

Community Consultation and Options Appraisal

PINWHERRY AND PINMORE COMMUNITY DEVELOPMENT TRUST



Phase 4 - Nursery Building

Date: September 2025

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1. Executive summary

Pinwherry and Pinmore resides within the Galloway and Southern Ayrshire UNESCO Biosphere. The UNESCO Biosphere designation is recognition of the fantastic array of landscapes, wildlife, cultural heritage and learning opportunities that SW Scotland offers for communities, businesses and visitors to experience and celebrate in a sustainable way.

The Pinwherry and Pinmore Community Development Association (PPCDA) was formed in 2007 by local residents, members of Pinwherry and Pinmore Community Council and Pinwherry Community Association. The PPCD changed to a SCIO (Scottish Charitable Incorporated Organisation) in 2017. Pinwherry and Pinmore Community Development changed to a Trust in January 2020 but still remain a SCIO level 2 with Charity status.

The villages of Pinwherry and Pinmore are situated along the A714 from Newton Stewart to Girvan, one of the main tourist routes from England to the West Coast of Scotland.

The Pinwherry Primary School closed in 2011, and it was the wish of the community to seek a Community Asset Transfer from South Ayrshire Council to convert the building into a new fit for purpose community centre.

In February 2021, the Pinwherry and Pinmore Community Development Trust (PPCDT) had their community asset transfer request approved. They officially took ownership by April 2021.

Since then, the school has been redeveloped into The Auld School Community Centre, a multi-purpose facility with a large hall, commercial kitchen, meeting rooms, IT space and accessible toilets.

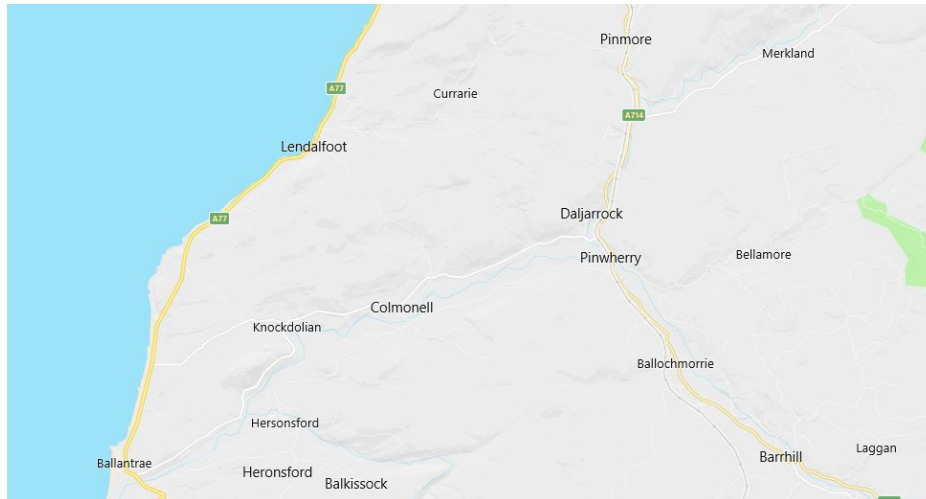
The Grand Opening of The Auld School Community Centre took place on Saturday 22nd June 2024. This finalised Phase 3 of the project and the facility has now turned into an a very well used and loved community centre and facilities.

The long-term sustainability requires assets and resources to include a regular income generation. The option appraisal review opportunities for long term income generation and provides a recommendation for the best option to be considered for future investment. The decision is not taken only on monetary grounds but on a wider consensus of the community.

Phase 4 provides the opportunity for the development of what is known as The Nursery; an annex building situated to the right of the main building if looking from the road. The community consultation was to engage in the local community and find out what they would wish for the building.

2. BACKGROUND TO THE PINWHERRY AND PINMORE “AULD SCHOOL.”

The villages of Pinwherry and Pinmore are situated along the A714 from Newton Stewart to Girvan, one of the main tourist routes from England to the west coast of Scotland. The two villages are located within the centre of the scenic Stinchar Valley which stretches from the village of Barr in the north to Ballantrae in the south.



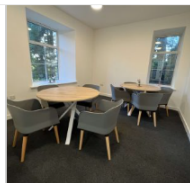
Pinwherry and Pinmore comprises of approximately 260 homes and farms.



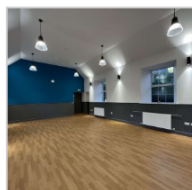
Main entrance



Lounge area



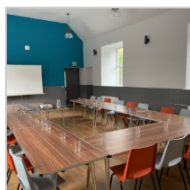
Meeting room



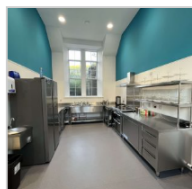
Main hall



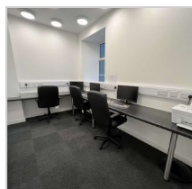
Second entrance



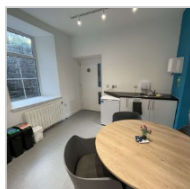
Main hall with chairs and tables



Kitchen



I.T workspace



Lounge area

Pinwherry Primary School closed in 2011. The community gained a Community Asset Transfer from South Ayrshire Council and converted the building into a new fit for purpose community centre. was officially opened on 22nd June 2024 by Councillor Alec Clark and benefits from the following facilities:

- Main Hall with trestle tables and stackable chairs
- Fully equipped, commercial kitchen
- Smaller meeting room
- IT workspace room with office chairs and printer
- Lounge area with sofas, round tables, comfy tub chairs and tea and coffee area

Phase 4



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The next phase is to redevelop the old nursery; there are several options being considered within the community, and therefore a community consultation was delivered to enable a true understanding of community wishes.

- Food shop
- Holiday accommodation.
- Art and Craft shop.
- Coffee shop.
- Office accommodation
- Children nursery
- Workshop rent out space.
- Community storage.
- Retail shop
- Dance studio



The Nursery Building sits to the side of the main Community Centre. It is a standalone building and could be available for several uses.

The key to the redevelopment of this building will be that it has to produce a continual income to support the wider community facility. There is a need for a financially self-sustaining solution that doesn't displace local services.

Image 1 – The Nursery

3. COMMUNITY CONSULTATION

Summary of the findings from the Community Consultation.

From the full range of responses, the most consistently highlighted activity for the former nursery building is visitor accommodation (holiday lets, bunkhouse-style spaces for walkers, cyclists and workers, or accessible/disabled-friendly stays). Alongside this, there is very strong support for local market or retail space (to showcase local produce, crafts, and small businesses) and for arts and cultural uses (galleries, workshops, studios, or performance space). Other recurring suggestions include community cafés, fitness/wellness facilities, and workshop/training spaces such as tool libraries, men's sheds, or skills programmes.

Overall, the community places clear value on a mixed-use approach that balances income generation—to ensure the building sustains itself in the long term—with community benefit, inclusivity, and accessibility. Respondents emphasise that whatever is developed should be self-financing but not at the cost of alienating local people. Concerns focus on the risks of holiday accommodation dominating the space, the importance of affordability and local access, infrastructure limitations (parking, sewerage), and the need to retain the character and peaceful nature of the area. There is a strong desire for the building to be locally run, environmentally responsible and welcoming to all generations, with reduced rates for residents where possible. In summary, the building should primarily serve as a multi-functional space, combining visitor accommodation, community-focused cultural and social activities, and local enterprise opportunities, underpinned by careful management to balance financial sustainability with genuine community value.

What the above has provided is a clear direction on use of the building. However, it is believed it has also provided further insight into what activities the community would wish in general in both the Auld School and the site itself. Many of the wishes of the community would be ideally served from the refurbished Auld School building. The only one which was mentioned consistently was that of a “Men's Shed / workshop” most likely could not be contained, however another part of the site utilising either free standing accommodation or repurposing the sheds at the back could facilitate this option in a future phase.

Community Consultation Methodology

To ensure broad and inclusive engagement with the local community, a mixed-methods approach was adopted, combining face-to-face and digital consultation tools. The methodology below outlines how each method was designed, delivered, and evaluated:

Drop-in Sessions

Purpose:

To facilitate informal, accessible, in-person dialogue with residents and stakeholders, allowing for real-time feedback and discussion.

Delivery Plan:

- Two drop-in sessions were scheduled to accommodate varying availability:



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- Evening of 28th August (2 hours)
- Morning of 29th August (2 hours)
- Sessions were held at a central, accessible location within the community (The Auld School)
- The format was informal, with consultation boards, feedback forms, and staff or volunteers available to prompt discussion and record input.
- All attendees were encouraged to share views on key themes (e.g., local needs, project ideas, concerns, and priorities).

A copy of the format for the events can be found in Appendix 1



Image 2 – Drop-in Session image 28th August.

