

Coupar Angus Action Plan



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Introduction

This is the Coupar Angus Action Plan. It sets out:

- **What Coupar Angus is like at the start of 2023.**
- **What matters most to the people who live, work and visit the town.**
- **Key themes, priorities and actions to enhance Coupar Angus over the next five years.**

The Action Plan has been informed by extensive consultation which took place between November 2022 and March 2023. Community views have been gathered from a survey completed by 171 individuals, and in-depth discussions with representatives of more than a dozen community groups and organisations. Seven local businesses contributed via a survey and meetings. The Action Plan has also been informed by the views of over 20 individuals from a wide range of organisations including Perth and Kinross Council (officers and Ward Councillors), Perth and Kinross Health and Social Care Partnership, NHS Tayside, Skills Development Scotland, Police Scotland, and TACTRAN - Tayside and Central Scotland Transport Partnership. Young people were also involved in the process with 18 P7 pupils from Coupar Angus Primary School describing what they liked and disliked about the town and how it could be better in the future. Approximately 60 people provided further feedback and helped shape the proposed actions during two action planning drop-in sessions at Strathmore Community Hub in

January 2023. The topics and discussions taking place on Coupar Angus' online discussion groups were also observed. A draft Action Plan was shared with community and public sectors stakeholders and the 25 responses received have been incorporated into the Plan. **Thanks to everyone who took the time to share their views and inform this Action Plan.**



The community survey provided a valuable insight into the views of local people. The 171 responses represent approximately 8% of the Coupar Angus population. However, the profile of survey respondents does not accurately reflect the population of the town as a whole. As a result, the survey findings should be seen as indicative and not, necessarily, a completely accurate reflection of local views. A high proportion of responders were female and older than the average population of Coupar Angus – three quarters were female, and approximately a third aged 35-49, a quarter aged 50-65, and another quarter aged 65+. The vast majority of respondents described their ethnic group as white. Over 90% of

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respondents lived in Coupar Angus with the others living in the surrounding area and being frequent visitors to the town.

This document is a starting point for community action. It identifies the key themes that matter to the community and services and outlines actions for each theme. Implementing the Plan will be an evolving process and over the next few years and additional actions are likely to emerge. New themes can also be identified, to reflect changing circumstances and needs.



This Action Plan aligns with the priorities of the Perth and Kinross Local Outcomes Improvement Plan 2022-2032. Coupar Angus was one of two areas identified by the Community Planning Partnership Board for targeted locality work. The Plan's priorities are reducing poverty, physical and mental wellbeing, digital participation, learning and development, and employability. Climate change and the cost of living crisis were also identified as cross-cutting issues.

Development of the Coupar Angus Action Plan was funded by Perth and Kinross Council.





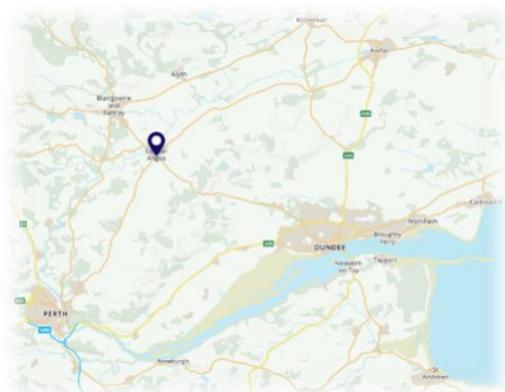
“Coupar Angus is a small town at the centre of the rich agricultural heartland of Strathmore, situated on the southern side of the River Isla, some 14 miles north east of Perth and 12 miles north west of Dundee. The Grampian Mountains are a short drive to the north; while to the south lie the Sidlaw Hills. The town was known as the Queen of Strathmore at the height of its success reflecting both its thriving economy and the quality of its architecture and setting”.

(Coupar Angus and District Historic Association)

Coupar Angus

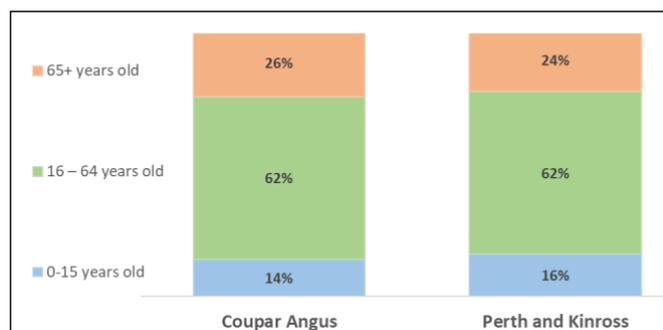
Population and housing

Coupar Angus has a population of 2,220 (2020 mid-year estimate). Approximately a quarter of the population are older people aged 65 or over, with children and young people under 16 accounting for about 1 in 8 of the total. The age profile in Coupar Angus is broadly similar to that of Perth and Kinross as a whole.



