

MACDUFF REGENERATION VISION AND ACTION PLAN PROGRESS UPDATE

Mar-19

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

ACTION THEME 1 - PLACE DEVELOPMENT: DESTINATION MACDUFF					
AIM:	Develop a unique and authentic place product, building on the distinctive townscape and connectivity to an emerging network of attractions along the Moray Coast to create a real sense of interest and excitement about Macduff's place in Scotland.				
OUTCOME:	Investment in the visitor economy so as to increase economic activity and prosperity. Increase the length of stay, visitors, visitor spend and improve community morale to assist in delivering around the opportunities that have been identified. In the short term Macduff's appearance will be improved.				
Action / Objective	Project / Status	Update / Timescale	Lead	Regen Budget Agreed	Key Outputs achieved & Expected Outcomes / Impacts from agreements made
1.1 Facilitate investment in Macduff Marine Aquarium to sustain its position as a premier attraction	Feasibility Study (blue)	A range of options for future development of the facility, carried out by a consultancy, were presented to the Macduff Development Partnership in March 2019. The recommended option would see the development of a café constructed near the entrance and the creation of a multi-purpose space looking out to sea at the rear of the aquarium. The next steps will see a report detailing these options and the consideration of costs and potential sources of finance presented to the Education and Lifelong Learning Leadership Team who will then decide how to take this forward.	Saskia Gibbon	£12,000.00	• No. of businesses supported - financial (1)
1.2 Macduff tourism product development	Gateway Signage	Complete.	Naomi Mason	£400.00	
	Heritage Trail Phase 1 (green)	Complete. This involved the production of a virtual heritage trail which developed civic pride in the participants as well as a new product to market.	Naomi Mason	£2,100.00	<ul style="list-style-type: none"> • Leverage / Match - Public (£1400) • No. of young people engaged (50) • No. of New or enhanced Visitor activities supported (1) • No. of Marketing or promotional campaigns (9)

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1.2 Macduff tourism product development	Heritage Trail Phase 2 (green)	8 Interpretation Panels were installed in Banff and Macduff in November 2018. A website and 9 tours were developed and are being maintained by local volunteers.	Naomi Mason	£16,243.00	<ul style="list-style-type: none"> • No. of new or enhanced community facilities supported (1) • New or enhanced visitor activities supported (1) • No. of volunteers engaged (40)
	Accommodation Audit (green)	This was to identify opportunities for additional accommodation. A Tourism accommodation audit and report was produced in 2017 covering the Whitehills to Gardenstown area including Banff and Macduff. It is difficult to get real occupancy data from local hotels as this is usually kept commercially sensitive. Visit Scotland prepare occupancy reports for accommodation types. The up to date reports were completed in November 2018. Recent additions of accommodation at the Knowes and Park Hotels will contribute to filling unmet demand. Review the need for further data by March 2021.	David McCubbin		

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1.2 Macduff tourism product development	Events (blue)	<p>VisitAberdeenshire hosted a networking event at Macduff Marine Aquarium on 20 February for Banffshire coast area businesses. The event had a focus on new visitor experiences in the region and delegates heard presentations about the Banff and Macduff Heritage Trail and Vanilla Ink: The Smiddy as well as Brewdog and High Spirit Tours. The event had the important role of allowing networking opportunities with likeminded businesses and featured a literature swap. In addition delegates had the opportunity of a guided tour of the aquarium. 62 businesses attended the evening.</p> <p>Attendance by Macduff businesses at 7 events, covering a wide variety of topics including: Are you travel trade ready? Inbound operators Workshop; Cruise Ready Workshop, VA 'New Products' Networking Event and Commercialising your attraction for the Travel Trade.</p>	David McCubbin		
	Cruise Development (yellow)	A cruise workshop was held on 5th December 2018 by VisitAberdeenshire (VA) in partnership with Scottish Enterprise and was open to any business interested in the cruise market including transport operators, visitor attractions, visitor and activity providers, tour guides, retail and catering outlets. The workshop gave businesses the opportunity to learn how to make their product cruise ready and how to get their product in front of shore excursion companies.	David McCubbin & June Burnett		

