



From mountain to sea

# Aberdeenshire Town Centre Toolkit

A handy guide for anyone developing projects in your town centre, including case studies, good practice and learning, and hints and tips to make your project the best it can be.

January 2021





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Thursday	10:00	17:00
Friday	10:00	17:00
Saturday	10:00	17:00
Sunday	12:00	17:00

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Visit [www.aberdeenshire.gov.uk](http://www.aberdeenshire.gov.uk)

## 1. Introduction

It is important that we share our experiences and help other towns understand and overcome the challenges that can often be faced in developing good projects to support our communities and places. More importantly, we want to highlight the exceptional community work that has been and continues to be delivered throughout Aberdeenshire.

This document has been produced to showcase the achievements of communities from all over the Shire, and will hopefully inspire communities to be ambitious, set targets and seek the relevant support and resources to make their plans come to fruition. Links, tools and tips have been added to each section as a resource to support future projects.

Often, when funding becomes available, it comes with short deadlines and it takes time to agree the vision, establish community support and to develop projects. This toolkit highlights a selection of Aberdeenshire's community projects and gives the relevant tips and links to the support available. We hope it will provide information, ideas, and examples of how communities and organisations can collaborate to make town centres vibrant, creative, and accessible thriving places.

All projects are different, varying in their complexity and scale. However, what they all have in common is the requirement for resources, energy and commitment. Some of the featured projects require volunteers, some have been successful with significant external finance whilst others have not required funding, some employ or commission a project manager, others highlight the importance of awards, marketing and social media to raise the profile of their town. All of the case studies are ambitious in their own way, helping our town centre communities to thrive, and they all have experiences to share, from small town centre initiatives to new community buildings.

The Town Centre Toolkit has been produced by Aberdeenshire Council and its partners to highlight information relating to the town centre support available, and to showcase town centre case studies which have been developed by members of the public, businesses, community councils, voluntary organisations and the public sector.

These case studies have been laid out into key sections:

Town Centre Vision

Community Events

Business Support

Town Centre Initiatives

Community Development

Awards

Use the links and contact details where provided to allow you to seek further information. If you would like to discuss any of these or seek advice on a project you would like to develop, please contact [econdev@aberdeenshire.gov.uk](mailto:econdev@aberdeenshire.gov.uk) in the first instance.



## 2. Strategic Context

It is important to recognise and understand the strategic importance of town centres in Aberdeenshire and Scotland. Town centres are the beating hearts of our towns from an economic, community and regeneration perspective. Town centres are actively supported by both Scottish and UK Governments and more locally via Aberdeenshire Council. By reading the following overviews of the Scottish Government Town Centre Action Plan, Aberdeenshire Council Town Centre First Principle and the Place Principle, you will be better informed when you consider what projects could best fit your town centre.

### 2.1 Scottish Government Town Centre Action Plan

A review into town centres was conducted by an External Advisory Group, led by leading Scottish architect Malcolm Fraser in 2013. [Community and enterprise in Scotland's town centres.pdf](#)

The Scottish Government responded with a [Town Centre Action Plan: Scottish Government response](#) and have since published the following update reports:

[Town Centre Action Plan: year one progress report](#)

[Town Centre Action Plan: year two progress report](#)

The Scottish Government Town Centre Action plan covers 6 key themes: Town Centre Living, Vibrant Local Economies, Enterprising Communities, Accessible Public Services, Digital Towns and Pro-active Planning. The plan is overarched by the Town Centre First Principle, which Aberdeenshire Council have adopted in 2016 and is embedded into section 2.1. The Action Plan themes are broken down further into actions which are being delivered by a range of town centre partner agencies.

The main town centre agency, which is delivering against many of the actions is the [Scotland's Towns Partnership \(STP\)](#). Funded by Scottish Government, it represents and promotes the diversity of Scottish towns and places, and supports those organisations and groups that have an interest in or ownership of them.

Their role is to act as a hub for relevant news & resources, knowledge and good practice; to support learning and community through events; to influence and share policies that impact towns; and to raise the profile of Scottish towns.

To support towns a set of tools have been made available:

The [Town Centre Toolkit](#) provides guidance on designing and planning town centres to be attractive, accessible and active, focusing on urban design, quality, sustainability and use of town assets.

[Understanding Scottish Places](#) (USP) is a tool which shows how every town in Scotland with a population of 1,000 or more is interacting with its surrounding settlements and performing against a range of indicators and inter/dependency relationships.

[USP Your Town Audit](#) provides the standard benchmark for measuring the health of a Scottish town

## 2.2 Aberdeenshire Council Town Centre First Principle

# Town Centre First

Making key towns stronger



Town Centres are a key element of the economic, social and environmental fabric of Scotland’s towns; often at the core of community and economic life, offering spaces in which to live, meet and interact, do business, and access facilities and services. We must take collective responsibility to help town centres thrive sustainably, reinvent their function, and meet the needs of residents, businesses, and visitors for the 21st century.

Aberdeenshire Council adopted the ‘Town Centre First Principle’ in 2015, embedding it through all decision-making processes. We acknowledge that negative impacts can occur throughout decisions that are made due to budgets, statutory and health and safety implications, however, the adopted principle ensures that relevant mitigating actions are put in place where possible and that all impacts are noted.

Further information on the town Centre First Principle <https://www.aberdeenshire.gov.uk/business/support-and-advice/communities/regeneration-in-aberdeenshire/>  
Town Centre First Principle Policy: <https://www.aberdeenshire.gov.uk/media/20821/town-centre-first-policy.pdf>

## 2.3 Place Principle

The Scottish Government and Convention of Scottish Local Authorities (COSLA) have agreed to adopt the Place Principle <https://www.gov.scot/publications/place-principle-introduction/> to help overcome organisational and sectoral boundaries, to encourage better collaboration and community involvement, and improve the impact of combined energy, resources and investment.

The principle was developed by partners in the public and private sectors, the third sector and communities, to help them develop a clear vision for their place.

It promotes a shared understanding of place, and the need to take a more collaborative approach to a place’s services and assets to achieve better outcomes for people and communities. The principle encourages and enables local flexibility to respond to issues and circumstances in different places.



**London 577**

**Aberdeen 35**

**Lendrum 5**

## 3. CASE STUDIES, TIPS AND TOOLS

### 3.1 Town Centre Visions

A clear vision is important for every town centre, whether that is a community led plan, a business association action plan or an ambitious masterplan. Understanding what the community are looking for what is needed assists in planning the actions for delivery. We have learnt in Aberdeenshire over the last few years that when funds become available at short notice, the towns that are successful in receiving those funds are the ones with a vision or a plan that have consulted with their community and have costed projects ready to go. The information below highlights the support available to communities for creating a town centre vision, which could require funding to create an ambitious action plan or could quite simply be the use of the place standard tool, with a community survey to deliver a town centre action plan.

#### **Place Standard, how good is our town.**

The [Place Standard tool](#) was launched in December 2015, by Architecture and Design Scotland to support the delivery of high-quality places in Scotland. The tool provides a simple structure for conversation on issues and outcomes linking physical and social aspects of placemaking.

The Place Standard tool allows communities to think about the physical elements of a place (for example its buildings, spaces, and transport links) as well as the social aspects (for example whether people feel they have a say in decision making).

The tool provides prompts for discussions, allowing you to consider all the elements of a place in a methodical way. The tool pinpoints the assets of a place as well as areas where a place could improve.

<https://www.placestandard.scot/>

#### **Towns Centre Design Charrette**

A charrette is an intensive planning session where residents, designers and others collaborate on a vision for development. It provides a forum for ideas and offers the unique advantage of giving immediate feedback to the designers. More importantly, it allows everyone who participates to be a mutual author of the plan.

Scottish Government have supported this in the past and further information or future funding will be available here <https://www.gov.scot/policies/planning-architecture/community-planning-process/>

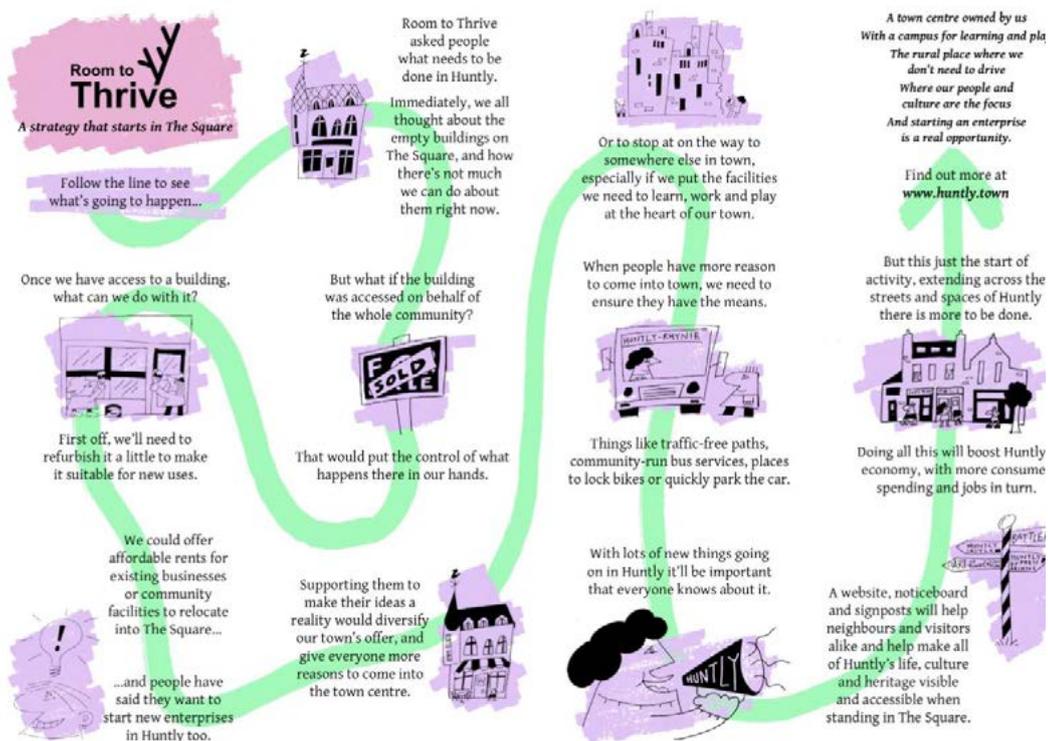
### 3.1.1 Huntly 2030 Strategy



The community of Huntly came together in 2016 as a Town Team, to work collaboratively to improve the town centre. Two out of town supermarkets, along with online shopping and a change in consumer behaviour, have had a drastic effect on the town centre. With 22 vacant listed properties, all in a state of disrepair, the barriers and challenges the town faced, could not be done by one group alone.

An application was approved from the South Aberdeenshire Local Action Group, financed by the Scottish Government and the European Community LEADER 2014-2020 programme. This allowed for Ice Cream Architect to be commissioned to work with the Town Team to produce a strategy for the town and to build capacity for its delivery. The strategy was developed by people and organisations from across the community and sets out key development priorities between now and the year 2030.

Since the strategy was developed, three town centre properties have been purchased by two of the groups within the team, and there are aspirations for further community ownership within the town centre. The strategy has helped considerably with funding applications and the community buy-in while developing the strategy has ensured the town has taken the community with them. For more information: <http://www.huntly.town/strategy/>



### 3.1.2 Ellon New Charrette

A successful application for £10,000 from the Scottish Government’s ‘Making Places’ 2018-2019 fund, along with match funding of £5,000 each from Aberdeenshire Council’s Economic Development service and the Formartine Area Committee Fund, enabled a Community Led Design Charrette to take place in Ellon.

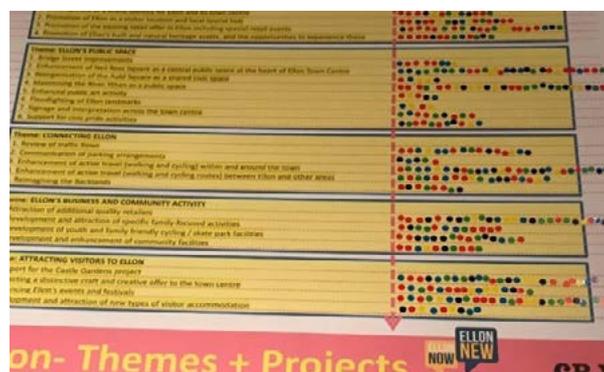
IBP Strategy & Research were commissioned by the Ellon Community Council to carry out the extensive public consultation. A steering group was formed with a mix of town centre stakeholders to take the project forward.

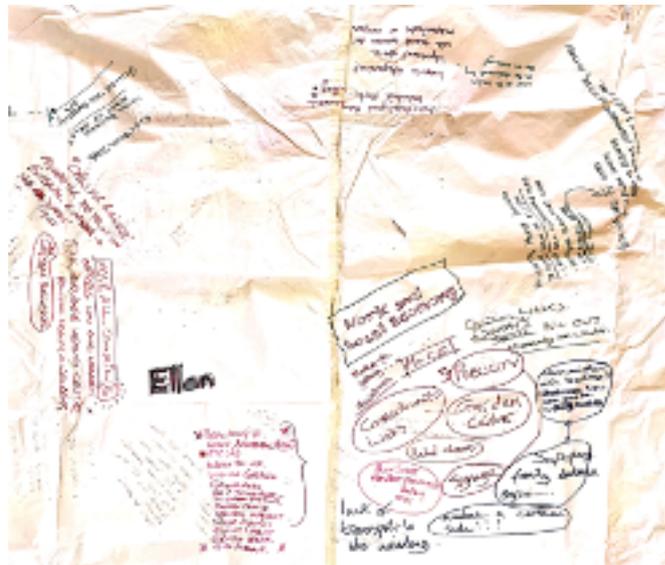
A mix of consultations took place including an online survey – from which over 150 responses were received, sessions with community groups and engagement with the primary schools. These established a number of themes to be built upon by the consultants, who then visited the World Café day and the Farmers Market, both of which were very well attended, to sense check the initial outcomes. Sessions also took place at the Community Campus and the Meadows, where the views of the public and young people were incorporated into the consultation process. In addition to this, the businesses in and around Ellon town centre were all contacted and given the opportunity to contribute.

The outcomes of the plan are currently being looked at for delivery and actions will come under the four themes:

- Allotments
- Fairy Trail
- Overnight Parking
- Signage

<https://www.ouraberdeenshire.org.uk/your-area/formartine/community-planning-in-action/ellon-now-ellon-new/>





### 3.1.3 Choose Peterhead

'Choose Peterhead' was an initiative led by Modo, Circus with Purpose, and a town centre steering group to create a vision and action plan for Peterhead Town Centre. It considered the need for re-establishing the town centre as a destination for social and leisure activities and recognised the importance of creating a hub of community activity in the town.

Applications were successful to the Scottish Government Design Charrette and Activating Ideas Fund for £20,000 and to the Peterhead Regeneration Action Plan for £15,000 to deliver the community led consultation.

Pigeon Perfect Architects were commissioned to deliver the Charrette, where over 4,000 people were engaged in the process and more than 800 people took part in the design week itself. The aim of the charrette was to:

- Generate a spatial vision for the town centre integrated with a community action plan;
- Help build community capacity within the town centre;
- Provide an opportunity for the local community to set the future agenda for Peterhead Town Centre;
- Establish a commitment from the local community, businesses and stakeholders to delivering the changes required to achieve the vision set;
- Focus on Drummers Corner to enhance the space to ensure it is used going forward;
- To create a Master plan for the Charrette area.



### 3.1.4 Portlethen – How good is Portlethen?

Portlethen & District Community Council and Aberdeenshire Council, with the support of Architecture & Design Scotland, conducted a series of community engagements named 'How Good is Portlethen'. The aim was to produce a clear & concise action plan for the community, service providers and developers to take Portlethen forward and to reflect the needs and aspirations of the people who live there.

At the first event in August 2017 there were around 100 members of the community taking part in a Place Standard exercise ran by Architecture and Design Scotland. There was also an online survey for those who could not attend. The data collated from the first event indicated that issues around public transport and social interaction were most commonly seen as areas of concern to the community. Albeit moving around, streets and spaces and play and recreation were also very much part of discussions.

Further consultations with members of the community were held to ratify the findings and the key themes outlined for taking forward as actions were:

- Facilities, Amenities & Social Interaction
- Housing
- Open Spaces & Paths
- Public Transport
- Streets & Spaces

The themes above were detailed into the Portlethen Community Action Plan which provides a focus for actions for the community, community groups and service providers.

