

Eastern Perthshire

Highland and Strathtay

Strathallan and Strathearn

Kinross-shire, Almond and Earn

Perth City



About Our Plan

About Strathearn and Strathallan

Strathearn and Strathallan are located to the south-west of Perth City, with a population of 21,900. It is a rural area with 14 settlements, the largest being Crieff and Auchterarder which are home to many services for people across the locality. Key towns and villages are Crieff (population 7,368), Auchterarder (4,206), Comrie (1,927), Dunning (942), Blackford (754), Braco (572), Muthill (675), St Fillians, Aberuthven, Madderty and Gleneagles.

The locality is home to stunning mountains, lochs and rivers and is popular with tourists, making hospitality a key employer locally. Recent immigration reflects the seasonal nature of local employment in tourism trades, which contributes 23% of the tourism revenue in Perth and Kinross. The main employment sectors are tourism, leisure, hospitality and farming. There are slightly more people who are aged 65 and over compared to the rest of Perth and Kinross (20%, compared to 19% in Perth and Kinross overall).

Action Partnerships

Perth and Kinross has five Local Action Partnerships, each representing one of the area's localities. Each Local 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 will be connected 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 Local 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

Child Poverty

Child poverty is lower in both Strathearn and Strathallan than the rest of Perth and Kinross. Data shows 17.5% of children living in Strathearn are in households living below the poverty line. The figure is lower for Strathallan at 11.7%¹ after housing costs, such as rent, mortgage, Council Tax, heating etc have been considered.

Income

There are significant differences in household incomes in the locality. In some areas average household weekly income is £974 compared to £448 in other areas. Approximately 15% of households in the locality have an income below the average weekly household income for Scotland which means these households would be considered to be stretched financially².

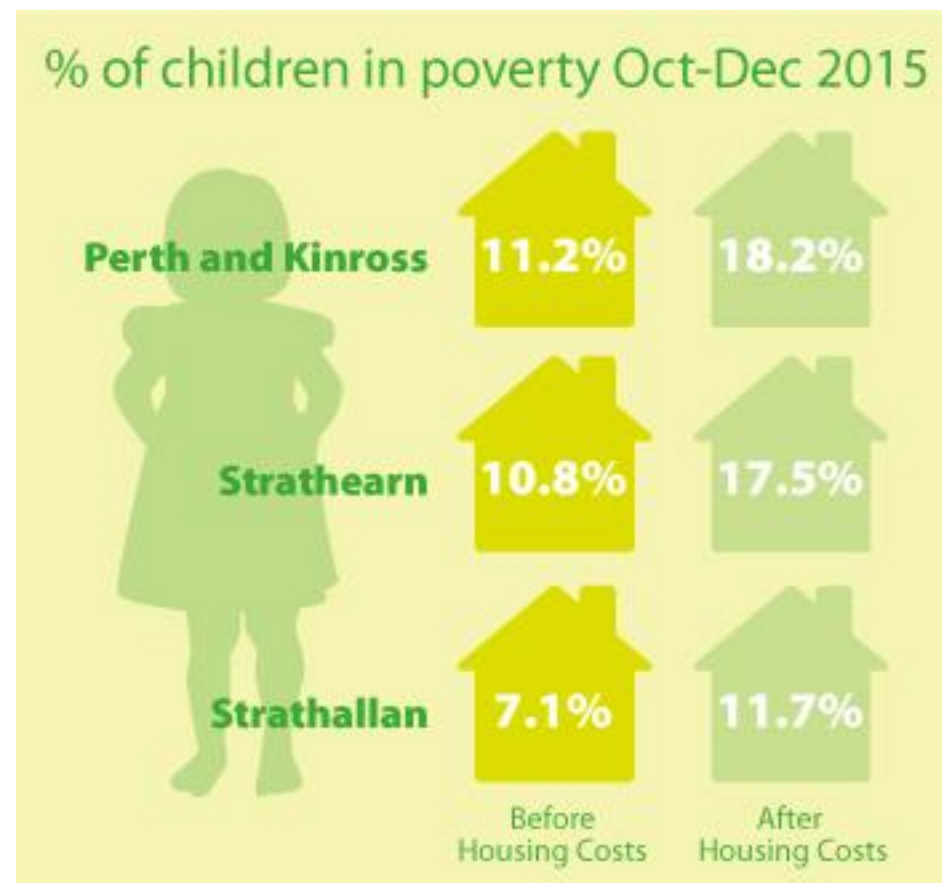
Access

The locality is rural in nature. 33% of the population in Strathearn and Strathallan live in the 15% most access deprived areas in Scotland. This is calculated by measuring travel times by car and public transport to key services such as schools, hospitals and stores.

