



CRIEFF

COMMUNITY ACTION PLAN

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www.unitingcrieff.org.uk

INTRODUCTION

Over the last 5 years we have been working to implement our first Crieff Community Action Plan which has helped to guide development of many aspects of Crieff and has been used by groups to raise funds for priorities identified in that plan and make representations on behalf of the community.

This new Community Action Plan sets out our priorities for the next 5 years. It includes:

- Views and information about Crieff now
- A Vision for Crieff's future
- The issues that matter most to the community
- Priorities for projects and action
- A guide to next steps and who should be involved

The plan will be our guide for what we - as a community - try to make happen over the next 5 years.

WORKING TOGETHER

The preparation of the plan has been organised by the Crieff Community Action Plan Steering Group and included representatives from Crieff Community Trust, Crieff Community Council, Crieff Connexions, Crieff Community Garden, Logos Youth Project, Creative Crieff, Strathearn Arts, Crieff Succeeds, Remake Scotland, Crieff & Strathearn Museum, Live Active Leisure, local Councillors and representatives of Perth & Kinross Council.

The community engagement work has been carried out by Caroline Ness in her role as the Project Co-ordinator for Crieff Community Trust. Technical advice and support were provided by the STAR Development Group.

The work was funded by the Investing in Communities Fund, Rural Perth and Kinross LEADER and Perth & Kinross Council.

This plan will help us to develop priority projects in line with the community's needs and aspirations. The plan will also enable the community to work in partnership with other agencies and service providers.

COMMUNITY ENGAGEMENT IN A PANDEMIC

Crieff carried out this work in the depths of the COVID-19 pandemic – rising to the challenge of how we involved the community in preparing our Community Action Plan. We were delighted that so many people and organisations were able to take part in these trying times. A testimony to Crieff's community spirit.

Thank You!

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LOCAL PEOPLE HAVE THEIR SAY

The Action Plan has been informed by extensive community engagement carried out over a five-month period from November 2020 – March 2021.

The process involved:

- **stakeholder interviews and online questionnaires** with community organisations, schools, service providers and local businesses
- carrying out a **community views survey** available in hard copy and online
- organising an online **Community Feedback Week**



316 COMMUNITY VIEWS SURVEY FORMS WERE RETURNED OR COMPLETED ONLINE

9 YOUNG PEOPLE FROM LOGOS YOUTH PROJECT PARTICIPATED IN FOCUS GROUPS

31 STAKEHOLDER INTERVIEWS OR ONLINE QUESTIONNAIRES WERE COMPLETED

186 PEOPLE PARTICIPATED DURING THE ONLINE COMMUNITY FEEDBACK WEEK

THANKS TO EVERYONE WHO TOOK PART

OUR COMMUNITY NOW

COMMUNITY PROFILE

Visit www.unitingcrieff.org.uk - a place for local groups, organisations and charities to share their current and future plans in order to facilitate communication and collaboration.

LOCATION

Crieff is situated in the Strathearn Valley, on the A85 between Perth and Lochearnhead. Its growth and popularity over the years stems from its location in the heart of Scotland with good links to the Highlands and Lowlands – initially as a cattle market town and then as a tourist destination.

The town is framed by the hills to the North and the River Earn in the South and has easy access for walking and cycling into the surrounding countryside. There are attractive parks and beautiful riverside walks to enjoy with incredible views from the Knock, a wooded hill that offers a wonderful viewpoint across Crieff and beyond.

POPULATION AND HOUSING

Crieff had a population of around 7,300 at the last census in 2011. It is likely to have grown since then with an increase in housing over the last 10 years and is likely to grow further with ongoing housing development and planning consent and zoning for more houses in the future.

LOCAL ECONOMY

Crieff is the main town in Strathearn and has a strong retail and service sector providing for the town and the surrounding villages. It has a long tradition as a tourist centre with a range of accommodation and hospitality with Crieff Hydro as its flagship. Annual Events – the Crieff Highland Gathering, Drovers' Tryst Walking Festival and Crieff Succeeds BID's diverse calendar of events such as the Crieff Cowches and Santa's Post Office which are also charity fundraisers – all help to establish Crieff as a destination.

The last year of the pandemic has adversely affected many businesses but there is also a sense of potential and growth in the air – with new businesses setting up, plans to regenerate empty buildings, the ongoing work of the Business Improvement District (BID), plans for the Market Park, and further development of events and recreational and cultural activities that will all bring people to the area.

SCHOOLS AND EDUCATION

Local authority schooling in Crieff includes Crieff Primary School and St Dominic's RC Primary School and both also have nursery provision, and Crieff High School is the local authority secondary school in the town.

Other associated cluster primary schools in the area are Muthill Primary School, Braco Primary School, Madderty Primary School, Greenloaning Primary School and Comrie Primary School.



Independent schools located in Crieff are Morrison's Academy (Nursery, Primary and Secondary) and Ardvreck School (3-13 year olds).

Little Scallywags Nursery is a private provider of nursery care in Crieff.

The Communities Learning and Development Team, Perth & Kinross Council offer formal and certificated adult learning opportunities suitable for individuals, communities, community groups and employers.

HEALTH AND CARE

Services include the Crieff Medical Centre, Crieff Ambulance Service, four pharmacies, two dental practices, one mobile dental hygienist and one optician.

Crieff Community Hospital has a 24-bed ward accessed by local GP's for the acute care, palliative care and rehabilitation of their patients. The hospital also has physiotherapy, x-ray and occupational therapy departments and a day care area. Larger hospitals can be accessed in Perth (Perth Royal Infirmary) and Dundee (Ninewells Hospital).



