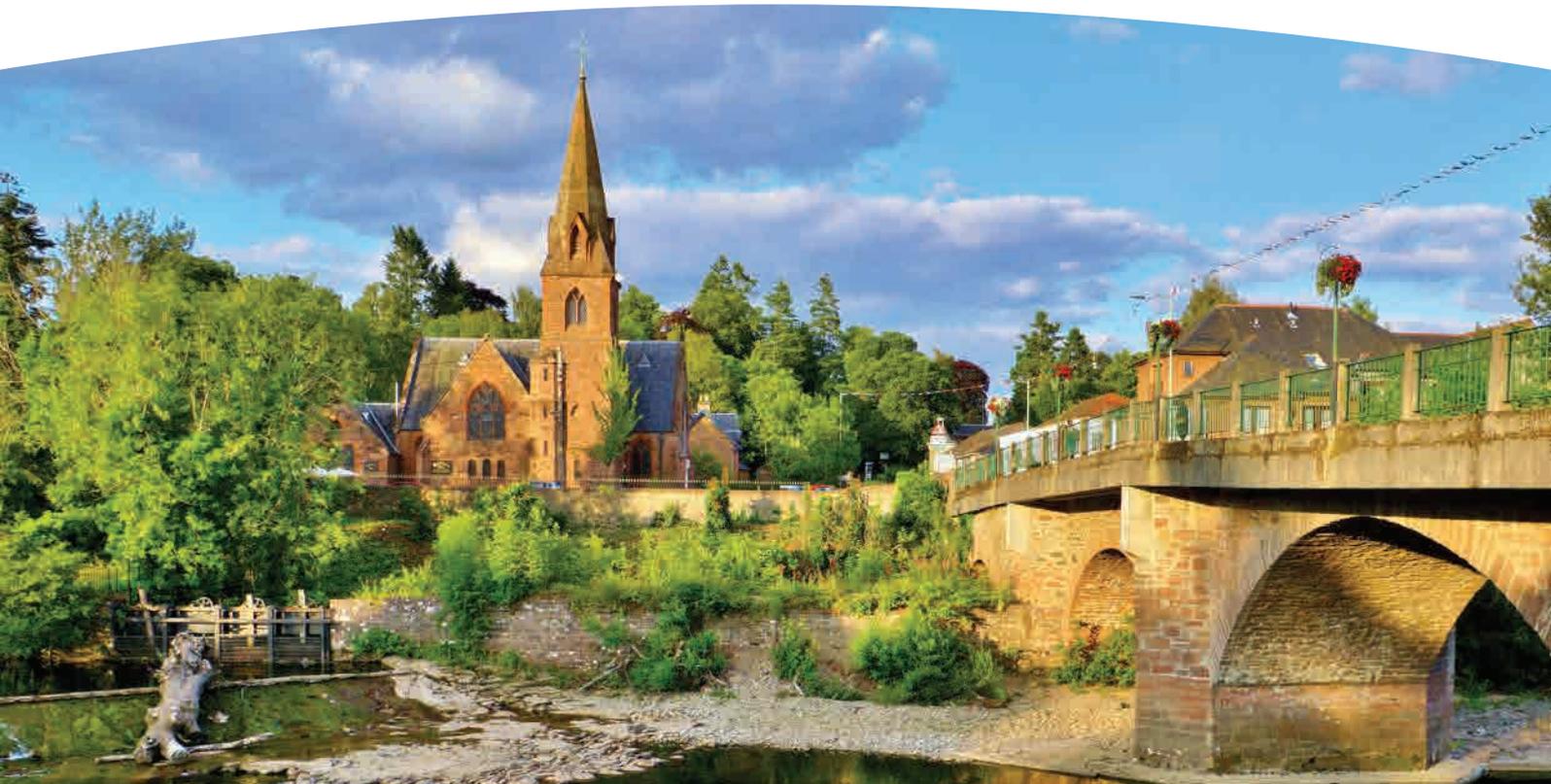


BLAIRGOWRIE & RATTRAY



COMMUNITY ACTION PLAN 2021-2026



BLAIRGOWRIE & RATTRAY

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COMMUNITY ENGAGEMENT IN A PANDEMIC

Blairgowrie and Rattray carried out this work in the depths of the Covid 19 pandemic – rising to the challenge of how we involved the community in updating 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 our community spirit.

Thank you

INTRODUCTION

This Community Action Plan summarises community views about:

- Blairgowrie and Rattray now
- the vision for the future of the area
- the issues that matter most to the community
- our priorities for projects and action.

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 led by the Blairgowrie and Rattray Community Action Plan Steering Group which brought together representatives of Blairgowrie and Rattray Development Trust, Blairgowrie and Rattray Community Council, Proactive Communities, Blairgowrie and Rattray Business Association, Blair in Bloom, Blairgowrie & Rattray Community Football Club, It's BRAW, Our Heritage Group, Climate Café, SCYD and Eastern Perthshire Youth Alliance, and Community Transport.

The community engagement work to inform the Community Action Plan was carried out by Danielle Muir and Lynne Murrie with additional assistance from Blairgowrie and Rattray Development Trust. Technical advice and support was provided by the STAR Development Group.

The work was funded by Rural Perth and Kinross LEADER and Perth & Kinross Council through the Rural Perthshire Community Action Planning Programme.

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 Perth and Kinross Council and other service providers.