A successful application for £20,000 from Aberdeenshire Council's Kincardine and Mearns Area Committee has allowed actions from the plan to be addressed through a Participatory Budgeting exercise. The local community were given the opportunity to decide for themselves which projects should be delivered in their area by voting for their preferred projects at the Portlethen Gala. The engagement session was also the catalyst for a business group to be set up in The Green and who were successful in applying to the Scottish Government Town Centre Fund and were awarded £35,000 which has seen the upgrade to the 'Green area' of Portlethen, which has addressed safety concerns and improved the area for the community to use.



### 3.1.5 Oldmeldrum Place Standard engaging with the community

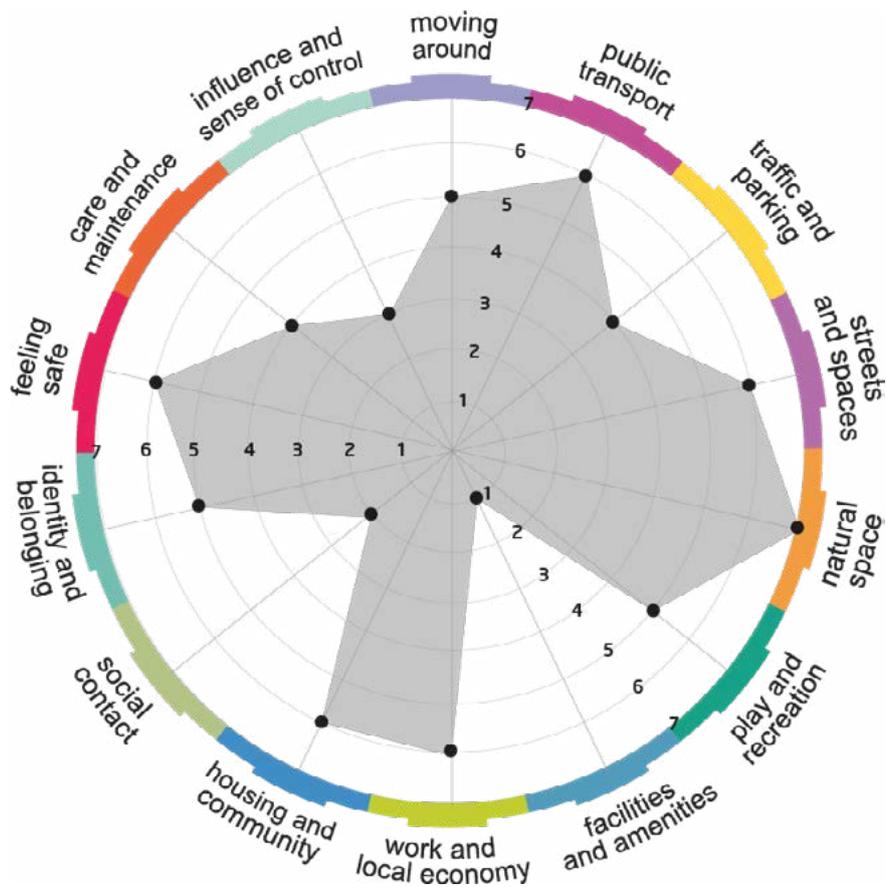
With the increase in population over the last decade, Meldrum, Bourtie and Daviot Community Council thought it was time to go to their communities and ask how people felt about the places they live and to look at how priorities have changed to plan for the current and future needs of these communities.

The 'Future Vision Group', a sub-group of the Community Council, began their engagement in 2017 by launching and undertaking a series of consultations and engagement supported by key partners and stakeholders. To develop their understanding of the communities' priorities, the Place Standard jointly developed by Architecture & Design Scotland, NHS Scotland and the Scottish Government was used to build the picture of each community allowing them a say in what is important to them and what people like about living in the area.

The online survey questions covered a wide range of topics such as moving around, traffic & parking, public transport, facilities and amenities, housing and community, influence and sense of control, and social interaction. The consultation was launched through local media, posters with a barcode to scan and link to the survey which was displayed in and around the town centre and even produced a video and broadcast on Facebook inviting local people to get involved and say what their priorities were.

The group then hosted a series of community events to enable people to learn of the results. Events were held in Oldmeldrum town centre and in the Daviot settlement with 120 people attending the sessions to see the results, feedback their views and talk with the community councillors on items of interest. The majority who attended the open event had not responded to the survey and had the chance to see the results and vote on their priorities using a traffic light system.

Between those who responded to the survey and others participating in the events - the group estimate that they had managed to engage with around 20% of the local population.



<https://www.ouraberdeenshire.org.uk/wp-content/uploads/2020/03/OldmeldrumCAP-e-copy.pdf>

### 3.1.7 PACT



The Peterhead Area Community Trust (PACT) was formed in March 2018 as a registered charity and SCIO with an ambitious plan to develop community sport and recreation facilities in Peterhead for all. The main objective was to provide opportunities to the community using sport as a vehicle to improve community cohesion and inspire people to think differently about themselves, improving their health and building confidence to achieve their goals.

The main aims of the group are:

- To engage with the community to better understand their needs to enable the provision or improvement of recreational and sporting facilities.
- To provide or improve opportunities that enables increased participation in physical and leisure activities to create a positive improvement to community health and inclusion.
- To support the delivery of community engagement programmes - (healthy lifestyle, community cohesion, re-employment opportunities, adult education, reduction in crime and disorder, social isolation and poverty).
- To provide support to Peterhead based organisations to enable them to develop through common administration, sourcing funding and engagement with stakeholders.
- To manage community facilities, land and associated assets for the benefit of the community of Peterhead that support the objectives and values of the Trust.



PACT's first major project was completed in November 2019 and saw the redevelopment and extension to the Barclay Park Pavilion in Peterhead. A 25 year lease on the land was secured from the Feuars Managers. Significant consultation with the wider community as well as the sports community fed into the development of the plans, and as a result, this project was identified as a key starter project to provide improved sports and community facilities at Barclay Park Pavilion.

Due to PACT's development work and business plan, funding has been secured for Victoria Park to deliver a Children's play area, Picnic Area, Mini Golf, Sensory Garden and outdoor gym with monies from the Scottish Government Town Centre 2020 Fund.



Following public consultation in 2019 about three design concepts for Victoria Park, PACT unveiled the confirmed plan final design in July 2020. The concept features a free-to-use public park and gardens with a children's park, outdoor exercise yard, informal cycle lanes and BMX 'pump' track and a floodlit, multi-use games area available for hire. PACT is now working through the planning process and is developing relationships with stakeholders willing to help fund and assist with delivery of this exciting project.

## NEXT STEPS

- Vision • Mapping • Visuals • Images • Sketches

### Strategy

A Town Centre Plan can showcase short, medium and long term plans.

### Actions

Key actions with timeframes and identified ownership will assist with funding



## 3.2. Community Events

Community events are an important element of creating and sustaining thriving and vibrant town centres in Aberdeenshire. Events can become synonymous with a town and be the primary reason for locals and visitors to come to a town.

Events are a distinctive part of the character and identity of our towns and whether it is a brand new event or an annual event that is a part of the town's calendar, events can have an immeasurable impact socially and economically for many years.

### **Event Support**

Whether you are organising a craft fair, a sports event or a music festival, it is important to ensure your event is fun, safe and legal. We can help you achieve this and make the process of [organising an event](#) easier.

From checking which licence you need, to whether you need a roads closure order, the guidance on this page will give you and your team a framework for planning your event in a structured way.

By inviting the public to your event, you have legal responsibilities to ensure that it does not cause danger or serious harm. With a little careful planning and by seeking advice, you can minimise these risks.

### **EventScotland funding**

[EventScotland](#) provides advice on funding opportunities and access to resources and information.

If you have any queries or questions about your event or other funding opportunities, please email [information@eventscotland.org](mailto:information@eventscotland.org).

Below are a selection of case studies giving examples of a variety of events throughout Aberdeenshire.

### 3.2.1 Super Saturday



Shopping trends in Fraserburgh had changed considerably, with Saturday typically becoming one of the quietest trading days for most retailers as shoppers turn to leisure and recreational activities at the weekend, with many heading into Aberdeen. In response, monthly 'Super Saturdays' were developed to celebrate and promote the town centre with themed events that featured a variety of product stalls alongside free entertainment and leisure opportunities such as live music and cooking demonstrations. 'Super Saturdays' was a community-run initiative, developed and managed by Fraserburgh Development Trust with support from local businesses and funding from Aberdeenshire Council.

The footfall on Saturdays increased substantially as a result of the popular events, and the shops, cafes and restaurants have benefited from increased custom. Before Super Saturdays started in 2014 there were 34 empty units in the town centre. In 2019, this had decreased to 22.

On the back of this greater demand, new town centre businesses have emerged, including a delicatessen that sells healthy and locally sourced produce. Employment opportunities have risen accordingly. 'Super Saturdays' have also provided an effective communications channel for local groups, with the result of greater participation in art classes, sports clubs and other community activities as well as reducing antisocial behaviour.



### 3.2.2 Frozen Fraserburgh

In December 2017, the 'Super Saturday' event took on the theme of 'Frozen Fraserburgh' with a free ice rink in the town centre. This was very popular, so to ensure this continued each year a sub Committee "Festive Frozen Fraserburgh" was created, led by the Rotary Club and which includes businesses, Fraserburgh Lifeboat, Fraserburgh Development Trust, The North East Scotland College and Police Scotland Youth Volunteers.

Starting as a one-day Saturday event, the latest Frozen Fraserburgh in 2019 took place over three days to encourage additional footfall into the town centre. To support the programme, a series of fundraising events are held during the year including a summer "Big Broch BBQ"; a sponsored beach walk and family picnic"; an autumn "Tartan Ceilidh" and winter "Broch's Got Talent". This was matched by funding from a number of sources, including the Lottery Awards for All scheme and local sponsorship. The aim is to get the whole community working together to ensure that Fraserburgh has the best Festive Frozen Fraserburgh event every year.

In 2019, it is estimated that around 5,000 people attended over three days, travelling from as far as Elgin and Stonehaven. The event takes place in various locations in and around the town centre and harbour.

*"We wanted to organise a family event that leaves visitors and locals feeling positive about the town and where they will want to return to do their shopping or meet for lunch or to attend more community events."*



### 3.2.3 Active Fraserburgh

Active Fraserburgh started in 2015 and ran for four years, initially to encourage people to get more active and improve their lifestyle. A range of taster sessions were offered to introduce the residents of Fraserburgh to the range of activities on offer from local clubs and societies.

Each year saw an increase of activities available, with the third year offering more than 100 sessions in venues across the town including the Fraserburgh Community and Sports Centre, James Ramsay Park and the JIC. Firm favourites such as surfing, skateboarding and a family fun run, which took place on the beach, were well supported along with new activities such as cricket fun & kickboxing.

Each year also had a firm focus on health & well-being. NHS Health point was available throughout the week to advise on lifestyle choices and Grampian Cardiac Rehab Group offered a session specifically aimed at individuals recovering from or at risk of significant cardiac events. A yoga session aimed at people with Parkinson's disease raised awareness of this activity, which currently takes place every month in Fraserburgh and how it can benefit people living with Parkinson's and their carers.



The finale in 2018 brought something different: 'The Highland Fames'. This mini pop-up opera featuring Sir Chris Hoy, Hanna Miley (played by actors!) and the famous Scottish Kelpies encouraged audiences to keep active through dancing and singing!

Active Fraserburgh costed between £8,000 -£10,000 per year to put on. However the true value was in the many hundreds of volunteer hours contributed from across the community to make it a success. Many of the clubs have since benefitted from increased membership and interest.

### 3.2.4 Scottish Week





In the early 1960s, the General Council of Scotland made enquiries with town and city councils throughout Scotland as to whether the idea of holding a gala to boost trade, tourism and community involvement could be feasible.

The first ten Scottish Weeks, took place in the summer of 1962 including Arbroath, Dunfermline, Portsoy, Stranraer and Peterhead.

Initially all 10 “Scottish Weeks” went smoothly and perhaps with various degrees of success, however the Edinburgh-based Scottish Week Limited board noted that one town in particular had exceeded all expectations. The board spoke of Peterhead, a fishing town in the North East of Scotland that “had produced the most ambitious programme of all the Scottish Weeks”. From 1986, only one Scottish Weekend remained – Peterhead Scottish Week.

The first Peterhead Scottish Week featured events such as a motorcycle scramble, a tug-o-war competition and a shopper’s treasure hunt. Then there were those events that would become established over time to become Scottish Week trademarks – Buchan Queen Contest, a Sandcastle Competition, a Carnival Parade and a Trade Fair.

Peterhead Scottish Week has grown year on year and is a wonderful mix of events from motorcycle scrambles, tug-o-war competition and shopper’s treasure hunts to gymkhanas, parachute jumps and stunning aerial displays by the RAF Red Arrows.

Scottish week is organised by a dedicated volunteer committee with specific roles and responsibilities for programming and managing the individual events that make up the week.

Peterhead Scottish Week is funded by monies raised during the event, advertising sales in the official programme and sponsorship income. The following years event is funded by the income from the previous year. The event raises funds for local charities and good causes.

Peterhead Scottish Week continues to be one of the top galas in Scotland; a benchmark for others to follow. The official programme, now entirely in full colour, is sold out within days of being released and is seen by over 12,000 in the district. The crowds are bigger at events despite opposition from the weather. The original purpose of the committee back in 1962 was to encourage locals, businesses and tourists to make it three weeks to be in Peterhead – the same purpose is the desire of the committee today.

In 2020, due to the Coronavirus outbreak, the event was held virtually online. The committee are now looking ahead to 2021 and organising an event, bigger and better than anything seen before.

<http://www.peterheadscottishweek.org/>

### 3.2.5 Turriff May Day

Turriff is one of the towns within Aberdeenshire that welcomes over 4,000 visitors to the town centre to enjoy their annual event.

The town centre is transformed to mark a day that has been recognised by people the world over since 1886, also known as “Labour Day” in recognition of the beginning of the 8-hour working day.

Organised by the Turriff Business Association, they celebrate with the usual mix of bouncy castles, fun fair rides and side shows for the younger ones and the award winning Turriff & District Pipe Band, Silver Band, vintage car display and food & drink stalls. The local Fire Brigade with the Deveron FM Radio Road-Show provide commentary and music all day with their outside broadcast.

It is a guaranteed “fun-filled day” of pure enjoyment, and gives the opportunity for everyone to visit the shops and restaurants who offer “May Day special offers” which are not to be missed.

It has gone on from strength to strength over past years under the guidance of Turriff Business Association, and is very much a community event for the town.

Although not a money-making event for the Business Association, entrance is free, but fees are charged to stallholders to cover the cost of insurance for the day.



### 3.2.6 Huntly Hairst

The Hairst is a unique annual harvest festival taking place in Huntly. This family event, established in 2007, celebrates the food and traditions of Aberdeenshire. It has something for everyone, from an extended Farmers Market with over 50 stalls showcasing the best of local produce to cookery demonstrations and competitions, including The World Stovies Championship. Huntly's Room to Run event also takes place on the same day.

Huntly Hairst is an annual celebration of the food and artisan produce of the North East. The event on the first Saturday in September is a major part of the local events calendar.

The Festival is organised by a group of volunteers who give their time to promote the produce and producers of Aberdeenshire and provide an enjoyable event for local residents and visitors. There is also a part time Event Organiser who works throughout the year to ensure all the administration and planning takes place.

The event is supported through different channels, Huntly and District Development Trust, Foundation Scotland, Clashindarroch Community Fund and Connect Food Fund, this funding ensures the future of the event for years to come.





### 3.2.7 Inverurie Wedding Weekender

This one-of-a-kind event is unique to the area, with the whole of Inverurie town centre being transformed into the ultimate wedding destination. Flowers, cakes, stationery, photographers, bridal wear, hotel services are all showcased within the town centre itself. It is an opportunity for anyone planning their big day to get to know all the Inverurie businesses and wedding suppliers.

Organised by the 'We are Inverurie' Business Improvement District, the idea came from a project which discovered that almost all businesses in the town centre can cater for a wedding couple in one way or another. From the kilt shop to the whisky shop, even solicitors and dentists can have a part to play.

Normally when planning a wedding event, you choose a hotel with a large function room, however since Inverurie has none large enough within the town centre the idea transformed into pulling the hotels and other wedding services suppliers into the town. All businesses partner up and the hotels and cake decorators take over sections of other shops.

A specially produced 'Inverurie Wedding Weekend' paper is produced each year, showcasing all the businesses and where they will be set up around the town. A marquee takes over the town centre car park, where a selection of bands perform. The bus and car companies also come along on the day.

