

Fraserburgh Regeneration Development Partnership
Note of meeting from 21 February 2017
 At Fraserburgh Community & Sports Centre

Attendees:

Cllr Topping (Chair), Cllr Buchan, Cllr Tait & Cllr Watt
 Karen Paterson, Brown & McRae
 Jill Smith, Fraserburgh Harbour Commissioners
 Margaret-Jane Cardno (Banff and Buchan Area Manager)
 Gillian Bain (Regeneration Offer)
 Morna Harper (Service Manager, Business & Communities)
 John Burnett, Gray & Adams
 Jan Emery (Area Project Officer)
 Linda Hendy, Project Assistant – Note taker

Apologies:

Norman Reid
 Christine Webster (Regeneration and Town Centres Manager)
 Duncan Abernethy, NESCOL
 Michael Bates, Scottish Seafood Association
 Caroline Smith (Community Planning Officer)
 Lynda McGuigan, Fraserburgh Area Tourism Group

Agenda Item	Description
1	Welcome/Apologies Good evening and welcome to all.
2	Minute of Last Meeting The minute of the last meeting on 22 November 2016 was agreed.
3	Staffing update Bill Clark has retired due to ill health. His post has been advertised and interviews are being held on 9 March 2017. Morna will pass on the groups best wishes to Bill.
4	Participatory Budgeting Margaret-Jane went over the participatory budget on Caroline Smiths behalf. In summary this is to improve health and wellbeing emphasis, personal responsibility and environment improvement. We have managed to secure £100,000.

	<p>£50,000 from Health and Social and £50,000 from Fraserburgh Regeneration development Fund and £15,000 from Community Choices is for admin costs for the group.</p> <p>There are drop in sessions ongoing over the next few weeks where people with ideas can meet the steering group to find out how they can apply etc and get support for this. Deadline for receipt of applications is the 28 April 2017.</p>
<p>5</p>	<p>CCTV Update</p> <p>Margaret-Jane gave an update advising that the progress has been slower than other projects. We are trying to filter out the evidence on crime and anti-social behaviour. We still don't have a full account. There is more work to do regarding people feeling safer than actual crimes. Work still to do, look at crime figures and safety in the town centres.</p> <p>Full options appraisal will be presented at June meeting looking at a mix of interventions, including CCTV and Community Safety.</p>
<p>6</p>	<p>Fraserburgh 2021 Update</p> <p>Margaret-Jane we are up against deadlines for the Salton Square work. This was put out to tender to the main contractors on the Council framework. The tenders were returned in mid-January by only 2 contractors and significantly over budget.</p> <p>As a result of this, the project has been put out to public tender as the contract may be more appealing to smaller contractors. 15 notes of interest have been received so far. The tender documents are due back end of February with aim to have a contractor in place by end of March.</p> <p>Figures from QS we may need valued engineering on the back of this.</p> <p>Looking for completion September 2018.</p> <p>Cllr Watt – Why have the costs from the contractors come in significantly higher are we refurbishing the inside.</p> <p>Margaret-Jane It is a specialist job and is complexed, high specification to do with conservation. We think the figures came in high from the framework contractors as this is not something they want to be involved in Our framework contractors are Morrisons, Robertson, etc. Whereas the Saltoun Square project is a more complicated conservation project.</p> <p>Would anyone like to see the plans? Yes – send plans out in time for next meeting – ACTION.</p>

	<p>Kirk Brae - The team have put temporary arrangements in place to ensure that traffic can still access the town centre. A one-way system will ensure safety and outgoing traffic will use the alternative route</p> <p>Former John Trail building – legal continue to pursue this.</p> <p>Small Grant Scheme – A good interest has been shown already, with around a dozen individuals. Projects include shopfront improvements and window replacement/repair. Due to be launched March 17.</p> <p>Official launch of Fraserburgh 2021 will be on 11 March, further to board approval. There will be an event featuring speakers and a tour of the Conservation area.</p> <p>Just beginning to look at public realm. This is in early stages.</p>
7	<p>JIC Update Jan comments as a partnership on community engagement work ongoing. Looking at options to either renovate or redevelop the current JIC site.</p> <p>Resident consultation will take the form of a Mini Public exercise which has been used elsewhere in the UK but which will be the first time the model is used in this area. It ensure detailed/qualitative consultation across a wide demographic over a long period.</p> <p>Kevin is leading this and will have update for next meeting.</p> <p>Cllr Buchan can I ask what happened to the consultant? Unfortunately he became unwell.</p> <p>Cllr Topping and Cllr Tait was the consultant not going to speak to the people in the 11 streets associated. A facility should be for the community if you only ask certain streets then others out with this area will not feel involved. Jan it will be a wider catchment area including a few miles out with.</p>
8	<p>Simplified Planning Zones This is part of the Energetica corridor and part of the project is a proposal on a pilot study on simplified planning zones, this is for 2 industrial sites in the South of Peterhead. This got approval at last Infrastructures Services committee. The reason this is happening in Peterhead is they have the industrial areas to do it. Emphasis is getting the industrial sites. Will this transfer out with the energetica corridor? Council has the chance to do it anywhere. But with Fraserburgh the difficult is with the conservation area.</p>

