

CRIEFF STAKEHOLDER VIEWS REPORT

March 2021



Crieff
Connexions



Crieff
Community
Council

CRIEFF & STRATHEARN MUSEUM

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1. INTRODUCTION

Background

1.1 This report summarises the findings of the **Stakeholder Conversations** carried out as part of the participatory process designed to inform the preparation of the Crieff Community Action Plan.

1.2 Meetings and interviews were organised and carried out by Caroline Ness, Community Action Plan Project Co-ordinator (Crieff Community Trust) on behalf of the local Community Action Planning Steering Group.

1.3 Conversations and online stakeholder responses were arranged with Ardvreck School, Blue Noun, Care & Wellbeing CIC, Colin Crawford Associates Ltd, Creative Crieff, Crieff Archery Club, Crieff Arts Festival, Crieff Badminton Club, Crieff Community Garden, Crieff Community Trust, Crieff Connexions, Crieff Folk Club, Crieff Golf Club, Crieff Juniors Football Club, Crieff Parish Church, Crieff Squash Club, Crieff Succeeds, Crieff & Strathearn Museum, Crieff & Strathearn Rugby Club, Drummond Arms Regeneration Limited (DARL), Friends of MacRosty Park, Kids Week in Crieff, Live Active Leisure, Logos Youth Project focus groups x 2, MoKa Creative, Remake Scotland, Richmond House Care Home, Rotary Club of Crieff, Soroptomist International Crieff, Strathearn Arts, Strathearn Cares, Strathearn Harriers, Strathearn Living Well, St. Dominic's RC Primary School and St. Columba's Episcopal Church. Numerous representatives of Perth & Kinross Council across a wide range of services also participated.

1.4 This report summarises the findings of these conversations but it should also be noted that it was not possible to consult with some key services or stakeholders in the area due to the current pandemic. Some sample stakeholder quotes are used throughout the report.

2. HOUSING AND ACCESS TO SERVICES

2.1 Positive features included:

- More housing means more audiences for events
- New housing will potentially bring more golfers into Crieff
- Extra housing in Broich Road will help Crieff significantly
- Housing market has never been as buoyant in Crieff
- Less bureaucracy and emergency response has removed a lot of barriers to accessing services during the pandemic
- Kind and helpful delivery of services
- The Steering Group for the new Action Plan is represented by staff from Perth & Kinross Council but the process is led by the community
- Very pro-active local authority services to support all areas of the community
- Perth & Kinross Offer is an opportunity for everyone to have their voice heard

2.2 Challenges and concerns included:

- Development on Broich Road and issues with narrow roads
- Impact on services with outline planning consent for 800 new houses being built
- A lot of houses in the town are holidays houses so lie empty quite a lot
- Much more of a transient population, housing tends to target a typical professional family who commute to Glasgow or Edinburgh
- Some housing stock owned by private landlords are in very poor condition and tenants are living in unsatisfactory conditions
- The post office experience is unsatisfactory and encourages local people to travel further afield to access this and other services
- A lot of services are only reaching some people who want to find them
- Unclear how easy it will be to access mental health services as we emerge from the pandemic
- Young people have been out of school for a year and for some, this is the end of their education journey but they are frightened and scared, they need support around mental health and wellbeing
- Centralised agencies attending the town to deliver services for e.g. 6 weeks but then are never seen again
- How do we work with families who are disengaged to ensure their voice is heard
- High turnover of local authority staff and local knowledge is lost
- Doesn't appear to be day care support available in Crieff so have to travel to Perth
- Digital connectivity can be challenging depending on where you live

2.3 Stakeholder proposals and ideas for improvement:

- Additional post office
- More of a police presence and response to drug use in the town
- Improved visibility of what services are available
- Services to be needs-led and not resource-led
- Consider working with social workers in future consultations to ensure a wider reach

Sample Stakeholder Quotes

"It's dangerous to build capacity against something that hasn't happened at the moment"

"There's so many houses in the planning stage supposedly going to get built, who's going to live in all these houses"

"I feel disconnected as a worker from the community after working from home"

"Local office space for services is now a barren landscape of workers"

"People have the right not to participate in consultations or not to access support"

"You get either really cheap housing in Crieff then you leap to really expensive, there doesn't tend to be much for that middle community"

HEADLINES

- New housing is welcomed for the growth potential it offers Crieff but with some concerns
- Service response to COVID-19 has been positively received but visibility and availability of services as the town emerges from the pandemic are unclear
- Partner with numerous services to reach everyone in the community so that all voices are heard in future consultations

3. LOCAL ECONOMY

3.1 Positive features were seen as:

- Good range of shops available and new shops have opened during the pandemic
- Despite the pandemic, premises were secured in a desirable location after a long wait for the right property to become available
- Adapted to delivering services online and recruited additional clients who couldn't normally access the services
- Remake Scotland were asked to be a COVID-19 anchor organisation for the area of Strathearn & Strathallan and to distribute Scottish Government's Supporting Communities Fund via The National Lottery Community Fund
- Successfully link with local hotels to sell stay and play packages and encourage more visitors
- Live Active Leisure actively support the continued development of young sports leaders
- New employment opportunities for 18-25 year olds
- Attracting new members and visiting parties year on year
- Attract visitors from Perth & Kinross to Glasgow and new members can sometimes be as a result of a previous visit to Crieff when younger
- Youth Guarantee Offer – liaising with local providers to create local opportunities for young people
- Place Standard Consultation for young people
- Working closely with other local, ethical businesses or community groups to develop mutually beneficial exchanges/opportunities, professional introductions etc
- Adapt student experiences according to their interests
- Very successful private events planned and delivered at Strathearn Arts Space, bringing up to 100 people into Crieff for the day from across Scotland
- Advertised for Home Stay Hosts which worked well
- The shops are viewed as an asset for Crieff
- Another supermarket in the town is good for residents
- The Sugar Mice trail and Crieff Cowches successfully engaged local people and visitors
- One of the biggest charities in Crieff employs 37 people offering a significant contribution to the local economy
- Crieff Arts Festival brings a valuable footfall into Crieff and puts Crieff on the map
- People are viewing Crieff as a viable place to move to
- Christians against Poverty Debt Centre established to respond to the needs of the community with practical help other agencies can't provide

3.2 Challenges and concerns included:

- How to reach the people who can use stakeholder services
- Affordable venues for small businesses who charge nominal fees
- How to best support businesses on the road to recovery
- Too many unhealthy takeaways in the town
- More affordable amenities would be welcomed
- Arts sector needs subsidy, support and human resources
- Need to attract more footfall in the High Street
- Lack of relevant shops for young people
- Building the deficit up after Covid-19
- Being a place where our young people want to live and work and not seen as somewhere to escape from
- Poorly paid industries contribute to an unhealthy local economy
- Tourism is looking very uncertain in the future
- Retaining members
- Less family run businesses, so there's not the same connection to local shops
- Zero hours contracts for young people working at the hydro

- Online shopping, better transport/more mobility, deeper deprivation, the widening of the have's and have nots
- Ensure that services like the foodbank do not become self-fulfilling organisations and instead help people to gain the skills they need e.g. budgeting finances, learning to cook etc
- Local residents may not be aware of businesses located on the outskirts of town and their efforts to drive visitors into the town centre
- High need for services to learn English by workers in the town
- Some young people are not getting payslips, or even if they work the same hours every week, they get different amounts of money
- South Crieff has children in the lowest 15% living in poverty
- Crieff is very short of overnight/intermediate accommodation
- Participants/spectators at Crieff Highland Gathering can't stay in Crieff, there are only a couple of B&B's. Crieff Hydro isn't an option for many
- Although people generally want their own town high streets to be vibrant, they shop out of town, online etc so don't support this in practice
- Finding international students to come to Crieff
- Some sectors of the community mock the challenging circumstances of others in the town
- Increased use of foodbanks by members of the community
- Pockets of poverty have increased over the years
- Sizeable drop in church income during the pandemic

