

Eastern Perthshire Area Based Initiative

Action Plan (Revised)

2007 - 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

Project Area: Tourism

Objective	Action	Lead Partner	Support Partner	Timescale	Comments (Underway/Completed/Not progressed)
1. Improve communication to existing visitors	Enhance BEPTA Website	BEPTA		December 2007	BEPTA sub group set up to explore content and structure of development work required. New website needs to reflect the area's main selling point "the ideal base to explore"
	Servicing Notice Board	BEPTA	VS/TIC	2007 and ongoing	Erected in Wellmeadow June 07. BEPTA and TIC update information
	Improve Info flow to TIC	BEPTA		June 07 and ongoing	Arrangement in place to ensure a comprehensive event listing for the area is pulled together and promoted via all channels.
	Electronic display in TIC	VS	BEPTA	March 2008	VS currently reviewing technology.
	Promote Evening Dining(via TIC/Noticeboard/Accom providers	BEPTA	VS Private Sector	March 2008	Collaboration involving private sector providers. Collate information for flyer and distribute to accommodation providers, via TIC etc. Could include special offers?
2. Enhancing the visitor experience	Improve Service Standards & value for money	BEPTA	Private Sector	March 08	Collaboration involving private sector providers. Consider local award. Host member event to encourage best practice. Current scheme under way in Alyth
	Promote Green & Sustainable Tourism	BEPTA		June 07	BEPTA to champion green issues and offer advice to businesses via BEPTA newsletter.
	Investigate options for developing new visitor attractions/events and work with Glenshee Tourist Association to create an all year round visitor destination	BEPTA		June 07	Programme underway. May be potential in development of Craighall Gorge as an attraction.
	Planned approach to Local Path Network Development and promotion e.g. Alyth – local town trail linked to Catheran Trail to Blairgowrie	PKC Countryside Trust		2007 - 2010	Countryside Trust is undertaking a marketing study of the Catheran Trail. There is a new route in place linking Alyth to Blairgowrie via West Tullyfergus and the Den of Alyth. ByCycle, the PKC cycle campaign has produced a cycling map for the area.

Project Area: Tourism

Objective	Action	Lead Partner	Support Partner	Timescale	Comments (Underway/Completed/Not progressed)
	Explore extending the National Cycle Network to link Dunkeld with Montrose	BEPTA	PKC	October 2007	
	Build on successful <ul style="list-style-type: none"> ▪ Walking Festival ▪ Christmas Markets 	S&G	BEPTA	October/ December 2007	
	Blairgowrie Easter Fair	Merchants	BEPTA	March 2008	
	Improve town signage and on all main entrances	PKC	All	March 2008	PKC and VisitScotland are taking plans forward to promote opportunities to private sector and define implementation programme for tourist and public signage.
3. Attract more visitors - Marketing strategy	Promote EP as Gateway to winter sports/outdoors/environment including links to Cairngorms National Park/Deeside	PKC	BEPTA	March 2008	12 week study to be proposed - not progressed as yet.
	Review requirement for local area Info leaflets	BEPTA		March 2008	Funding application submitted July 2007. Approved August 2007.
	Stimulate "off Season" tourism	BEPTA		March 2008	Develop visitor Itineraries (seasonal and themed) and make available to members for their websites and visitor promotions.
	Attract Golf Tourism - Feasibility Study	ABI	BEPTA	October 2008	Audit completed July 07. Findings to be presented to steering group Sept 07. Forum to explore opportunities to be created.

Project Area: Infrastructure

Objective	Action	Lead Partner	Support Partner	Timescale	Comments (Underway/Completed/Not progressed)
4. Scottish Water - Ensure infrastructure available to allow development to proceed	<p>Sewerage Constraints: Meigle, Alyth, Coupar Angus</p> <p>Pursue Housing Led infrastructure development</p>	SW	PKC MSPs	2008+	<p>PKC maintains dialogue with Scottish Water to negotiate improvements. For Coupar Angus - SW have committed investment which will release capacity for a population equivalent of 393 by the end of 2007.</p> <p>CS has established direct communication with Scottish Water at national level and progress made on a site by site basis.</p>
5. Housing led regeneration	Coupar Angus:	CS	PHA/PK/ CART	2008+	Former Coop building purchased by Perthshire Housing Association. The tender has been approved for the development of 12 flats. Total public sector funding of £1.5m agreed.
	Blairgowrie: Town centre housing study	CS	PHA/PKC	2008+	Discussion ongoing with developers and Housing Associations with regard to suitable sites.
	Meigle	CS	PHA/PKC	2008+	Discussion underway with developers and RSL regards 18 affordable units at Alyth Road. RSL and tenure mix yet to be agreed.
6. Enhance the physical appearance of the EP area by improving townscapes & maintaining/enhancing physical integrity of town centres	Promote benefits and encourage uptake of Blairgowrie Façade Scheme	Blairgowrie Merchants	PKHT	2007	Overall £32,644 committed grant aid to 15 separate projects since scheme inception in 2005. 12 projects completed. 2 in 2005, 6 in 2006 and 4 so far in 2007 with 4 more in progress.
	Support Coupar Angus Townscape Heritage Initiative	PKC	PKC	2007-2010	Project Officer in post July 07 to take project forward. Sept 07: All monies now in place and launch will take place soon.
	Alyth Flood Prevention Project	PKC		2008	Study regarding flood works in Alyth due to be reported to PKC Committee Autumn 2007.

