



# RURACTIVE



## North-East Scotland, UK

### D4 - Local Action Plan



Co-funded by  
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# 0. Reading This Local Action Plan

This Local Action Plan (LAP) documents the co-development process of solutions undertaken by each Dynamo to establish and empower its local Multi-Actor Rural Innovation Ecosystem (RIE). It is the result of a 12-month participatory and inclusive community-led process from May 2024 to May 2025, and contains both the description of the four steps taken to activate the RIE as well as the co-developed, innovative, place based solutions that will be implemented to support the just, sustainable and smart transition of the Dynamo's territory.

The solutions described in the LAP target one or more core Rural Development Drivers (RDDs, namely: Sustainable multimodal mobility; Energy transition and climate neutrality; Sustainable agrifood systems and ecosystem management; Nature-based and cultural tourism; Culture and cultural innovation; Local services, health and wellbeing) and integrate aspects from the three RURACTIVE crosscutting priorities (climate change mitigation and adaptation, social justice and inclusion, and biodiversity), and take into account gender considerations. During the co-development phase, Dynamos activated, engaged and empowered the local community through four Local Workshops (LWs) that provided support in defining their place-based solutions. This LAP presents the results of these four LWs, highlighting the crucial role of the local community in creating each solution proposal. For further reference to the methodology to activate the RIE and to the conceptual framework of RURACTIVE, the full documents are [available on the website](#).

Each LAP is organised into six main sections:

- Background and Strategic Vision – Introduces the territory, its cultural identity, socio-economic profile, and key development challenges. Further, it outlines the chosen RDDs that guided the focus of local action.
- Step 0: Getting Started – Describes the early activities to set up the foundational elements of the RIE and frame the work, including the selection of the RDDs and territories where the LAPs will be implemented, mapping of previous participatory processes, and a review of relevant local and regional policies.
- Step 1: Identification – describes the activities undertaken for brainstorming, analysing and prioritising local stakeholders
- Step 2: Engagement – explains how local actors were involved through events like Open Days and the creation of Local Task Forces (LTFs).
- Step 3: Empowerment – summarises the series of Local Workshops (LWs 1–4), the recruitment of Local Community Trainers (LCTs) for capacity building and training of local communities, how local challenges were identified, and how solutions were co-designed and refined through structured participation.
- Place-Based Solutions – Lists the key challenges identified and introduces detailed breakdowns of the main place-based solutions co-developed with RIE stakeholders to be carried forward into the implementation stage starting from September 2025

This LAP serves as both a strategic roadmap and a practical implementation tool. It is intended to guide the co-implementation of local solutions and to support replication efforts by other rural communities across Europe in the future. The LAP has been collaboratively developed by the Dynamo partner in close cooperation with their RIE stakeholders, with support and guidance from mentors at the University of Bologna and RURACTIVE project partners.

# 1. Background information

**Dynamo Partners:** GrowBiz Scotland (“GrowBiz”) and The James Hutton Institute (“Hutton”) together referred to as Dynamo 4

**Territory:** Inner Area

**Inhabitants:** 915,000

**Area:** 16,274 sqkm

**Main occupations:** Accommodation and food and drink, education, health and social work, manufacturing, professional and technical services, retail and wholesale

**Protected areas:** Parts of Cairngorms National Park, many National Nature Reserves and Sites of Special Scientific Interest, area intersects two of five pilot Regional Land Use Partnerships



*Figure 1. North-East Scotland Dynamo: Local Authorities and Cairngorms National Park map*

As the above statistics show, the North-East of Scotland (NE Scotland) is the largest of all the Dynamo areas in the RURACTIVE project (RURACTIVE) and it therefore has a diverse set of challenges. In NE Scotland, farming and forestry as well as food and drink value chains are highly significant

economically (e.g. barley crop, malting, whisky distilling and also soft fruits). The geographic area is a focus for tourism, with cultural and historical sites of global renown, three of the major road routes into the Cairngorms National Park, the main rail route to northern Scotland, and two of Scotland's largest cities on its eastern flank: Aberdeen and Dundee, and one of its newest cities, Perth, on the south edge. The influence of these cities on the area includes rural locations of businesses and residences in support of the oil and gas industry (and now Great British Energy), centres for research and innovation with five universities across the three cities. There are also micro-businesses in services, e.g. information technology and demand for artisan products complementing that of tourists.

## Challenges

The types of challenges the region faces include weak transport links through and between areas, weak digital connectivity, a need for financial capital (investment) and development of human capital (contemporary skills) and social capital (communities). It also faces challenges of seasonal patterns of employment, e.g. in tourism and farming, and in adapting to new regulations and public policies. In Dynamo 4, we want to improve understanding of the challenges which rural communities in NE Scotland are facing and how we, and the stakeholders with whom we engage, can respond better to them.

## Opportunities

Despite its challenges, NE Scotland has many strengths, including world-class higher education and research institutions, areas of extensive natural beauty and resources, a thriving arts / craft / creative scene, networks of people in different sectors, a government and local councils that support entrepreneurship and climate related activities / initiatives.

## 2. Step 0: Getting Started

### 2.1. Chosen RDDs

Dynamo 4's chosen Rural Development Drivers ("RDDs") are as follows:

 <p><b>Culture and cultural innovation</b></p>	<p>NE Scotland has a rich cultural history, and a diverse arts / creative / fashion / music scene, which is often localised, from cashmere mills in Perth &amp; Kinross to artisan crafts. In 2020, GrowBiz launched Perthshire Artisans, a Smart Village platform – Smart Villages are digital communities that promote enterprise support and connectivity for rural businesses across Scotland. In 2021, Perthshire gained the status of UNESCO City of Crafts and Folk Art. GrowBiz wants to continue its support of the artisans and craftspeople living and working in the NE Scotland.</p>
 <p><b>Energy transition and climate neutrality</b></p>	<p>NE Scotland is the location of Great British Energy (Aberdeenshire), the UK's publicly owned energy company, which will support and build clean energy sources. Hutton's projects / research is dedicated to innovating and finding solutions to the challenges posed by the climate and nature crises and just transitions to net zero GHGs. GrowBiz has a Net Zero policy and a dedicated senior team member, responsible for tracking its journey towards Net Zero. Through Great Perthshire, it is also a member of 'Climate Connect' an organisation set up to bring climate focussed networks together to collaborate.</p>
 <p><b>Local services, health and wellbeing</b></p>	<p>NE Scotland has many and varied health and wellbeing challenges. In the care and wellbeing sector, GrowBiz has been supporting self-employed people, small businesses and social enterprises for over 16 years. Hutton has been researching issues affecting rural mental health and wellbeing.</p>
 <p><b>Sustainable agri-food systems and ecosystem management</b></p>	<p>NE Scotland is a diverse agricultural region. Part of Hutton's research focus is on understanding, developing and establishing sustainable and resilient agri-food systems which, 1. respect the management of the biodiversity of the local area, 2. increase the resilience of food systems threatened by climate change, and 3. include</p>

	<p>the needs and desires of the agricultural workforce.</p> <p>GrowBiz is the operator of Great Perthshire, the regional food group for Perth &amp; Kinross. GrowBiz wants to continue its support of this network of food and drinks businesses, as well as contribute to the accessibility of affordable, healthy and nutritious food for all.</p>
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## 2.2. Starting to set up the RIE

### Our people

After the General Assembly and Knowledge Transfer meeting in Gotland, Sweden (April 2024), *Graeme Low, Strategic Development Manager* at GrowBiz was identified as the Rural Innovation Ecosystem (“RIE”) Coordinator. Graeme is a qualified accountant and MBA graduate with extensive experience working with start-ups, SMEs and global companies in C-suite / senior leadership positions. Based in Forfar in Angus, Graeme has knowledge of both the Angus and Perth & Kinross areas of the Dynamo region, with connections to the Cairngorms National Park Authority.

Dynamo 4 appointed *Becca Flory, Enterprise Facilitator* at GrowBiz as the Local Communications Manager. As a former lawyer in private practice and inhouse for HEIs / SMEs, a Saltire Foundation Fellow and small business owner, Becca is adept at communicating with stakeholders from different backgrounds and in a variety of different ways, including blogging, via email, in person and on social media.

Graeme and Becca are supported by Hutton colleagues, *Prof. David Miller, Knowledge Exchange Coordinator, Dr Hannah Budge, Post-doctoral Researcher, Dr Mags Currie, Head of Social, Economic and Geographical Sciences Department* and *Sophie Miller, Research Assistant*.



**Figure 2.** Our people: *Rebecca Flory, Sophie Miller, Dr Margaret Currie, Graeme Low*

## Our plan

At one of the first meetings as a Dynamo, Dynamo 4 discussed holding the Open Day and the four Local Workshops in different regions of the Dynamo area covering all 3 council areas – Aberdeenshire, Angus and Perth & Kinross. That way, it was possible to invite stakeholders from the different local community councils and organisations that support those areas to share their knowledge / insights on the nuances of their area. Locations in smaller towns / villages (our largest was Montrose with a population of 12,000) and facilities that support the local communities were selected, including Birnam Arts, a multi-purpose arts and entertainment venue and The Montrose Playhouse, an abandoned and disused swimming pool that has been converted into a cinema.

Stakeholders were identified by pooling collective knowledge of the Dynamo area and relevant networks – including invaluable knowledge from GrowBiz's CEO, Jackie Brierton MBE – to form an initial list of stakeholders. For GrowBiz and Hutton, the aim was also to build on co-development projects previously carried out in the Dynamo area, including:

- Perthshire Artisans and the influence of the artisan / craft community on local cultural strategy and its links to the cultural heritage of Dynamo 4's rural communities and peoples' health and wellbeing.

- Great Perthshire and the outputs from Scotland's Rural and Islands Parliament, November 2023, debating needs for innovation in tackling climate change, social justice, loss of biodiversity.
- Organisations and people involved in the public consultations on priorities of Regional Land Use Strategies (Aberdeenshire, Cairngorms).
- Participation of the Scottish Government's Rural Economy and Communities Stakeholder Group.
- Participatory budgeting under Just Transition Funds using public voting on bids to support (2 years).

## 2.3. Local Policy Analysis Results

For the Local Policy Analysis, a list of relevant policies to the chosen RDDs was compiled; these included guidelines / plans / policies / strategies at local, regional and national level. Following further reading and research, the most relevant policies for the Dynamo area were selected for more in-depth analysis. These included, the Good Food Nation (Scotland) Act 2022 for Agri-Food RDD and the Climate Change – Scottish National Adaptation Plan for Energy Transition and Climate Neutrality RDD.

