



EUROPEAN FISHERIES FUND: Axis 4

ABERDEENSHIRE LOCAL FISHERIES DEVELOPMENT STRATEGY

9th September 2011

To be completed by Lead Partner:

Lead Partner (Organisation name)	Aberdeenshire Council
Fisheries area	Aberdeenshire Coastal Areas - Moray Firth & North Sea
Partnership name	Aberdeenshire Fisheries Local Action Group

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1. Introduction

Local Fisheries Development Strategy

- 1.1 The European Fisheries Fund (EFF) Axis 4 is an area based programme to support sustainable development to promote economic diversification and to build capacity in fisheries dependent communities across the European Union. It is not available to support any increase in catching effort.
- 1.2. The Marine Scotland Directorate within the Scottish Government has identified Aberdeenshire as one of the key beneficiaries areas under the programme. Aberdeenshire has been allocated a provisional budget of £1.2 million from European resources which will require match funding from the public sector.
- 1.3 The programme for Aberdeenshire will be managed by the Aberdeenshire Fisheries Local Action Group (FLAG), a partnership between the public, private and civic sectors. The FLAG will develop and implement a Local Fisheries Development Strategy (LFDS), including assessing and approving project applications.
- 1.4 In the delivery of the project, the FLAG and lead partners will promote Equal Opportunity and sustainable development in policy and work within the terms set out in the Economic Development Strategy. (See 1.5)
- 1.5 The project will contribute to a number of Aberdeenshire Council Economic Development priorities including encouraging businesses to be more market focused and add value (5.2), work with partners to strengthen the market for Aberdeenshire fisheries (5.3 and 5.6), and help businesses to develop new products or enter new markets (5.7), to help safeguard existing jobs and may lead to new employment opportunities in previously fisheries-dependent communities.
- 1.6 In delivering of the Aberdeenshire Council Economic Development Strategy the aim is to:

“Create the conditions for sustainable economic growth, diversification and regeneration within Aberdeenshire and the wider region by attracting and supporting businesses and industries and developing communities. We will develop a sustainable, enterprising and adaptable economy and promote Aberdeenshire locally, nationally and internationally as a location of choice for employment, tourism, living and leisure.”
- 1.7 A new Regional Tourism Partnership strategy is currently under development for North East Scotland. The strategic objectives of EFF Axis 4 in Aberdeenshire will align strongly with this new strategy.

- 1.8 Objectives specific to the fishing industry in Aberdeenshire have been identified in the Economic Development Strategy:
- Increase the value of fish and shellfish via the processing sector
 - Make Aberdeenshire ports synonymous with top quality seafood
 - Assist the sector in accessing European funding
 - Lobby on issues of importance to the Aberdeenshire industry
- 1.9 Objectives identified in the Economic Development Strategy have been identified in the “*Outcomes to be Achieved*” (Section 7) of the strategy.
- 1.10 A formal “Expression of Interest” in EFF Axis 4 was submitted by Aberdeenshire Council on 16 May 2011. Acceptance was received on 5 July 2011 and the council invited to submit by 9 September 2011 a Local Fisheries Development Strategy and business plan to advance its case for inclusion in the EFF Axis 4 programme for Scotland.

2. Executive Summary

- 2.1 Aberdeenshire is a predominantly rural area in the North East of Scotland, extending some 2,437 m²¹. The local authority area has traditionally been economically dependent on the primary sector (agriculture, fishing and forestry) and related processing industries.
- 2.2 The area identified as the FLAG area extends 1,228 m²², 50% of Aberdeenshire's total area. This area is calculated using intermediate geography datazones, and includes all those falling within the coastline boundary of Aberdeenshire, and those with known association with the fishing industry, where appropriate.
- 2.3 The Aberdeenshire FLAG area adjoins the coastline; this runs in two strips which are separated by Aberdeen City. The first part extends from the most westerly point on the Aberdeenshire coast near Logie Head, around one mile east of Cullen, eastward to Kinnaird Head by Fraserburgh, south east to Peterhead (this subsection extends some five miles inland to match the delineation of the councils north coastal Regeneration Priority Area), then continuing south west from Peterhead to the settlement of Blackdog) again extending some five miles inland).

The second area of the FLAG runs south from the Aberdeen City boundary at Hareness, through Stonehaven, Inverbervie and St Cyrus to the north bank of the River North Esk and again extends approximately five miles inland, and includes the councils east coastal Regeneration Priority Area.

- 2.4 There are 100,471³ inhabitants in settlements on or near the coast in the Aberdeenshire local authority area. This figure has increased by 2,285 or 2.84%⁴ in the last 10 years, an upward trend. Unemployment claimant count stands at 3.03% and the total employment rate at 80%.⁵

Employment in the fisheries sector has followed a downward trend in recent years. Total employment in the catching sector in 2010 stood at 1,439. This follows an overall decreasing trend in the 10 years since

¹ Scottish Neighbourhood Statistics, 2011

² Scottish Neighbourhood Statistics, datazones identified as coastal or near the coast

³ Scottish Index of Multiple Deprivation, 2009 for datazones identified as coastal or near the coast

⁴ General Register of Scotland data based on settlements on or near the coast (Balmedie, Banff, Boddam, Cairnbulg/Inverallochy, Crimond, Cruden Bay, Fraserburgh, Gardenstown, Gourdon, Hatton of Cruden, Inverbervie, Johnshaven, Longside, Macduff, Newburgh, Newtonhill, Peterhead, Portlethen, Portsoy, Rosehearty, Sandhaven, St Combs, St Cyrus, Stonehaven, Whitehills

⁵ Scottish Index of Multiple Deprivation, claimant count data – datazones identified on the coast or near the coast, divided by working age population

1999 in North East Scotland, with a loss of over 1,100⁶ fishermen in employment in Aberdeenshire.

- 2.5 Whilst the population of coastal settlements has witnessed an overall increase of 3% (+2,285) from 2001 to 2011, the majority of this increase has occurred in larger coastal towns within the Travel to Work Area (TTWA) for Aberdeen City, including the settlements of Stonehaven (+871), Portlethen (+722) and Balmedie (+522). This reflects a change in town culture from traditional fishing towns with local employment opportunities to dormitory settlements with a large commuter base. The towns in smaller fishing ports are conversely experiencing population decline, all the more noticeable given the smaller baseline population; Boddam (-17.79%), St Combs (-7.89%) and Cruden Bay (-4.42%)⁷.
- 2.6 Within Aberdeenshire, there are many local community groups and sectoral representative bodies to complement a successful FLAG partnership. Opportunities have been identified by East Grampian Coastal Partnership for development and diversification in areas adjacent to the North Sea to incorporate wildlife tourism and coastal trails by applying a regionally coherent approach while the Moray Firth Partnership promotes integrated marine and coastal zone management.
- 2.7 There is scope to add value to fisheries products in and around key ports. This is particularly important given ongoing restrictions on catching effort. Such restrictions mean that sectoral growth and future prosperity will be derived principally from increasing the economic contribution of the fish processing sector.
- 2.8 A series of community engagement events were held in Aberdeenshire. Events were well attended and centred on workshops and feedback from those in the FLAG areas on the eight measures identified for Axis 4, and which of those were priority for each area.

A “SurveyMonkey” account was set up and publicised online and in paper form for those who could not attend.

A website was developed for the Aberdeenshire European Fisheries Fund. Therein, information on the programme and community engagement events was available. An email address specific to AEF was also enabled.