¹ <http://www.endchildpoverty.org.uk/end-child-poverty-in-scotland/>

² <http://www.gov.scot/Topics/Built-Environment/Housing/supply-demand/chma/statistics/incomeresultsummary>

Access is of a particular concern to older people who may not own a car or be able to drive in periods of ill health. Many young people find it difficult to attend sport training and other groups in larger towns or Perth because of bus times.



Key Inequalities

Housing

In Strathearn and Strathallan, **32.2%** of dwellings are home to only one adult, many of whom are retired. People living alone or living alone with young children are at risk of being socially isolated.

Fuel poverty is a significant issue for many households in the locality, particularly for older households and households not on the mains gas network. A household is classed as being vulnerable to fuel poverty when energy costs are greater than **10%** of the household's income. It is estimated that **31%** of households experience fuel poverty in the locality which is higher in comparison to the rest of Perth and Kinross (**22.3%**)³.

Health and Wellbeing

In **2009**, **12.7%** of people living in Strathearn and Strathallan were being prescribed medication for anxiety, depression or psychosis. In **2014**, this figure rose to **15.7%**. 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 in recent years (partly because of greater recognition of mental health problems). Social isolation and a lack of opportunities for people to participate in their community can add to mental health problems.

³ http://www.pkc.gov.uk/media/35956/Local-House-Condition-Survey-LHCS-2014-15/pdf/LHCS_PKC_All_Tenure_Report

Other health indicators for the area show that generally people enjoy longer and healthier lives compared to other parts of Perth and Kinross. However, it is important to note that alcohol-related hospital admissions and deaths are notably higher in Strathearn and Strathallan than any other rural locality in Perth and Kinross with **475** alcohol-related stays in hospital per **100,000** populations compared with **400** stays for Perth and Kinross. Areas of Crieff South have rates of drug and alcohol misuse which are double the national figure (SIMD 2016).

Fairness Commission

The Community Planning Partnership launched a Fairness Commission in **2016** to bring together evidence on some of the key inequalities which impact people living in Perth and Kinross. The Commission reported that **1 in 7** households in the region are considered to be amongst the most socially and financially challenged in the UK. The commission 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 Local Action Partnerships to assist them with identifying the inequalities in their area as outlined in the Local Action Plan (below).

About Our Plan

What we have learned so far

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

In November 2016, the group agreed the following priorities:

- *Local economy and business*
- *Carers (paid and unpaid)*
- *Transport*
- *Young People*

The Action Partnership has engaged with the wider community through its Participatory Budgeting events in March 2017, 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 PB event, the group agreed broad criteria for applicants which covered any inequality. The people in the locality awarded funding for projects relating to:

- *Carers*
- *Community transport*
- *Support for people with a disability*
- *Support for community groups*
- *Activities for young people*
- *Defibrillator*
- *Activities for older people*

Over the summer 2017, the Local Action Partnership developed the following priority areas, based on the Partnership's previous work:

- *Young People*
- *Accessibility of Services*
- *Community Transport*
- *Employment and Training Opportunities*

The following tables set out these priorities and the Action Partnerships agreed actions to address them in more detail.

