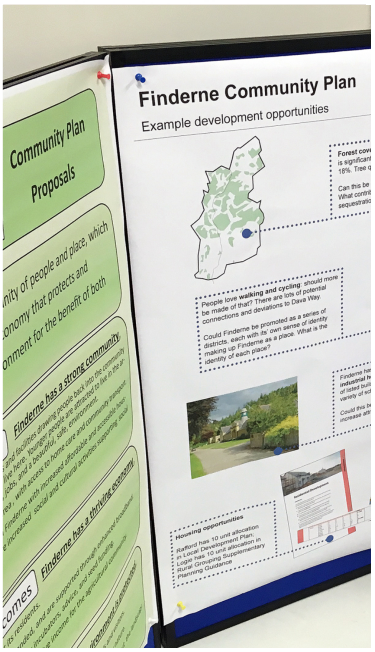
unlocking the future

Finderne Development Trust







Athena Solutions

Greener Scotland Scottish Government

LOCAL ENERGY SCOTLAND

STRATEGIC PLAN

2019-2023

Finderne Development Trust
Logie Steading, Dunphail, Forres, Moray IV36 2QN
www.findernedevelopmenttrust.com
Incorporated in Scotland as a company limited by guarantee SC595859
Registered in Scotland as a Charity SC049191
Registered Office: 100 High Street, Forres, Moray, IV36 1PD

Contents

Executive Summary 1
Foreword 2
Introduction 3
About the Finderne Development Trust 4
About Finderne and its Communities 6
Community Engagement – Outcomes, Challenges & Opportunities 11
Achieving Our Vision - Projects and Priorities 13
Making It Happen - Action Plan 16
Appendix 21

Executive Summary

A Vision for Finderne

This Strategic Plan sets out a vision for the sustainable rural regeneration of Finderne and its communities and how the Finderne Development Trust (FDT) plans to achieve it.

The developers of Logie Wind Farm - Hill of Glaschyle Renewables LLP - supported the initial vision and rationale for establishing the FDT and are providing community benefit funding to facilitate the operation of the Trust over the next 25 years.

FDT's vision is encapsulated as:

"Finderne is home to a welcoming community where people of all ages want to live, work and visit because of its outstanding environment and the quality of life it offers."

Key Strategic Themes

To achieve this vision, efforts will be concentrated on delivering against three strategic themes that emerged as a result of a six-month long community consultation process:

- **SOCIAL** - developing a stronger identity for Finderne, a more balanced demographic, enhanced well-being and combatting social isolation
- **ECONOMIC** - facilitating availability of infrastructure to support local businesses and encouraging more people to establish livelihoods in Finderne's rural industries
- **ENVIRONMENT, ART & CULTURE** - creating opportunities to access, enjoy and participate in environmental stewardship and enhancing the cultural life of Finderne

Values

The work FDT undertakes in pursuit of this vision will be underpinned by the following values and principals:

- Staying community focused
- An emphasis on long-term investment and legacy benefits
- Sustainability
- Supporting other groups and partners in achieving their goals through collaboration and empowerment

Priority Projects

The Strategic Plan outlines the current status of the area and the issues, challenges and opportunities identified by the community through the community engagement process. The Finderne communities enjoy living in the area and agree that it is an attractive and safe place to be, but would like to see some improvements. The three top choices for improvement were identified as better public or community transport, support for vulnerable people and more activities for younger people to enjoy.

From the results of the consultation, projects set out under the three strategic themes have been identified as being the highest priority over the next 5 years, each of which help to meet FDT's charitable purposes:

SOCIAL

- Community communications strategy
- Development of a multi-functional community hub
- Scheme to help address fuel poverty
- Community transport scheme
- Community well-being / home care programme

ECONOMIC

- Fast broadband provision across Finderne
- Community energy scheme
- Facilitation of land-based apprenticeships
- Provision of co-working / shared / incubation workspace

ENVIRONMENT, ART AND CULTURE

- New recreational routes / enhanced connectivity and infrastructure
- New opportunities for eco-tourism & environmental education
- Arts and heritage promotion
- Projects that showcase enhancement / sustainability of Finderne's environment

FDT seeks to recruit staff to take forward these projects as well as working collaboratively with a range of partners.

Targets for Delivery

By 2023, FDT hopes to have made tangible progress towards achieving its vision through delivery of the priority projects, and having brought the following benefits to Finderne under its strategic themes:

- **SOCIAL** - Finderne has been strengthened as a flourishing, caring and cohesive community with a strong local identity, a diverse and balanced demographic, excellent infrastructure and with an envied reputation for grasping opportunities to promote and enhance wellbeing and healthy rural living.
- **ECONOMIC** - enhanced value for the community has been created through start-up investment, business incubation, mentoring, networking and support to attract significant investment into Finderne. Broadband and communications infrastructure have been made available to help make Finderne a preferred choice for those looking to start up businesses and to live and stay in the area.
- **ENVIRONMENT, ART & CULTURE** - growing demand for outdoor recreation, eco-tourism, hospitality and environmental education and management has been capitalised on, establishing Finderne as an innovative leader in ecological and environmental practice.

Monitoring and Engagement

To support the delivery of the Strategic Plan, FDT will monitor its progress, ensuring that its priorities remain valid and relevant. Regular progress reporting will be provided through the FDT's Annual General Meetings, publishing of Annual Reports and on-going communications with its members, stakeholders and partners.

Realising the vision will mean "unlocking the future" for Finderne and creating a sustainable legacy for its communities and the generations to come.

unlocking the future

Finderne Development Trust

Foreword

WELCOME to this, the Finderne Development Trust's first, **Strategic Plan**.

The stimulus for forming the Finderne Development Trust (FDT) was provided by the Finderne Community Council in 2017 and subsequently supported in the form of core funding by the developers of Logie Wind Farm. As a result we were formally incorporated in May 2018.

We are indebted to both of these organisations for their foresight and the confidence they have placed in FDT's commitment to help play a key role in ***"unlocking the future"*** (our logo "strapline") for the whole Finderne area.

Rural regeneration and sustainability are recognised as critical to the prosperity of Scotland and when these are driven by local community aspirations and enthusiasm the chances of success are so much greater.

This is what the Finderne Development Trust is all about - bringing together active members of the community to help address local issues creatively using self help, trading for social purposes and, where appropriate, ownership of buildings and land to bring about long lasting social, rural economic and environmental benefits not just for our own generation but for many more generations to come.

FDT is part of the community enterprise movement and we see ourselves as an "anchor" organisation – identifying opportunities to develop services and facilities, finding solutions to local problems and helping other organisations and initiatives succeed.

The purpose of our Strategic Plan is therefore to set out the Trust's and our local communities' vision and aspirations for delivering these long term benefits to this truly special and uniquely beautiful part of Scotland, and how we plan to start setting about achieving them over the next 5 years.

On behalf of the FDT Board of Directors, I'd like to thank all those who contributed to the community engagement process that we carried out during 2018 - by doing so you have not only helped influence and shape this Plan but also the future of Finderne.

We look forward to your continued support over the Trust's next few formative years.

Chris Piper
Chair, Finderne Development Trust



Introduction

Setting the Scene

FINDERNE is an area of stunning natural beauty to the south of Forres, Morayshire, contained within the administrative boundary of the Finderne Community Council.

With a population of 1,090 people, Finderne is home to a number of communities, each with their own local identities yet with a strongly shared sense of place which is highly valued and jealously guarded by those who live here.

Formation of the Finderne Development Trust in 2018 originated from a group of liked-minded people with the desire to make Finderne an even better place in which people of all ages want to settle long term, establish and maintain their livelihoods and enjoy a great quality of life.

To develop and achieve a vision such as this, there was an awareness that more was needed to be done to make sure that our communities are provided for in ways that ensure they stay vibrant and sustainable, through the delivery of long lasting social, rural economic and environmental benefits not just for the current, but for future generations.

The developers of the Logie Wind Farm - Hill of Glaschyle Renewables LLP - supported the vision and rationale for establishing the FDT and have undertaken to provide core funding from its community benefit fund to facilitate the operation of the Trust over the next 25 years.

Provision of the funding was agreed subject to the FDT undertaking a thorough consultation with its members and the wider Finderne community to share the Trust's vision and to find out at first hand the community's issues, challenges, aspirations and views as to their priorities for bringing long term improvement to the area.

Why a Strategic Plan?

A 6-month long community engagement process was duly carried out in 2018. We have since used the information gathered from the consultation to help prepare this Strategic Plan as a means of guiding and prioritising our direction of travel and activities over the next 5 years - as well as providing the community with a sense of ownership and continuing involvement in FDT's journey.

The Plan sets out the Trust's and our local communities' vision and aspirations for delivering a range of projects and activities, under a set of key strategic themes, and how we plan to start setting about achieving them.

The Plan has been prepared with assistance from our community engagement consultant team of Athena Solutions and StrategyStory, and with financial support from Local Energy Scotland.



About the Finderne Development Trust

Who are we?

FINDERNE Development Trust (FDT) is a member organisation, managed by a voluntary Board of Directors and was incorporated as a Company Limited by Guarantee in May 2018.

We are registered with Companies House with Registered Number SC595859 and registered as a Scottish Charity SC049191.



FDT Board of Directors January 2019

How did FDT Come About?

The concept of forming the FDT was initiated by the Finderne Community Council (FCC) which itself was only re-established in March 2016 to provide the communities' voice as a statutory body of the local authority. The FCC held a community consultation event in August 2017, and gathered information to set out possible projects that would improve the lives and wellbeing of the people in its community. People made a wide range of suggestions for action including support for the formation of a Development Trust.

FCC subsequently negotiated with Hill of Glaschyle Renewables LLP - the developer of the Logie Wind Farm - the financial backing for the formation and operation of the FDT to help take forward the long term aspirations of the Finderne community.

Being a Development Trust means that FDT is a social enterprise that:

- Is owned, led and managed by the local community.
- Aims to address a range of economic, social, environmental and cultural issues and opportunities within the Finderne area.
- Is an independent business but one that will look to work collaboratively with other private, public and third sector organisations to achieve objectives that deliver mutual benefits.
- Aims to increase self-sufficiency by generating income through enterprise and the ownership of assets.
- Will reinvest all trading surpluses back into the organisation for furthering long term community benefits.

Our Objectives

FDT has been formed principally to benefit the community of the area of Moray covered by the Finderne Community Council boundary with the following objectives:

(1) The advancement of community development (including the advancement of rural regeneration) within the Community;

(2) To manage community land and associated assets for the benefit of the Community and the public in general;

(3) To provide, or assist in providing, recreational facilities and/or organising recreational activities, which will be available to members of the Community and public at large with the object of improving the conditions of life in the Community;

(4) The advancement of education of the Community about its environment, culture, heritage and/or history;

(5) The advancement of environmental protection or improvement including preservations, and conservation of the natural environment, the promotion of sustainable development and the maintenance, improvement or provision of environmental amenities for the community.

The objectives (1, 3, 4 and 5) also represent the activities that the Trust will engage in that meet the "charity test" laid down by the Office of the Scottish Charity Regulator (OSCR) when the FDT applied for charitable status in March 2019.

* See also: https://findernedevelopmenttrust.com

Our Vision

Page | 4

FDT's vision is built around Finderne's special sense of place and outstanding environmental and cultural qualities together with our ambition to help nurture these qualities whilst at the same time helping to make it socially attractive and economically possible for people of all ages to live and make their livelihoods in the area for the long term.

Hence we have encapsulated our vision as:

"Finderne is home to a welcoming community where people of all ages want to live, work and visit because of its outstanding environment and the quality of life it offers."

Strategic Themes

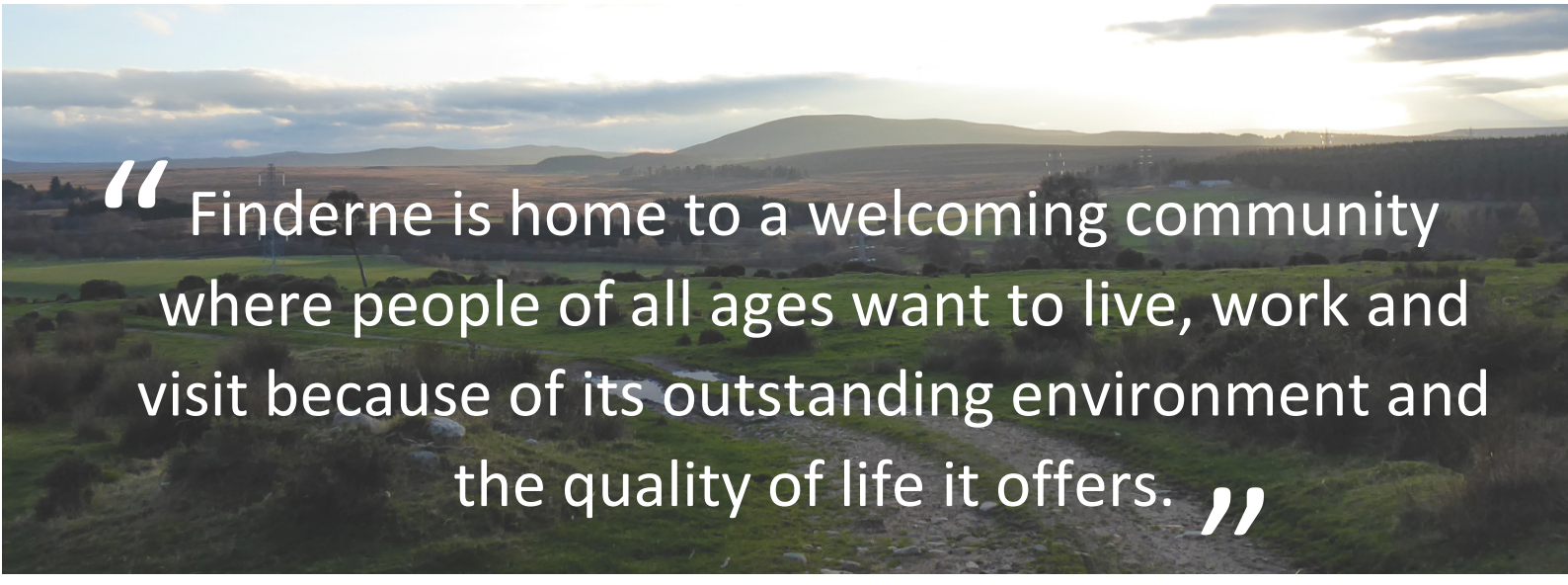
To achieve this we will prioritise our efforts across the following key strategic themes that emerged as a result of our community engagement process:

- **SOCIAL** - developing a stronger identity for Finderne, a more balanced demographic, enhanced well being and combatting social isolation.
- **ECONOMIC** - facilitating availability of infrastructure to support local businesses, and encouraging more people to establish livelihoods in Finderne's rural industries.
- **ENVIRONMENT, ART & CULTURE** - creating opportunities to access, enjoy and participate in environmental stewardship and enhancing the cultural life of Finderne.