Promotion:

Notices were distributed via local newsletters, social media channels, community noticeboards, website and word-of-mouth.

Data Collection:

Observational notes, flipchart or Post-it summaries, and structured feedback forms were collected during each session. Attendance was recorded (voluntarily) to estimate reach.

Online Community Survey

Purpose:

To gather a wider sample of community views, including from those unable to attend in person.

Delivery Plan:

An online survey was launched concurrently with the drop-in events and remained open for 4 weeks. The survey was structured with a combination of multiple-choice, Likert-scale, and open-ended questions. It was designed to capture key themes explored in the drop-in sessions for consistency.

Promotion:

Links were shared through the community website, social media pages, email newsletters, and local digital groups.

Data Collection & Analysis:

Responses were anonymous and analysed using quantitative and qualitative methods to identify trends and key themes.

Duplicate submissions were monitored and filtered to maintain data integrity.

Written Survey (Hard Copy)

Purpose:

To ensure consultation was inclusive for residents without digital access or who prefer paper-based communication.

Delivery Plan:

Hard copy surveys mirrored the online version for consistency. These were distributed to every household in the parish via community volunteers, local groups, or included in newsletters. A clearly marked return point was set up at a central location (e.g., community centre, post box, local shop). A phone number or email contact was provided for residents needing assistance with completing the form.

Data Collection:

Completed forms were manually input into the same database as the online survey. Analysis followed the same method as the digital survey, with data combined and coded for reporting.

This triangulated consultation approach ensured that residents had multiple, accessible ways to contribute their views, increasing the reliability and inclusiveness of the feedback gathered. The combination of face-to-face interaction, digital accessibility, and low-tech options ensured that voices from across demographics were captured in a robust and transparent way.

Community Consultation

There were two direct opportunities for community consultation, alongside the community survey,

The results of the two drop-in sessions held are as follows.

Thirteen individuals attended the drop-in sessions over the two periods. 7 were female and 6 males.

Below is in the order written.

What benefits do you want to see?

- Generate an income
- Money making venture, or holiday home
- Somewhere local traders could set up stalls and sell produce
- provide a service for tourists, bunk house, accommodation
- Tourist attraction / tea room
- Activities to attract young and old
- Activities for all generations
- Arts, Crafts, hobbies
- I think generating an income would be a struggle, just need something that would benefit the community

How could we use the nursery building?

- Art, craft display, gallery & Museum
- Museum - art and crafts, gallery, for sale
- Selling arts and crafts
- Nursery provision, wild nursery
- Something for visitors (summer)
- Craft space with bench tools and facilities for small socials, special events
- Accommodation / holiday house
- Nursery and childcare

What Activities are needed in Pinmore and Pinwherry?

- Activities to attract old and young members of the community
- Activities that cover young and old generations
- Kids playgroup
- Adult classes / health or education
- Cooperative
- Adult education courses, young people activities, hobbies / interests
- Local council surgery - regular
- Something to bring both communities together
- Council Surgeries
- General upskilling for all ages (First aid, bushcraft, foraging)

What concerns do you have about developed the nursery?

- No concerns
- Cost - A building that will satisfy the wishes of the local community



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- Do not get too big - manageable
- Change of use
- Keep ideas simple and easy to manage
- Not an extension of current hall
- Managing particular uses - bunkhouse etc

Summarising the responses from face-to-face drop in.

The main aspirations for the revised use of the nursery building centre around creating something that can generate value, whether financial, cultural, or social, for the community.

While some responses lean towards income-generating ideas such as accommodation, a bunkhouse, or a holiday let, there is also strong emphasis on community benefit, inclusivity, and manageable, simple uses.

Suggested directions focus on arts, crafts, and cultural displays, alongside practical activities and educational opportunities that serve both young and old.

There is recognition that attracting visitors (tourists) could complement these goals, but also a caution not to overextend ambitions.

Concerns highlight the need for balance: keeping costs realistic, ensuring community wishes are respected, and avoiding overlap with the existing village hall.

Key Points and Favoured Outcomes

- Balance between income generation (holiday home, bunkhouse, tea room, tourist attraction) and community service.
- Strong support for arts, crafts, hobbies, and cultural uses (gallery, craft display, museum, selling local produce).
- Clear demand for multi-generational activities and inclusive provision.
- Nursery/childcare provision and outdoor “wild nursery” concept suggested.
- Education and skills-building opportunities valued (adult classes, upskilling courses, cooperative working).
- Space for local traders and small events seen as beneficial.

Summarised Direction

- Develop a flexible, multi-use community space centred on arts, crafts, and cultural engagement.
- Incorporate opportunities for visitors/tourists that also benefit residents (tea room, exhibitions, small-scale accommodation).
- Prioritise intergenerational activities that build community cohesion.
- Ensure plans are simple, manageable, and complementary to existing facilities, avoiding duplication.
- Explore modest income-generating options without overshadowing community benefit.

Concerns Raised

- Costs and feasibility of meeting community expectations.

- Risk of over-expansion - keeping it realistic and manageable.
- Avoiding duplication or direct competition with the community hall.
- Managing complex uses such as accommodation, responsibly.

The responses from the online and paper completed surveys are as follows.

The survey had a very good return rate. From the 120 surveys that went out, 43 surveys were completed; 15 online and 28 were handed in using a paper format.

The return rate was 36% return rate, much higher than expected.

The responses are anonymised therefore we cannot tell gender or age split; we can tell the following.

9 were from Pinmore
28 were from Pinwherry
3 were from Poundland
3 Did not complete that section

Q1 - In your opinion, what is currently missing or under-provided in the local area? (Choose up to three)

Category	Mentions
Health and wellbeing	20
Adult learning	18
Visitor accommodation	18
Arts, culture	9
Youth services	11
Affordable childcare	7
Support for local businesses	7
Grocery shop	3
Workshop / training facility	2
Leisure (games)	1
Elderly support	1

From the responses, the strongest themes around what is missing or under-provided locally are health and wellbeing services, adult learning opportunities, and visitor accommodation, each of which was consistently highlighted as a key gap. Alongside these, there is a notable desire for youth services, ranging from playgroups to broader activities, and for more provision in arts and culture, such as performance, craft, and exhibition spaces. A smaller but still important set of responses call out needs for affordable childcare, support for local businesses, and practical community amenities like a grocery shop, elderly support, and dedicated workshop or training facilities. Together, the answers show a clear call for facilities and services that not only

strengthen learning and wellbeing but also build community cohesion and provide practical support for daily life, while making the area more attractive to visitors.

Q2 What do you think the community's top priorities for improvement or investment should be? (choose up to 3 answers)

Priority	Mentions
Social inclusion	16
Skills development and education	16
Community resilience	16
Services for the elderly	11
Mental health and wellbeing	11
Local enterprise	11
Development of tourism	11
Cultural and recreational	8
Economic regeneration	5
Youth services	5
Services for vulnerable groups	2

The strongest themes for community priorities are social inclusion, skills development and education, and community resilience, each receiving the highest and equal emphasis. These are followed closely by services for the elderly and mental health and wellbeing, which are also seen as pressing areas for investment. Other recurring priorities include cultural and recreational facilities, development of tourism, youth services, local enterprise, and support for vulnerable groups. Taken together, the responses highlight a strong community desire for improvements that enhance social connectedness, provide opportunities for learning and upskilling, strengthen resilience and ensure support for vulnerable and older residents.

Q3 Are there any specific groups or demographics you believe the building should prioritise supporting?

Group/Demographic	Mentions
All of the above	18
Older people	10
Visitors	9
Young people	4
Families with children	4
Local community	4
Local entrepreneurs	3



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Disabled individuals	1
Unemployed	1

The majority of responses emphasised that the building should prioritise all groups, ensuring inclusivity across the community. Within specific demographics, the strongest call was to support older people, followed by visitors, both of which were mentioned repeatedly. Other groups identified as important include young people and families with children, with some references also made to supporting disabled individuals, the unemployed, local entrepreneurs, and broader community activities. Overall, there is a clear preference for an inclusive approach that balances the needs of local residents, with opportunities to engage visitors and generate community benefit.

Q4 What types of activities or services would you like to see offered in the former nursery building?

Activity/Service	Mentions
Visitor accommodation	17
Local market / retail	13
Arts and cultural	10
Café / local produce	4
Workshop / training facilities	4
Co-working	3
Wellness / exercise space	2
Income generator	1
Workshop / Men's shed	1
Community / social space	1

The most prominent suggestions are for visitor accommodation, local market or retail space, and arts and cultural uses, which together form the core of community preferences. These reflect a balance between income-generating opportunities, support for local enterprise, and cultural enrichment. Additional but notable ideas include cafés or spaces to sell local produce, as well as workshops and training facilities such as tool libraries, men's sheds, and craft/skills spaces. A smaller number of responses also highlighted community or social gathering areas and wellness/exercise facilities. Overall, the responses indicate a strong interest in multifunctional uses that both serve residents and attract visitors, with an emphasis on sustainability and community benefit.