Key Issues Identified

Key Issues Identified	<p>Lack of activities for young people in Strathearn and Strathallan (SESA) Action Partnership area.</p> <p>Young people in the Strathearn and Strathallan (SESA) Action Partnership area would like more influence on issues and activities that affect them.</p>		
Community Plan Strategic Objective	<p>Safe and Sustainable Place for Future Generations</p> <p>Developing Educated, Responsible and Informed Citizens</p>		
WHAT NEEDS TO CHANGE	ACTIONS	WHEN	WHO
<p>1. Young people will feel more included and be able to access more services and activities in their locality</p> <p>2. Young people will feel that their views are acknowledged in relation to services and activities</p>	<p>Event(s)/consultation for young people to ascertain needs and issues.</p> <p>Identify volunteers to support new groups.</p> <p>Identify funding for activities for young people.</p> <p>Work with other services to provide support to young people in their locality.</p>	<p>December 2017</p> <p>March 2018</p> <p>March 2018</p> <p>September 2018</p>	<p>Services for Young People</p> <p>SESA Action Partnership</p> <p>Local youth groups</p> <p>MSYPs</p> <p>Live Active Leisure</p> <p>Stronger Communities Team</p> <p>Schools</p> <p>PKAVS</p> <p>Community and voluntary groups</p> <p>Rural Perth and Kinross LEADER</p>

Key Issues Identified

Key Issues Identified	<p>Lack of access for local residents in Strathearn and Strathallan (SESA) Action Partnership area to local services and activities.</p> <p>Lack of knowledge and accessibility for carers in the Strathearn and Strathallan (SESA) Action Partnership area of support services within their locality.</p>		
Community Plan Strategic Objective	<p>Supporting People to Lead Independent, Healthy and Active Lives</p> <p>Safe and Sustainable Place for Future Generations</p>		
WHAT NEEDS TO CHANGE	ACTIONS	WHEN	WHO
<p>1. More opportunities for people to participate and contribute to their communities.</p> <p>2. Carers will feel more supported.</p>	<p>Conduct research and provide information about current local activities and services.</p> <p>Establish baseline level of number of carers in the area and the number of support services they currently access and identify barriers they currently face.</p> <p>Develop a carers strategy for the SESA locality to include details of support services.</p>	<p>December 2017</p> <p>March 2018</p> <p>September 2018</p>	<p>Stronger Communities Team</p> <p>SESA Action Partnership</p> <p>Community and voluntary groups</p> <p>PKAVS</p> <p>Health and Social Care Partnership</p> <p>Local Service Providers</p>

Key Issues Identified

Key Issues Identified		Lack of access for local residents in Strathearn and Strathallan (SESA) Action Partnership area to a community transport scheme.	
Community Plan Strategic Objective		Supporting People to Lead Independent, Healthy and Active Lives	
WHAT NEEDS TO CHANGE	ACTIONS	WHEN	WHO
1. Develop community transport to make it easier for people to access activities.	Research other rural community transport schemes, access areas most affected and set up volunteer transport scheme for the area. Establish a community transport initiative for the SESA area.	September 2018 September 2018	SESA Action Partnership Stronger Communities Team Health and Social Care Partnership Community and voluntary groups Local Service Providers PKAVS Public Transport Team

Key Issues Identified

Key Issues Identified		Promoting Prosperous, Inclusive and Sustainable Economy	
Community Plan Strategic Objective		Lack of access for residents living in the Strathearn and Strathallan (SESA) Action Partnership area to employment and training opportunities.	
WHAT NEEDS TO CHANGE	ACTIONS	WHEN	WHO
<p>1. There will be an increase in the number of employment opportunities for people living in the SESA area (baseline to be established).</p>	<p>Establish a baseline on current level of employment opportunities for people living in SESA area with a particular focus on Crieff.</p> <p>Work with local businesses to identify employment opportunities for local people.</p> <p>Increase IT accessibility.</p> <p>Assess current transport links and parking issues that may prohibit business growth and local employment and seek improvements if required.</p> <p>Establish if local business rates can be reviewed to encourage more local employment opportunities.</p>	<p>December 2018</p> <p>September 2018</p> <p>September 2018</p> <p>December 2018</p> <p>March 2018</p>	<p>Employment Support Services</p> <p>Community and voluntary groups</p> <p>Welfare Rights</p> <p>Employment Support Services</p> <p>Stronger Communities Team</p> <p>Skills Development Scotland</p> <p>Perth College (Crieff Learning Centre)</p> <p>PKAVS - Third Sector Interface</p>