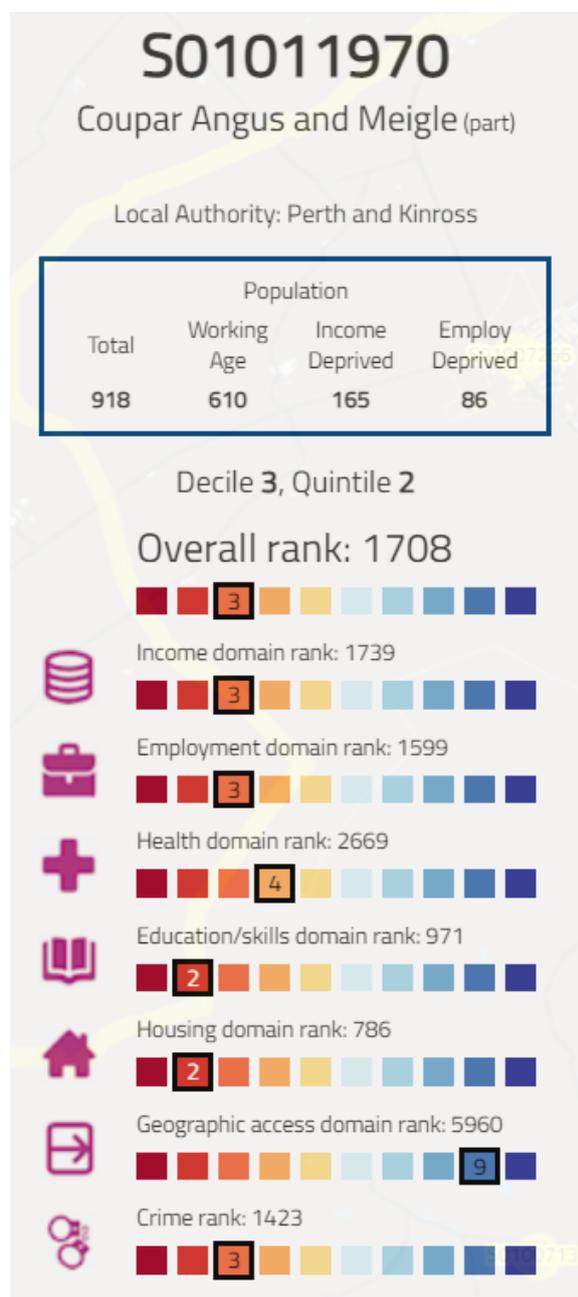
Coupar Angus' population declined by 6% over the period 2016-20. The overall decrease was the result of 9% decreases in the number of under 16s and 16-64 year olds, which masked an increase of 7% in the number of older people. Coupar Angus' declining population contrasts with the situation across the whole of Perth and Kinross which saw a slight increase of 1% between 2016 and 2020.

In 2020, there were approximately 1,340 dwellings (houses and flats) in Coupar Angus.



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Deprivation



Scottish deprivation statistics are produced for small areas called data zones of which there are three covering Coupar Angus. The central part of Coupar Angus is

the most deprived of the three. It is ranked 1,708 out of 6,976 data zones in Scotland putting it in the most deprived 25% of areas in the country. In terms of Perth and Kinross, the central part of Coupar Angus is the 15th most deprived of 186 data zones. As shown in the figure opposite, the central part of Coupar Angus experiences greater deprivation on the education/ skills, housing, employment and income domains. These statistics demonstrate that parts of Coupar Angus are relatively deprived where people are experiencing disadvantage and poverty. The cost of living crisis and Covid-19 pandemic intensified deprivation in many communities including Coupar Angus.

Research carried out by Perth and Kinross Council in 2021, “Lived experience of child poverty in Perth and Kinross”, found that children and families can experience intense poverty which may be hidden behind headline deprivation figures such as those seen in Coupar Angus. Perth and Kinross Council subsequently identified Coupar Angus as one of three target areas in tackling child poverty.

Local economy

There were approximately 240 businesses in the Coupar Angus and the surrounding area in 2017. The largest local employer is the 2 Sisters Food Group which employs approximately 1,000 people in a poultry processing facility based on the western edge of the town. Information provided by 2 Sisters shows that approximately 160 employees live in the Coupar Angus (PH13) postcode, and a quarter of

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employees are British with the majority of the workforce made-up of workers from Eastern Europe especially Poland and Romania.



Farming, particularly soft fruit and grain, occurs in the area surrounding Coupar Angus. East of Scotland Farmers is a co-operative that provides grain drying and storage facilities for its 300+ members and has a Country Store on the eastern edge of the town, on Forfar Road (A94).

GrowBiz is located in the former Bank of Scotland building on Union Street. It is a nationally acclaimed support organisation for small businesses, social enterprises and the self-employed across rural Scotland. Hotdesking space is available in the building. GrowBiz has supported the local creative sector including the development of Perthshire Artisans to help networking and showcase products, as well as supporting the local care sector.

Food retailers include a Scotmid store with a Post Office on George Street, next to 2 Sisters, and a smaller store on Commercial Street/Union Street.



The larger George Street Scotmid has a car park. Other retailers include a hairdresser, bakers, convenience store, chemist, charity shop, hardware store, and petrol filling station. There is also a hotel, pub, and restaurant in the town.

Transport

Coupar Angus has good road links to neighbouring towns and cities. The A94 provides links to Scone and Perth to the west, and Forfar to the east, and the A924 links Blairgowrie in the north and Dundee to the south. The journey time by car to central Perth and Dundee is approximately 30 minutes. The Cross Tay Link Road is expected to open in 2025 and lead to an increase in traffic on the A94. There are public car parking spaces in Commercial Street, George Square, and High Street, and on street parking throughout the town.

