

FRASERBURGH REGENERATION VISION AND ACTION PLAN PROGRESS UPDATE
Sep-19

PERFORMANCE DASHBOARD - FINANCIAL AND CORE OUTPUTS

Financial Summary						
Theme	Notional Allocation (£)	Commitment (£)	Spend (£)	Total Investment Value (£)	Leverage (approx) £Regen : £Match	Balance (£)
1 - The Economy	433,000	164,290.62	108,998.90	452,427.65	1 : 2.75	268,709.38
2 - The Environment	305,000	171,999.19	80,570.00	785,569.19	1 : 4.55	133,000.81
3 - People, Communities, Health & Wellbeing	399,000	391,583.93	171,766.65	1,972,771.60	1 : 5.00	7,416.07
TOTALS	1,137,000	727,873.74	361,335.55	3,210,768.44	1 : 4.40	409,126.26

Outputs and Outcomes Summary			
Core Indicator (from Action Plan)	Target (2016-21)	To date	Balance to Achieve
Leverage (Non-Regeneration 'match' funding secured)	£8,390,000	£10,521,200*	-£2,131,200
Jobs Created or Sustained / Safeguarded	130	132.34*	-2.34
New Business Creations / Start-Ups	30	12	18
Businesses Assisted	150	191	-41
Community Groups or Projects Assisted	60	49	11
Events Supported	36	43	-7
Properties Assisted / Improved *	40	34	6
Instances of support provided to develop sports activities / facilities	6	8	-2
New houses built	30	30	0
Volunteers (No.)	200	260	-60
Volunteer Hours	3500	3733	-233
* includes Fraserburgh 2021			

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Status Key:	Complete (green)
	Action initiated: Delivery phase (blue)
	Action initiated: Development phase (yellow)
	Not started (red)

ACTION THEME 1 - THE ECONOMY					
AIM:	A resilient local economy which attracts investment, supports a resilient business base, increases higher wage economy and creates employment opportunities.				
OUTCOME:	Fraserburgh has a resilient economy where local businesses are supported to develop, grow and diversify. Key sector experience is recognised and used to help grow business and attract new ones. Reduced barriers to entry have increased entrepreneurship and encouraged businesses to develop new products and markets and to add value to existing ones. Improved skills are applied to increase quality, productivity & diversity of products and services.				
Action / Objective	Project / Status	Update / Timescale	Lead	Regen Budget Agreed	Key Output Targets & Expected Outcomes / Impacts
1.1 Growing Business and Enterprise	Fraserburgh Enterprise Hub (Blue)	<p>Fraserburgh Enterprise Hub has been operational since summer 2018 and offers support for start-up and early stage businesses. The project initially runs until June 2020 (time-limited by LEADER programme restrictions). Elevator are the project lead. Enterprise Manager and Enterprise Co-ordinator positions are both filled. Project is temporarily based in premises in School Street and will relocate to The Faithlie Centre later in the year.</p> <p>Good relationships are being built and local feedback has been very positive. Outreach work and events have been well attended. A number of entrepreneurs and businesses have been supported. New Facebook page is live and other digital tools are in development. Press coverage has been considerable.</p> <p>Discussions have started about an extension to the project from July 2020.</p> <p>Project Started : April 2018 Project Ends : June 2020</p>	ED - Regen	£101,783.44	<ul style="list-style-type: none"> • Match Funding - £149,549.21 (LEADER) • Businesses Supported - Target 50 (to date 39) • Businesses Start-Ups - Target 10 (to date 8) • Jobs Created - Target 20 (to date 10) • Skills / Training participants - Target 150 (to date 330) • Diversified local economy • Opportunities to take advantage of MOWEL supply chain opportunities • Increased take up of business support provision • 35 Events to date including regular networking sessions and rural outreach 'pop-ups' in surrounding communities. • Facebook page has grown to 784 followers (from 156 in March)

Action / Objective	Project / Status	Update / Timescale	Lead	Regen Budget Agreed	Key Output Targets & Expected Outcomes / Impacts
1.1 Growing Business and Enterprise	Super Saturdays 2018-2019 (Blue)	<p>Fraserburgh Development Trust delivered the required 6 events in 2018, including co-hosting the Frozen Fraserburgh event in December 2018 (led by The Rotary Club of Fraserburgh).</p> <p>Unfortunately and due to a number of reasons, in April 2019, the Council decided to withdraw funding for any further project activity during 2019 and the project was ended prematurely.</p> <p>Project now complete</p>	ED - Regen	£40,982.18	<ul style="list-style-type: none"> • Jobs Sustained - 1 • No. of Events - 6 • No. of additional visitors - 6,000 • Businesses Supported - 58 • Community Groups Supported - 54 • Volunteer Hours - 2170 • Increased visitors to, and vibrancy of, the town centre • 4 sectors supported - retail, food and drink, tourism and voluntary sectors • Free / subsidised family entertainment, removing financial barriers • Platform for Council / groups to engage and consult with community • Average 25 stalls per event in 2018 • Short-listed for SURF regeneration award in 2015
	Frozen Fraserburgh 2019	<p>Frozen Fraserburgh is the annual winter festival in Fraserburgh. Led by the Rotary it brings together many local organisations and attracts significant sponsorship and footfall in the town at a time of the year when retail spend is crucial.</p> <p>In its third year, the organisers are seeking to extend the event to cover a full three-day weekend and to introduce a new Sunday trading day. Town centre retailers have indicated their support for this approach.</p> <p>All activities will remain free of charge to encourage participation across the town.</p>	ED - Regen	£4,400.00	<ul style="list-style-type: none"> • Expected total project value c. £31k Targets expected: <ul style="list-style-type: none"> • 20 Businesses supported • 13 Community groups supported • 5,000 participants expected over the 3 days • 193 Volunteers engaged, contributing 783 volunteer hours • 128 young people involved

