

Section 5

Vision for Future Forfar

Create a Buzz

Forfar Town Centre needs more buzz about it, primarily by encouraging local people to stay loyal to their town: to visit the town centre more often, to stay there longer for work, shopping, meeting and eating. This should be achieved by focusing on developing:

- **A Distinctive Character** by enhancing Forfar's underlying unique features such as buildings, shop-fronts and streetscapes
- **A Forfar for All Generations** by creating affordable spaces for all age groups
- **Consolidating the Centre** by making The Cross and town centre a focus for the local community
- **Better Communication and Coordination** between all local partners on what is happening in Forfar and greater promotion to the wider world

Vision explained

Everyone at the charrette agreed: Forfar town centre needs more buzz!

How are we going to get more buzz? Primarily by encouraging local people to be loyal to their town: to visit the town centre more often and to stay longer. We want people to stay in the town centre for work, shopping, meeting and eating.

As well as existing residents, we want to attract future residents of the 600-plus new homes that are programmed for construction in the next ten years. We need to get them into the habit of using Forfar town centre, rather than their energy, liveliness and expenditure leaking out to Dundee or elsewhere. Not only will that help create more footfall and activity in the town centre, it will help new residents to integrate into the local community.

To help animate the town centre, creating more homes in the centre should be a priority. At the charrette, there was clearly local demand for more one to two bedroomed homes for young and old alike. With a number of potential sites and properties for new build and refurbishment, where better than the town centre for these smaller flats and houses?

Encouraging more tourists to come to Forfar is a longer term aspiration, probably as part of a wider area strategy in which Forfar plays its full part as the historical county town.

So, if creating more buzz in the town centre is our big objective, how are we going to do it? Our proposals for the future of Forfar Town Centre are grouped under four

strategic priorities. Resources are limited, so we can not achieve everything. Instead, the proposals are very focussed on a relatively small number of achievable actions, which reflect the aspirations of the charrette participants.

Supporting Consultant Analysis

The Understanding Scottish Places tool (usp.scot) provides a snapshot of Forfar and it can be used to compare Forfar with other towns. The classification for Forfar in the tool is as an independent to interdependent town, which is described as following:

“This type of large town is extremely mixed in terms of demographics. There is a particularly wide range of people, housing and activities. The number of older couples without children is higher than average. There is a mix of professional and non-professional jobs, and part-time and self-employment are both important for a significant proportion of residents. Socioeconomic status is higher than in other kinds of town and there is a mix of professionals and non-professionals, those with higher and lower educational attainment. Independent to interdependent towns have a good number of assets in relation to their population. These towns have a good diversity of jobs; and residents on the whole travel shorter distances to travel to work and study. These towns attract people from neighbouring towns to access some of their assets and jobs.”

Whilst the town has this mix of assets, Forfar has something of an independent feel, it is linked in to flows in the network and it

is likely that the patterns of movement are differentiated across the mix of the population.

In terms of charitable organisations, the tool suggests that Forfar has more residents per charitable organisations than other similar towns, which may indicate a comparative lack of civic and community interaction (the number of charitable organisations is our nearest proxy for this in the tool, and is not perfect; this is thus suggestive only at this point). Add this to the flows outside the town and it would seem that there is some scope to build more of a place and community feel and keep more people in the town and to attract others to come in.

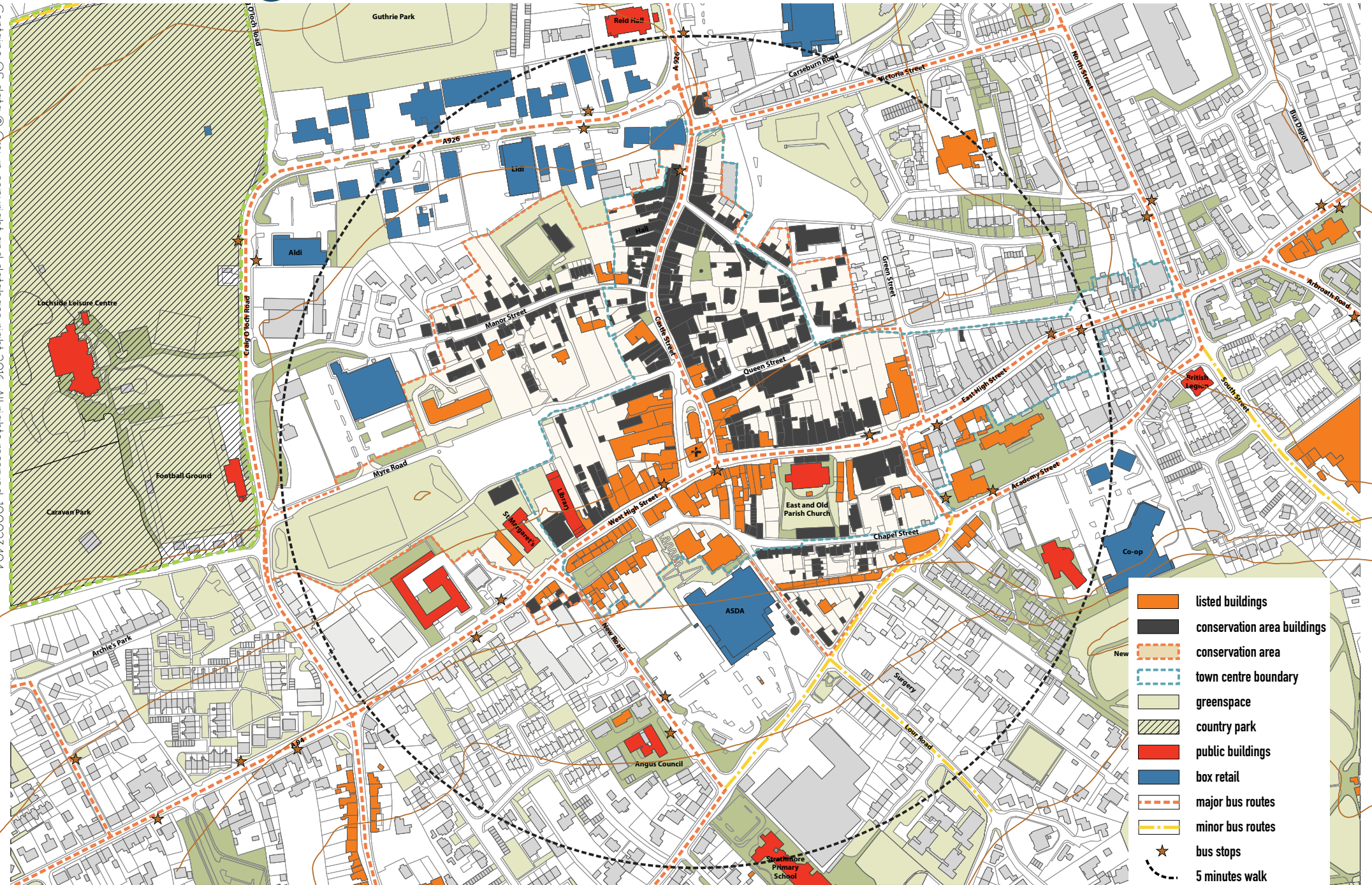
The tool also suggests that Forfar has more people per shop and fewer jobs in the town than its comparators, again pointing to the flows and comparative lack of opportunity and facility of this form. Building these sectors would help the town.

All of these point to a lack of energy and life in the centre - or at least at a level that we might expect for a town like this.

Forfar needs to differentiate itself from the convenient shopping attractions on its periphery rather than attempting to replicate them in the town centre.

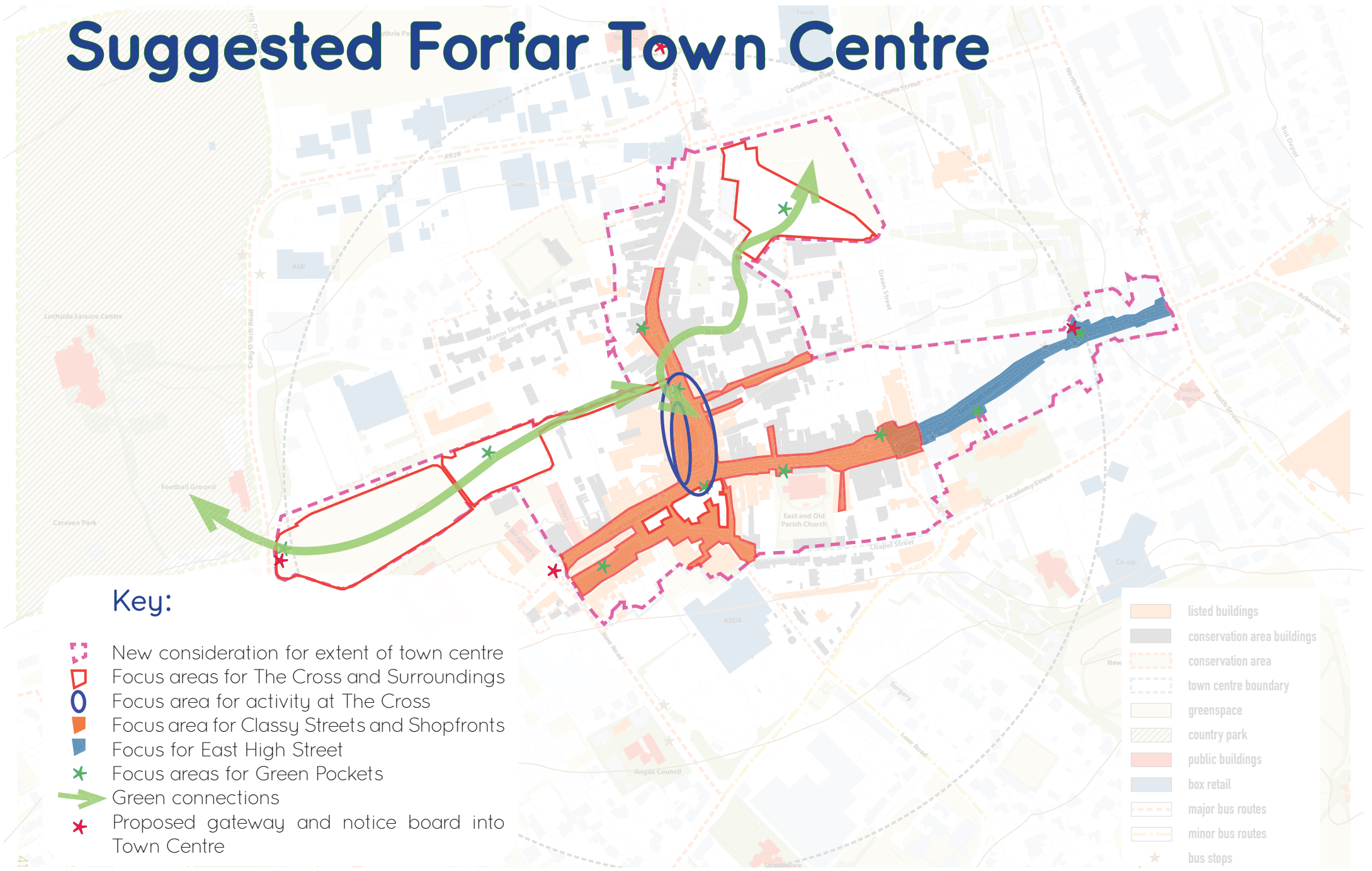
Forfar has a sense of place and pride in place, but this needs to be built on and reinforced. Beyond the retail experience, Forfar Town Centre has the potential to offer a richness of experience across the full spectrum of life. Essentially the aim is to remind people of this and seek to put the centre back on the mental choice set of residents and others.

Existing Forfar Town Centre



















- listed buildings
- conservation area buildings
- conservation area
- town centre boundary
- greenspace
- country park
- public buildings
- box retail
- major bus routes
- minor bus routes
- bus stops
- 5 minutes walk

Suggested Forfar Town Centre



Key:

-  New consideration for extent of town centre
-  Focus areas for The Cross and Surroundings
-  Focus area for activity at The Cross
-  Focus area for Classy Streets and Shopfronts
-  Focus for East High Street
-  Focus areas for Green Pockets
-  Green connections
-  Proposed gateway and notice board into Town Centre

-  listed buildings
-  conservation area buildings
-  conservation area
-  town centre boundary
-  greenspace
-  country park
-  public buildings
-  box retail
-  major bus routes
-  minor bus routes
-  bus stops

Section 5

1. A Distinctive Character

Forfar's town centre is full of distinctive character, but it needs to shine. Too many buildings are shabby, public spaces tend towards the utilitarian and are dominated by vehicles and there is a lack of beauty despite what lies beneath the surface. This group of proposals is designed to bring out the best in the town centre and encourage businesses and community groups to make the town centre's public spaces their own.

A Distinctive Character can be achieved by focusing on the following:

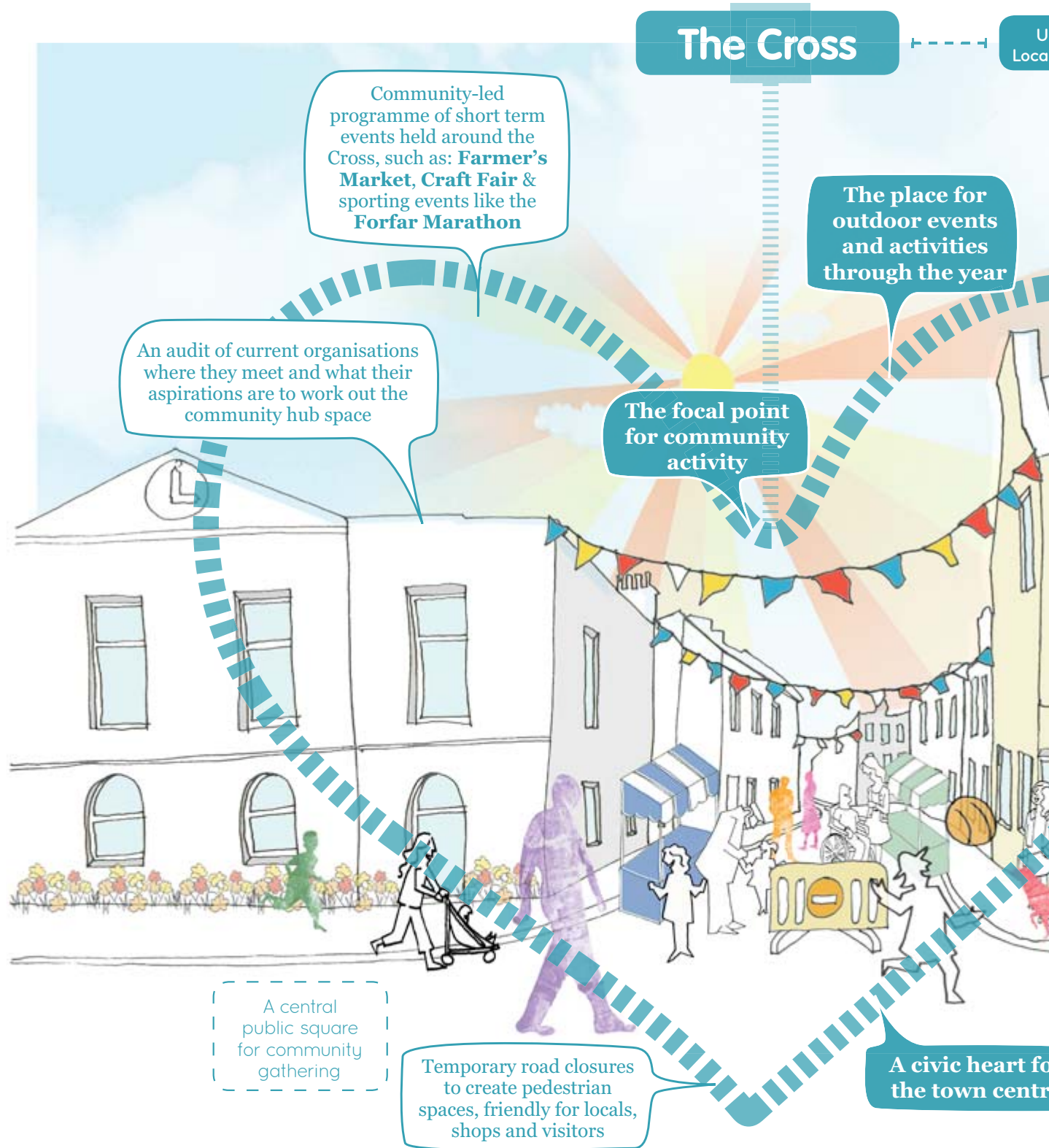
- The Cross & Surroundings
- Classy Streets & Shop-fronts
- East High Street
- Getting About
- Green Pockets



