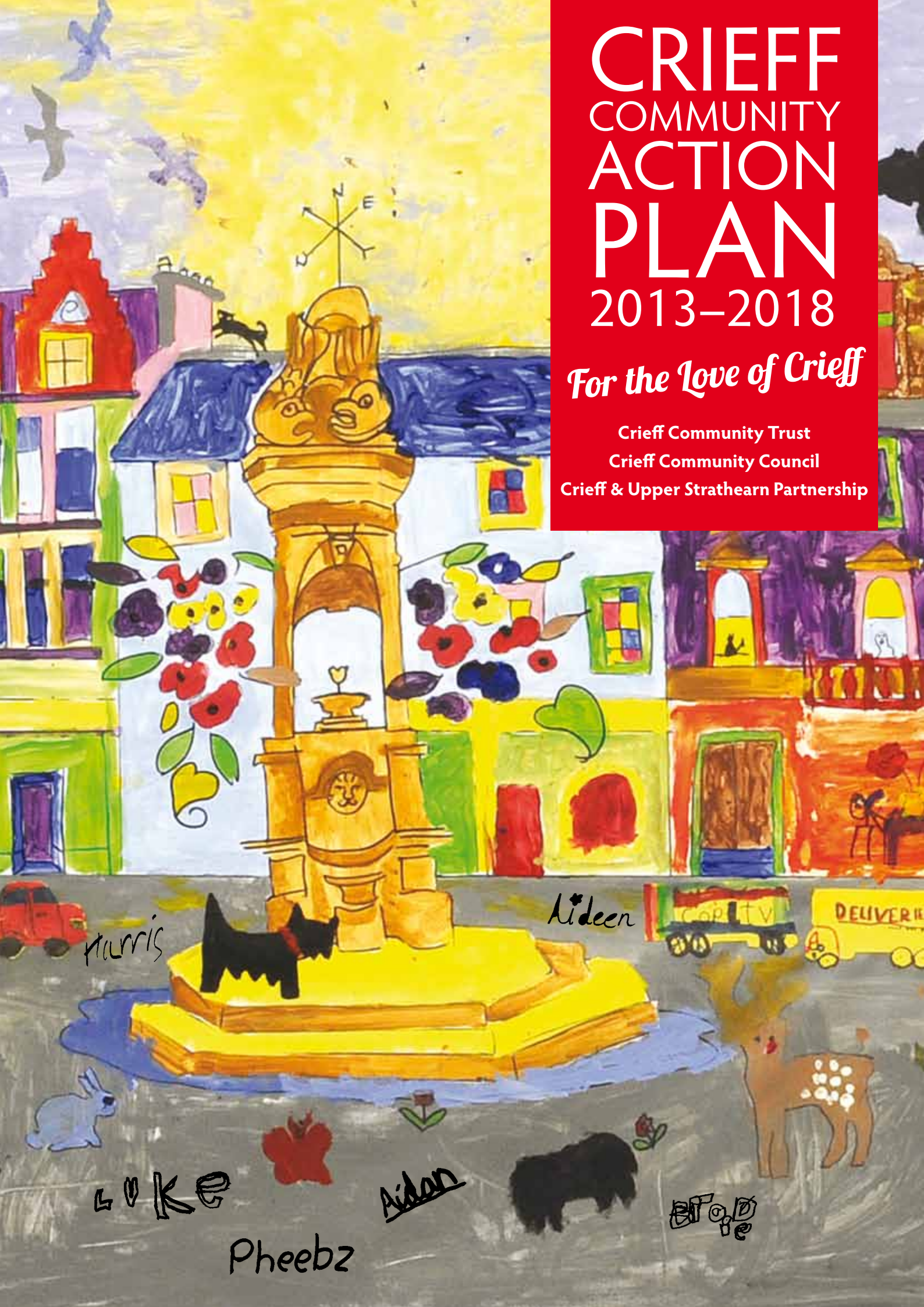


CRIEFF COMMUNITY ACTION PLAN 2013-2018

For the Love of Crieff

Crieff Community Trust
Crieff Community Council
Crieff & Upper Strathearn Partnership





CONTENTS

- 4 OUR COMMUNITY NOW
- 6 CRIEFF VOICES
- 8 OUR VISION
- 10 MAIN STRATEGIES & PRIORITIES
- 12 ACTION
- 15 MAKING IT HAPPEN

Cover artwork for this Action Plan was provided by the children of Crieff who, with the help of local artist June McEwan, painted a large scale mural of their version of Crieff's High Street. This project took place as a result of the Crieff Community Trust bringing Architecture and Design Scotland's national exhibition 'High Street' to Crieff during October and November 2012.

WHY DOES CRIEFF NEED AN ACTION PLAN?

For many years, there has been an enormous drive by volunteer community groups in Crieff to make our town a better and more attractive place to live, work and visit. However, these efforts have often struggled due to lack of co-ordination, lack of finance, and difficulties in gathering and mobilising community support.

