
Why Dornoch?

A research document
completed on behalf of
Dornoch Area Community
Interest Company



North Highland Initiative
Success is in our nature.

“Why Dornoch?” Survey Report

Introduction

In early 2013, Highlands and Islands Enterprise released an Economic Masterplan for the Future of Dornoch. Designed to build upon the town’s unique setting and qualities, the aim of the masterplan is to ensure that by 2023 Dornoch will be:

- A First Class Quality Destination
- A Distinct and Rich Tourism Product
- A Place for Business & Investment

The Masterplan has a number of objectives:

1. Build brand profile – a ‘Quality Destination’
2. Increase number of visitors to Dornoch and South East Sutherland.
3. Enable business development, entrepreneurship and private sector investment.
4. Build a local destination supported by community and academic infrastructure.
5. Secure effective Partnership Delivery.

As part of building the brand profile of Dornoch (point 1 from the Masterplan), it was identified that local community opinions were very important in discovering what makes Dornoch a unique town and destination. The results of this report will form part of the strategic marketing plan for the town.

Objective

To identify the special aspects of the town of Dornoch, highlighted by locals, for future use when branding the town.

Methodology

Initially, the Dornoch Area Community Interest Company (DACIC) members, interested parties and stakeholders were invited via email to respond online to a survey which included questions identified by DACIC as important to building the brand profile. Those who preferred to fill out the survey on paper were invited to do so and to drop their responses at one of three local businesses for collection. Local school children were also encouraged to take part by liaising with the school and working through the survey during lessons.

The survey was split into three sections, outlined below:

1. The respondent – intended to discover the relation of the respondent to Dornoch.
2. Dornoch currently – designed to discover what is unique about the town of Dornoch.
3. Dornoch in the Future – exploring opinions on the future of Dornoch.

A copy of the survey can be found in Appendix 1.

Results and Analysis

When displaying the results of the survey, the original structure has been kept, separating questions relating to the respondents themselves, Dornoch in the current time, and Dornoch in the future. There were 229 total responses to the survey, and unless otherwise stated, each question was answered by all respondents.

1. The Respondent

Age Range: It was deemed important to have a complete sample of age ranges from the local community. As can be seen in figure 1, a full range of ages have been sampled. The lack of response from the age ranges 16-24 and 25-34 could be explained by the fact that, according to census data from 2011, 15% of the Highland population is aged between 16–29; lower than the national average. **(National Records for Scotland, 2014)**

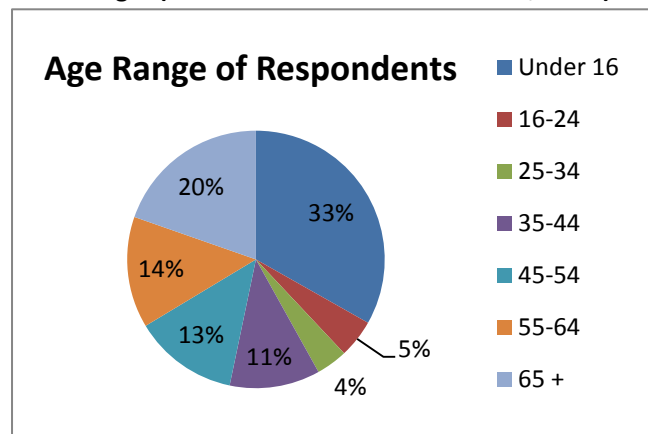


Figure 1 showing the age range of respondents.

Connection to the town: Those who took the survey indicated their connection to the town, whether they lived, worked or schooled within the town, or owned a second home in the area. As can be seen from figure 2, 62% of respondents lived in the town, and 61% also worked or attended school within the town. 17% owned second homes within Dornoch.

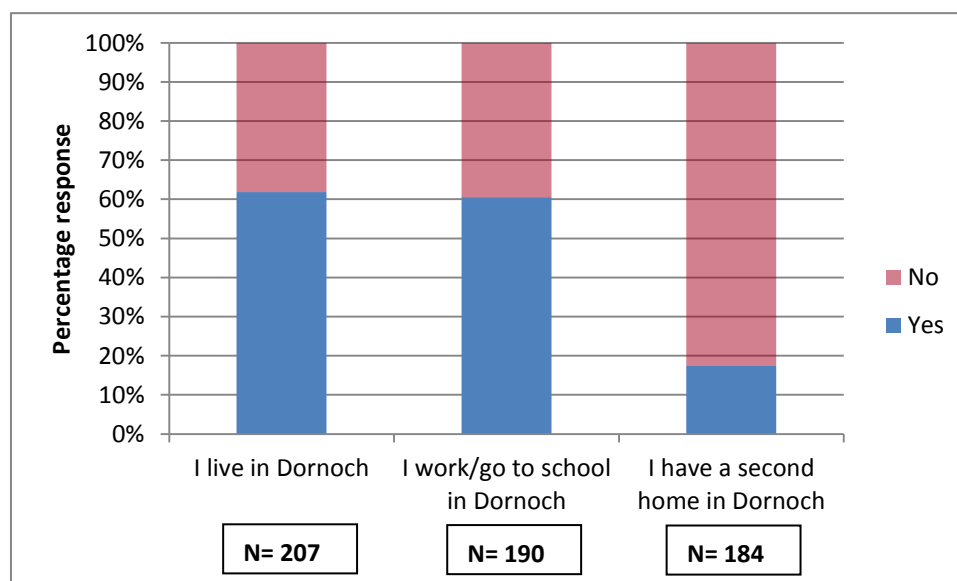


Figure 2 - showing the respondents relation to the town.

