



Fraserburgh

Regeneration report 2015/16



Foreword

There is already optimism for change and growing empowerment to enable both the community and Aberdeenshire Council to build on old strengths and new ideas.

I hope you'll take a few moments to read this Annual Report, the second since the inception of the Fraserburgh Regeneration Action Plan, now entitled 'Fraserburgh 2021'. As you'll see, a lot has taken place over the year such as the completion of the successful Retail Plus scheme to improve the local shopping experience and the first Active Fraserburgh Week to encourage everyone to try out a new sport or activity. Progress also continued on the conservation of Fraserburgh's many important buildings, including major plans to combine the Council Chambers at Saltoun Square with the former Police Station next door.

The funding of these and other projects takes, not only significant financial commitment from Aberdeenshire Council, but external funding too. Applications have been made to the Heritage Lottery Fund as well as the newly formed Historic Environment Scotland. While the final decision from Heritage Lottery Fund is hoped for in June 2016, Historic Environment Scotland have confirmed funding of £1.2m+ towards the Fraserburgh Conservation Area Regeneration Scheme. During the year an application was also made to the Scottish Capital Regeneration Grant Fund for £1.14m. If successful, the funds will go towards the redevelopment of

Council Chambers in Saltoun Square as well as £500,000 towards a proposed new sports facility which will have facilities for athletics, all-ability cycling as well as a new improved football pitch. The sports facility is a particularly exciting one in that it originated from, and has been developed by, the people of Fraserburgh themselves.

During the year a new administration was formed to lead Aberdeenshire Council and regeneration is one of its top priorities. For this reason a review is being undertaken which will explore fresh thinking on regeneration, potentially moving away from a focus on town centres to a wider area approach, taking into account recent employment issues which have arisen. It will also offer a further chance for the Council to engage with local communities and hold discussions with partners, including local businesses.

However, this will not be about stopping any of the good work which has taken place so far: it's a chance to reflect on where we are, refresh the approach we're taking and make any changes where needed. Of course everyone, not just the Council, has a part to play in regeneration and we are looking to build on the best examples as we go forward.

**Cllr Martin Kitts-Hayes,
Chair of the Regeneration Member
Officer Working Group**

The Eight Themes of the Action Plan

Theme	Objective
Active Fraserburgh	Change internal and external perceptions, improve health and wellbeing and increase visitor opportunities through the development or renewal of sport and leisure facilities
Enterprising Fraserburgh	Increase entrepreneurship by reducing the barriers to entry and encourage businesses to develop new products and markets and to add value to existing ones
Developing Fraserburgh	Identify and develop opportunities to develop brownfield sites whether housing, commercial, retail or industrial
Fraserburgh's Environment	Make Fraserburgh a cleaner, greener place that encourages pride of place and active citizenship
Fraserburgh's Skills & Education	Use improvements in skills and education to raise attainment, improve pay rates and prospects for individuals. Businesses improve skills to increase quality, productivity & diversity of products and services.
Fraserburgh's Key Industries	Build on key sector expertise to grow existing businesses and attract new ones.
Fraserburgh Town Centre	Develop Fraserburgh Town Centre as a 'Go To' destination that is vibrant and successful
Fraserburgh's Wellbeing	Hearts and minds are won by improvements to health, wellbeing, place, safety, and the feelgood factor.

Do you have an idea that will help develop the town??

Come and discuss it with us and we will do our best to help you make it happen.

Call or email the regeneration team on 01346 586323 or gillian.bain@aberdeenshire.gov.uk

Highlights of the Year

Active Fraserburgh Week

Fraserburgh got 'Active' during August with an action packed week of sports taster sessions encouraging people to get involved in sports and an active lifestyle.

Locals and visitors across all age groups came to Fraserburgh to take part in Active Fraserburgh Week during 10-14 August 2015. The event took place in 15 different venues across Fraserburgh, hosting over 50 different activities ranging from Football, Yoga, Surfing & Life Saving Lessons to Scottish Country Dancing, Skateboarding and BMX bikes.

Over 400 people took part in the initiative aimed at encouraging people to lead a healthier lifestyle by trying a new sport for the first time and enjoying the social aspect of an active lifestyle.

The event showcased the wide range of sporting opportunities and the high standard of facilities on offer in Fraserburgh. Active Fraserburgh was enthusiastically supported by local sports groups and clubs, including Fraserburgh FC, Fraserburgh Running Club, Fraserburgh Life Saving & Surf Club, North East of Scotland College and Aberdeenshire Council.

We hope to encourage similar events in the future to establish Fraserburgh as a leading town for sports facilities and venues. Did you take part? Did you feel it was worthwhile? Let us know – contact details are on the back cover.