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	1.1.1 Mercat Cross Electricity (Green)	Exploratory work has been carried out around the costs of upgrading and installing a new power supply at Saltoun Square to service local events etc. As a result of the significant costs involved the Fraserburgh Local Regeneration Group have decided not to pursue this project further at this time, and have received confirmation from the Environment Planner that it will have no short-term adverse impact on the public realm works. To be revisited at a future date.	Planning & Building Standards		<ul style="list-style-type: none"> • Town centre infrastructure is sufficient to accommodate future town centre events.
1.2 Skills and Employability	Here For You Centre (Green)	<p>The Here for You Centre (now closed) was in operation for almost four years and funded through various sources including ESF, SG, Aberdeenshire Council and the Fairer Aberdeenshire Fund. Services included employability, financial and digital inclusion, advice and volunteering services.</p> <p>The project partnership included the FDT, Foyer, CAB, Grampian Housing and AVA. Some of these partners have moved to the JIC to enable them to continue service delivery whilst future options are explored. A similar Hub model features as a priority in the Locality Plan.</p> <p>The Council's Employment Support Team currently have 89 registered clients in Fraserburgh and is running job clubs in the library every week and has a presence in the Job Centre twice weekly as well as supporting clients in the rural areas. 28 clients have been supported into paid work in this period.</p> <p>Project Ended : December 2018</p>	Area Managers / ED - Employability		<ul style="list-style-type: none"> • Total Footfall (17,132) • Total Clients Registered (1,704) • Average Footfall per month (600) • Principle purpose of visits - Volunteering (27%), Digital (27%), Advice (21%) • Volunteer Hours (5,606) • Total financial gain for users through advice (£1.004m) • 89 clients registered with Council Key Worker (70 at last update) • 28 supported into paid full or part-time work (22 at last update)

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1.3 Brownfield Land	Kessock Industrial Estate (Blue)	Plans for the initial phases of regenerating Kessock Industrial Estate have been agreed by Area Committee. Funding is ring-fenced in the Capital Plan. Work commenced in August 2018. Refurbishment is completed on 5 industrial units - two have been let, one is under offer and two vacant (as of end August 2019). One further commercial unit is still to be refurbished, start scheduled by the end of 2019 Future phases will be subject to a satisfactory business case. The vacant land at Kessock (3 sites) is likely to be marketed as development sites. If there is insufficient interest then the Council may seek to develop. No regeneration funds have yet been allocated to this project, however discussions are planned to determine whether some modest investment can add value to the 'look and feel' of the overall site as early phases near completion.	Property & Facilities		<ul style="list-style-type: none"> • Sites Improved - 1 • New Units made available - 10 (5 to date) • Supports economic diversification • Opportunities to support Harbour growth / supply chain
1.3 Brownfield Land	Barbours Garage Site (Blue)	Barbours Garage (Cross Street) site - Planning approved for development of 35 x 1 & 2 bed flats. Site plans are being reconfigured to accommodate a greater number of one-bed flats and ground floor properties suitable for particular needs within the same footprint. Demolition completed. Grampian Housing Association carrying out further financial modelling with anticipated start on site to follow in due course, likely early 2020.	Housing Strategy		<ul style="list-style-type: none"> • Sites Improved - 1 • New residential units - 35

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	1.3.1 Property Development (Yellow)	<p>The new long-term masterplan for Fraserburgh Harbour has been published following a period of consultation. A cross-service liaison group of Officers is meeting regularly with harbour officials to identify ways that the Council can support them prepare for the new MOWEL contract and the associated growth that this will generate.</p> <p>InvestAberdeen are supporting the Regeneration team in looking at options for visitor accommodation, including the John Trail building.</p>	ED - Regen / Invest Aberdeen		<ul style="list-style-type: none"> • New jobs associated with Harbour growth and MOWEL contract • Supply Chain growth and diversification • Increased demand for visitor accomodation • 10-12 bedrooms at John Trail • Further Hotel Investment

