

# **FRASERBURGH REGENERATION PARTNERSHIP**

## **VISION AND ACTION PLAN 2016 - 2021**

### **2021 Vision**

**Fraserburgh is vibrant and open for business, a town which looks outward whilst also caring for its community. Deserving of a reputation for excellence as one of the UKs finest maritime towns, with a distinctive public realm of the highest quality, retaining a memory of place whilst creating new places to draw on the legacy of earlier generations. A**

## Introduction

The Fraserburgh Development Partnership Action Plan is a plan for strategic change within Fraserburgh involving the public, private and third sectors. It brings together proposed changes to the physical, economic and community environments of the town to achieve the vision set out at the front of this document.

Regeneration is a term that means different things to different people, ranging from large scale activities that promote economic growth to neighbourhood interventions that improve quality of life.

Recognising that transformational change takes time this Action Plan focuses on concerted short and medium term actions to not only address the challenges, but to build on the strong asset base, within Fraserburgh. It's about widening opportunities, growing the local economy, and improving people's lives.

The Fraserburgh Regeneration Partnership is principally concerned with community led regeneration, securing and developing Fraserburgh as an excellent economic and service centre. The Partnership aim to strengthen and empower all partners when needed and provide the extra impetus to deliver long term sustainable change within the community, achieving the 2021 vision.

## Action Themes

The Plan uses the three Action Themes identified as part of the Strategy development process and refines these into specific action programmes and a series of projects. The themes are as follows:

**The Economy:** Helping enterprising individuals with innovation and creativity to grow indigenous businesses so as to build a more diverse and resilient business base and a higher wage economy in Fraserburgh. This includes helping businesses look wider and deeper for opportunities. A key priority within this theme is establishing Fraserburgh as a Seafood Centre of Excellence.

**The Environment:** Securing the regeneration and re-use of key sites and buildings and delivering the infrastructure and capability to facilitate business and community success.

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

## Evidence Based Plan

The Fraserburgh Vision and Action Plan 2016 - 2021 has been developed based on the following evidence:

- **Social & Economic Baseline** (See Appendix A) that highlights challenges like energy sector restructuring, lower household income, ageing population, fuel poverty and health inequality issues like obesity.
- **Development Partnership Led Process:** with events on 31 May 2016; 5 July 2016 and 26 July 2016.
- **Strong Policy Fit:** with Emerging Scottish Government and Aberdeenshire Council policy for example including:
  - **Scotland's Economic Strategy** (2015) which sets out an overarching framework to achieve a **more productive, cohesive and fairer** Scotland and prioritises boosting **investment** and **innovation**, supporting **inclusive growth** and maintaining the focus on increasing **internationalisation**.
  - The **National Review of Town Centres: SG Action Plan (2013) One Year On (2014) & Town Centre Toolkit (2015)**. The main focus of the 2013 review was on **Community and Enterprise and the Action Plan** highlights the 'Town Centre First Principle'.
  - **Marine tourism** is a priority sector in Scotland and the focus of the *Marine Tourism Strategy* (2015)
- The **New Regeneration Strategy for Aberdeenshire – From Strategy to Action – Developing Excellence in our Coastal Communities (March 2016)** with the three key themes of **people, places and prosperity** (See Key Outcomes)

## Glossary of Acronyms

AC – Aberdeenshire Council	PS – Police Scotland
AVA – Aberdeenshire Voluntary Action	SDS-Skills Development Scotland
BG – Business Gateway	SE – Scottish Enterprise
CPP – Community Planning Partnership	SH – Sports Hub
CSG – Community Safety Group	SLSDT – South Links Sports Development Trust
FDT – Fraserburgh Development Trust	TS – Transport Scotland
FHC – Fraserburgh Harbour Commissioners	VA- Visit Aberdeenshire
NESCOL – North East Scotland College	VS – Visit Scotland
NHS – National Health Service	