In terms of public transport, Coupar Angus is currently served by the Stagecoach/Xplore Dundee Service No. 57 Dundee to Perth (via Blairgowrie) and the Stagecoach/Xplore Dundee Service No. 59 Dundee to Blairgowrie. There are frequent

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services during the day Monday to Saturday with a reduced frequency timetable running in the evenings and on Sundays. Journey times to Perth are approximately 35 minutes with journey times to Dundee approximately either 80 minutes (on Service No. 57) or 37 minutes (on Service No. 59), although they vary depending on the time of day. Elder Voice, based in Blairgowrie, provide community transport services for older people in the Strathmore area including Coupar Angus. Community Transport Service (Blairgowrie) and the Blairgowrie Freedom Coach also offer community transport services locally. A local taxi firm based in Kettins ceased operating in summer 2022; there are taxi operators in the Blairgowrie area that cover Coupar Angus.

Learning

Coupar Angus Primary School is located on the eastern side of the town. In September 2022, there were 146 P1-P7 pupils plus 2 nursery classes. The school roll has decreased over the last decade from 173 in 2012, a reduction of 15%. The school has an active Parent Council. Blairgowrie High School is the associated secondary school for Coupar Angus Primary School. The High School is about 5 miles from Coupar Angus and has approximately 840 pupils.

Perth and Kinross Council's Community Learning and Development (CLD) team has a small locality team covering Eastern Perthshire. They support several community groups in Coupar Angus and provide a range of adult learning opportunities including food hygiene,

digital skills, numeracy, literacy, and English as a second language.

Health and social care

Coupar Angus Medical Centre is located in a modern, accessible building on Candlehouse Lane to the south east of the town. The Practice has 6 GPs and 3 Practice Nurses, as well as a Community Nurse, Health Visitor, Pharmacist and several management/administration staff. It is open Monday-Friday from 8am to 6pm. Acute medical needs are met via [Blairgowrie Community Hospital, Perth Royal Infirmary](#) or Dundee's [Ninewells Hospital](#). [Care](#) at home / home care and rehabilitation is available through the Home Assessment Recovery Team ([HART](#)), Community Care and Treatment Service ([CCATS](#)) and local providers. There is a dentist, Coupar Angus Dental Care, based in Union Street in the town centre. Davidson's Chemist is located nearby at The Cross. Balhousie Coupar Angus Care Home on Meadowside Close is a 41 bed residential home for older people. The home was built in 2011.

A Health and Social Care Social Prescriber covers Coupar Angus as part of the Strathmore locality. The role supports disadvantaged and vulnerable people including older people and those with mental health issues to connect with services and opportunities in the community that improve their mental and physical wellbeing.

Perth and Kinross Health and Social Care Partnership (HSCP) consists of representatives from Perth & Kinross

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Council, NHS Tayside and community partners. It aims to improve the wellbeing of people who use health and social care services, in particular those whose needs are complex, requiring support from health and social care services at the same time, across Perth and Kinross including Coupar Angus. NHS Tayside's Public Health Directorate aims to improve health and wellbeing and reduce health inequalities across the population of Tayside, including Coupar Angus.

Community

Coupar Angus has a vibrant community sector with several groups including, but not limited to, Coupar Angus Youth Activities Group (CAYAG), Pride of Place (POP), Crafty Hands, Yarnstormers, Strathmore Men's Shed, New Age Kurling, Thursday Friends, Cascade Institute, Coupar Angus and District Heritage Association, Cycle for Cake, Coupar Angus Country Dance, and Elder Voice. CANdo magazine is produced quarterly and is distributed by volunteers to every house in Coupar Angus and available at several outlets in the town.



The magazine provides updates on community matters, information on local groups, and in-depth articles. Coupar Angus Community Council disbanded in November 2020. A Development Trust, Forward Coupar Angus, was established in 2011 and it developed a number of projects including a community garden, the Butterybank Community Woodland, Cycling Hub, Re-Use Shop, and High Street Store. The membership agreed in February 2022 to close the organisation and transfer its assets to local groups in Coupar Angus for continued community benefit.



There are a number of community facilities in Coupar Angus. The Town Hall was built in 1887 by public subscription. The building closed in 2020 during the Covid pandemic and currently remains

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closed whilst the Council reviews all of its assets. It previously housed Coupar Angus library, several groups met there and it was used for community events and dances. Library customers can now drop off and collect book reservations at the garage in Union Street, Coupar Angus and the mobile library service will commence visits from May 2023. Strathmore Community Hub opened in October 2022 following the redevelopment of the former medical centre on Trades Lane.



The estimated final forecast cost of the redevelopment in January 2023 was £840,000 and it benefitted from funding from Perth and Kinross Council, Scottish Land Fund, NHS Tayside Community Innovation Fund, Town Centre Fund, The Robertson Trust, The Gannochy Trust, and Scotmid Co-op. The Hub has several flexible meeting spaces, and a fully

equipped kitchen. Other community facilities include The Cascade Institute, St Anne's Church Hall, and Coupar Angus Abbey Church. The Red House Hotel also has rooms which are available for events and meetings. Strathmore Community Hub and the Cascade Institute provided access to warm spaces, warm packs and food for people struggling with the cost of living crisis during late 2022 and early 2023. 2 Sisters has used the Hub for staff training and interviews. Growbiz recently re-opened the Cycling Hub and has plans for a community enterprise including utilising the function room as a community facility.



The Y Hall is the only dedicated community space for young people in Coupar Angus. The building was formerly a church and is held in trust by CAYAG for the community of Coupar Angus. The building is in need of extensive repair and renovation. CAYAG run groups and activities for young people from the building and have ambitions to enhance

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its offering, and redevelop the building, for young people and the wider community.

