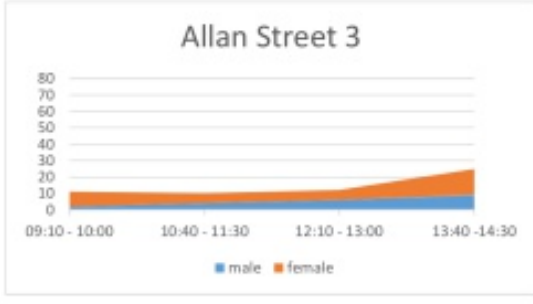
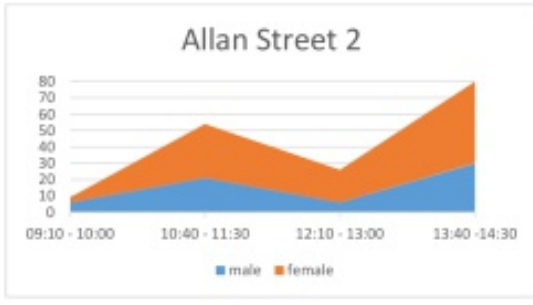
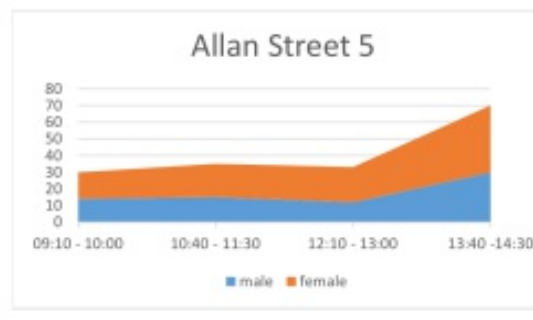
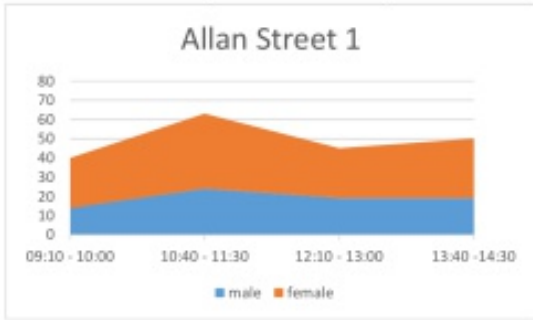
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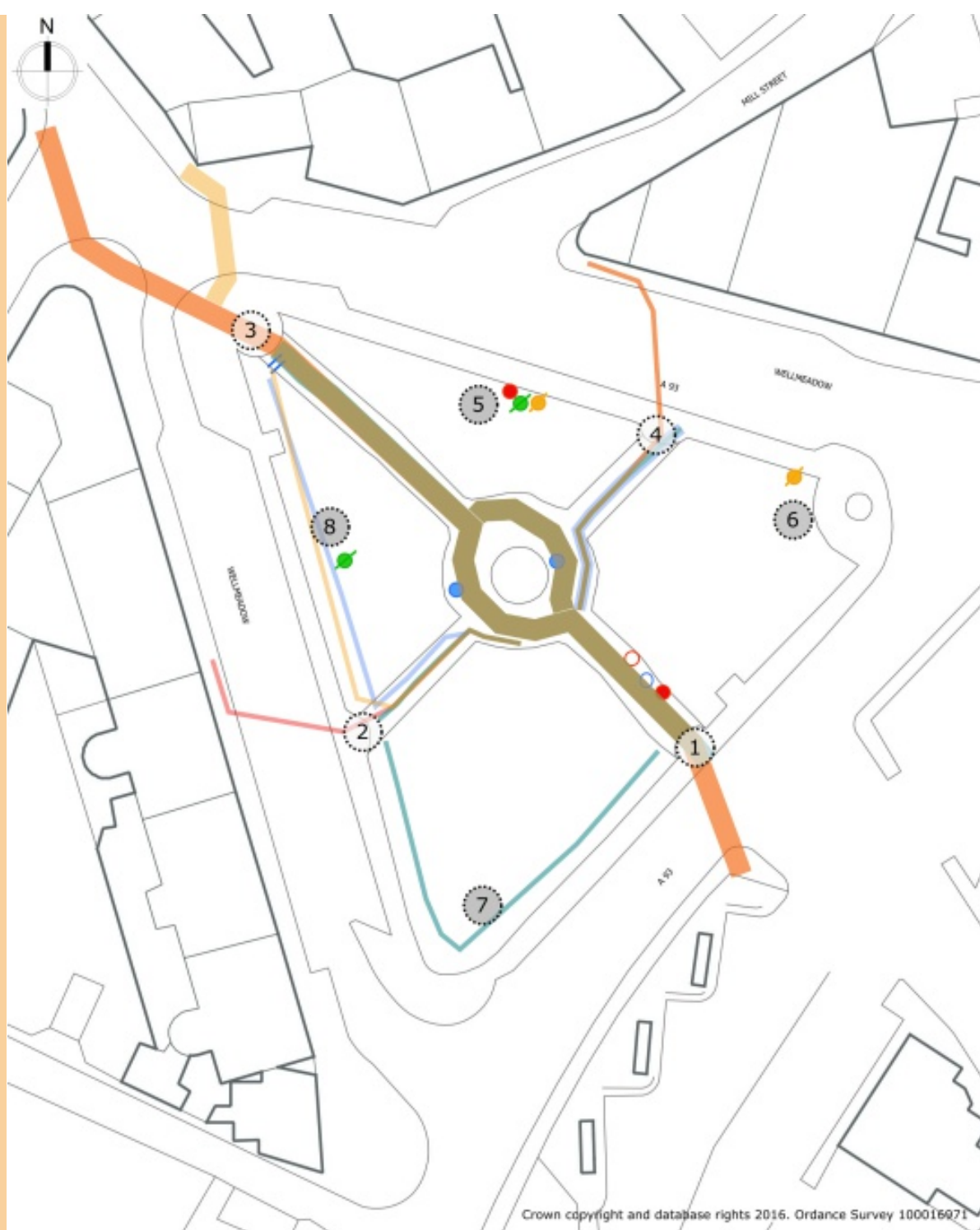
13:40 - 14:30

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- Talking with another person
- ⊘ As above, for more than 10 mins
- No activity / phone call / smoking
- As above, for more than 10 mins

① Counting Location

**Public Life Survey: People Counting - Monday 8th February 2016**





## Public Life Survey

### Wellmeadow: 8th February 2016

09:10 - 10:00

- ✓ Looking at window / object / ATM
- ✗ As above, for more than 10 mins
- Talking with another person
- ⊘ As above, for more than 10 mins
- No activity / phone call / smoking
- As above, for more than 10 mins

10:40 - 11:30

- ✓ Looking at window / object / ATM
- ✗ As above, for more than 10 mins
- Talking with another person
- ⊘ As above, for more than 10 mins
- No activity / phone call / smoking
- As above, for more than 10 mins

12:10 - 13:00

- ✓ Looking at window / object / ATM
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- Talking with another person
- ⊘ As above, for more than 10 mins
- No activity / phone call / smoking
- As above, for more than 10 mins

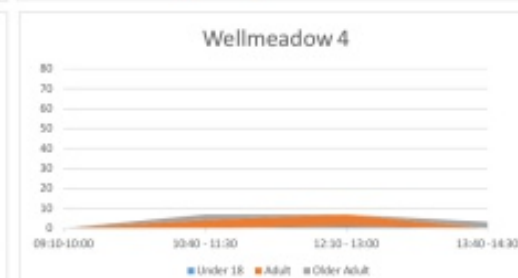
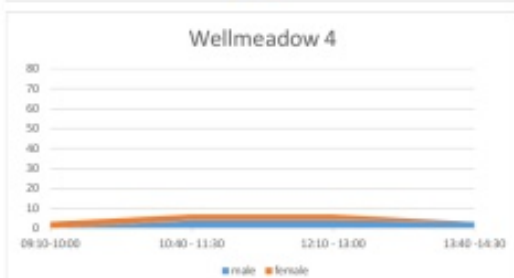
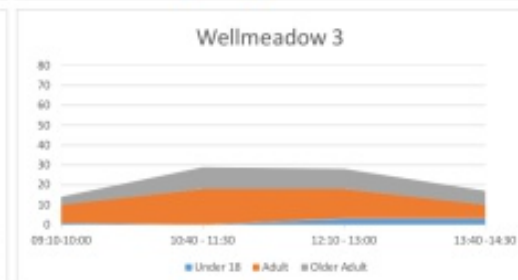
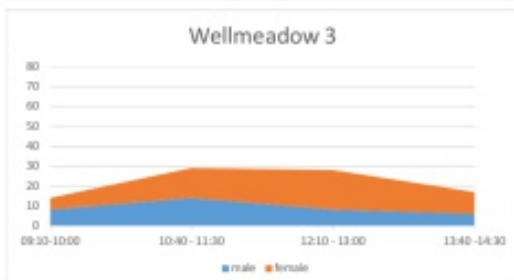
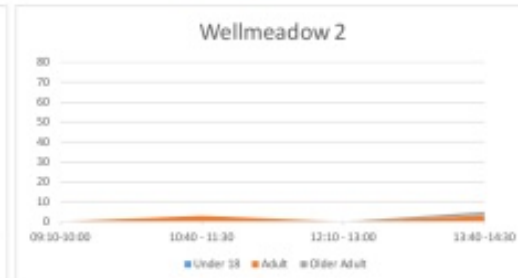
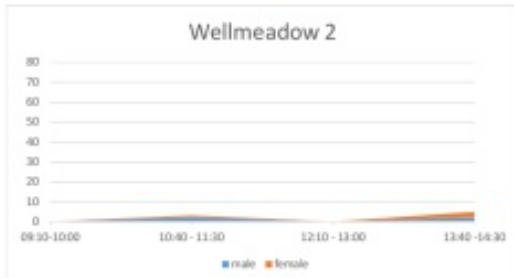
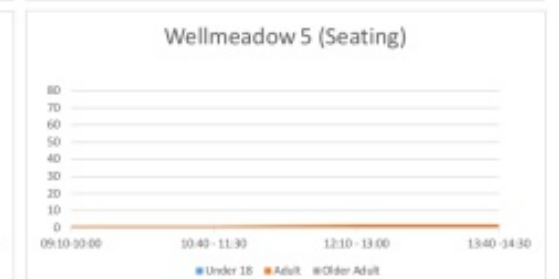
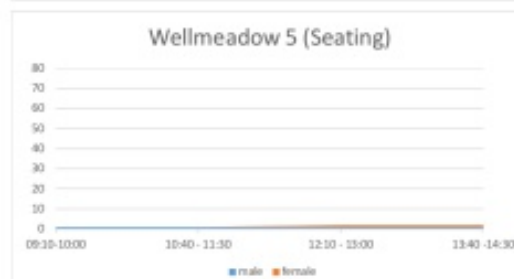
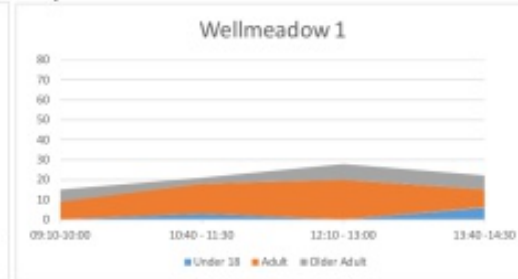
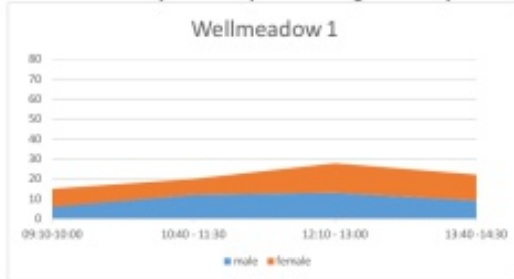
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① Counting Location

① Counting Location (Sitting)

Public Life Survey: People Counting - Monday 8th February 2016



# Places to Stop

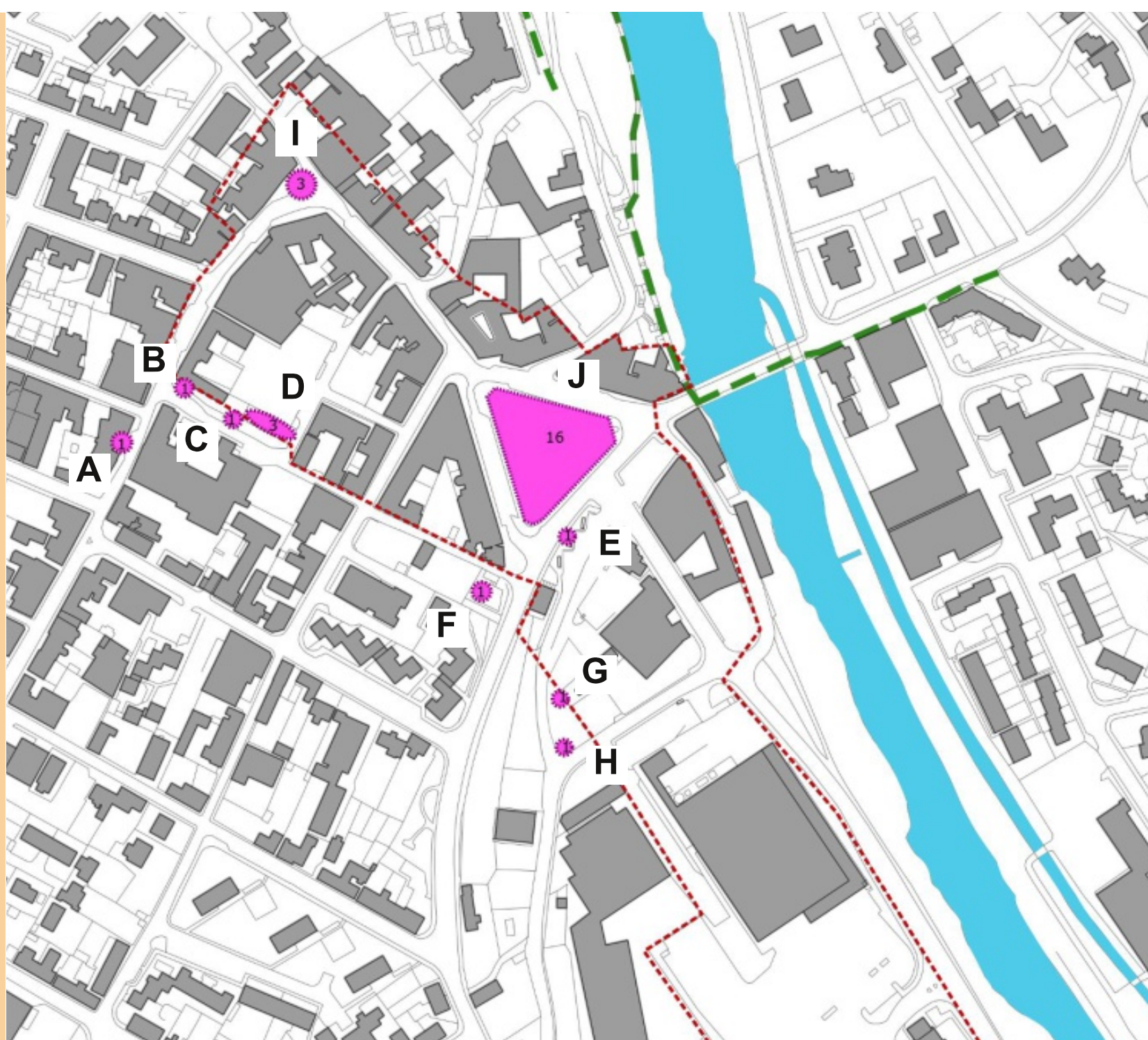
As part of a wider physical survey, the locations that encourage people to stop and rest where mapped and recorded.

Although most of the 10 locations will be familiar to town residents, around half could be considered in unfavourable locations with little surrounding amenity.

Are these the locations the town wishes residents and visitors to stop and enjoy?

Does it matter that the style keeps changing?

The numbers on the map represent the number of seats present.





**A**



**E**



**I**



**B**



**F**



**C**



**G**



**J**



**D**



**H**

# Socio-Economic Appraisal

The overview of the town's performance is shown on this page and taken from the 'Understanding Scottish Places' web platform.

## Blairgowrie PERTH AND KINROSS

POPULATION 8,954

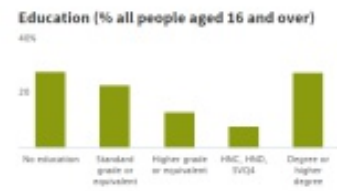
This type of medium-sized town is extremely mixed in terms of demographics. There is a particularly wide range of people, housing and activities. The number of older couples with no children are higher than average. There is a mix of professional and non-professional jobs, and part-time and self-employment are both important for a significant proportion of residents. Socioeconomic status is higher than in other kinds of town and there is a mix of professionals and nonprofessionals, those with higher and lower educational attainment. [i](#)

Blairgowrie is an independent to interdependent town. [i](#)

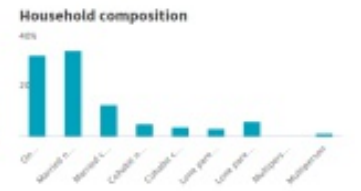
Its most similar towns are [Selkirk](#), [Haddington](#), [Dunbar](#), and [Forres](#). [i](#)



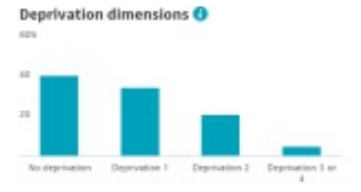
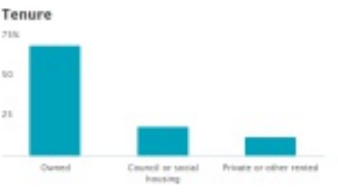
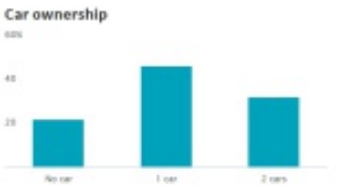
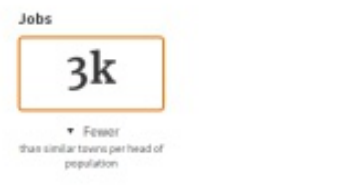
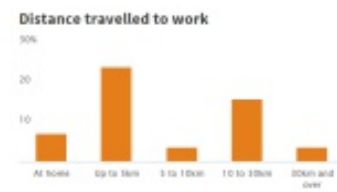
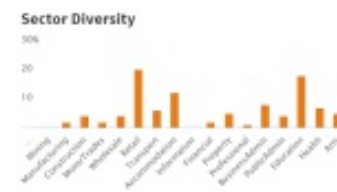
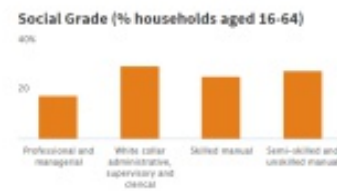
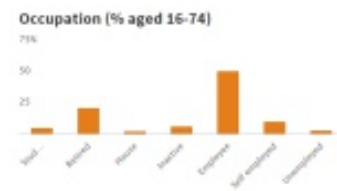
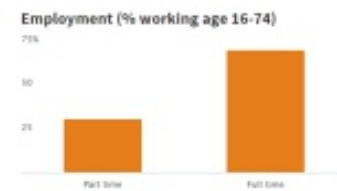
### Public



### Population



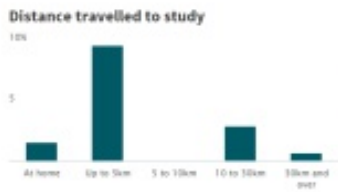
### Employment



### Commercial



### Social





The web platform also provides a summary of the town in terms of its relationship to other places.