Q5 How important is it to you that the former nursery building is used in a way that generates income to sustain itself in the long term?

Response	Mentions
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Very important	17
Somewhat important	15
Neutral	8
Not important	3

The majority of responses lean towards income generation being very important (17 mentions), while a significant proportion consider it somewhat important (15 mentions). A smaller group are neutral (8 mentions), and only a few (3 mentions) believe it is not important. Overall, there is a clear consensus that while income generation is not the sole priority, it is viewed as a critical factor for ensuring the long-term sustainability of the building.

There is a need to generate a positive income with the refurbishment of the Nursery.

Q6, Would you support the use of the building as a short-term rental/holiday let?

Response	Mentions
Yes	18
Maybe	10
No	10
I need more information	5

The majority of respondents are in favour, with 18 saying “yes,” while 10 said “maybe” and another 5 indicating they would need more information before deciding. At the same time, 10 respondents expressed clear opposition with a “no.” This shows that while there are broad support and openness to the idea of a holiday let as a use for the building, there are also notable reservations, with some community members either hesitant or firmly opposed. This response did make the reviewer wonder if the question had been taken too literally, as it could be that the responders thought it was about using it by themselves rather than, say, directing people to stay.

Q7, Would you support a mixed-use approach (community + commercial use) to help make the building sustainable?

Response	Mentions
Yes	24
Maybe	11
No	5
I need more information	3

The majority of respondents are strongly supportive, with 24 saying “yes.” Another 11 expressed openness with “maybe,” while 3 said they would need more information. Only 5 respondents opposed the idea outright. Overall, there is clear consensus in favour of a mixed-use approach, with most of the community recognising it as a practical way to balance sustainability with community benefit, though some remain cautious or uncertain.

There is considerable wish for the community to have the building used as a mixed use. The direction is regarding what will generate more income. For example, even though there are many benefits of a Men's Shed and it may generate a small rent. However, many of the ideas and concepts listed by the responses could be incorporated into the main building which has a commercial kitchen and has opportunities for a variety of uses.

Q8 Would you be interested in using space within the building?

Response	Mentions
No	18
Depending on availability and cost	9
Yes occasionally	6
Not applicable	3
Yes	2

The majority of respondents indicated no interest in using space within the building (18 mentions). However, 9 said they would consider it depending on availability and cost, and 6 expressed interests in using it occasionally. A smaller group (2 respondents) gave a clear "yes," while 3 said it was not applicable to them. This suggests that while a core of the community is open to using the space, particularly if it is affordable and accessible, the overall demand may be moderate rather than widespread. The reasoning for what could be seen as a low response rate for using the building is, if it is converted into accommodation then locals would not have a use for it. Possibly a rephrased question could have been added which stated, *if the building was to be used for accommodation would you use it if you knew people who were looking for accommodation locally?* However, the response above does provide a direction in that it does state that there are limited wishes for someone to take on the building to, say, start a shop or run a workshop.

Q9, Do you have any commercially viable ideas for the use of the former nursery building, or suggestions for potential partners and local organisations that could help deliver projects in the building?

18 respondents answered this question.

The responses highlight a strong desire for the former nursery building to be repurposed in a way that balances **commercial viability with community benefit**. Many see potential in accommodation-based use - such as short-term lets, bunkhouses, or holiday homes - as reliable income generators, while others emphasise social enterprises like cafés, shops, or workshop spaces that can provide both services and opportunities for local people. There's also a recurring interest in making the building inclusive, environmentally conscious, and supportive of skills development, while maintaining local control and links to community needs.

Key points raised include:

- **Accommodation / rentals**



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- Short-term holiday let, self-catering cottage, bunkhouse for walkers/cyclists/motorbike tourers
- Letting to workers in the area (longer-term)
- Disabled-friendly B&B or accessible accommodation
- “Bothy” for cyclists with secure storage and charging facilities
- **Commercial / income-generating ideas**
 - Community café or shop (potential for pop-ups from local businesses, selling local produce)
 - Fitness centre, gym, or exercise room (with reduced rates for residents, higher for visitors)
 - Artist studios or craft rooms for individual use
 - Tool library / library of things with workshop and training facilities
 - Storage space hire for short-term income
- **Social and community elements**
 - Workshops and training for all ages (skills development, crafts, practical training)
 - Inclusive space with games area, art area, and links with schools/youth programmes
- **Delivery and management considerations**
 - Needs to be **locally run** rather than externally controlled
 - Should create local employment opportunities (e.g., managing, cleaning, running facilities)
 - Calls for environmental sustainability (potentially “off-grid” use) and accessibility
- **Potential partners / collaborators**
 - Local farms and food producers (surplus veg, bulk buying schemes)
 - Local schools and ACE (for education and youth engagement)
 - Local entrepreneurs and small businesses

There is very much a wish by the community that the nursery is run by the community for the community.

Q10, Do you have any concerns or considerations we should keep in mind when planning future use of the building?

24 respondents answered this question.

The responses reflect a strong emphasis on **financial sustainability**, ensuring the building pays for itself without becoming a burden on local residents, alongside concerns about maintaining community access, identity, and the character of the area. While many respondents see income generation as essential, others are wary of certain commercial uses - particularly holiday lets - being at odds with community benefit. Accessibility, inclusivity and environmental considerations also feature prominently, alongside practical issues such as infrastructure and parking.

Key points raised include:

- **Financial sustainability**
 - The building must generate income to cover running costs, maintenance, and potentially contribute to the main hall.



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- It should not become a financial burden on the community or ratepayers.
- **Concerns about holiday lets**
 - Strong opposition from some who worry about the unpredictability of guests.
 - Risk of losing community-focused use if turned into accommodation.
- **Community use and identity**
 - Must serve local people, with suggestions of reduced rates for residents.
 - Importance of retaining the building's exterior and the peaceful nature of the area.
 - Need to avoid reliance on external subsidies (e.g., windfarm funding).
 - Importance of genuine community involvement and ownership.
- **Accessibility and inclusivity**
 - Building must be accessible for all, with improvements needed to internal and external access.
 - Desire for a facility that offers free or affordable access to the community.
- **Environmental and infrastructure considerations**
 - Parking and sewerage capacity need to be taken into account.
 - Sustainability should be a guiding principle.
 - Must ensure genuine demand before development proceeds.

4. OPTION APPRAISAL

Below provides an overview of the options and various considerations for each of the options

Option Appraisal Table						
Option	Community Benefit	Economic Viability	Feasibility (Planning, Staffing, Setup)	Sustainability	Risks/Challenges	Overall Rating
1. Food Shop	High – local need for essentials. Reduces travel.	Moderate – needs subsidy or volunteer model.	Medium – stock supply & management required.	Moderate – reliant on footfall.	Low population may not sustain a full shop.	★
2. Holiday Accommodation	Low direct benefit to locals; indirect income will sustain the Auld School	High – potential for strong rural tourism.	High – refurbishment standard needs to be high.	High – year-round potential.	Needs good marketing & management.	★★★★
3. Art & Craft Shop	Medium – supports local makers, tourism.	Moderate – niche market.	Medium – requires suppliers/artisans.	Moderate – depends on visitor numbers.	Low footfall; seasonal.	★
4. Coffee Shop	High – strong social benefit. Part offered in main building.	Moderate – small community base. Needs subsidy or volunteer model.	Medium – requires staff, equipment.	Moderate – part-time hours may work.	Risk of underuse.	★★
5. Office Accommodation	Low – limited demand locally.	Low – few users expected.	Low – easy setup but low return.	Low – limited rental base.	High vacancy risk.	★
6. Children's Nursery	Medium – helpful for young families.	Low – low population base. Large investment to meet regulations.	High – regulated, staffing intensive.	Low – needs sufficient enrollment.	Not financially viable for small village.	★
7. Workshop Rental Space	Medium – supports small businesses.	Moderate – low overhead, flexible.	Medium – minimal fit-out, easy use.	Moderate – appeals to hobbyists/locals.	Dependent on finding local users.	★★★
8. Community Storage	Medium – useful for local groups/farmers.	Low – limited income.	High – low-cost fit-out.	High – low maintenance.	Not a revenue generator.	★
9. Retail Shop (General)	High – local access to mixed goods.	Moderate – like food shop, more variety. Needs subsidy or volunteer model.	Medium – requires stock & staffing.	Moderate – needs flexible supply.	Needs careful planning to avoid waste.	★
10. Dance Studio	Medium – supports health & activity.	Low – niche audience.	Medium – needs flooring, mirrors.	Moderate – if linked with classes.	May struggle to attract regular users.	★

1. Food Shop

- **Option considered due to lack of local retail options:**
 - No existing shop in the village; essential goods currently require a 10-mile trip.
- **Challenges include:**
 - Small population may limit economic viability.
 - Requires ongoing stock management, staff or volunteers.
 - Risk of spoilage and waste for perishable items.
- **Opportunities:**
 - Could partner with local suppliers/farms.
 - Community-owned or part-time model (e.g., 3 days/week) to reduce overheads.