## Theme 1 – The Economy

<b>Objective</b>	A resilient local economy which attracts investment, supports a resilient business base, increases higher wage economy and creates employment opportunities.		<b>Outcome</b>	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. -			
<b>Action</b>	<b>Objective</b>	<b>Action</b>	<b>Completion</b>	<b>Lead</b>	<b>Regen Budget</b>	<b>Leverage/ Other</b>	<b>Output Measure (XX) = Target</b>
1.1	Growing Businesses & Enterprise	Build on key sector expertise to grow existing businesses and attract new ones by: <ul style="list-style-type: none"> <li>- Removing Barriers to growth</li> <li>- Diversification</li> <li>- Encourage new industries</li> <li>- Develop the enterprise culture</li> <li>- Develop growth of small businesses especially town centre</li> <li>- Support Town Centre businesses</li> <li>- Digital Improvements</li> <li>- Business Animateur at 1 Saltoun Square as a focus for enterprise activities (3-year post)</li> <li>- Town Centre Events</li> </ul>	2017-2021	AC  SE  SDS  BG  Business Animateur	£100k      £120k	£150k  £20k (volunteer hours in kind)  £30k (support from town centre business – retail + follow up)	Amount of Business Start Ups (12)  No Of Businesses Assisted (25)  Improved use of Social Media/ E Commerce Services within businesses (20 businesses)  Increased Income Streams
1.1.1	Mercat Cross Electricity	Provide new supply for outdoor public events	2016-2017	AC	£28k	£0k	Investment in town centre infrastructure and increasing capacity which is sufficient to

							accommodate future town centre events
1.2	Skills & Employability	Apply improved skills to increase quality, productivity & diversity of products and services and help individuals achieve their potential prospects and pay rates through training and development.  Working with partners to improve the employability of those most at risk of security of employment.	2016-2019	AC CPP SDS NESCOL 3 <sup>rd</sup> Sector Groups	£20k	£60k	No of Individuals Involved (60)  No of local businesses involved (10)  No of individuals moved into employment (15)
1.3	Brownfield Land	Identify and develop opportunities to develop brownfield sites including Kessock. Work with owners towards a Masterplan for key derelict sites.	2016-2021	AC  Private Owners & Developers	£100k	£0k	No Of Sites Improved (2)  New Units made available (10)
1.3.1	Property Development	Encourage land, property and hotel development e.g. Hotel Prospectus	2016-2019	AC	£10k	£10k	New Hotel Investment
1.3.2	Transport Study	Work with NESTRANS, Transport Scotland and Aberdeenshire Council to achieve improvements in transport infrastructure linking the rest of the world to Fraserburgh.  Use the opportunity of the current Aberdeen to Peterhead/ Fraserburgh corridor study to positively influence improvements to the A90, public transport enhancements and advance	2016-2021	AC  NESTRANS  TS	£0k	TS	Investment in Transport Infrastructure  Improvements to Transport options for the area  Improve connectivity of Fraserburgh

		the very strong case for a rail link to Buchan.					
1.3.3	Affordable Housing	Use brownfield sites to develop sustainable town centre housing	2016-2019	AC Housing Associations	£0k	£1m	Increase number of new affordable housing properties available in town centre (30)  Increase residential population of town centre
1.4	Seafood Centre of Excellence	Fraserburgh' involvement in Seafood Centre of Excellence plans and opportunities - Options for Young's factory - Seafood Development kitchen - Blue Careers - Supporting processor growth - Encouraging Seafood in our restaurants.	2016-2021	AC Private Business Fish Processors NESCOL FHC Various Industry Associations	£100k	£2m EASME EMFF CCF LEADER	Create Centre of Excellence in Fraserburgh  New Businesses Supported (30)  Additional People Trained (600)  Regenerate & revitalise key sites in Fraserburgh  New Incubator Businesses (10)
<b>TOTALS</b>					£478k	£3,270,000	

<b>Theme 2 – The Environment</b>							
<b>Objective</b>		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.	<b>Outcome</b>	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 is a clean, place that encourages pride of place and active citizenship.			
<b>Action</b>	<b>Objective</b>	<b>Action</b>	<b>Completion</b>	<b>Lead</b>	<b>Regen Budget</b>	<b>Leverage/ Other</b>	<b>Output Measure</b>
2.0	Cleaner Fraserburgh	Make Fraserburgh a cleaner place that encourages pride of place and active citizenship	2016-2018	AC	£5k	£10k	Improve sense of civic pride and ownership  Improve vibrancy of town centre
2.0.1	The Big Clean Up	From bins to gutters, pavements to litter, encourage involvement in a deep clean and ongoing maintenance.	2016 – 2018	AC	£20k	£20k	Improvements to Public Realm  No of properties within Conservation Area assisted (20)  Improved Access to Litter Bins and noticeable improvements to appearance to town centre in terms of litter etc