COMMUNITY AND RECREATIONAL FACILITIES

Facilities include: Strathearn Community Campus featuring the library, gymnasium, swimming pool, weights and fitness room, St Andrew's Church Hall, Royal British Legion Hall, Strathearn Arts, Radio Earn.

Churches: Crieff Parish Church, St Fillan's RC Parish Crieff, Crieff Seventh-day Adventist Church, Crieff Baptist Church, St Columba's Episcopal.

Schools: Community access is welcomed at Morrison's Academy and Ardvreck School for a range of activities including the climbing wall, sport and music facilities.

Crieff Hydro: Membership of Leisure Facilities

Crieff also has several care homes and sheltered housing accommodation including Richmond House Care Home, the Birches Care Home, Ancaster House and Duchlage Court. There are also home care companies providing services in Crieff and the wider area. Strathcare owns and runs a specially adapted bus to transport older people from their homes or care to local groups and also organise outings.

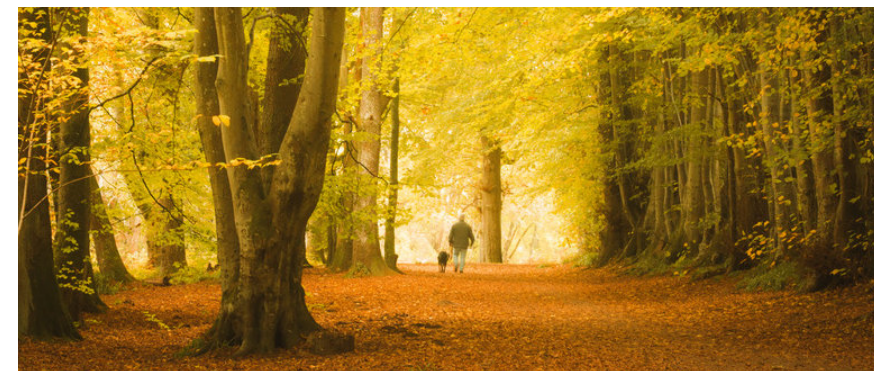
Many health and wellbeing practitioners live and work in the area and offer a wide range of services to people living in Crieff and beyond.

**COMMUNITY BASED
OUTREACH WORK BY
RICHMOND HOUSE CARE
HOME IS WORKING
TOWARDS DEVELOPING
CRIEFF AS A 'DEMENTIA
FRIENDLY TOWN'.**

ENVIRONMENT AND HERITAGE

PARKS

MacRosty Park, Taylor Park, Lauder Park, Mungall Park, Sauchie Park. Other outdoor spaces include Crieff Community Garden, Market Park and King George V Playing Fields.



HERITAGE

Crieff's Heritage as a cattle market and as a tourist destination from the 19th Century are well known and celebrated in the town. Lesser known aspects of its distant past have recently been brought to life by the Strathearn Campus Archaeology Trail developed by the Strathearn Archaeological and Historical Society. Its fascinating industrial heritage includes mills, flax factories, weaving, tanning and leaching, brewing and paper making. The town has had to be resilient in the past – rebuilding after it was burnt to the ground by the Jacobites in 1716 on their way back from the Battle of Sheriffmuir – we are sure it can be resilient in the future!



LOCAL PATHS NETWORK

Hosh Path, Trowan Path, Currochs Path, Lady Mary's Walk including Turretbank Wood, Laggan Hill Path, The Knock Path, River Earn Path, Torlum Path. In total there are over 50 km of Core Paths in the area including links to Muthill.



ENVIRONMENTAL & HERITAGE GROUPS

Crieff in Leaf, Friends of MacRosty Park, Crieff Community Garden, Crieff & Strathearn Drovers' Tryst, Crieff & Strathearn Museum

HEALTH & CARE

Strathcare, Strathearn Cares, Strathearn Living Well, Strathearn Building Bridges, Strathearn Talking News, Crieff Green Routes to Wellbeing



CHILDREN & YOUTH GROUPS

Logos Youth Project, Kids Week in Crieff, 1st Crieff Rangers, Guides, Brownies, and Rainbows, 5th Perthshire (Crieff) Scout Group - Scouts, Cub Scouts, and Beaver Scouts.

COMMUNITY ORGANISATIONS



COMMUNITY DEVELOPMENT & BUSINESS GROUPS

Crieff Community Council, Crieff Community Trust, Crieff Connexions, Crieff at Christmas, Crieff Community Foodbank, Crieff Succeeds, Can Do Crieff, Rotary Club of Crieff, Crieff Round Table, Crieff Probus Club, Soroptomist International Crieff, Crieff Biz Chat

ARTS AND CULTURAL GROUPS

Strathearn Arts, Creative Crieff, Remake Scotland, Crieff Arts Festival, Radio Earn, Crieff Camera Club, Crieff Drama Group, Strathearn Performing Arts, Crieff Cinema Club, Crieff Folk Club, Nigel Gatherer Music, Strathearn Music Society, Crieff Choral Group, Brass Central Strathearn, Crieff Traditional Music Group, Dance for Health (Parkinson's Dance)



SPORT & PHYSICAL ACTIVITY GROUPS

Crieff Archery Club, Crieff Badminton Club, Crieff Bowling Club, Crieff Comets Women's Netball, Crieff Juniors Football Club, Crieff Golf Club, Crieff Squash Club, Crieff & Strathearn RFC, Strathearn Harriers, Strathearn Ramblers, Culcrieff Golf Club, Kyokushin Karate Club, Active Schools Crieff, KG Dance, Dance for Life