An action plan provides a way of addressing all three of these problems. It is a document that is developed through extensive community consultation. Its purpose is to explain to people, both inside and outside the community, what the community's goals are for the future. An action plan isn't a mere 'wish list' – it's more of a 'to-do list'. It provides an agreed focus for a community's efforts, and a statement for funders of what is important to the community. The Crieff Community Action Plan summarises the views of people in Crieff about:

- what Crieff is like now
- our vision for the future
- the issues that matter most to us as a community
- what our priorities are for action

This Action Plan will be our guide for what we, as a community, try to make happen over the next five years – it will be Crieff's 'One Voice'.

CRIEFF: WORKING TOGETHER

The preparation of this Action Plan has been a joint endeavour between the Crieff Community Trust (CCT), Crieff Community Council (CCC) and the Crieff & Upper Strathearn Partnership (CUSP).

The Action Plan recognises the good work that has been done, and continues to be done, by CUSP and other groups to bring about improvements to our town centre. However, it also recognises that major funding will be needed to tackle some of Crieff's biggest problems. Neither CUSP nor the Community Council have the necessary structure to enable them to raise major funding. This is why the Community Trust has been set up.

At the same time, we all know that it is not just money that we will need. We need people who are willing to work together. In some cases, we will need people with certain skills – like fundraising or business planning – but we also need **everyone** to get behind the plan and help in any way they can – in big ways and small. We also hope that Perth & Kinross Council, our elected PKC Councillors and our MSPs will continue to support the people in Crieff who are volunteering their time, efforts and skills.

We believe that, **together**, we can make a difference in Crieff.

CRIEFF VOICES: LOCAL PEOPLE HAVE THEIR SAY

Crieff's Action Plan has been informed by extensive community engagement carried out over a four month period from June to September 2012. The process involved:

- a series of meetings and interviews with over 50 local organisations and interest groups
- interviews with public sector representatives and service providers
- a survey of local businesses returned by 45 businesses
- the preparation of a community profile
- an Open Day Event attended by 500 people

In addition, we have taken into account the results of a community survey carried out by CUSP in 2010 – which had more than 700 responses – and the findings of a town centre study undertaken by Dundee University.

Many thanks to all those who gave time to share their views and take part.



Crieff in Leaf: winners of Gold in Take a Pride in Perthshire 2012 & Silver Gilt in Beautiful Scotland 2012



Fling in the Park, MacRosty Park, August 2012



Strathearn Community Campus



The Strathearn Hotel, one of Crieff's many derelict and vacant buildings

OUR COMMUNITY NOW

We have summarised below the main facts and figures from the community profile, and recent community studies carried out by CUSP and the University of Dundee.



Crieff with the Knock behind it



Crieff Health Centre



Strathearn Community Campus

LOCATION

Crieff is the main town and the heart of beautiful Strathearn and is the second largest town in Perthshire. It lies on the tourist route west of the A9 on the southern edge of the Scottish Highlands – 15 miles from Perth, 20 from Stirling and around 50 miles from both Glasgow and Edinburgh.

Built on the south-facing slope of the Knock, the town spills down the wooded hill to the River Earn. It has been a holiday resort since Victorian times. There are a number of tourist attractions such as Crieff Visitor Centre, the Famous Grouse Experience at Glenturret Distillery (Scotland's oldest distillery) and hotels including the grand Victorian spa – the Crieff Hydro. The name Crieff is derived from *cràobh*, the Gaelic for “among the trees”.

POPULATION

The population of Crieff at the time of the 2001 Census was 6,579. In 2010, the population was estimated to be around 7,500, representing a 13% growth. However, the population of children aged 0–15 has been falling while the population of over-65s has been increasing.

Relative to other local authorities, Perth & Kinross is expected to have one of the largest population increases in Scotland over the next 25 years. This is likely to result in significant growth in the population of Crieff.

HOUSING

In 2010, there were approximately 3,400 households in Crieff. Around 400 new houses have been built in the town in the last decade. Approximately a third of Crieff's households are occupied by just one person, and a relatively high proportion of these are pensioners.

Because of the projected increase in population over the next few years, the growth in housing in Crieff is expected to continue. In their draft Local Development Plan, Perth & Kinross Council have indicated that they would like to add another 400 new homes to the outskirts of Crieff in the near future.

COMMUNITY GROUPS

Crieff has over seventy community groups catering for every age group and a wide range of interests, for example the Crieff Angling Club, the Camera Club, the Drama Group, Crieff Rotary, Round Table, Scouts and Guides, etc. In addition Crieff has a number of churches. The Crieff Baptist Church, Crieff Parish Church, St Columba's Episcopal Church, St Fillan's Catholic Church and Crieff Seventh-day Adventist Church all co-operate in a friendly way to provide spiritual and practical support to residents of the town.

