

G C D A CHRISTMAS COMMUNITY FEEDBACK 2025



January 2026
v2.0

HOUSEHOLD PARTICIPATION

This year's Community Christmas Payment process achieved full household coverage. 106 residents across 55 households took part, **representing 100% of households in Glenbarr**. Six households chose to register for the payment only and abstained from providing feedback; the remaining households submitted the anonymous feedback. This provides a robust village-wide evidence base to inform Board discussion and 2026 planning.

METHOD & VOTING BASIS

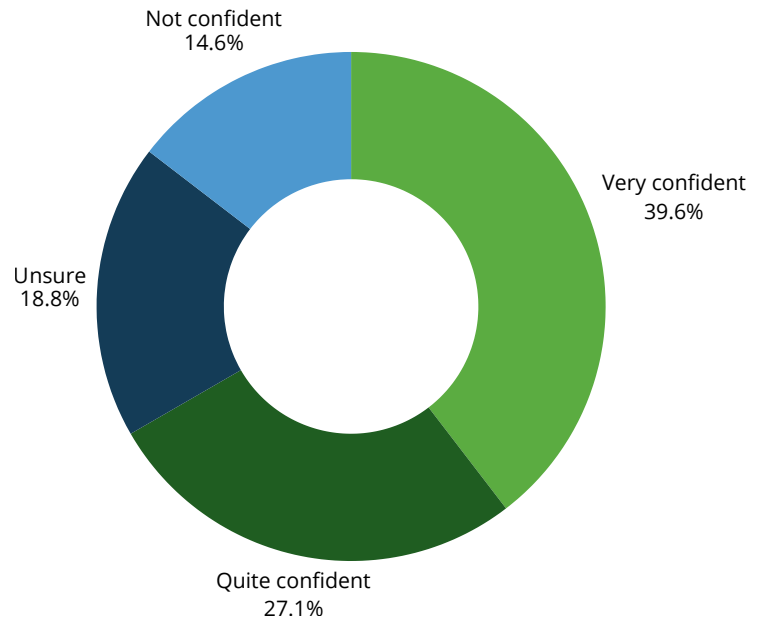
Responses were collected through the Christmas Community feedback form, with one vote per household as the baseline. All charts and percentages should be presented on this household-weighted basis.

Where questions allowed multiple selections, totals will exceed 100% by design.

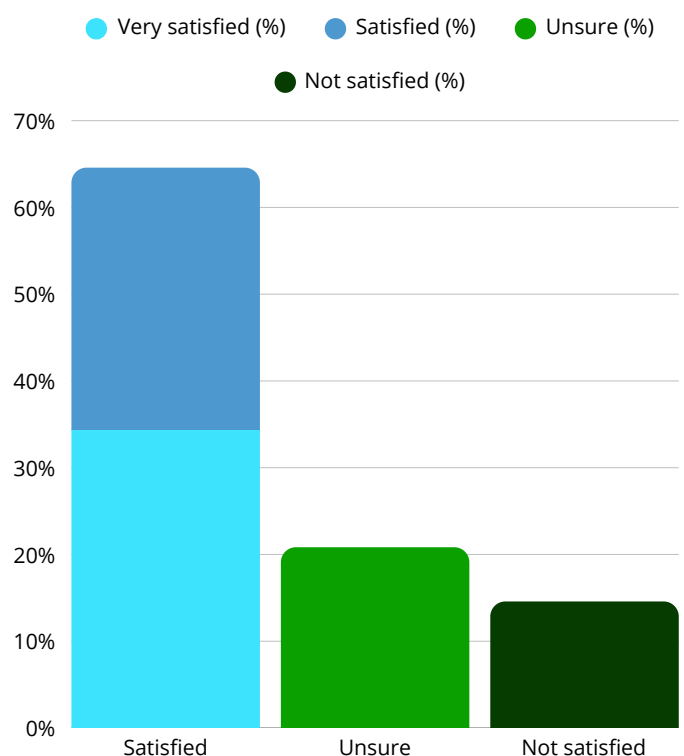
HEADLINE FINDINGS

Overall sentiment is positive. Most households indicate they are broadly supportive of GCDA's direction, with strong anticipated use of new assets (Hub, Dal an Duie and Woodlands). At the same time, the data shows a small but meaningful subset with concerns about woodland works and a clear preference among many households for limited event frequency. Communication reach remains a key determinant of whether people feel informed.