3.3 Stakeholder proposals and ideas for improvement:

- A mall for artists/creators in the area to showcase their products for a nominal rent
- Partnership working to progress the town's future
- Better range of shops to support schools, business and locals
- Develop resources that tourists and locals can access
- More independent shops to make the High Street attractive for visitors
- Encourage 'shop local' by changing local behaviours and by making the High Street more user friendly
- Installations similar to the cow couches to encourage more footfall
- Better consideration at a funder level of the expertise available locally to manage projects
- Large chain food outlets e.g. McDonald's
- Crieff needs to identify what it is a destination for and promote this
- A better standard/quality of shop front signage
- New workshops/training to attract clients to come to Crieff
- King Street to become a cultural shopping street
- Be ready to support a new branch of people who have been financially stable enough until the pandemic but who won't necessarily have the coping skills to deal with the challenges thrown at them over the last year
- Partnership working to connect young sports leaders from Crieff High School to leisure industry employment opportunities
- Partnership working with Crieff Hydro to facilitate guests visiting other parts of the town and better visibility of partnership working if it currently exists
- Collaborating with other businesses to offer various packages to visitors
- Decent paid jobs and opportunities for young people
- Make Crieff so trendy that people will travel a distance to visit because it is a good experience
- Free local use of business space in exchange for language students being able to join meetings/workshops etc as a learning experience
- Involve lots of different things already happening in the community into own business activities when possible

- A Directory for all the businesses making things in the area to promote the amazing artists, cheese, bread etc so locals and visitors can find out about them
- Local mosaic artist to create a new trail around the town
- Work with Crieff Hydro and explore ways their customers can benefit the town more
- Vision to be a Dementia Friendly town and attract more bus parties who will feel safe and supported during their visit
- Focus on Crieff as a destination outwith the town centre and capitalise on its beautiful scenery and outdoor activities

Sample Stakeholder Quotes

"We have seen a very recent positive upturn in the local economy (the pandemic aside) with new businesses and an air of positivity"

"Some of the shops are wonderful"

"Crieff used to be a very busy visitor town – we need to get back to that"

"Don't think Crieff is going to come out any worse than before the pandemic, if anything, better"

"Quite an exodus from Crieff by staff from the hydro"

"Crieff was very active 30 years ago. The Drummond Arms was a big hub for the town centre and brought a lot of tourists into town"

"The hydro is a great asset and brings people to the hotel but not into town"

"Pushing for Crieff as a destination and trying to get the awareness of Crieff out to the tourism market"

"Astonished how many businesses opened up during lockdown"

"If you ask people what they'd like to see in their town or city, they always say a thriving centre"

"We're a hub, we need to work out how to attract people through the door and spend a wee bit of time with us"

"How can we help the most vulnerable in society, and make Crieff a more equal place"

"Knowing people in the local area would be useful because I need people to know that we're here plus we have a plan for having lots of guest experts in e.g. we've got someone who makes granola and she's going to come and do a granola breakfast, share her produce and talk about the history of her company while we're all eating granola"

"What we're offering is such an exclusive thing that we can actually charge good money for it and then with the good money getting charged, we feed that back into the community and pay people to come and speak to our students"

"There's amazing local produce"

"Crieff Hydro have a plan to keep people in the hydro, we need to work with them because we can't compete with them, they've got one of the top brands with one of the smartest people in the tourism business in Scotland"

"My agenda has always been that Crieff would become more arty and in 2012 when the Drummond first closed, I hoped that Crieff would become a destination for craft shops"

"I struggle to see what the point of Crieff is, what's the destination purpose if people are coming to Crieff as visitors. There's not one thing I'd say you'd go to Crieff for"

HEADLINES

- ➔ Crieff to define its destination purpose and groups, businesses etc to feed off that
- ➔ Upturn in the local economy has been observed
- ➔ More jobs and opportunities needed for young people with satisfactory processes in place
- ➔ Directory of Makers
- ➔ Businesses in all locations to work better together for the benefit of the whole local economy

4. EDUCATION AND CHILDCARE

Crieff has several schools providing educational services to children and young people living in the area and beyond. Primary schools include St Dominic's RC Primary School and Crieff Primary School, with roll calls of 142 and 364 respectively. Both schools also have nursery provision.

Crieff High School has a current roll call of 590 pupils and is the associated secondary school for Crieff Primary School, Muthill Primary School, Braco Primary School, Madderty Primary School, Greenloaning Primary School and Comrie Primary School. There is also a consistent intake of pupils from St Dominic's RC Primary School.

Two independent schools are also based in Crieff – Morrison's Academy (nursery, primary and secondary) and Ardvreck School (3-13 years).

4.1 Positive features highlighted:

- Growth as a result of new people coming to live in the area
- Pupil empathy for intergenerational work as a result of their families working in the care sector
- Can enjoy MacRosty Park and its upgraded facilities to participate in outdoor activities
- Good collaborations with various community groups
- Investment in the new campus offers additionality
- Range of learning opportunities from forest school outdoor teaching to specialist care in mental health and wellbeing
- Community access to use facilities and grounds
- Good relationships with parents of children living in the community

4.2 Challenges and concerns included:

- Misunderstandings and misconceptions by some members of the community
- Changes in general UK Economy
- Two private schools in the town emphasise existing inequalities further

4.3 Stakeholder proposals and ideas for further positive development:

- To continue to foster links across local businesses and offer a joined up approach to Learning for Life, Work and Health

"We should be promoting leadership further down the school"

"Utilise the many skills children gain during their primary school life into secondary, and support them to leave with a strong set of essential skills for life"

HEADLINES

- ➔ Children's positive experiences at home transfer to the school environment
- ➔ Great local facilities for pupils to make use of
- ➔ Collaborative opportunities available to enhance the curriculum
- ➔ Independent schools potentially face challenges as a result of UK Economy changes

5. HEALTH, WELLBEING, CARE AND SUPPORT SERVICES

Crieff is served by Crieff Health Centre and Crieff Community Hospital and both offer a wide range of services and clinics. Dental practices and a mobile hygienist also deliver services in the area. Numerous care homes offer facilities for a range of residents with different needs including old age, physical disabilities, dementia, palliative care and respite. There are also a large number of wellbeing practitioners in Crieff and the surrounding area, all of whom provide services across Strathearn. Various other support networks, services and groups also provide valuable assistance to people facing challenging and enduring circumstances or medical conditions in the town.

5.1 Positive features highlighted:

- Services that were previously inaccessible are now available online, removing geographic barriers
- Business support is available locally to care and wellbeing professionals
- Demand for private services is high for some businesses with potential to scale up
- Opportunities are available to improve physical and mental health
- Community gardening helps to promote physical activity and supports wellbeing, therapy and rehabilitation
- Majority of individuals requiring mental health support are cared for in the community and supported by services, carers and family
- Fantastic compassion shown by family, friends and neighbours during the pandemic
- Social prescribers support people who are experiencing loneliness, isolation etc to access community groups
- Appreciation of what provision exists as a result of more people working from home
- Huge level of skills in the area
- Richmond House Care Home is largely used by local people, and residents tend to know other residents as a result of this
- Morrison's Academy entertained care home residents over Christmas
- Virtual Zoom Cafes where residents can interact with those living in their own homes
- Working with local authority agencies to develop walk opportunities for residents and which will be open to all