2. Holiday Accommodation (e.g. Airbnb, bunkhouse model)

- **Option seen as a leading income-generating use:**
 - Can support village economy by drawing in tourists.
 - Aligns with rural tourism trends; occupancy rates of 65–90% possible.
- **Unique Selling Point:**
 - Could offer secure bike/motorcycle storage to target niche adventure tourists.
- **Advantages:**
 - Low staffing needs; potential for self-service model.
 - Potential for seasonal price variation and packages.
- **Flexibility:**
 - Can convert to residential or long-term let in future if needed.

3. Art & Craft Shop

- **Option supports local makers and cultural identity:**
 - Provides an outlet for artists, crafters, and hobbyists in the area.
- **Challenges include:**
 - Niche market with limited customer base unless tourism increases.
 - Requires regular supply of new and quality items to maintain interest.
- **Opportunities:**
 - Can be combined with workshop space or gallery/exhibition events.
 - Opportunity to develop an online sales arm tied to a local brand.

4. Coffee Shop

- **Option addresses social isolation and creates a community hub:**
 - Valuable as a meeting place for residents, especially older people.
- **Challenges include:**
 - Revenue may not match operating costs unless subsidised or volunteer-run.
 - Equipment and food hygiene regulations must be met.
- **Opportunities:**
 - Can be run part-time or as a pop-up café during events.
 - Could share space with shop or art/craft display to maximise use.

5. Office Accommodation

- **Option offers potential for remote working or shared use:**
 - Could be attractive for home workers needing a change of environment.
- **Challenges include:**
 - Low demand likely due to rural location and broadband reliability.
 - Limited return on investment unless linked with co-working initiatives.
- **Opportunities:**
 - Could support flexible desks, printing, and meeting space for small businesses.

- May become more viable if paired with digital skills hub or training sessions.

6. Children's Nursery

- **Option would support young families and promote local retention:**
 - Few or no childcare options locally; could enable parents to return to work.
- **Challenges include:**
 - Difficult to staff in rural areas due to specialist training requirements.
 - Small building limits capacity under child-to-staff ratios.
 - Heavily regulated sector with significant ongoing compliance needs.
- **Conclusion:**
 - High risk and low return in current context unless fully grant-funded.

7. Workshop Rental Space

- **Option supports local enterprise and creativity:**
 - Ideal for makers, repair work, art, or part-time business ventures.
- **Challenges include:**
 - Relies on finding consistent users to cover running costs.
 - May need ventilation, lighting upgrades, or soundproofing.
- **Opportunities:**
 - Flexible leases attract a range of users.
 - Can also be used for community courses or tool-share schemes.

8. Community Storage (This could be a short-term income generation measure) Some work needed on the floor and some other repairs

- **Option provides practical support to local organisations and farmers:**
 - Could serve community groups needing secure storage.
 - May also be used for seasonal or emergency purposes (e.g., grit bins, event gear).
- **Challenges include:**
 - Low or no income generated.
 - Security and insurance arrangements needed.
- **Opportunities:**
 - Can supplement income if partially rented out.
 - Extremely low overheads and easily combined with other uses.

9. Retail Shop (General)

- **Option considered as a broader form of food shop:**
 - Could include general household goods, farm supplies, or second-hand items.
- **Challenges include:**
 - Staffing, supply chain, and low local demand.
 - May require business rate exemptions or grant support.
- **Opportunities:**
 - Could blend essentials, crafts, and community-led items.
 - Easy to adapt over time as community needs shift.

10. Dance Studio

- **Option supports physical wellbeing and arts engagement:**
 - Could host fitness, yoga, dance classes, or rehearsals.
- **Challenges include:**
 - Requires suitable flooring, mirrors, sound system, heating.
 - Dependent on consistent users or instructors.
- **Opportunities:**

- Can be rented to private teachers or used for events.
- May also host youth activity sessions or wellbeing groups.

If considering the top four in the above list which align to the wider community input, the following provides a very high level of revenue forecasts. Year one being the investment. NB The investment is not the development of the building but the internal furnishings, shelving, etc for the revenue stream type.

Option	Year	Setup Cost (£)	Revenue (£)	Expenses (£)	Net Income (£)
Food/Retail Shop	2025	25,000	15,000	10,000	-20,000
Food/Retail Shop	2026	0	16,000	10,500	5,500
Food/Retail Shop	2027	0	17,000	11,000	6,000
Food/Retail Shop	2028	0	18,000	11,500	6,500
Food/Retail Shop	2029	0	19,000	12,000	7,000
Coffee Shop	2025	20,000	10,000	7,000	-17,000
Coffee Shop	2026	0	11,000	7,500	3,500
Coffee Shop	2027	0	12,000	8,000	4,000
Coffee Shop	2028	0	12,500	8,200	4,300
Coffee Shop	2029	0	13,000	8,500	4,500
Holiday Accommodation	2025	40,000	20,000	10,000	-30,000
Holiday Accommodation	2026	0	22,000	11,000	11,000
Holiday Accommodation	2027	0	24,000	12,000	12,000
Holiday Accommodation	2028	0	25,000	12,500	12,500
Holiday Accommodation	2029	0	26,000	13,000	13,000
Workshop Rental	2025	15,000	8,000	3,000	-10,000
Workshop Rental	2026	0	8,500	3,200	5,300
Workshop Rental	2027	0	9,000	3,400	5,600
Workshop Rental	2028	0	9,500	3,600	5,900
Workshop Rental	2029	0	10,000	3,800	6,200

The above table provides a financial overview of the four highest marked considerations for income generation.

The set-up costs are very much guestimates and are being only used as an example, true costs would be required. The only one with detailed costings is that of the favoured option; Holiday Accommodation. This comes out as the highest income generation.

Food retail and coffee shop revenue is only based on a general consideration of what a shop or café of this type and location would generate. The cost of sales (expenses) is again based on experience.

The workshop Rental could also be noted at the higher end of rental income.

Accommodation

Making Holiday Accommodation the lead use is financially smart and relatively low risk if supported by proper marketing, management, and funding for renovation. It will not provide daily community access like a shop or café, but it could become a critical revenue stream to support the sustainability of the wider community facility.

Strengths

- Strong potential for income generation through rural tourism.
- Low staffing requirement; self-check-in possible.
- Building can be adapted with relatively modest investment compared to a nursery or shop.
- Nearby natural scenery and quiet location appeal to walkers, cyclists, and families.
- Can support the local economy indirectly (e.g. guests visiting nearby villages).
- USP potential: secure storage for bikes or motorcycles.

Opportunities

- Strong rise in domestic and eco-tourism in rural Scotland.
- Potential for linked packages or partnerships (e.g., guided walks, farm stays, local products).
- Can reinvest income into other community priorities.
- Option to add an EV charger or eco-friendly features for extra appeal.
- Could support employment for a cleaner/manager.
- There could be a valuable community benefit in offering reduced rates for bookings made by local residents. This idea has been discussed as a way to support the community, particularly in times of need. For example, following a recent storm, a family with three children urgently required accommodation but were unable to find any available options.

Weaknesses

- Seasonal variation in demand (especially in winter months).
- Marketing and management expertise required for bookings and maintenance.
- Upfront renovation may require grant or loan funding.
- Not directly used by the community (limited social benefit for residents).
- Needs planning permission change if not already approved for residential or hospitality use.

Threats

- Competition from existing Airbnb or accommodation in nearby villages.
- Risk of underuse if marketing is weak or tourism dips.
- Visitor noise or parking may be a concern for neighbours.
- Insurance, health & safety compliance still required.
- Cost overruns in refurbishment or maintenance can impact viability.

