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The logo for Plan 4 Glenrothes Area, featuring the word 'PLAN' in teal, a stylized number '4' composed of four colored circles (orange, purple, green, pink), the words 'GLENROTHES AREA' in teal, and 'Local Community Plan 2019 - 2022' in purple below it.

PLAN 4 GLENROTHES AREA

Local Community Plan 2019 - 2022



Fife Partnership Creating a Fairer Fife



Our vision

We want Glenrothes area to be an attractive place to live in, work in and to visit. We want people to achieve their potential, to be active and involved in their community and to be valued for the skills, talents and experience they have. We want our young people to be resilient and ambitious, to have access to high quality services and facilities. We want people to take pride in the Glenrothes area and of the achievements of the vibrant community organisations.

What puts us on the map?

The Glenrothes area has a good central location within Fife. It is unique in that Glenrothes is a new town established in 1948, with the wider Glenrothes area consisting of several historic towns and villages including Markinch and Leslie. The area is founded on former agricultural land and Paper Making towns and has grown to become the administrative centre of Fife. The New Town has a great deal to offer including ample green space, a collection of Town Art and other major resources such as the Michael Woods Sports & Leisure Centre, an indoor artificial grass football pitch, the Rothies Halls Theatre, a large indoor Shopping Centre, Fife College Stenton Campus, an independent cinema and several industrial estates, the base for many light and medium industries. Glenrothes has been commended in a national competition for Enterprise and has an Enterprise Hub – encouraging and supporting entrepreneurial developments. With two major rail links and its location on the A92, there is easy access to other areas of Fife.

What existing assets and opportunities could be built upon?

The Glenrothes area has several major assets that could be developed and built upon. Already, the Charrette (an interactive design process involving the public and stakeholders) for West Glenrothes has created a plan for redevelopment of the Glenwood Centre and the community is actively engaged in this process.

New retail and eating outlets currently under development in the Town Centre presents us with the ambitious opportunity to expand upon this and improve the public realm further, creating a central social space within the Town Centre.

There are many green spaces and parks which are valued by local people. However, there is the opportunity to enhance areas, such as Riverside Park and Balbirnie Park. The area has excellent cycle and foot paths which we should maintain and develop, such as introducing walking/cycling tours around the Town Art.

Developments at the Queensway Industrial Estate are creating opportunities for new sustainable businesses. The Markinch biomass plant is another asset that presents opportunities for the area such as training and employment – we need to harness these opportunities and equip local people with the right mind-set and skills to meet future economic challenges. It is also important that we continue to support the existing and emerging community groups and organisations in the Glenrothes area to become much more involved in community life and the management of Community Assets.

What major future challenges do we need to address?

The Kingdom Centre, a major feature in the Glenrothes area, is viewed by many people as a key concern. The impact of Welfare Reform and Universal Credit have increased the levels of poverty experienced by people in the Glenrothes area, creating further challenges including: an educational attainment gap between children from the least and most affluent areas, an increase in rent arrears, people falling into debt, and the associated impact of poverty on people's health and wellbeing.

With the loss of two major employers unemployment has become more of an issue. Growing numbers of older people and young people's potential to disengage from mainstream education are further challenges. Additionally, mental health, alcohol and substance misuse levels in the area remain a concern.

The Glenrothes area has a strong history of collaborative and partnership working. We need to ensure we continue to network, pool resources and skills and develop proactive preventative initiatives, projects and responses to all these challenges; whilst promoting the existing services to people who need support.

What would we be proudest to achieve in years to come?

That the community are at the heart of and actively involved in decision making for the Glenrothes area; That we have a diverse Town Centre, not only during the day but also in the evening, bringing with it a vibrant economy; We have the relevant skills and resilience to meet challenges and changes in the economy and work place, there are ample opportunities for lifelong learning to develop people's potential and interests.

People are proud of, and enjoy living, in the area; have a healthy life, and can access quality public facilities and services, people have their aspirations and ambitions fulfilled and are not living in poverty.

Partner agencies in the area work seamlessly and collectively with the community as equal partners.

What do we want our children's future to look and feel like?

