

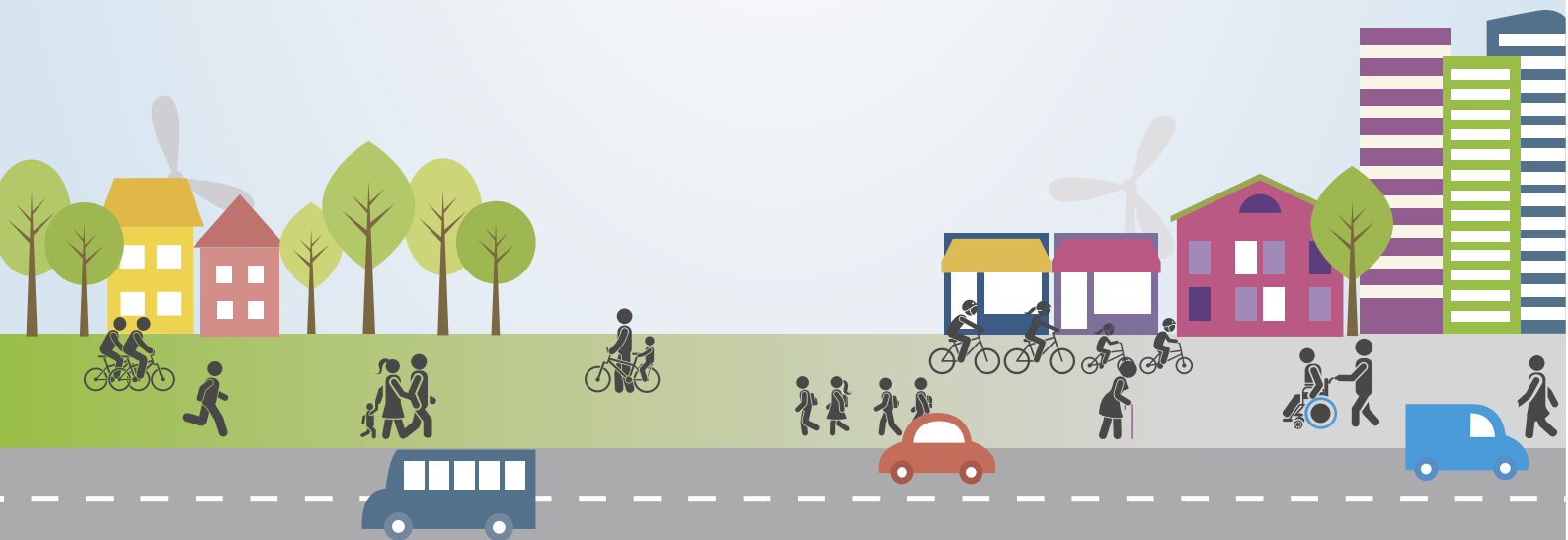
## Shaping Places for Wellbeing Programme

# Fraserburgh Project Town

## What We're Hearing in our Communities

A qualitative report on the findings from stakeholder conversations and a review of engagement documentation

*January 2024*



# Introduction

The Community Link Lead role has been active in Fraserburgh, Aberdeenshire since September 2023. This report is a living document, intended to highlight the findings during the work undertaken as part of the **Shaping Places for Wellbeing** programme in the town, to be revisited and revised as necessary,

This report 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 voices into the work of the **Shaping Places for Wellbeing Programme**. The intention is to provide Fraserburgh specific context and insight around what inequality looks like, how inequality manifests itself, what place means to the community and how all stakeholders, including key decision-makers and those that influence and shape local policy as well as lifelong residents, can contribute towards meeting wellbeing needs within the Fraserburgh community. It is designed to serve as a sense-check or a Rosetta Stone, providing tool to unlock understanding of the Fraserburgh quantitative data profile, developed for the **Shaping Places for Wellbeing Programme**, and to assist in ensuring place-based wellbeing is integrated within an organisational activity system and not isolated from everyday activities.

