NORTH EAST FIFE

LOCAL COMMUNITY PLAN

2015/16











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The North East Fife Area Local Community Plan is built around 3 key priorities for the area:

- Supporting the Elderly Population
- Promotion of Business and Tourism
- Connectivity

Foreword



Cllr Frances Melville
Chair of North East Fife Area Committee

The coming years will require all partners to work together in ever more creative ways as financial pressures increase. We need to find innovative ways to deliver services, not only though Fife Council and other public sector agencies, but by working with partners in the voluntary sector, with businesses and communities themselves.

Through local community planning we can address the issues that are of greatest importance to local communities and identify and benefit from the opportunities that are ever present in North East Fife.

We are committed to developing a true culture of working together, where the enthusiasm and effectiveness of partnerships will improve the quality of life for everyone working, living and visiting the North East Fife Area.

Strategic Context

The Fife Partnership is responsible for leading the community planning process in Fife. It is made up of elected representatives, board members and senior managers from across Fife's public and voluntary organisations - Fife Council, NHS Fife, Police Scotland, Fife Voluntary Action, Scottish Enterprise, Skills Development Scotland, SEStrans (South East Scotland Transport Partnership), Fife College and St Andrews University.

Fife's Community Plan is the over-arching strategic plan for Fife. It provides a framework and reference point for other strategies and plans we put in place. The current community plan identifies a number of challenges and opportunities that need to be addressed over the next ten years. **Reducing Inequalities** is one of three high level outcomes identified in the community plan, along with **increasing employment** and **tackling climate change**.

"Reducing inequalities to tackle multiple deprivation will require broad based action from economic development; health; education; housing; community safety; sport, leisure and culture and environmental improvement. It requires a long term commitment to break cycles of deprivation."

Many communities in Fife and across Scotland have longstanding problems that reflect persistent inequalities in society. The Christie Commission endorsed a shift away from crisis intervention towards more preventative approaches. This should improve outcomes for individuals and communities, reduce inequalities and reduce problems in the future.

Prevention should be evidence based, building on proven approaches whilst also supporting innovation. It needs a planned approach, incorporating a robust assessment process that can demonstrate reduced or deferred demand on services - delivering both value for money and better outcomes.

However, it can also be opportunistic, with staff in a local area working together and sharing resources to support activity that reduces demand on services.

Prevention also involves shifting power from those who provide services to those who use services - promoting greater co-ownership of our actions and their impacts. When individual service users and communities are at the centre of service design, and when services draw on the assets that are already available - the strengths, knowledge and experiences of communities, families and individuals – then the opportunities to build effective prevention will be greatest.

Wherever possible, Fife will adopt an assets-based approach to improving local areas. We will encourage the use of local capacity, skills, connections and knowledge, whether these assets sit within organisations, associations or communities.

Community Plan Evidence Base

The <u>Fife Partnership Strategic Assessment 2014</u> is designed to provide the evidence base for identifying priorities for the Fife Community Planning Partnership – down to 7 area level – for the next three years (2014-2017). These priorities will help to inform future work plans and area priorities, and will provide a solid foundation for any future refresh of the Fife Community Plan and associated documents, including the Single Outcome Agreement.

The defined aim of the Strategic Assessment is to identify, assess and assist in the prioritisation of issues across Fife and those facing the seven committee areas within Fife, providing a robust, wide-ranging evidence base that will allow local areas to make informed decisions in setting priorities that require medium to long-term action.

The strategic assessment will be reviewed on an annual basis and any changes will be reflected in future versions of the Local Community Plan.



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Priorities for 2015/2016

Through consideration of the North East Fife information that has emerged from the data collection process, the following issues are high level priorities:

Supporting the Elderly Population

- Support of growing number of elderly people living in their homes for longer and impact of potential social/service isolation.
- Impact of fuel poverty on living standards of elderly NEF residents.
- Impact assessment around effect of reduced transport options and access to services/effect on general health and wellbeing
- Increased demand on services to engage with elderly residents to ensure that they can stay in their own homes for longer, and accompanying resource challenges.
- Requirement for targeted training to allow elderly population to access available resources (e.g. digital skills).

