

Highland and Strathtay

Eastern Perthshire

Highland and Strathtay

Strathallan and Strathearn

Kinross-shire, Almond and Earn

Perth City



About Our Plan

About Highland and Strathtay

Highland and Strathtay lies to the north of Perth City and is a mainly rural area with four towns: Pitlochry (population 2,776), Aberfeldy (1,986), Dunkeld (1,287), Stanley (1,443) and a number of settlements such as Acharn, Amulree, Ballinluig, Bankfoot, Blair Atholl, Camserney, Dull, Fearnan, Fortingall, Keltneyburn, Glen Lyon, Grandtully, Kenmore, Kinloch Rannoch, Lawers and Loch Tay. The area has some of the most stunning scenery in Scotland, including dramatic mountains, spectacular glens, picturesque lochs, rivers, an abundance of Scottish wildlife, some of the UK's tallest trees, historic standing stones, castles and three distilleries.

Highland and Strathtay is 1,739 km² reaching from Stanley in the south east to Rannoch Moor in the West and Blair Atholl in the north. It has a total population of 17,572 people, 24% of whom are 65 and over, which is higher than the proportion for Perth and Kinross at 20.5%¹. With much of the local economy focused on agriculture, fishing and forestry, as well as tourism and hospitality, there are high levels of people in self-employment. Many people living in the locality commute to Perth to work in other industries.

¹ National Records for Scotland Mid-Year Estimates

Action Partnerships

Perth and Kinross has five Local 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 for an area 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 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 impacts on **15.21%** of children living in the Strathtay Ward and **16.8%** Highland Ward which is lower than the Perth and Kinross rate at **18.2%**.

Employment and Income

It is estimated that **6.6%** of the population in Highland and Strathtay were income deprived in **2014** which is lower than the national average (**13%**). However, in northern parts of the locality **17%** of households are classed as income deprived². The average weekly income in Luncarty is **£848** compared to **£479** in Pitlochry (a **43%** difference).

Key industries in the locality include tourism, agriculture, fisheries and forestry which tend to be seasonal resulting in many people not having year round employment or set working hours.

Health and Wellbeing

In **2009**, **10.8%** of people living in Highland and Strathtay were being prescribed medication for anxiety, depression or psychosis. In **2014**, this figure rose to **14%**. 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,

² <http://simd.scot/>

partly because of greater recognition of mental health problems. Social isolation and people not participating fully in the community they live in can also add to mental health problems.

The availability of social care professionals is becoming an increasingly important challenge in the locality, partly due to the limited supply of affordable housing, meaning it is difficult to recruit carers to meet the growing demand. There are a number of additional challenges in providing health and social care services in remote rural areas contained within the locality, such as transport. **30.5%** of dwellings in Highland and Strathtay are occupied by one adult. Many of these adults are elderly and are at risk of feeling socially isolated.

Housing

The average house price in the area was **£206,000** in **2014** which is the highest of any area in Perth and Kinross. However, the area has the lowest average income of any locality in Perth and Kinross making it difficult for some people to get on the local housing ladder.

Fuel Poverty

The Local House Condition Survey (2014/15) estimated that **33.5%** of people in the locality live in households classed as being in fuel poverty, meaning that they find it difficult to find the

Key Inequalities

costs to heat their homes³. This is higher than the rest of Perth and Kinross, which has a rate 22.3% of people experiencing fuel poverty. People in Highland and Strathclyde are more likely to be at risk of living in fuel poverty than any other locality in Perth and Kinross because buildings tend to be older, fewer houses are on the mains gas network and there is a low income economy.

Broadband

Broadband availability and speeds is an issue impacting many households in the locality. This is challenging when more public and private sector services are being delivered online. Work is ongoing to rollout next generation broadband across the locality to ensure more people enjoy the benefits that digital services can bring.

Access

Transport is a key issue impacting people in Highland and Strathclyde. The Access indicator which is calculated using travel time to key services has identified that Rannoch, Blair Atholl and Loch Tay are in the top 10% most access deprived areas in Scotland⁴.

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

⁴ <http://simd.scot/2016/> Access Indicator

Car ownership/access to a car are important for people living in the more rural parts of Highland and Strathclyde. 9.47% of people living in the area 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.

