



# ***Strategy to 2021***

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**N.B. This is a summary document**

For further details please see the full document at:

<https://dunblanedevelopmenttrust.com/about/our-strategy/>

# Background

## The Dunblane Development Trust (DDT) : The Story so far

- The Trust was established as is a community charity/company in 2003.
- Since then DDT has successfully managed grants from a variety of statutory and other sources
- We are governed by a board of up to 16 Trustees with professional and voluntary expertise.
- We have carried out many successful projects ranging from practical volunteer led activities to Braeport Centre management and a restaurant/residential High St development.

## Connected to the Community

- The Community Action Plans of 2003 & 2009 confirmed community priorities, and provided DDT with a mandate for action.
- In 2015, DDT, *Dunblane Community Council*, *Discover Dunblane* (BID) and *Stirling Council* jointly commissioned a Town Centre Charrette with Scottish Government support; an Action Plan emerged.
- Our AGM is open to all; and volunteering opportunities attract a range of local people. Regular articles appear in Wire magazine and a dedicated website was developed in 2016. Use of social media has further connected us to the wider community as has our annual newsletter circulated to all households.
- Through all of the above we encourage feedback to ensure our efforts are directed at community benefit.

## Strengthening Communities Programme

In 2015 DDT secured advisory and financial support through the Scottish Government's *Strengthening Communities Programme*; enabling us to appoint support staff in fundraising and administration.

# Current Situation

## **Structure**

- We operate through a number of Board sub-committees and volunteer Working Groups.
- DDT (Projects) Ltd was established in 2009 as a wholly owned subsidiary to develop & manage property.
- We are a membership organisation, open to anyone over 12 living or working in the Dunblane area. Currently there are over 400 members with whom we have regular updating contact.
- The Trust DDT works in partnership with other local organisations, in particular the *Community Council, Discover Dunblane* (BID) and *Dementia Friendly Dunblane*.

**Volunteers:** Are a fundamental component of all our operations

**Staff:** external funding support paid staff: a caretaker, cleaner, administrator, funding officer and Development Worker to develop services to people living with dementia and their carers. In addition a communications professional supports the development of digital media.

**Assets:** We now own the *Braeport Centre*; a key community facility that has potential for further development. The *Riverview Building* with café and flats on the High Street was built to improve footfall on the High Street.

## **Funding**

- We aim for a “mixed economy” model, without over reliance on either grants or one source of income.
- The employment of a funding officer has allowed us to expand the range of funding sources , large and small.
- Small grants, e.g. *Tesco Bags of Help*, have been invaluable in supporting the work of our volunteer working groups
- The Braeport Centre generates income to covers running costs & maintenance; a small surplus contributing to Trust reserves. Re-development of the Centre is a major focus for 2018-21
- Development of our Riverview Building was funded through a mix of grants and loans. When the loan is paid off in 2019, the rental income generated will become available to us to fund further community projects.

**Memory Cafe**



**Braeport Centre**

**Riverview Building**



**Volunteering achievements e.g. River Path repair**

# DDT's Mission

***'To enable Dunblane to be welcoming, enterprising and well connected, with a first class cultural and physical environment'***

This Mission sits alongside the vision for Dunblane set out in the 2003 & 2009 Community Action Plans, ensuring that we are in alignment with our partners locally.



# The Community Vision For Dunblane

- **A welcoming, safe and inclusive community** with good childcare and educational opportunities , superb community facilities for leisure, arts, health and play, a range of housing to suit the needs of local people and a local infrastructure is in balance with the population.
- **An enterprising community** with a thriving attractive town centre, new enterprise well supported and with local businesses working together to increase employment opportunities for Dunblane people.
- **A well connected community** with good public transport links, where car use is supplemented with a good network of local transport to links both within the town and to major centres; and where practical parking does not dominate other needs.
- **A town with a first class local environment** including well maintained paths and cycle routes within the town and to the surrounding countryside, parks and open spaces for recreation nand a centre that allows people on foot precedence over the needs of vehicles.
- **A community proud of its heritage** where the past enriches the present and helps to create a new and thriving future.

# Preparing for 2018 -21

## Developing the Strategy

A Board review of our activities and the progress made since 2016 indicated a need to refresh our Strategy to ensure it properly reflected our current position and that our objectives were fit for the future.

## Strengths, Weaknesses, Opportunities and Threats

A SWOT analysis helped us to understand what is going well and what needs to be better .



# Our Objectives 2018-21

1. To fully engage with our community
2. To identify and develop ideas for the benefit of our community
3. To deliver high quality projects
4. To work effectively with our partners
5. To develop and strengthen our organisation





# Action Plan 2018 - 21

The summary plan below sets out the actions that we will take to realise our ambitions. These actions, set out under each of our strategic objectives, are prioritised with targets set on an annual basis.

It is our intention to review these targets annually and set more for the following year. This will be communicated to our members and will form the basis for our communication with the wider community and funders.



OUTCOME What will success look like?	PRIORITY ACTIONS : What will we do?
<b>OBJECTIVE 1: TO FULLY ENGAGE WITH OUR COMMUNITY</b>	
Our understanding of the needs of target groups is improved.	Identify the needs and wishes of our community
More people are members and volunteers of DDT.	Promote membership and volunteering opportunities
More people aware of DDT and what we do.	Develop a more inclusive communication strategy
<b>OBJECTIVE 2: TO IDENTIFY AND DEVELOP IDEAS FOR THE BENEFIT OF OUR COMMUNITY</b>	
New/improved services available to local residents	Develop identified initiatives
<b>OBJECTIVE 3: TO DELIVER HIGH QUALITY PROJECTS</b>	
Dunblane is a dementia-friendly community	Manage the Life Changes Trust Project
Improved community centre	Manage and redevelop the Braeport Centre
High quality services are available to residents	Manage our existing projects to a high standard
<b>OBJECTIVE 4: TO WORK EFFECTIVELY WITH OUR PARTNERS</b>	
We are aware of and work effectively with our partners.	Continue to support and collaborate with key partners and partnerships.
<b>OBJECTIVE 5: TO DEVELOP AND STRENGTHEN OUR ORGANISATION</b>	
Our governance is improved.	Maintain and improve the running of our organisation
Our organisation is financially sustainable	Secure funding to deliver identified projects and the day to day running of the organisation
Board members/Trustees are effective in carrying out their role	Develop an effective system of internal communication

# “The Bottom Line”

The Community Plans from 2003 & 2009 confirmed a long term vision for the town which is still valid into the future

It is the overarching role of DDT to help our community realise this vision in partnership with other local organisations with an essential close working relationship with *Dunblane Community Council*, *Discover Dunblane* and *Stirling Council* .