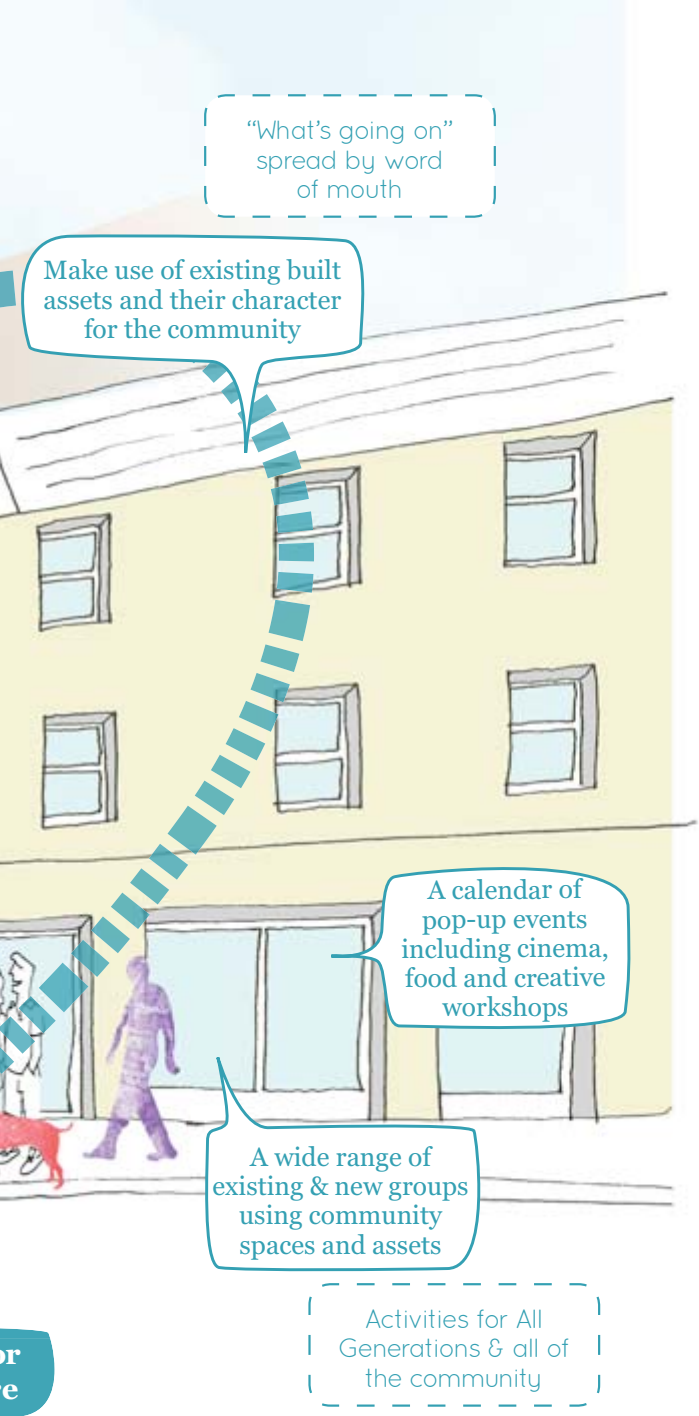


The Cross & Surroundings

Visual Brief



Unique Interest for Visitors & Residents Variety in Activity



“What’s going on” spread by word of mouth

Make use of existing built assets and their character for the community

A calendar of pop-up events including cinema, food and creative workshops

A wide range of existing & new groups using community spaces and assets

Activities for All Generations & all of the community

Summary Vision

- Overwhelmingly people said The Cross was the town centre and where they would like to spend most of their time
- The Cross has the potential to be a centre of activity at the heart of the town
- Use existing built assets around The Cross, perhaps in a community asset transfer to create a central hub
- This is something that could happen relatively soon if there is a constituted group to take it on
- A civic heart for the town centre and a focal point for community activity
- The place for outdoor events and activities throughout the week, month and year
- Expanding the centre to make use of surrounding areas

Action Plan

Short Term

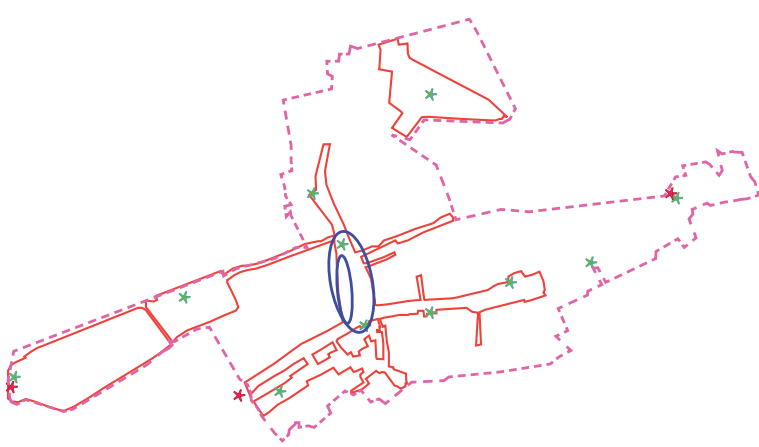
- community led programme of short term events held around The Cross such as a farmer’s market, craft fair, marathon
- audit current organisations: where they meet and what their aspirations are to work out the community hub space

Mid Term

- temporarily close the road down to create spaces that are pedestrian friendly for locals, shops and visitors
- make use of the existing built assets and their character for the community

Long Term

- improve the quality of the streetscape and built environment



The Cross & Surroundings Vision explained

It was clear from the charrette that the heart of the town centre is The Cross, particularly the west side of Castle Street outside the Access Office and Royal Hotel. There is an opportunity to make this focal point work much better as the civic heart of the town – the place for outdoor events and activities. A key action will be to put in place a programme to coordinate town centre events and activities over the whole year.

For this concept to fulfil its promise, the west arm of Castle Street should be enabled for regular temporary closure for outdoor events and activities, and indoor space for related indoor activities, storage and overcoming poor weather could be made available in the Access Office or other adjacent buildings. For example Council buildings that become surplus to requirements in the short to medium term such as the Access Office, could be well suited to re-use as a community hub for music, craft and culture, combining studio and show in one building (see Central Community Hub).

A strong re-energised centre will be the catalyst for activities that make use of its surrounding civic spaces such as events on the Myre and more activity amongst the old classy streets.

Please note that this action should be progressed in tandem with Central Community Hub.

(See plan on page 41 for location.)

(See drawing on page 54 for suggestion of location specific activities.)

Supporting Consultant Analysis

Culture and Events Programme

The Meffan Museum and Art Gallery provide the opportunity to connect to a new community space in or around The Cross.

Museum:

A review of the collection is required to be conducted and the creation of an active arts and heritage strategy based on the focus of the collection - a wide community survey should be undertaken to ask questions about what is understood and what can be done to attract more visitors - create a buzz about its events and actively generate new tangible and intangible heritage projects referring to this generation of Forfarrians.

Gallery:

There is a small but impressive oil painting collection of artists from Scotland. These include works by Henry Raeburn, Scotland's first prominent portrait painter. In addition there are Flemish works by Pieter Brueghel the Younger! There is an opportunity to investigate who collected these works and the story that brought them to Forfar.

The Meffan has an annual events programme which could be coordinated better into a new Forfar Events Programme.

Events on the Myre

Sculpture trails:

- The loch could be developed as a platform for commissioning see: <http://>

kielderartandarchitecture.com/home.html

- Light events around the loch/forest see: <http://www.electricglen.co.uk>

Annual Guide Dog Event:

- Forfar Puppy Parade with live 'pup dates' good use of social media - cultivate an online buzz/follows and reaching beyond Forfar.
- See how Forfar could link into international networks: http://www.igdf.org.uk/media/85997/visionary__edition_20_-_september_2012_.pdf

A vintage and 'boy racer' car festival:

- link into regional groups like Stonehaven & District Motor Club



- <http://www.sdmc.co.uk/>

Quality of environment of Streetscape

In order to achieve the desired improvements to the quality of the street environment additional attention is required to the issues around traffic identified during the charrette and pre-charrette by the local community. Particular emphasis should be placed on the following:

- inappropriate vehicle speed in key streets and a culture of aggressive driving
- through traffic of heavy vehicles in key streets

Addressing these points would help foster an environment more conducive to the community activities, events and festivals outlined above.

Castle Street and The Cross

This area is generally regarded as the natural centre of the town and it would be appropriate to have a public realm which supported and acted as a platform for social interaction as well as business activity. The options for Castle Street would be:

- retain the existing situation with potential to close part of the street (Buttermarket) but without any changes to street or footway surfaces
- implement an improvement scheme for the public realm on Buttermarket either as a pedestrianisation project or as a low speed environment
- implement a low speed environment project for Castle Street from The Cross north to Manor Street

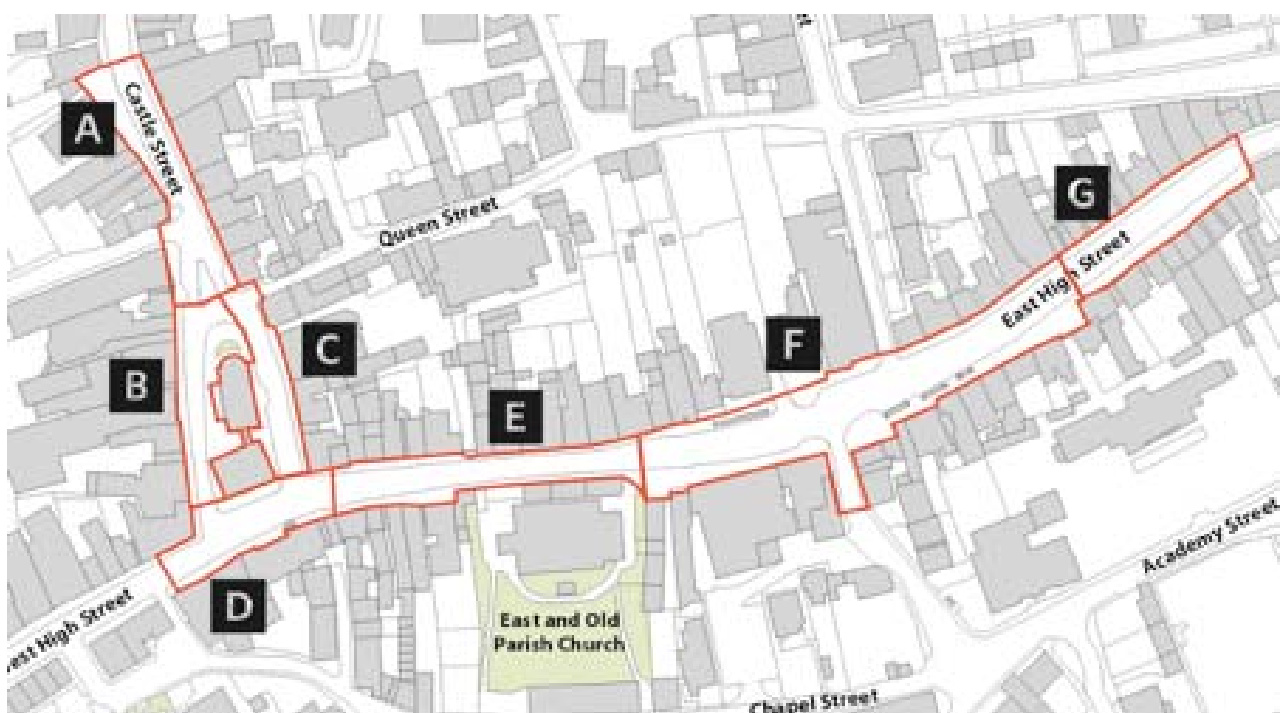
A low speed environment project would prioritise pedestrians over vehicles, but retain car and bus access at all times. The Cross could also be the subject of a low speed project which altered priority at the junction and created a better balance between vehicles and pedestrians.

Costs:

Clearly there are issues over the cost of remodelling these areas. Current best practice is to use sustainable (natural) materials which have a long service life. That is what the costs are based on. However it is possible to design projects which have the same beneficial effects but which cost substantially less, perhaps with a unit cost between £400-600/m².

Castle Street:

- Area A: 1,472m² @£800/m² = £1.2M
- Area B: 1,180m² @£800/m² = £0.95M (priority area)
- Area C: 810m² @£800/m² = £0.65M
- The Cross:
- Area D: 1,062m² @£800/m² = £0.85M (priority area)
- East High Street:
- Area E: 1,406m² @£800/m² = £1.2M
- Area F: 3,713m² @£800/m² = £2.9M (priority area)
- Area G: 1,227m² @£800/m² = £0.98M



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Traffic Management Report 2010

The most recent traffic study made available to us is from February 2010 prepared by the Infrastructure Services Department of the Council. The focus of the report is on Traffic Management and deals particularly with the options for Castle Street and the introduction of a Southbound only one-way traffic movement on Castle Street between Victoria Street and Myre Road.

The report deals with the movement of heavy vehicles to and from the town's industrial areas at Orchardbank, Carseview Road/Station Road and Lairds. It also catalogues the town's car parking areas, cycle and pedestrian facilities.

The summary points affecting the quality of

the town centre's spaces are:

- vehicle speeds are high though not necessarily above the speed limit – an average speed of less than 18mph is appropriate for the town centre's streets, especially those where there is a high degree of pedestrian use and social interaction – namely East High Street, The Cross and Castle Street
- a low speed environment seems appropriate for East High Street, The Cross and Castle Street as a means of creating a safer environment and encouraging street life and events
- the 2010 report notes that there were 16 'slight injury accidents' and seven 'serious injury accidents' in the town centre from 2008-2009



Classy Streets & Shopfronts

Visual Brief

Classy Streets

Maintaining and creating a quality public realm and historic features

Take inspiration from the Angus Archives for public realm design and reinvigoration

A mix of Artist Installations, Pop Up Shops and Long Term Commercial Units

Increase high street activity through pilot shopfront schemes

Artist Installations

Pop Up Shops



Summary Vision

- Bring out the character of East and West High Street, Castle Street and smaller streets leading off like Osnaburg Street and Little Causeway
- Offer incentives for owners of historic buildings to restore historical details
- Maximise the improvements with more attractive street lighting, pavements, crossings, benches and greenery outside shops
- Offer more opportunities for community planting and street activity like Forfar in Flower
- Bring in better parking enforcement to make the streets safer for pedestrians
- Continue good quality street maintenance and cleansing

A vibrant town centre

Public Space

Something for Everyone



Long Term Commercial Units

Annual "Old Time Festival" with stalls, food and entertainment

Better lighting for more varied uses at night and in the winter months

Improve the quality of the streetscape and shopfronts

Planting, seating and lighting introduced to the public realm

Action Plan

Short Term

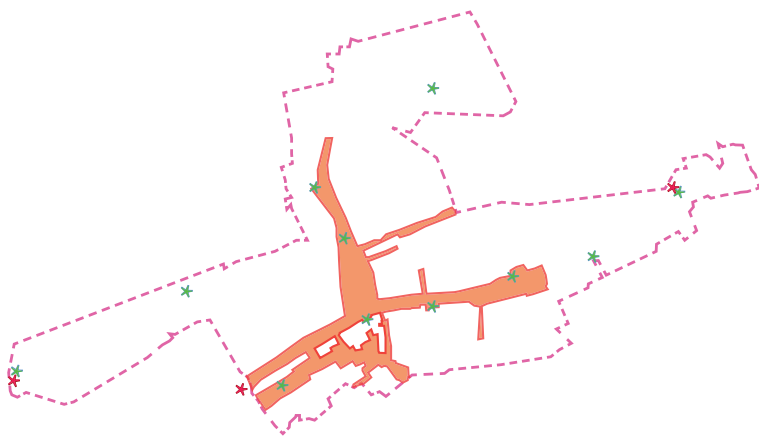
- Increase activity through pilot shop front schemes: Pop Up Shops & Artist installations
- Look at examples like Made in Stirling, SomewhereTo and the Living Window project in Cumbernauld
- Improve the quality of the streetscape and shopfronts, whilst restoring character of town centre
- Take inspiration from the Angus Archives, Old Time Festival: stalls, food, entertainment

Mid Term

- Better lighting at night
- Support businesses to submit funding applications to improve their shop fronts

Long Term

- Improve the quality of the streetscape and built environment



Classy Streets & Shopfronts Vision in Detail

Bring out the character of East and West High Street, Castle Street and smaller streets leading off like Osnaburg Street and Little Causeway.

