



## Fraserburgh Regeneration Vision & Action Plan

### Final Report – Spring 2024



# Foreword

## **COUNCILLOR ALAN TURNER, CHAIR OF INFRASTRUCTURE SERVICES COMMITTEE**

It is with gratitude to the many partners involved and to my fellow Elected Members over the course of this programme that we now present a final programme report on Fraserburgh Vision and Action Plan. The Regeneration Strategy sought to build on assets in our four northern towns, to facilitate the creation of greater opportunities, and our ability to grasp those. Of course, regeneration is not about any single action or single partner but about multiple actions and multiple partners over time building resilient social, economic and physical capital.

Property owners who have invested, with our support, in bringing back vacant buildings into use, economic partners like Robert Gordons University working with our library service to develop business ecosystems in our well-loved libraries, our Ports in Macduff, Fraserburgh and Peterhead planning and investing in critical infrastructure to support our maritime industries and diversify our maritime offering towards the offshore wind industry which we expect to see much more of over the next decade. Our town centre businesses who have worked tirelessly to maintain town centre offerings against appalling economic and social dynamics are testament to the strength of character of our towns and community spirit. That same community spirit has rallied over the period to develop valuable community assets like the Vinery in Banff, Victoria Park in Peterhead and multiple sports facilities in Fraserburgh. Repositioning our coastal towns to be at the confluence of our land and sea assets is long-term work. Our north coast communities still face health and economic inequalities. This leads us to develop a broader Place Based approach across Aberdeenshire, across all of our services, to build on the foundations created by this programme and work diligently to ensure the opportunities afforded to us over the next decade work for all our communities, that our economic focus develops local wealth, is inclusive and sustainable. I look forward to working with many more partners in these endeavours and to continue to strengthen the towns of Banff, Macduff, Fraserburgh and Peterhead through this approach.



## **COUNCILLOR DOREEN MAIR, CHAIR OF BANFF AND BUCHAN AREA COMMITTEE**

As the Regeneration strategy draws to a close, we can look back with immense pride at everything that has been achieved and the foundations that have been laid for future improvements. In Fraserburgh, the work of our services in collaboration with our community in delivering our largest town centre improvement for many years; Fraserburgh 2021 was exceptional. The approach taken in Fraserburgh has led to national attention in multiple awards, these include two RTPI Awards including Best Project and the SURF's "Scotland's Most Improved Place" award in 2021. We've seen developments at the South Links by our diverse sporting community and serving folk of all ages, an enterprising culture based around Fraserburgh Enterprise Hub helping our businesses thrive and new ones to start-up and many, many more initiatives to improve our town. We now look forward to the future improvements at the beach designed in discussions with our residents, one of our best natural assets. I hope you will enjoy reading this report and we look forward to building on these successes with our unique and brilliant community to continue to develop a healthy, inclusive, economically successful and sustainable town.





# Introduction

Aberdeenshire Council's Regeneration Strategy, "From Strategy to Action: Developing Excellence in our North Coast Communities" was approved by Infrastructure Services Committee on 17 March 2016. This strategy agreed to concentrate regeneration efforts in the four northern towns of Banff, Fraserburgh, Macduff and Peterhead. Infrastructure Services Committee also agreed the plan for each town and notional budget allocations for each from the Council's regeneration reserve.

The Fraserburgh Regeneration Vision & Action Plan 2016-2021 received a notional budget allocation of £1,137,000 over the lifetime of the Plan.

Locally, the delivery of the Plan has been overseen by the Fraserburgh Regeneration Development Partnership, whose membership comprises the four Elected Members, Council officers and local partners representing business, community and learning institutions in the town. Initially the Partnership was chaired by an Elected Member and towards the end of the programme this responsibility was transferred to a local business leader.

The Regeneration Vision & Action Plan is an attempt to deliver a planned programme of interventions to improve many aspects of living and working in Fraserburgh. The Plan includes several large scale and smaller projects and the sum of its parts have very much more impact than any of the individual projects in isolation. The Plan focuses on three core themes ('The Economy', 'The Environment' and 'People, Communities, Health and Wellbeing') with several objectives and activities underpinning each theme (see next page).

In October 2019, a Mid-Term review of the Plan was carried out by the Partnership. This review identified strong progress in many areas and a desire to continue to pursue more impactful initiatives. In March 2020, with the onset of the Covid-19 pandemic, progress stalled as prioritisation was given to the pandemic response and recovery. The Council's reserves budgets, including the regeneration reserve, were frozen in April 2020 for around 15 months, although the budget was made available again to support priority projects. Having effectively lost around 18 months of delivery time, it was agreed that the Regeneration Plans remain live until such time as the Aberdeenshire Place Strategy was more advanced.

Whilst this is a final summary report on the Plan, some projects remain ongoing. At the time of writing, £1.038m (91%) of the original Plan budget had been committed to projects, most of which are now complete. For each £1 of funding committed from the regeneration reserve, around £9.20 of other funding or investment has been levered. These figures only reflect the projects that have been directly funded through the Plan. When adding in other regeneration activity (for example Fraserburgh 2021) alongside recent private investment in Fraserburgh, it is estimated that the town has benefited from around £15-20m of additional investment over the past 5 years.

