

SEPTEMBER 2019

# NEW ELGIN EAST COMMUNITY PLAN



This plan has been produced by the New Elgin East Working Group  
With support from the Moray Community Planning Partnership



## FRONT COVER

The logo on the front cover, and the words forming the word cloud above, were created as part of a competition by pupils from New Elgin Primary School. Pupils were asked to draw something that represented what New Elgin meant to them. The logo had to be something people would associate with New Elgin, something bright and colourful, and included the words 'New Elgin East Community Plan'. Entries also had to include one word that described New Elgin, some of these are pictured above. There were over 250 entries and the winning design chosen by the Working Group was designed by Claudia Stec, Primary 6C.

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# WELCOME

## Community Working Group

The New Elgin East Community Action Plan has been developed as a partnership project between members of the community in New Elgin, along with Moray Community Planning Partnership partners who work in the area including Police Scotland, Moray Council and the NHS. (The map on the back page shows the area we have been working in).

The Working Group began in summer 2018 and consisted of practitioners from the agencies and groups listed on page 22, along with local residents. Meeting monthly in New Elgin venues, the group co-designed and worked on consultation with the community in the area in late 2018. The consultation included pop up gazebos, mobile buses, stalls at local events and visits to local groups.



1000+

Over 1000 conversations in the local area asked residents what they liked about their area and what needed to change; you can see some of these ideas on page 12. We went back to the community in November and December 2018, including the New Elgin Primary School Christmas Fayre, and asked them to prioritise these.

The results formed the basis of the actions in this Plan, agreed in partnership between the community and agencies at a series of meetings in early 2019.

The plan will also help to meet the requirements of the Community Empowerment (Scotland) Act 2015, with regards to Locality Plans. If, once you have read this you want to be a part of either the Working Group or any individual project/action, please get in touch using the details provided at the end of this plan.

- Moray Community Planning Partnership is a partnership of public agencies, working together to plan and deliver better services: [www.yourmoray.org.uk](http://www.yourmoray.org.uk).

## CLLR GRAHAM LEADBITTER CPB CHAIR

As chair of the Community Planning Board I am delighted to introduce you to the New Elgin East Community Plan. This plan has come from one of two pilot projects and aims to improve lives in the New Elgin East area.

This however is not the end of the work happening in the area. With the publishing of this plan all members of the Community Planning Partnership are now tasked with realigning their work in the area to help meet the community's aspiration and deliver on these outcomes.



It is also refreshing to see how many in the local community, including many who have never been involved with this sort of project before, have been involved in the production of this, and will continue to be involved in holding partners to account for delivery.

That said, I would encourage anyone interested in being involved in any aspects of the action plan to get in contact with Moray Council's Community Support Unit (details are at the end of the document), as they are the very committed team tasked with supporting the community throughout the lifetime of this plan.

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## WHAT HAPPENS NEXT?

The Working Group is actively working on some of the projects in the Plan. Some of these have already been completed, for example M:ADE (Moray Arts Development Engagement) have already completed their intergenerational film, and others are just beginning, including the community garden project. We continue to meet monthly in local venues and are really keen to hear from anyone who would like to get involved in any of the projects- please get in touch with the Moray Council Community Support Unit, as detailed on page 22.

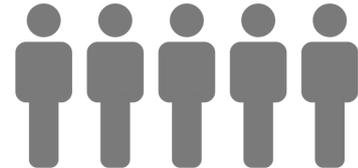
Some of the projects will be actioned by our Community Planning partners, and the Working Group and Moray Community Planning Partnership will have a joint role monitoring these to make sure they happen in the coming months and years.

# WHAT DO WE KNOW?



## Location

New Elgin East is an area located in the south of Elgin. It covers the area stretching from the Burn of Linkwood in the east, as far as the Springfield Retail park in the west and from the railway line in the north, as far south as Thornhill Road.



## Population

New Elgin, often referred to as the “Free State” by locals, has seen development since at least the 17th Century when the New Elgin Doocot was built. By the mid 1900’s the area became a popular settlement for railway workers and those looking to take advantage of lower rates. From then there was a gradual incremental build-up of property in the area until the 1960’s, when there was rapid expansion fuelled by post war council house investment and private build.

