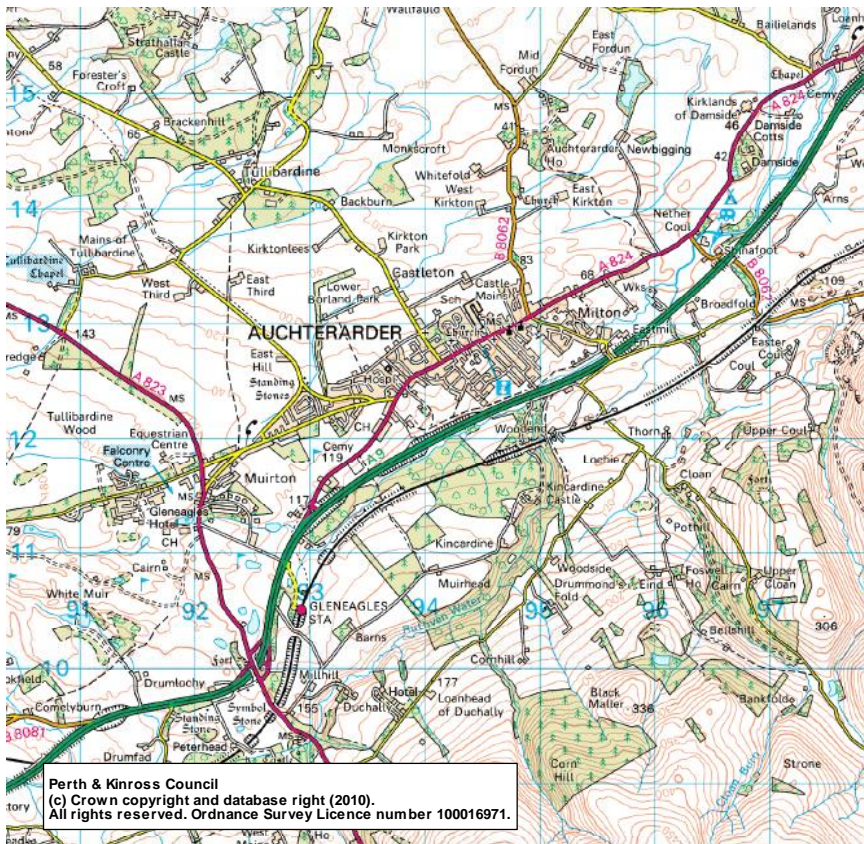




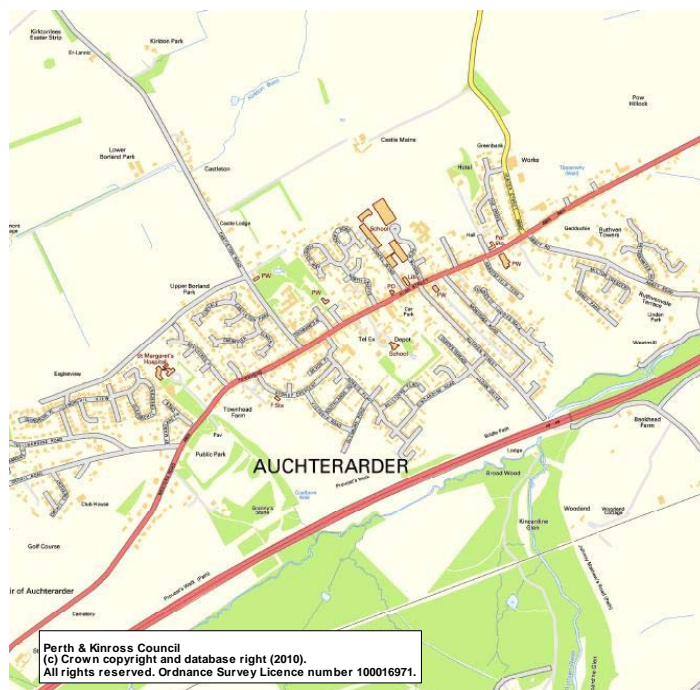
Culture & Community Services

Auchterarder Profile



Introduction

The purpose of this profile is to give readers a factual account of Auchterarder town and its services. Auchterarder is the second largest town in Strathearn and is known locally as the 'Lang Toon' due to its 1.5 mile long High Street.



The town was founded in the 13th Century by Gilbert, Earl of Strathearn. However its history dates back even further and it is said that in the 11th Century its now ruined castle was the seat of a fine hunting lodge for King Malcolm Ceanmor.