Values

The underlying values and principles that we will hold to as we set about pursuing our vision are:

- **Staying community focused**
- **An emphasis on long term investment and legacy benefits**
- **Sustainability**
- **Supporting other groups and partners in achieving their goals through collaboration and empowerment**

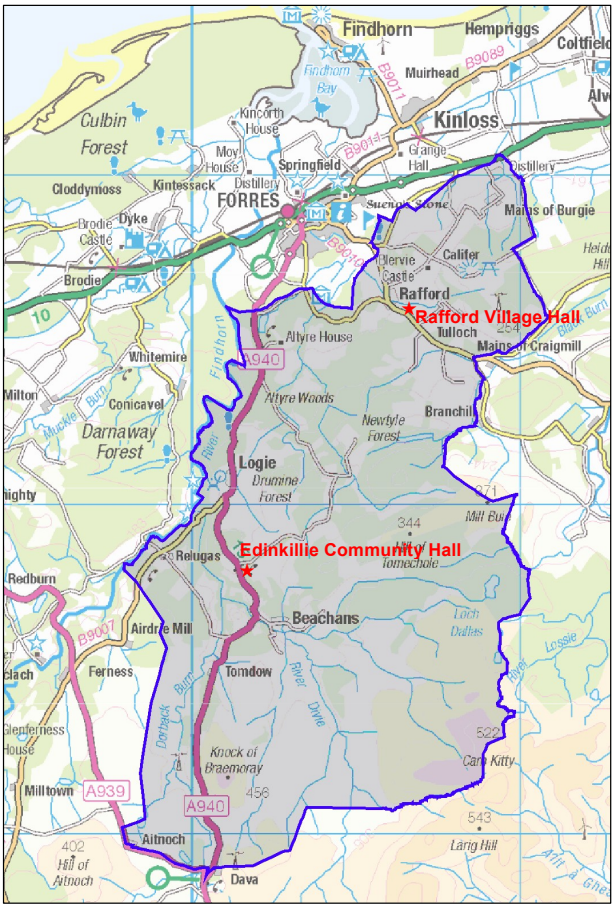


About Finderne and its Communities

Finderne's Geography

THE settlements of Finderne run along two broad north / south roads: on the west side of the area, the A940 Forres to Grantown on Spey road; and on the east side, the B9010 from Forres to Dallas and on to Aberlour and Speyside. There are also small settlements in the north east around Burgie. The only road connecting the western and eastern corridors is the unnumbered road at the north of the area, from Rafford past the historic Dallas Dhu distillery museum - see Map 1 below.

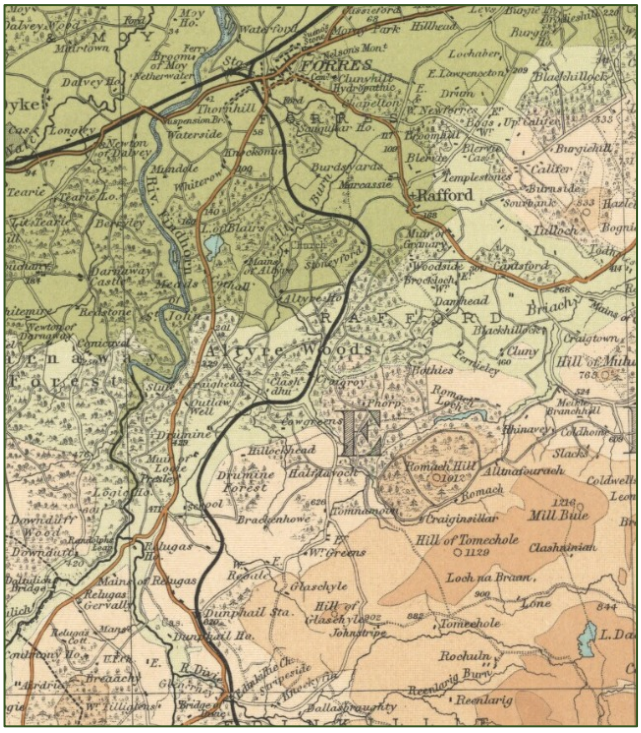
Map 1 FDT Constitutional Boundary



This geographic separation is historic and relates to the communities gathering along access roads to Forres, the nearest major settlement, and centred around the churches at Edinkillie and Rafford.

Maps from 1921 show a network of tracks, possibly for forest management, between the two roads, but the area is already cut in half by the Inverness and Perth Junction Railway. This was completed in 1863, joining Dunkeld to Boat of Garten and on to Forres. The track ways remain on the latest Ordnance Survey map, but are not well known either to locals or to visitors.

Map 2 Finderne (Bartholomew Survey Atlas of Scotland, 1921)



Population

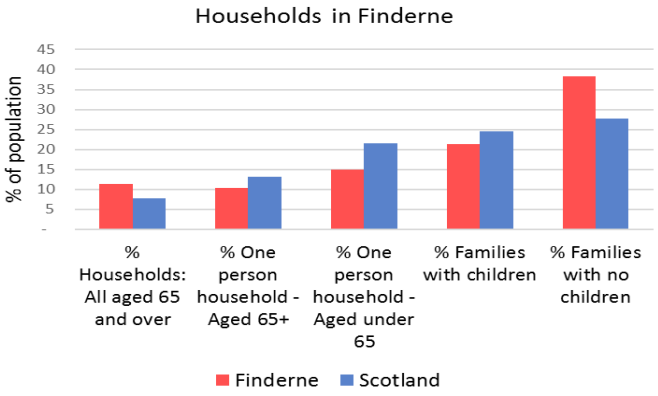
Finderne has a strong rural heritage, with much of the land in the area owned by four traditional estates - Logie, Darnaway, Altyre and Dunphail. These estates used to provide most of the housing and employment in the community.

Today, the rural communities remain based around agriculture, forestry and tourism, but with an increasing proportion of people moving into the area later in life – retired people, those running their own businesses, and people commuting into Forres and beyond. This population change is reflected in two pieces of data from the Scottish Census.

Finderne has more older households (all members over 65) than the Scottish average; and many more families with no children, mainly because the children have grown up and left home. See Fig i overleaf.

Finderne also has fewer single-person households than the Scottish average of any age.

Fig i Households in Finderne

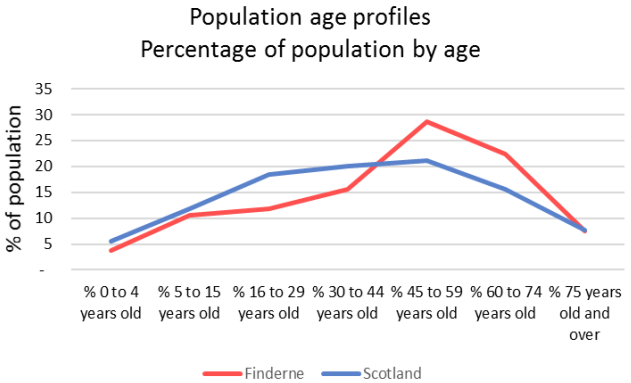


Looking at the population's age profile, Finderne has an older population on average than Scotland and a lack of young people and adults between 16 and 44. In common with many settlements next to larger settlements in Highland, there was an expansion of housing in the 1980s built for families. Now, those families are growing up and the children are leaving or have left.

One third of Finderne's population are in the 45 to 59 age group, compared to one-fifth in Scotland. This may be viewed as a strength rather than a problem, as this group of people tend to be less focused on young families and therefore may have more time to give to volunteering and outside interests. However, if the population trend continues, Finderne may have an increasingly older population with a greater need for services such as public transport and easier access to these services.

People in the consultation said that when they reached the point that they could no longer drive safely, they would have to leave friends and the community, moving away from Finderne to access these services.

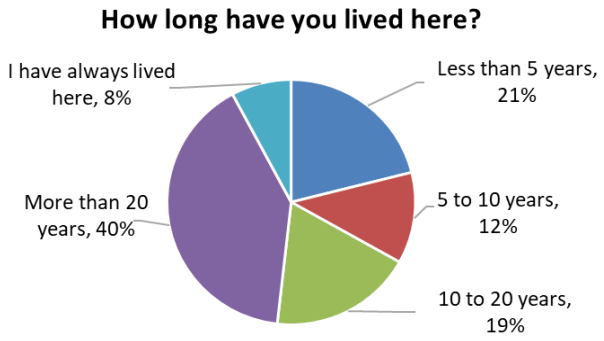
Fig ii Population age in Finderne



"Finderne has a stable, long-staying population but young people are moving away for work and education..."

People who live in Finderne have often been there for many years. The people who responded to the community survey revealed that two-thirds of them have lived in the area for more than 10 years

Fig iii How long people have lived in Finderne



Our Heritage and Sense of Place

Much of Finderne's cultural and social heritage over the last 400 years has been shaped by one or other of the estates that own much of the area's land. These estates include Altyre, Moray Estates (Darnaway), Logie, Dunphail and Burgie, all of which historically provided housing, education and employment to a large proportion of the population.

Today the extent of housing provision and employment by the estates has reduced dramatically, though both Altyre and Logie, for example, proactively engage with the local community to encourage and support sustainable long-term development and are well regarded.



Employment and industrial progress across Finderne was driven largely by the main estates. With its high percentage of woodland cover this included timber production and sawmilling, livestock and arable farming, building and maintenance, and land management.

One of the legacies of the estates is a wealth of well-maintained and attractive buildings, castles and other structures, many of which are listed. The area includes five scheduled monuments (including a stone circle at Templestone) and hundreds of Historic Environment Records (including a series of 212 heather-covered cairns at Rochuln Rocks). One of the greatest impacts on the area came with the construction of the Highland Railway line between Dunkeld and Forres, with the 14-mile stretch between Dava and the southern edge of Forres running through Finderne. Opened in 1863 and run until Dr Beeching's recommended closure in the 1960s, Finderne included two stations – at Dava and Dunphail – as well as the magnificent Divie Viaduct, an iconic structure with which many in the area strongly associate and which now features in FDT's own logo.

The railway line created an essential link for transporting goods from the Moray coast to the central belt. The Dava Way's website (www.davaway.org.uk) has an excellent record of the line's history and describes how the "Dava Way" has been developed as a key access and recreational facility route for Finderne.

Much of Finderne's cultural heritage is celebrated by the River Findhorn Interpretative Trust at its Heritage Centre, Logie Steading.

Natural Environment

Finderne is a rural area where the natural environment is highly valued by the local community and visitors alike.

The landscape is very mixed, with uplands at the Southern border; the geologically isolated Knock of Braemory (459m) and the rolling hills of Carn Kitty (522m). Carn Kitty and its linked hills are now the site of the 29-turbine Berry Burn Wind Farm, with these hills separating Finderne from Strathspey.

Below the hills and towards the north, Finderne is a rolling landscape of agriculture and of managed forests, mostly conifers with some remnants of broadleaved and mixed woodland, all of which are providing excellent opportunities for access and recreation. Over 30% of Finderne's landscape is wooded, compared to just 18% nationally. The Moor of Granary, Rafford, provides short walks in the immediate area, linking to Califer Hill to the north east. On the western side of Finderne, from Logie Steading there are popular walks to Randolph's Leap and Sluie along the Findhorn River. Romach Hill and Loch Romach, hidden in a deep natural gully, provides a scenic place for walking and mountain biking.

> **"Going for a walk" is the most popular regular activity in Finderne…** *(Community Survey)"*

The Dava Way provides a north – south corridor through the Finderne area, from the South at Dava Moor to the iconic Divie Viaduct, through mixed woodland at Dunphail and open moorland before passing through agricultural landscapes and managed plantations to Forres. The Loch of Blairs, at the north west of Finderne, is the focus of a project by a group of local volunteers (Friends of Blairs Loch) to restore the ecology of the loch and its surrounding woodlands and to provide a recreational asset for the community and for visitors.

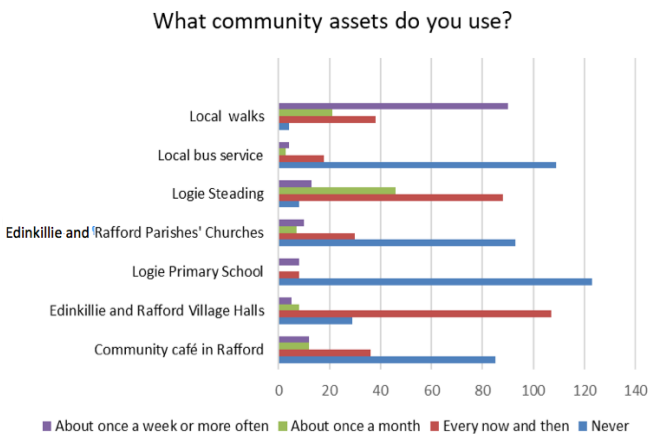
Access to Services

Residents receive the majority of their services from Forres, including access to health services, shopping, access to banking, senior level schooling, and employment.