One of the factors that make the town more dependent on other locations is the location of jobs. This is acknowledged by the 'distance travelled to work' indicator (see right) and shown more clearly in the graphics below that illustrate the commuting patterns.

## Inter-relationships i

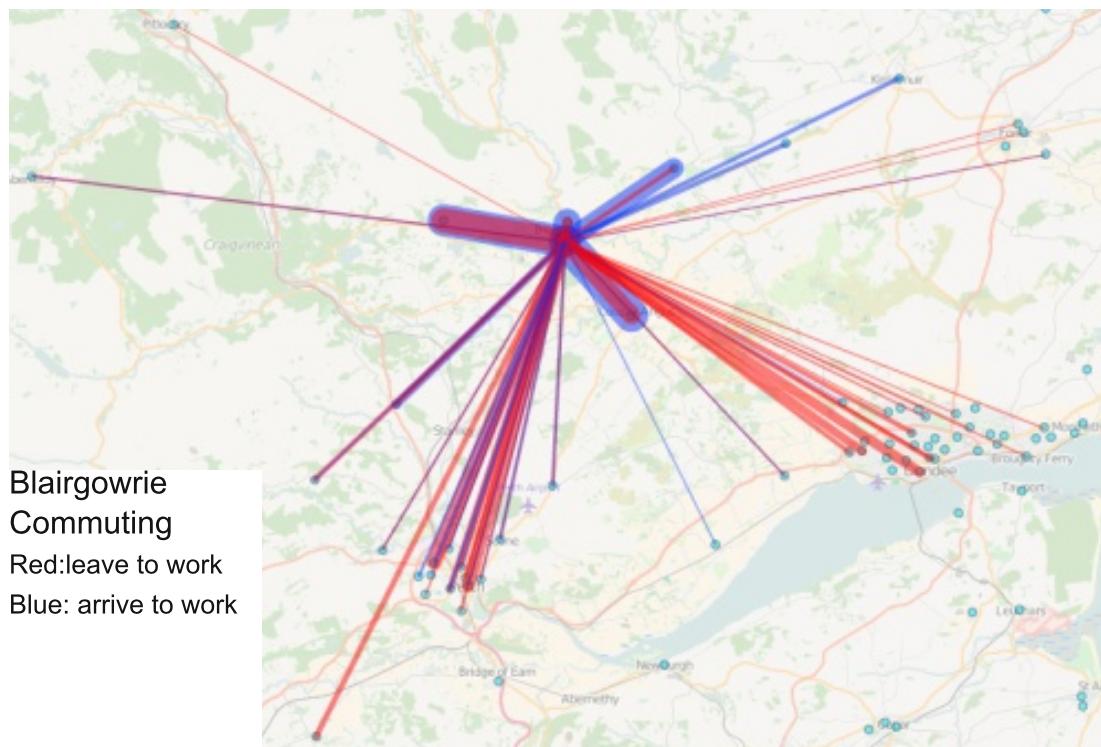


Blairgowrie is an **independent to interdependent** town. i

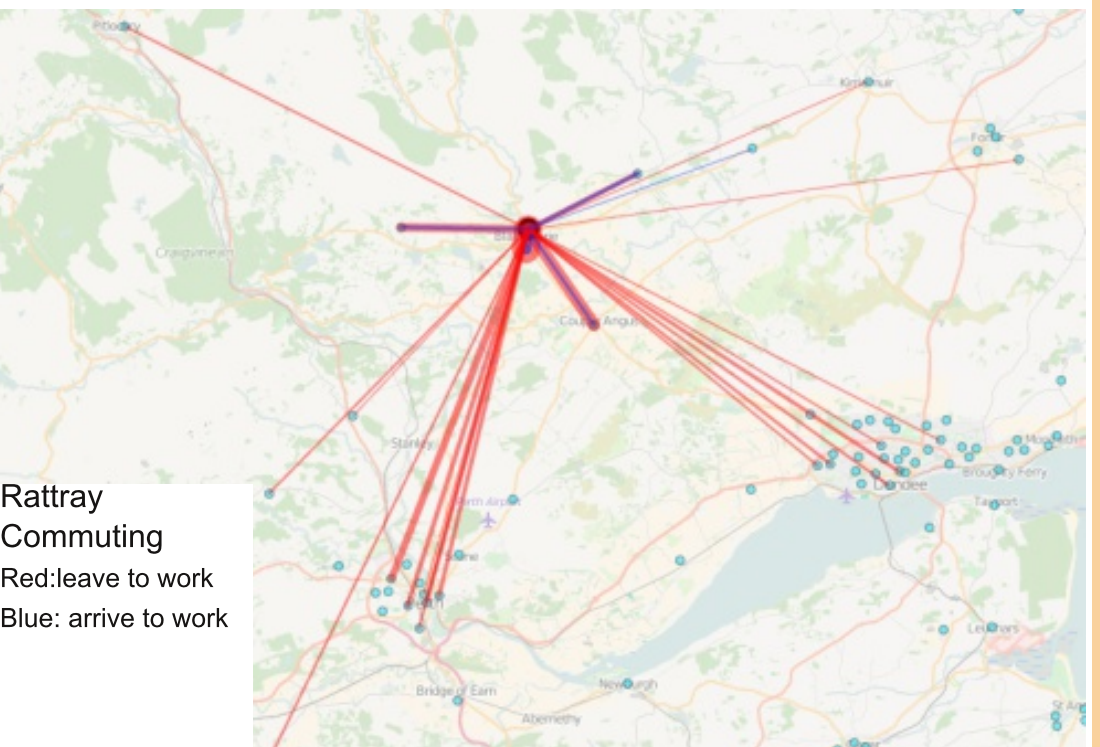
Combining inter-relationships and typology, Blairgowrie is grouped with 13 other towns. It has similarities to these towns in terms of the number of charities, GP surgeries, hospitals, children in primary schools, children in secondary schools, jobs, and shops. It also has similarities in the diversity of jobs, and the distance travelled to work.

It differs in terms of the number of public sector jobs. Blairgowrie differs most from its group in the distance travelled to study.

- Employment
- Public
- Commercial
- Social
- || Average for the category



**Blairgowrie Commuting**  
Red: leave to work  
Blue: arrive to work



**Rattray Commuting**  
Red: leave to work  
Blue: arrive to work

Most of the information provided by the USP tool covers the whole settlement of Blairgowrie, with a population of nearly 9,000 people. Information collected by the project team focussed on the town centre only. Adjustments were made to the smallest geographic areas (data zones) from published data to estimate employment and population within the town centre.

The town centre accounts for a small share (around 3.5%) of the town's (settlement) population but around half of the town's employment and hosts 106 businesses. The Scottish Government classifies Blairgowrie as a remote small town.

Blairgowrie Town Centre

Socio-Economics	
Current population	303
Number of businesses	106
Employment	1,400
Number of data zones in 15% Most Deprived SIMD*	0
Crime	
Number of data zones in 15% Most Crime Deprived SIMD*	0
Town Type	
Scottish Government 8 Fold Urban/Rural Classification	Remote Small Town
Heritage Properties	
Total number of listed buildings	14

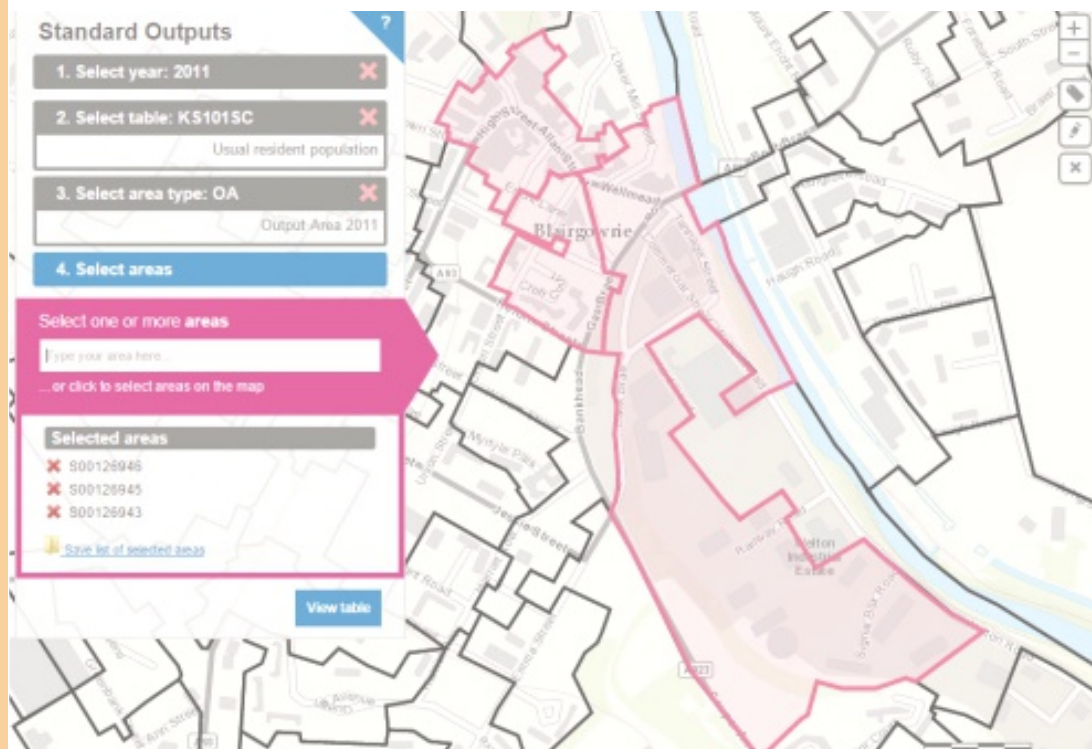
\* Scottish Index of Multiple Deprivation (SIMD)

The number of jobs in Blairgowrie has risen slightly over the last five years. There are around 2,800 jobs across the town with around half (1,400) based in the town centre. The southern section of the town centre extends to include Tesco and the Co-Op. Focusing on just the northern section of the town centre there are around 800 jobs with a further 600 jobs in the Southern part of the town centre.

Half of all the town centre businesses are retail operators with leisure (21), business services (13) and the evening economy accounting for most of the other half.

The Business Register and Employment Survey (BRES) published by the Office for National Statistics (ONS) show employment in the town centre by detailed sector of activity. This includes sustainable tourism, as defined by the Scottish Government and includes hotels, restaurants, beverage serving activities, tour operators activities, museums activities, historical sites and building, botanical and zoological gardens, sports facilities and amusement parks and theme parks.

The table below compares Blairgowrie town centre with the top five local authorities. Blairgowrie has nearly double the national share of sustainable tourism and is ahead of Perth & Kinross. Perth & Kinross has the second highest share of employment in sustainable tourism of local authorities in Scotland (behind Argyll & Bute).



Town Centre Businesses

Retail Operators	
Total number of retail businesses	53
% convenience	14
% comparison	58
% retail service	31
% independents (5 or less)	
% multiples	6
Property, Finance & Business Services	
Total number of service businesses	13
Leisure Services	
Total number of leisure operators	21
Public Services	
Number of public service operations	5
Cultural Services	
Number of cultural service operations	1
Evening Economy	
Total number of outlets	13

Share of Employment in Sustainable Tourism

Area	Share
Argyll & Bute	15.5%
<b>Blairgowrie town centre</b>	<b>14.7%</b>
Perth and Kinross	12.8%
Highland	12.5%
South Ayrshire	12.1%
East Lothian	11.7%
<b>Scotland</b>	<b>7.7%</b>

Source: Business Register and Employment Survey (ONS)

The local authority figures hide a large number of tourism focused towns. For example within Perth & Kinross one third of all employment in the town of Crieff can be found in sustainable tourism. Blairgowrie town centre is still just ahead of Perth (city) which is unsurprising given the number of public sector activities run from the city.

Area	Share
Crieff	33.3%
Blairgowrie town centre	14.7%
Perth	12.3%

Source: Business Register and Employment Survey (ONS)

The BRES data is consistent with the business mapping undertaken by the project team. The business mapping showed that the evening economy, leisure and cultural businesses accounted for one third (33%) of all town centre businesses. These businesses would be counted as sustainable tourism businesses.

The share of employment in tourism (14.7%) is lower than the share of businesses in tourism (33%) as retail operators are likely to employ more employees on average than tourism businesses.

The BRES data also shows that Blairgowrie town centre performs reasonably well in terms of specialist food and drink shops. Food and drink from specialist shops account for 2.2% of all town centre jobs, this compares to 0.9% for Crieff and 0.6% for Perth (city).

**Issue 1: Is sustainable tourism a key focus for the partners that shape economic development strategy?**

The 2011 census shows there are nearly 4,000 people with jobs living in Blairgowrie (locality) and nearly two thirds of these people (65%) say they drive to work. This suggests a significant number of people living in Blairgowrie work in nearby larger towns and cities. Estate agents refer to Blairgowrie as a rural town within commuting distance of Perth, Dundee and Kinross. This is consistent with the longer commuting patterns identified by the USP tool.

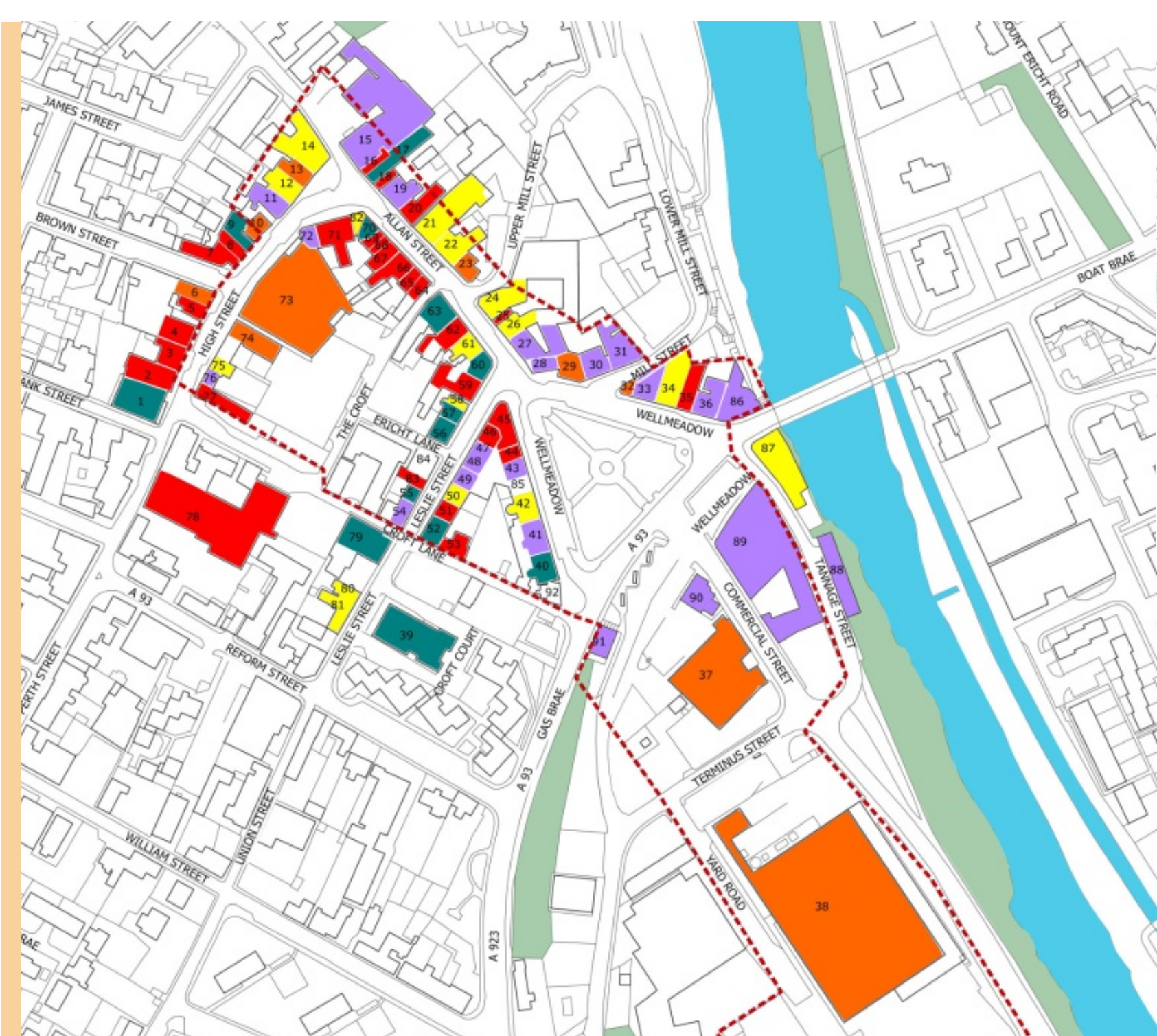
**Issue 2: Does this group of people spend time within the town centre?**

Nearly 1,600 people live around the town centre including residential areas up to the recreation park. Around 300 people live in the town centre itself. The population of Blairgowrie has grown over the last five years with most of the growth occurring outside of the town centre.

National Records of Scotland (NRS) provide a limited amount of data on settlements and localities across Scotland. The population of Blairgowrie as 8,890 in 2012 (measured as both a settlement and locality) and in 2003 this figure stood at 7,880. The population growth of 12.8% in Blairgowrie compared with 4.8% growth across Scotland and 8.7% growth across Perth & Kinross. The population of Blairgowrie is growing nearly three times as quickly as Scottish as a whole with the rate of growth more than 50% higher than Perth & Kinross as a whole.

**Issue 3: How can the recently developed areas support the town centre more?**

The above information suggests that whilst economic activity in the town centre has increased over the last five years, it hasn't kept pace with the growing number of people living in the town. Commuting to Perth and Dundee appears to be rising and it is likely that an increasing number of the town's residents are choosing to spend their leisure time in the nearby cities of Perth or Dundee or elsewhere.



- Comparison Retail
- Convenience Retail
- Retail Services
- Leisure Services
- Financial / Business Property Services
- Other

Mapping the businesses provided the opportunity for a number of one-to-one conversations.

