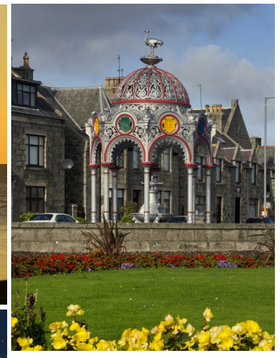
Aberdeenshire COUNCIL

FRASERBURGH

HOTEL INVESTMENT PROSPECTUS



Growing & vibrant seaside town with a current population of 13,183

Expansion of the town to the north through housing development

New £9m Fraserburgh Sports and Community Leisure Facility

Stimulated growth in Fraserburgh's retail and services sector

£10m recent infrastructure investment to diversify beyond fishing industry

North East Scotland College has invested £30m refurbishing its campus

WELCOME TO **FRASERBURGH**

Fraserburgh is as distinctive for its sports prowess as it is for its maritime history. An authentic and vibrant town of 13,183 population with a catchment of 117,069 within a 45 minute radius (excludes Aberdeen), Fraserburgh is born of hard work and entrepreneurial dynamism.

As gateway to the coast which is rated in the top 20 scenic coasts in the world by National Geographic, Fraserburgh has underexploited tourism potential. On top of just being scenic, this coastal location is the Home of Scottish surfing, and at the mouth of the Moray Firth shoulders Scotland's Dolphin Coast, rich in wildlife and an adventurers paradise.

Aberdeenshire Council is inviting potential accommodation operators, developers and investors to capitalise on the growth of the town to come forward to build a detailed business case for enhancing the accommodation offering.

Regeneration is bringing notable new investment to the town across the private, public and third sectors. Expansion of the town is focused to the north around the beach (140 energy-efficient homes completed), the western edge (600 homes planned) and southern edge (600 homes and 4 hectares employment uses planned). Quality of life[1], educational attainment and employment prospects in Fraserburgh are good and together support a mood of confidence in the town.

Although it is known as the UK's largest prawn and shellfish port, Fraserburgh has diversified beyond its successful fishing industry to create an important marine cluster. Recent improvements include more than £10 million infrastructure investment to improve access, services and berthing for small fishing vessels, leisure craft and large modern vessels.

Regeneration and investment has stimulated growth in the town's retail and services sector. This has evolved over the past 15 years from its local origins to attract all of the major brands expected in a growing town – Tesco, Lidl, Argos, Iceland, ASDA, Home Bargains - while still retaining a healthy mix of independent local businesses.

The large catchment which is dependent upon Fraserburgh's services offers further capacity for retail and services investment.

The new £9 Million Fraserburgh Sports and Leisure facility with 25 metre swimming pool has been a great success and has stimulated other sports investments including a martial arts centre and a six lane synthetic running track, football pitch with all abilities cycle path around the perimeter.

North East Scotland College (NESCOL) spent £23 million on campus refurbishment in 2012 to provide a modern community and learning facility. Engineering is a particular specialty of the college and this has resulted in a further £8m spend adapting and upgrading these facilities to meet local demand.

The successful Fraserburgh Regeneration Action Plan provides further information on the range of support and interventions helping to drive this regeneration and growth.

1 Halifax Seaside Town Quality of Life review names Fraserburgh and its Aberdeenshire neighbour Peterhead as the best coastal towns for quality of life and affordability.

HOTELS SECTOR

Recent analysis indicates opportunities for hotels investment in Fraserburgh, complementing and building upon the town's strengthening economy.

Aberdeenshire has the 8th-largest tourism industry among Scotland's 32 local authorities. Hotel room occupancy of 73% is the second-highest of the country's tourist regions[2].

Fraserburgh's accommodation sector has a comparatively small and traditional market offer. Research identifies thirty-three existing hotels, guest houses and self-catering accommodation options within the market area. There are twelve small hotels with between 5 and 20 rooms each, only three of which are listed by VisitScotland. The most recent investment is Wetherspoon's Saltoun Inn in the heart of the town centre, which offers 11 ensuite bedrooms.

Branded hotel chains in the north-east are concentrated in Aberdeen. Peterhead to the south of Fraserburgh is now also attracting investment. A well-promoted branded hotel in Fraserburgh would serve a significant tourism and business catchment across North-East Scotland, potentially including restaurant and function space.

This would complement the existing range of accommodation, which would continue to be supported by Aberdeenshire Council through the VisitScotland Quality Assurance scheme offering accreditation, funding, advice workshops and assistance with business initiatives such as ratings, online bookings and media.

