



Nairn Community Development Plan
for the Nairnshire Partnership

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1 Introduction

- 1.1 LEADER¹ is a European Union community initiative aimed at promoting economic and community development specifically within rural areas.

Some £14 million pounds of LEADER funding has been made available to the Highland Council area for the period up to 2013. The Nairn Ward of Highland Council has been allocated £388,941.

- 1.2 This development plan, prepared by the Nairnshire Partnership², aims to take a practical, realistic and achievable approach to realising the aims of the Highland LEADER Programme within the Nairn Ward because it is only by setting realistic and achievable goals, and working in partnership with the community, that the community in the end will benefit.

The themes and goals identified in this plan have been arrived at through community consultation and discussion, focusing on projects which, at the end of this phase of the LEADER programme, will have achieved tangible results.

Existing community ownership has been broadened and strengthened as a consequence of the consultation and discussion processes incorporated in producing this LEADER development plan for Nairn.

The plan draws from the Nairn Local Plan 2000-2008; community consultation; and statistical information, gathered from a number of sources.

- 1.3 The Nairn Ward covers an area dominated by the town of Nairn on the Moray Coast and extends to the sparsely populated rural parts of Glenferness and East Nairnshire.

¹ Liaisons Entre Actions de Developpement de L'Economie Rurale (Links between actions for the development of the rural community)

² A full list of Nairn Partnership members is given in Appendix B.

2 An overview of LEADER

2.1 BACKGROUND

LEADER is the European Union community initiative aimed at promoting economic and community development within rural areas. Resources are targeted at those rural areas identified as most in need, based on basic qualifying criteria, such as sparsity or population, but also addressing issues such as ageing population, rural depopulation and job losses. The basic principles of LEADER are local involvement, community benefit, equal opportunities, innovation, sustainable development, sharing lessons learned and working with other areas.

This is the fourth LEADER programme and will run from 2007-2013, managed by the Scottish Government Rural Directorate.

2.2 LEADER OBJECTIVES AND THEMES

The LEADER objectives are those that have underpinned development, especially rural development, in the Highlands and Islands since the inception of the Highlands and Islands Development Board in 1965.

- to stabilise and grow population levels and the balance between age groups, particularly focusing on the retention and attraction of young adults
- to increase the benefits communities can derive from their natural, built and cultural heritage
- to maximise the benefits accruing from optimising community assets
- to improve access to services in the community, particularly focusing on the needs of young people and those over 65
- to assist communities to create, update and implement development plans
- to increase the scope and range of training and learning opportunities available locally
- to support the development of social enterprise and micro-businesses.

There are eight LEADER themes:

- local development strategies (eg planning and capacity building)
- culture and heritage

2 An overview of LEADER

- training and learning opportunities
- access to activities, facilities and services
- land, environment and access to the countryside
- renewables
- tourism
- social enterprises and micro-businesses

The types of projects which are likely to be developed under each of these themes are detailed in Appendix D.

2.3 LEADER TARGET GROUPS

The following are the key target groups towards which LEADER funding will be directed:

- young people
- women
- the under-employed
- young adults (up to 34)
- older people (over 65)
- social enterprises and micro businesses

These groups embrace all sectors of the community, one way or another, with an emphasis on inclusion and employment – and could also provide opportunities for volunteering. Young people are our future young adults and with both groups it is important, if not crucial in the more rural areas, to give them a reason to stay and build their futures in the area. Countering depopulation has long been a challenge in the Highlands and Islands and migration could be overcome by providing the infrastructure which encourages young people to stay in an area. (The University of the Highlands & Islands Millennium Project is an example of this.) When considering older people, there is the isolation factor to be overcome but there is also a huge untapped resource of experience and time to become involved in community initiatives. These comments could also be applied to the under-employed with the added incentive of perhaps turning a voluntary project into a social enterprise or micro business, thus creating employment.

2 An overview of LEADER

2.4 WHAT CAN LEADER FUND?

LEADER can fund capital and revenue projects centred on:

- development planning and capacity building
- culture and heritage
- training and learning
- access to facilities and services
- land, environment and access to the countryside
- renewable
- tourism
- micro businesses and social enterprises

More detail on these themes may be found in section 5.