The West of Finderne area is served by the Primary School at Logie, with a school roll of 29 (as at March 2019). The East area is served by Primary Schools in Forres. Finderne includes two village halls at Edinkillie and at Rafford, two active church communities in a shared Parish of Dyke and Edinkillie and separately in Rafford, and a visitor and retail experience at Logie Steading.

The lack of easy access to services in Finderne is not an issue for people who have access to a car, as Forres is a short drive away. However, it is an issue for people who either cannot drive or who do not have a car. Older people in the consultation said that when they reached the point that they could no longer drive safely, they would have to leave friends and the community, moving away from Finderne to access these services.

Fig iv Use of community assets in Finderne



People who responded to the community survey showed that they did not access many of the existing services or community gathering places – see Fig iv.

Logie Steading and the Village Halls at Rafford and Edinkillie were most commonly used by over 85 people who responded, but only "every now and then".

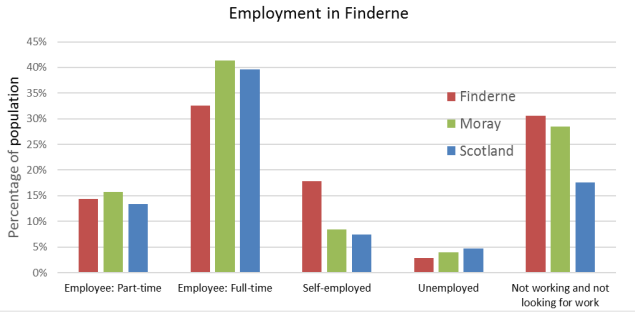
The Community Café in Rafford and the Churches were visited by around 35 people, although the Café is relatively new and may increase in popularity as people become more aware of it. Very few people used the village bus; services are very few and people reported that the bus times were not convenient.

Employment in Finderne

Finderne, like the rest of Moray, has the same proportion as Scotland of people who are unemployed – around 3%. Again like the rest of Moray, Finderne has a high proportion of people who are not working because they are retired – around one-third, compared to one-fifth in Scotland. Finderne has an unusually high proportion of people who are self-employed - at 18%, more than twice the average elsewhere of 8%.

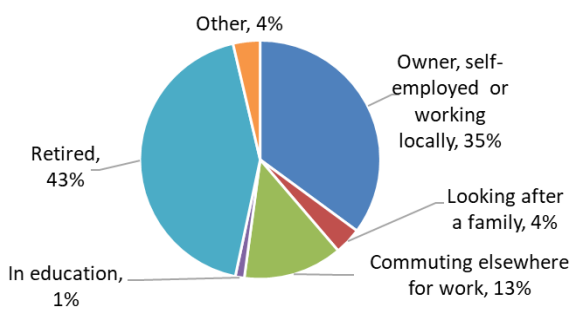
People in Finderne are more self-reliant than elsewhere, with a lower proportion in full-time work and a higher proportion self-employed. This may also be because those industries that are typical to Finderne and other parts of rural Moray - agriculture, forestry and tourism - are usually structured around self-employed contractors or small businesses. See Fig v below.

Fig v Employment status in Finderne



People who responded to the community survey were more likely to be retired than the average for Finderne, but people explained their working location. People were three times as likely to be working locally, either self-employed or a business owner, than they were to be commuting elsewhere for work - see Fig vi below.

Fig vi Survey responders: working and employment



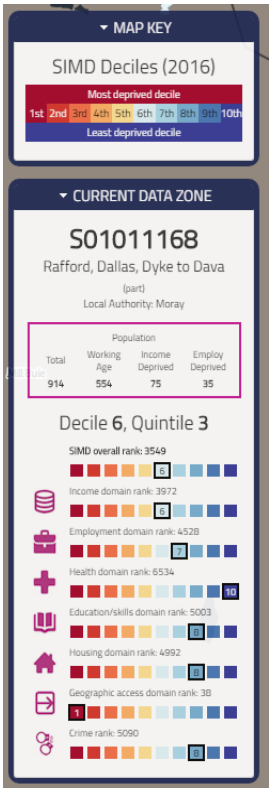
> ***"People in Finderne are more self-reliant than elsewhere, with a lower proportion in full-time work and a higher proportion self-employed …"***

The Scottish Government uses the Scottish Index of Multiple Deprivation statistics (SIMD) to analyse and monitor communities throughout the country in terms of overall health, wellbeing, and economy.

Finderne is identified as forming part of SIMD area 1011168 which shows that its overall measure is slightly above average for Scotland. Of the information used to assess this, the income levels in the area including Finderne are only just on the Scottish average for all areas - although health, housing, and education are all well above average.

Moray regionally has seen a decline of 9% in regional earnings over the last 10 years, and gross weekly pay is 10% below the Scottish average.

Fig vii SIMD ranking for Finderne



The new Moray Economic Strategy sets out how the Moray Economic Partnership intends to address these issues through the Moray Growth Deal, and there is the potential for Finderne Community Council and Finderne Development Trust to work together to help deliver this within Finderne.

While people are more self-reliant, jobs and work in these industries tend to be more seasonal and have a lower average pay than full-time employment. In Moray, 10% of the workforce is in food and drink, including farming and agriculture compared to a Scottish average of 2%; and 10% work in tourism.

Community Activity

Communities in Finderne are already active, with many people volunteering to lead and support a variety of groups and activities.

Rafford Village Hall is managed by a voluntary Committee, and it hosts and organises activities including fitness classes, yoga, dancing, ceilidhs, painting, and "Techie teas"(facilitated by Forres Area Community Trust – FACT). It also provides a venue for weddings and parties, and now hosts a volunteer-run Village Café which is proving extremely popular.

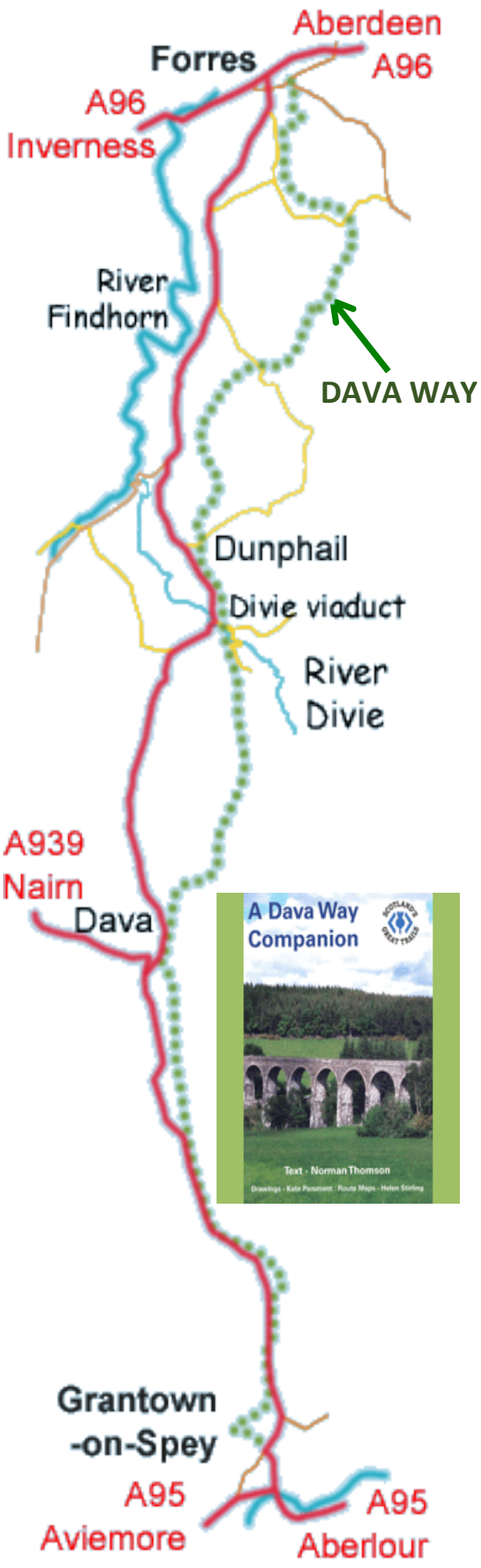
The **Edinkillie Community Association** runs Edinkillie Community Hall, set in a rural location in the Dunphail area. It is used on a regular basis for carpet bowls along with several other functions held in the Hall throughout the year, including a bowls competition, spring/autumn teas, and a monthly "Community Cake and Cuppa". It is next to the Dunphail Breathing Space, established by the Dava Way Association to provide access to the Dava Way and to short walks in the nearby woodland.

Logie Primary School - recently awarded the UNICEF Rights Respecting School Gold Award - runs a range of community activities including a monthly Community Cafe ('Cup of Joy'), a new All Ages Activity Club, and is hoping to build a link with Edinkillie Hall for their Spring and Autumn Teas - all providing ways for the wider local community to become involved with the school and the younger generation. The school also works with the Health Visiting team to re-establish the Tea and Tots playgroup.

Rafford and **Edinkillie and Dyke Churches** hold weekly Sunday services and a Sunday School and Messy Church sessions respectively. Rafford Church hosts occasional concerts and welcome local community organisations to use the Church hall for their meetings / activities.

Friends of Blairs Loch, beginning as an informal group of volunteers but now a Scottish charity, aspires to restore this loch located within Altyre Estate at the north end of Finderne, to create an environmental and recreational asset which provides a well-loved and used recreational space, but also maintains its quiet, natural beauty. The project aims to initially improve recreational facilities through a community fishery, and ultimately to provide an environmental educational resource, and to restore the loch-side to support a balanced ecosystem and biodiversity.

The **Dava Way** links the towns of Forres and Grantown-on-Spey, with 13 of its 24 miles running through the Finderne area. The Dava Way was opened and is maintained by the volunteer Dava Way Association. This Association has received around £250,000 in funding to enable a rebuilt path at Dunphail, a new bridge across the Altyre Burn, access steps and ramp, leaflets and information boards, picnic tables and parking area at Dunphail and more. Almost all path maintenance, drainage and signage work, vegetation control is carried out entirely by volunteers.



Community Engagement - Outcomes, Challenges & Opportunities

DURING the summer and autumn of 2018, FDT carried out a community engagement programme facilitated by consultants Athena Solutions and StrategyStory and sponsored by Local Energy Scotland.

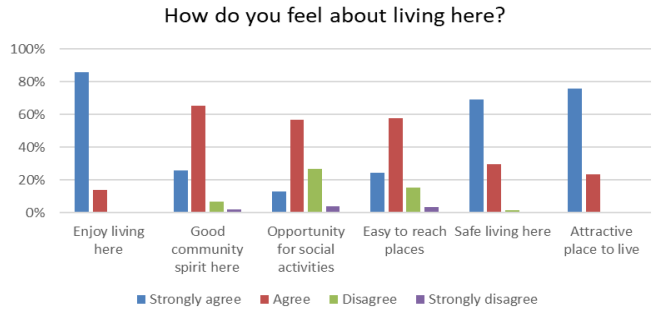
The programme comprised a postal survey to all households within Finderne plus follow up interviews, and a series of workshop and "drop-in" events at Rafford, Edinkillie, and Logie Steading. The purpose of the programme was to gain a better understanding of peoples' views of living in Finderne, find out what were felt to be key issues and challenges together with identifying opportunities that might be taken to address them and thereby provide an evidenced basis for developing this Action Plan.

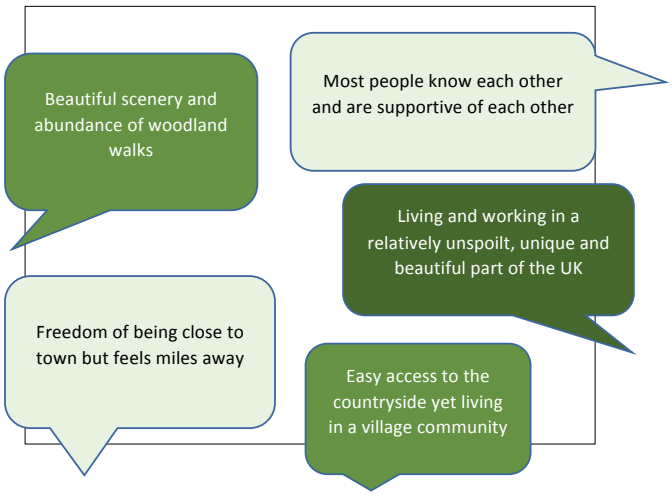
More details about the engagement process and methodology are provided in the Appendix.

What is Good About Living in Finderne?

The community survey, which had 168 responses from 400 households, asked people about how they felt about living in Finderne. Overall people clearly felt positive about living in the area – see Fig viii below.