Strathmore Stronger Communities Network was established to bring community groups and individuals together with services to share what is happening in the community and strengthen joint working to support local people. The Network meets bi-monthly, face-to-face and online, and there are currently 194 individuals from services, third sector organisations and community groups signed up to the Network. Partners include Perth and Kinross HSCP, Perth and Kinross Council CLD, and NHS Healthy Communities.

Built environment

Much of the built environment in the town centre is protected as a Conservation Area. The area includes a number of listed buildings including the Town Hall, Royal Hotel, Strathmore Hotel, Y Hall, and Abbey Church. Strathmore Hotel (also known as the White House and White Horse) is on the buildings at risk register. The remains of the Abbey are a Scheduled Ancient Monument. Several buildings were previously restored as part of a Townscape Heritage Initiative which provided significant investment to address community concerns on property condition and vacancy.

Recreation

Larghan Park is a large public greenspace covering over eight hectares on the east side of Coupar Angus. It has a children's play area, an all-weather sports facility which can be hired for football or tennis (operated by Coupar Angus Recreation Association), skatepark, car park and public toilets.



Larghan Park is popular with residents and visitors. There is also a park at Hay Street, play area at Sidlaw Crescent, and sports pitch at Coupar Angus Common. Coupar Angus Football Club is located on the east of the town near Larghan Park. It has a full size pitch and small clubhouse.



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Strathmore Cycle Hub is also located on the east side of the town, on the former bowling club site. The recently re-opened building includes a cycle repair workshop and sales outlet. Coupar Angus is popular with cyclists and walkers with several routes in the surrounding countryside, including a number of core paths such as Burnside and Isla Riverside Paths.



Consultation

Community likes and dislikes

The community survey and consultation highlighted the following as the things the community **liked** the most about Coupar Angus:

- **The friendliness of the people and the positive community spirit.**
- **Being surrounded by beautiful countryside with opportunities for walking and cycling.**
- **Coupar Angus' location and connections to Perth, Forfar, Dundee and Edinburgh including a reasonable bus service.**
- **The environment in the town with nice parks, greenspace, and open spaces.**
- **A range of amenities including shops, pharmacy, health centre, post office, dentist, petrol station, pubs and hotel.**
- **The compact and accessible nature of the town which makes getting around relatively easy.**
- **Some of the community also liked how quiet the town was.**
- **Coupar Angus Primary School.**
- **An active community sector with a range of groups and facilities such as Pride of Place, craft groups and Strathmore Community Hub.**

"We have lovely green spaces with Larghan Park, BATTERY Bank, and the old railway. We discovered a lot of it during lockdown and there's some lovely places to walk and explore".

"It is a lovely little town".

"It's a friendly place with an increasingly diverse population".

"Larghan Park is a good asset for Coupar Angus. It attracts lots of visitors from surrounding areas. In spring and summer it would be good to have refreshments available for them at the park".

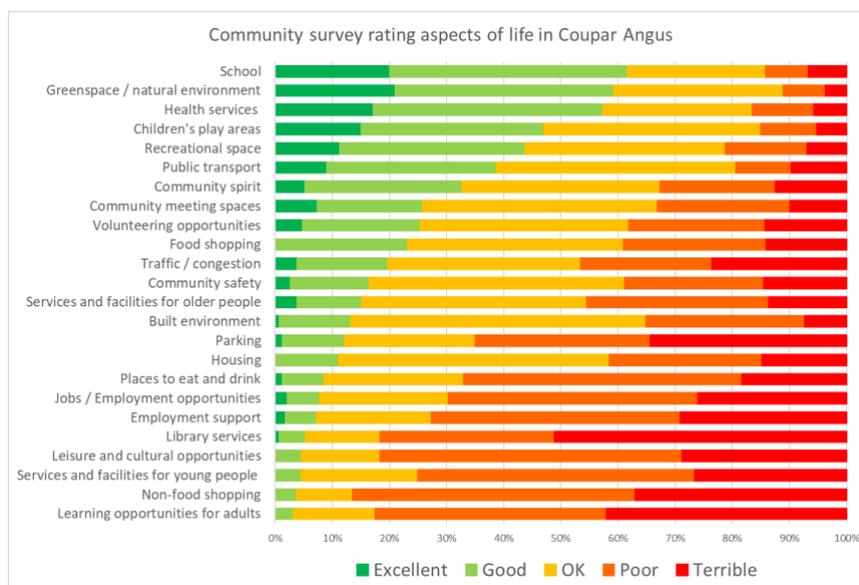
"The school is brilliant".

"Town Hall is iconic and a beautiful building".

"The Coupar Angus surgery is fantastic".

"The chicken factory is a good source of employment and keeps our wee town going".

Consultation



The community survey and consultation highlighted the following as the things the community **disliked** about Coupar Angus:

- Some consultees felt there was limited community spirit and integration between different sections of the community.
- Mistrust and perceived factions within the community sector.
- Problems associated with the chicken processing plant including traffic, parking, smell, litter, and limited interaction by the company and workers with the community.
- The lack of parking spaces around the town, speeding, and problems caused by poorly parked vehicles and from the narrow streets in the town.
- Limited shopping options, including cheaper food retailers and places to eat. The number of empty shops was also highlighted.
- The closure of the Town Hall and uncertainty about its future. The impact on library services was also highlighted.
- Concerns about safety and antisocial behaviour including street drinking, drug use, and the presence of groups of people in the town centre.
- The amount of litter and dog mess in Coupar Angus.
- Limited activities and facilities for children and young people. Litter and antisocial behaviour were also highlighted as concerns by young people.
- Buildings in disrepair including the former Strathmore Hotel (also known as the White House and White Horse) and the Royal Hotel.
- There were some concerns about the cost, punctuality and the infrequency of the bus services.