2. Dornoch Currently

Describe Dornoch: Participants were asked to list up to 5 words which they thought described Dornoch and the local area. These were then sorted into categories, a summary table of which can be seen below.

Category	Example words	Number of Responses
Atmosphere	Words including character, comfort, home and atmosphere	25
Unspoilt	Open, untouched, unspoilt	17
Safe	Safe, lack of crime	26
Community	Community spirit	37
Friendly	Friendly, welcoming	119
Attractive	Pretty, beautiful, scenic	119
Peaceful	Quiet, relaxing, peaceful	127
Historic	History, old, ancient.	57
Rural/Small	Rural, Remote	23
Unique	Quaint, unique, original.	23
Prospering	Busy, thriving, prospering	15
Touristy	Tourism	18
Nature	Nature, climate, sea-side	40
Clean	Clean, tidy, well-kept	27
Specific Attractions	Beach, golf course and cathedral	58
Activities	Things to do.	10
Amenities	Access, shops and produce	20
Generic Positive	Nice, lovely, fun, amazing.	59
Boring	Boring or nothing to do	44
Criticism	Static, tired, dead.	21

Table 1 A summary table of words used to describe Dornoch

As can be seen in the table, the words that were most often identified to describe Dornoch were “peaceful”, “attractive”, and “friendly”. It should also be noted that an overwhelming majority of the words were positive with only 65 out of 914 comments being negative. Colours identified also included orange and green. A word cloud, which utilises words and provides a visual representation of the array of words identified was also created. It should be noted that within the word cloud, the larger the word, the more frequently that word has been mentioned. This can be seen below:



Figure 3 A word cloud representing words used to describe Dornoch

What is beautiful about Dornoch? Respondents were then asked to identify up to 5 things they found beautiful about the Dornoch area. These were then sorted into categories, a summary table of which can be seen below.

Category	Example words	Number of responses
Sea Based	Coastline, sea, Loch Fleet.	36
Golf Course	Links, Golf course	115
Beach	Beach	175
Walks	Walks	28
Square/Town	Square, the town itself, main street.	70
Buildings/Architecture	Buildings, sandstone, architecture	61
Cathedral	Cathedral and churches	85
Castle	Castle	18
Community	Events, local people	36
Scenery/Landscape	Views, landscape, scenery,	99
Amenities	Shops, NISA, restaurants	42
Nature	Park, woods, wildlife	74
Climate	Weather	14
Atmosphere	Pace of life, welcome, space	16
Miscellaneous	Cleanliness, location	15

Table 2 A summary table of what is beautiful about Dornoch

As can be seen from table 2 and figure 4, both the beach and golf course were mentioned the most, with 175 and 115 mentions respectively, closely followed by the scenery, cathedral and the nature surrounding Dornoch. These words were also inserted into a word cloud, which can be seen below:



Figure 4 Word cloud depicting what is beautiful about Dornoch

Is Dornoch? Participants were asked to what extent they agreed with the following statements on a scale from 'strongly agree' to 'strongly disagree', with an option for 'no strong view'.

- Dornoch is a friendly place to live
- Dornoch is welcoming
- Dornoch has a good range of clubs and activities
- There is nothing to do in Dornoch

As can be seen from figure 5, respondents either strongly agreed or agreed that Dornoch is both a friendly place to live, and that Dornoch is welcoming. 195 participants either agreed or strongly agreed that Dornoch is a friendly place to live and that Dornoch is welcoming, in comparison to 5 individuals disagreeing with both statements. There was more of a mixed response to the statement that 'Dornoch has a good range of clubs and activities', with 66 participants citing no strong views, 117 agreeing or strongly agreeing, and 45 disagreeing. Similarly, 56 people agreed or strongly agreed with the statement that 'There is nothing to do in Dornoch', and 128 respondents either disagreed or strongly disagreed.