A snapshot of the policies – what do Scottish and local policies aim to achieve? – is presented below, looking at the RDDs and the Cross-cutting Priorities, climate change mitigation and adaptation, biodiversity and social justice and inclusion (“Cross-cutting Priorities”).

## What do Scottish and local policies aim to achieve?

D4 – LOCAL LEVEL



### Energy transition and climate neutrality

- A vision that by 2045, Scotland will have a climatefriendly energy system that delivers affordable, resilient and clean energy supplies for Scotland's households, communities and business
- The transition to net zero energy must be just, enabling accessible affordable clean energy for all, and the training, skills and opportunities to access associated high quality, green jobs
- Empowering people to shape their places and ensure the transition to net zero is fair and inclusive.
- Doubling existing renewable generation capacity by 2030, to the equivalent of 48% of Scotlands current total energy demand
- Progress towards a target of 2 GW installed capacity by 2030 of community owned energy, with community benefit and shared ownership options on renewable energy projects, including repowering and extensions



### Sustainable agri-food and ecosystem management

- Everyone eating well with reliable access to safe, nutritious, affordable, sustainable, and age and culturally appropriate food
- A prosperous, diverse and innovative food and drink sector, which is delivering to the national and local economic and social wellbeing
- Local food production tackling challenges around health and wellbeing, inequalities and climate change
- A food system which is sustainable and contributes to a flourishing natural environment, biodiversity and animal welfare
- Agriculture support from 2025 onwards will deliver high quality food production, climate mitigation and adaptation, and nature restoration
- Farmers, crofters, land managers, and supply and value chains with improved business resilience, efficiency and productivity including through adoption and deployment of technology and innovation
- Natural capital is considered on an equal footing to people, social and economic capital as the four pillars in which to invest to underpin the economy



### Local services, health and wellbeing

- Progressing towards a wellbeing economy and accelerating inclusive personcentred public services
- Adoptiong a collaborative, placebased approach with a shared purpose to support a clear way forward for all services, assets and investments which will maximise the impact of their combined resources
- Supporting local liveability and improving community health and wellbeing by ensuring people can easily access services, greenspace, learning, work and leisure locally
- Developing communities to promote local living and20 minute neighbourhoods to help reduce inequalities in health and access to services
- A Scotland in which health outcomes are equitable across the population, so that all women enjoy the best possible health throughout their lives, improving access to health care for women, and reducing inequalities in health outcomes for women and girls
- Scotland's food system encourages a physically and mentallyhealthy population, leading to a reduction in diet-related conditions
- Citizens can access the right help for mental health, at the right time, expect recovery, and fully enjoy their rights, free from discrimination and stigma, achieving parity between mental and physical health



### Culture and cultural innovation

- Demonstrating that culture is central to Scotland's wellbeing and cultural, social, economic and environmental prosperity.
- Safeguarding and promoting cultural heritage and provide opportunities for everyone to experience and learn about historic environments, history and culture
- Encouraging creativity, vibrancy and diverse cultures which are expressed and enjoyed widely
- Recognising that creative and design skills are an essential skillset for digital products and services design
- Encouraging global connectivity of the culture and creative sector, contributing to Scotland's cultural, social, economic and environmental wellbeing through international work

Figure 3. Local policy factsheets based on the chosen RDDs.

## Climate change mitigation and adaptation



- An overarching aim of achieving net zero emissions of all greenhouse gases by 2045
- Scotland's places will be net zero and naturepositive, designed to reduce emissions and adapt to the impacts of climate change, whilst protecting, recovering and restoring our environment
- Pathways to net zero by 2045 are supported by increasing the resilience of natural carbon stores and sinks to climate change, supported by actions on peatland, forests and blue carbon
- Development planning account of current and future climate risks and providing a key lever in enabling places to adapt
- A workforce which is flexible and adaptable, with green skills supporting the transition to net zero such as energy, transport, construction, agriculture, manufacturing, and across all sectors to thrive in a net zero economy

## Biodiversity



- Scotland's natural environment, habitats, ecosystems and species, to be diverse, thriving, resilient and adapting to climate change
- For Scotland to be Nature Positive by 2030, with biodiversity regenerating and underpinning a healthy and thriving economy and society and playing a key role in addressing climate change
- Nature networks are implemented in every local authority area to connect nature-rich sites, deliver local priorities and support climate resilience
- Biodiversity is driving a sustainable economy, supporting thriving communities which are partners in stewarding nature for future generations
- Nature based solutions implemented at all scales are protected, enhanced and connected to enable healthier, cooler, water resilient and naturerich places
- National Parks that are carbon negative and biodiversity rich with better functioning, better connected and more resilient ecosystems

## Social justice and inclusion



- Undertaking a Just Transition in the economy to deliver environmental benefits such that they are as fair and inclusive as possible to everyone concerned, creating decent work opportunities and leaving no one behind
- An aim of everyone having sufficient and secure income to be able to access food that meets their needs and preferences, including their dietary, social, and cultural needs
- A place-based approach, in which local people and businesses have a genuine stake in producing, owning and enjoying the wealth they create and, in doing so, progress towards a more just, equitable and sustainable society
- Implementation of qualities of successful places, which includes supporting the prioritisation of women's safety and improving physical and mental health
- Greater involvement of people in planning their future places so that the built environment is safe and welcoming to everyone, including women, disabled people, children and young people and black and ethnic minority groups
- Reducing health inequalities by identifying gaps in health service provision, considering areas of best practice and developing actions to address gaps, tailored to meet needs of all women
- People have the skills needed at every stage of life for rewarding careers. meeting needs of an ever-changing economy and society

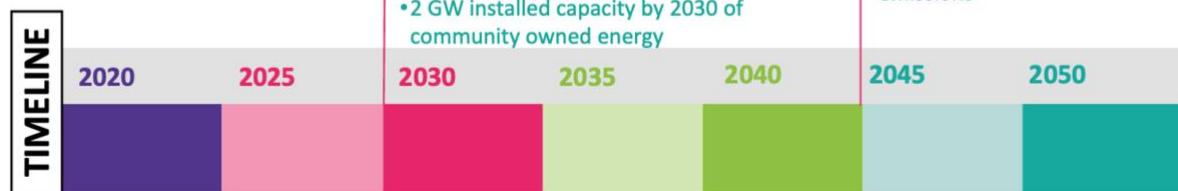


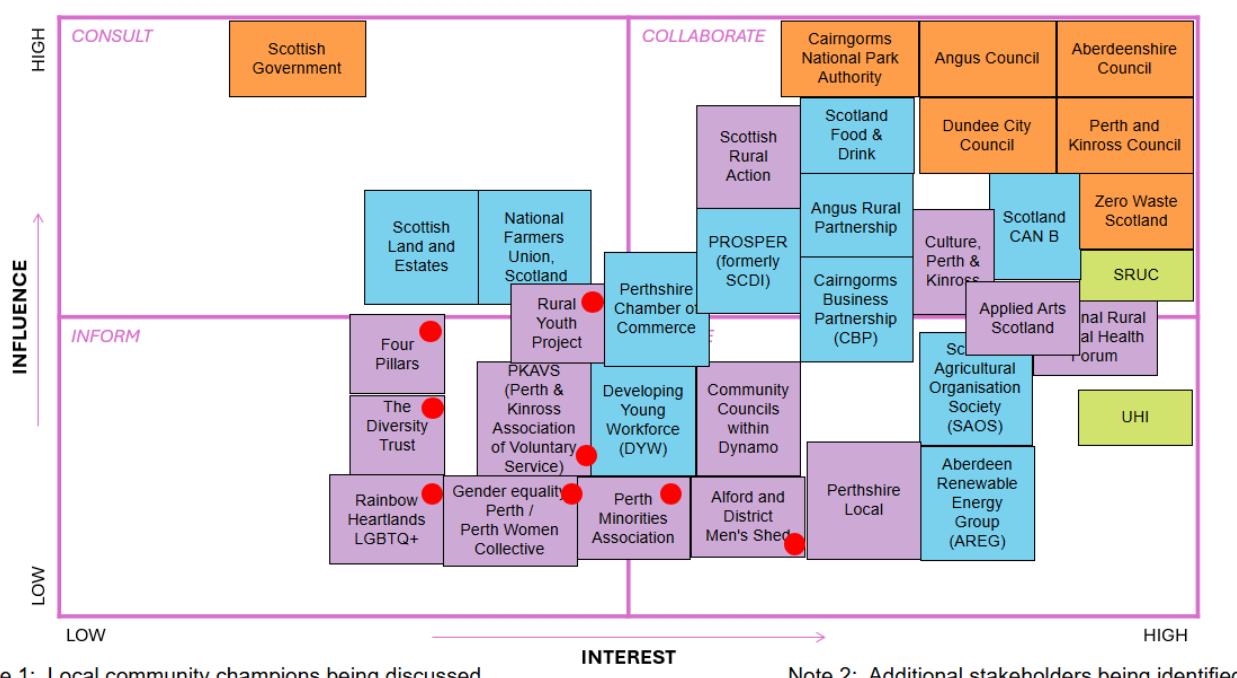
Figure 4. Local policy factsheets based on the crosscutting priorities.

### 3. Step 1: Stakeholders identification, brainstorming, analysing and prioritising

#### 3.1. RIE composition

As NE Scotland is a large geographical area, encompassing several council areas, a regional approach was taken to identify the key stakeholders for RURACTIVE. The process began with a list of potential stakeholders by region, as some organisations only support specific regions (e.g. Culture, Perth & Kinross) and then used the RURACTIVE Matrix {see Figure 5 below} to divide these stakeholders up into the RURACTIVE domains of *Policy*, *Research*, *Industry and Users* and to prioritise them. The Cross-cutting Priorities were also used to help identify stakeholders e.g. Zero Waste Scotland, a governmental body for the circular economy, for *climate change mitigation and adaptation*.

After producing a first draft of Dynamo 4's Matrix, the Dynamo 4 team discussed using its knowledge of the Dynamo area and the stakeholders, if the positioning of the stakeholders on the Matrix should change. This resulted in a final version of Dynamo 4 Matrix {see Figure 5 below}.



**Figure 5.** Stakeholder identification matrix. Red dots represent stakeholders at risk of exclusion. The domains are represented by the colours: (Policy = orange, Research = green, Industry/services/investors = blue, Public/user = purple).