5.2 Challenges or concerns included:

- Lack of understanding of what the care and wellbeing needs are in the Crieff area
- Difficulty identifying potential clients
- Require bigger premises on a permanent long-term lease and to secure funding on a more official basis to ensure services can continue
- Growth in poverty and isolation
- Carers experience challenges and could benefit from support
- Historical problem of insufficient workers to deliver home care services in the area
- Significant increase in mental health support needs due to longevity of restrictions, loss of jobs, demands on parents who are home schooling and a lack of community infrastructure to enable people to support themselves e.g. gyms, cafes, lunch clubs etc
- People currently unable to create structure in their day to support good mental health
- Some individuals are having to wait for support due to demand
- Carer staff have navigated around the guidance for a whole year which is tiring
- Inequality issues where a range of individuals are not doing so well in Crieff
- Difficult as a service/business to know where people look for support information
- Some people travel to Perth to access certain services to preserve their anonymity
- Uptake on community foodbank services might not reflect how many people actually need to access the service due to the associated stigma
- More volunteers to develop opportunities
- Can be difficult to work collaboratively as other partners are not always willing to be as open and transparent

- Small businesses with services to offer the community are often sidelined by the local authority which prevents a lot more sensitive locally-based services being delivered
- Residents have not been able to access the community during the pandemic
- There are people with dementia living at home with no access to services at the moment which can be challenging for carers
- Regulations can be prohibitive so there are limitations on who can come into facilities
- Lots of men are isolated at home and there is a need for opportunities and services that are more social based e.g. can have a drink rather than focusing on e.g. mental health

5.3 Stakeholder proposals and ideas for improvement:

- Central information point to promote services
- Funding streams to support people who find it difficult to access services
- Funding co-ordinator to accelerate the work of the health, wellbeing and care sector
- More support groups for vulnerable members of the community
- New initiatives e.g. Forest Church/Pilgrim Places
- Offer more workshops on wellbeing in the garden and share fruit and veg produce with the community for free
- Support people using tips, tricks and strategies to sustain good mental health
- Re-instating pre-covid services quickly will be beneficial to mental health
- Enough staff to support the gifted allotment for service users in the Crieff area
- Work with other locality partners to support needs in the area
- Groups and services in the sector willing to work together and unravel the myriad of offerings available
- A way that people can access the services they need more generically without worrying they have been seen at e.g. the foodbank
- Health and wellbeing practitioners in the area to draw on the strength of being part of a wider organisation, to pool resources and skills
- Move towards community-based services - unsure if families will want to place their loved ones into care homes moving forwards
- Work with other charities on provision to keep people living in the community
- Make Crieff a Dementia Friendly Town, achieve national accreditation – local people and visitors then know they will get support and help if they need it

Sample Stakeholder Quotes

"The community is very diverse and spread out"

"I think that now many people have suffered since the pandemic, it may be more of a challenge to reach them"

"The community spirit in Crieff area is second to none, people are all too willing to help those in real need and I see this even more since Covid began"

"For people who were maybe already struggling a wee bit in terms of isolation, loneliness, anxiety, autism, there's been a significant increase in anxiety"

"Lots of people are doing great stuff but don't talk about it together"

"We need to all work together because that's the only way we're going to achieve anything"

"A lot of people want to come and end their lives there, that's a huge privilege for us"

"Get the community into Richmond and Richmond into the community"

"I don't want to hear of people committing suicide"

HEADLINES

- ➔ Identify and co-ordinate funding streams across the health, care and wellbeing sector
- ➔ Despite a fast growth in new mental health services, so is demand
- ➔ Stigma still exists when using support services
- ➔ A large variety of private and public sector services are available in the area

6. COMMUNITY ENVIRONMENT AND COMMUNITY ORGANISATIONS

6.1 Positive features included:

- Recognition that collaborative working and mutually beneficial partnerships is the way to drive the town forwards
- Community spirit
- Volunteers of all ages, walks of life and abilities support groups in Crieff
- Lockdown allowed many new volunteers to support initiatives they couldn't normally
- Various activities, projects and events have happened during lockdown
- Successful partnerships in the arts sector provides groups with an infrastructure to have artistic responsibility but without the risk
- Signposting to what's happening in the arts sector for local people and visitors
- New Radio Station will be a great resource for the local community
- Private education brings new people with money into the town and has a positive impact on skills and amenities available
- Covid has changed how some organisations operate which has been positive in places
- Good models of matching volunteers to their interests and satellite volunteers to reduce isolation
- Pass It On Fund
- Support volunteers with skills training and work experience
- SMART targets to recruit new members
- Donations have still been received
- Excellent links with schools through club programmes and competitions to support leadership experiences/improve confidence
- The Trust is used as a sounding board, a group that people go to and ask questions of
- Some successful fundraising activities to support local and international projects
- During lockdown, local people visited parts of town they hadn't previously been to and are now much more aware of what other facilities are available
- Crieff has been very responsive during Covid-19 and opened up great opportunities for groups to work together across the whole of Strathearn and Strathallan
- Land Reform Act has played a large part in allowing the community to take over some buildings and grounds in the area
- Collaborative work with other groups helps to build bridges in the community
- Young people feel safe in Crieff compared to the adult perception on safety
- Creative Crieff is more than facilities, it is regeneration of an area and about giving young people more opportunities in Crieff
- Support other community groups with free workshops e.g. scouts, care homes and work collaboratively with other organisations
- Can Do Crieff co-working space up and running despite the pandemic
- 20 groups benefited from Cash4Crieff
- Crieff Community Foodbank praised for its sterling efforts in supporting community members
- Recognition that people in the community were unemployable and offered certificated training and an opportunity to volunteer
- Age demographics are well spread in the town
- Database of groups is being developed

6.2 Challenges and concerns included:

- Working in silos has had an adverse impact on the town
- A tangible sense of divide between the upper and lower geographical areas of Crieff
- Significant hidden poverty, particularly in the older age group
- Committee members are usually volunteers which can be limiting and groups with ageing volunteers may struggle in the future
- Young people don't feel they are welcome in the community

- Some projects may seem esoteric for large parts of the community
- Funding streams will be limited in next 5/10 years
- Can be difficult to recruit women into local organisations
- Lack of awareness of what groups exist in the community and what they do
- Disparate groups in the community and groups becoming defensive too quickly
- Disconnect in getting information out to the community
- Needs for those in minority groups has increased and must be addressed
- Divisions in Crieff tend to focus on inequalities
- Fear around covid is very real and debilitating for some people
- There is no sense of what some families or individuals in crisis want or need
- Social media gives people the contact they need so less people join physical groups
- Some members can't access or find it difficult to access online group meetings
- Zoom fatigue
- Trust across the different organisations is a challenge and a lack of it damages reputations
- Continuously ensure that a full range of people are engaged and needs considered
- Groups and services don't always have a clear balance of who they are reaching
- Unable to fundraise for projects/groups in the area or beyond due to Covid-19
- Not always clear who is claiming responsibility for consultations in the town
- People are constantly consulted but aren't always aware of what happens beyond that
- Bridging the gap between the community and being located on the outskirts of town, would like more local people to use the facilities
- So many creative groups can be confusing
- Household survey too open for some members of the community, a tick box version for future consultations would be helpful
- Some larger organisations only work with select groups deemed to be 'somebody'
- Lots of complexities in long-term projects
- Difficulties in handing over excess food to the foodbank – not open all the time, no formal process
- Avoid getting side-tracked into activities that other people deliver better
- Competing for funding to support different things in the town
- Congregation has decreased by over 50% in recent years