LOCAL PEOPLE HAVE THEIR SAY

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

The process involved:

- **stakeholder conversations** with a wide range of groups, businesses, and people of all ages
- **carrying out a community views survey** and promoting it widely throughout the area
- preparing a **community profile** detailing facts and figures about the community

**OVER 400 COMMUNITY VIEWS SURVEY FORMS WERE RETURNED
OVER 30 STAKEHOLDER CONVERSATIONS WERE HELD**

THANKS TO EVERYONE WHO TOOK PART

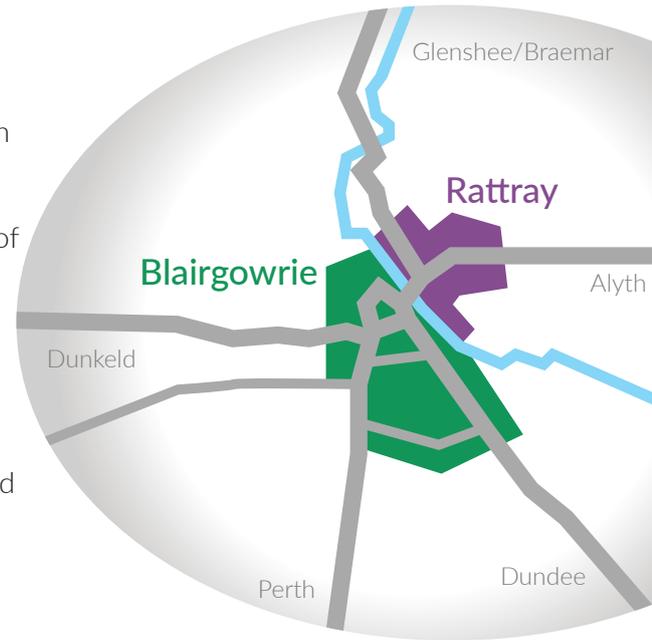
OUR COMMUNITY NOW

Here is some background information about Blairgowrie and Rattray. The Community Profile report is available at www.discoverblairgowrie.co.uk

Location

Blairgowrie and Rattray, located on the A93 road from Perth to Glen Shee, is the largest town in Perth and Kinross. Together the two settlements of Blairgowrie and Rattray form a joint community. Blairgowrie is the bigger of the two and lies on the southwest side of the River Ericht opposite Rattray on the northeast side. The Brig o' Blair crosses the river, linking the two.

The town has a long history dating back to Neolithic times and has developed over the centuries at the crossroads of several historic routes. It's location on the edge of the Cairngorms National Park, and near Glenshee Ski Resort, and within close reach of Dundee and Perth now makes it an attractive place to live in, work in and visit.



Population and Housing

There are approximately 4557 residential properties within Blairgowrie & Rattray (PKC Corporate Address Gazetteer, 2017), 68% of these are owner occupied, the balance is rented accommodation provided by the Council, Housing Associations and the private sector. With an average household size of 2.13 (based on Census trends) it is estimated that the settlement's current population is 9,706. Approximately 5,000 are of working age and 2,600 are over 65 years of age. The Local Development Plan provides land for around 900 new houses to be built and the community is growing rapidly and anticipated to grow further.



Local Economy

The surrounding area is still the soft fruit centre of Scotland, traditionally growing raspberries and strawberries but now also producing cherries, blackberries, blueberries etc. The extensive use of polytunnels has greatly extended the growing season from May until October. This activity typically extends the population of the town by some thousands as labour is drafted in to harvest the crops.

Tourism is an important part of the local economy and there are many small accommodation providers, but currently only one operating Hotel - The Angus in the Wellmeadow. The town is billed as being the starting point for the Catevan Trail long distance footpath and the Cairngorm National Park initiative, "The Snow Road" running through Glen Shee to Granttown on Spey.

The growing population and visitors help to support the retail sector. The town centre has about 80 independent shops, craft workshops, restaurants and pubs and some national retailers and supermarkets. There are also two major motor dealerships and several smaller independent garages.



Large employers include Castle Water HQ, Proctor Insulation, Tayside Contracts, Graham Environment Services HQ, Davidson's Chemist HQ. The main industrial estate is in Welton Road with much smaller ones in Dunkeld Road. There are about 140 service businesses operating in the town.

The town is part commuter town and part employment destination with more workers commuting from Blairgowrie, mainly to Dundee and Perth, than travel to it for work.

The town has its own newspaper, The Blairgowrie Advertiser (The Blairie) printed weekly.

Transport

Stagecoach provides all the bus services to and from Blairgowrie with routes to Dundee, Perth, Alyth, Coupar Angus, Dunkeld, Aberfeldy, Kirkmichael and Glenshee as well as a circular town service. Services to Perth and Dundee are frequent during the day. The nearest railway Stations are Perth, Dunkeld and Birnam and Dundee. The nearest Airport is Dundee, but for more choice Edinburgh.

Car ownership is high with 1.4% of households owning 4 cars or more, 4.9% with 3 cars, 24.7% with 2 cars, 46.5% with 1 car and 22.5% with no cars.



Schools and Education

There are three primary schools – Newhill Primary School and Nursery and St. Stephen's RC Primary (both on the Blairgowrie Community Campus) and Rattray Primary and Nursery School. There is also the Cornerstones private nursery in town.

Blairgowrie High School provides secondary education for pupils from Blairgowrie and Rattray and from a larger catchment area of rural towns and villages.



Health and Care

The town is served by 2 pharmacies, 2 GP surgeries (both located in Blairgowrie) and Blairgowrie Community Hospital. There are no such facilities in Rattray.

The Community Hospital has a 17 bed GP unit, a wide range of clinics and services, and is the base for the Strathmore Older People's Community Mental Health Team.

In addition, there are a wide range of volunteer groups providing health and care support with a list available at <https://www.discoverblairgowrie.co.uk/community-group-categories/support-groups>

There are also several Care Homes and Home Care Services in the community.