Fairness Commission

The Perth & 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 region 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*

Key Inequalities

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 Highland and Strathclyde 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.

The Action Partnership has engaged with the wider community through its Participatory Budgeting event in March 2017, where community groups were able to put forward projects they felt would tackle inequalities experienced by people living in the locality. When organising the Participatory Budgeting event, the Action Partnership agreed the following criteria for groups applying for funding:

- *Employment and Employability*
- *Social Isolation*
- *Transport*
- *Young People*
- *Community Engagement*
- *Rurality*

From these priority areas, the Action Partnership has developed priority actions over summer 2017.

Key Issues Identified

Key Issues Identified		People who live in Highland and Strathtay experience social isolation and loneliness. It is difficult for people to access local services and activities.	
Community Plan Strategic Objective		Supporting People to Lead Independent, Healthy and Active Lives	
WHAT NEEDS TO CHANGE	ACTIONS	WHEN	WHO
<p>People of all ages will have more opportunities to meet and spend time with each other and to take part in community activities.</p> <p>People will be able to access services more easily.</p>	<p>Make sure that information about activities and services is widely available and accessible.</p> <p>Identify and address gaps in activities and services.</p> <p>Explore the potential of <i>'time banking'</i>* to tackle social isolation.⁵</p> <p>Further develop volunteer transport in the area.</p>	<p>December 2017</p> <p>March 2018</p> <p>September 2018</p> <p>September 2018</p>	<p>Stronger Communities Team</p> <p>Highland & Strathtay Action Partnership</p> <p>Voluntary and Community Groups</p> <p>Health and Social Care Partnership</p> <p>Transport Co-ordinators</p> <p>PKAVS</p> <p>Rural Perth and Kinross LEADER</p> <p>Public Transport Unit</p>

⁵ Time banking is a way for people to offer their skills and time in exchange for support from others.

Key Issues Identified

Key Issues Identified		Low incomes and child poverty affect people living in the area.	
Community Plan Strategic Objective		Promoting a Prosperous, Inclusive and Sustainable Economy	
WHAT NEEDS TO CHANGE	ACTIONS	WHEN	WHO
<p>People on low incomes will be more able to access information and support services locally.</p> <p>People will be better connected through being able to use IT locally.</p>	<p>Make it easier for people to access information about benefits and employment opportunities locally.</p> <p>Make it easier for people to access IT equipment locally through, for example, setting up IT Hubs.</p> <p>Provide support for people to find out about alternative employment such as home working and online businesses.</p>	<p>December 2017</p> <p>September 2018</p> <p>September 2018</p>	<p>Highland & Strathclyde Action Partnership</p> <p>Stronger Communities Team</p> <p>Welfare Rights Team</p> <p>Citizens Advice</p> <p>Culture Perth & Kinross - Libraries</p> <p>Rural Perth and Kinross LEADER</p> <p>PKAVS</p> <p>Business Gateway</p> <p>Grow Biz</p> <p>Fire and Rescue</p>

Key Issues Identified

Key Issues Identified		There is a stigma around poor mental health and wellbeing.	
Community Plan Strategic Objective		Supporting People to Lead Independent, Healthy and Active Lives	
WHAT NEEDS TO CHANGE	ACTIONS	WHEN	WHO
<p>Local people will have a better understanding of mental health and wellbeing.</p> <p>The stigma around mental health and wellbeing will be reduced.</p> <p>People with poor mental health and wellbeing will be more confident in participating in community activities.</p>	<p>Make sure that information about self-help tools to improve mental health and wellbeing is widely available.</p> <p>Make counselling more widely available locally.</p> <p>Promote and expand activities that improve mental health and wellbeing, such as walking groups and art activities.</p> <p>Organise Scottish Mental Health First Aid courses for people in the local area.</p>	<p>September 2018</p> <p>September 2018</p> <p>September 2018</p> <p>March 2018 and ongoing</p>	<p>Highland & Strathclyde Action Partnership</p> <p>Stronger Communities Team</p> <p>NHS</p> <p>Health and Social Care Partnership</p> <p>Mindspace</p>