The second year of this event took place on Saturday 27<sup>th</sup> & Sunday 28<sup>th</sup> April 2019. A larger marquee was located in the car park on Station Road with many outside vendors exhibiting within it as well as within larger shops in the town. Exhibitors also took on outside stalls located on Station Road between Edwards and Burn Lane.



### 3.2.8 INverurie IN-tune

We Are Inverurie Ltd use their town centre as a venue, where possible, and have chosen to do so for their latest two-day event. Each year for the last weekend in September Inverurie are proud to have their very own music festival.

Starting in 2019, the IN-Tune weekend takes place in various town centre venues and brings a wide range of musical genres with something for everyone, young and old! From “The Scottish Fiddle Orchestra” playing in the Inverurie Town Hall, to “Silver City Soul Revue” playing in the Drouthy Laird. There are kids’ interactive shows, a Silent Disco and to end the event a “Massed Pipes and Drums” gathering takes place along the High Street, before performing in front of the Town Hall. The weekend also sees free musical performances indoors and outdoors around the town centre, a wide variety of street food, buskers, and entertainers.

<https://inverurie-intune.com/>



### 3.2.9 Inverurie Christmas market and Ice Skating 2018

Each year the Inverurie events group deliver a Christmas light switch on event which sees an estimated crowd of 5000 throughout the weekend. Partnering with 'We Are Inverurie' and the Inverurie Business Association they tripled footfall by putting Inverurie on the map as the place to visit in December in Aberdeenshire. They extended the event from two days to nine days in 2019 to incorporate the town's first skating rink in the centre. To complement this, an array of additional events was scheduled throughout the town during the month including a Santa Run, Breakfast with Santa, and late-night shopping.

The Ice Rink and glass-sided marquee cost a total of £23,000 for the nine days hire including experienced staff and overnight security cover. The monies were raised through Ice Rink Advertising, local business sponsorship and £5,000 was received from Aberdeenshire Council's Area Committee Budget to advertise and market the event, with the remaining monies matched from 'We are Inverurie'.

To support the local businesses and to encourage additional town centre spend, a 'Skating, Ten Pin Bowling and a Meal Deal for only £12.50' was marketed as a promotional package to children's groups to encourage a longer stay time in Inverurie, with the option of adding on coach hire if required. The skating rink was opened by the Inverurie Olympic swimmer Hannah Miley, and ice-skating display teams were on hand to perform.

To maximise footfall in the town centre, We Are INverurie and the Inverurie Events Team also organised "The Big SING" which saw over 350 school children take part in a live children's choir in front of the town hall. The choir comprised of pupils from Inverurie Academy, its feeder primary schools and St Andrews Special School singing Christmas songs in front of the Town Hall for one and a half hours. This event was registered as being part of the St Andrews Fair Day which is a worldwide arts/cultural collaboration and was promoted worldwide.

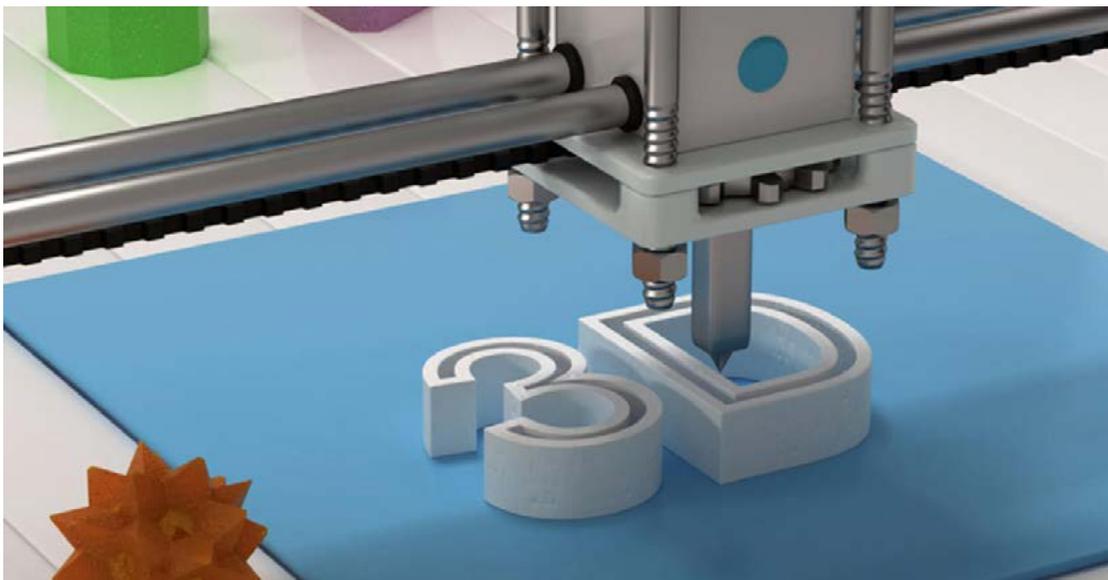


### 3.2.10 Digital Expo

In November 2017, two events were held in the north of Aberdeenshire to celebrate and explore the world of digital.

In partnership with NESCol, the first of these events took place at the Fraserburgh campus, where it doubled as the annual College Curriculum Open Day. The second event was held at Macduff Primary School and attracted an audience from both Banff and Macduff.

The venues hosted skill-stations on a variety of subjects including 3D printing, coding, Raspberry Pi, and robotics, as well as offering a programme of presenters and demonstrations throughout the day. To achieve this, the events brought together a range of contributors to share their work with the community. These included Aberdeenshire Libraries with four different digital concepts, Learning Through Technology, Creative Scotland, Aberdeenshire Council Community Learning and Development, Business Gateway, Skills Development Scotland, and Police Scotland. Alongside these organisations, Lateral North, a company specialising in augmented reality and Morgan Spence productions who produce stop-motion animations were available to give a feel for the potential of digital technology in our everyday lives.



796 people attended across the two events, which proved to be of particular interest to families and this was reflected in the feedback from exhibitors who felt that the quality and level of engagement by family groups was excellent. Marketing for the event was key and was channelled via schools, social media, fliers, local press, and roadside banners which were erected four weeks prior to the event dates.

Events that showcase new and exciting technology, in a hands-on environment offer great potential to draw in people of all ages and backgrounds from the community to understand how digital tools can be used in the changing worlds of work, education, tourism and social interaction.

### 3.2.11 Methlick Cycle Challenge

In 2015, a group of like-minded cyclists came together to organise the Methlick Cycle Challenge - raising funds for local charities and projects. By keeping entrant fees minimal the event has established itself as affordable for all.



With the choice of three distances to pick from – participants can test their endurance with the 69-mile cycle challenge on road, old train lines and forestry tracks including the Formartine & Buchan Way. Or the 42 or 23-mile routes may be more appealing! In the early years, the challenge set off from Ballater and finished in Methlick with 38 people taking part in the first year.

In 2018 after feedback from entrants, a new route was created seeing the event start and finish in Methlick. In 2019 just under 200 participants took part, which was an outstanding success demonstrating the popularity and growth of the event year on year.

A junior off-road event takes place in September at Skilmafilly Wind Farm near Methlick, which sees around 50 children and young people from P3 up to S3 take part in their very own challenge.

*“Without the support of the community, volunteers, sponsors and of course participants the event would not be possible, and we certainly would not be able to support groups with funding!”*

### 3.2.12 Banffshire Cycle Challenge



The Banffshire Cycle Challenge has been a fun, community event for the last 10 years. Organised by the Rotary Club in Banff it promotes exercise and also encourages families and groups to take on the challenge, and raise money for local good causes.

A timeline is prepared 6-8 months prior to the event including all the tasks i.e. liaison with authorities, marketing, recruitment of stewards, the registration process and communication with frequent participants. A more detailed timeline is prepared for the week before the event, the day itself and the follow-up tasks.

There are 3 routes: 2 shorter routes for young families and a longer route of approx. 25 miles for the more experienced cyclists. We travel the routes to identify potential hazards; suitable places for directional signage; and identify points where stewards can be safely located. **(H&S)** We use a standard template for our **Risk Assessment** which we share with **Police Scotland and the Roads Dept. at Aberdeenshire Council**, who review our arrangements and may provide additional advice. It also goes to the national insurers of Rotary Clubs.

There are 3 routes: 2 shorter routes for young families and a longer route of approx. 25 miles for the more experienced cyclists. The routes are assessed to identify potential hazards; suitable places for directional signage; and identify points where stewards can be safely located.

A standard risk assessment template is used which is shared with Police Scotland and the Roads Department at Aberdeenshire Council, who review the arrangements and may provide additional advice. It also goes to the national insurers of Rotary Clubs.

More stewards are recruited than required to cover unexpected eventualities. Stewards are briefed before the event and are provided with a briefing note featuring the mobile phone numbers of the organiser and others, who they may wish to contact in the event of a problem.



Ahead of the event, the weather forecast is reviewed frequently and plans reviewed accordingly.

First Aiders are stationed at the start point and at the cycle repair point.

On their arrival, and once registered, the cyclists receive a safety and course briefing, a numbered tabard, and ask any last minute questions of the organisers. Once the cyclists return they are logged back in and are provided with water and a snack.

A de-brief is held following each event to record learnings in readiness for the following year. There is a group of several people who assist most years meaning the event has built up a team of experienced people who enjoy the event but focus on the safety aspects of it.

The Banffshire Cycle Challenge has been organised to raise funds for Rotary supported charities, local organisations and local youth sport development. Over the last three years money raised from the Banffshire Cycle Challenge has enabled Banff Rotary to support 15 organisations and charities including:

- Abraham's Children
- Alzheimer's Scotland
- Books Abroad
- Bracoden Primary School Rotakids Club
- British Heart Foundation
- BXA pupils attending Rotary Youth Leadership Awards camps
- Deveron Coastal Rowers
- Deveronvale Under 16 Ladies Team
- Duff House Royal youth coaching
- End Polio Now
- Portsoy Brownies
- Portsoy Salmon Bothy
- Rotary Foundation supporting projects across the world
- Shelterbox
- Water pumps in Ghana
- Banff Academy Tanzania group/Vine Trust
- Banff Boys Brigade
- Banff Primary School
- Deveron Harriers
- Deveron Swimming Club
- Elgin High School Zambia Partnership
- Macduff Brownies
- Macduff Cubs
- Macduff Scouts

### 3.2.13 Ellon Pedal race





Ellon Pedal Race is organised by the Rotary Club of Ellon. The event takes place annually in August and the objective is to raise funds to help local good causes and to provide a fun community day out for participants and spectators. Members of The Rotary Club of Ellon and the other organisers give their time freely to make the event a success, although there are necessary outlays and costs for providing the facilities, for which a minimum sponsorship of £100 per team is required.

As well as being a great participatory and spectator event, it is an ideal opportunity to help local good causes, so teams are encouraged to do as much as they can to raise sponsorship, in addition to the entry fee. For participating recognised clubs and organisations, e.g. Scouts, Guides, etc, half the amount raised in sponsorship will go towards sustaining the event with the other half retained by the club or organisation, for their own funds. For other teams, all the money raised in sponsorship will help towards our good causes.

The Rotary Club of Ellon regularly helps local clubs and organisations, the elderly, less abled and various local groups helping the community.

The event is funded by sponsorship from the pedal car entrants and from sponsorship monies from over 30 local businesses and organisations. The event attracts thousands of visitors to the town giving a boost to town centre businesses in footfall and income.

### 3.2.14 Seafood Festival – Rediscover Peterhead



Peterhead Seafood Festival was established in 2018 by Rediscover Peterhead. The Festival is one of the town's three large annual events, aimed at local residents and visitors to increase town centre footfall. Visitors enjoy looking at stalls, browsing in the shops, eating and drinking, watching cookery demonstrations, listening to music and street entertainment, and buying products – fish, crafts, knick-knacks. The event includes an art competition

The main objectives of the Seafood Festival are:

- to encourage people to visit the town centre;
- to promote local businesses in the BID area;
- to celebrate Peterhead's fishing heritage;
- to strengthen links between the port and the town centre;

The core funding for the inaugural event came from the following funding package:

Aberdeenshire Council's regeneration budget, NESFLAG, Rediscover Peterhead, Peterhead Port Authority

Rediscover Peterhead organises the Seafood Festival in collaboration with the business community and representatives from community groups including Scottish Week, Light Up Peterhead, Peterhead Community Council, Cornerstone and local Councillors.

### 3.2.15 Drumming Up Peterhead



'Drumming Up Peterhead' was an initiative to bring life, people, and business to the town centre. The project aimed to encourage the community to take ownership of the event space around the Drummers Corner area in Peterhead and to create a 12-month programme of low-cost events to encourage footfall to the town centre. Modo, Circus with Purpose, were commissioned to deliver the programme and worked in partnership with community groups, retailers, and Aberdeenshire Council to coordinate a structured, programme of community-led events in Drummer's Corner between May and December 2016.

To maximise the increased number of visitors, businesses were invited to put on special offers which were compiled into a simple flyer and was distributed to the public by Modo's team of stilt walkers at each event.

The dates of the 'Drumming Up Peterhead' events were coordinated to tie into the local calendar of events such as Choose Peterhead, the Scottish Week Parade, Peterhead Town Trail, Aden-ee-the Shell Fireworks Parade, the Christmas Lights Switch on and the Churches Together Carol Singing. The events included local dancers, gymnastics, MODO performances, Bands, Choirs, and performances from other community organisations.



*"The town centre feels so much safer and friendlier when Modo is there running events! It felt like I could chat to folk while passing through instead of keeping out the way."*

*"It's great finally being able to see something happening in the town centre!"*

*"My kids loved it as they were able to take part in activities they had never tried before. The Modo team were very kind to them and showed them how to do things. They are still too little to join Modo proper, so it was great for them."*

### 3.2.15 Midsummer Beer Happening



The Midsummer Beer Happening is Scotland's biggest summer beer festival with over 140 beers from across the UK, Europe and wider afield. The event is a three-day celebration of brewing, street food and outstanding musical talent.

The beer festival has taken place annually since 2009 where it started off in Stonehaven Town Hall before being relocated to a larger venue in a marquee at Baird Park in Stonehaven. The event brings world-class breweries to Stonehaven. This not only gives people the chance to try beers but also speak to the brewers who make them. The event is put on in Stonehaven by a willing band of volunteers. Each year we change things up – such as moving to the marquee from the Town Hall six years ago. The not for profit event aims to put on a three-day party that will live in people's memories for years to come. Over its history, over £180,000 has been raised for local good causes.

<https://www.facebook.com/MidsummerBeerHappening/>

### 3.2.16 Stonehaven Fireballs

The Fireball Ceremony is Stonehaven's unique way to welcome in the new year and greet friends and neighbours. As the midnight chimes ring out on December 31st, approximately 40 men and women parade up and down the High Street swinging fiercely flaming balls around their heads. The Stonehaven fireball festival starts at midnight, and lasts for approximately 20 minutes and is followed immediately afterwards by a fireworks display. From research the ceremony would seem to date back 100 - 150 years, but it could easily be much older. At the moment there is no written documentation of the event before 1908. The only source of information is the local newspaper of the time, local folklore and from those who have parents or grandparents who can remember the festival taking place.

There is no entry fee for visitors coming to watch the fireballs ceremony and tickets are not required. There is an opportunity to make a donation when you enter the event, and these donations help Stonehaven Fireballs Association with the costs associated with running the ceremony. A key source of income comes from sponsorship with a main sponsor each year and other sponsors coming on board.

The event is organised by the Stonehaven Fireballs Association which is made up of volunteers who commit their time to organise and host the event and take on various roles including marshalling and fundraising.

<https://stonehavenfireballs.co.uk/>



### 3.3 Business Support

Local authorities and partner agencies across Scotland – including Aberdeenshire Council – work together to provide you with support and advice whether that is access to guidance, sources of funding or best practice case studies.

[Economic Development](#) within Aberdeenshire council exists to benefit business and communities and all those looking to find out about Aberdeenshire or relocating to the area.

[Community Economic Development](#) activities help release the enterprise potential within local communities, working with social enterprises, development trusts and community organisations

#### Useful links

[Aberdeen & Grampian Chamber of Commerce](#) help businesses of all sizes and sectors achieve more. Whether its networking, upskilling, international trade or industry intelligence, we've got you covered.

Find out more about [Aberdeenshire Training Allowance \(ATA\)](#), providing employers grants for training in the workplace.

[Business Continuity Planning](#) is a management process that provides a framework for building resilience of an organisation with respect to any eventuality.

[Business Gateway](#) offer professional resources and support to help your business at any stage. This includes workshops, events, news and advice.

