

ALYTH DEVELOPMENT TRUST

OVERALL VISION AND STRATEGIC OBJECTIVES

The social, environmental and economic wellbeing of the community of Alyth

To develop, support and sustain activities that, in equal measure:

- Improve the quality of life and deliver wide-ranging benefits to all
- Support new and existing local business and enterprise to increase employment opportunities in the town
- Make Alyth more environmentally friendly and prepare for impacts of climate change

**A VIBRANT TOWN,
CAPABLE OF
PROVIDING A
SUSTAINABLE
ECONOMIC LIVING**

- Promote and enhance the town as a place for shopping, a place for tourism and events and a centre for artists and makers
- Improve facilities in the town
- Promote and enhance the town as a hub for sustainable businesses of all kinds

**AN ACCESSIBLE
TOWN**

- Promote and enhance walking and cycling
- Improve the range and availability of parking
- Improve road and pedestrian safety
- Improve accessibility for disabled and elderly residents and visitors

**A DESTINATION
TOWN THAT
CAPITALISES ON ITS
NATURAL AND BUILT
HERITAGE**

- Enhance and promote the town as a visitor destination
- Enhance and maintain the bridges as a key part of local identity
- Maintain, enhance and promote the built heritage of the town
- Maintain and enhance the existing greenspace and planting

**AN INCLUSIVE TOWN
THAT SUPPORTS
COMMUNITY
COHESION**

- Take key assets into community ownership
- Support and strengthen community cohesion
- Create opportunities for people to volunteer, build skills, gain valuable experience and progress

**A TOWN THAT
MEETS THE FUTURE
NEEDS OF THE
COMMUNITY**

- Invest in technology, digital inclusion and future-proofing
- Ensure that housing for all ages is available
- Prepare for the effects of climate change

ALYTH DEVELOPMENT TRUST

PRIORITIES FOR 12-15 MONTHS (2017-18)

1. Town Centre Regeneration

- Deliver project in conjunction with PKC and in active communication with the community having completed fundraising
- Agree design, approach and deliver improvement to burn-side in conjunction with PKC and Alyth in Bloom
- Defibrillator for renovated telephone box

2. Cycle Network

- Support collaboration of groups to deliver Blairgowrie, Coupar Angus and Alyth cycle network

3. Enhance and promote the town as a visitor destination

- Information and interpretation boards for the town and local area
- Enhance digital perceptions of community (eg photos on pindrops on google earth)

4. Community Awareness to Engagement initiative

- Take on aspects of community work done by Community Council (eg citizen of the year)
- Links to aspects of digital strategy (see below)

5. Develop and deliver against Digital Strategy

- Launch and enhance lovealych website alongside improved and relevant social media activity

ALYTH DEVELOPMENT TRUST PRIORITIES FOR 12-15 MONTHS (2017-18)

Continued

6. Complete and successfully launch management of Windfarm funds

- Complete contractual arrangements with Windfarm operator that can operate through full term of agreement irrespective of ownership change
- Secure disruption payment and ongoing payments from electricity generation
- Launch agreed model for managing and distributing funds

7. Support overseas local families with English language lessons for parents

- Evaluate needs and agree approach looking to use new community wing at Alyth School