## Shaping Places for Wellbeing Programme

The **Shaping Places for Wellbeing Programme** is a delivery partnership between the Improvement Service and Public Health Scotland (PHS). It is funded by **The Health Foundation** and **Scottish Government** with support from **COSLA**. The ambition of the programme is to improve Scotland's wellbeing and reduce inequalities. The programme contributes to the National Performance Framework outcomes and key government policy aspirations such as the 20-minute neighbourhood concept. The Programme is supporting seven local project towns: Alloa, Ayr, Clydebank, Dalkeith, Dunoon, Fraserburgh and Rutherglen, with the project work in Fraserburgh being directly funded and supported by Aberdeenshire Council and Aberdeenshire Health and Social Care Partnership.

The programme aims to support lasting change to improve Scotland's wellbeing and reduce inequalities through changing our collective approaches to the places where we live, work and play, enabling partnership-based, wide-ranging action at a local level, while addressing the health of our planet.



## Outcomes

The Place and Wellbeing Outcomes provide a consistent and comprehensive focus for where place impacts on the wellbeing of people and planet. The principles of equality, net-zero emissions and sustainability underpin all these themes, and all themes should be embedded in policy and action.

More background information and context to the Place and Wellbeing Outcomes can be found in this [briefing paper](#) and in the [spreadsheet](#), where you can find the core set of data and the indicators linked to them.



The main objectives when using the Place and Wellbeing Outcomes as a framework are as follows:

- Each outcome takes account of the needs of different populations and geographies and is applied in a way that ensures they achieve equitable outcomes for all. The impact of policy and practice on the experiences of these different population groups within Scotland, and at local community level, must be considered. (Specific population groups considered can be found in the Place and Wellbeing Briefing Paper).
- Each outcome takes account of climate impacts in Scotland and globally, operating within planetary boundaries and the need to achieve net zero greenhouse gas (GHG) emissions. Additionally, the outcomes support the enhancement of broader environmental sustainability and biodiversity and are applied equitably in a way that contributes to both greater climate resilience and reduced GHG emissions.
- Each outcome becomes embedded in the right policies and plans both nationally and locally.



# Fraserburgh

Fraserburgh, located in Aberdeenshire, is a town in the north-east of Scotland. Including the wider geographic area, its population is approximately 18,000 people, it is the largest shellfish port in Scotland and one of the largest in Europe. Situated 40-miles north of Aberdeen, the harbour (featuring a large slipway, drydock, a fish market & processing facilities) is the largest employer in the town. Multiple small satellite settlements are dependant upon services delivered in Fraserburgh. Neighbouring towns Banff and Macduff are situated to the west, along the coast.

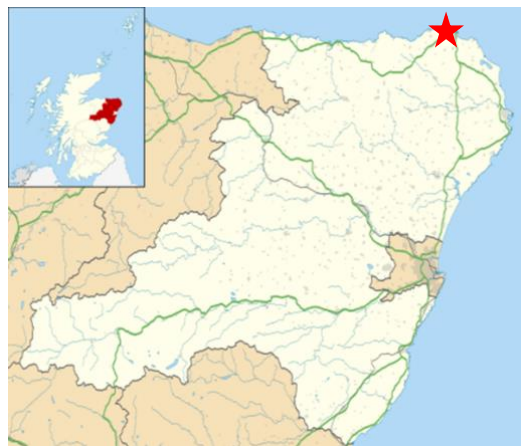


Figure 1 Outline of Aberdeenshire Area – Red Star Indicates Fraserburgh Location



Figure 2 Map of Fraserburgh Town

Fraserburgh came on board as a Project Town in October 2022, with the Project Lead starting in post. With support from partners at **Public Health Scotland Local Intelligence Support Team (LIST)**, the Project Lead initially focused on the work on gathering quantitative data on Fraserburgh, with this offering a launchpad to begin identifying which inequalities were most prevalent and the communities



and groups most impacted by those inequality within the Fraserburgh area. This data profile identified five significant inequalities, or emerging themes facing multiple groups in the local area.

- People experiencing poverty in Fraserburgh
- People with problem substance use, including alcohol
- People's ability to access services, including healthcare, in the area
- People's experience of mental health issues
- People's experience of police intervention and anti-social behaviour

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*The [quantitative data profile](#) of Fraserburgh can be found [here](#).*

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## Approach

The aim of this report, along with the qualitative infographic [insert link], is to add flavour and narrative to the experiences of people and groups relating to the inequalities identified by the quantitative data exercise. The work to inform this report was focused on understanding experiences of different community groups within Fraserburgh, recognising that there are differences in how they experience their town. The underpinning work supported developing the understanding of what communities need from their town to empower them and to identify possible solutions that will help tackle the issues that are making it difficult for people to live happily, healthily and achieve their goals and ambitions. When there is a clear and full understanding of how Fraserburgh is structured and operates, then decisions on investment, change or improvement can be co-ordinated, making best use of resources and maximising the outcomes for people living in the town.