In the 12th Century it also gained the title of Royal Burgh but this was lost 1707.

As with Crieff, Auchterarder suffered at the hands of the Jacobites, who destroyed the town by fire, when returning from the Battle of Sheriffmuir. However, during the eighteenth century the town rose from the ashes of this catastrophic time to become a thriving centre for the weaving industry.

In 1834 the members of the Church in Auchterarder began what was to lead to The Disruption in the Church of Scotland.

In 1951 the status of Royal Burgh was regained but this was short-lived as the 1975 local government reorganisation determined that the town became part of Perth and Kinross District.

In 2005 the Gleneagles Hotel was the first Scottish venue to be used for the G8 Summit.

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Population, general statistics and information

Population figures are based on the 2001 census which state that the population of Auchterarder is 3945. However the General Registrar Office for Scotland – Mid-2006 Population Estimates for Settlements in Scotland estimates that the population is actually around 4,450.

In comparison to the rest of Scotland Auchterarder has a higher percentage of people of pensionable age and over. The 2001 census figures state this age group make up 26.89% of the population of Crieff compared to 18.61% in Scotland as a whole.

Breaking this down further the 2001 Census states that the percentage of the population aged from 60 -74 years is 17.64% compared to 13.98% in the rest of Scotland and those of 75 years and over is 12.29% compared to 7.09%.

	Auchterarder (numbers)	Perth and Kinross (numbers)	GB (numbers)
All people	3945	134,949	57,103,923
Males	1857	65,172	27,758,419
Females	2088	69,777	29,345,504

Age Structure	All people	Males	Females
0-15	704	359	345
16-24	322	163	159
25-34	415	204	211
35-44	575	265	310
45-54	510	255	255
55-64	505	238	267
65-74	429	197	232
75-79	218	97	121
80-84	136	52	84
85-89	80	19	61
90 and over	51	8	43

Source: 2001 Census of Population (Table CAS002 – Sex and Marital Status)

The Perth and Kinross area as a whole has a 1.0% ethnic minority population (2001 Census), which is significantly lower than the Scotland average (2.0%). However, since 2001 there has been a steady influx of migrant workers moving to the area predominantly from Central Europe and Asia.

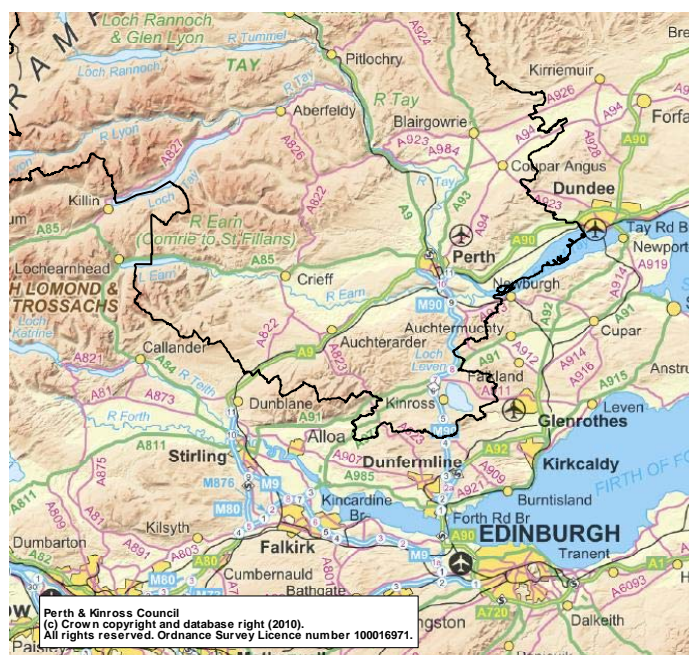
In 2008, it was revealed that Auchterarder had the two most expensive streets in Scotland.

The small medieval Tullibardine Chapel lies two miles west of the town. Strathallan Castle, three miles north west of Auchterarder was built in 1818. Kincardine Castle was built in the 19th Century on the Ruthven Water and is a mile south of Auchterarder. The remains of a 14th century keep lie to the southwest of the building.

Geography

The thriving rural town of Auchterarder lies to the north of the Ochils in the Strathearn Valley. Although virtually invisible from the A9, the settlement's close proximity to this major trunk road makes it an ideal location for commuters wishing to reach Perth (13 miles), Stirling (13 miles) as well as Edinburgh, Glasgow and Dundee which are all just over an hour away.