We want our children to be healthy, happy, resilient, confident learners, and optimistic about their futures. We want our young people to be well equipped with basic skills: numeracy, literacy and life skills and nurtured so that they are able to tackle any challenges ahead. We want young people to have employment opportunities available for them in the local area and be able to afford to live independently, with supported access to high quality facilities and services in times of need if required. We want children to grow up being proud of their area, able to enjoy the local environment and make use of the many excellent leisure facilities.

What do we want visitors returning to the area in the future to say?

Wow what a place - Can we go back? Glenrothes area has got so much going for it, friendly people who are lucky to live there – I wish I lived there. There are lots of nice places to visit and easy access to good outdoor green space, with good cycle and footpaths connecting the interesting Town Art.

How will we help people to feel emotionally connected to the plan?

Firstly, we will ensure that the plan is accessible to all and easy to understand. We will provide a range of ways for people to engage with the evolving and developing plan. We will maximise use of social media to keep people informed, engaged and updated about the plans progress, as well as providing other engagement opportunities such as regular Community Connection events. Giving feedback via neighbourhood meetings will be a feature of our work. We will ensure people from the area can work closely with staff from the Council and all our Community Planning Partners so that they are involved in shaping and developing the Plan 4 Glenrothes Area.

How are the community involved in this plan?

We will continue to support and bring members of the communities across the Glenrothes area together, building on the work we have started in engaging with and involving people in their Plan4Glenrothes Area. Further to this, Neighbourhood Plans will be developed along with an Area Plan.

We will attract existing and new community activists to engage with their community plan. We will use Social Media, the Place Standard tool and Participatory Budgeting to encourage people to get more involved. We will have regular face to face meetings with people, ensuring we provide feedback so that people can see the benefits of their involvement. We will deliver training and opportunities to develop and enhance the skills of activists and workers alike to make sure the community is at the heart of what we do in Glenrothes area.

Our aspirations

Opportunities for All

The perception of the Glenrothes area by the local residents is generally positive, however more people are now reporting that they do not feel they have as great a **sense of belonging** and **influence** over what happens in the area than two years ago. Changes to the **welfare system** will have a knock on effect to the local economy and the wellbeing of those in receipt of benefits e.g. Universal Credit. Providing **support at the out-set** to the people who will be impacted by these changes may help alleviate the situation.

Education is a priority within the area. Understanding and developing **young people's aspirations** and ensuring they are aware of the variety of options available to them, can help with the transition from education to employment and adulthood.

Increasing numbers of people with **mental ill health** and an ageing population, where people may suffer from social isolation, are areas of concern which need to be tackled in a preventative and targeted way, before they become major issues. Creating opportunities for meeting, mentoring and intergenerational work can help prevent **social isolation** and improve people's sense of wellbeing. Helping people gain a sense of control over their lives and health. This would also provide a great chance for both young and older people to learn a variety of **life skills**.

Areas of Focus

Mental Health - develop a network of **Talking Cafes** across the Glenrothes area in partnership with community groups e.g. Churches, Community Councils; **Positive Me Positive You** Project should be sustained and developed, building resilience and the confidence of people with low to moderate mental health needs – this concern is shared with colleagues in our Local Children's Services Network;

Tackling Poverty - create in partnership with Glenrothes Action Against Poverty initiatives to tackle Holiday Hunger, and develop and deliver projects and activities that are affordable, that families can access in the Glenrothes area;

Developing the Young Workforce – build the skills and talents of young people, practical skills for life and work; this is also a priority for the Local Children's Services Network;

Living Wage Town – Glenrothes will be the first Living Wage Town; Living Wage Group established and operating;

Thriving Places

The Glenrothes area currently has a lot going for it. There is easy access to a number of facilities, for a variety of local people from young to old. There are many parks, the Michael Woods Sport and Leisure Centre, a cinema, theatre, library, bowling alley and a large shopping area within the centre of town. However, there is potential to improve and do more.

Although there is a sense of safety in many neighbourhoods, areas of **deprivation** are still a concern. Awareness of the differences between areas within Glenrothes, engaging with these areas via **targeted** and **long-term approaches** can help build trust and aid community involvement.