[Business Loans Scotland](#) offer up to £100,000 to new and growing, small and medium-sized businesses (SMEs). Contact your local economic development officer for help on how to apply.

[Elevator](#) are the largest private sector provider of business support in the country. Their goal is the creation of an innovation-driven society that delivers personal, national and regional prosperity.

Find out more about [Invest Aberdeen](#), inward investment hub for Aberdeenshire and Aberdeen.

If you are looking to finance a new business but struggling to raise funds then a personal loan from the government backed [Start Up Loan](#) Company may be the answer.

[VisitAberdeenshire](#) is the officially recognised destination management organisation (DMO) for the city of Aberdeen and surrounding countryside and coast of Aberdeenshire. Tourism businesses in Aberdeen and Aberdeenshire are invited to work in partnership with us on a number of initiatives.

### 3.3.1 Retail Plus

Retail Plus was launched in Fraserburgh in 2014, with the aim of having a visual impact on the town centre alongside a programme of support to retail businesses. Consultants, The Retailer LTD, were commissioned to mentor the retail owners to:

- support businesses to tackle the challenges and barriers they face;
- offer bespoke training and advice to businesses;
- increase footfall into the town centre;
- signpost businesses and associations to external funding and supporting agencies.

The offer to participating businesses was strong giving them access to The Retailer Groups assets and to have a consultant mentor for the term of the project to support them in any way they wished. It was estimated originally that 12 to 15 businesses would take part but the final count was 47 businesses.

A match-funded grant of £5,000 was offered to all participants to encourage them to make a visible difference to the outside of their premises in consultation with The Retailer to improve the aesthetics of the town centre. 47 businesses in Fraserburgh took part. This project led to follow-on investment, safeguarded jobs, and encouraged some business owners to diversify. The success of the programme resulted in it being rolled out to Banff, Macduff, and Peterhead.

Retail Plus Project value

Retail Plus Participants	Aberdeenshire Council Contribution	*Total Project Value
<b>Totals</b>	£124,538	£255,609

**\*Council contribution plus match funds by businesses.**



*The Banff Pet Shop: "Financial help was a big advantage, without it our improvements couldn't be done. Workshops and support were very good. We have received positive feedback from our customers".*

*Strachan's Pharmacy, Banff: "I found the experience very much worthwhile. Gaining expertise from the consultants was extremely valuable. The grant match funding was appreciated".*

*"The scheme was a great idea for the area giving the local businesses a fresh insight for merchandising and advertising of their companies from an outside perspective. All involved were informative and were more than willing to share their experiences and offer valuable advice" –Seaway Net Company, Macduff.*

### 3.3.2 Formartine Retail Improvement and Enhancement Scheme (FRIES) 2014 and 2016

The Scheme offered grants and specialist advice to local businesses in Ellon, Oldmeldrum and Turriff and outlying areas. Grants were used towards improvement works to retail premises to improve shopping, visitor experience and the visual amenity of our towns and villages across Formartine.

In 2014, £55,000 was made available from the Six Key Area Fund to the Scheme and benefited a total of 19 businesses across Formartine. In 2016, a further £30,000 was secured and benefited an additional 17 businesses (9 in Ellon; 7 in Turriff; and 1 in Oldmeldrum). Of these, eight businesses also received the specialist advice.

A variety of projects were awarded funding such as for new signage and upgrades to premises - internal and external – including new windows, visual stands, flooring and new equipment.



### 3.3.3. 'Peterhead Digital Business Development Fund' – Rediscover Peterhead



As part of its response to the local economic consequences of the COVID-19 lockdown, Rediscover Peterhead has created a digital business development fund for levy-paying businesses in Peterhead town centre. The fund is made up of Rediscover Peterhead's resources plus a grant from the Resilience Fund made available to Business Improvement Districts from the Scottish Government.

The lockdown has seen a significant increase in the use of e-commerce by customers and businesses. Some analysts suggest that the uptake of e-commerce has accelerated by five years or more as a result of the lockdown. Increased use of digital commerce will be part of the new normal that emerges as the lockdown eases.

The purpose of the grant was to enable local businesses to develop their digital offer in the expectation that it would strengthen them and improve their resilience post lockdown. The fund included: support for consultancy; developing an existing offer or service; contributing towards a piece of equipment; websites and online branding; purchasing software or subscribing to a service that would strengthen the business.

The application process was kept as simple as possible. To complement the grant, businesses were allocated a half-day with a Business Gateway adviser who was able to talk to them about their plans and advise on how to get the best out of their application. Successful applicants were awarded a grant of up to £1000. 21 businesses took part in the scheme and most grants were spent with local suppliers.

<https://www.rediscoverpeterhead.co.uk/post/peterhead-digital-business-development-fund>

### 3.2.4 Fraserburgh Enterprise Hub



The Fraserburgh Enterprise Hub has been operational since summer 2018 and offers support for start-up, early-stage and established businesses. The project was developed after research and consultation suggested that businesses and potential entrepreneurs in Fraserburgh were traditionally less likely to seek business support than in other parts of Aberdeenshire. Run by Elevator, who also manage the Business Gateway service, the Enterprise Hub initiative was originally awarded funding from Aberdeenshire Council and the North Aberdeenshire LEADER programme and has now been extended until December 2021. The project employs two full-time staff.

The Hub started life in a small town centre shopfront premises before moving into the newly re-developed Faithlie Centre in Saltoun Square in March 2020. Free workstations and meeting space is provided for entrepreneurs and start-up businesses to come together to learn and share business knowledge and to receive advice and guidance in a safe supported workspace environment. The project delivers events, training, 1-2-1, bespoke and signposted business support and social media tutoring and has become a trusted source of information and help in the town and the surrounding rural communities. Since 2018, the project has offered support to 22 new and over 150 existing enterprises – helping to create over 25 jobs in the process.

The importance of the project has been highlighted during the Covid-19 crisis as they have often been the place businesses have turned to for help and factual and impartial information. The Hub has supported over 60 businesses or self-employed people during the lockdown, gaining 16 new 'clients' in the process. With the support of the project, three new businesses started up in town centre premises in 2020 during the lockdown.

*"The Enterprise Hub is a great place to go if you are looking to start up your business. I went in with no knowledge at all and came out with exactly what I was wanting to know and knew exactly what to do next." Client (anon.)*

<https://www.facebook.com/FraserburghEnterpriseHub>

### 1.1.3 Aberdeenshire's Business Improvement Districts (BIDs)

Aberdeenshire currently has two Business Improvement Districts (BID) – in Inverurie and Peterhead. A BID is a business-led initiative between the local authority and the business community where a levy is collected from each business in the defined area. This levy is then invested collectively in local improvements, in addition to those delivered by the statutory authorities. The benefits are felt amongst participating businesses whilst also contributing to the wider aspirations of the community. A BID can target a certain area of a town e.g. a town centre or industrial estate or it could be themed around a particular sector e.g. tourism.

#### We are INverurie Ltd.



Following an extensive fourteen-month consultation period and ballot, the 'We are INverurie' BID became operational in 2017. The BID aims to deliver a series of projects and services that will improve the trading environment in Inverurie to benefit business, their customers, clients and visitors. There are currently 210 levy payers that benefit from the projects that the BID delivers. The business plan is split into 6 themes:

- Marketing and Promotion
- Pride in Inverurie
- Accessibility
- Business Support and Advocacy
- Environmental, Safety and Security
- Digital

The BID is overseen by a board of 12 members and a dedicated BID manager works closely with all businesses to deliver the five-year business plan, raise funds and lobby on local and national issues.

A dedicated webpage gives information on all projects delivered

<https://www.weareinverurie.co.uk/inverurie-bid>

and their five-year business plan can be found here:

<https://www.weareinverurie.co.uk/uploads/IBA-Business-Plan-2017.pdf>

## Rediscover Peterhead Ltd



Rediscover Peterhead became operational as a Business Improvement District in November 2017 following an extensive fourteen-month consultation period and ballot. With a levy membership of 250 businesses, the aim is for all businesses to work together to increase footfall and trade, stimulate investment, and enhance the reputation of Peterhead.

The five-year business plan is split into 5 areas:

- Marketing, Tourism and Events
- Business Support and Advocacy
- Civic Pride and Environment
- Safety and Security
- Accessibility and Digital

The BID is overseen by a board of 12 members and employs a dedicated BID manager who works closely with all businesses to deliver the business plan and manage c. £1m of new investment. For more information visit:

<https://www.rediscoverpeterhead.co.uk/>

and their five-year business plan can be found here:

<https://bit.ly/3IXhkFh>



### 3.4 Town Centre Initiatives

From loyalty cards, to e-commerce websites, there are many initiatives that can assist in bringing residents and visitors into a town centre. Below are a variety of case studies from around Aberdeenshire.

#### 3.4.1 The Peterhead Trail



The Peterhead Trail was developed to update and replace an old trail which had become outdated. With funding support from the European Fisheries Fund, a route was developed covering various points around the town centre and the Esplanade, going as far out as Craigewan. The idea was to encourage people to explore the town on foot, and to increase civic pride. It opened in June 2015 with the following assets:

**Interpretation Panels** - There are 21 storyboards, each with information and pictures relevant to the history of the location. Each board has a QR code printed on it to enable use of an augmented visual app, but these have never been activated and the app was not created due to budget constraints.

**Leaflet** - A 7000 copy print run leaflet was produced. The leaflet consisted of a map of the trail with snippets of some of the stories and information on the web address.

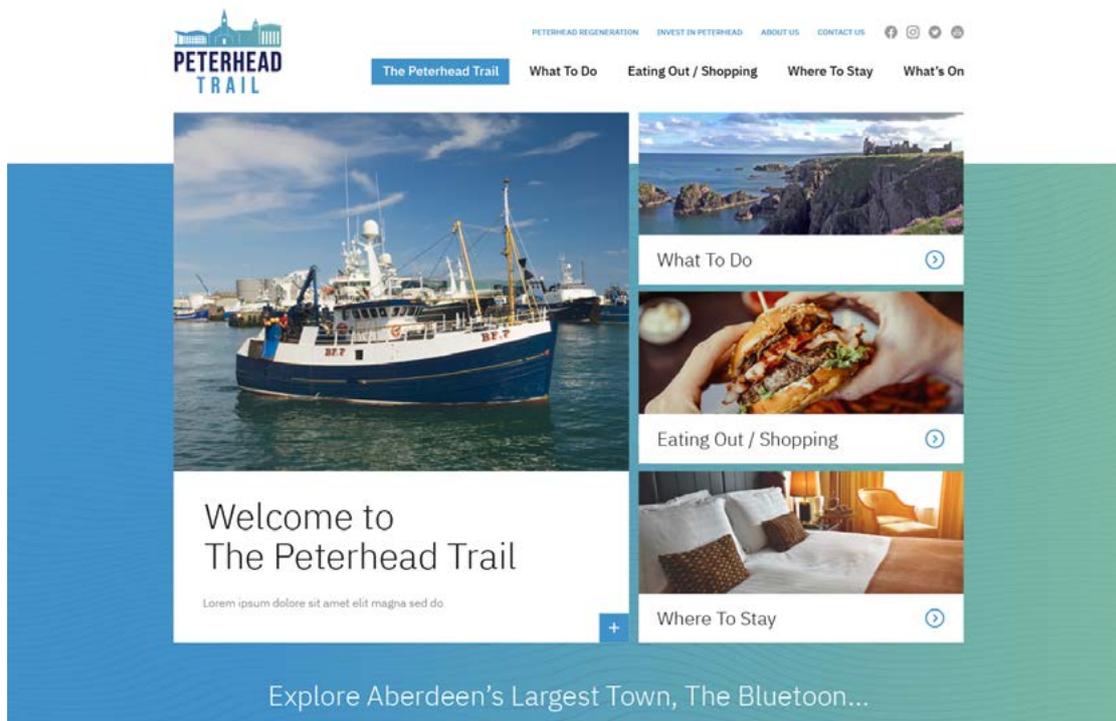
**Website** – A website was created with trail information and a downloadable trail map leaflet. Pages were added with some additional information and a “Shop Local” page promoting town-centre businesses.

**Events Programme** - A programme of guided walks, delivered by local volunteers took place in 2015 and 2016. The walks coincided with existing events and the arrival of cruise ships in the port.

**Marketing** - The trail is promoted online with listings on Google, Google Maps, Apple Maps, TripAdvisor, Visit Aberdeenshire and VisitScotland websites.

In December 2019, a Steering Group was established to further develop the trail for re-launch in 2020. The Steering Group consists of 9 local business, community and volunteer groups.





In 2020, the group secured £20,000 funding from the Aberdeenshire Council Regeneration budget and Coastal Communities fund to:

- Create a trail extension linking Peterhead Prison Museum to the town centre.
- Design and launch of a new Peterhead Trail website: [www.peterheadtrail.co.uk](http://www.peterheadtrail.co.uk)
- Design and print of a new Peterhead Trail route map and leaflet
- Strengthen connections to the Arbutnot Museum
- To build capacity within the Steering Group and community to take ownership of the project to ensure its longevity
- Re-introduction of themed guided walks
- Social media influencer visit to promote the trail: <https://www.youtube.com/watch?v=I39IK0SzdSg>
- Financial support to Peterhead Port Oral History Project

### 3.4.2 Banff & Macduff Heritage Trail



The need for a link between Banff and Macduff through a heritage-led trail was identified in both the town's Harbour Masterplans, Regeneration Action Plans and through community consultations. This saw the installation of 8 interpretation panels at the end of 2018 across both towns, which tie in with an associated website and interactive tours.

There were several aims set out in the creation of the trail, including to promote walking between the boards with the step count noted to locations, to increase town centre footfall, to provide information and promote pride of place and share heritage and cultural appreciation.

The heritage trail was developed through the use of community engagement, which was key to the delivery of the project. Workshops were developed to determine the themes of the trails, the locations of the panels and who would be involved in the project. A steering group helped compile the information for the boards, the website and to develop the interactive tours. <https://banffmacduffheritagetrail.co.uk/trails/>. The izi travel app can be downloaded and contains audio information and tours specific to a local area. Individuals can then discover, at their own leisure, the history and culture of Banff & Macduff for themselves.

There are 6 themes which each of the individual boards follows:

- faith
- military
- maritime
- famous people
- flora and fauna
- town life

The boards explore the history of the towns focusing on these themes and using stories told by locals, some of which have been passed through generations.

The website provides further information on the above themes, as well as providing historic photographs of Banff and Macduff. It also provides a What's On in the local area and a Shop Local Business Directory which is regularly updated.

[https://banffmacduffheritagetrail.co.uk/life\\_now/shop\\_local/](https://banffmacduffheritagetrail.co.uk/life_now/shop_local/)

The project was a collaboration and was funded by the Banff Conservation Area Regeneration Scheme and Aberdeenshire Council's Regeneration budget. It was developed in partnership with members of community organisations and the website is regularly updated by volunteers.

<https://banffmacduffheritagetrail.co.uk/>

## Shop Local Banff

Shop Local, Banff is a Facebook page that was set up to provide a range of information to people about all things positive within a 10mile radius of Banff. Anyone can post on the page but the ethos behind it is to really 'shout about' all the good that Banff has to offer under one page. This includes some of the beautiful local food and produce, the wonderful scenery of the Banffshire coast as well as some quirky businesses including some of the finest craft and antique shops around.

The Facebook page not only enables local businesses to regularly update people on their services, offers and latest news but the platform also gets that information out to people who may not be able to access their town easily for a number of reasons. For many people who may be isolated or are unable to freely 'get out and about', it provides a sense of contact and enables them to feel connected with their town and their community; albeit in a virtual sense.

Photos from walks, food pictures from local cafes and local baking, community achievements and much more all make this page the success it is and a page to feel proud of. Bringing the local and business community together to support and champion each other is a welcomed initiative.

<https://www.facebook.com/groups/1032299913484744>

### 3.4.3 Totally Locally Turriff

'Totally Locally Turriff' was developed in 2013 as part of the Six Key Areas Regeneration Funding to allow customers to gain loyalty points for every £10 that was spent in the town. The first year the scheme ran, 15 businesses took part which increased to 45 in the second year.

'Totally Locally Turriff' takes place in December, initially managed in the first two years by the Turriff Town Centre Coordinator, and subsequently by the Turriff Business Association. The loyalty scheme aimed to increase the footfall of customers frequenting the local shops in the town, increasing the profitability of the businesses, and creating a vibrant and thriving town centre.