Promotion of Business and Tourism

- Continuation of work with local businesses to promote apprenticeship scheme.
- Continued promotion of NEF tourist industry, with focus on increasing links between St Andrews and rest of NEF.

- Build on the potential of NEF's natural resources/key industries to attract investment and specialist industries.
- Ongoing dialogue with employers to ascertain their employee requirements. Potential to link this with targeted training and skill set provision to increase employability in NEF.
- Potential to work with schools, SRUC and employers around route to training/employment, ensuring connected pathway between education, training and employment

Connectivity

- Impact of reduced bus provision on connectivity between NEF villages – lack of service and high cost.
- Poor transport links between NEF and surrounding areas (e.g. lack of connection to Fife circle; poor public transport links to Perth)and impact on opportunity.
- Barrier to employment through poor public transport, particularly when many jobs are seasonal/unsociable hours and hours will not fit around a transport timetable.
- Importance of digital connectivity in accessing resources, with link to delivery of services and access to Welfare Reform material.
- Requirement for training in Digital skills across age groups, to ensure particular age groups are not disadvantaged.
- Importance of access to Broadband across NEF to ensure that rural residents are not disadvantaged.

Action Plan 2015-2016

Supporting the Elderly Population					
Project	Actions	Resources	Outcomes	Lead	
Elderly People Support Services	Align home care staff with services	tbc	Elderly supported to live in their homes for	Aileen Whyte (NHS) Kevin O'Neil (FC)	
Сарроносинос	Recruit and retain care staff and volunteers in NEF	tbc	longer	Louise Bell (FC) Wayne Mathieson (Fife	
			Coordinated access to care	Elderly) Adrian Annandale (Police) Iain Brocklebank (Fire Service Health & Social Care Partnership	
Provide pastoral care and health advice and support in the St. Andrews community	Support to keep elderly people living in their own homes and connected with the wider community	Internal Funding plus charitable grant donations	Pastoral care and health advice in the community	Douglas Gray (Pilgrim Care)	
NEF Multi-Faith care and health support directory	To explore and deliver a directory highlighting pastoral care in the community in NEF	LCP Budget	Pastoral Care directory delivered	Douglas Gray (Pilgrim Care)	
Access to Services	Impact assessment and study into effect of reduced transport options (to include mapping of existing provisions and its effectiveness) Linked to Connectivity	Existing providers i.e. Continuing Care, Go Flexi, Fife Bus etc. LCP Budget	Access to Services Impact Assessment Study delivered	Aileen Whyte (NHS) Kevin O'Neil (FC) Louise Bell (FC) Wayne Mathieson (Fife Elderly)	

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	Continue provision of transport for frail/elderly to access services Services taken to the community (Newburgh/Taybridgehead Age Concern Pilot) Information and guidance to services accessed via the Local Area Co-ordination Portal	tbc tbc tbc		Shirley Heeps (Fife Elderly)
Social Isolation and befriending services	Co-ordination of partner activities and support for the elderly in the local community	Tbc	Reduce Social Isolation and improve health and wellbeing	Kevin O'Neil (FC) Louise Bell (FC) Wayne Mathieson (Fife Elderly)
	Dementia Awareness Pilot – Cupar/St Andrews	tbc	tbc	Kevin O'Neil (FC) Louise Bell (FC)
	Shared housing befriending pilot	£25,000 from LCP budget, £10,000 from Lottery, £500 other charity	Reducing isolation and enabling older people to stay in their home longer	Forth Valley Enterprise/Homeshare Scotland
Digital Services	Targeted training for the elderly on available resources Linked to Connectivity	tbc	Improved digital skills and on line access to advice and services	Shirely Heeps (Fife Elderly)
Fuel Poverty and	Continue provision of half-way house	LCP Budget	Half-way house	Fiona Macgregor (FC

housing	support to elderly		support to the elderly	Housing Services)
	Develop Retirement Housing model in NEF	tbc	More elderly people living in suitable housing	
	Explore options for comparison service for older tenants	tbc	Reduced fuel poverty in older people	
Fire Service Support	Develop a strategy for Fire Service to fit telecare smoke detectors to existing Community Alarm Service users	After strategy developed, potentially submit bid for funding to Area Committee LCP budget	Improving fire safety within the home	lain Brocklebank (Fire Service) FC Social Services