In 2011 New Elgin East had a population of 3,871. Between 2001 and 2011 this area saw the fastest growth of any area in Elgin. People living in the area tend to be younger than most other areas of Elgin and Moray, with almost two thirds of people in the area being under 45. There are also far less people over 60 and far higher levels of single people living in the area, when compared to other areas of Moray and Scotland.

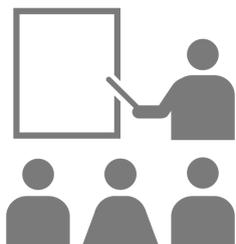


## Heritage

Despite being a newer part of Elgin, New Elgin East still has a number of significant areas of heritage. A stones throw from the well known Dovecot, from where the Doocot park derives its name, is the site of the Elgin Auction Centre. A former agricultural mart that in its heyday, saw thousands of pounds worth of livestock pass through its gates on a regular basis. South of this there is a war memorial on Cemetery Drive which itself is lined with trees each of which was planted to represent a single “local loon” lost to war.

The old cemetery which dominates the centre of the area has graves from as early as the mid 1800’s, including such notables as American Civil War veteran and United States Consul to Glasgow, William Latimer Duff.

## Education



New Elgin East currently has one Primary School with a roll of approximately 500 pupils and a nursery in the school grounds offering funded places. From August 2020 a second Primary School will be established just outside the identified area, but a considerable number of the pupils will come from within the NEE area and this will also have a nursery in the grounds offering funded places.

There is also a funded partner provider offering nursery places for up to 83 children as well as childminders operating in or close to the identified area. Pupils in NEE are zoned to Elgin High School for their secondary education. In addition Moray College UHI has a campus where it delivers courses in Built Environment, Computer Aided Drafting and Design, Engineering Systems specialising in Electronic Engineering, Mechatronics and Mechanical Engineering. Moray College UHI also has a campus in Elgin which is the local provider of higher and further education for the region.

## Health

The Glassgreen Centre is located close to the southern boundary of New Elgin East. The Glassgreen Centre incorporates a variety of community health and social care teams including district nurses, health visitors, community midwives, podiatry, dentistry and speech and language and child mental health services.



The majority of the New Elgin East population are registered to the Linkwood Medical Practice which is based with the Glassgreen Centre. Linkwood Medical Practice has a number of GP's, advanced nurse practitioners and practice nurses. The head office of Health and Social Care Moray is also located close by.

Dr Grays Hospital- the main hospital in Moray is located a short distance from New Elgin East. New Elgin East is serviced by two nearby pharmacies- one at Linkwood and another at the Springfield retail park.

## Transport



The A941 which links Elgin to the Speyside Region goes through the NEE area and there are a number of bus routes that serve residents. Elgin train station also sits close to the northern boundary of the area. There is also an established and growing network of core paths and designated cycle routes throughout.

# Employment and the Economy

There are three main areas of commerce in or just outside New Elgin East. The largest of these is a large retail park at Springfield, which includes several large chain stores and a food manufacturers providing employment to residents. The retail park also hosts an Army Cadet base.



Main Street has a Post Office, takeaways, garage with fuel pumps, licensed premises and trades businesses. Thornhill has a mixed use area consisting of retail, cafeteria, services, offices and a pharmacy.

# Environment



New Elgin East has several green space areas, many of these located in housing areas. The largest of these are the two parks, Doocot (Dovecot) Park with its iconic former dovecot and also a pavilion, and the Tigers Den which includes a play area.

Robertson Drive has a second play area, with further green spaces and playing fields located next to New Elgin Primary School. Elgin's old and new cemeteries are also in the area.

# Social and Community

The main community facility in New Elgin East is the New Elgin and Ashgrove Public Hall, run by a dedicated voluntary committee. The grounds of the hall include a walled garden and a further annex building- this busy hall is used frequently by a range of community groups of all ages, including BALL (Be Active Life Long) groups, interest groups, toddler groups and private hires.

New Elgin is in the parish of the Elgin High Church and also includes a branch of Jehovah's Witnesses. The Army Cadets operate from a building just out with area in the retail park. Other groups located in area include Brownies, Police Scotland Youth Volunteers and Elgin Men's Shed.



