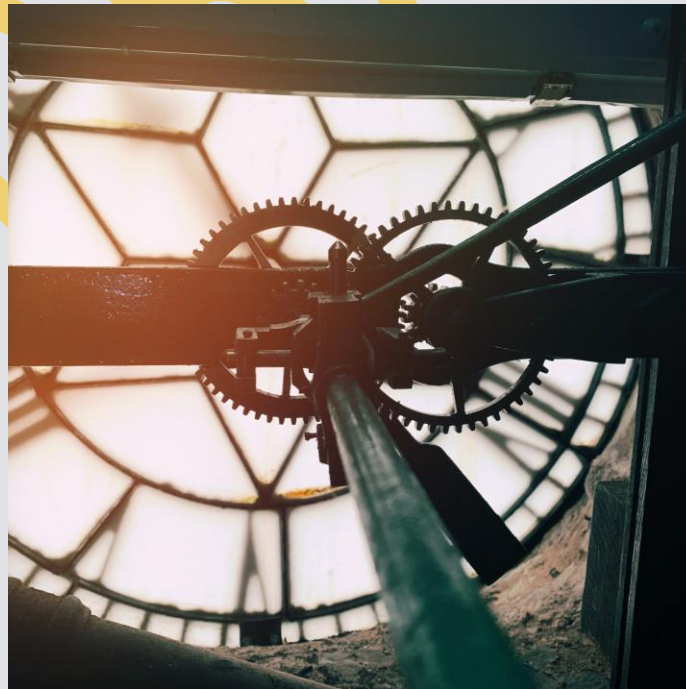


DUFFTOWN AND DISTRICT COMMUNITY ACTION PLAN 2021 - 2026



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INTRODUCTION

DUFFTOWN AND DISTRICT COMMUNITY ACTION PLAN 2021 - 2026

This Community Action Plan summarises views & information about:

- Dufftown & District - our community now
- Our Vision for the future of Dufftown & District
- Main strategies & priorities
- Our plan for projects and actions

The plan is our guide for what we - as a community – will try to make happen over the next 5 years.

PREVIOUS COMMUNITY ACTION PLANS & CONSULATION

The community had previously prepared a Community Action Plan in 2015 through a “Planning for Real” exercise. It was felt that although this had been a good community engagement process, there had not been the follow up co-ordination or resources to take forward the priorities identified.

In 2018, Dufftown and District (which includes the Cabrach and Glenrinnnes) along with the communities of Glenlivet and Inveravon participated in a process to prepare a Community Development Plan for the Dorenell Windfarm Community Benefit Fund area. This again involved widespread community engagement and has been a relevant source of information which has been drawn on to inform the preparation of this new Community Action Plan.

PREPARING THE COMMUNITY ACTION PLAN

Dufftown and District Community Association have led the process of preparing this Community Action Plan, with funding from The William Grant and Sons Foundation and support from STAR Development Group.

The process was informed by research and additional community stakeholder engagement over a 4 month period from November 2020 to February 2021. During this time, the country was under full lockdown due to the COVID-19 pandemic, which restricted the ability to have face to face meetings, and open events.

The process involved:

- A review of progress with the “Planning for Real” 2015 Dufftown Community Action Plan
- A review of the community consultation undertaken to produce the Dorenell Community Development Plan in 2018
- Research to prepare a community profile detailing facts and figures
- A community questionnaire, completed by twelve community organisations
- On line events attended by representatives from community organisations to draft and finalise the plan

THANKS TO EVERYONE WHO TOOK PART AND SHARED THEIR VIEWS

OUR COMMUNITY NOW - PROFILE

DUFFTOWN AND DISTRICT COMMUNITY PROFILE SUMMARY

The full Dorenell Profile & the Dufftown Community Profile reports are available online at www.dufftowncommunity.co.uk

Location

Situated on the banks of the rivers Fiddich and Dullan, Dufftown is a thriving village in the heart of Speyside. Dufftown is famous for its malt whisky exports and boasts the biggest malt whisky exports of any town in Scotland.