The risks and mitigations were highlighted below

Risk Category	Specific Risk	Impact	Proposed Mitigation / Control
Noise and Disturbance	Increased noise from guests (late arrivals, outdoor socialising, vehicles).	Potential complaints from nearby residents; reputational damage.	<ul style="list-style-type: none"> • Restrict occupancy numbers and enforce quiet hours (e.g., 10 pm–7 am). • Clear visitor code of conduct and signage. • Use sound-insulating materials during refurbishment (e.g., acoustic glazing, insulated internal walls). • Encourage indoor social spaces to reduce outdoor noise.
Traffic and Parking	Additional cars from guests causing congestion or unsafe conditions near the site.	Safety and access concerns; negative local feedback.	<ul style="list-style-type: none"> • Create a defined parking layout within the site boundary. • Limit car numbers per booking. • Provide secure bike storage and promote public transport / cycling. • Designate clear turning space and separate pedestrian access.
Overdevelopment / Visual Impact	Change in character of the old school site; lighting or signage out of keeping with the area.	Visual impact; potential planning objection.	<ul style="list-style-type: none"> • Retain existing building form and façade. • Use subtle, heritage-appropriate signage and low-level lighting. • Landscape boundaries with native planting to soften appearance.
Waste and Environmental Impact	Overflowing bins, litter, or poor waste management.	Nuisance, vermin, community opposition.	<ul style="list-style-type: none"> • Provide adequate, screened waste and recycling facilities. • Clear guest guidance on disposal and recycling. • Regular contractor collection schedule.

Community Relations	Perception that the facility serves only tourists, not locals.	Reduced community support.	<ul style="list-style-type: none"> • Prioritise local discounted rates or use for emergency accommodation. • Maintain open communication via local community council. • Schedule community open days or use building for dual purposes (events, meetings).
Neighbour Safety / Antisocial Behaviour	Potential misuse (e.g., parties, excessive drinking).	Damage, complaints, reputational harm.	<ul style="list-style-type: none"> • Secure booking policy (e.g., minimum age, deposit, vetting). • CCTV covering car park and entrance. • On-call management contact for any incidents.

5. DETAILS OF THE ORGANISATION

The Board comprises seven Trustees and 52 members who meet on a monthly basis.

Registered office

Trustees

- Marie McNulty – Chair
- Ann Berry – Treasurer
- Janette Gates – Secretary
- Joe Rigby
- David Walker
- Jean Wylie
- James Stewart

Website: www.pinwherryandpinmore.org.uk

Address;

The Auld School Community Centre
Main Street
Pinwherry
South Ayrshire
KA26 0RN

E-mail address: ppcdtprojectofficer@gmail.com

Legal Status

- SCIO (Scottish Charitable Incorporated Organisation) – SC048025 registered 27th December 2017, and a Trust as of 1st January 2020

Advisors:

- South Ayrshire Business Gateway
- Accountants – Parris & McNally Ltd
- Lawyers – Smith and Valentine
- ARPL Architects
- Business planning and Income generation CJM Lumina Ltd. Colin McNally 01563 520 730
- Land Fund. Ailsa Murphy Tel 01463 383004.
- Community Project Officer - Amy-Dee Watson.



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6. REGIONAL STRATEGIC OVERVIEW

Reviewing the Regional and National policies and guidelines, the plans for tourist accommodation align as follows.

Ayrshire and Arran Tourism Strategy

Tourism

Increase the number of visitors by 10%	<p>To develop holiday accommodation available, providing rural location on part of the Pilgrim route and the South West 300.</p> <p>With the PPCDT owning the community field which is being refigured to accommodate disabled toilets with disabled facilities and baby changing and the car park being open to the community/visitors/tourists with local information/heritage /walks boards (in partnership with the Biosphere project).</p> <p>This will assist in developing tourism in the Stinchar valley.</p>
Increase annual spend by visitors by 10%	To attract additional visitors with safe storage of bikes (motorcycles and bicycles), with affordably priced accommodation to meet this need.
Grow employment in the sector by 10%	If there are no places for people to stay, they will visit for a few short hours, spend very little and move on. If the accommodation at the school can be used as a hub for a two to three-night stay, overall visitor spend will increase, boosting the local economy.
Enhance and conserve Natural Heritage and cultural assets	By employing a part time caretaker and cleaner the organisation will support this objective.
Strategy will be on clear understanding of key target markets and visitor needs.	The school has been in the community for more than 100 years and has been integral to the village. Therefore, as well as restoring this much-loved building to the delight of many locals who have memories of attending the school, it also enables visitors to explore the stunning natural landscape surrounding the area. Walking and cycling routes for all levels are immediately on the doorstep. The aim will be to encourage the use of the natural assets and environment within close proximity of the building.

Looking at the Regional Employment information

Council-Wide Employment Context (ONS & Nomis, Region-Wide)

- **Employment Rate (ages 16–64):** 65.2% in South Ayrshire (year ending Dec 2023), lower than the Scotland average of 74.7%
- **Unemployment Rate:** 3.7% (year ending Dec 2023)
- **Claimant Count:** 3.4% in March 2024
- **Economic Inactivity:** 30.6% (year ending Dec 2023), notably higher than the Scotland average of 22.5%

Insights and Implications

- The workforce is **maturing**, with a significant proportion nearing retirement age - a trend that will likely impact future staffing and succession planning.
- The **geographic locality** of employees suggests recruitment and retention are closely tied to regional factors.
- In the wider population, **economic inactivity** is relatively high, which may affect potential recruitment pools and service delivery in the council area

The Knowledge Economy

While ensuring that the area retains its economic base is critical, we must strive to create a higher-value local economy with more skilled and better-paid jobs.

Increasing the number of tourists who visit the area is also part of our vision for the area. This will mean finding new ways to encourage visitors to stay longer, offering new experiences and attracting new visitor groups. Central to this is changing the area's image so that it is perceived as a tourism destination for the twenty-first century. This will be achieved by establishing the following:

1. A MORE DIVERSIFIED ECONOMY where local employment opportunities are increased by building on the area's existing strengths in tourism and aerospace, using the area's engineering base to develop a renewable energy industry and attracting new emerging growth industries, connected with digital technologies and the media.
2. AN ENTREPRENEURIAL CULTURE in which existing businesses thrive and expand, and the rate of start-up and survival of new business locally is increased.
3. EQUALITY OF ECONOMIC OPPORTUNITY by tackling the problems of poverty and unemployment through improving access to education, training and jobs, including in the more deprived communities, such as in Ayr North and Girvan, and among young unemployed adults.
4. AN ATTRACTIVE PLACE IN WHICH TO LIVE, WORK, VISIT AND INVEST by ensuring that the area has a good communications infrastructure, affordable and available land for development, good quality schools and leisure services and an attractive local environment.
5. VIBRANT AND DYNAMIC TOWN CENTRES, MOST IMPORTANTLY AYR, by strengthening the role of town centres as the economic hub of the area.

6. A MORE DYNAMIC RURAL ECONOMY by ensuring the sustainability of rural communities through improvements in employment opportunities, public transport and access to services.
7. HIGH QUALITY CONNECTIVITY by securing transport infrastructure and service improvements, developing the digital communications infrastructure and encouraging digital service access for all.

Tourism Economy in South Ayrshire and South Carrick

South Ayrshire Overview

- **Visitor Numbers:** Approximately **770,000 overnight visits** in *Ayrshire & Arran* in 2023, with **2.6 million overnight stays** and a combined visitor spend of **£175 million**
 - **Employment:** Tourism supported around **6,000 jobs**, equating to **13.3% of local employment**—significantly higher than the Scottish average (~10%)
 - **Economic Impact:** In 2021, tourism in South Ayrshire generated nearly **£162 million**, supporting around **2,500 jobs**
- South Carrick and North Carrick Context**

- **Tourism Importance:** The coastal and rural communities in North Carrick - such as Dunure, Maidens, Kirkoswald, and Turnberry - are seen as valuable contributors to South Ayrshire's visitor economy and biodiversity assets
- **Visitor Type:**
 - **Day visitors dominate:** ~93% of trips to Ayrshire and Arran are day trips, occupying ~78% of tourist days spent and ~69% of total visitor spend
 - **Overnight stays:** In 2019, Ayrshire and Arran hosted ~81,000 international visitors (spending £50 million over ~520,000 nights) and 661,000 domestic overnight trips (spending £139 million across ~2.46 million nights). UK visitors comprise ~89% of overnight trips.

Why Do Visitors Choose Rural South Carrick?