6.3 **Proposals and ideas to improve included:**

- Better communication between all of the groups delivering great services
- Ensure those who are digitally excluded are communicated with
- More collaboration between groups of similar interests on an ongoing bases
- Some sector groups shouldn't feel threatened by each other but should co-operate with each other
- To be more diverse and welcoming of all age groups and nationalities
- Continue with acts of kindness to support people through the pandemic
- More acknowledgement of the addiction problem in Crieff so that it can be addressed
- Develop inter-generational opportunities to transfer skills and offer real life experience
- Develop a Volunteer Assembly
- Hub & Spoke model in the High Street to increase services offered
- Information to be available across multiple channels
- Establish trust in the community by building track records as organisations that deliver
- Community to understand the purpose of Uniting Crieff
- More people to get involved with groups and to feel they have a part to play in their community
- Aspire to be a dementia friendly town
- Groups to be more specific and stop trying to be everything to everyone
- Sharing and co-ordinating of resources to ensure groups are not working harder than necessary

- Larger organisations to have the full overview of what is happening in the area and work with smaller, more specialist groups towards clear purposes
- Community support to create a formal foodbank infrastructure
- Groups to make more use of support around funding applications to ensure they promote their activities and impact more effectively to increase success rates
- Work towards charitable status and a paid employee to offer more stability and maintain the progress made
- Support to identify alternative storage premises
- Attract sponsorship to deliver a model of learning similar to Remake
- Listen to community feedback and build upon what seems to be the need or what becomes popular
- Young people not getting moved on just because they are young, but better engagement instead by services e.g. police
- Creating a safe place for young people and a sense of belonging
- Centralised hub for groups to communicate when needs arise and to help each other out for a common goal
- Cross-fertilisation of services and projects
- Avoid the Community Action Plan being too rigid/inflexible and have an independent scrutiny group to check on its progress periodically
- Build confidence and skills across the whole community to take part in future consultations alongside additional mechanisms to reach some groups of people
- Younger people to get involved with the arts festival and spread the workload of a large event, whilst gaining experience in the sector
- Looking for bigger premises that can be a place for lots of different things for lots of different people and bring the community together
- Volunteer co-ordination in the town

Sample Stakeholder Quotes

"There can be a sense of the 'have's' who are fairly comfortable and the 'have nots'"

"Crieff is a beautiful countryside town full of scenic walks and active community groups"

"We care about Crieff, all who live in it – the wildlife and the humans"

"In the future, we do see ourselves as the organisation in Strathearn that can help to bring the arts together, continuing to do our own events and where possible being as self-sustaining as we can through making surpluses on some of our money-making events but then reinvesting that in things that are good for the community as well"

"It's been a good partnership with Strathearn Arts"

"Support success, invest in success and you'll get more"

"Different groups are free to explore what they want to do, it's a free country"

"We like Logos as it's the only safe place and it's enjoyable"

"I'd like to see everybody represented and feeling as though the things that are on offer in the town are for them"

"There's a lot of energy to look after Crieff and develop Crieff which is encouraging"

"We want to welcome more women who could make a difference not only to our community but to the lives of women and children around the world"

"Can't be all things to all people"

"There's a lot of duplication goes on, the arts project would be a perfect case in point, we have places already that show films, do we need another cinema, do we need a radio station that nobody was asking for"

"We need to all pull together mutually co-operating. I'm not sure about one organisation co-ordinating it all, that feels a bit controlling to me"

"We don't just remake stuff, we remake people"

"I cannot believe that in a town the size of Crieff and with the general affluence in the area, we literally have a foodbank in the High Street. It's an indictment of all of us in a sense"

"Give kids a chance to do that thing that they're good at, everybody's good at something, it's just giving them a chance to have a go at it"

"I think a dementia friendly operation in Crieff would be ideal"

"There's quite a lot of talk and not very much delivery of things that people are saying they want"

"More energy around in Crieff if you ignore the covid hiatus we've had"

"We've been teetering, I can't possibly do any more than I'm doing but it needs to be a bit more stable"

"Having lots of groups is absolutely fine because in each group, there are bonds and there are friendships built from that group of people – that's as valuable as the work they are doing"

"It seems to me that lots of groups are trying to do the same things, going off on a tangent"

"Groups get fearful when other groups do the same thing, causing hostility and poor relationships"

"Funding is not for the elite or people with money to get extra services, funding is generally to improve an area or work with people who need and require activity"

"There's the little groups who I don't think can even imagine how much they could be part of the bigger picture"

"This area doesn't aspire to what it could, I think that people expect less than they could, especially the creative side"

"It's bigger than us now, it needs a bit more stability"

"The people who use us and come to our events know what we're doing but then other groups who are long established haven't got a clue what we're doing so where we've maybe wanted to collaborate, it's been a non-starter"

"People power is what gets things done"

"Lack of connectedness in the town, people are doing things and the left arm doesn't know what the right arm is doing"

"I think we're very blessed with Logos in Crieff, they do some fantastic work with young people"

"Sometimes young people are targeted just because they are young and they are hanging about"

"How can those various interest groups work together, flex and change around each other...if there's more creative space, bring it on"

"A few weeks of sewing and knitting workshops for Australian fires for people who didn't know each other but were speaking to each other and collaborating, and produced an absolute ton of papooses for kangaroos and wallaby pouches"

"I would say the Crieff Action Plan tends to be an action plan for the 'have's'"

"Crieff is serious about its future"

"The whole Community Action Plan process is the key to re-circling and not re-inventing the wheel, putting people in touch with each other and not doing things pulling in different directions, we're all speaking as one"

"Crieff's got this lovely facade, a bit like folk want to preserve the facade of the Drummond Arms because it looks nice, but actually behind it, it's a mess"

HEADLINES

- ➔ Community groups to work together better, more often and communicate more openly
- ➔ Good practice models when working with volunteers
- ➔ Great response by the whole community to COVID-19 but there is still work to be done to improve the quality of life of some residents
- ➔ Crieff working towards Dementia Friendly Town accreditation

7. COMMUNITY FACILITIES, ACTIVITIES AND EVENTS

7.1 Positive features included:

- All Ability Play Park
- Wheelchair accessible community garden plus raised beds
- The Community Garden is well situated for parents and children to enjoy
- Significant increase in the number of events hosted in the arts sector over recent years
- The tent in the square and the good atmosphere it creates
- Young people offering to help keep the tent area in the Square clean
- Makaton friendly café funded locally
- New Radio Station to have a youth voice at its heart and will be a great platform for local voices
- High quality arts engagement will provide new services in the area which in turn will generate increased tourism
- New facility planned by 2023 to provide a multi-screen complex and other amenities
- Lots of groups for families and children in Crieff to get involved with
- Expand each year based on what works well and add new ideas in to replace those things that didn't work
- Market Park re-development will offer much better facilities and public realm, with access for local people to use, employment opportunities and a space for groups
- Approximately 80 shops and businesses support Crieff Arts Festival
- Crieff Remembers 2019 brought the fantastic Scottish Diaspora Tapestry to Crieff and attracted 3500 signatures in the visitor book
- The 2017 Crieff Remembers Exhibition Concert was very well supported by the community and packed out
- St Andrews Hall has cameras and broadcasting facilities and are available for community use
- Church buildings are reasonably well supported by community groups

7.2 Challenges and concerns included:

- Minimal maintenance work only possible to the Park during the pandemic
- Crieff doesn't have a large number of venues
- If social distancing continues in the long-term, it will impact on sustainability and opportunity to re-invest
- Unsure how the public will feel about returning to events when restrictions are eased
- Nothing for 12-17 year-olds to do and the town is lacking facilities for this age group
- More could be done to engage the communities and use of the Learning Centre
- No night life for young people, resulting in a lack of community spirit in this age group
- Need more volunteers to develop the junior golf section
- New people don't always know where to find information about what's available
- Need to expand the number of volunteers to support growth year on year
- Fantastic resources at the campus but too expensive or a music teacher is the only person trained to use the sound room for music
- Difficult to comply with regulations to allow access to facilities
- Strathearn population unlikely to be able to support additional cinema provision