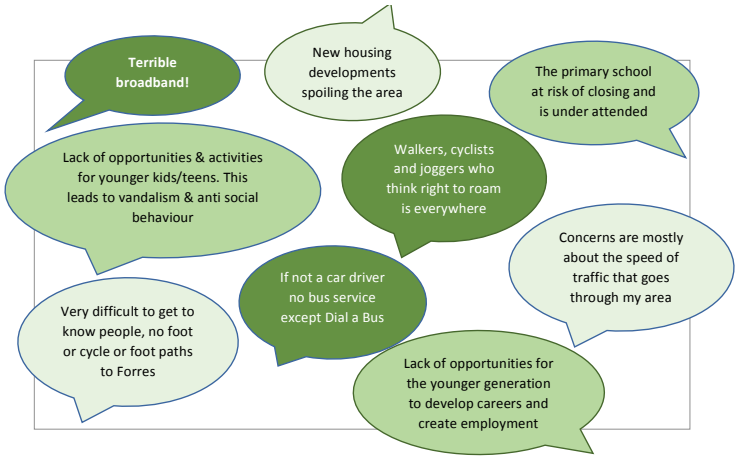
Fig viii Survey findings – Living in Finderne





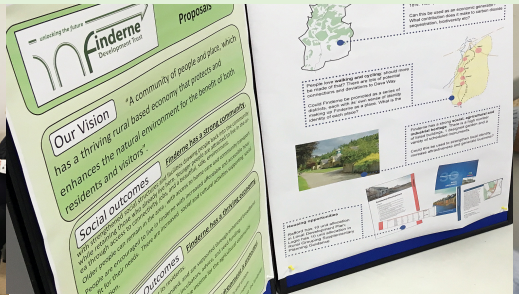
What are our Communities' Concerns?

Our postal survey asked people what was the worst thing about living in Finderne which yielded some consistent comments – see below.



"Every person who responded strongly agreed or agreed that they enjoyed living in the area, and that it was an attractive and safe place to live."





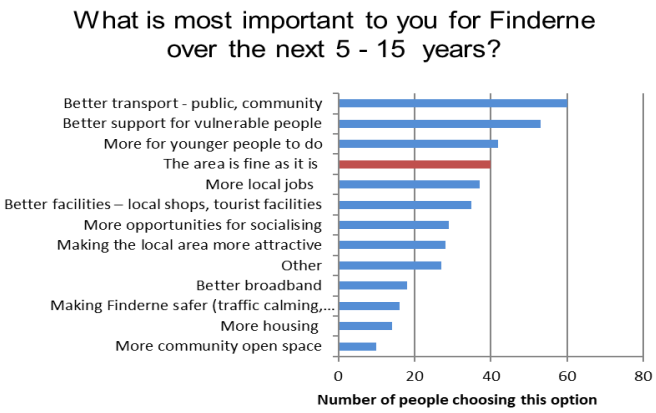




People's choices about what could be improved matched the concerns raised about living here.

In the survey, people were asked what was the most important thing for Finderne in the future – see Fig ix.

Fig ix Priorities for Finderne over the next 5-15 years



40 out of 158 people thought "the area is fine as it is". The three top choices for improvements were:

- **Better public / community transport**
- **Support for vulnerable people**
- **More activities for younger people.**

Wishes to the "Fairy Godfather"

To build on the "choices for improvement" articulated above, attendees at the workshops were invited to ask our StrategyStory consultant (the "Fairy Godfather") for three wishes for the future of Finderne that he would grant if he could! A collection of "post its" showing examples of what the community "wished for" are illustrated in the graphic below and summarised below under some general themes:

Community vibrancy & sustainability

- A major shift in population profile – more young families.
- A community that people want to come and live in with a strong community spirit.
- Fast broadband as an enabler for the whole community.
- Affordable housing, schooling, recreation.
- Village shop.
- Transport options for more senior residents who are otherwise isolated.

Infrastructural support for local enterprise

- A dedicated well resourced facility for supporting fledgling businesses that can't afford full-time offices and that promotes social interaction and expertise.
- Community art gallery.
- Facilities for local artisans and producers.

Access, recreation and tourism

- Good quality bunkhouse on DAVA way.
- Improved connectivity between cycle and walking routes

Opportunities for younger people

- New entrants / apprenticeships to Finderne's rural industries farming & forestry.

Local arts and culture

- Strengthen connections with Glasgow School of Art.
- Encouraging creative arts and other cultural events within Finderne.



THE community engagement process has helped validate the FDT's long term vision which is that **"Finderne is home to a welcoming community where people of all ages want to live, work and visit because of its outstanding environment and the quality of life it offers."**

What Could This Vision Mean for Finderne?

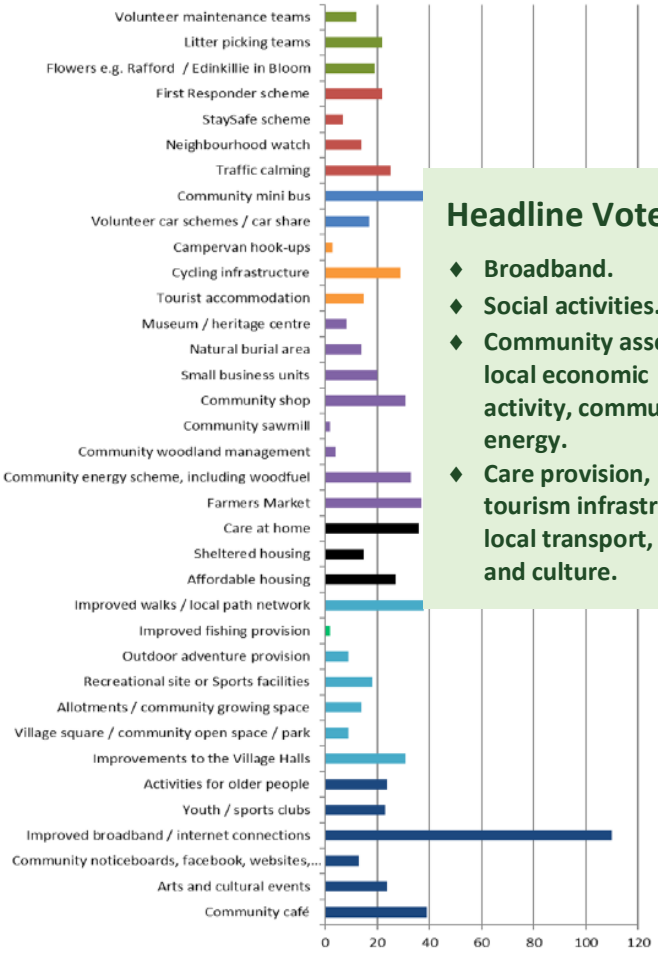
Together with the outcomes of the postal survey and consultation events, our StrategyStory consultants also asked members of the community to imagine looking at Finderne from a point some 20 years in the future, and to describe how things have positively changed in the form of imaginary "postcards" written after return visits to the area. Some of these are illustrated below:

Respondents to the postal survey also voted on those possible future activities or projects which were considered to be of higher priority than others - see Fig x across.

A key output of the consultation process created by StrategyStory was a short video that created a "cameo" of the character and sense of place of Finderne together with the thoughts and aspirations of a cross section of our community members.

This can be viewed on our website http://www.findernedevelopmenttrust.com - and on Facebook.

Fig x Possible Priority Projects



Headline Votes:

- **Broadband.**
- **Social activities.**
- **Community assets and local economic activity, community energy.**
- **Care provision, tourism infrastructure, local transport, arts and culture.**



Our Strategy for Achieving it

Subsequent to the community consultation we have reviewed and consolidated our approach to achieving our vision under the following three strategic themes, with accompanying statements as to what delivery against each theme will mean for Finderne by the end of this Strategic Plan period.

Social

FDT will have helped **strengthen Finderne as a flourishing, caring and cohesive community** by using its development, communications and community engagement skills. Finderne will have a strong local identity, a diverse and balanced demographic, excellent infrastructure and an envied reputation for grasping opportunities to promote and enhance wellbeing and healthy rural living. This will provide benefits to existing residents and visitors and play a key role in attracting the new ones necessary to maintain a healthy population.

Economic

FDT will have created maximum value for the community by using its well-developed capabilities in **start-up investment, business incubation, mentoring, networking and support** to attract in significant additional skills and investment into the area. This, combined with the availability of excellent broadband and communications infrastructure, will help establish Finderne's envied reputation as a preferred choice for those looking to start-up or develop small, rurally-based businesses and livelihoods.

Environment, Art and Culture

FDT will have developed its project management skills, capabilities and partnerships to capitalise on the growing demand for **outdoor recreation, eco-tourism, hospitality and environmental education and management**. We will have enabled investment in a programme of infrastructure and activities that give unrivalled opportunities for local people and visitors to access, enjoy and participate in the stewardship of our area. We aim to establish Finderne as an exemplary and innovative leader in ecological and environmental practice. We'll do this in ways that promote engagement, social cohesion and sustainability, recognising that our cultural heritage and Finderne's outstanding natural beauty are the soul of our community and must be safeguarded.

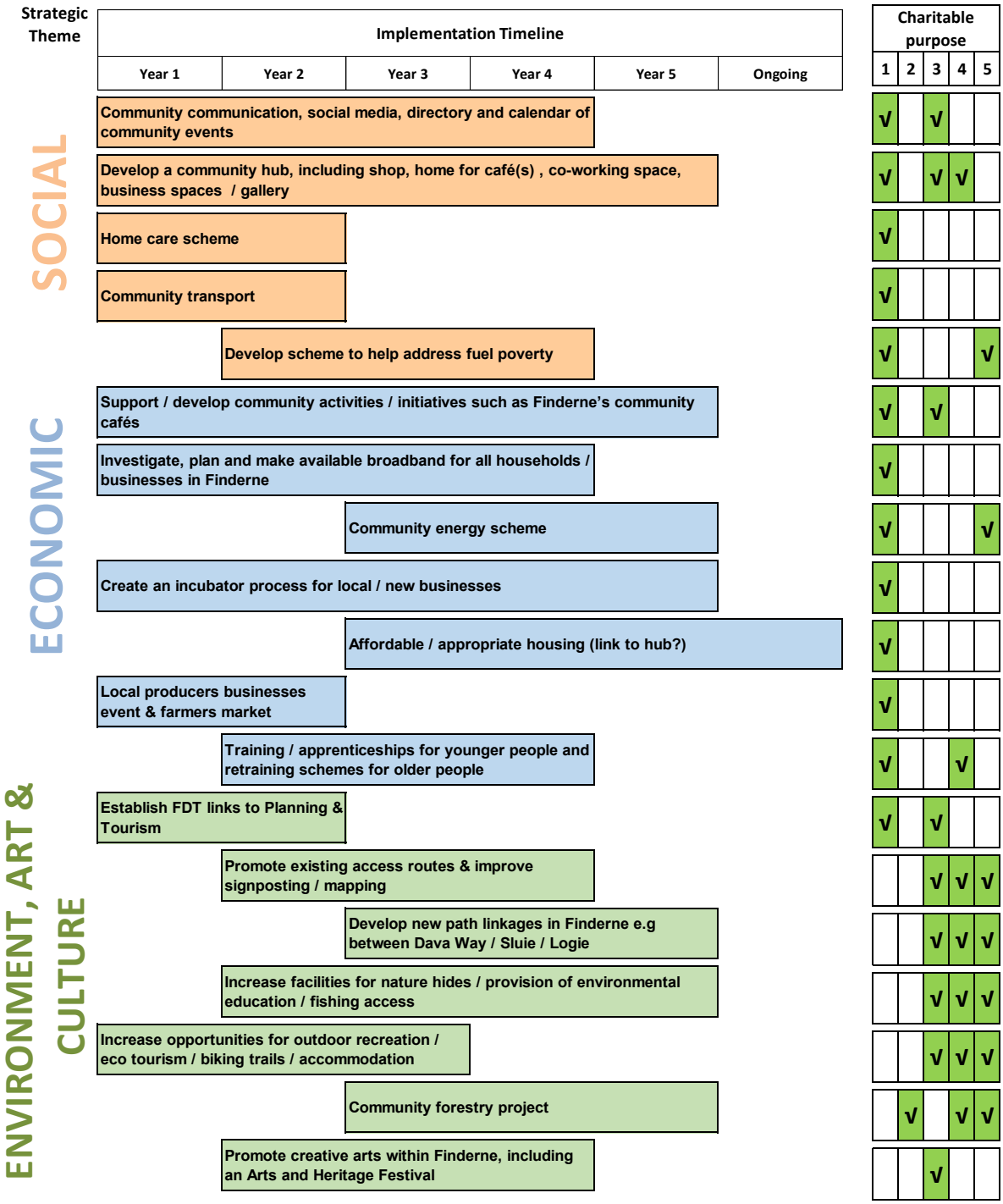


Future Projects

Set out in the graphic below are our proposed priorities for generic projects based on how closely they fit with the issues, opportunities and priorities identified during the community consultation process. We have correlated them against the most relevant of our three strategic themes (accepting that there may be some overlaps) and the charitable purposes laid down in our Articles of Association and then set them within a 5-year timeline, which will then be incorporated into our Action Plan (see Page 16).

The timeline for implementing the projects will be influenced by:

- The likely "lead in" time needed to research, scope and test the feasibility of the project concerned, resources and funding required before and during implementation of the project itself.
- Whether there is an existing project, partner organisation(s) or community group(s) that we could support or collaborate with to achieve mutual benefits more effectively.
- Whether we will need to ask other organisations to help, partner with us, or give consent.



Charitable purposes

1 The advancement of community development.

2 To manage land and assets for the benefit of the Community.

3 To provide, or assist in providing, recreational facilities and/or activities.

4 The advancement of education.

5 The advancement of environmental protection or improvement.

Next Steps

FDT's next steps are to scope and where appropriate facilitate and enable projects that have been either specifically identified through the community engagement exercise or would help address one or more other key issues or challenges facing the Finderne area, to be prioritised over the next 5 years.

The generic project ideas illustrated in the previous section have provided the framework for the Action Plan in which these have then been tabulated as more specific projects with identifiable phases, milestones and possible working partners as appropriate.

These are set out in the Tables overleaf.