Confidence GCDA acts in the best interests of the community



Satisfaction with GCDA's overall direction for 2026

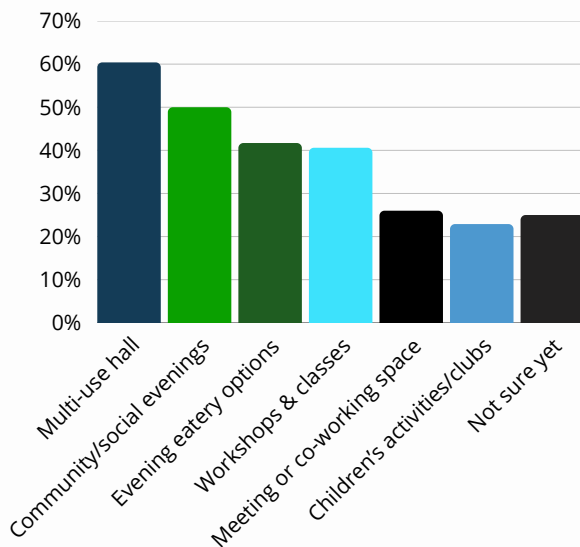


COMMUNITY HUB

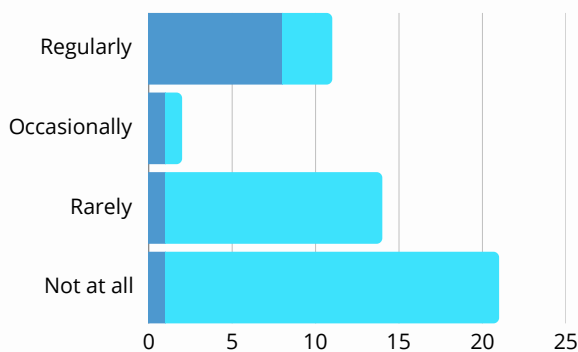
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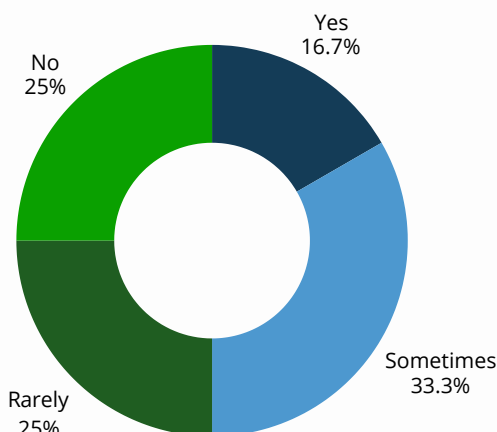
Hub features expected to be used



Likelihood using play park split by demand for children's activities elsewhere in feedback



Warm indoor social space usage



WHAT WE ASKED

We asked what parts of the Hub households expect to use, when they would use it, whether they would use a warm space in winter, likelihood of using a small play park, and whether meeting/co-working space would benefit anyone.

WHAT WE HEARD

Demand is broad across multiple Hub functions which is supportive of the recently approved spatial plan as baseline for the brief to be developed through 2026. The multi-use hall and social/community uses score strongly, suggesting the Hub is expected to be a shared village facility rather than a niche service. A meaningful subset is uncertain ("not sure yet"), which is likely less resistance than simply limited visibility of tangible results.

Warm space demand is present but appears situational ("sometimes" rather than "always"), which aligns with using the Hub as a resilience option in winter and during power cuts rather than a primary heating solution. Co-working/meeting space is relevant for a smaller segment but can provide value beyond official work spaces (small meetings, community groups, private gatherings).

Households indicating children's activity interest show a strong relationship with play park usage, while many non-family households do not anticipate using a play park at all.

DISCUSSION POINTS

The data supports prioritising a programme that makes the Hub feel active and multi-purpose early (hall, community evenings, classes, evening food options). The "uncertain" group is a communications/offer-definition opportunity. The play park question is highly polarised by household type as expected; it should be framed as a family benefit and considered alongside funding/maintenance implications.

DAL AN DUIE & COMMUNITY WOODLANDS



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Expected use and value

WHAT WE HEARD

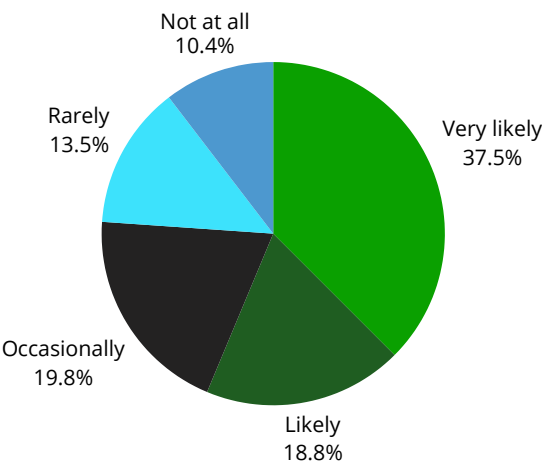
Expected use is centred on walking, nature and low-key recreation. The planned routes appear to be the single strongest driver of anticipated value. Nature features (wildflower areas/trees/quiet seating) matter to households and link to the community's desire for the site to feel cared for rather than "over-developed".

Interest in volunteer opportunities is strong, indicating capacity for community participation in planting, light maintenance and events, provided opportunities are well managed and occasional.

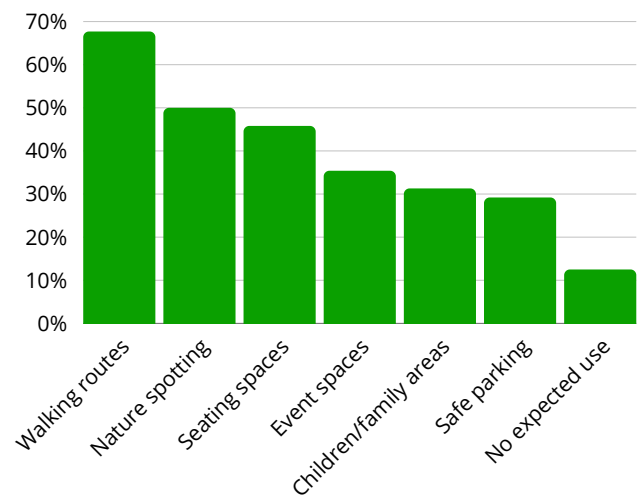
DISCUSSION POINTS

The strongest success measure for Dal an Duie in 2026 is likely to be visible progress on routes and a sense of quality (safe, clear, accessible). Volunteer appetite is an asset, but it will require coordination and clear boundaries to avoid burnout.