2.5 WHAT CANNOT BE FUNDED

The following items and / or projects are not eligible for funding under LEADER:

- core staff costs or overheads
- continuation of existing services
- repairs to existing buildings or facilities
- contributions to statutory service provision
- fixtures and fittings unrelated to delivery of a LEADER project
- sports facilities primarily for local use
- CCTV or civic arts projects
- prize money
- recoverable VAT

2.6 HOW MUCH CAN BE FUNDED?

The funding criteria are:

- up to 40% of eligible costs
- up to 45% if matched by 45% public sector funds

2 An overview of LEADER

- 5% own contribution (which can be 'in-kind')
- a minimum grant of £1,000
- a maximum grant at the discretion of the local award committee
- funding for up to 3 years
- European funds are not eligible as match funding

2.7 WHAT SORT OF PROJECTS ARE ELIGIBLE?

Projects should meet some of the following criteria:

- they should be ideas developed by the community
- there should be evidence of need, demand and support from the community
- there should be a clearly identified, wide community benefit
- there should be scope for community involvement in the running of the project
- there should be capacity to deliver
- there should be economic impact and value for money
- there should be additionality – adding value to a project
- equal opportunities should be taken into account
- the project should be transferable to other areas and / or groups
- there should be links to other strategies and plans
- the project should be innovative

2.8 HOW IS THE PROJECT ASSESSED?

Initial enquiries should be directed to the development officers through the completion of a 2-page enquiry form. If the project is considered to have potential, a formal application should be made for assessment by the development officer. This form will be circulated to the Nairnshire Partnership which will consider it at a formal discussion and decide whether to approve the application for funding.

The Lochaber, Rural Inverness and Nairn development officer's contact details are:

email: martin.culbertson@highland.gov.uk

telephone number: 01397 707 209

More information on the LEADER initiative can be found on www.highlandleader.com

3 Some Nairn facts

Nairn has a favourable climate and an exceptional environment, which ranges from the coastal plain and seaboard forests; through lowland pasture and forests; a narrow river valley; to upland, woodland and open moorland. The natural, built and cultural heritage of Nairnshire is also exceptional, combining rich habitat, fine landscapes and resources for recreation, historical research and family history research. Its popularity as a tourist destination became well-established during the Victorian era, a period of economic and social development which accounts for the impressive architecture in the West End of the town. The equally impressive Fishertown, a conservation area, portrays the history of Nairn as a once-thriving fishing port and the site of the first co-operative society (still in existence), the Nairn Fisherman's Society.

Nairn was known as the 'Brighton of the North' and, although it could be said to have rested on its laurels over the past few decades, it is now poised for positive development. The town is a popular destination for golfers (having two championship golf courses) and is gaining a reputation as a good base from which to explore the surrounding area, whether that be on a bicycle, or to bird watch or explore the many historical sites

Promotion of tourist and leisure assets as well as environmental management are undoubtedly priorities which offer benefit to both locals and tourists, as well as potential job opportunities.

More recently, Nairn has increasingly become recognised as a place in which key cultural events take place: the internationally renowned Nairn Jazz Festival, the Nairn Book and Arts Festival, the Nairnia Winter Festival, and most recently, the Nairn Film Festival.

Latterly, Nairn has 'earned' the unenviable reputation of becoming a dormitory town for Inverness. Nairn's proximity to Inverness has pros and cons. Nairnshire benefits from the general growth in the housing market but loses around 9% of its population to jobs outwith the Nairn Ward. Proximity to Inverness can have a negative impact on the ability to attract funding for projects within the Nairn area if these are seen to duplicate those already provided in Inverness. However, there is a need to serve the Nairn community, to capitalise on the opportunity for residents to walk to almost any service or facility and to cut down on travel by car and other mechanised transport. (Andres

3 Some Nairn facts

Duany in his charrette presentation on the proposed Tornagrain new town project, described a community as one within which a person could walk to any of the main services within 10 minutes. He cited Nairn as an example and this was certainly true of Nairn before the more recent expansions, which he termed 'urban sprawl'.)