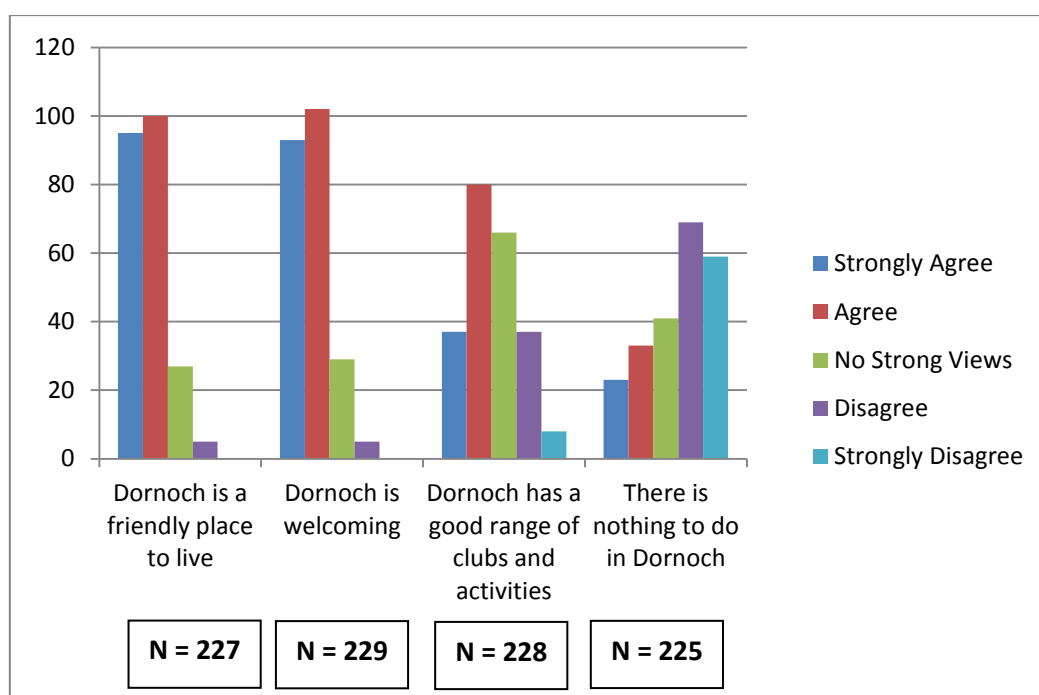


Figure 5 showing participants' responses to a variety of statements.

Respondents were also invited to expand on their answers, as can be seen in table 3.

Positive	Mixed	Negative	Suggestions
<ul style="list-style-type: none"> • There is a range of good eateries; good walks along the beach and sea shore or on the landward side with agriculture and forestry with varied flora and fauna. • I have only been a Dornoch resident since 29th November 2013, but I have found people friendly. • It's what you make of it. Be positive and enjoy! • You can contribute to community life and make a difference 	<ul style="list-style-type: none"> • I think that Dornoch caters well to the older, more affluent demographic, I do feel that there is a gap in provision for pre-schoolers and teenagers. • There is not as much hotel choice as in the past but a great range of letting property • Though Dornoch town is beautifully kept the rural areas around are littered with rubbish, rotting farm machinery, caravans etc. • I personally no longer can play golf, hate fishing, don't mind walks, but in general I've seen the beach views too many times now... the town is remote in regard to proper transport links, transport in general is expensive, and to be honest I would prefer Dornoch to be a quiet town as opposed to a social town where trouble could rise through unsocial drinking etc.... I just think it needs something more than it has what that is I am unsure about. 	<ul style="list-style-type: none"> • It is good for tourists and old people that is it. • Things to do in Dornoch are dependent on your age range. Not a lot for the youth. • When I lived in Dornoch as a teenager I felt there was nothing to do but I don't know if this is better now. • The loss of the courthouse is a major disappointment • Dornoch misses out on the tourists, due to shops closed on Sundays when the bus loads of tourist turn up. A lack of craft shops. Most of all a lack of affordable good quality cafes - Look at Aviemore they have it sussed, Dornoch is an embarrassment when it comes to the food due to cheap products used e.g. catering cheese, cheap bread lack of originality and home baked products. • Not much to do if it is wet for visitors the whole of Sutherland closes for the winter. 	<ul style="list-style-type: none"> • Could do more with more for children/teenagers. • More clubs for under 4 would be good. • Tennis courts need improvement. • Looking forward to recreation centre • You should have asked a question about quality of available restaurants / eating out. This is an area that's need looked at. • Dornoch street cleaning is very poor and if Alness can present floral decoration well in summer how about a better showing in Dornoch. • Personally I think the young people in the town could come together more.

Table 3 showing participants' extended answers to the range of "Is Dornoch?" questions

Particularly highlighted within this table is the fact that the town lacks activities for the local children and teenagers, and that the Dornoch community is very friendly.

3. Dornoch in the Future

How do you think Dornoch will change in the next 10 years? Participants were asked whether they thought that certain aspects of the Dornoch town and community would be “increasing”, “staying the same” or “decreasing”. These were:

- Number of people living in the area
- Number of elderly people in the area
- Number of families in the area
- Number of shops and businesses in the area

As can be seen from figure 7 the feeling of respondents by a large margin is that both the number of people living in the area, along with the number of elderly people would increase in the coming decade.