At the outset, the Plan also established a range of socio-economic Indicators and Targets that it hoped to deliver. At the time of writing this update, 10 of the 11 indicator targets had been met or exceeded (often by a significant margin) and the other one was close to being achieved.





From mountain to sea

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# Fraserburgh Regeneration Priorities 2016-21

## THE VISION FOR 2021

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 UK's 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 town which places **INCLUSION** and **ENTERPRISE** at the heart of everything it does, developing an **INNOVATIVE** and **CREATIVE** culture that **EMPOWERS** people.

Delivered through 3 **ACTION** Themes:

### The Economy

- Supporting Enterprise
- Stimulating Innovation
- Creating Diversity and Resilience

### The Environment

- Creating Inspiring Places
- Revitalising key sites and buildings
- Investing in Infrastructure

### People & Communities

- Promoting Participation, Pride and Engagement
- Support Wellbeing and Healthier Lifestyles



# Financial Summary Dashboard

## FRASERBURGH REGENERATION VISION AND ACTION PLAN PROGRESS UPDATE

### PERFORMANCE DASHBOARD

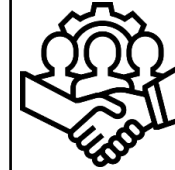
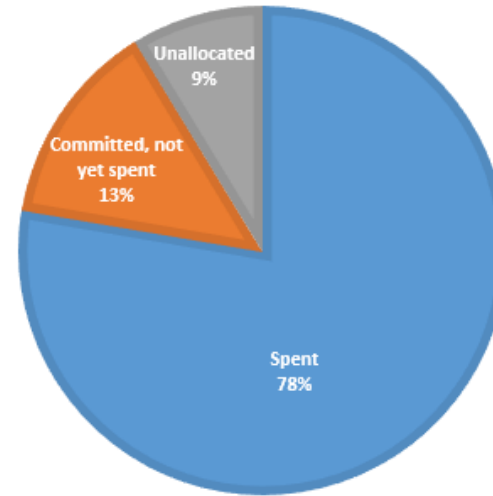
FINAL REPORT – SPRING 2024

### FINANCIAL SUMMARY



Notional allocation:  
£1,137,000  
Commitment to date:  
£1,037,962  
Spend to date:  
£883,370  
Commitment not yet spent:  
£154,591  
Unallocated:  
£99,038 (8.7%)

*In addition to expenditure on the core themes, a sum of £4,583 was spend during the Plan period on strategic and administrative costs.*



Projects Supported:23



Leverage: £1 : £9.20  
£ Regen : £ Match



#### THEME 1 – THE ECONOMY

Allocation:	£433,000
Commitment:	£610,759
Spend:	£456,168
Total Investment Value:	£7,239,456
Unallocated:	-£177,759



#### THEME 2 – THE ENVIRONMENT

Allocation:	£305,000
Commitment:	£185,619
Spend:	£185,619
Total Investment Value:	£955,730
Unallocated:	£119,381



#### THEME 3 – PEOPLE, COMMUNITIES, HEALTH & WELLBEING

Allocation:	£399,000
Commitment:	£241,584
Spend:	£241,584
Total Investment Value:	£1,356,272
Unallocated:	£157,416



# Outputs Summary Dashboard



## OUTPUTS AND OUTCOMES SUMMARY – CORE INDICATORS (FROM ACTION PLAN)

	Core Indicator	Target (2016-21)	To date**	
	Leverage (non-Regeneration 'match' funding secured)	£8,390,000	£15,930,355	
	Jobs Created or Sustained / Safeguarded	130	237	
	New Business Creations / Start-Ups	30	71	
	Business Assisted (instances of business support)	150	348	
	Community Groups or Projects Assisted	60	69	
	Events supported	36	69	
	Properties Assisted / Improved	40	36	
	New houses built	30	30	
	Instances of support provided to develop sports facilities / activities	6	9	
	Number of Volunteers	200	472	
	Volunteer Hours	3500	4211	

\*\* Figures based on either a) the number of Outputs contracted to supported projects, or b) those reported as being delivered.

# Nationally Recognised

In December 2021, Fraserburgh was announced as 'Scotland's Most Improved Place' at the national SURF regeneration awards. The SURF awards are always highly competitive and historically Aberdeenshire has not been terribly successful, despite submitting several nominations over the years. This success was achieved by a 'whole-place approach' and the judges were struck by the sheer breadth and diversity of work that had been done – to improve the built environment, to support enterprise, to improve health and wellbeing outcomes, to promote the town, and to encourage inclusivity and participation. The award also recognised the way that the public and private sectors and the community have united to deliver this and underlined the strength of having a long-term programme.

The Fraserburgh 2021 Conservation Area Regeneration Scheme also won the 2022 RTPi Scotland Planning Excellence award for their efforts to transform the image, quality and economic vibrancy of the commercial core of Fraserburgh by investing in the unique built heritage.

The Faithlie Centre won the award for best 're-use' of buildings in the 2020 Scottish Design Awards and was shortlisted for the national RIAS/RIBA architectural awards in 2020.