As described further in this section, Nairn has an aging population, most likely because its 'favourable climate and exceptional environment' make it an attractive place in which to retire. This could put pressure on social services but could also provide opportunities, especially in increasing volunteering capacity, knowledge base and skills exchange in the voluntary sector.

All of the above describe a climate of opportunity for the urban part of the Nairn Ward, and could also be ascribed to Auldearn, the next largest concentrated area of population, but the same could not be said for the rural parts of the ward which are sparsely populated, lacking the critical mass and the concentration of people which more readily lends itself to development opportunities. LEADER funding could help offset this by the identification of suitable rural projects.

3.1 POPULATION

Numbers

The total population of the Nairn ward is 11,373³, of which some 8,418⁴ (74%) live in the town of Nairn itself. The population of the village of Auldearn accounts for some 535 (3%) people with the remainder scattered throughout a sparsely populated rural hinterland.

The age profile is slightly older than the Highland average, possibly reflecting the attraction of Nairn as a place to retire. 19% of the Nairn Ward's population is over 65, with 2.5% being over 85 whereas 16% of the Inverness and Nairn area population is over 65 and 1.4% of this area is over 85. That means that in the Nairn Ward there are 19% more people over 65 and 43% more over 85 than the combined area of Inverness and Nairn. This will impact on range and type of services required to support this growing group.

³ Current ward data

⁴ Census 2001

3 Some Nairn facts

The population grew by 4% between 2001 and 2005 with a large proportion of inward migrants coming from the rest of Highland and Scotland. When considering population density, not surprisingly the Nairn Ward reflects a density above the Highland average at 32.1 persons per square kilometre against a Highland average of 8.2.

Households

The number of new homes that potentially will be built between 2008-2011 is 551⁵. This is in addition to house completions for the five years between 2002-2007 and, together with the projected new builds, would be an increase of 24% in the number of households in 2002. The percentage of households which are owner-occupied is 67.1% - slightly higher than the Highland average of 65.7%. Permanent occupations account for 93.7% of the total owner-occupied housing stock with the remainder being second / holiday homes or vacant units. (The Highland figure is 89.8% in permanent residential use in the owner-occupied sector.)

Gender

Current gender information is not available for the Nairn Ward but the 2001 Census figures for the Nairn area reveal:

Table 1: gender breakdown

Male	49%	Female	51%
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This breakdown is broadly similar to that of the Scottish population and the slightly higher percentage of women could be the result of greater female longevity.

Gaelic language

1.8% of the Nairn area population speaks Gaelic. This increases to 2.8% for those who speak, read, write or understand Gaelic. Nairn currently has a thriving Gaelic playgroup and Gaelic choir which regularly competes in the Royal National Mod.

⁵ Source: Highland Council planning permission or identified in the Local Plan

3 Some Nairn facts

3.2 ECONOMY

Economic diversity

The key employment sectors are:

- public sector administration, health and social work / care
- tourism (incorporating distribution, hotels and restaurants)
- manufacturing (including food and drink)

Manufacturing is important at 11.3% but is based largely on only two companies. The growth in health and social care is reflected in the increase in the number of care and residential homes for the elderly in Nairn and the consequent employment. However, historically, the key private sector industry in Nairn has been tourism which, although changing in focus, has potential for development.

The hinterland, especially Ferness and East Nairnshire, suffers particularly from a loss of services and transport isolation.

Employment

Nairn is a labour exporter with some 9% of the population leaving the ward during the day to work elsewhere – probably representing a member from one in five households. This can have a negative impact on the economy of the town if workers employed in Inverness take the opportunity to shop in the larger stores there to the detriment of the smaller Nairn retailers.

3 Some Nairn facts

Table 2: Employment by sector⁶

Public administration, education and health	32.0
Distribution, hotels and restaurants	28.6
Manufacturing	11.3
Banking, finance and insurance	10.2
Construction	6.8
Other services	5.5
Transport and communications	4.5
Agriculture and fishing	0.7
Energy and water	0.4

Table 2 reflects the importance of the public, health and tourism sectors on employment.