Identified hotel investment sectors for Fraserburgh are indicated on the table to the right.

Sizes and amenities detailed in the table are indicative only and will require to be researched and verified. Analysis of price banding suggests a current range of £40 - £100 per night depending upon accommodation quality and amenities.

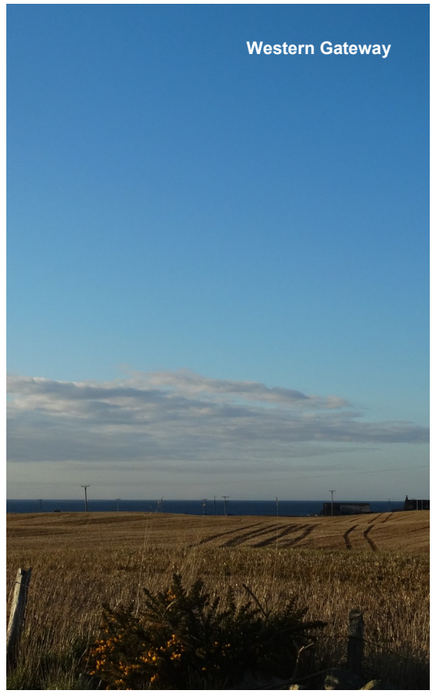
HOTELS SECTOR	INDICATIVE SIZE	AMENITIES
Branded budget chain	50 – 60 rooms	Restaurant, Bar, Function space
Independent / boutique	10 rooms	Bar / restaurant
Serviced accommodation	75 rooms	Breakfast area, Meeting space

2 Source: VisitScotland

Town Centre

North-East Beach

Southern Gateway


Western Gateway

SITE OPPORTUNITIES

Fraserburgh offers a range of potential sites associated with particular growth areas:

LOCATION	POTENTIAL FORMAT	SITES	DEVELOPMENT & PLANNING
Town Centre	Independent/ boutique	Conversion of small urban plots	Potential to re-use vacant buildings could attract additional financial support.
		For example, former John Trail bookstore 5-13 Mid Street	No owner. Town centre asset suitable for commercial uses.
Southern Gateway	Branded budget hotel	Kirkton (LDP OP1)	Alternative use potential within employment land allocation. Scope for parking and amenities.
		South Harbour Road (LDP CC1)	Planning permission for 60-bed hotel and car parking. Active commercial investment location.
Western Gateway	Branded budget hotel	Merryhillock (LDP E1, BUS2, H1, R4/PLDP OP3, BUS3, OP2, R1)	Masterplan includes employment uses. Multiple ownerships.
	Serviced accommodation	At or close to North-East Scotland College	Dependent upon confirmed site.
North-East / Beach	Serviced accommodation	Brownfield sites	Dependent upon confirmed site. Potential to reuse vacant buildings could attract additional financial support.

PARTNERING & SUPPORT

Fraserburgh offers a number of potential hotel partnering opportunities. Partners may contribute funding, land / buildings or customers: either informally or through formal contract.

Potential partners depend upon the format and site and include landowners, North-East College, operators in the maritime sector, operators or suppliers in the emerging offshore wind energy industry, leisure operators, local hotel operators and Aberdeenshire Council.

Where hotel investment involves the retention and re-use of architecturally significant historic buildings the North-East Scotland Preservation Trust may be able to secure funds to act as the developer, in partnership with the end user. The Council's Property Investment Fund may also be available to bring important vacant property back into economic use.

For education, employment or training-based projects there may be additional opportunities to secure support from the Scottish Government, Scottish Funding Council and other competitive funding sources.

Growing the visitor economy has strong policy support at both Scottish Government and Aberdeenshire Council levels. The Council is keen to work with developers and operators in the hotels sector and can offer financial support to develop a business case, as well as providing a supportive planning, economic development and regeneration environment for potential investors.

Interested parties are invited to contact Christine Webster, Regeneration and Town Centres Manager on 07785 730652 or email christine.webster@aberdeenshire.gov.uk or alternatively contact Bill Clark, Strategic Regeneration Executive on 07769 642360 or email bill.clark@aberdeenshire.gov.uk.

FRASERBURGH HOTEL OPPORTUNITIES CHECKLIST

- ✓ **An investable, growing town**
- ✓ **Hotels market gaps**
- ✓ **Site opportunities**
- ✓ **Partnering and support opportunities**

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