There are three pubs in New Elgin East who offer community & family space for hire.

# NEW ELGIN AT A GLANCE

Based on the most recent data we have here are a few things we know about people's lives in New Elgin East.

**1650** households, with an average 2.3 residents per household

**60%** homes owned, 28% social rented (council or registered social landlord)

**2/3** of residents are under the age of 45 (highest in Moray)

**40%** of residents are employed in manufacturing industry

**52%** of households have access to at least one car/van

**21%** of children are in low income families

**75%** economically active (higher than wider Elgin and Moray)

Statistics: Community Profile- New Elgin East, Moray Community Planning Partnership  
(<http://www.yourmoray.org.uk/downloads/file113602.pdf>)

# STORY SO FAR

22 July 2018

Police Scotland community engagement event New Elgin Primary



August/September 2018

3 Pop Up events in New Elgin East

30 August 2018

Police Scotland Community Engagement Event at Scotmid

10&17 September 2018

Pop Up events at Linkwood Medical Centre

20&27 October 2018

Engagements at Flu Clinics at Linkwood Medical Centre

24 Nov & 7 Dec '18

Street Youth Work Sessions



1 December 2018

Christmas Craft Event New Elgin Primary

6 December 2018

Engagement to prioritise actions, including at New Elgin Primary Christmas Fayre

February - March 2019

Three Focus Groups to identify actions



February - March 2019

Presentations to strategic groups and senior management

April 2019

Gathering of all information and drafting of action plan

April - May 2019

60+ meetings with named partners regarding delivery of actions

1 June 2019

New Elgin Primary Fete stall



July - August 2019

Finalising Action Plan

14 September 2019

Launch event at New Elgin & Ashgrove Public Hall

# STRENGTHS AND AREAS FOR IMPROVEMENT

These were identified by the community during the first stage of the engagement process.

## STRENGTHS OF NEW ELGIN EAST

- Doocot Park
- Green space
- Paths for walking & cycling
- New Elgin Primary and the space it has outside
- 'Wetlands' Nature Reserve
- Closeness to open country
- Post Office
- Shops nearby
- Linkwood Medical Centre
- New Elgin Hall
- New Moray Sports Centre
- School Summer Fayre
- Friendly area, family & friends nearby
- Young people
- Good neighbours
- Families rooted in the area
- Community feel/ spirit
- Councillor Divers
- Deli Café
- Dog walking spaces
- New build housing
- The Monument
- Football pitch
- Good transport links
- Quiet area
- Recycling
- Safe
- Freedom

## AREAS FOR IMPROVEMENT

- Path improvements; make them more accessible for all
- Better employment and education opportunities
- More community involvement with new developments
- More housing options and jobs
- Traffic lights at school walk (Thornhill Road)
- More social areas and clubs
- Upgrade play areas
- Youth café
- More bins
- Free activities for children so all can be included
- More community involvement in local issues
- More events
- Local policing
- A small hub for services locally
- School walking buses or group
- After school and weekend activities
- More at New Elgin Hall
- More bins and dog poo bins
- Tackle drugs in the area
- Better childcare options
- Seagull control
- Trampoline park
- More opportunities to stay mentally and physically active

# THEME 1: EDUCATION AND EMPLOYMENT

Members of the community felt that there is a lack of awareness of training opportunities and poor access to high quality jobs. In addition they felt that there was a disconnect between what happens in schools and the wider community.

Many also had strong feelings about ensuring that individuals had access to information regarding pension options and ways to ensure that later life experiences were more positive for everyone.

## OUTCOMES

Widening access to better quality employment in New Elgin East.

Improve uptake in employment related training provision in New Elgin East.

Supporting people to ensure they have a decent standard of living in later life.

## ACTIONS

- Develop and deliver a pilot community employment scheme in New Elgin East.
- Work with employers to map barriers to employment.
- Develop approaches / programme of delivery based on above.
- Identify gaps in training provision, promote current offers and develop opportunities to meet needs in New Elgin East.
- Awareness raising / education re services available.
- 2 drop in community sessions in New Elgin East per annum
- Establish financial programme of advice sessions in Elgin High, including family learning opportunities
- Establish a social group in New Elgin East for older people providing access to advice and services.