Consultation

“Parking would be fine for the normal activities of residences and visitors to the town, but the factory workers significantly impact available parking and make George Street downright dangerous at times”.

“The community spirit is hampered a little bit by the cliques in the town. There are almost rival groups competing in the town to provide services and some people won't attend because they don't like this person or that. There also seems to be a big divide between those less fortunate in town and those with more money as the people trying to provide services are deemed as stuck up”.

“Since moving here a few years ago, I've found it a really depressing, unfriendly place. There's very little to do in the evenings and at weekends, and "incomers" are generally unwelcome at events”.

“Feel unsafe in the evening as often groups drinking at The Cross”.

“Live Active previously ran wee springers classes in the Town Hall before Covid. We now have to travel to Perth every week for this. Those who do not have access to a car would be less likely to take their children to classes such as these as they are now less accessible than they previously were. The library also used to run Bookbug sessions... these stopped running after Covid”.

Further information on the things the community liked and disliked about Coupar Angus are shown in Appendix 1.

Key themes, priorities and actions

The key themes the community will work towards achieving, in partnership with public and third sector organisations are:

- **Community development**
- **Reducing poverty**
- **Employability**
- **Physical and mental wellbeing**
- **A sustainable place**

The key themes reflect the findings of the consultation and research undertaken in the development of this Plan. They also reflect the priorities set out in the Perth and Kinross Local Outcomes Improvement Plan 2022-32 which identified Coupar Angus for targeted locality work.

Community development

Coupar Angus is made up of several communities which can have little interaction with each other. There are longstanding residents born and raised in the town as well as people who have moved to Coupar Angus. On a daily basis hundreds of people who do not live in the town commute to various workplaces there including the chicken processing plant. Financially, there is a range of people from those who are struggling to those who described themselves in the survey as doing well. Moving forward, we would like the community to be more united, for the disparate parts to join in community activities and events that help bring everyone together and better understand each other. Local groups, employers including 2 Sisters, and the

primary school were seen as key partners in bringing the community together.

The community consultation highlighted strong support for a broader range of activities and events in the town for people of all ages. Enhanced activities for young people in a building that was fit for purpose were specifically mentioned.

Although Coupar Angus has a strong and active community sector there is also some mistrust and division between community groups and organisations. A cohesive community sector would, undoubtedly, help to take forward the actions in this plan. A united community sector would help promote trust and engagement among the community as a whole, as well as secure the involvement and commitment of partner organisations and potential funders.

Several community groups have experienced difficulties recruiting volunteers, especially younger people. It was encouraging that three quarters of community survey respondents reported a willingness to get involved in community-led services or projects in the future (46% said maybe and 29% said yes). This suggests local people are willing to be involved in community groups if the circumstances are right for them.

Key themes, priorities and actions

Priorities:

- Develop a stronger, better co-ordinated community sector
- Improve the range of community activities and events
- Improve facilities and activities for young people
- Build bridges between different parts of the community

Key themes, priorities and actions

| Priority | Action | Who is the action carried out by? | Resources allocated | How impact will be measured | Timescale |
|--|--|---|--|--|-----------|
| Develop a stronger, better co-ordinated community sector | Establish sub-group of Stronger Communities Network to oversee implementation of this Action Plan | Perth & Kinross Council (PKC) Culture & Community Services, Stronger Communities Network, Perth & Kinross Association of Voluntary Service (PKAVS), community | Existing resources | Sub-group established | 2023 |
| | Deliver events to build relationships and trust between local community groups, such as a Better Place to Live Fair, International Food Event etc. | PKC Culture & Community Services, Stronger Communities Network, PKAVS, community | Existing resources Additional funding | Attendance at events Improved community relationships | 2023 |
| | Re-establish a Community Council to provide a formal link to PKC | PKC Culture & Community Services, community | Existing resources | Community Council established | 2023 |
| | Support Strathmore Community Hub to secure external funding and deliver projects | PKC Culture & Community Services, PKAVS, Strathmore Community Hub, community | Existing resources Additional funding | Numbers of grants and projects delivered | 2023 |
| | Establish a Strathmore Area Committee to provide a forum for discussion and decision making | PKC Culture & Community Services, community | Existing resources | Area Committee established | 2024 |

Key themes, priorities and actions

| Priority | Action | Who is the action carried out by? | Resources allocated | How impact will be measured | Timescale |
|--|---|--|--|---------------------------------|-----------|
| Improve the range of community activities and events | Establish a new community-based organisation to develop, fund and deliver projects | Community, PKC Culture & Community Services, PKAVS | Existing resources Additional funding | Organisation established | 2025 |
| | Develop and promote activities and events, especially intergenerational ones, identified by the community | Community, Strathmore Community Hub, PKC Culture & Community Services, Primary School, CANdo | Existing resources Additional funding | Number of activities and events | 2023 |
| Improve facilities and activities for young people | Assess options for a fit for purpose base for young people's activities including redevelopment of Y building, other existing community facilities, and new build | Coupar Angus Youth Activities Group (CAYAG), PKC Services for Young People, community | Existing resources Additional funding | Number of activities and events | 2023 |
| | Develop and promote activities and events identified by young people | CAYAG, community, PKC Services for Young People, Primary School, Police Scotland, CANdo | Existing resources Additional funding | Number of activities and events | 2023 |
| Build bridges between different parts of the community | Clear and regular communication regarding community issues, online, via social media, and in print form | Community, CANdo, PKC Culture & Community Services, PKC Communications | Existing resources | Communications improve | 2023 |