Economically active

The percentage of 16-74 year olds living in the Nairn Ward which are economically active is estimated at 66%. Of these, 37.8% are in full-time employment, 12.7% are in part-time employment, and of the remainder, 8.9% are self-employed, 2.2% are full-time students and 4.6% are unemployed.

Unemployment

The unemployment rate (defined as the percentage of resident working age population claiming Job Seekers Allowance) is 2.6%, very slightly less than the Highland average, and of these, 0.5% are long term unemployed. These rates are affected by the seasonality of employment in Nairn and the Highlands as a whole, such as employment in the tourism industry where people are employed for the season but may be unemployed for the rest of the year.

Qualifications

68.7%⁷ of those between the ages of 16-74 have some form of qualification (in line with the Scottish average) ranging from 19.3% with a qualification at first or higher degree

⁶ Source: Annual Business Inquiry 2007

3 Some Nairn facts

or a professional qualification, to 26.6% with an 'O' Grade, Standard Grade, SVQ level 1 or 2; 16.2% with a Higher Grade, ONC or SVQ level 3; and 6.6% with an HND, HNC or SVQ Level 4 or 5.

Deprivation

No datazones (small areas with particular social characteristics) with the Nairn Ward are classified as severely deprived and the proportions of people classed as income deprived and employment deprived are below the Highland average.

3.3 TRANSPORT

Transport is becoming more of an issue within the town of Nairn. Although, most services can be accessed by foot, the closure of the sub-Post Office in Harbour Street, Fishertown has meant that the elderly and those with mobility challenges must now walk some distance, (part of which is up a steep hill) to access Post Office services. However, bus services are improving and extension of the current free bus service could ease some of the difficulties. Inverness is fairly easily accessed (for employment or other reasons) through regular bus and train services. Access to Inverness Airport is also relatively easy.

However, as the town pushes out its boundaries and with the impending relocation of most, if not all, medical services to the new Nairn Hospital, there will be a requirement for new bus services to aid access from the outlying housing developments.

Of more concern is the isolation of the rural communities, which because of a sparse population, are becoming increasing more isolated as local facilities close and public transport services become unviable.

⁷ 2001 Census

4 The Scottish Government and the Single Outcome Agreement

4.1 In May 2007, the Scottish Government's Purpose was to focus Government and public services on creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth. The objectives underpinning this purpose are to be:

- wealthier and fairer
- safer and stronger
- smarter
- greener
- healthier

These five objectives are further expanded into 15 national outcomes which form the basis of the Highland Council's agreement with the Scottish Government to support the Scottish Government's Purpose. These 15 outcomes drive the Highland Council spending strategy (the Single Outcome Agreement [SOA]) and are:

- 1 We live in a Scotland that is the most attractive place to do business in Europe.
- 2 We realise our full economic potential with more and better employment.
- 3 We are better educated, more skilled and more successful, renowned for our research and innovation.
- 4 Our young people are successful learners, confident individuals, effective contributors and responsible citizens.
- 5 Our children have the best start in life and are ready to succeed.
- 6 We live longer, healthier lives.
- 7 We have tackled the significant inequalities in Scottish society.
- 8 We have improved the life chances for children, young people and families at risk.
- 9 We live our lives safe from crime, disorder and danger.
- 10 We live in well designed, sustainable places where we are able to access the amenities and services we need.
- 11 We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
- 12 We value and enjoy our built environment and protect and enhance it for future generations.
- 13 We take pride in a strong fair and inclusive national identity.

4 The Scottish Government and the Single Outcome Agreement

14 We reduce the local and global environmental impact of our consumption and production.

15 Our public services are high quality, continually improving, efficient and responsive to local people's needs.

4.2 Section 6.7, Summary of Theme Projects, will highlight which of the above outcomes are met by each of the LEADER themes in the Nairn Ward.

5 Community consultation

Because the LEADER focus is community development, it is essential that the community is consulted. This has been undertaken in a number of ways.

5.1 FOCUS GROUP MEETING

The consultation process was discussed and agreed at a Nairnshire Partnership Working Group meeting in December 2008.

