

Eastern Perthshire

Highland and Strathtay

Strathallan and Strathearn

Kinross-shire, Almond and Earn

Perth City



About our Plan

About Eastern Perthshire

Eastern Perthshire is primarily a rural area with one major town, Blairgowrie (8,954 people in 2011), and settlements such as Alyth (2,403), Coupar Angus (2,262), Invergowrie (1,793), Scone (4,886), Burrelton (671) and Errol (1,311). The locality starts in the Carse of Gowrie in the south with the A90 connecting Perth and Dundee. The locality takes in Scone, which sits on the edge of Perth City and follows the course of the River Isla, and Erich stretching through the Glens north of Blairgowrie.

Eastern Perthshire has a geographical area of approximately 468km² and a population of around 37,500¹. The soft fruit industry and agriculture still prosper today and account for nearly 7% of the area's industry. The agricultural nature of Eastern Perthshire has meant that it has always had a transient population, particularly in the summer months.

The locality has fewer 0-19 year olds and more people aged 65 and over compared to other localities within Perth and Kinross, which will put a greater demand on social care services in future years, and an increased demand for social groups aimed at retired people within the locality.

¹ Population Mid-Year Estimates 2015 (www.statistics.gov.scot)

Action Partnerships

Perth and Kinross has five Action Partnerships, each representing one of the area's localities. Each Action Partnership is made up of representatives from public services, the local community, and Councillors from the area. Their purpose is to tackle local inequalities by setting priorities to work for and with the community. The [Community Empowerment Act \(Scotland\) 2015](#) requires each area to prepare and publish a local action plan that it has identified as experiencing inequalities. The Local Action Plan does not have to cover an entire locality but can tackle specific communities of interest such as young people, carers, or people facing social isolation.

The Local Action Plan links to the new Community Plan, which covers the whole of Perth and Kinross and sets the direction for the Community Planning Partnership. The Community Plan can be found at: pk-storyboard.org.uk/cp

Purpose of the Plan

Action planning at a local level is a tried and tested way to tackle issues faced by communities. Local people know the issues their communities face and often know the best solutions too. The Local Action Plan will direct the Action Partnership in the work they do, using evidence from the Story of Place, which contains a wealth of statistical information; information about community assets and other consultations with the community; as well as the local knowledge brought by members of the Action Partnership. The Story of Place can be found at: pk-storyboard.org.uk

Key Inequalities

Scottish Index of Multiple Deprivation (SIMD)

Eastern Perthshire contains some of the most deprived communities in Scotland with Rattray being in the bottom 10% in Scotland².

Child Poverty

Poverty affects 1 in 5 children living in the locality after housing costs, such as rent, mortgage, Council Tax, heating etc have been considered. This is similar to the Perth and Kinross wide figure (see below for ward breakdown)³.

² [Scottish Index of Multiple Deprivation 2016](#)

³ <http://www.endchildpoverty.org.uk/poverty-in-your-area-2016/>



Key Inequalities

Income

The average household income in parts of Guildtown, Balbeggie and St Madoes is £894 a week compared to £536 in parts of Rattray. At least 1 in 10 households in Eastern Perthshire are earning below the average household income for Scotland, which means they are likely to be at risk of being in poverty. In Rattray, the figure is 1 in 5 households⁴.

Employment

There is a higher proportion of self-employed people in Eastern Perthshire than in Scotland as a whole (9.8% compared to 7.5% for Scotland)⁵. This can be attributed in part to the reliance of the local economy on agriculture, energy production, and construction. Much of this type of employment is seasonal (over the summer period) or on a short-term contract, which means some people in Eastern Perthshire do not have a regular source of income.

Health and Wellbeing

In 2009, 12.4% of people living in Eastern Perthshire were being prescribed medication for anxiety, depression or psychosis. In

⁴ <http://www.gov.scot/Topics/Built-Environment/Housing/supply-demand/chma/statistics>

⁵ Census 2011

2014, this figure rose to 15.1%. While the proportion of people being prescribed medication for anxiety, depression and psychosis is lower than the national average (17.4%), there has been an increase in people being prescribed nationally in recent years (this can be attributed at least in part to greater recognition of mental health problems). Social isolation and people not participating fully in the community they live in can add to mental health problems.

Eastern Perthshire has a higher rate of adults claiming incapacity benefits/ severe disability allowance than other rural localities in Perth and Kinross. In 2014, 3.2% of adults living in Eastern Perthshire claimed these allowances. People living with disabilities or severe illnesses can face challenges in accessing support services in rural areas.

Access

Transport is a key issue impacting people in Eastern Perthshire. The Access indicator used in SIMD is calculated using travel time to key services and this has identified that many areas of the locality are in the top 10% most access deprived areas in Scotland (Carse of Gowrie, The Glens and Alyth).

Car ownership/access to a car are important for people living in the more rural parts of Eastern Perthshire. 10.5% of households in the locality do not have access to a car. Older people are less likely to have access to a car which can be a challenge for people to go to a supermarket or attend medical appointments.

Key Inequalities

Young people living in the more rural parts of the locality face difficulties attending evening activities in Dundee and Perth because of bus timetable restrictions and cost. People without a car may also face difficulties getting to medical and other appointments. A return ticket to Dundee or Perth from Blairgowrie costs £6.85, which can be a significant cost for people on a low income.

Fairness Commission

The Perth and Kinross Community Planning Partnership established the Fairness Commission in 2016 to go beyond the statistical data available and develop a greater understanding of the challenges many people face across the authority by conducting engagement sessions directly with them. The Commission reported that 1 in 7 households in the Perth and Kinross are considered to be amongst the most socially and financially challenged in the UK. They also found that people in rural areas were experiencing barriers when accessing services because of transport and digital availability.