- 2.9 Main issues were identified for the focus of the strategy. These centred around: improvement of social and community cohesion, improvement of infrastructure, diversification from fisheries activities, improvement of local environment, economic development and regeneration, adding

⁶ Scottish Government Sea Fisheries Statistics, 2010

⁷ General Register of Scotland data based on intermediate geographies

value to fish products, and promoting the cultural heritage of Aberdeenshire's fishing communities.

The strategy will be addressed through an analysis of the socio-economic and environmental issues surrounding the fisheries areas. An economic assessment is detailed in full in the Summarised Description of the Area (Section 3) of this document.

- 2.10 Key issues and specific needs identified in the Strategy were identified through consultation. Making reference to the Axis 4 eligible measures in *Table 9*, residents in FLAG areas present at community engagement events included: rural transport issues, access to training and improving skills, access to services, opportunities for co-operative marketing, the challenge for retaining young people in the area, improving business performance and competitiveness and recognising and enhancing the cultural and natural environment.
- 2.11 The Aberdeenshire European Fisheries Fund (AEFF) has identified several sources of indicative public sector match funding for EFF Axis 4 projects.

As part of the ongoing process, the AEFF will employ a Co-ordinator to help applicant's source potential funding matches and maintain awareness of funding sources through websites such as "Funding Scotland".⁸

- 2.12 The AEFF will ensure the distributions of resources for the project are eligible under Axis 4. A strict demarcation between other Axes will also be maintained.

Projects eligible other Axis' will be referred to the Scottish Government.

The four Axes are as follows:

1. Axis 1 – Adjustment of community fishing fleet
2. Axis 2 – Aquaculture, inland fishing, processing and marketing
3. Axis 3 – Measures of common interest
4. Axis 4 – Sustainable development of fisheries areas

A breakdown of grant monies/ funding within Aberdeenshire under the European Fisheries Fund Axis 1 – 3 already committed in the area is shown in 5.6.7

⁸ Funding Scotland, available at: www.fundingscotland.com

3. Summarised description of the area

FLAG role in the development of Strategy

3.1 Experience of the lead partner is detailed in 2.2 of the *Formal Expression of Interest*. The main partners are bulleted below:

- EU Project Management – Rural Aberdeenshire LEADER
- East of Scotland European Consortium (ESEC)
- North Sea Commission (NSC)
- North Sea Regional Advisory Council (NSRAC)
- North East Scotland Fisheries Development Partnership (NESFDP)
- East Grampian Coastal Partnership (EGCP)
- Moray Firth Partnership (MFP)
- Project Management: ESF and ERDF projects
- Programme Management of Aberdeenshire LEADER LAG
- Delivery of LEADER Programme 2007 – 2010
- Programme Management – PESCA programme in Aberdeenshire, 1994 - 1999

3.2 There are 14 partner organisations in the Fisheries Local Action Group, representing amongst others, the local authority, public agencies, the fishing industry, the seafood processing industry, business associations, academia, voluntary sustainable development organisations, tourism partnerships and community councils. Full details can be found in *Appendix 1*.

3.3 Twenty four areas and the resident populations have been identified and include settlements on or near the coast. These are identified in the target fisheries area and detailed in *Table 1*.

3.4 Target fisheries area and distinguishing features

Table 1 – Identified Settlements and Resident Population

Coastal Settlement	Total Resident Population
	(GrOs MYE)
Boddam	1,230
Banff	3,830
Cairnbulg/Inverallochy	1,350
Crimond	820
Cruden Bay	1,730
Fraserburgh	12,370
Gardenstown	680
Gourdon	740
Hatton of Cruden	800
Inverbervie	2,060
Johnshaven	660
Longside	860
Macduff	3,850
Newburgh	1,320
Newtonhill	3,080
Peterhead	17,450
Portlethen	6,740
Portsoy	1,760
Rosehearty	1,240
Sandhaven and Pitullie	760
St Combs	680
St Cyrus	1,100
Stonehaven	10,760
Whitehills	1,100

3.4.1 The Aberdeenshire FLAG area follows the coastline of the landscape and is separated in part by Aberdeen City. The first part extends from the most westerly point on the Aberdeenshire coast near Logie Head, around one mile east of Cullen, eastward to Kinnaird Head by Fraserburgh, south east to Peterhead, then continuing south west from Peterhead to the settlement of Blackdog.

The south coastline in the FLAG runs south from Hareness, through Stonehaven, Inverbervie and St Cyrus to the north bank of the River North Esk and again extends approximately five miles inland, and includes the councils east coastal Regeneration Priority Area (RPA).

Both strips of coast line extend approximately five miles inland and are in the Aberdeenshire Council Regeneration Priority Area.

3.5 Distinguishing features

3.5.1 *Table 1* identifies the settlements on or around the coastline of Aberdeenshire and those which have or have had a direct link to the fishing industry.

3.5.2 The Aberdeenshire coast ranges wide, from the distinguishing Kinnaird Head, the historical lighthouse which was the first and last operational lighthouse in the country, to the Mouth of the River Esk, encompassing a wide range of landscapes and habitats.

The landscape is varied and encompasses a wide range of cliffs, beaches, sand dunes and harbours.

The coast boasts two national nature reserves, once owned by the RSPB, the other a SWT reserve.

There is great potential for tourism on the coast, linking together the traditional ports of the North East of Scotland with the smaller attractions and with the larger more publicised ones, such as Dunnottar Castle.

3.5.3 Aberdeenshire is unique in landscape, both built and cultural. The area is home to Scotland's only Castle Trail which features a selection of 16 unique castles. Castles are linked to one another by way of road signage and the "trail", with tourists following the unique brown and blue castle trail signposting. This takes the visitor through the heart of Aberdeenshire, incorporating many of the settlements and towns.

At present there is a coastal tourist route which runs through the coast road, from Stonehaven on the North East coast of Aberdeenshire to Dundee. Some of the settlements identified in Aberdeenshire south are visible from this coastal route; this is a sector which can be expanded.

North of Aberdeen, a coast road connects the coastal settlements of Balmedie to the traditional village of Portsoy, again incorporating many of the small settlements within the FLAG area and that could be utilised.

3.5.4 In 2009, over 151,000 tonnes of fish were landed into ports in the North East of Scotland. This represents over half of all landings into Scotland and 38% into the UK. Peterhead remains the largest port in the UK and amongst the largest in Europe, particularly in the landing of white fish and pelagic catches.

Fraserburgh landed over 13,000 tonnes of shellfish in 2009, making it the largest shellfish port in the UK. The fishing industry in North East

Scotland therefore remains a very important sector of the local economy.

3.6 Social, Economic and Environmental Context

Employment in the locality

3.6.1 The total claimant count for Aberdeenshire is 3,447, 2.3% of the total population for the local authority area. With a gender split of 3.1 % male and 1.5% female.

3.6.2 The wider economic activity rate for Aberdeenshire is 80.4% while the overall claimant count is 1.5%

3.6.3 *Table 2* illustrates at datazone level, resident populations and claimant counts as a proportion of the total working age population.