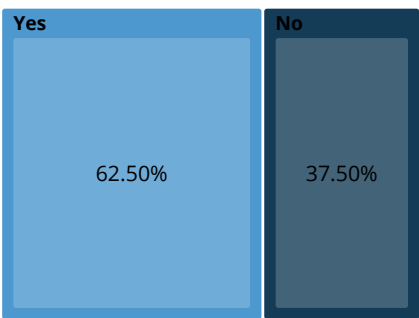
Likelihood of using new walking routes



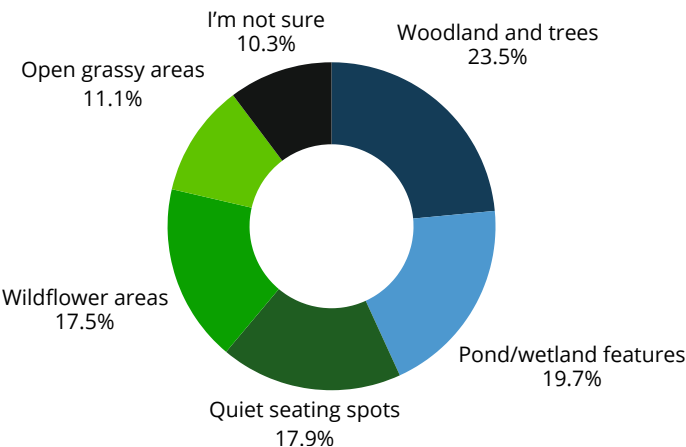
Activities expected to use



Volunteering interest



Most important nature features



DAL AN DUIE & COMMUNITY WOODLANDS



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Comfort with works and confidence in delivery

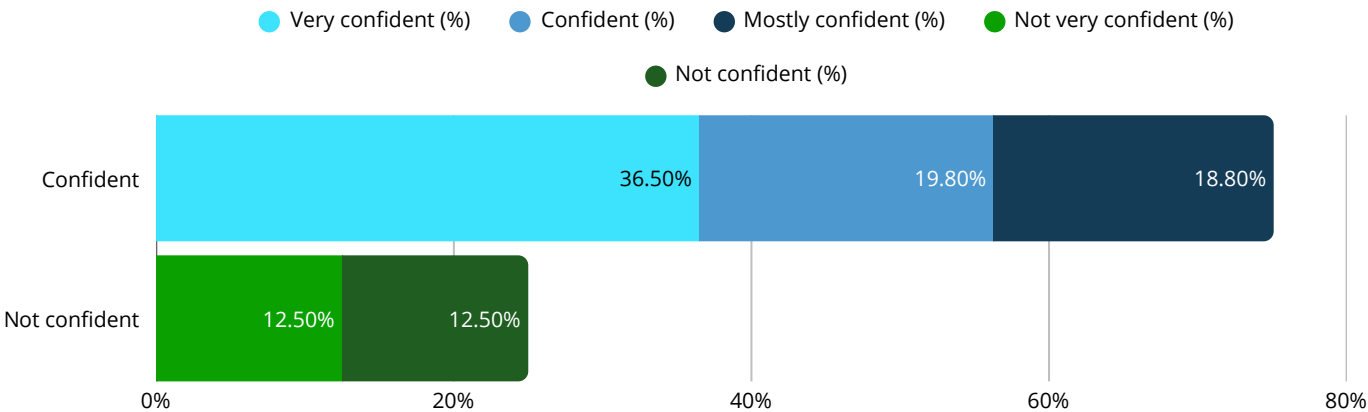
WHAT WE HEARD

The majority of households are comfortable with planned works and confident in GCDA’s management. However, the minority expressing concern is consistent across “comfort with works”, “confidence in responsible felling management”, and “understanding why works are happening”. Where comments exist, they indicate sensitivity around perceived transparency, staging, and follow-through, rather than blanket opposition.

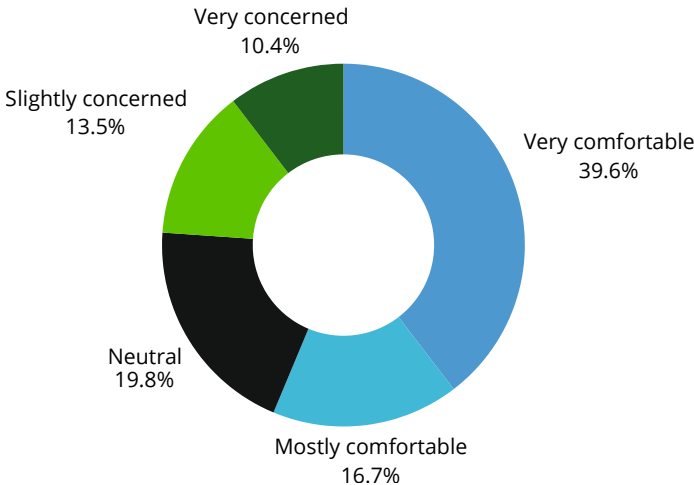
DISCUSSION POINTS

Where a small number of households have concerns, these are best addressed through clear communication and good delivery practice, including clear phasing, a visible rationale for works, and periodic updates as activity progresses. This can help maintain confidence while keeping delivery on track.