There were initially 5,000 loyalty cards and 24,000 stickers printed with a further 2,000 loyalty cards having to be printed mid-way through the second week of December. Each week all cards were collated, and a prize draw took place to choose a winner for the weekly £60 prize. A few days before Christmas for the final prize draw of the month, all cards were put back in for the final draw which saw two lucky winners receive £200. To ensure all shops in the town benefitted, the prizes were given in town centre vouchers which could be spent in all businesses that took part.

To enable the fund to be sustainable and run easily by the Turriff Business Association, a £30 fee was charged to each business. Not only did the scheme keep additional footfall in Turriff during December, but it also allowed the businesses to upsell and monitor town spend year on year.



### 3.4.4 Inverurie Town Twinning



Following a great deal of research, communication, and reciprocal visits between Inverurie and Bagnères-de-Bigorre in France 2015, a formal request was made to set up a twinning link between the two towns.

A twinning group, comprising of members of local businesses, sport, community, uniformed and charitable organisations was created as a sub-group of Inverurie Community Council (ICC).

It was clear that both towns had something to offer one another in terms of culture, tourism, sport and education. The twinning group investigated ways of creating a spirit of friendship and strengthening the ties between, not only the two towns but also Scotland and France.

A visit to Bagnères de Bigorre by representatives from Inverurie including the Community Council, Local Business, Sports Hub, Heritage Society and Rotary was organised in 2016 to further strengthen the initial links made between the two towns and for those representing Inverurie to showcase the town through their various organisations.

The initiative has delivered tremendous benefits for the town from raising awareness of the different cultures in primary schools, organising exchange visits for secondary school pupils to creating fruitful links between adults in both towns. It is something that can benefit nearly every resident in Inverurie in some way.

### 3.4.5 Fiver Fest - Banff

Fiver Fest is a 'Totally Locally' national campaign that any town can sign up for. The aim is to offer products or a service for £5. The campaign runs for two weeks and helps to encourage people to shop in their town centres and it helps to stimulate and increase the footfall and trade in the local towns.

A partnership of local stakeholders delivered the campaign. The project lead coordinated the campaign locally and created the necessary marketing materials including banners and social media content to promote the campaign. The promotion reached a large audience through social media and editorial in the local paper. It was a great promotional campaign for Banff and although not everyone purchased the £5 deal or the £5 items, it encouraged footfall into the town and people back into the shops. There was a buzz created and people started to rediscover their towns again. There were a few businesses that had some new customers through their doors and the customers were buying from the fiver deals.

One business that did exceptionally well was 'Love for Flowers' on Low Street. They offered a fantastic deal of £5 bouquets of flowers which sold out. While people were out enjoying their £5 deals, they also took the opportunity to browse other shops nearby and this was picked up in feedback from customers. Turriff and Peterhead also signed up to the scheme.

The success of this scheme shows that although these businesses are always there, and most of them sell items that are less than a fiver, sometimes there just needs to be an incentive or a reason to capture people's interest and give them some motivation to come and visit. These small changes can make all the difference to the survival of local businesses and our town centre economies. The plan is for the Totally Locally Fiver Fest to continue each year, for more information or to register your town see the website here:

<https://totallylocally.org/stuff/blog/fiver-fest-february-reaches-100-towns/>

*"We loved going round all the shops and seeking their offers...our favourite was Threadbear for a gorgeous afternoon tea"*

*"Great idea and worked great for us at Rockfish, we were extremely busy especially on the Tuesday and Wednesday nights for our Battered Haddock and Chicken Fillets."*



### 3.4.6 Craft Arts Vintage and Antique (CAVA) Trail

CAVA was established in 2018 when several businesses came together to produce and market their businesses through a new leaflet for Banff to highlight the small group of independent art, craft, antique and vintage businesses in the town. A successful funding application to the Banff and Macduff Enterprise Challenge Fund with a match fund from the businesses supported the design, print and distribution of the leaflets.

In the first year, the leaflet featured eight businesses all within close proximity to encourage visitors to walk around the town using the map. This increased to 12 in the second year. The leaflets were available at each of the shops involved as well as local hotels, cafes and similar vintage and craft shops in Aberdeenshire and Moray. A Facebook page was also created to increase public awareness of the leaflet and to raise the profile of the group and to promote the area. The trail is also featured on the Visit Aberdeenshire website, and is not only improving communication and collaboration between these businesses but is bringing new visitors from throughout the region, ensuring sustainability and providing strength to the wider Banff offering.

<https://www.facebook.com/CAVABanff/>

**No. 27 Antiques Banff**  
Unit 4B, 83 North Castle Street, AB45 1JJ  
T: 07887 620211  
E: no27antiques@gmail.com  
Open: By appointment only  
We specialise in silver, gold, watches & jewellery, and objects relating to maritime history. Items bought / found on request.

**Little Treasures Dolls House & Toy Museum**  
The Church, Seafield Street, AB45 1DR  
T: 01261 390391  
E: ejfl@btinternet.com  
Open: Wed to Sun 10am - 4.30pm  
Dolls houses, toys and miniatures, from the Victorian era to the present day. Admission fees apply. (Free entry to shop)

**Delight Café • Gallery • Studio**  
10A Boyndie Street, AB45 1DY  
T: 01261 455547  
E: delight.enterprises@btinternet.com  
Open: Tue to Fri 10am - 5pm  
Coffee shop and gallery showcasing work by local landscape and natural world photographers & artists. Fully accessible.

**Museum of Banff**  
High Street, AB45 1AE  
E: bphismob@gmail.com  
W: bphismob.org.uk  
Open: Oct to Mar: Sat 10.30am - 1pm  
Apr to Sep: Thur, Fri & Sat 10.30am - 2pm  
or by appointment  
From Royal Charters and a working caryx to fighting squirrels and the definitive collection of Banff silver, in one of Scotland's oldest museums. Free entry. Lift access available.

**Lynash Antiques**  
9 Old Market Place, AB45 1GE  
T: 01261 815750 or 812816  
E: alisonmilne@gmail.com  
Open: Thur & Fri 11am - 4pm, Sat 11am - 2pm  
Antiques, Collectables and Gifts. Located upstairs in the County Garage front building.

**Vanilla Ink - The Smiddy**  
Old Market Place, AB45 1GE  
T: 01261 498739  
E: hello@vanillainkthesmiddy.co.uk  
W: www.vanillainkthesmiddy.co.uk  
Open: Mon 10am - 1pm  
Tue, Thur & Fri 10am - 6pm, Sat 10am - 4pm  
Silversmithing & Jewellery Centre of Excellence. Classes for all levels. Social Enterprise offering opportunities for Young People.

**Ivy's Emporium**  
40 Bridge Street, AB45 1HB  
T: 07954 748134  
E: curtiss.clementine@yahoo.co.uk  
Open: Tue to Sat 10am - 5.30pm  
'An Emporium of the Unexpected' - Antique, vintage & retro wares from several dealers, housed in a former haberdashery.

**Imagine at Twenty-Seven**  
27 Low Street, AB45 1AU  
T: 01261 819885  
E: imagine.twentyseven@gmail.com  
Open: Mon to Fri 9am - 4pm, Sat 10am - 4pm  
Craft, art & upcycled furniture from over 100 local makers. We also provide training & support to people with disabilities. Imagine at Twenty-Seven is a SCIO registered charity - SC046605

**Simply Vintage**  
20 Low Street, AB45 1AS  
T: 07769 994947  
E: tevendale9@aol.com  
Open: Tue, Wed, Thur & Fri 10am - 3pm  
Sat 10am - 2pm or by appointment  
Unusual antiques, Victoriana, vintage and retro items.

**2020 COASTS & WATERS**  
In 2020, Scotland celebrates its Coasts and Waters with a year-long programme of events and activities which will shine a spotlight on these vital elements of our landscape.  
Join in on social - #YCW2020  
We've got lots to offer in & around Banff, on the stretch of Moray Firth known as Scotland's Dolphin Coast. From beautiful beaches and historic harbours to watersports and wildlife-spotting. So, 'water' you waiting for, dive in!

**Shopping Trail**  
Est. 2017  
**C-A-V-A BANFF**  
Craft • Art • Vintage • Antiques

C-A-V-A Banff is a group of independent businesses offering a wide range of handmade crafts, art, vintage & antique goods. Follow this trail to discover unique and unusual items in our shops and museums, whilst exploring the beautiful coastal town of Banff.

Find us on: @CAVABanff #cavabanff

Supported by **Aberdeenshire COUNCIL**

### 3.4.7 Discover Fraserburgh – #Fraserburgh48 Tourism Marketing Campaign

The [Discover Fraserburgh](#) tourism group was awarded a £15,000 VisitScotland Growth Fund award to promote #Fraserburgh48 and the neighbouring towns of Pennan, Rosehearty and Inverallochy. Their campaign focused on three themes:

- history & heritage
- coastline
- food & drink

Fraserburgh's unique landscape offers many opportunities to promote the idea of getting away from daily working life. The area has a wealth of hidden gems including unspoiled beaches, dramatic sea views and breath-taking landscapes.

To create the campaign, a series of short promotional videos – including aerial drone footage of the stunning coastal locations, images for social media, inspirational content and '48-hours in Fraserburgh' itineraries were produced with the objective to increase visits during the 'shoulder months' and extend the economic benefits of the tourism season.

**Discover Fraserburgh** was keen to highlight the strength of the region's food and drink offer. Fraserburgh boasts the largest shellfish port in Europe and Aberdeenshire is a major producer of Aberdeen Angus Beef. The region also offers some of the best whiskies in the world, and with two new restaurants having recently opened in Fraserburgh, fresh locally-sourced farm-to-fork beef and seafood is on the menu for visitors and locals to enjoy.

The campaign was developed with support from Digital Tourism Scotland, ensuring that the area benefited from the latest digital applications. The Growth Fund award was match-funded from several local businesses and organisations including Klondyke Fishing; Gray and Adams; SWFPA; Fraserburgh Harbour Board; Feuars Managers, Fraserburgh; Strachan Electrical; Westward Fishing and Kinnaird Plumbing. The group also received £5,000 from Aberdeenshire Council's Regeneration budget and contributed to the match funding from their membership fees.

The project created over 1,000 high quality reusable professional digital images, five itineraries, seven short videos and saw a massive surge in interest in their social media platforms.

2020-21 is *Scotland's Year of Coasts and Waters* and the #Fraserburgh48 campaign helped the tourism group prepare for this themed year by having videos and images ready to promote as part of the themed year.



### 3.4.8 Invest in Peterhead



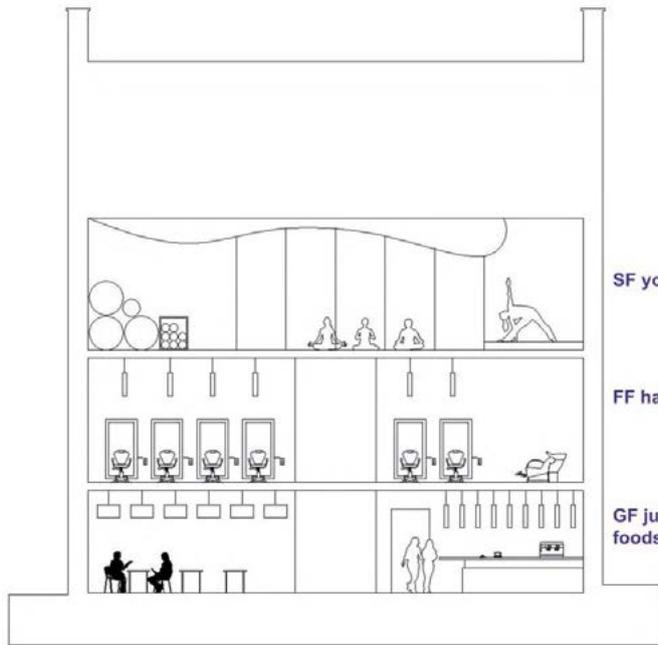
Invest in Peterhead is a partnership project in collaboration with a stakeholder group made up of Estate Agents, Property Owners, Invest in Aberdeen, Local Investors and Developers, Aberdeenshire Council and Rediscover Peterhead LTD. The project aims to fill vacant town centre properties through a variety of tools, including a two-year marketing campaign, led by Rediscover Peterhead, a prospectus document, which includes proactive planning schedules and a variety of online events. Collaboration has been key in this project and the discussion at each stakeholder meeting has assisted in eradicating barriers. Creating the stakeholder group enabled all parties to be updated on the recent Peterhead investment and provided the estate agents with tools for marketing the town centre.

The project was developed to challenge the arising issues around the clusters of persistent vacant and void historic buildings in Peterhead which have been neglected and abandoned. These properties are all within the same vicinity and have for years created a negative perception within the town centre. Most of the properties that have been identified are not financially viable and simply do not stack up for developers. Aberdeenshire Council launched the Property Investment Fund to support anyone looking to purchase challenging properties, vacant for six months. This initiative aims to cover the market failure gap between the development costs and final market value and allows property owners or interested parties to conduct a feasibility study on the property before applying for capital funding. To assist this scheme a policy has been approved to freeze Developer Obligations within the town centres of Peterhead, Fraserburgh, Banff and Macduff.

To stimulate the market and to start conversations, Aberdeenshire Council's development planners have created ghost planning schedules for the private sector properties to showcase all options for the end-use and to showcase what implications and measures would be required. We expect barriers to arise through the planning system as new owners redevelop these properties. Aberdeenshire Council is currently in discussion with the Scottish Government regarding Simplified Planning Zones within the town centre as a proactive way to overcome these issues.

There are still barriers and challenges to overcome, however with a dedicated marketing expert being commissioned by Rediscover Peterhead to deliver the two-year marketing campaign, and with the events to match investors to potential end-users, the stakeholder group feel they are being as proactive as possible to stimulate the market and to bring these derelict buildings back into a reputable state.

[invest-rediscoverpeterhead.co.uk/](http://invest-rediscoverpeterhead.co.uk/)



SF yoga studio



FF hair and beauty



GF juice bar and whole foods store



### 3.4.9 Land train – Stonehaven



The Stonehaven Land Train is owned by the Stonehaven Town Partnership which is a registered charity and is funded by The Coastal Communities Fund.

The Stonehaven Town Partnership (STP) successfully applied for a Coastal Communities Fund (CCF) grant in 2013, of which an aspect was to purchase a Land Train.

The rationale was to operate a local passenger service during the tourism season to transport local residents and visitors around the town, showcasing attractions and providing an opportunity to 'hop off' and 'hop on'.

The Land Train started operating in mid-August 2014 until mid-October 2014 for its first season with an extended season of running dates in 2015 from Easter to October.

#### **Economic Impact Assessment**

In terms of the Economic Impact Assessment it is assumed that 8,600 passengers had a trip on the Land Train in 2014/15. The average spend per person is assumed to be £22. This is seen as a robust, but conservative figure, as VisitScotland Statistics (2014) suggest the average tourism spend per day is £75. Therefore we can assume that passengers quoted a spend figure that is related to their trip on the Land Train. This assumes a total passenger expenditure of £189,200. The Land Train injected an additional £234k into the Stonehaven economy over the 2014 – 2015 tourism season. Based on using standard spend/employment assumptions, where 1 tourism related job is safeguarded for every £54,000 of visitor spend, the event helped safeguard 4.3 tourism jobs.

In addition to the above economic impacts, there have been wider economic benefits associated with the procurement, upkeep, operation and staffing of the Land Train. For instance the staffing costs alone have been around £13k per annum, and has been staffed by local people. These costs have largely been covered by the income generated from ticket sales, and therefore ticket sales have been excluded from the economic impact assessment. Stonehaven Land Train continues to open seasonally each year.

<https://www.facebook.com/stonehavenlandtrain/>

### 3.4.10 The Formartine Floral Trail



#### Formartine Floral Trail

In 2015, the Formartine Floral Trail was launched to acknowledge the work carried out by the numerous volunteer groups who make a considerable contribution to the Formartine in Bloom floral displays throughout the Formartine area of Aberdeenshire. It was also hoped to encourage residents from across Aberdeenshire and Aberdeen to get out and enjoy not only the displays but the wide variety of outdoor activities available for young and old and in the process increase tourism and

benefit local businesses. The interest shown was remarkable. In towns with a strong display like Turriff and Oldmeldrum, it encouraged people to travel there and wander around the displays.

