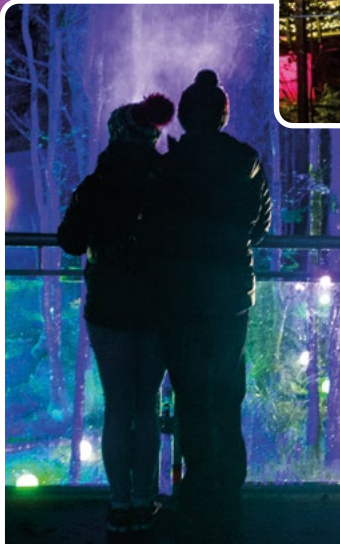
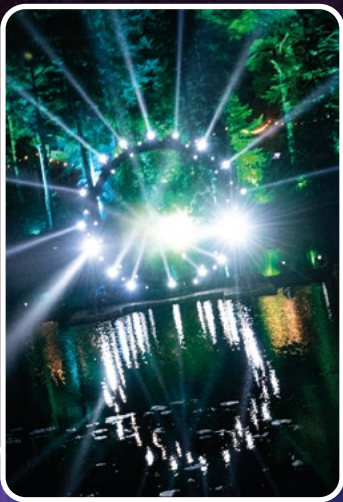


Enchanted Forest Community Newsletter

Issue: September 2023



 THE
ENCHANTED
FOREST
TRUST

SHOW DATES
5 OCT - 5 NOV

CHAIR'S INTRODUCTION

Welcome to the latest edition of the Enchanted Forest Community Trust newsletter, providing you with news and information about this year's much anticipated Enchanted Forest 'From the Deep' show, as well as insights into the invaluable work taking place behind the scenes to support the Pitlochry and wider community.

We are excited to unveil this year's show, kicking off on **5 October**, which will be as creative, energetic, and entertaining as ever, and a real celebration of the outdoors and the beautiful **Faskally Forest**.

The team have been working hard behind the scenes to raise the artistic bar even further, to deliver an event which will both meet and exceed expectations and create an enormous splash. We know how important this event is to **Highland Perthshire** and to the many **businesses in Pitlochry** and surrounding areas.

I would like to **thank you** for your continued patience and grace to accommodate and welcome all our visitors; we appreciate it can be disruptive at times.

We have been working with the local community groups to listen and to address your concerns and challenges to the best of our ability.

We can't wait to welcome visitors back for an extraordinary aquatic themed show.

Karen Bothwell, Chair,
The Enchanted Forest
Community Trust

ENCHANTING FOR OVER 20 YEARS

The Enchanted Forest is an award-winning sound and light show which transforms the beautiful Faskally Wood into a magical destination each October. One of the UK's most successful cultural events, attracting over 83,000 visitors annually, 2023 will celebrate the event's 21st birthday.

Having welcomed almost **718,000 visitors** since its inception in 2002, creating an estimated long term economic impact of around **£73 million** over its 21-year history, the unique nature of this show has gained it worldwide acclaim. It has grown from running for just over 3 nights in 2002, to now running over 33 nights to accommodate over **83,000** visitors annually. It has been a key driver in transforming a traditionally quiet time of the year into a significant period of tourism for businesses in Pitlochry and the Highland Perthshire region.

We're excited about this year's event, '**From the Deep**', which will take place from **5 October until 5 November**. This year's show will see visitors transported into the depths of an underwater world. Blending light, video, and sound to create a truly unique visitor experience. Faskally Wood will transform into an underwater forest with a deep-water glow of aqua blue and green. There may be some surprises along the way!

THANK YOU

We would like to say a **big thank you** to the community of **Pitlochry** and the wider **Highland Perthshire** region for graciously supporting The Enchanted Forest event faithfully every year. We know the numbers of visitors the event attracts comes with a level of disruption throughout the month of October, and we do appreciate your patience and hospitality. We know that, without your support, the show would not be the international success it is today. For our part, we will continue to listen to community concerns by attending community council meetings and doing our best to address these wherever possible.





GIVING BACK

This year, thanks to the incredible success of the 2022 Enchanted Forest event, we've been able to give back £55,200 to registered charities and community interest companies operating within Highland Perthshire through the Enchanted Forest Community Fund. This includes £5,450 of discretionary donations to 13 organisations and groups who are not registered charities.

This year we specifically sought applications that helped tackle poverty in the region and addressed cost of living challenges. **Checkin Works** and **Giraffe Trading** is one of 17 charities awarded grant funding. The charity exists to improve accessibility to job opportunities for adults experiencing a diverse range of disabilities, mental ill-health, homelessness, and other barriers to sustaining meaningful employment.

The funding is being put towards **food**, **packaging**, and **prep costs** for the community kitchen the charity also runs, to support the trainees and wider community.

The Enchanted Forest Community Fund was set up in 2015 to redistribute proceeds from the event to the local community in Highland Perthshire and is administered by the Enchanted Forest Community Trust. Applications open in January every year.

DRIVING HIGHLAND PERTHSHIRE'S ECONOMIC TOURISM GROWTH

The Enchanted Forest brings an incredible shot in the arm to the local tourism economy each autumn. An independent economic assessment report the Trust commissioned last year found that the 2022 event, **'Together'**, delivered a staggering economic impact of nearly **£10 million**.

An online visitor survey also found:

92%

of visitors only came to Pitlochry because of the event.

91%

of visitors were from outside Perth and Kinross.

