



FRASERBURGH BEACH VISION & MASTERPLAN

STAGE 1 REPORT



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Introduction

This report sets out the work and outcomes from undertaking the first stage of work in relation to the Fraserburgh Beach Area Masterplan, between September and December 2022.

Project Summary

Aberdeenshire Council appointed KMA to lead a design team to support them and the local community with the creation of a long-term spatial Vision and Masterplan for the wider Beach Esplanade area in Fraserburgh. Located within a Regeneration Priority Area, Fraserburgh (pop. c.13,500) is one of Europe's premier fishing harbour towns and serves as a major employment and service centre to a wide rural catchment. Fraserburgh offers a wide range of services and good shopping and leisure facilities with a reasonable mix of independent and high street retailers, supermarkets and indoor and outdoor recreation opportunities. Fraserburgh is also identified as an Integrated Travel Town in the Local Transport Strategy.

The town has a mixed socio-economic make up with several areas performing poorly in terms of deprivation indicators whilst other parts of Fraserburgh are relatively prosperous. Despite some improvement, health and education outcomes are lower than the Aberdeenshire average whilst income inequality and rates of crime are higher. A recent Strategic Needs Assessment identifies some of the key strategic issues facing Fraserburgh currently as being:

- a) opportunities for young people,
- b) health related issues, and
- c) digital inclusion.

A comprehensive programme of regeneration activity over the last few years, particularly in the town centre, resulted in Fraserburgh being named as 'Scotland's most improved place' in the 2021 SURF regeneration awards.

Fraserburgh's coast and beach is one of the town's key assets and is highly valued by residents and visitors alike. Located a short distance from the town centre, the beach is unusually central and accessible from most of the town. The beach is used all year round (mainly for walking, surfing and play) but has the potential to contribute much more to the economy and wellbeing of the town without compromising the wonderful natural asset. Within the immediate waterfront area there is a café, small caravan park, play areas, public toilets and an informally used surf clubhouse. Neighbouring sites offer a good range of sporting facilities. To the south of the Beach Esplanade is a stunning ecosystem of sand dunes linking to the Local Nature Reserve at Water of Philorth.

Over the course of the last 2 years, particularly, there has been a significant increase in people using the waterfront area on a regular basis. Much of this can be attributed to the impact of the Covid-19 pandemic and the changes in domestic holiday arrangements due to travel restrictions. This is an opportunity to consolidate and grow the interest through sensible and sensitive developments and improvements in the area. Improving the socio-economic contribution of the beach to the town is a key regeneration priority in Fraserburgh. The Vision and Masterplan will set a clear long-term direction for the area.

Current Analysis & Assumptions

Key pivotal part of the Broch

Fraserburgh beach is a key part of the town, and indeed of this part of northeast Scotland. It brings leisure and recreation into a compelling coastal environment, close to the town centre and the harbour economic activity.

Some years ago, following studies and design exercises, there were a set of improvements to roads, parking, public art and landscape, including new beach buildings to support surfing. Although some of these look a little tired now due to the vagaries of coastal weathering and limited maintenance, most are still important elements that contribute to the functioning of the place.



Fraserburgh beach front, looking towards caravan park (left) and dunes (right).

Interface between functional roles

Critically the focal area of the Plan is not only at the interface between different functions and land uses, it also encompasses a challenging change in level.

On the upper level are the historic burgh buildings, including residential, retail and commerce, with the well-used leisure centre and its car park closest to the town, though somewhat lacking in design identity.

Also on the higher level are the open grassy parkland spaces and the dedicated sports pitches to their south. This higher open level does not connect particularly well to the lower level and beach, though some improvements have been made.



The upper level, looking towards town centre (left) and beach (right).

On the lower level there is considerable (mainly maritime) industry located between the beach and harbour, which generates vehicle trips along the main distributor road. This is bounded by a small but visually prominent caravan park that overlooks the beach.

The extensive sandy beach is fronted by a small two-level promenade, which has steps, railings, and importantly seating. Among the buildings at this location are public toilets, a café, and surf clubhouse building. Further along there is a large, enclosed play area.

There is parking adjacent, which is full on busy days, but much quieter on others. There is also parking on the upper-level roads and leisure centre car park.