HEALTH & CARE

Health services in Crieff include the Crieff Medical Centre and the Crieff Community Hospital. In addition there are larger hospitals in Perth, Stirling and Dundee. Crieff has an ambulance station located beside the Community Hospital. There are two dental practices, two opticians and four pharmacies. Private practitioners also offer a range of therapies. There are a number of nursing and care homes in Crieff as well as sheltered housing at Duchlage Court, Gleneam Court and Strathearn Court.

EDUCATION

Nursery education in Crieff is provided by Crieff Primary School, St Dominic's RC Primary School and Morrison's Academy. Private nurseries include: Teddy Bear Care Nursery, Little Scallywags Nursery, and Auchlone Nature Kindergarten. Primary education in Crieff is provided by Crieff Primary School, St Dominic's RC Primary School, Morrison's Academy and Ardvreck School [a prep school]. Secondary education is provided by Crieff High School and Morrison's Academy.

Adult and further education in Crieff is offered by the Crieff Learning Centre, part of Perth College's network of learning centres. Perth & Kinross Council's Community Learning & Development Team offer adult learning, capacity building and youth services at the Strathearn Community Campus.

OUTDOOR SPACES & RECREATION

MacRosty Park is the largest park in Crieff. In 2009, £1.2 million was received from the Heritage Lottery Fund to carry out a major regeneration of the Park. The resulting transformation has made the park a focal point in the town. Other parks in Crieff include Mungall Park, Taylor Park, Lauder Park, Sauchie Park and the park at Murrayfield Loan.

There are sports pitches at Braidhaugh, Market Park and the Strathearn Community Campus. Additional sporting facilities include the Crieff Bowling Club, the Crieff and Culcrieff Golf Clubs and the facilities available through the Crieff Hydro.

There are a growing number of paths leading out from Crieff into the beautiful surrounding countryside. Lady Mary's Walk and the Knock and surrounding woodland are popular with locals and visitors alike.

MARKETS & EVENTS

The Drovers' Tryst Walking Festival is held in October each year. Crieff Country Markets are held in James Square from April to December on the second Saturday of the month. The Crieff Highland Games attracts large numbers of visitors to the town in August.



MacRosty Park



Country Market, James Square



Crieff Football



Crieff Rugby

LOCAL ECONOMY

According to the 2001 census, people in Crieff mainly work in the areas of wholesale / retail trade and repairs, health and social care, hotels and restaurants, construction and education. The percentage of people employed in these sectors in Crieff is higher than it is across Scotland. Agriculture and forestry also make a major contribution to Crieff's economy.

The tourism industry is important to Crieff, not only for drawing visitors in, but also for providing local employment. The Crieff Hydro is the town's biggest employer. There is also a wide range of small independent shops, cafés and bars in Crieff. Compared to the rest of Scotland, a lower proportion of people in Crieff are in full-time employment, while a higher proportion are self-employed, or retired.

COMMUNITY FACILITIES

The Strathearn Community Campus incorporates sports and leisure facilities, including a swimming pool, dance studio, squash courts, fitness suite and games pitches. The Crieff Library is also located at the Campus.

Crieff Primary School and St Dominic's Primary School are available for community use. Morrison's Academy has facilities that can be hired, including a climbing wall, sports facilities, and a hall for private functions.

In addition, Crieff Parish Church, the Baptist Church, St Columba's, St Fillan's and the Crieff Scout Group all have halls that can be let to community groups.

The Logos Youth Project provides a drop-in centre for local young people in the High Street.

HERITAGE

Crieff was one of the settlements burned by the Jacobites after the 1715 uprising. Out of the ashes, it rose to become a prosperous weaving town. In the 18th Century the town hosted the annual Michaelmas Cattle Tryst. Crieff was a major hub on the droving routes across Scotland and for well over half of the 18th century the greatest cattle market in Scotland.

During the reign of Queen Victoria, the town became a popular holiday resort, and the Crieff Hydro Hotel (or Strathearn Hydropathic as it was known at the time) was established in 1868.

The Victorian town centre of Crieff was formally designated as a Conservation Area in February 2009 identifying it as an area of special architectural interest. This means that any future development in the town centre must protect and enhance the conservation area.

PUBLIC TRANSPORT

There are bus services from Crieff to Perth and Dunblane/Stirling. However, these services, particularly to Dunblane/Stirling, are infrequent, and do not connect well to national rail services. There is no bus service to Gleneagles Station from Crieff. This means that many people in Crieff must rely on a car, and there are significant challenges in travelling to surrounding towns for residents who do not drive or own a car. Focus groups carried out among young people in Crieff as part of a community survey in 2010 found that the poor transport links to Perth and Stirling represented a particularly important issue for this group.