Action / Objective	Project / Status	Update / Timescale	Lead	Regen Budget Agreed	Key Output Targets & Expected Outcomes / Impacts
1.3 Brownfield Land	1.3.2 Transport Study (Yellow)	<p>NESTRANS alongside Aberdeenshire Council and Transport Scotland commissioned a study on strategic transport connections between Fraserburgh, Peterhead and Aberdeen in early 2015.</p> <p>The National Transport Strategy has now been published for consultation and the Strategic Transport Projects Review has commenced. These provide an opportunity to raise the issue of connectivity to the north of Aberdeen and to make the case for specific improvements.</p>	Strategic Transport		<ul style="list-style-type: none"> • Investment in transport infrastructure • Improvement in transport options • Improved connectivity
1.3 Brownfield Land		<p>Work supporting the Strategic Development Plan and forthcoming Local Development Plan recognises the Toll of Birness as a key infrastructure need in terms of future development in Mintlaw, Fraserburgh and Peterhead. In addition the City Region Deal Strategic Transport Assessment Options report has now been published which identifies the A90/A952 corridor and the Toll of Birness as key transport issues.</p> <p>The CRD Joint Committee agreed in August that the Ellon to Toll of Birness section of the A90/A952 route should be one of the projects that are promoted as being a priority for early delivery through a bid to reprofile elements of the CRD Memorandum of Understanding commitments. This is subject to an approach to, and agreement by, Scottish Ministers.</p>			

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	1.3.3 Affordable Housing (Blue)	<p>Heritage Way/ Quarry Road - An energy efficiency and behavioural monitoring study is being carried out by RGU for the new properties at Quarry Road / Heritage Way. Awaiting Initial results which are expected spring/summer 2019. The development received a 'Distinction' award at the 2018 Aberdeenshire Architectural & Landscape Design Awards under the category 'Building Communities for the Future'.</p> <p>Merryhillock - site investigations to commence in the autumn. Likely to be c. 25 affordable units.</p> <p>Scalloway Park – 6 x 1 bed flats started on site in November 2018 and completed on schedule in August for handover.</p> <p>Castle Street & Bervie Rd - Planning to Committee in the autumn. 12 flats across 2 sites.</p>	Housing Strategy		<ul style="list-style-type: none"> • Increase number of new affordable housing properties available in town centre • Increase residential population of town centre • 35 new flats on former Barbours Garage site 6 flats on Scalloway Park.

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1.4 Seafood Centre of Excellence	SSCE Development (Yellow)	<p>On 19 November 2018, Red Lynx Ltd presented its critique ('sense-check') of the work undertaken by SAC Consulting in 2017 to assess the business case for the creation of a Scottish Seafood Centre of Excellence (SSCE). The council's 'Matrix' action plan was also reviewed. Funded by Aberdeenshire Council Economic Development, the 'sense-check' scrutinised the methodology undertaken by SAC Consulting and analysed their findings 'point by point' against the study brief, took opinion and evidence from a number of key stakeholders, and made seven recommendations on how to take the work forward through a consortium of partners, including Seafood Scotland, Scottish Seafood Association, Seafish, DYW, NESCOL and ONE).</p> <p>Since the turn of the year the SSCE WG has engaged productively with the Scottish Whitefish Producers Association which has well developed plans to create a new HQ in Fraserburgh comprising top class training facilities and meeting rooms. The SWFPA Chief Exec presented plans to the SSCE WG in Feb 2019 and invited the group to submit proposals to be incorporated into their plans to create a facility to serve the joint interests of the catching & processing sector. A small sub-group was created and proposals were submitted (discussed at WG on 12 June). Since then several very positive meetings have taken place between the subgroup, the Association, their architects, and with prospective funding partners.</p>	ED - Industry Support	£17,125.00	<p>Targets expected:</p> <ul style="list-style-type: none"> • Raise profile of Fraserburgh as fishing and processing hub • Improve resilience to sector shocks • New businesses supported - 30 • Additional Training Places - 600 • New Incubator businesses - 10 • Regeneration of key sites
Total budget committed to date				£164,290.62	
Total budget				£433,000.00	

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ACTION THEME 2 - THE ENVIRONMENT					
AIM:	Make Fraserburgh an inspiring and engaging place that secures the regeneration and use of key sites and buildings and where our environment is transformed to highlights local assets.				
OUTCOME:	Key sites and buildings are revitalised and maintained leading to a vibrant townscape. Fraserburgh is recognised as a destination town for visitors and tourists with a quality offering, encouraging increased visitor numbers and economic activity. Fraserburgh encourages pride of place and active citizenship.				
Action / Objective	Project / Status	Update	Lead	Regen Budget Agreed	Key Output Targets & Expected Outcomes / Impacts
2.0 Cleaner Fraserburgh	Deep Clean - town centre (Green)	Following a tender process in March 2017, local company 'Gutterz' were appointed to carry out a deep cleanse of targeted town centre streets. Project started and Ended : May 2017	ED - Regen	£28,070.00	<ul style="list-style-type: none"> • Improved appearance of areas (6 main streets, Saltoun Square Arcade and Cobbled Steps) • A number of business and property owners followed suit and cleaned areas around their properties • Improve sense of civic pride and vibrancy of town centre • Positive feedback from residents, business and visitors • Improvements to appearance of buildings through gutter clearing