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1.2 Macduff tourism product development	Heritage Trail Phase 3 (yellow)	Development of 'add on's to the Heritage Trail, currently in the research phase. Volunteer capacity building.	Naomi Mason		
1.3 Investigate opportunities for the future use of the Tarlair site	Friends of Tarlair (yellow)	The Friends of Tarlair, having submitted an Expression of Interest in leasing the pavilion, they have received guidance from Economic Development (June Burnett) to assist in the preparation of a viable Business Plan. Once submitted, this plan will feed back into the Assessment process for Asset Transfer.	Jan Emery		
1.4 Encourage through visitors to stop in Macduff: Promote a network of walking/cycling routes & improve connectivity around Macduff/Banff	Treasure Trail Maps	Complete.	Chris Menzies		
	Integrated Town Travel Programme - Audits (yellow)	The Banff and Macduff Integrated Town Travel programme involving consultation and research on cycle paths/foot paths – locations of bike racks, seating, shelters and safer routes to schools has started. Capital costs of implementation will then be investigated and considered. Street audits from 'Living Streets' were carried out between November 2017, and January 2018, the data collected has been analysed and reports drafted.	Chris Menzies		
	Integrated Town Travel Programme - Development (red)	Funding has been awarded via the Smarter Choices Smarter Places (SCSP) 18/19 programme to start looking at ITT2s in more detail. We will be approaching consultants to start this process with a series of engagement events during 19/20 and this will then lead onto further works associated with development of a Masterplan document. At this stage it is too early to know when the capital works will take place.	Chris Menzies		

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1.5 Secure the regeneration & reuse of redundant property to improve quality townscape	Social Enterprise Support (green)	Complete. Home Bakery Ltd.		£10,000.00	<ul style="list-style-type: none"> • 1 vacant property brought back into use • No. of new enterprises started (1) • No. of new jobs created (2)
	Macduff Small Grants Scheme (blue)	The Macduff Small Grants Scheme, a grant to make visual improvements to targeted properties on Shore Street and Duff Street has been a great success, with works now complete on all but 1 property. Officers are currently looking at the use of formal action and securing further improvements to a number of properties who did not take up the grant offer. Also offering further assistance to owners to bring properties back into use. There has been a significant improvement to the Shore area in particular but work still remains to be done.	Linda Hendry / David MacLennan	£100,000.00	<ul style="list-style-type: none"> • 13 properties renovated leading to a much improved street scene in key areas of Macduff • Positive impact on the civic pride in the community as well as improving the visitor experience • Additional property owners have also improved their building frontage without grant input leading to great value added for the project
	Property Investment Fund (blue)	A Phase 1 feasibility and drawings stage grant has been awarded (£5,875) to a private developer to take forward the conversion of the former Post Office and upper flat at 17-21 Duff Street.	Nick Brown		<ul style="list-style-type: none"> • Restoration and conversion of prominent end terrace property to residential use

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1.6 Maximise 'Visit Aberdeenshire' marketing opportunities for north Aberdeenshire	Marketing (blue)	<p>visit Aberdeenshire (VA) provide opportunities for businesses to advertise their products/services/businesses/deals & offers/competition prizes/events listings free of charge. In addition, where appropriate, specific businesses are invited to be a part of VA marketing campaigns dependent on theme/target market.</p> <p>Macduff promoted in all sections of the VA website and features in VA social media activity on Facebook, Twitter and Instagram and from a corporate side on LinkedIn.</p> <p>VA attends frequent and regular business engagement meetings in Macduff so there is ongoing dialogue and engagement between VA and Macduff businesses.</p> <p>All events submitted to the VA what's on guide now appear on the VisitScotland and List events guides. The List is the most viewed what's on site in the UK.</p> <p>A new Enjoy Aberdeen and Aberdeenshire campaign launched in January across the City and Shire promoting the what's on calendar and encouraging locals to get out and enjoy their local towns/villages, areas and events.</p> <p>A new local business led tourism group have met to explore local opportunities.</p>	David McCubbin & June Burnett		<p>Filming in August 2018 in north Aberdeenshire of a National Lottery TV advertisement with some members of the production crew staying in Macduff. The value to the economy was 30 bed nights equating to £2030 income.</p> <p>VA Website (1st Jan 2018 – 27th February 2019):</p> <ul style="list-style-type: none"> • Towns and villages – Macduff – 624 pageviews • What to do – Aberdeenshire Coast (*This page was changed to a new page in December '18 so these stats are only until Dec 2018 before the new page launched) –20,115 pageviews • What to do – Aberdeenshire Coast – Banffshire Coast – 389 pageviews (*same note as above) • Coastal content now sits in 'What to do – Great Outdoors – Coast'. Since launching in December – 914 pageviews <p>These figures do not reflect all the individual business and event listings statistics that are achieved for Macduff.</p>
Total budget committed to date				£140,743.00	
Total budget				£505,000.00	