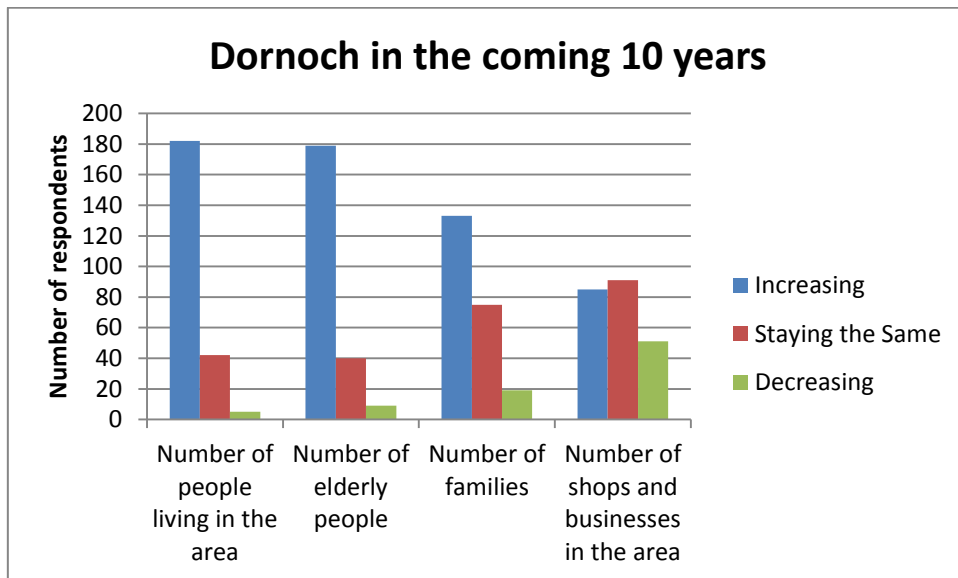


Figure 5 showing the respondents opinions on the future of Dornoch and its community

The “number of families within Dornoch” was also perceived to increase within the next 10 years, though more respondents (75) also felt that this would stay the same. Respondents perceived the number of shops and businesses in the area to be much more even, with 85 thinking that the number would increase and 91 assuming that this number would stay the same. Fewer participants thought that the number of shops would be decreasing, but still noticeably more than

Respondents were invited to expand on their answers, and a table of their responses can be seen in table 4 below.

Increasing	Staying The Same	Decreasing
<ul style="list-style-type: none"> • Dornoch is a popular place to live and with all the new houses being built the town can only increase in size. • There will be more housing • Increasing numbers of students 	<ul style="list-style-type: none"> • But for me the attraction of Dornoch is its size - big enough to be a community but small enough that most people know each other or of each other • In winter it is a quiet town - there are a lot of people who come to retire here. The summer sees it filled with holidaymakers which gives a good buzz. • I hope the number of shops and restaurants / bars stays the same. But this would need to be supported by the ageing local community. 	<ul style="list-style-type: none"> • The no. of young families may decrease with lack of jobs. Small businesses will not survive if any large supermarkets get into Dornoch • There is no business or industry to keep educated people in the area. The bright leave to go to university and don't come back. • Regrettably young people have to leave to find decently paid employment. • The eyesore x slaughter house site would not attract me to locate a meaningful business on the adjacent business park.
Suggestions		
<ul style="list-style-type: none"> • If the abattoir site is developed and proposed new houses built! • Needs more family centred tourist attractions • Dornoch needs inward investment. Needs jobs to bring young families in. Children need something to aspire to -not just Shop work bar work. We also need big time investment in Sports facilities. It is not just a few houses round a golf course. People won't come to area no matter how beautiful unless it supplies basic needs reasonable priced food and jobs and variety to give their families choices, or the future. • Dornoch needs to encourage/support good quality hotels and local business's attracting people who will spend money in the town , and help support local business • If the slaughterhouse is cleared and replaced with village style homes think this would add to the beauty of the town. • Although good to expand the village, too much expansion will spoil what is special about Dornoch. • facilities to accommodate more people, the infrastructure 		
Other		
<ul style="list-style-type: none"> • Depends on that referendum in September • I think that the continuing desire of some people in Dornoch to oppose the RDGC's attempts to make the golf course a better place will be very detrimental to the area in the long term. 		

Table 4 showing extended answers to Dornoch in the future questions

Dornoch – Prospering or Declining: Participants were asked whether they thought Dornoch would be prospering or declining in 10 years. The results of this can be seen in figure 8. 170 (78%) of the 218 people who responded to this question believed that Dornoch would be prospering.

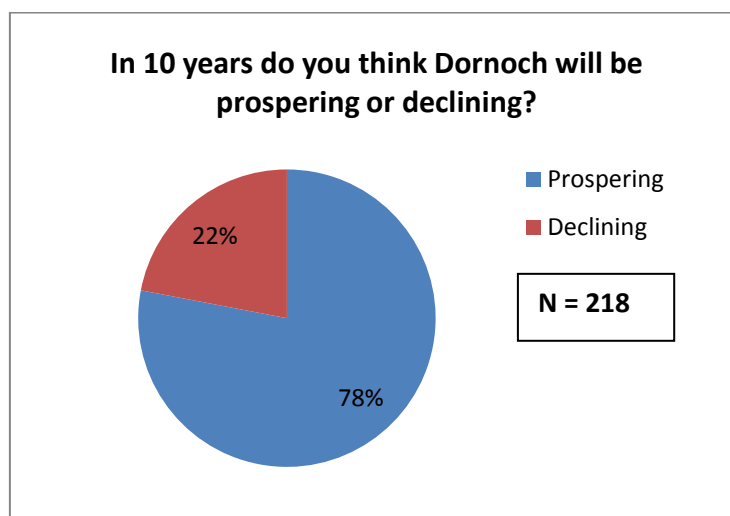


Figure 6 showing whether respondents believe Dornoch will be prospering or declining in 10 years' time.

