

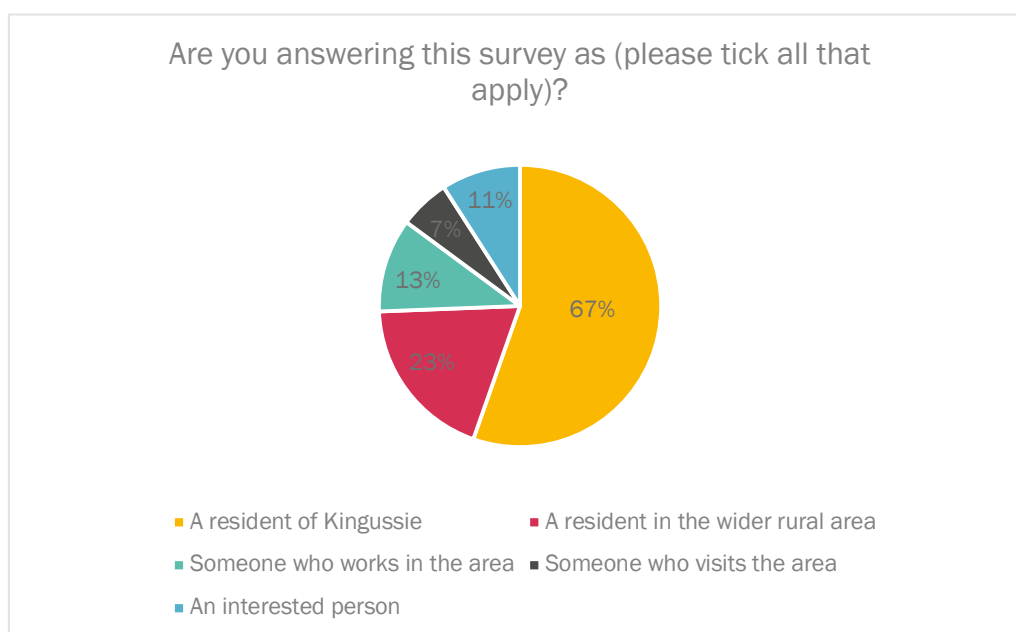
ARC (Kingussie)- Survey Analysis

A total of 142 survey responses were received. Many of these were responses on behalf of a household or group rather than an individual, and with these taken into account, responses nominally represent a total of 443 people, including 37 children.



Respondents

67% of respondents live in Kingussie, 23% are residents of the wider rural area, 13% work in the area, 7% visit the area and 11% were responding to the survey with an interest in the project (some respondents will have selected more than one option).



Of the survey respondents who live in Kingussie, 69% have lived in the town for more than 10 years. 73% of respondents said they still expect to be living in Kingussie in ten years' time.