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ACTION THEME 2 - COMMUNITY WELLBEING AND QUALITY OF LIFE					
AIM:	Health and well-being are fundamental to Macduff's economic growth. Facilitating solutions to key challenges including tackling health inequalities and building the social capital of Macduff will help to make it the best residential settlement in Aberdeenshire.				
OUTCOME:	Residents feel positive about their community so that they can contribute to improving the quality of life of every resident. Macduff's strengths are celebrated and areas of need are tackled together. In the short term local community engagement and awareness will be increased.				
Action / Objective	Project / Status	Update	Lead	Regen Budget Agreed	Key Outputs achieved & Expected Outcomes / Impacts from agreements made
2.1 Community leadership development to strengthen local third sector organisations: Enabling & motivating community groups to be even more active / resilient	TURF's Fits New (green)	Complete.	Naomi Mason	£145.00	<ul style="list-style-type: none"> No of community events held (1) No of participants (82)
	Mapping Community Assets (yellow)	Work has commenced to identify local community assets and resources.	Debra Campbell		
	Community Skills Programme	CLD Community Skills Programme currently being developed and piloted in Fraserburgh/Peterhead. Roll out in B&M to follow.	Angela Allan		
	Poverty Intervention Project (yellow)	Joint mapping of work has been carried out as a Council staff team and with third sector partners. Focussing on Poverty (deprivation). Application for funding has been submitted for Fairer Scotland Aberdeenshire Fund.	Angela Allan		
2.2 Promote community food projects which develop knowledge & facilities	Daniels Place (blue)	This group are consolidating and looking for volunteers before seeking to regrow.	Naomi Mason		

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2.3 Local Innovation Fund : Develop social and cultural events	(yellow)	Scoping for the delivery of a local fund for community projects is underway.	Suzanne Rhind / Naomi Mason		
2.4 Partner Macduff Sports Centre to drive growth	(blue)	Growth has continued with last full year attendance figures at 49,568. Development of user groups is ongoing. No additional support requirements have been identified.	Terry Parker		
2.5 River Deveron / Estuary : Maximise and celebrate natural environment	(red)	Deveron, Bogie and Strathisla River Trust are working on an Invasive Species project funded via LEADER. This is their main focus.	Naomi Mason		
2.6 Cultural Development - use arts to develop innovation & aspiration within the community & in individuals	Macduff Revival Fieldshare	Complete. Project to start a conversation with Macduff residents about culture and the future of the town.	Saskia Gibbon	£4,000.00	<ul style="list-style-type: none"> • No. of community events held (1) • No. of volunteer hours (772) • No. of training events held (1)
	Macduff Arts Centre: Technical Equipment	Complete. Following investment in key pieces of technical equipment at Macduff Arts Centre recording studio the facility is now of industry standard for professional musicians to record commercially.	Saskia Gibbon		
	Macduff Arts Centre: Sound & Lighting	Complete. A compact, professional sound and lighting kit has been purchased by the service to enhance the spec at MAC and support touring shows / gigs across Aberdeenshire. It is also being used to support learning opportunities onsite.	Saskia Gibbon		

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2.6 Cultural Development use arts to develop innovation & aspiration within the community & in individuals	Macduff Marine Aquarium	Complete. The Learning Officer at the Aquarium piloted 'GLOW - Aquarium by Night', an innovative family evening event to coincide with Bonfire Night activities. It showcased how marine animals use light in the dark depths through the phenomenon of biofluorescence and bioluminescence. The event attracted more than 200 visitors.	Saskia Gibbon		
	Across the Grain Festival 2018	Complete. Across the Grain, a festival celebrating Doric and traditional music, was piloted by the Cultural Services Team in Oct '18. More than 50 activities and events took place across Aberdeenshire, including performances and workshops at Macduff Farmers' Market, Macduff Arts Centre, the Aquarium and Macduff Library. Programming is underway for a second festival in 2019.	Saskia Gibbon		
	Macduff Arts Centre: Soundproofing & Wi-fi	Work is underway to begin the costly process of improving the sound proofing in the downstairs rehearsal space and control room, future funding will need to be identified to complete this work. WiFi is being installed.	Saskia Gibbon		