# 20 People Engaged

1	Bank Of Scotland	30	Scotbet	61	Travel Bar Ltd
2	Nickel and Dime	31	Victoria Hotel	62	Something Special Flowers
3	Thomas Gordon Kilts	32	Good News - Newsagents	63	Royal Bank Of Scotland
4	Piob Mhor Kilts	33	Enricht Pub	64	The Laptop Centre
5	Blairgowrie Cookshop	34	Lamour - Hair Salon	65	Music Box
6	Cornerstone Deli	35	WM Coupar - Tech Store	66	Diva - Clothing
7	Semi-Chem	36	Bunters Café	67	Kate Fleming - Shooting and Fishing
8	Computer Shop	37	Co Operative	68	Jas Crockett Gun and Fishing Gear
9	Miller Gerrard Solicitors	38	Tesco	69	Victor + Sons Jewellers
10	Goodfello Bakery	39	Perth and Kinross Credit Union	70	The Property Shop
11	caracan café	40	Hodge Property	71	M and CO
12	Vitality Beauty	41	Number 31	72	Karen's Kitchen
13	Courier Newsagents	42	Hammer Gods Tattoo Parlour	73	Sainsbury's
14	Blairgowrie Physio	43	Dome	74	Ewarts Butchers
15	Royal Hotel	44	Davidsons Chemist	75	Just for Gents
16	Boots Pharmacy	45/46	Woolenmill	76	Marmaris - Kebabs
17	Next Home Estate Agency	47	Azard - Kebabs	77	All Things Fair
18	Barnardo's	48/49	The Dome Restaurant	78	Factory Outlet Store
19	Fair O Blair	50	Turkish Barber	79	Gilespie Accountant
20	Hallmark	51	Cunningham Carpets	80	Blairgowrie Art
21	Scottish Hydro	52	Mak Architecture	81	Topknots
22	New Man - Barbers	53	Allsorts - Antiques	82	Pets Pantry
23	Apso Ice cream	54	Mr Lee Chinese Takeaway	83	Realcycle Design Bespoke Service
24	Grooming Marvelous	55	Rodney Neil	84	John Swinney Office
25	Blythwood Care - Charity shop	56	Nationwide	85	Visitor Centre
26	Optometrist	57	Yorkshire Building Society	86	Littles - Restaurant
27	Wee Coffee Shop	58	Top Style	87	Kitchens and Bathrooms by James
28	Cartwheel Inn	59	Blair Hardware	88	Sampian - Indian
29	Subway	60	Alan Learmouth Wealth Management	89	Angus Hotel
				90	Crown Bar
				91	Well Meadow Café



# Charrette Event

At least 290 people engaged directly

# 290 People Engaged:



## 1. One-To-One Discussions

**150 People**

**Place Standard  
interviews**



## 2. Younger People Sessions

**30 People**

**Blairgowrie High  
School**

**SYCD**



# 5 techniques over 4 days



**3. Themed Groups**

**4. Reacting / Viewing**

**5. Presentation & Feedback**

**40 People**

**50 People**

**20 People**

**Isolated Living**

**Business Owners & Landlords**

**Artists & Makers**

# One-to-One Qualitative Discussions

This tool was focussed on Day 1 and 2 of the 4 day Charrette event, using a sample size of around 150 people.

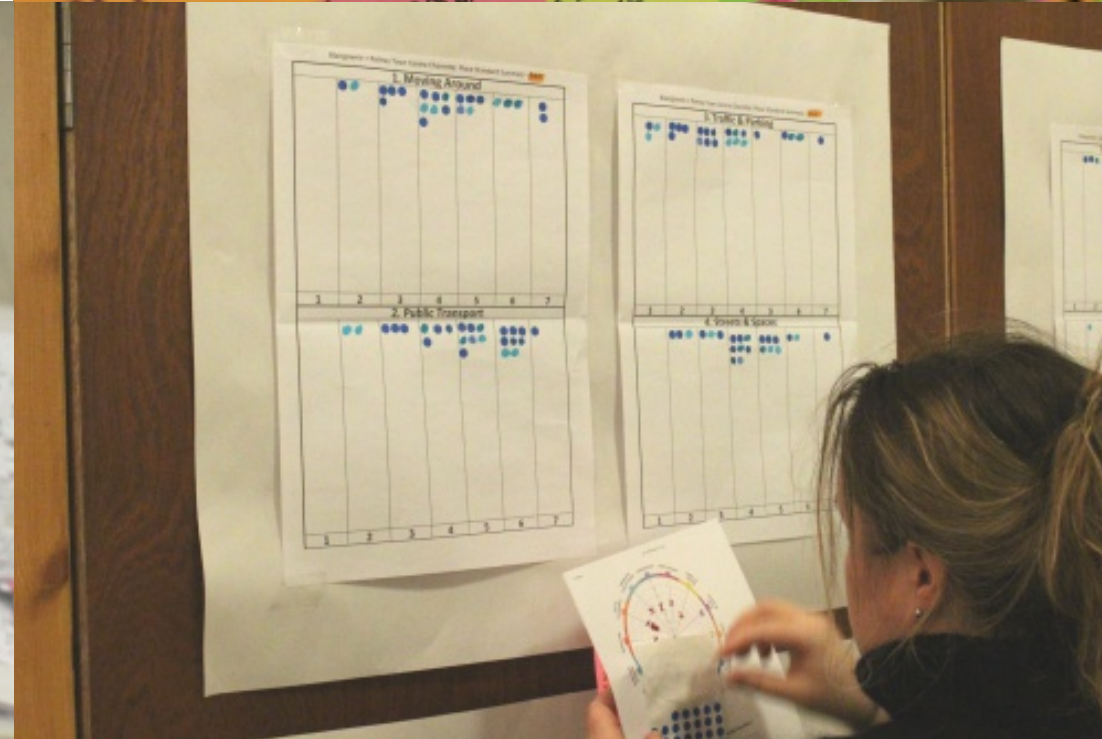
The principal component of this Charrette process was the bespoke system used to translate individual experiences into spatial (where) information, key issues (what) and a general overview of the town.

This process create comparable information that was subject to a 'clustering' exercise to determine the key issues as determined by the public.

The following pages identify the key issues for each of the 14 themes, which formed the brief for the Charrette team.

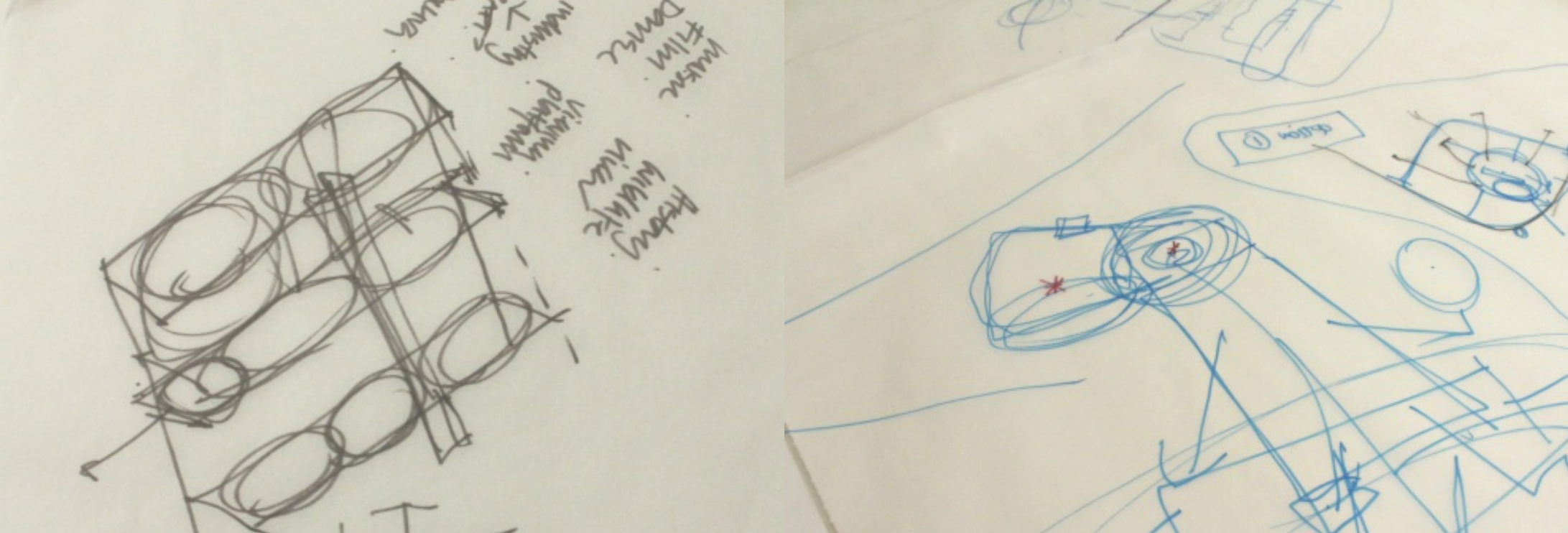
The qualatative conversations were based around the Place Standard tool to help ensure consistency with future exercises.

Getting the brief right matters most.



In parallel with the qualitative interviews, the Charrette team began to test ideas that related to the emerging key issues.

This process continued throughout the whole Charrette Event.



WHOLE TC SHOULD BE 20MPH

LESLIE STREET / WELLMEADOW JUNCTION OUTSIDE PUB

ERIGHT LANE IS CONSIDERED DANGEROUS

REFORM ST / PETER ST CROSSINGS

I never wait around the T.C. because of heavy traffic. Should be 20MPH.

LESLIE STREET / WELL MEADOW JUNCTION.

THERE ARE DIRECT LINES...  
Little lane near Police Station

Reform + reform street...  
was actually road

Early on road...  
Traffic needs to be slowed down...  
REVERSED VOLS...  
Traffic needs to not be with counter

TRAFFIC SPEED OVER BRIDGE.

PEDESTRIAN ENVIRONMENT NOT GREAT FOR WHEELCHAIRS / PRAMS

Traffic - across st, people pulling out in lanes, trying to pass...  
active corner

HIGH ST / ALLAN ST ONE WAY CAN BE PROBLEMATIC

Malcolm & Billy →  
Traffic speeds over the bridge

① Pedestrian are not friendly...  
Visually High street has improved during the years New Plans and new shops.  
Temporary housing at Wellmeadow and...  
① NARROW FOOTPATHS, DROPPER BEGS

LACK OF PEDESTRIAN SIGNAGE GENERALLY

No / Not Much CYCLE LANES

NOT GOOD FOR PRAMS / BEBES...  
OR NONE.

① All of street crossing...  
- Lack of uniform language in signs  
- unclear public sign. (e.g. blue sign)  
- Wheelchairs, no help. Have a handrail...  
- slip on road. No visual distance for...

# 1. Moving Around



CONNECTIONS TO PERTH & DUNDEE WORK, MAINLY

NO BIKE STORAGE AT BUS STOP TOWN CENTRE.

BUS - OFF PEAK SERVICE?

LACK OF SEATING AT BUS STOPS MORE SHELTERS.

DISABLED ACCESS ONTO BUSES

toth = good  
Dundee = poor = Shopping  
Separate bus for ferry / club.  
Buses go round but not across town  
② V. GOOD TO PERTH AND DUNDEE.  
RURAL AREAS NOT LINKED BUT THERE ARE BUSES TO CP

Lack of bike storage near the bus stops.  
OUTER BUS STOPS NO COVER  
NO COVERED TOWN CENTRE BIKE RACKS.

POOR OFF PEAK SERVICE  
Buses → evening bus v. infrequent = mini-buses.

SEATING AVAILABLE AT ALL BUS STOPS  
② A few sheltered bus stops. Would be nice to have more.  
Not a lot of choice of bus to go to RURAL AREAS. Some prices are well served, some are poorly.  
MANY BUS STOPS WITHOUT SHELTERS

DISABLED ACCESS TO ALL MAKES OF BUS  
P.T - Can be difficult for those who can't get on a bus.

① Higher frequency of bus needed to go to Perth and Dundee.  
② well-mannered is confusing to bus stops are confusing  
• Good connections to Perth and Dundee  
• Good bus passes for disabled

NOT ENOUGH TAXI'S WRONG LOCATION

BUS STATION IN WRONG PLACE

BUS ROUTES COULD BE LIMITED

BUS SERVICE FOR GOLF COURSE ROAD. PLEASE.

2 Public transport bus to Dundee.  
3 - need fast bus to Perth  
- no train station

① CAN TAXI RANK BE MORE PROMINENT  
② Not enough taxis  
③ BUSES OUTLINING IMPROVED. TAXI HIT OR MISS. TAXI - USED TO BE @ CO-OP. MOVED.

② BUS STATION WRONG PLACE  
TRAFFIC BETTER WITHOUT LIGHTS  
BUS STATION WRONG LOCATION

INSUFFICIENT BUS ROUTES  
poor public transport

# 2. Public Transport



# 3. Traffic and Parking

RIVERSIDE PARK/RIVER  
- BETTER ACCESS  
- UNDER UTILISED  
- SAFETY

WELLMEADOW AREA  
- UNDERUSED  
- LIGHTING  
- COULD WORK BETTER AS A TOWN ASSET

PROBLEM SITES  
- ST MARIS SOUTH  
- TESCO/ANGUS HOTEL

Riverside Park  
IS DIFFICULT TO ACCESS  
SHEEP - NEED GRASS CUT

4 - community garden space @ Sainsbury's.

- RIVER -> under utilised OPPORTUNITY

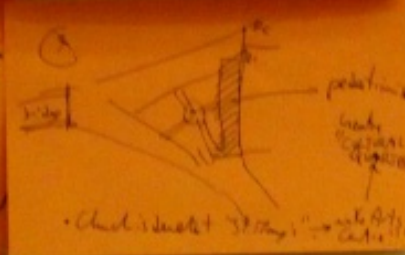
5 RIVER IS THE HIGHLIGHT OF THE TOWN - MAKE SIGNAGE & BETTER CONNECTIONS

REFORM ST  
IN GENERAL

1  
Key players in the town could be made more visible and visually stimulating.  
- Paying off wellmeadow is difficult. Telling people about it is hard.

2  
could do more with the Wellmeadow  
-> LIGHTING

3  
A lot of scattered villages are based on linear routes. The Wellmeadow makes Blainey more different.



4 Wellmeadow is a very good central space.  
- a physical centre  
a community space  
Attractive buildings - tradition + setting

4 Victorian Hotel in front of the  
The Wellmeadow is also the hub as it is well maintained. New units planned.  
The Lil' ping, lots of potential that can be done here

4 WELLMEADOW A BIG ASSET  
1 Don't use any of the businesses around the Wellmeadow

5 WELLMEADOW NEW OPEN EVENT SPACE.  
market. Good day

3  
Some of the buildings are...  
- plan to do a through wellmeadow plan.

4 Area around Tesco / Hotel is fairly well built up

6  
look at un-used areas greenspace + improve the way behind Angus Hotel

SOME GENERAL COMMENTS ON VACANT LAND + LITTER.

4  
LOT OF DECELICT & VACANT PROPERTY

# 4. Streets and Spaces

# 5. Natural Space

**UTILISE RIVER**  
COULD BE BEST FEATURE OF TOWN  
WALKS UP + DOWN BOTH SIDES OF  
RIVER  
VIA OARBANK MILL  
TO LOBBY + INCLUDE  
MILL WALK  
USING OARBANK MILL AND RIVER  
HERITAGE CENTRE

**RIVERSIDE PARK**  
DOES HAVE SOME  
ISSUES/  
UNDERUSED

**KEEP THE GREEN  
SPACES WE HAVE  
USE MORE?**

**RIVERSIDE AREA  
IS "ATTRACTIVE"**

**MORE SMALL GREEN  
SPACES AS  
"STEPPING STONES"**

MISUSE OF RIVERSIDE  
(not suitable for play)

5. Riverside isn't attractive  
the vegetation isn't established

**WORRIED ABOUT** ⑤  
KEEPING WHAT WE  
HAVE.

**Riverside area  
v attractive**

⑤ CUT OFF SPACE ALONG  
RIVER.  
NO NATURAL SPACE FOR  
MARKETS. WELLMEADOW  
NOT SUITABLE FOR ITS  
CONFIGURATION.

**UNDER USE OF  
RIVERSIDE -  
NEEDS DEVELOPED**

**N.S. - Riverside**  
not accessible to  
all, Not well maintained  
- need v. Dark at night.

**PROPOSED LOCAL  
PLAN WOULD REDUCE  
NATURAL SPACES DUE  
TO INCREASE IN  
POPULATION**

⑤ Riverside is accessible and well  
- nice play area  
"Not bad for being a town"  
- Plan for development

**N.S. Wellmeadow**  
not easily accessible  
if you can't walk  
far.

⑤ **CLOSE A CAR  
PARK AND USE  
FOR OUTDOOR  
EVENTS?**

⑤ **Backbit is very muddy, but still  
- it is.  
→ issue - will like  
Wellmeadow is well-kept edge  
- Not enough for young children**

**ONLY PARK SPACE  
WHICH GETS REGULARLY  
WATERLOGGED**

**Lack of events on  
green / natural  
spaces**

⑤ Limited contact with nature  
• Development behind the landscape will  
ruin nature  
• Natural space damaged by development.  
• Green spaces are not accessible.

**LITTER ON OPEN  
SPACES**

⑤ **Close A Car  
Park and use  
for outdoor  
events?**

⑤ All the way down the river  
- water is very clean  
- children could be taken

6. - children don't go out to  
play these days.  
- leaves litter safety easy but  
where → where they are

**CHILDREN'S PLAYPARK BORDER  
TO RIVER - NOT PROTECTED**  
limited space in water  
creation - need all weather  
surfaces - better than

**IS THE RIVERSIDE  
PLAY PARK SAFE,** ⑥  
**ROOM FOR ANOTHER?  
(WHEN FLOODED)**

5. Riverside - groups of  
teenagers. Not particularly  
safe  
The Braves - dog mess.  
group don't get a lot support

**5. TAKE CARE OF  
EXISTING TREES +  
PLANT MORE +  
CREATE MORE SMALL  
GREEN SPACES**

⑤ **Work by children to parks  
for dog fouling**

**OPEN SPACES  
LITTER PROBLEMS  
DOG POO**

⑤ **Don't allow developers  
to get away with  
cutting down trees.**

⑤ issue with litter on open space

⑤ **infinite Park of play  
areas and play equipment  
in Blairgowrie**

**SHOULD BE MADE  
OF RIVERSIDE  
- WALKS BETTER  
MAINTAINED (A  
OPEN)**



INDOOR PLAY  
FACILITIES  
(BETTER? MORE?)

NEED INDOOR  
FACILITIES OPEN  
INTO EVENING

MORE ACTIVITY IN  
HIGH STREET.

No SPACES FOR  
ADULTS

NO INDOOR  
PLAY

LACK OF INDOOR  
SPORTS FACILITIES  
AVAILABLE DURING  
SCHOOL HOURS !!

A fully-equipped  
sports centre with  
25m pool & better  
hours of opening

Lack of indoor  
play for children.  
Not enough access  
to natural play areas

Recreation Centre  
needs to be upgraded  
- esp swimming  
pool.