Table 2 – Identified Settlements Claimant Count

Identified Coastal Settlement	Total Resident Population (GrOs MYE)	Unemployment Claimant Count (NOMIS)	Claimant Count rate % of working age pop (NOMIS)
Boddam	1,230	23	2.6
Banff	3,830	78	3.0
Cairnbulg/Inverallochy	1,350	13	1.5
Crimond	820	16	3.3
Cruden Bay	1,730	19	2.1
Fraserburgh	12,370	201	3.3
Gardenstown	680	9	2.2
Gourdon	740	#	#
Hatton of Cruden	800	9	2.2
Inverbervie	2,060	15	1.2
Johnshaven	660	9	1.7
Longside	860	6	1.2
Macduff	3,850	88	3.7
Newburgh	1,320	16	1.6
Newtonhill	3,080	11	0.5
Peterhead	17,450	349	3.5
Portlethen	6,740	48	0.8
Portsoy	1,760	17	1.7
Rosehearty	1,240	23	3.0
Sandhaven and Pitullie	760	29	6.1
St Combs	680	9	1.9
St Cyrus	1,100	14	1.5
Stonehaven	10,760	80	1.2
Whitehills	1,100	12	1.8

- 3.6.4 The Aberdeenshire claimant count rate is 1.5%⁹. 18 of the 24 coastal settlements identified in *Table 2* have resident population claimant counts higher than the Aberdeenshire overall rate.
- 3.6.5 The claimant count for Scotland stands at 3.7%; two coastal settlements in the identified area have higher proportionate rates. Macduff has a claimant count rate of 3.7%, whilst Sandhaven and Pitullie have a rate of 6.1%.
- 3.6.6 The localities of Fraserburgh, Crimond, Banff, Rosehearty and Peterhead all averaged significantly higher than the overall claimant count for Peterhead; in all cases the percentage exceeded 3.0%, double the Aberdeenshire rate of 1.5%.
- 3.6.7 In *Table 3* the numbers of employment vacancies by datazone level have been calculated and a proportionate % of notified vacancies have been calculated against the total number of job seekers for the identified settlements.

Table 3 – Number of vacancies in the area

Identified Coastal Settlement	Total Vacancies	Full Time	Part time	Vacancies as % of Job Seekers
	(Job Centre Plus notified vacancies NOMIS)	(Job Centre Plus, NOMIS)	(Job Centre Plus, NOMIS)	(Job Centre Plus, NOMIS)
Boddam	11	11	#	47%
Banff	45	28	17	57%
Cairnbulg/Inverallochy	#	#	#	#
Crimond	#	#	#	#
Cruden Bay	6	6	1	32%
Fraserburgh	115	65	50	57%
Gardenstown	#	#	#	#
Gourdon	#	#	#	#
Hatton of Cruden	#	#	#	#
Inverbervie	3	3	#	20%
Johnshaven	#	#	#	#
Longside	#	#	#	#
Macduff	1	1	#	1%
Newburgh	2	1	1	6%
Newtonhill	1	1	1	9%
Peterhead	102	59	43	17%
Portlethen	35	23	12	48%
Portsoy	1	#	1	#

⁹ NOMIS, Labour Market Statistics, June 2010

Rosehearty	#	#\	#	#
Sandhaven and Pitullie	#	#	#	#
St Combs	#	#	#	#
St Cyrus	1	1	#	7%
Stonehaven	31	18	13	23%
Whitehills	#	#	#	#

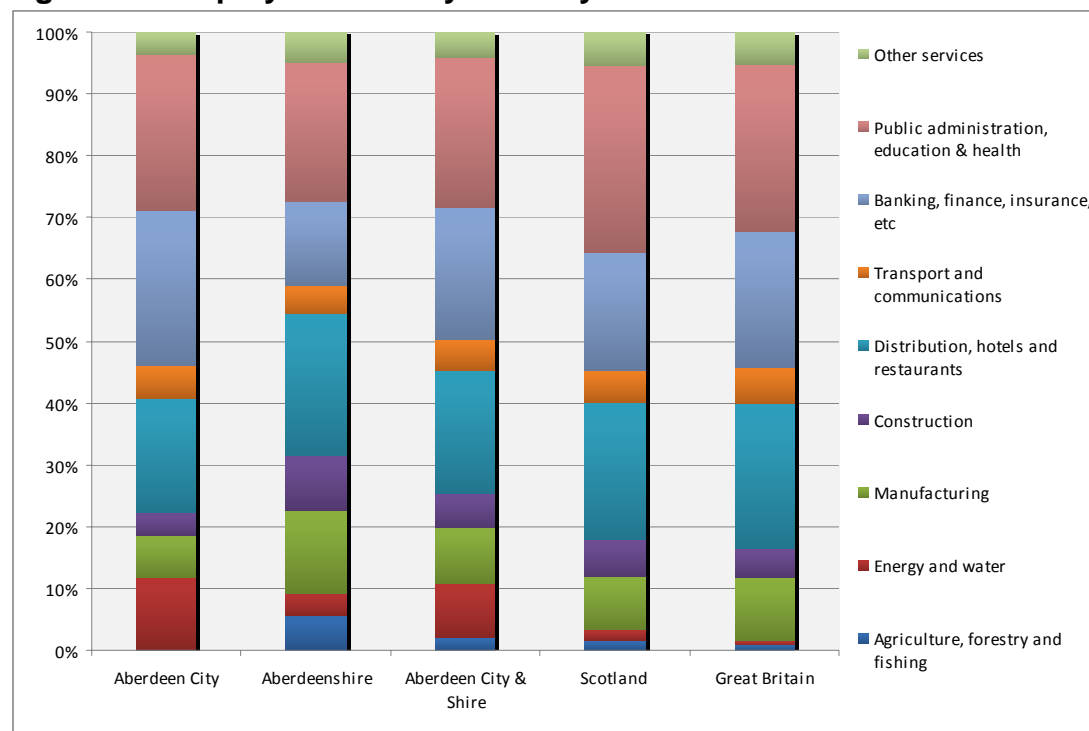
3.6.8 At the time of writing, out of the 24 identified settlements, 11 have no vacancies. *Table 2* identifies disproportionately higher claimant count rates in Sandhaven and Pitullie and Macduff (6.1% and 3.7% respectively). The number of vacancies in both these areas adds weight to *Table 2*'s findings, demonstrating no vacancies in Sandhaven and Pitullie and 1% as a proportionate amount of the total number of Job Seekers in Macduff. Again, this is a disproportionate rate for Macduff with a total resident population of 3,850 (*Table 1*).

3.6.9 Settlements with lower resident populations and out with the peripheral of the larger towns in Aberdeenshire have a lesser percentage of vacancies per Job Seeker, and often there are no jobs within the locality.

3.7 Employment Share by Industry

3.7.1 Whilst data at the identified datazone level is not available by industry sector and gender, *Figure 1* illustrates a breakdown of employment by sector and industry.

Figure 1 – Employee Share by Industry



(Source: Annual Business Enquiry, 2009)

3.7.2 The percentage employed in “Agriculture, Forestry and Fishing” in Aberdeenshire is proportionately higher than the neighbouring authority, Aberdeen City, and also significantly higher than Scotland and the UK.

3.8 Employment in the Fishing Industry

3.8.1 The fishing industry is one of Aberdeenshire primary industries. Restrictions in quota for the demersal species in particular have badly affected the industry locally but Peterhead continues to be the UK’s largest whitefish port, and one of the largest in Europe.