The role of the Community Link Lead was to meet with community stakeholders and discuss issues around the identified themes of inequality within Fraserburgh. By making links with key community individuals and organisations, they could assist in understanding the needs of those suffering from those inequalities. The conversations were used as an opportunity to sense-check the quantitative data, establish sources of qualitative information, both of which could help to identify key wellbeing priorities for consideration by decision makers and support on-going data gathering, by uncovering assets within the community, while continuing to promote the local understanding of the Place and Wellbeing outcomes.



The initial work of the Community Link Lead can be broadly split into three areas:

- **Meet with, discuss the key themes and network with professional officers** based in the town, including local authority employees, individuals from the Aberdeenshire Health and Social Care Partnership and local statutory services, including education and policing, whose local knowledge, and pre-existing professional relationships with those directly suffering from inequality could build a local story or narrative around the quantitative data.
- **Research and engage with local voluntary community groups and organisations** which brought a diverse range of individuals together, but often anchored by issues relating to one of the key themes whereby first or second-hand real experience could be relayed.
- **Represent those suffering from inequalities** in formal but non-statutory Place & Wellbeing Assessments whereby a local strategy or plan affecting the town or those within it is scrutinised by both the **Shaping Places for Wellbeing** project team and local stakeholders (including plan authors) to recognise best practice, spot gaps, and make recommendations for further improvement in meeting the wellbeing needs of the community.

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*Place and Wellbeing Assessments carried out by the **Shaping Places for Wellbeing** team in Fraserburgh as of January 2024 are **The Fraserburgh Beach Masterplan; Aberdeenshire Health & Social Care Partnership Strategic Plan 2021-25; The Fraserburgh Primary School Merger** with several others to be carried out in 2024.*

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Before speaking with anyone, it was important to outline goals and methods for the Community Link Lead work in Fraserburgh.



Documents that report previous qualitative data or formal community engagement were reviewed. Members of the Fraserburgh Shaping Places for Wellbeing Steering Group and other stakeholders were asked for any relevant documents. Google searches, including but not limited to terms such as "Fraserburgh+ engagement"; "Fraserburgh+ community consultation + report"; "Aberdeenshire+ engagement + report". Reports from some consultations undertaken by Aberdeenshire Council were found on their consultation database [Engage](#). Documents reviewed were from the last 5 years.

It was imperative to clearly outline what needed to be explored or understood - which was the experiences of people in Fraserburgh suffering from one or more forms of inequality.

- For relevance to the **Shaping Places for Wellbeing Programme**, the conversations would be structured around the identified themes and mapped against the Place and Wellbeing Outcomes. A review of existing formal community engagement and documentation to understand the context and identify gaps in knowledge was undertaken. The Community Link Lead would identify and engage with stakeholders and community groups who could provide relevant insights.

Various links within the community were supplied to the Community Link Lead based on the work of the Project Lead between October 2022 and August 2023. Additionally, members of the **Shaping Places for Wellbeing** Steering Group were asked for relevant information or connections that could provide the Community Link Lead with a resource or opportunity in Fraserburgh. This allowed for engagement with various professionals within the town who could provide local knowledge and starting points.

- Various methodologies including interviews, observations, engagement in activities, group speaking, public meetings and informal chats were used to speak to groups and individuals. Informal notetaking during interviews or discussion would later be transcribed and analysed to derive meaningful patterns and themes. Information would be continuously compared as it was collected, triangulating data sources and methods to enhance the reliability and validity of the information being gathered while remaining flexible, allowing for iterative adjustments based on emerging insights.



- Extensive use of social media and desk-based tools such as A Local Information System for Scotland (ALISS) allowed for identification of key groups within the community which may provide relevant information. Time spent in Fraserburgh, speaking with local residents, businesses and groups would also provide opportunities to build conversations and connections with key sources and groups to engage with.

In conducting a qualitative information exercise, social media was found to be a valuable research tool providing instant access to a diverse range of opinions, trends and up-to-the-minute public sentiment.