6. MORE INDOOR  
FACILITIES PLEASE

Local 'Rec Centre' is  
doesn't appeal  
to many as attractive  
option.

No indoor facilities  
for small children

RECREATION CENTRE  
IS SHARED WITH  
SCHOOL SO ACCESS  
RESTRICTED

6. LIVE ACTIVE  
BEARWOOD  
RECREATION  
CENTRE  
INVESTMENT.

LACK OF INDOOR  
ACTIVITIES FOR  
TOWN'S YOUTH

5. RECREATION CENTRE  
QUALITY OF ACCOMMODATION

LARGE AND QUALITY  
COULD BE IMPROVED

NOT ENOUGH TOILET  
FACILITY OR  
INDOOR CENTERS  
OR ALL WEATHER

NOT ENOUGH  
OUTDOOR OR INDOOR  
SPACE FOR OF A  
CHALLENGING NATURE  
FOR CHILDREN OF ALL  
AGES

6. POOL IMPROVED (REPLACED!)  
LENS FOR YOUNG PEOPLE

2. in campus, well lit at night  
not affordable (many)

LACK OF

MORE ACTIVITY  
IN TOWN HIGH STREET  
- PROPERTY DEVELOPER (MINDING) (CIVIC) (2002)

NOT ENOUGH SPACE  
FOR CHILDREN

6. Not enough space for children  
to play.  
- club too close to river.

6. RECREATION CENTRE  
NEEDS INVESTMENT

ONLY FOR  
CHILDREN LITTLE  
FOR ANYONE  
ELSE

6. There is a need for adults  
- Not easy to find events for  
adults.  
- No gathering space for adults  
apart from pub

6. SOME PROVISIONS BY  
THE RIVER. LACK  
OF INDOOR  
FACILITIES  
NOTHING FOR ADULTS, ONLY  
FOR CHILDREN

older generations use golf clubs  
- not enough for younger people  
- Pool = capacity: some evenings  
only  
↳ public facilities

# 6. Play and Recreation



UP & COMING CHILDREN!!

SWIMMING POOL  
AVAILABILITY / SIZE / PUBLIC V SCHOOL

ALL WEATHER  
SPORTS PROVISION  
WHERE?

AFFORDABLE  
CHILDCARE

ARTS / CRAFT /  
STUDIO / CULTURAL /  
MUSEUM / COMMUNITY  
DESTINATION / SOFTPLAY  
CINEMA



timings of pool opening  
Size of pool.

not enough provision  
used for a brand new recreation centre  
on all weather surface for sports  
back of high school

limited affordable  
child care

NOT FIT FOR PURPOSE.  
↓  
HOTEL HAS A V. SMALL  
POOL.

Swimming pool not  
regulation size: can't  
host matches.

Childcare is NOT affordable  
limited training opportunities  
at the Recreation Centre  
(Le Active) but threatened  
few opportunities to start a business  
as rents are too high → need a cinema

ARTS / CRAFT CENTRE  
POLICE STATION CLOSED!!

7-8  
ARTS OPEN STUDIOS  
• SHOPS  
• A 'SPACE'  
• SHORT TERM LEASE

Amenities are used by school so  
no space for public.

ALL FACILITIES  
UNDER PRESSURE/  
VARIABLE CONDITION

SWIMMING POOL  
TOO SMALL FOR  
GROWING POPULATION

Need for cultural museum and  
knowledge for history of Blurgoville.

Lack of venues to  
have arts + activities

NO CINEMA  
SWIMMING POOL OVERSEEN  
NO MUSEUM  
~~NO POLICE STATION~~

Idea for indoor skating facility  
+ soft play in new development  
Need for cinema that going to  
be used for events

Need for central Hub for Banks.  
No ART gallery, create an art hub

WORRY  
ABOUT MEETING  
FUTURE NEEDS

New leisure centre.  
NEED AN ART CENTRE  
OR USE town hall  
↳ sound + lighting

WOMEN MIGHT LOVE EXERCISES  
CURRENTLY GOOD

Good to have small supermarkets to  
have low competition prices  
for food.  
Good that there is an accessible hospital

# 8. Facilities and Amenities

MORE SOCIAL/  
AFFORDABLE  
HOUSING?  
WHERE?

PLENTY OF HOUSES  
ALREADY?

FACILITIES ARE  
AT THEIR  
CAPACITY?

ENOUGH PRIVATE  
RENTED?  
QUALITY HIGH ENOUGH?

NOT ENOUGH SOCIAL  
OR LOW COST HOUSING.

LOW LEVEL OF  
AFFORDABLE  
HOUSING.

NOT ENOUGH SOCIAL  
HOUSING AT  
AFFORDABLE COST

9 AFFORDABLE HOUSING  
IS UNDERPROVIDED.  
ARE HOUSING SOLD BY COUNCIL  
TO DEVELOPERS?

9  
Not enough affordable  
housing

↳ needs to be nice looking

9  
PLENTY OF HOUSES

9  
Just too many  
houses and the  
primary school is  
far away

MOBILITY HINDERED  
BY INABILITY TO  
SELL.

(CAUSE = NEW HSG)

9 Variety of houses and prices have  
a good variety.

→ system of selling houses should be...

9  
• There is a range of house  
types and they are integrated  
with each other.  
• No visible conflict.

9  
new housing makes existing  
harder to sell.  
infrastructure & services

Solve out what you have got  
before you build more

9  
Too many houses here:  
nothing for the people  
who've moved here

9 DOCTORS, SCHOOLS  
MAY STRUGGLE TO  
COPE?

4  
TOO MANY HOUSES &  
NOT ENOUGH FACILITIES

↓  
not enough mix  
& council housing  
affordable

9 RENTED FLATS CAN  
BE POOR QUALITY

Maybe not enough rented housing

WEST PARK DEVELOPMENT  
SEEMS TO BE PROCEEDING  
BEHIND CLOSED DOORS  
HENCE FEELING OF  
HELPLESSNESS

Town boundaries  
should not be  
built on brown  
sites and infill.

# 9. Housing and Community

TOO MANY GROUPS?  
COMMITTEES?  
SINGLE PLACE TO  
PROMOTE THEM?

A "CENTRAL"  
SPACE?  
A "HUB"?

GOOD OR BAD NUMBER  
OF PUBS/REST.?

SPACES FOR  
YOUNG & OLD?

10) This is a poor area. Perhaps  
local groups need more encouragement.  
Ratting appears to have become  
an afterthought.

10) No heart of the  
town / HUB  
(Cinema / Lounge / Museum)

10) v. by committee  
Too many small groups: limited  
need for a re-group, cooperative type  
of approach between similar groups.

10) LACK OF PUBS/REST.  
EVENING ECON.

11. LOTS OF SPACE FOR KIDS  
PERHAPS NOT FOR  
TRANSPORTS.

10) MAJOR ISSUES FOR  
ELDERLY PEOPLE

10 MOVING POST OFFICE  
NOT GOOD FOR OLD  
PEOPLE — MEETING  
PEOPLE NOT SO EASY

At town the size  
of Blairgowrie  
has need of a  
central community  
facility as was  
envisaged in the  
old primary  
school. 10

10) Good number of cafes + letterboxes.  
with independent  
seating or pavements.  
• some narrow points in the pavement  
not encouraging interaction +  
traffic.  
• importance still for the centre to have traffic

too many committees! 10  
↓  
mixed group >  
↓  
too much talking not

# 10. Social Interaction

No INTER-GENERATIONAL SPACES/ PLACES

NOT EVERYONE IS WELCOME, ONLY A FEW

A NEED TO EXPRESS HERITAGE

STRONG SENSE OF COMMUNITY IS HERE!

TO MANY RESIDENTS WORK OUT TOWN

NO EMPHASIS ON HISTORY HERITAGE OR CULTURE.

⑩ V. INCLUSIVE SENSE OF BELONGING FOR ALL.

AND DO NOT CONTRIBUTE

⑪ Strong sense of community with lots of groups and networks to strengthen community.

STARTED feeling LIKE WE WANTED People doing stuff.

⑫ VERY STRONG SENSE OF BELONGING. TAKING FOR GRANTED BY SITE.

LOST AMENITIES FOR RESIDENTS & VISITORS TO GET OUT OF THE RAIN  
KEITHS BANK MILL  
ART GALLERY NEAR CARRIGILL  
NO NEW AMENITIES

Sub communities, size of B+R + number of commuters make community initiatives difficult.

10 Good sense of community

THE HISTORIC AND CULTURE OF THE AREA IS IN DANGER OF BEING FORGOTTEN. A MUSEUM (PLACED IN THE TOWN) WOULD BE OF BENEFIT TO LOCALS AND VISITORS.

Historical identity NOT celebrated enough

⑬ Community is rich, one with resources and mostly invisible. Keeps anyone updated about local history.

Museum / town history centre needed.

⑭ Heritage + culture is not celebrated  
• Having need to go back in time with schools.  
• Don't feel particularly engaged or interested.  
• The community are well served but not in a good way.

11

⑮ HERITAGE NOT SHOWN TO ADVANTAGE NO MUSEUM

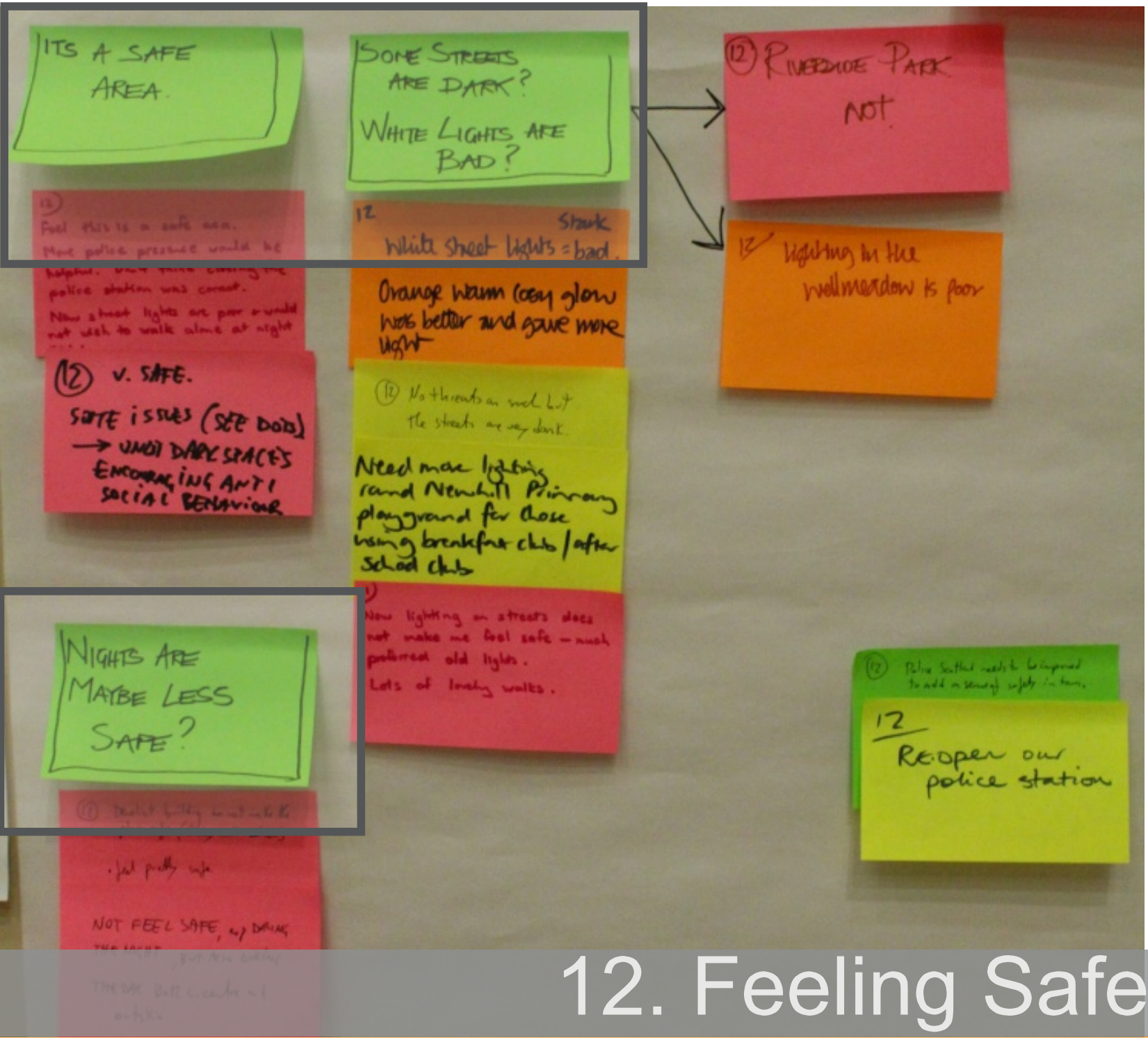
12

13. Building heritage not always valued

LOTS OF HERITAGE

NEEDS TO CELEBRATE WHAT IT HAS

# 11. Identity and Belonging



# 12. Feeling Safe

PEOPLE (SOME)  
TAKE RESPONSIBILITY

GENERALLY CLEAN  
+ TIDY, JUST SOME  
DOG FOULING.

TAKEAWAY LOCATIONS?

13. LITTER AT TAKEAWAYS  
Pavements with cigarette  
ends  
• CIGARETTE ENDS AROUND FOR  
LACK of bins.  
• PRIVATE LITTER CAUSING ISSUES

RIVERSIDE PARK

15. RIVERSIDE (TANNAGE ST)  
↓  
BOTTLES.

15. Riverside which should be a  
natural asset is seen as a dump  
ground by some.

13 THE TOWNSFOLK NEED  
TO TAKE MORE RESPONSIBILITY  
FOR CARE & MAINTENANCE

13 A LOT OF CARE  
FROM COMMUNITY

13 CLEAN AND TIDY  
LITTER ON PRIVATE  
LAND.  
(KEEP BLA BL. BEAUTIFUL CANNON  
AREA)

Care and Maintenance: 13  
Most public areas well maintained.  
Town is let down by some  
dog owners as dog  
fouling a big problem on  
pavements, paths & parks.

13 Lush park with dog fouling area -  
Dun Park → for 13 → auto

DOG FOULING BAD  
ON PERTH ROAD  
WHERE CHILDREN WALK  
TO SCHOOL  
OTHER STREETS AS WELL

13 Litter is a problem everywhere!  
Street cleaners do their best.  
Road sweeper rarely in Old Belling  
- large amounts of stones from flooding  
still in evidence.

DOG MESS IS  
PARTICULARLY BAD ON  
RIVERSIDE ROAD (RAILWAY  
SIDE)  
a big problem for  
RESIDENTS, WALKERS, KIDS.

# 13. Care and Maintenance



AND GROUPS.

GOOD COMMUNITY COUNCIL,  
(PERHAPS... IF PEOPLE TOOK ACCOUNT OF WHAT THEY

COMMUNITY VIEW NOT ALWAYS RESPECTED

NOT ENOUGH INFLUENCE OF CITIZENS.

COMMUNITIES GROUPS ARE GOOD AND ACTIVE

Some v. good community groups - but efforts blocked back by council.

Perth City should be separated from Perth + Kinross.

Local residents and council are really effective

INFO & CONTROL

COMM COUNCIL GOOD ALSO LA. MEMBERS (COUNCILLORS)

Yes can contribute to decisions

- There are very many groups.
- People can contribute but we'll believe

community council hasn't got a strong enough voice

Health services are supportive &

Corruption involved don't trust the council

Feel as if I have influence but it's over ruled.

PKC not good at consulting / listening.. many examples.

COUNCIL NEEDS TO TAKE ACCOUNT OF WHAT PEOPLE SAY.

HILL PRIMARY FOR COMMUNITY PROJECT NOT HOUSES

Very disappointed Council back / withdrawal of support for Hill Primary School proposed facilities - and lack of transparency!

NO COMMUNICATION! PKC & LEAR.

CAN PARTICIPATE BUT HAVE VERY LITTLE INFLUENCE ON CHANGE

# 14. Influence and Sense of Control

# Place Standard Scoring Evaluation

Each person was asked to score each of the fourteen questions between 1 and 7. These scores were summarised onto public sheets at the Charrette Event to create a baseline score. The results were reported according to broad age groups.

## 1. Moving Around

The general consensus was the Town Centre is easy to move around for the over 65 group but most of the adults scored only just positive.

## 2. Public Transport

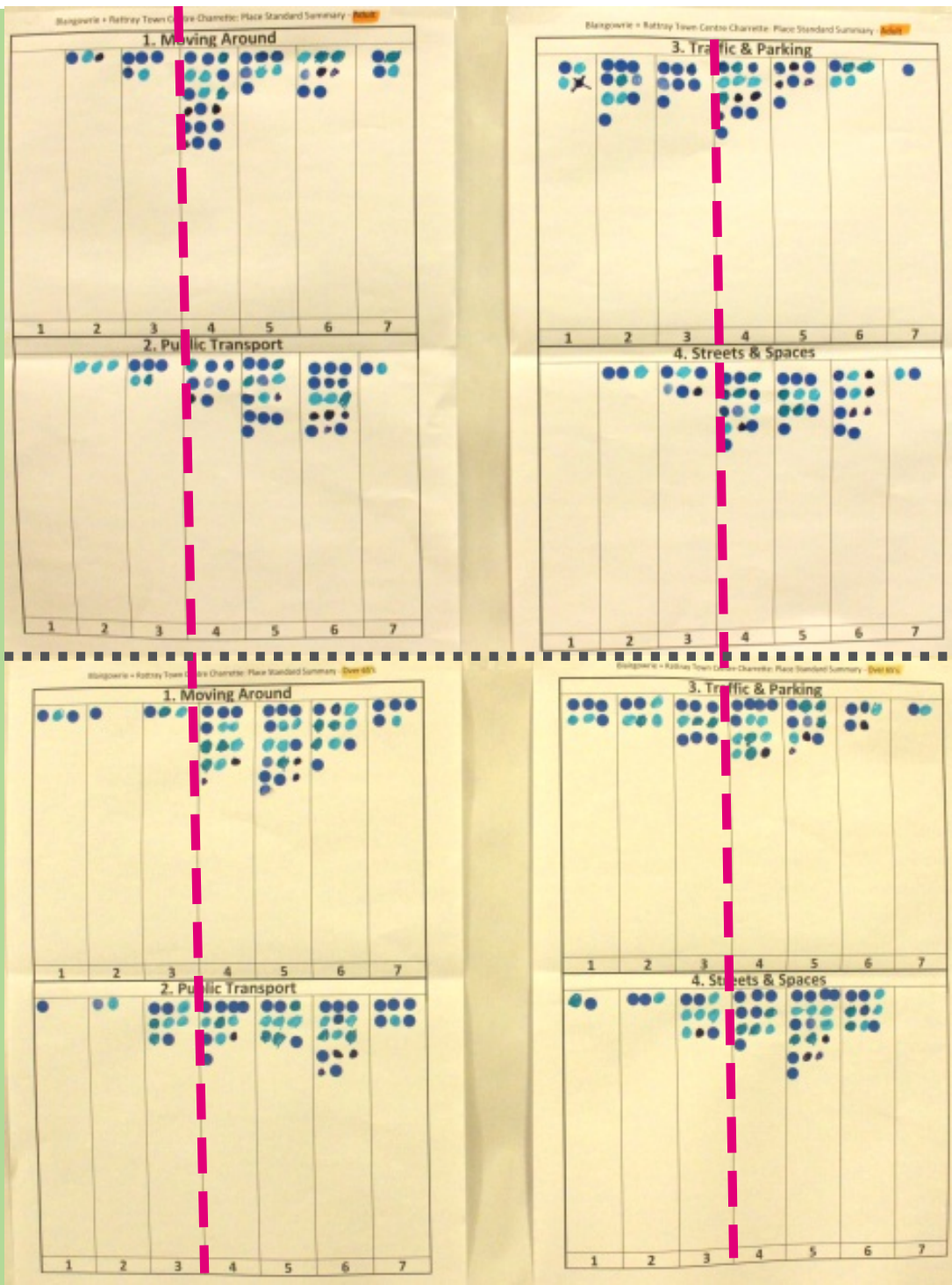
Despite some concerns the general reporting showed most people scored around the 5 / 6 mark.

