



From mountain to sea

# Fraserburgh

Developing Excellence in Our North Coast Communities  
Report 2016/17



## Foreword

Over the last year, regeneration activity in Fraserburgh has gathered pace with lots of visible improvements beginning to take shape, which will all contribute to making the town a better place to live, work, do business, learn, visit, shop and socialise. Working in partnership with other organisations, Aberdeenshire Council has been delivering and supporting a series of projects, many of which are covered in this report.

In March 2017 we launched 'Fraserburgh 2021' – a five year project which will transform the built environment in the town centre. With nearly £6m in funding from the Council, the Scottish Government, Historic Environment Scotland and the Heritage Lottery Fund, we will deliver substantial improvements to key buildings in the conservation area, including the Council Chambers and former Police Station in Saltoun Square. We are also providing grant assistance to property owners to improve and upgrade their premises as well as to deliver enhancements to the public realm in the town centre. We are working with businesses, NESCOL, schools and other partners to ensure that the community is involved in shaping these improvements.

This year has also seen huge progress on delivering other key projects such as the exciting sports development at South Links, which will start to open towards the end of 2017. Aberdeenshire Council has worked closely with the South Links Development Trust to attract funding to the project, which will add to the already impressive sports and leisure provision in Fraserburgh.

I am delighted that Aberdeenshire Council has committed to a wide ranging programme of improvements and investments in the town and has backed this with a budget of £1.23m between 2016 and 2021. This money will be used to attract other funding – both from other Council budgets, but also from external funders to make it go further and deliver more benefits for businesses and residents in Fraserburgh.

Regeneration takes time, effort, vision, leadership and money and can only be successfully delivered with strong community backing and involvement. The Council cannot deliver this ambitious programme alone. We rely on existing and new partnerships with local organisations and people to see things get done, and we continue to be very appreciative of everyone's support and efforts. We would encourage everyone in Fraserburgh – from community groups to property owners – to do their bit to improve our town.

Your Councillors and Council Officers are working very hard and closely together to achieve our shared ambitions and make a positive and long-lasting difference in Fraserburgh and I hope you enjoy reading about, and feel inspired by, all of the projects that have happened over the last year and plans for the future. It is an honour for us to help drive this work forward to benefit residents, businesses and visitors. Above all, I hope you'll take the opportunity to get involved and feedback your thoughts to us.



*Cllr Peter Argyle  
Chair Infrastructure Services Committee*



*Cllr Brian Topping  
Chair Fraserburgh Regeneration Development  
Partnership*

## IN FOCUS: Vision and Action Plan

### Fraserburgh Regeneration and Development Partnership

The Fraserburgh Regeneration Partnership Vision and Action Plan 2016-2021 is an ambitious programme of activity to help us to achieve a shared vision.

#### 2021 Vision

Fraserburgh is vibrant and open for business, a town which looks outward whilst also caring for its community. Deserving of a reputation for excellence as one of the UK's finest maritime towns, with a distinctive public realm of the highest quality, retaining a memory of place whilst creating new places to draw on the legacy of earlier generations. A town which places inclusion and enterprise at the heart of everything it does, developing an innovative and creative culture that empowers people.

#### Action Themes

##### The Economy:

Helping enterprising individuals with innovation and creativity to grow indigenous businesses so as to build a more diverse and resilient business base and a higher wage economy in Fraserburgh. This includes attracting investment and helping businesses look wider and deeper for opportunities.

##### The Environment:

Making Fraserburgh an inspiring and engaging place to local people and visitors alike by securing the regeneration and re-use of key sites and buildings and delivering the infrastructure and capability to facilitate business and community success.

##### People, Communities, Health and Wellbeing:

Health and well-being are fundamental to Fraserburgh's economic growth. Community momentum and cohesion will be improved with individuals confident to work together and inspired to celebrate their heritage, their sense of place and make improvements to their career opportunities.





## Highlights of the Year

### Fraserburgh Super Saturdays : Developing Excellence in our Town Centre



Super Saturdays is now in its 5th year of operation, following an initial pilot in 2013, and continues to go from strength to strength, attracting more people into the town than ever before and increasing the number and range of stalls and activities for everyone to enjoy!