CHALLENGES While Crieff has a lot going for it, the town is also facing some serious challenges, including:

Traffic

The A85 trunk road is the main east-west route between Perth and Oban. This road passes through the heart of Crieff. The result is that Crieff's High Street is often dominated by large lorries and heavy goods vehicles. In addition, because of Crieff's position, surrounded by farmland and woodland, it is also common for large agricultural and forestry vehicles to use Crieff's High Street. Very narrow, poorly maintained pavements, inadequate parking provision, a lack of enforcement of on-street parking restrictions and a lack of provision of loading bays frequently create a situation of gridlock in the town centre. The result is an unpleasant and sometimes dangerous experience for residents and visitors alike.

A study carried out by Dundee University in 2012 confirmed residents' long standing concerns that the centre of Crieff is dominated by vehicles and that inadequate attention had been given to the safe flow of pedestrians along and across the main High Street.

Given the likely increase in population of Crieff over the next decade, this situation needs to be addressed urgently.

Dereliction

In recent years, some substantial privately-owned buildings in the centre of Crieff have become vacant and have fallen into dereliction – with the owners failing to take responsibility for the ongoing maintenance of their properties.

A study carried out by Dundee University in 2012 found that a third of the population of South Crieff live within 500 metres of a derelict site – which will inevitably have an impact on the quality of life among residents of South Crieff.

Economic Decline of the High Street

Some of the challenges we face are specific to our town, while others – like the growth of internet shopping and out-of-town shopping centres – are affecting towns all over Scotland. The move of public services from the town centre of Crieff to the Community Campus on the edge of the town is significantly contributing to the economic decline of our High Street.

CRIEFF VOICES: LIKES

What people told us they liked and disliked about Crieff

A diverse economy with local businesses – a local town. A wealth of small local businesses and traditional industry in Crieff: arts, crafts, fashion, agricultural, land management and light industry.

Crieff is a beautiful town which benefits greatly from its rural location and environment.

Local activists and groups are now assuming some responsibility for regeneration of the town. Groups are considerably more joined up than previously.

The Hydro is a huge asset, both in terms of local employment and in bringing tourists into the area. The Visitor Centre and Famous Grouse Experience are also major attractions.

The square comes alive on country market days and is a good focal point in the town centre.

The regeneration of MacRosty Park has been a very positive development for the community. The park has become a real focal point in Crieff for people of all ages to enjoy.

Great to see new shops opening as it shows initiative from people, and some become a huge success.

Crieff has good provision of health facilities in general and people can use the hospital for appointments instead of always having to travel to Perth. The Health Centre is very good, especially since it extended its hours.

The Ring of Breadalbane Explorer bus service is a very good idea and in place for summer months (14th July – 14th September). Crieff - Killin - Aberfeldy - Crieff.

Crieff has plenty of clubs and a good community spirit and is still small enough for people to care for each other.

There is a good range of individual community organisations in the town, covering sports, leisure, environment, art, etc, offering plenty for local people to get involved in.

There has been a lot of new housing... new affordable housing was badly needed, I feel this has been a great improvement.

Excellent walking opportunities promoted by Perth and Kinross Council and through the Drovers' Tryst... a real selling point for locals and visitors.

New housing has made the town more cosmopolitan and less divided.

The upgrading of MacRosty Park, the opening of the Community Campus and the significant refurbishment of Crieff Hydro – these physical improvements and the services offered by them has enhanced opportunities in Crieff for the benefit of the local community and for visitors.

Crieff is amazingly good, compared with what it was like when there was no public swimming pool. The Campus is a great facility, especially the library.

CRIEFF VOICES: DISLIKES

Perth and Stirling bus connections are not as good as in the past... Lack of regular bus service to Dunblane means you have to drive there to catch a train to Glasgow or Edinburgh... Infrequent service (No. 45) needs to be rethought as people can become stranded at Campus for much longer than they want to be there.

The deteriorating buildings such as the Drummond, Crown and Strathearn Hotel add to the poor look of the town.

Crieff doesn't seem to make the most of itself as a tourist destination, with the exception of single examples such as the Crieff Hydro and the Famous Grouse Experience etc...

Crieff has failed to network or market itself properly and has no 'unique selling point' as a result.

Strathearn Community Campus has very high standard sports, educational and recreational facilities. They could, however, be used more... underuse may be down to accessibility and the high costs of hires and lets for community groups.

Crieff does not sell itself well to visitors and people need a reason for stopping.

What is on offer in town is minimal – the town is closed up a Sunday with few businesses opening, and traffic merely passing through... compare this with the Country Market Saturdays.

The Community Campus creates a tug away from the town centre to the Campus which is having a negative effect on Town Centre.

There is only one astro turf, which is in heavy demand. The others are all unusable due to flooding. The junior football team do not have permanent pitches and each time they hire one elsewhere to play their match it costs £100!