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2.0.1 The Big Clean Up	The Big Clean Up (Blue)	<p>Street Cleaning are continuing to explore opportunities to add value to their service in the town. Daily maintenance is carried out in the town centre particularly after peak times, for example, lunchtime. Support is provided during town centre events with the provision of additional bins and additional waste collections.</p> <p>The lanes are currently swept at least 6 times per year with a mechanical sweeper and the Council have equipment that will remove moss and weeds from tight areas which will be shared across the 'Shire but available for Fraserburgh.</p> <p>Environmental Health are working with the Area Manager's team to explore options to reduce the nuisance of gulls. First stage is to increase education roll-out.</p>	Landscape Services		<ul style="list-style-type: none"> • Improvements to public realm • Improvements to property aprons in conservation area • Improved access to litter bins and reduction in litter
2.0.2 Community Improvements	Your Voice Your Choice (Green)	<p>A contribution of £50,000 (total budget £100k) was agreed to support the Community Planning Participative Budgeting Process (Your Voice Your Choice) with a particular emphasis on environmental improvements.</p> <p>22 groups were successfully funded through the YVYC process. Of the 22 groups all but one selected a regeneration outcome in their submission.</p> <p>The project evaluation is now complete and a report produced. A number of groups supported report to have recruited new members and volunteers as well as progressing to other positive external funding outcomes.</p>	Area Managers - Community Planning	£50,000.00	<ul style="list-style-type: none"> • Match Funding of £50k from Health & Social Care Partnership • 35 Applications received from local groups • 22 projects supported with funding following a public vote. Each received between £500-£10,000 • 1770 public votes cast on-line • 155 votes cast on the 'Big Vote Day' • Increases public understanding of the work of local groups • Encourages community engagement and local decision-making

Action / Objective	Project / Status	Update	Lead	Regen Budget Agreed	Key Output Targets & Expected Outcomes / Impacts
2.0.3 Green Space access and improvements	Glover Japanese Garden (Yellow)	A project has been initiated which will see the redevelopment of the gap site at 15 Commerce St, Birthplace of renowned c. 19 th Industrialist Thomas Blake Glover, co-founder of Mitsubishi Heavy Industries. This will include design and construction of a Japanese garden on the site and involve school students in design of promotional material, as well as a wider PR campaign and interpretive material. It will provide a much-needed focus for tourism generally (in particular the stream of Japanese tourists visiting Fraserburgh to pay homage to Glover), and engage the community with one of its most famous sons. Aim to complete mid-2020.	F2021 / ED - Regen	£25,000.00	<ul style="list-style-type: none"> • Total project value £50k. Match Funding from F2021 project and owner of Glover Fish Bar • Focal point for Japanese and other visitors • Promote links with the Glover legacy • Community and Schools Engagement • Enhanced tourism offer for Fraserburgh
	Secret Garden (Green)	Fraserburgh Development Trust continue to improve facilities at the Community 'Secret' Garden (Alexandra Terrace), with a committed team of volunteers.	ED - Regen		<ul style="list-style-type: none"> • Resource for rehabilitation for those on community service • Health benefits • Green area in otherwise built up part of the town
	Other	<p>Planned improvements to Kessock Industrial Estate which have now commenced, will also include soft landscaping and planting.</p> <p>A small community initiative is being planned for landscaping and planting behind the refurbished buildings in Saltoun Square.</p>	ED - Regen		

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2.0.4 Improve Beach facilities	Beach Regeneration Project (Yellow)	<p>A workshop event, hosted by the Regeneration Development Partnership, took place on 30th April 2019 to start to develop a vision and priorities for making better economic use of the beach, including how it connects with the town centre and other attractions. Around 40 people attended and a series of projects have started to be identified. Further consultation is planned.</p> <p>Early discussions have taken place with the Surf and Life Saving Club about potential redevelopment or renovation of the Club House on the Esplanade to attract more users and extend the services it can offer.</p>	ED - Regen		<ul style="list-style-type: none"> • Increase in investment and economic benefits of natural asset • Increase diversity of activities and footfall • Promote better connectivity between beach and town centre / other attractions
	Fraserburgh Beach Café	<p>The new tenants of the beach café took residence on 1st May and have ambitious plans for the future of the café. They have invested significantly on improvements to the interior of the building. Early indications show that it is proving very popular and is busy at peak times.</p> <p>Regeneration have provided a grant to support a programme of exterior improvements such as decoration, signage, outside seating and planting.</p>	ED - Regen	£8,462.19	<ul style="list-style-type: none"> • Total investment £45k. • 14 new jobs created and 1 safeguarded • Café identified in the workshop as being one of the key areas for improvement to increase use and dwell time on the beach