Population

Dufftown had a population of 1,667 in 2011. 1.7% of the Moray population reside in Dufftown. There are now more people moving into the area and an increase in population due to development of more affordable housing.

Dufftown has a higher proportion of older residents compared with the rest of Scotland and Moray and a correspondingly lower percentage of 16 – 29 year olds.

Housing

Census statistics from 2011 show there were 762 households in Dufftown.

There is a higher proportion of one person over 65 households in Dufftown (12.6%) compared with that of Moray (9.7%) and Scotland (7.8%). Having more elderly residents living alone is likely to put more pressure on social care services and residents are at a higher risk of having an accident.

There are 135 council houses in Dufftown equating to 17.7% of housing in the town; a higher proportion of residents live in council homes compared with the rest of Moray.

Statistics from 2016 showed that Dufftown had a higher percentage of empty properties (7%) compared to 3.8% for Morayshire as a whole.

Industry & Employment

Dufftown has a substantially higher number employed in manufacturing (29.7%) when compared with Moray (12.1%) and Scotland (8%), this can be largely attributed to the significant number of malt whisky distilleries in Speyside.

Unemployment in Dufftown (3.3%) is well below that nationally (4.9%)

Local Economy & Tourism

The area is well renowned for whisky distilling, from the illicit stills of the 18th century to the most recent distillery at Ballindalloch. In Dufftown alone, there are six active distilleries – hence its fame as the “World’s Malt Whisky Capital”.

Tourism is a major industry, with the Speyside Whisky Trail attracting many visitors to visit the 15 open distilleries in the area. The Dufftown Whisky and Heritage Centre attracts many visitors a year. The heritage of the area is also a great attraction for visitors, with Ballindalloch Castle and estate recording 17,500 visitors in 2016/17.

Dufftown has lost its bank and post office, and the Visit Scotland Tourism Information Centre closed over 8 years ago. With several closed shops and hotels, and an apparent lack of local business support, the economy seems to be in decline. This is despite Dufftown contributing £750M per year of duty income from the 6 distilleries in Dufftown (£400K per person in Dufftown!)

Pre-school & Childcare

The Cabin is a charity run by parents, working in partnership with the Moray Childcare Partnership and the Moray Council, providing childcare and pre-school provision for children age 2 – 12. There is now a greater demand for out of school care as more families have moved to the area. Busy Bees is a private childcare provider operating from Glenrinnes Community Centre, offering childcare from birth – 16 years.

Education

Most children from Dufftown and the surrounding countryside attend Mortlach Primary School. Most pupils from the area go to Speyside High in Aberlour.

Dufftown has a lower percentage of 16-17 years old in full time education than the rest of Moray and Scotland, indicating that pupils are leaving school early and either entering or seeking employment.

Health, Care & Emergency Services

- Stephen Cottage Hospital in Dufftown
- Dufftown Health Centre
- Pharmacy in Dufftown
- Day Care at Stephen Hospital and Health Centre
- Speyside Care Home (privately run)
- Sheltered Housing in Dufftown.
- Ambulance – 2 based in Dufftown
- Main hospital and A&E in Elgin

Transport

Dufftown and Moray have a high rate of car/van ownership compared with Scotland, with only a fifth of Dufftown households not owning at least one car or van compared with 30.5% nationally. Dufftown has similar levels of people travelling by car to work compared with the rest of Scotland. A higher proportion of people in Dufftown walk to work compared with Moray and nationally. Speyside Community Car Share Scheme is a volunteer-based transport service for those who are socially isolated. 60% of journeys are medical appointments.

Community Facilities

Mortlach Hall, British Legion Hall, Masonic Hall, the Community Centre, The Cabin, Glenrinnes Community Centre, Mortlach Primary School, Mortlach Church (Grade A Listed building), Gym at the Shand Centre within Stephen Cottage Hospital, Tininver Park and Play Area, Mortlach Primary School Play Area, Dufftown Football Club pitches and clubhouse, Dufftown Bowling Club, Dufftown Golf Club.