With funding from Aberdeenshire Council, many hours of volunteer effort and overall co-

ordination by the Fraserburgh Development Trust, six Super Saturday events were held in 2016 and by the end of 2017 there will have been another six events, held between May and December.



Super Saturdays are designed to showcase the local business offer in Fraserburgh and encourage residents and visitors to use the town centre more regularly for their shopping, entertainment and leisure activities. Local businesses tell us that they see many more people on event days and also an increase on other days as a result of the initiative. Typically each event will have over 40 stalls promoting local food and drink, crafts and services, as well as entertainment and activities for all the family. Events are themed with a different focus each time.

On 9th December, in conjunction with the late night Christmas activities, Super Saturday will take on the theme of 'Frozen Fraserburgh' with a free ice rink in the town centre. Inspired by the community buzz generated by Super Saturdays, the team has partnered with the Fraserburgh Rotary Club and local businesses to raise the funds to bring this event to the town, ensuring it is free for all to use. The partners are keen to hear from other organisations who may be able to support the event. Don't forget to come along and share in the festive spirit!

Your town centre needs you!

### Fraserburgh Mini Public : Developing Excellence in Community Engagement



Community leadership in improving Fraserburgh is a key priority for everyone to ensure that future activity is fit for purpose. During May 2017, Aberdeenshire Council's Community Learning and Development service led the "Fraserburgh Mini Public" exercise which was a three day process of dialogue and deliberation to enable a representative panel of local people to discuss their views on the level of community activity and groups in the north of the town and the suitability of current facilities like the JIC to meet those needs. This approach was the first of its kind in Aberdeenshire and proved very successful.

Over the three days, participants discussed past, present and planned regeneration initiatives in Fraserburgh, the kind of community people wanted to live and work in, and the possible options and costs for improving or replacing the JIC along with the experiences, needs and aspirations of current users such as Link Up and Aberdeen Foyer, who provide invaluable services to the community from the Centre.

Those attending were given a unique opportunity to speak to people they would not normally speak to and so get a better understanding of wider community needs. The local residents came up with a vision of how they wanted the town to be and identified a place where ...

Fraserburgh has a well informed and integrated community, with lots of groups and activities which bring people together and create a positive buzz and pride in the community;

Community Spaces are safe, family friendly and welcoming to all;

The community is aware of the range of existing groups and services – and feels able to develop new initiatives itself.

On the final day the panel considered all of the information they had generated and worked on the pros and cons of the development options for the JIC. The preferred option was to progress with a new build on the same site with the existing building remaining operational during the build. The next best option was to build on another site in close proximity followed by a final option of a major refurbishment of the current building. Most importantly the group felt that a committee should be formed of current user groups and the local community to shape the process and ensure thorough engagement throughout. The recommendations will be presented to the Fraserburgh Regeneration Partnership.

One of the positive outcomes of this process was that it involved local people who had never been involved in consultations before. The process was presented back to around 100 people at the Fraserburgh 'Your Voice Your Choice' session in June 2017 and the audience almost unanimously agreed that the process would lead to stronger outcomes.

*"The thing that influenced me most was learning what things benefit other people in the community and how we can improve things for everyone."*



## Fraserburgh 2021 : Developing Excellence in Conservation

Fraserburgh 2021 will invest around £5.8 million into Fraserburgh Town Centre Conservation Area. The funding will be used to restore historic buildings in the town centre as well as provide training, outreach & community projects.

The flagship project which will link the Town House and neighbouring derelict former Police Station began in May 2017. The restored buildings will offer Council office and public-use space, a facility for start-up businesses and the retained Council Chambers. The project will be completed in 2018 and will be complimented by a scheme of public realm improvements around the Kirk Brae area.

Aberdeenshire Council hope to acquire ownership of the former John Trail bookshop in 2017. This building has been derelict since a fire in 2009. The building may be offered to developers, with initial options appraisals indicating that it could make excellent hotel accommodation.