Offering a cost-effective alternative to extensive surveys or focus groups, it was invaluable in facilitating analysis of public opinion and opening doors to networks otherwise unavailable, allowing for the targeting of specific demographics ensuring a more focussed collection of information.

## Key Groups

It was important to recognise certain groups and individuals would not only have access and information that was more relevant to exploring the inequalities, but also the level and willingness of engagement would depend on several factors, including previous attempts at engagement and how the programme represented and differentiated itself from community projects already underway. Developing relationships within the local community would require the interactions to draw upon the strengths and value of the programme, to promote its goals and outcomes, without over representing its influence with key decision makers.

When analysing these findings, it's important to remember that the information gathered is subject to inherent risks and considerations:

- **Engaging with various community groups often involves personal opinions and perspectives**, making it susceptible to subjectivity and bias. Individuals may say something different on another day, in a different environment, at a different time and to a different person





and so what is being reported is capturing information in the moment based on the circumstances which led to a conversation taking place.

- **Relying solely on this qualitative information may result in an overemphasis on anecdotal evidence** rather than a comprehensive understanding of a phenomenon. As such, the qualitative information gathered in this report should be considered in tandem with previous engagement efforts and other methods of data collection.
- **Without careful analysis and context, the information gathered from conversations may be misinterpreted**, leading to inaccurate conclusions. It's important to not only sense-check this information against quantitative data, but other qualitative data sources to ensure robustness and rigor.
- **The information gathered for this report is typically context-specific** and may not be easily generalised to broader populations or situations given the limitations and scope of the Community Link Lead role.

It's crucial to approach the reporting with an awareness of potential limitations to ensure the findings presented can be considered credible.

The Community Link Lead looked for a diverse range of groups and individuals, a list of which can be found in appendix A at the end of this report. These included local residents, community groups, businesses and third sector organisations.

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*A [qualitative summary infographic](#) of the findings on the key themes identified in the data exercise can be found [here](#) .*

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# People in Fraserburgh

By setting out the role of the Community Link Lead, how it fits in overall with the **Shaping Places for Wellbeing Programme** and clearly communicating why the information is needed, how it will be used and assurances of confidentiality, the Community Link Lead was able to build a rapport and make individuals and groups comfortable with sharing their thoughts, experiences, feelings and information. Being mindful of individual preferences and differences and giving context to what was being heard, helped to foster a sense of collaboration. Open-ended conversations led to a key agreement with most participants.

- The quantitative data profile and identified 'emerging themes' was **reflective** of many people's experiences within Fraserburgh.

But that:

- These themes were not unique to Fraserburgh, but that the town had its **own set of specific contributable factors** and that these themes, the root causes and how they present and interlink with each other could look different from other towns in Aberdeenshire and Scotland as a whole.

## Poverty



Community groups report a sharp **dividing line in the town**. There are areas of great affluence thanks in part to both the traditionally strong fishing economy and the oil & gas industries in the North-East.

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*“Fraserburgh is equal parts apathy and entitlement” – Fraserburgh resident.*

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There are visible **pockets of inequality across the town**, most prominent in Harbour and Broadsea, Lochpotts and parts of Central Academy. Most social and council-owned housing is concentrated in



these areas with those living there more likely to be in unskilled or low-paid work or in receipt of working-age or disability benefits.

**There's a feeling of apathy and generational 'fatalism'**, with many families having seen their parents and grandparents exist in a cycle of poverty and believing there's no way out for them and it's "their lot in life".

**It's economically unviable to travel to other towns and cities** in the North-East, making residents feel their only options are to work locally, or not at all. Some report capacity limitations, whereas others view reluctance to work a lifestyle choice, while others are constrained by caring responsibilities, children and the availability of quality work within the town.

**The lack of opportunity for diverse employment** within Fraserburgh came up multiple times in multiple conversations. There isn't the kind of variety of employment opportunities people would like to see in their town, some feeling this is exacerbated by limited or cut-back timetable and courses at the local technical college.

**People recognise there are problems with overcrowding and availability in the private rental housing market** in Fraserburgh, which, due to a lack of adequately sized council and social housing, many families are having to turn to.

**There's been a marked increase in the use of the three foodbanks** which operate in the town, although the current cost-of-living crisis means people from a variety of backgrounds, often those formerly in well-paid positions within the oil and gas industry, are turning to them in times of crisis. Several new social enterprises, including heat banks and clothing banks have begun operating in the town and report the response has been "overwhelming".