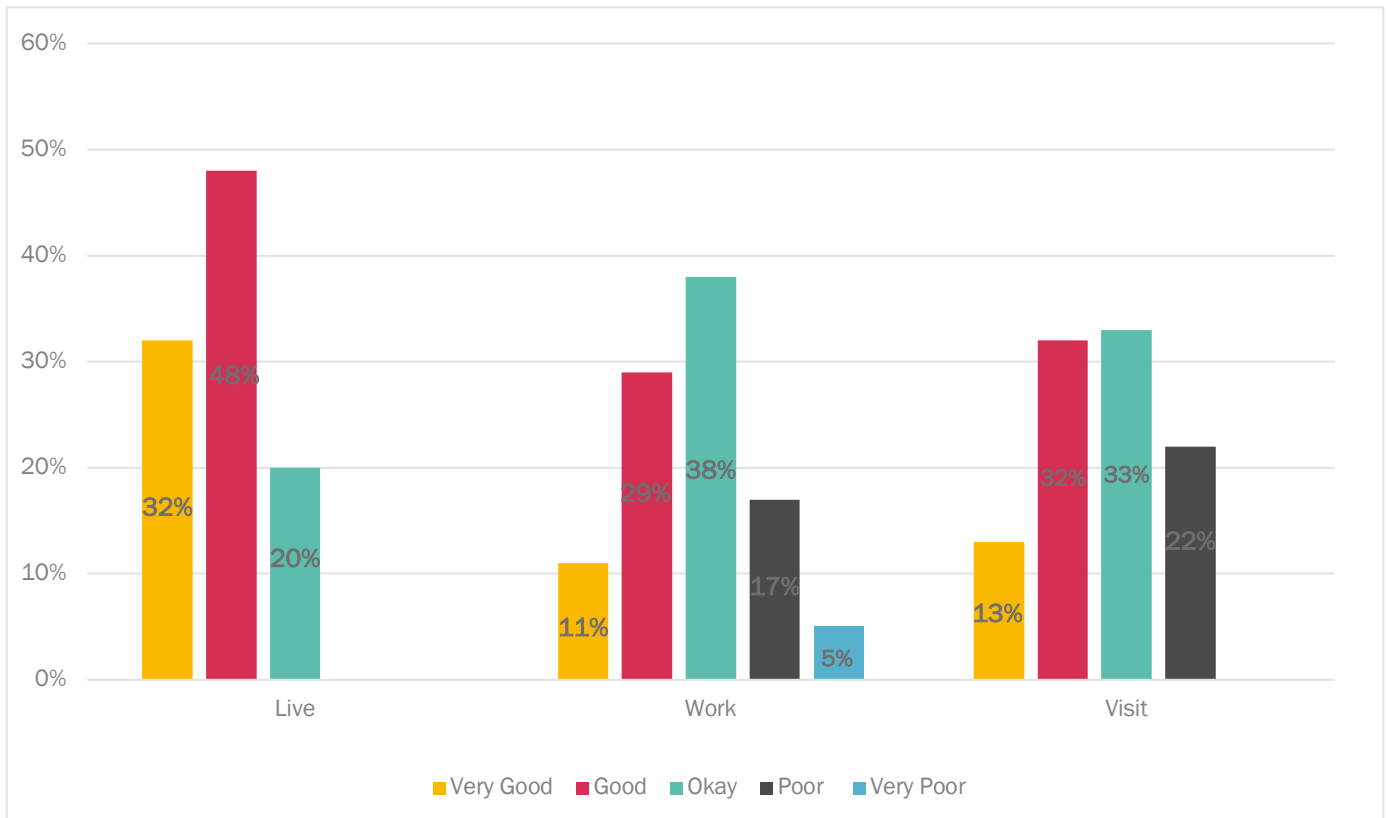
Views on Kingussie

Survey respondents were asked to give their views on what the town of Kingussie is like as a place to **live**, **work** and **visit**.

- 80% of respondents rated Kingussie as either a very good or good place to live, 20% rated it as an okay place to live. No one said that Kingussie was a poor place to live.

- Kingussie received less favourable responses as a place to work. 22% of respondents said that Kingussie was either a poor or very poor place to work, 38% said it was okay and 40% rated Kingussie as a good or very good place to live.
- 45% of respondents rated Kingussie as a good or very good place to visit, 33% said it is an okay place to visit and 22% rated Kingussie as either poor or very poor place to visit.

How would you rate Kingussie as a place to live, work and visit? (marks out of 5 with 1 being very poor and 5 being excellent)



Comments left were mostly around the same concern which was lack of activities for visitors and families in the town and a lack of 'buzz' about the town following the decline of the high street. Some comments also highlighted the lack of employment options in the town, particularly outside of traditional 'trade' occupations.

Respondents were asked what they liked about Kingussie, the most popular option was 'scenery and natural environment' (95%), followed by active and sporting opportunities (70%) and sense of community (69%).

