MAKING FALKLAND'S & NEWTON'S FUTURE

APPENDICES

PARTICIPATE | PLANNING | PLACE

MAKING **FALKLAND'S** & NEWTON'S **FUTURE** BRIEFING NOTF

40H

BRIEFING NOTE 01

BACKGROUND

Falkland and Newton of Falkland are next to benefit from the Scottish Government's Making Places Initiative funding to encourage the local communities to participate in planning their place.

Making Falkland's and Newton's Future will be an exciting and interactive multi-day planning event to discuss, debate and decide Falkland's and Newton of Falkland's Future. If you live, work or have an interest in the future of Falkland and Newton of Falkland make sure you come along, have your say and share your ideas!

In collaboration with the Falkland and Newton of Falkland Community Council (FNFCC), a team of architects, planners, artists, economists and engineers are looking to work with local communities to develop a shared vision for Falkland and Newton of Falkland. The event, running through March and concluding in April is being delivered with funding from the Scottish Government's for community-led design charrettes.

A charrette is an intensive consultation that includes planning workshops, walk and talk events and presentations around the village which engage local people in the design process for their community. The planning and design workshops will be held in the Community Hall and Old Town Hall in the centre of Falkland over a three-day period running from Tuesday 20th March to Thursday 22nd March with a final exhibition and a report back session on 18th April.

Everyone is very welcome and all the events are free.

The Making Falkland's and Newton's Future team includes Austin-Smith:Lord (Urban Designers, Architects, Landscape and Conservation Architects) have been appointed to facilitate the charrette, as part of a design team also including, WAVEparticle (artists/facilitators), Transport Planning Ltd and economics consultant David Keddie. The team bring with them their recent experience of delivering such events in Elgin, Brechin, Arbroath, Montrose, Monifieth, Kirriemuir, Dunoon, Port Glasgow, Clydebank and Greenock,.

OPPORTUNITIES TO HAVE YOUR SAY

The Charrette team will set up a Design Studio in the venue and host workshops and presentations with members of the public, community representatives, businesses, elected members and officers. The aim is to prepare a shared vision and action plan for Falkland and Newton of Falkland. The designers and specialist consultants will translate the participant's ideas into plans and drawings which can be viewed in the Design Studio that will be open to the public at specific times during the event.

Making Falkland's and Newton's Future requires ideas from everybody in the community - young, old, residents and businesses who know the area best. This is not a consultation on an existing plan. The views of the community, at this early stage, will make a difference and play a key part in shaping the future of Falkland and Newton of Falkland.

Rod Crawford, Vice Chair of Falkland and Newton of Falkland Community Council, said:

"In terms of involvement, we don't want this just to be the usual "suspects"; we want to hear Falkland's and Newton's unheard voices. We want to hear the voices of the whole community."

A more detailed programme of events has been prepared to enable discussions about the buildings, open spaces, traffic and transport, local economy, opportunities and challenges facing these villages. Local people, of all ages, as well as representatives of local business, voluntary/community groups and other agencies are very welcome to come along, drop in, contribute and help put your ideas into action.

AIMS & OBJECTIVES

The fundamental aim of the charrette process is to prepare a realistic, feasible and integrated strategy and action plan, establishing the priorities for investment in improving the physical appearance, facilities, services and access to and around Falkland and Newton of Falkland, with the full support of local residents, businesses and key stakeholders.

The specific Making Falkland's and Newton's Future objectives are to:

- A village design statement which reflects the historical and landscape setting of both villages and informs future building development and improvements to existing houses, infrastructure and streetscape.
- An economic development plan which adopts a coordinated partnership approach to marketing both villages; which exploits their unique selling points to become a better-known destination and hub for wider cultural and recreational activity and effectively addresses visitor management and experience.
- 3. A structure plan which addresses the need for free movement of residents and visitors alike within both villages and seamlessly, links access and egress to and from both villages with existing rail, motorised transport, cycle and walking routes/networks in the surrounding area. Adopts a low carbon approach and addresses the parking facilities for residents, business and visitors alike

The proposed action plan should identify the short, medium and long-term projects.

FOR FURTHER INFORMATION

Contact

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Keep in touch and up to date

Twitter: https://twitter.com/FalklandsFuture Facebook: https://www.facebook.com/FalklandsFuture Padlet: https://padlet.com/falklandsfuture/2018

#FalklandsFuture

MAKING **FALKLAND'S** & NEWTON'S **FUTURE** PRF-CHARRETTE EXHIBITION

PRE-CHARRETTE EXHIBITION

LOCATIONS

- Old Town Hall, Falkland
- · Community Hall, Falkland
- · Community Hall, Newton of Falkland













MAKING FALKLAND'S & NEWTON'S **FUTURE** EVENTS

A series of events were organised by the design team to discuss, debate and decide Falkland & Newton's Future.

EVENTS PROGRAMME

In collaboration with the Project Board, a 4 day charrette was agreed, organised in a '3+1' arrangement. From previous charrette experience, this approach is effective and works well, allowing greater participation and building in a period of 'thinking time' to enable a more fulfilling charrette process.

Essentially the '3+1' arrangement involves a series of events, launch event, developing the vision and testing ideas. Thereafter the team (and participants) develop ideas, check facts and hone the drawn information before returning to Falkland for a further full day of interactive discussion and engagement around the emerging plans.

The 3 days were held on consecutive mid-week days, with the Report back (Day 4) on a mid week afternoon + evening.

PUBLICITY

PUBLICITY	
Promotional Material	
Flyer Distribution	1000
Posters	50
Press Articles	2
Exhibitions (Town Hall + Community Hall)	2
Social Media	
Facebook Page Followers	101
Facebook Page Reach	3,678
Twitter Followers	33
Twitter Likes	40
ATTENDANCE	
Pre-Charrette	
On-Street Engagement	50+
Schools Workshop	20
Day 01: 20.03.18	
Newton: Issues + Ideas Workshop	11
Place Standard Workshop	12
Local Business + Economy Workshop	20
Day 02: 21.03.18	
Traffic + Transport: Walkabout & Workshop	19
Schools Workshop	20
Drop-in Design Studio	22+
Issue + Ideas Workshop	22
Day 03: 22.03.18	
Drop-In Design Studio	28+
House Visits	2
Economic Development + Tourism Workshop	20
Futurewalk: Past, Present + Possible	16

Work in Progress Presentation

Day 04: 18.04.18

Drop-In Design Studio Afternoon Presentation

Evening Presentation

Attendance to date

31

26+

50 40

400+

13 MARCH Pre-Charrette

The Making Falkland's & Newton's Future team will be in, around and about Falkland and Newton of Falkland to discuss your issues, ideas and to raise awareness of the forthcoming 'charrette' events. Look out for the team with the 'Big Floor Map' of Falkland and Newton of Falkland.