If you are travelling to Crieff, the main town of Strathearn, you can use a number of routes, including the A822, A823 or the B8062.



There are a number of footpaths and 'bridle paths' located within the Auchterarder area. These offer panoramic views across Strathearn to the Ochils to the south and Grampians to the north.

These paths include: The Ladeside Walk; The Provost's Walk; The Common Loan; The Common Loan; Castlemains Road; The Oak Walk and Gallowhill Road.

ETHNICITY	2001	%
White	3914	99.21
Asian	10	0.25
Chinese	5	0.13
Black	5	0.13
Mixed	5	0.13
Other	6	0.15

Source: 2001 Census

Health and Medical

Auchterarder has excellent medical facilities. The new purpose built Health Centre was opened in 2001 and fully refurbished in 2003. It is situated in the grounds of St Margaret's Community Hospital which has 16 beds and offers admissions for management of acute medical problems, rehabilitation and palliative care. There is a small Minor Injuries unit within the hospital.

The health centre covers a wide rural area providing a broad spectrum of medical care.

There are also a number of practitioners operating in the town who offer natural and holistic therapies.

MEDICAL CENTRE/HOSPITAL	Phone Number
St Margaret's Health Centre, St Margaret's Drive, Auchterarder, Western Road, PH3 1JH	01764 662275
St Margaret's Community Hospital, St Margaret's Drive, Western Road, Auchterarder, PH3 1JH	01764 662246
Perth Royal Infirmary, Taymount Terrace, Perth PH1 1NX	01738 623311
Stirling Royal Infirmary, Livilands, Stirling, FK8 2AU	01786 434000
Ninewells Hospital, Dundee, DD1 9SY	01382 660111

Social Work Services – Adult Care, is based at the Crieff Area Office which is situated at 32 James Square, telephone 01764 657840. The team include Social Workers and Occupational Therapists. The Home Care Service is also based there. The Community Care Access Team can be contacted at Pullar House, 35 Kinnoull Street, Perth, PH1 5GD, telephone 0845 3011120 or email AccessTeam@pkc.gov.uk.

There are two dental practices operating out of the town:

Sandy McChesney & Associates: 187, High Street, Auchterarder, Perthshire PH3 1AF.

Laurel House Dental Practice: 181, High Street, Auchterarder, Perthshire PH3 1AF

The most up to date figures relating to health focus on the Perth and Kinross Community Health Partnership Area, which Auchterarder is part of. The profile was compiled by the Scottish Public Health Observatory (ScotPHO) Team in 2008 at the Information Services Division (ISD) of NHS National Services Scotland. It builds on the 2004 community health profiles which include specific postcodes. The figures for Auchterarder (PH3 1) are tied in with the villages of Muthill (PH4 1) and Blackford (PH5 1).

The figures from the 2008 focus show that life expectancy of both males and females is significantly better than the Scotland average. The mortality rates from heart disease, strokes and cancer (under 75s) are all significantly better than the Scotland average.

Life Expectancy for the years 1998 – 2002 (based on the PH3 1, PH4 1, PH5 1 postcode areas)

Life Expectancy 1998 - 2002		
	Males	Females
PH3 1, PH4 1, PH5 1	76.7	82.0
Perth and Kinross	75.9	80.3

Source: Health Scotland Community profiles 2004

The average age of first time mothers in the PH3 1, PH4 1, PH5 1 area is 29 years. (Source: Health Scotland Community Profiles 2004).

Percentage of teenage pregnancy in 13 – 19 year olds

Area	% Teenage Pregnancies
PH3 1, PH4 1, PH5 1	10.2%
Perth and Kinross	10.9%

Source: Health Scotland Community Profiles 2004

Education

Auchterarder is served by the recently re-designed and re-built Community School of Auchterarder, which consists of nursery, primary and secondary elements.

The Community School of Auchterarder (nursery, primary and secondary departments):

Address: New School Lane
Auchterarder
PH3 1BL

Tel No: 01764 662182

Email: headteacher@auchterarder.pkc.sch.uk

Primary Roll: 337

Secondary Roll: 473

A number of primary school's in the surrounding area are the feeder schools for the Community School of Auchterarder. These include:

Aberuthven Primary School:

Address: Main Road
Aberuthven
Auchterarder
PH3 1HE
Tel No: 01764 662501
Email: headteacher@aberuthven.pkc.sch.uk
Current Roll: 29

Blackford Primary School:

Address: Stirling Street
Blackford
PH4 1PZ
Tel No: 01764 682218
Email: headteacher@blackford.pkc.sch.uk
Current Roll: 43

Dunning Primary School:

Address: Station Road
Dunning
PH2 0RH
Tel No: 01764 661350
Email: headteacher@dunning.pkc.sch.uk
Current Roll: 99

Auchterarder is also home to **Ochil Tower School**, a small residential School, which offers day placements, weekly and fortnightly boarding arrangements. A Camphill Community, Ochil Tower offers curative education to a wide group of children with additional support needs.