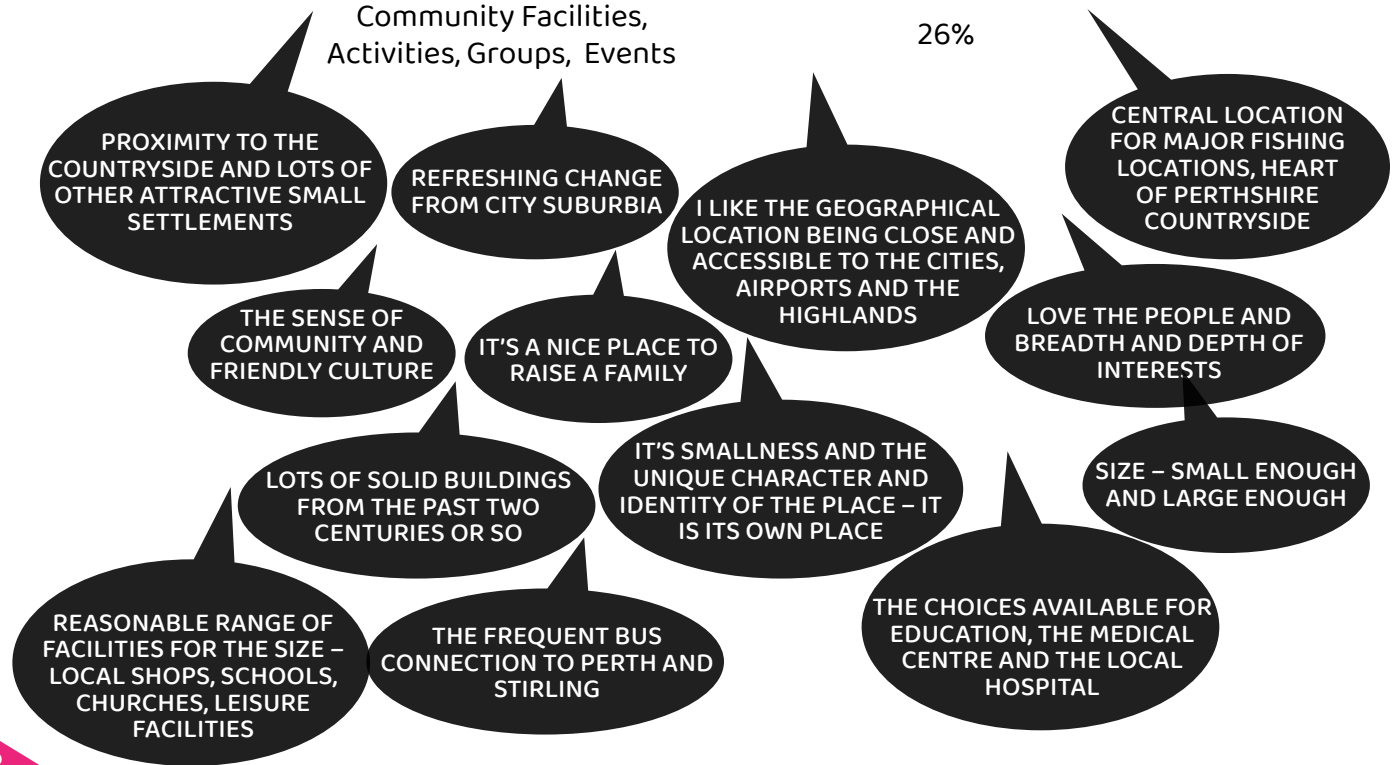
OUR COMMUNITY NOW

COMMUNITY VIEWS SURVEY



LIKES

Like	% of Responses
Environment and Open Spaces	58%
Local Economy and Amenities	46%
Location	39%
People and Community Spirit	38%
Nature of the Place	31%
Services and Transport	29%
Community Facilities, Activities, Groups, Events	26%