Housing has expanded beyond what is reasonable and should not grow any more. The facilities such as shopping and transport can't cater for the growing number of people.

The transport infrastructure has eroded over many years with the closure of the railway and the removal of the town's bus garage/coach station leaving Crieff marooned. For many, a car is essential.

There is concern over the poor service offered by NHS 24 – would be good if there could be some local provision, e.g. a doctor available at the local hospital through the night.

Congestion in town centre has worsened, despite better car parking being available, and compounded by A85 through-traffic.

Lack of affordable accommodation to rent makes it difficult to attract new people and to retain indigenous, especially young, people in the area.

An increase in the volume of through-traffic and on-street parking continues to put pressure on the town centre.

The Famous Grouse and Visitor Centre, being situated where they are, means that visitors to them do not always come into town.

The heritage aspects of Crieff have not been fully displayed to attract visitors. Crieff has a great historical past and more could be made of it.

OUR VISION

AN ORGANISED COMMUNITY WORKING

AN ATTRACTIVE PLACE TO LIVE & VISIT

**CRIEFF
A UNITED COMMUNITY RE
AS THE PROUD & VIBRANT**

AN ATTRACTIVE PLACE TO LIVE & VISIT

AN ECONOMICALLY THRIVING

TOGETHER TO ACHIEVE ITS VISION



BETTER FACILITIES FOR OUTDOOR SPORTS & RECREATION

2018: RECLAIMING OUR HERITAGE AT THE HEART OF STRATHEARN

TOWN CENTRE



MAIN STRATEGIES & PRIORITIES



Town centre traffic congestion



The Drummond Arms Hotel



Insufficient parking at Strathearn Community Campus

At our community Open Day in September 2012, people in Crieff came out in droves to 'vote' for what they considered to be the main priorities for the town for the next five years. Following the Open Day, working groups met in November to turn those priorities into achievable actions. The priorities (below) and the actions (on the following pages) are what our community will now work towards in partnership with public agencies and potential funders. Successful completion will depend on enough local people getting involved in this exciting programme of improvement.

TOWN CENTRE

An attractive and vibrant town centre is at the heart of Crieff's future. To achieve this, there is a need to tackle the issue of redundant and derelict buildings, improve parking and traffic flow and support the development and promotion of local shops. This will create an attractive town centre that contributes to making Crieff a special place in which to live, work and visit.

Tackling the derelict Drummond Arms Hotel was noted as the top priority for people in Crieff during the community consultation process that has informed this Action Plan. One very popular suggestion was to adapt and re-use the building for a wide range of community purposes including music, arts and drama facilities.

Main priorities:

- Set out a vision for Crieff town centre
- Find solutions to the problem of redundant and derelict buildings
- Support local shops and businesses
- Resolve parking problems
- Improve pedestrian and cycle access in and around the town centre
- Explore ways of reducing heavy traffic in the town centre
- Town centre enhancement

COMMUNITY & RECREATIONAL FACILITIES

The Strathearn Community Campus provides a modern base for a range of activities and services – but concerns were repeatedly expressed by people in Crieff that the Campus is also drawing the focus away from the town centre. Moreover, the Campus is not perceived to be as user friendly or accessible to the community as it could be. The lack of sufficient parking at the Campus and the perceived high cost of hiring rooms were raised as further concerns.

Outdoor recreation facilities for football, rugby and other sports are spread throughout Crieff but are not always playable due to recurring problems with flooding. A need was expressed by sports clubs in Crieff for a Sports Hub, which would provide both playing and changing facilities – particularly for the junior players.

There was also a desire for a community and cultural venue in the centre of the town. This was described as a space that could not only cater for the needs of local groups involved in arts, crafts, music and drama, but could also be an important attraction to visitors and residents of other local communities.

Main priorities

- Improve access to the Strathearn Community Campus
- Establish a Sports Hub for Crieff for outdoor sports clubs
- Explore options for a community and arts venue in the town centre
- Provide better information to the community about local groups and activities



Crieff Learning Centre



Crieff Community Hospital



Crieff & Strathearn Drovers' Tryst walking festival



*“Unless someone like you cares a whole awful lot,
Nothing is going to get better. It’s not.”*

—Dr. Seuss, The Lorax

ACCESS TO SERVICES & TRANSPORT

Crieff is relatively well provided for in terms of local services. It is a priority for the town that these services are retained in the future. In particular, the Crieff Learning Centre and the Crieff Hospital were both noted as making valuable contributions to the town. There was a strongly expressed view that the important health services provided at the Crieff Hospital should not be eroded, but rather developed where possible.

Good public transport links are seen as vital in allowing people from Crieff to access neighbouring communities and nearby towns and cities. They are also seen to be important in enabling people from elsewhere to visit and spend time in Crieff. A number of needs and opportunities to improve transport services were identified during the consultation. There were particular needs identified in relation to improving the availability of the bus services from Crieff to link with national rail services, and in relation to the frequency of the bus service between the town centre and the Strathearn Community Campus.

