

Tomintoul & Glenlivet Regeneration Project 2011

At the request of the community, rural regeneration specialists have been asked to research the issues currently facing Tomintoul and Glenlivet and to provide advice on potential opportunities to address these. The issues and opportunities identified below are all up for discussion at the public meeting or by contacting project co-ordinator Sandra Middleton (t) 01479 870540 or (e) sandramiddleton@cairngorms.co.uk.

Baseline Audit of the Issues - The Headlines

- The key questions are...why live here?...why invest here?...why visit?
- Manage expectations...what is reasonable and realistic for a community of this size, in this location
- T&G may have punched above its weight historically
- But it now shows signs of structural decline and 'relative deprivation'
- It is not alone in experiencing decline –this is a global, national, local phenomenon. There is no 'blame culture'
- In planning its recovery it should recognise that it is competing with others who are doing the same –it has to outperform them
- It can make a start by tidying and transforming the way it presents itself...self- help is the key here
- T&G needs drivers, leaders, champions and a 'renaissance team'
- But first it needs a full time Development Manager –who will need to be funded. Securing these resources is a major early priority
- The community must be empowered...it needs 'start up' resources
- Resources may be 'in kind'...not just financial...identify who can help
- T&G has assets it can transform...school, 2 hotels, small development sites. It may not own /control them yet...but they provide 'opportunity'
- It should endeavour to become a 'pilot' for certain projects
- Historically Tomintoul was a 'rural hub'...it must become one again
- This means rebuilding its retail and hospitality base
- Relationships with Crown Estate, HIE, CNPA, Moray Council are vital and must be 'planned'
- It will need to embrace the low carbon and IT based economies
- Ultimately the community goal should be 'wellbeing'

Potential Opportunities for Regeneration

(numbered at random and not by 'priority')

Nº.	Opportunity	Brief Description
1	Rural Hub (HIE Account Managed Community)	To develop Tomintoul as a rural service centre or 'hub' by working with Highlands and Islands Enterprise to become an 'Account Managed Community'. This could provide for a local development officer, resources, expertise and funding to take forward a range of projects.
2	'Telecommunity'	People who work from home coming together as an association of 'home-workers' to form a 'telecommunity'. This could attract attention, resources and investment for e.g. broadband and tap into existing initiatives.
3	<i>'The Community of Crafts'</i>	Encourage the growth of craft-based cottage industry linking people working from home with a strategy to increase visitor numbers.
4	Low Level Walking Centre	Build on existing success of walking festival and 'walkers welcome' status to develop and promote Tomintoul as 'the' low level walking centre with associated visitor facilities.
5	Visitor & Heritage Centre	Consolidate existing visitor information centre and museum as a Visitor Centre providing a focus for visitors with range of facilities, information and cross-selling of local produce/local businesses.
6	Community Social Enterprise Company - Acquire the School	Creation of a community social enterprise company to enable the community to acquire and develop the old school (would require a development officer – see No. 1).
7	Hotels / Old School - End Uses for Redundant Assets	Acquisition and re-instatement of the Gordon Hotel and work to source a suitable operator. Work to explore potential uses/investors for the Richmond Hotel. Acquisition of the school by the community (see No. 6) and development as a space for e.g. cluster of creative enterprises, workspace, education and training, IT and leisure facility.
8	Creative Cluster / Futures Centre	Develop facilities to attract creative and knowledge based micros and small/medium sized enterprises to locate in the area, also encouraging young people to live/stay/work in the area.
9	Remote Rural Learning Centre	Improve educational access in the area to training and high level IT and computer based learning, working closely with Moray College UHI.
10	Youthbuild	National project providing construction training for young people whilst delivering local projects e.g. building refurbishments.
11	Partnering & Learning with The Crown Estate	Community working with The Crown Estate to capitalise on their skills and expertise both locally & nationally e.g. grant applications, PR, management etc.
12	Sustainable Land Management – Glenlivet Estate	Explore land-based opportunities to use the land responsibly but efficiently e.g. woodland carbon sequestration, carbon capture, farm carbon management, wood fuel, small scale renewable projects etc.
13	Why Renewable Energy?	Explore programmes, policies and tariffs for small scale renewable energy generation and energy efficiency measures both domestic and commercial.
14	Cittaslow – Slow Food & Drink	Build local food & drink offering and experience for visitors. Build reputation and visitor base through high quality food & drink outlets and products. Can draw on current initiatives e.g. Cairngorms 'Food for Life' project.
15	Best of the Rest	A range of ideas and opportunities drawn from the community, interest groups, service providers and research – detailed on a separate sheet (available at the meeting) and 'scored' for their likelihood of success.