

Fraserburgh Regeneration Development Partnership
Note of meeting from 17 April 2018, 6pm
 At Fraserburgh Community & Sports Centre

Attendees:

Cllr Topping (Chair), Cllr Mair, Cllr Buchan, Cllr Kille
 Jill Smith, Fraserburgh Harbour Commissioners
 Karen Wiles (Banff and Buchan Interim Area Manager)
 Linda Hendry (Project Assistant) – Note taker
 Lynda McGuigan, Museum of Scottish Lighthouses, Discover Fraserburgh
 Alastair Rhind, Strategic Regeneration Executive
 Jan Emery, Banff and Buchan Area Project Officer
 James Welsh, Invest Aberdeen
 Gillian Bain, Project Officer Regeneration
 Lynn Mutch, Invest Aberdeen

Apologies:

Karen Paterson, Brown & McRae
 Duncan Abernethy, NESCOL

Agenda Item	Description
1	Welcome and Introductions The Chair welcomed all. Introductions were made to all around the table.
2	Note of Previous Meeting The note of the last meeting on 16 January 2018 was agreed. All actions completed/in progress.
3	Inward Investment / Hotel Prospectus AR introduced JW and LMu to the group. The purpose of inviting them to the meeting was to progress previous discussions about the best way to move forward on visitor accommodation and the Hotel Prospectus. JW/LMu– Invest Aberdeen works in partnership with Aberdeen City and Aberdeenshire Councils. Their mission is to raise the profile of the area to investors. The Inward invest team is small and consist of 4 members split between both Councils. The Invest team will be able to provide support and ensure that the group connect with the correct people. JW outlined some key factors that are important to determine to attract hotel operators to the town. The key issue to understand

is around demand and need for additional bed space and to refresh the analysis carried out previously, but in a way that would be responsive to the requirements of the industry. Operators would want to see what current sites might be developable, the costs of development and the likely occupancy levels and rates of return.

There is much anecdotal evidence about the lack of bed space available. LMc mentioned that recently she had block-booked all available rooms in the area for a national AGM at the lighthouse. There is a real lack of accommodation that can host coaches – large visits tend to come for the day but then move on to stay overnight elsewhere. JS cited the lack of space for business visitors to the Harbour to be able to stay in the town, as well as crew whilst boats are in the repair facilities. The Born to Run filming crew and cast also struggled to find accommodation.

A number of possible sites for a hotel were discussed, for instance the gateway site near Tesco. Cllr Mair mentioned the former Station Hotel (currently an unused HMO) which is in a prime central location as well as the John Trail building. Both would need substantial investment.

Visit Aberdeenshire could help with supplying figures for visitors to the area, another key way would be for looking at up and coming events and also looking at business use. Is there evidence of events that have decided not to come to Fraserburgh due to the lack of accommodation? Key is to demonstrate demand first then work on this.

JS – Would be able to advise on the number and sizes of vessels that dock and crew who then require accommodation due to work on-board vessel.

LMc – The Lighthouse museum has had over 30,000 visitors in the last year and get a lot of comments on the lack of overnight accommodation available.

Moving forward, this agenda will need to be driven locally with support and advice from Invest Aberdeen colleagues. Important to collect credible and comprehensive evidence and data from partners to build the picture.

ACTION – ALL to send information / evidence to AR that might help to build a better understanding of the demand and need for additional bed space and current gaps in provision.

ACTION – AR and JW will discuss the information available and build a plan to move forward.

<p>4</p>	<p>Terms of Reference</p> <p>AR explained that the ToR for the Group are now two years old and could benefit from review to be more relevant to where the Partnership is now. AR tabled the current ToR with some suggested amendments.</p> <p>All were in agreement with the proposed changes to the Terms of Reference.</p> <p>There was also a discussion about the current membership and whether now was a good point in time to be looking to recruit new members, though not to make the size of the Partnership unmanageable. It is important that members make the time to attend and feel empowered to contribute.</p> <p>It was agreed that more private and third sector members would add value to the breadth of the Partnership. New members should be targeted for their expertise and input on areas of the Action Plan currently under-developed.</p> <p>Cllr K suggested the idea of holding an ‘open-day’ event to showcase the regeneration work done so far and to try to recruit new blood. This could be held to coincide with the next scheduled meeting of the Partnership in July, and could also be used to garner local opinion about priorities for the beach area.</p> <p>ACTION – ALL to consider people that might be suitable and willing to join the partnership and let AR know.</p> <p>ACTION - DM agreed to make contact with Gray and Adams.</p>
<p>5</p>	<p>Communications</p> <p>JE circulated some further thoughts about the suggested approach to communications. Agreed that printed press retained its importance but to continue to use social media platforms. Looking at a series of feature size pieces – perhaps 3-6 per year - that can be prepared in advance especially if there is something good to pass on about the bigger projects.</p> <p>There was some good press coverage about the recent funding agreed by the Area Committee for the Enterprise Hub at The Faithlie Centre.</p> <p>Social Media – there is a good range of pieces been shared and gaining very positive feedback. Officers have access to other departments and can share good news stories relevant to the area.</p>