Nine other 'priority projects' have been identified and discussions are ongoing with the owners around the funding of restoration works. Talks have proved positive and some projects will begin in 2018.

The Small Grants Scheme has proved hugely successful since its launch in March 2017, being closed to new applications in June 2017 due to oversubscription. The scheme will fund repairs to at least ten buildings.

The associated Community and Training Programme will begin in September 2017 with engagement schemes running through Fraserburgh Academy and the local primary schools. NESCOL will be hosting upskilling courses for local contractors which will equip them with the skills to work on traditionally constructed buildings. Along with these training programmes, Fraserburgh 2021 will be offering taster events and training for local people and working on projects such as tour guide training and an interactive app which will tie in with a planned heritage walk to bring the rich history of Fraserburgh to life.



## 1 Saltoun Square Redevelopment : Developing Excellence in Service Delivery

Encouraging people to use the town centre means providing a vibrant and safe environment, quality business and access to services which you can be proud of and meets your needs. One of the flagship projects in the centre is the redevelopment and refurbishment of the old Council Chambers and former Police Station buildings – to create a multi-purpose community facility where people can gather, access Council services, rent space and even gain help in starting a new business!

The Council have been successful in securing nearly £1.5m from various sources, including the Scottish Government, Heritage Lottery Fund and Historic Environment Scotland. Added to Council budgets, this has meant that work has started on site on an exciting £2.6m project, which will be complete during 2018.

Whilst the design has been a local talking point, project Architects, Moxon were short-listed for the 2016 'World Architecture News' (WAN) International Future Project award for Civic buildings.

The buildings, when finished, will offer a new Council Service Point, event space and meeting rooms and a new state of the art Enterprise Hub offering support and facilities for people who want help in starting a new business or growing an existing one. Fraserburgh is full of enterprising and innovative people and this facility will give you the chance to explore entrepreneurship on your doorstep.



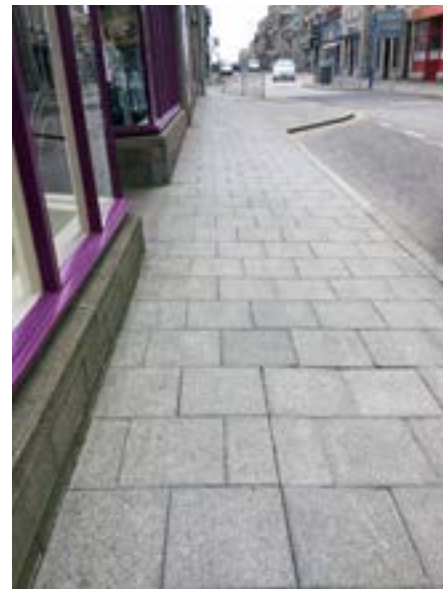
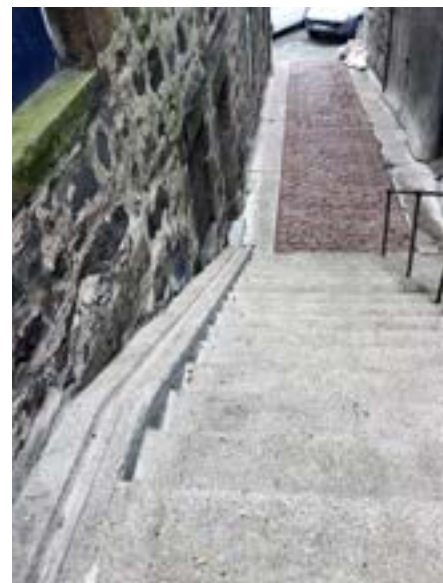


### The 'Deep Clean' : Developing Excellence in Environmental Improvements

At the end of April 2017, Aberdeenshire Council commissioned a local firm, Gutterz, to undertake a thorough deep clean of pavements throughout the town centre to make the area more attractive to retailers, shoppers and visitors. Lasting two weeks, the programme of works included High Street, Saltoun Square, Broad Street, Mid Street, Cross Street and the lanes, cobbles and steps behind and between Broad Street and Shore Street. The works also included a cleanse of the walls of the Saltoun Square Arcade.