The poster for Active Fraserburgh Week features the Aberdeenshire Council logo at the top right. The main title 'ACTIVE FRASERBURGH WEEK' is written in large, bold, blue and white letters across the top. Below the title is a photograph of a surfer riding a wave. The dates '10-14 AUGUST 2015' are printed in blue at the bottom of the main image. A horizontal strip of smaller photos shows various people participating in different activities like running, playing football, and skateboarding. Below this strip, there is a block of text: 'From 10-14th August, Fraserburgh will be showcasing the fantastic range of sports and sports facilities available within the town. Whether its walking, dancing, football, surfing or skateboarding, there will be an activity for you to get involved in.' To the right of this text is a photo of a skateboarder in mid-air. Below the text, it says 'Meet new people, join a sports club, get healthy...' and at the very bottom, 'ACTIVE FRASERBURGH HAS IT ALL' in blue capital letters.



Fraserburgh Super Saturdays

One of the most popular regeneration projects has been the effort to bring fun and footfall to the town centre through Super Saturdays. Now in its third year, it has continued to grow the number of people coming to the town centre as well as the number and mix of stall-holders. While the Council's Regeneration budget supports the event financially it would not be possible without the volunteers who created it and continue to make each one a fun and lively occasion.

The team were nominated the 2014 SURF (Scottish Urban Regeneration Forum) Awards for Best Practice in Community Regeneration.

Stallholders and visitors have provided Co-ordinator Teresa McCallion with excellent testimonials praising the fun atmosphere, the opportunity to meet, as well as the food and entertainment.

Food continues to be a strong attractor to the event from the burgers provided by Fraserburgh Community Church to the popular Cookery and Food Tasting demonstrations. The event now enjoys the support of up to 37 stallholders offering a range of products from local food to toys and crafts. If you would like to attend as a stall-holder or assist by volunteering contact us (details on the back page and we'll put you in touch).

"We have attended the Super Saturdays since they started 3 years ago and our experience has been fantastic."

ZOE KEWLEY, STAR-JUMP LEISURE

"Super Saturdays allow people from all levels of the term 'trader' to participate. It gives a venue/platform/shop front to people who otherwise would have none. The stalls are set up well, help is there for those who need it, which on the days where the weather is less than kind, is appreciated."

**FIONA MCRAE
SUNSHINE 'N' SHADOWS**

"There are always a lot more people in the town centre when Super Saturdays is on. This is a great thing to see and I would like to see this continue"

ZOE KEWLEY

"Super Saturdays brings people together and brings them into the town centre. Businesses also benefit. Every time I have been, I have stayed and gone somewhere for lunch when normally I would go home. Super Saturdays are well organised and cater for all ages. The organisers do a fantastic job with plenty of them walking around willing to answer any questions. To all concerned, keep up the good work, I would like them to continue."

**MARIE TASKER,
FRASERBURGH**

Superheroes launch community art work

Youngsters from Lochpots and North School primaries brightened up the Broch when they unveiled new mosaic artworks at Saltoun Arcade as part of the regeneration work in Fraserburgh.

Mr Mosaic is William MacLean (Lochpots School) & Miss Mosaic is Kay Moore (North School).



Many local people saw the benefit of improving the area around the pedestrian underpass, to make it more colourful, lighter and safer, as it was in great need of a make-over.

Artist Geoff Roberts was appointed in 2014 to research the project from which four mosaic panels and smaller gold mosaics evolved.

Two large mosaics run across the top of the arcade, incorporating imagery from Fraserburgh's proud seafaring history in trade, exploration and fishing as well as buildings and objects from the town's rich heritage. Two panels inside are based on designs created by the school pupils.

There are also a number of very small gold mosaics set into some of the buildings along Castle Street, on the way to the museum and heritage centre. Why not see if you can find a cargo of gold coins from the fabled sunken ship just off the coast; a caulking iron from the shipyard; a cellar mallet from the brewery or a child's model boat from the pleasure beach?