# The Fraserburgh Storyboard – key projects and achievements

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## The Press and Journal

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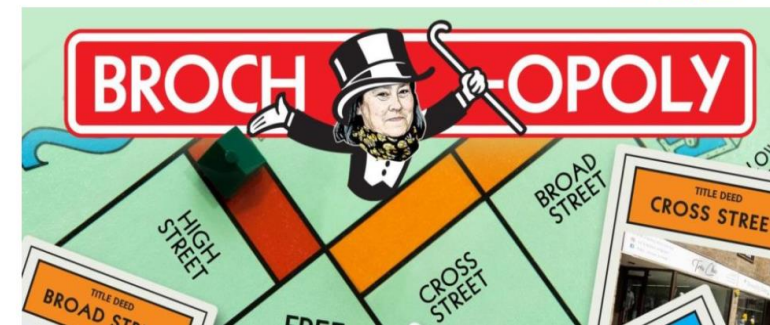
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NEWS / ABERDEEN

## Broch boom town: How Fraserburgh has bucked pandemic trend with a dozen new shops

[By Ben Hendry](#) [June 20, 2021, 5:00 pm](#) [f](#) [tw](#) [in](#) [Email](#)



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# Fraserburgh Enterprise Hub

Fraserburgh Enterprise Hub started in April 2018. Originally funded through the North Aberdeenshire LEADER programme and the Regeneration Plan, the project was initially due to end in September 2020. However, the vast success and impact of the project saw it continue through an ongoing partnership between Elevator and Aberdeenshire Council. Based in The Faithlie Centre, the project established itself as a trusted and impartial business support service and can be credited with supporting over 250 local businesses, including over 70 start-up enterprises.

The project has been one of the highlights of the regeneration activity in Fraserburgh and has truly shown the value of locally-based 1-2-1 business support.

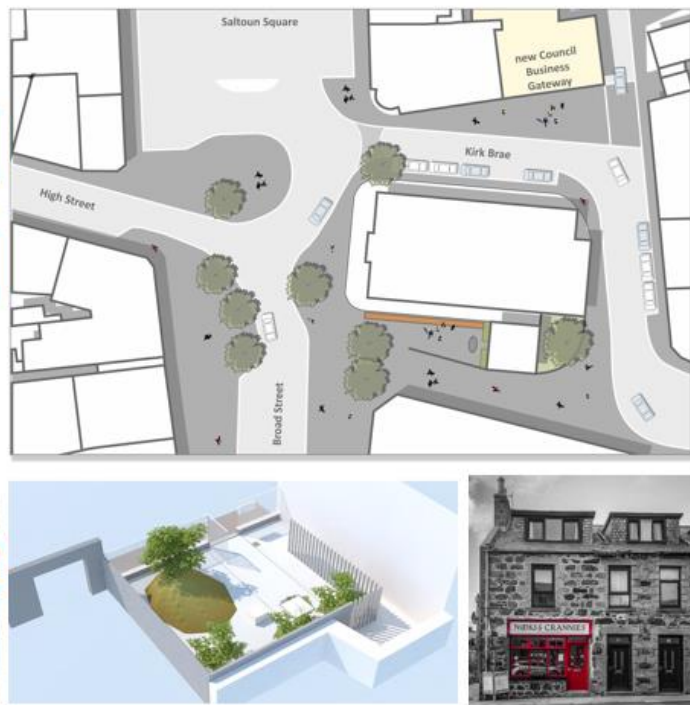
The project ended in March 2024 with the Enterprising Aberdeenshire programme picking up local business support activities.

## FRASERBURGH ENTERPRISE



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Fraserburgh 2021 was Aberdeenshire's flagship Conservation Area Regeneration Scheme (CARS). Comprising several linked projects, the initiative has supported improvement works to over 25 town centre properties, delivered a substantial public realm improvement project, and several community initiatives. Funding from the Regeneration Plan has directly contributed to projects such as the new Glover Garden and the John Trail hotel redevelopment. A Missing Shares scheme was developed to ensure that improvement projects to buildings in multiple ownership were able to proceed even if all owners could not afford their contribution upfront.

The commitment to develop the Enterprise Hub was instrumental in attracting significant funds for The Faithlie Centre, which also houses the Council's main customer service point, Council Chamber and other mixed-use spaces. Through Scottish Government programmes such as the Regeneration Capital Grant Fund, the Town Centre Fund and the Place Based Investment Programme, the Council has been able to add value to many of the schemes. Fraserburgh 2021 won the RTPi Scotland Award for Planning Excellence in 2022.





# Fraserburgh Beach Vision & Masterplan



Following the comprehensive programme of investment in the town centre over the last few years, attention is turning to opportunities to regenerate areas around the Beach Esplanade to encourage new investment in this area and to attract more footfall and spend. A Masterplan has been developed following a substantial period of community engagement - this has set the long-term vision for the area and will guide future investment priorities to create a more fit-for-purpose destination.

The wider beach area has the potential to contribute much more to the local economy and the health and wellbeing of the community. It is, however, a special natural environment and must be maintained as such.

Several small improvements have already been enabled through the Regeneration Plan in this area including external improvements to, and outdoor seating for, the Café, new signage to and from the beach to the town centre and other attractions, and the installation of “The Net” sculpture – for which Coastal Communities funding was levered.