Community and Recreation

Community and recreation groups

There are well over 150 various groups in the town covering a wide range of interests. For a full list of organisations go to: <https://discoverblairgowrie.co.uk/blairgowrie-and-rattray-community-group-info/all-groups>

Blairgowrie Development Trust and Proactive Communities have recently agreed a partnership arrangement so that they work in tandem to assist, and support groups in the town deliver initiatives and projects, as well as delivering projects in their own right. The partnership agreement is also designed to help better coordinate activities between groups and improve communication and knowledge of activities between groups.

Community and Recreation facilities include

- Blairgowrie Community Campus, Community Connect, Rattray Hall, Town Hall, Wellmeadow House, Recreation Centre (swimming pool, fitness gym, sportshall)
- The JJ Coupar Recreation Park (for tennis, rugby, cricket, hockey)
- Football Pitches at Davie Park, Piggy Lane
- Blairgowrie Golf Club - 18- and 9-hole golf courses (rated in the top 100 courses in the Country)
- Blair Bowling Club, Rattray Bowling Club
- Skatepark
- Play areas at Davie Park, Lochy Park, Hatton Road, Arthur Street, Carsie and small open spaces and parks in recently completed housing developments

New facilities to be built in the very near future include a new Recreation Centre and a 3G pitch (with future plans for a sports and community facility) in Davie Park.



Festivals and Events

Festivals and events are held regularly for visitors and residents alike to enjoy – and include It's BRAW Arts Festival, Blairgowrie Players, Bookmark Book Festival, Hamish Henderson Festival, Braemar Night Celebrations, Blairgowrie and Rattray Highland Games, Christmas Lights Switch On, Bonfire Night, The CATERAN YOMP.



Environment

Walking routes are easily accessible from the town with extensive path networks available, maintained by the volunteer group Blairgowrie and Rattray Access Network (BRAN). Blairgowrie has for many years been seen as the gateway to the ski slopes of Glen Shee and is now also the gateway to the east side of the Cairngorms National Park.

Assets include:

- The Blairgowrie Local Paths Network – Knockie Path, Ardblair Trail, Bluebell Wood, River Ericht Path, Drimmie Wood Path
- Cateran Trail – 64-mile circular long-distance path starting and ending in Blairgowrie
- The multiuser path creating safe active travel between Rattray and Alyth.
- Wildlife Areas/Woods/Lochs - Loon Braes, Riverside Woods, Stormont Loch.
- The River Ericht and lochs for Fishing

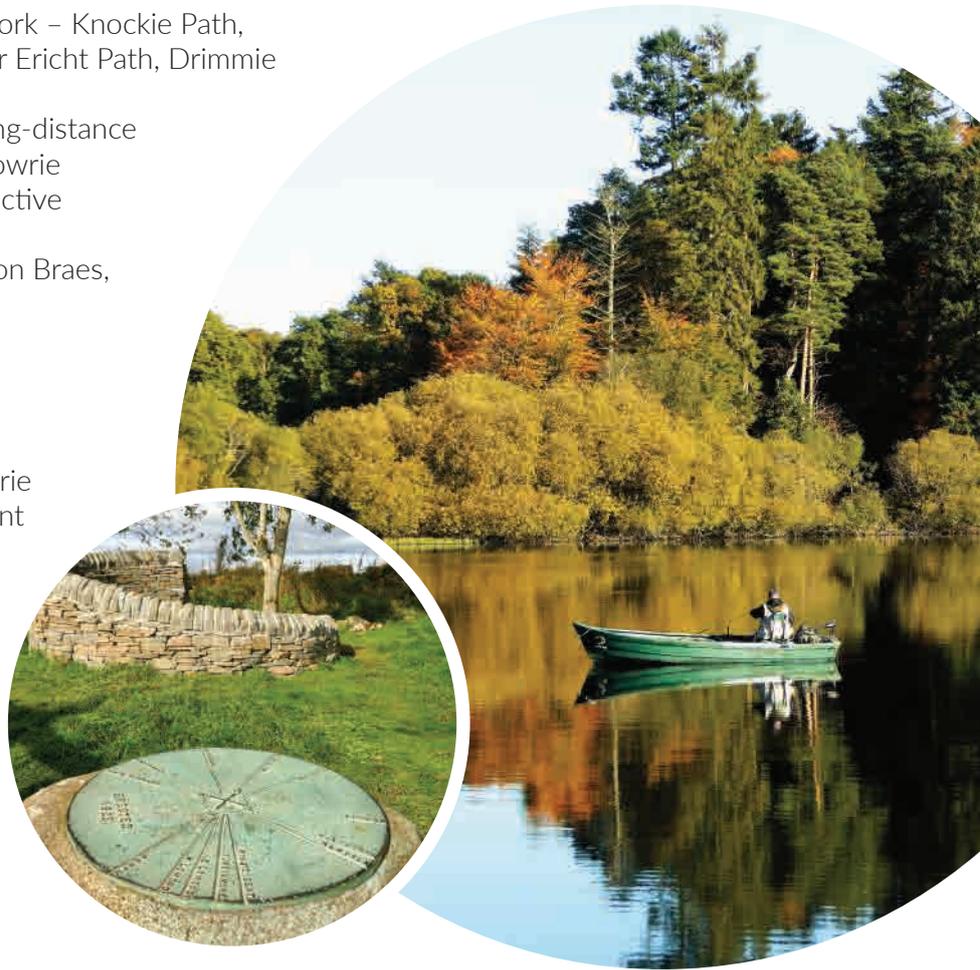
The environment is greatly enhanced by organisations like Blair in Bloom, Blairgowrie and Rattray Access Network, The Allotment Association, Loon Braes Conservation Group, Climate Café and a recently formed group to develop community woodlands.

