

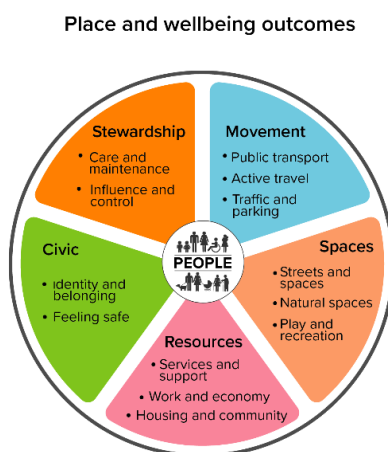
Fraserburgh Beach Masterplan Place and Wellbeing Assessment Report



About the report

This is a report of a Place and Wellbeing Assessment held in September 2023 to look at the Fraserburgh Beach Masterplan. The Place and Wellbeing Assessment aims to build on the strengths of the masterplanning process to date and produce recommendations that will support the development of the final Beach Masterplan into the action and delivery plan.

A Place and Wellbeing Assessment involves a workshop pulling together expertise and perspectives from attendees to consider a plan, policy or decisions impact on delivering a place that enables wellbeing. It asks attendees to consider each of the Place and Wellbeing Outcomes with a lens on who is experiencing the most significant impact from inequality in that place. This paper is the output of one of these assessments.



To get a better understanding about inequalities in the Project Towns, the Shaping Places for Wellbeing Programme gathered data with the support of the Public Health Scotland’s Local Intelligence Support Team (LIST) and the Project Town Steering Group. This data has been used to highlight the key inequality related issues identified within the town, which are impacting on the community’s health and wellbeing. The process for gathering data can be followed through this [guide](#).

The data for Fraserburgh, at the time of the assessment, highlighted five key areas of focus. These are:

- Poverty
- Substance use
- Mental health
- Police Interventions
- Access to services

Background to the Fraserburgh Beach Masterplan

The Fraserburgh Beach Masterplan has been developed over the last 12 months, using a staged approach that has built upon the original 'Vision and Objectives' work carried out in 2019. The initial work undertaken in spring 2019, involved community stakeholder consultation leading to a draft Action Plan that was developed but not implemented. Whilst a few small initiatives were carried out, COVID-19 stalled any significant progress. However, the information gathered from this initial consultation, provided clarity around the community aspirations for the beach area. The subsequent work to develop the Beach Masterplan has been led by Aberdeenshire Council with consultation services provided by Kevin Murray Associates, Rob Thompson Urbanism and Willie Miller Urban Design. This four-stage approach has seen the original Vision and Objectives develop into a strategy, then an Illustrative Masterplan and finally a Masterplan that will be supported moving forwards by an action and delivery plan. This four-stage process has been underpinned consistently by community engagement and consultation, ensuring that the plan is well informed by the Fraserburgh community.

The Place and Wellbeing Assessment aimed to build on the strengths of the current Masterplan and produce recommendations, which would support the move to an action and delivery plan that was reflective of Fraserburgh as a whole town and the role that the beach front has in developing that place, for the people who live, work, and relax in Fraserburgh.

Links to Shaping Places for Wellbeing Programme

The ambition of the [Shaping Places for Wellbeing Programme](#) is to improve Scotland's wellbeing by reducing the significant inequality in the health of its people. The Programme objective focusses on the evidenced impact that the places where we live, work and relax have on our health and wellbeing. This impact can be positive or negative and the Programme aims to ensure that these intended and unintended consequences are fully considered when we make decisions about a place.

All the evidenced features that a place needs to exhibit for it to have a positive impact on health and wellbeing are set out in the [Place and Wellbeing Outcomes](#). Our objective is to support delivery of the outcomes. A process used for doing so is a [Place and Wellbeing Assessment](#). This paper is the output of one of these Assessments.

A 'How to Guide' for [Place and Wellbeing Assessments](#) has been designed to support others to undertake their own assessments.

Navigating the document

Read the [Report Summary](#) (Page 5 & 6) for an overview of the key themes from the assessment.

The report is outlined by Place and Wellbeing Outcome, with key evidence and research, a summary of the discussion that took place, and the recommendations.

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Report Summary

The Fraserburgh Beach Masterplan was identified as having the potential to contribute to the development of the local economy as well as influencing health, wellbeing and social outcomes for those living within Fraserburgh. It is hoped that the Masterplan will be recognised in the next Local Development Plan, and that it will embrace and deliver on the six qualities of successful places identified in the National Planning Framework 4. The review of the Fraserburgh Beach Masterplan is an opportunity to broaden the contribution this plan can make to the place of Fraserburgh, whilst identifying its contribution to both overall wellbeing and to the reduction of inequality within the local communities. The following broad themes were identified:

Connections and journeys

A reoccurring theme throughout the assessment discussion was that of the connectivity of the beach with all other areas of Fraserburgh, most significantly the Town Centre. It was repeatedly identified that the beach needs to have high quality, well lit, physical connections to the other areas of Fraserburgh, to facilitate easy movement to and from the beach, both for residents and visitors. It was suggested that for the beach to support the town effectively, from an economic perspective, it must be easy to access the beach from the Town Centre and vice versa, with no physical boundaries and clear 'way making' facilities. The clear physical connection to the beach was recognised as being of particular importance for those areas of Fraserburgh experiencing the worst deprivation, as the beach should be a resource to facilitate social levelling, with the access to a resource that can positively influence health and wellbeing, without financial cost.