Offer incentives for owners of historic buildings to restore historical details, give a fresh lick of paint, and spruce up their lighting, signage and window displays. Several buildings to the north of Castle Street are in need of urgent maintenance and repairs, targeted support for repairing and re-occupying these buildings will enliven and regenerate this end of the street.

Maximise the improvements with more attractive street lighting, pavements, crossings, benches and greenery outside shops, and up-to-date “what’s on” information. Offer more opportunities for community planting and street activity. Bring in better parking enforcement to make the streets safer for pedestrians. Continue good quality street maintenance and cleansing.

(See plan on page 41 for location.)

Supporting Consultant Analysis

Many of the residents and many of the facilities (retail, out of town, supermarkets etc) can be found outside the centre. Together with the road network and ease of access elsewhere, and less clear access and availability centrally, the effect is that people do not necessarily engage with the centre. It will be difficult to replicate these attractions in the town centre, and thus the main way of counteracting these pulls is to seek to build something distinct and different in Forfar Town Centre which will attract people (residents) to give the centre a try and to build their businesses and energy in the key central spaces. Essentially the aim is to seek to put the centre back on the mental choice of residents and others. Forfar has a sense of place and pride in place, but this needs to be built on and reinforced.

In order to create a distinct character for Forfar that will attract people to stay and be loyal to their town centre, the quality of the streetscape and activity on the high street are essential.

Long term sustainable activity will take investment from businesses, but this can only come when there is a confidence around footfall. Greater interest can be encouraged in the short and mid term through projects that offer activity and services that are interesting and exciting to people.

Pilot shop front schemes such as below have all shown to be effective in stimulating activity:

Made in Stirling
www.creativestirling.org/mis/about

Start Up Street
<https://startupstreetstirling.wordpress.com>

Somewhere To
www.somwhereto.com

Living Window
<http://www.pidginperfect.com/index.php/10-participation/32-cumbernauld-living-windows>

Kilmarnock Conservation Area Regeneration Scheme
<http://www.gov.scot/Publications/2014/11/6172/7>



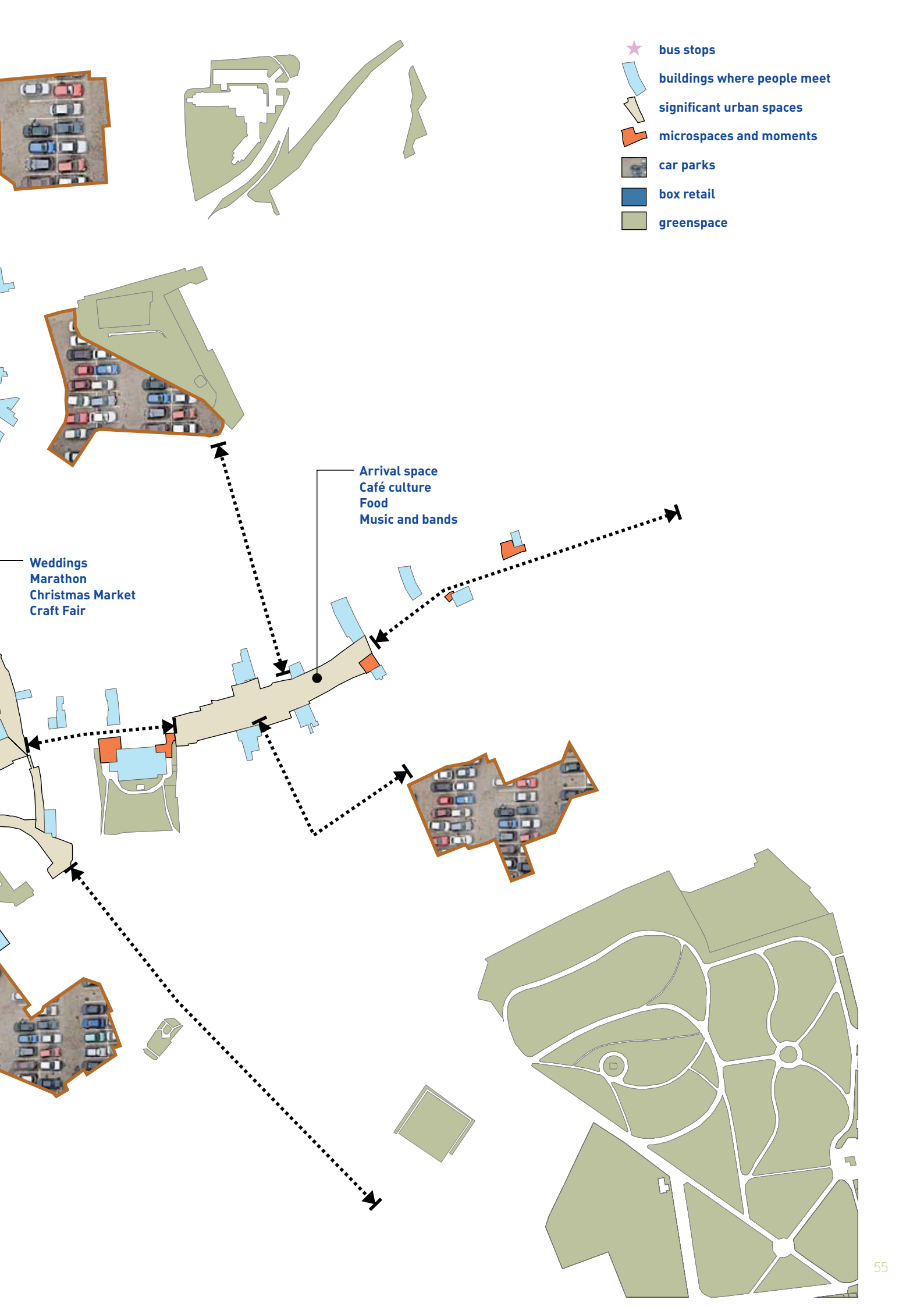
Made in Stirling Initiative - shopfront showcases



Living Window, by Pidgin Perfect for the Scottish Wildlife Trust, artist Gabriella di Tano



Kilmarnock Conservation Area Regeneration



- ★ bus stops
- ▭ buildings where people meet
- ▭ significant urban spaces
- ▭ microspaces and moments
- ▭ car parks
- ▭ box retail
- ▭ greenspace

Weddings
Marathon
Christmas Market
Craft Fair

Arrival space
Café culture
Food
Music and bands

East High Street

Visual Brief

East High Street

Information on walking access to Town Centre and extents

Public Transport as a priority

Improve the quality of bus stops and public transport infrastructure on East High Street

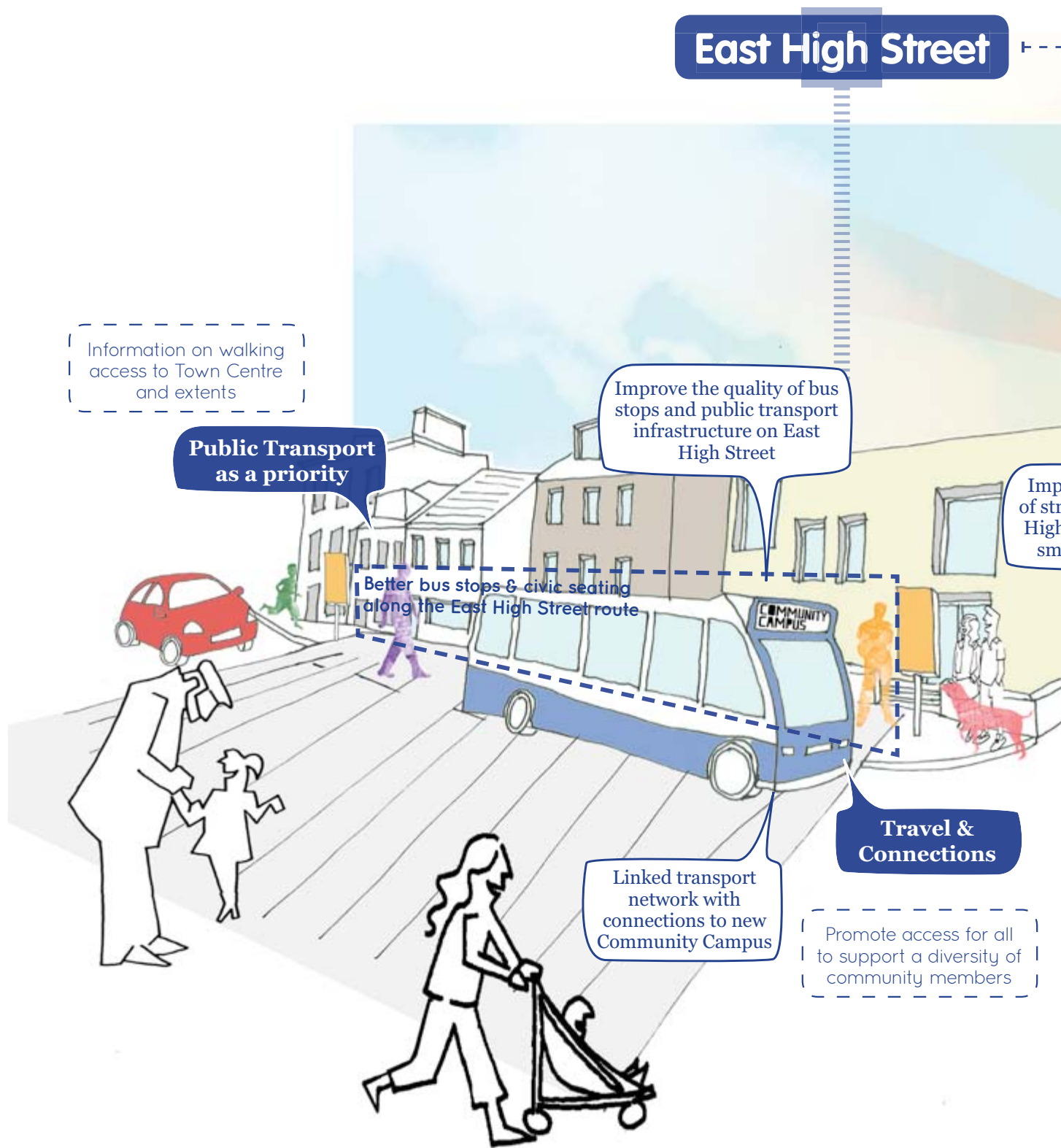
Improve the street scene on East High Street

Better bus stops & civic seating along the East High Street route

Travel & Connections

Linked transport network with connections to new Community Campus

Promote access for all to support a diversity of community members



Summary Vision

- Celebrate East High Street as an important entry point to the town centre.
- East High Street has the potential to be an important civic space within the town centre offering a more flexible civic space and contemporary environment to the area around The Cross
- Improve the quality of the streetscape on East High Street to create small civic spaces
- Create comfortable shelter and seating. (Link in with green pockets)

Central Connections

Promoting Access

Civic Spaces

Improve the quality of the streetscape on East High Street to create small civic spaces

Creating civic & public space

Networks supportive of Active Travel

Action Plan

Short Term

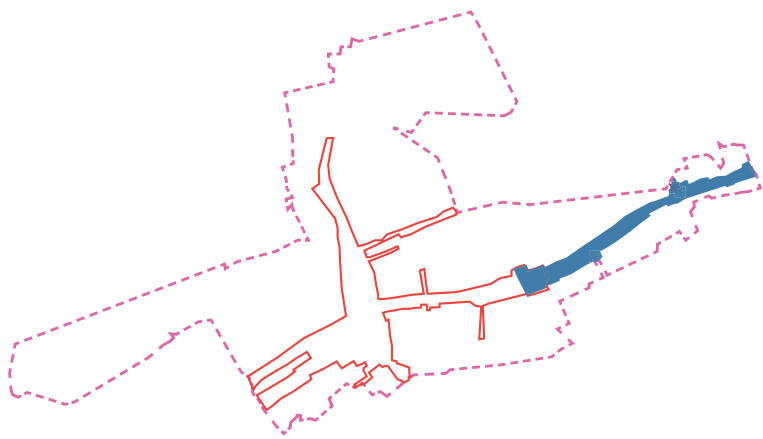
- Celebrate East High Street as an important entry point to the town centre.
- Extend the Green Pockets initiative to East High Street

Mid Term

- Improve the quality of the bus stops on East High Street
- Link the transport network to the new Community Campus
- Improve the quality of the streetscape on East High Street to create small civic spaces

Long Term

- Reconfigure the East High Street roadway to create a single narrower lane in each direction



East High Street Vision explained

Many people during the pre-charrette phase and charrette phase highlighted that Forfar needs more things to do.

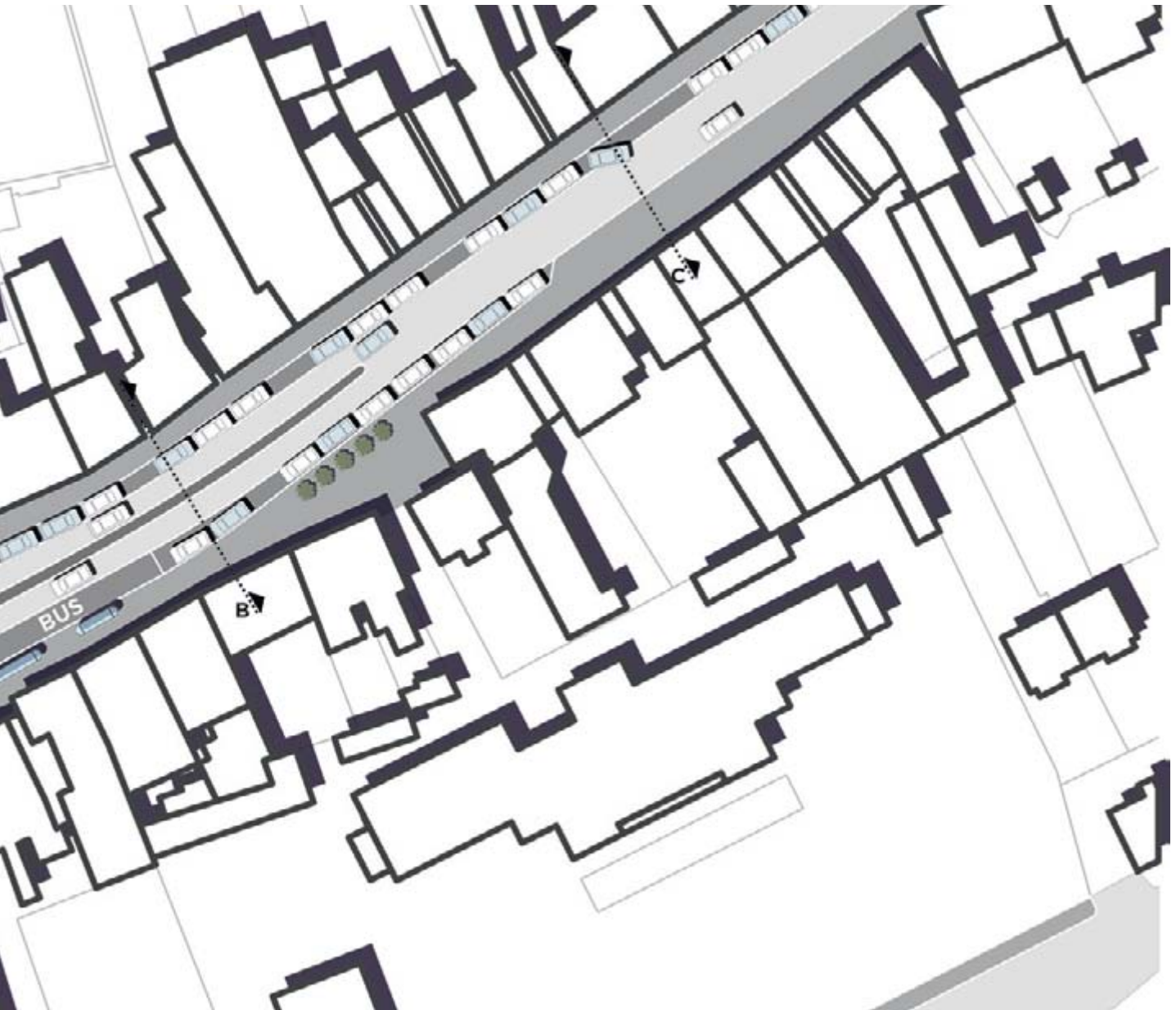
As East High Street sits outwith the conservation area it offers a more flexible

alternative civic space and contemporary environment to the area around The Cross. With investment in the streetscape making it more pedestrian friendly, seating, shelter and a shuttle bus to the community campus, East High Street has the potential to create more open civic space in the town centre for Forfar's residents.