Key themes, priorities and actions

| Priority | Action | Who is the action carried out by? | Resources allocated | How impact will be measured | Timescale |
|----------|---|-----------------------------------|---------------------|---|-----------|
| | Develop digital version of CANdo magazine | CANdo, PKC Communications | Existing resources | Digital version available Hits/downloads | 2023 |

Key themes, priorities and actions

Reducing poverty

The deprivation statistics and community survey clearly show that some people in Coupar Angus experience poverty and disadvantage. There are parts of the town ranked in the most deprived places in Perth and Kinross, and Scotland. The survey showed that almost a fifth of respondents were struggling financially and the true figure is likely to be higher as the survey is not a representative sample of the whole population. Consultation showed that poverty and disadvantage is somewhat of a hidden problem which, unfortunately, is not immediately recognised by some residents or organisations. It also showed that awareness of the support available among the community was limited. Older people, carers, people with mental health issues, families, people in low paid work and those out of work were highlighted during the consultation as some of the main groups experiencing poverty and disadvantage in Coupar Angus. Public and third sector organisations provide a range of support for people facing poverty and disadvantage.

However, some of those facing these difficulties in Coupar Angus are not accessing the support provided by the Council's Welfare Rights Team, Perth Citizens Advice Bureau, and the numerous local organisations and groups that could help. Several reasons were cited such as limited awareness, stigma, and physical or IT barriers to accessing services. Service provision in Coupar Angus has been described by some consultees as patchy and there appears to be a need to enhance support and, importantly, its visibility and accessibility in the town. To help address this, Perth and Kinross Council has identified Coupar Angus as a pilot for a test of change project delivering a one council, whole family, whole community approach to tackling child poverty; the pilot has been included in the Child Poverty Workstream Plan. The Community Planning Partnership Board has also identified Coupar Angus as a priority area to test out new ways of working to address inequality issues.



Key themes, priorities and actions

Priorities:

- Enhance support to anyone experiencing poverty or disadvantage in Coupar Angus
- Tackle child poverty in Coupar Angus

| Priority | Action | Who is the action carried out by? | Resources allocated | How impact will be measured | Timescale |
|--|---|--|---------------------|---|-----------|
| Enhance support to anyone experiencing poverty or disadvantage in Coupar Angus | Implement a multi-service information drop-in at Strathmore Community Hub open to all residents of Coupar Angus | PKC Culture & Community Services, PKC Welfare Rights, Strathmore Community Hub, Stronger Communities Network | Existing resources | Number attending drop-ins & subsequent outcomes | 2023 |
| | Worrying About Money leaflet distributed to every household in Coupar Angus | CANdo, PKC | Existing resources | Number benefitting from service | 2023 |
| Tackle child poverty in Coupar Angus | Deliver test of change whole-family outreach project to tackle child poverty in Coupar Angus | PKC, PKHSCP, Primary School, NHS Tayside Public Health | Existing resources | Number benefitting from project | 2023 |

Key themes, priorities and actions

Employability and wellbeing

Unlike many other small rural towns, Coupar Angus is an employment centre offering a range of opportunities. The chicken processing plant employs approximately 1,000 people, the vast majority of whom live outwith the town. Overcoming barriers to these opportunities is a priority in terms of tackling disadvantage and poverty – working with local people to develop the requisite skills and experience, and working with local employers to encourage and facilitate local recruitment. Previous consultation highlighted that childcare options in Coupar Angus are limited.

Local people could access employment opportunities elsewhere by improving public transport connections and developing community transport options. Improving public and community transport options could also help local employers attract and retain staff, and help alleviate some of the parking problems in the town discussed in more detail in the Sustainable Place theme. Public and community transport improvements would also help local people access health services, discount retailers and learning/training opportunities in Blairgowrie, Perth and Dundee, as well as contributing positively towards sustainability and net zero targets.

Physical and mental wellbeing were also highlighted during the consultation by

community and public sector stakeholders. Access to services among older people, support for carers, loneliness and social isolation, mental health, support for people with substance misuse problems, and support for people with learning disabilities were the main issues raised by the stakeholders. Several of the actions identified in this Plan seek to address health inequalities and the wider social determinants of health - such as employment, quality of work, poverty, and access to green space - through early intervention and preventative actions.