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2.6 Cultural Development - use arts to develop innovation & aspiration within the community & in individuals	SoundMap your Town'	A partnership between Arts & Heritage and CLD, this will create an acoustic map of the sounds of communities along the Banff & Buchan coast. It aims to create an intergenerational bridge within the community, tackle exclusion and isolation, and improve mental health and wellbeing. The new work will be showcased online and in a variety of places unique to each location, to which audiences and participants will be invited to go and immerse themselves in the sound pieces. Each physical location will have information about the project and contributors, including details of all other soundmap locations, a map, and other events. These pop-up installations will take place as part of the Across the Grain 2019 festival.	Saskia Gibbon		
	Support for Artists	Launched earlier in the year, the Recording Bank initiative enables local, young and emerging artists to record using professional equipment, with expert assistance from the Arts & Heritage Technical Officer, in exchange for performances at Live Life Aberdeenshire events. This activity is taking place at Macduff Arts Centre (MAC) recording studios.	Saskia Gibbon		

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2.6 Cultural Development - use arts to develop innovation & aspiration within the community & in individuals	Support for Young People	The Arts & Heritage Technical Officer is supporting CLD team and the Council's Family Firm initiative to deliver placements for young people interested in learning the technical production side of performance and recording. A model is also being developed to engage with young people keen to put on live events: includes practical sessions on site covering the operation of technical equipment, Health and Safety requirements and use of space and acoustics.	Saskia Gibbon		
	Junior Conservatoire	The Royal Conservatoire of Scotland North East hub, which is part-funded by Arts & Heritage, has moved its monthly Junior Conservatoire activity to MAC. A 'Creative Conversation' event featuring an award-winning film maker took place at MAC in Dec 18, a further two events are scheduled with dance & music specialists in April, teacher CPD is also being held at MAC.	Saskia Gibbon		
	Macduff Arts Centre: Activity Programme	A new programme of activities is being developed at MAC by the Performance & Events Development Coordinator. This includes puppet animation workshops, Chance to Dance for older people, a magic school linked to the 150 year Walford Bodie anniversary, a comedy night & theatre shows. New partnerships have been formed with Imagine Festival, CityMoves and the Alcohol & Drugs Partnership as part of Aberdeenshire Wellbeing Festival activities.	Saskia Gibbon		
	Support for Older People & Carers	The Learning Officer is working with Social Care colleagues to develop learning opportunities for carers and older people at MAC. A tutor is being recruited to offer dance classes for older people.	Saskia Gibbon		
Total Budget Agreed to Date				£4,145.00	
Total Budget				£93,000.00	

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ACTION THEME 3 - DIVERSE AND FORWARD FACING ECONOMY					
AIM:	Boost economic resilience and build a higher wage economy.				
OUTCOME:	The business base is increasingly diverse with more opportunities for growth and incomes are increased. In the short term there will be an improved range and choice of business space and marketable sites in Macduff.				
Action / Objective	Project / Status	Update	Lead	Regen Budget Agreed	Key Outputs achieved & Expected Outcomes / Impacts from agreements made
3.1 Macduff Harbour: Retains, develop & diversify business as guided by the Masterplan.	Fishmarket Re-design (green)	Alterations to the Fish Market were completed in March 2019. The end bay of the building was demolished, shortening the building by approximately 6 metres. A new gable wall was constructed, incorporating a new roller door for forklift access.	Corrie McCall		• No. of new or improved buildings (1)
	Ice Machine Technical Appraisal (green)	Complete.	Corrie McCall	£14,200.00	• No. of businesses supported - financial (1)
	Walk-in Chill (green)	Complete.	Corrie McCall		
	Harbour Deepening Study (green)	The Fisher study into the deepening of Macduff Harbour is complete and has been circulated. It found that although the financial return on deepening the harbour had a negative Net Present Value (NPV), the economic benefits would be positive and therefore would warrant further study into the option of deepening the harbour by 1m. Officers are identifying funding sources to take forward the next stage which would be a detailed Business Case at an estimated cost of £75,000.	Corrie McCall	£25,000.00	• No. of businesses supported - financial (1)
	Ice Machine Installation (blue)	Final assembly and commissioning of the Ice Plant is expected to be completed by mid-May 2019.	Corrie McCall	£138,800.00	• No. of existing jobs safeguarded (Target - 150) • No. of sectors supported (Target 1)