## Substance Misuse



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*"Try being twenty-one and going out in Fraserburgh on a Saturday Night. It's impossible not to take it (mephedrone)." – Fraserburgh Resident*

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**There is a deeply ingrained drug culture** in parts of Fraserburgh which crosses poverty lines. availability of and the introduction of country lines and 'cuckooing' gangs, has seen a shift not only of the type of drugs most prevalent but the age, type and economic background of 'average' users. The



use of mephedrone (or M Cat) has expanded to the predominant recreational drug in Fraserburgh, for many young people becoming an alternative to alcohol, based on its availability, affordability, ease of attainment and powerful effects.

**People are more willing to come forward and seek help with drug issues** rather than alcohol related challenges, as drug addiction has achieved a level of normalcy due to its cultural embedment in the town. Peer-support groups aimed towards users and families of those affected by alcohol speak of an unwillingness for people to seek help in the same way as drug users and organisations have struggled to achieve a foothold to set up support groups or networks in the town due to a lack of 'interest', seen as an unwillingness to reach out over fear of stigma or shame.

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*“Our referrals for drug users are through the roof, especially amongst young people but folk just aren’t willing to come forward and admit they have a problem with drink, at least not in the same way. Folk feel they can blame the town for the drugs” –  
**Drug & alcohol support worker, Fraserburgh.***

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## Mental Health



**We’re hearing the lack of signposting or length of wait for a referral** for primary mental health care leaves many feeling powerless.

People report **self-medicating with drugs or alcohol** to combat chronic loneliness or anxieties driven by cost of living, poverty, and boredom while others report it’s the use of drugs that has caused them to spiral into depression. As such, in conversations, mental health and substance misuse sees a large crossover and interlinking among the five identified themes.

**We’re hearing people would like to see more visibility in services** aiding mental wellbeing, with people reporting the paradigm shift in modern culture towards recognising the importance of mental health issues is felt in the town, but more rapid, responsive, and on-demand services would be of great benefit to the community.



**Mental health as a key focal point in a barrier to overall wellbeing** was reported across all ages, genders, and circumstances but some groups feel less attention is cast their way, for example, men over fifty, with limited options to entice socialisation and engagement with the wider community aimed at them specifically.

**We're hearing people feel the topic of suicide is an issue in Fraserburgh**, across all ages and genders, with instances and clusters in numbers significant enough to draw attention and become an issue of discussion among many groups in the town.

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*I'd like to see something in Fraserburgh, like a drop-in centre, that was open 24/7 and made getting help in a crisis as easy as buying a pint of milk or ordering a pizza" – Fraserburgh Resident*

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## Police Intervention



**We're hearing most of the issues involving work for the police in Fraserburgh are attributed to drugs, drug use and the drug network** within the town or anti-social behaviour, mostly deriving from a sub-set of youth within the town.

**Community wardens have developed good** relations with many of young people known for, or more susceptible to anti-social behaviour and there are two community beat officers in the town who have gone to great lengths to provide a reliable presence in the town. We're hearing the community can recognise the stretching of police resources and that sometimes feel community policing gives way to more responsive issues.

**Policing in the town relies heavily on community participation**, reporting and passing on of information but there's a reluctance in some parts of the community to do this, due to fear of reprisal and the small size of Fraserburgh meaning people feel incidents and events of reporting can be easily linked back to them.

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*"This isn't who I am or where I want to be. Crime is where the drugs took me" – Former drug user, Fraserburgh.*

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**Many former drug users have gone on to start social enterprises, into peer-support work and community outreach roles** within the church and roles in criminal justice and the prison system, with many examples of individuals who are well-known in the community for their services.

## Access to Services



**We're hearing that local people recognise Fraserburgh's location and** geography acts as a catalyst for fostering self-sufficiency with a strong local and independent business network, lower shopfronts vacancy rates and a range of activities and services in the town, for the town. Local business owners often report feeling disadvantaged by the larger chain stores in the town, particularly in the town centre where conservation regulations and specific requirements put them at a financial disadvantage and issues with on-street parking often limit access and foot traffic to their businesses.