Community groups and organisations

Community Development

- Dufftown and District Community Council
- Dufftown and District Community Association
- Dufftown 2000 Ltd
- Dufftown & Mortlach Development Trust
- Mortlach Memorial Hall

Sports and Recreation groups:

- Dufftown – Junior Football Club, Dufftown u12s football, Indoor Bowling Club, Outdoor Bowling Club, Small Bore Rifle Club, Judo Club, Dufftown Jog Scotland, Bike Dufftown, Golf Club

Cultural and Arts

- Dufftown Pipe Band, Scottish Country Dancing Club, Crafts and Arts Group, Food and Flower Show
- Keith and Dufftown Railway Ltd

Environment and Village Enhancement

- Dufftown in Bloom, Horticultural Society

Young People

- Speyside Youth Ltd, Cubs and Beavers (Dufftown), Scouts (Aberlour), Mortlach Primary School Parent Group, Parent Baby & Toddler Group, The Cabin (Dufftown), Dufftown Juvenile Society

Groups for older people

- Mortlach WRI, Men's Group (Dufftown Community Centre), Dufftown Over 60's, Whist club, Sew and Go, Dufftown BALL group

Community Information

- Speirin's Community Newsletter www.thedufftownspeirinonline.yolasite.com
- www.dufftowncommunity.co.uk (Dufftown & District Community Association)
- www.dufftown.co.uk (Dufftown 2000 Ltd)
- www.dufftown.life (Dufftown & Mortlach Development Trust)

Environment & Access

There are many opportunities for walking and access, from local walks around the village and the distilleries, waymarked paths through the Glenlivet estate, climbing the majestic Ben Rinn, and direct access to the 84 miles of the officially designated long distance route of the Speyside way from Aviemore to Buckie.

In terms of wildlife, the most common to be seen are red squirrel and red deer, as well as rarer animals such as the golden eagle and black grouse.

Heritage

The earliest known inhabitants of the Fiddich Valley were Picts. Traces of their occupation remain in the shape of the mysterious "Elephant Stone" and a weathered Pictish cross almost six feet high. A Christian community was started in 566AD when St Moulag founded Mortlach Church, one of the oldest Christian settlements in Scotland.

The Battle of Mortlach in 1010 between the Picts and the Danes commenced near Lortlach Kirk, ending in the hills above Balvenie Castle in the defeat of the Danes.

Dufftown itself was founded in 1817 by James Duff, 4th Earl of Fife. Like other villages of the period, Dufftown has spacious streets laid out in a regular plan. The four main streets converge at the Clock Tower, which was completed in 1839.

The Whisky Industry developed from 1823, and the creation of the Speyside Railway in the 1840's was of strategic importance to the town.

The Keith & Dufftown Railway is Scotland's most northerly heritage railway. The line links the world's malt whiskey capital, Dufftown, to the market town of Keith.

OUR COMMUNITY NOW - VIEWS

COMMUNITY VIEWS

This is a summary of the community views as expressed in the consultations undertaken in 2018 and refreshed in 2020/21.

Dufftown punches below its weight - it could and should be more of a thriving place than it is. It was noted that Dufftown had lost some vital services like the Visit Scotland Tourist Information Centre, Bank and Post Office, and that some of the shops were empty.

Do more to attract visitors to stay in the area - building on the work that is already going on and adding to the hospitality offer and visitor experience. This includes proposals for a campsite, development and promotion of the local paths network and further developing the Dufftown Whisky Museum and Heritage Centre, and locally run Tourist Information Centre in the town.

Lack of transport - was seen to adversely affect the resident population, local community groups, tourism and the local economy. It was also very expensive – a return fair to Elgin is currently £11 return (15% of a minimum wage job).