All chewing gum, graffiti and stains were removed from the pavements using high pressure jets and a flat surface cleaner. Disruption was kept to a minimum and no doorways were unavailable for more than a few minutes.

This programme was designed to increase local pride in, and attract more visitors to, the town centre by having a cleaner and more pleasant environment. Many people have remarked on how pleased they were with the results and a number of property owners have been so inspired by the work that they have undertaken other improvements to their properties.



Before cleaning

After cleaning

### Affordable Eco Housing : Developing Excellence in Quality Housing

#### HERITAGE WAY, FRASERBURGH

In November 2017 Aberdeenshire Council completed this flagship development at Barrasgate, Fraserburgh as part of their New Build programme. The development replaced a former derelict brownfield site and further assisted with the regeneration of the northern part of Fraserburgh. The scheme consists of a mix of 30 zinc clad houses and flats which range from 1 bed flats to 4 bed houses. Four of the houses were also specifically designed and built to meet the needs of four specific households who required accommodation to assist with their physical disabilities.

Following a successful bid to Scottish Government Greener Homes Innovation Scheme, the properties were designed and built to be low carbon and highly energy efficient to help address fuel poverty and reduce the cost to tenants.

The energy use and tenant energy consumption of 6 of the properties will be monitored for a period of twelve months by Robert Gordon University, who were also involved in the design of the scheme. The outcome of the monitoring will help inform the future of Aberdeenshire Council's New Build Specification and housing programmes.



Grampian Housing Association and Aberdeenshire Council are working in partnership to redevelop Barbour's Garage and former Council Offices at Mid Street provide social rented housing in Fraserburgh. This is part of our ongoing commitment to meet housing need and help bring people back in to town centres in order to stimulate economies and bring a vibrancy back to the North East.

The scheme consists of 35 units, 26 x 2 bedroom properties and 9 x 1 bedrooms. Development of the garage site brings substantial environmental benefit through the removal of fuel tanks and decontamination of the area as well as improving the aesthetic of the area.

As part of the development of this area Grampian Housing and Aberdeenshire Council are working collaboratively to rehouse a charity from sub-standard to custom designed accommodation.



## South Links : Developing Excellence in Sports Facilities



You will have noticed the flurry of activity on the site of the newest sports facility in Fraserburgh! The South Links Development Trust have worked tirelessly over the last couple of years to develop the project and raise the £1.2m needed to make it a reality. The new facility will include a 6 lane synthetic running track with provision for throwing and jumping, a high quality grass football pitch and a 666m long and 3 m wide 'all abilities' tarmac cycling track.

One of the overarching aims of the Trust is to promote the facility and sport in general as a way to overcome social inequalities in Fraserburgh, as well as to improve health and wellbeing and community participation, regardless of ability.

The Trust has registered itself as a new Scottish Charitable Incorporated Organisation (SCIO) with membership from across a number of clubs and groups in Fraserburgh. Alongside monies raised locally, funding for the construction of the site has come from Aberdeenshire Council, the Scottish Government Regeneration Capital Grant Fund, Sports Scotland, the Robertson Trust and the European LEADER programme.

The majority of the work on the site is due to be completed by late 2017.



Images courtesy of Broch Photo House and Stuart Kenneth Burnett

## Active Fraserburgh : Developing Excellence in Health and Wellbeing



Fraserburgh is fast becoming known for its impressive and growing range of indoor and outdoor sports and recreation facilities, with the South Links development shortly to add to the overall offering. To help showcase what is available and encourage people to live more active lifestyles, 'Active Fraserburgh Week' has become a feature of the town's events diary over recent years since starting in 2015!

2017 was the third year of events and activities across multiple sports and venues in the town. Growing year on year, with more people and more activities than ever – over 700 participants enjoyed a choice of over 120 different sessions at 17 different venues, ranging from surfing to wheelchair accessible cycling, from karate to outdoor bowls. For 2017, there was a focus on activities that the whole family could enjoy together, such as a Family Fun Run and Family Yoga.