3.8.2 As a result of this, unemployment has been steadily increasing over the last 10 years in the local authority area.

3.8.3 The total numbers of those employed in the catching sector have steadily decreased at the three landing districts for Aberdeenshire:

Aberdeen (includes all recorded landings at Aberdeen, Arbroath, Catterline, Gourdon, Johnshaven, Montrose and Stonehaven);

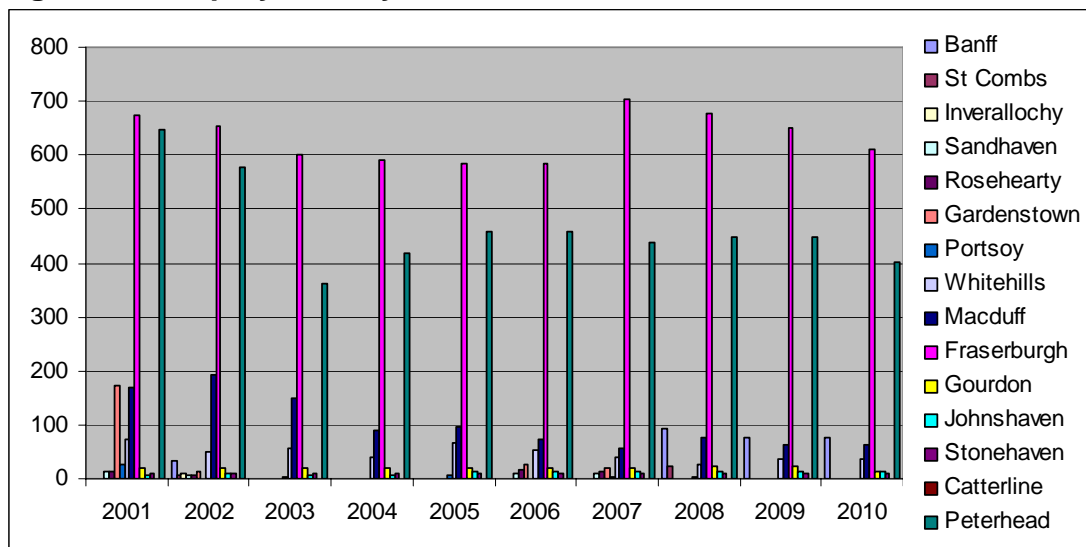
Peterhead (includes Peterhead, Boddam and Port Errol);

Fraserburgh (includes Fraserburgh, Gardenstown, Macduff, Pennan, Portsoy, Rosehearty, Sandhaven and Whitehills);

3.8.4 The individual port level available in *Appendix 2* details the year on year change in employment in the fishing industry for the ports detailed below.

- Catterline
- Stonehaven
- Fraserburgh
- Gardenstown
- Sandhaven
- St Combs
- Johnshaven
- Gourdon
- Macduff
- Rosehearty
- Inverallochy
- Banff
- Portsoy
- Whitehills

Figure 2 – Employment by Creek 2001 – 2010, Aberdeenshire



The line graph in *Figure 2* demonstrates the fluctuation of employment in the fishing industry at port level in Aberdeenshire.

- 3.8.5 The major port of Fraserburgh has remained consistent throughout the 10 year period, suffering only minor declines in employment. Peterhead mirrors this although there has been a drop off in numbers in fisheries related employment in recent years.

The records shows that the numbers of persons employed in other ports have not followed the same pattern, instead having sharp increases and decreases, particularly in the north and in the ports of Whitehills, Gardenstown and Whitehills (albeit from a small base). This is something of concern to the fishing industry and the local economy, with the resident working age population coming from a small base. (*Table 1*)

- 3.8.6 Whilst it is not possible to draw conclusion from specific mitigating factors, the changing nature of traditional ports into settlements that exist more of a dormitory nature opposed to fishing villages can be attributed, along with the cuts in quota, to the steady decline in fisheries related employment in the majority of small ports over the ten year period.

3.9 Skills and Qualifications

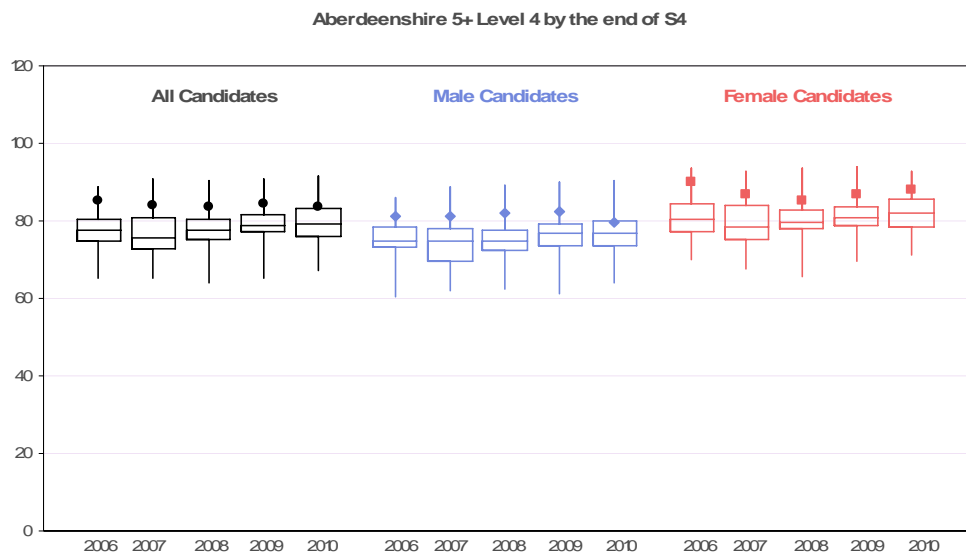
- 3.9.1 Pupil qualification attainment in Aberdeenshire exceeds the Scottish average consistently. This is illustrated in *Table 4*.
- 3.9.2 The breakdown by gender for school qualification attainment is illustrated in *Figure 3*.

Table 4 – School Qualification Attainment

Location	% S4 Roll With 5+ Awards at SCQF Level 4* or Above		
	2007/08	2008/09	2010/11
Aberdeenshire	53	39	52
Scotland	45	35	35
Location	% S4 Roll With 3+ Awards at SCQF Level 6* or Above		
	2007/08	2008/09	2010/11
Aberdeenshire	35	27	26
Scotland	29	23	20

• Level 5, Standard Grade Credit. Level 6, Higher Grade Credit.

Figure 3 – Aberdeenshire Attainment by Gender



3.9.3 Locally, qualification attainment can be derived from varying sources: the “Education, Skills and Training” domain in the 2009 Scottish Index of Multiple Deprivation (SIMD), individual school datasets and from the 2001 Census.

Results from the 2001 Census can be seen in *Table 5*. The results illustrate percentages of households with no qualifications and no residents in Full Time Education (FTE), and also the percentage of persons who have attained Level 4 or above qualifications.

Table 5– Household Qualification percentage

Settlement	% of households with no qualifications and no one in FTE	% for Scotland	% of households with highest qualification of level 4	% for Scotland
Boddam	34	33	12	19
Banff	40	33	17	19
Cairnbulg/Inverallochy	38	33	11	19
Crimond	40	33	8	19
Cruden Bay	25	33	17	19
Fraserburgh	37	33	12	19
Gardenstown	40	33	16	19
Gourdon	42	33	14	19
Hatton of Cruden	35	33	11	19
Inverbervie	33	33	21	19
Johnshaven	38	33	20	19
Longside	38	33	15	19
Macduff	41	33	12	19
Newburgh	16	33	29	19
Newtonhill	15	33	26	19
Peterhead	37	33	10	19
Portlethen	16	33	17	19
Portsoy	43	33	14	19
Rosehearty	40	33	10	19
Sandhaven and Pitullie	50	33	5	19
St Combs	41	33	12	19
St Cyrus	31	33	16	19
Stonehaven	28	33	25	19
Whitehills	41	33	18	19

3.9.4 The areas that have a higher percentage of persons with no qualifications are in the same locality as those where Job Seeker

claimant count is proportionately higher than both the Aberdeenshire and Scottish rates and also where employment in fisheries has declined.

3.9.5 Settlements highlighted in *Table 5* include Macduff and Sandhaven and Pitullie. Percentages of households with no qualifications and no persons in full time education are significantly higher in both settlements than the Scottish averages.

3.9.6 Data from the 2009 SIMD shows there are twelve intermediate datazones in Aberdeenshire which fall into the top 20% most deprived for “Education, Skills and Training” in Scotland.