Address: 140 High Street
Auchterarder
PH3 1AD
Tel No: 01764 662415
Email: office@ochiltowerschool.org

There are two independent schools in Crieff which children from the town travel too:

Morrison's Academy: (Nursery, Primary and Secondary provision for children aged 3 to 18)

Address: Ferntower Road
Crieff
PH7 3AN
Tel No: 01764 653 885
Email Address: Rector@morrisonacademy.org

Ardvreck School: (Co-educational Prep School with full boarding from 7 to 13+ the school also runs an onsite Pre-Prep Department catering to the individual needs of the 4-7 year olds).

Address: Ardvreck,
Crieff,
Perthshire,
PH7 4EX

Tel No: 01764 653112

Email Address: headmaster@ardvreck.org.uk

One private day nursery and after school care provider operates in the town:

Cheeky Monkeys Nursery & Out of School Club:

Address: Abbey Road
Auchterarder
PH3 1DN

Tel No: 01764 664500

Number of places: 60

Other local children's groups include **Merry Go Round Playgroup** and **Auchterarder Tots and Toddlers**.

Full information on the services, activities and sources of support for families living and working in Crieff and the surrounding areas can be found in the Crieff and Strathearn Family Information Directory.

Auchterarder also has an active Adult Education Association who offer a good selection of classes more details can be found at www.aaea.org.uk/

Community Learning & Development

The Perth & Kinross Council Community Learning & Development Team are based in Strathearn Community Campus.

Adult learning

The Adult Learning Team provides community based adult learning and literacy in Perth and Kinross. These are informal opportunities for adults that focus on developing skills to help them in everyday personal, community or family life, further learning or employment.

Capacity Building

The Community Capacity Worker for Strathearn's role is to support individuals, groups and organisations to identify the issues affecting their communities. Building skills, community organisations, involvement and equalities supports them in improving the quality of life in their area.

- Where and how to access funding and help with funding applications.
- Promoting networking opportunities.

- Advice and guidance on setting up a group, constitutions planning and evaluating what your group does.
- Developing training programs for local groups and organisations.

Youth Services

Youth Services staff are based in Strathearn Community Campus and provide a range of activities, opportunities and services in Auchterarder.

- Developing and sustaining educational, fun, social activities and opportunities for young people aged 11-25 years old.
- Youth Achievement Awards, John Muir Awards, Duke of Edinburgh Award
- Detached youth work

Youth Services can also provide you with local information on a range of issues.

Community facilities

Auchterarder has a good selection of community facilities. **The Community School of Auchterarder** provides both indoor and outdoor sporting facilities within the town including a five multi-use court sports hall and all weather, floodlit pitch.

The very popular **Auchterarder Gymnastics Club** is also based at the school.

As well as providing excellent sporting facilities the assembly hall and classrooms in the Community School of Auchterarder can be hired by community groups for a variety of purposes, from committee meetings to concerts.

The **Public Park**, located to the south west of Western Road, accommodates one playing field and is the home ground for the Auchterarder Primrose Football Club.

There are five designated play areas for children in Auchterarder, located within the public park, on Kincardine Road, Victoria Road, Hunter Street and Bridgewater Avenue. The play area on Kincardine Road has recently been upgraded by Perth & Kinross Council.

A **skateboard facility** is situated on the eastern side of the public park.

Additional sporting facilities include **Auchterarder Golf Club** and **Auchterarder Bowling Club**. The nearby 5 star **Gleaneagles Hotel** also offers a variety of sporting and leisure pursuits which are also open to new members.

The excellent walks in and around Auchterarder are also great community resources used by both local residents and visitors.

The town's main community facility, **The Aytoun Hall** is currently undergoing extensive refurbishment works costing £1.4million. Around £900,000 of the £1.4m project has been funded by Perth & Kinross Council, in addition to £500,000 pledged in 2005 by the then First Minister as a gesture of gratitude to the people of Auchterarder following the G8 Summit.