Working together with NHS health services, including Occupational Therapy and Physiotherapy, as well as GP surgeries, ensured that people were aware of low impact activities which may help their recoveries and were suited to their health abilities.



With some funding from Aberdeenshire Council and many hundreds of hours of volunteer time from club leaders, coaches and helpers, and despite the changeable weather, 2017 was bigger and better than ever before! We also piloted a new online booking system which was very popular and made it easier for people to receive reminders about their events.



## Your Voice, Your Choice : Developing Excellence in Community Participation



On the 17th June 2017, the 'Big Community Vote' event took place at Fraserburgh Academy. With a total budget of £100,000 available - made up of £50,000 from the Aberdeenshire Health and Social Care Partnership and £50,000 from the Aberdeenshire Council Regeneration Budget, "Your Voice, Your Choice" invited local community groups to apply for up to £10,000 to help fund projects that contribute to the Fraserburgh Regeneration Partnership Action Plan

aims – particularly those that seek to build community participation and pride in the town (see page 3). Over 150 people attended on the day to hear short presentations from 35 groups who wanted to highlight their project and explain why they thought it should be funded.

Using a process known as 'Participatory Budgeting' (PB) those present were able to cast votes for their preferred projects, thus putting the funding decisions firmly in the hands of the local community, who decide which projects to support. As well as the votes at the event, a further 1770 votes were made on-line, resulting in 23 projects receiving some funding. Groups who were not successful will be supported to identify other potential funding opportunities to progress their initiatives.

The process started in March, when applications were invited and everyone over the age of 12 and living within the town boundary was eligible to cast their votes in person or online. People attending the event were asked about their thoughts on the process and a very high proportion felt that it had given them the chance to influence local decision making and that it was a good way to allocate funds. Many also said that they had enjoyed finding out about groups and projects active in their communities.

The successful projects, which included Link-Up, the Broch Drama Group, Royal British Legion Pipe Band, Community First Responders and Fraserburgh Secret Garden – each receiving anything from £500 to £10,000, will deliver a range of activities, but their true value is in empowering people to come together in helping to establish a vibrant and active range of small voluntary groups, willing to undertake activities to improve their town. Without such empowered and active communities, true regeneration will be impossible to deliver or sustain.

For further updates about all of these projects as they progress please like and follow our Facebook page at: [www.facebook.com/yourvoiceyourchoicefraserburgh](https://www.facebook.com/yourvoiceyourchoicefraserburgh)



## Town Centre First Principle



Aberdeenshire Council recognises that town centres have an important role to play in the sustainable development of local economies. It is a key priority for the Council to revitalise the four northern towns through the Regeneration Strategy, and to continue to support all other towns throughout the shire. Town Centres are a vital point of delivery for council services and they are the heart of our communities, forming a key focus for civic pride. They act as a hub for various activities, offering spaces to meet and interact, with access to a range of facilities and services. They are a base for many small businesses and jobs and offer a variety of visitor attractions.

When invited by the Scottish Government to sign up to the Town Centre First Principle in 2015, Aberdeenshire Council decided that they would lead the way, to take the principle above and beyond the Town Centre First Planning Policy, allowing open and transparent decision making, and taking into account the short, medium and longer term impacts that decisions can have on town centres and the communities they serve. The Town Centre First Principle was approved as a policy in December 2016 and plans are underway to roll out the policy through all decision making in all services at Aberdeenshire Council.

Ross Martin, Economic Agitator remarked that: "Aberdeenshire Council is to be congratulated on its recognition that its economy is based on its network of towns which also create the context of its social fabric and host the places where much of its cultural glue sticks. By adopting Scotland's first all embracing TCF policy framework, the council has shown the lead to communities, developers and others interested in the vibrancy and vitality of its beautiful, productive part of the country - from the mountains to the sea."



Developer Obligations Exemption in Fraserburgh

A significant issue requiring to be addressed in Fraserburgh is the number of vacant, derelict and disused buildings and sites within the town centre. These buildings often have a detrimental impact on the appearance and amenity of the surrounding area, discouraging inward investment, affecting neighbouring property values, having a negative impact on regeneration and in some cases posing a health and safety risk to members of the public.