#### Fred the Flowerpot Stories

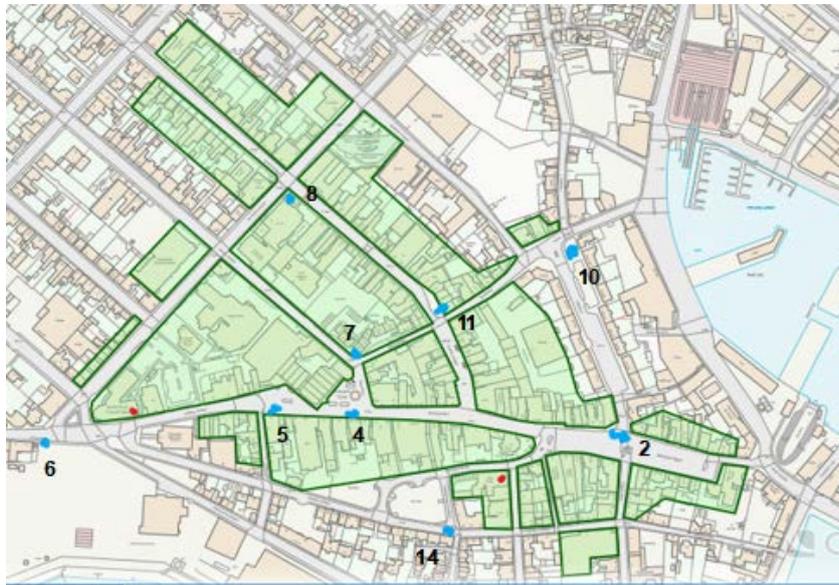
In 2016, the trail was expanded with the introduction of Fred the Flowerpot Person and his stories. The idea was to encourage families to follow the Trail as if it was a treasure hunt, identifying the locations of the flowerpot people, and, in the process, highlight the quality of Formartine's communities, recognise the contribution of voluntary groups in making a change and at the same time increase Tourism and grow the rural economy.

Fred was also added to the trail planner using a flowerpot symbol, and the response amazed everyone involved. The launch of the Floral Trail at Coo Corner in Turriff on the 29th July was such an amazing event, and it featured not only in the local newspapers but also in the national Daily Mail.

The business community from Turriff created over 62 Flowerpot characters. As a result of Turriff having such a large display of flowerpot characters, town centre footfall was increased."



### 3.4.11 Rediscover Peterhead CCTV Initiative 2020



Based on Ordnance Survey mapping. © Crown copyright reserved. Aberdeenshire Council 0100020767 2020

In early 2020, Peterhead received its first-ever dedicated Town Centre CCTV system. After 800 local people signed a petition in 2018, Rediscover Peterhead Business Improvement District (BID) successfully secured a £79,000 grant from the Scottish Government via the Aberdeenshire Council Town Centre Fund. Matched by Rediscover Peterhead funds, the new state of the art CCTV system was installed in Peterhead's Town Centre.

The control room for the CCTV system is located in the new Peterhead Police Station in Buchan House. Installation work started in January 2020 and was complete in early Spring. There are nine cameras strategically located around the town centre, giving good coverage of all main areas, entry and exit points.

Stagecoach Bus supported the project by linking its newly upgraded system into the new Town Centre Project. Other businesses in Peterhead were encouraged to consider whether they would like to be part of the town centre system. One of Rediscover Peterhead's business plan objectives is to improve safety and security in the Town Centre and Rediscover Peterhead have been delighted how the whole town centre has come together to support this initiative.

The project led by Rediscover Peterhead has had the support and involvement of Police Scotland, Buchan Safety Group, Peterhead Community Council, and town centre businesses.

The project represents a total investment of £97,000 which was been delivered within budget and on time.



- To improve perceptions of safety and belonging and encourage a sense of the community's ownership of the town centre

Artventure commissioned local freelance illustrator and graphic designer Kalina Zatoń to create the decals. Three decal 'maps' focussing on Peterhead's Past, Present and Future were designed with input and consultation from the local community.

"Peterhead Future" was the final design by the artist, who along with the Chair of Artventure attended an event organised by MODO Encounter/Elphinstone Institute Event at Central School in Peterhead in March 2020. The event provided an opportunity to engage with 150 members of the community about the design. The feedback was incorporated into the final design.

The decals were installed in vacant premises windows in Peterhead town centre, improving the street scene and acting as a draw into the town centre. The decals are being promoted as part of the updated Peterhead Trail.



### 3.4.13 Movie Nights – Fraserburgh



Since 2013, Fraserburgh Junior Arts Society (FJAS) has been running the Fraserburgh Movie Nights project at the Dalrymple Hall. In partnership with INDY Film and Film Mobile Scotland, they are able to bring the latest releases to Fraserburgh. Movie Nights has always consisted of two films per month, both on the same day – one show in the afternoon for family viewing and an adult screening in the evening. Movie Nights continue to attract large audiences and ticket prices are kept to a minimum to ensure access for all.

The project couldn't be done without the many volunteer hours behind the scenes making it possible. From arranging screenings to promotion, ticket sales and on-the-day help, it takes around 45 volunteer hours per month for each Movie Night.

Aberdeenshire Council have supported the event with provision of posters and tickets through the Xerox

service. This has been historically funded through the Regeneration budget as the Council's contribution to this well-used service.

The Fraserburgh Regeneration Development Partnership agreed in 2019 that they were supportive of both the project and the move towards self-sufficiency. They were also supportive of the proposed model of phasing out support over the course of the remainder of 2019 so that FJAS became financially sustainable. Support was also offered to the FJAS to investigate funding for future growth.

In 2018 alone, just under 3,000 people attended the movie screenings. The economic benefits are felt more widely with local restaurants and takeaways regularly reporting more footfall on film occasions.

### 3.4.14 Wind & Wave Beach Event



Back in 2013 extreme sports came to Fraserburgh's sandy shores for the Scottish Windfest Tour festival of water sports and extreme sports. Popular among those who need wind and waves to practice and compete, the town has one of the top kite sports schools in the country in Synergy Kitesports.

Over two days locals and visitors alike came to Fraserburgh Beach to watch both men and women harness nature for free! That year the festival included a round of the Kite Boarder Cross Europe competition and these athletes' performances were spectacular racing around a course whilst negotiating obstacles.

The event was organised by Synergy Kitesports, Scottish Windfest on Tour and Kite Boarder Cross Europe, and supported by Aberdeenshire Council and the European Regional Development Fund.

### 3.4.15 Westhill Public Art

Westhill and Elrick Community Council (WECC) commissioned an artist to create a piece of Public Art to celebrate 50 years of the community from a small village (in the late 60's) to the thriving town it is today.

Over the years the business parks and industrial sites have grown at Westhill, but WECC were very keen to remind people that the residential side of Westhill and Elrick is home to around 12,000 people and is now one of the larger settlements in Aberdeenshire.

The Artwork is sited on land owned by Aberdeenshire Council at the entrance to Westhill, near the Tesco roundabout across from Denman Park. The land was originally rough grass and the project included some landscaping around the Artwork. This improved the appearance of the entrance to Westhill.

The Artwork was unveiled in May 2019 and gives Westhill a stronger identity and sense of place as a town that no longer will be a suburb of Aberdeen City. As there is no High Street as such in Westhill, the entrance to the town is important to appear 'Welcoming' and the Artwork emphasises the natural surroundings.



### 3.5 Community Development

Community-led development projects empower locals to create and achieve locally owned visions and goals to source external funding. For groups who have ideas, it is hard to know where to start and what funding is available. Some are listed below:

A **feasibility study** is good place to start if a constituted group within the community have an idea, but require further information to understand if the project is feasible.

The Scottish Land Fund supports rural and urban communities to become more resilient and sustainable through the ownership and management of land and land assets.

Funded by the Scottish Government and delivered in partnership by The National Lottery Community Fund and Highlands and Islands Enterprise, it offers grants of up to £1 million to help communities take ownership of the land and buildings that matter to them, as well as practical support to develop their aspirations into viable projects. Find more here:

<https://www.tnlcommunityfund.org.uk/funding/programmes/scottish-land-fund>

The [Heritage Lottery Fund](#) can support a range of projects including the redevelopment of listed properties:

[Green Recovery Challenge Fund](#)

[Local Places for Nature](#)

[Community Woodlands](#)

[Heritage Emergency Fund](#)

[Heritage Horizon Awards](#)

[Culture Recovery Fund for Heritage](#)

[National Lottery Grants for Heritage](#)

To find out about the latest funds and when they become available, visit [Funding Scotland](#).

There are a number of case studies on the following pages which showcase the community of Aberdeenshire's ambitious plans for delivering community led projects, taking over buildings and developing new buildings for community use.

### 3.5.1 Mosaic Project Fraserburgh

In 2014, local artist Geoff Roberts was commissioned by Aberdeenshire Council to engage with students from Lochpots and North School primaries to design a project to brighten up the arcade between Saltoun Square and Castle Street in Fraserburgh.

The arcade is a key pedestrian link between the town centre and residential areas and also the main walking route through to the Museum of Scottish Lighthouses and Heritage Centre. The arcade was a dark, unlit and uninviting passage in need of a lift and viewed as a 'no go' area by many people.

The overall aim was to help to regenerate this unattractive area by providing locally-designed, colourful and stimulating contemporary art on the route. Through consultation, it was decided to create a series of mosaics celebrating both the rich cultural and economic heritage of the town and 'modern day' Fraserburgh. Unveiled in December 2015, two large mosaics run across the top of the arcade with two other panels inside the arcade based on the designs of primary school pupils from the two local schools.

Local residents and businesses immediately reported an uplift in confidence and footfall into the town centre using that route. The project was nominated for a national regeneration award in 2017.



### 3.5.2 Stonehaven Town Partnership Court Building



The Court Building was vacated by the Scottish Court Service in 2015 and the Stonehaven Town Partnership (STP) paid a nominal £1 fee for the site after proving its financial case and future proposals would be of benefit to the community.

The transfer, which was arranged under the Community Empowerment Act, was made on the condition that the full £150,000 refurbishment costs would be funded by the charity.

The STP was successful in transferring ownership into its hands with a view to redeveloping it as a shared office space which is lacking in Stonehaven. The renovation has started with a mixture of grant funding from Aberdeenshire Council and South Aberdeenshire LEADER Local Action Group and a loan from Social Investment Scotland. Tenants have been identified and a business plan is in place to make the facility a viable going-concern and valuable asset for the town into the future.



PUBLIC LIBRARY



LIBRARY

### 3.5.3 Garioch Community Kitchen

The Garioch community kitchen was set up as a voluntary organisation in March 2012. The kitchen is an asset to local groups who can access the facility to promote the health and wellbeing of their clients, bring groups together in a social but educational manner and provide training and experience to improve employment opportunities.

These activities meet many of the national and local priorities set by Scottish Government and Aberdeenshire Community Planning Partnerships as well as Curriculum for Excellence. A lack of practical cooking skills has been identified as one of the main barriers to Healthy Eating and this project aims to address the increasing levels of obesity, diabetes, and vitamin deficiencies in Scotland by offering practical cooking programmes to vulnerable individuals. It recently began providing food parcels to vulnerable children and families in the wake of the Covid-19 pandemic.

The community kitchen operates with a very enthusiastic, skilled, and professional team of facilitators supported by an equally enthusiastic management committee. Moving forward, the future of the kitchen needs more collaborative working between partner organisations and the wider community to sustain the kitchen long term.

Promoting the kitchen to the wider community and improving collaborative working partnerships with organisations such as NHS Grampian, Garioch Community Planning Partnership, Aberdeenshire Council (specifically Education, community learning and sports), local community groups and voluntary organisations such as CAIRScotland, Comraich, Inspire, Cornerstone and Sure-start is a key objective. The committee has worked tirelessly to make this project the success it is today and can only hope to build on this success.

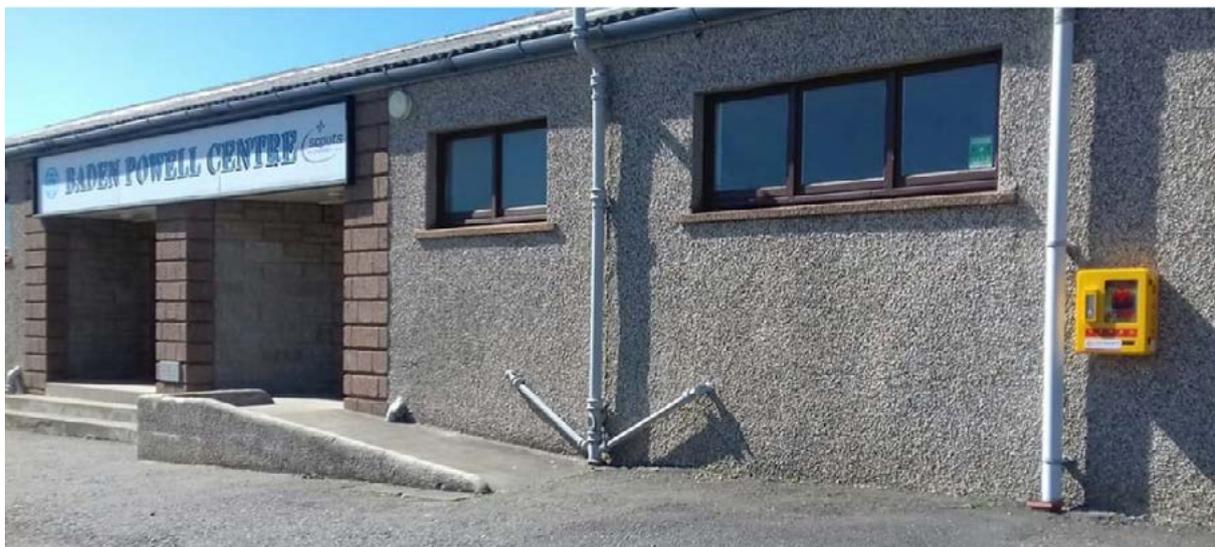
The sustainability of the project relies entirely on funding but by promoting the project and the benefit of it to the community, we are confident we will attract funding and support for the foreseeable future.



### 3.5.4 Turriff Baden Powell Centre

The Baden Powell centre new build project was first mooted as an idea at a regular meeting of the management committee of the existing centre in the early part of 2012. It was felt a purpose-built addition to the existing site as a stand-alone building would be a project that would benefit both the Scout and Guiding organisations as well as the wider community in Turriff and would allow a reasonable income to self-sustain both buildings.

It was hoped the new building could allow for a wider range of activities by the two youth organisations including better facilities for sleepovers, cooking and for meetings with other groups in the district.



The group also wanted to build a facility that the wider community could use for meetings, functions and regular classes and events. A new build committee was set up led by Roy Garden, a retired bank manager who undertook the job of project manager for the new build.

Fundraising was done by the committee in both large and small ways including a race night and a successful buy a brick campaign. Support and substantial donations from local businesses helped greatly in the funding of the project including ACE Winches, Celebrations of Turriff and Ardinn Homes.

Successful grant applications were also made which helped to fund the project most notably North Aberdeenshire Local Action Group, financed by the Scottish Government and the European Community LEADER North programme, and the Aberdeen Students' Charity Campaign.

The new build was opened in March 2015. It consists of a large function room, two smaller meeting rooms which can be opened to one large space, a purpose-built kitchen as well as toilet and showering facilities.

Since opening the centre has become a real community hall which has been used by a wide variety of organisations and individuals as well as being a welcome addition to what the Scout and Guide organisations have to offer the young people of Turriff. Bookings are increasing year on year and all profits are being ploughed back into maintaining both halls, keeping them sustainable.