Following this, representatives of key voluntary groups⁸ were invited to a group meeting in the Nairn Court House at the beginning of January 2009 to discuss:

- the challenges the Nairn Ward faces
- how they, as voluntary groups, feel these challenges could be tackled
- where there are opportunities for working in partnership, to combine resources and arrive at the best solutions
- what lessons could be learnt from the past
- where they, as voluntary groups, require help

5.2 INDIVIDUAL INTERVIEWS

This meeting was followed up by individually interviewing representatives from key groups that had identified opportunities for development or that had specific challenges. This included representatives from the Royal Society for the Protection of Birds, Scottish Natural Heritage and the Highland Council Ranger Service and representatives from several organisations which were not able to attend the focus group meeting.

5.3 NAIRNSHIRE VOLUNTARY SECTOR FORUM (BUILDING COMMUNITY CAPACITY)

The Nairn Council for Voluntary Services and Volunteering Highland hosted meetings to form a Nairnshire Voluntary Sector Forum (NVSF) which will allow voluntary groups to discuss areas of synergy, the pooling of resources and potential for partnership delivery of projects. Given the size of Nairn and its population, this Forum has the

⁸ A list of consultees can be found in Appendix C.

5 Community consultation

potential for being a resource for project delivery, a communication vehicle for project development and a source of advice for new groups or those which have lost their way.

6 Nairn priorities within overall LEADER themes and target groups

INTRODUCTION

The Nairn Local Plan 2000-2008 stated, as its strategic objectives, managing the rural area for more intensive recreation and public access and promoting interpretation of the heritage. These objectives are in harmony with the outcomes from the community consultation which highlighted the LEADER themes of:

- tourism
- culture and heritage
- land, environment and access to the countryside
- access to activities, facilities and services
- renewables

Although key themes have been specified, as will be seen from the remainder of this section, there is overlap not only between these but with the remainder of the LEADER priorities. The identification of these priorities is not to the exclusion of others, should relevant projects be identified as the programme develops.

Underpinning all themes and potential projects is the understanding that input from the Nairn Access Panel will be sought.

6.1 TOURISM

As already mentioned in section 3, Some Nairn facts, Nairn was, and still is, very much a visitor destination. Its customers have changed much over the years from the Victorian middleclass, to the 'Glasgow Fair' seaside visitors, leisure sailors, and UK and overseas golfers, being just some of these newer groups. However, it would be fair to say that the overall cohesive approach to marketing Nairn is missing, to the detriment of accommodation providers, retailers and the other local businesses which contribute to and benefit from tourism. Nairn is bounded by Inverness (and the iconic Loch Ness), the Buchan coast and the year-round attractiveness of the Spey Valley. However, there are many good reasons for visiting Nairn and using it as a base from which to explore the surrounding area but these reasons need to be formulated and forged into an overall development plan for the tourism industry in Nairn.

6 Nairn priorities within overall LEADER themes and target groups

Theme project

The development of a 'Nairn brand' and an all-embracing tourism development strategy involving local tourism representatives (such as Visit Nairn), the Association of Nairn Businesses, Festival groups, recreation providers (such as the Nairn Sports Club) and relevant voluntary groups.

Target group(s)

- *young people*
- *the under-employed*
- *micro businesses*

Beneficiaries

- *local businesses*
- *festival(s) sustainability*
- *the local community*
- *the under-employed*
- *visitors*
- *people of all ages*

6.2 CULTURE AND HERITAGE

Nairn already has a reputation as music centre through the Nairn Jazz Festival which annually, attracts world-renowned jazz musicians. The Nairn Book and Arts Festival is now a fixture on the annual calendar. The winter Nairnia Festival is a 'looked forward to' event during the Festive season.

An audit of archaeological sites and remains in Nairn was undertaken in 1999 and revealed a rich seam of sites to visit and explore.

As a result of downturns in the fishing industry over the last century and employment opportunities, Nairn, as with many other parts of the Highland area, has a history of emigration with the consequent need from those descended from emigrants to find out about their ancestry. However, the local community need should not be forgotten and filling in the blanks in local history is part of community cohesion.

6 Nairn priorities within overall LEADER themes and target groups

Theme project

The creation of a development plan to market Nairn as an arts and festival town and to co-ordinate partnership working between the various delivery groups.