57%

The number of repeat visits continues to rise year on year, of visitors at the 2022 show had visited before.

51%

stayed overnight, benefitting a multitude of local businesses.

83%

rated the overall value for money as excellent.

90%

The event was rated very highly, with visitors to the show.

from the deep

GET YOUR TICKETS
NOW!

WHAT TO EXPECT

The shuttle bus route to the forest and back will remain the same as in previous years and will begin at Fisher's Hotel in Pitlochry. Fisher's Hotel is a familiar start point for our many visitors and has the advantage of allowing other local businesses to benefit from passing trade.

The chosen bus route remains the safest option available, and parking restrictions will once again be implemented by **Perth and Kinross Council** to ensure minimal traffic disruption from visitors. It will also remove any obstacles so that the buses can freely travel to and from **Faskally Wood**. The parking restrictions include **West Moulin Road** and **Bonnethill Road** down to the **Scotland's Spa Hotel** and will reduce any congestion and bus noise overall.

We will have a larger team of stewards this year, ensuring the smooth departure of buses throughout each night from Fisher's Hotel. We will be asking all visitors to arrive just before the start of their departure window detailed in their tickets, and not any earlier. We will also ensure they have their tickets ready to be scanned before boarding the buses. This should alleviate unnecessary congestion at the departure point.

PARKING MATTERS

Visitors staying in Pitlochry will be asked to leave their vehicle at their accommodation. If parking on the street, visitors are being asked in pre-show attendance information to park considerately, to observe any parking restrictions, and not to park on yellow lines. More information on parking for the event can be found on **The Enchanted Forest website**.

BEING ACCESSIBLE

Making the Enchanted Forest event as accessible as possible has always been a priority. We want to make the event as accessible as we can, mindful of the restrictions we might have due to the natural forest setting, and that everyone's needs can vary. The paths of Faskally Wood are accessible for some wheelchair users, and we have a range of accessibility provisions in place which we've developed and enhanced over the years based on feedback, including our accessibility bus and the introduction of Autism friendly performances.



SUPPORTING LOCAL

One of our core values at the Trust is using local suppliers and businesses to support the event wherever possible. We're thrilled that two Perthshire based transport companies are providing the shuttle buses, and Highland Perthshire Shopmobility (based in Pitlochry) will again be providing wheelchairs for the event. Aberfeldy based Beyond Adventure is our first aid provider and an integral part of the team.

Ross Dempster, MD of **Beyond Adventure**, said: "Since 2017 Beyond Adventure has been part of the Enchanted Forest team, taking care of the first aid provision and water safety. We are delighted to be part of this fantastic local event again and look forward to welcoming visitors from all over the world."

The Enchanted Forest provides a significant boost for companies in Highland Perthshire and has transformed the fortunes of many **hotels, restaurants, and cafes** in the traditionally quieter shoulder month of October, to become one of their busiest periods of the year.

As a local charity, we want as many businesses as possible to benefit from the economic uplift the event brings every year. There are several ways we can help you reach our **83,000** visitors many of whom are looking for a place to stay, places to eat or things to do during the day.

We actively open up our audience to local businesses through a variety of **digital advertising opportunities** which can be booked on our website. **Scan this QR code to find out more.**



SCAN ME

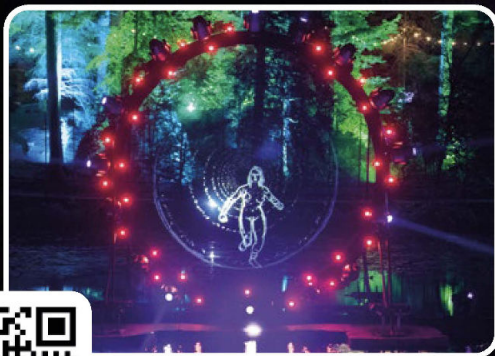
RECRUITING LOCALLY

The Enchanted Forest employs around 100 seasonal staff, helping the smooth running of the event and ensuring visitors have a great time. Ranging in age from 17 to 76, our staff are all members of the local community and have a passion for the event which is evident to all visitors.

With not long to go until the 2023 event, we are nearly fully staffed but we still have a few **vacancies** to fill. If you would like to be part of the 2023 team or would like to put yourself forward for the 2024 event, we are always looking for enthusiastic people. We are delighted that over two thirds of last year's team are returning again this year.

To find out more please contact
hrstaffing@enchantedforest.org.uk
or apply via the website
<https://www.enchantedforest.org.uk/the-trust/recruitment2023/>





WIN TICKETS TO THE SHOW

We're delighted to offer **ten** lucky local readers the chance to win family tickets to the exclusive preview night of *The Enchanted Forest* in Pitlochry on Wednesday 4th October 2023. To enter to win, please use the above **QR code** and tell us what this year's show is called.



SCAN ME

LOOKING AFTER FASKALLY FOREST

The forest is our home and we are dedicated to looking after it and ensuring it's **magnificent eco-system** remains for many generations to come. As part of our planning we retain a locally based independent environmental and wildlife impact assessor who carries out an annual environmental impact assessment for the show. We work with them to guide the event design and layout to ensure the event continues to have minimal impact on the forest environment and its wildlife.



 **THE
ENCHANTED
FOREST**

Light. Sound. Imagination.
Tickets on sale now.
enchantedforest.org.uk

83,000

**VISITORS TO
THE SHOW
EACH YEAR!**