Heritage

The area around the town has been occupied since Neolithic times and there is evidence of this from the Cleaven Dyke, through the bronze age, Roman age and Picts era, right through to the present day. The Heritage group are currently developing a virtual timeline of the town's history, which will tell the towns rich, diverse and long history.

Our heritage assets include:

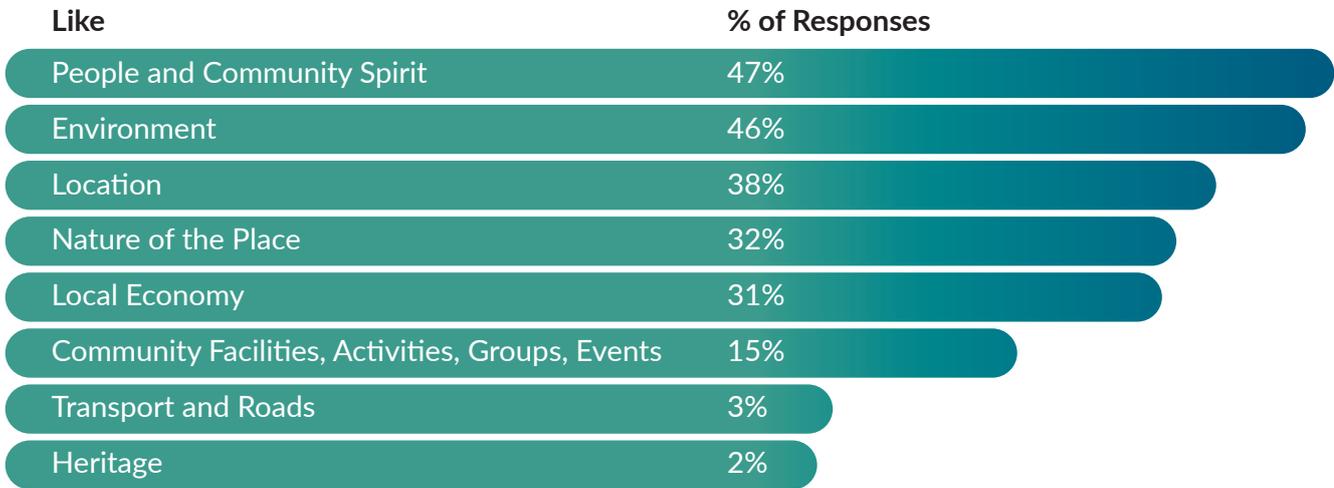
- The Mill Walk and the remains of the Victorian textile mills for flax, linen and jute
- Wellmeadow – and its history of wells, and the Fairs o' Blair linked to cattle droving and markets.
- Scotland's Berry Capital – the Scottish raspberry industry was born in Blairgowrie more than 100 years ago with the creation of the Blairgowrie and Rattray Fruitgrowers Association
- Music and the town's history as a centre for folksong– linked to the berry picking - with Belle Stewart and Hamish Henderson as two of the most prominent contributors
- A haven for artists since the early 1800's – through the creation of a colony of artists known as the Blairgowrie Boys led by William Dickson - who in turn encouraged others to come to the area
- Cateran Eco-Museum
- Heritage Groups - Blairgowrie, Rattray and District Local History Trust and Our Heritage group which brings together a range of groups interested in promoting and celebrating local heritage.
- Cleaven Dyke and the areas early settlement
- Beech Hedge, planted 1746, the oldest war memorial in the country.



OUR COMMUNITY NOW

COMMUNITY VIEWS SURVEY (LIKES AND DISLIKES)

Here is an extract from the Community Views Survey showing what people liked and disliked about Blairgowrie and Rattray. The full Community Views Survey Report is available to view online at www.discoverblairgowrie.co.uk



Some quotes from the Survey

"It is a very friendly place to live. I feel it is a community-led town"

"I love the community spirit Blairgowrie has. It was lovely to take part in supporting this during lockdown"

"The superb countryside, rural atmosphere, great walks, cycle paths"

"Wellmeadow is a beautiful centrepiece"

"The river/riverside walks"

"It's small, independent & safe"

"It has best of both worlds. Countryside on doorstep and shops in town and central to places like Perth Dundee"

"Small businesses supply good quality goods/food and are helpful"

"There are the basic facilities required, schools, dentist, doctors, community groups, local halls for hire, post office, chemists, some banks, and a few shops"

"Many volunteers many groups make such a difference to the town - BRAN, Blair in Bloom, Our Heritage, etc"

"Christmas lights, Braemar Night"

"The area is a nice size. Big enough to have all the services I require, yet small enough to remain personal and without the rush and noise of a city"

"The Strathmore Screen and Community markets and events make the town feel like its buzzing."



OUR COMMUNITY NOW

COMMUNITY VIEWS SURVEY (LIKES AND DISLIKES)

Dislike	% of Responses
Town appearance and environment	36%
Local economy	32%
Roads, traffic and parking	29%
Community facilities, activities, organisations and events	25%
Housing development and infrastructure	21%
Transport and access to services	12%
Community safety/anti-social behaviour	11%

Some quotes from the Survey

"Some of the empty shops and buildings are in bad repair and bring down the overall look of the town"

"Development schemes that harm the beauty and wildlife of Blairgowrie"

"The plans to hugely increase building with the loss of our wonderful green spaces"

"Lack of shops and only one small supermarket, not enough shops in Rattray"

"Lack of facilities, shops, parking, and entertainment venues. Forcing everyone to travel and spend money that could be better invested in local businesses"

"Lack of decent hotel accommodation for guests to stay locally"

"The townhall needs updating - we lack an Arts Centre"

"The waterfront isn't made the most of. There's no museum or tourist attraction"

"The traffic around the Wellmeadow - spoils the centre of the town"

"The lack of clear vision of what Blairgowrie's identity is"

"Lack of free parking for access to town centre amenities such as shops cafes etc."