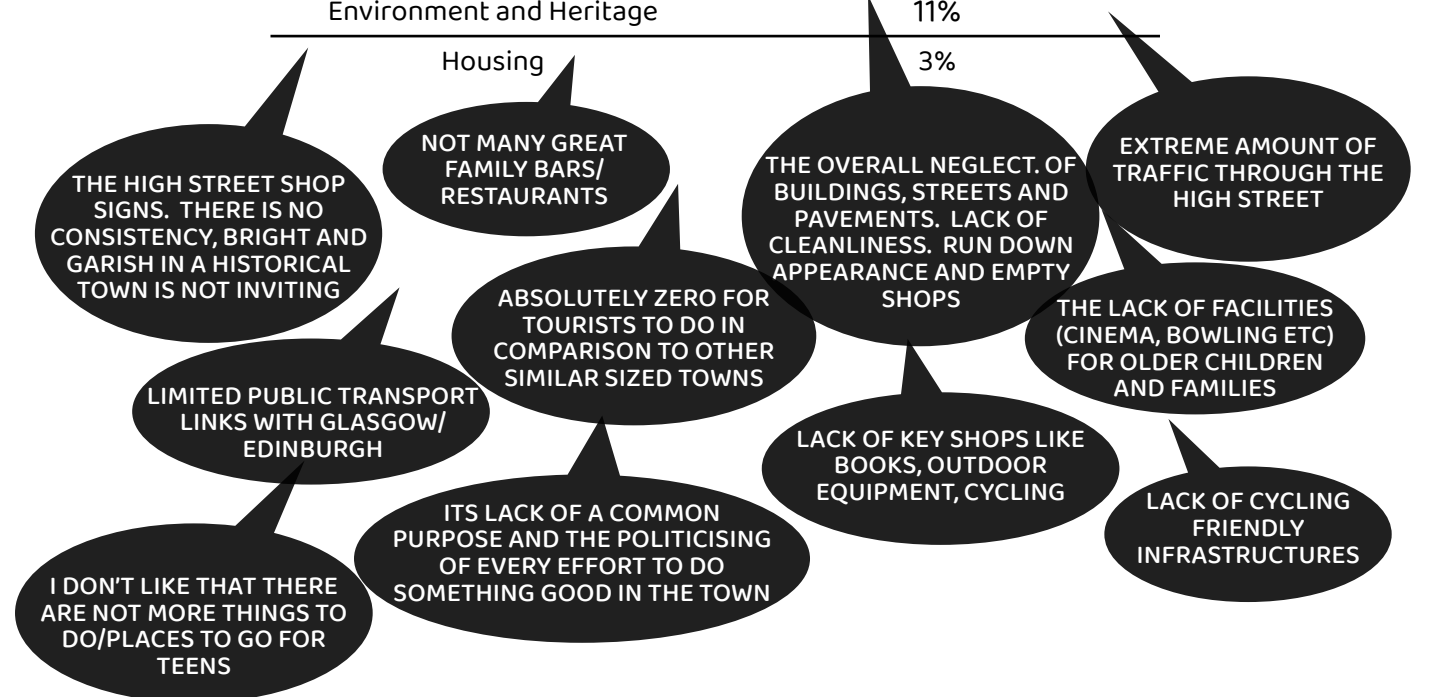
OUR COMMUNITY NOW

COMMUNITY VIEWS SURVEY



DISLIKES

Dislike	% of Responses
Town Appearance	51%
Roads, Traffic and Parking	33%
Local Economy and Amenities	25%
Community Relationships	18%
Transport and Access to Services	16%
Community and Recreation	13%
Anti-Social Behaviour	13%
Environment and Heritage	11%
Housing	3%



OUR VISION FOR THE FUTURE

This statement has been prepared using local residents and organisations answers to the question

WHAT WOULD YOU WISH THE AREA TO BE LIKE IN 20 YEARS' TIME?

WELL CONNECTED WITH ATTRACTIVE SPACES TO ENJOY THE TREMENDOUS ENVIRONMENT AND HERITAGE

"Fully integrated cycle and public transport network"

"The town centre is a green, pedestrian friendly and attractive place to visit"

"Hub for people who love life; outdoor activities, health and fitness, family life, art, architecture, the environment and history"

"A world class centre of excellence for Scottish History"

"A busy and lively market town with priority for pedestrians and cyclists"

A TOWN WITH ECO-PRINCIPLES WHERE EVERYONE CAN MAKE A DIFFERENCE

"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"

"At the forefront of combating Scotland's biodiversity crisis"

"A place that is leading in terms of being environmentally friendly – less congestion, more reusing, reducing and recycling!"

"Eco conscious businesses setting up"

A VIBRANT PLACE TO LIVE WITH A UNITED, RESILIENT AND RICH NETWORK OF SUPPORT

"Successful mechanisms for community groups to work together and communicate regularly, enabling the town to flourish through collaborative approaches to development"

"A great community, bound by respect for one another, supportive and friendly"

"A happy place where everyone feels like they belong"

A THRIVING COMMUNITY AND ECONOMY AND GREAT VISITOR DESTINATION

"The Heart of Perthshire – the Jewel in the Crown, a real destination"

"A vibrant, diverse and inclusive destination of choice for tourists and residents"

"A thriving vibrant community celebrating local business and craftsmanship"

"A place where young families choose to live, work and play"

"A thriving community with employment in the local area for young people in particular"

THE ABUNDANCE OF CULTURAL AND RECREATIONAL ACTIVITIES IS EXCEPTIONAL

"The Arts and Crafts Capital of Scotland – the place to live"

"Joined up plans for sports, arts, tourism, outdoor activity, heritage"

"Creative hub that attracts various makers, artists and musicians to the town"

"A good range of indoor, outdoor and wet-weather activities and facilities are available for all age groups"

PRINCIPLES AND VALUES

All work relating to the Community Action Plan will be underwritten by three core principles and values

WORKING TOGETHER TACKLING INEQUALITIES INVOLVING YOUNG PEOPLE

WORKING TOGETHER

Work to progress this Community Action Plan should emphasise the importance of joint working and sharing of information, skills and resources.

The community engagement for this action plan highlighted the need and opportunity for groups and businesses involved in the same activities e.g. arts and culture, retail, sports and recreation, tourism etc. to work together. There was also a desire to have a more cohesive approach to the development of Crieff and representing the Town's interests.

TACKLING INEQUALITIES

Work to progress this Community Action Plan should be mindful of the inequalities within Crieff and to make sure that plans for different projects or improvements take all parts of the community into account.

INVOLVING YOUNG PEOPLE

Work to progress this Community Action Plan will be enhanced by involving young people in developing its themes and priorities. They are an important resource in shaping the future. Projects for improving Crieff should where possible include input from young people and look creatively at how they can provide opportunities for young people.

MAIN THEMES AND PRIORITIES

These are the main strategies and priorities the community will work towards achieving in partnership with public agencies and other supporters.