The refurbishment works, which are expected to be completed by the end of 2010 will include:

- The configuration of ground floor spaces creating a new open entrance/gallery area, relocated Council office and meeting rooms, galley and commercial kitchens, and the creation of new toilets and storage areas
- The installation of a lift to the upper floor and the reinstatement of the former snooker hall to a new small hall
- Improvements to heating, lighting, acoustics, and IT infrastructure
- General furnishing and equipping of the hall to a modern standard

The Auchterarder Leisure and Recreation Association (ALRA) have played a key role in the refurbishment plans by representing the community in negotiations with PKC regarding the project.

The newly built **Auchterarder Community Church Centre** with its selection of halls and meeting rooms is now open and available for the public to hire.

A number of the churches in the town also have small halls which can be used by the community – including St Kessog's Episcopal Church, The United Free Church and Our Lady of Perpetual Succour on Castleton Road.

Auchterarder Guides have their own **Guide Hut** which is based just off the High Street and available for the community to use. There is also an active **Scout Group – the 54th Perthshire (Auchterarder)** which meet weekly in the main hall at Ochil Tower School.

The Black Watch Battalion ACF has a detachment in Auchterarder but the drill hall is not available for community use.

Annually the **Lang Toon in June** committee organise a week of fun events for all the family in June. These include a community fair, ceilidh, family cycle ride and fun run. More information can be found at <http://www.langtoon.co.uk>

Auchterarder Farmers Market takes place on the Second Saturday of every month in the School Bus Park at Auchterarder Community School from 9.30am until 1.30pm.

Auchterarder Recycling Centre is based at the Public Park on Western Road. Materials accepted include Bulky Goods, Cans (Aluminium, Steel, Aerosols and aluminium foil), Car Batteries, Cardboard, Electrical & Electronic Equipment, Engine Oil, Fridges & Freezers, Garden Waste, Glass, LPG Gas Bottles, Plastic bottles (Natural HDPE & PET), Metal, Paper, Telephone

Directories, Textiles, Tyres (maximum two per visit, strictly householders only).

Free compost, created from the waste collected in brown-lidded household bins and at the Recycling Centre, is also available subject to availability.

The Recycling Centre Opening Hours: All year

Tuesdays and Thursdays 9am - 7pm

Saturday and Sunday 10am - 5pm

Other recycling points can be found at Auchterarder Park and The Crown Inn Wynd.

Employment

The main employment sectors for people living in Auchterarder are leisure and hospitality, retail, various trades, services and health and education. The town provides support services for the adjacent Gleneagles Hotel, and benefits from its clientele.

Due to its close proximity to the A9 Auchterarder is the perfect base for many commuters working in Perth, Stirling, Dundee, Edinburgh and Glasgow.

Some of the local economy highlights include:

- Gleneagles Hotel
- Duchally House Hotel
- The great range of local shops, restaurants and services
- The importance of fishing on the Earn
- A good number of local trades people
- Auchterarder Golf Club
- The Ruthven Gallery

	Auchterarder (numbers)			Auchterarder (numbers)
All people	2756			
Economically active	1836		Economically inactive	920
In employment	1714		Retired	510
Employees	1407		Student	72
Self employed	307		Other	338
Unemployed	73			
Full time student	49			
Males	1322			
Economically active	984		Economically inactive	338
In employment	925		Retired	206
Employees	710		Student	37
Self employed	215		Other	95

Unemployed	42			
Full time student	17			
Females	1434			
Economically active	852		Economically inactive	582
In employment	789		Retired	304
Employees	697		Student	35
Self employed	92		Other	243
Unemployed	31			
Full time student	32			

Source: 2001 Census of Population (Table CAS028 – Sex and Age by Economic Activity)

Industry (16-74)	2001	%
A, B agriculture, fishing	50	2.84
C mining	8	0.45
D manufacturing	139	7.90
E electricity, gas & water	27	1.53
F construction	210	11.93
G, H wholesale/retail/hotels/restaurants	520	29.55
I transport/comms	96	5.45
J,K financial/business	215	12.22
L, M N public admin/defence/education/health/social work	406	23.07
O, P, Q other services	89	5.06

Source: 2001 Census

Transport

Auchterarder has good bus links with Perth and Stirling; however due to the rural nature of the area many people remain reliant on personal transport. The bus service which connects Auchterarder to Perth and Stirling is run by Docherty's Midland Coaches. Stagecoach runs a service which leaves from Gleneagles Hotel to Perth. Docherty's Midland Coaches run a service to Crieff. Docherty's Midland Coaches and Sweeney's Garage also run a number of local services to and from the Community School of Auchterarder on school days only.