Project Area: Infrastructure

Objective	Action	Lead Partner	Support Partner	Timescale	Comments (Underway/Completed/Not progressed)
	Promote anti-litter and street cleaning campaign to EP communities	PKC	BEPTA	September 2007 and ongoing	
7. Redevelopment of former brownfield site Smith-Anderson	Development Site Options	Private Sector	PKC	2007	Not progressed but will be monitored during 07/08. Latest position - The business that owns the site has gone into receivership and KPMG have submitted a planning application for 50 housing units on the site. Planning decision still pending.
8. Business Led Infrastructure Development	Feasibility of Welton Road Expansion	PKC	Private Sector	2007-2008	
	Promote the development of land and business units and encourage private sector support	PKC	Private Sector	2007-2010	Rural business infrastructure scheme implemented.
	A93/Lair Junction Improvements A93 Safety Fencing A93 Craighall Gorge	PKC		2010+ 2007 - 2011 2007 - 2008	Junction Improvements. Reduced scheme including Lair & Cray Bridges with associated roadworks, awaiting approval of Outline Business Case. Very preliminary dates are for completion of design in 2010 and commencing on site in 2012. Safety Fencing The initial assessment identified 45 locations between Perth and The Cairnwell. On detailed examination it was established that 4 locations were not feasible, but an additional 5 locations were identified, giving a total of 46 locations. The current position is that 26 are completed, with 7 due for completion this financial year. The rest will planned for completion over the following 4 years. Craighall Gorge. Works commenced on site in October 2007. Expected completion date Aug 08. The old road is to be retained for non-motorised access and the bailey bridge will remain in place. The old road and the new linking routes alongside the new road will form part of the core path network once they are established.
	Kirkmichael Car park/Picnic area	PKC		2008	Scheduled for construction during 2008.

Project Area: Infrastructure

Objective	Action	Lead Partner	Support Partner	Timescale	Comments (Underway/Completed/Not progressed)
9. Ensure adequate Rural Transport provision	Assess provision of transport links – to Dundee & Perth & between rural communities in EP	PKC		2008	Perth and Kinross Public Transport Unit, in conjunction with Stagecoach Strath Tay and Angus Council are currently looking at various bus service improvements to certain key routes in Eastern Perthshire, including links to Perth and Dundee. The Blairgowrie Area Public Transport Guide was reprinted in August 2007 and is available on buses, from the usual local outlets or from the Public Transport Unit.

Project Area: Enterprise and Skills

Objective	Action	Lead Partner	Support Partner	Timescale	Comments (Underway/Completed/Not progressed)
10.Enhanced vocational learning opportunities for 14-18 year olds	Work with Blairgowrie High School to build on existing links and create new links with local businesses to develop vocational learning opportunities for the workplace	PKC/ABI	Private Sector	2007-2010	Local business owner is working with and supporting the High School to develop work place opportunities. Will also champion the project to encourage and engage other employers.
	Support hospitality industry training including Springboard programme and New Horizons Project	PC	All	2007-2010	The College is actively engaged with Springboard. To improve the offer to schools, there are plans to introduce a Spa in Hospitality which will have a vocational focus helping ensure young people are more workplace ready. New Horizons projects being developed to build on Good Food Circle success.
11.Enterprise Facilitation/New Business Growth Programme	The Sirolli Enterprise Facilitation Project	Enterprising Eastern Perthshire	Strathmore and the Glens	2006-2010	Enterprise Facilitator appointed June 2007
	Business start up grant scheme. Business Start Up workshops.	Business Gateway	PKC	2006-2007	Workshops June 07 - Pilot successful
12.Assist the development and growth of businesses	Increase private sector participation in identifying business development needs and support the development of appropriate opportunities	PC/PKC	Private Sector	2007-2010	
	Continue to build on Farmers Market stalls success	S&G		2007-2010	
	Feasibility Study to identify opportunities to add value to existing products e.g. Food in Strathmore	S&G	PKC	2007-2010	
	Survey of businesses to identify development opportunities and needs.	Blairgowrie Merchants	ABI	2007-2010	Study led by Blairgowrie Merchants. Consultant appointed May 2007. Findings and action plan expected October 2007.
13.Improved support to new workers in the workplace	Utilise skills of migrant workers who wish to remain in the area	PKC/PC	Private Sector	2007-2010	PKC wide action plan created in conjunction with partners will implement actions to support migrant workers to integrate into the community, schools and working. Supporting English language training.

Project Area: Community and Culture

Objective	Action	Lead Partner	Support Partner	Timescale	Comments (Underway/Completed/Not progressed)
14. Communicate with the community in EP re the objectives and operation of the Eastern Area Initiative	Continue to develop Strathmore & The Glens Website as single source of community information and explore opportunities to expand Community Information Point	S&G	PKC	2007-2010	
15. Develop Strathmore and the Glens facilitating and enabling role with EP communities	Targeted financial support (service level agreement)	S&G	PKC/CC	2007-2010	
16. Improved confidence within communities to become involved in regeneration plans	Facilitate learning about community regeneration	CS	PKC	2007-2010	A number of projects taken forward with Rattray Community through Community Regeneration and Community Voices Programmes: - Building Strong Safe and Attractive Communities - Improving Health - Raising Educational Attainment
17. Increased community participation in Cultural Pathfinder Project	Increase participation and encourage and promote work of the StART group	S&G	PKC	2007-2010	
18. Increased involvement of young people	Facilitate meetings between SCYD and Partners to involve young people in decision making	S&G	SCYD	2007-2010	Develop citizenship project in the area.