<https://turriffbadenpowellcentre.com/>

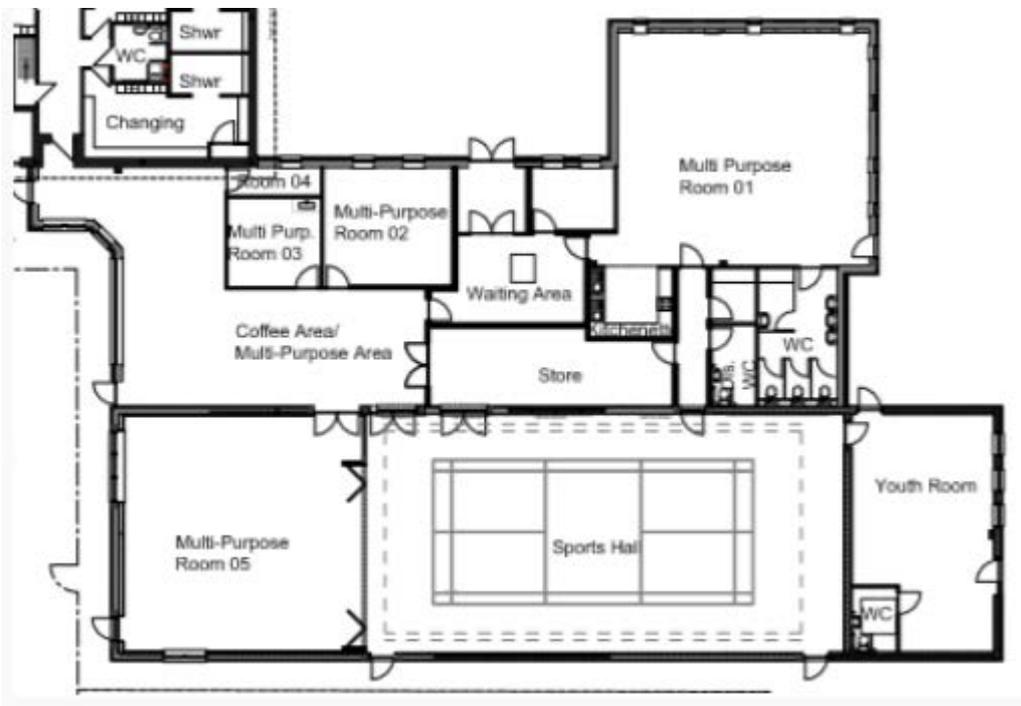
### 3.5.5 Mintlaw and Central Buchan Initiative (MACBI)



Visual 1 : north



Visual 2 : south



MACBI – Mintlaw and Central Buchan Initiative is a community leisure facility offering a fitness suite, Soft Play area, meeting room, and has a multi-purpose hall with two badminton courts with temporary staging that can be assembled for events.

MACBI was established by the community in 2003, to address the lack of recreational and leisure facilities in Central Buchan. This need was established during a Planning for Real® exercise and MACBI was formed to advance the results of a consultation exercise.

MACBI community hub opened its doors in April 2014. Since then it has gone from strength to strength and now is operating to full capacity which is why the next project is adding an extension.

The main activities of the enterprise are exercise classes and activities for all ages and abilities and to provide an outlet for the community to use to improve their health and wellbeing in a safe & controlled environment. MACBI has seven very passionate directors and 20 hardworking members of staff. Having now been open for six years, the team at MACBI are very aware of what works and what does not and that concentrating on what the community wants/needs must be at the heart of what is delivered.

Last year a community asset transfer was agreed with Aberdeenshire Council for taking over Mintlaw Library so that an extension could be added onto the MACBI Community Hub and to move the Library into the facility. The extension consists of a new sports hall, six multi-purpose rooms, a seating area, waiting area and store. One of the multi-purpose rooms will be used to provide nursery services and another will be used as a youth area.

The total cost of the project £1,316,668.00 with total secured funding to date of £1,235,000.00. External funding was granted by Aberdeenshire Council Developer Obligations, Aberdeenshire Council Early Years' Service, MACBI Community Hub, Sports Scotland, Robertson Trust, Garfield Weston Foundation, Macbi Café LTD.

All going to plan there will be a shortfall of just over £80,000 for which a bank loan will be taken out.

<http://www.mintlaw-community-project.btck.co.uk/>

### 3.5.6 The Sand Bothy - Balmedie Country Park



The Sand Bothy is owned by Aberdeenshire Council. It was built in 1985 as a visitor centre base for the Beach Rangers who worked in the Park. That service was cut back and re-organised and for many years from 2003, the building lay empty, used only by Landscape Services staff. In 2014 it was vandalised and burned and was in a general state of disrepair both inside and out. In October 2014, the building was offered to Belhelvie Community Trust (BCT) as a

Community Asset Transfer.

The process was long, and at times frustrating one but eventually in July 2016 BCT signed a 10-year lease with Aberdeenshire Council which stated that the lease would be £1 rent annually, however, BCT would be responsible for all repairs and maintenance costs. BCT organised, funded, and carried out essential repairs and created an exhibition area.

The Bothy has:

- A kiosk selling hot and cold drinks and ice cream which is open from April to October.
- An exhibition about the beach which has been awarded 3 Stars by Visit Scotland.
- A bookable space available throughout the year for use by small groups, meetings, classes, and workshops, particularly by those with relevance to the surrounding country park environment.

The Sand Bothy also runs events for the local community at Easter, summer, and Christmas, which are fun and also an opportunity to raise funds to help with the running of the Bothy and other projects. Since 2016, The Sand Bothy has been a catalyst for other projects in Balmedie Country Park. BCT offer the Balmedie Beach Wheelchairs service. It is a free service for beach wheelchairs which can be hired free of charge by anyone with impaired mobility or any other disability that prevents them from enjoying the beach. BCT are planning a renovation of the public toilets to provide a changing places facility and the installation of inclusive play equipment. All of these aims to improve access for all to a Country Park, owned and managed by Aberdeenshire Council.

BCT believes that the key to successful community development work is having an achievable goal, finding the right people to plan and the right people to carry out the work, whether from the local authority, business sector, fund giving organisations, but primarily local community volunteers and voluntary organisations. BCT, The Sand Bothy and other projects are run entirely by volunteers.

Belhelvie Community Trust:

<https://www.belhelviecommunitytrust.org.uk/>

The Sand Bothy: <https://thesandbothy.co.uk/>

### 3.5.7 Turriff Heritage transfer of Municipal building

Turriff and District Heritage Society (SCIO) are delighted to finally have sole ownership of the historic Category C listed Municipal Buildings in High Street Turriff.

The Foundation Stone was laid in November 1908, by the first Provost of Turriff, Mr John Hutcheon. The photograph of the event and the commemorative trowel and mallet presented at the time are both displayed in the museum.

Since the first Community Asset Transfer application submitted in 2015, it has been a long road of ups and downs, but on Friday, 1<sup>st</sup> November 2019, the journey so far was finally completed. Of course, at this point in time, this, is only where the next journey begins.

Turriff and District Heritage Society has been a registered charity with its motto: "Preserving the past for the future". For the last 42 years and it hopes to continue doing this for many years to come. It is grateful to the community and Turriff people with connections worldwide, who lend their support and donate items of past interest so that in the future, people will learn what life long ago had to offer.

The greatest aim of the Society is to bring the Museum and Heritage Centre, into the 21<sup>st</sup> Century, while at the same time helping to preserve this historic building for generations to come.

Now that the society owns the building, the group are looking at different fundraising opportunities available to enhance the appearance of both the exterior and interior fabric, modernising exhibition areas.

<http://www.turriffheritage.org/>



### 3.5.8 South Links: Developing Excellence in Sports Facilities

Fraserburgh boasts an enviable range of high quality sports facilities, mostly located in an area to the south of the town centre, increasingly being referred to locally as the 'sports hub'. The latest addition to this is a community-owned multi-use site on the Links near the beach. The Fraserburgh South Links Sports Development Trust (FSLSDT) worked tirelessly over a couple of years to develop the new sports facility in Fraserburgh and in raising the £1.2m needed to make it a reality.

Following a wide community consultation exercise and working with many local groups, FSLSDT have constructed a 6-lane synthetic floodlit running track with throwing and jumping facilities. The centre of the track design accommodates a high-quality grass football pitch, with the site being encircled with an all-abilities cycle path. This project supports the significant number of football teams of all ages and accommodates the growing number of young people involved in athletics in the area. The provision of the cycle track provides a safe space for introducing newcomers to cycling and for disability cycling.

One of the overarching aims of the Trust was to promote the facility and sport in general as a way of overcoming social inequalities in Fraserburgh, as well as to improve health and wellbeing and community participation, regardless of ability. By providing high quality, affordable, sports facilities, it provides a distraction from the temptation of anti-social behaviour.

The trust is registered as a Scottish Charitable Incorporated Organisation (SCIO) with membership from across several 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.



### 3.5.9 The Smiddy Banff

A well-known building in Banff's history re-opened in 2018 as a Silversmith's Workshop, rejuvenating the lost trade which was prolific in the town for 200 years between the 1680s and the 1880s.

Situated on Old Market Place, the Silversmith Workshop is located within the Old Smiddy which is a Category B listed building, formally a meal-house which would have held grain which was either sold to raise money or distributed during times of hardship. It was converted to a smithy in 1902, for which it is better known.

Works were carried out to the Smiddy through the Banff Conservation Area Regeneration Scheme (CARs) which was a five year long project (2014-2019) with £500,000 of funding from Historic Environment Scotland with a further £115,000 from Aberdeenshire Council. The works at the Smiddy also received money from the Regeneration Capital Grant Fund from the Scottish Government.

The aim of the CARs Project was to retain the historic fabric of Bridge Street and Low Street by enhancing or replacing original architectural details through the promotion of using traditional materials. The Smiddy was identified as a key project in this scheme.

Works began on the building in March 2017, which has seen full renovation of the building. Earlier works had been carried out to ensure that the roofless structure was wind and watertight, by the introduction of a lime mortar capping at the wall heads and consolidation works being carried out to the bellcote in 2015.

As part of the renovation the building has undergone full internal and external works, utilising the space to be ideal for silversmiths to work and teach others the craft. The design of the building has incorporated the requirements of a polishing room, outdoor working area, and a public viewing space. This dedicated space will allow for a number of silversmiths to be able to work in the building at one time.

<https://www.vanillainkthesmiddy.co.uk/>



### 3.5.10 Garioch Heritage Centre



Garioch Heritage Centre opened in Inverurie in October 2017 and houses the collections of Garioch Heritage Society. The Society has been researching the area's history and gathering artefacts which shed light on the working and domestic lives of local people since 1987.



The Centre tells the story of life in the Garioch, from the early 20th century to the present day. Come and see what life was like in a Loco Works colony house or a dairy farm and learn about the trades that grew to support the area.

The Centre sits in the renovated Inverurie Loco Works. The Works closed their gates for the last time in 1969 but have received a new lease of life as a home for our collections. The Centre keeps the memory of the Loco Works alive, all under the watchful eye of the original 20-ton crane.

### 3.5.11 Kintore Bothie

The youth cafe project was driven by Action Kintore, a charity set up to provide facilities for young people in the town. With the support of many local organisations including Grampian Opportunities, Aberdeenshire Voluntary Action, Garioch Partnership and upstream oil and gas company Nexen Petroleum UK Ltd, the £140,000 project opened in December 2013.

The Bothie is a purpose-built, straw bale insulated community hub in the heart of Kintore.



Construction of the Bothie was undertaken by Aberdeenshire company Bancon Construction. It was the first time they had undertaken a project using straw bales construction.

The Bothie is the home of many youth and community groups, meetings and birthday parties, and with the help of volunteers and youth workers, have a range of youth groups set up to provide a safe, fun environment

for the young people in Kintore to come along and get some support and advice on issues currently affecting them.

### Inverurie Men's Shed

Inverurie Men's Shed has been housed in premises in Harlaw Way, Inverurie since 2015 and is currently open two days per week for members, although the group is looking to extend this. After moving into their premises, which was secured through an Asset Transfer, the group carried out extensive works to convert the building into a workshop for woodworking and metal working, it also contains a clean room and craft area. Using funding from NHS small grants fund the group were able to purchase two porta cabins which house a social area, kitchen and toilets.

The group, which has members from the local area and beyond, undertakes a variety of projects for other community groups and individuals. Some examples are a collection box for the Castle Fraser Steam Engine Rally, Repair of the polytunnel at Uryside School, Construction of a shed to house a motorised trike for a disabled girl and benches for the local Bowling Club. They are also known for their monthly Fix-it Café, where the group invite anyone to come along to the Fly Cup Coffee shop with a broken item which the members will try to fix rather than bin them.

## Allotment Project

The group also had a polytunnel at the Harlaw Way site which was opened in 2016 by BBC TV's Jim McColl; however, the polytunnel was repeatedly damaged due to vandalism and the group decided that the polytunnel required a more secure site.



They were fortunate to find a piece of land on the Old Port Road, Inverurie which they were able to lease to house the polytunnel and also expanded the project to include community allotments. Further to planning permission being granted for change of use, the group applied for and received funding from Garioch Area Committee, Garioch Community planning and also received funding from a range of local businesses. This project is progressing well with a car park already complete and a barrier installed to increase security.

The layout will provide 20 small allotments for community use, although the Men's Shed is aimed at men aged 18+, allotments will be available to the whole community, including women, ethnic groups and young families. There will be a small charge for each individual to hold an allotment and preference will be given to those living in the Inverurie area. The Men's shed continues to fundraise for this project which they hope to be fully functional by Spring 2021.

### 3.5.12 Westhill Men's Shed

The Men's Shed is a project to promote general wellbeing, continuing education and healthy lifestyles for retired men, shift workers in the oil industry and other men who are free during the day and are looking to use their time constructively and enjoyably.

Housed in the old library building, the Westhill and District Men's Shed opened at the beginning of February 2013 and has begun several exciting group projects, encompassing both woodwork, engineering, refurbishing of tools and other items, and a model railway. Some projects, such as the restoration of a standalone engine and water pump, are conducted purely for the challenge and enjoyment of the technical work they entail, whilst others provide a direct benefit to members of the local community, as in the case of a 'friendship bench' constructed for a local primary school, or a set of raised flowerbeds for a local gardener.

The men who use the shed have also carried out a variety of personal projects, from boating chairs to camping boxes. Taken together, the conduct of these projects adds up to a thriving workshop situated in the heart of the local community, a place where mainly older men can come together to work on meaningful projects and feel a sense of comradeship and achievement in doing so.

### 3.5.13 Inverurie Environmental Improvement Group (IEI)



Since it was founded in 2003 by the late Ranald Allan, IEI has expanded the array of colour on display in the Town Centre with over 180 hanging baskets, window troughs on the Town Hall and nine large tiered planters in the town creating a sea of colour throughout the summer from June to October. The floral display is continued from November to May when winter-bedding plants bloom in the planters.

The hanging baskets and planters are sponsored by local shops and businesses and IEI would like to thank them for their support and generosity. The summer-bedding plants are supplied by Aberdeenshire Council and planted out by the service users at the Pitscurry Project, a local social enterprise. The watering is carried out three times a week by volunteers from IEI committee members (and their families), Inverurie Men's Shed and Rotary Club of Inverurie. The water (2,500 litres per week) is from a sustainable source courtesy of a local business.

IEI also run the "Inverurie Best Garden Competition" which is an excellent opportunity for the local community to get involved in making their town look vibrant, whilst receiving the praise and recognition they deserve for their efforts in maintaining wonderful front gardens. The aim is to draw attention to the contribution that Inverurie gardeners make to the visual impact of the town and to encourage others to do the same. Inverurie has been recognised by Keep Scotland Beautiful as an 'Outstanding Community' in the It is Your Neighbourhood Initiative 2016. The Town was assessed under the three themes: Community Participation, Environmental Responsibility and Gardening Achievement.

<https://www.weareinverurie.co.uk/inverurie-environmental-improvement>

### 3.5.14 Pitcaple Environmental Project @ Pitscurry



The Pitscurry Project in Pitcaple is owned and run by Aberdeenshire Council in partnership with the Pitcaple Environmental Project (PEP). PEP is a registered charity which was set up to promote the welfare of people with learning difficulties and/or physical difficulties or special needs.

The project provides day services and training opportunities for people with disabilities, helping individuals to develop practical skills and enjoy social interaction with their peers and with the wider community. PEP also aims to advance the education of the public in the benefits of organic horticulture, renewable energy and sustainable development.

Gardeners at the project contribute to the local community by planting up over 200 hanging baskets for Inverurie town centre every year and helping with maintenance at sites such as Inverurie hospital.

Training and support enable people to improve their skills in the garden and kitchen, by welcoming the public on site to the Buzzard Training Café, to enjoy simple dishes made from fruit and veg grown on site.

Several Pitscurry service users have worked towards gaining the RHS Caley Grow and Learn Award. As a group we have worked alongside Inverurie Environmental Improvement Group to gain national recognition for Inverurie from Scotland in Bloom.

The Pitscurry Project is part of Inverurie Day Opportunities who support adults with learning disabilities from across the wider Aberdeenshire area.

<http://www.pitcaple.org.uk/pep/>

### 3.5.15 Ury Riverside Park

Ury Riverside Park SCIO was formed in October 2016, it has seven trustees and around 10 regular attendees at monthly meetings. The SCIO is not formally linked to any parent bodies although is supported by Inverurie Community Council, Inverurie Environmental Improvement Group and We are INverurie BID and local faith groups.



In the long-term, this group aims to develop the 60ha floodplain site between Inverurie Retail Park and Osprey Village into a public park. The park is designed to work with the forces of nature and will consist of wetland, grassland and woodland areas, a large informal sports area, an all abilities play park, entrance, and a network of footpaths/cycleways.