People in Crieff have relatively good access to the internet. However, there was a view that the availability of high speed broadband would be increasingly important for local businesses, education and service providers.

Main priorities

- Protect and enhance the services available through the Crieff Community Hospital
- Improve public transport to and from Crieff
- Support the Crieff Learning Centre
- Explore options for expanding free Wi-Fi service around the town centre

MARKETING & PROMOTION

Crieff needs to develop a stronger identity and brand to market itself. This should then be used to promote the town and area and a programme of events and activities. Crieff’s location, cattle droving heritage, strong arts and crafts sector, whisky distilling, and wonderful environment for walking and cycling all offer potential.

Main priorities

- Develop a strong identity for Crieff to market itself
- Employ a marketing manager
- Improve visitor information and signage

ENVIRONMENT & HERITAGE

Crieff has developed a number of local paths and trails. It is hoped that Crieff can build on this over the next five years – creating a strong path network including longer trails. There was thought to be a real need and opportunity to develop cycling trails and make Crieff a ‘bike friendly town’.

The Drovers’ Tryst has developed into an excellent annual festival celebrating Crieff’s location, environment and heritage. There is an opportunity to build on this by waymarking local drove roads within the surrounding path network.

Main priorities

- Develop local paths and cycle routes network

ACTION

A guide to the first steps to be taken over the next 5 years.



Hearing and writing down the concerns of Crieff

THEME 1: TOWN CENTRE

PRIORITY 1	<p>Prepare a vision for Crieff town centre and find solutions to the problem of redundant and derelict buildings</p> <ul style="list-style-type: none"> • Conduct a Townscape Study that identifies redundant and derelict sites and buildings in Crieff and sets out a 'Vision for Crieff Town Centre' • Conduct a feasibility study for the return to use of at least one derelict building (Drummond Arms Hotel as a priority). This will involve: <ul style="list-style-type: none"> – A gap analysis to define the community's precise needs and requirements – A process of survey, analysis and plan to develop ideas for those needs – The development of a business case to demonstrate a sustainable funding model 	CCT
PRIORITY 2	<p>Support local shops and businesses</p> <ul style="list-style-type: none"> • Work with local shops and other businesses to explore the possibility of creating a Business Improvement District (BID) for Crieff 	CCC & local shop owners
PRIORITY 3	<p>Improve parking arrangements in the town centre of Crieff</p> <ul style="list-style-type: none"> • Continue with plans to secure free car parking in the town's three main car parks (Leadenflower, King Street and Union Terrace) • Continue to work with PKC and Transport Scotland to introduce short stay on-street parking charges in James Square, High Street, King Street, Comrie Street, Church Street and Galvelmore Street • Introduce new, improved town centre car parking signs 	CUSP [ongoing]
PRIORITY 4	<p>Improve pedestrian and cycle access in and around the town centre</p> <ul style="list-style-type: none"> • Identify potential to make areas of the town more pedestrian and cycle friendly (e.g. dedicated routes), initially by identifying examples of good practice in other towns that could be applicable to the situation in Crieff 	CCT & CCC
PRIORITY 5	<p>Develop proposals for reducing heavy traffic in the town centre</p> <ul style="list-style-type: none"> • Maintain PKC and Transport Scotland's awareness of strength of opinion regarding the dangers of a trunk road passing through our High Street • Lobby PKC / Transport Scotland for a bypass / relief road • Continue to explore possibilities for a central warehouse scheme for delivery vehicles • Continue to explore possibilities of restricted delivery times for delivery vehicles • Continue to seek advice from planners and academics about possible alternative traffic flow arrangements in the town centre • Continue to press Transport Scotland for improvements to pavements and pedestrian safety in the town centre 	CUSP [ongoing]
PRIORITY 6	<p>Town Centre enhancement</p> <ul style="list-style-type: none"> • Continue with plans to repaint street lighting columns, hanging basket poles, ironwork, bollards and railings, benches, gates, etc... in James Square and High Street 	CUSP [ongoing]



THEME 2: COMMUNITY & RECREATIONAL FACILITIES

PRIORITY 1	Improve access to the Campus <ul style="list-style-type: none"> Undertake a joint local authority and community review of the success and use of the campus. Identify barriers to use and make recommendations for improving access (for example, in terms of hire charges and parking, among other things) 	CCT & CCC
PRIORITY 2	Establish a Sports Hub in Crieff for football and rugby and other outdoor sports <ul style="list-style-type: none"> Develop a joint proposal for a Sports Hub that includes improved playing pitches and facilities across a number of locations Seek funding to implement the proposal Work together with Perth & Kinross Council to ensure that the plans for the new Crieff Primary School include changing facilities for Junior football and rugby players Work together with Perth & Kinross Council to prevent all flooding at Braidhaugh 	Football, rugby and other sports teams, CCT
PRIORITY 3	Explore the options for establishing a community and cultural venue in the centre of Crieff <ul style="list-style-type: none"> This will be undertaken as part of the work described under the Theme: Town Centre, Priority 1 	CCT
PRIORITY 4	Provide better information to the community about local groups and activities <ul style="list-style-type: none"> This will be undertaken as part of the work described under the Theme: Marketing and Promotion, Priority 2 	CCT