## 3. Traffic & Parking

Both age groups reported a mixed response by scoring relatively evenly with some bunching around the 4 mark.

## 4. Streets & Spaces

The majority of the scores are in positive territory but a significant minority reported 3 scores.



### 5. Natural Spaces

The general consensus was people could regularly experience green space within the Town Centre .

### 6. Play and Recreation

The adults group reported a mixed response with over 65 group a little happier.

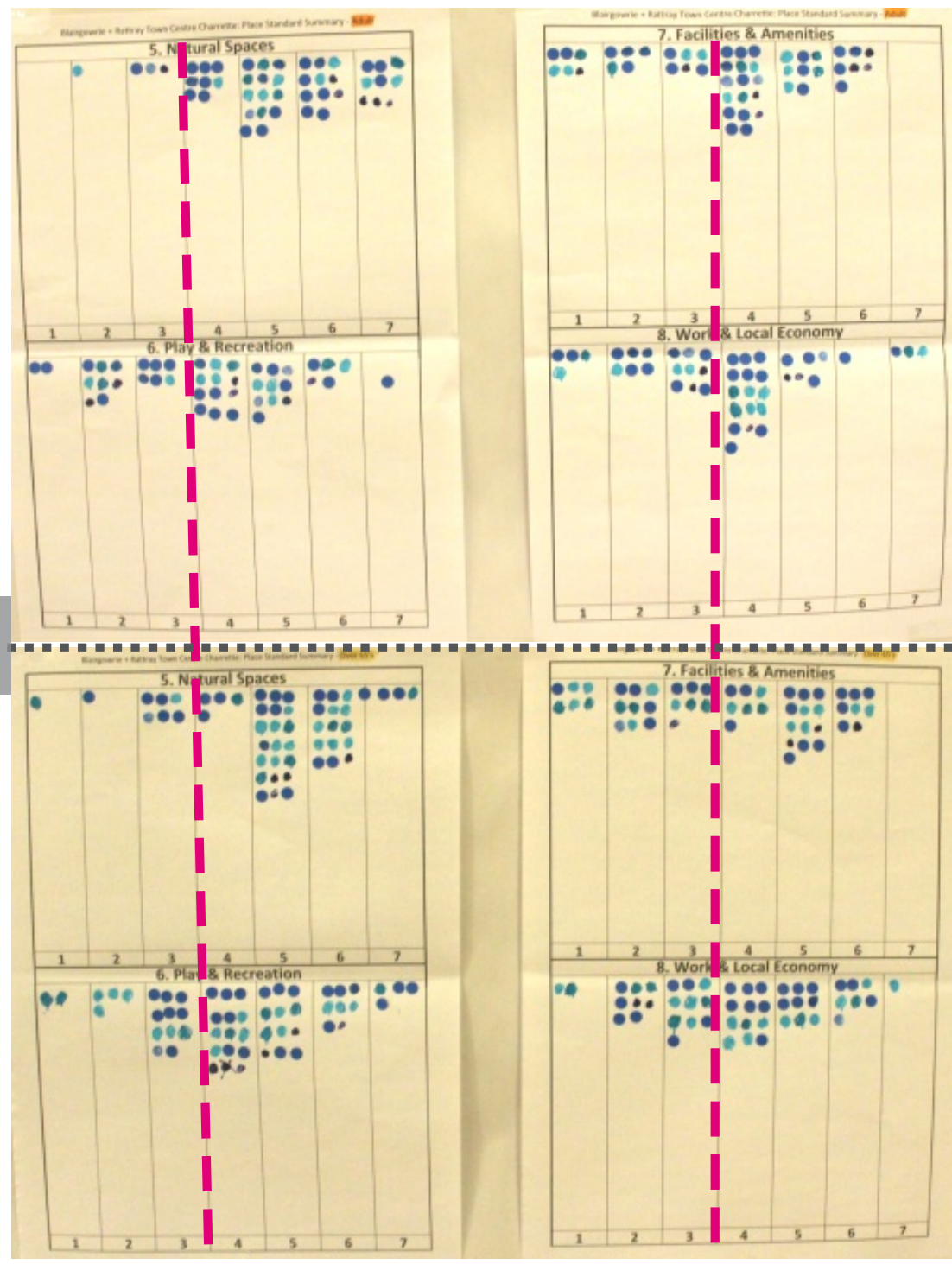
### 7. Facilities and Amenities

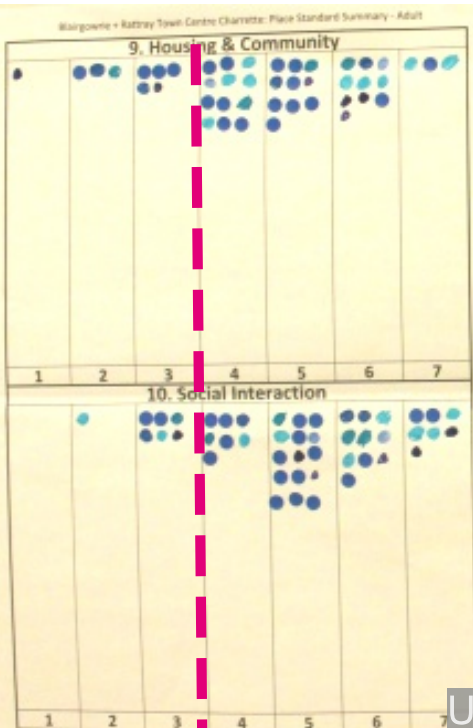
A mixed response was reported with the adult group peaking at 4 and the over 65 group peaking at 5.

### 8. Work and Local Economy

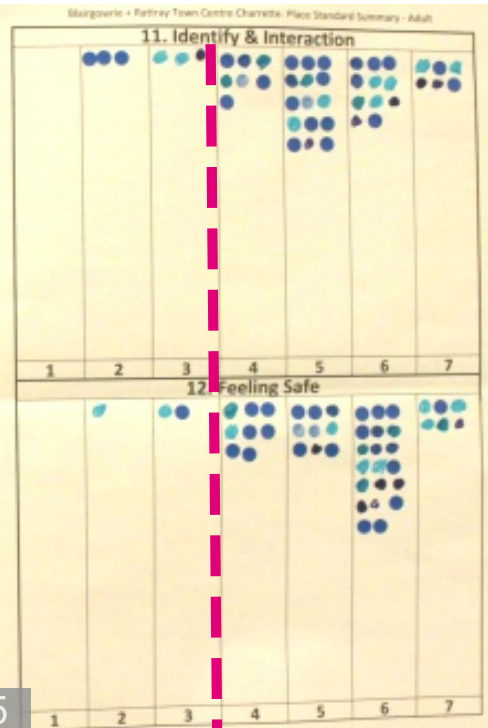
A mixed response was reported with a bunching in both groups around the 3 / 4 score

Up to 65  
Over 65





Up to 65  
Over 65



### 9. Housing and Community

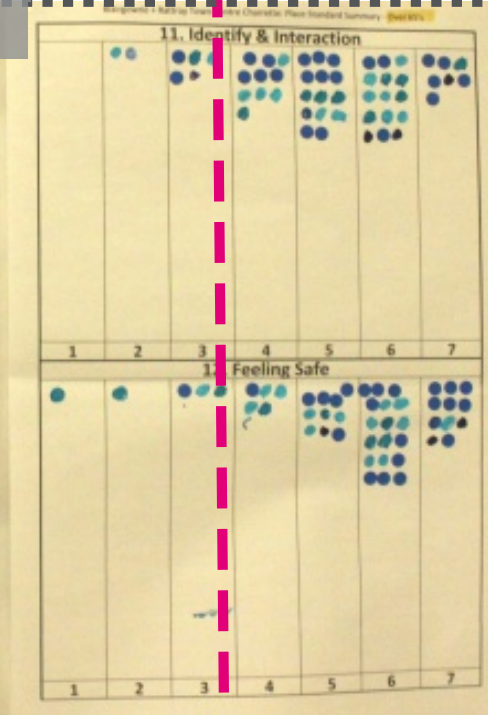
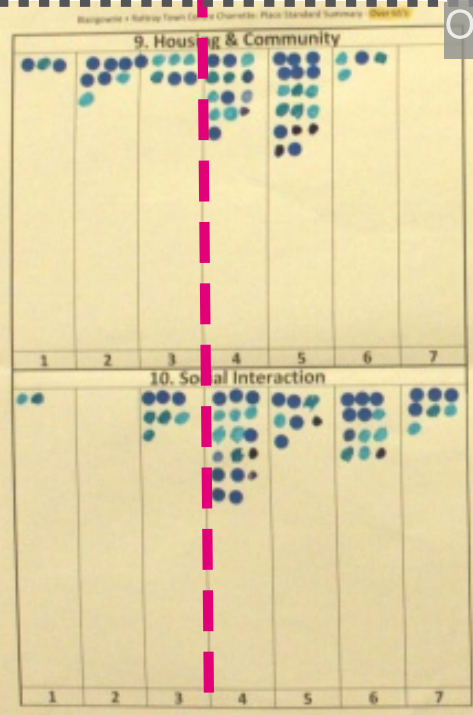
The same pattern was reported with both groups, bunching around the 4 / 5 score

### 10. Social Interaction

Both groups scored in the positive range with bunching around the 4 / 5 score.

### 11. Identity and Interaction

Both groups scored in the positive range with bunching around the 5 / 6 score.



### 12. Feeling Safe

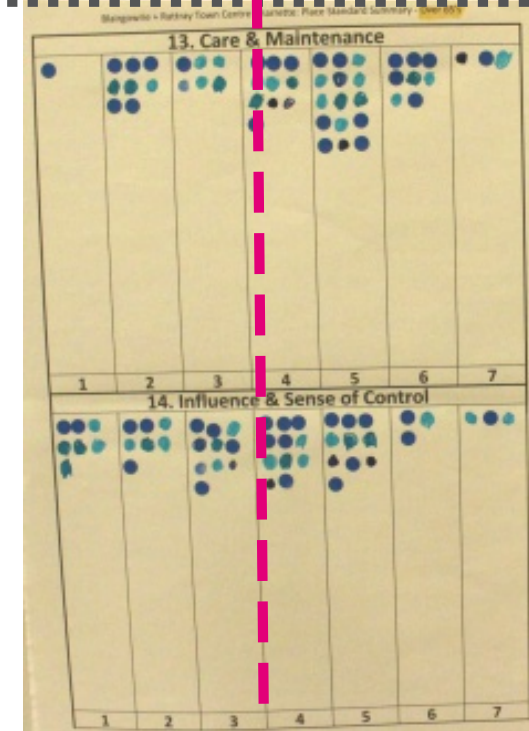
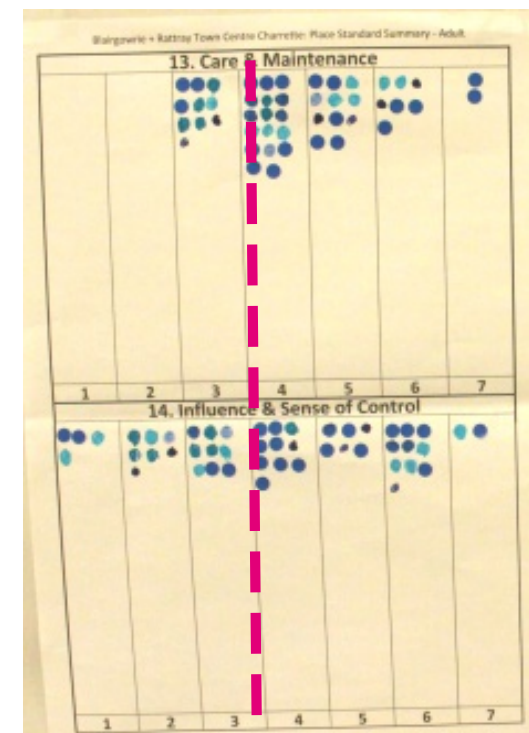
Both groups scored in the positive range with bunching around the 6 score.

### 13. Care and Maintenance

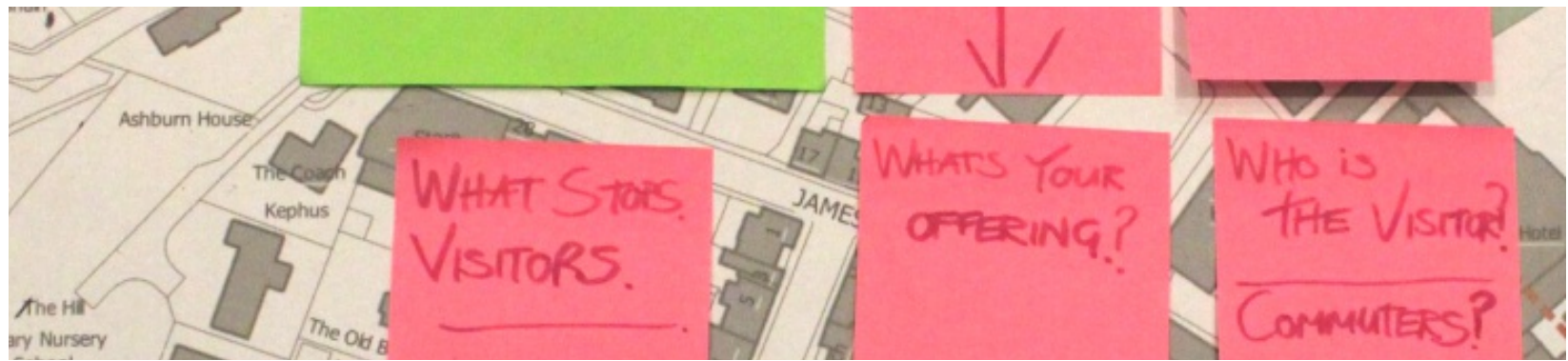
The over 65 group reported more negatively overall but peaked at 5, one higher than the adult peak of 4.

### 14. Influence and Sense of Control

Evenly scored with adult group between 2 and 6 with over 65 group between 1 and 5.



# Business Owners and Landlords Session



To support further consideration of the economic findings in the pre-charrette period, business owners and landlords were invited to attend an informal discussion to help the Charrette team understand priorities for action.

## Promote the Town to the Town

With regard to the people principally living in the new housing, businesses cited a need to “promote the town to ourselves” building on the Discover Blairgowrie website. One of comments was that people living in the expanded Blairgowrie have little connection to the town and that their circle of friends are in Dundee and Perth and they come “back to Blairgowrie to sleep”. Targetting this group of people with information and also providing 'welcome packs' to those moving to the town.

## Co-ordination

Most businesses agreed that co-ordination could be much improved in how the town promotes itself and how it organises and hosts major events. The Town's business forum provides an informal and perhaps ideal format for discussing issues but now may the time for a more formal arrangement that binds in other agencies. The idea of an East Perthshire Tourism Business Improvement District (BID) was discussed on the basis that most activities relate to visitors in some way. This was felt to be more natural evolution than taking a traditional Town Centre BID route. A brand was discussed as:

*'Meeting / Making / Selling / Living'*

## Visitor & Town Relationship

Businesses were generally critical of the current branding and signage in and around Blairgowrie and this needed to be improved with a brand that better reflects the history and identity of Blairgowrie. There was a need to signpost people through the town centre so that they didn't miss key tourism businesses. Any strategy should be considering the 'entry' points for the town so making sure signage is located in the best position in relation to visitor parking.