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2.1 Fraserburgh Tourism	Discover Fraserburgh (Green)	<p>Support of £12,165 previously agreed to Fraserburgh Area Tourism Group – now Discover Fraserburgh Tourism Group - to develop their marketing strategy.</p> <p>A new vibrant and exciting website has been launched - to create a stronger digital presence and marketing materials. A greater number of local businesses are now involved in promoting their services.</p> <p>The Group won a 2017 Aberdeen City and Shire Tourism Award (ACSTA) under the category: 'Working Together for Tourism'.</p> <p>Project now complete.</p>	ED - Regen		<ul style="list-style-type: none"> • Awards (1 achieved) • No of business assists (target 8) • Increase in rankings for search engines and feedback based websites such as Trip Advisor • Increase in visitor numbers (+25% target) and economic spend • 6.5 days of funded consultancy from Digital Tourism Scotland.
	# Fraserburgh 48 (Blue)	<p>Discover Fraserburgh digital content project to encourage people to spend 2 days (48 hours) in Fraserburgh rather than the current average of 24.</p> <p>Group have commissioned professional photographer, copywriter, bloggers, videographer and drone footage as well as paid for social media advertising to increase awareness of Fraserburgh and surrounding area.</p> <p>Project started January 2019. 12 month project</p>	ED - Regen	£5,000.00	<ul style="list-style-type: none"> • Match Funding from Visit Scotland - £15k • Private match - £10k • Businesses assisted - 30 • Increase in visitor numbers (+25% target) and economic spend • 1,088 professional images taken - on Visit Scotland Image Library • 3 short videos produced • 4 days of time lapsed drone footage • 3 visitor itineraries developed • DFTG membership increased to 36 businesses. Recruitment drive ongoing

Action / Objective	Project / Status	Update	Lead	Regen Budget Agreed	Key Output Targets & Expected Outcomes / Impacts
2.2 Regeneration of buildings and key sites	JIC Project (Yellow)	A steering group has been formed made up of user groups and others with an interest in the future development of the JIC. Terms of Reference have been agreed and the group have undertaken a series of visits to comparable projects (Maud, Inchgarth and Tillydrone) and are planning further fact-finding visits to Fochabers, Nairn, Findhorn and Crimond. An open day is being planned for later in the year to generate further support and ideas. Work continues to gather data and evidence to support the business case for a future development project.	CLD		<ul style="list-style-type: none"> • External funding expected - £1m+ • Support for community groups • Community service provision
2.2.1 Support for Fraserburgh 2021	The Faithlie Centre (Blue)	<p>Fraserburgh 2021 was launched in March 2017 and will run until March 2021. This town centre regeneration project is funded by the Heritage Lottery Fund, Historic Environment Scotland, the Scottish Government and Aberdeenshire Council. Over a 5 year period, the scheme will invest £6.8m into the town centre through repair schemes to key buildings, public realm improvements and training & community schemes.</p> <p>The flagship project, and first to begin work, involves the restoration of the Town House at Saltoun Square and adjoining derelict former Police Station. Work commenced on this site in May 2017. Despite various problems, the project is anticipated to be completed in late 2019. The completed building will house the restored Council Chamber, Council office space and space for use by start-up businesses.</p>	F2021 / Planning		<p>Projected to end of 2019:</p> <ul style="list-style-type: none"> • Completion of The Faithlie Centre • Regeneration of key site in town centre • New service centre for Council

Action / Objective	Project / Status	Update	Lead	Regen Budget Agreed	Key Output Targets & Expected Outcomes / Impacts
2.2.1 Support for Fraserburgh 2021	Priority Projects (Blue)	<p>Ten other buildings are considered 'priority projects' and have substantial funding set aside for their restoration. These are prominent buildings which are in a poor state of repair and are mostly under-used. The Council completed a legal process to acquire the John Trail building for re-development in 2018. Ownership of the building is to be transferred to the North East Scotland Preservation Trust who will be taking forward its repair and reuse. Development work is currently well underway and physical works are expected to begin in early 2020. NESPT are also currently exploring the purchase of the neighbouring former Clydesdale bank building in order to double the number of rooms available, create a sizable venue for a food & drink offering and facilitate an entrance onto Broad Street for the proposed hotel.</p> <p>It is expected that a further four priority projects will have started works by the end of 2019. The rest are being developed and will see works carried out over the course of the Fraserburgh 2021 scheme.</p> <p>A scheme of public realm improvements based around Kirk Brae is currently under development. This will consist of a general improvement scheme which is currently at the design stage, due to begin physical works in March 2020, and a scheme which will see the Saltoun Mausoleum and Temperance Fountain repaired, due to begin in Summer 2019.</p>	F2021	£3,000	<p>Projected to end of 2019:</p> <ul style="list-style-type: none"> • Completion of 5 Priority projects • Advanced stage of development for remaining Priority Projects, including John Trail • Public realm improvement scheme underway