Key Attractions and Motivations

1. **Natural and Scenic Appeal:** Rugged coastline, long sandy beaches, rolling countryside, and coastal pathways present ideal settings for walking, cycling, bird-watching, and general outdoor leisure
2. **Heritage and Culture:** Landmarks like **Culzean Castle, Turnberry, Crossraguel Abbey**, and **Burns connections** draw cultural tourists UK Parliament+2Wikipedia+2nccbc.org.uk+2.
3. **Golf Tourism:** World-renowned courses at Royal Troon and Turnberry bring visitors for championship events and leisure play UK Parliament.
4. **Niche Experiences:** Smaller settlements like Dunure and Kirkoswald appeal to visitors seeking "best-kept secret" destinations, nostalgia trips, and sustainable rural escape
5. **Growing Trends:** Post-pandemic, 'ultra-domestic' or staycation tourism has grown, with demand for self-catering, glamping, bike-friendly stays, and eco-tourism experiences rising across South Carrick

Factor	Details (South Carrick / North Carrick)
Visitor Volume	Strong in day visitors; modest overnight stays
Overnight Spend (2023)	~£175m across Ayrshire and Arran; £142m domestic and £33m international spend
Employment Impact	Tourism supports ~6,000 jobs (~13.3% of local workforce)
Visitor Profile	Mostly domestic Scottish visitors, repeat visits, family/couples
Motivations	Nature, heritage sites, fishing villages, castles, walking, golf, tranquillity

Factor	Details (South Carrick / North Carrick)
Growth Opportunity	Eco-tourism, active holidays, glamping/self-catering, heritage experiences
Constraints	Limited visitor infrastructure: few cafes, shops, toilets, parking, trails

Implications for Accommodation Option

- **High potential demand for overnight stays** from domestic visitors seeking self-catering rural breaks or scenic cycling/walking routes.
- Providing **secure storage for bikes**, eco-friendly features, and nature-linked promotions would align well with visitor motivations.
- **Social infrastructure gaps** (e.g. cafés, shops) in rural coastal villages mean guests will rely on accommodation services—enhancing income potential.
- **Collaboration opportunities** with local attractions (e.g. Culzean Castle, coastal path experiences) and regional tourism bodies like **Destination Ayrshire** could boost visibility and bookings

The development of holiday accommodation within Pinwherry must be carefully managed to ensure it enhances rather than detracts from the local community character. Maintaining the village's identity and amenity will be key, with design and operational measures in place to minimise noise, traffic, and disruption. To maximise local benefit, the accommodation should work in partnership with nearby businesses and services, promoting local food, activities, and suppliers so that economic gains remain within the community. Employment and training opportunities for residents should also be prioritised, ensuring the project contributes to local livelihoods rather than relying on external contractors. Consideration should be given to seasonality by enabling year-round or flexible use, such as community events or emergency accommodation during quieter periods, helping sustain local vibrancy throughout the year. Finally, environmental sensitivity will be essential, protecting nearby habitats, promoting sustainable travel, and integrating green design principles, to ensure that development complements the rural setting and supports long-term community and ecological resilience.

7. CUSTOMERS

The Target Market for the Self-Catering Accommodation:

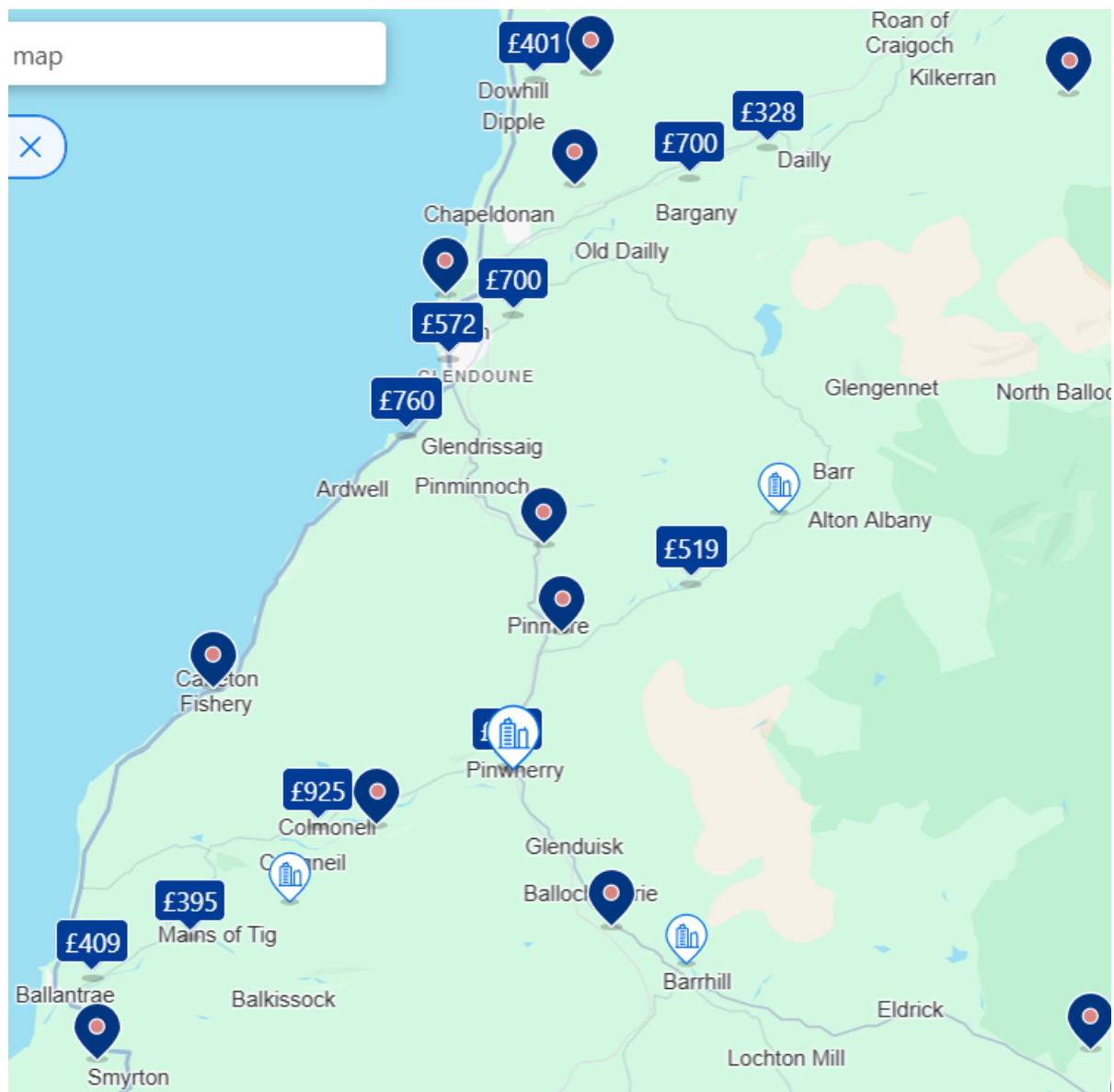
The key customer market will be niche, comprising:

- Those requiring accommodation to visit family within the area.
- Those visiting locally for family celebrations
- Those who wish to “get away” for several days
- Also, safe lockable storage for bikes and equipment
- The motor biker or outdoor activity enthusiast who is looking for very short-term accommodation when completing a cycle journey or the South West 300. . The Galloway Forest Park is under fifteen miles away from Pinwherry, including the renowned 7 Stanes mountain biking tracks.
- Those visiting for Genealogical / family research.
- Walkers, hikers, horse riders and wildlife enthusiasts
- Those travelling the Whithorn Way Pilgrims Trail, which passes through Pinwherry at section 9 on the trail between Colmonell and Barrhill

Marketing to attract each category of visitor will need to be considered.
















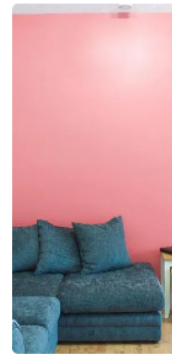



The current local market;

Per the map below from Booking.com there are a range of properties available within around a five mile radius.



A review of available examples shows a diverse range of local accommodation, including larger houses, smaller flats, and cottages with sea views. Prices for a six-night stay in November vary considerably. For instance, Lily Bank Cottage, a three-bedroom holiday home, is priced mid-range at £519, while The Signal Box at Pinwherry, a one-bedroom property, sits at the higher end at £970.

Within the immediate area, there are only six self-catering alternatives, with an additional dozen options located within a 5–8 mile radius. This indicates a limited supply of lower-priced holiday accommodation in the immediate vicinity. The proposed two-person facilities would therefore help to broaden the local accommodation offering, introducing more affordable options without competing with or undermining the existing higher-end properties.