Need to develop quality services and facilities - so that people might travel to Dufftown and local people would be able to enjoy quality services and facilities in their own area. Young people would like to see a community café, skateboard park, all weather pitch, mountain bike trails and other facilities developed locally.

Dufftown has a number of community facilities - including the Mortlach Memorial Hall, The British Legion, The Masonic Hall, and The Community Centre and they provide for a wide range of community activities. Stakeholders identified that they are all in need of repair and updating. Tininver Park and its play area was also seen to need significant upgrading.

Promote our wonderful environmental and heritage assets - there a good network of paths and opportunities for walking and cycling throughout the attractive nearby woodland, rivers and hills. Local built heritage includes the Clock tower, Mortlach Kirk, Balvenie Castle and nearby Auchindoun Castle. There was thought to be much more that could be done to promote these environmental and heritage assets.

Community opportunities and action - opportunities for Community Asset Transfers of building and land, and recent leadership and initiatives from local groups are positive. However, there is a need for a strong community led umbrella organization with staff resources to help implement the priorities identified in the previous and this Community Action Plan.

In Summary, stakeholders thought that it was important to:

- Continue to develop tourism facilities, activities and events
- Support initiatives to improve and animate the town centre
- Develop and improve transport links
- Improve and develop quality indoor and outdoor community facilities (existing ones, new ones for young people and dedicated ones for some groups)
- Support the good work of local community organisations in developing and providing activities, services and events for locals and visitors
- Do more for young people e.g. develop youth centre, provide good recreational facilities locally, improve access to educational and training opportunities
- Explore ways of developing a strong umbrella community organization with the resources to ensure Dufftown can implement its own plans for the future and work effectively with the Moray Council and other partners

The following groups and stakeholders took part in the consultation, and further information was gathered from the community views survey in 2018.

- Dufftown & District Community Association, Dufftown & District Community Council, Mortlach Memorial Hall, Dufftown Community Centre, Glenrines Community Hall, Royal British Legion
- Mortlach Primary School, Speyside Youth, Dufftown Cabin (Pre School Nursery)
- Dufftown Football Club, Dufftown Bowling Club, Judo Club, Rifle Club, Dufftown Golf Club, Dufftown Jog Scotland group
- Dufftown 2000 Ltd, Dufftown Pipe Band, Dufftown Highland Games, Keith & Dufftown Railway Association
- Dufftown Horticultural Society, Dufftown in Bloom, Scottish Country Dancing Club
- Mortlach Kirk, Friends of Stephen Hospital, Rinnes Medical Group
- Tourism and Retail Businesses – including Whisky Shop, Speyside Tours, Scorrybreck B&B, Commercial Hotel

OUR VISION FOR THE FUTURE OF DUFFTOWN

This Vision Statement has been developed from the views of the community as expressed in the 2018 Community consultation and was re-affirmed through the process of preparing this Community Action Plan in 2020.

In 20 years, Dufftown will be:

A good and sustainable place to live in for all age groups

An attractive and welcoming place to visit and stay

A cared for and accessible environment and heritage

A thriving economy with excellent opportunities for training, employment and enterprise

Well connected, with good access to quality services



MAIN STRATEGIES AND PRIORITIES

These are the main themes and priorities the community will work towards achieving over the next 5 years, in partnership with public agencies and other supporters.

THEME 1: Environment and Heritage

Dufftown and the surrounding area is rich in heritage and environmental assets. Much is already being done to conserve and promote these, but it is also felt that more could be done to support existing initiatives, and to develop new projects to make the most of these assets.

Main priorities:

- Walking and cycling projects
- Clocktower and the Dufftown Whisky Museum and Heritage Centre
- Interpretation and events
- Keith & Dufftown Heritage railway

THEME 2: Community Facilities, Youth and Recreation

In the consultation undertaken in 2018, improving community and recreation facilities was identified as a top priority. All the community halls and centres have identified a continued need to maintain and improve their facilities. This was confirmed in the 2020 consultations, with several groups identifying projects that will require time, money and expertise. A first step would be to commission a strategic study to look at what is required by each facility and how it can best serve the community in the future.