In line with the discussion around the physical connections to the beach, it was also recognised that there needs to be consideration given to the experience of the journeys being taken to the beach. Whilst the physical connections are of key significance, the ability to provide clear, easy, accessible, and enjoyable journeys to the beach was identified as being a fundamental part of those connections. Discussions encompassed linking 'way finding' with culture and heritage, accommodating all modes of active travel and recognition of the challenges of journeys through (or around) a working harbour.

Flexibility of spaces

Throughout the assessment there was consistent recognition that the beach needs to provide spaces that are flexible in their purpose and use. This included any proposed physical buildings, with a desire that they have flexibility in terms of the business opportunities and services that are provided, as well as how those services can be accessed. Along with the physical flexibility of the buildings and businesses, the discussion also recognised the need to

provide these opportunities with consideration of affordability. It was identified that business models which enabled all members of the Fraserburgh community to feel they could access spaces, resources, and amenities, were of great importance.

The discussion on flexibility also included the natural spaces and the play and recreation spaces identified in the Masterplan. It was recognised that to truly cater to the whole of the Fraserburgh community, the spaces in and around the beach need to be accessible to all population groups, and they need to have the flexibility to adapt as the community's requirements and aspirations change over time. It was also noted that the physical landscape of the beach may alter and change, due to natural erosion of the sand dunes and the impact of the Fraserburgh Harbour Masterplan, and so these factors must be considered in developing the future action and delivery plans.

Summary of Discussion and Recommendations by Place and Wellbeing Outcome

Movement

Active Travel

Everyone can:

- easily move around using good-quality, accessible, well-maintained and safe segregated wheeling, walking and cycling routes and access secure bike parking.
- wheel, walk and cycle through routes that connect homes, destinations and public transport, are segregated from, and prioritised above, motorised traffic and are part of a local green network.

Evidence and research:

- Active travel has the potential to provide benefits to local economies.¹
- Active travel can increase social interactions.¹
- Health benefits of active travel, such as increased physical activity levels, will vary in different groups.¹
- Protected bike lanes and secure bike parking increases diversity and inclusion.²

Summary of discussion:

It was agreed that the Fraserburgh Beach Masterplan has clearly considered active travel, in the form of walking, wheeling, and cycling, as activities that are undertaken in and around the beach area. Two of the five key themes, suggested as design drivers for the Masterplan, specifically highlight changes to the beach area to facilitate improved opportunities for walking, wheeling, and cycling. It was felt that whilst these changes are important and required, there also needs to be links made to active travel routes to get to the beach as a destination, as well as incorporation of the beach as part of larger routes. Discussion

¹ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

²

highlighted the opportunity to link with the development of the coastal paths in the east and west of the town, that would help to provide active travel routes for people who live in Fraserburgh and for those in nearby settlements. It was recognised that to develop the active travel routes connecting to the beach area, there would need to be a review of the permeability of the routes and reduction of physical barriers.

The Masterplan has a strong focus on active travel in relation to recreation, specifically as an activity that people would undertake within the beach area for leisure purposes. This should be continued in future and facilitated through the included provision of safe and secure bike storage, regular varied seating options and widened paths and walkways. However, there needs to be a stronger emphasis on the importance of active travel as part of people's everyday journeys, with consideration of how the beach may contribute to the wider active travel routes around Fraserburgh, particularly in terms of accessing both the Town Centre and the Harbour.

Consideration had been given to disabled access to the beach area and then onto the sand, with the Masterplan identifying specific changes required, including widening and redirecting beach ramps for access. Additional potential opportunities for storage of beach wheelchair facilities had been identified in the Masterplan, which was recognised, but there was a feeling that these suggestions could have gone further by exploring disabled access to the water. Further consideration of this would be required to move this project towards its aim of being the most accessible beach in Scotland, with successful examples explored and a better understanding of how shifting sand may impact the provision and maintenance of any specific design features.

Safety around active travel was covered from multiple perspectives. Secure cycle parking would need to be in positions that lend themselves to natural surveillance, which would be a consideration in the design stage, but not in the remit of the Masterplan. Access to the beach area by walking or wheeling, from the west of the town, would predominantly involve accessing the underpass, and so discussion considered feelings of safety, especially during darker times of day and night. Consideration should be given to developing the lighting in this area to help safe and confident use as part of a key active travel route and to support the aim to be the most accessible beach in Scotland.

Recommendations to consider:

1. The beach action and delivery plan should show how the beach will physically link its provision for walking, wheeling and cycling into coastal path provision in the east and west of the town.

2. The beach action and delivery plan should include identification of active travel routes in and around Fraserburgh, with actions included to help publicise and signpost these to the local community.
3. Identify in the beach action and delivery plan, where there are physical barriers to active travel routes to the beach and highlight the need to address these to enable stronger links and connections.
4. During the action and delivery plans, location of secure bike parking should take into consideration opportunities for natural surveillance.
5. Content within the action and delivery plan, relating to water access at the beach area, should be informed by additional information on demand, requirements, and solutions. This should include input from the Fraserburgh Day Centre.
6. The action and delivery plan should highlight the importance of improving lighting options in the underpass leading to the beach, identifying this work as an opportunity to address a potential barrier to the aim of being the most accessible beach in Scotland.

Public Transport

Everyone has access to a sustainable, affordable, accessible, available, appropriate, and safe public transport service.