After reaching agreement on the positioning of stakeholders, a prioritised list was developed, which formed the basis of our list of participants for the Open Day. These stakeholders are as follows:

1. Aberdeenshire Council
2. Angus Council
3. Cairngorms National Park Authority
4. Cairngorms Trust
5. CLES (Centre for Local Economic Strategies)

6. CLLD Group Leader, Tourism
7. Dundee City Council
8. EDAS (Economic Development Association Scotland)
9. Perth & Kinross Council
10. Scottish Government
11. SG – Rural Directorate
12. SG – Rural Economy
13. Scottish Parliament
14. UK Government
15. Zero Waste Scotland
16. GCU
17. SRUC
18. SRUC Policy Research Team
19. UHI Perth
20. Aberdeen Renewable Energy Group
21. Angus Rural Partnership
22. Angus Local Action Group/RHASS
23. Angus Tourism Cooperative
24. Cairngorms Business Partnership
25. Developing Young Workforce
26. Entrepreneurial Scotland
27. National Farmers Union Scotland
28. Perthshire Chamber of Commerce
29. Scotland CAN B
30. Scotland Food & Drink
31. Scottish Agricultural Society
32. Scottish EDGE
33. Scottish Land & Estates
34. Alford & District Men's Shed
35. Applied Arts Scotland
36. Cateran Ecomuseum
37. Culture Perth & Kinross
38. Four Pillars
39. Gender Equality Perth, Perth Women's Collective
40. National Rural Mental Health Forum
41. Perth Minorities Association
42. Perth & Kinross Business Partnership
43. Perthshire Local
44. PKAVS (Perth & Kinross Association of Voluntary Service)
45. Rainbow Heartlands LGBTQ+
46. Rural Youth Project
47. Scottish Rural Action

48. The Diversity Trust
49. Dee Catchment Partnership

After engaging the Local Task Force (see Step 2), and as progressing using the UNIBO Methodology, more relevant stakeholders were identified and invited to the Open Day and Local Workshops (e.g. SCOTO and Visit Scotland).

## 4. Step 2: Stakeholders' engagement: local task force and involving stakeholders

### 4.1. LTF composition

Dynamo 4's Local Task Force ("LTF") comprises 6 members (67% women, 33% men) representing the 4x RURACTIVE domains of policy, research, industry and users and with backgrounds / interest in our 4x chosen RDDs.

The LTF members are:

- *Alexia McClure, Senior Executive in Economic Development*
- *Bill Slee, Alford Men's Shed, formerly Senior Researcher at The James Hutton Institute*
- *Hannah Clinch (Local Community Trainer), director of Tacit Tacit, design agency*
- *Murray Ferguson, former Director of Planning & Place at the Cairngorms National Park Authority*
- *Norma Lyall, Development Worker at Angus Tourism Cooperative*
- *Vanessa Halhead, Honorary President at Scottish Rural Action, Director and Coordinator at European Rural Community Alliance*



Figure 6. Members of the Local Task Force

## 4.2. Open Day

Dynamo 4 held its Open Day on 3rd September 2024 at The Madoch Centre, St Madoes from 4pm to 7pm. At the Open Day, we invited stakeholders from across NE Scotland, with 20 people in total attending the Open Day, including Dynamo 4 team members and members of the Local Task Force. The age of participants was mostly in the 50-65 age bracket (9), followed by 65-80 (6) and then 35-50 (4) and 18-35 (1) with 70% females and 30% males attending. Across the RDDs, 2 participants had an interest / expertise in Sustainable Multimodal Mobility, 4 participants for Energy Transition and Neutrality, 8 for Sustainable Agrifood Systems and Ecosystem Management, 10 for Nature-based and Cultural Tourism, 9 for Culture and Cultural Innovation and 10 for Local Services, Health and Wellbeing. There was also 1 participant from the LGBTQ+ group at risk of exclusion. By domain, there were 3 participants from the policy domain, 2 from research, 11 from industry / services / investors and 9 from public/users.



Figure 7. Jackie Brierton MBE, CEO GrowBiz Scotland

An engaging and interested agenda for participants was put together, including presentations on RURACTIVE, the importance of participation in European projects, a group discussion session and a presentation on an example of a successful solution up and running in Scotland.

Dynamo 4's aims and objectives for the Open Day were to introduce the project to the identified and prioritised stakeholders through the RURACTIVE matrix (and others) and encourage them to be a part of RURACTIVE going forwards, including attendance at future workshops.

## 5. Step 3: Stakeholders empowerment

### 5.1. LCT Recruitment

In February 2025, Hannah Clinch was recruited to be the Local Community Trainer (“LCT”) for Dynamo 4. Hannah Clinch is one half of Tacit Tacit, a design agency providing a range of support services to SMEs across the UK. Hannah and her fellow director, Manda Forster have a wealth of experience providing digital support services to start-ups, established businesses and social enterprises, particularly within the creative industries and cultural heritage sector.

Through their work they take clients through essential tasks that maximise an investment in digital tools, like writing and costing a design brief, to commissioning and managing digital projects. They also provide practical insights into how to work fairly and effectively with freelance teams to deliver projects including websites, rebranding initiatives and market research.

Hannah is well versed in teaching people how to use digital software packages within a community, education and enterprise context. She is also a Learning Facilitator for the Social Enterprise Academy.

### 5.2. LWs1 Vision and Challenges

Dynamo 4 held its LWs1: Vision and Challenges on 29th September 2025 at The Square Deal in Huntly. The event was conducted as a hybrid session with 7 participants in person and 7 participants online. In total, 14 people attended the workshop including Dynamo 4 team members and members of the Local Task Force, with 3 new participants attending that were not present at the Open Day. The age of participants was mostly in the 65-80 age bracket (4), followed by 50-65 (2) and then 35-50 (1) with 60% females and 40% males attending. Across the RDDs, there were 2 participants with an interest / expertise in Sustainable Multimodal Mobility, 4 participants for Energy Transition and Neutrality, 3 for Sustainable Agrifood Systems and Ecosystem Management, 5 for Nature-based and Cultural Tourism, 4 for Culture and Cultural Innovation and 6 for Local Services, Health and Wellbeing. By domain, there was 1 participant from the policy domain, 0 from research, 3 from industry / services / investors and 5 from public/users. Note that not all data was captured.

After a brief introduction to the project by Graeme Low and an overview of the workshop by Mags Currie, Becca Flory led a group discussion on How do you imagine your territory to be/what do you hope/dream for your territory in 2050? An illustrator, Jon Bishop, a member of the Perthshire Artisans community, was engaged to illustrate the vision for Dynamo 4 in 2050. He listened to the group discussions and over the course of the rest of the workshop and after the workshop, he started to illustrate the vision (see *Our Vision* below).

After the *Our Vision* discussion, participants were divided up into 2 groups – one in person group and one online group. After presenting ‘scenarios’ to each group, they discussed what are the main current and future challenges that you see in this scenario for your daily life? And, what are the main current and future challenges that you see in this scenario for your work? At the end of LWs1, a

vision for the Dynamo was defined together with a list of 6x Place-Based challenges and 3 challenges for the Open Call for Innovators.



Figure 8. Rebecca Flory and Graeme Low

## Our Vision

**Our vision** for Dynamo 4 is for a happy and healthy rural society, where people of all ages have access to i) a world-class education and health system that are equipped for peoples' individual needs, ii) fulfilling jobs and an entrepreneurial ecosystem that supports businesses both large and small, iii) locally grown, affordable and healthy food and a thriving natural environment that reduces peoples' need for medical intervention, iv) vibrant communities where people help and support one another, v) affordable housing and the necessary infrastructure for living an active and sociable life, that is also carbon neutral.



'PHYSICAL AND EMOTIONAL RESILIENCE IN COMMUNITY. WELL THOUGHT SOLUTIONS WITH SERVICES LIKE NHS BEING USED CORRECTLY THROUGHOUT THE WHOLE SYSTEM.'



'PEOPLE LIVE LONG AND HEALTHY LIVES. MENTAL AND PHYSICAL HEALTH HAS IMPROVED.'



'MANAGING WELLNESS AND NOT TREATING DISEASE. APPROACHING THINGS HOLISTICALLY AND TAKE CARE OF MENTAL HEALTH.'



**RURACTIVE**



'AFFORDABLE HOUSING WITH SERVICES MEETING THE NEEDS OF ALL AGES/PLACES - HEALTH, CHILDCARE, LOCAL SHOPS AND A CIRCULAR ECONOMY.'

**move Towards**  
DECARBONISED SOCIETY



'BALANCE, EQUALITY AND SHARING. COMMUNITIES THAT SERVE FAMILIES – SUSTAINABLE TO LIVE THERE, IN TERMS OF EMPLOYMENT AND HOUSING.'

'WEALTH TO STAY IN COMMUNITY AND ALSO HAVE CONTROL IN LOCAL COMMUNITIES TO MAKE DECISIONS.'



'THERE ARE REDUCED LEVELS OF OBESITY AND PEOPLE GROW AND EAT THEIR OWN FOOD.'

'USING ALL RESOURCES EFFICIENTLY. POLICY THAT IS PROPERLY THOUGHT OUT – BEGINNING TO END IS A BIG THING. E.G. COMPOSTABLE COFFEE CUPS- NOT THEN COLLECTED BY COUNCILS- GOOD IDEA IN THEORY BUT FAILS IN PRACTICE.'

'TECHNOLOGY IS EQUALLY ACCESSIBLE ACROSS ALL RURAL AREAS.'

'TECH - WIDE DEVELOPMENT AND USE OF SMART SOLUTIONS FOR LOCAL COMMUNITY DEVELOPMENT.'



List of challenges	
Challenge 1 – Place based	Deterioration of Scotland's natural heritage due to a lack of supporting infrastructure.
Challenge 2 – Place based	Over-commercialisation of Scottish cultural practices* and places, that has resulted in the dilution of their meaning and value.
Challenge 3 – Place based	Resistance towards a more sustainable food system by the large-scale red meat producers and the whisky industry.
Challenge 4 – Place based	Making affordable, healthy, nutritious food more accessible to people in rural communities.
Challenge 5 – Place based	Flooding is now a constant threat, and it has highlighted the need to be better prepared, and to inform and support vulnerable communities most at risk before, during and after the flooding has occurred.
Challenge 6 – Place based	It is becoming too expensive to make domestic premises warm and/or resilient which negatively impacts on the vibrancy of rural communities.
Challenge 7 – Open call for innovators	Technologies or tools to help Scottish farmers plan, measure and monitor uses of their land better.
Challenge 8 – Open call for innovators	Digital tools to help level up the monetary (or other) benefits flowing back to rural communities from the green energy sector.