# THEME 1: EDUCATION AND EMPLOYMENT

## OUTCOMES

Establish a New Elgin East Childcare Hub and network of provision.

Improved links between New Elgin East community and schools

## ACTIONS

- Expansion of current mapping exercise to include all current New Elgin East childcare provision (including eg: babysitting, youth work, and childminding).
- Ensure targeted childcare training / employment opportunities in action numbers.

- Pilot pop up café for family and friends of New Elgin East pupils
- Heritage themed film intergenerational project.
- Continue community links via Junior Road Safety Officers scheme.

# THEME 2: HEALTH AND WELLBEING

The single biggest concern for many in New Elgin East was a fear regarding the use of illegal drugs in the area. In addition many felt that they could do with support to move to more suitable housing that met their needs, either because they had grown too large for their current homes, or because they wanted to downsize.

Concerns regarding anti-social behaviour and the growing numbers of aggressive seagulls were also prominent issues that came up during engagement events.

## OUTCOMES

More people in New Elgin East are in sustained housing options that meets their needs.

Changing perceptions of, and relationships with, drugs in New Elgin East.

## ACTIONS

- New Elgin East Housing Summit.
- Quarterly housing surgeries in New Elgin East
- Mapping exercise regarding drugs education.
- Awareness raising and training in Elgin High School
- Family learning sessions
- Deliver community champion training to volunteers
- Awareness raising campaign in area around Crime Stoppers and intelligence led policing.
- Interventions and referrals across Community Planning Partners
- Promote programme of training on drugs and alcohol (including with those directly affected).
- Interventions and referrals across Community Planning Partnership
- Deliver a programme of training on drugs and alcohol.
- Needle safety campaign

# THEME 2: HEALTH AND WELLBEING

## OUTCOMES

Reduce seagull numbers and incidents of dog fouling in New Elgin East.

Engaging with the local community and partners to identify sources of anti-social behaviour and develop an action plan of work

## ACTIONS

- Pilot project to reduce seagull numbers in New Elgin East.
- Green Dog Walkers Scheme, including education/ promotion and walkabout.
- Outreach youth work in New Elgin East.
- Community walkabout in New Elgin East to identify community safety hotspots and develop plan of action.

# THEME 3: COMMUNITY INVOLVEMENT

The members of the community that took part in the engagement events were concerned about the increasing gap between older and younger people and the loss of traditional community values. It was felt that there were a lot of things that used to happen and people used to be involved in that no longer happened and this limited the opportunities for interaction between members of the community.

## OUTCOMES

Bringing different generations of people together in New Elgin East to reduce social isolation

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Build community cohesion between individuals and community groups in New Elgin East.

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Increased opportunities for community involvement and engagement with services in New Elgin East.

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## ACTIONS

- Community Garden Intergenerational Project.
  - Hold a large gathering (New Elgin Big Lunch) in the local park during the summer months.
  - Establish a community hub in New Elgin East.
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# THEME 4: ENVIRONMENT AND INFRASTRUCTURE

Members of the community found difficulties in certain areas with moving about safely and felt that although there were some very good green spaces, they were difficult to access.

## OUTCOMES

Reduction in number of road traffic and parking incidents in New Elgin East.

Improved access to play equipment and sports facilities.

## ACTIONS

- Continue and extend Junior Road Safety Campaign
  - (a) Identify two sites in New Elgin east for road traffic improvements.
  - (b) Improve two sites in New Elgin East regarding road traffic concerns.
  - Create parking map to make better use of existing space.
  - Involve community in design and implementation of school travel plans
- 
- Form community working group.
  - Review existing provision in area.
  - Identify opportunity for improvements in provision
  - Identify and access resources.

**FOR LINKS TO THE FULL ACTION PLAN AND  
PERFORMANCE MEASURES PLEASE SEE:  
[WWW.MORAY.GOV.UK/NEELOIP](http://WWW.MORAY.GOV.UK/NEELOIP)**

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## **ACTIONS ALREADY HAPPENING**

**M:ADE (Moray Arts Development Engagement):** An intergenerational film project involving Elgin High School pupils from the area. They met and interviewed long standing New Elgin residents to find out about how life had changed over the years and designed a short film that told this story in a way chosen by them.