As part of continuing work to address these problems and improve the physical realm, the Council has now introduced an exemption for developers from having to pay ‘developer obligations’ on new projects, particularly on sites within the town centre. Such exemptions will incentivise a progressive approach to regeneration, provide direct financial benefits for developers and have a positive impact on the attractiveness and viability of these areas for development. It would also result in a less bureaucratic system, reducing “red tape.



A Property Investment Fund has also been launched across the Four Towns to encourage investment in town centre properties and to bring empty buildings back into productive use. The fund offers to fill the financial gap in projects to redevelop properties and will specifically cover the difference between the development cost and final value of the property. The structure of this fund is split into two phases. Phase One Grant applications of up to £10,000 will be considered for feasibility studies to assess the viability of the project, while in Phase Two, grants of up to £100,000 will be available for physical construction and/or renovation work. Applications are open to individuals, community groups or businesses who own or wish to invest in property to bring new, sustainable uses to the towns of Banff, Macduff, Fraserburgh and Peterhead. £400,000 has been allocated to this fund and a number of enquiries are being progressed across the Four Towns.

The combination of policy and financial support will build the confidence of investors in the town centre, to bring forward excellent projects to change the townscape and prospects for the town.

FOCUS on FINANCE : where the money comes from and how it is being spent

Delivering the types of projects covered in this report takes time and in most cases money, though not everything has to cost a lot – time and effort is a precious contribution! For the bigger schemes, funding is vital and Aberdeenshire Council has committed £1.23m in regeneration funds for Fraserburgh for the period 2016-2021. Council funding needs to work hard and it is important that this money is used to attract other forms of investment from other public or private sources.

For example, £150k of regeneration funds from the Council towards the South Links project helped enable a development of a total value of £1.2m. Likewise, around £120k of regeneration funding contributed to the Saltoun Square redevelopment scheme costing a total of £2.6m. Generally speaking, we would expect every £1 of Council investment to lever in at least another £2-3 or more of other funds. This way the budget goes further.

Some big projects have been supported over the last couple of years in Fraserburgh.

This is an overview of how some of this money has been spent on initiatives featured in this report:

Budget overview

Project / Initiative	Council Regeneration Funds	Total Project Value
Super Saturdays *	£18,009	£36,509
Active Fraserburgh	£8,100	£8,100
South Links	£150,000	£1,187,809
Your Voice, Your Choice	£50,000	£100,000
Deep Clean	£28,070	£28,070
1 Saltoun Square*	£120,000	£2,572,122
Seafood Centre of excellence feasibility	£15,000	£15,000
Project evaluation	£15,840	£15,840
Total	£405,019	£3,963,450

\* Committed from previous regeneration strategy

The full action plan for Fraserburgh can be view at [www.aberdeenshire.gov.uk/regeneration](http://www.aberdeenshire.gov.uk/regeneration)





## Key Contacts

### **Gillian Bain**

Regeneration Officer

[gillian.bain@aberdeenshire.gov.uk](mailto:gillian.bain@aberdeenshire.gov.uk)

01467 537897

### **Alastair Rhind**

Strategic Regeneration Executive

[alastair.rhind@aberdeenshire.gov.uk](mailto:alastair.rhind@aberdeenshire.gov.uk)

01467 530694

### **Fraserburgh Local Ward Councillors**

**Councillor Charles Buchan** [cllr.c.buchan@aberdeenshire.gov.uk](mailto:cllr.c.buchan@aberdeenshire.gov.uk)

**Councillor Andy Kille** [cllr.a.kille@aberdeenshire.gov.uk](mailto:cllr.a.kille@aberdeenshire.gov.uk)

**Councillor Doreen Mair** [cllr.d.mair@aberdeenshire.gov.uk](mailto:cllr.d.mair@aberdeenshire.gov.uk)

**Councillor Brian Topping** [cllr.b.topping@aberdeenshire.gov.uk](mailto:cllr.b.topping@aberdeenshire.gov.uk)

