

Callander's Local Place Plan

- Estimated population 3543 – the largest settlement in the National Park. An estimated 27% of residents were over 65 in 2019 according to SIMD - 10% higher than national average.
- Callander has produced Community Action Plans since 2008, and in 2011 was one of the first Scottish communities to take part in a Charrette.

Problems.

- Dwindling public participation in successive open day consultations – 400+ at Charrette open days in 2011 and 56 at last CAP open days in 2016.
- Socio-economic division – few participants came from less privileged parts of town
- Conflict between long-standing community councilors and newly elected cohort
- Dissemination of misleading information via social media and community paper
- Multiple silos within the community, amplified by lockdowns.
- Many in the community tuning out in response to the conflict

Our response to the problems

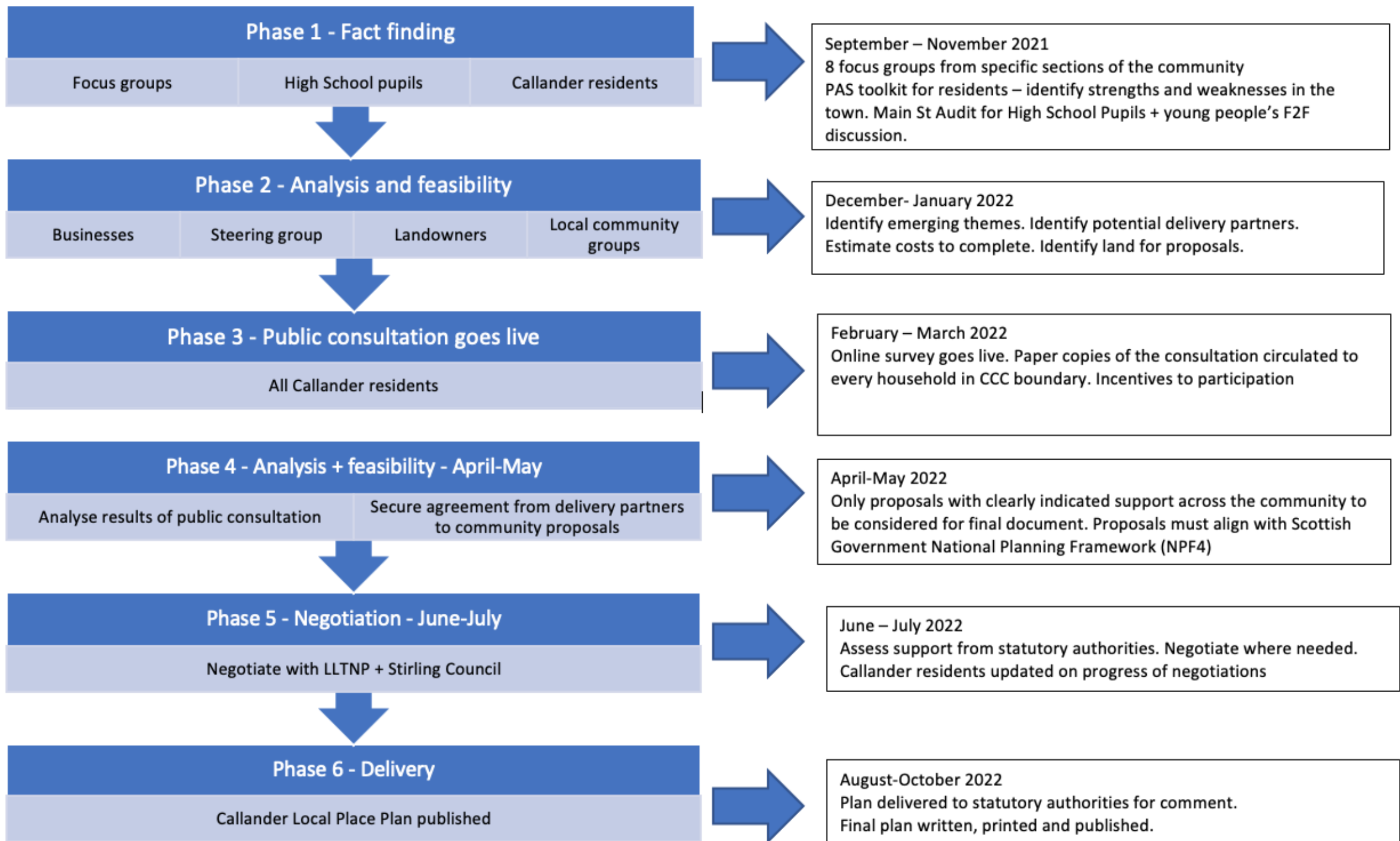
- Form independent steering group drawn from local public facing organizations + CC and Development Trust
- Use LPP specific website as first port of call. Provide information (quantitative & qualitative data, emerging themes, existing/outstanding issues)
- Give people FACTS. The truth can confound prejudice and perception
- Increase online engagement – run the calls to action as a marketing campaign.
- Absolute transparency as consultations progress – let people know what matters to others
- Start with small focus groups drawn from specific sectors of the community.
- Ensure focus group participants truly represent the town's demographics
- Identify emerging themes, refine themes and identify proposals within the scope of the LPP
- Soft start - general consultation using prescribed tools – encourage conversations about Callander and let people see the feedback as it emerges.
- Timing is everything – make sure that consultations fit around people's schedules.