Priority Projects

The projects we have identified as being of highest priority over the next 5 years are summarised under our three strategic themes below. These are in turn tabulated in more detail with individual project milestones, timings and potential working partners in Tables 3-5 overleaf.

Social

- Community communications strategy.
- Development of a multi-functional community hub.
- Scheme to help address fuel poverty.
- Community transport scheme.
- Community well being / home care programme.

Economic

- **Fast broadband provision across Finderne.**
- **Community energy scheme.**
- **Facilitation of land-based apprenticeships.**
- **Provision of co-working / shared workspace.**

Environment, Art and Culture

- **New recreational routes / enhanced connectivity and infrastructure.**
- **New opportunities for eco-tourism & environmental education.**
- **Arts and heritage promotion.**
- **Project to showcase enhancement / sustainability of Finderne's environment.**

Implementing the Plan

The Plan will be taken forward initially through the recruitment by FDT of a full time Development Manager who will be in post from March 2019.

As individual projects progress through the scoping, feasibility and funding stages, it may become necessary to engage additional staff and/or Project Officers who will have responsibility for the planning and implementation of specific projects that require dedicated expertise.

Some Projects may be led directly by FDT, whilst others may be achieved more effectively through collaboration with other partners and to achieve mutual benefit.

Potential partners could include, amongst others:

- Finderne and other adjacent Community Councils
- Forres Area Community Trust
- Rafford Village Hall
- Edinkillie Community Hall
- Friends of Blairs Loch
- Dava Way Association
- Local estates and other landowners
- Findhorn, Nairn & Lossie Fisheries Trust
- Glasgow School of Art
- Moray Speyside Tourism
- Highlands & Islands Enterprise
- The Moray Council
- Scottish Government
- CARES
- National Farmers Union Scotland
- BT
- LogieNet

FDT will operate from its office based at the Logie Steading, Dunphail, Forres, IV36 2QN.



Table 3 FDT Action Plan: Theme 1 - Social

Strategic Theme / Project	Phase / Action	Timing with 5-Year Plan Period	Potential Partner(s)
SOCIAL - Developing a stronger identity for Finderne, a more balanced demographic, enhanced well being and combatting social isolation			
Develop a community communications strategy to raise the profile of FDT and membership, and enhance community connectivity & vibrancy.	• Explore method of communication with FDT members and other partners – e.g. via a Finderne-wide Newsletter, in addition to website and social media outlets.	2019 On-going	• FCC • RVH • ECH • FACT
Development of a multi-functional community hub, including potential for affordable housing.	• Research other community hubs models elsewhere. • Research possible locations / sites within Finderne. Approach land owners for community purchase / lease / gift. • Scope potential for development. • Consult planners & local community. • Carry out feasibility study (including funding options). • Implement hub development as appropriate.	2019-2020 2020 2021-22 onwards	• FCC • Local Estates/ Landowners • HIE • Scot Gov
Develop a programme of well being activities / home care for senior citizens.	• Research successful home care / well being activities models elsewhere. • Scope potential with other partners. • Research feasibility & funding opportunities. • Implement as appropriate.	2019-2020 2020 2020 2020 onwards	• FCC • FACT • NHS Grampian
Community transport scheme.	• Research other community transport schemes within Moray and elsewhere. • Research need within Finderne. • Scope feasibility of scheme, potential routes and resourcing for a Finderne scheme. • Explore partnership possibilities with neighbouring schemes. • Implement scheme as appropriate.	2019-2020 2020 onwards	• FCC • FACT • Osprey Trust • TMC
Scheme to help address fuel poverty / energy efficiency within Finderne.	• Research other community fuel poverty / energy efficiency schemes. • Research need within Finderne. • Scope feasibility potential methods and delivery mechanisms. • Implement scheme as appropriate.	2019-2020 2020 2020 2020/21 onwards	• Local Energy Scotland • CARES

Partner organisation abbreviations:

FCC = Finderne Community Council; RVH = Rafford Village Hall; ECH = Edinkillie Community Hall;

FACT = Forres Area Community Trust; HIE = Highlands and Islands Enterprise; Scot Gov = Scottish Government

CARES = (Scottish Government's) Community and Renewable Energy Scheme; TMC = The Moray Council;

NHS = National Health Service

Table 4 FDT Action Plan: Theme 2 - Economic

Strategic Theme / Project	Phase / Action	Timing with 5-Year Plan Period	Potential Partner(s)
ECONOMIC - Facilitating availability of infrastructure to support local businesses, and encouraging more people to establish livelihoods in Finderne's rural industries			
Help make fast broadband available to all households & businesses in Finderne.	• Scope potential with other partners. • Research other community broadband provision models. • Carry out Feasibility Study and funding requirements / opportunities. • Prepare business plan for infrastructure development and service delivery and secure funding. • Implement scheme as appropriate.	2019-2020 2020 2020 2020/21	• LogieNet • HIE • BT • Scot Gov
Facilitate development of shared or co-working spaces.	• Explore feasibility of incorporating shared / co-working space within community hub development (see Table 3).	2019-20	• FCC • HIE • RVH • ECH
Community energy scheme.	• Research other community energy scheme models. • Research need & possibilities within Finderne. • Scope feasibility and funding requirements / availability for a Finderne scheme. • Implement scheme as appropriate.	2019-2020 2020 2020 2020/21	• FCC • Local Energy Scotland • CARES
Facilitate apprenticeships for land-based sector young entrants skills training and career development within Finderne.	• Scope potential for apprenticeships with other partners, including appropriate land-based training and education providers / land owners etc.. • Research need / demand within Finderne with land-based skills sector. • Scope feasibility of apprenticeship, qualification criteria, and resourcing. • Secure apprenticeships / mentoring schemes for young entrants into the land-based sector with landowners / rural based businesses as appropriate.	2019-2020 On-going /annual	• Local Estates / Landowners • Scottish School of Forestry • Logie Primary School / Forres Academy • UHI • NFUS • Skills Development Scotland • SRUC • Lantra

HIE = Highlands & Islands Enterprise; BT = British Telecommunications; Scot Gov = Scottish Government; FCC = Finderne Community Council; RVH = Rafford Village Hall; ECH = Edinkillie Community Hall; CARES = (Scottish Government's) Community and Renewable Energy Scheme; UHI = University of Highlands & Islands; NFUS = National Farmers Union Scotland; SRUC = Scotland's Rural College.

Table 5 FDT Action Plan: Theme 3 - Environment, Art & Culture

Strategic Theme / Project	Phase / Action	Timing with 5-YearPlan Period	Potential Partner(s)
ENVIRONMENT, ART & CULTURE - Creating opportunities to access, enjoy and participate in environmental stewardship and enhancing the cultural life of Finderne			
Establish new recreational routes and improve access connectivity, signposting and mapping within Finderne.	• Scope possibilities with key partners / stakeholders. • Prepare operational plan with funding & resource requirements. • Secure funding. • Construct new routes as appropriate.	2019-2020 2020 2020 2020-23	• Local estates/ landowners • Logie Wind Farm • Dava Way Association • Sustrans • Moray Speyside Tourism
Stimulate and develop opportunities for more eco tourism, environmental education and infrastructural support.	• Scope possibilities with key partners / existing accommodation provider / tourism operators. • Prepare feasibility plan(s) with funding & resource requirements. • Secure funding. • Implement project(s) as appropriate.	2020 2020-2021 2021-2022 2023	• Local estates/ landowners • Dava Way Association • Moray Speyside Tourism • Ace Adventures • Hideaways
Develop an arts and heritage festival to promote a stronger culture of creative arts within Finderne.	• Scope possibilities with key partners / stakeholders. • Scope for multiple locations. • Prepare feasibility plan with funding & resource requirements. • Develop & deliver programme (with partners) as appropriate.	2019-2020 2020 2020 onwards	• FCC • Landowners of potential venues • RVH • ECH • GSoA • Findhorn Bay Arts • TMC
Develop a project(s) to contribute to environmental enhancement and sustainability.	• Scope possibilities with key partners / stakeholders. • Prepare feasibility plan with funding & resource requirements. • Deliver / facilitate project(s) as appropriate.	2019 - 2020 2020-2021 2021 onwards	• Local estates/ landowners • FNLFT • FoBL • Forestry Scotland • Woodland Trust • Logie Sawmill

Partner organisation abbreviations:

FCC = Finderne Community Council; RVH = Rafford Village Hall; ECH = Edinkillie Community Hall; GSoA = Glasgow School of Art; TMC = The Moray Council; FNLT = Findhorn, Nairn & Lossie Fisheries Trust; FoBL = Friends of Blairs Loch.

Funding

As indicated earlier in the Plan, FDT receives funding from the Logie Wind Farm community benefit fund to help with the operation of the Trust over the next 25 years, subject to periodic review.

This annual funding of £138,000 will be critical in supporting the Trust's core operating costs as well as providing feasibility, seed corn and match funding contributions for certain projects.

However, a key element in delivering the outcomes of the Strategic Plan will be the need to lever in significant "multipliers" of additional funding from a wide spectrum of public and other sources to help bring our project priorities to fruition.

Monitoring Progress

Monitoring our progress over the period of this Plan will be critical in ensuring that our priorities and delivery against our charitable purposes remain valid and relevant.

Regular progress reporting will be provided through the FDT's Annual General Meetings, publishing of Annual Reports and on-going communications with FDT members, the Finderne Community Council and other stakeholders as to what has been achieved so far, what more needs to be done, and to review our priorities.

Finderne Development Trust
May 2019



APPENDIX

Community Engagement Process, Methodology & Outputs

1 Background

A key element of the development of the Strategic Plan was a community engagement programme commissioned by FDT and facilitated by consultants Athena Solutions and StrategyStory and funded by Local Energy Scotland.

Carried out during the summer and autumn of 2018, the components of the consultation programme were:

- **Community wide postal survey questionnaire (using the software "Survey Monkey") – July /August 2018**
- **Two community engagement events at Edinkillie Community Hall and Rafford Village Hall on 29th September**
- **Follow up community engagement event held on Saturday 17th November at Logie Steading Long Room**

The methodologies and outputs of the above events are described in the sections below.

2 Postal Survey

Methodology

The survey questions were designed to:

- Elicit information about the respondents, to allow this to be compared to wider statistical (e.g. Scottish Census) data and also to allow comparisons to be made e.g. between younger and older respondents, or between long-term residents and shorter-term residents of the area;
- Identify how people felt about where they lived, with questions based around the Scottish Government "Safer and Stronger" and "Greener" strategic outcomes;
- Find out how often people used local community assets, how they spent their social time, and what made them feel safe;
- Ask about general areas for development;
- Encourage suggestions for specific projects for development, incorporating the findings from earlier community engagement undertaken by Finderne Community Council.

Survey Distribution and Number of Respondents

The survey was distributed by post to each household in the Finderne Community Council (equivalent to the FDT) area. Moray Council assisted in ensuring that each address on the electoral roll received two copies of the survey, a covering letter by FDT, and a stamped addressed envelope for return to the consultants.

The FDT promoted the survey via its social media platforms on two days running up to the survey arrival on the 22nd August; a reminder once the survey had arrived, on the 26th August; by the FDT members going door-to-door in the week following the survey (27th August to 6th September), to encourage people to complete the survey and to attend the engagement event on the 29th September; and by a further social media reminder on the 2nd and 9th September. Data was collected up to the 20th September.

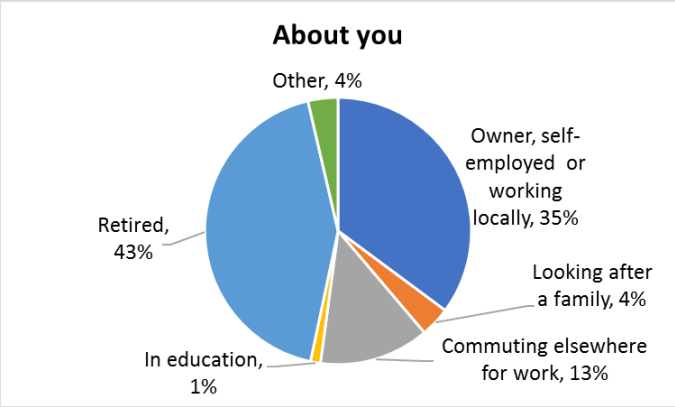
A copy of the survey and the letter are appended.

168 responses were received from just over 400 households (42%).

Extracts from the results of the survey were provided at the Community Event on the 29th September (see Appendices).

Survey Results

Question 1. How would you best describe yourself, from the following options?



165 people (98% of respondents) answered this question.

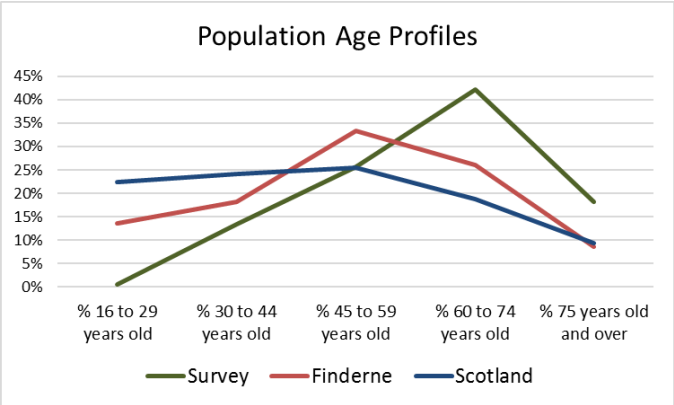
43% of respondents were retired.

48% were working, with 35% working locally and 13% communing elsewhere for work.

Question 2. What is your postcode?

Only 30 respondents filled in their postcode; unfortunately meaning that no analysis could be done by village or part of the FDT area.