Priorities:

- **Help people to access employment opportunities, including those in the town**
- **Enhance public transport connections and develop community transport options**
- **Improve physical and mental wellbeing**

Key themes, priorities and actions

| Priority | Action | Who is the action carried out by? | Resources allocated | How impact will be measured | Timescale |
|---|---|---|--|-------------------------------------|-----------|
| Help people to access employment opportunities, including those in the town | Develop and deliver inclusive employability support in Coupar Angus tailored to local opportunities including support for people with physical and mental health issues, substance misuse, learning disabilities and English as a Second Language | PKC Economic Development, PKHSCP, NHS Tayside Public Health, Skills Development Scotland (SDS), Jobcentre Plus, local employers including 2 Sisters | Existing resources Additional funding | Number benefitting from support | 2023 |
| | Work with local employers to enhance flexible, family-friendly working patterns and other initiatives to increase local employment | PKC Economic Development, SDS, local employers including 2 Sisters | Existing resources Additional funding | Number benefitting from initiatives | 2023 |
| | Review local childcare provision and develop plans to address gaps identified | PKC Education and Children's Services, community, CAYAG, GrowBiz, Primary School | Existing resources | Plans developed | 2023 |

Key themes, priorities and actions

| Priority | Action | Who is the action carried out by? | Resources allocated | How impact will be measured | Timescale |
|--|--|--|--|---|-----------|
| Enhance public transport connections and develop community transport options | Identify improvements to current public transport connections, and raise awareness and promote existing provision, to enhance access to employment opportunities, services and affordable shops outwith Coupar Angus | PKC Public Transport Team, local bus service operators | Existing resources Additional funding | Connections improved Increased use of public transport | 2023 |
| | Identify and develop a community transport initiative with an existing provider(s) and/or establish a local group involving potential access to a local community vehicle or electric vehicle, to enhance access to employment opportunities, services and affordable shops outwith Coupar Angus | PKC Public Transport Team, PKAVS, community, community transport providers | Existing resources Additional funding | Number benefitting from initiatives | 2024 |

Key themes, priorities and actions

| Priority | Action | Who is the action carried out by? | Resources allocated | How impact will be measured | Timescale |
|---|--|---|--|-------------------------------------|-----------|
| Improve physical and mental wellbeing through early intervention and prevention | Develop support for carers including drop-in information sessions and establishing a local support group | PKAVS, PKHSCP, NHS Tayside Public Health, Strathmore Community Hub, community | Existing resources | Number benefitting from initiatives | 2023 |
| | Enhance support for people experiencing mental health problems, loneliness and social isolation | PKAVS, PKHSCP, NHS Tayside Public Health, Strathmore Community Hub, community | Existing resources Additional funding | Number benefitting from support | 2023 |
| | Investigate support for people in recovery from substance misuse problems | PKHSCP, NHS Tayside Public Health | Existing resources | Investigation completed | 2023 |
| | Develop peer support group for parents / carers of children with Additional Support Needs (ASN) | Community, PKC Inclusion Service | Existing resources | Constituted group established | 2023 |
| | Increase volunteering as a means of improving physical and mental health, and employability | Community groups, PKHSCP, SDS, PKC Culture and Community Services | Existing resources Additional funding | Number benefitting | 2023 |

Key themes, priorities and actions

A sustainable place

The consultation identified a wide range of environmental issues in Coupar Angus. The area around the chicken processing plant and the town centre were highlighted as blackspots for litter and dog mess. There were also problems reported with the volume and inconsiderate nature of parking in the streets around the chicken factory where there are limited onsite spaces. Parking problems were also highlighted in other parts of the town with narrow streets contributing to the lack of residents parking places. Other traffic and safety concerns raised included perceived speeding, potholes, and one-way streets. Perth and Kinross Council is developing Route Action Plans for the A94 and A923 which go through Coupar Angus. Assessing the road environment, traffic survey data and the road traffic collision reports will identify mitigation measures for inclusion in the Route Action Plans. The consultation also highlighted concerns among a minority of residents about the upkeep of some residential properties and gardens, and the intermittent smell from the chicken processing plant, the sewage works and the drains.

Larghan Park was widely viewed as an asset to the town which was well maintained by the Council and Pride Of Place (POP), attracting visitors and winning accolades from Beautiful Scotland and Britain in Bloom. However, there were some concerns, expressed by a minority, about litter/ dog mess, grass cutting, poor lighting, and the condition of the playpark.



The consultation also highlighted community concerns about the condition of some buildings in the town including the former Royal Hotel and Strathmore Hotel. The former Strathmore Hotel was described by some as an eyesore that gave a poor first impression of the town given its prominent position on the corner of the A94 and A923. This building is Grade B listed and has been on the Buildings at Risk register since 2009; the Royal Hotel is Grade C listed. The condition of the Town Hall (Grade C listed) and uncertainty about its future was highlighted during the consultation although it was raised by a relatively small number of survey respondents. The Town Hall is on the Common Good Register which means any proposal for the building must follow a prescribed process including public consultation. Previous consultation in 2019/20, resulted in 93% of respondents stating there was a need for a high-quality community hall in the town. A petition to save the building in late 2022 attracted over 240 names. Due to

Key themes, priorities and actions

budgetary pressures, the Council stated in March 2023 it was not in a position at that time to re-open the Town Hall as it operated prior to closure but is committed to exploring community interest in taking on ownership and management of the building before considering future options for the building. The Town Hall is one of several community venues in Coupar Angus. Other towns have benefitted from a focus on one venue as a hub for a wide range of regular and one-off services, activities and events and there is potential for this approach to be taken forward in Coupar Angus, building on the investment already made in Strathmore Community Hub.