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Promotion of Business & Tourism					
Project	Actions	Resources	Outcomes	Lead	
Cupar Townscape Heritage Initiative (THI)	Townscape Heritage Team training and employment support available for local businesses (FC, Fife College, CITB and Scottish Lime Centre)	tbc	3 apprentices started so far with up to 7 linked to the THI.	Grant Leaburn	
	Courses available from 21/04/15 for 24 people in traditional skills.	tbc	24 people training in traditional skills		
	Energy efficiency training planned for local householders.	tbc	Energy efficiency training for householders		
	Training Academy Model based around Hospitality and Agricultural support currently being explored	tbc			
Affordable Housing	Community Benefits linked to the affordable Housing programme in NEF	Tbc		Joanne Aitken	
Fife Job Contract	Wage Subsidy and training to support unemployed young people and adults into jobs and apprenticeships running to March 17	Fife wide investment of £7m by Fife Council over 4 years	From Dec 2014, working with 15 employers with 4 clients supported onto jobs and apprentices	Grant Leaburn	
			jobs and apprentices		

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High School 'Mini Academy '	Early stage of development, however looking at a joint programme for up to 8 young people linked to Fife College and Cupar THI construction training programmes - report update at next meeting.	tbc	8 young people gain construction skills	Grant Leaburn Niall Duncan
Fife Wide Community Works Programme	Update on projects supported and outcomes - 3 projects being costed and planned: report update at next meeting	Finances for next meeting	Training led delivery programme with up to 24 trainees each year.	Stewart Christie
Fife Coastal Path and Beaches Improvements	Redraft Fife Coastal Path Leaflet Revamp Fife Coastal Path Website New Beaches Leaflet Potential new start/end arch for Newburgh end of FCP	FCCT funding all new improvements. Babcock International support	New leaflets and website completed by Autumn 2015 Newburgh Arch installed	FCCT Amanda McFarlane/ Robbie Blyth
Fife Pilgrim Way	Community Consultation events taking place, completed by the end of April. Online survey live at www,surveymonkey.com/s/FifePilgrim/Way	FCCT providing personnel, supported by Pilgrim Way Steering Group. Localities funding has been secured and HLF funding is being applied for at the end of May	If funding from HLF is successful then work to complete the route on the ground can begin	FCCT Amanda McFarlane/Nuria Blazquez/Laurie Piper

Living Lomond's Partnership Initiative	Delivery of the Welcome Project	50% of funding (£1.7m) secured via	Better enables residents and visitors	Ed Heather-Hayes
arthership initiative	To encourage local people and visitors to	HLF. Much of the	to engage with and	
	visit the LLLP area and to get the most out	remaining match is in	explore the area.	
	of their experience, ensuring they have a	place although some	explore the area.	
	positive and inspiring experience and	projects are yet to be	Economic benefits	
	continue to visit; exploring the area on a regular basis.	fully matched.	that come with increased visitor	
	1.59	The LLLP Core Team	numbers.	
	To inform and instil confidence in less	consists of 4 FTE's,	Improved health and	
	experienced visitors so better enabling	1P/T.	well-being through	
	them to explore the hills and places of		exercise and	
	interest.	Significant additional	enlightenment.	
		resources are		
	To utilise a range of media to inform	provided by Fife	Greater appreciation	
	visitors, who may have difficulty engaging	Coast and	and respect for our	
	with solely written interpretation materials.	Countryside Trust,	cultural and natural	
	To only one the visitor synariones serves	Falkland Centre for	heritage.	
	To enhance the visitor experience across the entire geographic area of the project	Stewardship, Fife Council and other	Greater cultural	
	through physical information points	Partners.	engagement, sense	
	(Trailheads) and accompanying digital	raithers.	of community and	
	media.	Major funders	social well-being.	
	modia.	include; Fife Council,	occiai won bonig.	
	To instil the importance and raise	SNH, Forestry	Economic benefits of	
	awareness of responsible access in the	Commision Scotland,	a community	
	countryside.	LEADER, FET, SITA	"workforce" taking	
	•	and numerous other	"ownership" and	
	Portals – To engage local business in	funding bodies.	responsibility for their	
	providing services and information as		surroundings.	
	gateways to the LLLP area.			