THEME 1: COMMUNITY - WORKING TOGETHER AND TACKLING INEQUALITIES

There was a real desire to see local groups working more closely together for the community and the town. It was identified that this has not been the case as much as it should and that this could hold back the town's ability to develop.

There was a desire to recognise and tackle inequalities in the town and to make sure the views of all people were taken account of in developing services.

There was thought to be an opportunity to involve young people in as many aspects of the development of the priorities in this plan as possible, and to work closely with local schools and youth organisations to achieve this. This view was endorsed by young people themselves!

Main priorities

- Develop a 'Uniting Crieff' forum/partnership
- Recognising and tackling inequalities
- Develop a Youth Voice in Crieff

THEME 2: COMMUNITY FACILITIES, ACTIVITIES AND EVENTS

Many respondents noted that they would like more information about existing community facilities and activities – as well as the emerging proposals for new provision. This need is in part due to the wide and growing range of options available.

There was thought to be merit in exploring the development of a community hub that provided a base for a number of local groups and service providers in one building – recognising that this would be a great way of enabling groups to work together and share information and resources and a 'one stop' shop for people looking for support.

People also said there was a significant need for more activities and facilities for young people with informal relaxed drop in facilities and an outdoor 'youth' shelter mentioned in particular.

Suggestions made for more informal outdoor recreational facilities included tennis courts, outdoor table tennis, outdoor gym and a bike pump track. There was also some mention of larger indoor facilities – like family play and an ice rink.

Part of the tackling inequalities agenda is to ensure that facilities and activities are available for all abilities.

Main priorities

- Audit and directory of community facilities and activities
- Explore potential for a Community Hub
- Develop facilities and activities for young people
- Develop more outdoor recreational facilities
- Ensure facilities and activities cater for all abilities

MAIN THEMES AND PRIORITIES

These are the main strategies and priorities the community will work towards achieving in partnership with public agencies and other supporters.

THEME 3: LOCAL ECONOMY

It was hoped that the good work will continue to support and develop the retail sector – and to help it re-open and recover after the pandemic lockdown. People appreciated the number of independent shops and thought there were opportunities for more – including suggestions for pop-up shops to make use of the empty spaces. The Crieff Markets were also seen as a good feature and it was hoped they would continue and develop.

The accommodation and hospitality sector is strong and varied but there were suggestions for more 'intermediate' accommodation and to develop opportunities for outdoor eating. The marquee in James Square was seen to have been a great addition – and it was hoped that covering the square to create an outdoor meeting, eating and market space could become more of a permanent fixture.

The town also benefits from a strong arts and cultural sector that was recognised and appreciated by many respondents as were the events that helped bring visitors to the community and contribute to the quality of life of local residents in Crieff and across Strathearn. They saw the need to continue to support and develop this sector further as one of Crieff's key assets.



Arts and culture was one of several suggestions too when people talked about the need to create a Visitor Destination Brand for the town. Future developments include proposals for a new multi-screen 'film and sound hub'.

Crieff has grown in its ability to support local businesses and encourage new enterprise. These resources will be needed more than ever after the pandemic.

It was recognised that the development and coordination required to achieve these developments will require ongoing support from Crieff Succeeds, Can Do Crieff and others like GrowBiz and Business Gateway.

Main priorities:

- Continue to support and develop the retail and hospitality sectors
- Develop and promote Crieff as a Visitor Destination
- Continue to support and develop arts and culture as an asset
- Continue to develop support for existing and new small businesses



MAIN THEMES AND PRIORITIES

These are the main strategies and priorities the community will work towards achieving in partnership with public agencies and other supporters.

THEME 4: TOWN APPEARANCE, ENVIRONMENT AND HERITAGE

Many respondents thought the town centre could be made more attractive – through the community projects to bring back life to the derelict buildings, by supporting the development of attractive shop fronts, and more planting of flowers and trees.

Suggestions were also made to link up and develop attractive green spaces and create green 'corridors' through the town and out into the countryside. MacRosty Park was viewed as a valuable asset in the town but other parks were also identified as needing upgraded or for additional, smaller parks to be created. The current network of scenic paths was noted as being appreciated locally but people would like them further developed and promoted. Plans to upgrade the Core Path between Crieff and Comrie are expected to advance soon. Accessibility across path networks was remarked upon regularly to support use by all members of the community.

In general there was seen to be a need and opportunity to develop Crieff as a 'Sustainable Town' looking at all aspects of the place and how it could be more 'eco-friendly'.

Residents often spoke warmly about the history and heritage of Crieff and were ambitious in ideas for more to be made of this – with plans for a Heritage Museum and Heritage Trail in the offing as well as a need for more heritage signage and information.

Main priorities

- Town enhancement – continue to improve the appearance of the town
- Development of a green network through the town and out to the countryside
- Support initiatives to make more of Crieff's heritage
- Develop Crieff as a sustainable town

THEME 5: SPORT, HEALTH AND WELLBEING

Sports providers identified an opportunity to work better together – improve communication and share resources and to improve links between schools and clubs.

Some sports clubs identified the need for additional facilities e.g. grass pitches and better access to existing facilities. A Crieff International Highland Games Training Centre is proposed for Market Park.

Issues identified included young people dropping out of sport and high costs being prohibitive. There was a need to do more to develop local young sports leaders and link them to local sports and recreation job opportunities.

A need for a central information point and co-ordination of relevant funding streams was identified for care, health and wellbeing services in the area. It was also felt there was stigma attached to accessing some health and wellbeing services and creative solutions were suggested to remove these barriers.