Defining the issues.

- Talk to residents unconnected to Community Councils or Development Trusts – what is their attitude to LPPs?
- Enthuse naysayers – if possible. Find local influencers and get them onboard. Deviate from your original research plan if it helps to secure maximum buy in.
- What do local delivery partner's want or, more importantly, need?
- Look back over previous CAPs or community consultations. What has changed?
- What hasn't been achieved and why?
- Make a provisional list of issues that might appear in the LPP and have the answers/evidence ready – think ahead.
- Identify roadblocks and tackle them head on now – this will save time later.

How do we do this?

- Keep records of participants – get their postcodes. This is invaluable data and you will use it to, in some cases, justify the inclusion of certain proposals and provide mapping data.
- Get a mailing list – use programmes like MailChimp which is free up to a certain number of addresses
- Use SurveyMonkey – free up to a certain point. A subscription provides data rich analysis as well as helping you to weed out duplicate submissions (using ISP id)
- Ask open questions that allow people to imagine an ideal future. You might find something nobody has considered before
- Work out how to approach different groups – use multiple strategies tailored to each group.
- Make sure you have enough paper surveys printed and have an easily accessible drop off point for completed surveys
- Remind people of cut off dates – flag this frequently during the final stages of the public consultation.



Demographics

V1. SIMD – quantitative . <https://simd.scot/#/simd2020>

Government statistics guided by data from most recent Census and updated using estimates. It provides a wide range of data relating to population including population, deprivation, employment, health, access to core services

Pros. Easy to view, provides a window into authorities' view of the community, has 'official' stamp of approval

Cons. Key data now 10 years out of date, updated estimates questionable, residents might not like what they see, difficult to calculate accurate projections.