Gleneagles Railway Station serves both the village of Auchterarder and the Gleneagles Hotel. National Express East Coast Railway services stop at the station, which is on the main London to Inverness line.

Interestingly figures from the 2001 Census show that 65% of employed people aged between 16-74 travel to work by car including passengers, car pools and taxis compared to only 6% who use public transport.

Car parking in Auchterarder is all free and includes both on street spaces and spaces in the Crown Inn Wynd Car Park in the centre of the town.

Free coach parking is provided at Crown Inn Wynd (11 Metre limit).

Housing and accommodation

The settlement that we know as Auchterarder stems mainly from the 18th Century and has steadily grown in size over the years.

It is estimated that there are around 2,000+ homes in the town including those owned by the local authority, housing associations, rented accommodation and private homes.

There are currently plans to expand Auchterarder. A master plan has been produced which details developments on both the northern edge of Auchterarder at Castlemains and Kirkton and Townhead on the southwest of the town.

There are a number of nursing and care homes in Auchterarder including Glencairn House (Care Home only, Residential Care), Rossie Terrace; Parkdale (Care Home only, Residential Care), New School Lane, High Street; Ruthven Towers Nursing Home, Abbey Road. Castlebrae, one of two Police Treatment Centres for Great Britain is located in the town on Castleton Road.

There is also sheltered housing at Hanover Gardens, North Crofts; Foswell Place; Kincardine Road and Rossie Place.

Those wishing to apply for housing with Perth & Kinross Council, Perthshire Housing Association or Hillcrest Housing, must contact The Common Housing Register is part of a partnership arrangement between the Council, PHA and Hillcrest Housing Association.

Households	2001 (%)	PKC (%)	Scotland (%)
Owner Occupied	70.76	65.96	62.59
Local Authority	15.04	15.06	21.57
Housing Association	5.09	3.92	5.58
Private Rented (unfurnished)	3.24	7.79	3.10
Private Rented (furnished)	3.30	2.77	3.61
Other	2.58	4.50	3.55

Dwelling	2001	%
Total unshared	1752	100.00
Detached	772	44.06
Semi-detached	329	18.78
Terraced	333	19.01
Flat	318	18.15
Caravan/temporary	0	0.00
Total shared	0	0.00

Source: 2001 Census

Shops / post offices / services etc.

Auchterarder, with its mile long high street is known for its fine selection of quality independent shops.

The town has become popular with the retired, due to its good mix of shops and cafes, which are all conveniently concentrated in the High Street.

The Co-operative runs the only supermarket, which is based in the centre of town. In addition to this there are a number of independent outlets selling food and drink including butchers, bakers, a deli, green grocers and an excellent sweet shop.

There are also a number of good quality clothing and shoe stores which attract clientele from across the country.

Auchterarder Post Office is in the centre of town. There are also branches of The Bank of Scotland and the Clydesdale Bank. The only Pharmacy in the town is run by Lloyds.

Auchterarder Area Office is currently based at Parkdale Residential Home, New School Lane, High Street, Auchterarder, PH3 1QN. This is a temporary relocation during the refurbishment of the Aytoun Hall. Members of the Housing & Community Care (Housing) team and the Registrars are based at this location. The office can be contacted by telephoning 01764 661333.

Both the Police and Fire and Rescue have stations in Auchterarder. The local ambulance service is in Crieff.

There are attended toilets in Crown Wynd Car Park which are open seven days a week.

Elected representatives

Auchterarder falls into the Strathallan Ward, Perth & Kinross Council Ward 7 and is served by three Councillors – **Ann Gaunt**, (Liberal Democrat); **Murray Lyle** (Conservative) and **Tom Gray** (SNP).

The elected Scottish Parliament MSP is **Roseanna Cunningham** (SNP); there are also a number of list MSPs who cover the Mid Scotland and Fife area including - Elizabeth Smith (Conservative); Murdo Fraser (Conservative) and Dr Richard Simpson (Labour).

The elected Member of Parliament is **Gordon Banks** (Labour).

The Chairman of Auchterarder & District Community Council is **Canon M Benton**. The Community Council can be contacted by emailing AuchterarderCommunityCouncil@pkc.gov.uk .