Main priorities

- Establish a Sport Hub
- Improved access to facilities
- Young people in sport
- Promote Health and Wellbeing

MAIN THEMES AND PRIORITIES

These are the main strategies and priorities the community will work towards achieving in partnership with public agencies and other supporters.

THEME 6: ACCESS TO SERVICES AND TRANSPORT

A lack of police presence was mentioned as something that people didn't like and they felt this contributed to the growing anti-social behaviour in the town.

Local residents indicated they would like another post office in town that could offer a range of services and which was more accessible.

It was believed there would be a significant demand for support services, and mental health services in particular, as the country comes out of lockdown.

Some people were also unsure about how services such as the school, health, local amenities etc. would cope with the projected levels of new housing in Crieff.

Improved public transport connections was something that people mentioned and which they said could improve social mobility e.g. bus and train timetables complementing each other. Young people in particular were keen for the public transport timetable to link in better with other service timings but also for additional options to travel to nearby villages and towns.

Main priorities

- Tackle anti-social behaviour
- Improve access to local services
- Enhancement to public transport provision



THEME 7: TRAFFIC MANAGEMENT AND PEDESTRIANS

The main area of concern highlighted was the town centre but comments also extended to the area around the new primary school. Safety measures were needed to address the volume and speed of vehicles in addition to tackling the parking arrangements. The issue of air pollution in the town centre due to the busy trunk road was raised as a significant concern.

It was voiced that the trunk road through the town centre was dangerous to pedestrians because of large vehicles, narrow pavements, a lack of safe areas to cross and inconsiderate parking. Fast

moving vehicles and narrow pavements in the area of the school were also noted as being of great concern to parents.

There was thought to be a need to review the parking arrangements in the town to encourage visitors in particular to stop off but to also re-consider the time-limits allowed on the main road or to remove the parking spaces altogether.

Pavements in general were also thought to be in very bad state of repair.

Main Priorities

- Traffic calming measures
- Parking arrangements
- Improvements to pavements

ACTION

A guide to the first steps to be taken and the organisations which may be involved.

THEME 1 COMMUNITY: WORKING TOGETHER AND TACKLING INEQUALITIES

PRIORITIES	NEXT STEPS
Develop a 'Uniting Crieff' forum/partnership	<ul style="list-style-type: none">• Convene a Uniting Crieff Forum* - inviting representation from all sectors of the community• Share resources, skills, expertise and knowledge• Work closely with local services/agencies• Promote use of Uniting Crieff database (recently developed by CCT)
Action by	Crieff Community Trust together with sector umbrella organisations e.g. Strathearn Arts and other community groups, organisations, businesses, Perth & Kinross Council
Tackling inequalities	<ul style="list-style-type: none">• Developing a shared understanding of multiple deprivation in Crieff• Supporting and developing groups and projects that tackle needs and create opportunities• Making representation to partner agencies
Action by	Strathearn and Strathallan Local Action Partnership, Health and Social Care Partnership, Perth & Kinross Council, Crieff Connexions, local groups taking a lead in addressing inequalities
Develop a Youth Voice in Crieff	<ul style="list-style-type: none">• Community groups and organisations to invite young people onto boards, committees etc• Young people offered meaningful leadership and decision-making roles in the community• Create a Youth Forum to represent Crieff in relevant matters• Develop a package of training to build confidence and skills e.g. public speaking, committee roles etc
Action by	Logos Youth Project, Crieff Community Trust, Creative Crieff, Strathearn Arts, community groups and organisations, Perth & Kinross Council

* As the Uniting Crieff Forum evolves, there may be capacity for it to help support specific actions within this plan

ACTION

A guide to the first steps to be taken and the organisations which may be involved.

THEME 2 COMMUNITY FACILITIES, ACTIVITIES AND EVENTS

PRIORITIES	NEXT STEPS
Audit and directory of community facilities and activities	<ul style="list-style-type: none">• Audit of existing facilities and capacity for hire/use• Improved marketing and accessibility of facilities and uses
Action by	Crieff Community Trust
Community Hub Feasibility Study	<ul style="list-style-type: none">• Test the interest and need for a Community Hub for community groups and service providers• Identify empty buildings that could be adapted for community use and collaborate to implement
Action by	Crieff Connexions, Perth & Kinross Council, Crieff Succeeds
Facilities and activities for young people	<ul style="list-style-type: none">• Promote existing opportunities that are available• Youth Forum to liaise with young people in the town to identify solutions and present preferred options• Secure premises, funding etc to implement• Include the possibility of an outdoor youth shelter as well as indoor informal drop in provision (as mentioned by young people in this consultation)
Action by	Logos Youth Project, Strathearn Arts, Crieff Connexions, Creative Crieff, relevant services, groups and organisations
More outdoor recreational activities	<ul style="list-style-type: none">• Raise awareness of existing and identify locations to develop more outdoor recreation facilities in Crieff e.g. outdoor gym, tennis courts, table tennis etc.• Explore the potential of an additional outdoor biking option in the Strathearn area in partnership with Comrie Croft
Action by	Friends of MacRosty Park, Live Active Leisure, Logos Youth Project, Schools, Perth & Kinross Council, Comrie Croft, Crieff Succeeds, Crieff & Strathearn Drivers' Tryst
Accessible and inclusive groups, organisations, services and businesses	<ul style="list-style-type: none">• Actively support Richmond House Care Home to achieve Dementia Friendly Town status for Crieff• Identify training or funding needs to assist accessibility and inclusion, and organise centrally• Co-produce a calendar of innovative events to attract all members of the community
Action by	Richmond Community, Crieff Succeeds, local groups, organisations and businesses, Perth & Kinross Council

ACTION

A guide to the first steps to be taken and the organisations which may be involved.