4. Why Dornoch?

The final question of the survey asked participants what makes Dornoch different from other Highland towns and villages. A sample excerpt of 15 responses is below in table 5, and a full list of responses can be found in appendix 2. Prevailing themes throughout the responses included:

- a. The fact that Dornoch has mainly independent shops as a very positive aspect of the town
- b. Dornoch has a very sociable population
- c. Specific attractions such as the beach, cathedral and Royal Dornoch Golf Club were highlighted as key drivers within the town.
- d. Dornoch as a destination was highlighted – as the A9 does not pass through the village, those that drive to the village are wanting to be there, rather than just passing through.

15 Example Responses to “Why Dornoch?”	
1.	History, scenery and golf conspire to draw people from outwith the area, to stay temporarily or permanently, adding hybrid vigour to the local interesting populace.
2.	It is the end of the line - a destination, not somewhere you pass through. The historic buildings are still used for modern purposes making it timeless.
3.	Because it is still small enough to retain that special character that is lost when a town increases in size. For now it still has that character. If it grows much more, it is in danger of losing it. People come because they love it now that could possibly be lost.
4.	Dornoch is a quaint town, this is what drew me to the town when I first came up, not so much the sleepy quaint town, but a town that offered 'quaintness', small markets, town gatherings and similar, this has been destroyed by stupid council rules that have buried many towns in red tape and forms for no good reason. Dornoch as a whole should be able to section itself off from the main thoroughfare and offer a pedestrian area for localised shopping certain weekends of the year, with localised cottage industries offering alternatives to mainstream shopping outlets. Dornoch as a whole seems to sit within a scenic area; obtaining access to the beach is easy, as is local walks, the town and the shops, unlike Tain.
5.	Dornoch is thankfully bucking the National trend of high street decline.
6.	nowhere else has the combination of attractive town, world class golf course, superb beach, cathedral, 800-year history
7.	Older demographic, tourism-focused, and great potential to develop as both a higher- and further-education centre. History and golf management are two key areas that could grow.
8.	Dornoch has the sense of being a village where people still know and look after one another rather than an anonymous town. It is also geographically more cohesive with a central point around the cathedral which is also pretty
9.	It has a unique and irresistible combination of history, culture, sociability and scenery, all packaged in a location which has ready access to the south through good transport links.
10.	Dornoch has a world class golf course, #6 in the world. That sets it apart from the others. The town is intimate, walkable and all the commercial establishments are first rate.
11.	A coastal market town that has a wee something for everyone.
12.	Dornoch is off the main A9 & is therefore out on a limb which is a selling point. Finding Dornoch is like finding a special gem...
13.	I think it is a more affluent, privileged community, which is positively reflected in the fact that it is a socially cohesive, community, with low crime and vandalism. However I also feel that this can be a negative and that Dornoch can lack some of the diversity and vitality of other highland towns. I feel that Dornoch is a town that you would retire to, and I would like to see this change.
14.	Dornoch's location, on the coast, with its beaches and dunes give it an advantage. It has easy access to north/south communications, but is far enough away from the A9 to be able to maintain a calm quiet atmosphere. It also has good enough transport links to be able to make Inverness and the rail link accessible. Possibly due to its location and slight remoteness, this is not a contradiction to above, excessive industrial development is unlikely, thus maintaining its "country" atmosphere.
15.	Low crime rate, friendly people, pretty and historical.

Table 5 showing example responses to the extended question 'Why Dornoch?'

When combining both sets of words developed from the survey into one word cloud, figure 7 below, it can clearly be seen that 'beach' is the most commonly mentioned word, followed by 'friendly', 'beautiful', 'golf course', and 'cathedral'. From this, a picture of Dornoch as a town can begin to be built, and could be of use in any future branding of the town. The colours chosen within the cloud highlight those chosen by participants, and are designed to reflect the beach, sandstone, golf course and sea surrounding Dornoch.



Figure 7 A word cloud depicting all describing words and the final extended answer set.

Summary

Participants identified what they would describe the town of Dornoch as, with friendly, peaceful and beautiful being the most commonly mentioned. When asked what was beautiful in particular about the town: the beach, Royal Dornoch Golf Course, Cathedral, scenery and nature were identified.

Those questioned also identified Dornoch as both a welcoming place, and a friendly place to live. It was highlighted within the open-ended answers that there is little to do for teenagers within the town, but that there are many activities for the older generation. Participants indicated that they thought the town would be prospering in 10 years' time, with both the number of elderly people and families in the area increasing.

A number of the points raised could be of use for any future branding of the town, and the above points have highlighted what makes the town of Dornoch special for them.

Bibliography

National Records for Scotland. (2014, 02 27). *Highland Council Area - Demographic Factsheet*.

Retrieved 03 26, 2014, from General Register Office for Scotland: <http://www.gro-scotland.gov.uk/files2/stats/council-area-data-sheets/highland-factsheet.pdf>

Word Clouds created using <http://www.wordle.net/>

Appendices

Appendix 1 – Why Dornoch? Survey

WHY DORNOCH?

Most of us who live in or choose to visit Dornoch, know that there is something special here. We need your help to define exactly what it is about Dornoch that makes it unique. We'll use the information to help us promote the town as a good place to visit, live in or invest in so it is really important that we get this right.