Evidence and research:

- Public transport use has the potential to improve access to services and facilities and connect communities.³
- Public transport has the potential to encourage active travel.³
- Public transport should be accessible, available, affordable and appropriate.³

Summary of discussion:

There was recognition that currently the closest bus stop provision is some distance from the beach area, making public transport a possible barrier to accessing the beach area, and increasing the number of cars in the area. It was agreed that the suggested introduction of the bus shelter to the Kessock Road location would provide improved public transport links to the beach and additionally the sporting facilities in this area. A bus stop in this location would further support the importance of the underpass as an access point for the beach area, developing the sense of safety through increased presence. It was recognised that a bus stop

³ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

closer to the beach area may also help to encourage multimodal travel and reduce the reliance on cars.

The position of the proposed bus stop was recognised as being considerate of the harbour traffic requirements, with minimal negative impact on the flow of traffic to the harbour. It could also help to minimise interactions between heavy goods traffic to the harbour and those walking and wheeling to the beach, as the location of the bus stop would encourage accessing the beach via the underpass rather than the pedestrian crossing at the north end of the beach area.

The addition of a new bus stop would need to be discussed with the bus operator to establish feasibility, additionally there was discussion of the times of public transport provision, with recognition that the current provision caters well to public transport around the town during business hours (9am to 5pm), but that there is limited provision to support access out with those hours. This was identified as an issue for many whose employment is linked to the harbour, and who do not work traditional business hours. It was also raised that whilst the public transport within Fraserburgh currently meets most requirements, the links to places outside of Fraserburgh are not well serviced, which may negatively influence the number of visitors to the beach area.

Recommendations to consider:

7. The action and delivery plan should drive engagement with the local bus operator to discuss the opportunity to introduce a new bus stop and review service times.
8. Work should be undertaken by local schools and college to promote the free bus travel for under 21s.
9. The action and delivery plan should drive engagement with Community Transport providers to discuss options for regular services to the beach area.

Traffic and parking

Everyone can benefit from:

- reducing traffic and traffic speeds in the community.
- traffic management and design, where traffic and car parking do not dominate or prevent other uses of space and car parking is prioritised for those who don't have other options.

Evidence and research:

- Lack of suitable parking has the potential to affect health.⁴
- Motorised transport has the potential to reduce levels of physical activity and social interactions.⁵
- Parking should be prioritised for people who don't have other options.⁶

Summary of discussion:

There were some conflicted perspectives within the group around the provision of parking facilities, recognising that there needs to be appropriate parking available to encourage use of the beach area, but that access to the beach should not be reliant upon car usage. Increased formalised parking provision was outlined in the Masterplan, which was acknowledged and appreciated as positive, as there are currently challenges around adequate provision of parking. However, it was suggested that increased parking should not be seen as encouraging more people to drive to the beach. There was discussion around offsite parking provision, that would potentially help with improving the access to parking, within walking distance of the beach. It was agreed this would then enable the parking close to the beach to be predominantly accessible parking options.

The group discussed the potential to make better use of both the Town Centre parking and the Community & Sport Centre parking, as options for the beach, by developing the physical connections to the beach, through paths and way finding. This discussion also explored the use of Electric Vehicle (EV) charging points as incentives for other parking areas, away from the beach. It was discussed that EV charging points are not currently provided in the main Town Centre parking site and so people with electric vehicles are less likely to visit the Town Centre, and subsequently less likely to contribute to the economy in that area, although there is provision at Dalrymple Hall and the Bus Station (centrally located). It was identified that the councils' approach to EV charge points, is to encourage private businesses to provide them, with Tesco in Fraserburgh given as an example, as the council are not supporting free provision of EV charging due to associated costs.

The conversation progressed to clarify that the focus around traffic and parking should be to encourage people to access the beach area through active travel and public transport

⁴ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

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A systematic review. Preventative Medicine 2015;76:103–114

⁶ Transport use, health and health inequalities: The impact of measures to reduce the spread of COVID-19. <https://publichealthscotland.scot/downloads/transport-use-health-and-health-inequalitiesthe-impact-of-measures-to-reduce-the-spread-of-covid->

wherever possible. Alternatively, a multimodal travel approach should be encouraged, by providing increased parking further away from the beach area.

Recommendations to consider:

10. The action and delivery plan should identify parking options available 'offsite', including at the Community & Sports Centre and in the Town Centre, to service the beach area, with increased way finding and sign posting provided.
11. Review data around access to EV charging points in the area, to identify usage and provision and use this information to inform decision making around additional provision of EV charge points within the action and delivery plan.
12. Review data on Town Centre usage, to identify links to parking, to help inform the action and delivery plan.

Space

Streets and spaces

Everyone can access:

- buildings, streets and public spaces that create an attractive place to use, enjoy and interact with others.
- streets and spaces that are well-connected, well-designed and maintained, providing multiple functions and amenities to meet the varying needs of different population groups.

Evidence and research:

- Streets that are connected can create walkable neighbourhoods, that have the potential to increase physical activity and social interactions.⁷
- Navigable streets and spaces allow people to move around easily, safely and access facilities and services.⁸
- Walkable neighbourhoods can provide opportunities to socially interact.⁹

⁷ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

⁸ Quality of Life Foundation. Quality of life literature review; 2019. www.qolf.org/wpcontent/uploads/2021/02/Literature-Review-of-Quality-of-Life-in-the-Built-Environment-Publica-4-1.pdf

⁹

Summary of discussion:

The discussion identified that there were challenges within the local communities regarding perceptions of the beach area and who it is for. It was recognised by the group that there is an 'invisible line' through Fraserburgh, splitting the North and South of the town, with many communities viewing the beach (which is in the south of the town) as somewhere that is not for them. This discussion expanded beyond the beach area, identifying that this was an issue with other services and facilities, including the Community & Sport Centre (also located in the south). The group recognised that it would be beneficial to have more information around this divide, to better understand it and identify methods for addressing it. It was suggested that linking the beach with the coastal path from the north of the town may help to reduce any physical barriers that may be exacerbating the divide.