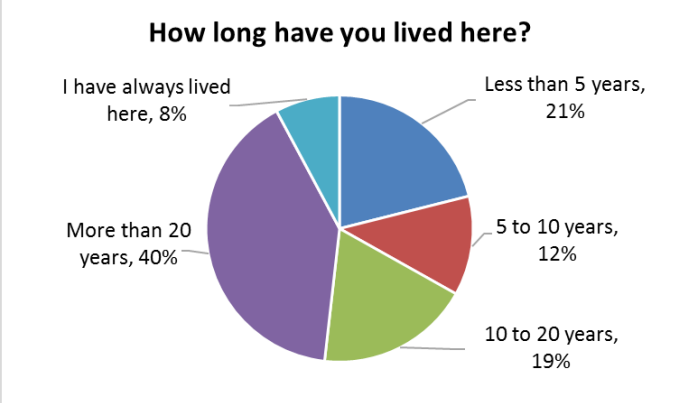
Question 3. What is your age?



164 people (98%) answered this question.

A far higher proportion of people who were older (over 60 years) answered the survey, compared to Census 2011 data gathered in the Finderne Development Trust area.

Question 4. How long have you lived in the Finderne area?

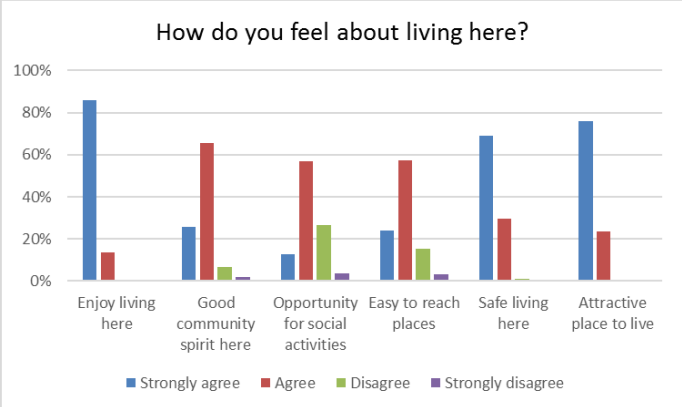


166 people (99%) answered this question.

40% of respondents had lived in the area for more that 20 years and 8% had "always lived here". Almost half of respondents had been in the area for at least two decades.

21% had lived in the area for less than 5 years.

Question 5. How do you feel about living here?



162 people (96%) answered this question.

100% of respondents strongly agreed or agreed that they "enjoy living here"; "feel safe"; and that Finderne is "an attractive place to live".

But respondents were less certain about:

- Opportunities for socialising
- Community spirit
- Reaching places they need to go

Question 6. Overall, what is the best thing about living here?

154 people (92%) answered this question. Respondents were consistent about their responses. The number of times key words were mentioned were counted:

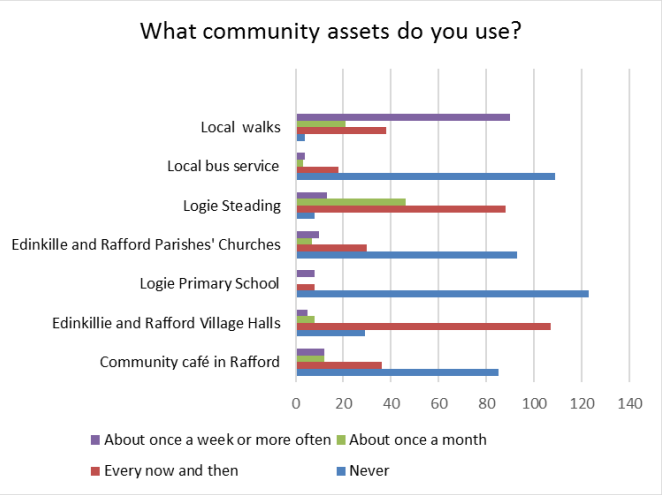
Word	Number of times mentioned	Longer comments examples:
Quiet	57	"Greenery, lovely walks. church bell chimes to tell the time. nice village hall. village news sheet."
Peace, peaceful	45	"most people know each other and are helpful and supportive of each other"
Scenic, scenery	21	"Easy access to local woods, paths & Lochs for both cycling & walking. Fantastic mountain biking available close to home."
Country or countryside	20	"I love the countryside and the wild aspect of the fringes of the area. Nice balance of being far enough away from the towns to feel isolated yet close enough to be hugely inconvenienced."
Rural	13	
Friends, friendly	11	
People	10	
Nature or natural	8	
Environment	8	
Air (clean / fresh)	7	

Question 7. Overall, what is the worst thing about living here?

153 people (91%) answered this question. There were two major areas for complaint – lack of public transport and difficulties about getting around if you can't drive and poor broadband. Other rural issues e.g. lack of opportunity and housing, had few complaints.

Word	Number of times mentioned	Longer comments examples:
Lack of public transport, bus service	38	"having to maintain roads owned by the council for the use of dog walks, horse rides and cycling" (there were 4 comments on issues arising from non-motorised transport users).
Poor broadband	21	"people who come to the area complain about the residents that have lived here all their lives trying to make a honest living" (3 comments with this general point) .
Lack of opportunities (retail, social, for young people)	6	
Housing	3	
Wind farms	3	

Question 8. What places do you go to and services do you use in the area, and how often?



160 people (95%) answered this question.

The most frequently used asset was local walks with 72% using these weekly or about once a month.

38% used Logie Steading weekly or about once a month.

72% used village halls "every now and then" with 8% using them more often.

40% used the volunteer-run community café in Rafford at some time.

54% of people said that they did "other" things at least weekly and these were explored in Question 9.

Question 9. What social activities do you take part in, in the area?

126 People (75%) answered this question. This was a "free text" question. The highest proportion of answers were:

Activity	Percentage of people responding
Socialised with friends	40%
Went to church	18%
Other clubs and social activities	17%
Walked and cycled	13% and 12%
"Nothing" or "None of these"	11%

Question 10. What helps this area feel a safe place to live? Please choose the one that is most important to you.

Answer Choices	Responses
I don't feel safe here	1
We all know of each other / community helps each other	64
Not too much traffic	4
Not too busy / not many people about	71
Other (please tell us more)	18

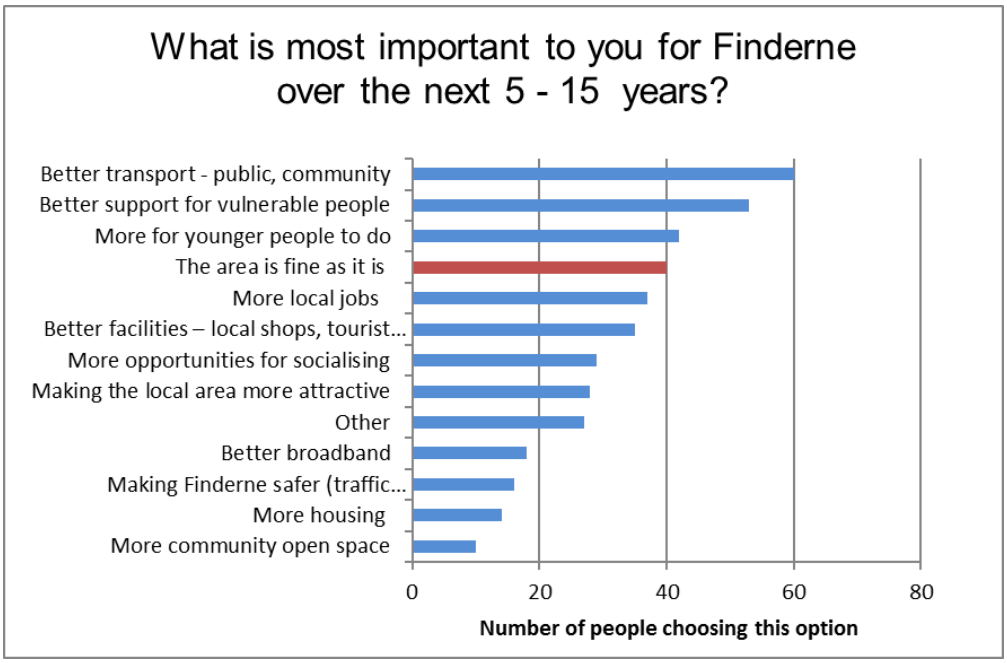
158 people (94%) answered this question.

Only one person responding did not feel safe.

Of the 18 "other" responses, 7 people selected all of the options.

Question 11. What is most important to you for Finderne over the next 5 - 15 years?

158 people (94%) answered this question. People were asked to select up to 3 responses. 400 choices were made by the 158 respondents.



The most popular option – reflecting the comments in Question 7 - was better community transport.

"Support for vulnerable people" was the next option, although services (health and social care, social support services) had not been identified earlier in the survey as an issue.

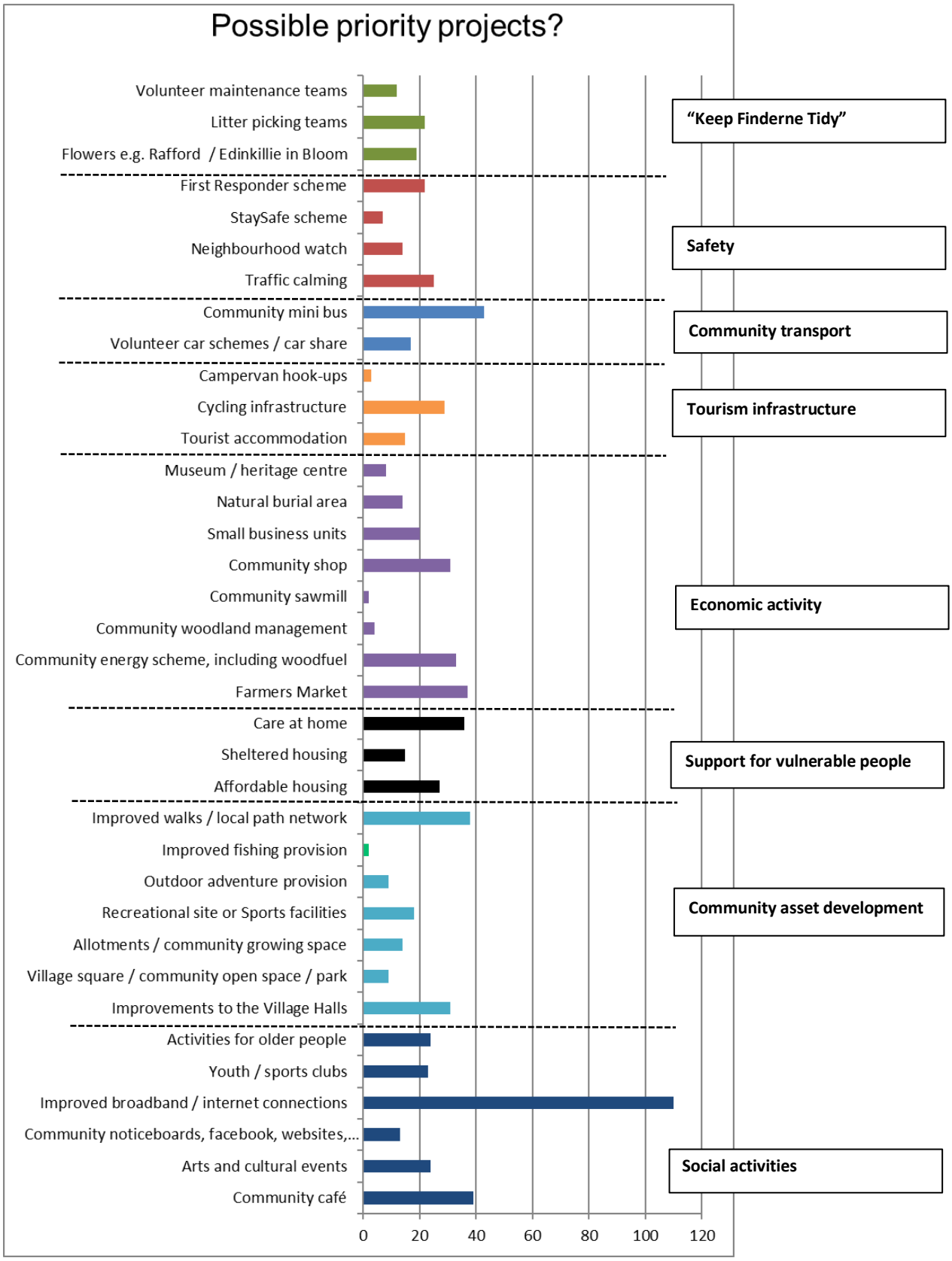
"More for younger people to do" reflected the "lack of opportunities" in Question 7, although the level of priority in this question (40 people choosing this option) was much higher than the level of issue identified in Question 7 (6 mentions).

"The area is fine as it is" was a priority choice, at 40 out of a total of 400 answer choices.

"Better broadband" was a very low choice, at 18 of 400 choices, but was comparable with the 21 mentions of this as the "worst thing about living here" in Question 7.

Question 12. Thinking about your choices in Question 11, this is a list of various activities and projects already completed by community groups in their areas. Do you think any of these would be a priority for Finderne? Please pick up to 5.

153 people (91%) answered this question.



The single most important priority project was broadband – at 110 of 809 choices made – 72% of people who answered this question, made this choice; or 12.5% of choices made.
After this, priorities are scattered across a wide range:

Theme of project	Number of times this option chosen	% of choices made
"Keep Finderne Tidy"	53	7%
Safety	68	9%
Community transport options	60	8%
Tourism infrastructure	69	9%
Economic activity options	141	17%
Support for vulnerable people	78	10%
Community asset development	121	15%
Social activities (Except broadband)	123	15%

Question 13. Do you have any other suggestions for Finderne's future development, or any concerns?
57 people (33%) commented.
Most people emphasised an existing choice with 7 commented on the risk of A96 dualling and 8 noted concerns about overdevelopment spoiling the character and beauty of their community.