7.3 Proposals and ideas to improve included:

- Events that embrace and promote the area's natural beauty and rich heritage
- Improved signage to highlight areas for recreation
- Discussions with PKC/funders to add an all-ability toilet/changing facilities or upgrade the disabled toilets when possible after the pandemic
- Install a defibrillator in the bottom Park with funding support
- Community allotments erected next to the Community Garden in ground owned by the primary school – any funds could support maintenance and the primary school

- More facilities aimed at teenagers, a place to hang out
- The old primary school turned into a youth facility
- Events organised around families
- Regular up-to-date block buster films
- Accessible facilities and inclusive services for people with varying needs to experience cinema
- Whole community celebration events all year round
- Recognition of all groups to celebrate their hard work during the pandemic
- The community campus should be more than a host for the school and be accessible to everybody
- More pro-active engagement with the campus leader to get community use
- Community run post office that offers a full range of banking services

Sample Stakeholder Quotes

“During this pandemic many people have been able to take exercise in the Park”

“Punch above our weight as a small town and attract high quality acts to come here, there’s an audience who are keen and are engaged, and there’s the facilities to support good quality acts when they come in”

“Strathearn Arts has provided a focal point for events and I think that’s been beneficial”

“When Logos shuts Crieff dies”

“The people who are accessing Building Bridges and Logos for example will feel included in a way that’s empowering”

“Need more people on board to help pull it together otherwise I would say we’ll run out of momentum to do it with who we’ve got just because it’s too much for a small committee to do”

“Potential for Crieff to become a creative hub in its entirety”

“The people of Crieff don’t actually use the facilities we already have”

HEADLINES

- ➔ Facilities needed for young people to hang out
- ➔ Events to be organised all year round to maintain community spirit
- ➔ Make use of existing facilities before developing new ones
- ➔ Community campus is difficult to access

8. SCHOOL SPORT AND COMMUNITY SPORT

8.1 Positive features included:

- Positive impact of local PEPAS group (Physical Education, Physical Activity and Sport) which allows schools to come together more, ensures young people have access to opportunities and skills building for teachers
- Successful cluster festivals and after school activities for primary and secondary pupils
- Pupils trained as young leaders in sport
- Regional and national gymnast champions with teams in national finals for all ages
- Influx of new facilities that the community can access
- Engagement in outlying cluster villages to deliver sport to their local school
- Crieff High School and the new Primary School considered to be one campus which opens up more opportunities
- Community Sports Leader Award training has provided the school with a number of outstanding pupils delivering sport over the years
- Sports clubs interact well with Active Schools
- Touch Rugby now available in Crieff High School, encouraged by rugby club support
- Mini rugby teams are very successful and growing rapidly
- Some great squash players have gone onto play at a professional level
- Two 10 year-old girls signed up for Celtic, other girls coming through
- Crieff Community Rugby programme available to pupils from all schools
- Clubs focus on fun activity for young people – they are our potential adult club members
- Virtual online challenges to keep club members motivated during the pandemic
- There are correlations across sports in so much that they all want more people playing sport and to have the best facilities possible

8.2 Challenges and concerns included:

- Difficult to identify a community sport hub model that would work well in Crieff
- Primary schools are still short on sports facilities/provision to allow 2 hours of quality PE to happen and in the outlying areas this is limiting some children
- Barriers to taking part in after school sport still exist e.g. no car, parents at work etc
- Funding to continue with sports leader training for senior pupils
- Lack of central budget to support teachers to gain additional sports qualifications
- Perth & Kinross Council's requirement for mini-bus drivers to have the D1 and MIDAS
- Staff can't always be released to attend sporting events during the school day
- Supporting community sport club volunteers to visit schools during curricular time
- Some young people have to travel outwith Perth & Kinross to access competitive sport e.g. football leagues
- Trend of young people leading a less active lifestyle
- People as a resource appears to be a common challenge for sports clubs
- Same people in clubs are continuously chasing funding and sponsorship
- If there is a teacher with an interest in a sport there will be lots of opportunities but for other sports, it isn't always possible for sports clubs to fill gaps during the working day
- Portals promoting clubs are good in their own right but don't solve ongoing challenges e.g. resources to deal with the increased number of enquiries
- Practical support from local authority or other organisations is limited, making it difficult for a community sport club to survive
- Number of badminton leagues has decreased over the years
- Nearest athletics track is Stirling or Perth and the logistics don't work for many parents
- Safe floodlit outdoor areas are limited
- Different challenges for different sports over the last year – e.g. travellers pitching up at Braidhaugh prevented training for half of the outdoor season; nothing to train towards; welfare challenges related to no access to indoor facilities

- Committee meetings tend to remind people of what has yet to be done rather than the positives achieved
- Team sports are in decline, less individuals progressing to seniors. Difficult to address when clubs don't have enough resources to communicate better, make better links etc
- Natural drop off in sport when young people reach their teens
- Facilities are available for use by girls and women but not able to do this safely if men/boys are playing at the same time and this is a barrier to growth
- Social media is mostly positive but is a weakness if people remain 'involved' only through Facebook but don't train, also distorts stats
- Small clubs have to pass on more costs to members which can become unaffordable
- Due to sport specific requirements, can't just use any facility
- Running out of grass pitches to play organised matches on
- Strathearn Campus don't respond to communications quickly or at all
- When facilities were closed during the pandemic, instead of lining pitches, clubs would have preferred better Mitie to make better use of time e.g. repairs, bringing pitches up to standard etc
- Lack of response from council to help identify some additional outdoor space

8.3 Proposals and ideas to improve included:

- Re-instate the free bus pass scheme for secondary pupils to get home to outlying villages after taking part in ex-curricular sport sessions
- Improved school to club links to support both young people and clubs, including a strategic level plan outlining pathways etc
- Strengthen school cluster festivals
- Continue with emergency first aid training for staff in schools to support health and safety in ex-curricular sport
- Community involvement in school sport e.g. volunteer drivers for fixtures, wash kit etc
- Encourage community sports clubs to engage with the captive audience of young people in school e.g. at Night of Champions
- Be known as a school/sports academy that excels in a particular sport
- Live Active Leisure to support ex-curricular/club sport, act in advisory role e.g. funding streams, additional coach education etc
- Noticeboards outwith the school estate so that parents are not dependent on flyers
- Exploit lockdown and the fact that parents and children want to be more active
- More co-ordination/collaboration across sports/sports clubs in Crieff for events, volunteers, managing bookings etc
- Sports clubs, schools and other sector providers to work together, meet regularly and to pool generic resources
- Actively engage and inform new people to the town about what's available
- Professionals at the golf club to actively encourage juniors into the sport
- More tangible outcomes through partnership working with Active Schools
- Identify real needs of sports clubs and support them to work collaboratively to mitigate some challenges, shared learning, generic volunteer training etc
- Different sports attending with their members to another sport's session and vice versa – support young people to enjoy other sports and broaden their experiences
- Active School does good work with many clubs independently but there is no cross-sharing of information
- Clubs to work together better by putting their membership and voices into one space
- Aim for a central hub facility that can support multi-club use to facilitate growth of multiple sports and start planning for this now
- Social events across different clubs/sports to build relationships
- Cheaper to hire whole pitch rather than half/a third but could work with other sports to use at the same time

- Active Schools Co-ordinator is best placed to facilitate clubs working together more effectively but needs more backing and resource - numerous partners including the clubs could help drive this forwards
- Area between Aldi and the new primary school could be used to enhance facilities further with lots of different sports using facilities every night
- Transition to a new venue, club, sport for P7's should be built on events leading up to the transition to ensure children know coaches, feel comfortable etc
- Change of use of the rugby pitch at the front of the campus to football or multi-use
- Clubs who use the campus heavily would like a better engagement process to discuss matters that arise
- 60M indoor marked up running track to train indoors for juniors
- Combined sports hub with facilities, access to a gym for club fitness training, physiotherapy resource, sports nutrition and tackling wider agendas e.g. obesity together
- Somewhere sports clubs can call home, be based in one location and which can be accessed when needed
- All weather facilities with changing facilities and toilets
- Help for clubs that struggle financially – sometimes parents are having to make a choice about what sports their children can take part in as smaller clubs can't absorb costly hall hire
- An additional outdoor space to use when travellers set up
- For clubs to work well together, there needs to be a framework with an end-point, something to work towards
- Up-front investment in a higher level worker to co-ordinate sports clubs and to help individual clubs unravel layers of the actual problems they experience, and then support them to find solutions