"Hard place to stop when traveling through town people drive on unless staying"

"It is built for drivers and not friendly for active transport - i.e., cycling and walking"

"Lack of sporting facilities for football, rugby hockey teams to train in the winter"

"The lack of facilities, as in all weather playing pitches and areas"

"Lack of adequate facilities at the recreation centre. Lack of a real arts/civic centre"

"Need more facilities for young people, teenagers in particular - there is very little for them to do, or to encourage them to stay and work in the area"

"The inequalities in the town are shameful and so few community groups do anything to address that properly"

"Strain on amenities and services already stretched e.g., doctors' surgeries, dentists, schools, and road networks"

"Building so many more houses when the facilities are just not there for local people"

"There is a feeling that PKC do not spend as much in Blairgowrie on infrastructure and facilities as Perthshire's largest town merits"



OUR VISION FOR THE FUTURE BLAIRGOWRIE AND RATTRAY IN 10 YEARS TIME?

Vibrant and attractive community to live in work in and visit

- A town which is vibrant both commercially and culturally
- A thriving attractive town with good shopping and leisure activities
- Bustling with life, vibrant, clean, a sense of local pride in the people and the place
- Thriving, busy town centre with mix of independent shops, regular events, and festivals for both locals and tourists.
- I would like it to be a place where tourists actually wanted to stop, and stay
- A great base for visiting the area.

A strong identity as a Great Green Place – Low Carbon High Nature

- Even greener – more wildflower areas, more trees, more community green space, more walking and cycling friendly, more buses and locally grown food.
- Green, and carbon neutral.....Clean, green and progressive
- A self-sufficient town, powered by renewable energy

Infrastructure and Services that meet the needs of a growing population

- Sufficient infrastructure is crucial given the number of new housing developments, so enough schooling, doctors, and jobs so that the town doesn't just become a commuter town.
- A proper infrastructure of roads and transport with facilities which are installed by the developers before building the houses.
- More facilities to encourage tourism, better health service, upgrade the minor injuries unit, a new school.
- As the town grows in population lets focus on keeping our residents as local as possible by offering shopping, activities, and entertainment within our lovely town.

An inclusive diverse community that works well together and celebrates its cultures and heritage

- Still retaining that community feel and being inclusive and multi-cultural
- A thriving area for new families to want to grow and develop with encouragement that they are valued
- Businesses and organisations working together to make more of what they have individually.
- A town with an identity. A cultural centre building on BRAW, Hamish Henderson Festival, Leslie Street Art Trail to be known as an inclusive community.



MAIN STRATEGIES 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: LOCAL ECONOMY

Respondents felt the local economy would benefit from making the town more vibrant and attractive to visit, offering more to the growing population, and supporting and growing local businesses.

They would like to see a strong local retail sector, a growth in the tourism sector, more workspaces and services for local businesses, and a better range of recreation, entertainment, and hospitality opportunities for all to enjoy. They felt that it would help if the town had a clearer identity that groups and businesses could work together to develop and promote.

Blairgowrie and Rattray should be a place that people want to visit, spend time in, and base themselves in, and be a great place for local people to shop in, work in, and spend their leisure time. There was a concern that currently it underachieves in many of these areas – but a strong belief that it could do more to flourish.

There was thought to be lots to build on given the town's location, and great environmental, heritage and cultural assets. There was an opportunity to build on the work and plans of local groups trying to develop and promote the arts, events, tourism, environment and heritage and provide support to local businesses.

Priorities

- Develop the local retail sector
- Town animation, entertainment, and hospitality
- Develop the tourism sector
- Town promotion, identity and working together
- Infrastructure and services to support local businesses and employment



THEME 2: TOWN DESIGN & ENHANCEMENT - PARKING, TRAFFIC, ROADS AND ACTIVE TRAVEL

Improving how Blairgowrie and Rattray looks and works physically was seen as central to making the town more user friendly and attractive for residents and visitors. It was clearly thought to be a vital component in boosting the local economy, enhancing residents' quality of life and improving the visitor experience.

It was felt that in addition to a town enhancement scheme to improve the appearance of the main shopping areas there was a need to improve roads layout and parking to reduce heavy traffic through the town and make it 'easier to stop in rather than just pass through', and to encourage use by cyclists and pedestrians.

There was also a bigger picture issue identified of how better connections can be made between the town centre and greenspaces, between Blairgowrie and Rattray, the riverside, residential areas, and out into the surrounding countryside. It was thought this might include consideration of an additional bridge across the River Ericht.

Priorities

- Planning and Design – the Big Picture
- Town Enhancement
- Roads, Traffic, Parking, and Active Travel



THEME 3 ENVIRONMENT AND HERITAGE

Greenspaces are important to people in Blairgowrie and Rattray. They don't want to continue to lose them to development. They see them as important for recreation, health, and wellbeing, growing local produce, biodiversity, and in creating a place that is attractive for residents and visitors and which in turn contributes to the local economy.

Priorities include continuing to develop community allotments, gardens and orchards; continuing to develop the Riverside and Davie Park so that they draw people to them as 'destinations'; and making sure that residential areas across the town have access to their own quality greenspaces to enjoy.

Continuing to improve and develop walking and cycling routes was also important – within the town itself and out into the wider countryside.

Walking, cycling, and making the most of greenspaces were seen as aspects of trying to reduce the local carbon footprint. Other carbon reducing initiatives should also be encouraged and included continuing the HEAT energy advice service and looking again at plans for a hydro scheme on the River Ericht as well as other options for renewable energy.