Rural Skills Rural Skills Community Training Working Week in the Woods	Rural skills training programmes delivered	
Historic Landscapes Tyndall Bruce Monument –Repair and interpret	Tyndall Bruce Monument in Falkland repaired with new interpretation	
Recovering a Lost Landscape – Restore and interpret Bringing Rocks Alive – A series of selfguided, interpretive geology walks.	Interpretation and geology trail delivered and promoted	
Living Heritage Passport to the Hills – Booklet to promote and inspire family activities in the countryside.	Living Heritage Booklet produced and promoted 'Naming Your Place'	
Naming your Place – A series of both lead and guided interpretive walks around local place names. Celebrations across the Parishes – Provides funding opportunities for community events.	trails and walks with interpretation in place and promoted Parish Funding Programme delivered and promoted	
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	Exploring The Lomonds Paths and Access improvements Partnership Development - To engage with stakeholders and explore possibilities of partnership working and sharing best practise.		Lomond access routes improved and upgraded	
Fife Rural Skills Partnership	Rural Skills Academy - led by LLLP under the umbrella of the FRSP to provide experience and training for 12 individuals over a 5 week period with support to achieve positive destinations. Rural Skills Training: Provision of training to achieve 6 Modern Apprenticeships (MA) in Trees and Timber and 8 Pre-Apprenticeships	Project lead, Rural Skills Supervisor, 1 x 6 month support role for the MA's. Significant resource from Fife Council, both cash and in-kind support. Support from the wider FRSP	Economic benefits to the individual and the wider society. A more vibrant rural sector. A more dynamic and mobile workforce. 6 (MA's) in Trees and Timber and 8 preapprenticeships	Ed Heather-Hayes Stewart Christie
Comfort Stop Tourism Study	Scoping study for NEF on current status of toilet and washroom facilities linking to key tourist facilities.	LCP budget	Scoping study delivered with recommendations for further action/projects	(Kate Hughes to discuss with Cllr Taylor) Robbie Blyth
NEF Waste Project	To explore widening the remit of FCCT 'litter team' to cover a wider area.	tbc	tbc	Robbie Blyth/FCCT Viv Collie Grant Leaburn

St. Andrews Business Improvement District (BID) Initiative www.bidstandrews.co.uk	Business consultation, community engagement and demonstration projects required to help ensure a positive vote in October 2015.	Seedcorn funding secured from Scottish Government. Additional funding required to maintain and deliver activity until the ballot in October 2015.	A successful BID for St Andrews creating a sustainably funded formal business organisation playing a major role supporting business and tourism in NE Fife	Viv Collie BID St Andrews PT Co-ordinator
Open Championship – local welcome demonstration projects by the St. Andrews Business Improvement District (BID) Initiative	Developing a series of initiatives to help ensure a co-ordinated welcome to the town of St Andrews during the Open Championships in July 2015. The St Andrews BID Steering Group is working with the St Andrews Merchants Assoc, the R&A, Fife Council, the Rotary, St Andrews University, Fife College and Police Scotland.	Maximising the use of any identified funding and resources with additional support where required.	Over the 2015 period -showcasing St Andrews and NE Fife to a global audience. Co-ordinated welcome activities increasing business engagement visitor experiences.	Viv Collie BID St Andrews PT Co-ordinator
St. Andrews Town Centre Wi-fi Project – St. Andrews Business Improvement District (BID) research project	Visitor research identified a demand for town centre wi-fi in St Andrews. Discussions are currently taking place between the St Andrews BID Steering Group and the University of St Andrews undertake a 'scoping study' to establish logistics, options and costs: report back at next meeting	tbc	The delivery of town centre wi-fi to improve connectivity for locals and visitors to the area	Viv Collie BID St Andrews PT Co-ordinator
Food from Fife	The Fife Food Network (a not for profit	Initial funding has	Produce new	Viv Collie