Challenge 9 – Open call for Innovators	Artistic / creative and cultural solutions to help older people stay mentally and physically active and sociable, enabling them to take a proactive approach to improving their health and wellbeing.
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### 5.3. LWs2 Learning from others

Dynamo 4 held its LWs2: Learning from Others on 16<sup>th</sup> January 2025 at Birnam Arts in Dunkeld & Birnam. It was conducted with 3x 2-hour long sessions, inviting stakeholders relevant to two of the challenges we'd identified at LWs1. At the last session, there were 3x online participants. 20 people in total attended the workshop including D4 team members and the Local Task Force, with 10 new participants attending who were not present at the Open Day. The age of the participants was mostly in the 50-65 age bracket (7), followed by 35-50 (3) and then 65-80 (2) and 18-35 (2) with 56% females and 44% males attending. Across the RDDs, there were 2 participants with an interest / expertise in Sustainable Multimodal Mobility, 5 participants for Energy Transition and Neutrality, 6 for Sustainable Agrifood Systems and Ecosystem Management, 7 for Nature-based and Cultural Tourism, 7 for Culture and Cultural Innovation and 10 for Local Services, Health and Wellbeing. By domain, we had 2 participants from the policy domain, 5 from research, 5 from industry / services / investors and 3 from public/users. Note that not all data was captured.



**Figure 9.** Activities during LWs2

At the beginning of each session, the RURACTIVE project was introduced with a brief overview of the workshop. Participants were divided into groups of 3 to 4 people, with 1 or 2 LTF members in each group. Each group discussed 1x challenge, looked at 2 to 3 solutions factsheets and completed one questionnaire. The groups then swapped challenges and solutions factsheets. At the end of the group session, the Dynamo 4 team members summarised the results of the group sessions and asked for clarification from participants.

At the end of LWs2, a list of 5x *Place-Based Solutions Proposals* to take forward to LWs3 was defined.

List of challenges	
Challenge 1 – Place based	<p><b>Over-commercialisation of Scottish cultural practices*</b> and places, that has resulted in the dilution of their meaning and value.</p> <p><b>*The commercialisation of Scottish culture and cultural practices is the process of turning culture/cultural practices (e.g. the Up Helly Aa Fire Festival) into products/services for mass consumption often at the expense of their original meaning and value.</b></p>
Challenge 2 – Place based	<b>Making affordable, healthy, nutritious food more accessible to people in rural communities.</b>
Challenge 3 – Place based	<b>Making affordable, healthy, nutritious food more accessible to people in rural communities.</b>
Challenge 4 – Place based	<b>Flooding is now a constant threat, and it has highlighted the need to be better prepared, and to inform and support vulnerable communities most at risk before, during and after the flooding has occurred.</b>
Challenge 5 – Place based	<b>It is becoming too expensive to make domestic premises warm and/or resilient which negatively impacts on the vibrancy of rural communities.</b>

List of Solutions Proposals	
Solution Proposal 1	<b>The Road Less Travelled: A Visitor Pass for Perth &amp; Kinross</b>
Solution Proposal 2	<b>Your Burgh Market: An e-commerce platform selling food grown locally</b>
Solution Proposal 3	<b>Your Burgh Market: A participative supermarket selling food grown locally and other products made in Scotland</b>
Solution Proposal 4	<b>Flood Awareness and Warning App</b>
Solution Proposal 5	<b>Small scale, community owned renewable energy sources</b>

## 5.4. LWs3 Fine-Tuning

Dynamo 4 held its LWs3: Fine Tuning on 12th March 2025 at The Montrose Playhouse in Montrose. In total, 12 people attended the workshop including D4 team members and the Local Task Force with 3 new participants attending who were not present at the Open Day. The age of the participants was mostly in the 50-65 age bracket (6), followed by 35-50 (4) and then 65-80 (1) and 18-35 (1) with 71% females and 29% males attending. Across the RDDs, there were 2 participants with an interest / expertise in Sustainable Multimodal Mobility, 2 participants for Energy Transition and Neutrality, 7 for Sustainable Agrifood Systems and Ecosystem Management, 4 for Nature-based and Cultural Tourism, 5 for Culture and Cultural Innovation and 7 for Local Services, Health and Wellbeing. By

domain, there were 2 participants from the policy domain, 2 from research, 6 from industry / services / investors and 4 from public/users. Note not all data was captured.



**Figure 10.** Dynamo' 4 team and activities during LWs3

At the beginning of the workshop, the RURACTIVE project was introduced with a brief overview of the next steps, including details of the Local Action Plan. Participants were then divided into 4 groups – 1 group per Solutions Proposals. Each group completed part 1 – 3 of the RURACTIVE Canva in the first session of the workshop and parts 3 – 5 of the RURACTIVE Canva.

At the end of LWs3, 2x Canvas were fully completed while 2x Canvas partially. Within two weeks of the workshop, follow-up discussions were held with relevant stakeholders to continue the fine-tuning process, resulting in the completion of 4x Canvas for the four place-based solutions.

## 5.5. LWs4 Co-Tuning

Dynamo 4 held its LWs4: Co Tuning on 16th May at Glensaugh Farm. The meeting involved 3x innovators from Germany, the UK and Turkey to the workshop, as well as colleagues from JHI and stakeholders. At the beginning of the workshop, the RURACTIVE project was introduced with a brief overview of the challenge to be addressed; Provide farmers with new technologies or tools to help them make informed decisions to better manage their land, taking into consideration the need for climate change mitigation and adaptation, enhancing biodiversity, and the provision of and access to affordable and healthy food for all.



**Figure 11.** Participants at LWs4

Participants were then divided into 2x groups. Innovator 1 presented their solution to an evaluation panel (Becca Flory, Graeme Low, Hannah Budge and Andrew Christie), followed by questioning and intensive development discussions with same. Innovators 2 and 3 were led on a tour of Glensaugh Farm by Hutton colleagues and were then present at a Q&A session with them and invited stakeholders. In the afternoon, Innovator 1 enjoyed a tour of the farm / Q&A session, whilst Innovator 2 and then Innovator 3 presented their solutions to the evaluation panel.



**Figure 12.** Tour of Glensaugh Farm

#### Open Call for Innovators: Selected Solution

Proposal 1	<b>GW2000</b> – an App that integrates a collar for cattle which, using satellite data, allows management of animals and the fields. The platform has 4 basic functionalities: smart grazing, location, health and notebook.
Proposal 2	<b>SAgriTech</b> – smart greenhouse systems that utilise climate control technology to optimise growing conditions.
Proposal 3	<b>MOZAIC</b> – a platform that leverages the sensors already in everyone's pockets, smartphones, to capture geolocated imageries from which they extract key insights to ground-truth remote sensing analysis and help quantify nature impact for their customers.

## 6. List of solutions and Action Plan for implementation

North-East Scotland is shaped by economically significant farming, forestry, and food and drink value chains, including barley production, malting, whisky distilling and soft fruit growing. It is also a key tourism destination, with globally recognised cultural and heritage sites, major transport routes into the Cairngorms National Park and northern Scotland, and strategic urban centres including Aberdeen, Dundee and Perth. Through Dynamo 4, we seek to strengthen understanding of the challenges experienced by rural communities in this region, and to identify how we and our stakeholders can better support them.

This Local Action Plan builds on the region's considerable assets, world-class research and higher education, outstanding natural environments and resources, a dynamic creative and craft sector, well-connected professional networks, and a policy environment that actively supports entrepreneurship and climate-related innovation.

It includes 3 place-based solutions responding to: the over-commodification of Scottish cultural practices and places, leading to a loss of meaning and value; limited access to affordable, healthy and nutritious food in rural communities; and the increasing threat of flooding, highlighting the need for better preparedness, communication and support for vulnerable communities before, during and after flood events.

Solutions No.	Solutions' title	Related challenge/s
1	<b>PERTHSHIRE PASSPORT</b>	Over-commodification of Scottish cultural practices* and places, that has resulted in the dilution of their meaning and value.

2	<b>YOUR LOCAL LARDER</b>	Making affordable, healthy, nutritious food more accessible to people in rural communities.
3	<b>FLOOD INFORM</b>	Flooding is now a constant threat, and it has highlighted the need to be better prepared, and to inform and support vulnerable communities most at risk before, during and after the flooding has occurred.

## 6.1. PERTHSHIRE PASSPORT – action plan

<b>Solution 1 – PERTHSHIRE PASSPORT</b>	
<b>Objectives of the solution</b>	Wider: To reduce the over-commodification of Scottish cultural practices and places by dispersing tourism in a responsible/sustainable way  Specific Objective: Work with communities and local businesses in Perth & Kinross to create a visitor guide for the area
<b>Brief Description (max 250 words)</b>	<p><i>Perthshire Passport</i> is a visitor guide (in the form of an App/website/illustrated map/other) that uses existing information and materials and replicates successful examples from elsewhere (e.g. the Scottish Islands Passport App), to create a resource for visitors to the Perth &amp; Kinross area to make the most of what it has to offer.</p> <p>Marketed by key stakeholders such as Visit Scotland and promoted by all relevant stakeholders in the area (including local businesses) the guide will become a central resource for joined up information on the area. Using information and material generated by local communities, visitors will be able to find key attractions etc. based on their interests e.g. experiences and venues with a focus on promoting climate related activities (opportunities for voluntourism) and info re electric vehicles (EV) charging stations, public transport information etc. With information coming from communities, heritage is maintained in a way that is not extractive, instead allowing locals to profit from visitor interest in their communities.</p> <p>Alongside this extensive database, there is the potential for interactive components, such as stamps and scanning QR codes in different locations. Because of the joined-up nature of all aspects of the visitor process, information could also include food, travel and other similar destinations nearby.</p>
<b>Relevant RDD and RDD subcategory</b>	Culture and cultural innovation  Nature-based and cultural tourism
<b>Relevant Challenge/s</b>	<i>Over-commodification of Scottish cultural practices and places, that has resulted in the dilution of their meaning and value</i>
<b>Specific Activities</b>	<p><b>1. Activity 1: GBIZ</b></p> <p>Engage with stakeholders who have developed innovative visitor guides for other areas (e.g. Dundee One City, Many Discoveries illustrated map</p>

and the Scottish Islands Passport App, Badenoch The Storylands) to see if there are any learnings we can take from them

## **2. Activity 2: GBIZ**

Engage with SCOTO and up to 4 small towns / villages where the Perthshire Passport visitor guide can be piloted

## **3. Activity 3: GBIZ**

Connect with businesses offering experiences / venues / accommodation / food & drink / transport in the towns / villages identified above @ 2

## **4. Activity 4: GBIZ + TACIT**

Hold a Co-creation + Design Thinking workshop with Local Community Trainer involving key stakeholders like SCOTO to develop / define what the guide will be. Answering the key questions, what is the best way to reach visitors and what is feasible during the pilot?