THEME 3: ACCESS TO SERVICES & TRANSPORT

PRIORITY 1	Protect and enhance the services available through the Crieff Community Hospital <ul style="list-style-type: none"> Engage in discussion with NHS Tayside about improving out-of-hours service provision at the Hospital 	CCT & CCC
PRIORITY 2	Improve public transport to and from Crieff <ul style="list-style-type: none"> Carry out research to identify the need, likely use and options for expanded bus services to Dunblane and Perth (including Broxden) and a new community bus service to Gleneagles station 	CCT, CCC & CUSP
PRIORITY 3	Support the Crieff Learning Centre <ul style="list-style-type: none"> Support the Learning Centre to develop and promote an extended programme of courses to meet the training needs of the residents 	Perth College & CCT
PRIORITY 4	Explore the options for expanding free Wi-Fi access in the town centre <ul style="list-style-type: none"> Identify local businesses that may be willing to host open access Wi-Fi servers Publicise to the community how to connect to these servers 	CCT

ACTION

A guide to the first steps to be taken over the next 5 years.



Crieff Community Action Plan Open Day, 22nd September 2012 at the Strathearn Community Campus

THEME 4: MARKETING & PROMOTION

<p>PRIORITY 1</p>	<p>Develop a strong identity for Crieff to market itself</p> <ul style="list-style-type: none"> • Document activities currently being undertaken by existing tourism organisations and stakeholders regarding the promotion of the town, development of events, and engaging with visitors when they are here • Gain access to visitor demographics to understand the profile of people who are visiting Crieff, and identify gaps • Identify the split between visitors who visit the large attractions on the outskirts of town vs. those who visit and spend time and money in the town itself • Undertake a SWOT analysis for Crieff – Strengths / Weaknesses / Opportunities / Threats to better understand Crieff’s identity and its potential attraction to visitors • Agree what should be tackled from this analysis and take these actions forward • Work towards the creation and execution of a strong, relevant, marketable identity for Crieff 	<p>Crieff & Strathearn Tourist Association, CCT</p>
<p>PRIORITY 2</p>	<p>Employ a marketing manager to develop the following actions</p> <ul style="list-style-type: none"> • Work with other local groups to bring Crieff’s identity to life • Build on existing events and make them a real focus for the town as well as introducing new events where relevant • Work to establish and promote a calendar of events for Crieff • Consolidate Crieff’s online activity to one site that has a clear focus on Crieff 	<p>Crieff & Strathearn Tourist Association</p>
<p>PRIORITY 3</p>	<p>Improve visitor information and signage</p> <ul style="list-style-type: none"> • Identify options for improving road signage to Crieff – identify process, costs and bodies responsible • Improve signage to local attractions 	<p>Crieff & Strathearn Tourist Association, CUSP</p>

THEME 5: ENVIRONMENT & HERITAGE

<p>PRIORITY 1</p>	<p>Develop local paths and cycle network in the Crieff area</p> <ul style="list-style-type: none"> • Work with PKC to implement the Core Paths Plan between Crieff and Comrie for walkers, cyclists and horse riders • Establish a network of waymarked accessible Core Paths around Crieff (full implementation of the rest of the Core Paths Plan) • Establish a network of safe, signposted cycle routes around Crieff, based on the Core Paths • Waymark drove roads • Identify and waymark a network of paths which are important but not designated Core • Effectively promote Crieff’s network of accessible, waymarked paths, cycle routes and drove roads 	<p>CCT, Muthill Village Trust, Comrie Paths Group, CUSP</p>
--------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------



MAKING IT HAPPEN

This Action Plan is for the whole community, and we hope it will be of benefit to any group or organisation which is working to address Crieff's needs or to progress our shared aspirations.

To achieve results we have three initial priorities:

- **Finding people to work with us.** Many hands make light work! If you are interested in getting involved in taking forward the work of Crieff's Action Plan, whether in a big way or a small way, please let us know. We would especially like to hear from you if you have experience of fundraising, business planning, project work, managing a charity, web design, ongoing website maintenance, community engagement or membership management.
- **Gaining the support of public, private and third sector partners.** To achieve our aims, we will need to develop good working relationships with a wide range of organisations including (among others) Perth & Kinross Council, Perth & Kinross Countryside Trust, Transport Scotland, NHS Tayside, VisitScotland, our local businesses, local landowners and national voluntary and charitable organisations.
- **Identifying and securing funding.** This will be a key task. A Finance Group will be established to focus on this. We will need to develop detailed business plans for many of our projects. These will then allow us to apply for the substantial funding that we will need to realise our vision.