Sports and recreation facilities are also of great importance for all ages in Dufftown, but particularly for the youth. There is a real need to support the ongoing plans and work of existing organisations and an important role to assist local groups to work together for their (and the community's) mutual benefit. As the community expands and more young working families move into the area, childcare will be increasingly required.

Main priorities:

- Community halls and centres
- Recreation and sports facilities
- Youth and children

THEME 3: Local Economy & Tourism

In 2018, improving the local economy and making more of the tourism offer was identified as a key theme. This was emphasised again in 2020, with stakeholders concerned about the continued decline of the economy over the last 5 years with the loss of the bank and post offices, and closure of several businesses.

Tourism is a vital component of the economy for Dufftown, be that for whisky, sport or the outdoors. Stakeholders have identified the importance of promoting what is already on offer, while developing more attractions and facilities for visitors. As one comment pointed out “Sunday in summer is sometimes like a ghost town”!

Main priorities:

- Improve IT connectivity
- Develop tourist hospitality, accommodation and infrastructure
- Develop and promote tourist attractions and events
- Support for existing and new businesses
- Develop local skills and training

THEME 4: Sustainable & Resilient Community

To be a sustainable community, we will need a balance of housing for all ages and needs. Statistics from 2011 show that there is a higher percentage of older people in Dufftown, and also a higher percentage of single household over- 65 people living here, suggesting a need for more housing for elderly.

Alongside this, trying to move to a more sustainable way of life will ensure future viability and health of the community. All the community effort that will be needed to make this change will require some professional support, and a commitment to working together.

Main priorities:

- Housing for all
- Local food provision
- Community fuel poverty reduction and energy optimisation
- Community development

THEME 5: Access to services

Having good transport links, and quality local services will help to create a community where people can live, work and enjoy life to the full.

Main priorities:

- Sustainable Transport provision
- Access to childcare and education
- Post Office and financial services (Bank & ATM)
- Roads and safety

ACTION PLAN

Our plan for priority projects and actions to be pursued over the next 5 years.

THEME 1:	ENVIRONMENT AND HERITAGE
PRIORITY	Walking and cycling projects <ul style="list-style-type: none"> • Improvements to Dufftown Path network • Develop cycling tracks/MTB trail around Dufftown & District • Deliver bike/e-bike hire service for locals & visitors • Produce print and digital route maps for both walking and cycling • Work with neighbouring communities on a Dorenell circular route • Support Dufftown in Bloom amenity enhancement and paths maintenance
Led by	Dufftown & District Community Association (DDCA), Dufftown in Bloom
PRIORITY	Historic buildings <ul style="list-style-type: none"> • Safeguard the Clocktower building and develop its future • Renovation and completion of the Dufftown Whisky Museum and Heritage Centre • Develop either or both as a locally run Visitor Information Centre • Breathe fresh life into other prominent historic buildings.
Action by	DDCA, Dufftown 2000 Ltd
PRIORITY	Interpretation and events <ul style="list-style-type: none"> • Develop new Dufftown story walks • Launch a Dufftown history App • Work with Mortlach distillery on Bi-centennial celebrations in 2023 • Provide events and cultural activities at Whisky festivals • Christmas lights enhancement • Further celebrate key events e.g. Christmas Lights & Remembrance Day
Action by	DDCA, Dufftown 2000 Ltd (Christmas lights/events)
PRIORITY	Keith & Dufftown Heritage railway <ul style="list-style-type: none"> • Continued maintenance of the track • Development of a run around loop at the Keith terminus • Signage to link railway users with the town and vice versa • Encourage and attract more volunteers
Action by	Keith & Dufftown Heritage Railway