▼ Local facilities/amenities	47.37%	63
▼ Sense of community	69.17%	92
▼ Scenery and natural environment	95.49%	127
▼ Social opportunities	25.56%	34
▼ Health and well-being opportunities	47.37%	63
▼ Active and sporting activities	69.92%	93
▼ Job opportunities	1.50%	2
▼ I don't like anything about Kingussie	0.75%	1

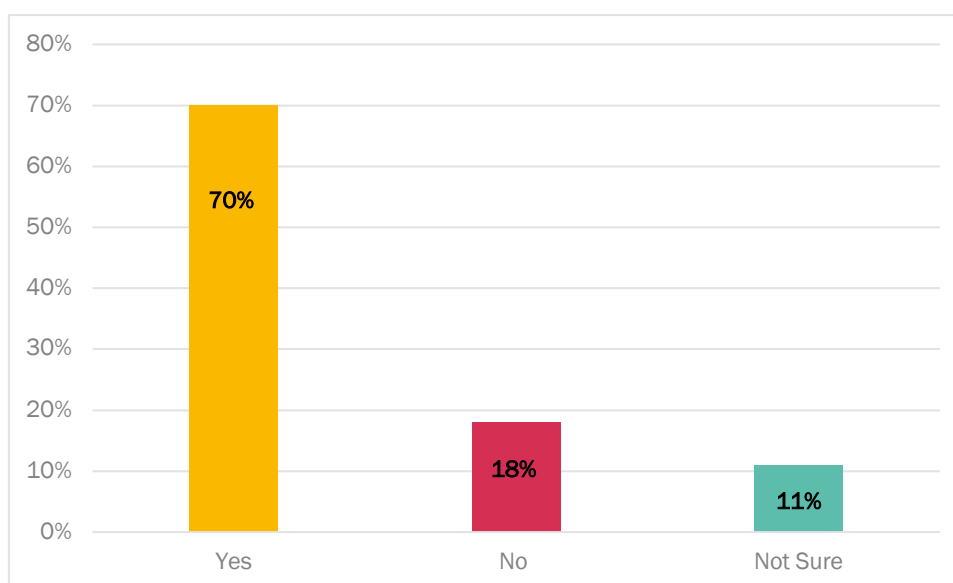
A number of respondents left comments adding that they value the local, independent shops and businesses in Kingussie.

In response to the question 'what would you like to see improved in Kingussie, the top three options were better opportunities to attract visitors (70%), more local facilities (67%) and more employment opportunities (57%).

▼ Improved community cohesion	40.46%
▼ More local facilities	67.18%
▼ More local training and learning opportunities	41.98%
▼ More employment and/or volunteering opportunities	57.25%
▼ Better opportunities to attract visitors	70.23%
▼ More active and sporting activities	24.43%
▼ More health and well-being activities	34.35%
▼ Better outdoor spaces/gardens	38.93%

Support for Community Ownership

In principle, do you support ARC (Kingussie) taking ownership of MacRobert House, the telephone exchange building and garden (formerly part of the Am Fasgadh Folk Museum)?