## **5. Activity 5: GBIZ**

Write business plan, including market analysis and target customers for the guide

## **6. Activity 6: GBIZ + JHI**

Devise potential routes / experiences / venues / transport links etc. for the guide with a focus on biodiversity and climate change mitigation

## **7. Activity 7: GBIZ + THIRD PARTY(IES)**

Engage and work with third party(ies) to develop the guide (in the form of an App/website/illustrative map/other)

## **8. Activity 8: GBIZ**

Create new content for the guide in conjunction with the pilot towns / villages and local businesses

## **9. Activity 9: GBIZ**

Devise a marketing + communications strategy for reaching target customers for the launch and continued promotion of the Perthshire Passport during the pilot

## **10. Activity 10: GBIZ + P&K COUNCIL + VISIT SCOTLAND**

Launch guide for pilot, monitor stats and continued promotion of same

<b>Targets</b>	<p><b>Activity 1-2</b></p> <p>Engage with stakeholders and up to 4 small villages / towns in the Perth &amp; Kinross area to pilot Perthshire Passport</p> <p><b>Activity 3</b></p> <p>Engage with at least 30 businesses / venues etc.</p> <p><b>Activity 4</b></p> <p>Hold 1 co-creation / design thinking workshops with LCT</p> <p><b>Activity 5</b></p> <p>Write business plan for Perthshire Passport</p> <p><b>Activity 6</b></p> <p>Devise 3x visitor routes for the pilot with at least 10 experiences / venues signposted for each</p> <p><b>Activity 7 to 9</b></p> <p>Content created, guide designed (and built if an App / website)</p> <p><b>Activity 10</b></p> <p>Guide launched</p>		
<b>Location of implementation</b>	Region		
<b>Geography and territorial context</b>	<p>Island</p> <p>Mountain area</p> <p>Hilly</p> <p>Flat</p> <p>River</p> <p>Flood plain</p>		
<b>Integration of relevant crosscutting</b>	<b>CLIMATE MITIGATION ADAPTATION</b>	<b>CHANGE AND</b>	<ul style="list-style-type: none"> <li>Devising visitor ideas that are 'climate neutral' e.g. using electric buses or cars to get around and visiting experiences / venues with a focus on or promoting climate related activities;</li> <li>Sustainable transport;</li> <li>EV charging cars/bikes;</li> <li>Education;</li> <li>Eat/shop local;</li> <li>Community transport;</li> </ul>

		<ul style="list-style-type: none"> <li>• Storytelling;</li> </ul>
	<b>BIODIVERSITY</b>	<ul style="list-style-type: none"> <li>• Devising visitor ideas that include experiences / venues that either inform visitors of Scotland's biodiversity (e.g. similar to RSPB Vane Farm) and/or support biodiversity;</li> <li>• RSPB and SWT partners that include a biodiversity lens in the generating of material and ideas;</li> <li>• Voluntourism;</li> <li>• SOAC;</li> <li>• Education;</li> </ul>
	<b>SOCIAL JUSTICE AND INCLUSION</b>	<ul style="list-style-type: none"> <li>• Free for all;</li> <li>• Accessible;</li> </ul>
<b>Forms of Innovation considered</b>	<b>DIGITAL AND TECHNOLOGICAL INNOVATION</b>	<b>FINANCIAL AND BUSINESS MODEL</b>
	<ul style="list-style-type: none"> <li>• Using QR codes (and / or other digital innovations) to create a user-friendly guide;</li> <li>• Routes include information on local picnic areas (with bins), sufficient parking, overnight camping with facilities, toilets etc to try and reduce the impact visitors have on our rural communities and landscape;</li> <li>• Digital signposting;</li> <li>• Upskilling;</li> <li>• Connectivity;</li> </ul>	<ul style="list-style-type: none"> <li>• Free to users</li> <li>• Use of 'visitor levy' to help fund activity and/or make the guide sustainable?</li> </ul>
	<b>TECHNICAL</b>	<b>SOCIAL, ORGANISATIONAL AND GOVERNMENTAL</b>
	<ul style="list-style-type: none"> <li>• Devising new visitor routes;</li> <li>• Marketing / promoting local businesses to the masses, reducing the need for them to do it themselves;</li> </ul>	<b>SCOTO</b> <ul style="list-style-type: none"> <li>• Creation of networks across hospitality, shops, hotels, visitor attractions, activities etc.</li> </ul>

	<ul style="list-style-type: none"> <li>• Moving visitors around;</li> <li>• Travel trade;</li> </ul>	<ul style="list-style-type: none"> <li>• Collaboration with local authorities and Visit Scotland;</li> </ul>
<b>Gender Sensitive Planning aspects</b>	<ul style="list-style-type: none"> <li>• The number of women starting and running businesses in Scotland is growing. Perthshire Passport can help support them by quite literally, 'putting them on the map'.</li> <li>• Ensuring that women are represented on the community organisations we engage with to develop the solution.</li> </ul>	
<b>Resources/Capitals needed</b>	<p><b>CULTURAL CAPITAL</b></p> <p>Historic castles / palaces / arts venues etc. / distilleries / Jacobite trail/arts sector / Shakespeare / artisan craft</p> <p><b>NATURAL CAPITAL</b></p> <p>Scenic walks / forest paths / lochs / mountains / trails etc.</p> <p><b>BUILT CAPITAL</b></p> <p>Existing P&amp;K City &amp; Towns Website, other websites / PEAL museum/ Crannog</p> <p><b>SOCIAL CAPITAL</b></p> <p>Perthshire Artisans / local community councils or groups / food &amp; drink networks/stakeholders</p> <p><b>HUMAN CAPITAL</b></p> <p>In kind contributions / time from sustainable tourism experts etc. Volunteers/ in kind support P&amp;K</p> <p><b>FINANCIAL CAPITAL</b></p> <p>Funding from Creative Scotland? Or a P&amp;K fund? P&amp;K Council may have pockets of funding. RURACTIVE/ Growbiz/ JHI/ P&amp;K/ UKSP</p>	
<b>Main stakeholders involved and their contribution</b>	<ul style="list-style-type: none"> <li>• GrowBiz – project management and engaging with local businesses</li> <li>• Perth &amp; Kinross Council – promoter of the guide and potential host after the pilot</li> <li>• SCOTO – offering advice on how we should devise a guide that works for rural communities (a bottom-up approach) – Be Local</li> <li>• Transport companies – provide information on possible public transport routes between key destinations for visitors to use</li> <li>• Visit Scotland – marketing the guide to the wider public</li> <li>• Community Councils – conduit between GBIZ and the local communities</li> <li>• Forestry Land Scotland, NTS, HES, RSPB, Local Tourism Organisations, SWT, Visit Scotland, Cairngorms National Park- provide info on key areas and use their tourism industry insight to help create a guide appealing to visitors to the area</li> </ul>	

	<ul style="list-style-type: none"> <li>Visitors – provide information on what they are looking for, and areas they feel are missing to allow them to make the most of the area</li> <li>Development Trusts – help consider how the guide can be developed &amp; rolled out in a way that is positive to the communities it involves</li> <li>Local Access Forum – allow access to local communities</li> <li>Funders</li> <li>European Partners, JHI, Local MPs, MSPs, and local government, Perth and Kinross Council – offer insight</li> <li>Existing best practice- e.g. Dundee One City, Many Discoveries, Scottish Islands Passport App and Perth Towns &amp; Cities Website to feed in information</li> </ul>
<b>Main and other Beneficiaries</b>	<ul style="list-style-type: none"> <li>Local communities</li> <li>Visitors to the P&amp;K area</li> <li>Communities in wider area as increased footfall affects other locations</li> <li>Local businesses offering experiences / venues</li> <li>Local businesses offering accommodation / food / drink</li> </ul>
<b>Target groups at risk of exclusion</b>	<p>Women Young people Older people People with disabilities Migrants and minorities Long-term unemployed LGBTQA+ People without access to the internet General public Other specific groups not listed above</p>
<b>Timeframe (M to M)</b>	<p>Q3 2025 – Q1 2026: activities 1, 2 and 4 Q4 2025 – Q3 2026: activity 3 Q1 2026 – Q4 2026: activities 5 to 7 Q1 2027 – Q4 2027: activities 7 to 10</p>
<b>Indicative cost</b>	<ul style="list-style-type: none"> <li>Coordinator costs, including all research and engagement activities: £40 an hour @ 35 hours a month for 18 months = £25,200</li> <li>Design of guide £TBC</li> <li>Development of content for guide + maintenance of same £40 an hour @ 10 hours a month for 9 months = £3,600</li> <li>Marketing budget £TBC</li> </ul>
<b>Indicative funding sources</b>	<p>UK Shared Prosperity Fund The James Hutton Institute through RESAS</p>

Perth and Kinross Council	
<b>Long Term Impact Assessment</b>	<ul style="list-style-type: none"> <li>• Economic: Brings additional tourism à use matrix for visitor spend</li> <li>• Environmental: Shifting from hotspots to make more sustainable. Regenerative agriculture tourism</li> <li>• Social: Allows for fostering of vibrancy of local communities, generating money in a way that benefits local people</li> <li>• Cultural: Preserve heritage. Showcasing past and present, and shaping future. Allows the sharing of cultural heritage to be viable and profitable for locals</li> </ul>
<b>Communication and Engagement</b>	<ul style="list-style-type: none"> <li>• We will develop a marketing plan for <i>Perthshire Passport</i> to visitors and communities / small business owners. <i>Reaching communities / small business owners</i>; PR; social media; word of mouth; in-person events; local travel ambassadors / influencers; local TV, radio; tourism groups e.g. SCOTO</li> <li>• <i>Reaching visitors</i>; piggyback' on existing stakeholder campaigns e.g. P&amp;K Council, Visit Scotland; advertising at pilot business / venues etc and promotion of the App by them on social media etc.</li> </ul>
<b>Sustainability consideration</b>	For the pilot, the guide will be free to use, however, we will consider how best to monetise the guide for the longer-term sustainability of the solution, including building margin into experience / venue ticket prices etc.
<b>Synergies with other solutions</b>	<ul style="list-style-type: none"> <li>• <i>Perthshire Passport</i> has synergies with the Scottish Islands Passport App – an App that promotes sustainable tourism developed by the Scottish Government in conjunction with communities from across Scotland's six island areas.</li> <li>• It could also have synergies with Dundee Eats – an illustrative map developed by Dundee One City, Many Discoveries to promote Dundee's food &amp; drink scene.</li> </ul>
<b>Synergies with local policies</b>	<ul style="list-style-type: none"> <li>• Perth &amp; Kinross Tourism Strategy and Action Plan 2025 - 2030</li> <li>• Scotland Outlook 2030: Responsible Tourism for a Sustainable Future</li> </ul>