Sample Stakeholder Quotes

"The facilities at the campus, we are spoiled, they are absolutely fantastic, the amount of facility there and the opportunities it allows to facilitate for local pupils is a massive plus"

"I was brought up in Crieff before we had all the sporting facilities we now have so it's fantastic to see what opportunities we now do have on the doorstep"

"There's absolutely no excuse for kids to not be involved in sport"

"I think we punch above our weight in Crieff to an extent because we are a small school and have a lot of opportunities for the kids"

"We have a lot of folk in Crieff now who just can't afford to access sport outwith their school day. There are some really talented kids that can't progress on because they just can't afford it"

"Even if you create a successful programme, you're creating more work for yourself"

"As bad as covid's been, it's sharpened people's minds to the importance of physical activity for mental and physical wellbeing"

"Have never seen the rugby pitch at the front of the school used"

"The campus is a complex model – school leadership, Mitie and Live Active Leisure – there is no clear avenue to sit and have a conversation"

"We need a larger floodlit area so that we can take the bottleneck away from the Strathearn Campus"

"When we moved into the campus from Ardvreck the cost was a considerable downturn to our membership"

"We don't run the club to make money, we run it to keep it going"

HEADLINES

- ➔ Large range of opportunities for young people and adults to participate in sport
- ➔ Cost of accessing sport can be prohibitive
- ➔ Clubs would like more support to work together, to share resources and a worker who can help them to resolve common challenges

9. TOWN APPEARANCE, ENVIRONMENT AND HERITAGE

9.1 Positive features included:

- Lots of visually attractive assets are available to create a Crieff & Strathearn Museum and there are opportunities to access a physical building
- Lady Mary's Walk is a wheelchair friendly walk which lots of groups travel to use
- MacRosty Park is a great asset for the town
- Lots of support at varying levels between the green space officer and the community, with many groups becoming competent and confident enough to undertake tasks on their own
- Green spaces are utilised for what the community want them to be used for
- Green Routes to Wellbeing mental health group
- Lots of progress made with the Drummond Arms although it isn't always possible to see what has changed. It should be possible to see a physical difference later in 2021
- The vision for the Drummond Arms is not set in stone and can respond to community need
- Lots to be proud about in terms of agriculture in the area
- Work carried out at Turretbank Wood has been successful and development is still ongoing to improve further e.g. link to Lady Mary's
- Drummond Arms made safe and insured
- Some key buildings in the town are getting attention and will give confidence for people to come to Crieff

9.2 Challenges and concerns included:

- Redevelopment of derelict buildings in Crieff and the multi-partnership approach/local authority buy-in this will require
- Town centre is in need of much work from empty shops to litter to overflowing bins
- Pandemic has slowed down the progress to open a museum
- Rich history and heritage are at risk of being forgotten or lost
- Serious pollution problem
- The length of time taken to do anything with derelict buildings
- Local people struggle to understand the concept of the costs related to the regeneration of the Drummond Arms
- Negative impact of attempting to reduce pollution in the town was the installation of parking meters
- Attracting funding for a project the size of Drummond Arms is challenging for a charity and a group of volunteers. A lot of existing funding streams have also been converted to focus on covid projects
- Promotion of business focuses on how beautiful Crieff is, but there are a few streets where you get confronted with a hotel which has a tree growing out of its roof
- Local action planning is good for visual elements of the community but not sure how good it is for environmental issues
- The community like the old buildings and to know they are there, but don't support them enough to sustain them
- Electric car charging points are frequently out of use, are not connected or are badly located – these are essential if Crieff wants to be a destination

9.3 Stakeholder proposals and ideas for improvement:

- Some of the empty buildings to be in the hands of the community
- Creation of safe cycle paths for learner cyclists
- Vision to be greener, cleaner and accessible
- A unified appearance for shops and businesses
- Paths extended and access improved in partnership with local landowners
- Make more of the countryside as a selling feature to attract tourists

- Pilgrim Resources, including historical and environmental resources
- More investment in the smaller playparks in Crieff
- More signage/information boards with maps, historical features etc
- Consider re-purposing old derelict buildings before building new facilities
- Take better care of the existing buildings
- More rapid electric car charging points and places for recycling
- More members of the community to get involved in re-use and repair
- To be an eco-friendly town with good services that connects people by increased use of e-bikes and green transport
- Cantilever bridge type solution for some parts of Lady Mary's Walk to enable easier access
- Recruit more volunteers to support green spaces
- Create a document/blog for the future concept of the Drummond Arms to keep local people aware of progress
- Regeneration of the Drummond Arms has the potential to create a new destination and revitalise other businesses in the town centre
- Creative hub for creatives and affordable hostel type accommodation to attract visitors
- Promote more green tourism and stop activities such as grouse shooting
- Safe pavements and attractive street furniture
- The Trust to take the lead on environmental improvements
- Additional members of the community to join DARL and support the development of the Drummond Arms

Sample Stakeholder Quotes

"This town has a terrible pollution problem"

"Introduce more green facilities in the town"

"Be more energy efficient"

"Be the most sustainable town in Scotland"

"We're trying to keep bits of Crieff that are of absolutely no value to anybody"

"I don't see any point in an old building still being there because it's a conservation building, to just watch it deteriorate, knowing full well in 20 years we're going to have to knock it down because it's going to fall down"

"Ensure everyone in the local community has green spaces to enjoy for mental and physical wellbeing"

"The Drummond Arms is regeneration for a town, not for a building"

"Make the best use of every resource we have as long as we have resources"

"People are very unaware of the complexities of what we're allowed to do, what you can do, and what you can afford to do"

"Pull together to be more environmental"

"Crieff is one of the third worst places in Scotland for air pollution, there must be a way of accessing money"

"The buildings issue I think causes mental health issues for some folk in the town because they see the place so distressed"

HEADLINES

- ➔ Crieff & Strathearn Museum to become a key attraction in the area
- ➔ Whole community approach towards environmental improvements
- ➔ Better updates regarding regeneration in the town
- ➔ Continuous improvement model of attracting tourism to the area

10. TRAFFIC, ROADS, PARKING AND TRANSPORT

10.1 Positive features included:

- Good road links are beneficial to attracting visitors to the town when large events are hosted in Perth & Kinross or other nearby local authority areas
- Infrastructure around Crieff is good

10.2 Challenges and concerns included:

- High Street traffic and parking can be dangerous and costly
- Bus service hasn't improved enough over time
- Transport poverty e.g. people with mobility issues
- Town bus information is difficult to find
- Town feels polluted and car heavy
- Transport is difficult for young people if they want to travel independently to confidential appointments and links from village-towns etc don't fit
- Speed of traffic in Broich Road near the schools
- Petrol station causes huge congestion

10.3 Proposals and ideas for improvement included:

- Traffic management infrastructure to serve the people of Crieff and not those passing through
- Free parking to encourage visitors to enjoy what Crieff has to offer
- Improved transport links to other towns
- Rail stops at Gleneagles to be more reliable e.g. stop if it's meant to stop
- Pedestrianisation or one-way system in King Street
- A train station could boost social mobility
- Cycle lanes
- Limit bin lorries using Broich Road at school start/finish times – feels dangerous when walking on narrow pavements
- Pedestrian crossings near the garage to support older and young children

Sample Stakeholder Quotes

"What the town really needs is a train station"

"A train station would open up Crieff to be a commuter area. A lot of people want to live in Crieff"

"We are environmentalists and would love to see all parking to be taken off the street except for disabled parking"

"Maintain good public transport links to our town – as soon as the service is cut or is unreliable, I can't get my students to the airport and back"

HEADLINES

- ➔ Road links to Crieff are good but town management traffic needs reviewed
- ➔ Pollution levels are too high and need addressed
- ➔ Cycle lanes across the town

11. PLANS, STRATEGIES, PRIORITIES AND NETWORKS

Any mention of local, regional or national plans, strategies, priorities or networks that Stakeholders align to or that could be useful to refer to/be aware of when supporting local groups, organisations, businesses, services or sectors are listed here. This list also includes suggestions for the future.

