

Strathmore and the Glens

Eastern Area Initiative

Action Plan

2006 - 2010

*“Our vision is of a confident and ambitious Perth and Kinross,
to which all can contribute and in which all can share.
Our area will be a vibrant, successful, safe, healthy and sustainable environment,
where learning and enterprise are nurtured and supported.”
Perth & Kinross Community Plan*

INTRODUCTION

1. This Eastern Action Plan was been produced by Strathmore and the Glens with input from the Perth and Kinross Community Planning Partnership, Area Based Initiatives Group. It is a reflection of the work which is currently being undertaken throughout Eastern Perthshire as well as activity which is intended to take place in order to meet the objectives of the Area Based Initiative.

ACTIONS

2. Each of the Actions/Measures in this Plan is SMART, that is **S**pecific, **M**easurable, **A**chievable. **R**ealistic and **T**imelined.
3. The Action Plan consists of four areas of activity which forms the basis of the regeneration plan for Eastern Perthshire. These are:
 - Tourism
 - Infrastructure
 - Enterprise and Skills
 - Communication and Community
4. Indicators for monitoring the performance of the Eastern Perthshire economy are also set out and a base line has been established for each one.

Tourism

Project Area & Objective	Action	Lead	Timing/ Priority	Costs	Contribution to Eastern Area Initiative
1. Audit of Tourism	Carry out Visitor Survey to ascertain tourist profile, tourism product, quality, perceptions etc	VS	2006		Profile of visitors established
§ Improve market intelligence;					
§ Develop key awareness for the area;	Audit of Tourism Provision including outdoor activities and key assets	VS	2006		
§ Identify target markets and action	Audit of Speciality Tourism Accommodation Provision (eg golf parties/ walkers)	VS/Private Sector	2006		
§ Identify commonality between Area Tourism Plan for Perthshire and local tourism plans	Collation of survey results will identify visit information, profile and occupancy levels	VS	2006		
	Regular economic evaluation studies of major activities such as Blairgowrie & East Perthshire Walking Festival and Mixed Foursomes Golf week	PKC/PKCT	Autumn 2006		

Project Area & Objective	Action	Lead	Timing/ Priority	Costs	Contribution to Eastern Area Initiative
3. Enhance the Eastern Perthshire Outdoor Tourism product	<p>Promote EP as Gateway to winter sports/outdoors/environment including links to Cairngorms National Park</p> <p>Planned approach to Local Path Network Development and promotion e.g Alyth – local town trail linked to Cateran Trail to Blairgowrie</p> <p>Expand non ski outdoor pursuits in Glenshee – Invercauld Estate</p> <p>Develop Wildlife Trail</p> <p>Golf Development Opportunities</p> <p>Develop Local Initiatives such as:</p> <ul style="list-style-type: none"> • Promote cycling by extending the National Cycle Network to link Dunkeld with Montrose • Promote canoeing on Rivers Isla and Ericht 	<p>PKC/VS</p> <p>PKC Countryside Trust</p> <p>PKCT/PKAF</p> <p>SNH/PKCT</p> <p>Private/PKC</p> <p>PKC/Sustrans</p> <p>Private</p>		£2,000	<p>Consultant's report to March 2006</p> <p>Enhanced awareness of provision and assets</p> <p>Develop alignment of EP with regional provision</p> <p>Attract more visitor spend to the area.</p> <p>Attract more visitor spend to the area.</p> <p>Enhanced sustainability of business and employment</p>

Project Area & Objective	Action	Lead	Timing/ Priority	Costs	Contribution to Eastern Area Initiative
4. Identify potential local event opportunities	Develop existing local events programme: <ul style="list-style-type: none"> - Walking Festival - Golf Foursomes - Christmas Determine feasibility of developing new events: <ul style="list-style-type: none"> - Music Festival 	Strathmore and the Glens/PKC/BDTA	High priority		Preparation of a local event development plan
5. Improved visitor signposting of links to and within the area (cross ref infrastructure)	Audit of existing town signage Strathmore & Glens Tourist Route (feasibility study) Improve signage between towns/facilities <ul style="list-style-type: none"> - Main roads - local 	PKC/VS	High priority		Improved visitor information, enhanced access to provision

Project Area	Action	Lead	Timing/ Priority	Costs	Contribution to Eastern Area Initiative
8. Enhance the physical appearance of the EP area by improving townscapes & maintaining/enhancing physical integrity of town centres	Blairgowrie Façade Scheme – 5 schemes assisted £13,000 left	PKHT	Ongoing	Budget £25,000	Increased civic pride & stronger local identification contributing to social, economic and environmental sustainability of the area
	Coupar Angus Regeneration Trust – Improve Conservation area	CART			
	Meigle – Creation of Community Garden	Meigle CT/Take a Pride in Meigle			
	Alyth Flood Prevention Project				
	Develop an anti-litter and street cleaning campaign (eg chewing gum) for all of EP area	PKC	March 2006		
9. Blairgowrie Redevelopment of Tesco site when it becomes vacant	Proposals/Interest	Private Sector	High priority		Avoiding blight and making best use of available resources
	Planners prepare brief	PKC			
10. Redevelopment of former brownfield site Smith-Anderson	Establish ownership. Consider development options	PKC Private/PKC	Summer 2006		Contribution to Rattray and wider community

