

# An Camas Mòr Aviemore

Community Events Summary  
February 25th - 28th 2018

***“The aim is  
that people will  
want to come and see  
how it can be done in a  
better way and encourage  
others to up their game!  
We should be pioneering  
things here”***

Local business owner  
Workshop Participant



**Gehl**

  
THE HIGHLANDS  
SMALL COMMUNITIES  
HOUSING TRUST

  
AN CAMAS MÒR  
Scottish by design: efficient by nature

**Cairngorms  
Business  
Partnership**  
Your Local  
Chamber of Commerce  
Working for You



Aviemore and Vicinity  
Community Council



# What do local people care about in 2018?

1

Affordability

2

Community

3

Flexible Working

4

Appropriate Materials  
and Design

5

Living close to  
nature

6

Everyday life  
needs

7

Active lifestyles and  
being outdoors

8

Multi-generational

9

Lifelong  
Learning

**All ideas included in the report are allowed for in the design approved at Planning Permission in Principle issued in 2014.**

## **Affordability by design**

The number one concern for local people is affordability. We know from experience that for a project to be sustainable it is vital that a community can accommodate a broad demographic spectrum in terms of age, education, economic and physical activity, skills and wealth. In the design process this means recognising the need for different household types and sizes, different income groups and different lifestyles. Equally affordable homes are not just a matter of finance – An Camas Mòr has thought

through the different ways that make a home affordable. An Camas Mòr is designed to use energy carefully to ease the cost of living both financially and environmentally.

## **Recruiting and Retaining Staff in the Local Area**

Local businesses highlighted in the Cairngorm Business Partnership's Summer 2016 Business Barometer that the lack of affordable and suitable housing was the single most important issue they face when recruiting staff. From our findings for this report this is still the case. An Camas Mòr will give people who work locally a fair opportunity to buy, rent or build a home they can afford.

## **Changes since 2008**

In general the findings of this report confirm what people

were saying 10 years ago. There are however several interesting changes. The biggest change is that people are interested in opportunities to work from home. An Camas Mòr will need to reflect this both in terms of design and community facilities. In addition there has been a bigger shift towards an interest in timber buildings and locally sourced materials.

## **What happens Next?**

Findings from the community events will be used to inform the plans to be prepared and submitted to the Authority for approval. Professional advice is that this process could take one year with the first homes becoming available in 2020 at the earliest.





**Although I am an architect, I would say that An Camas Mòr is not only a project about architecture and design. More than anything, it's a project about people. We have the responsibility to make something exceptional in Scotland, a really great place, a platform for a better quality of everyday life and a place some really great and hard-working people will be proud to call home.**

David Sim  
Partner at Gehl

#### **Life first, then Space and afterwards Buildings**

Our focus is creating places for people. People are the starting point in our work.

Gehl has collaborated with many places around the world from Christchurch in New Zealand, and Bergen in Norway to New York City, as

well as many other smaller communities, and we are proud to be a part of the An Camas Mòr team.

Our process always begins with people, by listening and engaging with the future residents of a community, which is why we turn the design process upside down and start our projects by planning for life first - then space - then buildings.

Essential to the success of a place is that the future residents have a shared understanding of sustainable development.



#### — Images

Top - Site Visit February 2018, An Camas Mòr  
Above. An Camas Mòr Masterplan Framework, Work in Progress  
Below. Workshop at Aviemore Primary School



Click here to  
Download the  
full report  
now



## Images

top left - High Street Vision Workshop  
with Aviemore Primary School Feb 2018

top right - Share your Ideas Workshop  
for An Camas Mòr Feb 2018

above left - Cairngorms Business  
Partnership. The Future of Working in  
the National Park Feb 2018

above right - Public Spaces survey  
in Aviemore with Kingussie High and  
Grantown Grammar Feb 2018

right - Site visit to An Camas Mòr with  
a group from the local community Feb  
2018



*HSCHT would love  
to see what in our opinion would  
be the first truly sustainable and  
inclusive extension to an existing  
community that is centered round  
people and community, and we'd  
like to see this in Highland area  
where there is a history of  
innovation, community resilience  
and a pioneering spirit."*

Ronnie MacRae CEO  
The Highlands Small Communities  
Housing Trust



# Fact Sheet

## An Camas Mòr, Aviemore, Cairngorms National Park.

### February 2018



— **Minutes of the Planning Committee held at Glenmore Lodge, Aviemore on 23rd August 2013 at 11.00am, Paragraph 20. The application is well thought through, there are comprehensive recommended conditions, the proposal has been in the public domain for 25 years, and the fundamental public interest in terms of environment, economy and culture is overwhelmingly in support.**

— The initial vision of a planned sister community for the Aviemore area across the River Spey came from Aviemore and Vicinity Community Council

— A project team of respected experts has been created to collaborate with the community and its representatives.

— Gehl, Copenhagen are part of this team. The firm is at the forefront of sustainable design and includes Scottish architect David Sim.

— Planning Permission in Principle was granted by The Cairngorms National Park Authority in 2014.

— The successful application was for a new sustainable community including space for 1100 jobs, community buildings, playing fields and up to 1500 residential units.

— The innovative design for An Camas Mòr creates efficiency savings on land, infrastructure and upkeep. Part of our core message is efficiency (Scottish by design: efficient by nature).

— An Camas Mòr will give people who work locally a fair opportunity to buy, rent or build a home they can afford.

— The Scottish Government Sustainable Communities Initiative also selected the plans for An Camas Mòr as one of 11 exemplar proposals out of over 80 submissions.

— The project will be a sustainable development enhancing economic and social inclusion.

— The Masterplan aims to create an economically sustainable community by including as many different kinds of household possible and by designing many different sorts of home that can be owned or rented to support a diverse population.

— Affordable homes are not just a matter of finance – An Camas Mòr has thought through the different ways that make a home affordable.

An Camas Mòr is designed to use energy carefully to ease the cost of living both financially and environmentally.

— The plans are designed to bring the forest into the village. Green crossings between corridors will create a network that supports the migration of wildlife.

— An Camas Mòr has been working extensively with representatives of the Scottish Government, The Cairngorms National Park Authority and relevant statutory bodies in scoping infrastructure requirements.

— Ecological and environmental studies have been undertaken to demonstrate that the conditions attached to the permission have been met.

— The extension being sought is to enable the completion of additional studies to outline the wide range of benefits to the National Park, to its current and future population and to the business community.

— An Camas Mòr will bring a number of socio-economic benefits to the Cairngorm National Park helping to deliver against the four aims of the National park.

— It will deliver sustainable career opportunities by providing affordable homes where those employed locally can live and raise their families.

— An Camas Mòr will help to end the current situation where a lack of affordable housing in the area results in too many working-age people and their young families leaving the area and taking their skills and passions with them.

— Local businesses highlighted in the Cairngorm Business Partnership's Summer 2016 Business Barometer that the lack of affordable and suitable housing was the single most important issue they face when recruiting staff.

— An Camas Mòr will provide a solution to alleviate the shortage of badly needed small office accommodation to encourage growth amongst the many micro businesses operating locally.