left: Fishergate, Preston above: Poynton, Cheshire

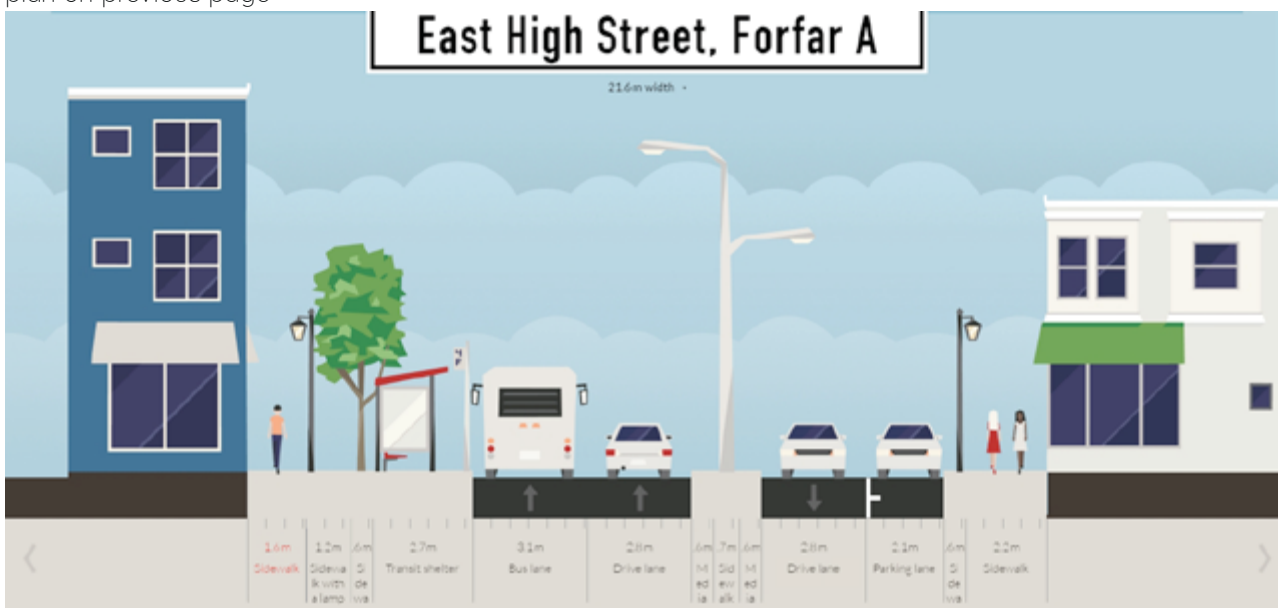


Supporting Consultant Analysis

There were two 'serious injury accidents' on East High Street in 2008-2009

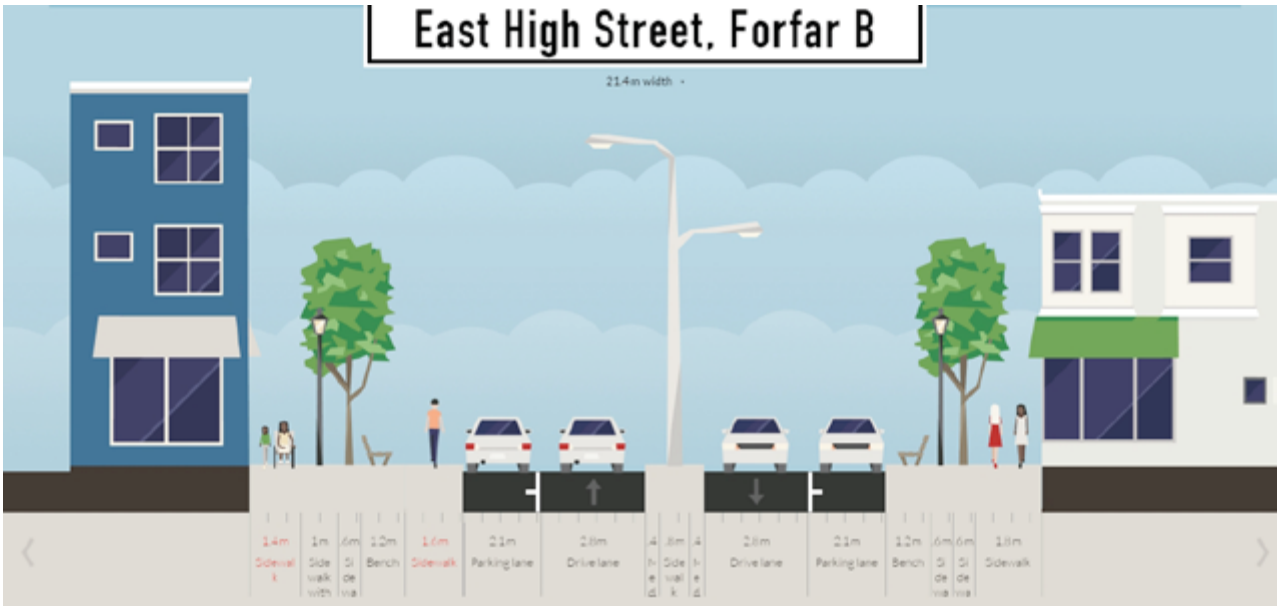
- East High Street is an important entry point to the town centre and could be the subject of a low speed environment project which could create more pedestrian space, reduced traffic speeds and less space given to vehicles while retaining parking spaces
- reconfiguring the East High Street roadway to create a single narrower lane in each direction separated by a median strip that would make it easier for pedestrians to cross the street
- a similar street configuration has been successful in regenerating businesses, reducing accidents and traffic congestion at Ashford in Kent, Poynton in Cheshire and Fishergate in Preston

Refer to sections A, B, C through East High Street on plan on previous page



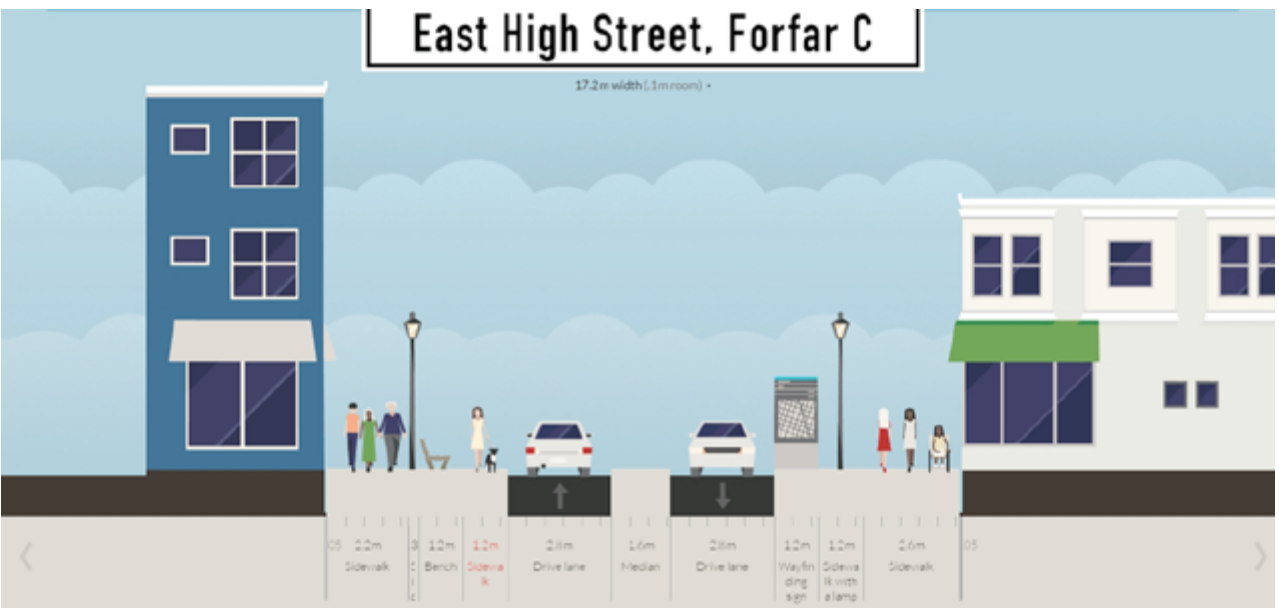
East High Street, Forfar B

21.4m width



East High Street, Forfar C

17.2m width (1m room)



Green Pockets

Visual Brief

Green Pockets

Creating new "Green Champions" and developing links to existing growing communities

Highlight potential for green pockets in the Town Centre, using Forfar in Flower and the local council partners as a guide for locations to start with

Develop and building on Community Growing Spaces initiatives, building on council greenspace audit and strategy

Highlight the green & growing potential of Forfar

Working together to make things happen

Developing funding strategies between communities, public & private organisations and local authorities

Pocket parks, community gardening and greenspaces. Links to Stalled Spaces Scotland

A network green pock



Creating more green

Growing spaces

Community ownership



Undertake Active Travel audit for networked travel strategies

Make links for walking from residential areas to Forfar Town Centre

Information on walking access to Town Centre and extents

of ets

Summary Vision

- Create a network of green pockets, parks and connections throughout the town centre
- Create links from housing into town centre using network of Green Pockets
- Use Green Pockets to increase the quality of civic space of the town centre
- Engage the local community in the development of the Green Pockets

Action Plan

Short Term

- Map the potential sites for green pockets in the town centre, using knowledge from Forfar in Flower and the local council planters as a guide for these sites.
- Develop and build on Community Growing Spaces initiatives.
- Build on council greenspace audit and strategy and undertaking an active travel audit and strategy
- Create a network of green pockets
- Work together to build funding applications

Mid Term

- Make links for walking from housing areas into town centre
- Detailed design work and consultation for network of pockets of greenspaces around the town centre

Long Term

- Develop funding applications to deliver the proposals

Section 5

Getting About

Visual Brief

Getting Around

Active
Community
Groups

Use information from walking groups to map and develop heritage walking routes through and around Forfar

New Green
Connections

Organise “**Beat the Street**” to get residents involved in walking, running and cycling

Information on walking access to Town Centre and extents

Identifying existing and new communities and walking groups to engage widely and share knowledge

Summary Vision

Networked Connections

Knowledge Mapping

Active Travel Priority

Upgrade existing signs with clear signage strategy communicating walking distances, times and ease of access

Interpretive signs linking the built and natural heritage of Forfar and into Angus

Make Forfar's car parks the most beautiful car parks in the world...

Mapping Community & Heritage Assets

Networks supportive of Active Travel including cycling, walking and running

- Bring out the character of East and West High Street, Castle Street and smaller streets leading off like Osnaburg Street and Little Causeway
- Offer incentives for owners of historic buildings to restore historical details,
- Maximise the improvements with more attractive street lighting, pavements, crossings, benches and greenery outside shops
- Offer more opportunities for community planting and street activity like Forfar in Flower
- Bring in better parking enforcement to make the streets safer for pedestrians.
- Continue good quality street maintenance and cleansing

Action Plan

Short Term

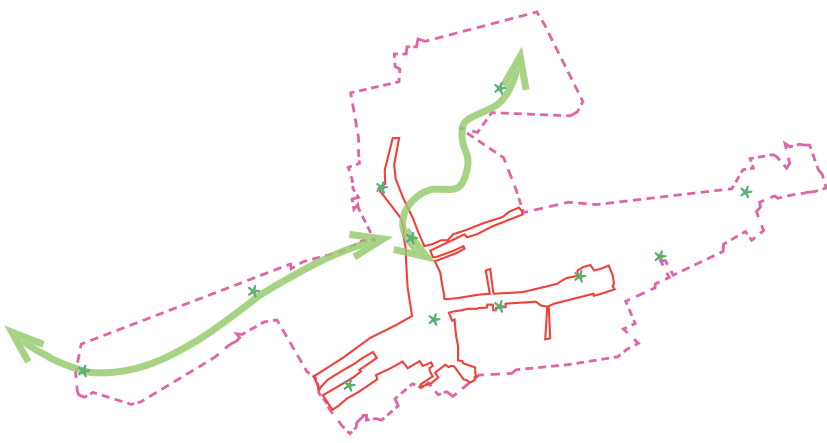
- Identifying communities and walking groups.
- Map Community and Heritage Assets.
- Organise a Beat the Street where residents get involved in running, walking or cycling.

Mid Term

- Upgrading signage with clearer signage that communicates walking distances and times
- Create interpretive signs that link to the built and natural heritage

Long Term

- Detailed design work for direct walking routes around town centre, signage, Myre and East Greens car park improvements



Green Pockets Vision explained

Create a network of pocket parks around the town centre, places with greenery and colour. Some will be peaceful places to sit (such as Little Causeway), others will be bustling places to stop for a chat (like the main bus stops on East High Street). Community planting, community art installations and community heritage interpretation will help bring out local identity and provide opportunities for community action.

(See plan on page 41 for locations.)

Getting About Vision explained

People need to know that they are arriving in the town centre and what it has to offer. This means appropriate signage to town centre shops, facilities and events at key arrival points: both ends of the High Street (North Street and Dundee Loan), the north end of Castle Street and the main car parks (East Greens, Myre, Asda and Academy Street).

Create a network of direct walking routes through the town centre, with signage showing what is on offer, walking times and convenient road crossings. This signed and timed network should extend out to other important local places like the loch side, campus, hospital, community facilities and individual residential neighbourhoods; it is all part of promoting what the town has to offer and how easy it is to get around.