- Community Wealth Building is a new people-centred approach to local economic development, which redirects wealth back into the local economy, and places control and benefits into the hands of local people
- Scottish Futures Trust looks at the concept of driving forwards inclusive economic growth and secures many social benefits
- Engaging with and contributing to the local review of Health & Social Care
- Work with Health Improvement Scotland around best practice
- Care Agenda is a significant priority as is the recruitment of new carers
- Oral Health Improvement Plan
- Smiles Program
- Any health care plan should include Oral Health
- Mental Health and the provision of safe spaces
- Actively looking at and seeking examples of good practice
- Work closely with Scotland's Town Partnerships, Perth & Kinross Council and Scottish Government
- Grow your own food, eat organic, physical activity, learn new skills, improve mental health and wellbeing
- Perth & Kinross Health and Social Care Partnership strategic plan
- Local Mental Health Strategy for Perth & Kinross in development
- National Health & Wellbeing Outcomes
- Guided by Rotary International which informs a local plan for Crieff
- Work using our own strategy which is unique to Crieff
- Contribute to wider agendas e.g. Daily Mile, Junior parkrun
- National No One Left Behind agenda
- Youth Guarantee
- GIRFEC/Child Protection
- Work is underpinned by Tayside Children & Families plan
- Perth & Kinross Council CLD Plan (under review)
- Informal 15-year turnaround on play areas based on consultations/need
- New Service priorities – delivering online employability learning for adults; building capacity for foodbanks and larders; promote and enable volunteering to build community capacity and resilience; work with local community groups to build capacity and resilience; resource the community support team or other covid responses in events of local outbreaks
- Legislation e.g. listed buildings
- Regeneration Strategy – bringing an economic contribution to the town centre
- Care Inspectorate
- OSCR
- SSSC
- Perth & Kinross Council (Service Level Agreement)
- Scottish Care
- Tay Cities Deal/Tourism Strategy

12. SUMMARY OF STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

STRENGTHS	WEAKNESSES
<p>Housing & Access to Services</p> <ul style="list-style-type: none"> • Service delivery viewed as positive • Opportunities for locals to be heard • Housing market is buoyant <p>Local Economy</p> <ul style="list-style-type: none"> • New shops have opened • Collaboration to attract visitors • More supermarkets offering more choice • Community events attract significant footfall to the town <p>Education and Childcare</p> <ul style="list-style-type: none"> • Growth in school roll calls • Pupil empathy across the generations • Excellent facilities to access outdoors • Range of learning opportunities <p>Health, Wellbeing, Care & Support Services</p> <ul style="list-style-type: none"> • Geographic barriers to services removed • Extensive support available to care and wellbeing practitioners • Social prescribing to reduce isolation and loneliness <p>Community Environment and Community Organisations</p> <ul style="list-style-type: none"> • Foodbank services highly praised • Community spirit • A wide range of volunteers and skills • Great response to the pandemic • Regeneration of the area <p>Community Facilities, Activities & Events</p> <ul style="list-style-type: none"> • Accessible and inclusive activities • Arts sector is a valuable asset to the community and local economy <p>School Sport & Community Sport</p> <ul style="list-style-type: none"> • Cluster festivals and ex-curricular opportunities • Young leaders in sport • Local athlete success across a range of sports <p>Town Appearance, Environment and Heritage</p> <ul style="list-style-type: none"> • Visually attractive assets • Accessible outdoor spaces • Progress made with Drummond Arms • Community enjoying upgraded paths <p>Traffic, Roads, Parking and Transport</p> <ul style="list-style-type: none"> • Good roads infrastructure to Crieff 	<p>Housing & Access to Services</p> <ul style="list-style-type: none"> • More traffic in vicinity of schools • Post office experience is not good • Digital connectivity can be poor • Services only reaching those looking for them • Private landlords and their duty of care <p>Local Economy</p> <ul style="list-style-type: none"> • Decrease in 'shop local' commitment • Lack of destination identity • Reduced income prevents re-investment in the community <p>Education and Childcare</p> <ul style="list-style-type: none"> • Independent schools are viewed as being divisive <p>Health, Wellbeing, Care & Support Services</p> <ul style="list-style-type: none"> • Unsure of what the care and wellbeing needs are in Crieff • Small businesses in the sector are not supported by local authority procurement • People yet to be diagnosed with dementia <p>Community Environment and Community Organisations</p> <ul style="list-style-type: none"> • Working in silos, sense of divide in the town • A lack of belonging for young people • Some sectors of the community are missed • Duplication of activities/services <p>Community Facilities, Activities & Events</p> <ul style="list-style-type: none"> • Lack of activities for young people • Ageing volunteers, no succession planning • Lack of access to community campus <p>School Sport & Community Sport</p> <ul style="list-style-type: none"> • Lack of cohesion between sports clubs • No common goal for clubs to work towards • No practical support from professional officers • Poor communication from Perth & Kinross Council and Live Active Leisure • School bag flyers not always seen by parents • Campus facilities not used to their maximum potential <p>Town Appearance, Environment and Heritage</p> <ul style="list-style-type: none"> • Town centre is run down • Derelict hotels detract from the overall beauty of the town • Not enough car charging points • Lack of investment in smaller parks

	<p>Traffic, Roads, Parking and Transport</p> <ul style="list-style-type: none"> • Town bus information isn't easily accessible • Busy roads and narrow pavements around the schools
OPPORTUNITIES	THREATS
<p>Housing & Access to Services</p> <ul style="list-style-type: none"> • New housing offers growth potential to the local economy and groups • Additional post office • More visibility by some services • Respond to community needs • Debt Centre to support people out of debt and adopt new behaviours <p>Local Economy</p> <ul style="list-style-type: none"> • Youth Guarantee offer • Drive business to all areas of town • Budget accommodation • Area for creatives to sell/showcase • Makers Directory • Dementia Friendly town status <p>Education and Childcare</p> <ul style="list-style-type: none"> • Partnership working with community organisations/businesses <p>Health, Wellbeing, Care & Support Services</p> <ul style="list-style-type: none"> • More support for carers • Innovative ways to provide services and support the dignity of those accessing them • Co-ordination of funding streams for the sector • Dementia Friendly businesses, services and groups <p>Community Environment and Community Organisations</p> <ul style="list-style-type: none"> • Mechanism to support improved communications across groups • Better collaboration on similar projects • Volunteer co-ordination <p>Community Facilities, Activities & Events</p> <ul style="list-style-type: none"> • New Radio Station will raise awareness of community news • Make better use of and raise awareness of existing facilities • Improve accessibility of facilities • Exploit the area's natural beauty for events • Celebratory community events <p>School Sport & Community Sport</p> <ul style="list-style-type: none"> • Sharing and pooling of club resources • Opportunity to grow girls and women participation 	<p>Housing & Access to Services</p> <ul style="list-style-type: none"> • Impact of new housing on existing services • Surge in service demand around mental health • Future of young people as a result of disrupted schooling during the pandemic • Turnover of local authority staff and knowledge lost <p>Local Economy</p> <ul style="list-style-type: none"> • Affordable facilities to deliver services • Run down appearance of town shops • Zero hour contracts • Food poverty <p>Education and Childcare</p> <ul style="list-style-type: none"> • Changes in UK Economy for independent schools <p>Health, Wellbeing, Care & Support Services</p> <ul style="list-style-type: none"> • Growth in isolation • Demand for home care services vs enough carers • Longevity of restrictions has increased need for mental health support significantly • Carers at risk of burn-out complying with regulations <p>Community Environment and Community Organisations</p> <ul style="list-style-type: none"> • Failing to acknowledge problems in the town e.g. drugs • Lack of confidence to have a voice and disengaging • Being resource led and not needs led <p>Community Facilities, Activities & Events</p> <ul style="list-style-type: none"> • Nightlife in Crieff is non-existent for young people <p>School Sport & Community Sport</p> <ul style="list-style-type: none"> • Financial barriers to participation exist • PKC specific requirements for mini-bus drivers is restrictive • Lack of volunteers to take on the many roles required to make a club function effectively • Travel to suitable facilities can exclude some children • Lack of outdoor grass pitches <p>Town Appearance, Environment and Heritage</p> <ul style="list-style-type: none"> • Historical and heritage features at risk if not recorded/located to a facility to showcase • Serious pollution problem