We're asking "why Dornoch?" so please spend just a little time to help us find the answer by completing the following short survey. If you have any questions, please contact joan.bishop@outlook.com

1. Please circle your age range

Under 16 16-24 25-34 35-44 45-54 55-64 65+

2. Please circle which statement(s) are true for you

I live in Dornoch

I work in Dornoch

I have a second home in Dornoch

3. Please list up to 5 words which you think describe Dornoch and the local area

4. Please tell us up to 5 things you find beautiful about the Dornoch area

5. Please indicate (with a tick) to what extent you agree with the following statements

	Strongly Agree	Agree	No strong views	Disagree	Strongly Disagree
Dornoch is a friendly place to live					
Dornoch is welcoming					
Dornoch has a good range of clubs and activities					
There is nothing to do in Dornoch					

Other:

6. Please indicate (with a tick) how you think Dornoch will change in the next 10 years?

	Increasing	Staying the same	Decreasing
Number of people living in the area			
Number of elderly people			
Number of families			
Number of shops and businesses in the area			

7. In 10 years do you think Dornoch will be prospering or declining?

8. In as few words as possible, please state what makes Dornoch different from other Highland towns and villages? For example, why Dornoch, and not Beaully, Nairn, Tain etc.

Thank you for taking this survey. The Dornoch Area Community Interest Company is grateful for your input.

Dornoch Area Community Interest Company
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Registered Office: Whinhill, Dornoch, Sutherland IV25 3RW

Appendix 2 – Full list of responses to the final “Why Dornoch?” question.

Positive	Neutral	Negative	Suggestions
<ul style="list-style-type: none"> • Dornoch has a good school that gives you a good education. • Dornoch is a lovely town and it has many social activities for children, and unlike Tain there are not so many children hanging around the streets. • Dornoch has nice shops and the golf club is lovely. • Quieter, prettier and more homely. Peaceful • Dornoch is different from others because it is quieter. • Its mix of beautiful buildings, facilities, golf course, beaches all in close proximity to the town centre. • It has a sense of activity that the others don't have and it has the best golf course in the region. • The Golf Course. I am a member of 21 years from the USA. For me the course and club are 90% of why I love the town so much. The hotels, restaurants and shops thrive because of the history and continued success of RDGC. • Dornoch has nicer streets where the shops are, also has nice beach cathedral • It is flat and there is not main through Road • Attractive buildings, golf course part of town, beach • Best Golf course in the world • Has a golf course in the top 10 in the world. • Offers everything we need yet everything is presented in keeping with the town, the sea & beaches are clean plus locals make you feel like a local. • The welcome, charm and tradition of Dornoch keeps the small village appeal that is so often lost when places expand and become over run with big brand names • Dornoch is a more manageable size and has a more cosmopolitan feel • World class golf course. Historic buildings that are off the main thoroughfare. • I think its location with the Golf Club and the Cathedral is unique. Its far enough away from big urbanisation • The golf course, the square and The cathedral • Small main centre • Dornoch's location, on the coast, with its beaches and dunes give it an advantage. It has easy access to north/south communications, but is far enough away from the A9 to be able to maintain a calm quiet atmosphere. It also has good enough transport links to be able to make Inverness and the rail link accessible. Possibly due to its location and slight remoteness, this is not a contradiction to above, excessive industrial development is unlikely, thus maintaining its "country" atmosphere. • It is contained in a small area with no crime and has one of the best golf courses in the world. • The golf courses make Dornoch what it is - a world famous town. Without them the town is not much different from other highland towns. • Historic and complete town centre. World famous golf course. Superior shops/restaurants/hotels • The golf courses • Welcoming and well kept. Historic centre around the Square. Championship golf. Safe and secure. Lovely beaches and walks. Strong community. • Very clean friendly town welcomes everybody • Dornoch is thankfully bucking the National trend of high street decline. • Its more beautiful than any of those • It's small size and history a scenery • Has its own beach • The people make Dornoch different • It's historical, has good local amenities and is welcoming for tourists. • It is an upmarket town, with many lovely buildings, in a beautiful area. • Dornoch is unique. Off the main drag but still a thriving community. 	<ul style="list-style-type: none"> • Not sure. • For old people beside the sea side. • A bit more friendly and clean, but also a bit more boring because there is more to do in Tain etc., a bit less social. • Tain has not a lot of people and too many shops, Asda etc. Nairn is ok but it is too near a big city and it has good facilities. • Because it is full of old people. • Because it is full of old people. • Different name • The town will decline as the council is 	<ul style="list-style-type: none"> • There is nothing to do in Dornoch but there is in Tain etc. • Kinda boring. • It doesn't. • It thinks it's posh. • There is no sports facility which is not good when looking to attract the younger generation and families to the town to counteract the aging population. • More suited to holiday makers than actual residents as a question. 	<ul style="list-style-type: none"> • There is nothing to do in Dornoch for youth, unless you play golf, which are mostly old people. It needs a leisure centre with a pool and gym. • Should get a gym and swimming pool, a better chippy, and there is nothing to do unless you play golf. • Needs a gym and pool, and more stuff for young people. • There is great potential to attract new tourist related and small manufacturing business that can take advantage of Dornoch's growing popularity. • There is great