The “Education, Skills and Training” domain is made up of several indicators; school pupil absences, pupil performance on SQA at stage 4, working age people with no qualifications, 17-21 year olds enrolling into higher education and people aged 16-18 not in full time education.

Table 6 – SIMD Domain: Education Skills and Training, Aberdeenshire

20% Most Deprived Data Zones: Education, Aberdeenshire 2009						
Data Zone	20% Most Deprived Data Zones					
	Corresponding 1999 Ward	SIMD 2006		SIMD 2009		06 - 09
		2006 Score	2006 Rank	2009 Score	2009 Rank	Change in Rank
S01000491	Peterhead Central-Roanheads	1.27	501	1.71	215	- 286
S01000564	Fraserburgh North	1.29	464	1.63	272	- 192
S01000486	Peterhead Central-Roanheads	1.22	561	1.61	283	- 278
S01000567	Buchan North	1.20	598	1.24	688	+ 90
S01000482	Peterhead Central-Roanheads	0.94	1003	1.12	862	- 141
S01000489	Blackhouse, Buchanaven, Clerkhill	0.93	1011	1.12	867	- 144
S01000566	Fraserburgh North	1.11	710	1.05	992	+ 282
S01000563	Fraserburgh East	0.50	1991	1.02	1040	- 951
S01000494	Buchanaven	0.81	1265	1.0	1065	- 200
S01000460	Huntly West	0.43	2158	0.96	1135	- 1023
S01000492	Buchanaven	0.71	1480	0.96	1144	- 336
S01000560	Fraserburgh West	0.66	1604	0.89	1268	- 336

3.9.7 Patterns of deprivation are concentrated in the north of Aberdeenshire and primarily in Banff and Buchan and Buchan. Rows highlighted in purple illustrate the datazones which have been prevalent in previous SIMD indices, including the 2006 index.

3.9.8 There has been relative improvement in rank in six of the areas that featured in the previous indices.

Rows in white are first entries to the domain and demonstrate a relative decline in the “Education, Skills and Training” domain.

3.10. Enterprise the Business Base, Numbers and Sizes

3.10.1 In 2010, there were 13,900 VAT registered businesses in Aberdeenshire. Over one fifth of business were in “Agriculture, Forestry and Fishing”, illustrating the importance of the primary sector in Aberdeenshire. This high proportion reflects the large number of small scale enterprises in the sector.

Table 7 – VAT Based Enterprises in Aberdeenshire

Industry	Aberdeenshire	Aberdeenshire	Scotland
		% of Total	% of Total
Wholesale and Retail	1,385	9.9	4.4
Transport and Communications	770	5.5	5.5
Property and Business Services	1,115	8.0	7.2
Education, Health	870	6.2	6.0
Hotels and Catering	605	4.3	3.9
Production	540	3.8	5.1
Professional, scientific and technical	2,550	18.3	10.8
Agriculture, Forestry and Fishing	3,010	21.6	19.5
Construction	1,445	10.3	7.5
Other Industries	1,610	11.5	25.9
Total	13,900	100.0	100.0

3.11 Infrastructure and access to services

3.11.1 Data relating to access to services has been extracted from the Scottish Index of Multiple Deprivation (SIMD), the Scottish Government’s official tool for identifying small areas of deprivation across Scotland. The SIMD provides a relative ranking of 6,505 small

areas (data zones) across Scotland from the most deprived (ranked 1) to the least deprived (ranked 6,505). There are 301 data zones in Aberdeenshire.

3.11.2 Aberdeenshire has a high number of datazones in the 5% most deprived in Scotland for geographical access to services, which is a reflection of its rurality.

3.11.3 The geographical access domain is made up of the following indicators; drive times to a GP, petrol station, post office, shopping facility, primary and secondary school, public transport times to a GP, post office and shopping facilities

3.11.4 Corresponding wards that relate to the identified settlements in *Table 1* that feature in the top 5% most deprived in Scotland in the SIMD “Access to Services” domain include:

- Buchan North
- South Buchan
- Mearns North

3.11.5 Those that are in the worst 10% most deprived in Scotland in the SIMD “Access to Services” domain include:

- Buchan North East
- Inverbervie, Gourdon, Johnshaven and Mearns South
- Banff West and Boyndie

3.12 Deprivation and disadvantage

3.12.1 Aberdeenshire scored relatively well in the overall index of multiple deprivation with only five data zones on the worst 20% for Scotland, compared to right datazones in the worst 20% in Scotland in the SIMD 2006.

3.12.2 The overall pattern of deprivation has not significantly altered since 2006 in that the same areas of deprivation exist, predominantly in Banff and Buchan and Buchan.

3.12.3 A detailed analysis can be found in *Appendix 3*, this highlights all localities identified in *Table 1* and their position in the Index of Multiple Deprivation.

3.12.4 *Table 8* illustrates datazones which are classified under the 20% most deprived datazones in Aberdeenshire.

3.12.5 Other datazones in the localities identified in Table 1 which do not enter the worst 20% most deprived in Scotland but do feature comparatively higher than others include:

- Sandhaven and Pitullie with a rank of 1614/6505 – **24%** most deprived in Scotland
- Banff West and Boyndie with a rank of 1833/6505 – **28%** most deprived in Scotland

Table 8 – 20% SIMD: most deprived datazones in Aberdeenshire, 2009

20% Most Deprived Data Zones, Aberdeenshire 2009						
Data Zone	20% Most Deprived Data Zones					
	Corresponding 1999 Ward	SIMD 2006		SIMD 2009		06 – 09
		2006 Score	2006 Rank	2009 Score	2009 Rank	Change in Rank
S01000486	Peterhead Central-Roanheads	58.19	286	57.75	304	+ 18
S01000564	Fraserburgh North	59.94	264	51.33	459	+ 215
S01000491	Peterhead Central - Roanheads	41.80	812	41.65	826	+24
S01000489	Blackhouse, Buchanhaven, Clerkhill	43.26	746	40.37	898	+ 152
S01000563	Fraserburgh East	44.33	692	37.84	1037	+ 345

3.12.6 All of the datazones in the top 20% most deprived for Scotland in Aberdeenshire featured in the top 20% in the 2006 indices. In the overall domain, all datazones in *Table 8* note a relative improvement in ranking from 2006 – 2009, illustrated by the increasing in rank, therefore a relative improvement in overall deprivation.

4. Community and stakeholder engagement

- 4.1 A series of community engagement events were held in Aberdeenshire. Fisheries areas were given a presentation on the European Fisheries fund and the eight measures therein. (*Appendix 4*)
- 4.2 Events were held in Stonehaven, Banff, Fraserburgh and Macduff and were well attended. A 45 minute workshop was facilitated by members of the Aberdeenshire European Fisheries Fund working group and ideas for the allocation of funding were shared amongst the groups.
- 4.3 Groups were then asked to prioritise the measures, choosing three of the eight as the most pertinent for their fisheries area. Priorities and ideas are highlighted in the summary of community engagement events in *Appendix 5*. In doing so, it was possible to ascertain the strengths in each fisheries area, the assets, and the needs, and also the opportunities facing the area.
- 4.4 An exploration of the potential mechanisms that could be adopted to revitalise and sustain communities in fisheries areas in Aberdeenshire was undertaken. The strengths, weaknesses and opportunities of each mechanism were identified.