People thought there is a case for Blairgowrie's identity to be closely linked to these environmental assets and ambitions – and advocated the development and promotion of it as a place that is 'Green and Growing Locally' and which is aiming to be a 'Low Carbon - High Nature Town'.

The consultation for the CAP also highlighted the importance of local heritage and how it should be made much more of with suggestions including heritage trails, heritage interpretation, restoring historic buildings, creating a local heritage museum, and 'retrieving' local historic artifacts to the town currently archived in other museums.

In pursuing these it was noted that it would be valuable to connect into wider area initiatives. Those mentioned included e.g., Strathmore Cycle Network, Cateran Trail, Cateran Eco Museum, 'Ancient Routes, Modern Scots'.



Priorities

Protect, develop, and encourage use of greenspaces, parks, allotments

Develop and promote walking and cycling

Support carbon reduction initiatives– renewables, local growing & produce, energy efficiency, active travel, biodiversity

Protecting, enhancing, and celebrating local heritage

THEME 4 COMMUNITY AND RECREATION

There was seen to be a need to improve existing indoor facilities and access to them, as well as wanting new facilities that were of a high standard and fit for a growing population.

Better access was needed to Community Connect and the Community Campus, there was a desire to save Rattray Hall for the community, and to support ongoing development of the Skate Park, Tennis Club, Rattray All Weather Pitch, and sports hub to provide an all-inclusive facility for Rattray and beyond, and of a Scout/Guide Hall.

The current Recreation Centre and the Town Hall were not viewed as fit for purpose. It was hoped that the new Recreational Centre would be 'future proofed' and address the shortcomings of the old one. There was also thought to be a need to look at the development of a purpose built multi use Community Hub – 'like the Birnam Institute in Dunkeld.'

There was a strong desire to see outdoor spaces – sports pitches, play areas and parks improved and developed. In particular there was seen to be an opportunity to develop Davie Park as a 'Destination Park' and Sports Hub, while it was also recognised that there was a need to improve play provision in other parts of the community as well.

Respondents thought that there was a need to develop more activities and services for young people. They recognised the good work of SCYD and felt that this should be supported and built on.

There was a need to do more to tackle inequalities in the town and to support initiatives that addressed the needs of the most vulnerable. Community organisations and local volunteers have risen to this challenge particularly during the Covid pandemic and it was important to maintain this focus. The importance of Debt Counselling, events that brought people together, vocational training, English as a Second Language Classes, and 'dignified food provision' were mentioned.

Priorities

Improve existing community and recreation facilities

Develop new facilities fit for purpose and a growing population

More activities and services for young people

Support initiatives to tackle inequalities

Encourage joint working and promotion



THEME 5 SERVICES, TRANSPORT AND COMMUNICATION

The consultation revealed that access to services was not as good as it had been – and this was mainly attributed to the growth in population without any corresponding growth in the services. In particular there was thought to be a strain on health and educational services. Existing health services were 'stretched' and some respondents thought that more were needed – with specific mention of better access to GP services in Rattray, the need for better out of hours services, and better use of the Community Hospital. There were several requests for the hospital to continue and develop the Minor Injuries and Illness Unit.

It was hoped too that schools could be supported to develop their capacity without compromising their services and recreational facilities while continuing to work with the local community.

Improvements were also required to transport services – with people identifying the need for better bus stops in Rattray, a local hopper bus service around town, better links to towns and college, and better transport that improved access to the Glens for visitors.

A decline in 'visible' police presence in the town was also noted.



Priorities

Improve access to health services

Community and schools working together

Improve public transport

Increased police presence



ACTION

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

THEME 1: LOCAL ECONOMY

PRIORITIES

GUIDE FOR ACTION

Develop local retail sector

- Maintain and promote Shop Local message
- Develop and promote Independent Shops
- Encourage use of empty property e.g. lower rents/rates.
- Support town enhancement including shop front schemes.
- Promote the Christmas Shopping Event.

Action by

BARBA, Proactive Communities, PKC, local businesses

Town animation, entertainment and hospitality



- Encourage and support more local events, Saturday Markets
- Develop a coordinated events programme 'Blairgowrie Events'.
- Support development of entertainment/recreation venues and activities – theatre/films/music/arts
- Help enable development of hospitality sector – e.g. support development of 'café culture around the Wellmeadow'
- Continue to develop "What to do in Blairgowrie & Rattray in a day or a weekend" e.g., a virtual reality experience using QR codes.

Action by

It's Braw, BARBA, local hospitality sector, Town Hall, Strathmore Screen, Blairgowrie Players, Proactive Communities, BRCFC

Develop tourism sector

- Develop and implement a tourism strategy that takes account of opportunities to promote environmental, heritage, arts and cultural assets
- Encourage further accommodation

Action by

BEPTA/Visit Catevan Country, BARBA and Proactive Communities.

Town promotion, identity and working together

- Develop town identity
- Develop joint promotional strategy/Discover Blairgowrie website
- Develop and support wider area initiatives 'town in context of wider location and East Perthshire'

Action by

BEPTA, Proactive Communities, BRDT, BARBA.

Infrastructure and services to support local employment and business

- Support more vocational and 'ready for work' training and more apprenticeship opportunities
- Develop and support co-working/hot desking space for local businesses
- Improve broadband and wifi access
- Improve childcare provision

Action by

NEST Creative Spaces, Wellmeadow Centre, Growbiz, High School, local businesses. SCYD, PKC BARBA, Proactive Communities.

THEME 2: TOWN ENHANCEMENT - ROADS, TRAFFIC AND PARKING



PRIORITIES

Planning and Design – the big picture!