LOCAL RESIDENTS & BUSINESSES: WHAT YOU CAN DO TO HELP

- Join the Crieff Community Trust. Membership is FREE, and we need a large membership to demonstrate to funding bodies that the community is fully supportive of the actions set out in this Action Plan. Being a member also makes it easier for you to keep in touch as things progress.
- Join one of the Action Groups that will be formed to take forward the projects in this Action Plan. Are you passionate about improving our local footpath network? Would you love to see a better bus service between Crieff and Dunblane? Does the traffic in Crieff's High Street really annoy you? Be part of the solution!

WANT TO GET INVOLVED?

Key contacts are shown below:

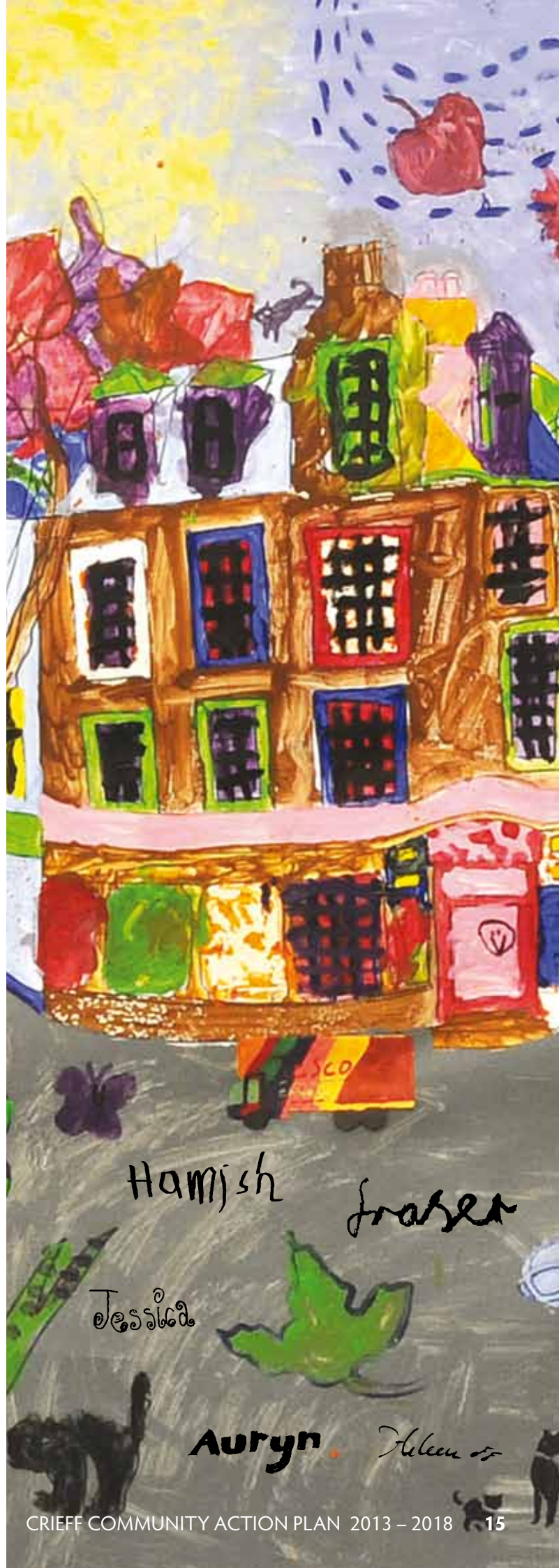
Crieff Community Trust
crieffcommunitytrust@gmail.com

Crieff Community Council
crieffcommunitycouncil@pkc.gov.uk

Crieff & Upper Strathearn Partnership
crieffpartnership@googlemail.com

Crieff & Strathearn Tourist Association
secretary@crieffandstrathearn.co.uk

Photography for the Action Plan was kindly provided by a number of Crieff residents: Phil Dyer and Peter McSparran of the Crieff Camera Club, Colin Carr, Crieff & Strathearn Drivers' Tryst, Kerry Tuffee, Craig Pagett, Stuart Corbett of Crieff Juniors and Duncan Murchie of Crieff Rugby.



Hamish Fraser

Jessica

Auryn Helen



Ruby

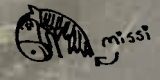


Rhianne

Sandy

Suzanna

RHONA



Ruhen
Shayla
Meen

Rowan



Funding for the community consultation and the production of this action plan was provided by Awards for All Scotland.



The steering group was supported in the community consultation and the preparation of this action plan by the Small Town and Rural Development Group.

Design of this action plan was donated by www.ailsacampbelldesign.com