'Telling the Story' food and tourism initiatives www.foodfromfife.co.uk	company established in 2010) aims to deliver a range of activities under three main headings: • business-to-business • business-to-consumer • education and training	been raised through membership fees and events. To help support and benefit from 2015 Scotland's Year of Food and Drink additional funding is required to produce new marketing materials, and deliver more learning, training and consumer engagement activities.	consumer publications to increase the level of business and consumer awareness activities.	Fife Food Network Co-ordinator
East of Scotland Seafood Trail	Fife is taking part in a unique collaborative food and tourism project promoting seafood along the east coast of Scotland from the Scottish Borders to Shetland. It is hoped this project will become part of a wider North Sea project in the future.	Initial core project funding has been secured from the Scottish Government's Community Food Fund with additional support from participating regions.	The project will deliver a website, regional video footage, marketing materials and collaborative social media activities. Creation of an East of Scotland food and tourism network with potential for additional activities in the future.	Viv Collie Project Co-ordinator
Fife Tourism	Fife Tourism Partnership will set out the	FTP core funding in	The outcomes of the	Ann Camus

Partnership	tourism strategy for Fife and work with the Local Tourist Associations across Fife to deliver the strategy.	place some local area support may be needed to support the LTA's.	strategy are: 1.Improved visitor infrastructure 2. Increased employment and skills 3, Increased visitor spend	Lyndsay Methven
	To support activities of the Local Tourist Associations (LTA's) to develop local area communications linked to the Fife Tourism Strategy i.e.: • Support for World Host customer care training • Increased number of digital information kiosks across Fife so that visitors to each area can find out what is happening locally • Provision of meeting rooms for LTA meetings • Accessible tourism – LTA's may need support for workshops around this	Support needed for local area brochures, outdoor digital information kiosks and meeting space for some LTA meetings.		Ann Camus Alistair Bruce (Chair of Fife Tourism Partnership) Drew Shedden (Chair of the Fife Local Tourist Associations) Viv Collie (Chair of Cupar and North Fife LTA) Andy Peddie (Chair of the East Neuk LTA) Jim McArthur (Chair of the St Andrews Partnership)
	Support local area initiatives being developed by the LTA's i.e.: • Local area brochures • Open Championships – i.e. street dressing, street ambassadors			As above

	Delivery of their marketing plans i.e. Cupar area activities and attractions map. East Neuk Festivals development			
Fife Cultural Trust NEF Initiatives	FCT supports efforts to increase tourism business across Fife. FCT senior staff attend Local Tourism Association (LTA) meetings and meet regularly with colleagues from Economic Development. FCT will support initiatives which promote tourism in NE Fife.	No additional resources required at this stage	Increase in footfall / visits to FCT heritage venues in NE Fife	Laurie Piper
	FCT is actively involved in supporting creative businesses across Fife, a large number of which are within NE Fife. FCT will continue to work closely with partners and other members of this group to develop this work.	No additional resources required at this stage	Increase in employment / economic benefit in NE Fife	
	FCT will continue to support the development of the Fife Pilgrim's Way (in partnership with FCCT)	No additional resources required at this stage	Pilgrim's Way successful in attracting HLF funding.	

Action Plan 2015-2016

Connectivity				
Project	Actions	Resources	Outcomes	Lead
Rural Broadband • Superfast Broadband Project North East Fife	Development of a solution to broadband connectivity in North East Fife Source affordable and alternative solutions to areas that can't get Broadband Access to Wifi from hot spots in villages and NE Fife (especially tourists, NHS staff, Social Workers, Building Services etc. Rural Halls and digital/broadband access	£99,400 via Local Community Planning Fund CBS support plus £20,000 by community groups in kind	2 Support Workers plus 1 Project Manager for 9-12 months to engage with residents and businesses to collect data to support development of a scoping document.	Fiona Mitchell Sean Marley (CBS) FVA/Helen Rorrison
 FC Digital Training Internet Hubs Digital skills Job Club network Intergenerational Project 	Improved Hardware & IT Infrastructure in 3 Community IT Learning Centres across NE Fife. Create a new IT Community Learning Centre in Cupar (County Buildings)	 30 PCs Authorisation for use of room in County Buildings IT Infrastructure 	NE Fife has an up to date accessible network of 5 Community IT Learning Centres (Anstruther, Newport, St Andrews & Cupar x 2)	Tom Phillips