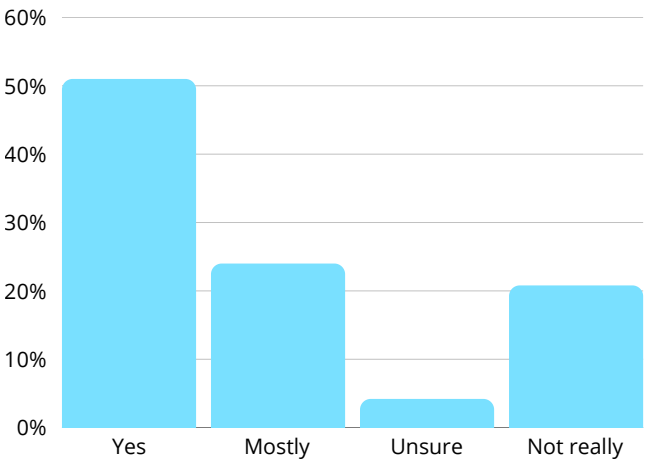
Confidence in felling management



Comfort with scheduled works on Dal an Duie



Understanding of why works are happening at Dal an Duie



DOOCOT AND DOOCOT WOODLANDS TRANSFER

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Dooicot awareness and direction

WHAT WE HEARD

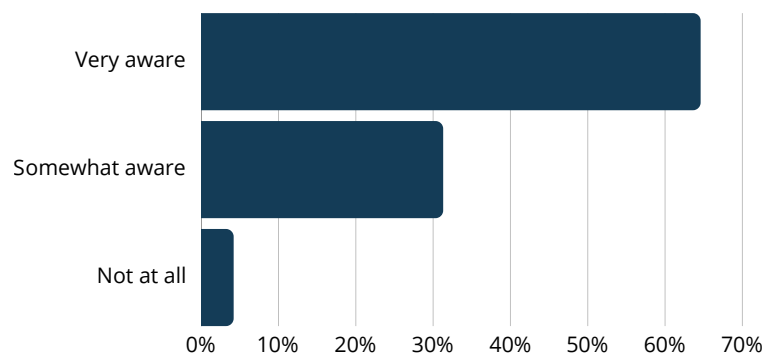
Awareness of recent Dooicot work is generally high. Support for seeking further funding is positive overall, but those most aware of the project are more mixed, suggesting that deeper engagement can bring more nuanced views (trade-offs, fatigue, or preference for other priorities).

Preferred direction tends to cluster around access improvements and educational/community value, with some households preferring a lighter-touch approach to future work.

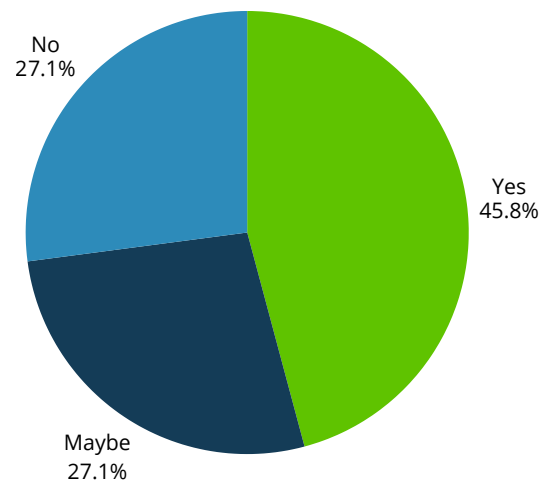
DISCUSSION POINTS

The Dooicot remains a valued heritage asset. Any future phases should be clearly set out in terms of community benefit and deliverability, with scope and purpose explained in plain terms. The feedback suggests some households are broadly aware of the project but still unsure about what should come next, which indicates that clearer definition of proposals would be helpful.

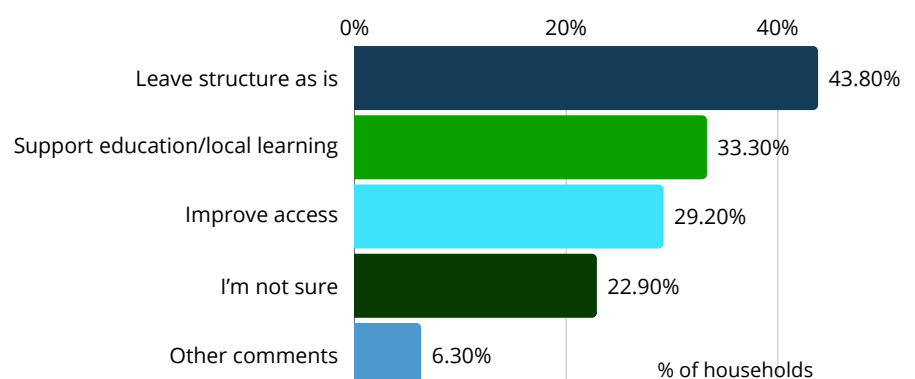
Awareness of recent Dooicot work



Support for further funding



Preferred direction for the Dooicot project



DOOCOT AND DOOCOT WOODLANDS TRANSFER

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Doocot woodlands transfer: support, use and early priorities

WHAT WE HEARD

This is the most clearly segmented issue in the dataset. Support is strongly tied to expected use: households that anticipate using the woodlands are far more likely to support transfer; households that do not anticipate use are far more likely to oppose it.

Early priority preferences provide a practical steer for “what good looks like” if ownership proceeds (access/safety, biodiversity, light maintenance, learning).