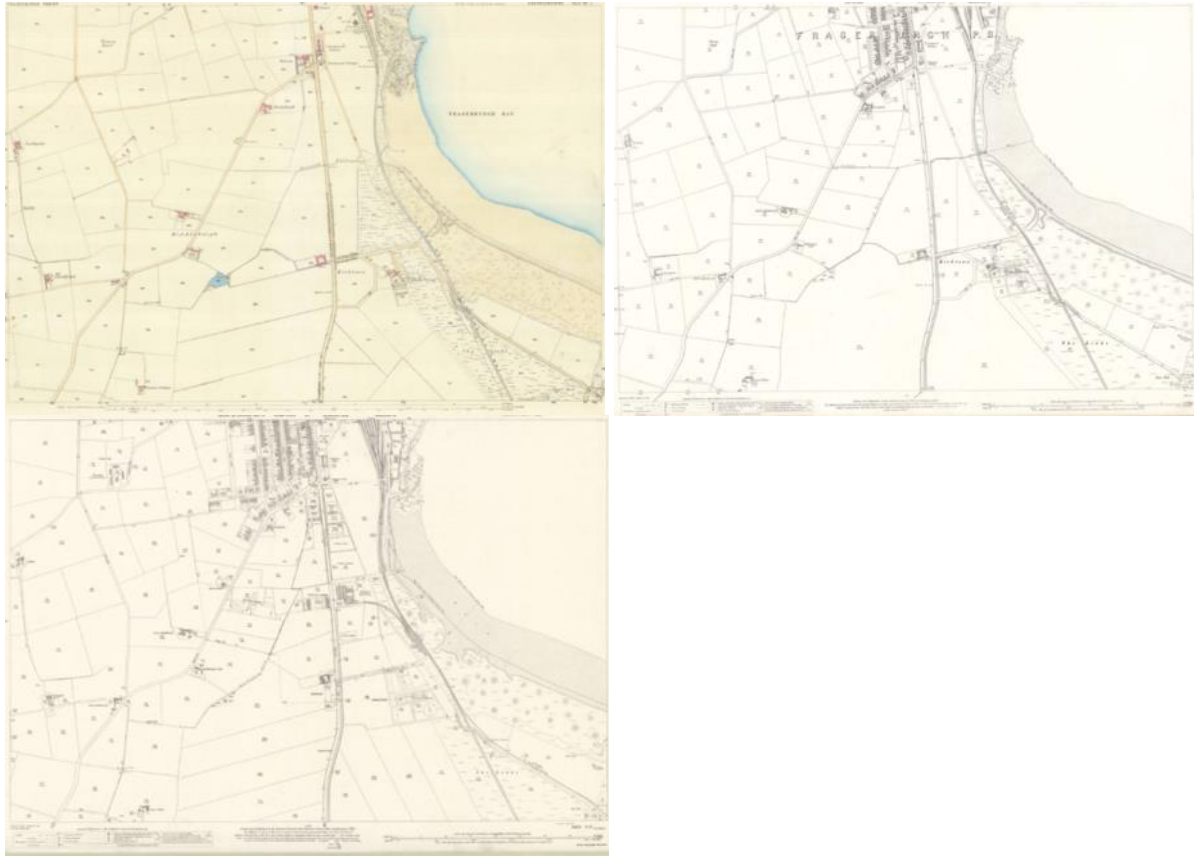


The lower level, with maritime industry (left) and beach promenade (right).



The parking area next to the beach (left), and fish sculpture next to the parking area (right).

The role of heritage, including the evolution of the links, dunes and maritime economic activity (such as rail links, station and depot) are important features to bear in mind in evolving a community-backed approach. This is easily overlooked in many other coastal regeneration projects. Appreciating the evolution in and around the Action Area, as shown over 150 years in the maps below, will help aid creative and sensitive solutions, that local people will feel are connected to the history and identity of the place.



Fraserburgh Beach front (top to bottom) – 1869, 1901, 1925

Challenges of coherence, legibility and connectivity

The new distributor road that was introduced, while enhancing the movement of leisure vehicles visitors and harbour lorry traffic, acts as a psychological barrier between the different parts. This is exacerbated by the high roadside fencing alongside the football pitches.

Together with the change in levels, and limited ease of footpath connectivity, these present an environment that, while seemingly serviceable and functional, is neither of high townscape quality nor sufficiently biased to walkers, cyclists and other wheelers to be truly visitor-friendly and welcoming. The reality is that leisure visitor standards and expectations, especially for active travel and mobility inclusion, are now so much higher than when the previous designs were implemented.



The challenge of coherence and connectivity, between leisure centre (left) and beach (right).

Opportunity to strengthen destination – for locals and visitors alike

There is a major opportunity in implementing the Beach Vision and Master Plan, to create a much stronger visitor destination, local Fraserburgh sense of place, and retain the functionality of the harbour access and economic activity.

To do so entails a careful triangulation of three elements

1. Making the area work as a beneficial **piece of town for local people**, including access to seafront, open space, and linkage to neighbourhoods and town centre. Good routes for the elderly and disabled, as well as for more active age groups, will make the area feel even more inclusive.
2. Making an even **stronger visitor destination**, with activities (eg visibility of watersports, more contemporary children's play, leisure centre extension, pop-up retail, a restaurant, events) that also has good, safe wayfinding into and around the area, and strong links to other attractions, such as the Lighthouse Museum and Heritage Centre.
3. Retain the functional **access to the economically important harbour** area, whilst making this corridor more pedestrian and cycle friendly, perhaps through design speed interventions, crossings and strategic planting.

This will involve trying to build collective aspirations where opinions and needs may differ – eg between harbour vehicles, tourist business or mobility impaired leisure visitor. The aspirations are therefore both place and community based:

Aspiration (1) - Change without damaging the core asset

This is likely to involve a variety of approaches to identifying, protecting and importantly enhancing the assets, particularly the environmental and heritage ones.

Aspiration (2) - Community ownership of ideas and plan

This will involve engaging local people and institutions, clubs, business groupings, in exploring possibilities, and seeking to agree a vision that is above the lowest common denominator, always a risk when there are competing objectives.

However, as the pictures helpfully demonstrate, there is land available with scope for sensitive and positive intervention here to help make Fraserburgh a stronger leisure destination with a strong watersports and outdoor focus.



Fraserburgh is already a key surf destination in Scotland.

Baseline Background

Previous engagement

An initial community stakeholder consultation was held in spring 2019, following which a draft Action Plan was developed, but never adopted. A few small initiatives have been carried out since, however progress stalled due to the Covid-19 pandemic. The feedback from the consultation, however, provides a useful starting point in terms of some of the community aspirations for the area.

This initial consultation resulted in a 'working' Vision to guide further development:

“Create a beach area that retains its natural charms and uniqueness to be a strong economic and social asset to the benefit of everyone who lives, works and visits the town.”