	<p>KW – it is key to keep monitoring the reach of social media and what is the effect of the posts. And what impact it is having.</p> <p>Up and coming press/social media coverage on Super Saturdays and Active Fraserburgh.</p> <p>Thanks to Jan and team for their hard work.</p>
<p>6</p>	<p>Fraserburgh Regeneration Action Plan – March 2018 progress update and Budget Summary</p> <p>AR tabled the latest update on progress across all areas of the Action Plan – this is done twice yearly and is reported to the Area Committee. The Plan is progressing very well with lots of projects underway.</p> <p>Since the last meeting, funds have been committed for the Enterprise Hub along with funding for Active Fraserburgh 2018 which is due to take place in August. Over half of the original budget has been committed. A regeneration budget overview was also tabled.</p> <p>It was agreed that the next priority area to focus on should be under Theme 2 – The Environment, 2.0.4 Improve beach facilities and what improvements could be done. This would be a good project to involve the public on possible beach proposals and how the development partnership works. Any event in July could also provide an opportunity to seek ideas and thoughts from members of the public about their priorities for the beach area. Examples were given of interesting sculptures in Liverpool and Budapest which have attracted lots of visitors.</p> <p>LMu – Commented that she had been in discussion with Transition Extreme and that they were of the view that Fraserburgh would not welcome their investment. The group considered that this stance may be historic and advised that they were very keen to work with Transition Extreme.</p> <p>ACTION - JE to make contact with Transition Extreme.</p> <p>It was noted that all were happy with the progress of the Action Plan and the level and type of information reported.</p>
<p>7</p>	<p>Enterprise Hub</p> <p>AR reported that the funding application to the LEADER programme for the Enterprise Hub had been successful. This is for £149k, matching the £101k from the regeneration budget.</p>

	<p>Total project value of: £250k. The Hub will be based in The Faithlie Centre once this is completed.</p>
8	<p>South Links Development Trust project update</p> <p>AR took as read the report provided by the SLDT on progress with the works and usage to date.</p> <p>The running track and all-abilities cycle path was substantially completed the week before the annual Fraserburgh Running Club Broch Half Marathon in early November.</p> <p>From 1 November to 28 February there has been 900 users to the site.</p> <p>There has been an issue with the drainage work on the infield but this is been looked and hope to be rectified late spring/summer.</p> <p>No formal opening has been organised yet.</p>
9	<p>Fraserburgh Have Your Say</p> <p>KW introduced this item. Process is designed to seek public engagement in helping to design the future of service provision across the town, including the Learning Estate.</p> <p>The Council is using consultancy time with Architecture Design Scotland (facilitated by Diarmaid Lawlor), partly funded by the Scottish Government. They will be hosting a workshop which will take place on one day split over 2 different times with a morning and evening session. This will be held on Monday 30 April and is invitation only. If any of the group have suggestions for invitees please pass their details to us.</p>
10	<p>Scottish Seafood Centre of Excellence</p> <p>KW – Matrix of actions is being carried forward. Feeling that there is a lack of confidence locally with report back from SAC and that this disappointment is compromising progress. Particular concerns around the lack of confidence in the methodology used and how industry was engaged</p> <p>KW – asked how would the group feel if we look at bringing in an expert with industry knowledge to sense check the SAC report to give more confidence in moving forward? This would be a primarily desk-based commission.</p> <p>Discussion around the table concluded that this would be welcomed but that the remit would need to be extremely clear and ensure that key persons are spoken to. Concerns that SAC did not make sufficient efforts to engage with processors.</p>

	<p>JS confirmed that the Fraserburgh Harbour Board Commissioners have stepped back from the working group due to perceived lack of progress but may come back on board if something more tangible happens.</p> <p>Costs for this work would not be known until brief has been drawn up.</p> <p>ACTION – KW, JE and AR to work with Derek MacDonald on firming up the scope for this work.</p>
<p>11</p>	<p>Key Projects and Pipeline Update</p> <p>JE – To support changes in welfare reform there will be a number of I-pads which will be made available through partners in suitable locations to help individuals with claims for Universal Credit.</p> <p>Cllr B – reported positively that no suicides have been recorded in the last 3 months following a spike in the latter part of 2017.</p> <p>LMc – The museum had a successful event 3 weeks ago where the lighthouse stayed open for 24 hours. Recently been accredited as an Autism Aware attraction and invited partners to look at the information on their website. The museum has also gained a Bronze award from Environment awareness and are currently working towards Silver.</p> <p>Cllr T - Appreciation to Lynda and her team from all at the Partnership.</p> <p>JS – The harbour has been involved with Born to Run filming. They also attended a 'Meet the Buyers' event for offshore wind.</p> <p>Cllr M – Cllrs were at Born to Run location to see the production.</p> <p>GB – Active Fraserburgh plans are going well for August 2018, Super Saturday launches again in May.</p>
<p>12</p>	<p>Date of next meeting(s)</p> <p>Tuesday 3 July 2018 Tuesday 16 October 2018</p> <p>All from 1800 – 2000 at Fraserburgh Community and Sports Centre</p>