The Commission had 5 key themes:

- *Fairer Perth and Kinross: people, place, equality*
- *A strong start: an equal footing for life – chances, choices, confidence*
- *Fairer working lives: opportunity, security, respect*

- *A thriving third age: living well, belonging, contributing*
- *Better connected: services, transport, digital lives*

The findings of the Fairness Commission have been used by the Action Partnerships to assist them with identifying the inequalities in their area as outlined in the Local Action Plan (below).

What we have learned so far

The Eastern Perthshire Action Partnership has been meeting since Autumn 2016. The partnership brings together a broad range of people from different backgrounds across the locality, who have reviewed local data and brought their experience and perspectives to identify key priorities for the locality.

In December 2016, the Local Action Partnership agreed the following priorities:

- *Transport*
- *Environmental issues (eg littering and dog fouling)*
- *Employability*
- *Activities for Young People*

The Local Action Partnership has engaged with the wider community through its Participatory Budgeting event, where community groups were able to put forward projects they felt would tackle an inequality experienced by people living in the locality. When organising the Eastern Perthshire Participatory

Key Inequalities

Budgeting event in April 2017, the Local Action Partnership agreed the following criteria for groups applying for funding:

- ***Social Isolation***
- ***Deprivation***
- ***Community Transport***
- ***Young People***
- ***Environmental Issues.***

Over the summer of 2017, the Local Action Partnership developed the following priority actions, based on the Partnership's previous work.

Key Issues Identified

Key Issues Identified	<p>Young people in the Carse of Gowrie will have improved access to locally-based activities and services.</p> <p>Young people in the Eastern Action Partnership (EAP) area will have more influence on issues and activities for young people.</p> <p>Young carers in the EAP area will have increased support and access to activities.</p>		
Community Plan Strategic Objective	Developing Educated, Responsible and Informed Citizens		
WHAT NEEDS TO CHANGE	ACTIONS	WHEN	WHO
<p>Young people in the Carse of Gowrie will have increased access to activities and services.</p> <p>Young people in the Eastern Action Partnership (EAP) area will have more influence on issues and activities for young people.</p> <p>Young carers will feel more supported and there will be an increase in the number of activities and services they can access.</p>	<p>Establish a baseline on current services and activities available and how many access them.</p> <p>Bring together young people from local youth groups with other young people to start community-based forum for young people to raise local, national and global issues.</p> <p>Event(s)/consultation for young people to ascertain needs and issues.</p> <p>Assess existing services and identify gaps.</p> <p>Identify volunteers to support new groups.</p>	<p>End December 2017</p> <p>End March 2018</p> <p>September 2018</p>	<p>Services for Young People Eastern Perthshire Action Partnership (EAP)</p> <p>Services for Young People Eastern Perthshire Action Plan Group</p> <p>Existing local youth groups - Alyth Youth Partnership (AYP), Strathmore Centre for Youth Development (SCYD), Coupar Angus Youth ... (CAYAG) Blairgowrie High School Pupil Council</p> <p>Eastern Local Action Partnership (EAP)</p> <p>Existing Local Youth Groups A/A</p> <p>Live Active MSYPs</p> <p>PKAVS Young Carers</p> <p>Stronger Communities Team</p> <p>Perth & Kinross Volunteer Service (PKAVS)</p>

Key Issues Identified

Key Issues Identified	More vulnerable residents in Eastern Action Partnership Area will feel more socially engaged and have easier access to local services.		
Community Plan Strategic Objective	Supporting People to Lead Independent, Healthy and Active Lives		
WHAT NEEDS TO CHANGE	ACTIONS	WHEN	WHO
<p>People will feel more included.</p> <p>People will feel more connected and will be taking part in more community activities.</p> <p>Community Activities co-ordinated to encourage health and inclusion.</p>	<p>Engage with locally-run activities for more vulnerable community members and look at ways of making funding available to local communities to support such activities, where required.</p> <p>Support the Blairgowrie and Rattray Community transport scheme. Learn from it and support other parts of Eastern Perthshire to form volunteer transport schemes that suit their geography and needs.</p> <p>Joint approaches to support innovative local activities to encourage more vulnerable people to take part.</p>	<p>December 2017</p> <p>September 2018</p> <p>From October 2017</p>	<p>Stronger Communities Team Health and Social Care Partnership Healthy Communities Local Groups Local Service Providers</p> <p>Stronger Communities Team Community Transport Operations Transport Co-ordinators Blairgowrie/Rattray Community Transport Group Local Groups Local Service Providers RVS</p> <p>Stronger Communities Team eg It's Blairgowrie and Rattray Arts Week; Men'n'Kids Group; stART; Alyth Women's Group Culture Day</p>

Key Issues Identified

Key Issues Identified	<p>Low incomes and child poverty affect people in the area.</p> <p>Poorer employment prospects affect people in the area.</p>		
Community Plan Strategic Objective	<p>Promoting a Prosperous, Inclusive and Sustainable Economy</p> <p>Giving Every Child the Best Start in Life</p>		
WHAT NEEDS TO CHANGE	ACTIONS	WHEN	WHO
<p>Low income families in the Eastern Action Partnership Area will receive more support.</p> <p>Training is available locally to support people within their own communities.</p>	<p>Source funding to increase activities and support for families, eg holiday programmes, parenting courses.</p> <p>Work closely with partners to provide training opportunities locally and work with people to identify barriers people face to employment.</p>	<p>December 2017 ongoing</p> <p>December 2017 ongoing</p>	<p>Stronger Communities Team Parenting Team Welfare Rights Team Citizens Advice Bureau</p> <p>Stronger Communities Team Perth College Job Centre Employability Hub (PKC)</p>