It also identified several Objectives, Principles and Priorities:

Objectives / Principles

- We want the beach area to offer all day and all year-round opportunities for local people and visitors to enjoy this unique natural asset;
- We want visitors to stay longer and benefit from improved facilities and services in the vicinity to help them to do so;
- We want to provide more reason and opportunity for greater monetary spending the beach area and in the wider town;
- We want to develop a compelling, unrivalled and enviable offer to choose Fraserburgh as a beach destination;
- We want the beach to contribute more to the health and wellbeing of residents;
- We want to improve the connectivity between the beach area and other key destinations such as the town centre, Lighthouse Museum and Heritage Centre;
- We want to achieve these Objectives in a way that does not damage or compromise the special environmental qualities of the beach area, the dunes and marine ecosystems.

Priorities

- Arriving – improve and formalise way marking, signage, lighting, pedestrian and vehicle access routes to the beach from the town centre and the key approach road network to the town;
- Infrastructure – improvements to the key facilities, services and buildings on and around the Esplanade in an environment that is well maintained;
- Activities – provide for a greater range of formal and informal, outdoor and indoor, daytime and evening activities and pursuits;
- Accessibility – improve access and activities for all users regardless of mobility;
- Sports Hub – build upon the recent and substantial investment in the 'Sports Hub' concept by improving opportunity for water and beach sports as well as promoting better connections and linkages between and across local sports provision;
- Accommodation – greater provision and diversity of visitor accommodation options across the town;
- Ownership and Engagement – encourage and empower the community and local business to get actively involved to increase a sense of pride and ownership of the beach area;
- Safety – create an environment that is safe for all users;
- Reputation – develop Fraserburgh as being recognised locally and beyond as a beach and water sports destination; and
- Engagement – residents, community groups, visitors and businesses should be fully engaged and represented in all aspects of this Plan.

It is recognised that some of the above objectives will find their solutions in marketing or other activities rather than being specifically reliant on the masterplanning process.

Policy – national and local

Scotland's Place Principle

At a national level, the Scottish Government have developed the Place Principle. This is an approach that creates joined up thinking between people who use and experience a place, those who provide services in a place and those who are responsible for the upkeep and condition.

For the Fraserburgh Beach Masterplan this means that an approach is being taken that brings together all these groups into a form of intelligent conversation that determines the best way to develop the area. By understanding need and how to deliver outcomes there is a greater opportunity to deliver positive change. The Place Principle: *“is an approach to change based upon a shared understanding of what that place is for and what it wants to become with partners and communities collaboratively agreeing the joint actions required to make that happen and doing them.”*¹

Scottish Planning Policy

At a national level there is policy support for ensuring that coastal communities are able to develop assets to meet the needs and wellbeing of the community. While this is primarily about ports and harbours, it is applicable to Fraserburgh's beach asset, particularly as a hinge point between developed and natural coastline. Another factor for coastal communities is planning for the impacts of climate change. This includes coastal defences and managed change appropriate to the local context.² For Fraserburgh, this is also about adapting the place to be resilient to extreme weather, and more usable through the seasons.

Local Policy

Fraserburgh features in local policy as a focus for regeneration. This is tied to national level policy objectives around improving outcomes for places lower on the SIMD scale. Fraserburgh has some of Aberdeenshire's more concentrated areas of deprivation.

The Fraserburgh Regeneration Action Plan 2016 – 2021 (now extended) notes several actions that related to Fraserburgh Beach and Waterfront. The new masterplan should deliver on these actions:

The Economy: A resilient local economy which attracts investment, supports a resilient business base, increases higher wage economy and creates employment opportunities.

- Action 1.1 Growing Businesses & Enterprise
- Action 1.4: Seafood Centre of Excellence

The Environment: Make Fraserburgh an inspiring and engaging place that secures the regeneration and use of key sites and buildings. Transform the environment to highlights local assets and deliver the infrastructure and capability to facilitate business and community success.

- Action 2.0: Cleaner Fraserburgh
- Action 2.0.1: The Big Clean Up
- Action 2.0.3: Green Space access and improvements:

¹ Scotland's Place Principle, April 2019: <https://www.gov.scot/publications/place-principle-introduction/>

² National Planning Framework 3, Sustainable Places: <https://www.gov.scot/publications/scottish-planning-policy/pages/5/>

- Action 2.0.4: Improve beach facilities
- Action 2.1: Establish collaborative opportunities to develop Fraserburgh tourism
- Action 2.3: Promote an improved network of walking & cycling routes