2.0.2	Community Improvements	Opportunities for Communities to bid for project finance via Participatory Budgeting principles that would positively impact their community.	2017 – 2019	CPP FDT	£15k	£10k (in kind – volunteer hours)	No of applications generated (10) No of projects assisted (6) Increase Volunteer opportunities
2.0.3	Green Space access and improvements	Encouraging more, and improving existing green space.	2017-2019	AC	£50k	£0k	Physical improvements to green space An increase in number of visitors (+15%) Visitor Feedback
2.0.4	Improve beach facilities	Seek opportunities to improve facilities that would encourage more beach use.	2018 – 2021	AC Feuars Managers Private Business	£10k	£10k	£x investment made Increase in footfall/ use of the area (+20%) Increase in economic spend in the area
2.1	Fraserburgh Tourism	Establish collaborative opportunities to develop Fraserburgh Tourism - built & natural heritage - Glover - Sea and Coast. - Promote Fraserburgh for living, working and visiting. - Tourism Signage	2016 – 2021	AC VA VS Local Volunteer Groups	£50k	£75k £20k (in kind – volunteer hours)	No of business assists (8) Increase in rankings for search engines and feedback based websites such as Trip Advisor



							Increase in visitor numbers (+25%)  Increase in economic spend
2.2	Regeneration of buildings and key sites	Strategic investment in sites and opportunities that will have major regenerative impact. E.g. JIC Building	2017 – 2021	AC	£100k	£1.5m  Scottish Capital Grant Regeneration Fund	No of properties assisted (3)  No of properties improved (6)  £x investment made
2.2.1	Support for 'Fraserburgh 2021'	Financial and other support for the flagship project.	2016 – 2021	AC	£100k+	£0k	Improvements to public realm  Marketing, promotional and Educational materials around CARS area and ongoing maintenance of buildings within it
2.2.2	Conservation Area Small Grants Scheme	Encouraging property owners to protect and preserve the historic features within their properties.	2016 – 2021	Private Property owners and developers	£0k	£700k	No of properties assisted (40)  No of improvements made (60)  £x invested
2.2.3	Property Investment Fund	Financial assistance to help bring redundant buildings back into productive economic use.	2016 – 2021	Private Property owners and developers	£0k	£200k	No of properties assisted (6)

							No of improvements made (10)
							£x invested
2.2.4	Hotel Investment	Using the hotel investment prospectus encourage developers and investors to consider Fraserburgh.	2016 – 2021	Private Developers	£0k	£1m	Investment made  Increase in hotel facilities in Fraserburgh
2.3	<b>Promote an improved network of walking &amp; cycling routes that are interesting, engaging &amp; motivate frequent use.</b>	<ul style="list-style-type: none"> <li>- Invest in walking/cycling network to encourage active travel for locals (safe routes to school) &amp; visitors with improved signage/promoted routes supported through the Travel Town Programme.</li> <li>- Develop a cycle friendly town centre: install bike stands &amp; secure storage at key locations</li> <li>-Encourage local businesses to become 'cycle' friendly employers</li> <li>- Create inspiring walking &amp; cycling routes through Fraserburgh linked to the Buchan-Formatine Way, Fraserburgh Beach and entry points to the town.</li> </ul>	2016-2021	AC  NESTRANS  SUSTRANS	£0k	£500k	Increase in number of bike stands  Increase in number of trips made by alternative modes of transport  Change in attitude towards sustainable and active travel  Increase in utilisation of routes
<b>TOTALS</b>					£350k+	£4,045,000	