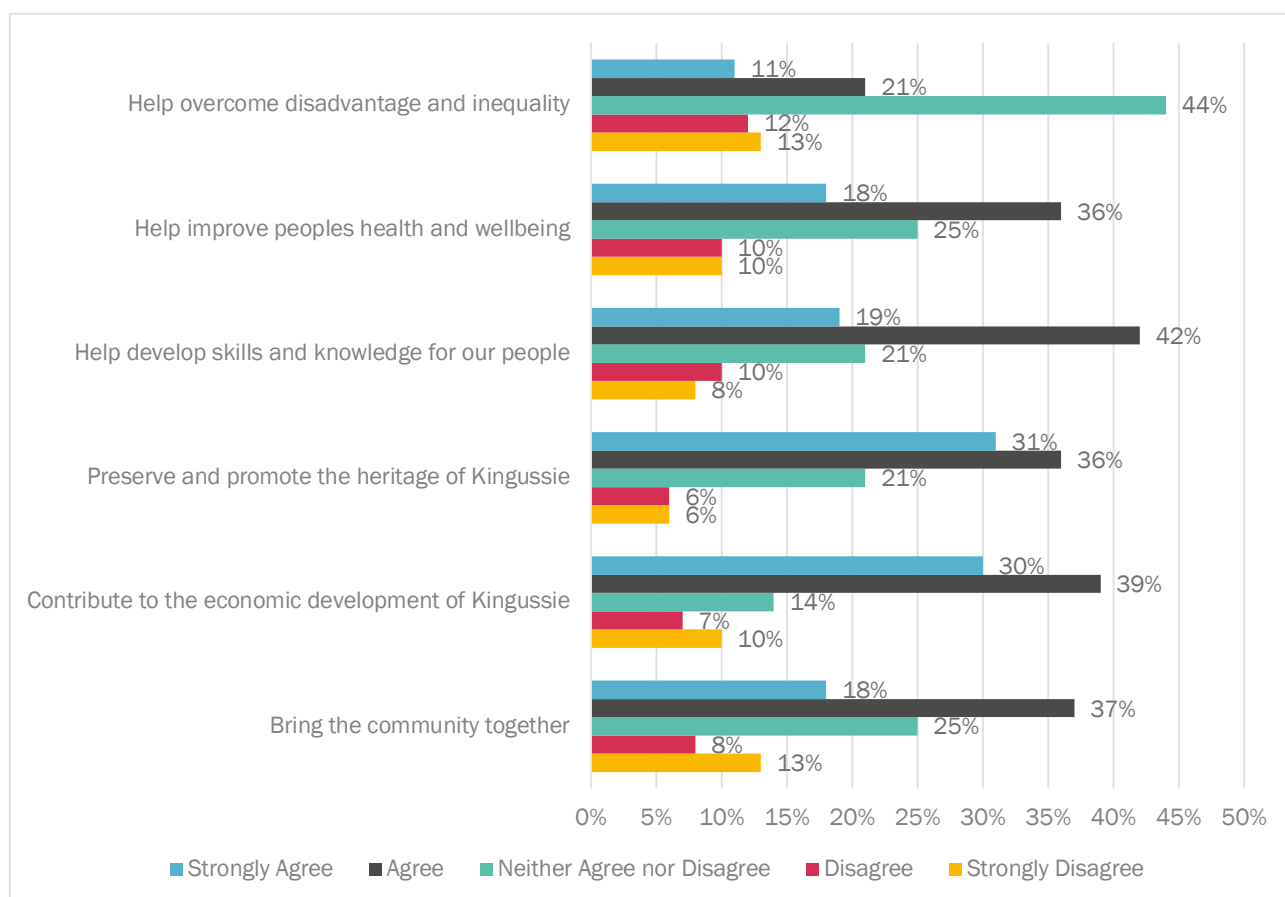
When asked if they supported ARC (Kingussie) taking ownership of MacRobert House and Telephone Exchange, 70% said yes. Specifically, respondents felt that the transfer into community ownership would support a number of local priorities with contribution to the economic development of the town being the most popular option. Supporting comments also included;

- *'There is potential here to rescue part of Kingussie's heritage and see the old buildings and gardens sympathetically restored and used.'*
- *'This is a big opportunity to make Kingussie more community friendly and in turn attract more tourists to visit the town.'*

While the majority of respondents were in favour 18% of respondents opposed the idea- reasons range from;

- Concerns over sustainability
- Lack of market demand locally and potential to undermine existing community facilities
- *‘Concerned about longer term sustainability of any project, esp availability of volunteers to run and maintain any enterprise developed’*

Do you agree or disagree with the following statements? Bringing MacRobert House and the telephone exchange building and garden into community ownership will...



Interest in Proposed Activities at the site

Respondents were asked to select from a range of activities any that they (or somebody in their family) would like to see at a community owned facility in Kingussie:

▼ Community meeting/social space	56.45%	70
▼ Digital health experiences	20.97%	26
▼ Cycle hub	46.77%	58
▼ Gardens/outdoor space	62.10%	77
▼ Space for indoor and outdoor events	63.71%	79
▼ Heritage activities	60.48%	75
▼ Community art/cinema space	62.90%	78

33 additional comments were left suggesting other services and/or activities that could be accommodated at the site including;

- Housing and affordable housing
- Focus on attracting families
- Camping/caravanning/motorhome facilities
- Outdoor classroom/learning space

Comments reflect a need for more information on the activities that would be available at the site (especially around the 'Digital Health' offering) and how sustainably ARC could operate in the current economic environment.

- There is considerable interest within the community surrounding the project; 72% of respondents said they would like to be kept up to date with any developments and a further 9% said they would like to become an ARC member and 9% said they would like to volunteer.