## 6.2. YOUR LOCAL LARDER – action plan

<b>Solution 2 – YOUR LOCAL LARDER</b>	
<b>Objectives of the solution</b>	<p>Wider: Make affordable, healthy, nutritious food more accessible to people in rural communities</p> <p>Specific: Develop and launch a multi-channel solution that 1. helps customers find local, micro/small food producers and their outlets more easily (including, if deemed feasible, a centralised retail outlet), 2. promotes local food producers and their production methods to people in rural communities</p>

<b>Brief Description (max 250 words)</b>	<p><i>Your Local Larder (YLL)</i> is a multi-channel solution consisting of 1. a website (directory) listing producers of food grown in a particular region and their outlets, including allotments, community growers, farmer's markets, farm honesty boxes, larger farm shops, small holdings etc. 2. in-person events promoting local food producers and/or educating customers on the importance of eating locally produced, healthy, nutritious food 3. a permanent or pop-up retail outlet (if deemed feasible – see Activities below).</p>
<b>Website</b>	<p>The website will list producers of food grown in a particular region, and their outlets, including allotments, community growers, farmer's markets, farm honesty boxes, larger farm shops, small holdings etc. Each producer will have a profile on the website. We will use mapping software to clearly show where producers and their outlets are located, so that people can easily find them.</p> <p>Producers are responsible for keeping their larder details up-to-date including 'opening hours', product range etc. and for complying with any food standard regulations, licensing requirements. They can offer food to buy or obtain for free if they have surplus produce (thus reducing food waste).</p>
<b>In person events</b>	<p>The in-person events will promote producers / locally grown foods to the wider public, including showing how foods are grown (e.g. organically). We will offer learning opportunities for marginalised groups and young people, including classes on how to use food products to produce cost effective and healthy meals.</p>
<b>Retail outlet</b>	<p>If deemed feasible, the centralised retail outlet will source food grown locally / regionally by community growers and farmers. It will be a welcoming place for all residents (of differing economic backgrounds), applying a pricing model that is affordable, versus the current 'premium priced' model, on produce that benefits from a shorter supply chain and route to market. The retail outlet will be participatory and self-managed by members of the community.</p>
<b>Relevant RDD and RDD subcategory</b>	Agri-food systems and eco-system management Local services, health and wellbeing
<b>Relevant Challenge/s</b>	Make affordable, healthy, nutritious food more accessible to people in rural communities

## Specific Activities

### **1. Activity 1: GBIZ**

Research market for the website (directory), define Your Local Larders' customers for the website etc.

### **2. Activity 2: GBIZ**

Connect with regional food groups / networks and meet with local food producers to gauge appetite for Your Local Larder

### **3. Activity 3: GBIZ + TACIT TACIT**

Hold a Co-creation + Design Thinking workshop with Local Community Trainer to further define / refine the Your Local Larder solution

### **4. Activity 4: GBIZ + JHI**

Conduct extensive research for the retail outlet, including researching comparable models, researching UK major supermarket involvement in similar models, engagement with community groups etc.

### **5. Activity 5: GBIZ + JHI**

Reconnect with regional food groups / networks to identify upstream suppliers and map out the shortened supply chain, associated costs and payment systems for the retail outlet

### **6. Activity 6: GBIZ + CONSULTANT**

Conduct feasibility study for the retail outlet

### **7. Activity 7: GBIZ**

Prepare draft business plan for Your Local Larder website + in person events + retail outlet (if deemed feasible). As part of the business plan, a detailed marketing / sales strategy should be developed including reaching customers via the in-person events

### **8. Activity 8: GBIZ**

Research options for legal status of Your Local Larder and set up same

### **9. Activity 9: GBIZ + BRANDING AGENCY**

Create logo and brand identity for Your Local Larder and set up social media channels for same

### **10. Activity 10: GBIZ**

Create holding page for website and sign-up form for mailing list

### **11. Activity 11: GBIZ + WEBSITE DEVELOPER**

Engage a website developer to build website, or tweak existing website, to include mapping and POS software

## **12. Activity 12: GBIZ + WEBSITE DEVELOPER**

Test website functionality and launch website

## **13. Activity 13: GBIZ**

Start pilot phase of the Your Local Larder website (directory)

## **14. Activity 14**

Identify a location in the pilot area to hold one in-person event during the pilot

## **15. Activity 15: GBIZ**

Organise and run one in-person event during the pilot phase

## **16. Activity 16: GBIZ**

Develop a calendar of in-person events, including education on how foods are grown, learning opportunities for excluded groups etc. all dovetailing with the Your Local Larder marketing plan / sales strategy for after the pilot phase

## **17. Activity 17: GBIZ**

Identify possible locations for the retail outlet (either permanent or pop-up) and research / apply for additional sources of funding to develop same (if deemed feasible – see Activity 6)

### **Targets**

#### **Activity 1-2**

Connections made with regional food groups / networks and at least 20 food producers signed up to work with Your Local Larder

#### **Activity 3**

Hold 1 or 2 co-creation / design thinking workshops with LCT

#### **Activity 4 - 6**

Feasibility study for the retail outlet undertaken and report produced

#### **Activity 7**

Write business plan for Your Local Larder including all research (retail outlet element subject to feasibility)

#### **Activity 8**

Your Local Larder as a standalone legal entity set up?

### **Activity 9 - 10**

Branding designed, comms channels set up and holding page for Your Local Larder created (including sign up form). 20 people signed up to the YLL mailing list before launch.

### **Activity 11 - 13**

Website built and minimum viable product launched

### **Activity 14 - 15**

Calendar of events developed. Hold 1 in person event during the pilot phase

### **Activity 16**

Location and sources of funding for retail outlet identified (if deemed feasible)

<b>Location of implementation</b>	Region	
<b>Geography and territorial context</b>	Island Mountain area Hilly Flat River Flood plain	
<b>Integration of relevant crosscutting</b>	<b>CLIMATE CHANGE MITIGATION AND ADAPTION</b>	<ul style="list-style-type: none"><li>promotion of locally grown foods</li><li>reducing food miles</li><li>reducing food waste (producers can offer surplus food products for free)</li><li>reducing transport emissions</li><li>showcasing <i>how</i> foods are grown (e.g. organically etc)</li></ul>
	<b>BIODIVERSITY</b>	<ul style="list-style-type: none"><li>encouraging farmers to use parts of their land for purposes other than agriculture, including peatland restoration and woodland creation</li></ul>
	<b>SOCIAL JUSTICE AND INCLUSION</b>	<ul style="list-style-type: none"><li>broadening access to local food</li></ul>

		<ul style="list-style-type: none"> <li>• healthy, nutritious food available to all – more of a level playing field</li> <li>• promoting producers who support fair trade, fair pay and fair prices</li> </ul>
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<b>Forms of Innovation considered</b>	<b>DIGITAL AND TECHNOLOGICAL</b>	<b>FINANCIAL AND BUSINESS MODEL</b>						
	<ul style="list-style-type: none"> <li>• website</li> <li>• mapping software</li> <li>• QR codes and point of sale software</li> <li>• 'field to store' software</li> </ul>	<ul style="list-style-type: none"> <li>• membership business model</li> <li>• major supermarket 'philanthropy' investment, e.g. towards start-up costs</li> </ul>						
	<b>TECHNICAL</b>	<b>SOCIAL, ORGANISATIONAL AND GOVERNMENTAL</b>						
	<ul style="list-style-type: none"> <li>• a novel way of helping small / medium sized food producers find customers and vice versa</li> <li>• sophisticated mapping of a network of food producers / outlets</li> </ul>	not-for-profit organisation						
<b>Gender Sensitive Planning aspects</b>	<ul style="list-style-type: none"> <li>• Good nutrition is vital for women throughout pregnancy and beyond.</li> <li>• Women still do most of the cooking at home, so making sure they have easy access to locally grown, nutritious food is vital for them and the health of their families.</li> <li>• Women could help with farm diversification opportunities.</li> </ul>							
<b>Resources/Capitals needed</b>	<table border="1"> <tr> <td><b>CULTURAL CAPITAL</b></td> <td> <ul style="list-style-type: none"> <li>• a culture of growing, seasonal produce</li> <li>• a need to change the culture of young people eating healthy, nutritious food?</li> </ul> </td></tr> <tr> <td><b>NATURAL CAPITAL</b></td> <td> <ul style="list-style-type: none"> <li>• abundance of locally grown, healthy &amp; nutritious food</li> <li>• farmland and other pockets of land to grow food</li> </ul> </td></tr> <tr> <td><b>BUILT CAPITAL</b></td> <td> <ul style="list-style-type: none"> <li>• existing website <i>Great Perthshire</i> we could adapt?</li> <li>• existing outlets for food producers to sell from</li> </ul> </td></tr> </table>		<b>CULTURAL CAPITAL</b>	<ul style="list-style-type: none"> <li>• a culture of growing, seasonal produce</li> <li>• a need to change the culture of young people eating healthy, nutritious food?</li> </ul>	<b>NATURAL CAPITAL</b>	<ul style="list-style-type: none"> <li>• abundance of locally grown, healthy &amp; nutritious food</li> <li>• farmland and other pockets of land to grow food</li> </ul>	<b>BUILT CAPITAL</b>	<ul style="list-style-type: none"> <li>• existing website <i>Great Perthshire</i> we could adapt?</li> <li>• existing outlets for food producers to sell from</li> </ul>
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		<ul style="list-style-type: none"> <li>existing mapping &amp; point of sale software</li> <li>unit for the retail outlet</li> <li>Shop fixtures and fittings</li> </ul>
	<b>SOCIAL CAPITAL</b>	<ul style="list-style-type: none"> <li>national &amp; regional food groups/networks</li> <li>collective growing initiatives</li> <li>piggyback on to existing <i>Eat Well</i> marketing campaigns</li> </ul>
	<b>HUMAN CAPITAL</b>	<ul style="list-style-type: none"> <li>coordinator + operating costs</li> <li>costs of conducting research, including extensive research for the retail outlet</li> <li>local food producers already growing and selling food</li> <li>mapping skills</li> <li>existing GBIZ in-house skills / expertise in branding / marketing / sales etc.</li> <li>existing GBIZ clients who could help with website development, photography etc.</li> <li>volunteers for the in-person events + retail outlet</li> <li>training of volunteers</li> </ul>
	<b>FINANCIAL CAPITAL</b>	<ul style="list-style-type: none"> <li>RURACTIVE fund for coordination / operation + small fund for engaging third parties (including feasibility study for the retail outlet)</li> <li>business set up costs (insurance / lease / legal / operating systems)</li> <li>additional funds need to be raised to grow YLL and make it sustainable</li> </ul>
<b>Main stakeholders involved and their contribution</b>	<ul style="list-style-type: none"> <li>GrowBiz – coordinator of the pilot. Lead on management / operations of Your Local Larder. In-house business advisory / branding / marketing / sales expertise.</li> <li>The James Hutton Institute – help with research and identifying stakeholders</li> <li>Local food ambassadors / influencers</li> <li>Great Perthshire – the regional food group / network for Perth &amp; Kinross, providing connections to local food producers and help with mapping of local food producers</li> <li>Major supermarkets – financial assistance / fittings / mentoring</li> </ul>	