	<p>We need to get new industrial areas in Fraserburgh first then we can consider how pilot in Peterhead is going.</p>
<p>9</p>	<p>Seafood Centre of Excellence Jan Emery confirmed that substantial work had been carried out since spring 2016 to explore a wider operating model which would address business and consumer tourism, greater awareness of the range and quality of species landed at Fraserburgh, in addition to the core functions of training, education, supporting new businesses both practically and other business mentoring; income generation via restaurant and function room; and wider partner/collaborative initiatives to expand NPD and further commercial opportunities both in the UK and abroad.</p> <p>DM and JE would visit some key stakeholders prior to the 3/3 TaskForce meeting to update partners on the enhancements and to ensure they had rather more detail on the synergistic model, since measureable outcomes and the necessity to generate income were essential for long-terms sustainability.</p>
<p>10</p>	<p>Communications Plan The objective of the plan is to ensure that we get information out to the public via the media in a timely manner and to raise awareness of the Partnership, its remit and purpose.</p> <p>While elected members and key Aberdeenshire Council officers typically interact with the media, it is proposed that it would be wise to identify invited members of the Partnership to be a spokesperson on appropriate subjects. The benefit will be to bring the themes and actions closer to residents by hearing information from people they identify within the community.</p> <p>We need to agree that if things are happening in Fraserburgh that we circulate emails to each other to agree on how this should be presented to the comms team. What we are looking for is draft appropriate material to be issued to comms for comment/advice. Then we can amend as necessary and distribute locally and re-issue to Corp Comms for reference only.</p> <p>We are trying to stream line the process. If we have to put everything out for partnership approval for example correcting something on facebook this will slow up the process and delay the reply/amendment.</p> <p>Press statement to be issued via email tomorrow to group and once all agreed they are happy with content then it will be forwarded to Corporate comms.</p>

	<p>Gillian suggested that there is possibly 2 types of communication involved here. The everyday stuff that should be producing around the refurbishment of Saltoun Square for example (that could use the Corporate Comms plan) and perhaps press releases around what the Partnership are doing which may need a different approach. However we would not be looking at the Partnership approving all the day to day stuff as we should be doing this as a matter of course.</p> <p>Defer until next meeting</p>
11	<p>Evaluation Paper- retail Plus etc. The three projects were Retail plus, Super Saturday and Saltoun Square Arcade Mosaics.</p> <p>The aims of these projects was to support locals, generate sales and to contribute to the economic development of the town centre and improve physical environment.</p> <p>The projects were delivered against a difficult trading environment, due to the continued impact of 2011-2008 financial crisis, weak growth in retail sales and local job losses at Youngs.</p> <p>Retail plus – Launched in 2014 to independent businesses in Fraserburgh. Offered consultancy services followed up by enhancement scheme with 75% intervention to max £5k. The initial thought was to attract 12 business in fact 47 business came forward. 46 signed up for the consultation services and grant funding. 5 of 15 business interview stated turnover had gone up and 6 remained the static. 11 business intended to grow their business.</p> <p>Super Saturday has 6 events per annum By creating a market atmosphere which would make the town centre more attractive. Giving a wider range of products and services. Looking to change perception of the town attracting people out with the area.</p> <p>15 business interview 9 agreed that Super Saturday encouraged more visitors, 11 agreed childrens activities encouraged them to come along. 9 said SS created a more positive experience.</p> <p>Saltoun square Mosaics the area around the tunnel which had been in decline for many years and had become a problem area, people felt unsafe.</p> <p>Public art – the project developed with schools and community to get intergeneration support. The artist worked with the local</p>

	<p>schools and groups to come up with a design based on objects and images of Fraserburgh.</p> <p>It was well received by the public, area has improved, new business opened. Housing made significant contribution to the renovation costs by improving the lighting, removing tiles, cleaned the pavements / removed the asbestos roof etc. The project has been well received.</p> <p>Time was an issue, good project – work placement with Foyer it gave the opportunity to work with the artist. Recommendations, important to support these for challenging situation to help support retailers in other areas.</p> <p>The feedback from around the table was that the results of the survey was very good.</p> <p>For Super Saturday it would be good to get the area closed off during the event. This is something that is been looked into.</p> <p>This paper is a key power to talk up the projects and be ambassadors for Fraserburgh. The paper will come to area committee for noting. MJC Now as leaders in the community, we all have a role in terms of people, we have an opportunity to build on this information to talk it up and build on it.</p> <p>The group would look at further interventions for Fraserburgh</p> <p>Street Clean – tender document issued looking to get contractor appointed mid March to start 1st week April.</p>
12	<p>Date and time of next meeting</p> <p>Tuesday 13 June at 1800 at Fraserburgh Community and Sports Centre.</p>