





Fraserburgh

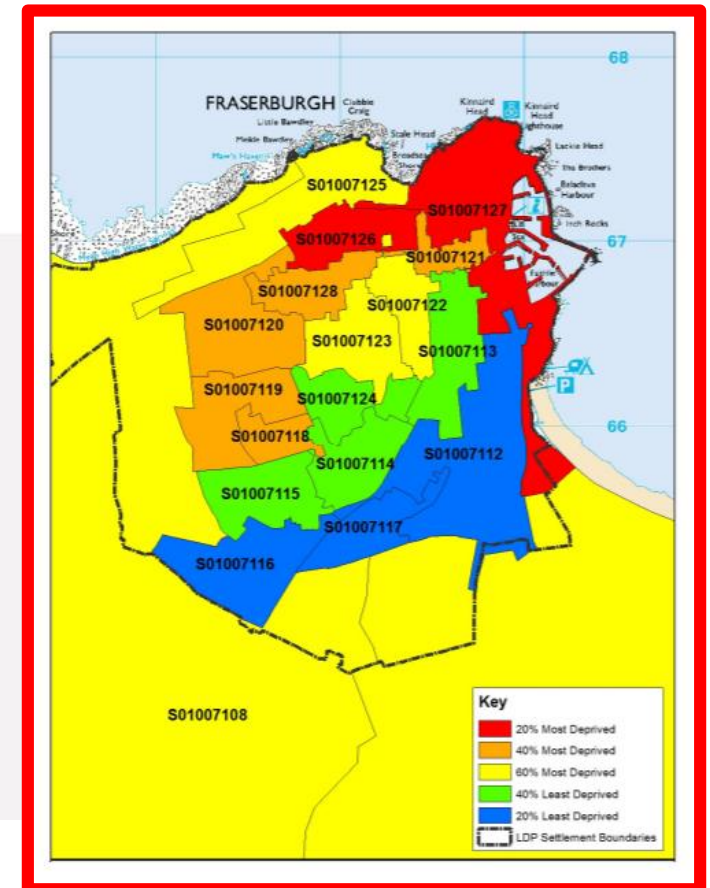
- One of Scotland's earliest 'planned' towns – c. 1500s
- Population c. 14,000
- Key traditional coastal fishing town
- Beginning to diversify economically
- Socio-economic challenges and deprivation:
 - A settlement of mixed SIMD rankings
 - Particular challenges around income inequality, health and education outcomes
 - Stagnant population growth
- Geographically isolated and poorly connected
- Neglected built environment
- Good community spirit
- Proud (often stubbornly so!)

NEWS / NORTH EAST / FRASERBURGH

Hundreds of Fraserburgh jobs to be lost as part of plan to keep Young's factory open

By Joshua King

September 24, 2015, 7:00 am





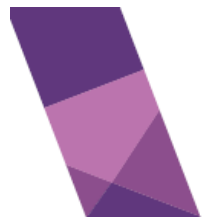
Take time to work out what the problem is that you are trying to fix and any underlying factors that contribute to the problem.

Find the Evidence that supports this.

Build your Partnerships

Talk to people to test your assumptions.

Adapt



From mountain to sea

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

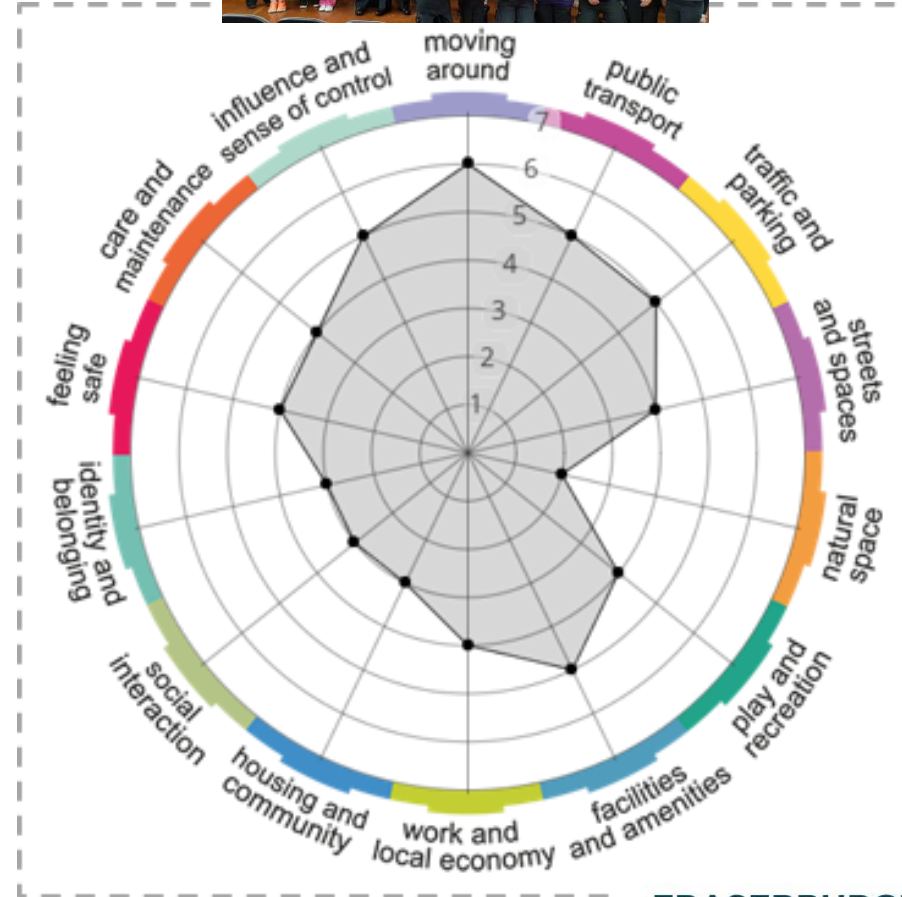
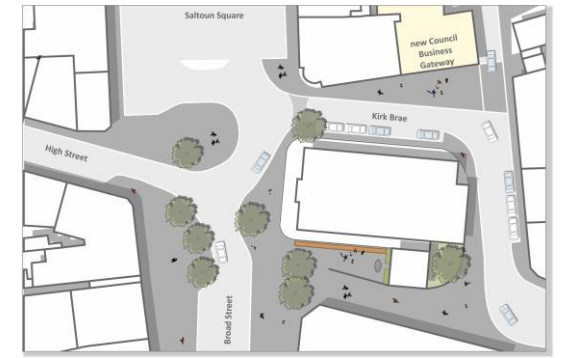
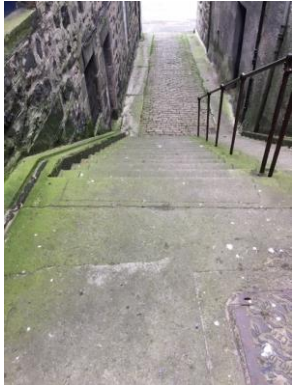
The Environment