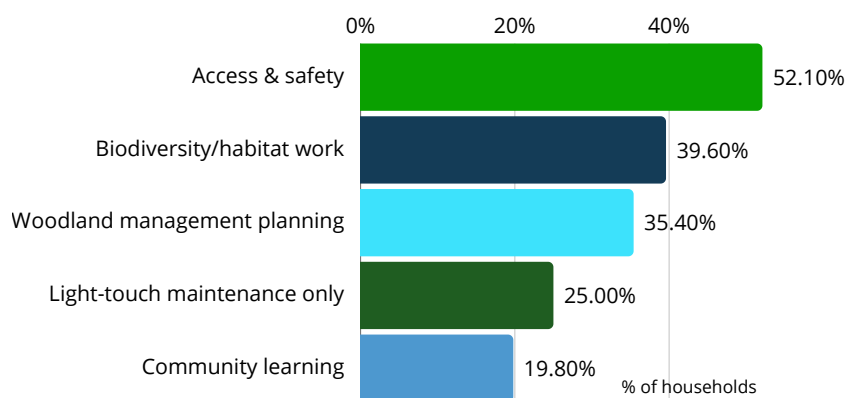
DISCUSSION POINTS

The Board should treat transfer discussions as an evidence-led case about community benefit, not simply an ownership question. The data supports that the best way to build alignment is to describe tangible outcomes and usage rather than abstract governance arguments.

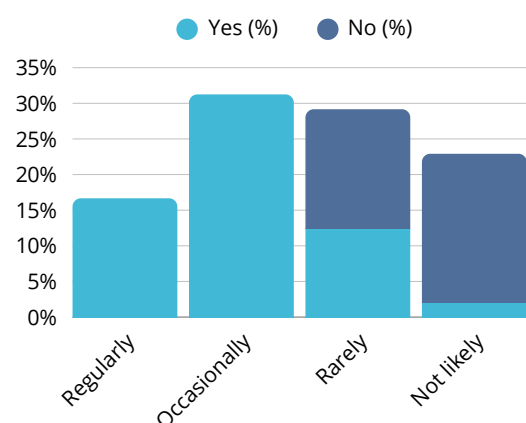
Support for Doocot woodlands transfer



Early priorities if GCDA acquires the woodlands



Support for transfer by likelihood of use



Early priorities comments summary

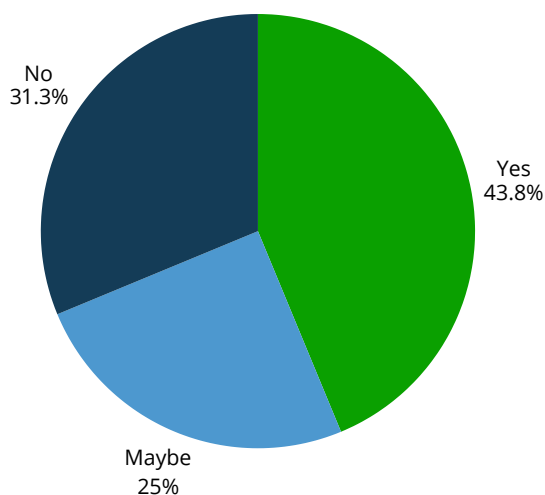
- **Opposition to acquisition:** Comments questioned the case for taking ownership, citing limited community benefit and value-for-money concerns.
- **If ownership proceeds:** Several comments preferred a minimal intervention approach — focus on safety and basic maintenance, while keeping the woodland largely natural.
- **Community-use suggestions:** A small number proposed practical benefits such as natural play/den-building, learning activities, and improving links/access to nearby paths/areas.
- **Broader sentiment:** One comment framed opposition in terms of concern about the village changing, rather than the woodland issue alone.

HOUSEHOLD IMPROVEMENT PROGRAMME

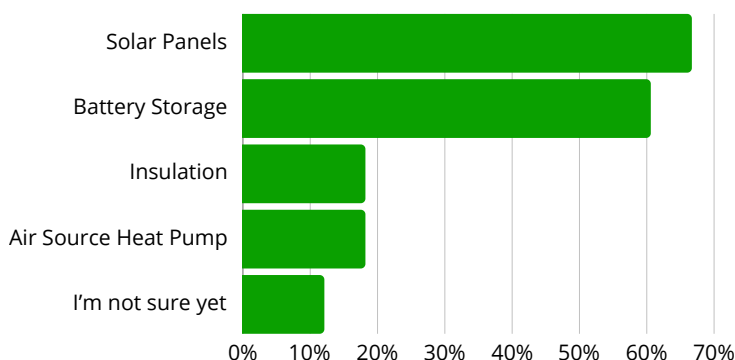


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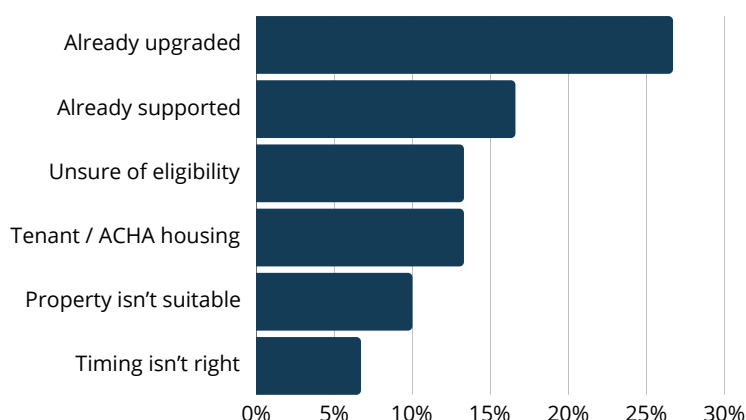
Interested in receiving support



If interested, which area(s) would you like help with?