4.5 Strengths, Weaknesses, Opportunities and Threats

4.5.1 Strengths

- Economic activity around main ports is significant and export-orientated,
- There is a rich and vibrant natural coastline which boasts spectacular wildlife and scenery
- Those resident in the fisheries areas are abundant in ideas and enthusiasm to bring forward new ideas for the revitalising, regeneration and long term sustainability of the Aberdeenshire coast
- There are tourism partnerships in the area that are enthusiastic and effective in the promotion of eco tourism, knowledge therein can be used to maximise potential of the natural environment

4.5.2 Weaknesses

- Significant fragmentation and relatively poor history of partnership working and collaboration within commercial fisheries sectors
- Relatively narrow skill sets in workforce serving fisheries areas and overdependence on immigrant labour in commercial sector due to the apparent lack of career prospects for local young people

- Relatively poorly maintained small ports and harbours which limit the potential for tourism and diversification opportunities to be realised
- Several areas on the coast are experiencing high levels of deprivation (see Section 3); they tend to be areas with higher levels of population density.
- The coastal population, along with Scotland as a whole, is predicted to experience population decline¹⁰

4.5.3 Opportunities

- Effective marketing would have multi faceted benefits to the local communities; bringing tourists to the coastal areas would generate revenue and new business, Aberdeenshire coastal communities would be put on the map both trans-regionally and trans-nationally
- Protecting the natural environment, both built and heritage, would ensure the long term sustainability of fisheries areas
- Cultural heritage of fisheries areas is unique to Aberdeenshire and there is a wealth of working harbours and knowledge locally

4.5.4 Threats

- Area highly vulnerable to further restrictions arising from changes to Common Fisheries Policy and unilateral declarations of increased catch quotas for finite fish stocks from other sovereign states
- Competition for land (for development), labour (workforce) and capital (finance for investment) from other sectors
- Availability of public sector match funding for investment
- Downturn in the economic climate and high transport costs having a disproportionately adverse effect on the profitability of local economy given its relative remoteness from the main markets

4.6 Implications for fisheries areas

4.6.1 A number of ideas and issues were explored in depth during the workshops held across the fisheries areas. Implications arising from the current difficulties in the fishing industry and the global economy were discussed.

4.6.2 The economy of the fisheries areas around the principal ports has been adversely affected by EU policy and more recently, by ongoing

¹⁰ Scottish Coastal Socio-Economic Scoping Study available at: <http://www.scotland.gov.uk/Resource/Doc/47007/0029686.pdf>

centralisation of catch quota, whereas many other Aberdeenshire fisheries areas, to varying degrees, have started to tap into the economic potential of a more diversified economy in which tourism, featuring coastal heritage, culture and wildlife plays a significant part. This has led to fisheries areas becoming more attractive places in which to live and work for tourists and locals alike and fostered the creation of new employment opportunities in the service sector. Significant potential for further economic diversification and local retention of added value remains.

- 4.6.3 Protection and enhancement of the built and natural heritage of fisheries areas, and of the natural marine environment and its wildlife is fundamental to securing the long-term economic sustainability of coastal Aberdeenshire.
- 4.6.4 There is broad support for measures to improve the competitiveness of the commercial sector by making more efficient use of resources including energy, labour and process feedstocks.

5. Description of main issues and overall objectives

5.1 The focus of the strategy will be to:

- Improve social and community cohesion;
- Improve infrastructure that allows for diversification from fisheries only related activities;
- Improve tangibly the local environment and access to it;
- Improve the conditions for economic development and regeneration;
- Add value to fish products;
- Promote the cultural heritage of Aberdeenshire's fishing communities

5.2 The strategy will be addressed through an analysis of the socio - economic and environmental factors surrounding the fisheries areas. An economic assessment is detailed in full in the Summarised Description of the Area (Section 3) of this document and includes:

- A profile of the resident population;
- Number of jobs in the area;
- Employment by sector and by gender, full time and part time;
- Skills and qualifications;
- Unemployment;
- Enterprise, the business base, numbers and size;
- Infrastructure and access to services;
- Deprivation and disadvantage

Implications for specific areas will be calculated by at intermediate datazone geography level and will focus on the local fisheries area. This will enable capturing of data at the local level and allow for direct comparisons to be made using a variety of socio-economic indicators.

5.3 It will include an examination of existing conditions and potential achievement possible given Axis 4 funding. Specific areas will be drawn out that link directly to the fisheries sector and challenges and opportunities will be noted therein. The context will be presented to the FLAG for consideration in the refining of the strategy. This is addressed in the summarised description of the area (Section 3).

5.4 Key Strategic Issues

5.4.1 Socio-Economic issues in Aberdeenshire coastal communities include:

- Limited range of job opportunities locally;
- Low population density;
- Travel to Work Areas (TTWA), and commuting outwith FLAG areas;
- Decline in fishing industry (primary sector);

- Lack of infrastructure;
- Dependence on fisheries

5.4.2 In drawing up the strategy a number of key issues were identified:

- Increasing proportions of residents in the Travel to Work Areas for Aberdeen;
- Employment in the fisheries area following a downward trend;
- Significant decline in fisheries related employment;
- Larger coastal towns are increasingly becoming dormitory settlements with a lesser focus on traditional industries;
- Fluctuation in value of fisheries products;
- Skills and expertise of those dependant on fisheries;
- Unemployment in the FLAG area is double that of Aberdeenshire overall

5.4.3 The EFF Axis 4 Strategy gives the reasoning behind the production of the list of actions proposed for the FLAG. Taking the overarching themes of sustainable communities and increase capacity of local fisheries communities led to the selection of the following priorities:

- Economic diversification;
- Versatile Rural Workforce;
- Tourism related infrastructure;
- Sustainable Tourism Development;
- Innovative Value Added Products and Markets;
- Strengthening competitiveness of fisheries areas;
- Inter-regional and transnational co-operation

5.5 Measures through which the strategy is addressed

5.5.1 The measures identified in *Table 10* (overleaf) will form the basis of the Strategy and in particular, the Communications Strategy. Public engagement events and workshops therein will focus on these measures and require community input on importance of each.

5.5.2 Eight measures were identified under the EFF Axis 4 Eligible Measures. These form the base of the strategy and are listed in *Table 10*.

5.5.3 These measures were included as part of a PowerPoint presentation for community engagement events, available through a “Survey Monkey” online survey for completion and the public were be asked to prioritise three of the eight measures for their local area. (Appendix 4 &5)

5.6 Key Issues and specific needs identified in Strategy

5.6.1 Key issues have been identified through the consultation that the FLAG aims to address through Axis 4 as summarised below:

- Rural transport issues
- Access to training and improving skills in the rural workforce
- Access to services
- Opportunity for co-operative marketing
- Improving business performance and competitiveness
- The challenge of retaining young people in the area
- Renewable energy solutions for business and communities
- How to encourage younger people into the maritime and tourism sectors
- Recognising and enhancing the cultural and natural environment
- Improving access to social, recreational and commercial facilities

5.6.2 Statistics demonstrate the earnings ratio in fisheries areas in Aberdeenshire is lower than that of the whole of Aberdeenshire. The unemployment levels are fluctuant and higher in fisheries areas than the local authority total. This may reflect the decline in fisheries and the low Education, Training and Access scores in the Scottish Index of Multiple Deprivation for target fisheries areas.