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3.1 Macduff Harbour: Retains, develop & diversify business as guided by the Masterplan.	Creating an efficient shipyard quayside zone (blue)	Roads dept completed realignment works in Feb/Mar 2019 along Laing Street between Crook O'Ness St and the Macduff Lifeboat shed. The junction between Laing St and Low Shore will be reprioritised following Committee consent which will be sought later in 2019. Macduff Shipyards have demolished 17 Low Shore (Mrs West house). Beatons fish shed area has been cleared and hard core laid with work continuing on the remaining workshop.	Corrie McCall		
	Electrification of the North Pier (yellow)	Option/Feasibly Study and Design for the installation of electrical and water supply on the North Pier to include if Solar Panels are practical. Est £25k for design and tender docs.	Corrie McCall		
	Covered Berth (red)	Feasibility into covered berth at slipway on hold as not a priority at present.	Corrie McCall		
3.2 Develop Macduff Industrial Estate /Tarlair Business Park	(blue)	The site servicing has been completed and the sites are on the market with our agency partners, Ryden. Work on the new roads depot is nearing completion. There has been some interest in the serviced plots and there are 4 sites available.	June Burnett with Property Services		
3.3 'Invest In Macduff': 'One Stop Shop': Develop the profile of Macduff as a place to do great business	Enterprise Challenge Fund (green)	Complete.	Naomi Mason	£7,000.00	<ul style="list-style-type: none"> • No. of businesses supported (financial) (7) • No. of sectors supported (1 - retail)
	Inward Investment (blue)	Invest Aberdeen website has been established and content is being developed, including sector and property related offering. Content is live so will be continuously developed and updated.	James Welsh		

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3.3 'Invest In Macduff': 'One Stop Shop': Develop the profile of Macduff as a place to do great business	Promotional Video (blue)	The draft film was prepared and circulated last year (2018). Partner comments are being factored into the final version and new content has had to be procured which has delayed the final version. This will be uploaded onto the Invest Aberdeen portal.	Linda Hendry		• No. of marketing or promotional campaigns (Target 2)
	Business Support Package (yellow)	A business support package is in development to follow on from the Enterprise Challenge Fund.	Naomi Mason		
3.4 Macduff Digital: Explore new employment opportunities	Digital Expo 2017 (green)	Complete. This event sought to maximise understanding and raise profile of the digital economy, career and business opportunities. £6,000 Funded through "joint Actions" regeneration budget.	Jan Emery		• 400 participants with improved knowledge on digital sector.
	Community Website (blue)	Volunteers have been recruited to update the Community elements of the Heritage Website - including Heritage stories, town events calendar and business directory.	Naomi Mason		• No. of volunteers (5)
	Focus on the Future Facebook Page	Set up in October 2017, the Facebook shares Regeneration good news stories, along with other key town information.	Naomi Mason		• No. of Facebook Page likes (292)
	Business Workshops (blue)	After 4 trial workshops (2 digital) being held in Banff and Macduff in 2018, Business Gateway are adding the towns to the Core Programme of Workshop delivery, with 2 per quarter in the catalogue.	Naomi Mason		• No of local consultations held (23) • No of participants (29)

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3.4 Macduff Digital: Explore new employment opportunities	Library Innovation Network Aberdeenshire (yellow)	The LINA project led by RGU will provide workspace for freelancers and entrepreneurs in Macduff library, connecting local businesses to RGU's network of mentors and alumni whilst offering training and support. The project is in the development phase as RGU seek funding for a Project Co-ordinator from LEADER. A final decision is expected in May. This time is being used to discuss the project with local partners and businesses who have offered positive feedback to the concept.	Suzanne Rhind		
	Project Development (yellow)	Scoping is underway to investigate the best options for promoting, supporting and encouraging digital activity in Banff. To inform this work officers have begun discussions with schools and colleges, businesses, Developing the Young Workforce and Skills Development Scotland.	Suzanne Rhind		
3.5 Improved educational attainment & promote in work progression: Individuals to achieve their potential & support a vibrant local economy	Employability Event 2019 (green)	Recruitment & Skills Fair took place on 27th March 10am - 4pm in Macduff. This showcased local employers, partner agencies and workshops.	Angie Millet		<ul style="list-style-type: none"> • No of community events held (1) • No of participants (120)
	Banff Academy (blue)	Improvements worth £770,500 have been funded to make the schools technology workshops more accesible and modern. An agreement with NESCOL has been reached for one of their courses to be delivered locally.	Alan Horberry with Local Learning Partnership		
Total Budget Agreed to Date				£185,000.00	
Total Budget				£275,000.00	