20 MARCH Newton Village Hall

1.00pm - 2.00pm Issues + Ideas Workshop

Falkland Community Hall

3.00pm - 4.30pm Place Standard Workshop: Let us know what you think

Falkland Old Town Hall

6.00pm - 8.00pm Local Business and Economy: Issues + Opportunities

21 MARCH Falkland Community Hall

11.00am - 12.30pm Traffic & Transport: Walkabout & Workshop

12.30pm - 8.30pm Drop-in Design Studio

1.30pm - 2.30pm School Workshop - Setting the Agenda

3.00pm - 5.30pm Afternoon: Issues + Ideas Workshop

6.30pm - 8.30pm Evening: Issues + Ideas Workshop

22 MARCH Falkland Community Hall

10.00am - 8.30pm Drop-in Design Studio

11.00am - 12.30pm Economic Development & Tourism Workshop

2.00pm - 3.30pm Futurewalk; Past, Present, Possible

6.30pm - 8.30pm Work in Progress Presentation

18 APRIL Falkland Community Hall

12.00noon - 8.30pm Drop-in Design Studio

2.00pm - 4.00pm Emerging Ideas Presentation

6.30pm - 8.30pm Emerging Ideas Presentation

PRE-CHARRETTE ACTIVITES

In preparation for the Making Falkland's and Newton's Future Charrette on 20th, 21st and 22nd March, a team from WAVEparticle visited Falkland and Newton of Falkland on Tuesday 13th March. WAVEparticle is an art organisation who specialise in developing and delivering effective community engagement and treat engagement as a creative process and artform.

The observations made by local people have been arranged under the four project themes

PLACE

The old factory site

suggestions included: skate park, leisure centre, playing fields, nature centre, outdoor classroom. Many people said they would not like additional housing on the site until the parking and infrastructure has been thought about in the village.

There is a lack of young people/family housing support

House prices are really high which pushes young families out and makes the village feel quite exclusive. This is most felt with the age discrepancy - there are very few young adults. People love the area and want their famliy to be able to set up home close to them.

Everyone wants a zip line or chair lift!

Could more seating be implemented in the Village

It is so beautiful but there is nowhere in the village to sit and take that in.

Outdoor Spaces

People are really excited by the outdoor spaces in the village but want more or for them to have better facilities

TRAFFIC & TRANSPORT

Better Parking Facilities

A lot of the team's conversations with local people were focused on parking provision. People are very concerned that there is no formal infrastructure in the village to support the demands/ weights of tourism and often they feel the roads are unsafe.

Transport links are frustrating

the links to towns/train stations are minimal which increases the car issue as there are multiple cars per family which feeds back into parking issues

There needs to be better paths

for pedestrians to make the village safer, so people can enjoy taking-in the village and are encouraged to walk more instead of increasing the number of and use of cars in the area.

Great Cycle Paths

Can we have more?

Better Sign Posting

People would also like specific rules/signage on how the area around the fountain should be used, some people approach like a straight road, some a junction, some a roundabout. Just needs better signage.

Pedestriansation

It was suggested that the whole central area could be pedestrianised in summer with shuttles running/trams running to an external car park.

ECONOMY

Sustainable Energy

Is there a way to implement the usage of more sustainable energy in the area. How could solar panels be generated?

Heritage and Tourism

A few people asked for there to be staffing on the streets in high season to help with people traffic, to answer tourist questions and to point out historical areas of interest in the streets around the village.

Signposting

People are really proud of the historic/heritage parts of the area and would like these to be better signposted.

Markets

The Winter Market/Christmas Fair/ late night shopping was really praised and it was suggested this could be rolled out at other points in the year.

COMMUNITY

Increasing Community Groups

More of a focus on community aspects profiled. Everyone seemed to welcome tourism and its impact on business but they also want more for local people to do and to find opportunities to bring them together. Community cinema (small), craft workshops, music groups were all mentioned. Also mentioned a desire for activities / events targeted at older single people, as the village is quite 'coupled orientated' which can be isolating for older people.

Young people's provision

There is no functional play park both the young people and adults mentioned this. Also a desire for outdoor sports BMX etc. There is also nowhere for young people to go/be. All the cafes shut at 4, so they can't socialise anywhere after school but they also can't 'hang around' anywhere as it's frowned upon. That being said, a couple of young people we spoke to really did not want something like a dedicated cinema (like a multiplex) as they feel it would be too big and change the nature of the village

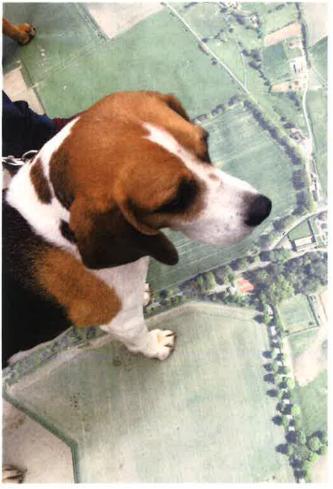
More sports provision

More access to the Community Library

We are in Falkland today looking at #falklandsfuture come and tell us what you know about Falkland and what could make it even better!