Table 9 – EFF Axis 4 Eligible Measures

A	Strengthening the competitiveness of fisheries areas
B	Restructuring and redirecting economic activities, in particular by promoting eco-tourism, provided that these activities do not result in an increase in fishing effort
C	Diversifying activities through the promotion of multiple employment for fishers through the creation of additional jobs outwith the fisheries sector
D	Adding value to fisheries products
E	Supporting small fisheries and tourism related infrastructure and services for the benefit of small fisheries communities
F	Protecting the environment in fisheries areas to maintain its attractiveness, regenerating and developing coastal hamlets and villages with fisheries activities and protecting and enhancing the natural and architectural heritage
G	Re-establishing the production potential in the fisheries sector when damaged by natural or industrial disasters
H	Promoting inter-regional and trans-national co-operation among groups in fisheries areas mainly through networking and disseminating best practice

- 5.6.3 Measures identified therein were presented to the FLAG for consideration and along with the key socio-economic data, be reflected throughout the delivery of the Strategy.
- 5.6.4 The Strategy also took on board the issues facing rural Aberdeenshire, and the opportunities, set against the economic context. This stage was made possible by the enthusiastic input at the public consultation meetings.
- 5.6.5 The Aberdeenshire European Fisheries Fund Strategy then looked at the actions that would be needed to mitigate the issues and meet the FLAG Objectives.

Examples of actions are detailed below:

- Strengthen communities – improving facilities and accessibility
- Targeted and flexible local transport networks
- Catering/accommodation of all starts and budgets i.e. to accommodate backpackers
- Support uptake of local products and encourage more value added actions
- Strengthen the supply chain and encourage co-operation, marketing and branding
- Improve and increase innovative, sustainable rural services
- Encourage/stimulate uptake of local solutions for renewable energy supply
- Capitalise on marketing opportunities i.e. Trump International Golf Links Scotland and Energetica Corridor
- Marketing of the area and its assets
- Joint marketing initiatives
- Opportunity for inshore fishing (wind farms)
- Recreational activities and facilities for the young people
- Eco Tourism and vast amount of marine life
- Assisting micro business growth and diversification
- Networking of community and business initiatives over more than one LAG area
- Raise awareness, enhance and improve accessibility to inland and coastal environments i.e. creation of coastal path network
- Promote a co-operative approach through community and business initiatives
- Promote community and business waste reduction and recycling

- 5.6.6 Carrying out actions through networking within Aberdeenshire, trans-regionally or trans-nationally will be complemented by existing projects and work of the various partners and FLAG.

The public sector partners on the FLAG have a long history of working with Community Planning partners and with partners from neighbouring areas. Examples of this co-operation are Upper Deeside Access Trust, East Cairngorms Access Partnership, Building Buchan – New Beginnings, Aberdeen City and Shire Economic Forum, Aberdeenshire Towns Partnership and Grampian Woodlands.

- 5.6.7 Aberdeenshire businesses have benefitted from European Fisheries Fund Grants under Axis 1 – 3 as follows:

EFF Funding Axis	Number of businesses/applicants	Total awarded
Axis 1	145	£5, 581, 411
Axis 2	26	£5, 585, 139
Axis 3	15	£6, 742, 597

Breakdown:

Axis 1 Applications

Fleet Resilience – 15 applications / £3,225 773

Vessel Modernisation – 127 applications / £2, 250, 113

Young Fishermen – 4 applications / £105, 525

Axis 2 Applications

Processing and Marketing – 26 applications / £5, 885, 139

Axis 3 Applications

Measures of Common Interest – 11 applications / £1, 305, 547

Ports and Harbours – 4 applications / £ 5, 437, 050

Axis 4 will deliver complimentary objectives for sustainable development in the FLAG fisheries areas within Aberdeenshire.

6. Specific objectives and proposed measures

6.1 Specific objectives

6.1.1 The specific objectives identified for Aberdeenshire:

“Capacity building and community cohesion will be fundamental to improvement of the economic performance in the FLAG area by 2015. This will result in successful, self sustaining communities that are as attractive to live and work in as they are to tourists.”

6.2 Rationale

6.2.1 The rationale will underpin economic performance in fisheries areas and facilitate diversification and added value and have three core elements:

- Economic – to diversify, sustain and add value;
- Social – enhanced social cohesion in fisheries areas, improvements to coastal environments in towns and villages
- Environment – safeguarding and protecting the natural and marine environment, and improving awareness and value to locals and visitors, improving access to the coastal environment

6.2.2 These measures have been prioritised as a consequence of the public events (*refer to Table 10*).

6.3 Scope of action

6.3.1 A range of actions considered for support will be consistent with the eight measures.

6.3.2 The FLAG decision making process will evolve in response to the project applications and also through the ongoing increasing awareness and capacity of the FLAG to make decisions.

6.4 Complementarity and demarcation

6.4.1 There will be a strict demarcation between Axis 4 and LEADER.

6.4.2 The Axis 4 programme will make every effort to ensure complementarity between the FLAG (its members and staff) and other programmes and help determine the most apt vehicle for projects.

6.5 Target beneficiaries

- 6.5.1 The strategy will be inclusive of all groups for the benefit of the wider community as a whole.
- 6.5.2 By improving coastal communities and the built environment in the FLAG area, locals and tourists will benefit from projects.
- 6.5.3 An inclusive approach was the approach favoured by the members in fisheries areas evidenced at all community engagement events held.

6.6 Integration of environmental sustainability

- 6.6.1 It is important that the built and natural environment is maintained at the highest possible standard and those fisheries communities and economies retain a high quality natural resource and environment
- 6.6.2 Measures that are primarily economic will have a strong environmental component. Irrespective of what measure is addressed, the environment is an integral part of the programme.

6.7 Innovation

- 6.7.1 An innovative approach is to be followed in unlocking potential and maximising the opportunity in the Aberdeenshire fisheries areas.
- 6.7.2 This approach will involve the promotion of mindsets and encourage:
 - Lateral thinking;
 - Product ideas;
 - Marketing ideas;
 - Resourceful approaches;
 - Self sustaining communities

6.8 Resources and weighting

- 6.8.1 The balance of the resources and weighting therein will take a bottom up approach and be based widely on measures selected as priority at the four community engagement events.
- 6.8.2 In preparing the strategy and prioritising deployment of Axis 4 resources, the FLAG will utilise the input gathered from the public engagement events to complement existing knowledge and understanding of local socio-economic issues to deploy Axis 4 resources to best effect (see *Table 10*).

6.8.3 Measures selected are visible in the **Table 11** below.

A	5	Strengthening the competitiveness of fisheries areas
B	9	Restructuring and redirecting economic activities, in particular by promoting eco-tourism, provided that these activities do not result in an increase in fishing effort
C	3	Diversifying activities through the promotion of multiple employment for fishers through the creation of additional jobs outwith the fisheries sector
D	2	Adding value to fisheries products
E	11	Supporting small fisheries and tourism related infrastructure and services for the benefit of small fisheries communities
F	1	Protecting the environment in fisheries areas to maintain its attractiveness, regenerating and developing coastal hamlets and villages with fisheries activities and protecting and enhancing the natural and architectural heritage
G	0	Re-establishing the production potential in the fisheries sector when damaged by natural or industrial disasters
H	4	Promoting inter-regional and trans-national co-operation among groups in fisheries areas, mainly through networking and disseminating best practice