<b>Theme 3 - People, Communities, Health &amp; Wellbeing</b>							
<b>Objective</b>		To promote a healthy living culture in Fraserburgh building on the assets of our people and facilities.	<b>Outcome</b>		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.		
<b>Action</b>	<b>Objective</b>	<b>Action</b>	<b>Completion</b>	<b>Lead</b>	<b>Regen Budget</b>	<b>Leverage/Other</b>	<b>Output Measure</b>
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	2016 – 2021	AC	£0k	In Kind	Use of traditional media and social media to portray positive images of town  No of positive likes  No of column inches
3.0.1	New Facilities	Support development of new leisure facilities within Fraserburgh e.g. South Links	2016 – 2019	AC SH SLSDT	£150k £150k	£1.5m	£ x Investment made  No of groups/ projects assisted (3)
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	2017 – 2020	AC NHS SH	£24k	£15k  (in kind – volunteer hours)	Improve offering and range of health & well being activities within Fraserburgh  Increase in number of new members taking part (+15%)

							Encourage opportunities for training to upskill volunteers (first aid courses, coaching courses etc)
3.1.0	Health & Wellbeing Awareness	Raise awareness within the community of all types of health and well-being provision and promote services.	2016 – 2021	CPP NHS AC	£0k	£20k	Improve health & well being statistics  Raise awareness and improve accessibility of services  Decrease health inequalities  Increase Life expectancy
3.1.1	Community Planning Collaboration	Working with community planning partners to improve statutory services	2016 – 2021	NHS CPP	£0k	£30k	Improvement in quality of Statutory Services  Increase accessibility to Statutory services
3.1.2	Pride of Place	Enabling and motivating community groups to develop events that will build pride of place and improve the feel good factor. E.g. Fraserburgh Cinema	2016 – 2019	Community Groups FDT	£15k	In kind	Increase in no of events (+6)  Increase in numbers attending events (+50%)

				Local School Network			Create positive perceptions of Fraserburgh  Improve Sense of Civic Pride
3.1.3	Volunteering	Support volunteer opportunities as a way of gaining/ utilising skills and being engaged in the community.	2016 – 2021	CPP  AVA  Local voluntary groups  Local School Network	£0k	£30k  (in kind – volunteer hours)	Increase volunteer opportunities  No of Volunteers taking part  No of Volunteer hours
3.2	Town Centre Community Safety	Reduce anti-social behaviour and improve community safety and wellbeing in the town centre.	2017 – 2021	CSG  PS	£60k	£20k	Increased sense of safety  Reduced insurance rates for businesses  Reduction in petty crime/ vandalism
<b>TOTAL – THEME 3</b>					£399k	£1,615,000	
<b>TOTAL – THEME 2</b>					£350k+	£4,045,000	
<b>TOTAL – THEME 1</b>					£478k	£3,270,000	
<b>ACTION PLAN TOTAL</b>					£1.227m +	£8,930,000	

## OUTPUTS AND OUTCOMES

The Action Plan is designed to be a dynamic document with changes being made to it on a regular basis as projects are completed, deleted or new ones identified. The corresponding Outputs will also therefore change. Much of the action plan will also produce important intangible outcomes, for example increases in civic pride, confidence, more positive external perceptions and ambition. Although these are harder to measure, monitoring and evaluation reports will attempt to identify progress on these key outcomes of regeneration work. It will be pertinent to consider formal evaluation mid way through the plan. The Outputs of the current Action Plan are summarised as follows:

<b>OUTPUT DESCRIPTION</b>	<b>TARGET</b>
Leverage (1)	£8,390,000
Regeneration Budget Spend/Investment (2)	£1,227,000
Total Investment = 1+2	£10,157,000
Jobs Created/Sustained	130
Business Start Up / New Business	30
Instances of Business Assistance	150
Instances of Community Assistance	60
Events Supported	36
Number of Properties Assisted with Conservation Area Small Grants	40
Number of instances of support given to develop sports facilities	6
Number of new houses built	30
Number of Volunteers	200
Volunteer Hours	3500

## KEY OUTCOMES

The key outcomes for the Fraserburgh Regeneration Action Plan 2016-2021 are driven by the New **Regeneration Strategy for Aberdeenshire (March 2016)** where the three Key Themes are simple and straightforward namely:

**People** – ‘From educational attainment and lifelong learning to active and healthy lifestyles, we depend on people who are willing to not only help themselves but others too. The things we want to achieve will need **educated and well-trained individuals whose skills attract employment that pays well, with good working conditions.** We need **enterprising individuals** whose innovation and creativity can grow **indigenous businesses** which make the most of our resources and opportunities. We also need to have resources in place to help those who are **disadvantaged**, whether temporarily or permanently, so that they can achieve their own potential.’ Therefore the **key long term outcomes** are:

- 1. Ensure *educated and well-trained individuals* whose skills attract employment that pays well, with good working conditions.
- 2. Provide people with a healthy, safe, pleasant, interesting and active community and environment whether they are resident or visitors.

**Places** – ‘Quality People need Quality Places. The physical realm, the **quality of our housing, recreational, retail, health facilities and natural assets** are key to attracting and retaining the businesses and individuals that drive a successful and thriving location. The **Property Investment Fund** will play a crucial role, as will the **Town Centre First Principle** in prioritising investment and retaining vibrancy. Our towns have **unique assets, fantastic harbours** which root commercial activity and connect Aberdeenshire to other continents and trading cities’. Therefore the **key long term outcomes** are:

- 3. Reduce *Places of Dereliction* by conserving our built and natural heritage, along with environmental improvements and bringing underused properties and brownfield sites back into use.
- 4. Increase *Development Activity* by identifying potential places for mixed use, housing and commercial development in line with the Local Development Plan.

**Prosperity** – ‘Maintaining economic conditions will be a challenge with the volatility in the energy sector. However our coastal communities are more independent of this sector and with other opportunities to realise, we need to **help businesses look wider and deeper for those opportunities.** With quality people and places there are few boundaries to our prospects for achievement, success and prosperity. With that prosperity comes the opportunity to invest for the future’. Therefore the **key outcomes** are to:

- 5. Increase *Enterprise Activity* including new enterprises, the growth and diversification of indigenous businesses and remove barriers to inward investment

- *6. Increase Prosperity* through skills and education and the provision of permanent employment at Living Wage pay levels that reduce reliance on benefits and tackle poverty and inequalities.



## **PROCESS AND EVIDENCE**

### **An Evidence Based Plan**

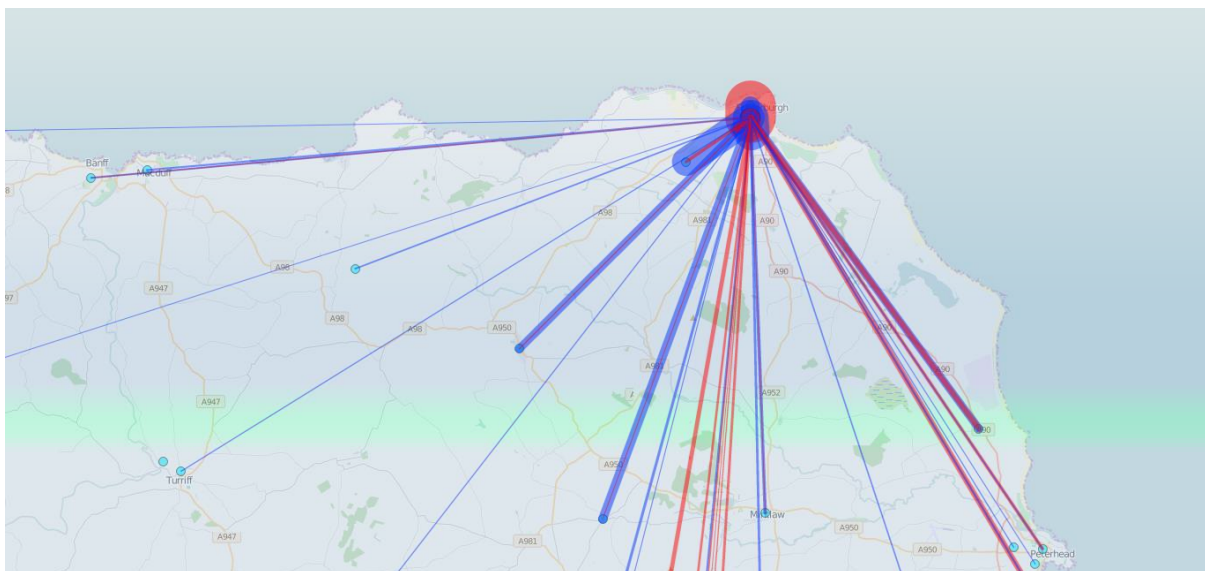
The following summary evidence was presented to the Fraserburgh Regeneration Partnership and originates from a range of sources including; The Banff and Buchan Community Plan Strategic Assessment, Nomis, Scottish Neighbourhood Statistics, Datashine Scotland and Datashine Commute (Census 2011), Business Gateway and North East Scotland: Monthly Economic Report.