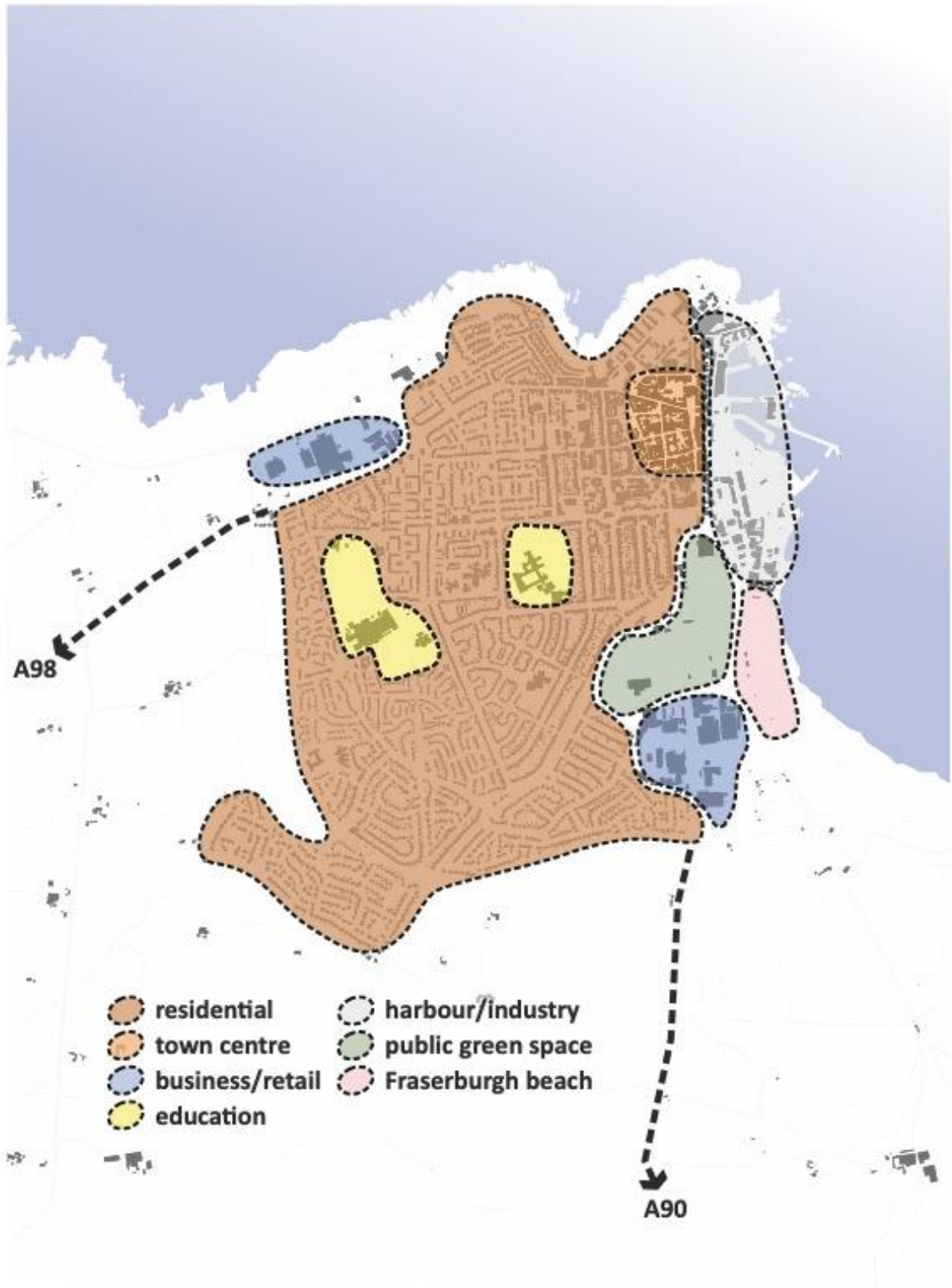
People, Communities, Health and Wellbeing: Health and well-being are fundamental to Fraserburgh’s economic growth. Community momentum and cohesion will be improved with individuals confident to work together and inspired to celebrate their heritage, their sense of place and make improvements to their career opportunities. To promote a healthy living culture in Fraserburgh building on the assets of our people and facilities

- Action 3.0: Changing Perceptions: Change internal/ external perceptions of Fraserburgh by highlighting opportunities to improve health and wellbeing through the development and use of sport & leisure facilities
- Action 3.0.2: Working with Existing Groups: Work with local groups/ clubs to promote health & well-being activities in the town and Increase inclusive sports participation e.g. Active Fraserburgh Week
- Action 3.2: Town Centre Community Safety: Reduce anti-social behaviour and improve community safety and wellbeing in the town centre

Conditions – SWOT

This is a high-level analysis of the current condition and status of the beach area.

Strengths	Weaknesses
Stunning and sizeable natural coastal asset	Unclear connectivity to town centre
Proximity to town centre	Lack of clarity from multiple and not joined-up uses
Wider accessibility from other parts of Fraserburgh and villages	Multiple and disconnected buildings
Variety of built and natural environment	Direct access to beach limited to able bodied
	Play space and equipment of a low standard
Opportunities	Threat
Connect beach and town centre	Coastal climate change
Access for all directly to beach	Industrial creep from both north and south, need for distinct boundaries
Consolidated buildings and facilities	“Do nothing” leading to decline of area
Year-round appeal and usability	



Current land uses and context

Engagement Strategy

Engagement has been a core part of the KMA method, putting the views, ideas and needs of the community at the heart of the process. This first stage has been about developing a baseline and understanding ideas and aspirations. The programme is set out below.

Engagement Programme

13/14 Sept 2022	Workshop with Fraserburgh Regeneration Partnership Initial discussions with Broch Surf Club, Fraserburgh Feuar's Managers, Fraserburgh Community Council, Caravan Park and Beach Café.	
October 2022	Surveys launched- closed late November 2022	831 responses
Tuesday 4 th October 2022	15:00 – 17:00 Public Drop-in event at the Faithlie Centre (Chamber) 18:00 – 19:30 Public Drop-in event at the Faithlie Centre (Chamber)	Approx 85 across all sessions
Wednesday 5 th October 2022	10:00 – 12:30 Public Drop-in event at the Faithlie Centre (Chamber)	
Thursday 3 rd November 2022	15:00 – 17:00 Public Drop-in event. Dalrymple Hall 18:00 – 19:30 Public Drop-in event. Dalrymple Hall	Approx 45 across both sessions
Friday 4 th November 2022	10.00 – 11.30 Schools Workshop at Fraserburgh Academy 12.00 – 13.30 Stand at Nescol	
Mid-Nov	Primary School Survey launched – ran to 11 Dec.	152 responses
Friday 25 th & Saturday 26 th November 2022	17:00 – 20:00 Stand at Faithlie Centre	To coincide with the town centre Christmas events and the FEH Faithlie Fayre.

Key Outcomes and Feedback – Drop-ins

These headlines are taken from the post-it notes, sticky dots placed on the map and other surfaces during the 4th and 5th October sessions. In addition to this we have the information from the stakeholder group, George Watt, Fraserburgh Community Council sub-committee, Harbour Trust and others. Plus, other notes from the session.