If not planning to take part, which factors influence your decision?



WHAT WE HEARD

Interest is split across “yes/maybe/no”, which suggests there is still a meaningful group of households who would welcome support, alongside others for whom the programme is not currently relevant. Within the households expressing interest, the strongest and most consistent signal is demand for help relating to solar PV and battery storage (52% of households). Whilst maintaining support for insulation and heating solutions, this indicates a clear opportunity to shape the programme around generation and storage solutions that households actively want to explore.

Reasons for not planning to take part appear largely practical (for example suitability, already completed works, or property constraints), rather than reflecting dissatisfaction with the programme itself.

DISCUSSION POINTS

The “maybe” group remains a key opportunity for targeted information and signposting. In parallel, the feedback gives GCD A a clear steer to prioritise solar and battery as a defined pathway for the next phase within the Household Improvement Programme for the coming year, supported by suitable advice, eligibility guidance and funding routes where available.

EVENTS AND COMMUNITY ACTIVITIES



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WHAT WE HEARD

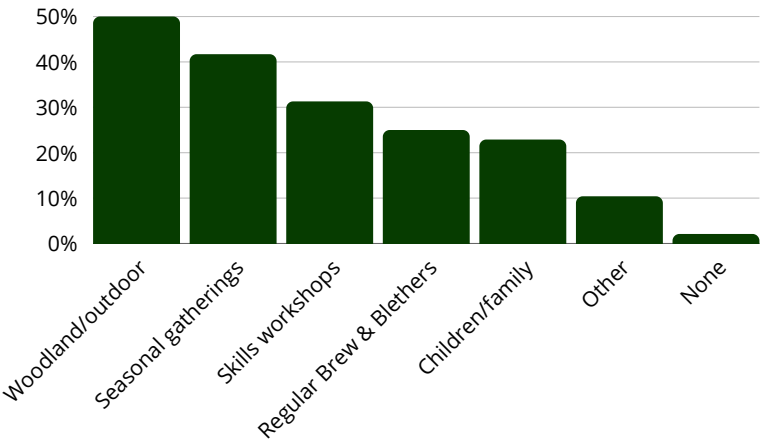
Households show interest across event types, with seasonal gatherings, outdoor/woodland activity and workshops typically performing strongly. Frequency preference trends toward “major occasions” or quarterly rather than monthly, which indicates households want events to be worthwhile and well-timed, not constant.

Brew & Blether timing shows a significant segment cannot attend offered times, indicating it serves a particular part of the community well but does not reach everyone.

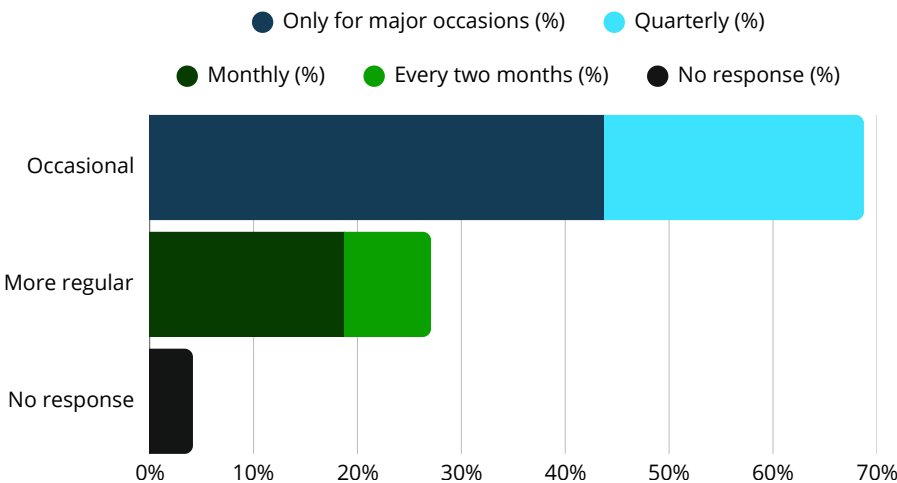
DISCUSSION POINTS

Event planning should focus on quality and inclusivity (a few strong anchor events plus targeted activities), rather than increasing frequency. Consider whether working households are better reached through additional engagement routes, rather than expecting Brew & Blether to meet all needs.

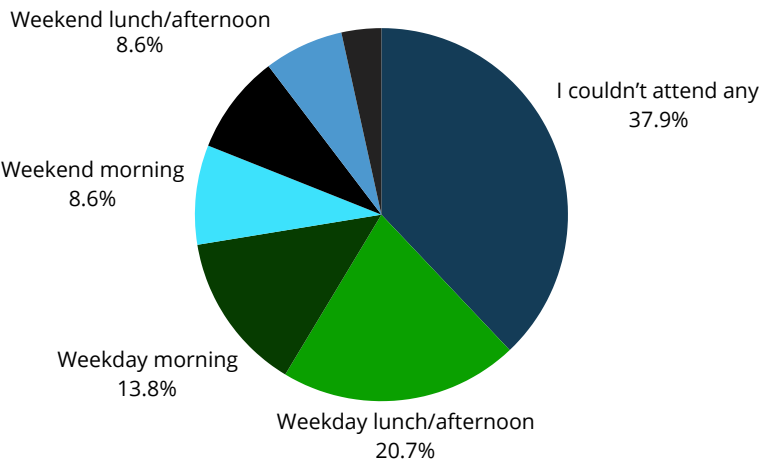
Event types households would most likely attend in 2026



Preferred frequency of community events



Preferred scheduling for Brew & Blether



COMMUNICATIONS AND ACCESSIBILITY



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WHAT WE HEARD

Where households feel well informed, they typically consume information through multiple channels (email plus WhatsApp/Facebook). Where households feel less informed, they are often not connected to the main channels or do not find them accessible.