<ul style="list-style-type: none"> • Free buss pass scheme for pupils attending ex-curricular sport • Excel as a school in a specific sport • Central sports hub facility <p>Town Appearance, Environment and Heritage</p> <ul style="list-style-type: none"> • Empty buildings used for community use • Cycle paths • Better standards for shop fronts • Develop historical and environmental resources <p>Traffic, Roads, Parking and Transport</p> <ul style="list-style-type: none"> • Suitable parking for visitors • Pedestrianise areas of the town centre • Cycle lanes 	<p>Traffic, Roads, Parking and Transport</p> <ul style="list-style-type: none"> • Lack of traffic management • Safety concerns for pedestrians at various locations in the town centre
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13. VISION FOR THE FUTURE

Vibrant Local Economy

- Thriving businesses that support all interests in the community and who are supported themselves to grow and adapt
- Skilled employment opportunities for young people who are paid well
- Creative hub that attracts various makers, artists and musicians to the town
- Innovative solutions to affordable accommodation

Sustainable Tourist Destination

- Identify and promote the purpose/s of Crieff as a destination
- A Crieff & Strathearn Museum is a physical visitor attraction and the area's historical and heritage assets are preserved for future generations
- The town centre is a green, pedestrian friendly and attractive place to visit
- Visitors are welcomed with great parking, good signage and ample amenities
- Build on existing success stories e.g. Crieff Arts Festival and create new resources e.g. Pilgrim Resources

A Flourishing and Cohesive Community

- Uniting Crieff is a successful mechanism for community groups to work together and communicate regularly, enabling the town to flourish through collaborative approaches to development
- Sustainable growth in population and local services are meeting the demands of the community
- Crieff is viewed as one community and everyone is welcome
- Dementia Friendly status that welcomes people with dementia and their carers to enjoy Crieff

An Active and Healthy Community

- Sports clubs are supported to plan for a partnership approach to delivering services, sharing resources and working together from a permanent base, all of which will protect future sports provision for the people of Crieff
- Young Leaders in Sport and their skills are actively recruited into local industry opportunities
- Local health, care and wellbeing services are considered in community-based approaches to supporting local people
- Discreet infrastructures are in place to encourage people to support their own wellbeing
- A good range of indoor, outdoor and wet-weather activities and facilities are available for all age groups
- Young people feel safe and welcome in their own town with facilities that meet their needs

A Well Connected and Environmentally Friendly Community

- Safe cycle lanes and paths for local people to contribute to the Active Travel agenda
- Linked up networks of paths for people to enjoy the outdoors
- Each sector and group to commit to small step changes to improve the environment
- Work with strategic partners to successfully reduce the pollution status in Crieff

14. SUMMARY OF THEMES AND PRIORITIES

Theme 1 Housing & Access to Services

Priorities

- Capacity of services to be reviewed in line with new house build proposals
- Visibility of available local authority/agency services to better
- Future consultations to involve local authority/agency services at an earlier stage to ensure hard to reach groups get a voice

Theme 2 Local Economy

Priorities

- Nominal rates to hire venues for small businesses who deliver for social good
- Arts sector to receive support to recover from the pandemic
- Increase footfall in the high street by encouraging a wider variety of shops and businesses to open and continue to promote/incentivise the 'shop local' message
- Local businesses and the local authority to work together and deliver on the Youth Guarantee Offer for 16-24 year olds
- Ongoing support available locally for individuals and families adversely affected by the pandemic and other circumstances
- Businesses collaborating to deliver attractive and mutually beneficial packages for visitors
- Partnership working with Crieff Hydro to improve prospects for the whole town
- Directory of Makers

Theme 3 Education and Childcare

Priorities

- Use the many skills children develop in school to support others in the community and to further their own development
- Encourage open conversations across all educational establishments to improve understanding of how they contribute to the area and what they offer the community
- Foster existing and identify new links in the community to create seamless opportunities to learning

Theme 4 Health, Wellbeing, Care & Support Services

Priorities

- Improved understanding of all services available locally and how to access them
- A collaborative approach to accessing funding streams in the sector and numerous groups working together to offer a balanced package of services tailored to individual requirements
- Services working together effectively to deliver on the expected and significant demand for mental health services
- Innovative solutions to delivering sensitive services in the town

Theme 5 Community Environment and Community Organisations

Priorities

- Harnessing the clear message that groups would like to work together more effectively, more openly and with common goals to work towards
- Succession planning and good practice models of recruitment, retention and celebration of volunteers
- Opportunities for young people to have leadership and decision-making roles
- Address social issues in the town by working with people and identifying the real problems to be resolved to improve quality of life
- Communications to be available in various formats

Theme 6 Community Facilities, Activities and Events**Priorities**

- Create a safe, co-produced and welcoming facility for young people to be young people
- Continue to develop inclusive and accessible facilities and activities
- Due support to small scale community groups creating large scale events
- Encourage better use and promotion of available facilities and venues in the town
- Better access to and communication with the campus to be addressed
- Celebratory events to raise community spirit and in recognition of how the community responded to the pandemic

Theme 7 School Sport & Community Sport**Priorities**

- Professional support to discuss and implement a practical community sport hub model that meets the needs of sports providers
- Strive for better facilities in primary schools to deliver 2 hours of quality PE
- Identify new funding streams for continuation of the Young Leaders in Sport awards
- Negotiate justification for both D1 and MIDAS in Perth & Kinross if not a requirement in all other council areas
- Funding streams for sports clubs to access at a local level and which can support challenges associated with Crieff
- Re-purpose the rugby pitch at the front of the campus for other sports
- 60M indoor running track

Theme 8 Town Appearance, Environment and Heritage**Priorities**

- Improve communications about regeneration projects in the town and recruit new volunteers to accelerate progress
- Identify short and long-term solutions towards improving the pollution problem
- Finalise arrangements to house Crieff & Strathearn Museum and engage the community to contribute time, funding and assets
- A cleaner, tidier and greener town centre
- Work towards a unified approach to shop front standards
- Extend the paths network, adopt creative solutions to problematic sections and create new cycle paths

Theme 9 Traffic, Roads, Parking and Transport**Priorities**

- Traffic Management process started with relevant partners and options presented for consideration, including how to reduce pollution levels
- Safety of pedestrians at different locations to be addressed
- Better visibility of transport options available in the town
- New cycle lanes to support the Active Travel Agenda and improve safety