THEME 2:	COMMUNITY, YOUTH & RECREATION
PRIORITY	<p>Community halls and centres</p> <ul style="list-style-type: none"> • Commission a strategic study into halls in Dufftown – to provide a framework for future support and funding – involve all groups • Mortlach Memorial hall –car park resurfacing and general upgrade of hall. • Dufftown Community Centre – upgrade toilets and kitchen, hall floor • Develop a resource database for community facilities, and an events calendar
Action by	DDCA, Mortlach Memorial Hall committee, Dufftown Community Centre, Glenrines Community Centre
PRIORITY	<p>Recreation & sports facilities</p> <ul style="list-style-type: none"> • Upgrade football club facilities at Westburn park • Upgrade kitchen, toilets and windows at Bowling club • Upgrade playground facility at Mortlach Primary School • Upgrade Tiniver Park and Bike store
Action by	Dufftown Football Club, Dufftown Bowling Club, Mortlach PS Parent council, DDCA, Bike Dufftown
PRIORITY	<p>Youth & children facilities and activities</p> <ul style="list-style-type: none"> • Speyside Youth to extend youth café sessions • Continue to engage young people in outdoors and Bike Dufftown • The Cabin to develop expanded space to provide more time and activities for young children and after school care
Action by	Speyside Youth, The Cabin, DDCA to work with both organisations

THEME 3:	LOCAL ECONOMY AND TOURISM
PRIORITY	<p>Improve IT connectivity and use</p> <ul style="list-style-type: none"> • Deliver IT from Connecting Scotland project • Develop a community Internet hotspot • Support the 'district of Dufftown's approach to connectivity • Continue to develop digital champions – supporting groups and residents to embrace digital
Action by	DDCA
PRIORITY	<p>Develop tourist hospitality, accommodation and infrastructure</p> <ul style="list-style-type: none"> • Progress plans for a community campsite facility • Carry out study into community asset transfer of woodland for bike trails etc • Investigate development of a community owned hostel
Action by	DDCA
PRIORITY	<p>Develop and promote tourist attractions and events</p> <ul style="list-style-type: none"> • Improve Keith and Dufftown Railway links and infrastructure – aim for steam! • Develop & support the Whisky Heritage museum & tourist information centre • Support all groups developing and promoting events • Improve signage and storyboarding for all attractions • More use of the Spierin's Newsletter to publicise activities and events
Action by	K&D Railway Association, Dufftown 2000 Ltd, Highland Games committee, DDCA, Dufftown Spierin's
PRIORITY	<p>Support for existing and new businesses</p> <ul style="list-style-type: none"> • Develop a stronger business community which leads with a common voice • Attract support for current businesses to adapt to an everchanging economy • Hold regular open forum sessions to develop the sense of community between synergistic businesses.
Action by	DDCA
PRIORITY	<p>Develop local skills and training</p> <ul style="list-style-type: none"> • Promote evening classes, and school pupil mentoring programme • Develop and offer a CV writing service • Develop and promote training and education bursaries
Action by	DDCA, Speyside Youth

THEME 4:	A SUSTAINABLE & RESILIENT COMMUNITY
PRIORITY	Housing <ul style="list-style-type: none"> • Explore and launch a Community housing model • Community housing provision for older people
Action by	DDCA
PRIORITY	Local food provision <ul style="list-style-type: none"> • Establish and grow the local food larder • Advocate home food growing and local food production
Action by	DDCA
PRIORITY	Community fuel poverty reduction and energy optimisation <ul style="list-style-type: none"> • Explore potential for community renewables, and energy efficiency in community facilities • Develop home insulation and fuel saving expertise • Lead the Dufftown and District approach to Net Zero • Lead the Dufftown and District approach to a Just Transition • Secure funding and employ a Community focussed Development Office
Action by	DDCA, all community facilities
PRIORITY	Community development <ul style="list-style-type: none"> • Encourage and support volunteering across all groups • Enable sharing of community resources • Look at creating an “amenities group” of volunteers to offer community support • Secure funding and employ a Development Officer to focus on community & economic development • Ensure DDCA delivers for Dufftown and the District on area wide projects • Develop partnerships with Moray Council and other organisations
Action by	DDCA, all community groups