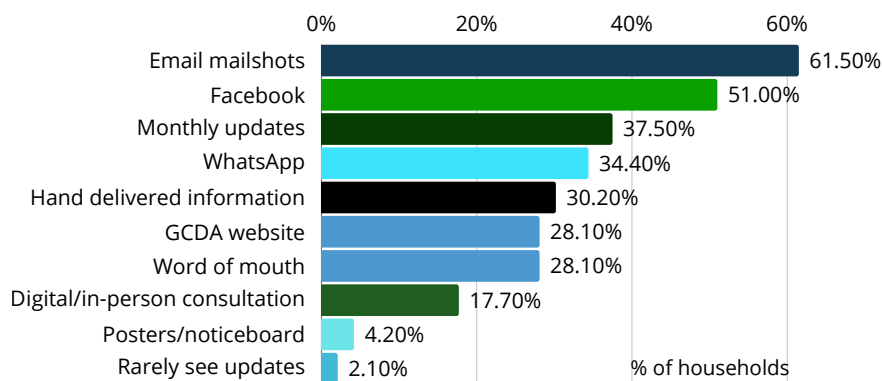
Perceived helpfulness of communications during works correlates strongly with overall feeling informed and confidence in GCDA, reinforcing that communications are a core governance function, not an add-on.

Households' preferred ways to contact GCDA vary, but the feedback shows a clear reliance on electronic channels. Maintaining these digital routes as the primary access points, alongside clear in-person touchpoints for those who prefer them, will give the best coverage and responsiveness across the village.

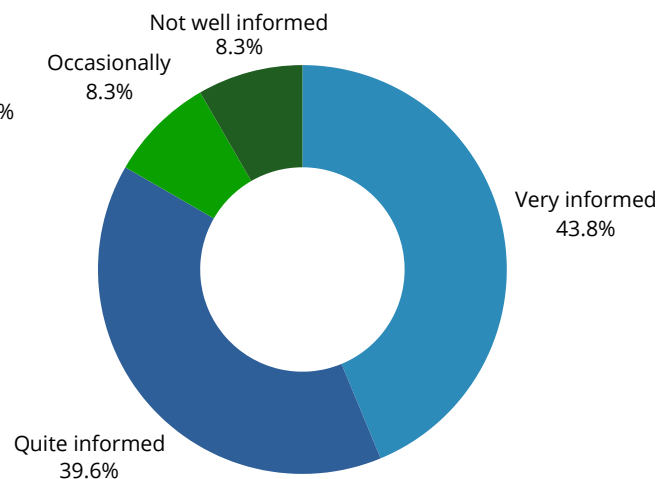
DISCUSSION POINTS

The data supports strengthening the basic communications spine (consistent updates, clarity during works, predictable places to find information) and making two-way contact easy and visible. This is the most direct lever for improving confidence among the uncertain/less engaged segment.

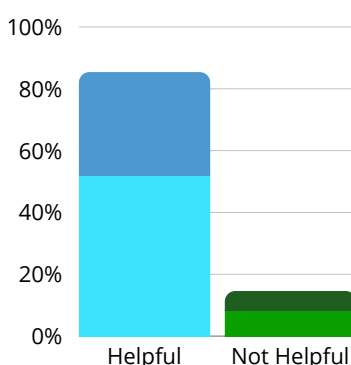
Channels households currently use for GCDA updates



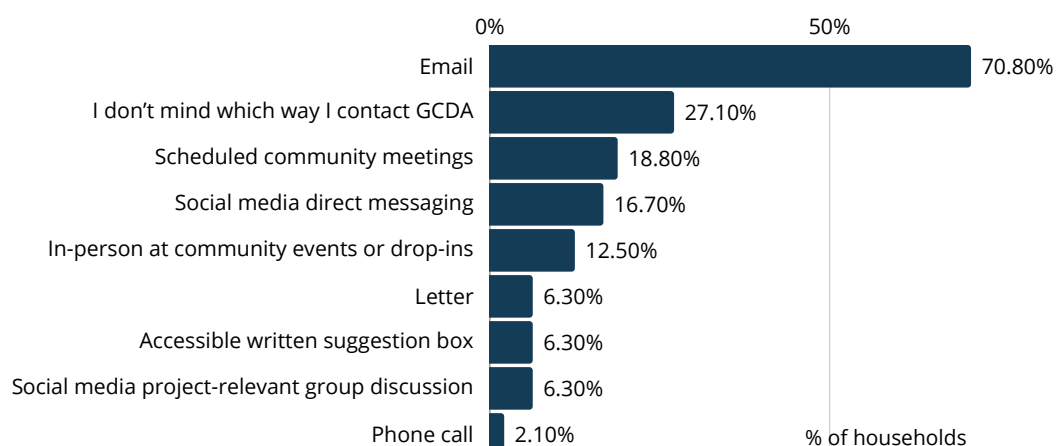
How well informed do you feel?