## Small business / creative workspace

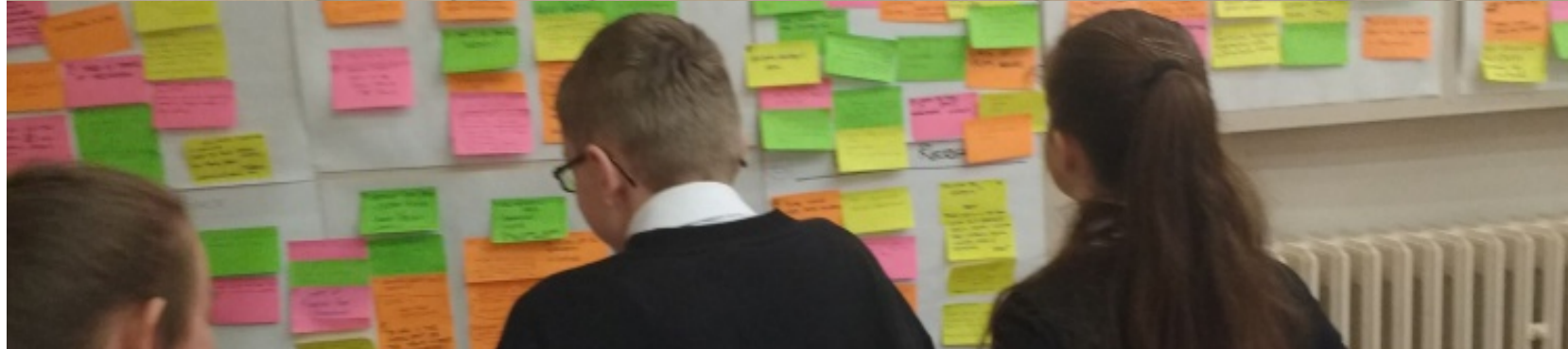
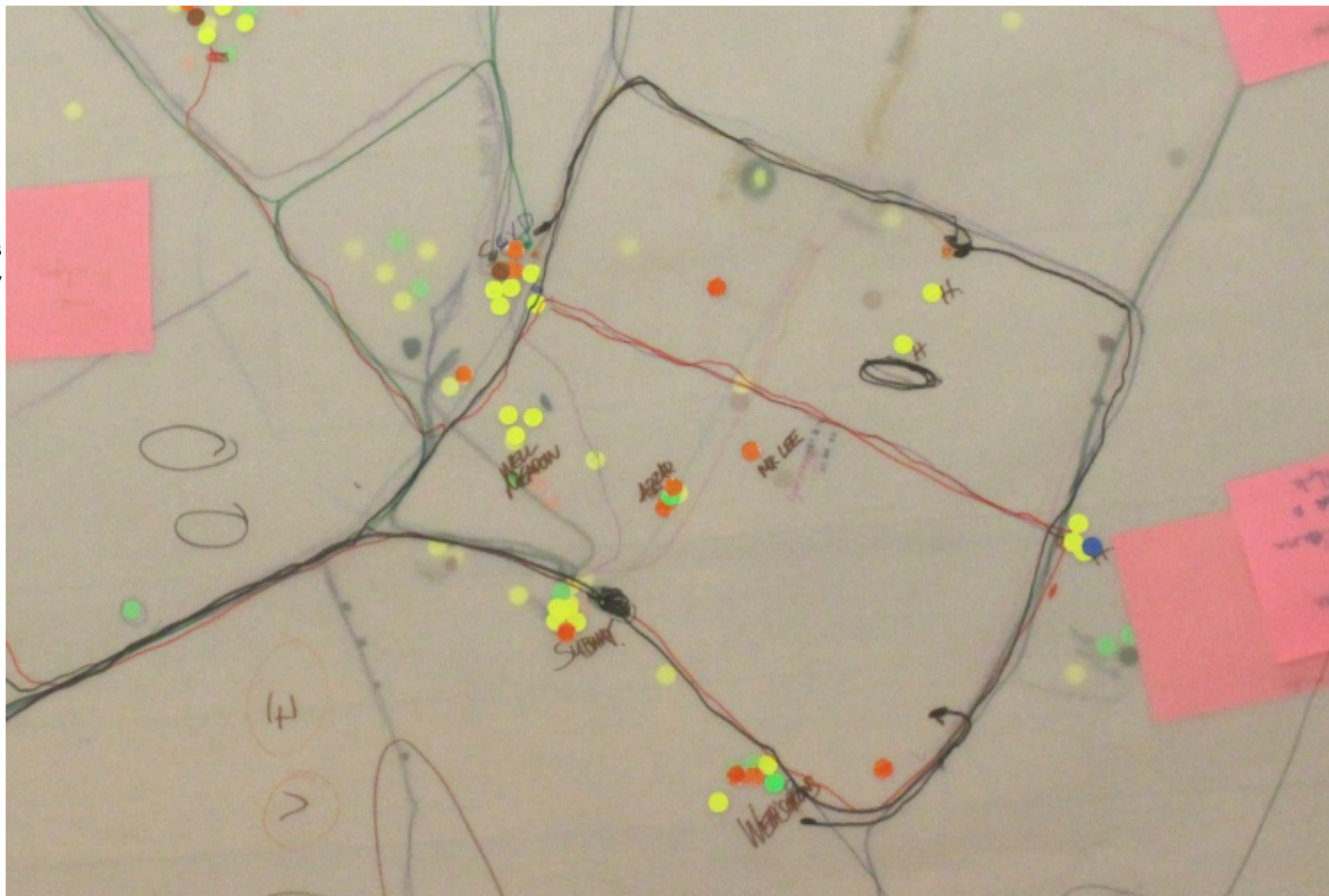
Several businesses agreed the need for additional space in the town centre to host artists, creative businesses and flexible workspace. This stemmed from a number of people cited the lack of choice of appropriate premises available in the town centre.

# Younger People Sessions

Within the Charrette Event, Blairgowrie High Schools and SCYD brought groups of younger people to engage in specially designed exercises to identify how they use the Town Centre. This built upon the information provided by the Primary School workshops.

The image on the right is generated from a number of over laid tracing sheets that show the routes younger people take, with the centre of the Town largely avoided.

The principal places they identified had a common food theme, namely subway, weatherspoons, Tesco, Co-op and takeaways. These places largely represented the places they 'hang out' on a lunch hours.



# IF YOU COULD DO/CHANGE ONE THING, WHAT WOULD IT BE?

The younger people were asked to key questions, as shown on the left.

The overriding response for changing one thing relates to the provision of 'indoor space' where they can talk, sit or just be.

When asked 'what next' most younger people said they would be looking to leave the Town but it was noticeable that everyone from SCYD had a plan.

# WHAT ARE YOU GOING TO DO WHEN YOU FINISH SCHOOL?

# Isolated People Session

At the behest of the NHS, the Charrette Event incorporated a discussion to support a newly formed group set up to discuss 'isolation' and how this may be overcome.

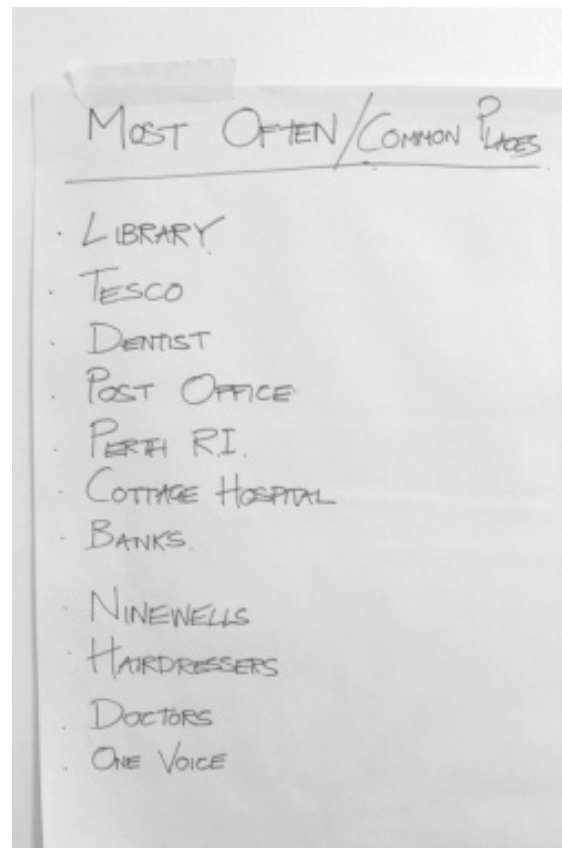
The value of the session was in simply having the discussion to allow the project group to begin to consider what the issues might be.

The simple task of capturing where participants visited most often revealed healthcare facilities, food shopping and banking.

The discussion revealed the group was yet to determine how many people may fall into the category of 'isolated'.

## Determine the scale

The freely available DataShine maps were suggested as a starting point to identify streets for targeted questionnaires or local workshops. As an example, the maps on the following page highlight where single people over 65 and lone parents tend to be living.



## QUESTIONS

- FOR HOW MANY PEOPLE IS DRIVING THE ONLY OPTION?
- HOW MANY PEOPLE HAVE PHYSICAL DIFFICULTIES THAT MAKE WALKING DIFFICULT?
- WHICH CLUBS & SPORTS LOCATIONS DO PEOPLE USE REGULARLY?  
E.G. ST CATHERINES, ROYAL HOTEL

## SOLUTIONS

- PROMOTE THE PLACES YOU CAN REACH BY BUS. (USE IT OR LOSE IT!)  
↳ TARGETING KEY GROUPS
- IDENTIFY ← THROUGH DATASHINE + OTHER SOURCES.
- SURVEY TARGET GROUPS WITH WELL THOUGHT OUT QUESTIONS.  
E.G. HOW MUCH WOULD YOU PAY FOR A TAXI-STYLE SERVICE?



The 2011 Census, mapped with context  
Using data from Scotland's Census  
Also available for England/Wales.

Information & Comments    Reset view  
Sign up for announcements  
Like    Share    184    Tweet

KEY  
Household composition - People  
One family household: Lone parent family  
Lock key    Search    Space equally  
Rescale for current view  
9.5%  
0%  
12.5%  
25%  
37.5%  
50%  
62.5%  
75%  
87.5%  
100%  
PH10 7HG and nearby  
Perth and Kinross  
Area code: S0012797



The 2011 Census, mapped with context  
Using data from Scotland's Census  
Also available for England/Wales.

Information & Comments    Reset view  
Sign up for announcements  
Like    Share    184    Tweet

KEY  
Household composition - Households  
One person household: Aged 65 and over  
Lock key    Search    Space equally  
Rescale for current view  
19.7%  
0%  
12.5%  
25%  
37.5%  
50%  
62.5%  
75%  
87.5%  
100%  
PH10 7HG and nearby  
Perth and Kinross  
Area code: S0012797



# Artist and Makers Session

The pre-charrette period revealed a desire amongst the 'artist and maker' community, operating in and around the town centre, to explore future development so a facilitated conversation took place at the Charrette Event.

The brief for the Charrette process is to think of ways to increase activity in the Town Centre and the discussion focussed on both the success and opportunities of the stART (Strathmore Arts) Festival (last held in October 2015).

The most striking fact was the stART Festival inspired a person to become a 'weaver' and with support, start a business in the Town Centre with product lines centred on local tartan designs that now gain recognition. This highlights a process that inspires, creates jobs and expresses local identity in an authentic way.

The conversation also discussed venues for 'artists and makers'. Ideas for this and the stART festival are proposed as follows:

## stART Festival

- Make it a calendar 'anchor'; and
- Create a 'street' environment for activity

stART festival is not regular (every 2 years or so) but the discussion explored whether this could become an 'anchor' in the town's calendar, around which other activities could be planned.

The stART Festival happens in places that are currently available. This means there is no direct connection between the premises (largely clustered around Lesley Street) and the activity of the festival. The proposal discussed was to create the conditions where the stART Festival can come to the artists and makers instead. A pilot project that temporarily closes Lesley Street for the period of the festival would create a street environment that connects the activity of the festival with the people in the town who hope to benefit most, in a commercial sense.

If the pilot is successful, this may indicate a longer term scheme based around pedestrians may be the way forward.

## Curation and Venues

- a space for tutoring, exhibiting, selling, making, learning, workshops, inspiring, talking, meeting; and
- explore the Police Station as a venue.

One of the barriers was the need to keep the shop running whilst running workshops, tutoring or carrying out other activities. The idea of a 'curator' role was discussed, moving between premises initially, to maintain a sales presence.

The physical constraints of the existing venues was discussed, highlighting the industry's future is likely to depend upon a new location for most activities.

The Charrette team asked 'what would a brief for such a building look like?' and the following day a member of the artist community provided such a brief, shown below.

The aim of creating an identifiable space/area where artists can combine with studios, and develop new skills by having in area/zone where fabrication and tools are readily available to hire:

Identifiable workshop space to teach and hold workshops.

Identifiable area to have equipment to hire.

Identifiable to use equipment, like screen printing facility's, kiln facility's, weave facility's etc.

Hub to have space for gallery & shop combined.

Identifiable space to hold 'arts events'.

Identifiable area for artists to rent affordable space for short/long term rent.

Identifiable space to hold stART Festivals

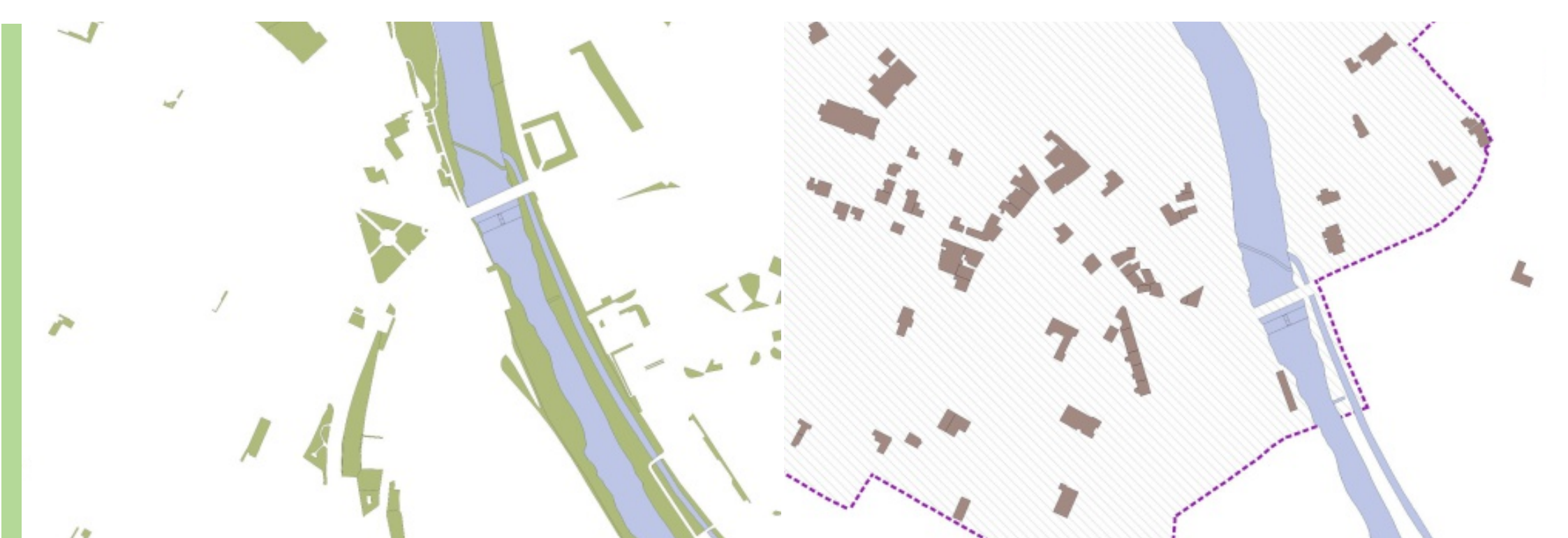
# Community Groups: Building a Picture

The Charrette team worked with the Steering Group to generate a current list of all the groups currently operating within the Town.

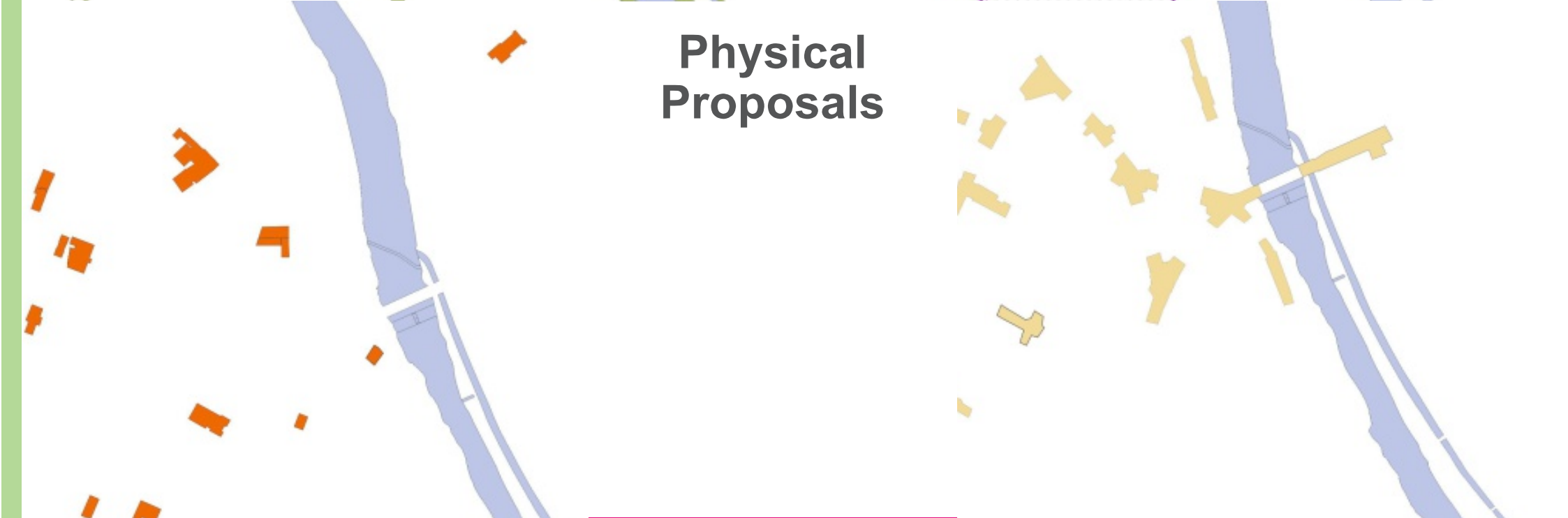
Firstly, there are a huge number reaching across a wide variety of subjects, although mainly for adults (part of the list is shown far right).

Secondly, there are a large number of groups who simply need a space to meet who are not linked to a particular venue. This group has the potential for form the basis of demand for a central 'community space' (shown near right).





## Physical Proposals





At a Town Centre level, during the Charrette Event the team began to map the locations, in terms of buildings, streets and spaces, which had been discussed during the one-to-one conversations and the themed sessions.

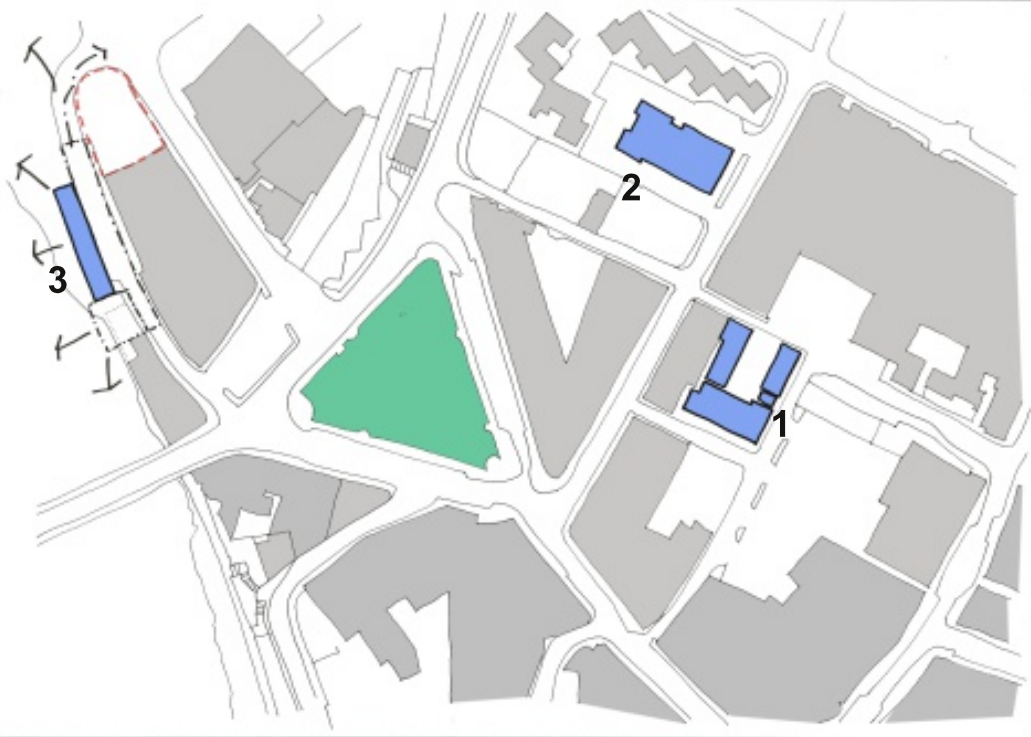
The map on the left was produced by the team to help guide the decision making process of which projects should be taken into more detail during the Charrette Event.