Project Area	Action	Lead	Timing/ Priority	Costs	Contribution to Eastern Area Initiative
11. Business Led Infrastructure Development	Blairgowrie: Explore redesign potential for Wellmeadow	PKC			Optimise contribution to local economy as focal point for commercial centre
	Electricity supply to Wellmeadow - Redesign - Impact	PKC	Urgent	£15,000	Funding approved
	Meigle – Garden and Square • A93/Lair Junction Improvements • A93 Safety Fencing • A93 Craighall Gorge	Strathmore & the Glens PKC PKC PKC	High High	Phase 2 - £24,000 £367k £120k £3.5m	PKC approved £6,000 2006/08 2006/08 2006/08
	Farmers Market stalls	Strathmore & the Glens	High	£12,000	Funded by PKC
	Coach Park – Feasibility Study	Strathmore & the Glens/PKC		£9,000	Study underway
	Develop Alyth Sawmill – Scottish Wood Centre/Café/Play Area	PKC			

Project Area	Action	Lead	Timing/ Priority	Costs	Contribution to Eastern Area Initiative
	Heritage Museum - Blairgowrie Kirkmichael: Car park/Picnic area	Strathmore & the Glens PKC/Private			Encourage visitors to the settlement, increase footfall & spend in local enterprises
12. Develop provision identified in the Local Plan	Promote the development of Land and Business units Blairgowrie - Welton Road (feasibility study) Coupar Angus - Grampian Foods	PKC	2006	£5,000	
13. Ensure adequate Rural Transport provision	Assess provision of transport links – to Dundee & Perth & between rural communities in EP Greater promotion of public transport and cycle carrying buses		2005/06		Ease social and employment constraints of rural transport. Improved tourism provision?

Enterprise & Skills

Project Area	Action	Lead	Timing/ Priority	Costs	Contribution to Eastern Area Initiative
14. Workforce development through accessible and improved locally based training provision	Work with Blairgowrie High School and college to bring training opportunities into the community and schools, eg Good Food Circle, Determine to succeed local Programme – TOIL project, Landbased Training (linked to Food Sector and Breadalbane Academy)	PKC/PC LANTRA	Immediate		More appropriately skilled workforce, better business performance, improved quality and sustainability of employment
	Develop a Skills Audit and Action Plan for Hospitality Industry in EP	PC/VS/SET	2006		Improved tourism employment and improved tourism product
	- Recruitment and Retention Training - Hospitality industry including Springboard Programme – National Training Programme (Recruit)	PC/SET	Ongoing High Priority		Develop appropriate responses to identified skills gaps enhancing local employment and local business
	Utilise skills of migrant workers who wish to remain in the area	PKC/SET/PC/Job Centre	Initiate immediately		

Project Area	Action	Lead	Timing/ Priority	Costs	Contribution to Eastern Area Initiative
15. Enterprise Facilitation/New Business Growth Programme	The Sirolli Enterprise Facilitation Project	Strathmore and the Glens	2006-09 Prog Approved		Project approved. Support from Sirolli / SE / Partners / Community
	Pilot project to establish an Enterprise Facilitator to work with communities wishing to develop their local economy				
	Rural Diversification Seminars & Workshops	PKC/Gateway	2006/07		
	Business start up grant scheme – outline case	PKC/Gateway	2006/07		
16. Assist the development and growth of businesses	Access to Broadband/New Technology – promote uptake through demonstration of benefits	PKC/Gateway	2006/07		Increase awareness of opportunities for business improvement
	Feasibility Study to identify opportunities to add value to existing products eg food.	PKC/SET			
	Survey of retailers to identify development opportunities and needs Sample to develop needs and actions as identified	PKC/SET			
	Programme of retail workshops				

Communication and Community

Project Area	Action	Lead	Timing/ Priority	Costs	Contribution to Eastern Area Initiative
17. Communicating niche markets and key/unique selling points for EP	Identify key assets and differentiating features Research and develop PR programme and selling points, eg: Alyth – classic cars and other positive business stories Import best Practice, eg, Birnam & Dunkeld	PKC/VS	ASAP		Diversification of tourism offering, increased traffic and spend
18. Communicate with the community in EP re the objectives and operation of the Eastern Area Initiative	Develop Strathmore & The Glens Website as single source of information for EP	Strathmore and the Glens	Initiate immediately		Greater community awareness and involvement through effective, ongoing two way communication
19. Facilitate Learning in Regeneration to stimulate informed community involvement	Training for people in Regeneration	CS/CART	Ongoing		Greater community involvement in regeneration
20. Develop and sustain Strathmore and the Glens facilitating and enabling role with EP communities	Targeted financial support (service level agreement)	Strathmore and the Glens/PKC	Initiate immediately		Enhanced community involvement in the Eastern Area initiative

MONITORING AND EVALUATION

Indicators to monitor the performance of the Eastern economy

- Population change
- % of working age claiming unemployment
- Number of business start ups per annum
- % of people on NVQ level
- New Deal aged 25 and over, unemployed over 2 years
- Visitor Numbers