Question 14. Do you already volunteer?
152 (90%) people answered this question.
Yes – 38% No – 62%
People noted a wide range of volunteering undertaken:

forWORDS Writing Group, Sing Moray Community Choir Edenkillie hall committee
the village cafe secretary for local sport club and there CPO Rafford hall
help maintain the Dava Way, walking group secretary and walk leader outside Finderne area
SSAFA Morayvia aerospace centre Kinloss litter picking events
Alves primary P.C Culene garden in Findhorn Dava Way RDA
FOT church, piping on Forres school volunteering Logie school parent council secretary
"husband assists friends of Blair's wife assists in community cafe in Rafford "
Logie school, Edenkillie village hall I teach French at the school, fundraising for the school
SSAFA* In connection with St Margarets RC church in Forres
community councillor 2012-2018 at lower Rafford I help at the church and the village hall
fundraisers No because I have no transport the A96 group
help maintain the Dava way Findhorn Bay Arts SSAFA
community café in the Findhorn community Forres theme day Friend of Blairs Loch
Dava Way Dyke and Edinkillie Church committees

Occasionally assisting the Sanquhar woodland Trust teams in maintaining the mountain bike paths.
Moray Waste Busters board member and intend to support the Village Cafe in the future.
"Assisting with Loch of Blairs, maintenance of Forres Golf Course and general volunteering through the Rotary Club.
Director of the FDT ☺ 1) Church related activities, 2) Business related activities - primarily in wider Forres area, not specifically Finderne FDT Director
We've helped FACT with the Forres Town Hall acquisition, specifically in initial preparation for letting under its management.

** SSAFA is an armed forces support charity*

Question 15. Would you be willing to help in a Finderne project?
156 (93%) people answered this question.
Yes 43%
Possibly 22%
No 35%
There was a high level of support (43%) for volunteering in a Finderne Project.

3 Community Engagement Events (28th September 2018)

Background

Following the Community Survey, two community engagement events took place in two locations in the Finderne Development Trust area: one in the Edinkillie Village Hall, to the south west of the area, and one in the Rafford Village Hall, to the north east of the area.

The events were designed as two short "workshop" events at each Hall, with repetition of the workshops to allow people to turn up at a time that best suited them.

The events were organised and facilitated by Athena Solutions, the consulting team appointed by the Finderne Development Trust to assist with the community engagement process.

Publicity

The events were publicised by the Finderne Development Trust. Four posters were set up at locations across the area: at the Halls, in the two Churches, and fliers were distributed to Logie Primary School. The event was also publicised in the FDT social media and in the Forres Gazette.

Saturdays were chosen to help ensure that people who worked or had other commitments during the week, were able to attend.

Locations and Times

9.45am – 1.00pm, Edinkillie Village Hall - Slot 1: 10.10-11.30am; Slot 2: 11.40am-1.00pm

1.45pm – 5.15pm, Rafford Village Hall - Slot 3: 2.10-3.30pm; Slot 4: 3.40-5.00pm

Event Structure

The events were structured to be informal and welcoming. The aim was to provide a variety of ways for people to feed in and provide contributions, based on diagrams (Place Structure), visual (The Big Map), written (Postcards from The Future) and oral (Fairy Godfather interviews).

People arriving were welcomed by an FDT member at door, offered tea/coffee/cake/juice etc. and invited to look at background information posters, see video already gathered by the consultants, and hear sound bites. Please see Appendix for the posters.

The Athena Solutions team (four people) were on hand to chat to people about the background work so far and purpose of the workshop.

Workshops then commenced with a brief introduction from the FDT Chair, followed by a short explanation from the Athena Solutions team on the main findings so far and the workshop structure.

The attendees were split into two approximately equal groups.

1) One group sat in small sub-groups of between 3 and 6 around tables to go through the Place Standard Tool, assisted by one of the consulting team. An A1 Place Standard Tool poster was provided for each table, with A4 size printouts for each Place Standard aspect provided to allow a short discussion on each aspect.

2) One group introduced was split into small subgroups and invited to contribute to:

- A Community Asset Mapping exercise, the Big Map, a 1.4m x 2.2m Ordnance Survey extract printed on canvas and laid on floor. People were asked to use sticky dots to mark where they live, where they spend their week (e.g. school, work etc), their favourite place in the area, off-road paths and routes they use, places of opportunity.
- One-to-one short interviews at a table-and-chair setup, referred to as "the Fairy Godfather", where participants were encouraged to think of "three wishes" for the local community in discussion with one of the Athena Solutions consultants;
- "Postcards from the Future" where people were provided with blank postcards and asked to imagine themselves 10 – 20 years in the future, what had been achieved in the area, and how their community would look and feel.

During the process, people were also asked if they wanted to contribute to an audio or video interview, to add to the "StrategyStory" evidence. One consultant worked with two young volunteers to set-up as two filming / interview points – one next to the "Fairy Godfather" and one next to the future postcard stand.

The two groups were moved around after 35 minutes.

Attendance

The events were advertised as two separate workshops, and the structure was maintained, but in practice people turned up at a variety of times and were simply absorbed into the workshops that interested them the most.

19 attended the Edinkillie events and 26 people the Rafford event.

Outcomes

Clear themes began to emerge from the findings, which reflected those already identified through the survey:

- People in Finderne have a strong sense of identity (though on a district basis rather than regional), high appreciation of natural space, strong sense of feeling safe and good level of social contact;
- As with many rural areas, public transport, work opportunities, housing availability and range of facilities/amenities were identified as relatively poor and under-provided.
- People's responses to the map were to identify places where they already connected with and accessed the natural environment and the countryside around the area. The survey had already identified a high level of walking and cycling in the area, and people were keen to note and to identify additional routes away from the main route through the area, the Dava Way. There was a clear desire to strengthen informal routes and to help ensure that information was available about existing paths, including better signposting. People also noted issues – for example the need for a safe off-road route between Lower and Upper Rafford; and potential – greater use of the extensive forest cover around the area for walking and mountain biking; the continued development of Blair's Loch for an educational and environmental resource relatively close to Forres.

4 Follow up community engagement (Saturday 17th November at Logie Steading Long Room)

Background

Following the Community Engagement event on the 29th September 2018, the Finderne Development Trust Board met to consider the output and outcomes from the surveys and consultation to date, and use this to formulate a Vision, Aims, and an overall project plan for the Trust.

The purpose of the final Engagement Event was to:

- Reflect back the outcomes from the previous engagement event;
- Identify any strong ideas missed from the earlier information gathering and events;
- Ask attendees whether the Vision, Aims, and Plan reflected what they wanted from the FDT, and gain support for these.

The event was designed as a "drop in" rather than the workshop style used for the previous events.

The events were organised and facilitated by Athena Solutions, the consulting team appointed by the Finderne Development Trust to assist with the community engagement process.

A Saturday was chosen to help ensure that people who worked or had other commitments during the week were able to attend.

Publicity

The events were publicised by the Finderne Development Trust. 4 posters were set up at locations across the area: at the Halls, in the two Churches, and flyers were distributed to Logie Primary School. The event was also publicised in the FDT social media and in the Forres Gazette.

Location & times

Logie Steading Long Room, 3-6pm, Saturday 17th November. Logie Steading was chosen as a "neutral" location rather than choosing one of the two village halls in the area.

Event Structure & Materials

People were welcomed by an FDT member at the door and offered refreshments.

The materials were as below:

- 4 Posters on walls illustrating findings from first consultation, being:
  - Place Standard Tool
  - Postcards from the Future
  - Fairy Godfather wishes
  - The map from the previous consultation in September;
- An audio- visual production with the outputs from the interviews carried out during the course of the consultation exercise.

- Posters on tables setting out analysis, including:
  - Potential development points
  - Vision (asking if this is correct)
  - Priorities and Key Projects (asking if this is correct / what's missing?)

The posters that were displayed at the event are shown below.

Attendance

The event was well-attended, with 30 attendees reviewing the posters and proving feedback.

Outcomes

- People commented favourably on the audio-visual outputs. People also engaged with the FDT members to discuss how projects might be implemented.
- Despite encouragement, people left few comments on the vision, aims, and proposed projects.
- Comments left and made to the consultants were supportive, with general statements of approval.
- People were concerned with the detail of how the proposed projects would be delivered, and were reassured to await further developments once the planned Development Manager was appointed and projects were developed.
- The event was useful to confirm that the proposals met attendees' expectations and to commence the process for raising awareness of the FDT strategy and aims.

What People Wanted from the "Fairy Godfather":

- A major shift in population profile - younger families - with business opportunities, housing, schooling, recreation to create vibrant, sustainable community
- A vibrant community that people want to come and live in - a strong community spirit...e.g. Cawdor, Tornagrain
- Dedicated facility, properly resourced, for fledgling businesses that can't afford full-time offices. Promotes social interaction and expertise/mentoring from local pool with possibility of incubator
- FAST BROADBAND!!! spread evenly across the area - an enabler for the whole community
- A bond with GSA and a hub for accommodating students, backpackers...café and shop
- Good quality bunkhouse on DAVA way within 5 years
- A joint facility where folk could meet socially, work, network…that attracts people and businesses and lets them explore their dreams with good support and basics – e.g. hot desks, workshops, mentors etc.
- An extension on a village hall that could act as a wee shop, especially for folk who can't/won't travel far and for emergencies (of the milk variety - not A&E)
- Community art gallery; school for arts crafts painting - loads of artists in area (who don't want to do Logie!), business support and facilities for local crafts folk and producers
- Apprenticeships - new entrants to farming
- Transport options for more senior residents who can't/won't drive – e.g. to Inverness and Forres - in a reliable and regular way
- Pavements at side of road
- Cycle paths
- Everyone to feel that they are part of a vibrant community which is there to enjoy and develop - with no trace of tribalism
- A96 on north route of A96 dualling options

AND, a few for the Development Trust itself.... (I asked this of FDT members)

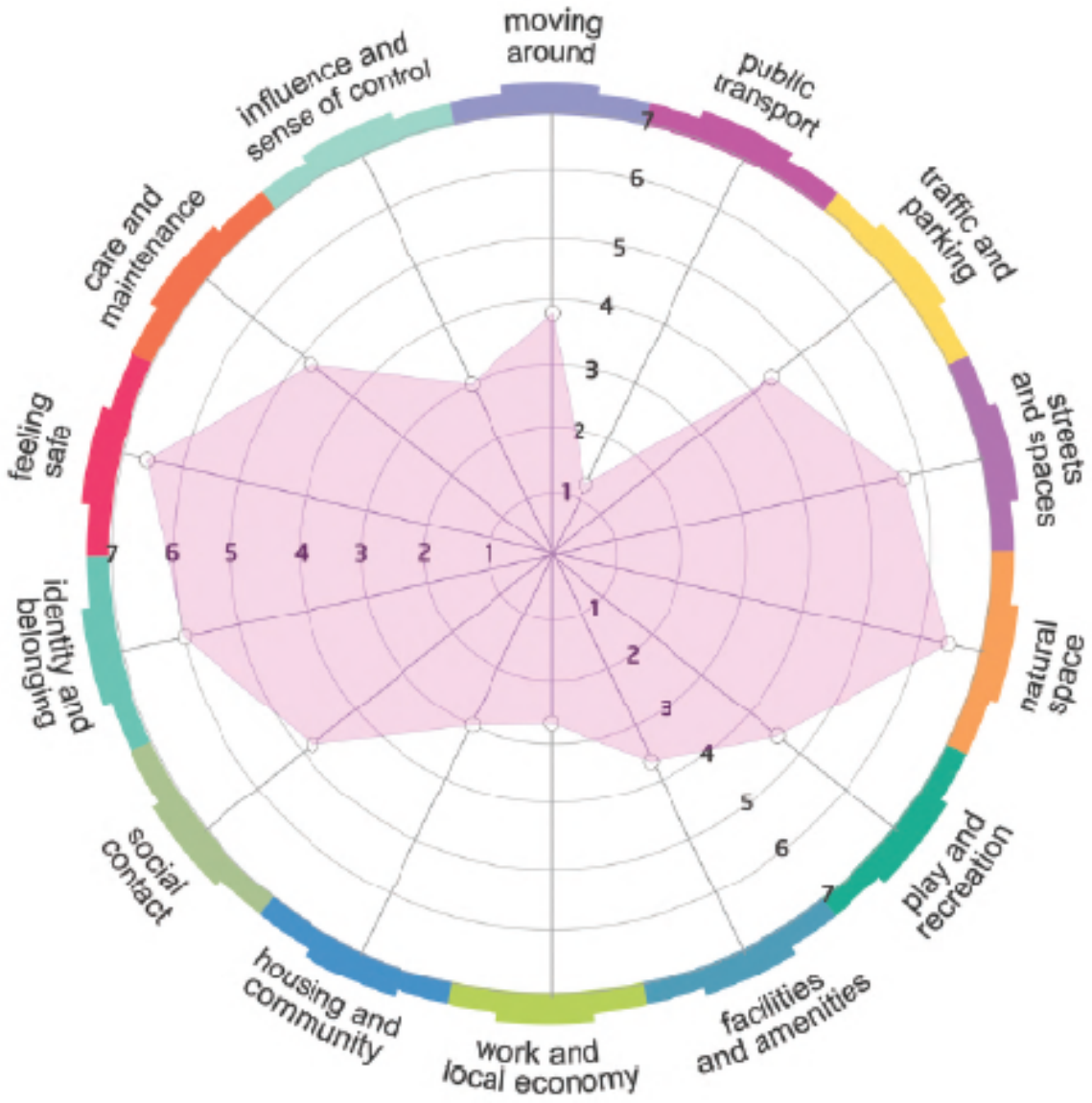
- Custodians of where we live, and of our money...who help create a legacy...FDT as a sustainable organisation that can continue to support and invest for future generations
- A shining jewel amongst development trusts - iconic, inspiring, promoting sustainability and social cohesion
- Works well as a REAL TEAM, well-chaired and run; high levels of trust, cohesion etc. with no north-south clash
- Driver of process such that in 20 years time Finderne is a sustainable, vibrant community – through investment in infrastructure and businesses that enables development
- That we maintain the passion, interest, commitment over the piece for 10years+ - we must stay relevant
- Inspirational, cohesive, 100% team that thrives on diverse individual contributions, has the confidence of the community, is in no way driven by self-interest, no internal squabbling - and has a time horizon/outlook of 25 years +

Finderne Community Plan

Place Standard Tool

We asked you to tell us what you thought of specific things where you live.
Using the 'Place Standard Tool' you rated those aspects between 1 (poor) and 7 (good).