The group recognised that the beaches natural open space presents cost free opportunities to improve health and wellbeing outcomes. With the neighbouring harbour providing the main source of employment for many of the local community groups, several of which are experiencing the worst health and wellbeing outcomes in the town, it was discussed that the links between the harbour and beach should be developed and enhanced, to encourage engagement with the open spaces for improved health and wellbeing. This may be informal, or with development of proposed physical buildings in the beach areas, could be more organised in provision.

There was strong support from the group for the proposal of the multipurpose building outlined by the Masterplan. The importance of this building and the opportunities it presented for the whole town were unanimously acknowledged. Within the positive recognition of the multipurpose building, there were important points raised with regards to how this building will cater to the whole community and the need to think beyond the traditional model of beach café that is currently provided. Suggested areas for consideration included the services provided and the opening hours, as it was proposed that this building could provide a flexible space, and that the opportunity to provide more than is currently available must be explored fully, including opportunities for nighttime economy. It was agreed by the group that developing extended opening hours could have a multi-faceted impact on the beach area, by increasing safety through natural surveillance across a broader time frame, catering to the nearby harbour that is active beyond traditional business hours, and greater capacity as a venue for activities.

It was raised that the spaces and services available within the building need to be accessible to the whole community and as such affordability considerations were key. It was proposed that the third sector organisations or enterprises could be well placed to manage the facility and explore cost effective provision of services and development of appropriate amenities, with additional value of supporting local community development.

Recommendations to consider:

13. Shaping Places for Wellbeing Project Team will explore current available information around the experiences and perceptions of the local community with regards to the north/south divide.
14. The action and delivery plan should be linked with the Fraserburgh Harbour Masterplan to identify the physical links to the beach area and associated opportunities to positively impact on the health and wellbeing of employees working in the harbour related businesses.
15. The action and delivery plan should link with local businesses and services through the Broch Business Together group as well as the Fraserburgh Enterprise Hub, to identify and develop business models for the proposed Multipurpose Building.

Natural Space

Everyone can:

- access good-quality natural spaces that support biodiversity and are well-connected, well-designed, safe, and maintained, providing multiple functions and amenities to meet the varying needs of different population groups.
- be protected from environmental hazards including air/water/soil pollution or the risk of flooding.
- access community food growing opportunities and prime quality agricultural land is protected.

Evidence and research:

- There is an emerging and growing evidence base on the links between blue space and health.¹⁰
- The links between blue space and health appear to be similar to the links with greenspace.¹⁰
- Experts hypothesise that natural spaces can provide a sense of character and distinctiveness to a place. Natural spaces can encourage social interactions and a sense of community and belonging.¹⁰

¹⁰ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

- Natural spaces can encourage social interactions and a sense of community and

Summary of discussion:

It was agreed that the design elements of the Masterplan had considered and identified ways to incorporate and enhance the natural environment of the beach, but discussions did highlight that more was required. It was suggested that the relationship with natural heritage could be enhanced further, beyond just the specific beach area, by linking to the coastal paths that connect the Forth and the dunes.

The Masterplan recognises the need to consider native and sustainable planting, which would require minimal maintenance. This would require consideration by the councils landscaping services, to explore the suitable options and examples of success in similar climates. The maintenance of and engagement with the natural spaces was a point for discussion, recognising that work is needed to increase community engagement in these aspects.

The issue of the sand dunes being an active ecosystem was an important point raised, with valid concerns around the impact of climate change on the structure and stability of the sand dunes and subsequent impact on the layout of the beach area. Greater exploration and consideration were proposed, to explore the potential impact of the moving sand dunes, prior to the action and delivery plan. It was recognised that Fraserburgh Harbour will be undertaking a comprehensive Environmental Impact Assessment as part of their preparations for their Masterplan, and that findings from that may be important in influencing the plans for the beach area.

Recommendations to consider:

16. The action and delivery plan should involve input from Aberdeenshire Council Landscaping service to identify the options (based on possible examples), for successful native and sustainable planting.
17. Greenspace Project Officers should be linked to the project to develop the relationships between the natural spaces and the local community, to work towards enhanced involvement from the community.

¹¹ www.gov.uk/government/publications/local-action-on-health-inequalities-reducing-social-isolation

18. Assessment should be carried out as part of the action and delivery plan to establish the level of activity in the surrounding sand dunes to identify any areas of concern associated with stability.
19. The action and delivery plan should link with Fraserburgh Harbour Masterplan to understand the findings of the Environmental Impact Assessment, once completed.

Play and recreation

Everyone can access a range of high quality, safe, well-maintained, accessible places with opportunities for play and recreation to meet the varying needs of different population groups and the community itself.