Contributors at the drop-in sessions in October & November

Play – Year-round interactive play for all ages and ability

- Interactive water play, e.g. splash pad, paddle pool (examples: Nairn, Gothenburg)
- Inclusive, disabled play & wider access to playspace (buggies and wheelchairs) (examples: Balmedie, East Lothian)
- All ages play parks
- Covered play
- Percussion play
- Return of the train, train through to town (examples: Arbroath)

Accessibility – Wider scope for wheelchair access to get to and from the beach and beach facilities

- Disabled access to the beach
- All terrain wheelchairs
- Ramps to the beach places closer to parking spaces
- More disabled parking
- Accessible path through the dunes to link to the old railway
- Wider pathways
- Bridge over Kessock Burn
- more level connections, paths to the beach from town

Public Facilities & Uses – Practical approach for enabling enjoyment of outdoor activities

- Better shower/changing facilities for water users
- More public toilets
- More picnic/bbq space (covered?)
- Extend the promenade, make it a loop
- Storage lockers
- Telescopes to view wildlife
- Bus to the beach
- Modern facilities/venues

Safety provisions – Measures to be taken surrounding night-time activities and traffic management

- CCTV
- Lighting on prom, play, Kessock tunnel, paths to town, near bike track
- Lower kerbs from town to beach

- Traffic calming measures in parking lots & South Harbour Road
- Flashing speed signs
- Change paving to boardwalk style to help with sand
- Better signage

Businesses/Activities – Scoping for a night-time economy, entertainment, and prioritising community space

- Community/Multi-purpose event space
- Bars or restaurants on water
- For hire shop, beach activities
- Evening entertainment/activity
- Improve café building to take advantage of the view
- Pop up businesses, kiosks
- Space for a nursery
- Farmers market
- Refurbish tennis courts
- Nov 5th bonfire night return

History/Culture/Art – Pay homage to the natural environment and history of the beach and the town

- Information about wildlife, dunes, history, railway, etc
- Fraserburgh themed mural
- Murals on shelters

Maintenance – Scoping for a beautiful, well-maintained and regulated public beach space

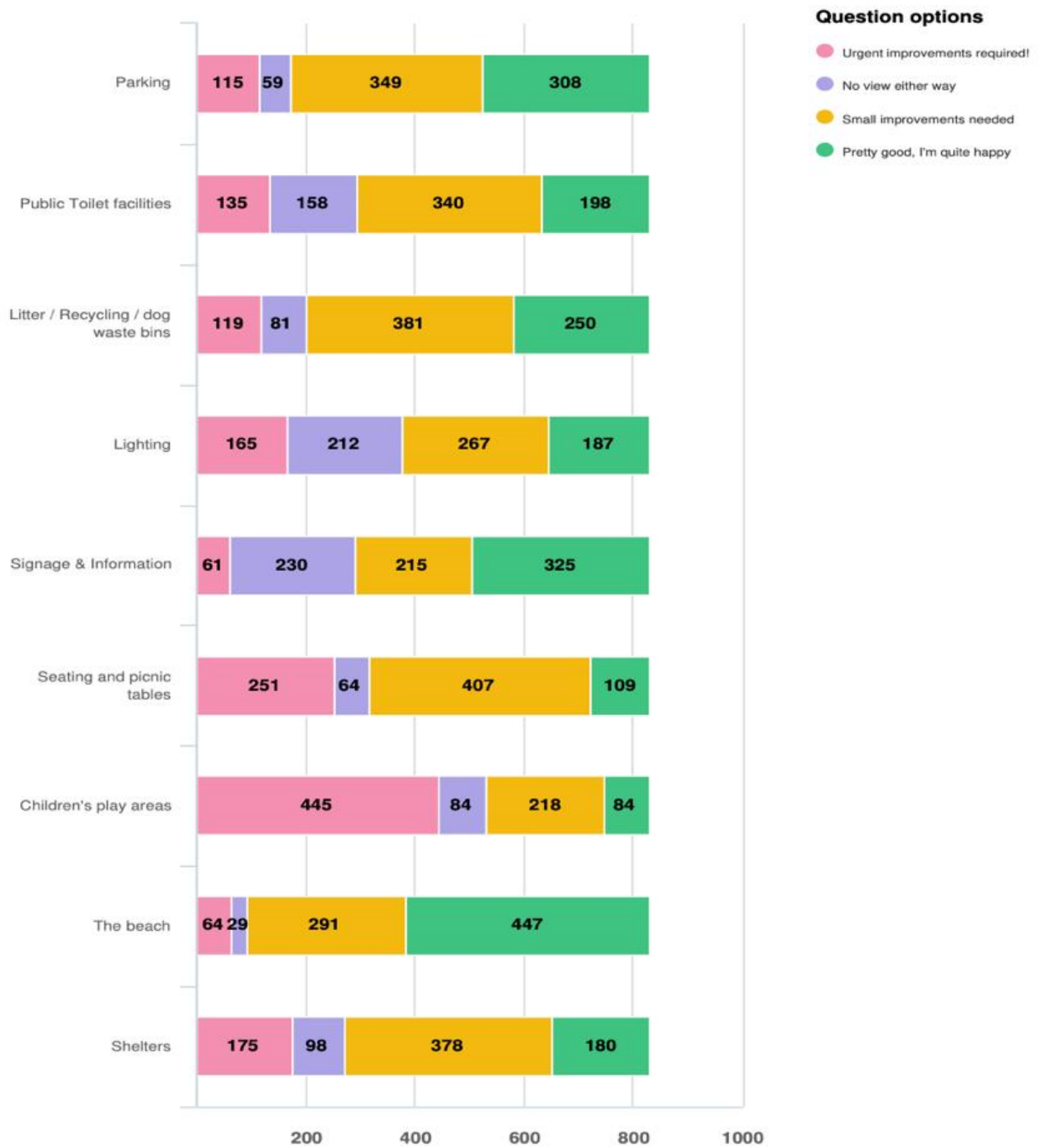
- Measures to address litter
- Beach warden
- Remove red buoys
- More planting