- SIGNIFICANT URBAN SPACES**
- + CONSERVATION AREA
- + CONSERVATION AREA BUILDINGS
- + LISTED BUILDINGS
- + SOCIAL BUILDINGS
- + MOMENTS AND BUS STOPS
- + GREEN SPACES
- + POTENTIAL GREEN INITIATIVES
- + CONNECTIONS
- + CAR PARKS

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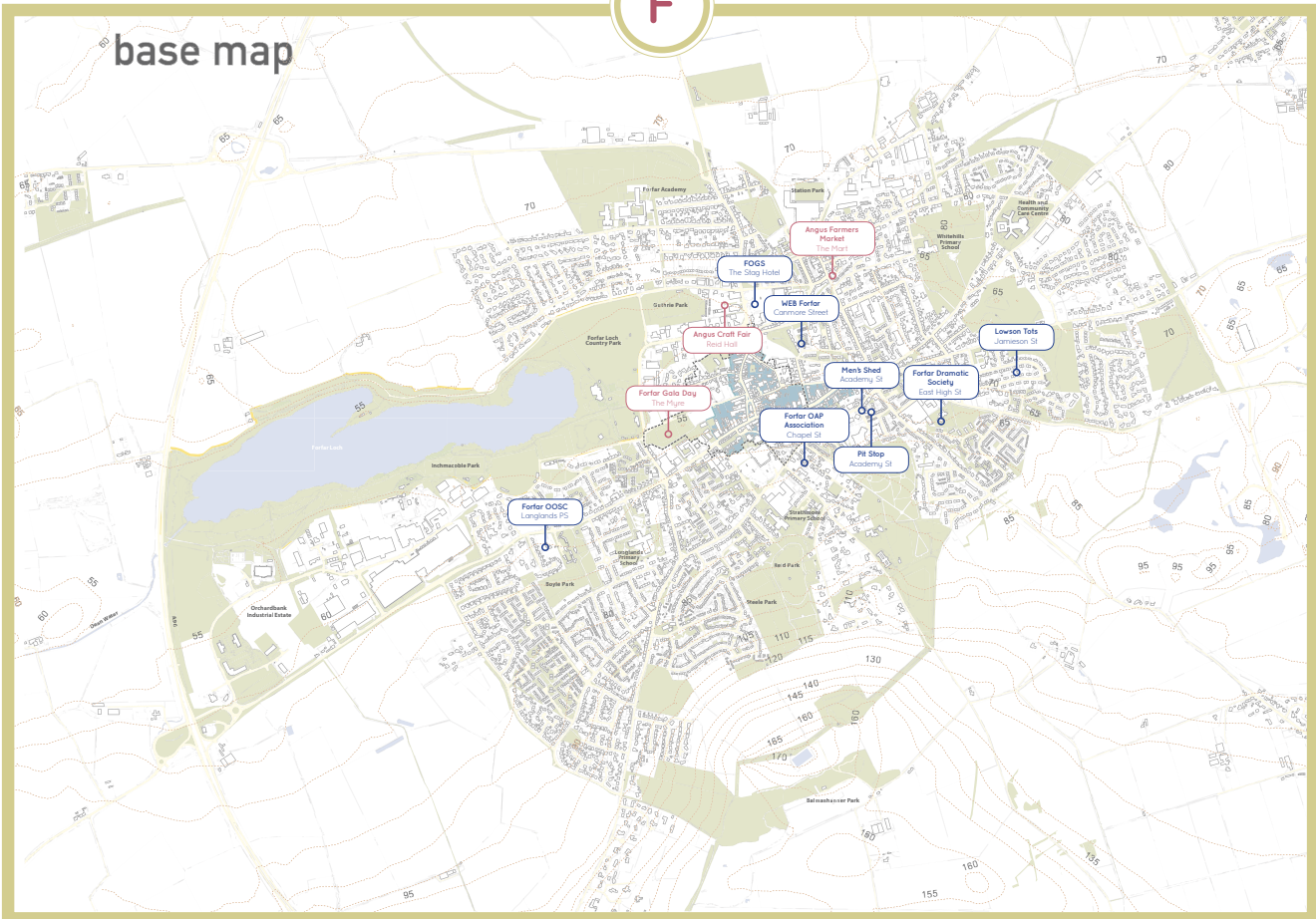
Section 5

2. Forfar for all generations

Forfar is home to people of all ages. For the town centre to thrive in the future, it needs to offer something to all these different generations. For example, young people have nowhere indoors to go without having to spend money. Young adults have difficulty getting one or two bedroomed homes, the kind of development that is ideally located in the town centre. In the evenings, people of all ages have lots of organised groups to choose from – but the choice of restaurants, bars or cafes is more limited.

A Forfar for All Generations can be achieved by focusing on the following:

- Sustain what you have
- Free indoor youth space
- Town centre living



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
Lowon Tots Toddler Group 9.30am to 11.30am		Lowon Tots Toddler Group 9.30am to 11.30am		Lowon Tots Toddler Group 9.30am to 11.30am			Padanaram Action Group
	Forfar Library Reminiscing Group 2pm to 3pm <i>first Tuesday of the month</i>				Angus Farmers Market <i>2nd Saturday of the Month</i>		Forfar and District Men's Shed
		Forfar Open Gardens Space 5.45pm for 6pm					Angus Cycling Club
Forfar Musical Society 7.30pm to 10pm	Forfar Dramatic Society 7.30pm		Forfar Musical Society 7.30pm to 10pm	DD8 Music 7pm to 9pm			Forfar and District Historical Society
						DD8 Music 4pm to 7pm	Forfar in Flower
							Strathmore Cricket Club
							Strathmore Rugby Club
							Hillwalking Club
							Swimming Club
							USA
							Forfar Cooking Club
							Pitstop
							FACE

Weekly Community Timetable

January	February	March	April	May	June	July	August	September	October	November	December
				Forfar Fest ★ 🌙	Forfar Gala Week			Cycling Festival ▲	Glamis Castle Halloween Fest	Remeberance Sunday ■	
					Bridle Fest ●				Witch Burning ■		Christmas Market ☾ ●

events shown in italics are suggestions

wellbeing
 youth
 arts & culture
 sport
 history
 food

Sustain What You Have

Visual Brief

Build On Existing

Give local businesses more opportunities and incentives to work together and with local community groups

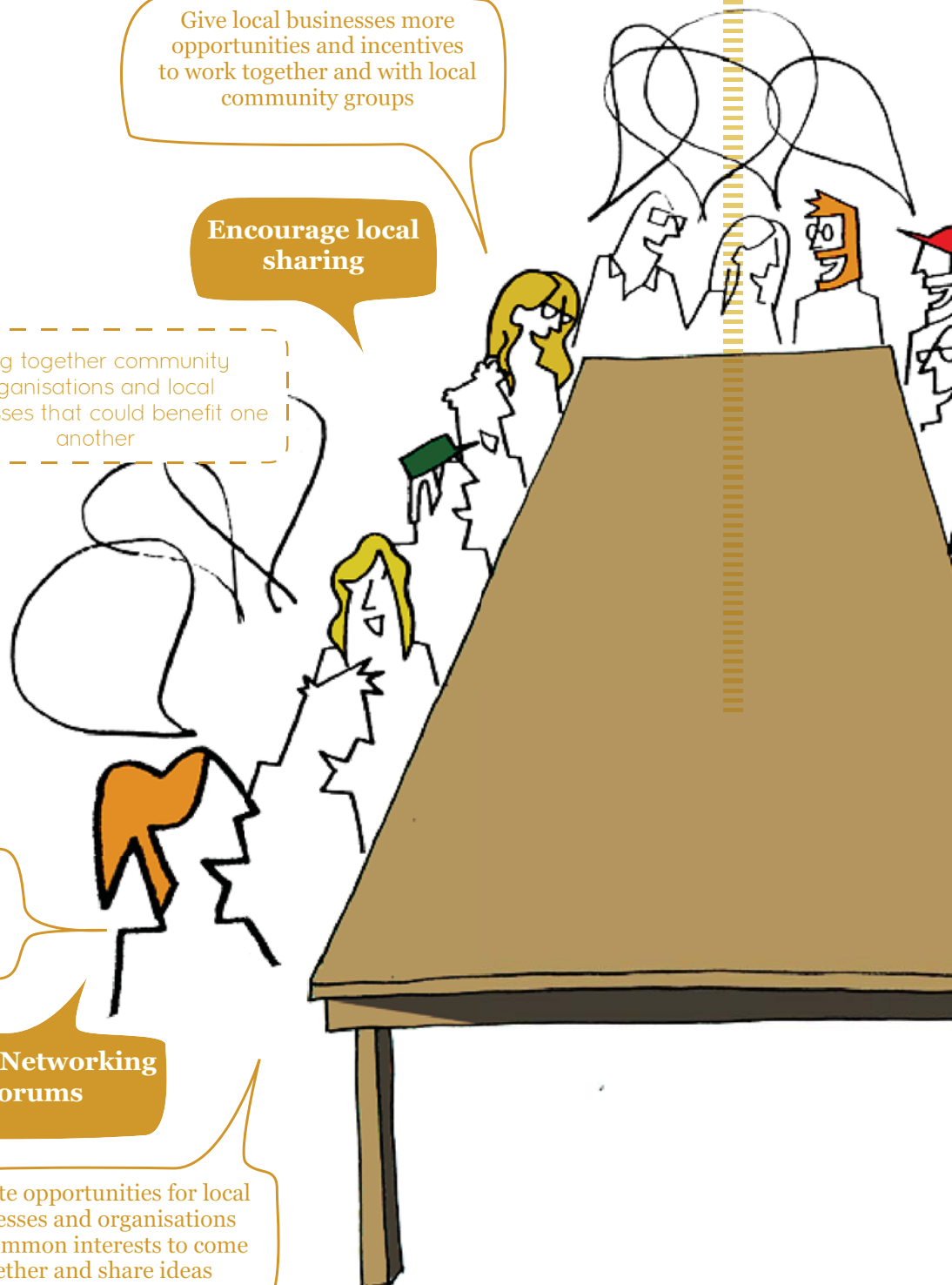
Encourage local sharing

Bring together community organisations and local businesses that could benefit one another

Look at how local people could better share ideas and co-ordinate new ventures

Create Networking Forums

Generate opportunities for local businesses and organisations with common interests to come together and share ideas



Summary Vision

- Build on what is already happening such as the groups outlined in the Community Timetable on Page 74

Action Plan

Short Term

- Maintain support for community groups and social enterprises in town centre more effectively
- Generate more forums for networking sessions. Encourage more local sharing and coordination (To be read in connection with actions for Better Communication)

Vision for Sustain What You Have explained

Forfar has a rich landscape of community groups, all working hard to provide services and opportunities. From the Scouts and Guides, Pitstop and DD8 Music to The Men's Shed and the OAP Association, there are voluntary groups and social enterprises for all ages.

But we should not take all this for granted. These groups need a constant flow of new volunteers, ongoing financial support (often very limited) and occasionally more substantial new investment in premises or equipment.

(Refer to existing activities on pages 72-75)



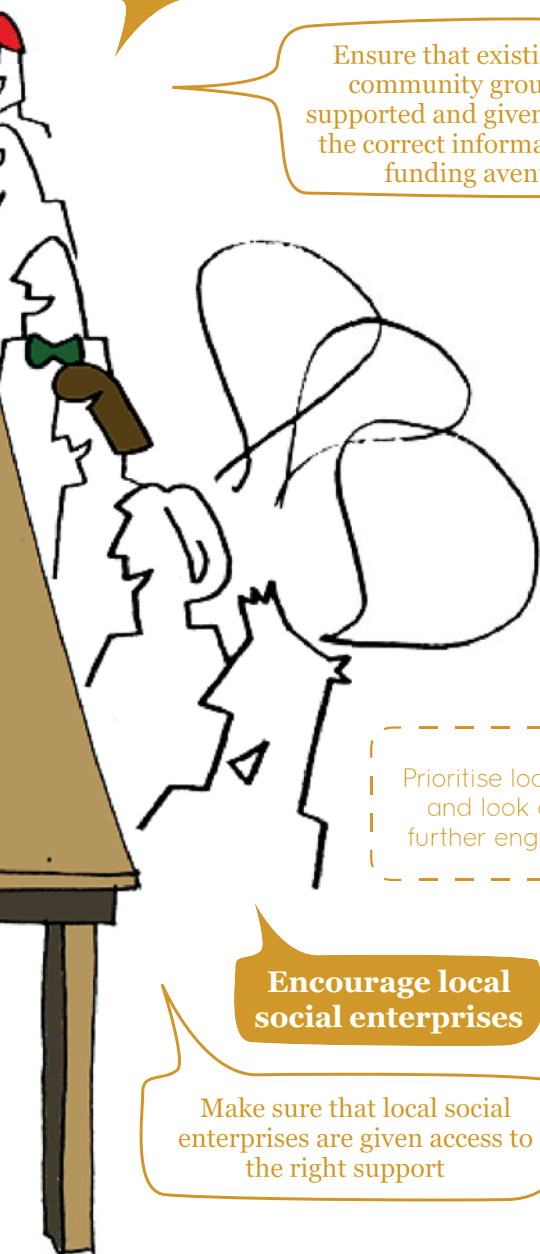
Support local community groups

Ensure that existing local community groups are supported and given access to the correct information and funding avenues

Prioritise local social enterprises and look at how they could further engage the community

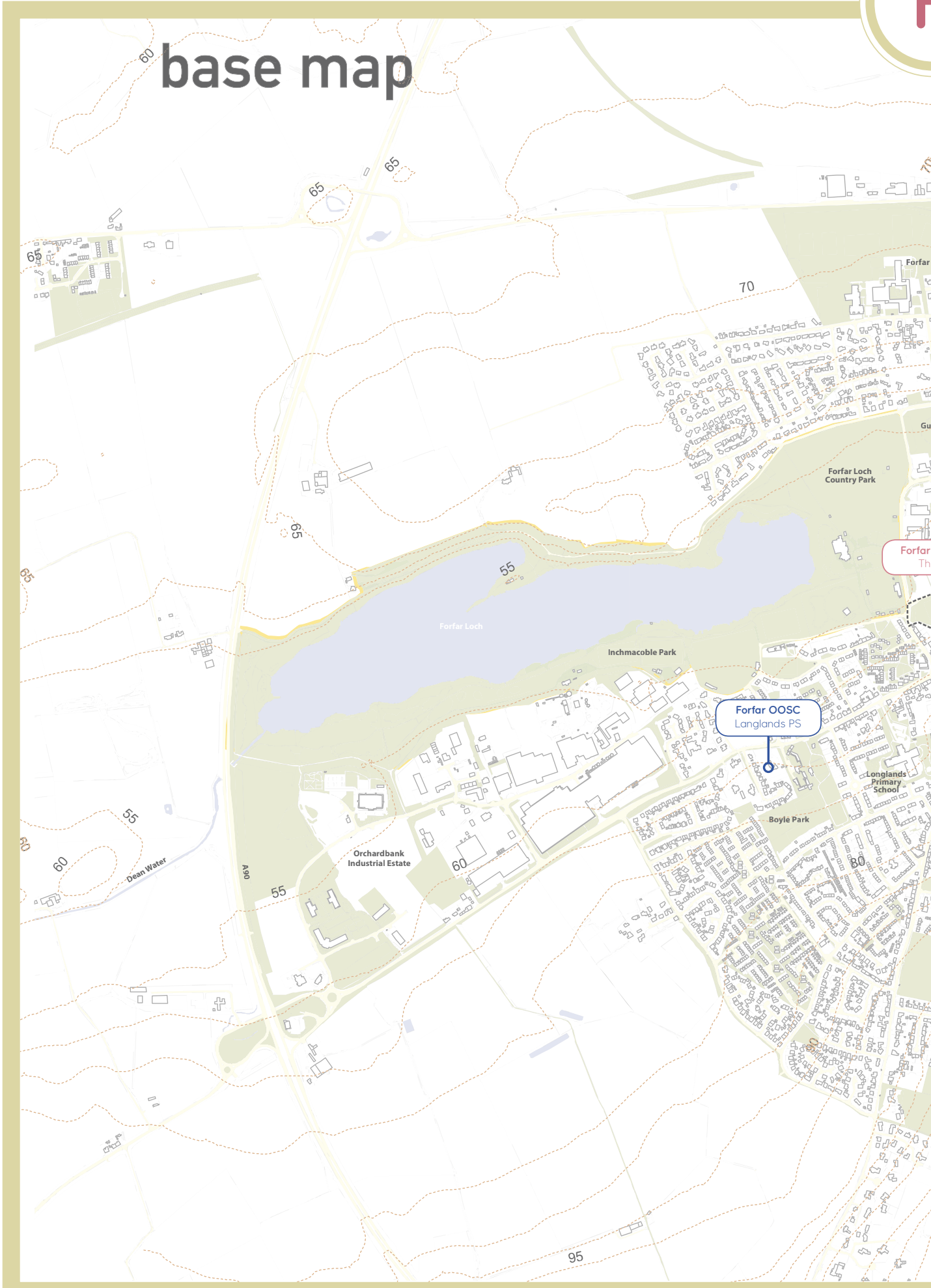
Encourage local social enterprises

Make sure that local social enterprises are given access to the right support





base map





Monday	Tuesday	Wednesday	Thursday
<p>Lowon Tots Toddler Group 9.30am to 11.30am</p>	<p>Men's Shed 10.30am</p>	<p>Lowon Tots Toddler Group 9.30am to 11.30am</p>	<p>Men's Shed 10.30am</p>
	<p>Physically Disabled United Group Forfar Library</p>	<p>Men2Sing 2pm to 3.30pm</p>	<p>Strathmore Primary School Community Cafe</p>
<p>Glensview Community Parent & Toddler Group 12.30pm to 3pm</p>	<p>Forfar Library Reminiscing Group 2pm to 3pm <i>first Tuesday of the month</i></p>	<p>St Margaret's Church Craft Group 2pm to 4pm</p>	<p>Lowon Church Lunch Group</p>
<p>Glensview Community S1 - S3 Group 7pm to 9pm</p>		<p>Forfar Open Gardens Space 5.45pm for 6pm</p>	<p>Glensview Community Toddler & Pre-School Group 1pm to 3pm</p>
<p>Forfar Musical Society 7.30pm to 10pm</p>	<p>Forfar Dramatic Society 7.30pm</p>	<p>Glensview Community P4 - P7 Group 7pm to 9pm</p>	<p>Forfar Judo Club 6pm to 8pm</p>
<p>Pitstop 7pm to 10pm</p>	<p>Pitstop 7pm to 10pm</p>	<p>DD8 Music 7pm to 9pm</p>	<p>Forfar Musical Society 7.30pm to 10pm</p>
		<p>Pitstop 7pm to 10pm</p>	<p>Pitstop 7pm to 10pm</p>