Action / Objective	Project / Status	Update	Lead	Regen Budget Agreed	Key Output Targets & Expected Outcomes / Impacts
2.2.1 Support for Fraserburgh 2021	F2021 Missing Shares Project (Blue)	A trial scheme which allows owners in multiple ownership buildings to access additional funding from the Council to cover their share of works has been developed is currently being rolled out. This will see those who cannot afford to cover their share being effectively loaned it with a charge put on the title deed to their property so that the money would be recoverable upon its sale. This scheme is allowing three priority projects to go ahead which otherwise would be undeliverable. It is being administered in partnership with the Housing Service and could be expanded across Aberdeenshire if successful.	F2021 / Housing	£52,467.00	<ul style="list-style-type: none"> • Enable 3 Priority Projects to proceed which otherwise would have been undeliverable

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2.2.1 Support for Fraserburgh 2021	Community Engagement (Blue)	<p>F2021 is also delivering a comprehensive scheme of training and engagement activities aimed at local contractors, students, school children and community groups. Many of these activities, notably training schemes teaching traditional building skills to local tradespeople, ran throughout 2017 & 2018 and will continue into 2019 and 2020.</p> <p>The Town Centre Heritage trail is currently under development by Robert Gordon University, focusing on a walking tour of historic Fraserburgh, supplemented by an augmented reality mobile app. This exciting new technology will give users an interactive and engaging method of learning about the history of the town and generate a significant amount of exhibition and publicity material.</p> <p>A Tourist Guide training course took place in April 2019 based on the planned walking heritage walking route and run by the Scottish Tour Guide Association. Two more will take place in 2019 and 2020, aimed at local heritage organisations and tourism businesses.</p> <p>We commissioning an artist to work with primary schools to produce an 'our town' booklet and exhibition material featuring drawings of buildings in the Conservation Area. This will take place during the 2019/2020 school session.</p>	F2021		<p>Projected to end of 2019:</p> <ul style="list-style-type: none"> • 42 contractors and apprentices trained on stonemasonry, roofwork and window restoration • 398 hours of volunteer time • 84 property owners engaged • 398 hours of volunteer time • 23 property owners attending information events • 250 student participants • 8 tour guides trained • Marketing, promotional and educational materials around CARS area and ongoing maintenance of buildings within it

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	2.2.2 Conservation Area Small Grants Scheme (Blue)	<p>The Small Grant Scheme was launched in March 2017 and closed in June 2017 due to unprecedented demand. It is hoped that a further budget can be found so that the scheme can be re-opened in future.</p> <p>As of July 2019, seven Grant Offers have been made. One of these projects has been completed and a further five are nearing completion. An additional two are close to being developed sufficiently to make a grant request. It is expected that six Small Grants projects will be completed by end 2019.</p> <p>These projects include the replacement of inappropriate shopfronts with sympathetic traditional designs, the replacement of poor quality uPVC windows with appropriate and high quality timber sash and case units and the repair of surviving original windows.</p>	F2021		<p>Projected to end of 2019:</p> <ul style="list-style-type: none"> • 6 Properties assisted • £78,432 invested in property improvements
2.2.3 Property Investment Fund	PIF (Blue)	<p>The Property Investment Fund was launched in Fraserburgh in spring 2016. Two phase 1 applications have been awarded. The Captain's Table (20 Seaforth Street – awarded £18,149.34 towards total costs of c. £177k) opened in June 2018 and is doing well and receiving positive reviews.</p> <p>NESPT received a Phase 1 award for The John Trail project, but having received SG Town Centre funding for the project will not need to submit a Phase 2 bid. There is interest from another business owner, however the PIF programme is to be reviewed as other interest has slowed up in recent months.</p>	ED - Regen / Bus.Dev.		<ul style="list-style-type: none"> • No. of Properties assisted - 6 (3)
2.2.4 Hotel Investment	Hotel Investment (Red)	Linked to 1.3.1 and 2.2.3	ED - Regen		

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2.3 Promote an improved network of walking & cycling routes that are interesting, engaging & motivate frequent use.	Fraserburgh ITT Masterplan (Blue)	<p>The Fraserburgh ITT Masterplan was reported and approved by the Banff & Buchan Area Committee in June 2018.</p> <p>'Maconochie Road to Town Centre' proposal has received planning consent. Area Committee advised of proposal and approval given to proceed at the meeting of April 2019. Tender documents being prepared with a view to sourcing and appointing a contractor very soon. We await the outcome of a Sustrans funding bid to cover 50% of construction costs.</p> <p>The walking map for Fraserburgh has also been reviewed and updated. Now looking at a Treasure Trail Map for Fraserburgh.</p>	Transport Strategy		<p>Projected:</p> <ul style="list-style-type: none"> • Increase in number of bike stands • Increase in utilisation of routes • Increase in number of trips made by alternative modes of transport • In 2017, cycle levels have increased in Fraserburgh South Park, Lochpots, Rosehearty and Fraserburgh Academy schools • Walking frequency has increased from around 15% walking 5 days a week in 2017 to around 70% in 2018 • Change in attitude towards sustainable and active travel
Total Budget Agreed to Date				£171,999.19	
Total Budget				£305,000.00	