Evidence and research:

- There are health benefits of undertaking play and recreation in outdoor environments, particularly in natural spaces. There are specific benefits for children such as the development of motor skills, understanding risk and environmental awareness.¹²
- Undertaking play or recreation in natural spaces and accessing them through active travel has benefits for the environment.¹³
- Perceptions of poor design, quality and safety can lead to children and young people not using the play and recreation spaces.¹³
- Play and recreation is beneficial for the health of both adults and children through the encouragement of physical activity and social interactions.¹⁴

Summary of discussion:

The group agreed that the Masterplan had considered play and recreation, as the enhancement of the beach play area was a core component of the plans outlined. It was

¹² Play Scotland. Getting it right for play power of play: an evidence base. www.playscotland.org/wpcontent/uploads/Power-of-Play-an-evidence-base.pdf

¹³

¹⁴ <https://www.gov.uk/government/publications/local-action-on-health-inequalities-reducing-socialisolation>; <http://www.playscotland.org/wp-content/uploads/Power-of-Play-an-evidence-base.pdf> 24 Play

recognised and commended by the group that the consultation undertaken with local schools had been a rich and valuable process, which had been captured in the proposed Masterplan.

The group identified that as well as the development of the formal play areas, which were expanded beyond twice the current provision and provided facilities for different age groups, the Masterplan also offered enhanced opportunities for less structured recreation and play, more closely associated with social engagement, through enhanced provision of a variety of social spaces. This was of great importance as it was recognised that as children age, they lose the ability to play due to the change in their needs and interests, but still want to feel a connection to the beach space and benefit from the engagement with natural spaces aligned with the benefits of social interactions.

There were some concerns raised around the physical protection (fencing) and amenities provided around the play areas, but the discussion clarified that the specific details of these aspects will be more fully considered in the action and delivery plans and are simply conceptual in the Masterplan.

Recommendations to consider:

20. In the action and delivery plan, ensure consideration of protective fencing around the play areas, to help keep children safe in the area, away from the water, and to keep dogs out of the area.
21. The action and delivery plan should include recognition of the bunkers (currently on the beach) with consideration of using these as social areas for young people. Links with local schools can be used to develop the ideas for uses to inform the action and delivery plan.
22. The action and delivery plan should Link to Fraserburgh Harbour to develop signposting and way finding for visitors to the harbour to access the play and recreation spaces.

Resources

Services and support

Everyone can access:

- health enhancing, accessible, affordable and well-maintained services, facilities and amenities. These are informed by community engagement, responsive to the needs and priorities of all local people.
- a range of spaces and opportunities for communities to meet indoors and outdoors.
- information and resources necessary for an included life in a range of digital and non-digital formats.

Evidence and research:

- Facilities and services need to be affordable.¹⁵
- Services and support can provide people with a sense of belonging to the community.¹⁵
- Access to facilities, services and communities can also help to increase social interactions and the inaccessibility can affect certain groups disproportionately.¹⁵

Summary of discussion:

The development of services and facilities available in the beach area was recognised as being significant to the success of the Masterplan, and increased use of the beach area, as well as contributing to the broad aim to be the most accessible beach in Scotland. The group agreed that any spaces provided need to be flexible to maximise use, and that the community need to feel ownership of these spaces, not just in the design of the building but also in the purpose and running of the spaces. There was a strong sense that development of services and businesses in the beach area should complement what is available across the rest of the town, and not displace current businesses. The beach hut structures could provide opportunities for pop up businesses as well as links to services available in the town centre.

The group discussed the ownership of the land, recognising that 90% of the land is owned by the Feuar's managers. It was discussed that the Feuar's managers are crucial to the discussions and development of plans around the use of land but also around proposals for the maintenance of buildings. The networks that the Feuar's managers have access to, could be instrumental in how the project is delivered, and their connections may provide opportunities to seek funding streams. Additionally, it will be important to explore the options around site management with this group.

Engagement with third sector was considered within the discussions. Inclusion of the third sector in the provision of spaces and services will be important to ensure the spaces provided are truly seen as being for the local community, catering to the needs of the community, and not competing with other provisions in the local area. Aligned to this discussion was the consideration of any form of booking system for the spaces, with recognition that any booking system would need to be accessible and the cost affordable, to prevent unintended barriers that could worsen inequality.

¹⁵ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

Recommendations to consider:

23. The action and delivery plan should be linked to and supported by the Fraserburgh Enterprise Hub to identify the demand and interest in new business or expansion of business, in the beach area.
24. The action and delivery plan should be based on additional engagement with the Feuar's managers group to identify options for the development of a group to manage the site and the structures on the site.
25. The third sector interface should be consulted with as part of the development of the action and delivery plan, to understand how the services and facilities can support and compliment the current offerings within the local community.

Work and economy

Everyone benefits equally from a local economy that provides:

- essential goods & services produced or procured locally
- good quality paid and unpaid work
- access to assets such as wealth & capital and the resources that enable people to participate in the economy such as good health and education
- a balanced value ascribed across sectors such as female dominated sectors and the non-monetary economy
- the resources that enable people to participate in the economy such as good health and education.

Evidence and research:

- Experts hypothesise that if a place is lively and vibrant it can provide work opportunities and will encourage people to visit the area.¹⁶

Summary of discussion:

The group agreed that the development in the beach area provided opportunities for new businesses, expansion of local businesses and local employment opportunities. In line with one of the key themes of the Masterplan, to enhance the activities that are already being undertaken in the area, it was recognised that new businesses aligned to current activities could be explored, an example being the suggestion of a portable sauna, which would link

¹⁶ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

with the outdoor swimming groups and surf club who are regular users of the beach. It was felt that these new business opportunities would need to be supported by extended opening times of core facilities, and that would need to be explored in more detail.