7. Outcomes to be achieved

- 7.1 Axis 4 outcomes for Aberdeenshire have been grouped to correspond to the eight measures in the programme. The outcomes address issues highlighted in the Summarised Description of the Area (Section 3) of the Strategy and also are fundamental to the focus of the Strategy.
- 7.2 Strengthening the competitiveness of fisheries areas (**measure a**);
- Early adoption and investment in training, new technology, equipment and premises to improve energy and production efficiency
 - Higher levels of business collaboration and vertical integration
 - Enhanced market share at home and abroad for local fisheries businesses
 - Wider range of locally landed product being served/sold in shops throughout Aberdeenshire
- 7.3 Restructuring and redirecting economic activities, in particular by promoting eco-tourism, provided that these activities do not result in an increase in fishing effort (**measure b**);
- More broadly-based economy, utilising and adding value to more of locally landed seafood and in doing so, improving the areas catering standards
 - Improved profile of Aberdeenshire coastal eco-tourism sector through integrated coastal wildlife tourism trails developed in association with coastal partnerships
 - More businesses serving the eco-tourism sector, both land-based and offshore and resulting in more people employed in the sector
 - Promotion of the cultural heritage of fishing related communities to advance tourism potential and stimulate the local economy
- 7.4 Diversifying activities through the promotion of multiple employment for fishers through the creation of additional jobs out with the fisheries sector (**measure c**);
- Lowered levels of unemployment
 - Enhanced training provision and business support to facilitate diversification including new business start up and expansion/development of existing diversified enterprises
 - Good uptake of training opportunities resulting in better skilled local workforce
 - Recognition of value of diversification in communities previously resistant to non-traditional industries
 - Extended provision for leisure and recreation facilities
 - Willingness to explore/develop aquaculture potential

- 7.5 Adding value to fisheries products **(measure d)**;
- Steady increase in processing sector's Gross Value Added (GVA) and profitability
 - Increased staff retention and better long-term career prospects
 - Higher levels of innovation and new local product promotion.
 - Capture of higher added-value by marketing more product when prices are better (i.e. outwith peak availability)
 - Better utilisation of seafood by-products (e.g. by marketing traditional food such as "crappit heid", finding uses for fish skins)
- 7.6 Supporting small fisheries and tourism related infrastructure and services for the benefit of small fisheries communities **(measure e)**;
- Small harbours improved and enhanced
 - More self-reliant and economically self-sustaining small communities with better awareness of locally landed product
 - Higher enterprise/skills levels to help capitalise on niche business opportunities
 - Better community facilities including improvements to infrastructure
- 7.7 Protecting the environment in fisheries areas to maintain its attractiveness, regenerating and developing coastal hamlets and villages with fisheries activities, and protecting and enhancing the natural and architectural heritage **(measure f)**;
- Enhanced coastal and marine environment
 - Better and more sensitively developed tourism and recreation activities and facilities
 - Closer working relations between coastal communities and Scottish National Heritage (SNH), Marine Scotland, Coastal Partnerships and marine conservation bodies
 - Conservation and enhancement of natural and built assets in fishing related communities
- 7.8 Re-establishing the production potential in the fisheries sector when damaged by natural or industrial disasters **(measure g)**;
- Maintaining resilience of coastal assets and dependent sectors
 - Actions to support remedial measures to support the fisheries sector
- 7.9 Promoting inter-regional and trans-national co-operation among groups in fisheries areas, mainly through networking and disseminating best practice **(measure h)**;
- Enhanced national and international links
 - Promoting the cultural heritage of the area and working with communities in other FLAG areas

7.10. Outputs

7.10.1 The expected outputs and results will include:

1. Community participation and support for Axis 4 Projects;
2. Development and improvement of facilities and resources for leisure, recreation and visitor facilities on land and sea;
3. Improved competitiveness of local fish products;
4. Development of environmental projects to improve the local environment and heritage. Projects to improve access and paths, provision of interpretation, and adaption and mitigation for climate change;
5. Provision of infrastructure, training, facilities and support to local communities to allow for economic development and regeneration of local employment opportunities
6. Greater sense of pride and understanding of culture and it's potential for development in local coastal communities;
7. Retention of local people (particularly young people) living and working in coastal communities

8. Co-operation

- 8.1 Discussion groups at the Axis 4 community engagement events expressed a clear willingness to consider inter-regional and trans-regional co-operation.
- 8.2.1 The FLAG met and discussed different forms of co-operation and the significant benefits this would bring for the Aberdeenshire coastal communities. As iterated in Section 4, the FLAG has significant experience to bring this forward in the strategy.
- 8.2.2 A database is being compiled of all participants who attended community engagement events, who expressed an interest in the Aberdeenshire European Fisheries Fund website and email address and through the "SurveyMonkey" account. Interested parties will be advised of progress as the FLAG develops and will this facilitate ongoing input from local groups throughout the implementation of the programme.
- 8.2.3 It is intended the programme will be linked to community planning partnerships throughout the FLAG area. This was discussed at the community engagement events.
- 8.2.4 Participants at the community engagement events expressed an interest and intent to learn from experiences elsewhere. The Aberdeenshire European Fisheries Fund remains behind other European member states on Axis 4. It is intended experiences be shared and benefits of approved projects will be shared.
- 8.2.5 There will be co-operation between the FLAG and the LEADER LAG. The LEADER LAG in Aberdeenshire has successfully approved projects for some four harbours and it is intended that both groups will co-operate to ensure best practice although demarcation between the two will remain.
- 8.2.6 The FLAG will work to develop trans-national Axis 4 links -in particular in the early stages by learning from programmes which are already being implemented.

9. Communication

9.1 Communications and Publicity Strategy

- 9.1.1 There has been ongoing promotion activity by Aberdeenshire Council Corporate Communications Department prior to, and during, public engagement events.
- 9.1.2 Aberdeenshire European Fisheries Fund workshops were held in four towns across Aberdeenshire; In Stonehaven in the south, and Banff, Fraserburgh and Peterhead in the north.
- 9.1.3 The main elements of this plan will be the launch of a dedicated website, promotional material, a series of events and a public relations programme. Through the Aberdeenshire European Fisheries Fund consultation, promotion of the fund has already started and press reports with background information appearing in the Press and Journal, local papers, BBC Radio, independent radio stations and in trade press.
- 9.1.4 A website will be developed for the Aberdeenshire European Fisheries Fund. On the website, which will be linked to partners' websites, the fisheries area communities will be able to find out details of European Fisheries Funding, Axis 4 and be able to access summary and full application forms. Links to the FARNET website and exemplar project case studies therein be promoted on the website.
- 9.1.5 Awards of funding will be publicised through the website as will minutes of the Fisheries Local Action Group Partnership (FLAG) meeting minutes.
- 9.1.6 There will be an on-going marketing plan drawn up by the Co-ordinator. The ongoing marketing strategy will include events, continuous updating of the website, newsletters, promotional leaflets and a public relations timetable. There will be a small leaflet aimed mainly at outlining the fund programme and inviting people to go to the website. There will be examples of successful European Fisheries funded projects available through the website and this will also give a summary of the criteria.
- 9.1.7 In all awards the support of EU must be explicitly acknowledged. Guidance will be followed on the logos to use to indicate support received from European Fisheries funds. There will be a protocol for publicity of capital projects including what signage should be erected during construction/renovation and completion stages.
- 9.1.8 VisitScotland is the FLAG partner with the most tourism/marketing experience, so that body will have specific responsibility in this discipline.

9.2 Planned Activities for the FLAG

- 9.2.1 There is considerable enthusiasm to work on inter-regional projects, whilst also expressions of interest in trans-national collaborations.
- 9.2.2 The activity to promote the FLAG Programme is described under the “Communications and Publicity Strategy” in 9.1.
- 9.3.3 In order to ensure the FLAG maximises its effectiveness in deploying Axis 4 resources on behalf of fisheries areas in Aberdeenshire, training and awareness events and presentations will be arranged for FLAG members and staff in association with Marine Scotland and DG MARE. Once the FLAG is established links will be set up with the Community Planning Partnership as Aberdeenshire Community Planning Principles are strongly aligned with the AEFF Axis 4 Strategy.

There will be two training events for the FLAG; one in Inverness on 19th October, and one in Edinburgh on 27th October 2011.

- 9.3.4 It is intended that some members of the Aberdeen European Fisheries Fund working group attend the FARNET conference in November 2011.