**Purple:** Existing buildings / spaces with potential do more

**Dark Orange:** Buildings highlighted by several conversations

**Light Orange:** a central cluster of streets and car parks that has potential to function as a setting for a 'Town Hub'

**Yellow:** junctions that were observed to be biased towards car movement and have potential to be rebalanced towards pedestrians



## Key Buildings:

1. The Police Station
2. The Library
3. Tannage Street

The team has focussed on these buildings as they represent opportunities to:

- 1) re-consider existing functions in the context of inevitable discussions regarding co-location of public services; and
- 2) consider vacant / under-utilised buildings.



### Consider long-term potential of Library and Police Station together

- relocate Police (office based only)
- focus public services in this area
- centrally located
- parking available
- a focus point for community life



### Longer term potential: Buildings

- Library accommodated within new 2-storey building;
- police station retained / reused and garages redeveloped;
- consolidate parking;
- opportunities for new buildings.



### Short / Longer term potential: Streets

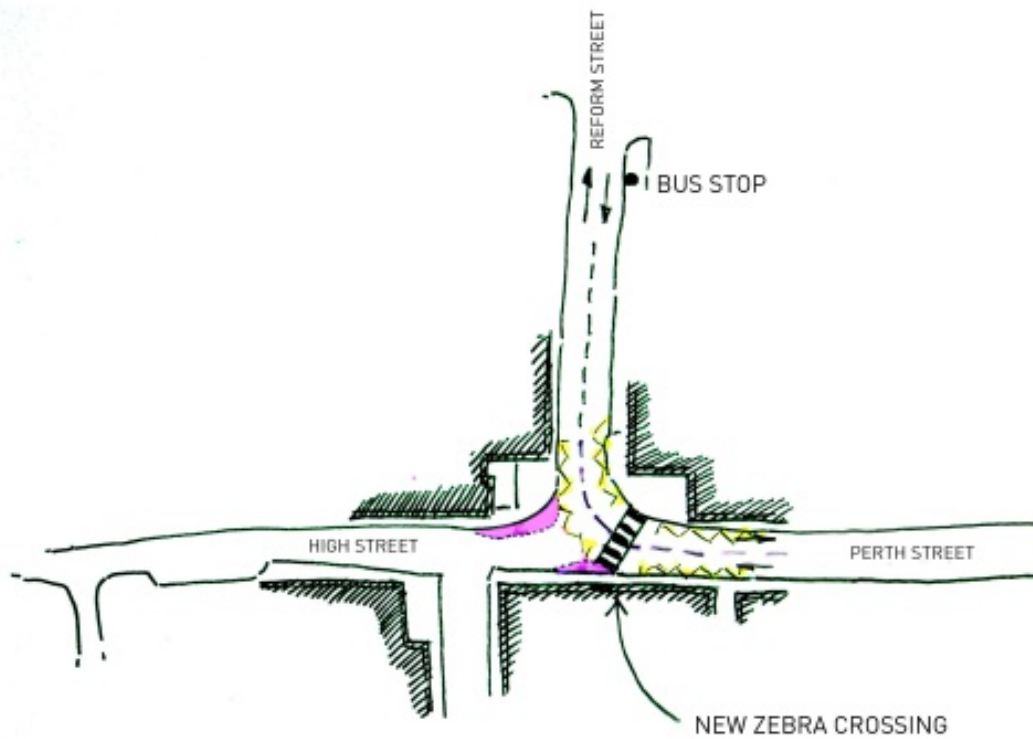
- Temporary closure of Leslie Street to support festival / event spaces adjacent to businesses ;
- Potential permant change from roads to pedestrian routes of Ericht Lane, eastern Croft Lane and Allan St /
- The Croft junction;
- parking areas also used as temporary event spaces;
- test a single car park access point from High Street / Croft Lane;



The short term potential of Leslie Street to accommodate a pilot project that temporarily closes the street to accommodate the next stART Festival, bringing people to the shops and showcasing the town centre.

Other activities, such as markets, could provide the opportunity for a pilot project.





In conjunction with thinking around the long term function of Leslie Street, the Charrette team are proposing Reform Street is a two-way street to:

- reduce the number of vehicles on High Street / Allan Street
- reduce the speed of vehicles entering the High Street at this point;
- promote the junction at Gas Brae rather than Wellmeadow for most traffic (reducing Leslie Street movements)

To support this, the junction of Reform Street / High Street would mark the start of the town centre (parking within the central area signposted) and a pedestrian friendly space should be created to allow safe and easy movement (as shown in the sketch to the right)



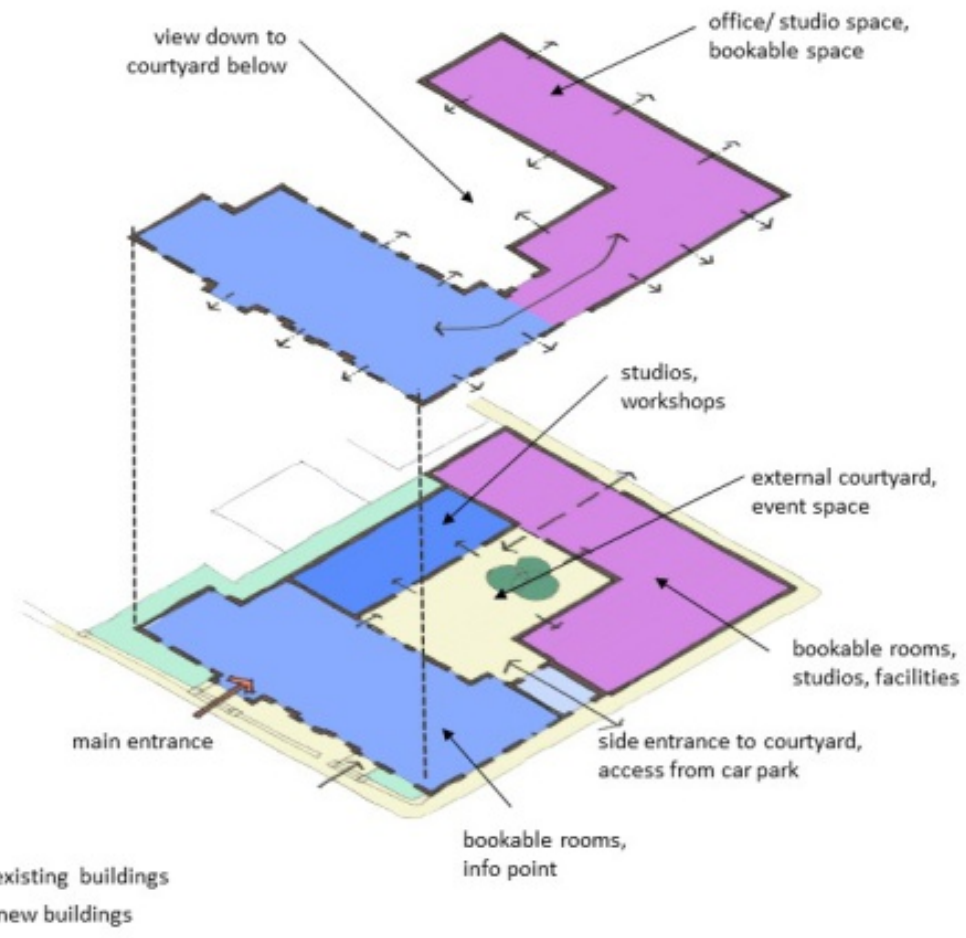
# Key Building: The Police Station



Before



After



### The Shorter Term

- utilise the existing buildings
- the existing buildings are in good condition and the main building has two entrances facing onto one of the car parks
- redevelop the main building as a

- mixture of spaces for different community uses + tourists
- redevelop the single building to the rear for studio spaces, workshops
- utilise the garages and courtyard to the rear on a temporary basis

### The Longer Term

- replace the existing garage and low rise outbuilding to the rear of the property and replace with new 2 /3 storey building linking to the existing
- redevelop existing courtyard
- develop out of hours facilities for tourists

- arriving at the car park
- create new access to main car park and route/road to the rear
- possible uses: studios, bookable space, tourist information, retail, function rooms etc.

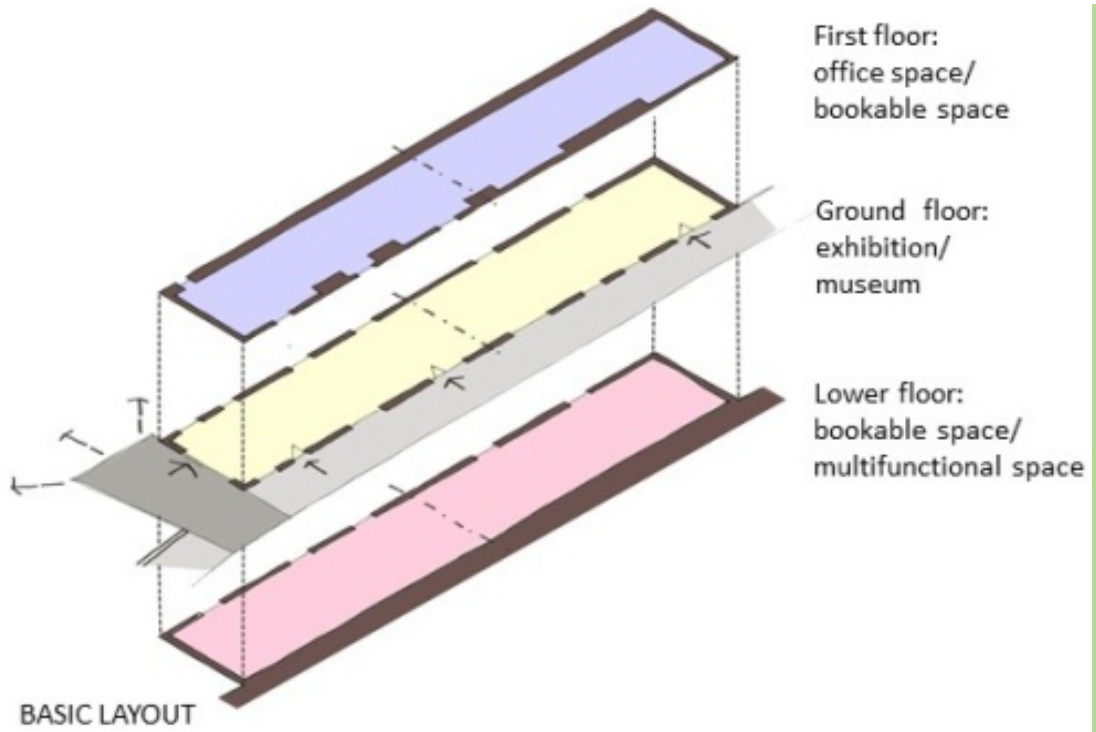
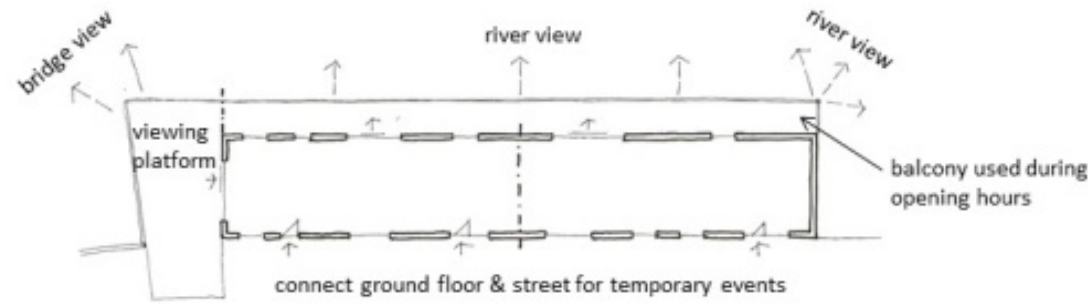
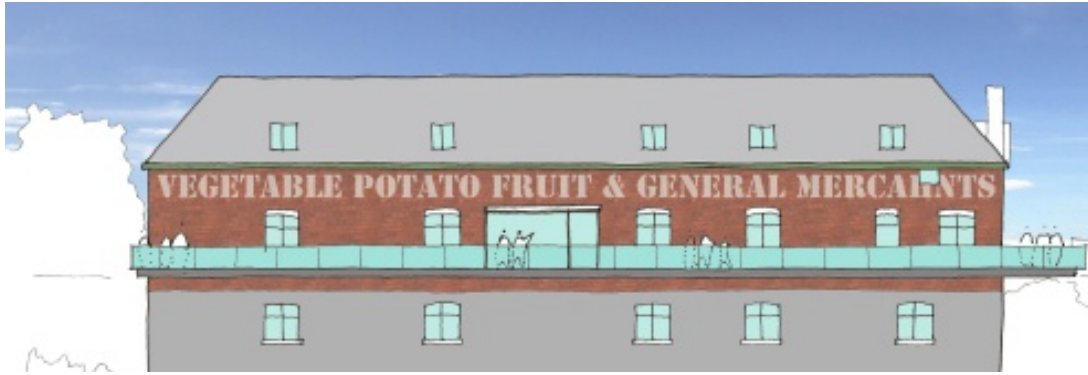
# Key Building: Tannage Street



Before



After



Ideas

- open up the ground floor and link to both the river and the street;
- develop a heritage exhibition space or museum on the ground floor with bookable spaces on all floors;
- the lower ground floors would be suitable for noisy activities: music,

- band practice, dance, theatre, mens shed (a live discussion)
- Create a viewing platform and potentially a balcony connecting to views of the river
- develop the access road and pavement outside to be used as a temporary event space





Despite the recent introduction of pedestrian crossings, the long term future of Wellmeadow requires rebalancing in favour of pedestrians and with much reduced vehicle speeds. Almost every person leaving the bus stance crosses the road into Wellmeadow.

The outer zebra crossings mark points where vehicles must have begun to considerably slow. This type of crossing requires vehicles to acknowledge 'people' and signifies to vehicles they are not the priority.

The introduction of a variable speed sign is viewed as an initial project.

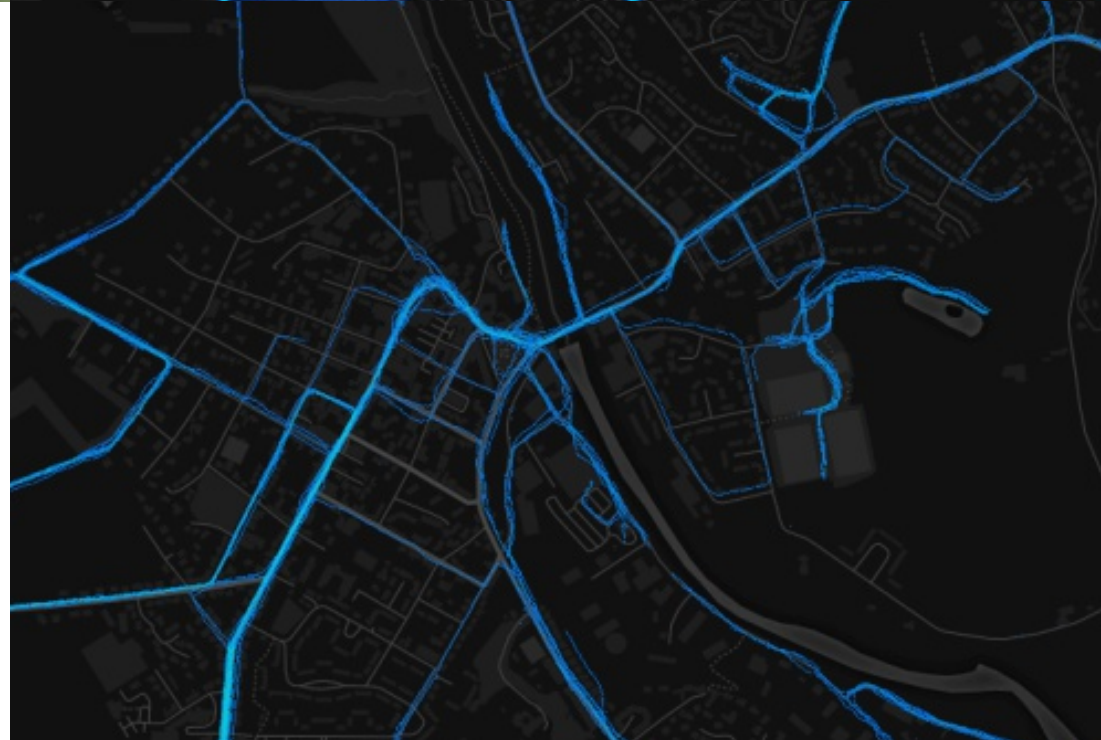
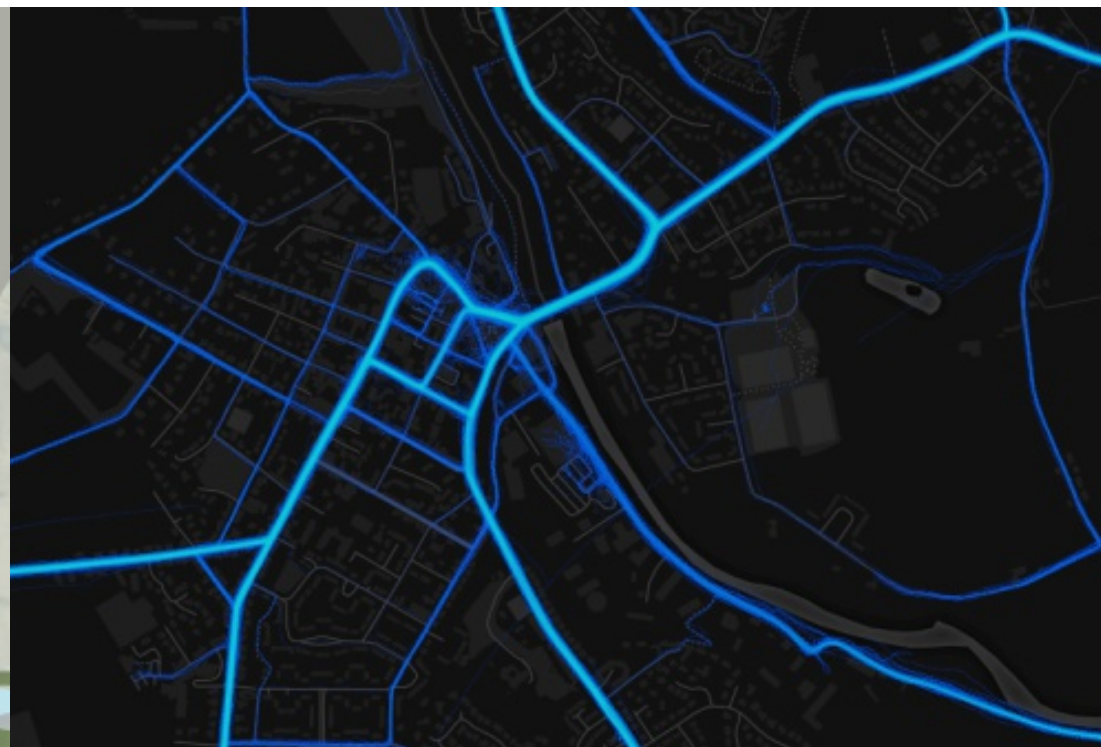
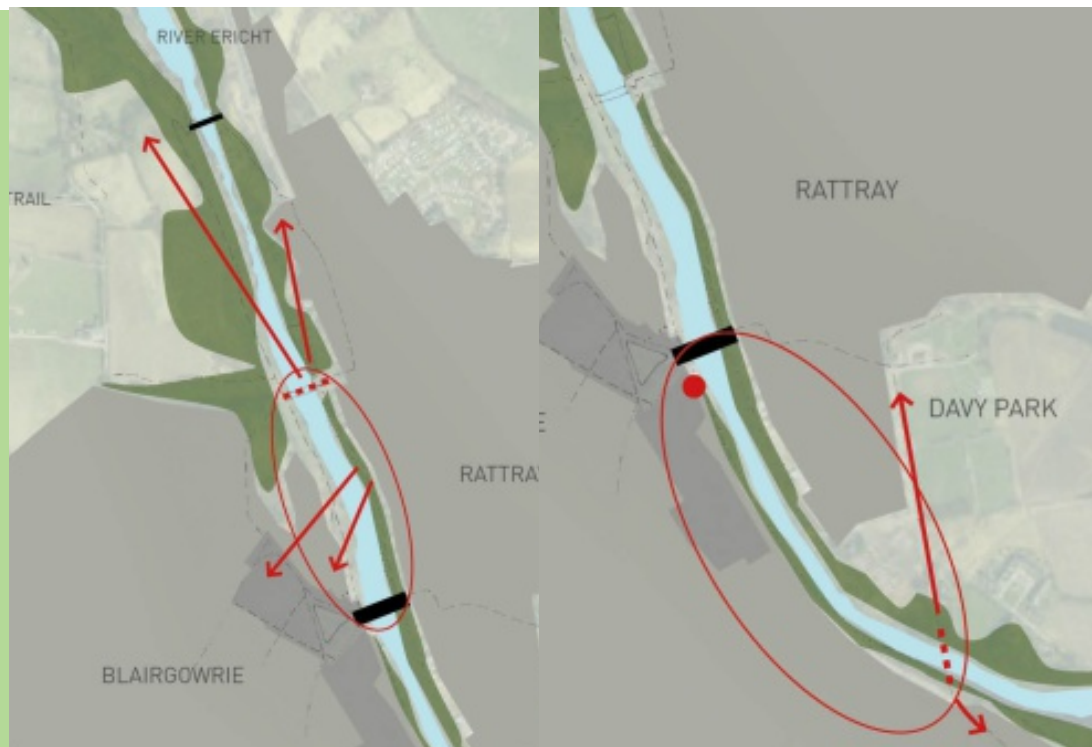