The beach is adjacent to a growing family of sports and leisure facilities in Fraserburgh (for a town of its size, Fraserburgh is extremely well served for indoor and outdoor sports provision). The 'Sports Hub' or 'Sports Village' concept is becoming more widely used to capture the array of opportunities and how these can support healthier lifestyles and wellbeing outcomes. Regeneration investment in the South Links track development (completed 2018) has added to the range of facilities and the Community Sports Hub network (Sport Scotland funded) is beginning to create more co-ordination between groups.

The latest addition to the 'Sports Village' is the new Skate and Wheeled Sports Park (completed 2022). The park replaced the previous facility that had come to the end of its useful life and follows a concerted effort by the Broch Skate Club and the community to turn it into a reality. The Regeneration Plan and the Banff & Buchan Area Plan provided the strategic framework for a significant grant to be awarded from the Place Based Investment Programme, which in turn levered in funds from Sport Scotland and EB Scotland (landfill fund distributor).

# Investment in sport and play



# Growth and Inward Investment

A key element of the Regeneration Plan was to help diversify the local economy, support and grow existing businesses, encourage and nurture new enterprises, and to attract new private investment.

Whilst not directly because of the regeneration work, the decision of Moray East / Ocean Winds to base their Operations and Maintenance Hub in Fraserburgh was largely due to the positive working relations between Fraserburgh Harbour Commissioners and Aberdeenshire Council and the 'can do' approach. Their investment has been – and will continue to be - a huge boost to the town, creating new local jobs and supply chains.

Development of an ambitious long-term Masterplan for the future of Fraserburgh Harbour continues and the Beach Masterplan will also create new and exciting investment opportunities going forward.

The John Trail (Stag & Thistle) hotel development has provided much needed visitor accommodation in the town with more to come as the phased project continues.

Fraserburgh is looking forward to seeing the culmination of many years work when the Scottish Seafood Centre of Excellence is finally created. A significant grant from the UK Government should enable work to start soon.

An Inward Investment Prospectus (hosted by InvestAberdeen) draws together the socio-economic data that business leaders and investors may need when deciding to start or relocate their businesses.



# Working together, achieving more



During the period of the Regeneration Plan, the business community has also re-grouped and re-focused. Broch Businesses Together, working with Fraserburgh Community Council and other local partners put on several events and campaigns each year aimed at encouraging people to support local traders.

Meanwhile, Aberdeenshire Council has committed to supporting the use of the 'Scotland Loves Local' giftcard. Fraserburgh businesses have been quick on the uptake of the card.

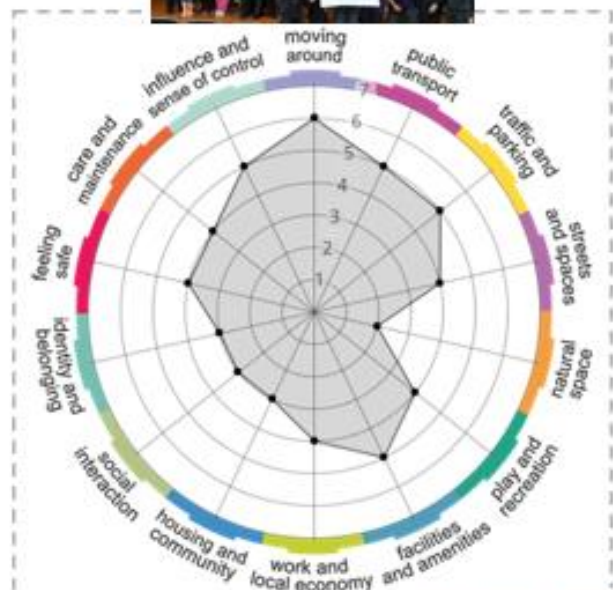
Through the Council's Town Centres Phoenix Fund, students at Nescol created some wonderful new artwork to help brighten up the town centre.





Whilst not part of the original design of the strategy (the Place Standard was not widely used in Aberdeenshire in 2016), the Fraserburgh Plan has delivered against all 14 elements of the Place Standard, demonstrating the breadth and diversity of activity supported.

This document shows how this has been achieved.



Place Standard  
– Town Centre  
Healthcheck  
Sept 2022

FRASERBURGH  
ENTERPRISE  
HUB

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# Delivering against the Place Standard

# The Fraserburgh Snapshot – all our projects neatly packaged





**Note: this summary includes only those projects that have received direct financial support through the current or previous Regeneration Action Plans. Arranged broadly in chronological order with the most recent projects at the top.**

Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
<b>FROM CURRENT REGENERATION ACTION PLAN, 2016-2021</b>				
<b>Scottish Seafood Centre of Excellence</b>	Expected start on site 24/25	Total project: £TBC Regeneration Funds: <b>£100,000</b>  UK Govt : £3m	<ul style="list-style-type: none"> <li>Support the industry with a workforce that will enable the introduction of new technologies and lean &amp; safe working practices;</li> <li>Work with national partners to develop skills-based opportunities to increase productivity and efficiency in all fishing and seafood sector activities.</li> </ul>	<ul style="list-style-type: none"> <li>285 businesses supported;</li> <li>500 training places per annum;</li> <li>1,900 training days per annum;</li> <li>250 young people engaged per annum.</li> </ul>
<b>Beach Vision &amp; Masterplan</b>	June 2022 – October 2023	Total project: £48,466 Regeneration Funds: <b>£35,000</b>	<ul style="list-style-type: none"> <li>To develop a long term, community-driven vision for the wider Beach Esplanade area;</li> <li>To inform a series of future pipeline projects.</li> </ul>	<ul style="list-style-type: none"> <li>Robust, locally owned masterplan;</li> <li>Community engaged and empowered;</li> <li>Evidence for future Local Development Plans.</li> </ul>
<b>Fraserburgh Enterprise Hub (Elevator)</b>	April 2018 – March 2024	Total Project: £410,561 Regeneration Funds: <b>£261,561*</b>  Match funding from the LEADER programme (£149k)	<ul style="list-style-type: none"> <li>Partnership between Elevator and Aberdeenshire Council;</li> <li>Support for new and existing businesses and for entrepreneurs;</li> <li>Events and rural outreach;</li> <li>Support diversified local economy and development of supply chains;</li> <li>Increase uptake of business support in Fraserburgh.</li> </ul>	<ul style="list-style-type: none"> <li>Supported over 250 businesses / entrepreneurs with high quality business advice and signposting;</li> <li>Supported over 70 new business start-ups;</li> <li>Supported creation of over 80 jobs;</li> <li>Provide or broker training and skills development for 150 participants;</li> <li>Events, workshops and rural outreach.</li> </ul> <p>*Maximum amount. Financial closure due May 2024.</p>

Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
<b>John Trail Redevelopment Project</b>	March 2020 – April 2023	Total Project: £1,373,246  Regeneration Funds: <b>£174,747</b>  Match funding from F2021, SG TCF and PBIP	<ul style="list-style-type: none"> <li>• Redevelopment of former Bookshop into small commercial hotel;</li> <li>• Regeneration and conservation of historic building in town centre;</li> <li>• Business opportunity.</li> </ul>	<ul style="list-style-type: none"> <li>• Supply of much needed visitor accommodation capacity to support tourism and business trips;</li> <li>• Environmental improvements to town centre.</li> </ul>
<b>Glover Garden</b>	September 2021-May 2022	Total Project: £110,109  Regeneration Funds: <b>£25,000</b>  Match funding from F2021, SG TCF and private investment	<ul style="list-style-type: none"> <li>• Development of Japanese-inspired courtyard garden at 15 Commerce Street to commemorate birthplace of Thomas Blake Glover;</li> <li>• Create new visitor attraction – particularly for Japanese visitors seeking to follow the roots of Glover;</li> <li>• Community and school engagement project;</li> <li>• Enhance international links.</li> </ul>	<ul style="list-style-type: none"> <li>• 160 sqm gap site (previously derelict) developed with courtyard garden space for locals and visitors;</li> <li>• Promotes links with the Glover legacy;</li> <li>• Engagement and involvement of schools through design challenge.</li> </ul>
<b>Signage &amp; Information Package</b>	April - October 2021	Total Project: £35,905  Regeneration Funds: <b>£850</b>  Match funding from Coastal Communities, Nestrans	<ul style="list-style-type: none"> <li>• Signage improvements in key locations (beach, town centre);</li> <li>• Support navigation around Fraserburgh and orientation for visitors;</li> <li>• Renew old worn street furniture to improve environment.</li> </ul>	<ul style="list-style-type: none"> <li>• 9 new fingersigns (complete network replacement);</li> <li>• 2 new town map panels;</li> <li>• Upgrade of public transport information display at Broad Street bus stop;</li> <li>• 5 new water safety signs at the beach;</li> <li>• Interpretation panel for ‘The Net’ sculpture relocation.</li> </ul>
<b>Fraserburgh Beach Café External Improvements</b>	April 2019-May 2020	Total Project: £44,762  Regeneration Funds: <b>£7,017</b>  Match funding from private investment and Feuars Managers.	<ul style="list-style-type: none"> <li>• To support the relaunch of the Beach Café under new management;</li> <li>• Redecoration of external surfaces – walls, woodwork;</li> <li>• External signage;</li> <li>• External under-soffit lighting;</li> <li>• Outdoor tables, chairs, planters.</li> </ul>	<ul style="list-style-type: none"> <li>• Creation of 18 new, and 1 safeguarded Job;</li> <li>• Enhanced visitor attraction / facility;</li> <li>• Improvement to key visible building on Esplanade;</li> <li>• Estimated 30 additional visitors per week;</li> <li>• Early phase of overall beach regeneration focus;</li> <li>• Eventual extension of operating hours and services offered.</li> </ul>

Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
<b>Community CCTV Enhancement Project</b>	November 2018 to October 2020	Total Project: £70,000  Regeneration Funds: <b>£60,000</b>  Match funding from public and private donations and fundraising	<ul style="list-style-type: none"> <li>• Replace old CCTV cameras with state-of-the-art modern alternatives;</li> <li>• Install new cameras at key locations not currently covered;</li> <li>• Improve monitoring and detection of criminal incidents;</li> <li>• Support safer communities agenda in the town centre – in particular the evening economy.</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade 6 existing fixed camera locations;</li> <li>• 5 new pan, tilt and zoom camera locations;</li> <li>• New 'back office' monitoring and recording facility at Police Station;</li> <li>• Increase community safety, reduce fear of crime, increase dwell time in the town centre;</li> <li>• Support for local businesses.</li> </ul>
<b>Frozen Fraserburgh 2019</b>	November-December 2019	Total Project: £30,934  Regeneration Funds: <b>£504</b>  Match from sponsorship, donations, income and grant funding	<ul style="list-style-type: none"> <li>• Support the delivery of big festive winter event in town centre;</li> <li>• Gap funding for additional costs incurred from loss of partnership with Super Saturdays;</li> <li>• Encourage footfall into town centre and busy retail period;</li> <li>• Offer free / subsidised family entertainment.</li> </ul>	<ul style="list-style-type: none"> <li>• Support for 20 businesses and 13 community groups – in addition to general benefit to all town centre traders from increased footfall;</li> <li>• Attracted c. 5k visitors over 3-day event;</li> <li>• Engagement and participation (in running the event) of 128 young people;</li> <li>• Overall 200volunteers and 815 volunteer hours;</li> <li>• Marketing and promotion of town centre.</li> </ul>
<b>Fraserburgh Movie Nights</b>	June 2019-March 2020	Total Project: £7,162  Regeneration Funds: <b>£850</b>  Match from ticket sales and sponsorship	<ul style="list-style-type: none"> <li>• Provision of printing for tickets and posters for 6 screening events (12 movies) during 2019/20.</li> </ul>	<ul style="list-style-type: none"> <li>• 6 movie events (12 shows);</li> <li>• 1,715 visitors;</li> <li>• 12 volunteers;</li> <li>• 275 volunteer hours.</li> </ul>
<b>Former Clydesdale Bank Exploratory Project</b>	May 2019 – September 2019	Total project: £3,000  Regeneration Funds: <b>£3,000</b>	<ul style="list-style-type: none"> <li>• Architectural scoping work to identify feasibility of purchase and redevelopment of building to incorporate into John Trail hotel redevelopment.</li> </ul>	<ul style="list-style-type: none"> <li>• Potential to provide platform for purchase and integration of building into wider hotel development;</li> <li>• Provided base information for successful Scottish Government Town Centre Fund bid for purchase and urgent works.</li> </ul>

Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
# Fraserburgh 48	January 2019 to December 2019	Total Project: £30,000  Regeneration Funds: <b>£5,000</b>  Match funding from Visit Scotland (£15k) and private pledges (£10k)	<ul style="list-style-type: none"> <li>Digital destination management project to encourage the current visitor stay time in Fraserburgh to change from an average of 24 hours to 48 hours.</li> </ul>	<ul style="list-style-type: none"> <li>Supported 32 businesses;</li> <li>Public library of 1,088 professional images taken;</li> <li>7 short videos produced;</li> <li>5 visitor itineraries developed;</li> <li>90% new visits to DFTG website;</li> <li>Increase visitor numbers by 25% (long term);</li> <li>Increase overnight stay rates in and around Fraserburgh.</li> </ul>
F2021 Missing Shares Pilot	January 2019 to completion	Total Project: £529,737  Regeneration Funds: <b>£52,467</b>  Match funding from F2021 (Council, HLF, HES) and property owners	<ul style="list-style-type: none"> <li>Trial scheme to provide repayable financial assistance to property owners in targeted F2021 Priority buildings to meet their share of the heritage improvement works.</li> </ul>	<ul style="list-style-type: none"> <li>Overcomes financial barriers to enable 3 F2021 priority projects to proceed which otherwise would have been undeliverable;</li> <li>Improvements to key heritage buildings in the conservation area.</li> </ul>
Super Saturdays	2014-2019	Regeneration Budget Allocated:  (Previous Action Plan:) <ul style="list-style-type: none"> <li>2014/2015 - <b>£73,616</b></li> <li>2016/2017 - <b>£36,509</b></li> </ul> (Current Action Plan:) <ul style="list-style-type: none"> <li>2018/2019 - <b>£40,928</b></li> </ul> Plus private donations and volunteer time.	<ul style="list-style-type: none"> <li>Community Market event to improve town centre vibrancy;</li> <li>To make the town centre more attractive to visitors and residents to increase footfall, shop, socialise and dwell longer.</li> </ul>	<ul style="list-style-type: none"> <li>6 events delivered each calendar year;</li> <li>Initial events saw 18-20 stallholders which increased to between 38-42 per event by 2017;</li> <li>Provided a platform for Aberdeenshire Council and other services to engage with the community;</li> <li>Encouraged people to use their local town centre and the businesses which are in the town;</li> <li>Volunteer hours c. 2,170;</li> <li>Increased footfall and vibrancy in the town centre;</li> <li>Provided low cost family day out for all, removing financial barriers.</li> <li>Short-listed for SURF regeneration award in 2015.</li> </ul>



Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
Active Fraserburgh Week	August 2015 - 2018	Regeneration Funds:  (Previous Action Plan:) <ul style="list-style-type: none"> <li>2015 - <b>£6,200</b></li> <li>2016 - <b>£7,500</b></li> </ul> (Current Action Plan:) <ul style="list-style-type: none"> <li>2017 - <b>£6,826</b></li> <li>2018 - <b>£6,908</b></li> </ul>	<ul style="list-style-type: none"> <li>Fraserburgh is fast becoming known for its impressive and growing range of indoor and outdoor sports and recreation facilities;</li> <li>To help showcase what is available and encourage people to live more active lifestyles.</li> </ul>	<ul style="list-style-type: none"> <li>2018 – 102 sessions across 47 activities with 768 places booked. 454 Volunteer hours;</li> <li>2017 – 120 sessions with 763 places booked;</li> <li>2016 – 91 sessions with 748 places booked;</li> <li>2015 – 52 sessions with 455 places booked;</li> <li>Online booking system introduced in 2017 to make it easier to book/ amend bookings;</li> <li>2017 saw participation from new venues including Polfit, Fraserburgh Fitness Centre and provided opportunities to participate in new activities such as Tai Chi, Karate and Yoga;</li> <li>Fraserburgh Surf Club managed to use equipment and training that was funded via the Your Voice, Your Choice project to deliver beginner Surfing Lessons;</li> <li>‘Active Fraserburgh Week’ has become a feature of the town’s events diary over recent years since starting in 2015!</li> </ul>
South Links Sports Facility	Funding package secured March 2017.	Total project: £1,187,809  Regeneration Funds: <b>£150k</b>  Developer Obligations: £10,600  Robertson Trust: £99k  Sports Scotland: £200k  RCGF: £455,209  Leader: £272k  Running Club: £1k	<ul style="list-style-type: none"> <li>Creation of a new running track, all ability cycle track and competition sized football pitch;</li> <li>Encourage greater interaction with sports activities in Fraserburgh and to improve overall health and well-being of residents;</li> <li>New roof to Pavilion (2023)</li> </ul>	<ul style="list-style-type: none"> <li>New Community Trust created in 2016;</li> <li>Secured over £1 million of external funding;</li> <li>Track completed October 2017 with football area/ changing area completed in 2019;</li> <li>New facility attracting running, athletics and football events to the town;</li> <li>School and club use;</li> <li>Health and wellbeing outcomes.</li> </ul>

Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
<b>Your Voice Your Choice</b>	June 2017	<p>Total project £100k</p> <p>Regeneration Funds; <b>£50k</b></p> <p>Health &amp; Social Care Partnership £50k</p> <p>(Project also run in 2016 which was fully funded by Health &amp; Social Care Partnership).</p>	<ul style="list-style-type: none"> <li>Participatory Budgeting Funding Programme inviting local groups/ individuals to apply for up to £10,000 to help fund projects that contribute to the Fraserburgh Regeneration Partnership Action Plan aims – particularly those that seek to build community participation and pride in the town and improve health and well-being.</li> </ul>	<ul style="list-style-type: none"> <li>35 groups presented on the day, 1 withdrawn application;</li> <li>154 in attendance;</li> <li>22 projects out of 34 funded, each receiving between £500 and £10,000;</li> <li>1770 votes cast on line (3 votes per person);</li> <li>155 votes cast on Big Vote Day (3 votes per person).</li> </ul>
<b>Town Centre ‘Clean Up’</b>	May 2017	Regeneration Funds: <b>£28,070</b>	<ul style="list-style-type: none"> <li>Undertake a ‘deep clean’ of key streets and passages in the town centre to improve the visual condition of the town centre and encourage more footfall.</li> </ul>	<ul style="list-style-type: none"> <li>An improved vibrancy in town centre;</li> <li>Help to make Fraserburgh a more inspiring and engaging place;</li> <li>Improved sense of civic pride;</li> <li>Promote a positive image to businesses and visitors;</li> <li>Streets cleaned included High Street, Broad Street, Cross Street, Mid Street, Saltoun Square;</li> <li>Positive feedback from visitors and businesses.</li> </ul>
<b>Seafood Centre of Excellence Feasibility</b>	2017	Regeneration Funds <b>£17k</b>	<ul style="list-style-type: none"> <li>Feasibility Study to analyse the proposed development of a Scottish Seafood Centre for Excellence (SSCE) based in Fraserburgh to serve both the NE of Scotland and wider fish processing sector.</li> </ul>	<ul style="list-style-type: none"> <li>The brief was to assess the potential demand, running costs and economic sustainability of a dedicated SSCE;</li> <li>Wide partnership of local, regional and national stakeholders engaged.</li> </ul>

Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
FROM PREVIOUS REGENERATION ACTION PLAN				
Here For You Centre	2014 – 2018	Regeneration Funds <b>£54k</b>	<ul style="list-style-type: none"> <li>A centre offering a range of services to the community, operated by a partnership of organisations and aims to help people develop skills, gain experience and look for work.</li> </ul>	<ul style="list-style-type: none"> <li>Supported over 1,700 people;</li> <li>Financial gain of over £1m for users of the advice service;</li> <li>The centre ensures people can access services and get accredited advice, information, support and training appropriate to their individual need and circumstances;</li> <li>Very well used facility with growing client base and around 600 visits per month.</li> </ul>
Heritage Way Housing	Completed November 2016	Regeneration Budget: <b>£50k</b>	<ul style="list-style-type: none"> <li>Following a successful bid to Scottish Government Greener Homes Innovation Scheme, the properties were designed and built to be low carbon and highly energy efficient to help address fuel poverty and reduce the cost to tenants.</li> </ul>	<ul style="list-style-type: none"> <li>The development replaced a former derelict brownfield site and further assisted with the regeneration of the northern part of Fraserburgh. The scheme consists of a mix of 30 zinc clad houses and flats which range from 1 bed flats to 4 bed houses;</li> <li>Four of the houses were also specifically designed and built to meet the needs of four specific households who required accommodation to assist with their physical disabilities;</li> <li>Partnership with RGU to monitor energy performance of the dwellings and support residents to reduce costs.</li> </ul>
Hotel Prospectus	Produced Spring 2016	Regeneration Funds: <b>£500</b>	<ul style="list-style-type: none"> <li>Attract potential accommodation investors, developers and operators to Fraserburgh</li> </ul>	<ul style="list-style-type: none"> <li>Issued to local/ national property agents who specialise in hotel accommodation;</li> <li>Distributed to local Solicitors and Property Agents</li> <li>Part of overall Inward Investment approach.</li> </ul>
Mosaics at Saltoun Square Arcade	Completed December 2015	Total Project: £74,000 Regeneration Funds: <b>£25,000</b> Housing Revenue Account: £27,000	<ul style="list-style-type: none"> <li>Improve retail space, light and appearance in and around the arcade area which had been in decline for number of years and has been consistently seen as dark and unsafe area.</li> </ul>	<ul style="list-style-type: none"> <li>Created two apprenticeships for long term unemployed people working with the artist developing artistic skills;</li> <li>Collaboration with two local schools to carry out a ‘place-making’ exercise;</li> <li>Improved the appearance of the retail area and brightened the space with two colourful mosaics depicting heritage of Fraserburgh;</li> <li>Encouraged new retail units to open up in the area.</li> </ul>

Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
<b>Retail Plus</b>	May 2014 – March 2015	Regeneration Budget Allocated: <b>£171,250</b>	<ul style="list-style-type: none"> <li>Upskill retailers with knowledge and expertise to help sustain their business, raise profile and improve reputation;</li> <li>Identify key opportunities / areas for improvement within each business;</li> <li>Improve the look of Fraserburgh town centre as a retail destination.</li> </ul>	<ul style="list-style-type: none"> <li>Total Council Investment for enhancement grant element of project: <b>£128,339</b>;</li> <li>Total Private Investment: <b>£256,292</b>;</li> <li>46 shops took part and received expert consultation advice and an enhancement grant;</li> <li>Funding of up to £5,000 with intervention rate of 75%;</li> <li>35% of participating businesses reported increased turnover;</li> <li>Businesses reported safeguarding of jobs;</li> <li>Commended by independent evaluation in 2016.</li> </ul>
<b>Coca Cola Truck</b>	November 2015	<b>£350</b> of Regeneration Funds to promote the event	<ul style="list-style-type: none"> <li>Fraserburgh had the opportunity to host the Coca-Cola truck in the town centre on Saturday 21st November 2015. Fraserburgh was one of only 5 lucky stops in Scotland to act as host to the famous vintage truck and trailer.</li> </ul>	<ul style="list-style-type: none"> <li>Several town centre businesses reported their busiest day ever and supported the truck by hosting mini events and special offers in their premises;</li> <li>Coca- Cola team tweeted about how good the community spirit was in the town;</li> <li>Fraserburgh had a constant stream of visitors in the town for the entire day;</li> <li>Significant press and media coverage</li> </ul>
<b>Harbour Pontoons</b>	Completed 2014	<b>£67,259</b> of Regeneration Funding to match Aberdeenshire European Fisheries Fund.	<ul style="list-style-type: none"> <li>Installation of floating pontoons in the Harbour to support the diversification of the harbour offer to host smaller vessels to complement facilities for the fishing fleet.</li> </ul>	<ul style="list-style-type: none"> <li>Installation of pontoons for 30-40 smaller vessels to use the port on a regular basis enabling Fraserburgh Harbour to develop part of the South Harbour into a community asset as the public are able to use the facility;</li> <li>Allows the harbour to develop and diversify;</li> <li>Well used facility;</li> </ul>
<b>Fraserburgh Cinema</b>	Commenced December 2013	Regeneration Budget – support of c. <b>£1,000</b> per year for promotional costs	<ul style="list-style-type: none"> <li>Provide a low-cost cinema option in Fraserburgh, removing financial barriers and the need for long travel distance.</li> </ul>	<ul style="list-style-type: none"> <li>10 screenings per calendar year with an afternoon family friendly showing and an evening film for a more mature audience;</li> <li>Regularly sells out and contributes to livelier evening economy with increased numbers at local restaurants.</li> </ul>



