

# MACDUFF DEVELOPMENT PARTNERSHIP

## WORKING PROGRESS DOCUMENT OCTOBER 2018

### **2021 Vision**

With genuine maritime past, present and future, Macduff is a thriving town where hard work is rewarded by excellent social and community opportunities. Where there is strong civic pride in a distinctive townscape and an ethical society focused on benefitting all. Where the young are supported to make tomorrow's history and where life is evolving with new ideas and business openings.

**Glossary of Acronyms**

AC – Aberdeenshire Council	VA – Visit Aberdeenshire
EMFF – European Maritime and Fisheries Fund	BCTP- Banff Coastal Tourism Partnership
NESCOL – North East Scotland College	MH- Macduff Harbour
BG – Business Gateway	STEM – Science Technology, Engineering and Maths
CPP – Community Planning Partnership	NHS – National Health Service
MMA- Macduff Marine Aquarium	SDI – Scottish Development International

KEY:

**RED** – Action not yet started.

**YELLOW** – Action initiated and ongoing development

**GREEN** – Action started and projects agreed.

## 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.		<b>Outcome:</b> Investment in the visitor economy so as to increase economic activity and prosperity. Increase the length of stay, 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	Action	Lead	Regen Budget agreed	Outputs to Date
1.1	<b>Facilitate investment in Macduff Marine Aquarium to sustain its position as a premier attraction</b> (Green)	The consultants have produced a draft final report with a number of options and costing's. They have been invited to give an initial presentation of their proposals to date, and to allow for a more detailed discussion with the commissioning team, prior to a wider presentation to the Macduff Development Partnership. A final report and agreed next steps are expected by the end of the year.	<b>Saskia Gibbon</b>	£12,000	Clarity on way forward for capital development which will aim to:
1.2	<b>Macduff tourism product development</b> (Green)	The supply and demand of accommodation was researched, although occupancy statistics for hotels is kept commercially sensitive making full analysis difficult. However with both the Knowes Hotel and Park Hotel receiving significant investment, it is expected that accommodation supply will meet current demand.  A cruise workshop was held at the Knowes Hotel in May. This was well attended and	<b>David McCubbin &amp; June Burnett</b>  <b>Naomi Mason</b>	£400 £2,100	<b>Heritage Trail:</b> 40 P7 pupils involved 104 downloads of Macduff Trail (correct as of Oct 2018) 4 Banffshire Journal articles 2 P and J articles 1 Evening Express article 1 Revive and Thrive Place Magazine article 1 Historic Environment Scotland magazine article

		<p>businesses were invited to work together to produce packages that can be offered to the cruise/travel trade market.</p> <p>CruiseAberdeenshire met with TURF to update on opportunities presented by the development of the Aberdeen South Harbour 2020 and the potential to attract cruise passengers to Macduff.</p> <p>TURF's annual 'Fit's New' event was held in May and had a tourism focus to update on the opportunities presented by the cruise market, the North East 250 and Duff House.</p> <p>A digital heritage trail app for Macduff and Banff was completed. Macduff Primary school participated with pupils getting a lot out of the historical research, digital skills and transition working with Banff Primary.</p> <p>Phase 2 of the Heritage Trail is underway with the contractors working to prepare the website and content for the physical boards which will be located in both towns. The project will be completed by the end of Nov 2018 with a formal launch in Spring 2019.</p>		£16,243	Small Improvements were made to the Macduff Gateway Signs.
1.3	<p><b>Investigate opportunities for the future use of the Tarlair site</b> (Yellow)</p>	<p>An Expression of Interest has been submitted by the Friends of Tarlair (FoT) to the Asset Transfer (AT) group with a view to leasing the pavilion (only) at</p>	<b>Jan Emery</b>		Outputs expected around community capacity building

		Tarlair. This will therefore be considered during the usual AT process.			
1.4	<p><b>Encourage through visitors to stop in Macduff: Promote a network of walking/cycling routes &amp; improve connectivity around Macduff/Banff</b> (Yellow)</p>	<p>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.</p> <p>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 likely March 2019 and this will then lead onto further works associated with development of a Masterplan document.</p> <p>A series of Treasure Trail maps has now been launched which have been developed to support economic vitality across a number of towns by gamifying active travel and encouraging movement across and between our towns. Maps for Banff and Macduff available now in libraries.</p>	<b>Chris Menzies</b>		
1.5	<p><b>Secure the regeneration &amp; reuse of redundant property</b></p>	<p>There continues to be interest in the Property Investment Fund, and we are in discussions with 2 property owners about</p>	<b>Regeneration Executive (property)</b>		