Key Outcomes and Feedback – Survey

The survey had an excellent response rate, with 831 responses. The survey has provided excellent use data, and highlighted key areas of focus from a community perspective. From the survey data we have learnt that:

- The majority of respondents are **very regular users of the beach** (most days or at least once per week)
- The majority of respondents **live in Fraserburgh, or surrounding villages** – although people will travel some distance to visit
- The majority of visitors **drive (approx. 62%), followed by walking (approx. 30%)**
- On the whole **people feel positive about the beach** – mixed or negative feelings are largely a product of things people think have either been neglected or could be improved.
- **The top 5 activities** are: 1) walking, 2) visit the café, 3) use the play area, 4) meeting friends, and 5) sitting in the car (e.g. to eat lunch with a view).
- People feel most of the facilities could do with small improvements. The exception being **the play area which needs urgent improvement**. The other area highlighted by this is picnic and seating areas.

Q8 What do you think of the following facilities at The Esplanade? A response is required for each row to proceed to the next question.



Key Outcomes and Feedback – School session

The Fraserburgh Academy school session included students from Fraserburgh Academy and younger students from seven feeder schools, who collaborated in six separate groups at the event. Each group was asked to create the “wildest thing” they could imagine at the beach using markers, kinetic sand, crayons, building blocks, and any other material they brought themselves. The input from the students made the session interactive, creative, fun, and very useful. Their aspirations of the beach proved to be very similar to the drop-in sessions, especially for what the beach could provide in the future.



Pupils at Fraserburgh Academy during the beach masterplan exercise

Students created a wide variety of outputs, including: a megalodon slide, an aquarium with a train through it, a viewing platform on the dunes with a telescope, a bouncy-play water course with a fire pit, and so on. When the students presented what they had created, they were asked why their wildest thing made Fraserburgh Beach a better place.

Group 1: “It’s active”

Group 2: “There would be everything for everyone”

Group 3: “There would be things to do”

Group 4: “It would make it popular and make you learn about sea life”

Group 5: “It’s aimed at all ages and would attract people and tourists”

Group 6: “There would be things to do and it’s fun and active”

Opportunities and Principles

Analytical Place Framework

We have carried out two design team workshops to synthesise and analyse what has been learnt from previous and recent engagement, policy documents and best practice from other places. There are clear themes and areas for consideration emerging, plus thinking about how these elements stitch together to create a cohesive place that both contributes to wider Fraserburgh and enhances beach area assets themselves.

We believe that the vision and principles established through the 2019 work hold true, and we have heard many views that reinforce and strengthen this. The analysis below provides an initial spatial indication of how these principles may reshape Fraserburgh's beach and waterfront area.





2019 Fraserburgh Beach Workshop Outputs

Objectives / Principles

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Priorities

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- Accommodation –greater provision and diversity of visitor accommodation options across the town;
- Ownership and Engagement –encourage and empower the community and local business to get actively involved to increase a sense of pride and ownership of the beach area;
- Safety –create an environment that is safe for all users.

The following section highlights key areas for change, ideas associated with these and gives an indication as to how this can deliver on key objectives and priorities.





Exemplars to use as inspiration for play, access, shelter and art.

Play

The current play area is a modification of a play and paddle area that has been in existence since at least the 1960s (from historic mapping). It has been consistently identified as a key area for change in the 2019 engagement, drop-ins, survey and school sessions.

In addition to upgrade of play, there are key opportunities to tie to Fraserburgh’s identity and heritage, and delivering a key asset not just for the beach area, but for the whole town. This could greatly elevate that cross-benefit relationship between the beach and town, acting as a draw for use and catalyst for other beach area activities. Education and care providers are either already using the existing play area and beach and further interest is expressed in extending this to other education/care providers and opportunities.

Key principles for redeveloping the play are:

- Delivering connections to heritage (town and natural) through themes, active equipment and interpretation (i.e. sea faring style equipment such as a play-ship, connection to mini-railway; paddling pool
- Deliver something that is suitable for an age spread - young to old (even adults), not necessarily on the same location
- Connected to the above, effort into creating space for girls - particularly “tweens – teens”
- Deliver play that is inclusive, has something for everyone regardless of age, ability or disability
- Think beyond the existing play area and formal play equipment – equally important to create safe spaces to hangout and shelter, create playable sculpture and landscaping.

Deliver on Objectives/Principles

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Deliver on priorities:

- Activities –provide for a greater range of formal and informal, outdoor and indoor, daytime and evening activities and pursuits;