The group identified that opportunities included in the Masterplan, such as the eco / glamping pods could help to support the core facilities at the beach, with the potential for profits from such businesses to be used to fund the maintenance and provision of core facilities in the area. A business model that involved the third sector or social enterprise approach, was recognised as providing a means of keeping the cost of new facilities as low as possible, and supporting an affordable offering, once again aligning with the aim to be the most accessible beach in Scotland. This would need to be explored more fully within the action and delivery plan and consideration given to the process for tendering for such development.

With discussion of the potential for new businesses linked to the beach development, it was agreed by the group that there needs to be consideration given to ensure opportunities to address inequality are not lost, especially with regards to new employment opportunities in the area. Links with the employment services would help to the alignment of any new business development with local employment opportunities.

Whilst the discussion recognised the value of increasing local businesses in the beach area, there was also concern raised around the need to ensure there is due attention given to balancing the ecosystems. The group discussed the need to build in education around marine conservation in the area, and to seek out partnership opportunities, including with commercial organisations, to deliver that education and provide space for education sessions. There are currently active groups engaged in keeping the beach area clean, and these groups, along with climate and sustainability services, will be key to enhancing positive behaviours around care and maintenance of the beach area.

Recommendations to consider:

Links back to recommendations under 'Resources: Services & Support', relating to connecting with the Fraserburgh Enterprise Hub

26. The action and delivery plan should be linked to employability services to identify how business development in the beach area can help to support local employment opportunities.
27. Examples of business models where the profits from local businesses are used to fund the provision of core facilities/services that support the businesses, should be explored, with this information informing the action and delivery plan.
28. Shaping Places for Wellbeing Project Team will support the development of links with local groups involved in beach conservation/cleaning and the Sustainability & Climate Change team to explore partnership working associated with education of marine conservation.

29. The current Masterplan and future action and delivery plan should be used as an education stream for local schools relating to the marine and beach conservation.

Housing and community

Everyone has access to:

- a home that is affordable, energy efficient, high quality and provides access to private outdoor space.
- a variety of housing types, sizes and tenancies to meet the needs of the community. And of a sufficient density to sustain existing or future local facilities, services and amenities.
- a home that is designed and built to meet need and demand, is adaptable to changing needs and includes accessible/wheelchair standard housing.
- new homes that are located and designed to provide high levels of climate resilience and use sustainable materials and construction methods.
- homes that are designed to promote community cohesion.

Evidence and research:

- If housing has a pleasant appearance this can increase the attractiveness of a place.¹⁷
- Provision of good quality affordable housing is associated with improved physical and mental health outcomes including quality of life.¹⁸

Summary of discussion:

The group recognised that this theme was not directly relevant to the Beach Masterplan, as there are no links relating directly to housing in the local area. However, it was discussed by the group that the beach is an asset for Fraserburgh, that may give people a reason to locate to the town, and as such developing and enhancing the beach area may lead to increased popularity of Fraserburgh as a location of choice for homeowners.

The discussions also recognised that the beach provides an enhanced open space, close to areas of the town that have dense housing and flatted accommodation with limited or no garden/outdoor space. Based on this discussion, it was noted that developing the beach and

¹⁷ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

¹⁸ www.health.org.uk/publications/reports/the-marmot-review-10-years-on

the physical links to the beach from those residential areas, would help to provide residents with quality open spaces that they currently may not access or utilise.

Recommendations to consider:

30. Shaping Places for Wellbeing Project Team and Aberdeenshire Council Housing Team to collaborate on exploring relationships with the beach area for tenants in social housing, to try to build connections.

Civic

Identity and belonging

Everyone can benefit from a place that has a positive identity, culture and history, where people feel like they belong and are able to participate and interact positively with others.

Evidence and research:

- If people are involved in helping to design and maintain the places they live in, this can build a sense of ownership, belonging and attachment.¹⁹
- People in lower income groups are less likely to report being strongly connected to their communities compared with those in higher income groups.¹⁹
-

Summary of discussion:

It was identified that the Beach Masterplan has successfully integrated the history of the local area into its initial design concepts, including through the play area, seating options and social areas. This was supported by the group, who recognised the integration of the heritage of Fraserburgh as being of great importance, with much of the local community identifying a special connection to the beach area and its history. The additional plans to further enhance the celebration of the history and heritage of Fraserburgh within the beach area, were also welcomed and the discussions explored the opportunity to further develop the heritage links with aspects that had already been raised in the discussion, such as the way finding and

¹⁹ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

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improved journeys. The group agreed that public art could be used to support the way finding, connecting the beach to other areas (such as Town Centre and Coastal Paths) and that projects around the use of Doric could be a positive way to weave history and culture into these projects.

Once again, the group recognised that the feeling of identity and connection to the beach area is not the case for all members of the local community, and there was common desire to identify methods for understanding and addressing this.

Recommendations to consider:

31. The action and delivery plan should ensure the history and culture of Fraserburgh is weaved through the development of connections between the beach and other areas of Fraserburgh.
32. Shaping Places for Wellbeing Project Team will work with local community groups to recognise challenges and barriers to building 'identity and belonging' with the beach area.
33. The current Masterplan and future action and delivery plan should be used as a tool by local schools to help develop young people's connections with the beach area through education.

Feeling safe

Everyone feels safe and secure in their own home and their local community taking account of the experience of different population groups.