<ul style="list-style-type: none"> • Clean, peaceful and relatively little youth problems such as Tain etc. • Does not have through traffic • It has all the facilities you require • It has a unique and irresistible combination of history, culture, sociability and scenery, all packaged in a location which has ready access to the south through good transport links. • Historic centre with fine buildings, along with good beach and golf. Unspoilt by over development. • Small, compact, better golf course!!! Good community support! Very safe, less traffic! • The Square - Unique • its people and history • Dornoch has everything; it's a very independent place. It has a good image, and a very welcoming feel. There seems to be, currently, a lot of support for smaller businesses and local producers - butchers, crafts people, and growers. Hopefully this will continue, as it is something missing from many towns today. It is a very clean place, and people who live here seem to take pride in living here and maintaining a smart and tidy appearance. It's well connected, despite not having a train line, and is very central for travel North, South, and West. • Dornoch is off the main A9 & is therefore out on a limb which is a selling point. Finding Dornoch is like finding a special gem. • The mixture of people, place and heritage. • ease of access, air quality, a good base from which to explore • History, scenery and golf conspire to draw people from outwith the area, to stay temporarily or permanently, adding hybrid vigour to the local interesting populace. • It is a nicer place • Because it is still small enough to retain that special character that is lost when a town increases in size. For now it still has that character. If it grows much more, it is in danger of losing it. People come because they love it now that could possibly be lost. • Beauty and differing architecture to other highland towns. Ease of access and getting around town. • Its reputation - its particular special places of interest namely Cathedral and RDGC -it's an attractive small town with its Cathedral green and square- it is pretty much unspoilt • convenient and friendly • sandstone, the streetscape and its situation within an area of outstanding natural beauty • It is the end of the line - a destination, not somewhere you pass through. The historic buildings are still used for modern purposes making it timeless. • Dornoch is a seaside town, also nice scenery. • Golf club Better pipe band Better houses. • Old people, seaside town, good golf course. • Old people, seaside. • Less social. Less rubbish. • It has the best beach I've seen in the UK, mostly nice people. • Better people. • Dornoch is different because it has lots of different activities to do. • Dornoch is different because it is much cleaner and quieter and has more things to do. • Because it is welcoming and has good people. • Still has old buildings. • It remains mostly free of massive commercial branches. • For old people beside the sea side. • Tain has not a lot of people and too many shops, Asda etc. Nairn is ok but it is too near a big city and it has good facilities. • It has a good school. • It has a cathedral • It is a fun place to live in with the activity from the school, 	<p>just going to destroy its niceness with council estates and new buildings. Then weirdos will move in. Dornoch is different because: It's nice and there are less weirdos. More of a community .</p>	<ul style="list-style-type: none"> • there is nothing to do in Dornoch and it mostly old people and there is nothing for the kids • Dornoch is no better than any town in the highlands. Every town in the highlands is boring. • lack of population below 50yrs of age It is a golf resort for fit old age pensioners • Very much geared for the tourist in that there is no specific industry outside of golf and other tourism 	<p>potential to attract new tourist related and small manufacturing business that can take advantage of Dornoch's growing popularity.</p> <ul style="list-style-type: none"> • Older demographic, tourism-focused, and great potential to develop as both a higher- and further-education centre. History and golf management are two key areas that could grow. • Dornoch is the County Town, was ... lost Highland Council Offices, lost Sheriff's Court, lost shops because of the Planning Department preferences and the Police Station will be next.
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<ul style="list-style-type: none"> • It has a cathedral • Dornoch has more heritage than Beaulieu • Simply because it is safe and quiet. • Pretty, more tourist friendly. • It has a fairly good school. People think it's posh. • Beach • Because there is a very big difference in crime rate. • Low crime rate, friendly people, pretty and historical. • Dornoch has more history than other places. It has very famous places like the golf course and the Royal Hotel • People think it is nice. • It is a small town where everybody knows each other and it's nice because it has a nice beach. • Golf course and beach, not as much crime. • Dornoch is different because of how friendly it is and the golf course. • Golf Course • It's quite open. • It is a nice area with a great golf course. • Golf course Beach • Golf course Beach • Friendly people, nice scenery. • Dornoch is different because there is a really pretty beach, very clean. It is not loud and untidy. • It is clean and peaceful but some other towns are messy and loud. • Other towns are overly busy and not as welcoming. Also, my Granny lives in Dornoch and not Tain, so that's why Dornoch. • It has lots to offer. • Golf course, nice beach, tourist destination. • Because it is a retirement town. • My school is there. • Because it has a good golf course and the NISA have bubble-gum millions and Vimto bonbons. • Less shops Too many people • Good, friendly businesses and beautiful locations. • A cleaner community, good scenery. • It makes it different because Embo has good sands. • It has a good golf course. • Dornoch is better at everything. • It has a good golf course and club. • Cathedral, Architecture, Beach, Golf Course and its coastal location. • Because of the area it has a lovely golf course and lovely walks. The people are very friendly and helpful, and forward looking for the future of the town. • Because of the area, the golf course, also the people are fine and forward looking for the future of the town. There is always plenty to find to do in Dornoch. • People beach and bus • Dornoch has no major supermarkets, just independent shops which is nice. It is easy to navigate round and a nice place to be whether visitor or resident. • Dornoch is an ideal place to bring up kids. Retire to and for holidays. Everyone is welcoming, although the public toilets are horrendous! Beautiful beach and golf course, and the many walks are great. • Unique architecture, every building is different. Combined with the golf course, and wonderful beach, it makes it a very special package. • Small is beautiful. But I so wish that someone would take an active interest in ridding the town of disgusting seagulls and their following of crows. 		