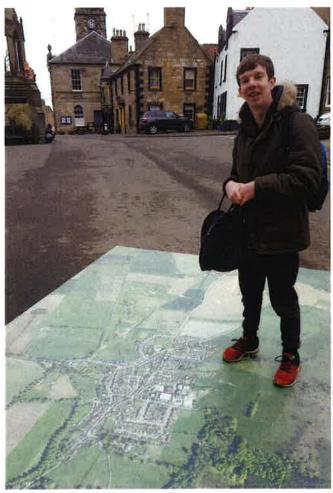
Bally's Dad wants a pub in Falkland with more community spirit and to make more tourists spaces this could be a chair lift to the top of the estate - a new feature! @falklandsfutures #falklandsfuture



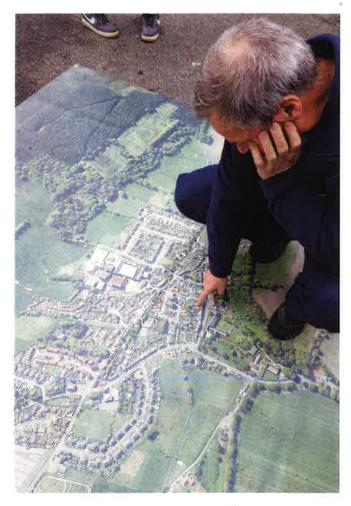
We just got told Mary Queen of Scots used to play here when she was little! #falklandsfuture @FalklandsFuture



Ben would like to see metalcaged football pitches in Falkland #falklandsfuture @FalklandsFuture



Dave suggested that parking issues could be alleviated by creating better personal parking for locals #falklandsfuture @FalklandsFuture



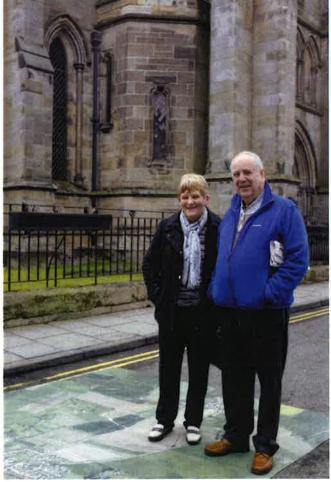
John, Lennie (and Blue!) love the walk through Falkland but find the tourism coaches clog up the street and block some of the beautiful views @ FalklandsFuture #falklandsfuture



Fab workshop with kids from Falkland Primary and Bellbaxter High getting ideas for the future. Smart, articulate and full of hope for the future. @ FalklandsFuture #falklandsfuture



Mr. and Mrs. Wilson would like to see a sustainable energy solution serving homes in the local area #falklandsfuture @FalklandsFuture



WE NEED NEW SWINGS! Amazing feedback in the schools workshop. What else do the outside spaces in Falkland & Newton need? @falklandsfuture #falklandsfuture



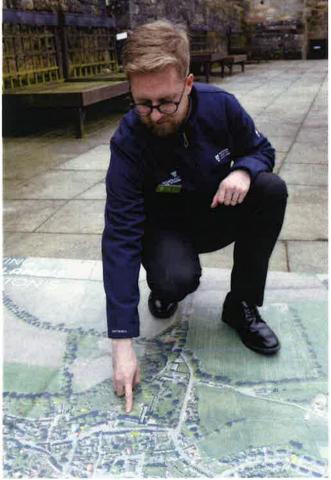
Lisa at Vintage Quine thinks there should be more things for young people in the area - and wants to see the ducks back in the duck pond #falklandsfuture @FalklandsFuture



Taking the big map for a walk! If you see us stop us and tell us your thoughts! On #falklandsfuture @FalklandsFuture



David works at the Falkland Palace (he's pointing it out on the map for us) and loves wandering around the beautiful village #falklandsfuture @ FalklandsFuture



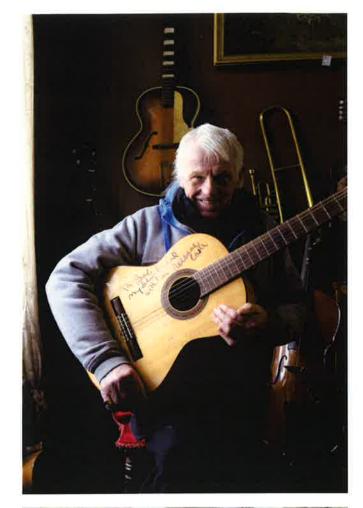
Kerry wants affordable housing for young families in Falkland and Newton #falklandsfuture @FalklandsFuture



Annie and her lovely pup want more community workshops for people by themselves to engage with socially #falklandsfuture @FalklandsFuture



Bob runs the antique and violin shop in Falkland (and was friends with Johnny Cash!) and really wants a solution to the parking issues in Falkland #falklandsfuture @FalklandsFuture



Liam and Ryan want a chairlift to take them and their bikes up to the top of bike trail #falklandsfuture @ FalklandsFuture



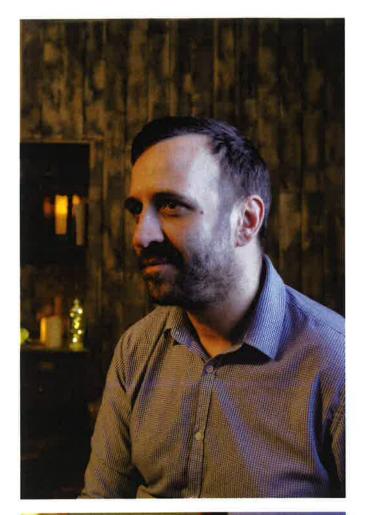
Helen would like a place for kids to go and be loud and be themselves (like her daughter Amy, who was fab at the school workshop today) #falklandsfuture @FalklandsFuture



Brandon at The Covenanter thinks that better paths for pedestrians are needed to keep locals and tourists safe #falklandsfuture @FalklandsFuture



Darren at the Stag Inn moved back to the area after living in London and loves the sense of close community #falklandsfuture @FalklandsFuture



While his colleague Megan would like to see improved transport links, especially buses between the village and the nearest train stations #falklandsfuture @ FalklandsFuture



SCHOOL WORKSHOP 'THE BIG MAP'

Falkland Primary School kindly agreed to host a Creative Collective Schools Workshop which also included pupils from Bell Baxter High School.