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Shelter

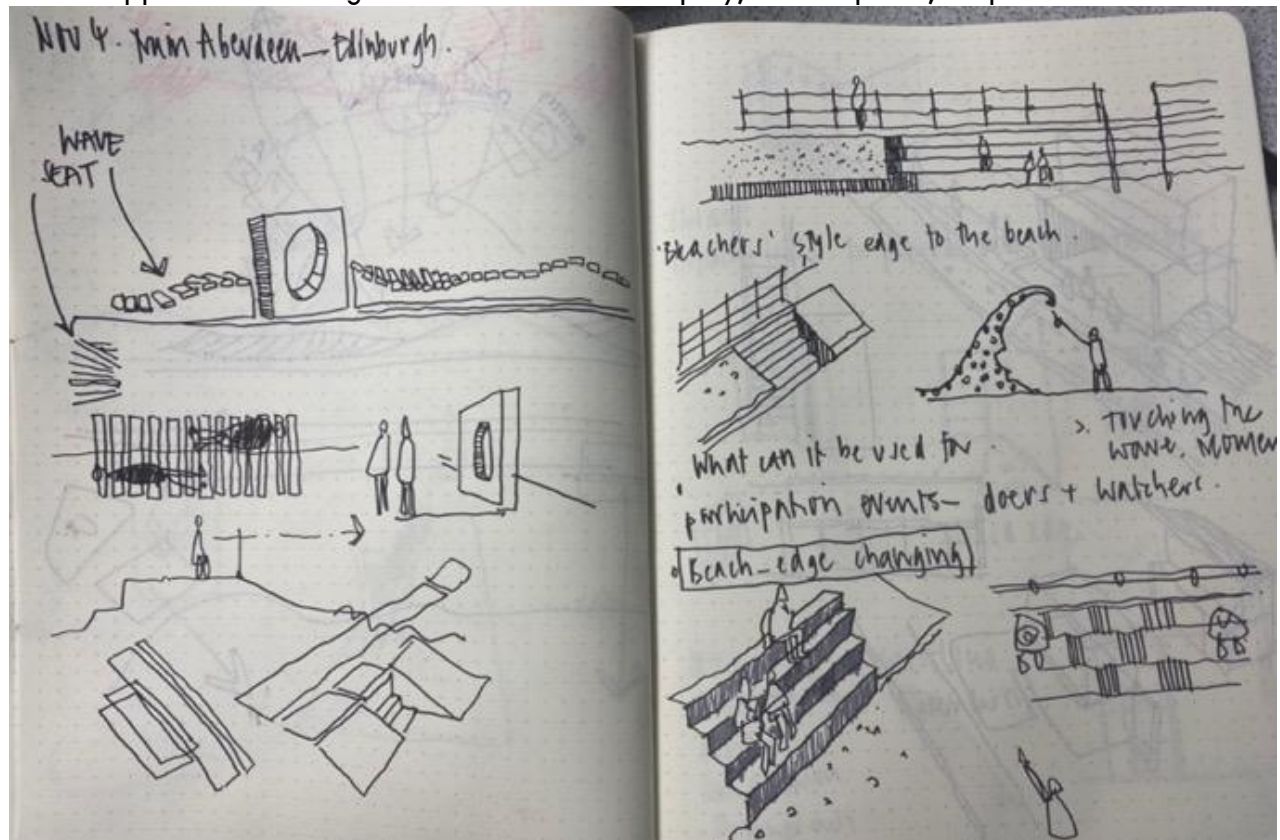
The school survey highlighted that a key reason for not visiting or making more use of the beach was weather. Part of the attraction of Fraserburgh Beach must be that it is a northern coastal location on the North Sea coast – it will never be comparable to a beach on the warmer continent. To facilitate more use, shelter must be included in many different forms. This would include indoor spaces, outdoor shelters, general wind cover (active uses) and making use of the existing topography to create an all weather destination. The beach is used year-round, for walkers and colder pursuits such as the Salty Water Folk and surfers.

Key principles for shelter are:

Embracing the North Sea fringe climate, facilitate use by multiple levels/types of shelters

Mitigate the impact of wind, sand etc on the promenade

Create appeal for dwelling in other weathers – wet play, indoor spaces, sculpture and art



Sketching creative ideas for shelter – creating different experiences and opportunities

Deliver on Objectives/Principles

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Deliver on priorities:

- Arriving –improve and formalise way marking, signage, lighting, pedestrian and vehicle access routes to the beach from the town centre and the key approach road network to the town;
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Accessibility

There are three aspects relating to accessibility.

- relationship between beach and town centre (mental map, physical connections)
- to the beach (from other areas) - walk, bike, car, bus etc
- onto the beach

The relationship between the beach and town centre is about the movement between the two through physical connections and improving the “mental map” between the two. By this we mean the perception of distance and route creates a separation between the two, when the fact is that the places are in very close proximity to each other. This can be improved through mapping, signage, creating visual links. In particular making it very clear what the best walking route between the places is, make it appealing and exciting to use, a (short) journey of discovery.

Access to the beach from other areas is primarily taken through car. If the beach is to become a destination of choice and grow, parking is acting as a constraint. In addition to this, policy direction is to favour active and sustainable modes of transport. Making the beach a location that is easy to get public transport to, walk, wheel or bike is important future-proofing work. While driving does remain the most popular approach, temporary solutions to prevent congestion on “high days” could be provided for on land close to the beach. Marketing/behaviour change campaigns will also be an important component as we think generally about our movement and a sustainable future.

Access onto the beach should be inclusive and allow anyone, regardless of ability or mobility aids to get onto the beach itself. Improvement to access ramps and locations (i.e. more than one and in desirable locations) to give access to the beach should meet latest DDI compliance. Good access designed in this way will benefit all. Once on the beach, currently movement is constrained by the Kessock Burn – some form of accessible crossing could widen the area available to people. Beach Wheelchairs have also been a popular suggestion. These are wheelchairs with large tyres that can take access across beaches, shallow water etc. There are models elsewhere in Scotland that can be looked at in terms of provision, management, access and funding.

Deliver on Objectives/Principles

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Deliver on priorities:

- Activities –provide for a greater range of formal and informal, outdoor and indoor, daytime and evening activities and pursuits;
- Accessibility –improve access and activities for all users regardless of mobility.

