

## The Crichton Trust – 2018-2020 Strategic Focus

<b>Work Stream</b>	<b>Projects/Focus</b>	<b>Impact</b>
Property and Business Development	<ul style="list-style-type: none"> <li>• Crichton Memorial Church – Undercroft development and lift installation to facilitate toilets and breakout spaces for wedding and other Church venue functions</li> <li>• Crichton Central: Incubator, knowledge exchange and innovation home, co-working and lone-working touchdown base, Home base for the Crichton Estate, Gigabit Crichton</li> <li>• Easterbrook Hall: Technical production upgrade, explore options for a 120-150 capacity music performance space for classical/ acoustic performance and available for conferences/ lecture theatre use.</li> <li>• Maintain and grow level of property occupancy</li> </ul>	Increase in: occupancy (business and visitor), cross-Crichton collaboration (business to academic), sense of Crichton community, sustainable income and carbon use reduction.
Community Engagement, Participation and Ownership	<ul style="list-style-type: none"> <li>• The Crichton Oral History Project</li> <li>• Community and social enterprise gardening – including the Glasshouse Restoration Project</li> <li>• Green Gym, Park Run</li> <li>• Grounds and buildings interpretation, walks, talks and volunteering</li> </ul>	Deeper understanding of rich history, our natural environment and open spaces – engagement with individuals and partnership with groups
Monitoring: Business performance, systems and processes	<ul style="list-style-type: none"> <li>• Finance system, forecasting and KPI monitoring</li> <li>• Easterbrook and Neuro's (Easterbrook Bistro)</li> <li>• Fresco's (Crichton Central)</li> <li>• Work placements, apprenticeships and traineeships</li> </ul>	Streamlined, widely accessible and understood, real-time focused management data to inform performance and action at all levels
Destination promotion, 'place' development and strategic partnership	<ul style="list-style-type: none"> <li>• Care Campus</li> <li>• Marketing, communications and PR – focus on The Crichton as a world destination of choice, to live and work well</li> <li>• Strategic engagement: <b>Local</b> – CCLG, D&amp;G Council (Economic Strategy and Planning teams), Crichton Foundation, NHS D&amp;G (public health improvement, mental health and later life care services), Lets Get Sporty, Growing Places. <b>Regional</b> – SoSEP, Borderlands, cross-border partnerships, National Park status bid, Energy Scotland (Centre for Embedded Intelligence, POEC location bid). <b>National</b> – Scottish Government (Economic Strategy and Education), Creative Scotland, Museums and Galleries Scotland, Historic Environment Scotland, Entrepreneurial Scotland, National Companies (NTS, BBCSSO, SCO, RSNO). <b>Global</b> – Districts of Creativity, Co-working Places Networks (<a href="http://www.copass.org">www.copass.org</a>)</li> <li>• Resource and funding partnerships – leverage value of place to stimulate external investment</li> </ul>	Respected, understood and known for: openness, innovation, excellence, collaboration and partnership – local to global and global to local.

### Pipeline projects

- Student accommodation
- Energy storage systems – largescale battery storage
- Micro hydro – water supply to Rock Garden Pond

### Constraints, Opportunities and Risks

- Water supply
- Sale of Crichton Hall
- Ladyfield site development