THEME 3 LOCAL ECONOMY

PRIORITIES

NEXT STEPS

Improve the scope of town centre retail and hospitality

- Strategy to attract new specialist, independent shops
- Use of empty shop spaces e.g. pop up shops
- Work with existing cafes, restaurants etc to create an outdoor dining experience
- Permanent cover over part of James Square
- Continue to market the 'shop local' message
- Explore options to create more accommodation in the town

Action by

Crieff Succeeds, Creative Crieff, Strathearn Arts, Crieff Community Trust

Visitor Destination

- Options appraisal
- Agree destination purpose/s for Crieff
- Branding and marketing campaign to promote agreed destination purpose/s
- Cultural partners working together to develop a calendar of events

Action by

Crieff Succeeds, Creative Crieff, Strathearn Arts, Crieff Community Trust

Arts and Culture

- Foster joint working and promotion
- Continue to support and develop local arts and cultural activity, groups, businesses, facilities and events as a key asset in Crieff
- Attract more artists/makers/creative businesses
- Involving young people in the development of arts and culture in Crieff

Action by

Strathearn Arts, Creative Crieff, Crieff Arts Festival, Remake Scotland, music groups, local artists, Logos Youth Project, Crieff Community Garden, Kids Week in Crieff, Crieff Succeeds

Package of measures to support business development and recovery

- Identify and provide support required to assist local businesses following the pandemic
- Regularly share information about local or national financial support and provide assistance to apply
- Marketing of Can Do Crieff co-working space
- Regular and relevant Biz Chat sessions in response to local business interests
- Promote GrowBiz and Business Gateway workshops for businesses to develop individuals and capacity
- Identifying opportunities for training, apprenticeships and employment for local young people

Action by

Crieff Succeeds, Can Do Crieff, GrowBiz, Business Gateway, Creative Crieff, Logos Youth Project, local businesses, schools

ACTION

A guide to the first steps to be taken and the organisations which may be involved.

THEME 4 TOWN APPEARANCE, ENVIRONMENT AND HERITAGE

PRIORITIES

NEXT STEPS

Town enhancement - continue to improve the appearance of the town

- Continue to develop projects for empty buildings
- Design solutions to improve shop fronts
- Improvement and development of attractive green/open spaces, as well as 'more flowers and trees'
- Involve young people/school in this design and improvement work
- Include access for all and 'dementia friendly' considerations in improvements
- Provide update information on progress to the wider community

Action by

Crieff Community Trust, Drummond Arms Regeneration Limited, Creative Crieff, Strathearn Arts, Housing Associations, Crieff Succeeds, Crieff Community Garden, Crieff in Leaf, Richmond Community, Crieff Community Council, Logos Youth Project, Perth & Kinross Council, Crieff at Christmas, local businesses, local young people and schools

Development of a green network

- Ongoing improvement and development of core paths network and parks
- Explore potential locations for new parks in smaller communities and also close to the new primary school
- Develop and promote a joined up green network - linking paths, parks and open spaces from the Town Centre around town and out into the countryside
- Improved signage and installation boards
- Path accessibility for as many user groups as possible
- Identify upgrades required for existing parks

Action by

Crieff Succeeds, Crieff Community Trust, Creative Crieff, Friends of MacRosty Park, Crieff Community Garden, Crieff & Strathearn Drivers' Tryst, Perth & Kinross Council, Crieff Community Council, Perth & Kinross Countryside Trust, Sustrans

Develop Crieff as a sustainable town

- Establish a working group to agree Eco-Principles
- Involve young people in this group
- Create a cleaner, biodiverse and greener Crieff town centre
- Active Travel Plan for Crieff
- Campaign for safe cycle to school routes and develop a comprehensive cycling infrastructure
- Organise a network of electric car charging points

Action by

Crieff Succeeds, young people and schools, Perth and Kinross Council, Crieff Community Council, Creative Crieff, Extinction Rebellion Strathearn, Strathearn Arts, interested local businesses

Support initiatives to make more of Crieff's heritage

- Collate, assemble and market Crieff's history and heritage
- Practical and funding support for Crieff & Strathearn Museum to establish itself as a physical structure
- Promote the museum as a key visitor attraction
- Contribute to the development of an attractive, educational and sustainable Heritage Trail
- Improved signage and installation boards

Action by

Crieff & Strathearn Museum, Strathearn Arts, Crieff Succeeds, Crieff & Strathearn Drivers' Tryst, Creative Crieff, Strathearn Community Library, Strathearn Archeological Society

ACTION

A guide to the first steps to be taken
and the organisations which may be involved.