	8 PC's Re-allocated Furniture		
Provide a rolling programme of WR focused CBAL IT cou in (up to) 3 venues in Fife.		Individuals who need support to use IT Hardware to make claims online or to meet the requirements of Job Search	
Provide 'one-off' WR focused CBAL IT cou in 6 venues in NE Fife year.	_5.p.t5p.5	evidencing can access relevant skills training in NE Fife.	
Provide support to individuals with literact needs to meet the requirements of University Job Match	Digital Skills Courses (6 x	Individuals requiring literacies support can access specialised training and support to attend Digital Skills courses in NE Fife.	
Support and develop existing NE Fife Community Job Clubs (up to) 6 venues in Fit		NE Fife residents can access a local service providing specialised job search support.	
Recruitment of volunt to offer support at "Pu Access" venues.		Individuals are supported to contribute to their communities	

	Develop an "Intergenerational" Tablet Training Course to be piloted in East Neuk and rolled out to 2 further venues in NE Fife.	Volunteers in NEF 6 tablets Promotion & publicity to recruit volunteer tutors Volunteer expenses Accommodation Hire	whilst helping to reduce social inequalities. School student's work to support others in their community and older people gain new media skills which reduce isolation and offer new opportunities, information and experiences.	
Rural Transport • Develop sustainable, affordable transport initiatives for North East Fife	Audit / analysis Work with communities sectors/interests/ groups Community and Non-Conventional Transport Pilot /path find Community and Non-Conventional solutions Improvement via integration	Local Community Planning Budget LEADER	Improve transport options for villages connecting with main centres / activities	Norma Graham Derek Beveridge
Rural Flexi-ticket Multi- journey Scheme	On hold till result of above.	Local Community Planning Budget/ LEADER		Derek Beveridge

 Pilot 'rural portal' transport booking system NEF Transport Guide 	On hold till result of above. To produce a booklet/guide detailing all current transport services	Local Community Planning Budget/ LEADER Local Community Planning Budget/LEADER		Norma Graham Derek Beveridge
	available in NEF for residents and visitors alike.			
Cycling Promotion in Rural Fife				Jane Findlay Forestry Commission
Paths/Countryside Routes	Identify key core paths to link communities. Develop Pilgrims route Continue to develop and promote the core path network, with particular emphasis on upgrading links between communities. Support community groups to improve their priority local paths.	Outdoor Access Team LCP Budget External funding sources Work with FCCT as appropriate	Core paths plan remains fit for purpose and allows functional connectivity between rural communities. Pilgrim's route open and promoted.	Alison Irvine Sustrans Fife Council Fife Walking Groups FCCT Disability Groups Ramblers Community Groups
SEStran Real Time Rural Pilot	To identify key locations and work with SEStran to	SEStran (free for 1 year) LCP Budget (installation +	Installation of 'live' real time bus travel	Derek Beveridge Kate Hughes

	deliver	broadband connectivity)	screens at key locations in NEF.	
Connectivity in/around the River Tay and the Forth	Delivery of the Inner Tay Masterplan linking river routes from Perth (Fergusson Gallery), Newburgh and Tayport	EU and Lottery Funding bids LCP budget, LEADER, FET and other charitable funds to be explored for each subproject as per delivery plan	Further details to be provided as projects are developed.	Norma Graham
	Introduction of the Catamaran Forth transport service from Anstruther to North Berwick (exact route and further details tbd)	tbc	Further details to be provided	CIIr Riches
Progressing the Fife Circle - Newburgh Rail Connection Study	Newburgh Patronage Analysis study	Funded via SEStran	End of April proposed for report back	Derek Beveridge Fife Council Perth & Kinross Tactran SEStran
Connecting and supporting families across NE Fife	Explore the potential to develop a 'volunteer transport initiative' to support isolated and low income families to access services	Existing resource plus source funding for additional Family Support Worker	tbc	Bernadette Duddy