Deputy Provost Alison Grant with Artist Geoff Roberts and pupils from Lochpots and North Schools

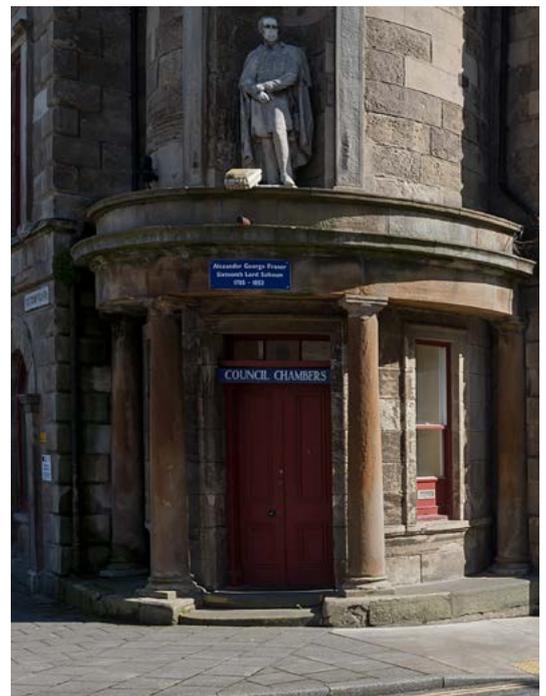


Developing Fraserburgh's Built Heritage

The Action Plan continues to support the multi-million pound application to Heritage Lottery Fund (HLF) and Historic Environment Scotland to develop a Conservation Area Regeneration Scheme (CARS) and Townscape Heritage (TH). If all the funding bids are successful a number of properties, identified as key heritage assets, will be renewed and, in some cases rebuilt with a view to enjoying worthwhile and sustainable uses well into the future.

We were successful in gaining funding to deliver a Conservation Area Regeneration Scheme (CARS) in Fraserburgh by Historic Environment Scotland and we have passed the first stage bid for a Townscape Heritage from Heritage Lottery Fund. The TH development phase finished in January and a decision on the second round application is due in June 2016. Project delivery is due to start in July 2016. Investment of £5 million is planned for conservation and restoration work in the new Fraserburgh Central Conservation Area over a five year period to July 2021.

The scheme aims to restore and enhance Fraserburgh's built heritage making the town centre a more vibrant and attractive place for residents and local businesses with a focus on Broad Street and High Street.





Priority Projects

The flagship project aims to restore 1 Saltoun Square and join it with the former Police Station to create a substantial property suitable for a wide range of uses including improved access to Council information and services as well as an enterprise hub to help start up business and encourage entrepreneurship. It is also intended to bring the Council Chambers into more regular use by improving access and making the space available for public use where possible.

Another key project is the former John Trail Building on Mid Street. A feasibility study has been undertaken to look at new ways to breathe life into this derelict property. Proposed uses are as a small hotel or housing. Perhaps you have a business opportunity in mind for the building? Let us know – contact details are at the back.

Grants for Home Owners and Business Owners

Still under development is a plan for a small grants scheme for the restoration of architectural detail, traditional shop fronts and the conservation, repair and maintenance of external elements of historic buildings. This will be available to home owners and businesses within the Fraserburgh Central Conservation Area.

The Next Steps.....

It will be a little while yet before the changes are visible. A decision on the second round application to Heritage Lottery Fund is due in June 2016. The Saltoun Square development is also included in a funding bid to the Scottish Government's Regeneration Capital Grant Fund which is bidding for over £600,000 towards the Heritage scheme. Once all the funding and plans are in place the project will then be delivered over the five year period from April 2016 to March 2021.

This scheme will help recognise and promote the rich architectural heritage of Fraserburgh and is seen as the best way to ensure that our historic environment is retained and reinvigorated for future generations, preserving our past to improve our future.



Major Boost to Harbour Electrical Supply

A new 11 KVA (Kilo Volt Amp) electrical supply has been installed and is being commissioned at various points along a route through Fraserburgh Harbour thanks to a delivery partnership comprising Fraserburgh Harbour, Aberdeenshire Council and Scottish Enterprise. The partnership made a successful bid to the European Fisheries Fund which contributed to a project totalling around £3m. The project, delivered to time and budget, will lead to a variety of improvements such as air quality improvements and the risk of engine fires will be reduced because vessels in the harbour will have improved access to electric hook-up facilities while in port. A major processor will no longer be reliant on a diesel generator and businesses, unable to grow due to the lack of power supply, will now have improved prospects. The new supply may also lead to the opportunity for new development around the harbour.



The track of the cable will be visible to those undertaking the harbour tour, as will the new substations and outlets.

The 'Here For You' Centre

Situated in the heart of Fraserburgh the Here For You Project is a new centre offering a range of services to the community. The new facility, opened in May 2015, is operated by a partnership of organisations and aims to help people develop skills, gain experience and look for work. Here For You project worker, Ricky Sheaffe-Greene, says: "The aim of the centre is to make sure people can access services and get accredited advice, information, support and training appropriate to their needs and circumstances."



As well as information and support the centre also sells low cost fruit and vegetables! Drop in and see them in Broad Street or follow their Facebook page for up to date news.