THEME 5 SPORT, HEALTH AND WELLBEING

PRIORITIES	NEXT STEPS
Establish a Sport Hub	<ul style="list-style-type: none">Identify and support a sport hub model (physical, geographical etc) unique to the needs of CrieffSupport future developments including the proposed Highland Games Centre at Market Park and its potential as a sports, health and wellbeing hubShare resources, skills, knowledge and volunteers
Action by	Sports Development, Active Schools Crieff, sports clubs and coaches, schools, Crieff Highland Gathering, health and wellbeing practitioners
Improved access to sports facilities	<ul style="list-style-type: none">Establish a clear communication strategy between sports clubs, facility providers and greenspace officersIdentify solutions to barriers e.g. cost, accessBetter communication between school sport and community sport providers/deliverers to discuss opportunities and challenges
Action by	Live Active Leisure, Sports Development, Active Schools Crieff, sports clubs and coaches, PE staff
Young people in sport	<ul style="list-style-type: none">Investigate re-instatement of free bus pass scheme for secondary pupils to attend ex-curricular sportApply for local and national funding/support so that no child or young person is excluded from sportSport clubs to organise exchange visits to expose children to new activitiesFunding streams to continue Young Sports Leader awardsCreating local training, volunteering, work experience and employment opportunities for young people within the local sports and recreation sector (facilities, clubs, businesses)
Action by	Sports Development, Active Schools Crieff, PE staff, sports clubs, Crieff Hydro, Live Active Leisure, Logos Youth Project
Promote Health and Wellbeing	<ul style="list-style-type: none">Invite local practitioners to register on Uniting CrieffInclude health and wellbeing outcomes within projectsSupport to access funding streams to deliver community-based servicesCreative solutions to removing barriers when accessing services
Action by	Local health and wellbeing practitioners, Crieff Community Trust, Creative Crieff, community groups and organisations, Perth & Kinross Council, Strathearn Arts, Logos Youth Project, Crieff Connexions

ACTION

A guide to the first steps to be taken
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THEME 6 ACCESS TO SERVICES AND TRANSPORT

PRIORITIES	NEXT STEPS
Tackle anti-social behaviour	<ul style="list-style-type: none">Agree regular police presence and action in the town
Action by	Crieff Community Council
Improve access to local services	<ul style="list-style-type: none">Establish additional and accessible post office services either as a new facility or as part of an existing initiativeClear and accessible communications from local authority/agencies on availability of servicesMonitor impact on services of a growing population and make representation for improvements as requiredBetter sharing/improved visibility of local authority planning, local development plans etc
Action by	Crieff Connexions, local authority/agencies, Crieff Community Trust
Improve public transport provision	<ul style="list-style-type: none">Discussions with a focus group of key user representativesDiscussions should include better integration of transport, better connections to neighbouring villages, and site location of bus stopsPresentation of proposed improvements to the relevant providersRevive initiative to develop Gleneagles Station and improve train services
Action by	Crieff Community Council, Crieff Succeeds, Logos Youth Project



ACTION

A guide to the first steps to be taken and the organisations which may be involved.

THEME 7 TRAFFIC MANAGEMENT AND PEDESTRIANS

PRIORITIES	NEXT STEPS
Traffic calming measures	<ul style="list-style-type: none">Identify key locations in the town centre and in the Broich Road area for improvements including the safety of pedestriansTake account of the need to reduce air pollution in the Town Centre
Action by	Coordinated and strategic campaign for traffic calming, parking and pedestrian safety measures including e.g. Crieff Community Council, Crieff Succeeds, Perth and Kinross Council
Parking arrangements	<ul style="list-style-type: none">Review parking arrangements and impact on the High Street, pedestrians, local car users and visitorsPresent options to resolve the key problem areas
Action by	Coordinated and strategic campaign for traffic calming, parking and pedestrian safety measures including e.g. Crieff Community Council, Crieff Succeeds, Perth and Kinross Council
Improvements to pavements	<ul style="list-style-type: none">Widen pavements where possibleRepairs to pavements in poor conditionMake sure improvements support access for all abilities
Action by	Coordinated and strategic campaign for traffic calming, parking and pedestrian safety measures including e.g. Crieff Community Council, Crieff Succeeds, Perth and Kinross Council



MAKING IT HAPPEN

The priorities in this action plan will be taken forward by our local community groups working together and with a range of public, private and voluntary sector partners. We will also need to grow our capacity, volunteering and resources as a community to help deliver some of the important projects in this Action Plan.

Uniting Crieff – Town Forum

In the spirit of working together it is proposed to organise a Uniting Crieff Town Forum. Its aim will be to bring together local community groups to share information about their work and how we are all doing in delivering the priorities in this Community Action Plan. It will aim to meet 3-4 times a year.

If you would like to join the forum, help take action in developing any of the priorities, or just find out further information please email unitingcrieff@gmail.com

Supporting joint working

The Action Plan also highlights the importance and value of joint working together to make the most of the town's assets. The Plan notes the need to continue to foster joint working within Sports, Health and Wellbeing, Arts and Culture, and in supporting local businesses, developing the local economy and visitor experience.

Keeping the Action Plan Up to Date

We will organise a Community Action Plan Annual Review meeting once a year to report back to the Community on how the plan is progressing and to see what progress is being made. Updates on progress will also be available on the Crieff Community Action Plan area of www.unitingcrieff.org.uk.

CRIEFF COMMUNITY ACTION PLAN

2021 - 2026

This Community Action Plan sets out the priorities for the development of Crieff over the next 5 years as determined by the community through an extensive process of community engagement carried out over a five-month period from November 2020 - March 2021.

The Plan is jointly owned by all the organisations and individuals that took part in its preparation. We will be working together to ensure its implementation over the next 5 years.

The Plan contains

- A summary profile of the community now
- Our main likes and dislikes as identified in our Community Views Survey
- Our Vision Statement for the future of Crieff
- The main themes and priorities for action
- Information on how you can stay in touch and get involved.

THIS COMMUNITY ACTION PLAN AND ALL THE REPORTS FROM THE COMMUNITY ENGAGEMENT ARE AVAILABLE ONLINE AT **WWW.UNITINGCRIEFF.ORG.UK**

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www.pkleader.org



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