There are many walking and cycling routes around the Glenrothes area which are being increasingly used. Ensuring **cycle paths** are connected where people require them to be and adequate **street lighting** can promote a sense of safety, further increasing their use. Promoting the cycle and walking routes via maps or a phone app could also increase use and improve people's wellbeing.

Working with local communities to encourage them to **take pride** in their area, utilising the Place Standard (a tool to gauge resident's perception of the local area) to bring communities closer together and identify what will bring improvements. Building more affordable homes across the area remains a major priority.

With close proximity to the Lomond Hills, the Town Art, and Glenrothes containing part of the route for Fife's Pilgrim Way, there is potential to attract **tourists** to the area, with opportunities in how we best **position and promote the area**.

Better **publicity** of what is available, especially free events, and holding events on a regular basis to maintain engagement, could help foster a sense of **community involvement** and belonging.

Areas of Focus

The Town Centre – Use the Place Standard tool to identify improvements that can be made to Town Centre with the community and partners; Mid-Fife Economic Funding has been allocated;

Glenwood Centre– redevelop the Glenwood Centre, the Council has identified £1.5m for this; Produce Neighbourhood Plan for Macedonia;

Riverside Park – make the Park a major attraction for the area, with activities and facilities that are appealing, a Feasibility Study will be commissioned, and a Working group established;

Inclusive Growth and Jobs

Although work and the local economy are seen as less of an issue for the area now than two years ago, people are still concerned about **unemployment**. Redevelopments under way within the area such as the Queensway Business Park Regeneration project and new retail units next to the Kingdom Shopping Centre, may help alleviate these concerns and provide local employment opportunities. There is however, still a need to ensure that people are being **trained in the right skills** that are required for the jobs that are available. Steps towards becoming a **living wage town** will ensure fair work and attract people to the area for employment.

There is potential to improve **transport** links and bus services between areas within the town, and other towns, so as to better help people access employment opportunities. Employment opportunities could further be enhanced by schools and local business working together to promote and endorse different **pathways into employment**.

Utilising the current spaces available within the shopping centre by attracting more **cafés and restaurants** and **local businesses** could help boost the economy by providing job opportunities and create a **vibrant nightlife** and '**café culture**' for the area, something which is seen as lacking. By increasing the things to do in the area in the evening has potential to attract people for work and social purposes, creating a blossoming **night time economy**.

Areas of Focus:

Employment - ensure that people have the best chances to get work; encourage training of work force; get services together to highlight what they offer and do; Build confidence and skills of people; provide and develop support for people out of work;

Improve Town Centre - improve and develop the Night time economy and maximise use of Town Centre resources; Work with partners in Economy, Planning and Employability Services and the Kingdom Centre;

Community Led Services

The development of meaningful **community engagement** is seen as a key priority for the area. This provides the opportunity to **understand expectations** and build upon them to get more local people involved in making the area the best it can be.

A key element to having community led services in the Glenrothes area is developing and supporting **local community leadership and networks**. Promotion of the role of **Community Councils**, to attract a more diverse group of residents to become more involved in what is happening in the area, will be one aspect of this approach.

The use of **participatory budgeting** will be expanded, providing more opportunities to involve residents, giving them a real opportunity to decide on and shape how services are delivered and budgets spent in their area.

Involving the whole community to take forward the vision for the Glenrothes area is important. By ensuring all generations are consulted, asking them what they want and need from their area, can help the community feel **involved and included** in the plan. The long term **sustainability** of groups and keeping the community engaged is a priority. Ensuring **on-going dialogue** with communities will make best use of the local resources.

Areas of Focus:

Participation - build on current enthusiasm levels for the Plan, encourage people to become and stay involved throughout the life of the Plan;

Participatory Budgeting - develop PB for Glenrothes area; Focus on 'deprived' areas to encourage engagement in local areas/neighbourhoods;

Neighbourhood Plans - produce Plans for Macedonia, Collydean and Auchmuty; Encourage people to be active and involved in their local area; support the developing community groups in the areas;

Community Involvement - facilitate regular community network meetings/events; develop a community leadership programme to build community infrastructure; support groups to take ownership of resources through Community Asset Transfer;