With the aid of the large vinyl floor map of Falkland and Newton of Falkland and its environs, gold stars and red dots, the pupils were encouraged to think about Falkland and Newton of Falkland

The pupils visualised their comments through the placing of gold and red coloured dots on the big map; a $2.4 \,\mathrm{m}\,\mathrm{x}\,3.4 \,\mathrm{m}$ aerial photograph print.

A Gold Star

To mark a significant place, organisations or something in the town that works particularly well. Where / what might that be?

The pupils placed their gold stars on the map on the following locations: the green spaces for play and walking with family, in particular the hills and forest space by the estate. The play park in Newton of Falkland is a big hit but they would like to see this replicated in Falkland as there are no play facilities. The pupils liked the school and in particular the play field behind the school which they can use for sports. They also liked the activities run at The Stables and using the green spaces for activities such as bike trails and BMXing.

A Red Dot

for an area that needs improving. Where might that be?

The pupils placed their red dots on the map on the following places: – quite a lot of red dots went down on the play parks as the young people said they would be excited to use them but there is no play furniture. They also put red dots on the road between Falkland and Newton of Falkland as they would like to cycle there to use the park, however there is no specific cycle path so it feels dangerous to do it alone. They would like more activities specific for younger people, although they emphasised they would not like any corporate building such as a multiplex.





POSTCARDS FROM THE FUTURE

The pupils were encouraged to think about and envisage Falkland and Newton of Falkland in 2028 and write a postcard to themselves from the future.

Portraits were taken of a number of the pupils reading their Postcard From The Future. The reporter and photographer from The Courier popped in to the workshop to take a photo of all the children standing on the big map, gold stars at the ready.

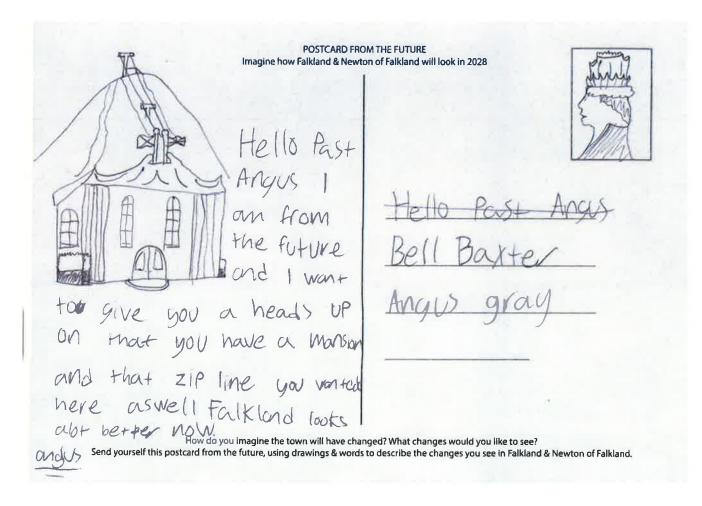


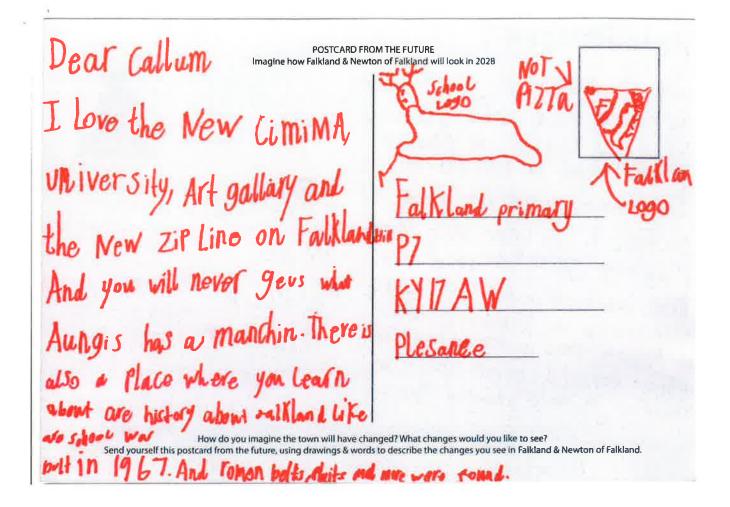


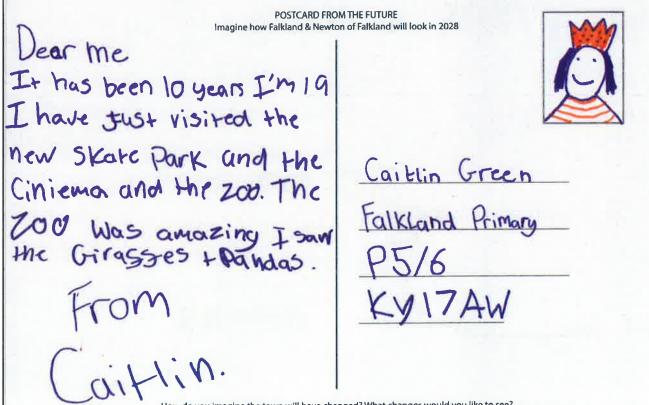


POSTCARD FROM THE FUTURE

POSTCARD FROM THE







How do you imagine the town will have changed? What changes would you like to see?

Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.

dear Reuben

POSTCARD FROM THE FUTURE Imagine how Falkland & Newton of Falkland will look in 2028

It is really good here where the old factory was we have a skate park and a leisure school filed we have school filed we have rug by goals and on the outskirts of town we have a cinama and we have a cinama and we have a cinama and the middle of towe we the middle of towe we the middle of towe we the mikshake bar.



Reuben P/5/6 Falkland

How do you imagine the town will have changed? What changes would you like to see?

Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.

Reubeh



How do you imagine the town will have changed? What changes would you like to see?

Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.

Dear Alex

POSTCARD FROM THE FUTURE Imagine how Falkland & Newton of Falkland will look in 2028

FAlkland LOOK'S AWSOME they have A Skate park And A highschool.



Alex Ballantine
P516 Primary
FALKland

at/7Pall

How do you imagine the town will have changed? What changes would you like to see?

Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.