Evidence and research:

- Fear of crime, antisocial behaviour or crime itself can make places feel unsafe.²¹
- A lack of maintenance can lead to a place feeling unsafe.²¹
- A fear of crime can impact negatively on physical and mental health.²¹

Summary of discussion:

It was agreed by the group that the 'Feeling Safe' discussion had been considered multiple times throughout the discussion of other outcomes, with detailed consideration of natural surveillance and passive safety, for example. However, there was a specific discussion about

²¹ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

the use of fire pits and concerns about fire safety and anti-social behaviour. The Masterplan includes design concepts for firepits, based on the consultation with young people in the local area. The group recognised that whilst providing areas for controlled fires may lead to issues with fire safety, vandalism and community led fire starting, it was also acknowledged that by not providing purpose-built spaces for fires, those activities and issues would likely still be a problem but in wider areas of the beach. As such it was suggested that there needs to be further discussion around the provision of fire pits and work to be done in the local community, particularly with young people, around fire safety.

Recommendations to consider:

34. The action and delivery plan should review the fire pit designs with local young people, to explore what it is that is wanted from those areas, and whether that can be delivered through alternative means that do not have such high risks associated.
35. The development of the action and delivery plan should be done in consultation with the local Scottish Fire and Rescue Service team, engaged with community fire safety awareness and education, to develop local awareness and understanding of the risks around beach fires.

Stewardship

Care and maintenance

Everyone has access to:

- buildings, spaces and routes that are well cared for in a way that is responsive to the needs and priorities of local communities.
- good facilities for recycling and well organised refuse storage and collection.

Evidence and research:

- Care and maintenance includes neighbourhood/environmental incivilities such as litter, vandalism and dog fouling.²²
- Poorly maintained neighbourhoods with high levels of incivilities can lead to lower levels of mental wellbeing and poor health.²²

²² [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

- If a place is not well maintained this can lead to negative perceptions of a place, which can lead to investors disinvesting and people not wanting to go to that place.²³

Summary of discussion:

The group raised the point that there are ongoing issues with anti-social behaviour and vandalism in the local area, that cause concerns with relation to the care and maintenance of the beach area. Several organisations are working to tackle these issues, and there was an agreement that more work is required. The group agreed that education has a role to play in tackling this behaviour, with recognition that schools are working in partnership already with organisations such as Police Scotland and will continue to do so. It was also identified that it is important to enhance the connections between the young people in the local area and their place, by building their responsibility and involvement in looking after it. Current projects exist in the local community and additional opportunities to expand on these should be identified.

Community involvement in the Masterplan development was recognised as being a huge positive of the project, with acknowledgement of the level of engagement and the representation of the community vision in the overall Masterplan. It was felt by the group that the process of community engagement had helped to develop the sense of ownership of the beach area for those who had been involved. It was recognised that not all community groups had been involved in the consultation process, as discussed previously, due to the divide and associated disengagement that exists in parts of Fraserburgh.

The requirements for long term care and maintenance of the beach area were key points in the discussions, with recognition that creating a 'Steward' role for the multipurpose building and surrounding facilities may be a suitable option, but that community groups should also be involved in the care and maintenance, as discussed under 'Natural Spaces'.

Recommendations to consider:

Links back to recommendations under 'Space: Natural Spaces', relating to connecting Greenspace Project Officers to develop involvement of the local community.

Links back to recommendations under 'Space: Streets and Spaces' relating to the Shaping Places for Wellbeing Project Team exploring the perceptions of a north/south divide in Fraserburgh.

²³ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

36. Shaping Places for Wellbeing Project Team will identify additional opportunities for partnership work to identify causes of and opportunities to address anti-social behaviour and vandalism.
37. The action and delivery plan should be used to identify funding opportunities to support the option for a 'Steward' position to oversee the care and maintenance of the beach area.

Influence and sense of control

Everyone is empowered to be involved a place in which:

- Local outcomes are improved by effective collaborations between communities, community organisations and public bodies.
- Decision making processes are designed to involve communities as equal partners.
- Community organisations co-produce local solutions to issues.
- Communities have increased influence over decisions.
- Democratic processes are developed to be accessible to all citizens.

Evidence and research:

- People on lower incomes tend to have a lower sense of control compared to people on higher incomes.²⁴
- A sense of control can lead to more empowerment and a sense of purpose.²⁴
- People living in more socioeconomically deprived areas can feel less confident about being involved in decision-making compared to less deprived areas.²⁴
- Those with a long-term health condition or disability can feel less empowered in decisions about their neighbourhood.²⁴

Summary of discussion:

There was agreement by the group that the discussion of 'influence and control' had been covered through an amalgamation with previous theme discussions. It was noted by the group that the commended approach to engagement undertaken so far, needed to be continued moving forwards into the action and delivery plan, with recognition that this project is a long journey (potentially 10+ years) that will be achieved in stages, and that the community need to feel part of the project across that time frame. Discussions considered

²⁴ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#)

the need to have community representation as ambassadors or champions for the project, to ensure it maintains momentum and visibility within the community. Again, this was with recognition that there is still work to be done to engage parts of the Fraserburgh community who have not yet been involved.

Recommendations to consider:

Links back to recommendations under 'Space: Streets and Spaces' relating to the Shaping Places for Wellbeing Project Team exploring the perceptions of a north/south divide in Fraserburgh.

38. The action and delivery plan should include identification of community ambassadors or champions for the Beach Masterplan who will take an active role in keeping the project at the forefront of the community plans and developments.
39. The action and delivery plan must continue with the high level of community engagement and consultation as the project develops, recognising the extended time frame and staged approach to the delivery.
40. The current Masterplan should be concluded with clear communication to the whole of the Fraserburgh community, with clarity around next steps.