**Strong educational institutions, recreation opportunities, community centres and cultural amenities minimise the community's reliance on neighbouring towns and cities,** although improvement to public transportation and access to healthcare remain a topic the community are keen to express dissatisfaction with. Economic opportunities are considered limited within large sections of the community, particularly those from a lower social-economic areas of the town and people recognise stretched resources within the social services sector with support needs for vulnerable populations, such as the elderly, low-income individuals, or those with additional needs, not being met consistently.

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*"You sometimes see events and activities planned across the Shire and lots of towns are involved but Fraserburgh's not on the list. They forgot Fraserburgh again. What about Fraserburgh? Are we too far away or do they think we're just not interested?" – Fraserburgh resident*

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**We're hearing community groups feel there is some great work being done in Fraserburgh among the voluntary and third-sector,** but there is a lack of communication, collaboration and co-operation between groups in this sector to capitalise on resources and funding – which some feel is seen as scarce and has contributed to a mindset whereby opportunities and resources are seen as fixed and any benefit to one person or group is directly detracting from the well-being of others.



**Parts of the Fraserburgh community – particularly older population groups and those from lower income backgrounds** – struggle with computer literacy and struggle to access information and resources online, contributing to a digital divide where the lack of access to the benefits of technology exacerbates existing social and economic disparities within the town.

## Mapping Against Outcomes

### Movement



*Public transport – Active Travel – Traffic & Parking*

Participants spoke about transport in Fraserburgh being limited, unreliable and expensive, leading to various challenges. Some spoke of difficulties in accessing essential services out-with Fraserburgh, like healthcare and education.

**There's a sense of isolation** as the ability to travel to connect with family and friends or participate in community activities has become more challenging, particularly post-Covid where bus timetables have seen reduction and cuts to local services.

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*“Aberdeen might as well be on another planet.” –  
Fraserburgh Resident*

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**We're hearing that residents are unhappy with the walking infrastructure in parts of the town, with cracked and broken pavement stones** making it difficult for those with prams or buggies, disabilities, or mobility issues, leading to a feeling of being forced to take cars or not attempt local journeys at all.

**Residents feel unsafe due to a lack of on-street lighting and public observation** in some parts of town and that the 'joining up' of these areas has been overlooked.



## Spaces



*Streets & Spaces – Natural spaces – Play & recreation.*

**Some parts of the community feel no ownership of right of access to parts of Fraserburgh** and local options for accessing natural spaces are quite limited, leading to an impact on residents physical and mental wellbeing.

**Local charities and volunteers' groups find it hard to secure appropriate meeting spaces** that are affordable or not local-authority ran – and those that meet the criteria are oversubscribed or only available during certain hours.

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*"I was reading my book in the park and a guy was hanging out of his window in a nearby building shouting at me for no reason. I think he was drunk or on drugs. I got scared and just left and told my mum and never went back."* – **Fraserburgh Academy S2 student**

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**Some playparks and green spaces very close to council and social-housing estates** have seen residents exposed to the threat of, or direct anti-social behaviour, some littered with detritus and fly-tipping making them feel like unsafe, intimidating spaces.

**There is a strong sense of heritage and history** with some buildings and areas within the town and a lack of clarity around the use and future of them, especially those which require investment and repair. This is particularly true with those, like the JIC building, where residents of the area have a strong emotional attachment and link it to their sense of community, identity and belonging.





## Resources



*Services & support – Work & economy – Housing & community*

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*“Fraserburgh sometimes feels like equal parts apathy and entitlement” – Fraserburgh community member.*

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**We’re hearing people feel Fraserburgh is well-served by services in some areas**, with a diverse range of local and national businesses and shopping facilities having a presence in the town, but fear for their future economic viability with an increasing number of residents - with the means - choosing to travel outside of Fraserburgh for their amenities.

**People report finding delays and barriers in receiving medical treatment** leaving them unable to receive necessary medical attention. Furthermore, the increased financial burden of being forced to seek healthcare treatments elsewhere disproportionately affects the lower income households in the area. A reduced focus on preventative and primary care is seeing some Fraserburgh residents neglecting routine check-ups and early intervention measures.

**We’re hearing great recognition of the work of public health and community learning** in bringing together support groups and workshops but that parts of the third sector, particularly in service delivery, feel excluded from the conversation.