The purpose of Ury Riverside Park (URP) SCIO is the advancement of environmental protection and improvement and the provision of recreational facilities to improve conditions for the residents and visitors to Inverurie.

URP SCIO is enhancing the biodiversity and amenity of the area known as Ury Riverside Park by establishing a wide range of riparian habitats, open parkland and recreational areas, development of a multipurpose riparian woodland, shrub and open ground area, developing recreational facilities,

including the creation of an all-abilities playpark and creating a vibrant well utilised natural resource in the centre of Inverurie that will still be appreciated 50-100 years' time.

The trustees have worked hard to engage members of the local community, hosting several volunteer tree planting days (funded from the Forestry Grant Scheme) over the last 18 months. These attracted over 100 members of the local community including Syrian New Scots, Cubs and Army Cadets. During the days, the volunteers worked tirelessly to plant over 2000 trees.



Encouraging current and future generations into a wilder area, which they may not otherwise experience, brings an opportunity to educate in an informal way, including informal peer group learning. This education at an early stage in their development will contribute to them growing up to become responsible citizens of the future. The project will primarily benefit those from the Inverurie area, however, given the unique status of the park, it is expected to attract visitors from far and wide.

### 3.5.16 Garioch Sports Trust

The Garioch Sports Centre (GSC) is a highly valued and extremely well used community facility delivering a large proportion of the recreational, health and wellbeing opportunities to Inverurie and the surrounding Garioch settlements. GSC is held in high regard nationally for its proactive approach to working with residents of all abilities and its partnership working.

Engaging with numerous community organisations, nurturing and encouraging residents of all ages to adopt activities which promote constructive use of leisure time, they have for some time promoted the value of preventative medicine through numerous sporting and wellbeing activities. Two successful Climate Challenge Fund awards saw the Centre embark on a carbon reduction project which saw substantial energy efficient improvements to the facility coupled with a Co2e educational programme rolled out to the wider community through home visits, workshops, events and presentations to many Garioch based groups.

With GSC being at the forefront of many high-profile events which take place in Inverurie, the Centre now has access to a wide community demographic. The economic importance of sport development in Garioch is significant and GSC has already demonstrated an impact in terms of generating income from sports development and related services; enhancing the reputation of Inverurie as a centre of sporting excellence; supporting business growth; job creation and improving health and social well-being throughout the community.

The Centre will soon open its new Early Learning and Childcare facility which will provide the 1140 hours of early learning and childcare in a highly innovative setting providing unique ELC opportunities for children, parents and carers. This will be more than an ELC provision it will become a real hub for the community adding to the already wide variety of sporting, recreational, educational and inclusive activities for all ages and abilities currently on offer at the Garioch Sports Centre.

*There are approximately 7000 people visit the centre every week and it is used by over 20 clubs of varying sports*

*It employs over 40 members of staff plus there are other coaches and trainers unpaid*

*Annual turnover when we started in 1996 was £40k*

*Last year's accounts showed turnover of £900k so a significant community 'business' /charity*



### 3.5.17 HDDT - Farm, community ownership

Huntly & District Development Trust (HDDT) is a community-owned Limited Company by Guarantee and works alongside many partners within the local and wider community to make Huntly and District an even better place to live, work and visit.

HDDT was originally formed in 2009 and since then has collaborated with a multitude of partners to deliver a wide range of projects for the benefit of the community. The Trust is run on behalf of its members by a board of volunteer directors and employs a mix of full and part-time staff to help deliver our projects.

Like so many local development trusts across Scotland, HDDT works hard in continually developing opportunities to better the area for present and future generations. The community of Huntly and District established the development trust in 2009 as a follow up to the Aberdeenshire Towns Partnership initiative in the town. A group of active community members worked to establish Huntly Development Trust. They organised fact-finding visits, hosted facilitated workshops to learn how to best to set up such an organisation and arranged open community sessions to decide on priority projects. A key lesson learned from others was the need to acquire an income-generating asset to reduce dependency on grant-funding. From 2009 to 2012, the trust delivered projects with the financial aid of Aberdeenshire Council, European LEADER, Scottish Natural Heritage, Forestry Commission Scotland and Planning Gain.

During 2010, HDDT decided that the best way to achieve financial self-sufficiency was to develop its own renewable energy projects. Inspired by other communities across Scotland, like Fintry, Gigha, Westray and more locally, Udny, HDDT set about developing its own community wind turbine which was installed at Dummuies Wind Farm just outside Huntly.

In March 2014, Huntly and District Development Trust (HDDT) completed the purchase of Greenmyres Farm on behalf of the local community. The farm consists of 63 acres of grazing land, a farmhouse and associated outbuildings situated just off the A96 some 4 miles south-east of Huntly. Financing for the purchase was provided mostly by a grant from the Scottish Land Fund, a Scottish Government initiative to help communities become more sustainable through the purchase of land and buildings.

- [Wind Turbine](#)
- [Greenmyres Farm](#)
- [Co-wheels Huntly Community Car Club](#)
- [E-Bikes Project](#)
- [Townscape Heritage Initiative](#)

The organisation has evolved through a number of stages into the organisation it is today.

<http://huntlydevelopmenttrust.org/>

### 3.5.18 Stonehaven Town Partnership

The Stonehaven Town Partnership (STP) is the central point of contact and coordination for member organisations, and through them, the people of Stonehaven in relation to matters affecting the town's growth and economic development, the well-being of inhabitants, and the promotion of the town's attractions.

With these contacts, it strives to

- create, develop and promote an overall strategy for the development and benefit of the community in the town;
- To prioritise, develop, initiate, lead or support key projects in the town and
- To disburse funds according to criteria set by the board to individuals and bodies who either live or operate in the area

Currently STP have approximately 50 organisations, ranging from youth groups to churches, as members. Each year these members elect up to 12 individuals to act as STP Trustees and these individuals take the lead in various projects which are deemed to be beneficial to Stonehaven.

STP Project Examples:

- attracting the Caravan Club of Great Britain to the town to invest £1.7M in modernising the old Aberdeenshire Council Queen Elizabeth II caravan park and ensure that it becomes a major tourist attraction;
- acting as a catalyst in resurrecting the Tolbooth Museum so now it is a major tourist attraction in Aberdeenshire with over 17,000 visitors last year;
- participated in Planning for Real exercises which help determine the future shape of the town;
- overseeing the re-opening of the beach toilets;
- providing emergency relief in the December 2012 floods in Stonehaven;
- Supporting and assisting Stonehaven Festival and Events with Open Air in the Square 2013;
- Securing the re-opening of the Bervie Braes, a task which is ongoing and which STP are leading.

<http://www.stpweb.org/>

### 3.5.19 Turriff Community Owned Toilets

The Turriff High Street toilets were owned by Aberdeenshire Council and closed to the public since early 2019. In November 2019 Turriff Business Association approached Aberdeenshire Council to effectively secure a Lease Agreement to reopen this facility for the community and visitors alike. The Turriff Business Association has approx. 62 members who give their time freely to ensure businesses and the community are sustainable and economically viable.

In early March 2020 Turriff Business Association, all business owners, and volunteers within the town, agreed to the details of the Lease Agreement and duly signed their documentation. Community ownership finally came to fruition in August 2020. The facility required some work to bring it up to standard and with funding from Aberdeenshire Council's Formartine Area Budget Town Regeneration Scheme, the association were able to re-open the toilets.

Working closely with Aberdeenshire Council, Turriff Business Association and the Tesco Store in the town, together with volunteers from the local community the Turriff town centre toilets will reopen to the public and provide a well-required amenity within the town centre.



### 3.5.20 Turriff Community Owned Caravan Park

In 2011 negotiations between two local groups commenced to take over the Turriff caravan park from Aberdeenshire Council under a Community Asset Transfer agreement. The two groups involved were Turriff & District Ltd and Turriff & District Community Council, however, after meeting with Aberdeenshire Council it was agreed that three members from each group would form Turriff Caravan Park Limited as a Private Company limited by guarantee without share capital and each act as Voluntary Directors. The Company was incorporated in January 2012 and a 60-year Lease Agreement was eventually signed off.

Turriff Caravan Park is a Community-led enterprise located in the North East of Scotland with a tremendous amount to offer. With the Haugh's play area and boating pond next door, leisure centre and swimming pool facilities within a two-minute walk and the town centre just five minutes' walk away. The area boasts a wide range of activities including walking, cycling, historical interest, castles, whisky distilleries, winter skiing, fishing, golfing and horse riding, something to suit all tastes. With beaches just a 15-minute drive and an hour from the Cairngorm National Park, Turriff is an ideal base to spend a relaxing or active holiday for all ages.

The Park has 14 fully serviced static caravans for personal use, 41 touring stances with electric hook-up and 26 camping stances. Free Wi-Fi is available, with laundry, heated toilets and shower with free hot water, dish washing and chemical toilet disposal facilities, small play area on site, dogs on leads welcome.

The park warden lives on site during the season late March – late October annually, with a handyman to keep on top of the groundwork. These are the only two employees, the Directors are all unpaid volunteers from the community who receive no remuneration from the company. If there are any surplus funds at the end of the year, after setting aside money for repairs, maintenance and future developments, then these will be committed to community projects for the benefit of the town and people of Turriff and surrounding area.



### 3.5.21 Turriff Community Boating Pond

The Turriff Boating Pond situated in the Haugh's, adjacent to the Turriff Caravan Park, is a Community-led project with a committee of 8 and by seasonal operators during the summer months. This was previously under the remit of the Turriff & District Community Council for over 20 years and then passed over to the Friends of Turriff Boating Pond in 2018, who have since purchased refurbished boats locally, via Tesco Bags for Help funding. The Boating Pond Shed was originally donated to the town many years ago and is kept in good order by the Friends of Turriff Boating Pond, all volunteers are from the local community.



### 3.5.21 No. 30 Huntly

Huntly & District Development Trust (HDDT) were successful in an application to the Scottish Government's Town Centre Fund to fund the purchase of the former Cruickshank's building in the square - No30.

Aberdeenshire Council were allocated £3.28million by the Government for the Region and the Trust has been working closely with the Council to secure funds for the town.

HDDT has plans to re-develop this substantial prominent three-storey town centre building into a mixed use space. On completion, Number 30 will house community event and learning spaces, Café, Cinema/performance/lecture theatre, Coworking facility, some retail and business space.



[huntlydevelopmenttrust.org](http://huntlydevelopmenttrust.org)

### 3.6 Awards

Awards are an independent endorsement of how amazing a business, town centre, community group or community initiative is. It is a good advertising and marketing tool and gives a positive perception to your town.

Most awards supply a logo to use for publishing, which makes your award-winning credentials obvious. There are various awards from the best pie to the high street hero, some are listed below.

*The **Great British High Street Awards** <https://thegreatbritishhighstreet.co.uk/> have three themes: High Street of the Year; Rising Star and Champion Awards Winners.*

*The **Most Beautiful High Street**, organised by environmental charity [Keep Scotland Beautiful](#) and national towns agency [Scotland's Towns Partnership](#), the Scotland's Most Beautiful High Street competition seeks to celebrate civic pride in our towns and the groups who come together and work to change their communities for the better: making local places clean, attractive, accessible, sustainable, vibrant and inclusive for all to enjoy.*

*The **Scotland Business Awards** <https://www.scotlandsbusinessawards.co.uk/>, **Northern Star Business** <https://www.agcc.co.uk/northern-star-business-awards> and the **Elevator Awards**, <https://www.elevatoruk.com/elevator-awards/> all recognise the best in business.*

**Aberdeenshire Architectural and Landscape Design Awards**, <https://www.aberdeenshire.gov.uk/planning/built-heritage/aberdeenshire-design-awards/>

### 3.6.1 The Great British High Street Awards 2018 & 2019



The Great British High Street (GBHS) Awards are an exciting opportunity for councils, businesses, community groups and volunteers to learn from the leading examples of how high streets are succeeding in overcoming the challenges of a rapidly changing environment.

The Champion High Street Award recognises the UK's best high streets with exceptionally strong local communities who are leading the way to the high streets of the future. The Rising Star High Street award celebrates up and coming local communities who are on their way to transforming for the future.

The High Street Hero Award in association with the Daily Mirror celebrates the exceptional individuals within our communities who run initiatives and projects to improve the high street experience for all. Over the years, many of our Aberdeenshire retailers have been nominated for this award.

All applications are reviewed by an independent panel of judges who shortlist the Champion and Rising Star High Streets. All shortlisted high streets were visited by the Great British High

Street judges who assessed them against their original entry. This accounted for 80% of the overall score with the final 20% determined by public voting on the website, to show the support of their community.

Two years in a row, Turriff town centre have been shortlisted down to the last six after a successful visit from the judges to the town centre. This resulted in a trip to London for the Chair and Vice-Chair of the Turriff Business Association.

<https://thegreatbritishhighstreet.co.uk/high-street-of-the-year-awards>

### 3.6.2 Most Beautiful High Street Awards 2018

Organised by environmental charity Keep Scotland Beautiful and the national towns agency Scotland's Town Partnership (STP), Scotland's Most Beautiful High Street competition seeks to celebrate civic pride in our towns and the groups who come together and work to change their communities for the better: making local places clean, attractive, accessible, sustainable, vibrant and inclusive for all to enjoy.

Scotland's Most Beautiful High Street takes a broad understanding of the word "beautiful". Entries are judged on factors including horticultural achievement, environmental responsibility, and community participation. Following shortlisting by STP and Keep Scotland Beautiful, the winner is chosen by a public vote.

In 2018 Turriff was voted by the public as Scotland's Most Beautiful High Street, recognising the heritage, beauty, and unique experience the town centre offers. Shortlisted towns were; Cupar, Denny, Inverurie, Jedburgh, and Linlithgow. Voting was very close, with Linlithgow and Inverurie being awarded 2nd and 3rd places, respectively.

Turriff's entry highlighted the town's numerous heritage sites, horticultural beauty, and community initiatives, including the emblematic 'Turra Coo' sculpture.



*Rose Logan, Vice-Chair, Turriff Business Association, said: "On behalf of Turriff Business Association and the Turriff community, I would like to say a huge 'thank you' to all those who voted for us in Scotland's Most Beautiful High Street competition. The standard of entries was very high, and we are delighted to have won this award. There are a tremendous community spirit and involvement within Turriff and the surrounding district and without their support, this achievement would not have been possible".*

*Turriff Business Association, which submitted the entry, stated that: "Turriff's High Street/Main Street is very lucky to host a vibrant, unique shopping experience, a wonderful heritage and a high standard of care and cleanliness that reflects the pride we have in our town".*

### 3.6.3 The Pride of Inverurie Awards

The Pride of Inverurie Awards was designed as part of the We are INverurie BID development initiatives. Set up by a subgroup including the Inverurie Events Group, BID coordinator, and members of the BID steering group along with marketing students from The Robert Gordon University. The inaugural Pride of Inverurie Awards took place in August 2018 and has continued as a yearly event.

The awards recognise members of the community, business, and the youth of Inverurie and awards fall under eight categories which are all sponsored by local businesses.

- Businessman Award
- Businesswoman Award
- Sports Personality Award
- Tourist Hotspot sponsored
- The Community Champion
- Unsung Hero sponsored
- The Young Achiever
- Lifetime Achievement Award

All nominations are open to the public in the months leading up to the event. The shortlisted nominations are then sent out on social media for a public vote. The event is funded by sponsorship and by the entry fee on the night, which has made the affair a sustainable event.

On the night of the awards, Inverurie Town Hall is transformed into a glittering backdrop for the first Pride of Inverurie Awards. Each nominee for each award is showcased in a short video before the winners are announced. The initiative is designed to recognise the very best of the town and surrounding area.

Trevor Hart, Chairman of Inverurie Events said

*"The Pride of Inverurie Awards have created a real buzz around the town and the surrounding area. I think it proves Inverurie people are hugely loyal to our town".*



### 3.7 Local Rural Partnerships

Local Rural Partnerships are voluntary groups who work with and promote solutions to the common issues affecting the local communities. They work to empower, support and help develop community groups. Rural Partnerships are independent organisations, created and managed by community representatives. The six Rural Partnerships in Aberdeenshire work together as the Aberdeenshire Rural Partnerships Federation and contribute to all levels of the Aberdeenshire Community Planning Partnership.



Rural Partnerships can help communities to;

- Support and encourage community led projects, particularly those with economic development outcomes
- Facilitate engagement and involvement between communities and statutory agencies
- Build community capacity for groups involved in projects, mentoring and accessing funding
- Assist and advise on governance, planning, visioning, project funding and delivery – every stage from concept to complete!

Please contact your local rural partnership for further information:

Formartine - Peter Ridout

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