Weekly Community Timetable

January	February	March	April	May	June
		<p>Forfar Dramatic Society Show </p>		<p>Forfar Fest </p>	<p>Forfar Gala Week</p>
			<p><i>Heritage Walks</i> </p>	<p>Forfar Dramatic Society Show </p>	<p>Royal Forfar Heritage Walks </p>
			<p><i>Sponsored Dog Walk</i> </p>	<p><i>Outdoor Concerts</i> </p>	<p><i>Bridie Fest</i> </p>

Yearly Community Timetable *events shown in italics are suggestions*



Friday

**Lowon Tots
Toddler Group**
9.30am to 11.30am

**Glensview Community
Open Door Cafe**
10am to 11.30am

**St Margaret's Church
Coffee Morning**
10am to 11.30am

Hedz Up
Forfar Academy

DD8 Music
7pm to 9pm

Community Cinema
The Plough

Saturday

Angus Farmers Market
2nd Saturday of the Month

Football Matches

Sunday

**Angus Cycling
Club Run**

DD8 Music
4pm to 7pm

**Padanaram Action
Group**

**Forfar and District
Men's Shed**

Angus Cycling Club

**Forfar and District
Historical Society**

Forfar in Flower

Strathmore Cricket Club

Strathmore Rugby Club

Hillwalking Club

Swimming Club

U3A

Fofar Cooking Club

Pitstop

FACE

July

**Royal Forfar
Heritage Walks**



August

**Scottish Transport
Extravaganza**
Glamis Castle



September

Cycling Festival



**Forfar Dramatic
Society Show**



Doors Open Day



Heritage Week



October

**Glamis Castle
Halloween Fest**

Evening Witch Walk



Heritage Tour



Witch Burning



November

**Remeberance
Sunday**



**Proms: Glamis
Extravaganza**



December

**Forfar Dramatic
Society Show**



**Reid Hall
Panto**



**Glamis Castle
Xmas Market**

**Christmas
Market**



being



youth

arts & culture



sport



history

food

Free Indoor Youth Space

Visual Brief

Free Indoor Youth Space

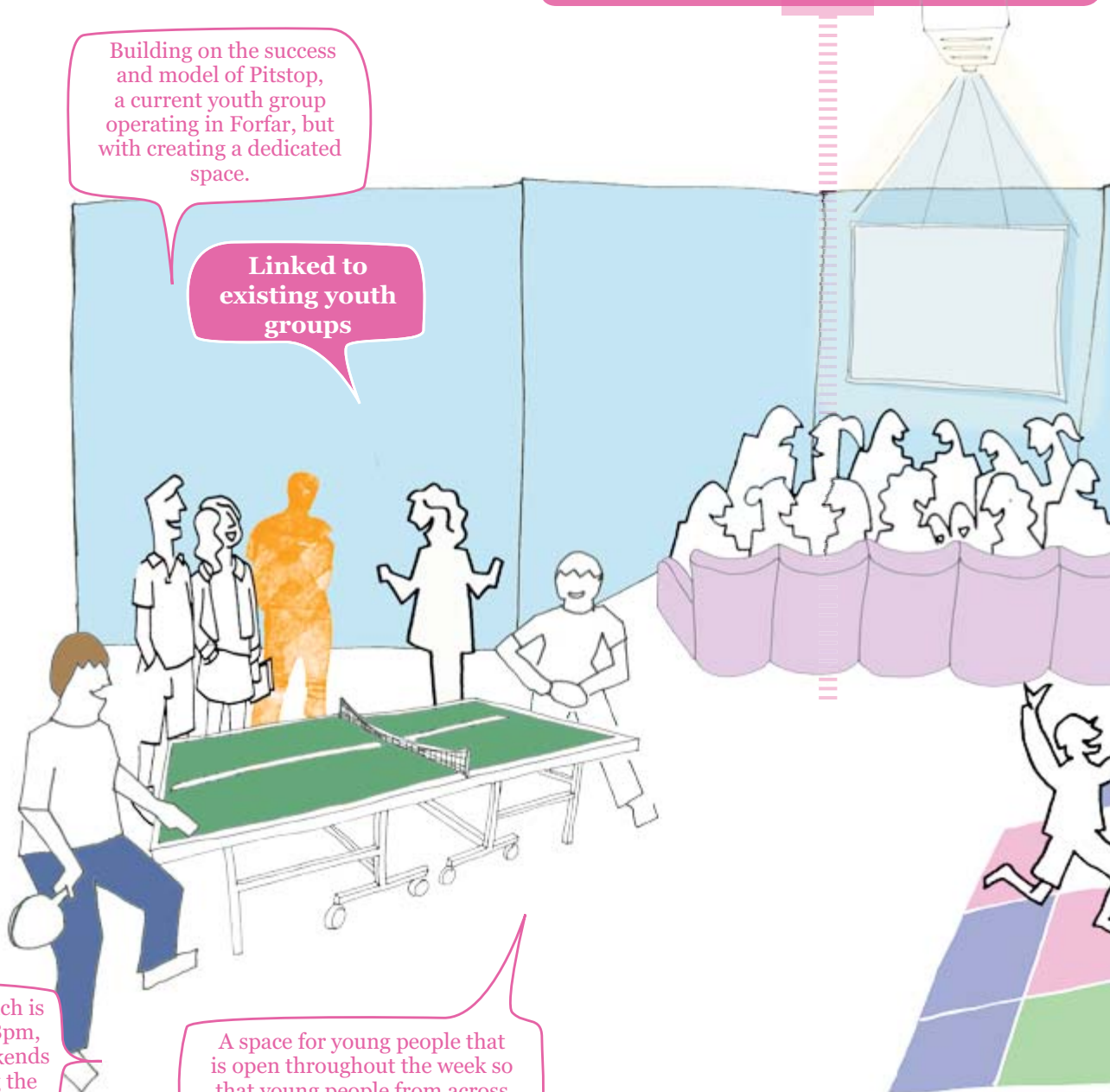
Building on the success and model of Pitstop, a current youth group operating in Forfar, but with creating a dedicated space.

Linked to existing youth groups

A space which is open past 8pm, at both weekends and during the week

Open in the evenings

A space for young people that is open throughout the week so that young people from across the community can meet up and hang out.



Summary Vision

- Somewhere on the High Street that helps to gather lots of activities
- Something that offers an evening space for a range of interests
- A place that is cool to hangout

Open in the evening

Run by young people

Welcoming and free

A vibrant and attractive space on the High Street which is active in the evenings

A range of activities attracting young people of all different ages

Feasibility study of what youth groups there are, and what spaces are currently available. What elements would be required to make it 'cool', wifi, warmth, furniture.

Feasibility Study

Action Plan

Short Term

- Try out pilot projects for Youth Spaces. (See strategies in Classy Streets and Shopfronts)
- Feasibility study to be undertaken documenting what groups exist in Forfar, and what community spaces are currently available. What would be required to make the space attractive?

Mid Term

- A youth facility open past 8pm there isn't anything else open that late for young people.
- Build on the success and model of Pitstop to create an attractive fun space on the High Street that is open and meets a range of young people throughout the week
- Try out pilot projects for Youth Spaces (See strategies in Classy Streets and Shopfronts)

Vision for Free Indoor Youth Space explained

Young people of school age have nowhere to meet in the town centre without spending money. The vacant spaces along the High Street or soon-to-be-vacated Access Office provide an opportunity to create a music and cultural hub for all generations. A dedicated creative space for young people could be built into a proposal, working in tandem with local social enterprises like Pitstop and DD8 Music. Other alternative opportunities may present themselves too.

(Refer to existing activities on pages 70-73)

Town Centre Living

Visual Brief



Town Centre Living

Vibrant Town Centre

Free public amenities including internet promoting town living

City centre residences offer prospects for all generations, close to family and friends

As part of CARS/THI application, develop incentives for reusing upper floors of shops for housing

New residential opportunities

Encouraging and supporting developers and housing associations to access funding for new town centre homes

Promoting diversity of residents in town centre to avoid "Youth Drain" and "Brain Drain" to nearby cities

Establish community energy cooperative to retrofit & upgrade town centre homes

Active residents & communities

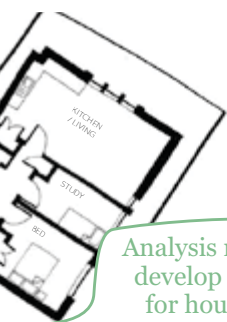
Re-establish community council to allow Fofar residents greater input in town centre planning matters

Living life in the Town Centre: creating a buzz

People coming together creating a Support

Easy to Access

Affordable to Rent & Buy



Analysis required to develop a strategy for housing that suits the needs of the people of Forfar

Flexible and appropriate flats for a wide range of people at a variety of sizes

Action Plan

Short Term

- Re-establish Community Council to allow greater input for Forfar residents in planning matters

Mid Term

- As part of CARS/THI application, develop incentives for reusing upper floors of shops for housing. Analyse how could they be developed to better suit the needs of people in Forfar
- Encourage and support developers to access funding for new homes in the town centre
- Feasibility study to diversify housing options in town centre
- Establish community energy co-op to retrofit and upgrade existing town centre homes

Long Term

- Make available more homes in the town centre
- Make available a greater range of homes to suit more diverse needs in Forfar

ing together
Community
Networks

Summary Vision

- The local plan has capacity for 600 new homes in Forfar, on a variety of sites, over the next 10 years. To appeal to a wider variety of audiences, these new homes need to offer a range of types, a range of tenures and be focused on sites a short walk from the town centre
- Within the town centre, where upper floors of shops are not being used, they should be returned to housing, incentives should be available to assist owners with any necessary works
- More diverse options of homes are needed for younger and retired people who want to live in the town centre
- Taking care of existing housing stock is also critical
- Re-establishing the Community Council or development trust would be critical to having an input into the planning process.
- Having more people actually living in the town centre will make Forfar a more vibrant place and more active
- It will take time to introduce these changes into the housing plan

Vision for Town Centre Living explained

Whilst there is more housing planned for the town, principally on the periphery, residents do not feel that it responds to the needs of the town. There was a demand expressed for smaller homes for young people and more diverse options for retired people to live in the town centre. The local plan has capacity for 600 new homes in Forfar, on a variety of sites built over the next 10 years. To appeal to a wider variety of audiences, these new homes need to offer a range of types, a range of tenures and be focused on sites a short walk from the town centre.

Within the town centre, where upper floors of shops are not being used, they should be made available for housing, incentives should be available to assist owners with any necessary works.

Whilst there are options within the town for social rented homes and homes to buy, this range is not sufficient to retain the younger and older populations. New applications that are brought forward should be encouraged to consider a variety of housing models including mid-market rental, shared equity and encourage smaller units to be sold under the government's 'Help to Buy' scheme. Re-establishing the Community Council would allow the town's residents further input into planning matters.

Re-establishing the community council or establishing a development trust would offer the opportunity to consider the options for community housing development such as collective housing for older people, assisted

self build plots or co-housing proposals for younger adults in the town. There are a variety of possible sites and financing models for this type of development which could be explored in detail. This would give the community complete control over the availability of housing for specific groups. Ensuring people are attracted to live in the town centre also means taking care of the existing homes, a body such as a development trust could attract support for a cooperative energy efficiency works such as insulation, new innovative heating systems or community energy generation.

(See pages 84-85 for context of LDP)

Supporting Consultant Analysis

It emerged during the charrette that there were local aspirations for more lower cost 'affordable' homes for local people. In discussion, it was clear that whilst there is a considerable supply of new homes for ownership on sites identified in the Local Development Plan, there is demand locally for smaller homes (houses and possibly also flats) for rent or low cost ownership.

This aspiration is not yet backed up by evidence of quantitative demand. However, the Council will shortly start to refresh its Local Housing Strategy and we understand that officers will look to the charrette to inform its content. We recommend that the research for the Local Housing Strategy should look seriously at the level and nature of demand for affordable homes and consider the potential contribution that the town centre could make to supply, either through conversion of existing property or new build.

It is clear that homes are being built in Forfar. The discussion in the charrette was that these were principally outwith the town centre and focused on Dundee commuters with the notable exception of the Academy site. The main issues identified at the evening workshop were that of a lack of specific types of homes, homes for the elderly and homes for young people. This was linked to the themes of creating footfall and buzz about the town by bringing more people who depend on the local services within a short walking distance of the town centre and retaining a younger population

in the town instead of it 'leaking' to Dundee. Within the group, the younger people said they would like to have the option to live in Forfar and study in Dundee; they feel that option is not currently open to them.

The charrette spent a significant amount of time discussing a community owned or operated body which could run a number of facilities and projects. Elsewhere in Scotland, a Development Trust type vehicle has been effective in developing niche type housing projects which are unpalatable to developers or social housing providers. This has included homes for the elderly, such as projects in Kirknewton and Findhorn, and smaller homes to retain younger residents.

Alternative Mechanisms for Housing Delivery

Based on the discussions at the charrette, the consensus was that there is a very polarised range of affordable new housing options in Forfar. Based on this we have considered how to diversify the delivery of new housing to increase the range of types and options, including more niche demands, discussed at the charrette. We considered a number of options for the delivery of housing in the town centre. These options, applied to some of the vacant sites, would assist in achieving the aims of increasing footfall, retaining younger members of the community and supporting a new 'buzz' in the town. The delivery mechanisms include:

- Developers who are able to bring significant investment into mainstream housing for sale. Many developers can also promote shared equity and sales under Scottish Government's LIFT scheme which

can address the affordability issue. Sites for future private housing in the town centre should be identified through the local plan process.

- Housing Associations are able to bring social rented and mid market rent accommodation to Forfar. They can also bring specialist housing types (such as elderly and particular needs) if there is significant local demand. The charrette did not investigate the demand in Forfar, but the Local Housing Strategy should consider the potential for delivering new social housing within the town centre and the regeneration effect this might achieve.
- Collective self-build housing is where a community body, such as a Community Council or Development Trust work with identified local residents to develop their own affordable housing. This type of housing is still relatively uncommon but where it has been achieved, the social and community benefits are significant. It also allows a more creative approach to housing types and affordability.
- Incentivising use of upper floors. There are a number of examples of THIs that have incentivised the redevelopment of under-used floor-space in town centres and achieved private or social letting. The THI can help this process by promoting the town centre living and helping market the rental properties. Its also worth noting that the rise in Airbnb type rental options give owners significant flexibility and should be encouraged as part of the planning / incentive process.

- The local housing strategy, planning process and local bodies such as the community council and potential THI or development trust should consider how they can control, promote and steer development on a number of the town centre sites in order to achieve this diverse range of affordable housing options.



above: Typical developer led option

top right: Example of town centre retrofit of shopfronts with housing above by John Gilbert Architects, Caledonian Mansions

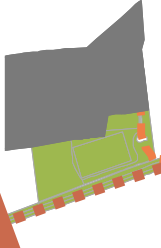
bottom right: Example of Collective self-build housing by John Gilbert Architects, East Whins Eco Village

(See page 84 for context of LDP)



Surrounding Countryside:
 Local produce
 Bed and Breakfast
 Footpaths
 Cycleways
 Railway walks
 Landscape
 Wildlife

Padanaram



- contaminated land
- LDP existing employment
- LDP allocated employment
- LDP existing housing
- LDP allocated housing

Z3

Z2

Z1

Forfar Loch
 Country Park
 Caravan Site
 Camping Site

Forfar Loch

Community Can...