10/liegan Postcard From the Future Imagine how Falkland & Newton of Falkland will look in 2028

YOU WILL Never 9ess Wath it

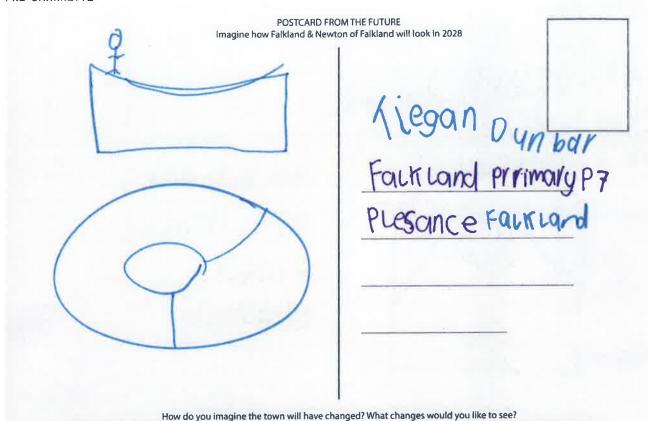
Was rening so I did Not 9es to the new skas Park. but I did 90 to the the Ounkirk.

So that was my day.

Tiegan dunbar
Falkland primary P7
Plesance Falkland

Love fairland so much

How do you imagine the town will have changed? What changes would you like to see? Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.



Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.



How do you imagine the town will have changed? What changes would you like to see?

Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.

To hater Self

POSTCARD FROM THE FUTURE

Imagine how Falkland & Newton of Falkland will look in 2028

A Skale Parck, Rump track

Lasaire cental, And Tockay

I Went down the biggest

Slide at the Swinning

Fool I also did

How do you imagine the town will have changed? What changes would you like to see?

Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.

POSTCARD FROM THE FUTURE
Imagine how Falkland & Newton of Falkland will look in 2028

Reuben
P5/6
Falkland
IO

How do you imagine the town will have changed? What changes would you like to see?

Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.

PRE-CHARRETTE Chan-elle

POSTCARD FROM THE FUTURE

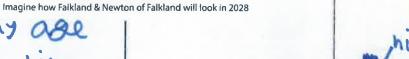
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Place

thx have

9004.

chah & elle





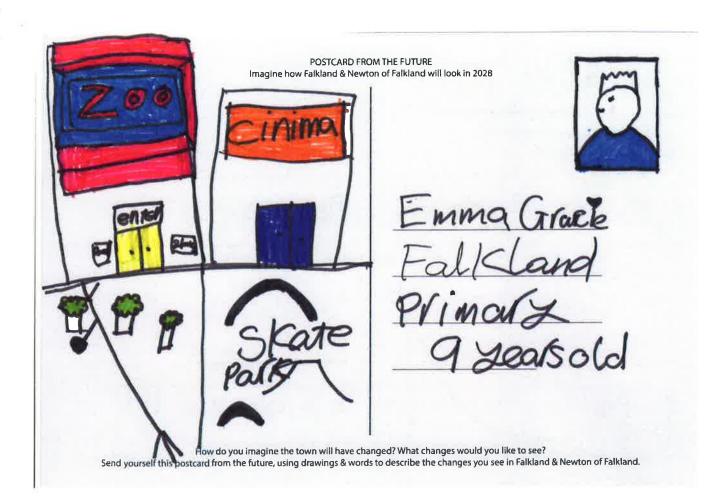
Chantelle

Fackland Primary

now do you imagine the town will have changed? What changes would you like to see? Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.

POSTCARD FROM THE FUTURE Imagine how Falkland & Newton of Falkland will look in 2028 Dear Emma I have Just got How do you imagine the town will have changed? What changes would you like to see? bend yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.

Emma Gracie



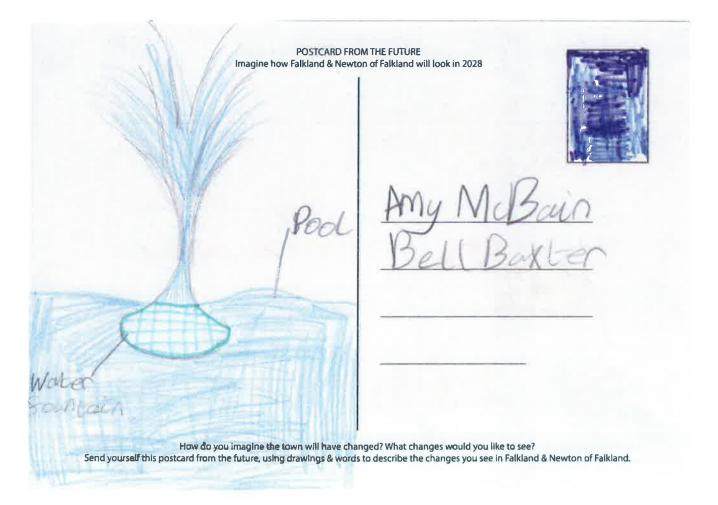
POSTCARD FRO Imagine how Falkland & Newto	
Dear me Would like a Skat park and a zoo. World animal zoo	
	Skye p5/b
	fackland primary
	School
11. 1	
200	

How do you Imagine the town will have changed? What changes would you like to see?

Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.

How do you imagine the town will have changed? What changes would you like to see?

Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.



POSTCARD FROM THE FUTURE

imagine how Falkland & Newton of Falkland will look in 2028

Dear Reevel
Falkland Looks
are some now it
has a skate park,
Lots of new Stry
In the parks and
also has a high
School, it is awesome



Reeve Kelly
P617 age 10
Falkland Prsimary
School
Ry15 788

How do you imagine the town will have changed? What changes would you like to see?

Send yourself this postcard from the future, using drawings & words to describe the changes you see in Falkland & Newton of Falkland.

From Reeve

NEWTON ISSUES + IDEAS WORKSHOP

Making Falkland's & Newton's Future charrette events commenced with an issues and ideas workshop at Newton village hall. There were a number of points expressed by local residents,:

PLACE

Open Space

The community common ground suffers from flooding issues, however a design for the space could enhance the provision for residents to enjoy.

Continue to promote and enhance the green space behind the village hall, currently relies on the Bonfire Event to provide funding for the year.

Entrance Gateways

Enhance both entrance gateways to Newton to improve visual impact and encourage vehicles to reduce traffic speed.