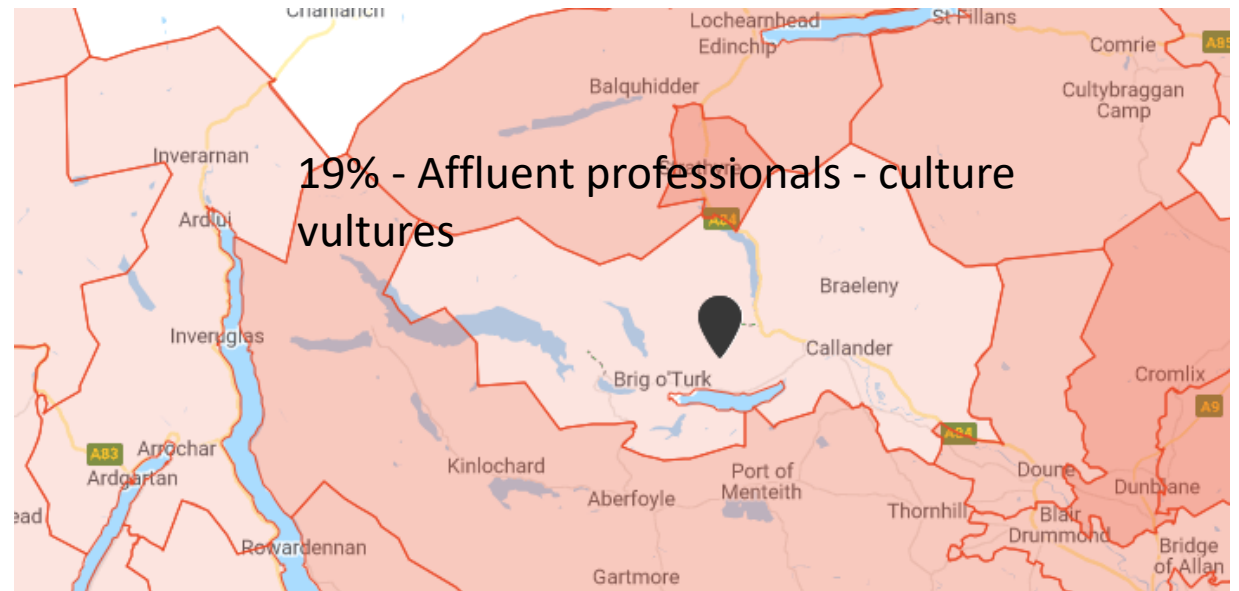
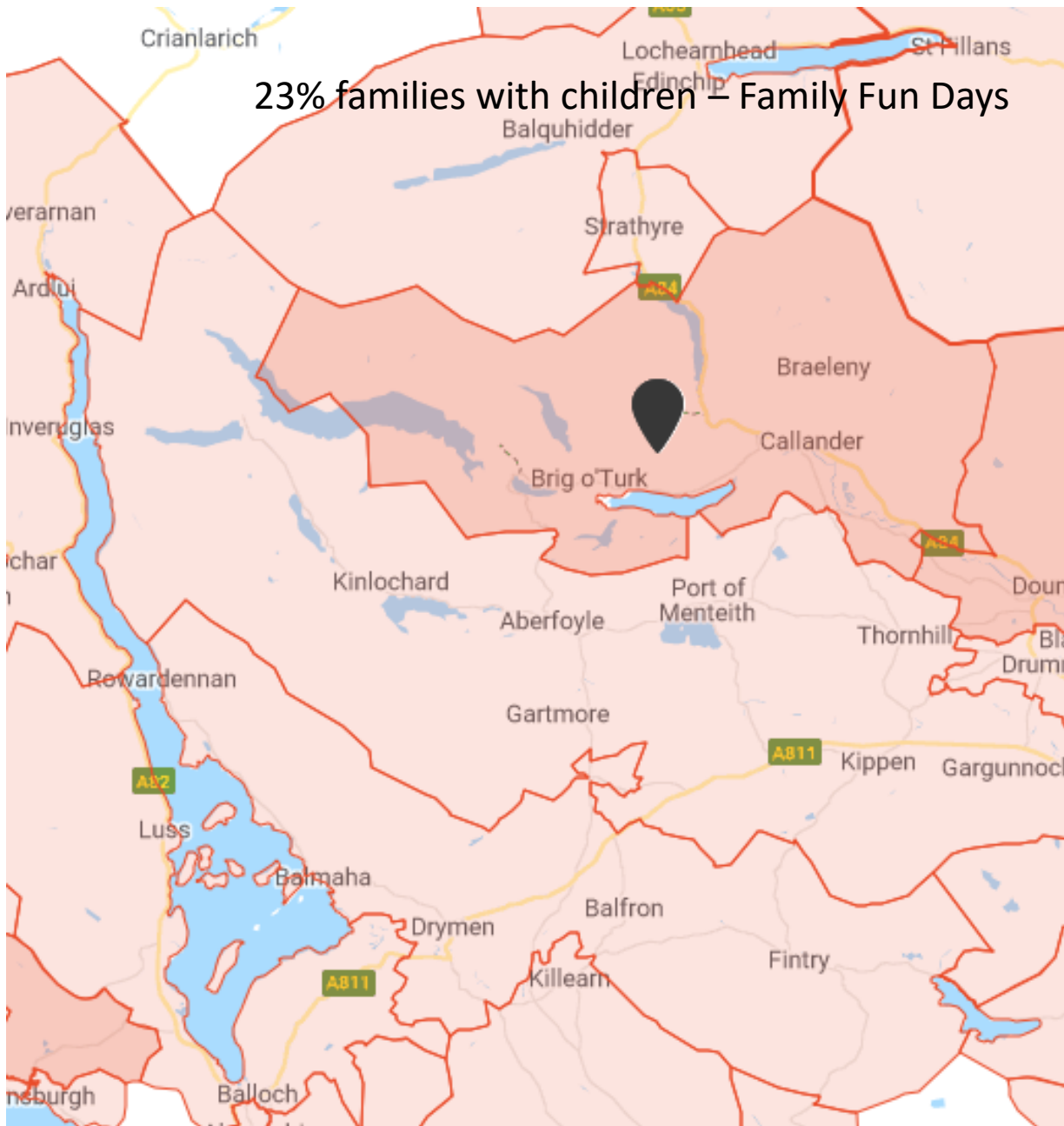
V2. Audience Finder qualitative/quantitative hybrid. <https://audiencefinder.org>