The average score from all of the different groups is shown below.



What did we find?

High scores:

People in Finderne have a strong sense of identity (though it's on a district basis rather than regional), high appreciation of natural space, strong sense of feeling safe and good level of social contact

Low scores:

Public transport, work opportunities, housing availability and range of facilities/amenities are relatively poor and under-provided.

Finderne Community Plan

Postcards from the Future

We asked you to imagine looking at the area from 20 years in the future, and to describe how things have positively changed





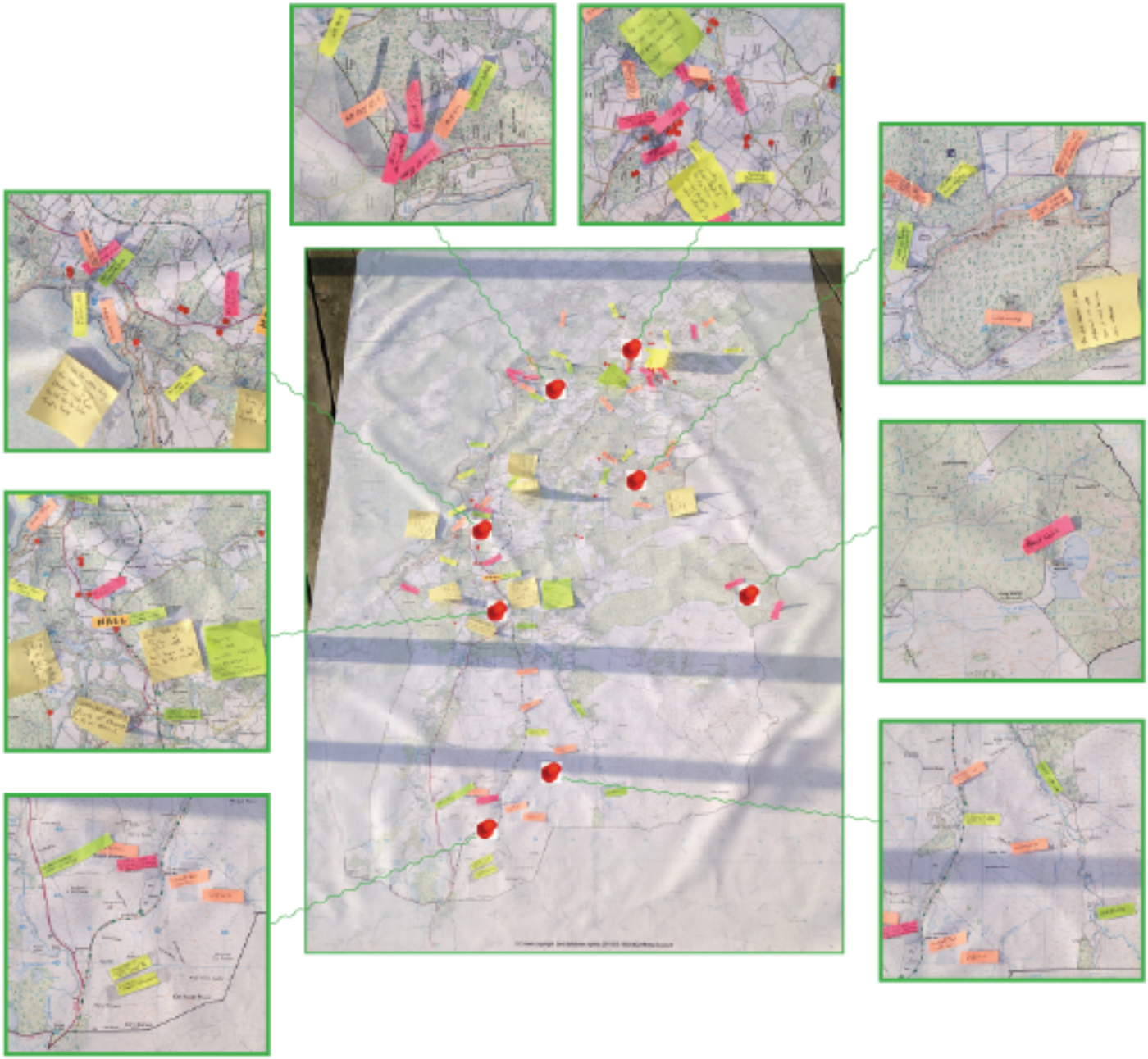
Using one-to-one conversations we made notes of what you said you wanted to see in Finderne, and what role Finderne Development Trust should have in helping achieve that



Finderne Community Plan

The **BIG** Map

Finderne is a large, diverse area with an amazing variety of woodlands, hills, rivers and settlements. We asked to you mark on the map where you live (red dots), places you like and places you'd like others to know about

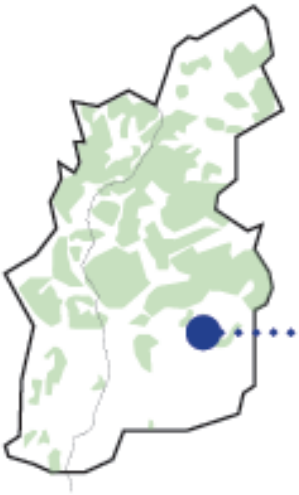


Those who came to the last consultation were from all across Finderne. Lots of recommendations were made for walking and cycle routes away from the Dava Way. This includes walks along the River Findhorn, up into the hills and around Loch Blair.

Many of you like Logie Steading and woud like to see more information about the area, including archaeology, cultural and social history and the heritage of the estates.

Finderne Community Plan

Example development opportunities



Forest cover in Finderne is around 30%, which is significantly higher than the UK average of 18%. Tree quality and diversity is very high.

Can this be used as an economic generator? What contribution does it make to carbon dioxide sequestration, biodiversity etc?

People love **walking and cycling**: should more be made of that? There are lots of potential connections and deviations to Dava Way.

Could Finderne be promoted as a series of districts, each with its' own sense of identity making up Finderne as a place. What is the identity of each place?





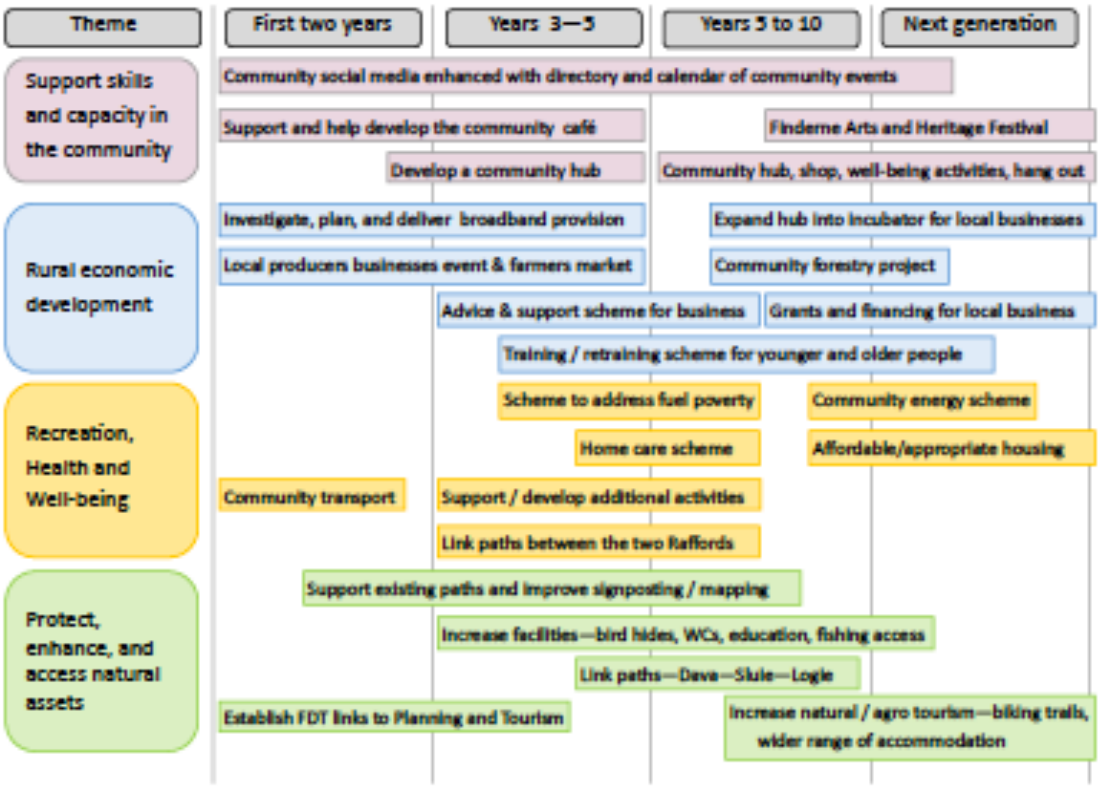
Finderne has a strong **social, agricultural and industrial heritage**. There is a high number of listed buildings, 1 designed garden and a variety of scheduled monuments.

Could this be used to strengthen local identity, increase attractiveness and generate business?

Housing opportunities

Rafford has 10 unit allocation in Local Development Plan; Logie has 10 unit allocation in Rural Grouping Supplementary Planning Guidance




Theme
First two years
Years 3—5
Years 5 to 10
Next generation
Support skills and capacity in the community
Rural economic development
Recreation, Health and Well-being
Protect, enhance, and access natural assets
Community social media enhanced with directory and calendar of community events
Support and help develop the community café
Finderne Arts and Heritage Festival
Develop a community hub
Community hub, shop, well-being activities, hang out
Investigate, plan, and deliver broadband provision
Expand hub into incubator for local businesses
Local producers businesses event & farmers market
Community forestry project
Advice & support scheme for business
Grants and financing for local business
Training / retraining scheme for younger and older people
Scheme to address fuel poverty
Community energy scheme
Home care scheme
Affordable/appropriate housing
Community transport
Support / develop additional activities
Link paths between the two Raffords
Support existing paths and improve signposting / mapping
Increase facilities—bird hides, WCs, education, fishing access
Link paths—Dava—Slule—Logie
Establish FDT links to Planning and Tourism
Increase natural / agro tourism—biking trails, wider range of accommodation


Finderne Development Trust
Community Plan Proposals
Our Vision
"A community of people and place, which has a thriving rural based economy that protects and enhances the natural environment for the benefit of both residents and visitors".
Social outcomes
Finderne has a strong community,
with strengthened social structures and facilities drawing people back into the community while retaining those who already live here. Younger people are attracted to live in the area through access to connectivity, jobs, and a beautiful, safe, environment.
Older people can remain in the area , with access to home care and community transport.
People are encouraged to live in Finderne with increased affordable and accessible housing fit for their needs. There are increased social and cultural activities supporting social interaction.
Economic Outcomes
Finderne has a thriving economy,
generating employment for its residents.
Businesses have started or expanded, and are supported through enhanced broadband.
Business start-ups are supported by incubators, advice, and seed funding.
Agritourism is supported as an alternative income for the agricultural community.
Young people are assisted into employment.
Environment Outcomes
The environment is protected,
and enhanced, with improved sustainable access for both locals and visitors.
There is increased provision of outdoor facilities to access and enjoy nature.
Community groups are supported to protect , enhance and educate about the landscape and natural heritage.

5 The StrategyStory Approach (September to December 2018)

The StrategyStory process brings together the latest thinking and research in strategic development with modern programme-making and storytelling. StrategyStory does this to put the voices, views and aspirations of key people at the heart of developing any strategy. Its creative process engages people outside of the boardroom in the strategy from the very beginning. Their stories help to shape the strategy so that any strategic decisions or outputs can take into account what is happening on the ground, what people would like, and crucially, how decisions could affect them.

StrategyStory worked for several months with Finderne Development Trust and interviewed people from all walks of life in the community to bring their voices into the project, asking them for their views on what the Finderne community needed, and what the Trust could deliver. The outcome was a short video that features many people - young professionals, children and retired members of the community, for example. These people were selected through a number of means:

a) As people who came forward during engagement events.

b) Suggested by the Trust to speak to.

c) By attending the local community café, and

d) Recommended by locals as we got to know people in the area. The video contains both audio and visual interviews.

While the video can be used as a means to bring to life the message of the Trust, the content creation process of engaging people in this way stimulates interest and opens up understanding of the work of the Trust from the very early stages of the Strategic Plan's development.

List of interviewees

K MacKay
J Taylor
A Senior
R Whitfield
A Garrow
H Nasrat
A Laing
J Simms
A Prentice
E Cudworth

The video is available to view via the FDT website and YouTube channel.

strategystory
people working together

real people. real stories. real strategies.