**Junior Road Safety Officers:** Police and Moray Council Roads teams are now working in new Elgin Primary School, with the Moray Council Engagement Team, to offer formal accreditation for the voluntary work undertaken by Junior Road Safety Officers.

**Police Scotland:** Increased presence and education/enforcement of road traffic laws around New Elgin Primary School.

# MAKING LINKS

This plan is closely linked with the Moray Community Planning Partnership's Moray 10 Year Plan. This is the strategic document which sets out the priorities for partner agencies in Moray.

Below is where the New Elgin East Themes link with the plan.

MORAY 10 YEAR PLAN	NEW ELGIN EAST COMMUNITY PLAN
Building a better future for our children & young people	Environment & Infrastructure
Changing our relationship with alcohol	Health & Wellbeing
Building a better future for our children & young people Empowering & connecting communities	Community Involvement
Growing, diverse and sustainable economy	Education & Employment

You can view the full plan here:

<http://www.yourmoray.org.uk/downloads/file118306.pdf>

# MAKING IT HAPPEN

The actions in the plan aim to be achieved within one, three or ten year timescales. Some of them are already being delivered.

There are plenty of opportunities to get involved and help make other actions happen. Whether you are interested in supporting the creation of a community garden or helping to support and shape the design of a community hub, there are opportunities to get involved. This plan is not intended to remain static and the community Working Group will be looking to continue to identify areas where change is needed. The Working Group, with support from partners, will monitor progress and provide updates.

Our community Working Group has a mix of residents, professionals, and residents who are also professionals. Everyone brings their own unique talents to the table and there is a place for anyone.

## Working Group members:

- Gordon MacDonald (Resident & Elgin Men's Shed)
- Paul Briggs (Resident & Elgin Community Council)
- Alison Angus (Resident)
- Karen MacArthur (Resident)
- Graeme Allan (Police Scotland)
- Jad Leach (Police Scotland)
- Claire Howie (Resident)
- Stuart Spiers (Resident)
- Wendy Toner (Engagement Team)
- Stacey Toner (M:ADE)
- Robert Menzies (Engagement Team)
- Jacqui Taylor (Moray College UHI)
- Siobhan Leen (Moray Health & Social CarePartnership)
- Barry Jarvis (Community Support Unit)
- Sylvia Jamieson (Community Support Unit)
- Local Councillors
- Carol MacLennan (Resident & Elgin Youth Development Group)

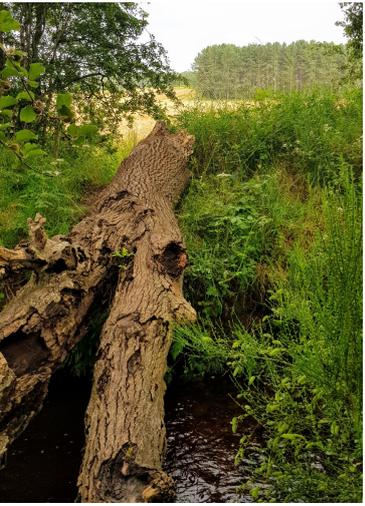
If you want to be involved then please get in contact using one of the following methods:

- [csu@moray.gov.uk](mailto:csu@moray.gov.uk)
- 01343 563346
- Council Offices, HQ, High Street, Elgin IV30 1BX

# ACKNOWLEDGEMENTS

Thanks to the following for their support in developing this project:

- Community of New Elgin East
- Cottar Hoose, New Elgin
- Developing the Young Workforce Moray
- Department for Work and Pensions
- Elgin Community Council
- Elgin Men's Shed
- Elgin Youth Development Group
- High Church, Elgin
- M:ADE (Moray Arts Development Engagement)
- Moray College UHI
- Moray Council
- Moray Drug and Alcohol Partnership
- Moray Food Plus
- Moray Health and Social Care Partnership
- New Elgin and Ashgrove Public Hall
- NHS Grampian
- Police Scotland
- Scottish Centre for Community Development
- Skills Development Scotland
- Third Sector Interface Moray



# MAP OF NEW ELGIN EAST