	<p><b>to improve quality townscape</b></p> <p>(Green)</p>	<p>progressing with applications – a phase 1 for one owner and a phase 2 for another. Regeneration Executive post with property focus is currently being advertised (October 2018).</p> <p>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.</p> <p>An allocation of £10,000 was made to bring an empty property back into use on Duff Street. This is a bakery run on a social enterprise model and will be opening soon.</p>	<p><b>Linda Hendry / David MacLennan</b></p>	<p>£100,000</p> <p>£10,000</p>	<p>13 properties renovated leading to a much improved street scene in key areas of Macduff. This has had a positive impact on the civic pride in the community as well as improving the visitor experience.</p> <p>Additional property owners have also improved their building frontage without grant input leading to great value added for the project.</p> <p>1 vacant property brought back into use. Creation of new employment opportunities.</p>
<p>1.6</p>	<p><b>Maximise 'Visit Aberdeenshire' marketing opportunities for north Aberdeenshire</b></p> <p>(Green)</p>	<p>Visit Aberdeenshire (VA) provide opportunities for businesses to advertise their services and promotions free of charge and when appropriate businesses are invited to be a part of VA marketing campaigns.</p> <p>VA presented to the Town Team Meeting on the latest initiatives underway through VA and how they can benefit Macduff. New Destination Strategy for tourism 2018 – 2013 launched at the annual VA tourism conference.</p>	<p><b>David McCubbin / June Burnett</b></p>		<p>Filming took place in August 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><b>Visit Aberdeenshire website:</b> 370 views of the Macduff page, of which 311 were unique views.</p>

		<p>Tourism, hospitality and retail products and services in Macduff appear in all sections of the VA website from accommodation to food &amp; drink to attractions.</p> <p>Macduff 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 that are either requests from the business to meet with them or requests from David McCubbin direct to them so there is ongoing dialogue and engagement between VA and Macduff businesses.</p> <p>See also 1.2.</p>			<p>'What to do' – Aberdeenshire &amp; Banffshire Coast – 17,233 pageviews</p> <p>(Jan – Aug 2018).</p>
1.7	Total Budget Agreed				<b>£140,743</b>

<b>Action Theme 2 – Community Wellbeing and Quality of life</b>					
<b>Objective</b>	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.		<b>Outcome:</b>	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.	
<b>Action</b>	<b>Objective</b>	<b>Action</b>	<b>Lead</b>	<b>Regen Budget</b>	<b>Outputs to date</b>
2.1	<b>Community leadership development to strengthen local third sector organisations: Enabling &amp; motivating community groups to be even more active/resilient</b> (Yellow)	<p>Angela Keith and Natalie Greenland attended the May Development Partnership meeting to give an overview of the impact of Welfare Reform and the new Universal Credit system.</p> <p>Staff are working jointly with various Third Sector Interface groups (TSI's) to identify opportunities for joint group working and development. Work-in-progress.</p> <p>Work continues with the heritage group to build their capacity to take forward plans for a heritage centre in Macduff.</p> <p>Friends of Macduff Marine Aquarium have also formed and are working to support the aquarium and its development.</p> <p>Annual 'Fit's New' TURF Community Event held in May with a focus on tourism.</p>	<b>Community Learning and Development linked with Deborah Campbell / Jan Emery</b>	£145	<p>Heritage Centre Group developing.</p> <p>Friends of Macduff Marine Aquarium formed.</p> <p>Fits new event reached around 100 attendees.</p>
2.2	<b>Promote community food projects which develop knowledge &amp; facilities</b>	Daniels Place are planning to develop ground in Macduff for a community growing project. The group have had funding of £5,000 agreed by MEARS Care	<b>Naomi Mason</b>		External funding of £5,000 secured for Daniel's Place.

	(Yellow)	who are a national organisation with an office facility in Macduff. Due to illness the project has not progressed in 2018, however, links to AVA have been made and they will support with volunteer recruitment in 2019.			
2.3	<b>Local Innovation Fund: Develop social and cultural events</b> (Red)	This is to be developed with leadership from Macduff Development Partnership.			
2.4	<b>Partner Macduff Sports Centre to drive growth</b> (Yellow)	Macduff Sports Centre has experienced above target usage to date and has continued to contribute to an overall rise in Active Aberdeenshire memberships. The Centre provides space for the use of various groups; Macduff Lions, Macduff AFC, Weightwatchers, Rainbows, Rugby Club, Deveronside FC and Deveronside Youth and Primary Teams. Due to the success of the centre, no partnership work has been necessary.	<b>Kay Morrison</b>		4 new weekly exercise classes 2 football tournaments involving over 100 teams and 1000 individuals 2 new weekly badminton drop in sessions New Children's play area
2.5	<b>River Deveron/Estuary : Maximise and celebrate natural environment</b> (Yellow)	Contact with the organisation has been made to raise awareness of the Banff and Macduff Partnership Vision and Action Plan. Further relationship building will help connect the work of the Deveron, Isla and Bogie Trust to the objectives of the plan. Their focus is currently on the removal of invasive species from the river and its banks. There are likely to be volunteering opportunities and linkages to school curriculum in the future. This is a medium term project.	<b>Naomi Mason</b>		