GUIDE FOR ACTION

- Develop plans and designs for enhancing and improving the town, traffic flow, road design, parking, active travel, links to greenspaces, links to different parts of the town, links out to the countryside.
- Taking account of suggestions made as part of this CAP consultation, the previous Charette, and the recent Rattray Action Plan for Active Travel and Sustainable Transport Plan for Rattray
- Discuss with PKC best ways of taking this forward e.g., Local Place Plan, Master Plan etc. and work in partnership to progress and then implement.

Action by

BRCC, Proactive Communities, local businesses, PKC, Sustrans Open Spaces, BARBA, BRDT, Residents Associations.

Town Centre Enhancement

- Develop proposals to improve shop fronts, empty shops and buildings, gap sites. Perhaps used as marketing/gallery/exhibition space.
- Improve street furniture, bins, signage
- Preserve and enhance green space and develop its use
- Continue floral displays
- Look at ways of incorporating artwork. e.g., Extended Leslie Street art.

Action by

Blair in Bloom, Proactive Communities, PKC, BARBA, Open Spaces

Roads, Traffic, Parking and Active Travel



- Reduce heavy traffic through, High Street/ Wellmeadow/Town Centre using bypass route.
- Make the town more user friendly for cyclists and pedestrians
- Include consideration of a pedestrian/cycle bridge over the River Erich as part of a round town cycle/pedestrian route, and pedestrian priority areas.
- Develop and implement local parking strategy that takes account of the need for free parking, improved signage, more EV charging points, ease for visitors to stop rather than pass through the town, and for additional parking places.
- Help to resolve parking issues at some of the schools
- In all of the above - take account of recommendations in the Rattray Action Plan for Active Travel and Sustainable Transport, and comments in the CAP Survey and Stakeholder Reports

Action by

Proactive Communities, BRCC, BARBA, BRAN, PKC, Sustrans, Strathmore Cycle Network, Climate Café, Parent Councils/Schools

THEME 3: ENVIRONMENT AND HERITAGE

PRIORITIES

GUIDE FOR ACTION

Protect, enhance and develop use of greenspaces



- Continue to improve Riverside, including extending and redesign of paths and consideration of improved lighting, as well as development of Cargill's Trail.
- Continue to develop use of greenspace for allotments, orchards, gardens, biodiversity
- Protect and enhance existing greenspaces (develop local greenspace audit and strategy)
- Develop greenspace for social use (benches, picnic areas, informal recreation, including development of Happy to Talk Bench Trail.
- Continue to support the work of Blair in Bloom
- Continue work to establish Blairgowrie & Rattray as Scotland's first Biodiversity Town.

Action by

PKC, Riverside Ventures, BRDT, Proactive Communities, Climate Café, Open Spaces.

Improve and develop paths and cycle networks

- Continue to develop local paths and cycle networks (e.g., open up Blair – Coupar Angus route with connecting circular routes)
- Sign and promote path networks e.g., the Strathmore Cycle path network should be included in the local path guide.

Action by

BRAN, Strathmore Cycle Network, Perth & Kinross Countryside Trust, SUSTRANS, BRCC, Proactive Communities.

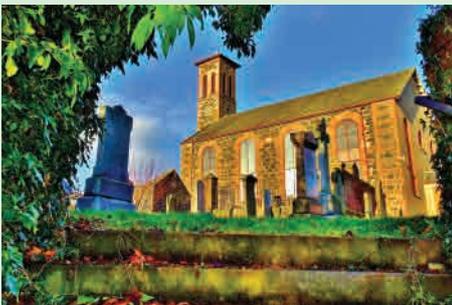
Aiming for Low Carbon, High Nature

- Consider developing an overarching approach/brand for all low carbon, high nature initiatives in Blairgowrie and Rattray
- Develop and support carbon reducing initiatives e.g., expand existing HEAT programme
- Develop and support renewable energy initiatives e.g., review and develop plans for Hydro Scheme on the River Ericht

Action by

HEAT, BRDT, PKC, Open Spaces

Protecting, enhancing and celebrating local heritage



- Support heritage initiatives which help to protect, enhance, and promote local heritage. (Pop up events etc)
- Identified suggestions include Heritage Museum, Heritage Trail, Heritage/Cultural Events,
- Making the most of our Berry Culture, Mill and Paper Making Heritage, Belle Stewart, Hamish Henderson, diverse cultures of residents and migrant workers.
- Linking in and participating in area wide heritage initiatives e.g., 'Ancient Routes, Modern Scots'
- Improve digital links to archive material and continue to develop the Historical digital Timeline.

Action by

Our Heritage, Blairgowrie, Rattray and District Local Heritage Trust, Catearan Eco Museum, BEPTA, It's BRAW, Proactive Communities.