 <p>The Cottage @ 59  </p> <p>8.5 Very good · 36 reviews</p> <p>8.1 Location</p> <p>Two-Bedroom House: Entire holiday home: 2 beds · 2 bedrooms · 1 bathroom</p> <p>5 nights, 2 adults £925 Includes taxes and charges ✓ Free cancellation</p>	 <p>Lilybank Cottage ★★★★★ </p> <p>10 Exceptional · 3 reviews</p> <p>9.2 Location</p> <p>Three-Bedroom Holiday Home : Entire holiday home: 4 beds · 3 bedrooms · 1 bathroom</p> <p>5 nights, 2 adults £519 Includes taxes and charges</p>
 <p>The Signal Box ★★★ </p> <p>7.0 Good · 1 review</p> <p>10 Location</p> <p>One-Bedroom Holiday Home: Entire holiday home: 1 bed · 1 bedroom · 1 bathroom</p> <p>5 nights, 2 adults £970 Includes taxes and charges</p>	 <p>The Sunny Bunny Holiday Home   </p> <p>7.9 Good · 21 reviews</p> <p>8.9 Location</p> <p>Two-Bedroom Apartment: Entire apartment: 4 beds · 2 bedrooms · 1 living room · 1 bathroom</p> <p>5 nights, 2 adults £475 Includes taxes and charges</p>
 <p>Balnowlart Lodge </p> <p>★★★★★</p> <p>9.4 Superb · 21 reviews</p> <p>9.5 Location</p> <p>Three-Bedroom Holiday Home : Entire holiday home: 4 beds · 3 bedrooms · 1 bathroom</p> <p>5 nights, 2 adults £409 Includes taxes and charges</p>	 <p>Ardstinchar Mews </p> <p>★★★★★</p> <p>9.3 Superb · 3 reviews</p> <p>8.3 Location</p> <p>Four-Bedroom Holiday Home: Entire holiday home: 5 beds · 4 bedrooms · 3 bathrooms</p> <p>5 nights, 2 adults £554 Includes taxes and charges</p>
 <p>Fiddlers Rest ★★★★★ </p> <p>9.0 Superb · 25 reviews</p> <p>8.6 Location</p> <p>Two-Bedroom Holiday Home: Entire holiday home: 3 beds · 2 bedrooms · 1 bathroom</p> <p>5 nights, 2 adults £374 Includes taxes and charges</p>	 <p>Dairy Cottage with sea views </p> <p>9.2 Superb · 33 reviews</p> <p>9.7 Location</p> <p>Two-Bedroom House: Entire holiday home: 3 beds · 2 bedrooms · 1 bathroom</p> <p>5 nights, 2 adults £700 Includes taxes and charges</p>



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Assumptions for Accommodation Type

Let us assume:

- 2–4 bed **self-catering unit** (sleeps up to four guests)
- Mid-range, clean, comfortable, rural stay with niche appeal (walkers, cyclists, families)
- Uses **Airbnb**, **Booking.com**, and **direct bookings**
- Average **nightly rate**: £80–£110 depending on season
- Aim: Conservative, realistic expectations for a small rural village

2. Seasonal Occupancy Assumptions

Season	Months	Occupancy Rate	Nightly Rate (£)	Comments
Peak (High)	June – August	75% – 90%	£100 – £110	School holidays, summer tourism
Shoulder (Mid)	April – May, Sept – Oct	50% – 65%	£85 – £95	Walkers, couples, retirees
Low	Nov – March	20% – 35%	£75 – £85	Quiet season; holidays & weekends only

3. Annual Occupancy Projection (Conservative Model)

Season	Estimated Nights Booked (out of 365)	Avg Nightly Rate	Total Revenue (£)
Peak (3 months)	82 nights (90 days × 90%)	£105	£8,610
Shoulder (4 months)	73 nights (120 days × ~60%)	£90	£6,570
Low (5 months)	45 nights (150 days × 30%)	£80	£3,600
Total	200 nights		£18,780

- ♦ **Target annual occupancy:** ~55%
- ♦ **Revenue range:** £17,000–£22,000/year depending on rate and demand

4. Cost Considerations (Annual)

Cost Item	Est. Amount (£)	Notes
Cleaning & Laundry	£5,000	Based on £50 per turnaround
Utilities (Electric, Water, Internet)	£2,000	Rural rates assumed
Maintenance & Repairs	£1,000	Annual upkeep
Marketing/Platform Fees	£2,000	Airbnb, Booking.com (~15%)
Insurance & Compliance	£1,000	Guest liability, building, fire risk

Cost Item	Est. Amount (£)	Notes
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Total Costs	£11,000	
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- ◆ **Net income forecast:** ~£9,000–£12,000/year
- ◆ Potential for higher earnings with added features: bike storage, hot tub, EV charger, dog-friendly setup

Given the type of accommodation and location. Bike Storage, EV Charging and being Dog Friendly would be very much high on the agenda for tourists visiting locally.

5. Seasonal Planning Tips

- **Maximise peak months:**
 - Open calendar early (6–12 months ahead)
 - Offer week-long stays with small discounts
- **Boost shoulder season:**
 - Target **retirees, walkers, couples** with promotions
 - Link with local events or walking festivals
- **Low-season strategy:**
 - Promote festive stays (Xmas, New Year)
 - Offer flexible weekends or "**working from anywhere**" remote escapes
 - Use local deals (e.g., firewood, welcome baskets)

6. Tools to Manage Occupancy

- Use **dynamic pricing tools** (e.g. Pricelabs, Beyond Pricing)
- Automate messages and cleaning schedules
- Link to local tourism board or destination marketing organisations (e.g. Visit South Ayrshire)
- Consider **pet-friendly listing** — boosts bookings by 20–30%

Year	Nights Booked	Avg Nightly Rate (£)	Gross Revenue	Platform Fees (£)	Cleaning & Laundry (£)	Fixed Costs (£)	Total Costs (£)	Net Income (£)
2025	200	90	18,000	2,700	3,500	3,800	10,000	8,000
2026	205	92	18,860	2,829	3,588	3,800	10,217	8,644
2027	210	94	19,740	2,961	3,675	3,800	10,436	9,304
2028	215	96	20,640	3,096	3,763	3,800	10,659	9,982
2029	220	98	21,560	3,234	3,850	3,800	10,884	10,676

Recommendation

The recommendation is to convert to accommodation. This has backing of the community and secondly shows the most opportunity for income and surplus generation. See Appendix 3 for Benchmarking.

In the months between decision and planning being approved and work starting, the Nursery Building should start to generate income through being let out for a store. Some repairs would be required to make this happen.

There is an opportunity to generate further opportunities by extending the Nursery building. This would allow the building to be split and have two self-contained units. The financials above do not take a split into account, however if this investment were made it would generate additional surplus.

Next steps for the community will be to review the results. The results should be made available on Facebook, being able to read the full version on the website or request a printed version.

The possible stages would be as follows;

Feasibility & Planning

- Conduct building survey and structural assessment (If not already conducted as part of the original redevelopment)
- Review planning regulations and see if change of use is required
- Develop preliminary budget and timeline
- Engage architect and QS

Design & Approvals

- Architect prepares concept and detailed designs – this could include an extension at the rear
- Submit planning application and building regulations approval
- Provide community open day or similar to show them final plans

Procurement & Preparation

- Finalise drawings and specifications
- Tender to contractors and appoint main contractor

Construction Phase

- Carry out structural works, refurbishments, and fit-out

Completion & Handover

- Final inspections and snagging
- Obtain completion certificate

Appendix 1 – Drop-in Session format

Introduction:

Thank you for attending this evening session, we are running two sessions, one this evening and a second tomorrow morning.

This is a very informal process for what is a really important development in the Auld School.

There is a survey, some of which are available this evening. We did have a batch at the printers that were supposed to be out end of last week to every household. However, the

courier sat on them for at least 5 days. These will now be distributed with a return date of 15th September.

For this evening, we would love your views on the future use of the Old Nursery outbuilding at The Auld School.

1. **Questions:**

2. How familiar are you with the Old Nursery building, what do you remember of it? (This is only to get them chatting)
3. What do you feel you are missing in Pinwherry
4. What uses do you think the Nursery could be used for
5. What benefits do you think this project could bring to the community?
 - Stronger community connections
 - Opportunities for learning & skills
 - Supporting local economy
 - Safe place for young people
 - Preserving heritage
 - Other: _____
6. Do you have any concerns about the project?
 - Yes _____
 - No



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2. Whiteboard + Post-it “Brain Dump” Session

We will now move to allow you when having a cup of tea, to put the views you have personally onto the post it notes and stick them onto the white board. You are not a shy bunch, but there may be something you did not want to mention in public, stick it on a post it.

What would YOU personally like to see happen in the Old Nursery?

On the White Board also place any questions you may have, concerns,

Prompts:

- What do you think the Old Nursery could become?
- What would make you (or your family) want to use the building?
- What activities or services are missing in Pinwherry that could go here?
- What is one creative / wild idea for the space?
- What is one practical / realistic idea for the space?

Appendix Two – Online and Paper Survey.

Community Survey: The Future of “The Nursery” at Pinwherry School

Dear Resident,

We are reaching out as part of our ongoing efforts to revitalise and make the best possible use of the refurbished Pinwherry School building, we are now looking at the Nursery annex.

As your local Community Development Trust, we are committed to ensuring that any future use of this space reflects the aspirations, priorities, and needs of the community it serves.

We are looking to produce a solution where the former nursery building will generate sufficient income and be commercially viable.

Your input is essential. This brief survey (approx. 5 minutes) is your opportunity to influence decisions on the future use of this valuable community asset.