Gateway to Forfar:

McDonalds
 KFC
 Angus Council
 Future Hotel

ORCHARDBANK



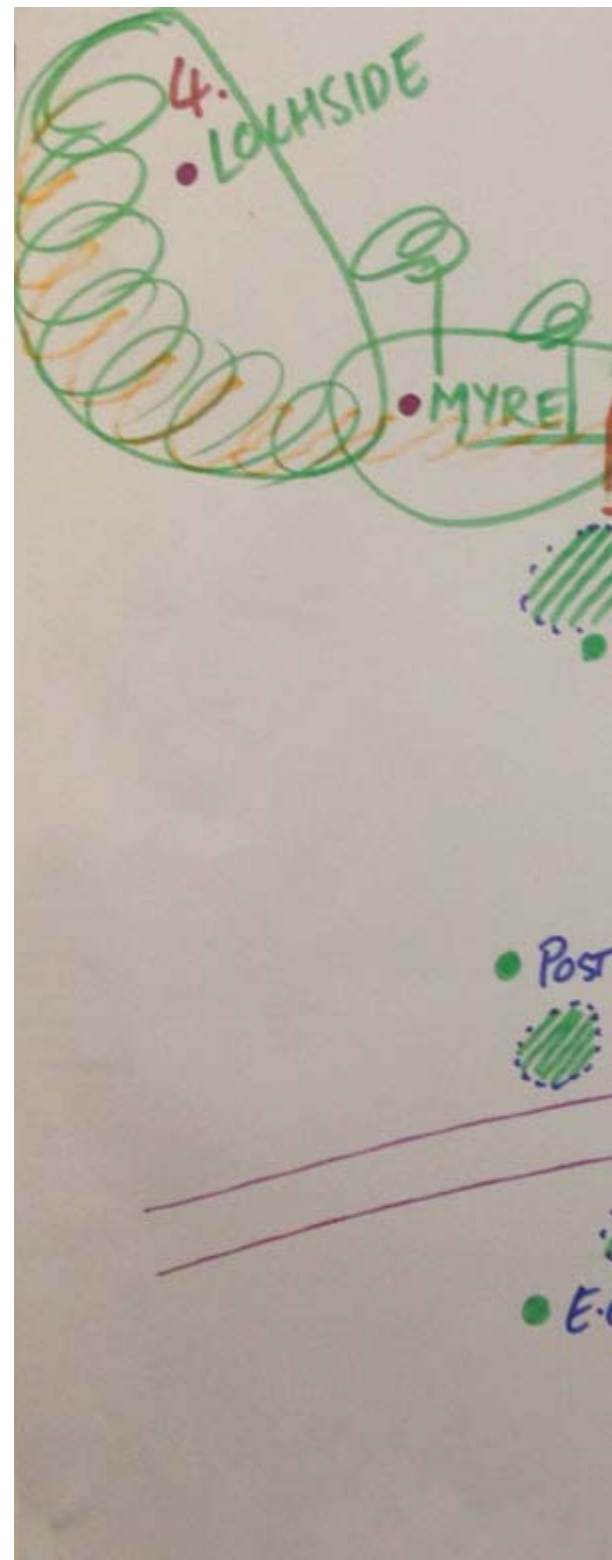
Section 5

3. Consolidate the Centre

There was a strong desire from charrette participants to make the town centre more of a focus for the local community. This includes creating a central place for the community to meet and call its own, an important concept but one which needs more detailed work. Complementing that is a year-long town centre events programme and, in the long term, focussing future growth and investment on the town centre.

Consolidating the Centre will require focusing on the following:

- Central Community Hub
- Events Programme
- Town Centre First





Central Community Hub

Visual Brief



Summary Vision

- There was a strong sense that the community needed a central space
- A feasibility study should be taken forward on what the community hub could offer, exploring suitable town centre spaces such as the Access Office
- A year long events program is needed
- More things like Forfar Festival
- Christmas Lights switch on and new activities that tip into the culture & heritage:
 - A witches burning
 - Guide Dog Puppy Festival
 - Air Guitar Festival
 - Re-routing heavy traffic & vehicles for these events: helping character



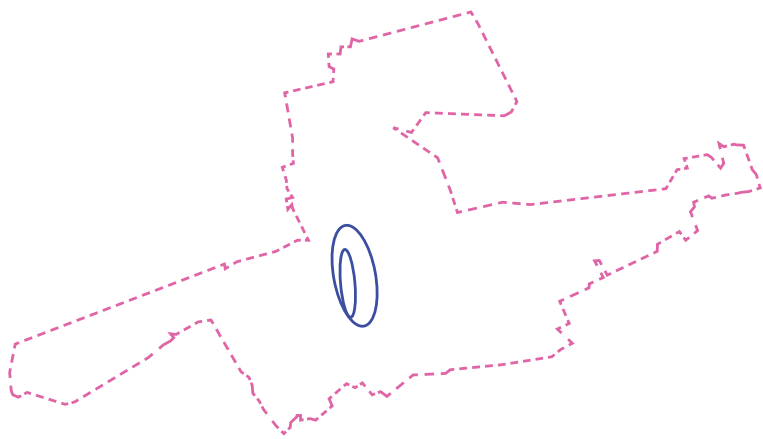
Action Plan

Short Term

- Identifying the community champions to take forwards a series of events. (See activity map of Forfar for a list community groups.)
- Explore the potential for a collective pilot event at *The Cross*, where the road is closed off. (also see comments on *The Cross*)
- Develop and sustain annual events programme
- Town Centre First Planning Strategy
- Review Local Development Plan and Community Planning policy to place the town centre first

Mid Term

- Establish a Community Steering Group for the Community Hub
- Feasibility study for outdoor and indoor public space for community events and activities (see also *The Cross*)
- Create a sustainable business plan for a Community Hub
- Fundraise for the Community Hub



Central Community Hub Vision explained

Charrette participants made clear that the town lacks an affordable central place for the community to come together. Of course, there are lots of places where people meet at the moment: for example shops, cafes, pubs, churches, schools, the library, football club, Reid Hall and the new Campus. But what is missing is a central place that the community can call their own.

We spent some time at the charrette trying to work out exactly what that central place might be. It might serve a range of purposes: suggestions included a venue for music, art and weddings, as a place for young people to meet, space for local food, arts and crafts workspace and display, premises for business startups, affordable space for community groups to meet.... and there will be other ideas too.

The ideal combination would be a mix of a number of those ideas, combining indoor and outdoor space. This would allow events and activities to spill out and 'activate' the street outside. Put this together with the widespread perception that the West side of Castle Street at The Cross is the heart of the town centre, and a space like the soon-to-be-vacated Access Office begins to emerge as the natural home for this Central Community Hub.

Although this emerged as a clear priority at the charrette, the charrette format did not offer sufficient time to drill down into what the idea might look like. What would be the exact combination of uses? What would be

the split of responsibility between Council and community in terms of ownership and management? What would be the outcomes for the community?

These questions need further work, through the means of a feasibility study. It should be taken forward in full consultation with the local voluntary and social enterprise sector.

Please note that this action should be progressed in tandem with The Cross.

Events Programme Vision explained

During the charrette, a year-long calendar of activities was built up which showed how the space at the Buttermarket in front of the Access Office could host activities throughout the year. Some of these would be regular community events like music and dance, others would be bigger annual events like the Forfar Festival, band competitions and the Christmas lights switch-on. New events can of course be added, not only traditional events like Burns Night, but also new ideas - something really eye-catching like a World Air Guitar Festival, which could attract thousands of people.

For Those About to Rock in Forfar!

A way of attracting the YouTube generation online and creating the physical buzz that attracts festival goers to the town centre of Forfar would be to celebrate that it is the hallowed birthplace of Bon Scott. An Annual Air Guitar Competition (note there is not one in UK) would attract extensive online audiences and visitors to the town.

Working with DD8 Music who are behind the annual Bon Scott music festival in Kirriemuir to produce the festival this would be an instant hit. The air guitar championship in Forfar would work well to boost the visibility of their existing projects.

The World Air Guitar Championships are massive events, the Guitar Hero generation have lifted this activity and made it a Global phenomena.

see [http://www.](http://www.airguitarworldchampionships.com/)

[airguitarworldchampionships.com/](http://www.airguitarworldchampionships.com/)

Town Centre First Vision explained

In line with Scottish Government guidance, future Local Development Plan planning policy should drive all public and private sector development investment to the town centre unless there are over-riding reasons not to.

The aim should be to ensure that big future investments of the scale of the Campus and Orchardbank business park would be directed to sites in or around the town centre.

For 'committed' future developments like the Campus, Orchardbank and major housing sites identified in the Local Development Plan, connections to the town centre should be as easy and prominent as possible. This means looking at convenient public transport options and attractive cycling and walking routes, combined with other aspects of the overall strategy including Events programme and What's On Forfar.



above: image from World Air Guitar Championships

below: images from Porthcawl Elvis Festival

<http://www.southwales-eveningpost.co.uk/pictures/Viva-Porthcawl-58-photos-Elvis-Festival-Wales/pictures-27876809-detail/pictures.html>



Central Hub at the Cross

Examples of Activities



above: existing image of The Cross.
below: example of The Cross being used as
a venue for local weddings.





above: The Cross being used for a Marathon.
below: The Cross being used for Christmas Fair



Section 5

4. Communication

Forfar has a lot going on, but not everyone knows what events and activities are available to them. To revitalise the town centre, residents need to know what there is to attract them into town. Community groups, businesses, social enterprises, the Council and its Community Planning Partners need to share and co-ordinate what they're doing. And, beyond all that, Forfar needs to communicate what it has to offer the wider world. The purpose? To create and share the buzz!

Better Communication involves focusing on the following:

- Local sharing and coordination
- What's on Forfar
- Tapping into tourism?
- Creating that buzz!

The 10th Berwick Upon Tweed Visual Arts Festival

10th Anniversary Film & Events Programme

Wed. 17th September

Opening Film Sponsored by Arch
The Hidden Child

International Premiere
19:00 Per Hansford | Sweden | 2013 | 105min | Sub
The Millings Cinema **FREE**

Set in a seaside village in Northern Sweden, the successful author Erica Falck's parents are killed in a car crash. A year later a man steps into Erica's house claiming to be her half-brother and she discovers dark secrets from her mother's past, suspects that someone is lying very hard to keep hidden... The latest in a wave of incredible thrillers to come out of Scandinavia - this one based on a novel by bestselling crime writer Camilla Läckberg.

Shaving with
The Case
World Premiere
Cecilia Blomdahl | UK | 2013 | 8min
A short film shot on location in Berwick, inspired by Scandinavian thrillers. The Case draws on actual recorded conversations of the town, bringing together scenarios from a fictitious police Commissioner in partnership with Berwick Visual Arts Festival.

Also this evening
Installations Preview
The Gymnasium Gallery
We invite you to join us for a reception at The Gymnasium to celebrate the opening of ten new commissions by Sissal C. Matt Hultén (see overview).

Thu. 18th September

Festen
12:00 Thomas Vinterberg | Denmark | 1998 | 106min | Sub
The Millings Cinema **FREE**

The ultimate, awkward, family dinner party drama, set in rural Denmark. Often known as "Dogma #1," Festen launched Vinterberg's and Lars Von Trier's movement inspiring a whole generation of Scandinavian - and British - cinema. Screened from original 35mm print.

Sponsored by Yellow Book
The Fifth Season
English Premiere
17:30 Peter Brosens & Jessica Woodworth | Belgium / The Netherlands | 2012 | 95min
The Millings Cinema **FREE**

In a village deep in the Ardennes Forest, the seasonal cycle seems to stop: spring doesn't come, the annual bonfire celebrating the end of winter fails to burn and the seeds don't grow, the bonds between neighbours start to break. A cinematically arresting fable.

Shaving with
Clutching at Straws
Leaves Gessley | UK | 2012 | 6min
Berwick Film Society presents
Free Preview



Sat. 20th
September

Sponsored by Simpson's Matt
Live Event: Field Music - Drifters

Festival Commission
20:00 John Grierson | UK | 1929 | 49min | **CC**

The Maltings Cinema **CC**

Grierson's seminal silent documentary follows the working day of a herring fishing fleet as they set sail from the Shetland islands to battle the elements of the North Sea fishing grounds. Presented with a newly composed, live score from Mercury Prize-nominee Field Music.

Showing with

Granton Trawler
John Grierson | UK | 1934 | 11min

Musikkvideo Party

21:30 Kazimierka Café **CC**

Following Field Music's live performance we head round the corner, for a night of more music, drinking, and perhaps a little dancing. Having teamed up with Berwick's upcoming Frontier Festival, we bring you an evening of music videos from across the North East and Northern Europe. 'Slak'

Acting for Camera [Workshop]

The Maltings Studio **CC**

A hands-on workshop on acting for camera - take on a role, film each other, and see yourself on the big screen. Learn about how film acting is different to stage acting - and how much fun it can be! Led by Dummy Jim actor, Samuel Dore.

10:00 - 12:00: ages 8+ / 13

13:00 - 15:00: ages 14+ / 18

Free tickets or to book, call:
The Maltings on 01289 330099.



Make Your Own Soundtrack [Workshop]

12:00 - 17:00

The Maltings Studio **CC**

A chance to create your own score for a film, and to make some noise! Bring your own objects from home, or pick up a number of items here in the studio and work with others to create a rich soundscape. Workshop led by Dummy Jim director and sound designer, Matt Hulze. Free, drop in workshop for all ages - no experience or booking required.



Sponsored by National Youth Film Academy
Young Filmmakers Showcase

13:00 Various | UK | 2012 - 2013 | 99min | **CC**

The Maltings Cinema **CC**

A celebratory showcase for young filmmakers from across the region. At stake is a cash prize, donated by the family of the late Chris Anderson.

Open Door Film Club presents

Kauwboy

15:00 Boudewijn Koole | The Netherlands | 2012 | 81min | **CC**

The Maltings Cinema **CC**

The story of a young boy named Jojo and the relationship he builds with a baby jackdaw bird he finds after it falls from its nest. *Kauwboy* has an amazing storyline. Winner of the Best First Feature Award at Berlin International Film Festival, and selected by Berwick's Open Door Film Club.

Children's Film
Moomins and the Comet Chase

11:00 Maria Lindberg | Finland | Dubbed in English | 2010 | 73min | **CC**

The Maltings Cinema **CC**

Moomin Valley is threatened by a comet from outer space. With the help of his father Moomin Valley is threatened by a comet from outer space. With the help of his father Moominpappa, Moomintroll and his worried friends build a raft and embark on a challenging journey to the observatory! Listen out for the opening song by Björk.



Bravehearts

17:00 Karl Anne Moe | Norway / Sweden | 2012 | 118min | **CC**

The Maltings Cinema **CC**

Sara, Henrik, Håkon and Johanne represent four different political youth parties, each preparing for the Norwegian election campaign in 2011. On 21 July, Johanne boards the ferry to the AUF summer camp on the island of Utøya. This documentary portrays the generation marked for life by the massacre of 22 July 2011. Followed by a Q&A with the director.

Closing Gala

Too Good to Peril

20:00 Paul Wright | UK | 2013 | 95min | **CC**

The Maltings Cinema **CC**

Set in a remote Scottish fishing community, Aaron is the lone survivor of a boat accident that claimed five lives, including his older brother. Spurred on local folklore and superstition, the village blames Aaron for this tragedy, while he sets out to recover his brother. Featuring Kate Dickie (Red Road, Prometheus) and followed by a Q&A with lead actor George MacKay.

Installations

Thursday 26th - Sunday 29th 11:00 - 18:00
Unless otherwise stated.



Thursday 26th - Friday 27th 11:00 - 17:00

Zimmerfrei

The Hill

UK Premier
Denmark | 2011 | 41min, looped | **CC**
The hill that covers the Sports Hall in Nærbro in Copenhagen sets the stage for an imaginary portrait of an area.



Loix Kabillo

Mountain in Shadow

UK Premier
Spain / Iceland | 2012 | 14min, looped



Friday 27th 16:00 - 18:00

Saturday 28th 11:00 - 18:00

On the Precipice

UK / Belgium / Canada / France / Germany
The Netherlands / USA | 2012-13
80min, looped | **CC**
The Big M - IIGI Arts inflatable mobile cinema

Sponsored by Simpson's Matt

Wickie and the Treasure of the Gods

13:00 Christian Ditter | Germany | Dubbed in English | 2011 | 96min | **CC**

The Maltings Cinema **CC**

When the mighty Viking Halvar suddenly disappears, his clever but timid son Wickie must lead the Vikings on a dangerous journey to rescue his father from the evil Ginn, and go in search of the legendary treasure of the gods. A comedy action adventure - by longboat!

Special Event

Dummy Jim

19:00 Matt Hulze | UK | 2012

87min | **CC**

The Maltings Cinema **CC**

In 1951, a profoundly deaf Eastman called James Duffie cycled solo to the Arctic Circle. Fifty years later, filmmaker Matt Hulze received a copy of Duffie's journal, chronicling his bizarre journey, and was inspired to tell his story. Thirteen years later the project was complete. Followed by a Q&A with Matt Hulze and actor Samuel Dore. BSL-interpreted for the deaf.