Public Realm

Opportunity for improved public realm throughout Main St.In particular the area between Village Hall and Malt Barn

ECONOMY

Community Resource

The Marn Barn is not open frequently and does not serve as the community asset that it could be utilised as.

TRAFFIC + TRANSPORT

Traffic Speeds

Intervention required to reduce the traffic speeds going through the village

Improved Connections

Improvement to other routes in and out of Newton

COMMUNITY

Newton for All

Encourage younger generations to engage in community events and activities.



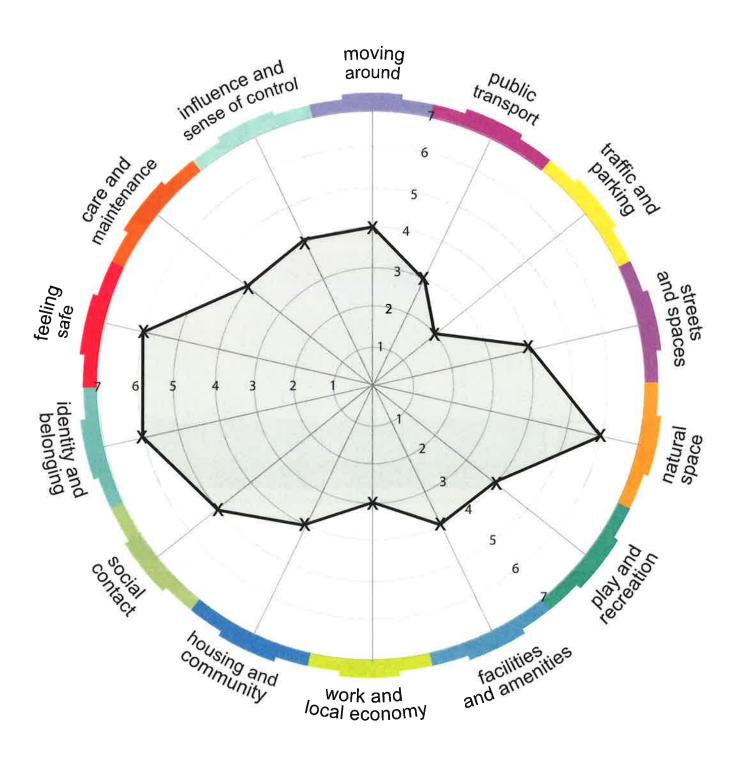


PLACE STANDARD WORKSHOP

A Place-Standard workshop was facilitated by Fife council to gather views on the current situation in Falkland & Newton.

Place Standard is a tool promoted by Scottish Government. Place Standard is used to assess the quality of a place. It can assess places that are well established, undergoing change, or still being planned. The tool can also help people to identify priorities for a particular place.

The tool is simple and free to use. It consists of 14 questions which cover both the physical and social elements of a place. The team provided prompts to help answer the questions. Each question is rated 1- low quality to 7- high quality. Once each question has been answered and scored, the scores are connected to create a visual diagram of the place assessment. Following the rating system each person is asked to identify their top 3 issues and potential solutions. Therefore, this process is as much about looking forward, as it is about current assessment.



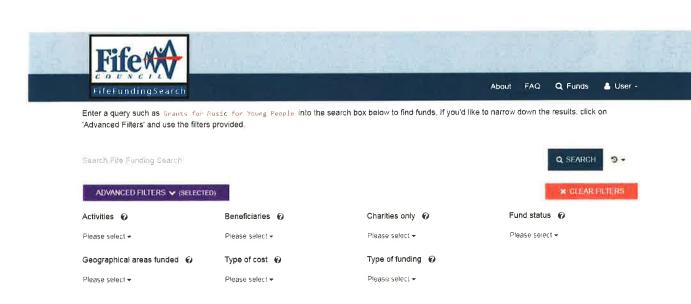
FUNDING

Fife Council has teamed up with SCVO's Funding Scotland to provide an advanced funding search facility for charities, community groups and social enterprises in Fife. It includes information on over 800 funds and can help you find everything from small grants to funding for big capital projects.

Fife Funding Search lists local Fife funds as well as Scottish, UK and overseas opportunities. It includes grants, loans, prizes and other support, It does not include funding opportunities for individuals or private businesses. It has many features that are additional to the free Funding Scotland site such as a facility to save searches, create lists of funds, share fund information on social media and email and receive regular e-alerts on selected searches. Fife Funding Search also provides a regular funding bulletin tailored to Fife organisations,







Most recently updated funds



Russell Trust Updated 12/04/2018 12/34/52 The trust usually supports specific services or projects and prefers to give start-up grants for new initiatives. Grants are usually one-off and average[...]

CAF - Smart Energy GB in Communities Small Grants Updated 12:04:2018 08 44:00 Smart Energy GB in Communities campaign informs and inspires people about smart meters and the benefits they can bring. The Small grant is for organisations[...]

MAKING FALKLAND'S & NEWTON'S FUTURE PLEDGE

To enable the design team to quantify support for ideas, projects and assist delivery. It would be appreciated if you could complete the following pledge. You may wish to support Ideas, projects and actions that were discussed during the Charrette events or may have a new idea to be considered. Perhaps you have vision of how to deliver an idea that was discussed, or have a view on what the priorities could be?

would like to (insert project / action / idea supported)
have an interest in working with the Project Delivery Board
res / No
can be contacted by email / phone / post* At
can be contacted by email / phone / post*

MAKING FALKLAND'S & NEWTON'S FUTURE

EMERGING IDEAS

18 April - Falkland Community Hall

Local residents, business and community groups are invited to share ideas and support priority actions emerging from the Making Falkland and Newton's Future planning events, funded by the Scottish Government.

Following three days of interactive sessions in both villages on 20 to 22 March a fourth day of events is scheduled on 18 April and local people are invited to share and comment on ideas being co-produced by the community and a team of consultants.