The creation of an archaeological site trail.

The creation of a of a genealogical research resource in Nairn Museum.

Target groups

- *people of all ages*
- *the community as a whole*

Beneficiaries

- *people of all ages*
- *the local community*
- *visitors*
- *tourism related businesses*
- *school children*

6.3 LAND, ENVIRONMENT AND ACCESS TO THE COUNTRYSIDE

The case has been well made in this plan regarding the diverse environment within the Nairn Ward. Three development opportunities have been identified, at this stage, as an outcome of the consultation process:

- *the way marking of existing paths within and around Nairn and the rest of the ward*
- *further upgrading paths to improve access for all*
- *the development of horticultural projects, specifically allotments and eco-gardens in the primary schools*

There are many interesting walks and cycle routes in and around Nairn, whether through the historic Fishertown, along the East Beach towards Culbin Forest, or cycling around Nairn and up towards Ardclach and Ferness. However, some, such as the riverside walk from Firhall to the Howford Bridge, are difficult to access for the less physically able. Most are not particularly well signposted for those less familiar with the

6 Nairn priorities within overall LEADER themes and target groups

area. Simple way-marking and improvement to paths would encourage more people (young, older, families) to 'get out there'.

The increasing interest in growing our own vegetables has been well documented in the media and there is a significant waiting list for access to allotments in Nairn. There is also derelict land (some of which used to be allotments) which could be developed into allotments. Education on eating more healthily is another topic high on the national agenda and the fun of growing your own vegetables is becoming part of the school experience, through establishing eco-gardens in school grounds. An outcome of a partnership with a local farmer to utilise some farm land for larger scale growing could be the develop of a social enterprise or perhaps even a community supported agricultural scheme⁹.

Theme projects

The way-marking of walking and cycling routes in and around Nairn and the improvement of part of the riverside walk to allow easier access for as many as possible.

The creation / recreation of allotment sites in Nairn (including at least one plot with wheel-chair access) and the creation of eco-gardens in local primary schools. These projects particularly lend themselves to training and skills exchange, for young people and budding horticulturists.

Target groups

- *young people*
- *the under-employed*
- *women*
- *young adults*
- *older people*

Beneficiaries

- *people of all ages*
- *visitors*

⁹ Community supported agriculture (CSA) is where members of the group pay a subscription to receive proportions of the harvest, giving the opportunity to work on the land and cutting down on road and even air miles.

6 Nairn priorities within overall LEADER themes and target groups

- *tourism related businesses*
- *the local community*
- *school children*
- *people with mobility challenges*

6.4 ACCESS TO ACTIVITIES, FACILITIES AND SERVICES

As stated in the introduction to this section, input from the Nairn Access Panel will be sought for each project to ensure access issues are taken into account, where possible. An issue of particular interest to the panel is improved access to the Nairn promenade and beach, not only for those with mobility challenges but for the parents of children in buggies. Just as important is the ability to access sports facilities, whether a tennis court or a gym, with the appropriate training support.

Sport, in all its guises and for all age groups, is an increasingly popular leisure activity in the Nairn Ward, so much so that accessing space, especially sports pitches, is becoming difficult because of extremely high usage. Team sports are recognised as beneficial for youth development and this is aptly represented by the take-up of and waiting list of school pupils in Nairn Academy who wish to become sports leaders. However, there is also demand for space for casual sports activity – an ad hoc game of football or basket ball – and space for this is in short supply.

Nairn Sports Club, in its 2008-2014 development strategy, outlines a range of activities which focus on four key principles:

- *access for all*
- *value for money*
- *quality of service and facilities*
- *fairness and equality*

Just some of the projects it seeks to develop are:

- *a primary schools tennis initiative designed to provide pathways to sport and fitness*
- *a programme to involve schools and children with behavioural difficulties to participate in supervised gym or other sports activities*

6 Nairn priorities within overall LEADER themes and target groups

- *to undertake a feasibility study into the scope for GP referral schemes*
- *to investigate means of encouraging more over 60's male participation in activities*
- *to promote affordable access to facilities for low income families*

Cycling has become more popular than ever whether off-road mountain biking or BMX cycling, which is now an Olympic sport. Providing suitable well-constructed sites will encourage more and safer participation in these sports.