Facilities and uses - including Business and Activity

Lots of suggestions about the type of facilities available at the beach and ideas for new ones came in through the survey and drop-in sessions. These ideas are all about making the beach an attractive and satisfying place to be. The beach should have a wide appeal to as many different groups and users as possible. This in turn supports the existence of facilities used for many purposes.

These suggestions are not about creating many new facilities along the beachfront. Consolidation and upgrade of what is existing would deliver the same outcomes. Flexible space allows different uses to use the place at different times. This adaptable model makes the place more viable. It is also an opportunity to make facilities more accessible. Better public changing facilities and accessible toilets, for example.

In terms of additional new facilities, these could and should be in a location that maximises the coastal outlook, and supports connection and adds to the town centre. For example a beach side restaurant and a new natural heritage centre. This in turn would support an evening/night time economy, creating a presence and passive surveillance of the area that would discourage current anti-social behaviour around speeding cars. This could also create opportunities for small businesses, with pop-up venues or rolling tenancies.

Deliver on Objectives/Principles

- We want the beach area to offer all day and all year-round opportunities for local people and visitors to enjoy this unique natural asset;
- We want visitors to stay longer and benefit from improved facilities and services in the vicinity to help them to do so;
- We want to provide more reason and opportunity for greater monetary spending the beach area and in the wider town;
- We want to improve the connectivity between the beach area and other key destinations such as the town centre, Lighthouse Museum and Heritage Centre;

- We want to develop a compelling, unrivalled and enviable offer to choose Fraserburgh as a beach destination;
- We want the beach to contribute more to the health and wellbeing of residents;
- We want to achieve these Objectives in a way that does not damage or compromise the special environmental qualities of the beach area, the dunes and marine ecosystems.

Deliver on priorities:

- Activities –provide for a greater range of formal and informal, outdoor and indoor, daytime and evening activities and pursuits;
- Accessibility –improve access and activities for all users regardless of mobility;
- Ownership and Engagement –encourage and empower the community and local business to get actively involved to increase a sense of pride and ownership of the beach area;
- Sports Hub –build upon the recent and substantial investment in the ‘Sports Hub’ concept by improving opportunity for water and beach sports as well as promoting better connections and linkages between and across local sports provision;
- Safety –create an environment that is safe for all users.

Safety

Across the suggested types of activities, uses and connections – safety has been a common theme. This is not because the beach is considered dangerous, far from it, but because this is a baseline expectation for a place that works well for all. In addition to ensuring actual safety, there is the additional need to imply safety through how a place looks feels and is used. For example there may be evidence of a place being safe through crime data, but people may still feel intimidated if it looks or feels a certain way.

Activity safety – play area’s should have inherent safety designed into them. This is different from designing out risk, which can be a good thing to include in a play area. Safety includes removing sharp edges, drops, separation from dogs and appropriate enclosure. Water safety is also an important consideration. This would be primarily taken through educating water users about safety through campaigns and signage.

Access safety – walking routes that are traffic calm/free, well-lit and have onlooking uses are the best way to create access safety. For Fraserburgh this includes defining which is the best walking route and adding these elements to it. Safe access onto the beach includes ensuring ramps are compliant with latest legislation regarding slope, and other access points are well maintained. Safe parking and use of vehicles can be encouraged through road layout changes to reduce speed.

Feeling of safety – to enjoy a space people need to feel safe and not simply be technically safe. Safety is created when other people are present in a place, there are extended hours of operation and use. This can also be created through “passive surveillance” which means there are uses, such as homes or accommodation that overlook a space, so people feel that they are not isolated.

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Culture and Art - identity and character

Fraserburgh has a unique story and identity that is connected to the sea. The beach and water front present an opportunity to interpret and integrate that story into the elements along the beach front. For example, art could be incorporated into seating and shelter, play equipment could have seafaring or nature themes. The integration of art and interpretation also creates an important point of ownership for the community, being able to understand their history and tell the Fraserburgh story.

Another role for art in culture is in creating an art/heritage trail that strengthens the connection between the beach and the town centre. This could be either a new, stand alone trail for that connection, be an extension of the recent town centre heritage trail, or a wider connection between visitor attractions forming a loop between the Lighthouse Museum and the beach. A strong theme from the primary school survey was having “playable sculpture” – public art that can be climbed on, interacted with and sparks imaginative play.

There have also been suggestions and ideas around events that could be reinstated and new events. Examples of these include locating the Bonfire Night display at the beach, music events and outdoor theatre.

Objectives/Principles

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Priorities

- Arriving –improve and formalise way marking, signage, lighting, pedestrian and vehicle access routes to the beach from the town centre and the key approach road network to the town;
- Infrastructure –improvements to the key facilities, services and buildings on and around the Esplanade in an environment that is well maintained;
- Activities –provide for a greater range of formal and informal, outdoor and indoor, daytime and evening activities and pursuits;
- Accessibility –improve access and activities for all users regardless of mobility.

Interrelationships between all these elements - circular diagram



To address the current disconnectedness between elements at the beach the current thinking is to create zones that have a clear use and physical link to the next zone. Working from the north, the first zone would act as an entry point from the town, and scope for restaurant, nature discovery centre and other social meeting places.

Moving south, consolidating uses around the current surf club, toilets and café building to both create a more coherent place, but also create the flexibility to accommodate new activities and uses.

The southern node would be focussed on play and families with a strong focus on a high quality play area. This area also acts as the entry point to the natural beach area with access to the dunes and the sand.

Next Steps

Complete Stage 1 to Final Report	Completion by 31 January
Produce community update newsletter	Completion by 31 January
Review workshops approach	Completion by 10 February
Preparation for workshops	Completion by 22 February
Workshop delivery	Completion by 23 – 25 February Completion by 16 – 18 March
Stage 2 Reporting	Completion by 31 March