Avalon

17:30 Axel Petersen | Sweden

2011 | 79min | **CC**

The Maltings Cinema **CC**

After serving time with an ankle tag, 60-year-old party promoter Janne travels to the small coastal



Kirby Richardson

The Last Frontier

World Premier
UK Premier

Example of programme for Berwick film and media arts festival.
<http://www.berwickfilm-artsfest.com/>

Communication

Visual Brief

Local Sharing

Creating that buzz!

Working with local businesses to celebrate the best of Forfar

Developing and highlighting the local events and festivals identified in this report

Pulling everything together and watching it happen!

Create a Forfar informal online chat forum for local people to share their views and ideas

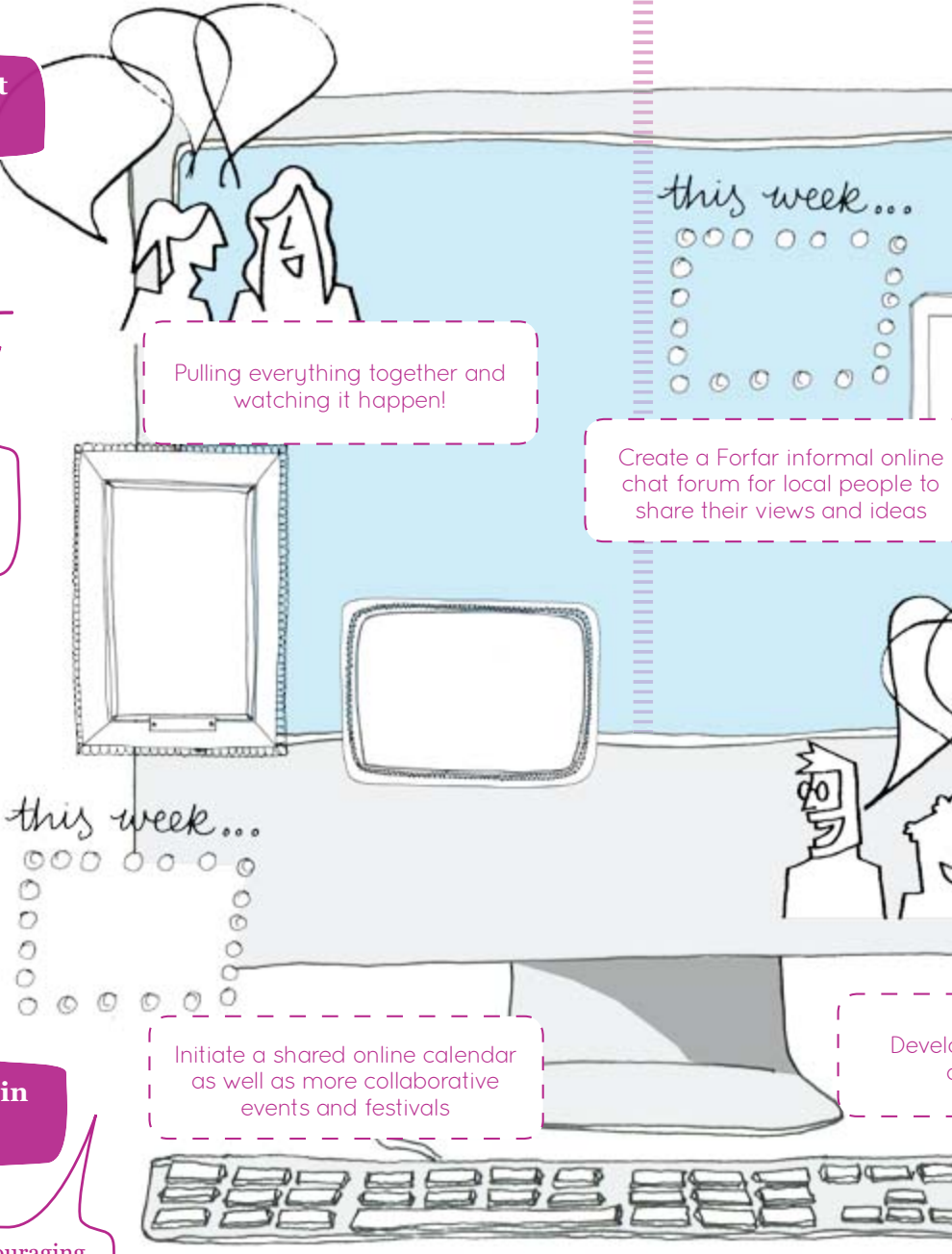
Encouraging local businesses in the town centre to work together and promote one another

What's On in Forfar?

Try Forfar FIRST - encouraging local people to shop and socialise in Forfar before choosing to go to Dundee or other nearby cities

Initiate a shared online calendar as well as more collaborative events and festivals

Develop...



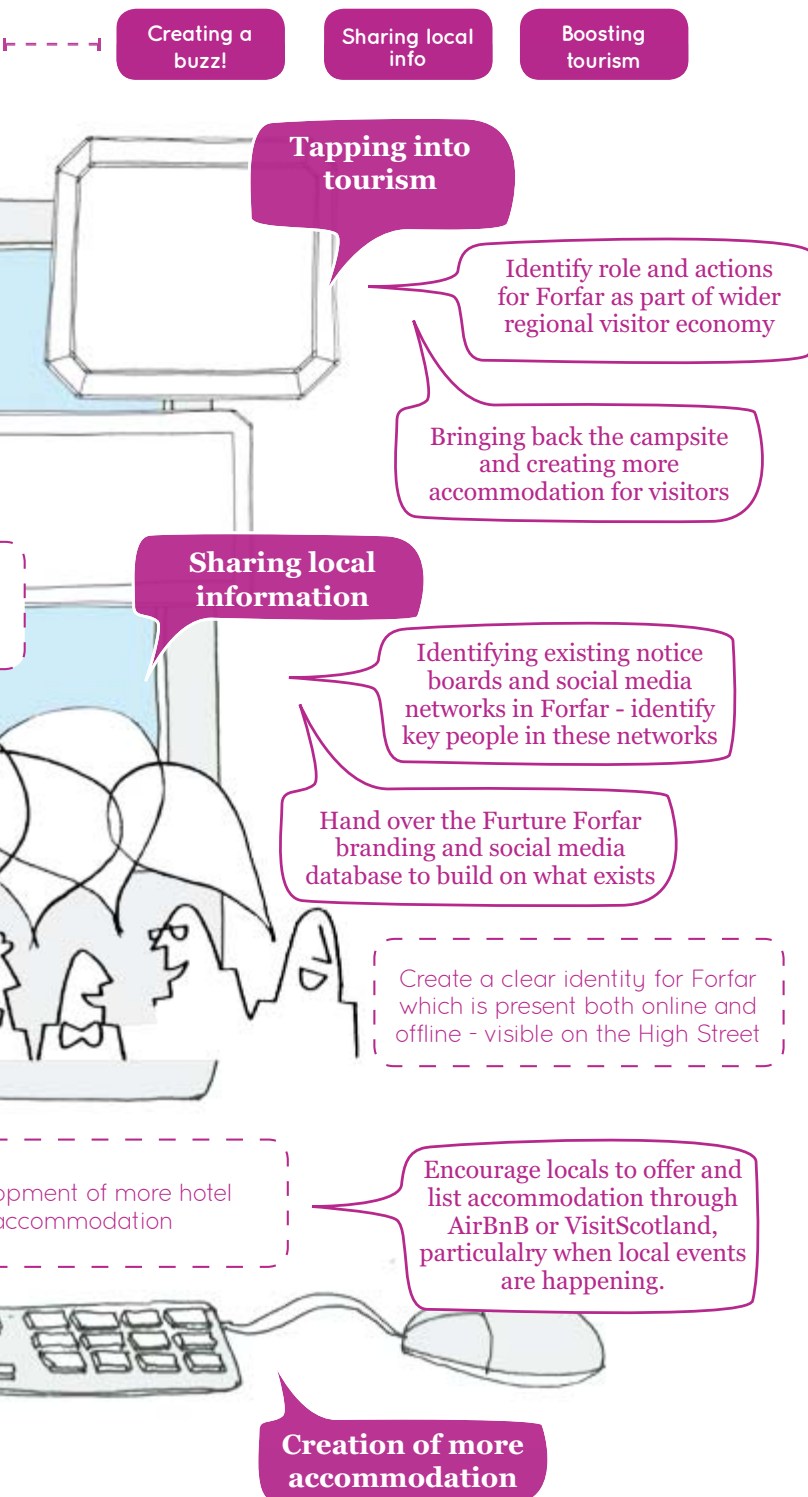
Summary Vision

Planning & Coordination

- Town centre businesses need to be helped to establish a representative action group that can work on behalf of the business sector
- A Community Planning Partnership could start off working with a small group of businesses on a pilot project

What's On in Forfar

- A website is needed to inform residents & visitors about what is happening in the events programme
- An electronic notice board & signage at key gateways would be useful



Action Plan

Short Term

- Build a picture of the existing notice boards and social media networks in Forfar
- Initiate shared online calendar, collaborative events/activities marketing, town centre business collaboration
- Identify the key people who are good at using social media
- Create a Forfar informal chat forum. Build on the energy of the people that engaged with Future Forfar.
- Build on the now familiar Future Forfar visual identity and social media platforms to keep the audience growing

Mid Term

- Create a clear set of messages that confidently convey a sense of how the town sees itself and how it wants to be seen by others
- Develop branding to consolidate an identity for Forfar that takes the form of an online presence (website/ social media) as well as a presence on the High Street (signs/ notice board/ banners)

Local sharing and coordination

Businesses, social enterprises, community groups, the Council and its Community Planning partners need to share and coordinate information on:

- Space availability – which, at its most basic, might be a shared online booking calendar of all spaces available for local organisations to hire.
- Properly coordinated and resourced What's On Forfar marketing of events and activities, based around an annual year-long events programme.

Town centre businesses need to be helped to establish a representative action group that can work on behalf of the business sector, in order to help deliver a number of the proposals contained in this report. We suggest that the Community Planning Partnership should start small, identifying a number of businesses who would like to see positive change (such as those who attended the charrette) and working with them to see how to take things forward. The CPP should be prepared to make a commitment to those businesses, perhaps a small pilot project agreed with them, as the first step towards collaborative working.

What's On Forfar

As part of promoting what the town centre has to offer to all generations, residents and visitors need to know what is happening. This should include a properly maintained and updated town centre website and social media, electronic noticeboards/signage in and at key gateways to the town centre (see Getting About), all linked to an events programme would be a good start. These channels should be dynamic, providing constantly updated information about all that is happening in the town centre: cultural and sporting events, music, shopping, heritage, arts, food and drink etc.

The Scottish Government's Town Centre Toolkit has good examples of online and print publicity from other Scottish towns, many of which are led by local businesses. More ambitious initiatives like loyalty cards and local currency can bring commensurate increases in town centre footfall and trade.



Follow guidance in Scottish
Government Town Centre Toolkit
[http://www.gov.scot/
Resource/0047/00475185.pdf](http://www.gov.scot/Resource/0047/00475185.pdf)

Tapping into tourism?

Forfar needs to be realistic. It is not a big tourist destination, nor will it be in the next five years even if good progress is made with the initiatives contained in this charrette report. However, if good progress is made, in five to ten years Forfar should be looking to encourage more people to visit the town as part of their day trip or short stay in Angus or Dundee, as well as tapping into people passing through on the A90.

The question is, what will attract people to Forfar? We believe that the answer will lie in the town's distinctive character and events programme. If the town centre is made more attractive and active through these initiatives, the town centre will have something genuinely distinctive to attract day visits: local food, culture, activities and events set in a pleasant historic environment.

VisitScotland, the Council and Community Planning Partners have a role to play here, encouraging Forfar to tap into the regional visitor offer. Improving the quality of the Forfar 'product' – events, shopping, culture, etc – will largely be the responsibility of local organisations, potentially with funding support from LEADER and other funders.

Create that buzz!

Creating a buzz is the overarching aim of all the proposals. When put together, everything under the four strategic themes will create a buzz in the town centre. More events and special occasions like weddings, more local food and culture, more places to eat and do things in the evenings, more shops and cafes spilling outside their doors. In short – more opportunities to do things and get involved in the town centre. The four themes together are designed to make these aspirations a reality.

KIRRIEMUIR
7 Miles

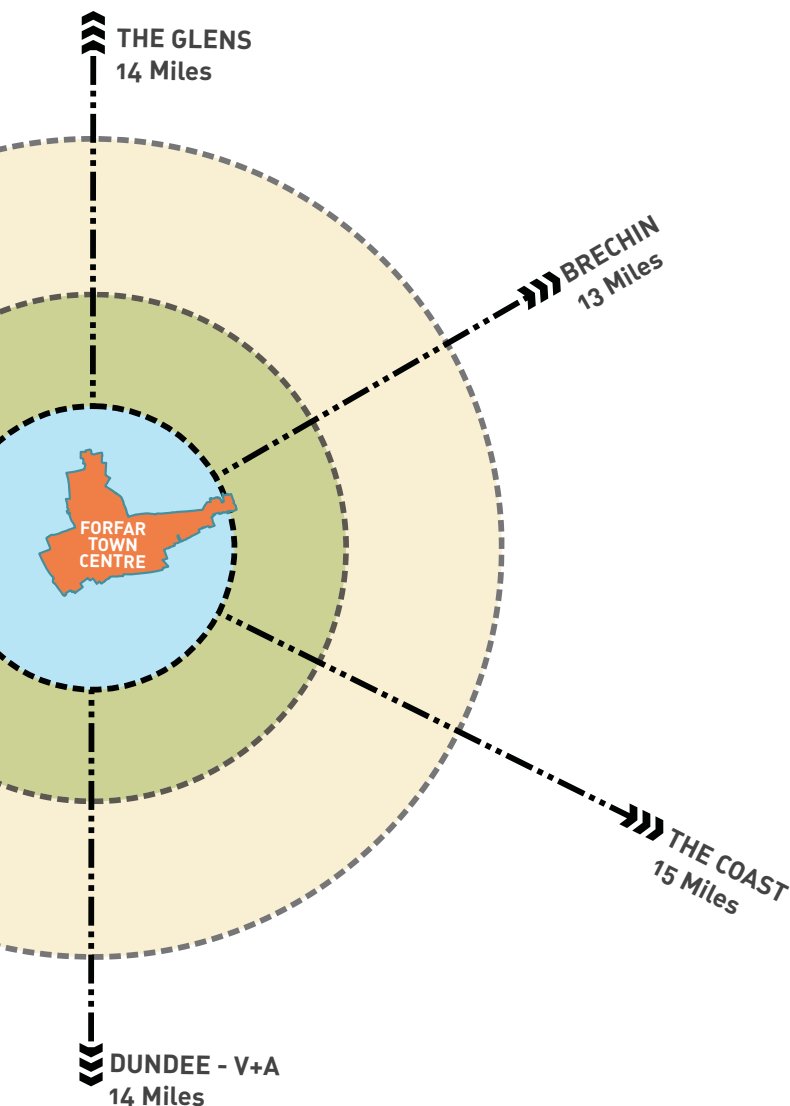
GLAMIS
5 Miles

Summary Vision

Tapping Into Tourism

- Forfar's greatest opportunity is to tap into the Angus day trip
- If Forfar succeeds in making itself a vibrant active town centre with plenty of buzz then it will be through enhancing its distinctive character and an exciting events programme attracting even more visitors

Diagrammatic plan showing the components of the regional tourist offer that Forfar needs to tie into.



Action Plan

Short Term

- Bring back a campsite to provide accommodation for visitors
- Identify role and actions for Forfar in wider regional visitor economy
- Coordinate locals to offer and list bed space through Airbnb or VisitScotland and link in to What's On Forfar
- Work with local businesses to celebrate the best of Forfar

Mid Term

- Working with local businesses to celebrate the best of Forfar
- Better coordination of locals to offer and list bed space during festivals using Airbnb, or VisitScotland
- Get local businesses working together to celebrate the best of Forfar
- Develop and highlight events and festivals identified in the report. Use cohesive visual identity as highlighted above in the short term communication action plan
- Put everything together and watch it happen!

Long Term

- Development of more hotel accommodation