FRASERBURGH REGENERATION VISION AND ACTION PLAN PROGRESS UPDATE

Sep-19

Status Key:

Complete (green)
Action initiated: Delivery phase (blue)
Action initiated: Development phase (yellow)
Not started (red)

ACTION THEME 3 - PEOPLE, COMMUNITIES, HEALTH & WELLBEING					
AIM:	To promote a healthy living culture in Fraserburgh building on the assets of our people and facilities.				
OUTCOME:	Fraserburgh is recognised as an excellent location for sports and leisure and residents enjoy an active and healthier lifestyle by 2021. Improved health statistics and community cohesion so the local community feels confident to participate in and contribute to the improvement of their town and develop a sense of civic pride.				
Action / Objective	Project / Status	Update	Lead	Regen Budget Agreed	Key Output Targets & Expected Outcomes / Impacts
3.0 Changing Perceptions	Social Media (Blue)	The Fraserburgh 2021 Facebook page has been created to promote all regeneration projects. The page still continues to attract interest with over 1700 followers at August 2019 (up from 1650 in April). The page does not use paid for advertising but achieves a 'reach' of over 2,000 at peak times. In this period, views peaked (500+) in August with considerable interest in the plans for the John Trail building.	ED - Regen		<ul style="list-style-type: none"> Fraserburgh 2021 Facebook page currently has around 1700 followers and continues to attract more followers Reach of over 2,000 for key news stories
	Printed and other Media (Blue)	<p>The 2017/18 Regeneration Annual Report has been circulated via Aberdeenshire Council Website, Fraserburgh 2021 page and paper copies distributed to various locations including Fraserburgh Library and Fraserburgh Community & Sports Centre.</p> <p>The decision to terminate the Super Saturdays project received mixed reaction in the written press and on social media, but this was managed and short-lived.</p>	ED - Regen		
	Awards (Green)	Fraserburgh was entered into the 2018 Great British High Street awards in the 'Rising Star' category. Whilst the town was not short-listed on this occasion, local business owner Jozefine Duthie was short-listed for the 'High Street Hero' award - one of only 3 finalists in Scotland and 12 for the whole of the UK.	ED - Regen		<ul style="list-style-type: none"> Improved perception of Fraserburgh and town centre retail offer

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3.0.1 New Facilities	South Links Sports Development (Green)	<p>Fraserburgh South Links Development Trust successfully secured a funding package of £1.2 million to develop and build a new sports facility including an athletics track, football pitch and all ability cycle track. Funding was secured from the Scottish Government Regeneration Capital Grant Fund, Sports Scotland and Aberdeenshire Council, LEADER, and Robertson Trust. Work on site commenced in May 2017 and is now complete.</p> <p>Additional funding from Viridor Landfill Fund has been secured to complete the equipment shed and additional toilet facilities. The track is already well utilised for casual use and organised events.</p>	ED - Regen	£140,000.00	<ul style="list-style-type: none"> • Leverage £1,047,809 from various sources • 200 Coached sessions by other groups (including football teams, school groups) • 600 participants in Coached Athletics & Running Sessions • Mini Marathon Fundraiser took place on 1 September 2018 as part of the Frozen Fundraising campaign. 42 children took part in the event. A final lap around the track saw another 23 parents take part also.
	South Links - Co-ordinator (Blue)	<p>An additional Regeneration grant has been awarded to the SLDT to match fund Robertson Trust money to recruit a Co-ordinator for a three year period to help establish the facility. The Trust have advertised the position twice without success and are reviewing their next steps.</p>	ED - Regen	£27,000.00	<p>Projected:</p> <ul style="list-style-type: none"> • Leverage £45,000 from Robertson Trust and SLDT own funds • New jobs created 1 • No of community events held 5 • No of young people engaged 50 • Volunteer hours 500 • No participants obtaining new or enhanced qualifications 10 • No of economically inactive participants supported with work-readiness skills 10