	<ul style="list-style-type: none"> <li>• Perth &amp; Kinross Council – potential funder (UKSPF) and help with advice on commercial letting opportunities for the retail outlet, any licensing requirements etc.</li> <li>• Producers of food and other products</li> <li>• Scotland Food &amp; Drink – network of food producers and potential funder</li> <li>• Scottish Government – ensuring the solution dovetails with potential other initiatives supported by them</li> <li>• Social Enterprises (e.g. Giraffe Trading)</li> <li>• Website developer</li> <li>• Letham4All</li> </ul>
<b>Main and other Beneficiaries</b>	<ul style="list-style-type: none"> <li>• Local consumers</li> <li>• Local producers (particularly small food/other producers)</li> <li>• Visitors to the region</li> </ul>
<b>Target groups at risk of exclusion</b>	<p>Women      Young people      Older people      People with disabilities      Migrants and minorities      Long-term unemployed      People without access to the internet (in-person events + retail outlet)      General public</p>
<b>Timeframe (M to M)</b>	<p>Q3 – Q4 2025: activities 1 to 4      Q1 – Q3 2026: activities 5 to 8      Q2 2026 – Q1 2027: activities 9 to 11      Q3 2026 – Q4 2027: activities 12 to 17</p>
<b>Indicative cost</b>	<ul style="list-style-type: none"> <li>• Coordinator costs, including all research and engagement activities: £40 an hour @ 50 hours a month for 18 months = £36,000</li> <li>• Website set up costs, including domain name purchase, photography etc. : £1,500</li> <li>• Design and build of website for pilot: £5,500</li> <li>• Mapping software: £30 a month for 12 months = £360</li> <li>• Marketing budget (facebook / instagram ads etc.): £3,500</li> <li>• 1x in-person event (subsidised by sponsor?): £2,000</li> <li>• Feasibility study for retail outlet: £5,000</li> </ul> <p>The following costs will only apply if a 'GO' decision is reached:</p> <ul style="list-style-type: none"> <li>• Setup advisory costs - £5,000</li> <li>• 'Shop ready' costs – Fittings, equipment, etc – up to £50,000 (aim to use reconditioned items)</li> <li>• Integrated procurement/POS software - £2,000</li> <li>• Marketing (linked to 'Your Local Larder - Part A') £5,000</li> </ul>

	<ul style="list-style-type: none"> <li>• Resourcing costs, including Training - £24,000 (Majority of time 'donated' by members but small minimum hours of an 'Officer')</li> <li>• General (Utilities, Insurance, etc) - £25,000]</li> </ul>
<b>Indicative funding sources</b>	<ul style="list-style-type: none"> <li>• RURACTIVE</li> <li>• Other EU (linked to RURACTIVE) or public sector pots of Scottish/UK public sector funding</li> <li>• Major supermarkets (sponsorship)</li> <li>• NatureScot / Scotland Food &amp; Drink (sponsorship)</li> <li>• Scottish EDGE (Regional or Wild Card EDGE) or Social Enterprise Scotland (depending on the legal status of Your Local Larder)</li> </ul>
<b>Long Term Impact Assessment</b>	<ul style="list-style-type: none"> <li>• Economic: Contributing to the wider Scottish economy by encouraging local consumers and visitors to buy food grown in the region</li> <li>• Environmental: Reducing waste. Supply chain efficiencies</li> <li>• Social: Building the wealth and vibrancy of local communities. Improving mental and physical health and wellbeing</li> <li>• Cultural: A change in the way young people view food and the way that it is grown / importance of healthy, nutritious food for mental and physical health</li> </ul>
<b>Communication and Engagement</b>	<p>We will develop a marketing plan for <i>Your Local Larder</i> to reach both customers and producers.</p> <p><i>Reaching Customers</i></p> <ul style="list-style-type: none"> <li>• 'piggyback' on existing <i>Eat Well</i> campaigns</li> <li>• PR</li> <li>• social media</li> <li>• word of mouth</li> <li>• in-person events</li> <li>• local food ambassadors / influencers</li> <li>• [retail outlet]</li> </ul> <p><i>Reaching Producers</i></p> <ul style="list-style-type: none"> <li>• connecting with existing, regional food groups / networks</li> <li>• producers' outlets</li> </ul>
<b>Sustainability consideration</b>	<p>For the pilot, producers will not pay a fee to list their outlets on the website – we will, however, consider this for the longer-term sustainability of the solution i.e. producers pay a subsidised membership fee to join and list their outlets. Other forms of income we're considering are:</p> <ul style="list-style-type: none"> <li>• use affiliate marketing, linking through to 1. products for sale on a producers' website; 2. paid for courses run by producers</li> <li>• run our own paid for in-person events, including courses for people to learn about gardening/growing etc.</li> </ul>

	<ul style="list-style-type: none"> <li>paid partnerships</li> </ul> <p>For the retail outlet, the plan will be to determine whether a pilot scheme should be established in the Perth &amp; Kinross area. If a pilot is established, it is likely it will operate for up to 18 months, to determine its performance and sustainability, before deciding whether to expand the scheme.</p>
<b>Synergies with other solutions</b>	<ul style="list-style-type: none"> <li><i>Your Local Larder</i> has synergies with <i>Perthshire Artisans</i>, a membership-based community of artisans and multi-channel solution, run by GrowBiz, which includes an e-commerce platform, in-person events and a</li> <li>It has synergies with <i>Great Perthshire</i>, the regional food group for Perth &amp; Kinross, run by GrowBiz. <i>Great Perthshire</i> is a membership based, not-for-profit organisation that promotes food and drinks products and the businesses that make, distribute and sell them.</li> <li>It also has synergies with <i>REDS (Rural Enterprise Directory Scotland)</i> – an online directory of Scotland's rural businesses run by GrowBiz. REDS uses mapping software and search engines, allowing the wider public to search for rural businesses across Scotland.</li> </ul>
<b>Synergies with local policies</b>	<ul style="list-style-type: none"> <li>Good Food Nation (Scotland) Act 2022</li> <li>Local Food for Everyone: Our Journey</li> </ul>

### 6.3. FLOOD INFORM – action plan

<b>SOLUTION 3 – FLOOD INFORM</b>	
<b>Objectives of the solution</b>	<p>Wider: To ensure that vulnerable communities, most at risk of flooding, are better aware, prepared and supported before, during and after a flood event</p> <p>Specific objective: To create a 'one stop shop' online repository of the most appropriate and up-to-date information for people and businesses potentially vulnerable to flooding and outreach / communication of same</p>
<b>Brief Description (max 250 words)</b>	<p>Rural communities are more at risk of flooding now than they have been in the past due to climate change. It can also be difficult to disseminate information about flooding due to low and scattered populations spread over large areas. It is currently difficult to find reliable information both local and national that is easily accessible.</p> <p>The <i>Flood Inform</i> aims to work with two rural communities in the pilot to understand how information about flooding can be made available in one online location that improves how people and businesses in an area can be prepared for and respond to flooding in a way that aligns with what policy and national stakeholders (especially the Scottish</p>

	Environmental Protection Agency (SEPA) and Scottish Flood Forum (SFF)) are trying to do.
<b>Relevant RDD and RDD subcategory</b>	Agri-food Systems and Ecosystem Management Energy Transition and Neutrality
<b>Relevant Challenge/s</b>	Ensuring vulnerable communities, most at risk of flooding, are better aware, prepared and supported before, during and after a flood event
<b>Specific Activities</b>	<p><b>1. Activity 1: JHI</b></p> <p>Check whether the Flood Inform solution aligns with policy i.e. is the National Flood Resilience Strategy supportive of the solution? Research what information is already in the public domain (local knowledge and national advice / guidance etc.) and conduct a mapping exercise of same to understand if there are any gaps in the information. Prioritising information that promotes climate friendly solutions?</p> <p><b>2. Activity 2: JHI</b></p> <p>Engage with key stakeholders, including SEPA and SFF to establish whether there is support from them for the Flood Inform solution.</p> <p><b>3. Activity 3: JHI</b></p> <p>As part of the mapping / engagement of stakeholders exercises above, establish who is producing information and the consistency / usefulness of same. Establish what is / isn't being done in terms of data collection and dissemination around flooding – how it is currently linked up (if at all)? What could be done better?</p> <p><b>4. Activity 4: GBIZ + TACIT TACIT</b></p> <p>Hold a co-creation + design thinking workshop with Hannah Clinch (Local Community Trainer) to create a website that is accessible for all and map out how best to communicate with / to people living in rural communities most at risk of flooding.</p> <p><b>5. Activity 5: JHI</b></p> <p>Identify and engage with 2x rural communities in the Dynamo area most at risk of flooding, for the pilot, with different flood risks / attributes. Ensure that excluded groups (e.g. a group of travellers based at St Cyrus) are involved in the consultation process (consult with the likes of the Anti-Poverty Task Force, Perth &amp; Kinross). Include local flood advisors in the process. Understand what community alerting systems are already in place e.g. rivertrack.org in each pilot community.</p>

## **6. Activity 6: JHI**

Understand the hierarchy of responsibilities for action in the event of flooding in the pilot communities e.g. governmental, community level, individuals.

## **7. Activity 7: JHI + GBIZ**

Hold a public meeting at each pilot community, bringing together local / regional / national organisations to introduce the Flood Inform solution and consult with them to understand how to facilitate better communication around flood risks and what is needed.

## **8. Activity 8: JHI**

Devise and roll out a questionnaire for people living in each pilot community to better understand how best to share information on flooding (@ 2 above).

## **9. Activity 9: JHI + GBIZ**

Create a logo for *Flood Inform* and set up channels for communications.