The fourth day of events takes place 12.00 - 8.30pm on 18 April at Falkland Community Hall, with presentations at 2.00pm and 6.30pm. Anyone with a passion and interest in Falkland and Newton of Falkland is invited to participate and share ideas. Free refreshments will be provided





MAKING FALKLAND'S & NEWTON'S FUTURE COMMENTS

Priority Project 1:
Priority Project 2:
Priority Project 3:
Comments:
I have an interest in working with the Project Delivery Board Yes / No
I can be contacted by email / phone / post* At

MAKING FALKLAND'S & NEWTON'S FUTURE BUSINESS FORUM

From the first three days of charrette activity it was mentioned that there could be positive benefit in having a Falkland Business Forum, or equivalent, to foster coordinated action to benefit a thriving local economy.

As a business owner we would welcome your opinion on this idea;

- would you welcome a Falkland Business Forum?
- would you be interested in participating in one (or even in helping set one up)?

If you wish to contribute, please add your details to the sign-up sheet below or email alex.mackenzie@austinsmithlord.com

MAKING **FALKLAND'S** & NEWTON'S **FUTURE** ECONOMY

EXISTING SITUATION

The Local Tourism Economy

One of the key elements of the Falkland & Newton area's economy is the tourism sector where it was a major employer representing 29.2% of jobs in 2015 compared with Fife (8%) and Scotland (9%) . This is set within the context of tourism in Fife in 2014 being worth £313million annually, and which contributed around 9% to the Fife economy. The Fife Tourism Strategy sets out the strategy for the area over the period 2014-2024 and aims to position Fife as a first-class tourism destination by 2024, with an increase in visitor spend to £653.4million and the number of jobs from 11,600 to 12,500.

Of the many attractions in the Falkland area, perhaps the key facility is Falkland Place, which is generally one of the most visited attractions in Fife, although outside the top five, which are shown in Table 1.2.

Falkland Palace itself has shown an overall increase in visitor numbers over the past 5 years, having attracted almost 51,000 during season 2017 (Table 1.3). During this period visitor numbers have fluctuated with the greatest increase (+22.6%) being between seasons 2016-2017.

While the reasons for this surge in visitor numbers is unclear, a contributory factor could well be the notoriety of Falkland village featuring in the TV series 'Outlander' used for filming 1940s Inverness. While the Palace itself didn't feature in the series a number of other buildings in the centre of Falkland village did so: The Covenanter Hotel as Mrs Baird's B&B, Fayre Earth Gift Shop as Farrell's, and Campbell's Coffee House as a pharmacy. However, the National Trust for Scotland estimated that the 11-12% increase in visitors to the Palace between seasons 2014-2015 might well have been attributable to the 1st series of Outlander featuring Falkland village, particularly in the context of the previous two seasons showing declining visitor numbers to the Palace (Table 1.3).

The other principal attractions in and around Falkland & Newton include the Falkland Estate with its network of walks and other facilities and events; and the Lomond Hills Regional Park, which surrounds the villages attracting up to 800,000 visitors a year, the principal visitor draw being the western part with Lochore Meadows Country Park, while the eastern part with the Lomond Hills themselves and the River Leven (more local to Falkland & Newton) is attractive particularly to walkers. In addition, there is a wide range of events and festivals held in Falkland village centre, in the Palace, the Community Hall, and the Old

Town Hall, amongst others, each attracting visitors from a wide surrounding area.

As a result of the range of attractions and events held in and around Falkland village and Falkland Estate accessed through the village centre, a key issue in Falkland is the pressure from tourism & visitor numbers particularly at peak periods, difficulties with vehicle parking and traffic circulation, and visitor management, making day-to-day operational activity for the local population at such times a challenge. Such challenges lead to a conclusion that a coordinated plan of action is required to resolve potential conflicts and the benefit gained from the significant expenditure that such visitors bring into the local economy.

A further key issue is the notable seasonality of visitors largely being concentrated in the peak March to October period when the Palace is open, with a much quieter visitor off-season from November to February. In addition, there are no plans on the part of National Trust for Scotland to extend the opening season for Falkland Palace beyond the current period. The Falkland Winter Festival and festive celebrations and events in the lead up to Christmas are aimed at attracting visitors over this quieter period.

- 1. Business Register and Employment Survey (BRES) https://www.ons.gov.uk/ employmentandlabourmarket/peopleinwork/employmentandemployeetypes/ bulletins/businessregisterandemploymentsurveybresprovisionalresults/ provisionalresults2016revisedresults2015
- 2, http://www.visitscotland.org/pdf/InsightTopicPaperTourism%20EmploymentFINAL(2), pdf
- 3. http://www.visitscotland.org/pdf/Tourism_in_Scotland_Regions_2016.pdf
- 4. http://www.visitscotland.org/pdf/Tourism_in_Scotland_Regions_2016.pdf
- 5. http://mediacentre.visitscotland.org/pressreleases/scotland-feels-outlander-effect-1244066
- 6. http://www.alva.org.uk/details.cfm?p=605

ATTRACTION	VISITOR NOs	STATUS
Lochore Meadows Country Park	571.000	Free
British Golf Museum, St. Andrews	200,897	Paid
Craigtoun Country Park, St. Andrews	170,000	Free
Kirkcaldy Museum & Art Gallery	135,309	Free
Knockhill Racing Circuit	177,050	Paid

Table 1.2: Fife Top Five Visitor Attractions (2014)

FALKLAND PALACE			
DATE	VISITOR NOs	% CHANGE	
2017	50,726	22.6	
2016	41,390	-2.7	
2015	42,659	11	
2014	38,502	-8.2	
2013	41,930	-0.7	

Table 1.3: Falkland Palace Visitor Numbers (2013-2017)

The Local Non-Tourism Basic Economy

Apart from the tourism sector Falkland village contains a wide array of basic businesses including the retail services in and around the village centre comprising the village store & post office, Lomond Pharmacy, the Palace shop, food & drink suppliers, coffee shops and tearooms, craft & gift shops, ladies clothes shops & homeware, the violin shop, and beauty & hairdressing. In addition, there are a number of licensed premises and accommodation providers including the Covenanters Hotel, the Bruce Inn, Lomond Tavern, Stag Inn, and a number of B&Bs, holiday cottages, and currently approximately 14 Airbnb providers. In Newton there is a limited number of businesses including the local store, and the Malt Barn public house, amongst others.