THEME 5:	ACCESS TO SERVICES
PRIORITY	Better transport provision <ul style="list-style-type: none"> • Support community transport initiatives • Lobby for improved & integrated transport provision
Action by	Dufftown & District Community Council
PRIORITY	Improve access to childcare and educational opportunities <ul style="list-style-type: none"> • Support for more childminders in the area • Develop wider provision of afterschool activities • Enable enhanced provision of services for families and very young children
Action by	The Cabin, Speyside Youth, Mortlach primary school
PRIORITY	Post Office and financial services (Bank & ATM) <ul style="list-style-type: none"> • Explore ways of reinstating these vital services in Dufftown – through a community initiative or providing support to a local business initiative • Promote and encourage use of existing Credit union facilities
	DDCA
PRIORITY	Roads and safety <ul style="list-style-type: none"> • Safer Crossing Project
Action by	Dufftown & District Community Council

SUPPORTING THE COMMUNITY TO MAKE IT HAPPEN

Dufftown & District Community Association has taken the lead in creating this 5- year Community Action Plan, with and for the community of Dufftown.

The groups and stakeholders involved in the preparation of this plan have all acknowledged the importance of working together and sharing resources to get things done.

COMMUNICATION

Despite the restrictions of the COVID-19 pandemic situation, groups and organisations contributed fully to this Plan through digital means. It is hoped of course that in the future, face to face meetings will be again the norm, and that communication will continue throughout the 5 year life of this Plan.

DDCA have developed a new hub website to host the Community Action plan, and to promote projects and opportunities in the wider community. The Dufftown Speirins is also an invaluable mechanism for communicating with the wider community of Dufftown.

SUPPORT REQUIRED

Throughout this process, groups have identified that they struggle to progress their plans and projects due to a continual need for more active volunteers, funding and expertise. Having paid development staff who can encourage and co-ordinate volunteering and help take forward plans and ideas into actual projects is seen as a vital resource to making this Plan into a reality.

This is identified in the Action Plan as a priority in itself and will be taken forward by the DDCA to seek funding and recruit a post that will support community endeavour.

KEEPING THE ACTION PLAN UNDER REVIEW

Dufftown & District Community Association will take the lead on keeping the Action Plan under review, ensuring that actions are progressed, and groups are supported and kept informed. DDCA will convene regular forum meetings of community organisations and stakeholders to get updates, and to bring new ideas to the table.

GET IN TOUCH AND GET INVOLVED

If you are interested in getting involved in any of the projects or groups mentioned in the Action Plan, or would like more information, please get in touch.

Email: hello@dufftowncommunity.co.uk

DUFFTOWN AND DISTRICT COMMUNITY ACTION PLAN 2021 - 2026

This Community Action Plan sets out the priorities for the community of Dufftown over the next 5 years as determined by a process of community engagement carried out over five months from November 2020 – March 2021.

The Plan contains

- ❖ a summary of our Community Profile
- ❖ Views from stakeholders on what the community is like now
- ❖ Vision Statement for the future of our community
- ❖ the main Themes and Priorities for action
- ❖ information on how you can stay in touch and get involved.

The Community Action Plan is for the whole community and is jointly owned by all the organisations and individuals that took part in its preparation. We will be working together to ensure its implementation over the next 5 years.

ACKNOWLEDGMENTS

Thanks to all those in the community who took their time to share their views

The William Grant and Sons Foundation for their financial support for the preparation of this Community Action Plan

STAR Development Group for their expertise in Community Action Planning
www.stardevelopmentgroup.org



Dufftown and District Community Association led the process to prepare this Community Action Plan on behalf of everyone in the community.

www.dufftowncommunity.co.uk