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3.0.1 New Facilities	Fitness Centre (Yellow)	<p>Regeneration funding has been awarded to support an extension of the facilities at Fraserburgh Fitness Centre to include competition standard squash courts. The Council supported this project with an application to the Scottish Government Regeneration Capital Grant Fund though unfortunately this was unsuccessful.</p> <p>Ongoing discussions have been taking place with the Centre to identify possible ways of securing the additional finance to enable the project to proceed. The Fitness Centre remains committed to the project, however if funding is not confirmed soon, the Regeneration funds will need to be de-committed.</p>	ED - Regen	£150,000.00	<p>Projected:</p> <ul style="list-style-type: none"> • Total expected project cost £616,500 • Increase in footfall 12,600 • No of community events held • Groups benefitting from enhanced facilities 12
3.0.2 Working with Existing Groups	Active Fraserburgh 2017 (Green)	Active Fraserburgh Week was developed as a way to raise awareness of the range of sports/ activities within Fraserburgh and to encourage inclusive participation.	ED - Regen	£6,826.00	<ul style="list-style-type: none"> • Total project cost £8,100 • No of participants - 763 • 120 sessions run • No of volunteer hours - 497
	Active Fraserburgh 2018 (Green)	<p>People are an integral part of our regeneration programme and Active Fraserburgh Week 2018 introduced more activities with a firm focus on Health & Well Being. NHS Healthpoint were available throughout the week to give advice on lifestyle choices whilst Grampian Cardiac Rehab Association offered a session specifically aimed at individuals recovering or at risk of significant cardiac events. A yoga session aimed at Parkinson's disease sufferers raised awareness on how gentle exercise can benefit people living with Parkinson's and their carers.</p> <p>Discussions are at an early stage on how to develop cross service working with projects such as Active Fraserburgh Week so these can continue to be delivered.</p>	ED - Regen	£6,907.93	<ul style="list-style-type: none"> • Total project cost £11,200 • No of participants - 768 • No of activities held - 47 (102 sessions) • No of volunteer hours - 454

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3.1.0 Health & Wellbeing Awareness		Linked to Action 3.0.2 above	Area Managers - Community Planning		
3.1.1 Community Planning Collaboration	Your Voice Your Choice (Green)	See 2.0.2	Area Managers - Community Planning		
	RGU Access Pathways (Blue)	Robert Gordon's University (RGU) Access Pathways activity is operating in Fraserburgh to encourage those who would not normally aspire to go to University to access a variety of university courses. This activity is focussed on looked after children and those for whom university would be a first generational commitment.	Area Managers - Community Planning		<ul style="list-style-type: none"> • No of community events held • No of participants
3.1.2 Pride of Place	Fraserburgh Junior Arts Cinema (Blue)	<p>Fraserburgh Junior Arts Society continue to host a monthly cinema in partnership with Film Mobile Scotland and INDY Film, showing latest releases but at affordable prices to encourage a more inclusive community. 2018 saw audiences remain steady and FJAS have committed to host these cinema evenings again throughout 2019. A grant has been offered to FJAS to support the cost of printing tickets and posters for the remainder of 2019.</p> <p>The Fraserburgh Movie Nights continue to support the night time economy within Fraserburgh with local eating establishments continuing to benefit from additional footfall on these evenings.</p>	ED - Regen	£850.00	<ul style="list-style-type: none"> • Anticipated 1,800 visitors across the 6 film days • 30 volunteer hours per event • 5 volunteers • Approx. £6k in leverage through ticket sales and other sponsorship

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3.1.3 Volunteering		<p>There are various projects which are helping to develop volunteers and volunteer opportunities.</p> <p>Fraserburgh Movie Night have utilised almost 300 volunteers hours in 2018 along with two new volunteers. Fraserburgh Movie Nights are contributing to the vibrancy of the evening economy in Fraserburgh with local restaurants benefiting from increased footfall.</p> <p>Volunteers are an integral part of town centre events. These events allow volunteers opportunities to learn new skills including food hygiene and help with confidence building within the community. Over 2170 volunteer hours contributed to the Super Saturday & Frozen Fraserburgh events in 2018.</p> <p>A new Fraserburgh Men Shed Group is in the process of being established with the group actively seeking volunteers to act as office bearers for the group. NESCOL have agreed to support the group by providing access to equipment and expertise.</p>	ED - Regen		<ul style="list-style-type: none"> • Around 260 volunteers have been engaged in projects supported by the Regeneration Plan (Target for 2016-2021 was 200) • Between them, around 3,733 volunteer hours have been accrued or forecast (Plan target was 3,500)
3.2 Town Centre Community Safety	CCTV Enhancement Project (Blue)	<p>Phase 1 of the installation was completed in late 2018 - including the replacement of old cameras in existing locations around the town centre and harbour – including at the Bus Station, Charlotte Street / College Bounds and at Deejays night club as well as at the foot of Kirk Brae overlooking the Balaclava. However, retrospective planning permission in the conservation area is required as well as finding alternative solutions to mounting the cameras on Council-owned lighting posts. This has caused delays to further progress. Over £1,500 in public and private donations has been achieved to date.</p>	ED - Regen	£60,000.00	<ul style="list-style-type: none"> • Up to £10k raised locally • Fully modernised CCTV camera system in key town centre locations • Existing camera locations enhanced and new cameras added • Supports safer communities agenda and provides additional confidence in using the town centre, particularly the evening economy • 4 Volunteers engaged
Total Budget Agreed to Date				£391,583.93	
Total Budget				£399,000.00	