<p>2.6</p>	<p><b>Cultural Development - use arts to develop innovation &amp; aspiration within the community &amp; in individuals</b></p> <p>(Yellow)</p>	<p>Macduff Revival Fieldshare project has been delivered to start a conversation with Macduff residents about culture and the future of the town.</p> <p>Further investment has been made in key pieces of professional equipment at Macduff Arts Centre recording studio. Initial work is underway to begin the costly process of sound proofing the downstairs rehearsal space and control room. Pilot recording sessions with professional and young musicians have tested the quality of existing and new equipment, and environmental conditions.</p> <p>A portable sound and lighting kit is being purchased to enhance the spec at MAC (as well as other key venues) and to support a new programme of activities and touring theatre which is being developed for 2019.</p> <p>A Youth Music Initiative ‘Sound 7 Music Pathways’ project took place at MAC over a 3-week period in July and August ‘18, as well as an open day for young musicians.</p> <p>A ‘SoundMap your Town’ initiative is in development, a partnership between Arts &amp; Heritage and CLD, which will create an online map of the sounds of our towns. It aims to create an intergenerational bridge within the community, tackle exclusion and isolation, and improve mental health and</p>	<p><b>Saskia Gibbon</b></p> <p><b>Saskia Gibbon</b></p>	<p>£4,000</p>	<p>Cultural Creations event in Duff House 24<sup>th</sup> February 2017.</p> <p>3 Macduff Revival events delivered which raised the awareness of the public to local produce and associated opportunities.</p> <p>End of programme events for Macduff Revival attracted circa 200 people and footfall in Macduff library was improved.</p>
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	<p><b>Cultural Development</b>          – use arts to develop innovation &amp; aspiration within the community &amp; in individuals</p> <p>(Yellow)</p>	<p>wellbeing. Also in the planning stages for the recording studio are workshops in Music Production and Electro Acoustic Music, with a finale concert, and a long-term Sound Recording Workshop.</p> <p>The Royal Conservatoire of Scotland hosted four free awareness raising taster sessions, in Fraserburgh, in a range of artforms in April, May, June and July '18. Half of participants were from the Macduff/Banff/Fraserburgh areas.</p> <p>A celebratory week of events took place across all four northern regeneration towns in August '18. This generated extensive positive media coverage. The week concluded with three live pop-up performances by 32 young people and a showcase event at the Dalrymple Hall &amp; Arts Centre.</p> <p>A Junior Conservatoire programme in Acting began in September '18. A programme for Trad Music &amp; Bands is scheduled for Spring 2019.</p> <p>A new Creative Economies (Place) grant scheme was launched to promote and celebrate the region's cultural distinctiveness, targeting the third sector and creatives, maximum award £5K. Fourteen applications have been received to date, six have been awarded funds.</p>			
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		<p>There is another round of submissions end of Oct 2018.</p> <p>NEAT Deveron Theatre promoters continue to evolve some very successful theatre performances locally.</p>			
<b>2.7</b>	<b>Total Budget Agreed</b>				<b>£4,145</b>

### Action Theme 3 – Diverse & Forward Facing Economy

Objective	Boost economic resilience and build a higher wage economy.		Outcome: The business base in 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	Action update	Lead Contact	Regen Budget Agreed	Outputs to date
3.1	<p><b>Macduff Harbour: Retains, develop &amp; diversify business as guided by the Masterplan.</b></p> <p>(Green)</p>	<p>Fisher Associates have completed the Macduff Harbour Deepening study and the report is currently being reviewed by Officers.</p> <p>Creating an efficient shipyard quayside zone. Parking reconfiguration and road layout options have been approved by the Area Committee. Roads realignment planned in 2018/19 financial year, Capital funding has been approved.</p> <p>Macduff Shipyards have demolished 17 Low Shore (Mrs West house).</p> <p>Beatons fish shed area has been cleared and hard core laid with work continuing on the remaining workshop. - feasibility into covered berth at slipway once Shipyard specify what their requirements are.</p>	<b>Corrie McCall</b>	£25,000	<p>Macduff Harbour Income from Fishlanding Dues: 2014/15 £6250.00 (approx. due to different methods of recording.) 2015/16 £7797.22 2016/17 £18,777.83 2017/18 £38,856.99 Relaxation of Designated Port Status occurred in December 2016</p>