Theme projects

Improving access to the beach promenade and to the beach for wheelchair users and parents with young children in buggies.

The creation of a multi-use games area¹⁰ (not necessarily the high-maintenance all-weather pitch) for organised and casual use.

The creation of cycle tracks, jumps and ramps in local woodland and the development of a competition standard BMX track.

The improvement of access to outdoor and indoor sports facilities for wheelchair users and the provision of appropriate training services.

Target groups

- *young people*
- *the under-employed*
- *women*
- *young adults*
- *older people*

Beneficiaries

- *people of all ages*
- *the local community*
- *visitors*
- *people with mobility challenges*

¹⁰ Information on multi use games areas may be found by typing MUGA into Google.

6 Nairn priorities within overall LEADER themes and target groups

6.5 RENEWABLES

The one area in which rural communities have an advantage over their more urban neighbours is capitalising on community benefit arising from developments in renewable energy – specifically wind farms. This is one theme in which the Ferness and East Nairnshire community may have a stake.

Theme projects

Investigating the feasibility of community benefit and potential community projects arising from a potential wind farm development which would benefit the Ferness and East Nairnshire community.

Recycling is a area which has been raised by the Youth Forum group. As yet specific projects have still to be formulated but the Youth Forum group sees not only environmental benefit but also the potential for creating a social enterprise.

Target groups

- *young people*
- *the under-employed*
- *women*
- *young adults*
- *older people*
- *micro business*

Beneficiaries

- *people of all ages*
- *the rural community*

6.6 SOCIAL ENTERPRISES AND MICRO BUSINESSES

The allotment project in Auldearn, described under 6.3, has the potential for development into a social enterprise or community supported agriculture scheme (CSA) whereby members of public join the CSA and, through their subscription, are delivered a box of seasonal vegetables. The subscriptions support the further development of fields and those who perhaps find it difficult to pay a subscription, may

6 Nairn priorities within overall LEADER themes and target groups

ensure their vegetable box delivery by providing free labour in the fields. A true social enterprise!

Further projects based on this theme which have the potential for development will be researched and may include an economic regeneration study on Nairn town centre.

Theme projects

The development of a social enterprise which will supply vegetables to the wider community which will support the enterprise either through subscription or through the provision of labour.

Target groups

- *young people*
- *the under-employed*
- *women*
- *young adults*
- *older people*
- *micro business*

Beneficiaries

- *people of all ages*
- *the local community*

6 Nairn priorities within overall LEADER themes and target groups

6.7 SUMMARY OF THEME PROJECTS – showing beneficiaries in the wider community and links with other themes

Theme	Theme project	Target groups	Beneficiaries	Other outcomes	Links with other themes	Links with SOA
Tourism	<ul style="list-style-type: none"> the development of a Nairn 'brand' and Nairn tourism development strategy 	<ul style="list-style-type: none"> all 	<ul style="list-style-type: none"> local businesses festival(s) sustainability the local community the under-employed visitors people of all ages 	<ul style="list-style-type: none"> improved sustainability of local businesses (tourism and others) improved sustainability of festivals increase in facilities for locals increase in facilities and attractions for visitors 	<ul style="list-style-type: none"> development planning and capacity building culture and heritage 	<ul style="list-style-type: none"> 1 2 10 12 13
Culture and heritage	<ul style="list-style-type: none"> an arts and festival development plan to co-ordinate partnership working between the various delivery groups the creation of an archaeological site trail the creation of a genealogical research resource in Nairn Museum 	<ul style="list-style-type: none"> all 	<ul style="list-style-type: none"> people of all ages the local community the local community visitors tourism related businesses 	<ul style="list-style-type: none"> increase in facilities and attractions for locals and visitors improved sustainability of festivals improved sustainability of local businesses (tourism and others) learning opportunities 	<ul style="list-style-type: none"> tourism development planning and capacity building land, environment and access to the countryside training and learning opportunities 	<ul style="list-style-type: none"> 10 12