If you want to be kept informed about the development of the nursery project, please check our Facebook link: www.facebook.com/pinwherryandpinmore and our community website link: www.pinwherryandpinmore.org.uk and you can become a member of PPCDT using this Trust membership link: <https://www.pinwherryandpinmore.org.uk/community-development-trust/>

You can complete our survey online by using this link

<https://forms.office.com/e/BYZqu5KhWx>

Paper surveys will be distributed on 20 **August**, if you could please return them by post, or you can hand them in at the Centre or when you attend one of our upcoming drop-ins. The address for paper survey returns is The Auld School Community Centre, Main Street, Pinwherry, KA26 0RN.

There will be an evening drop in consultation from 6:30 - 8:30pm at The Auld School Community Centre on **28 August**. There will also be a daytime drop in consultation from 10am - 12noon on **29 August**.

We would ask you to please complete the survey by **5 September at the latest**.



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Thank you for your time and input.

Warm regards,
Marie McNulty
Chairperson of Pinwherry and Pinmore Community Development Trust

8. Survey

9. Section 1: Community Questions

1. Do you live in a nearby area of the community?

- Yes, Pinwherry
- Yes, Pinmore
- Yes, Poundland
- I do not live nearby

2. In your opinion, what is currently missing or under-provided in the local area? (Choose up to three)

- Youth services or activities
- Adult learning or vocational training
- Visitor accommodation
- Support for local businesses/start-ups
- Arts, culture, and performance space
- Health and wellbeing services
- Affordable childcare or nursery services
- Other (please specify): _____

3. What do you think the community's top priorities for improvement or investment should be? (choose up to 3 answers)

- Social inclusion and reducing isolation
- Development of tourism
- Economic regeneration and employment
- Cultural and recreational facilities
- Services for young people
- Services for the elderly
- Services for vulnerable groups of people
- Mental health and wellbeing
- Community resilience (e.g., severe weather risk)
- Skills development and education
- Local enterprise and entrepreneurship

4. Are there any specific groups or demographics you believe the building should prioritise supporting?

- Young people and students
- Older people
- Families with children
- Disabled individuals
- Ethnic minority groups
- Unemployed or low-income households
- Local entrepreneurs/start-ups



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- Visitors
- All of the above
- Other (please specify): _____

10. Section 2: Former Nursery Building Questions

5. What types of activities or services would you like to see offered in the former nursery building?

- Visitor and tourist accommodation
- Co-working business space for local SMEs
- Arts and cultural venue
- Local market or retail space for start-ups
- Other (please specify): _____

6. How important is it to you that the former nursery building is used in a way that generates income to sustain itself in the long term?

- Very important
- Somewhat important
- Neutral
- Not important
- Not sure

7. Would you support the use of the building as a short-term rental/holiday let?

- Yes
- No
- Maybe
- I need more information

8. Would you support a mixed-use approach (community + commercial use) to help make the building sustainable?

- Yes
- No
- Maybe
- I need more information

9. Would you be interested in using space within the building?

- Yes, regularly
- Yes, occasionally
- Depending on availability and cost
- No
- Not applicable

If you selected yes, please describe what for _____

10. Do you have any commercially viable ideas for the use of the former nursery building, or suggestions for potential partners and local organisations that could help deliver projects in the building?

11. Do you have any concerns or considerations we should keep in mind when planning future use of the building?

Appendix Three – Benchmarking

Local comparators (radius ~10–20 miles)

NEWTON STEWART YOUTH HOSTEL

Basic Overview & Location

- The hostel is located in a quiet woodland area just outside the market town of Newton Stewart in southwest Scotland.
- It is housed in an old Victorian school-house building – giving it a character and historical feel.
- It serves as a strong base for outdoor and adventure travellers: mountain biking, walking, the nearby Galloway Forest Park, and cycling routes.

Facilities & Features

- Self-catering kitchen, laundry and drying room. Secure bike storage. Ample on-site parking.
- Suitable for families as well as solo/backpacker stays there are family-sized bedrooms along with dorm/shared accommodation.
- Very strongly geared for outdoor/sport-friendly guests: equipment storage, close to trails, woodland location.
- The décor/setting retains hostel style (shared rooms/dorms) rather than full private-unit exclusivity.

Strengths & Weaknesses (for benchmarking)

Strengths:

- Strong location for outdoor / nature-based tourism.
- Good infrastructure for active-tourist market (bike storage, drying room, parking) which is comparable to best in class.
- Historic building appeal (Victorian schoolhouse) gives character which can be a selling point.

Weaknesses (or points to keep in mind):

- Shared accommodation model means less exclusivity and privacy vs a dedicated private unit.
- For a client desiring “whole-unit hire” for a family group, pricing may not be as advantageous as a self-catered private unit where you set the rate for the group.
- Facilities might be slightly less premium (e.g., fewer “luxury touches”) than a bespoke self-contained unit.

BOOKTOWN BUNKHOUSE (WIGTOWN)

Basic Overview & Location

- The bunkhouse is situated at **21 North Main Street, Wigtown DG8 9HL**, in the heart of Wigtown (often described as Scotland's "National Book Town").
- Described as "simple affordable accommodation for visitors to Wigtown and the Machars."
- It is well-located for exploring the town (bookshops, cafés), and the surrounding countryside.

Facilities & Features

- Accommodation types:
 - Two bunkrooms with **2-bed bunks** each, with ensuite shower rooms.
 - One double bedroom with an **accessible wet room**.
- Kitchen: "Kitchen with the essentials for preparing your own breakfast, light meal and hot drinks (microwave, kettle, plates & cutlery)."
- Bike storage & drying room: "Secure Bicycle Storage Shed and drying room" located at the rear.
- Free Wi-Fi.
- Access: Keyless entry via unique door codes (24-hour arrival/departure).
- Pet policy: Some sources list "pets welcome."

Pricing / Capacity Insights

- Rate example: One of the 2-bed bunk rooms is listed as **£32 for single occupant** and **£50 for double occupancy**.
- Because these are rooms (2-bed bunk or double with wet room) rather than whole-unit for a larger group, the model is more "per room" than "whole building hire".
- For benchmarking, if you have a small group of two at £50, that equates to **£25 per person** in this example. For more than two, you would be paying for another room or extra beds depending on policy.
- Reviews suggest very good ratings (e.g., 9.0/10 from 47 reviews) indicating strong perceived value.

Strengths & Weaknesses (from the perspective of benchmarking)

Strengths:

- Very competitive room rate compared to many accommodation options in rural Scotland—makes it a strong value proposition.
- Good equipment for outdoor-oriented guests: bike storage, drying room, central location.
- Accessibility options (accessible wet room).
- Simple, lean model — less frills, fewer overheads — allows low rates.
- High guest satisfaction / strong reviews.

GLENTROOL

- “The Coorie,” a self-catering unit within the refurbished former school (Glentool Hive, run by the Glentool & Bargrennan Community Trust). Glentool Hive
- Sleeps: up to 5 (double room with king-size bed, single room + double sofa bed). Wheelchair-accessible shower/WC. Bike storage, dogs allowed (fee), EV charging and campervan hook-up on site. Glentool Hive
- Price point: from £85/night (whole unit). Glentool Hive

Implication for benchmarking: at full occupancy this equates to roughly £17–£28 pppn depending on 3–5 guests (unit-rate vs per-bed hostel pricing).

- On-site venue/supporting facilities
- The Hive (same building) has two halls, kitchen, projector/screen and capacity ~70, plus paid showers & laundry for visitors—useful for group stays and events. VisitScotland+1
- Benchmarks to use (apples-to-apples)
 1. Capacity & configuration
 - Max 5 in 2 bedrooms + sofa bed (best for families/small groups). Glentool Hive
 - Hostels: mix of dorms and private rooms—better for larger groups but less exclusive use. Hostelworld
 2. Accessibility & inclusivity
 - Fully wheelchair-accessible bathroom; dogs accepted (fee). Glentool Hive
 - Check comparators for step-free access and pet policies (often mixed). Hostelworld
 3. Gear-friendly amenities (important for hikers/bikers)
 - Secure bike storage, laundry within the unit; EV charge point; campervan hook-up. Glentool Hive
 - Hostels: typically have bike storage & drying room; EV charging varies. Hostelworld
 4. Add-on spaces for groups/events
 - Hive: halls/kitchen for gatherings (up to ~70), showers/laundry for non-residents—useful for club meets or festivals. VisitScotland+1
- Quick read on positioning
- The “old school” Glentool offer is not a dorm-style bunkhouse; it’s a modern, accessible, whole-unit stay embedded in a community hub. For families or small groups (≤ 5), the pppn is competitive with local hostels, while offering exclusive use and strong facilities (bike storage, EV). For bigger groups, partner it with the Hive’s halls and encourage overflow to nearby hostels/campsite.