The community want Coupar Angus to be a sustainable and vibrant place that attracts people to the town. There was a view that some people elsewhere had a negative perception of Coupar Angus and did not see the town as an attractive place to live, work or visit. The community want to change this perception. There has been very little housing for sale in Coupar Angus and new housing was seen by some consultees as a way of changing the town's image, raising its profile, and attracting new people. There was also a view that social housing and housing for older people was required to ensure a range of options were available. The possibility of converting empty properties into housing was raised as one way of improving the town and its image. Employers highlighted the lack of affordable housing as a potential barrier in the recruitment of staff. PKC's new five year Local Housing Strategy was finalised

in early 2023 and it prioritises providing a range of housing options that people can easily access, afford and keep to support liveable and sustainable communities. Work is ongoing on the production of the Local Development Plan (LDP) including the Big Place Conversation consultation exercise, Open Space Audit and Play Suitability Survey. The LDP will identify where future developments including housing and employment will be permitted across Perth and Kinross. The LDP, and implementation of the Housing Strategy, will be the primary means of taking forward the housing issues highlighted in this Action Plan. New housing and residents could help sustain existing, and attract new businesses, shops, and places to eat. Promotion of the town would also help focusing on assets like the beautiful countryside that surrounds the town, the walking and cycling routes, and the cycling friendly nature of the town with the recently re-opened Cycle Hub. The presence of GrowBiz in the town is also an asset that could be built on to help attract new businesses, grow existing enterprises, and expand the local creative sector.

Priorities:

- Address parking, traffic and environmental problems
- Bring empty properties back into use
- Support new housing, businesses, social enterprises, shops, and places to eat
- Attract visitors to Coupar Angus

Key themes, priorities and actions

| Priority | Action | Who is the action carried out by? | Resources allocated | How impact will be measured | Timescale |
|---|--|---|--|---|-----------|
| Address parking, traffic and environmental problems | Audit to identify and prioritise parking, accessibility, traffic and environmental issues in Coupar Angus | PKC Environment & Consumer Services, PKC Business & Resources, Community, Police Scotland, Community, Pride of Place (POP), 2 Sisters | Existing resources Additional funding | Audit completed | 2023 |
| | Develop and implement schemes to address the parking, accessibility, traffic and environmental issues identified | PKC Environment & Consumer Services, PKC Business & Resources, Community, Police Scotland, Community, POP, 2 Sisters | Existing resources Additional funding | Schemes implemented Improved community views | 2024 |
| | Work with 2 Sisters to address the community's concerns about parking, litter and the smell including publicising ways of reporting problems | Community, 2 Sisters, PKC Environment & Consumer Services, PKC Business & Resources, Police Scotland, CANdo | Existing budgets | Initiatives implemented Improved community views | 2023 |
| | Investigate a community project or | Community, POP, | Existing resources | Investigation completed | 2024 |

Key themes, priorities and actions

| Priority | Action | Who is the action carried out by? | Resources allocated | How impact will be measured | Timescale |
|----------|---|--|---------------------|---|-----------|
| | social enterprise to help residents maintain houses and gardens | GrowBiz, PKC Environment & Consumer Services | | | |
| | Enhance regular community litter picking routes and one-off clear-ups at blackspots | PKC Community Greenspace, POP, community, 2 Sisters, Primary School, CANdo | Existing resources | Number of regular and on-off litter picks | 2023 |
| | Develop and promote Keep Coupar Angus Tidy campaign including PKC Customer Service telephone number for reporting environmental problems in Coupar Angus including Larghan Park | PKC Community Greenspace, Customer Services, Community, POP, CANdo | Existing resources | Increased community awareness | 2024 |
| | PKC to respond to increased reporting of environmental problems by the community with timely clear-ups and, additional or more appropriately positioned litter bins | PKC Environment & Consumer Services | Existing resources | Number of clear-ups Improved community views | 2023 |

Key themes, priorities and actions

| Priority | Action | Who is the action carried out by? | Resources allocated | How impact will be measured | Timescale |
|---|---|--|---------------------|------------------------------|-----------|
| Bring empty properties back into use | Explore opportunities for community ownership of the Town Hall | PKC, community | Existing resources | Community ownership achieved | 2023 |
| | Audit of empty properties to establish ownership, condition and future plans | Community, PKC, building owners | Existing resources | Audit completed | 2023 |
| | Examine options and support available to develop prominent empty properties in Coupar Angus | PKC, community, building owners | Existing resources | Exercise completed | 2024 |
| | Develop co-ordinated plan and funding programme to improve townscape in Coupar Angus including poorly maintained and empty properties | PKC, community, building owners | Existing resources | Plan developed | 2024 |
| Support new housing, businesses, social enterprises, shops, and places to eat | Ensure future housing needs and demand in Coupar Angus are assessed and incorporated into the Local Development Plan | PKC Planning & Development, community | Existing resources | Inclusion in LDP | 2023 |
| | Develop a plan and funding options to attract new businesses, social enterprises, shops and places to eat to Coupar Angus | PKC Planning & Development, GrowBiz, community | Existing resources | Plan developed | 2024 |

Key themes, priorities and actions

| Priority | Action | Who is the action carried out by? | Resources allocated | How impact will be measured | Timescale |
|----------------------------------|--|---|---------------------|---|-----------|
| Attract visitors to Coupar Angus | Promote Coupar Angus as a historic town with places to eat, and things to do including Larghan Park, walks and cycling in the surrounding countryside, online and in print | Community, Cycle Hub, PKC Planning & Development, CANdo | Existing resources | Promotion undertaken Feedback on promotion | 2024 |

Making it happen

The priorities in this action plan will be taken forward by the local community, working together, and working with a range of public, private and voluntary sector partners. A sub-group of Strathmore Community Network will be established to oversee and review implementation of the Action Plan.

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



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