## Civic



*Identity & Belonging – Feeling Safe*

**Residents report a sense of community within Fraserburgh.** People feel Fraserburgh is a tough, working-class town but that there are larger than expected divides between 'haves' and 'have-nots' and its **reputation** as a town capable of weathering hardship and difficulty has led to issues and problems often not being addressed or alternatively being played down.

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*“There’s a lot of drug and alcohol problems, mental health issues, in Fraserburgh but folk believe it should be kept within the family, it’s a personal matter and it should stay like that. It’s a family problem and the family will deal with it” – Drug & alcohol peer-support worker, Fraserburgh.*

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**Communication between decision-makers and local communities in Fraserburgh isn’t always clear and transparent**, which has led to a sense of mistrust, misunderstanding and a sense of community voices being excluded. This is causing a sense of unrest and dissatisfaction in Fraserburgh, leading to even positive changes met with a degree of cynicism.

**Local churches in Fraserburgh provide an essential role** in promoting community wellbeing and promoting social networking. Community outreach programs such as local youth clubs, foodbanks, sporting activities, social lunches and rehabilitation programs provide an invaluable service in the town. Their popularity and subscription - reaching beyond matters of religion and providing an important social cohesion – may indicate statutory service providers could do more to work alongside the church organisations to provide more 'joined up' servicing within the community.



## Stewardship



*Care & maintenance – Influence & control*

**We're hearing people feel not enough is being done to bring the voices of those from less affluent areas** of Fraserburgh or - those who wouldn't traditionally feel inclined to participate - into community-driven committees and groups. Conversely, there's a sense of over-engagement within the community and lack of clear outcomes and results leading to disinvestment and demotivation. People are reporting a clear desire for partnership working as opposed to repeat consultation.

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*"They [Fraserburgh community] get asked about decisions and proposals after it's already been decided, because someone who's never been to Fraserburgh thinks that's the solution because it worked in other towns." – Inequalities Officer, Aberdeenshire Council*

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**We're hearing there's a great sense of pride in the spaces and environment of Fraserburgh** but that enough isn't understood about how a community and its groups can be part of the planning and actioning of community development, space maintenance, planning, and conservation.

## Shared learning

The Community Link Leads in all project towns identified some key messages that were common across our seven Project Towns (Alloa, Ayr, Clydebank, Dalkeith, Dunoon, Fraserburgh and Rutherglen). These ideas largely related to *how* communities would like to be engaged, and desired ways of working.

**Communities value joint working and partnership approaches, believing this would save time, money and resource for all involved.** Communities want strong communication from and between all stakeholders. They value two-way communication and transparency. Trust from both individuals and community stakeholders in formal/statutory services has been eroded. Partnership working, transparent communication and collective decision making would help build this.



**Stakeholders value information sharing across organisations** – for example, shared learning and best practice; data sharing and support. Communities are seeking quality community engagement that goes beyond traditional consultation towards co-production, co-creation and co-design approaches. The Shaping Places for Wellbeing Programme and other ‘neutral’ organisations have been valued in our Project Towns for bringing people together. Short-term funding has a significant negative impact on third sector projects and place-based working.

## Next Steps

The findings captured in this report have already started being fed into Place and Wellbeing Assessments of a range of plans, strategies, and decisions in Fraserburgh. Throughout the remainder of the **Shaping Places for Wellbeing Programme**, it will also be used to determine how the programme can support the embedment of the recommendation outputs from those assessments.

The Community Link Lead will act as a bridge between decision makers and the communities they serve in Fraserburgh, including the creation of a community-led working group designed to feed into the Project Town’s Steering Group and foster better networking. Improved consideration of place in plans and strategies also filters down to support provision and delivery in communities.

Conversations with local community members, organisations and practitioners are an ongoing part of this work and we continue to review new data and explore opportunities to facilitate data sharing and collaboration as raised by the stakeholders contributing to this work.

