



Fraserburgh: “What we’re hearing in our communities”

As part of the Shaping Places for Wellbeing Programme’s data exercise, the Community Link Leads in each town have been connecting with local communities, community organisations and practitioners working locally.

Fraserburgh is shaped by the distinctive aspects of the local context and the specific circumstances of its individuals, its community and data profiling work points to five key emerging themes of inequality:

POVERTY	MENTAL HEALTH	SUBSTANCE MISUSE	ACCESS TO SERVICES	POLICE INTERVENTION
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This infographic contributes narrative information and qualitative data direct from many of the communities that exist in Fraserburgh with a purpose to further understand and embed community voice in the work of **Shaping Places for Wellbeing**.



This infographic summarises some of the key things we're hearing as they relate to the [Place and Wellbeing Outcomes](#).

People are central to the Outcomes. The principles of equality, net-zero emissions and sustainability underpin all of these themes.

You can find out more about the quantitative data profile [here](#). You will be able to read more, including the process for identifying the ideas captured in this infographic, in a report to be published soon.



Income disparity and extreme levels of affluence and poverty leads to division and feelings of exclusion.

Fraserburgh's reputation as a private, self-sufficient community able to weather hardship and difficulty has led to a re-occurring cycle of apathetic acceptance and fatalism

Movement

Public transport
Active travel
Traffic and parking

Public transport in and around Fraserburgh is limited, unreliable and expensive.

People are unhappy with the walking infrastructure in parts of the town.

Residents often feel unsafe in some spaces due to a lack of on-street lighting and public observation.

Spaces

Streets and spaces
Natural spaces
Play and recreation

No ownership of, or right of access to, places and spaces is felt by some parts of the community.

Town-centre parking and opportunities for affordable housing, grow space or business premises is limited.

There is a strong sense of heritage and history with some buildings and areas within the town.

Resources

Services and support
Work and economy
Housing and community

Fraserburgh is well-served by services in some areas, with a diverse range of local and national businesses and shopping facilities.

A reduced focus on preventative services and primary care is seeing some Fraserburgh residents neglecting routine check-ups and early prevention measures.

Third sector feel excluded from the conversation, limiting the diversity of perspective and excluding valuable expertise and insight.

"Fraserburgh sometimes feels like equal parts apathy and entitlement"
– **Fraserburgh Resident**

Civic

Identity and belonging
Feeling safe

There is a sense of identity belonging and community in being a 'Brocher'

Local Churches in Fraserburgh provide essential role in promoting community wellbeing and outreach.

A sense of mistrust and misunderstanding exists towards authorities and decision-makers.

No-go areas exist in the town.

"There's a lot of drug and alcohol problems, mental health issues, in Fraserburgh but folk believe it should be kept within the family" – Peer support worker, Fraserburgh

Stewardship

Care and maintenance
Influence and control

Disengagement and disinvestment driven by over-engagement without outcomes.

It isn't always understood how communities can be part of the planning and actioning process.

"They [Fraserburgh Community] get asked about decisions after it's been decided" – Inequalities officer, Fraserburgh

Shared learning

Across the seven Shaping Places for Wellbeing Project Towns, we've identified some shared messages about ways of working:

- Communities value joint working and partnership approaches.
- Communities want strong and consistent communication from and between all stakeholders.
- Collective decision making by all stakeholders will strengthen partnerships.