related endeavours.	Without shops and community activity you do not have a place that people will want to visit. The Golf Club/Course cannot save the Town single-handed, we need a mix of all types of commerce to attract and survive as a visiting destination. Super-fast Broadband connection will help attract families to live and work here, which in turn fuels all other areas. Encouraging future residents is where our efforts should lie. Dornoch isn't any different per se from other small towns but the further North you travel the harder it
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<ul style="list-style-type: none"> • Golf course. More rural/farmer away from city. • The golf course, cathedral and lovely buildings. • Golf course History • Smaller community which still holds more local spirit. • Great academic Centre the historic buildings the proximity to the championship golf course and beach it doesn't have a community centre or a focal point available to all residents. Everything seems to be closing (Service point, police station, newsagents, hotels) • It has a charm of its own with the Cathedral green and an unspoilt seaside • relaxing • Village square, off A9, high end shops, cafes, hotels and other businesses. • Small cathedral town with a lot of history with beautiful beach, scenery and walks, and a 1st Class golf course. Well serviced with variety of shops, cafes and hotels, and caravan site. • No £1 shops hardly any empty shops it's classier and tidy it's like a place to escape from bustle and empty your mind. • Dornoch's history has taught it to survive and grow. Too many outside influences to be certain of rate of survival. Geographical position - beach protecting hills and climate. The remnants of coastal flat strip with the height immediately behind. Architecturally interesting, attractive locally quarried stone. The atmosphere is unique - relaxed, friendly and comfortable. • Off the beaten track! We have an air of history about the town, a feeling of not having changed that much over the years. • Small highland town set in spectacular surroundings. Tremendous beach - easy access for walks, good compact local services, lots of activities, great for children, Very good local tradesmen. • Not on the main road - i.e. A9 you don't pass through Dornoch, you come to visit it. • The people and the countryside. • Cathedral, beach, golf course, shops and layout. • Dornoch residents are well catered for, amenities such as 3 grocery outlets, post office, doctors, vets, dentists, churches, schools, enabling people to shop locally. • I stated declining because it cannot perceive its true potential. I.e. it is in a good position to relate to aspects of Sutherland suitable for sustainable businesses. The car park by the beach is a disgrace - thinking of new visitors. It is likely to decline through not as much as some seaside towns. If anyone knew about the dangers of run-away climate change they would surely perceive where the new dynamic lies! Where is the theatre? Where is the gym? • The golf course is obviously an attraction but there are other good courses around. Dornoch is very lucky to have so many good people working for the community (festival week, highland games, Hogmanay, etc.). • Its history and heritage, and conservation areas to help preserve the character of the town. • Small, well kept. Little antisocial issues. Mostly private housing. Small enough to be welcoming. Keep it this way please. • beautiful architecture, open feel • Dornoch has a unique character and atmosphere. The street parties and community events are great • History, Royal Dornoch Championship Course • The sense of history, the community, the gentrified feel. Very busy in summer, quiet in winter. • Charm and safety • Stunning beach and close-knit community. • Location - equidistance between significant areas of Scotland - urban (business, commerce) and rural (agriculture, tourism). • Nice welcoming atmosphere. Shop owners particularly friendly. Beach is one of the best in the area. • Championship golf course • Golf course • It is off the beaten track, hidden off the main road a secret place, to come to and relax, it could be on Mars. • No anonymous high-street stores/supermarkets, World renowned golf course. Dornoch has a unique sense of itself • it's wonderfully situated within access to larger towns and remote Northern Highlands areas • The golf course 			<p>gets. Tain and Beaulie have a train station, with Beaulie in closer proximity to Inverness. Dornoch has a World-Class Championship Golf Course that provides the visitors for the summer but not all year round. Dornoch is in fear of projecting the negative, rather than the positive.</p>
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<ul style="list-style-type: none"> • World class golf course. Cathedral • Dornoch has a world class golf course, #6 in the world. That sets it apart from the others. The town is intimate, walkable and all the commercial establishments are first rate. • I think it is a more affluent, privileged community, which is positively reflected in the fact that it is a socially cohesive, community, with low crime and vandalism. However I also feel that this can be a negative and that Dornoch can lack some of the diversity and vitality of other highland towns. I feel that Dornoch is a town that you would retire to, and I would like to see this change. • Much nicer than mentioned other towns, much better architecture, smaller than Tain, nearer to Inverness than Brora, Nairn is old and run down in places and Beaully is a bit out of the way and plain • Doesn't have a main road going through town centre like Brora. Smaller population than Beaully, Nairn and Tain. • It is magical. If I could afford a second home I would buy it in Dornoch. I can't describe in words why I love it so much - we visit all the time! • Peaceful surroundings within easy reach of bustling towns • More welcoming • Compact and all facilities are within easy walking distance 			
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