There is also a wide range of other businesses located around Falkland & Newton. Perhaps the principal employers are the Pillars of Hercules organic farm shop & café located on Falkland Estate to the north west of Falkland village on the A912, and the Leven View Nursing Home located on the eastern entry to the village also on the A912. Others include the emerging focus of businesses located on Falkland Estate, and others distributed around the area including professional and financial and office services, and home-based businesses, cultural & creative workers, and day to day maintenance businesses including motor engineers, garage, home appliance repairs, agriculture, building trades & construction, childcare & nursery, pony hire, tent rental & hire, and events' organisers, amongst others. This is all set within the context of the closure in 2013 of Falkland's long-established principal employer at the Smith Anderson Factory with the loss to the area of 200 jobs with their transfer to Kirkcaldy's Mitchelston Industrial Estate. It was estimated at the time of closure that 25% of those employed at the factory were resident in wider North East Fife.

ECONOMIC VISION

Promotion of 'Sustainable Falkland: finding the balance'

- Economically collaboration, keeping up with the latest and emerging tools and opportunities such as the development of the digital economy, and skills and training
- Socially community collaboration and customer care at its core
- Environmentally maintaining the environment without overuse, protect outdoor assets, and ensuring appropriate maintenance

The Future Economy

Going forward the balance of tourism and non-tourism basic activities is important in achieving a sustainable economy for the villages.

With the closure of the Smith Anderson factory, Falkland has had few significant employers other than the Pillars of Hercules organic farm, café, and shop and the Lomond View Nursing Home at a more limited scale, and the local Falkland Primary School, and Falkland House School. While there are currently numerous smaller businesses operating in the area, available workspace to enable and encourage business start-up, development, and growth is in very limited supply in either of the villages, other perhaps than on Falkland Estate. This leads to the conclusion that to develop business locally will require new workspace and / or the reuse of underused property.

In the wider Fife and Scottish economy there are a number of trends, which will potentially affect the local economy of Falkland and Newton in the longer term, a number of which the local business community is likely to be currently experiencing. These include the following:

- · Greater use of digital media and online business activity;
- Increasing market pressure from major businesses with greater promotional and price competition, and centralisation of supply chains, particularly in the retail sector:
- Increasing competition from the greater use of online shopping:
- A movement towards business start-up and selfemployment;
- · Increasing incidence of home-based and remote working;
- Tourism and visitor markets moving towards green and sustainable, activity based, and 'experience based' tourism (the 'Instagram' generation), and increasing interest in heritage and historic assets;
- Consumer markets seeking authenticity and good quality in products they purchase; and
- An appreciation and awareness of localisation and local community empowerment driven by more self-aware local communities and enabled by public policy.

How Falkland and Newton respond to these current and emerging pressures, threats and opportunities will guide the nature of the future of the local communities, their vibrancy and sustainability.

In the two villages, which possess an enviable range of assets: natural, cultural, and economic, the way forward for Falkland & Newton economically must be to maximise opportunities and seek a role in specific markets through co-ordinated action following the principles set out in this document's action plan and component projects.

The communities should aim to find an acceptable balance between the tourism sector and the non-tourism basic economy. This must involve an effort to retain and reinvigorate Falkland village centre's businesses where possible, and 'protect the High Street' learning from examples and experience gained from elsewhere, successfully addressing the issues where village and small-town centres have experienced the mounting dual pressures from external larger retail services centres, and the increasing use of online shopping by the general public.

Further, the development of the former Smith Anderson factory site primarily for housing (as designated by the LDP) should aim to achieve two key outcomes:

- Provide an acceptable proportion of affordable housing enabling younger local households to secure a foothold in the local property market currently experiencing property price inflation similar to the surrounding area; and
- Provide an opportunity for new workspace to act as a hub for local business location, start-up, growth and development.
- It must be recognised that the majority of the new housing developed on the former factory site will be 'market price' based, potentially marketed to and attracting new households to Falkland, many of whom will likely commute to jobs outside the villages. However, this should be viewed as a twofold opportunity in terms of:
- Firstly, increasing the critical mass of households and the disposable income available to local business services; and
- Secondly, in a local area with a much higher level of selfemployment than the Fife or Scotland average, potentially offer the villages a number of new businesses resident in Falkland able to further generate local jobs and supply chains, demand for services, and ongoing economic prosperity.

MAKING FALKLAND'S & NEWTON'S FUTURE

POTENTIAL DELIVERY PARTNERS

POTENTIAL DELIVERY PARTNERS

- · Business Forum
- · Business Gateway Fife
- · Business Support Fund Assisting Improvements In Premises, Facilities, And Products.
- · Community Development Trust
- · Culture & Creative Arts Operators, Artists, Groups
- · Cupar & North Fife Local Tourist Association Members
- · Developers
- · Falkland & Newton Of Falkland Community Councils
- · Falkland Charrette Delivery Board
- · Falkland Estate
- · Falkland Estate Trust
- · Falkland Heritage Trust
- · Falkland Rural Enterprise Ltd
- · Falkland School
- · Falkland Stewardship Trust
- · Fife Council
- · Fife Chamber Of Commerce.
- · Fife Tourism Partnership
- · Leader Programme
- · Local Business Owners Via The Business Forum.
- · Local Retail Services Outlets.
- · Local Service Suppliers & Providers.
- · Lomond Hills Regional Park
- · National Trust For Scotland
- · Russell Trust Arts And Cultural Activities
- · Scottish Government Empowering Communities Fund Strengthening Communities Programme.
- · Scottish Natural Heritage
- · Scotways
- · Site Owners
- Stirling Council
- ·Sustrans
- · Tesco's Bags Of Help Local Community Grant Scheme
- · Transport Scotland
- Trusthouse Charitable Foundation Standard Grants Community And Capacity Building.
- · Visit Falkland
- · CreativeFife.
- · Social Investment Scotland
- · National Trust for Scotland
- · Falkland Stewardship Trust
- Falkland Community Development Trust
- · Visit Falkland
- · All community organisations
- · All members of the business community and Fife Chamber of Commerce
- · Fife Council
- · Fife Cultural Trust