THEME 4: COMMUNITY ORGANISATIONS, FACILITIES, ACTIVITIES, EVENTS

PRIORITIES

GUIDE FOR ACTION

<p>Improve access to existing facilities</p>	<ul style="list-style-type: none"> ● Improve access to Community Connect and Community Campus, Wellmeadow Centre ● Consider options for 'saving' Rattray Hall or developing a community hub. ● Develop existing Town Hall to improve its use as a venue ● Make sure recreational facilities are not lost (or are replaced) as schools grow to accommodate increase in school rolls.
<p>Action by</p>	<p>Community Connect, Community Campus, Proactive Communities, Blairgowrie Town Hall Association, PKC, BRCC, BRDT, BRCFC</p>
<p>Develop new facilities and make sure they are 'future proof'</p>	<ul style="list-style-type: none"> ● Develop and support plans for Davie Park's development as a Sports Hub ● Support development of an all-weather 3g /4g sports pitch ● Ensure that new Recreation Centre is 'future proof' and provides quality swimming and gym facilities to replace the old centre. ● Feasibility study for a new Community Hub ● Continue to develop Community Garden at Mount Ericht, Rattray
<p>Action by</p>	<p>BRCFC, Sports Scotland, Scottish Football Association, PKC, Live Active, BRDT, Proactive Communities, Blair in Bloom</p>
<p>More activities especially for young people</p>	<ul style="list-style-type: none"> ● Improved play parks and recreational facilities e.g.'at High School end of town, round McLaren Park, Berriedale Road, Newhill' ● More indoor facilities e.g., soft play area, internet café ● Continue to support and develop work of SCYD
<p>Action by</p>	<p>SCYD, Schools, PKC, Proactive Communities.</p>
<p>Tackling inequalities</p>	<ul style="list-style-type: none"> ● Raise awareness of inequality issues and develop focused initiatives to address these ● Continue to support initiatives and programmes aimed at supporting most vulnerable in the community
<p>Action by</p>	<p>Community Connections, Schools, Blairgowrie International Café, PKAVS Service for Minority Communities. Proactive Communities. Residents Associations.</p>
<p>Joint working and promotion</p>	<ul style="list-style-type: none"> ● Encourage and maintain joint working e.g., through Town Forum ● Develop joint marketing and promotion of facilities, activities, and events ● Develop links with other East Perth communities and coordinate events scheduling to avoid duplication and enhance local offering.
<p>Action by</p>	<p>BRDT, Proactive Communities, BEPTA</p>

THEME 5: ACCESS TO SERVICES AND TRANSPORT

PRIORITIES	GUIDE FOR ACTION
Protect and develop health services	<ul style="list-style-type: none"> ● Explore options for improved access to health services in Rattray (local GP service?) ● Work with existing GP surgeries to see how to improve access to services ● Lobby for maintaining and increasing use of the Community Hospital ● Improve transport to and from Ninewells and PRI
Action by	BRCC, BRDT, Stagecoach, GP surgeries, NHS Tayside
Support work of local schools – joint school and community initiatives	<ul style="list-style-type: none"> ● Support community liaison with schools – to develop shared school/community plans for coping with increased rolls, safe routes to school, reduction of parking problems, protection & development of recreational areas, work with local organisations and businesses, and in tackling inequalities
Action by	BRCC, BRDT, SCYD, Proactive Communities, Schools and PKC
Improve public transport	<ul style="list-style-type: none"> ● Negotiate with bus service providers to improve service and timetables in line with transport users demand (e.g., improve evening services, improve access to colleges, round town hopper bus etc.) ● Improve bus stops in Rattray ● Implement other recommendations for transport improvements in the Rattray Action Plan for Active Travel and Sustainable Transport Study ● Look at potential for a dedicated transport service for visitors to access the Glens and other destinations as part of a wider tourism strategy for Blairgowrie and Rattray ● Explore the potential for a train station/service to Blairgowrie.
Action by	BRCC, Proactive Communities, BARBA, Stagecoach, Tourism operators, PKC
Increase Police Presence	<ul style="list-style-type: none"> ● Lobby for increased ‘visible’ police presence
Action by	BRCC, Police Scotland, Proactive Communities

BRDT Blairgowrie and Rattray Development Trust
 BRCC Blairgowrie and Rattray Community Council
 PKC Perth and Kinross Council
 BEPTA Blairgowrie and East Perthshire Tourist Association
 BARBA Blairgowrie and Rattray Business Association
 BRAN Blairgowrie and Rattray Access Network
 SCYD Strathmore Centre for Youth Development
 NEST NEST Creative Spaces
 HEAT Provides free independent energy advice
 BRCFC Blairgowrie and Rattray Community Football Club



MAKING IT HAPPEN

The priorities in this action plan will be taken forward by our local community groups, often working together, and working with a range of public, private and voluntary sector partners.



A living document – regular updates

The plan is a live document and will be updated and amended as progress is made with the actions identified within it. It is important that as the plan was developed from comments and contributions from the towns people that a regular update on progress is reported back to the community, as well as our partners particularly Perth & Kinross Council.

Working in Partnership

Proactive Communities will take the lead on coordination of the delivery of the plan and the Development Trust will be the custodian of the plan.

Proactive Communities, as the operations and communication arm of BRDT, will lead the feedback communication largely through The Town Forum which will continue to meet quarterly.

The Partnership arrangement of Blairgowrie Development Trust and Proactive Communities identifies that a key role for Proactive Communities is to develop a single point of contact for communications with all community groups at admin@discoverblairgowrie.co.uk.

Annual Review

We plan to hold an annual feedback and review meeting to see how the plan is progressing and to agree any changes and amendments to actions as we all move forward.

Taking Part

If you would like to join the Town Forum, help take action in developing any of the priorities, or just find out further information please email admin@discoverblairgowrie.co.uk

COMMUNITY ACTION PLAN 2021 - 2026

This Community Action Plan sets out the priorities for the development of Blairgowrie and Rattray 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 January - June 2021.

The Plan contains

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

The Plan is for the whole community and 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.

This Community Action Plan and all the reports from the community engagement are available online at
www.discoverblairgowrie.co.uk

Acknowledgements

Funding for the preparation of this Community Action Plan was provided by Rural Perth and Kinross LEADER and Perth & Kinross Council through the Rural Perth and Kinross Community Action Plan Programme.

Photographs for the plan were kindly donated by Dave Gow, John Siwek, Robbie Robertson & Stuart Nichol

Thank you to all who contributed to the plan, whether that was respondents to the questionnaire, or the volunteers who contributed to its development.