Win Some – Lose Some

Not everything works out as we would hope. Last year we commissioned Miconex, specialists in digital business communications, to set up their smartphone information system in the town and called it Mi Fraserburgh. It was intended to last for two years but recruiting a local Digital Ambassador proved more challenging than expected. In addition, fewer businesses took advantage of the concept to promote their business and special offers than we hoped. An online platform like Mi Fraserburgh relies on the quality and freshness of its content and that was proving difficult to achieve. The decision was therefore taken to cancel the arrangement with providers Miconex and the saving will be available for other projects.

Fraserburgh is a bit of a hotspot for Facebook users so we may take a look at how we can use it to further promote local businesses. What do you think? Do you use Facebook for business or personal use? How do you think we might use it or other online services to promote Fraserburgh businesses? Contact details are on the back page if you'd like to get in touch and let us know what you think.



....And Finally

Not everything we do to Regenerate Fraserburgh needs to cost money. Thanks to a call from Coca-Cola to the Area Manager's office we had the opportunity to host the Coca-Cola truck in the town centre on Saturday 21st November 2015. Fraserburgh was one of only 5 lucky stops in Scotland to act as host to the famous vintage truck and trailer, the others being Inverness, Perth, Glasgow and Edinburgh.

Saltoun Square car park was closed for the day (sorry!) to accommodate it and the truck and team of support staff arrived sharp on Saturday morning. A bit of manoeuvring, a few belt barriers and a LOT of light bulbs later and the truck was ready for business. For the rest of the day the town saw a constant stream of people getting their free sample and souvenir photo or just stopping to see the spectacle of the classic advertising icon. The biggest crowds were from the afternoon into the evening with many people keen to see it in the gloaming.

Several town centre businesses reported their busiest day ever and the Coca-Cola team tweeted about how good the community spirit was in the town. The team kept the lights on while the truck made its way out of town to the next destination and it even started snowing on cue as they left!

Everyone agreed it made a great start to the holiday season. If you missed it you can see photos and a video on the 'Fraserburgh 2021' Facebook page. Let us know what you thought about it.



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Financial Info – where the money comes from and how it is being spent.

While everything in regeneration doesn't cost money we couldn't tackle the bigger projects without funding support. The heart of the finances for the Fraserburgh Action Plan is an annual budget made available by the Council and which currently stands at £400,000 per annum. Any funds which are unused in a particular year are held in Council reserves to go towards forthcoming projects.

Added to the core budget are external funds for specific projects like housing, health or heritage from a range of government, lottery and others sources. This year £1.2m was awarded by Historic Environment Scotland towards the built heritage regeneration project in the centre of Fraserburgh along with an interim award of £58,000 from the Heritage Lottery Fund. If our application is successful, the interim award will be followed by up to £1.8m for a Townscape Heritage scheme. As promised, we

also made another application to the Scottish Government's Capital Regeneration Fund for new sporting facilities at the South Links and to refurbish the former Council Chambers and Police Station at Saltoun Square. This time our £1.6m application made it through to Round Two and we await the final outcome in February this year.

Our aim remains that for every £1 Aberdeenshire Council invests we look to other sources to contribute another £2-3. The result of these applications and investment takes time to come to fruition but all ultimately count towards our ambition to invest £15m+ in the regeneration of Fraserburgh.

In anticipation of some large projects in the near future spend has been lower this year than last meaning that the budget is still available for major projects. Notable items of expenditure or commitment in the past year have included:

Fraserburgh Super Saturday	£73,616 (expires this year)
Retail Plus	£170,000 (now ended)
Saltoun Square Mosaics & Refurbishment	£34,570
Artist Commission	£25,000 (includes assistant)
MiFraserburgh	£15,000 (now ended)
Feasibility Studies	£30,000 for Community & Sports Developments
Here For You Centre	£54,000
Sports & Tourism	£24,000
Built Heritage projects	£150,000

Key Contacts

Gillian Bain

Regeneration Officer

1 Kirk Brae

Fraserburgh AB43 9BY

01346 586323

07887 635735

gillian.bain.campbell@aberdeenshire.gov.uk

Bill Clark

Strategic Regeneration Executive

1 Kirk Brae

Fraserburgh AB43 9BY

01346 586323

07769 642360

bill.clark@aberdeenshire.gov.uk

Fraserburgh Ward Councillors

Councillor Charles Buchan cll.r.c.buchan@aberdeenshire.gov.uk

Councillor Ian Tait cll.r.i.tait@aberdeenshire.gov.uk

Councillor Brian Topping cll.r.b.topping@aberdeenshire.gov.uk

Councillor Michael Watt cll.r.m.watt@aberdeenshire.gov.uk