the team have noticed that many parts of of the road system can be changed to support a more comfortable pedestrian environment and narrower crossing points across a road.

The sketch to the right shows that a doubling of the pavement width can be achieved at the Wellmeadow / Boat Brae junction which would: slow cars down; shorten the crossing width; and encourage pedestrians to linger.

This approach can be applied across the Town Centre on the basis of a fuller Public Life Survey.





## Connecting

The River Ericht represents a under utilised resource and in the fullness of time the discussions on potential watersports should happen.

In the medium term, two new bridge locations are proposed to support the creation of a number of short walks that allow visitors to experience the river (a 2hour tourist product).

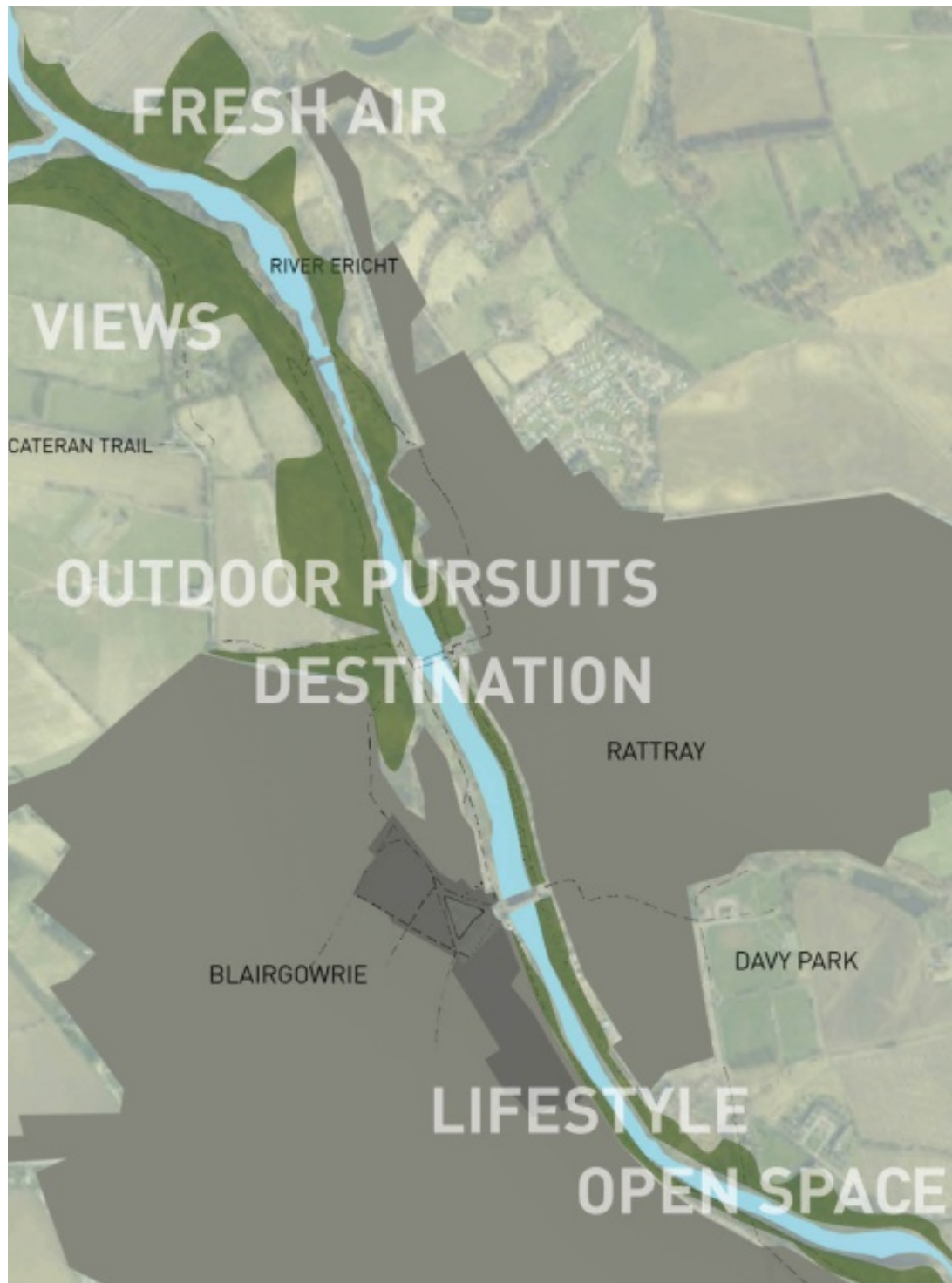
The southern one represents a route from the potential housing area to the Rattray

The northern one represents a location that connects the expanding southern areas to Davie Park.

The map on the bottom right shows the routes people jog (using realtime tracking frmo Strava) and this shows people running towards the northern bridge location, on both sides, then having to return. Similarly, the southern location would allow people within the southern parts of Blairgowrie to connect with the green resouce of Davie Park.

The above right map shows the routes people choose to cycle.





# Branding

To stimulate debate on what Blairgowrie & Rattray promotes to the wider world and how it generally takes itself forward, the team proposed a strapline:

## Connecting your Senses

This conveys the Town can offer a 'full' experience to those who come to visit and for those that choose to live in it.

This approach can celebrate the present activity:

- Artisans and Artists (food, craft)
- outdoor activities (walking, golf)

and it can also celebrate the past:

- the berry town (industry)
- the ski town (life)

Celebrating these activities can support the young and old to come together, to create intergenerational 'spaces' for the whole community to .

This approach says its all about ' doing something with others' where it is 'Meeting / Making / Selling / Living'

# Projects: Ready Reckoner

The table below summarises some of the specific ideas and projects discussed and proposed during the Charrette process.

If an idea / project doesn't feature this doesn't mean it shouldn't happen or should not be discussed.

The conversation should continue so if new ideas emerge based on some of the proposals within this report, they should be given serious consideration.

Item	Category	When	Who	Why
Consider Reform Street as two-way	Streetscape	Short	P&KC, BARBA, B&RCC	Safety / Tourism
Implement safe crossing at High St / Perth St / Reform St junction	Streetscape	Short	P&KC, B&R CC	Safety / Tourism
Wellmeadow Zebra Crossings (3 in total)	Streetscape	Medium	P&KC, B&RCC	Safety / Tourism
Town-wide kerb build-outs (wellmeadow initially)	Streetscape	Short	P&KC, BARBA, B&RCC	Safety / Tourism
Public Life Survey (to identify small scale changes)	Streetscape	Short	B&R CC, Schools, SCYD, P&KC	Safety / Tourism
Consider Croft Lane as only car park access	Streetscape	Short	P&KC, BARBA, B&RCC	Safety / Tourism
Tannage Street Building Temporary Uses	Building	Short / Medium	B&R CC, BARBA, P&KC	Tourism / Economy
Tannage Street Long Term Use (Community / Creative?)	Building	Medium	B&R CC, P&KC	Tourism / Economy
Police Station Creative Hub brief development	Building	Short	BARBA, B&RCC, P&KC, stART	Tourism / Economic
Public Sector Accommodation Review (all sectors)	Building	Short	P&KC, Police Scotland, NHS	Public Service Access
Consider location / need for 'Fit-for-purpose' indoor leisure	Building	Short	P&KC, Schools, SCYD, B&RCC	Health
Identify Community Groups who only require meeting space	Building	Short	B&RCC, BARBA	Wellbeing / Vibrancy
Further develop a 'Town Brand' to cover all activity	Promotion	Short	BARBA, B&RCC, P&KC	Tourism / Economic
Leslie Street Activity Pilot (stART Festival, initially)	Promotion	Short	B&RCC, stART, BARBA, B&RCC	Tourism / Economic
Targeted promotion to recent / new town residents	Promotion	Short	BARBA, B&RCC, P&KC	Tourism / Economic
Explore the potential of East Perthshire Tourism BID	Promotion	Short	BARBA, P&KC, BIDS Scotland	Tourism / Economic
Redundant signage removal	Signage	Short	Schools, P&KC, B&RCC	Tourism
Signage Strategy (focus on visitors : location & branding)	Signage	Short	BARBA, B&RCC, P&KC	Tourism / Economic
2 Wellmeadow speed signs ( SCYD / Bridge)	signage	Short	P&KC, B&RCC	Safety / Tourism
Scope Isolation issue: targetted questionnaire	Community	short	Isolate people working group	Health
Taxi location review (Wellmeadow?)	Parking	Short	P&KC, B&RCC	Tourism
Review on-street parking time limit (1 hour instead?)	Parking	Short	P&KC, B&RCC, BARBA	Tourism / Safety
Pedestrian footbridge (Riverside Road - Riverside Park)	Infrastructure	Medium	P&KC, outdoor groups, B&RCC	Health / Tourism
Pedestrian footbridge ( Walton Road - Ashgrove Road)	Infrastructure	Medium	P&KC, outdoor groups, B&RCC	Health / Tourism

# Funding

In the first instance, one of the key roles of the locally based Perth & Kinross Council Community Capacity Building Worker could be to identify sources of funding, in partnership with the Charrette Steering Group.

Funding opportunities are increasingly short-lived opportunities and rely upon a knowledge of the public sector, so the Officer role in helping to identify sources is critical, particularly in terms of timing.

Funding will change from year to year but there are 4 key avenues open at present that can support or develop ideas further.

## **Town Centre Communities Capital Fund 2016 / 17**

This is a broad fund with clear criteria that could be targeted for building and public realm projects. The application window is likely to open in summer 2016. See the Scottish Government webpage for detailed information and previous project winners.

## **Sustrans Scotland Community Links 2016 / 17**

This funding opportunity will be available shortly and the criteria document is available on the Sustrans Scotland webpage. The central aim of the programme is get more people active through new cycle / walking routes and improvements to public space. The proposed changes to the public realm or the new bridges are worth exploring further.

## **Big Lottery Scotland: Awards for All**

This is for community groups or organisations that are aiming to help improve the lives of those around them. This may support the work of the 'isolated working group' in developing ideas and methodologies.

## **Perth & Kinross Council**

Despite the financial difficulties faced by all local authorities, capital and revenue funding will still be available for undertaking works to streets and public realm. Blairgowrie & Rattray should make their case for a share of the opportunities.

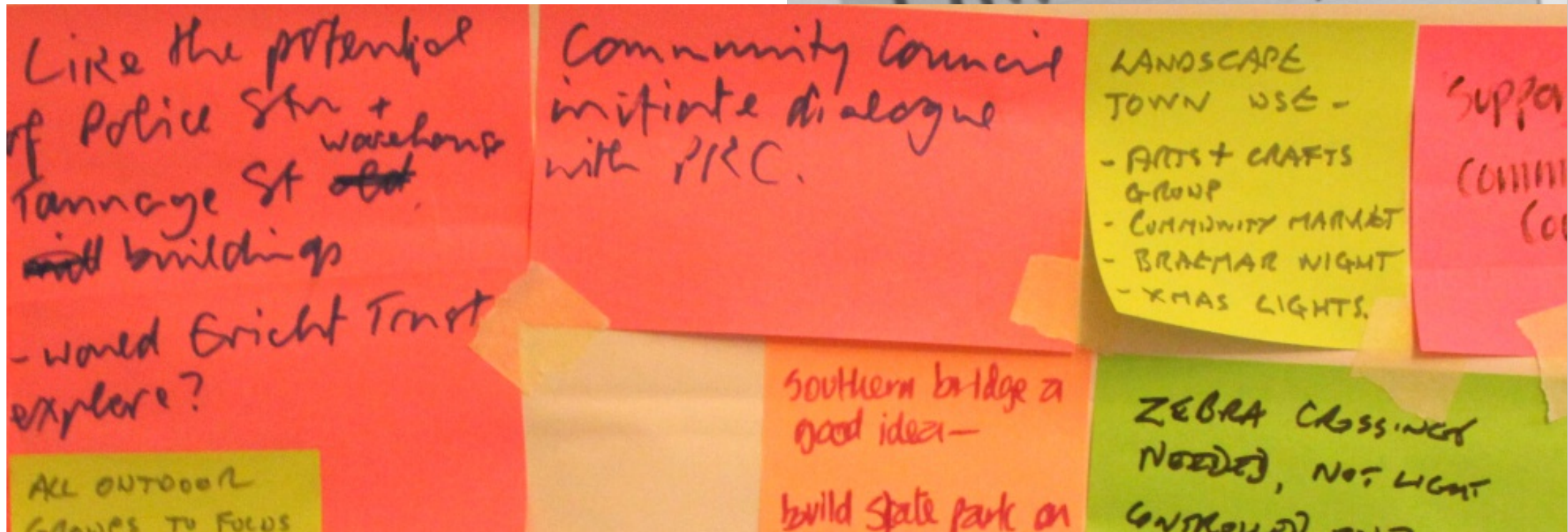
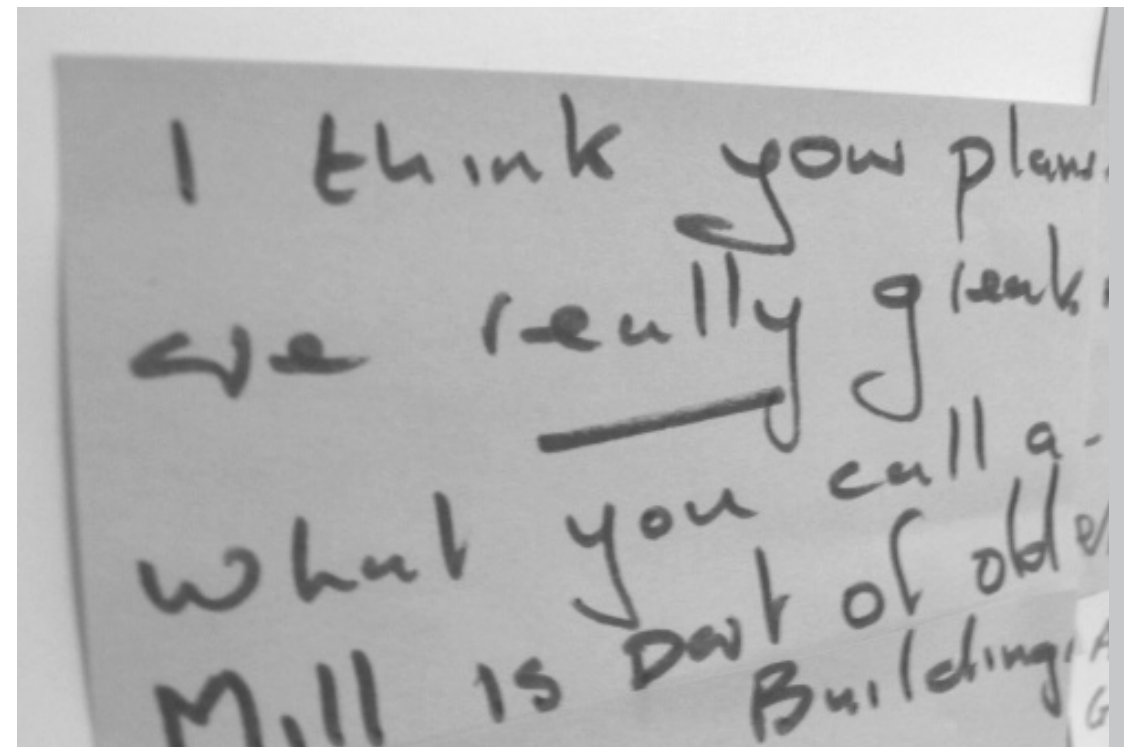
Additionally, funding for feasibility studies may be available.



# Finally

The feedback and discussion following the feedback presentation at the end of the Charrette Event indicates a very positive future.

The nature of conversation within the Town is helpful, well-informed and should be perhaps taken more seriously. Not every town has effective community governance but this one has, which provides an opportunity for public sector decision makers to act with confidence on what they hear.





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