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

People and Communities

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





Place Standard – Town
Centre Healthcheck
Sept 2021

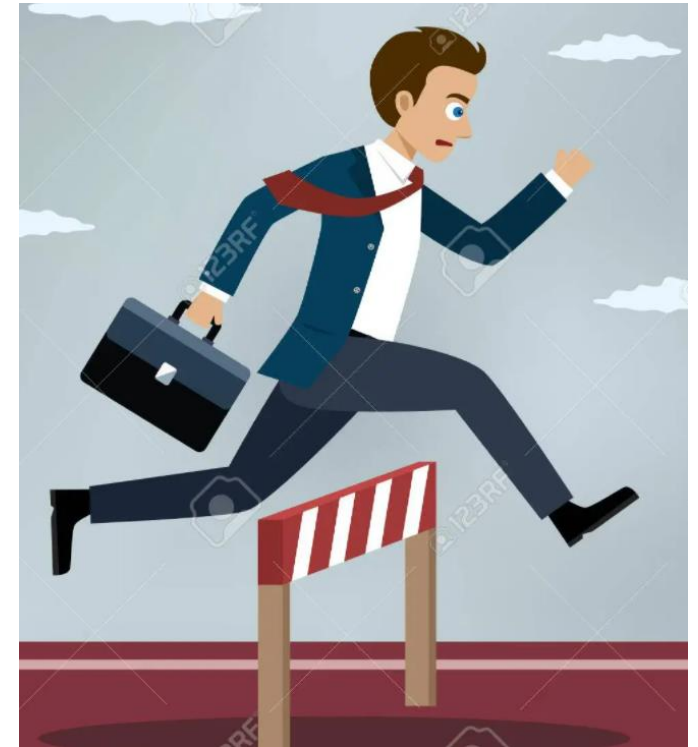
**FRASERBURGH
ENTERPRISE
HUB**

Powered by **ELEVATOR**
in partnership with Aberdeenshire Council



Challenges and Lessons

- Projects NEVER go entirely as planned. Don't fight it!;
- Things always take more time and more money than you think;
- Managing multiple funding programmes and different expectations and requirements can be exhausting!
- Communities cannot be taken for granted. Volunteer and consultation fatigue;
- People trying to de-rail progress!
- Negativity and cynicism;
- Covid-19 pandemic created immediate re-focus and then delays;
- Above all, true regeneration takes time to see physical improvements and even longer to see socio-economic impact and positive outcomes. People are rarely patient (especially politicians)



Challenges and Lessons

- Look to develop strategic programmes rather than individual projects
- Get a good partnership around you.
- Quick wins help to build momentum and retain motivation
- Try to build capacity and skills as you go
- Continually engage, review and evaluate
- Adapt: Don't be afraid to deviate and change course.
- Celebrate achievements
- Keep everyone informed
- Nominate yourselves for awards 😊. They help build profile and get people to sit back and take notice.



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](#) [✉](#)



NEWS / ABERDEENSHIRE

Regeneration of Fraserburgh shortlisted for Most Improved Place at Surf Awards

[By Ross Hempseed](#) [🕒](#) September 27, 2021, 1:22 pm [f](#) [tw](#) [in](#) [✉](#)



Kickstart your career - 5 job vacancies in Aberdeen and the North East of Scotland

Are you hunting for a new job in the North East of Scotland? [Find out more](#)

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A community's effort to regenerate their town has been recognised.