	<p>Macduff Harbour: Retains, develop &amp; diversify business as guided by the Masterplan.</p> <p>(Green)</p>	<ul style="list-style-type: none"> <li>- Harbour review has completed with night watchmen remaining. . Weekend and Standby Rota now in place also so an Officer is available 24/7.</li> <li>- Hot Desk – this was occupied by a fishing company for a period and is currently available for let.</li>   <li>- Walk in chill for fish market is installed and is proving to be a big success.</li>   <li>Possible funds available from the Carbon Emission Reduction Fund to assist with installation of Electricity and water on the North Pier.</li>   <li>Ice Machine – EMFF approved the application offering 75% funding. Funding must be spent by end of March 2019. 6 months + plus delay in award of funding from EMFF.</li>   <li>To maximise efficiency of layout design, approval has been granted from Area Committee to reduce the length of the Fishmarket to better accommodate the Ice Machine. Capital Funding has been allocated for these works. Awaiting progress from Property.</li> </ul>		<p>£14,200 (technical appraisal for ice machine) £281,400 awarded by EMFF. £93,800 from Regen Reserve</p>	
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		Additional Electrical and Water works are required to increase the capacity of the existing services. Some of the £94k saved by receiving 75% funding as opposed to 50% funding will be used to cover these additional costs.			
3.2	<b>Develop Macduff Industrial Estate /Tarlair Business Park</b>	<b>Site servicing at Tarlair Business Park-</b> 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	<b>June Burnett with Property Service</b>		
3.3	<b>'Invest In Macduff' : 'One Stop Shop': Develop the profile of Macduff as a place to do great businesses</b>  (Green, previously yellow)	An Enterprise Challenge Fund has been launched for Banff and Macduff businesses to apply to for joint promotions.  An Aberdeenshire wide approach to inward Investment has been launched by Economic Development to include information on Macduff.  A video project has been commissioned to promote Banff and Macduff to businesses and for companies to attract staff. Filming taking place during September 2018.	<b>Naomi Mason</b>  <b>James Welsh</b>  <b>Linda Hendry</b>	£7,000	14 businesses assisted from Banff and Macduff to develop their product and service offering.  Output in process. Funded through Banff plan.
<b>3.4</b>	<b>Macduff Digital: Explore new employment opportunities</b>	This is a medium term project. A digital strategy is being put in place for Aberdeenshire and Opportunity North East have also identified this sector for development.	<b>Suzanne Rhind</b>		

	(Green)	<p>A digital expo was held in Macduff Primary in November 2017 which showcased augmented reality, 3D visualisation, green screens, robotics and digital animation amongst other technologies and career opportunities in the creative digital sector. This generated a lot of excitement and discussion about future careers. £6,000 was allocated to this event from a regeneration joint actions budget.</p> <p>Discussions are being held and a project plan formed between Robert Gordons University, the council's Library Service and Economic Development to develop a hot space for enterprises and entrepreneurs in Banff and Macduff libraries. The aim of the project is to twofold: to improve the skills of self-employed individuals through the provision of mentors and training materials, and to create a thriving environment for entrepreneurs utilising existing library facilities, developing growth strategies and better networking opportunities.</p> <p>A series of workshops has been planned with Business Gateway during 2018 for businesses to assist with website development and digital strategies, based on responses to business questionnaires. Forthcoming merchandising workshop to be held in October 2018.</p>			<p>400 individuals attended the Digital Expo event in Macduff from across the north coast and Moray.</p> <p>Outputs in process through partnership project.</p> <p>3 workshops held to date, 17 total participants</p>
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3.5	<p><b>Improved educational attainment &amp; promote in work progression: Individuals to achieve their potential &amp; support a vibrant local economy</b></p> <p>(Yellow)</p>	<p>This is a medium term project. Discussion with partners to initiate this action has taken place. Links made with Developing the Young Workforce Lead Officer and Aberdeen Chamber of Commerce to introduce the Banff and Macduff Plans. Recent attainment figures have risen impressively in Banff Academy.</p> <p>An innovative new transition programme at Banff Academy has been developed to build numeracy skills to be able to increase STEM take up in year 3. Continued partnership action is important on this agenda to help support a continued upward trend.</p>	<p><b>Alan Horberry with Local Learning Partnership</b></p>		<p>2018 results have shown a significant improvement: In S4, 43% of students achieved 5 or more National 5 passes, 30% S5 pupils achieved 3 or more Highers and 30% of S6 pupils achieved 5 or more Higher passes.</p>
3.6				<b>£140,000</b>	

	<b>TOTAL BUDGET (indicative)</b>	<b>£901,000</b>
1.7	<b>Total Budget Agreed Theme 1</b>	<b>£140,743</b>
2.7	<b>Total Budget Agreed Theme 2</b>	<b>£4,145</b>
3.6	<b>Total Budget Agreed Theme 3</b>	<b>£140,000</b>
	<b>TOTAL BUDGET AGREED TO DATE (Legally Committed)</b>	<b>£284,888</b>