Helpfulness of GCDA comms during site works



Preferred ways to contact GCDA



NOTABLE CORRELATIONS AND UNDER-THE-RADAR PATTERNS

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This section pulls out relationships that are easy to miss when looking at questions in isolation, but which matter for delivery risk, communications, and prioritisation.

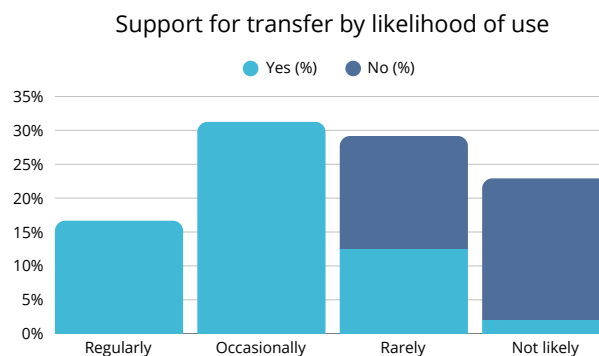
“Usage predicts support” is very strong

UNDERSTANDING THE DATA

Support for acquiring/holding woodland assets is closely linked to whether a household expects to use them. Those unlikely to use the Doocot woodlands are far more likely to oppose acquisition; those expecting regular/occasional use universally support it.

IMPLICATION

The acquisition narrative should lead with clear community benefit (access, safety, biodiversity, education) rather than ownership as an end in itself.



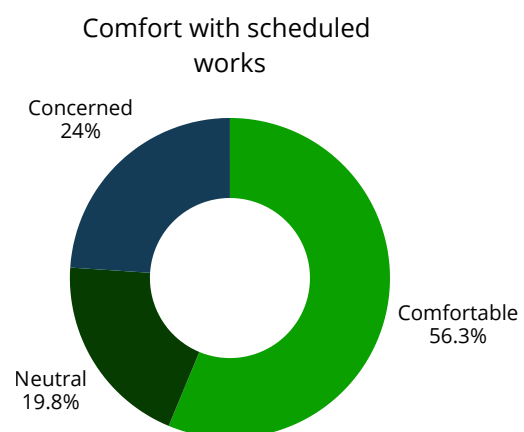
A “concern cluster” exists around woodland works and felling

UNDERSTANDING THE DATA

Most households are comfortable with planned works and confident they will be managed responsibly. However, a consistent minority expresses concern, and the written comments (where provided) indicate the issue is often less about the principle of safety works and more about perceived process, clarity, and follow-through.

IMPLICATION

Risk is reputational/trust-based rather than technical. A small improvement in how works are explained and staged could materially reduce concern.



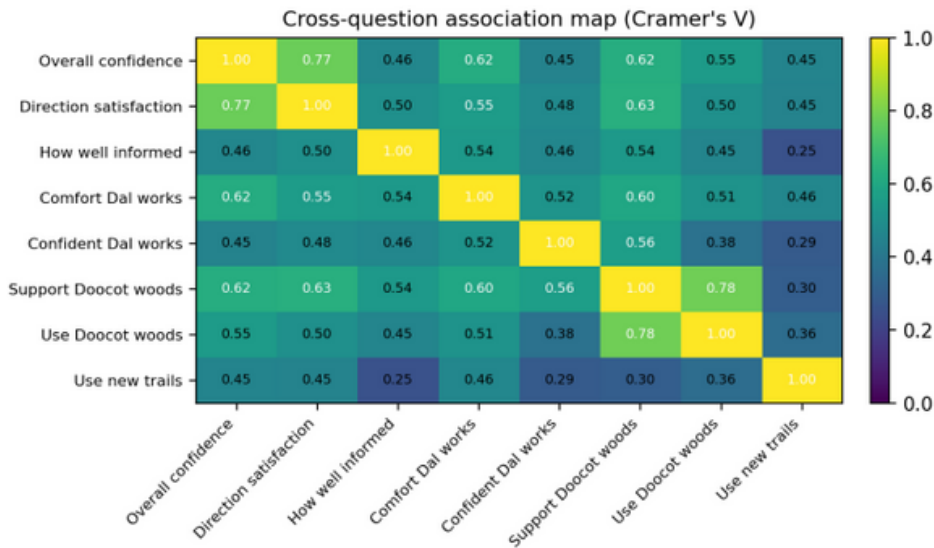
Engagement and trust move together

UNDERSTANDING THE DATA

Households that anticipate using GCDA assets (Hub features, Dal an Duie routes) and/or want volunteer updates are disproportionately more confident in GCDA and more satisfied with 2026 direction. Conversely, the small group expressing low confidence often sits outside regular engagement channels and is more likely to raise concerns about transparency or process.

IMPLICATION

Improving reach and two-way accessibility is not “comms polish”; it is directly linked to trust and confidence.



Family-leaning households show distinct preferences

UNDERSTANDING THE DATA

Using a simple proxy (households selecting children’s activities/clubs and/or children/family events), around 31% of households fall into a family-leaning segment. This group shows a markedly different pattern of demand. Family-leaning households also show higher clarity on Hub usage (no “not sure yet” responses), suggesting a more defined expectation of how they would use the Hub.

IMPLICATION

Treat family provision as a defined strand within the Hub and events programme, while recognising that the majority of households are unlikely to use a play park and will value other Hub functions and event types.