**For Review July 2024.**



# Appendices

**Appendix A – Groups and organisations consulted in the process of gathering information for this report:**

## Groups/Organisations spoken to

**Aberdeenshire Council** – *Including Tackling Poverty & Inequalities, Early Years & Equality and Community Safety.*

**Aberdeenshire Council Tenants Group** – *A forum representing tenants in local authority-owned housing.*

**Aberdeenshire Voluntary Action** – *Third Sector Interface promoting resilient communities across Aberdeenshire.*

**Aberdeenshire Bothy** – *Local enterprise provided by CyclingUK promoting active travel across Aberdeenshire*

**Alcohol & Drugs Action** – *Provider of alcohol and drugs support services across the north-east*

**Assembly of God Church, Fraserburgh** – *Established church at the heart of Fraserburgh.*

**Barnardos Works** – *Children's charity assisting young people to achieve their goals.*

**Broch Better Together** – *Local business network based in Fraserburgh.*

**Broch Community Responders** – *Voluntary first responder service based in Fraserburgh.*

**Enable Scotland** – *A modern charity striving to deliver an equal society for all.*

**Fraserburgh Junior Arts Society** – *Encouraging young people into the arts in Fraserburgh.*

**Fraserburgh Community Council** – *Elected representation promoting local democracy.*



**Fraserburgh Community Men's Shed** – *Third space aimed at reducing social isolation and undertaking purposeful recreational activities.*

**Fraserburgh North Toddler Group** – *Meeting space for local parents.*

**Fraserburgh Road Bike Forum** – *A group for like-minded biking enthusiasts.*

**Fraserburgh Enterprise Hub** – *Facility encouraging networking and business growth.*

**Grateful Hearts** – *Local social enterprise promoting reuse and redistribution of clothing.*

**Here for You** – *Community group promoting parental awareness of social issues.*

**Live Life Aberdeenshire** – *Sports and cultural service of Aberdeenshire Council.*

**MCR Pathways** – *A charity providing disadvantaged youth with local mentors.*

**NHS Grampian Public Health** – *Public Health System operating in the north-east.*

**North Braeheads Tenants Participation** – *A forum for residents in the North Braeheads area of Fraserburgh.*

**Police Scotland Youth Volunteers** – *Community-based volunteering in Fraserburgh*

**Police Scotland**

**Poverty Alliance** – *A diverse group of organisations working to tackle poverty across Scotland.*

**Penumbra** – *Charity providing services for people with enduring mental ill-health.*

**Quarriers** – *Social care charity offering practical care and support for adults and children.*

**RSPB** – *Charity restoring and protecting places wildlife calls home.*

**Scottish Families Affected by Alcohol & Drugs** – *Charity supporting anyone affected by someone's substance dependency.*



**Safe Families** – *Connecting children, young people and families with a network of volunteers who can offer help and support.*

**Scottish Fire & Rescue**

**Trussell Trust** - *A network of UK foodbanks.*

**Turning Point Scotland** – *Providing support to people experiencing problems with substance misuse.*

**World Suicide Prevention Project** – *Suicide awareness campaigning and support in Fraserburgh.*



## Appendix B – Additional consultation and engagement documents

### Key Documentation Reviewed

**Fraserburgh Locality Plan 2019** - A locality plan under section 10(1) of the Community Empowerment (Scotland) Act to improve outcomes in a locality. Fraserburgh locality was identified as it contains communities who experience significant inequalities of outcome from socio-economic disadvantage. The Fraserburgh Locality Plan was used to determine outcomes that can be improved to reduce these inequalities.

**The Fraserburgh Regeneration Partnership Vision and Action Plan 16-21** - A five year project to transform the built environment in the town centre. With nearly £6m in funding from the Council, the Scottish Government, Historic Environment Scotland and the Heritage Lottery Fund, the aim was to deliver substantial improvements to key buildings in the conservation area.

**Banff & Buchan Local Community Plan 20-25** - Bringing together information, evidence and feedback from a wide range of sources including community Planning Partners, Elected Members and local communities to focus on developing empowerment, health improvement and connection within the local area.

**Health & Social Care Partnership Strategic Plan 20-25** – Five-year investment and delivery programme based around the strategic aims of prevention and early intervention, reshaping care, engagement, tackling inequalities and public protection, and effective use of resources.

**Fraserburgh Beach Vision and Masterplan 2023** – Work on the Fraserburgh Beach Vision & Masterplan helped to understand the community's aspirations and ambitions for the area and develop options for improvement. Various engagement sessions were held over the length of producing the document.

**Fraserburgh North and St Andrews Merger Consultation Report 2023** – Engagement responses to proposal to close existing Fraserburgh North School and St Andrews School on completion of the new school building and continue education provision as a merged primary school located at the Fraserburgh Academy site.