### **Statistical background – Economic**

- Employment April 2015 – 145 people were claiming job seekers allowance. April 2016 rise to 305 – the highest uplift in Aberdeenshire at 110.3% rise over previous year. Mainly energy sector restructure combined with some Youngs losses. Aberdeenshire rate still sixth lowest at 1.5% (Scottish Average 2.2% but trending lower)
- Income – Fraserburgh has highest average annual income (£30,858) compared to Banff (£28,697) and Macduff (£28,506)
- Pay Discrepancy – women paid an average of £300/week less than men in Banff and Buchan. This may relate to sectorial bias, for example retail, tourism and care). However it may also be linked to aspirational deficit
- Sectors of significance include engineering, seafood processing, care and transportation
- Business start-up rate across Aberdeen City and Shire has increased in 2015 / 2016 (1163 of which 685 in Aberdeenshire)

### **Fraserburgh Commuting Pattern and Settlement Function**

Data capture from Datashine Scotland Commute (2011 Census) indicating commuting flows (blue inward, red outward).



## Educational Attainment

	S4: % of pupils with 5+ awards at SCQF level 3		S4: % of pupils with 5+ awards at SCQF level 5		S5: % of pupils with 3+ awards at SCQF level 6		S5: % of pupils with 5+ awards at SCQF level 6	
	2014	2015	2014	2015	2014	2015	2014	2015
Banff Academy	80.6%	81.6%	29.2%	35.8%	26.4%	22.2%	9.3%	6.9%
Fraserburgh Academy	58.3%	63.6%	26.1%	33.6%	26.1%	22.5%	9.4%	8.0%
Peterhead Academy	80.5%	84.1%	24.5%	29.3%	13.5%	21.8%	5.5%	9.7%
Aberdeenshire	87.3%	85.4%	44.1%	45.5%	33.2%	38.0%	15.8%	17.5%

Source: Insight

## Socio Economic

- Ageing Population: particularly high percentage of 60-64 age group
- Approximately 1/5 of children across Banff and Buchan are estimated to be in poverty after housing costs. 38.3% of single parent families were out of work
- Fuel Poverty: Banff and Buchan have highest levels of fuel poverty in Aberdeenshire. More than ¾ of the intermediate geography areas (geographies containing between 1,000 and 2,500 households) in Banff and Buchan are estimated to have high (30-40% of houses in fuel poverty) or Very High (40% of houses in fuel poverty) levels of fuel poverty (Community Planning Strategic Assessment). HEAT (Home Energy Advice Team) is operating in the area
- Obesity and very poor health SIMD statistics across a large number of health indicators
- Low Unemployment but high Housing Benefit dependency

## Physical

- Significant Built Heritage but few modern retail formats
- Strong niche private sector housing but ongoing high demand in social sector (especially 1-2 bedroom)
- Lack of competition/capacity in visitor accommodation
- Limited industrial land
- Gaps in communications infrastructure for example mobile black spots
- Protracted transport links
- Limited expansion options: bounded on two sides by sea

## Asset Base

**Fraserburgh Harbour:** Opportunities for growth and diversification

**Strong seafood sector:** Potential for Centre of Excellence

**Food production and rural supply chain**

**Strong natural heritage:** Coast, beach and wildlife

**Active community:** Festivals and events, sports and leisure

**North of Scotland College:** People and skills

**Distinctive history, heritage and culture**

**Golf course and other growing sports facilities/opportunities**