## **10. Activity 10: JHI + GBIZ**

Develop a communications plan for the pilot (including stakeholder mapping), revisiting the Solutions Catalogue for ideas out with flooding on communicating disaster risks.

## **11. Activity 11: JHI**

Work to ensure that the information available on the website is appropriate, up-to-date and easily accessible. Information should include advice on mental health and / or support for people, through engagement with the Scottish National Rural Mental Health Forum. Engage with the Scottish Government's Climate Behaviour Change Unit to see if there is any need for behavioural action / advice / outreach being taken or given at a local level.

## **12. Activity 12: JHI + GBIZ + WEBSITE DEVELOPER**

Build a website for Flood Inform and test website functionality.

## **13. Activity 13: JHI + GBIZ**

Launch website for pilot, monitor analytics / data and continued promotion of same.

## **14. Activity 14: JHI + GBIZ**

Set up a project board for Flood Inform and work with key stakeholders like SEPA and SFF to ensure the long-term sustainability of the solution.

<b>Targets</b>	<p><b>Activity 1-3</b> Prepare a brief report on research outcomes</p> <p><b>Activity 4</b> Hold 1 or 2 co-creation / design thinking workshops with LCT</p> <p><b>Activity 5-6</b> Engage 2 rural communities in the Dynamo area for the pilot</p> <p><b>Activity 7</b> Hold a public meeting in each pilot community</p> <p><b>Activity 8</b> Questionnaire sent to at least 100 members of each pilot community and at least 50 responses received</p> <p><b>Activity 9-10</b> Branding and communications plan developed</p> <p><b>Activity 11-13</b> Website built and all content uploaded</p> <p><b>Activity 14</b> A diverse and inclusive project board and the long-term sustainability of <i>Flood Inform</i> established</p>	
<b>Location of implementation</b>	<ul style="list-style-type: none"> <li>Region</li> <li>People living in flood risk areas in the Dynamo area ((Braemar, Ballater, Alyth, Edzell and Huntly, Brechin, Garioch, or even river catchment areas – Dee, Don South and North Esk, Spey, Deveron, Tay, Ythan, and coastal e.g. Stonehaven, Montrose, East Haven, were mentioned in the dynamo area) and other areas deemed Potentially Vulnerable Areas by SEPA)</li> </ul>	
<b>Geography and territorial context</b>	<p>Island</p> <p>Mountain area</p> <p>Hilly</p> <p>Flat</p> <p>River</p> <p>Flood plain</p>	
<b>Integration of relevant crosscutting</b>	<b>CLIMATE CHANGE MITIGATION AND ADAPTATION</b>	<ul style="list-style-type: none"> <li>Guidance / solutions shared on the <i>Flood Inform</i> website should be climate friendly e.g. natural flood management</li> <li>Using data from the <i>Flood Inform</i> website to be able to help communities mitigate and adapt to the climate – specifically flooding</li> </ul>

<b>BIODIVERSITY</b>	<ul style="list-style-type: none"> <li>Using / promoting natural flood management as a potential solution wherever possible</li> </ul>
<b>SOCIAL JUSTICE AND INCLUSION</b>	<ul style="list-style-type: none"> <li>Making sure that those who are excluded from using the website are not further excluded</li> <li>Making sure that excluded groups are aware of flood risks e.g. a group of travellers based at St Cyrus was noted as an example</li> <li>The most viable local community groups may be confined to the most able and affluent communities</li> <li>Increased vulnerability in terms of flooding for low-income groups finding it hard to get insurance in flood risk areas (report by Fabian Society of British Insurers)</li> <li>Mental health impacts and PTSD of flooding leading to further exclusion</li> <li>Impact of flooding disproportionate to those who can take preventative action</li> <li>Circumvent reluctant landowners via law to take positive actions to help vulnerable?</li> </ul>

#### Forms of Innovation

considered

DIGITAL AND TECHNOLOGICAL	FINANCIAL AND BUSINESS MODEL
<ul style="list-style-type: none"> <li>Website</li> <li>Best solution for sharing information to include / engage communities around flood risk</li> </ul>	<ul style="list-style-type: none"> <li>Free to use website</li> <li>Publicly funded</li> </ul>
TECHNICAL	SOCIAL, ORGANISATIONAL AND GOVERNMENTAL
<ul style="list-style-type: none"> <li>Better and community led communications about flooding</li> <li>Devising new ways to respond to flooding, including use / promotion of natural flood management solutions</li> <li>Using <i>Flood Inform</i> data / website analytics to improve</li> </ul>	<ul style="list-style-type: none"> <li>Using existing local / national groups to facilitate effective communication about flooding</li> <li>Working with community interest companies / community trusts / social enterprises</li> </ul>

	the appropriateness / effectiveness of the information available on the website	<ul style="list-style-type: none"> <li>What activities are different local groups legally allowed to perform and could this be changed or rethought.</li> <li>Commonality, purpose and ability to hear all voices</li> <li>Understanding risk and liability</li> </ul>
<b>Gender Sensitive Planning aspects</b>		<ul style="list-style-type: none"> <li>Women live longer than men, may live alone at older stages in life and be more vulnerable</li> <li>Women are (currently) less likely to be using technology</li> <li>Ability of women to participate in local groups predominantly led by retired, male executives</li> <li>Women more likely to be volunteering more widely, whilst men more likely to be on committees</li> <li>Talked about gender neutral role opportunities and describing tasks rather than title and skillsets</li> <li>Can use specific technology to increase gender neutrality</li> </ul>
<b>Resources/Capitals needed</b>	<b>CULTURAL CAPITAL</b>	<ul style="list-style-type: none"> <li>behaviour change needed – people not leaving homes when advised to do so and putting others at risk</li> </ul>
	<b>NATURAL CAPITAL</b>	<ul style="list-style-type: none"> <li>existing natural flood management solutions</li> </ul>
	<b>BUILT CAPITAL</b>	<ul style="list-style-type: none"> <li>existing built flood defenses</li> <li>existing databases of information</li> <li>community centres or hubs, town / village halls where public meetings can be held</li> <li>existing websites with guidance notes etc.</li> </ul>
	<b>SOCIAL CAPITAL</b>	<ul style="list-style-type: none"> <li>expertise in flooding from engaged stakeholders in the domains of policy, research and industry</li> <li>local community council members and communications channels (e.g. Facebook groups)</li> </ul>
	<b>HUMAN CAPITAL</b>	<ul style="list-style-type: none"> <li>coordinator + operating costs</li> <li>costs of conducting research, including extensive research and mapping of guidance notes etc.</li> </ul>

		<ul style="list-style-type: none"> <li>existing GBIZ in-house skills / expertise in branding / marketing etc.</li> <li>existing GBIZ clients who could help with website development, photography etc.</li> </ul>
	<b>FINANCIAL CAPITAL</b>	<ul style="list-style-type: none"> <li>RURACTIVE fund for coordination / operation + small fund for engaging third parties</li> <li>people with invested interest in supporting flooding initiatives</li> </ul>
<b>Main stakeholders involved and their contribution</b>		<ul style="list-style-type: none"> <li>The James Hutton Institute – coordinator of the pilot. Lead on qualitative &amp; quantitative research / ingathering of data &amp; information from key stakeholders and people in the pilot communities / analysis of same / compiling guidance etc. and identifying any gaps</li> <li>GrowBiz – helping JHI with public outreach / comms / branding / marketing etc.</li> <li>Local Community Councils &amp; Community Connectors – the conduit between JHI / GrowBiz / SEPA / SFF etc. and people in the pilot communities</li> <li>Resilience Groups</li> <li>SEPA – the Scottish Environmental Protection Agency</li> <li>Scottish Flood Forum – an independent organisation which supports individuals and communities at risk of flooding</li> <li>Anti-Poverty Task Force, Perth &amp; Kinross (or similar, depending on where the pilot communities are located) – bringing together representatives from the public, private and third sectors, including many third sector organisations who are providing on-the-ground support to people facing poverty in Perth &amp; Kinross</li> </ul>
<b>Main and other Beneficiaries</b>		People living in areas at risk of flooding
<b>Target groups at risk of exclusion</b>		Women Young people Older people People with disabilities Migrants and minorities Long-term unemployed LGBTQA+ People without access to the internet General public Other specific groups not listed above
<b>Timeframe (M to M)</b>		Months 1 – 3: mapping exercise

	<p>Months 4 – 6: consider the different flood risks for communities in the dynamo, identify and select communities with different levels of flood risk and organisation</p> <p>Months 7 – 9: event planning and organisation</p> <p>Months 10 – 12: disseminating information, setting up a project board and ensure the long-term sustainability of <i>Flood Inform</i></p>
<b>Indicative cost</b>	<ul style="list-style-type: none"> <li>Coordinator costs including all research and engagement / outreach activities: £40 an hour @ 25 hours a month for 18 months = £18,000</li> <li>Community outreach activities: £1,500</li> <li>Website set up costs, including domain name purchase, photography etc.: £1,500</li> <li>Design and build of website for pilot: £2,500</li> <li>Marketing + comms budget: £balance of funds available</li> </ul>
<b>Indicative funding sources</b>	<ul style="list-style-type: none"> <li><i>RURACTIVE project</i></li> <li>SSEN and other community benefits pots but these come with strings</li> <li>Private and green land investors with respect to corporate responsibility (but not guaranteed)</li> <li>National Centre for Resilience has annual calls for funding</li> <li>CREW and SEFARI gateway to be approached</li> </ul>
<b>Long Term Impact Assessment</b>	<ul style="list-style-type: none"> <li>Economic: Reducing the costs of flooding through better mitigation and adaptation</li> <li>Environmental: Considering ways people can be more in tune with their local environment to understand and communicate flood risk</li> <li>Social: Building bridging social capital so a wider sector of rural communities have access to better flood risk, mitigation and adaptation behaviour.</li> <li>Cultural: A change in the way people understand and respond to flood risks</li> </ul>
<b>Communication and Engagement</b>	We will develop a marketing plan for <i>Flood Inform</i> . Depending on the results of the engagement activities with the 2x pilot communities we will develop a communications plan to communicate / engage with people using multiple channels, including the <i>Flood Inform</i> website, newsletters (in print and online), social media (particularly Facebook community groups) etc.
<b>Sustainability consideration</b>	Hand over responsibility for keeping the website and information up-to-date to a national statutory organisation like SEPA or the SFF.
<b>Synergies with other solutions</b>	<i>Flood Inform</i> has synergies with <i>Climate Connect Perth &amp; Kinross</i> , an organisation that brings together established networks with a shared interest. Climate Connect is a 'one-stop-shop' website where people can access information
<b>Synergies with local policies</b>	National Flood Resilience Strategy