Pros. free to use service funded by ACE and Creative Scotland. Easy to use, open to everyone not just the cultural sector. Includes data input from Experian Mosaic (ridiculously expensive but very accurate marketing tool) Divides populations into 10 groups.

Tells you how each segment lives – how they spend their time and money, how they use the internet, what their family looks like (in terms of age, size, income)

Cons. Not pinpoint accurate, focus is on cultural activity but this can be interpreted more broadly with practice.

The 3 majority groups in Callander – 62% of residents fall into three main groups.



Outcomes

The onus is on the place plan to prove that the majority of the community support the preferred outcomes.

If possible, any outcome should follow SMART objectives; specific, measurable, achievable, relevant and time bound.

Scottish Government is intrinsically instrumentalist – frameworks are rigid, outcomes assigned, and evidence needs to align with current policy. If we're going to play this game, we need to provide cast iron evidence that our Place Plan:

- Has majority support –evidence needed
- Complies with current frameworks and plans (including the yet-to-be-ratified NPF4)
- Has assigned delivery partners, preferably with agreement in principle
- Can be funded
- Can be delivered within a defined timescale
- Is clearly plotted using maps or GIS

Barriers and suggestions

Using the plan we have devised in Callander is expensive. The Government's Financial Memorandum (in relation to the Planning Bill) estimated the average cost of an LPP to be £15,000-£20,000. Most of this cost will probably be in-kind contributions from local volunteers.

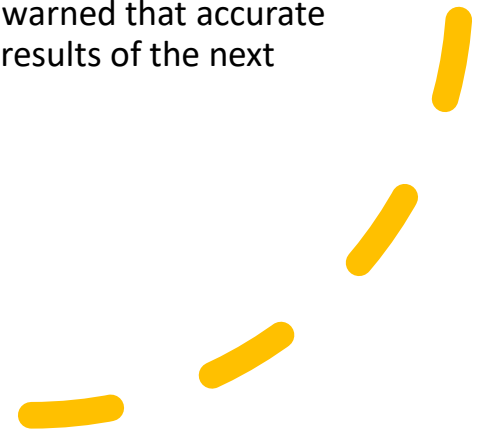
My post is part funded by the community development trust using money generated by our community hydro. Most communities don't have that resource. Personally, I think that LPP funding should be provided to all communities on a per-household basis.


You need a team. I'm doing this by myself and frequently loose the will to live!

Finding volunteers with relevant skills sets might be tricky – the preparation is time consuming. An ideal team would bring together people who are familiar with planning regulations, statistics, project management and/or marketing. The addition of a solicitor and architect to a team would be ideal.

Most small settlements are a series of silos. Finding ways to bring these silos together requires some knowledge of marketing techniques or help from people in the community who move between groups.

If you are going to use a data driven approach in the early stages be warned that accurate current data is infuriatingly difficult to dig out. Maybe wait until the results of the next Census are made public – it will make your life easier.





**LPP legislation –
the elephant in the room.**

Communities within the LLTTNP (and to a lesser extent the Cairngorms National Park) are disadvantaged because the Park does not have control over key infrastructure or services. Roads, schools, capital spending, street cleaning and recycling, common good assets, flooding, on and off-street parking, speed limits, bylaws, business rates, council tax – the list goes on. These rest with our local authorities.

No community within LLTTNP will be considered for inclusion in their local authority's Development Plan and so, in theory, any community Place Plan including proposals relating to infrastructure or public services will not be considered (for registration) by the authority responsible for delivery of those services. We know that the Park works closely with the local authorities within their boundary but there remains an opportunity for LAs to reject proposals within Local Place Plans, in discussion with the Park, without accounting to the community for their decisions.

The current LPP guidance is clear that LPPs must be registered, or not, by the planning authority but not the local authority. We feel that this is a drafting error – the wording should be amended to include a requirement for bodies with agency over infrastructure to also register (or not) LPPs.