Appendix 1: Participants

- Laura Stewart – Shaping Places for Wellbeing Programme
- Irene Beautyman – Shaping Places for Wellbeing Programme
- Ruth Hart - Shaping Places for Wellbeing Programme (Chair)
- Alex Wilde - Shaping Places for Wellbeing Programme (Note taker)
- Matthew Smart - Shaping Places for Wellbeing Programme
- Alastair Rhind – Aberdeenshire Council
- Angela Keith – Aberdeenshire Council
- Christine Webster – Aberdeenshire Council
- George Howie – Aberdeenshire Health and Social Care Partnership
- Piers Blaxter – Aberdeenshire Council
- Jenny Ash – Aberdeenshire Council
- Irene Sharp – Fraserburgh Academy
- Elaine Sinclair – Aberdeenshire Council
- Helena Leite – Aberdeenshire Council
- Emma Churchyard – Kevin Murray Associates
- Chris Murphy – Live Life Aberdeenshire
- Crawford Paris – Aberdeenshire Council
- Moira Geddes – Aberdeenshire Health and Social Care Partnership
- Nicola D Briant – Fraserburgh Enterprise Hub
- Jan Emery – Aberdeenshire Council

Appendix 2: Recommendations Table

Place and Wellbeing Outcome	Theme	Recommendation	
Movement	Active Travel	1	The beach action and delivery plan should show how the beach will physically link its provision for walking and cycling into coastal path provision in the east and west of the town.
		2	The beach action and delivery plan should include identification of active travel routes in and around Fraserburgh, with actions included to help publicise and signpost these to the local community.
		3	Identify in the beach action and delivery plan, where there are physical barriers to active travel routes to the beach and highlight the need to remove these to enable stronger links and connections.
		4	During the action and delivery plans, location of secure bike parking should take into consideration opportunities for natural surveillance.
		5	Content within the action and delivery plan, relating to water access at the beach area, should be informed by additional information on demand, requirements, and solutions. This should include input from the Fraserburgh Day Centre.
		6	The action and delivery plan should highlight the importance of improving lighting options in the under path leading to the beach, identifying this work as an unmet need in improving its aim to be the most accessible beach in Scotland.
	Public Transport	7	The action and delivery plan should drive engagement with the local bus operator to discuss the opportunity to introduce a new bus stop and review service times.

		8	Work should be undertaken by local schools and college to promote the free bus travel for under 21s.
		9	The action and delivery plan should drive engagement with Community Transport providers to discuss options for regular services to the beach area.
	Traffic and Parking	10	The action and delivery plan should identify parking options available 'offsite', including at the Community & Sports Centre and in the Town Centre, to service the beach area, with increased way finding and sign posting provided.
		11	Review data around access to EV charging points in the area, to identify usage and provision and use this information to inform decision making around additional provision of EV charge points within the action and delivery plan.
		12	Review data on Town Centre usage, to identify links to parking, to help inform the action and delivery plan.
	Spaces	Streets and Spaces	13
14			The action and delivery plan should be linked with the Fraserburgh Harbour Masterplan to identify the physical links to the beach area as opportunities to positively impact on the health and wellbeing of employees working in the harbour related businesses.
15			The action and delivery plan should link with local businesses and services through the Broch Business Together group as well as the Fraserburgh Enterprise Hub, to identify and develop business models for the proposed Multipurpose Building.

	Natural Spaces	16	The action and delivery plan should involve input from Aberdeenshire Council Landscaping service to identify the options (based on possible examples), for successful native and sustainable planting.
		17	Greenspace project officers should be linked to the project to develop the relationships between the natural spaces and the local community, to work towards enhanced involvement from the community.
		18	Assessment should be carried out as part of the action and delivery plan to establish the level of activity in the surrounding sand dunes to identify any areas of concern associated with stability.
		19	The action and delivery plan should link with Fraserburgh Harbour Masterplan to understand the findings of the Environmental Impact Assessment, once completed.
	Play and Recreation	20	In the action and delivery plan, ensure consideration of protective fencing around the play areas, to help keep children safe in the area, away from the water, and to keep dogs out of the area.
		21	The action and delivery plan should include identification of the bunkers (currently on the beach) with consideration of using these as social areas for young people. Links with local schools can be used to develop the ideas for uses to inform the action and delivery plan.
		22	The action and delivery plan should Link to Fraserburgh Harbour to develop signposting and way finding for visitors to the harbour to access the play and recreation spaces.
Resources	Services and Support	23	The action and delivery plan should be linked to and supported by the Fraserburgh Enterprise hub to identify the demand and interest in new business or expansion of business, in the beach area.
		24	The action and delivery plan should be based on additional engagement with the Feuar's managers group to identify options for the development of a group to manage the site and the structures on the site.

		25	The third sector interface should be consulted in with as part of the development of the action and delivery plan, to understand how the services and facilities can support and compliment the current offerings within the local community.
	Work and Economy	26	The action and delivery plan should be linked to employability services to identify how business development in the beach area can help to support local employment.
		27	Identify examples of business models where the profits from local businesses are used to fund the provision of core facilities/services that support the businesses, with this information informing the action and delivery plan.
		28	Shaping Places for Wellbeing project team will support the development of links with local groups involved in beach conservation/cleaning and the Sustainability & Climate Change team to explore partnership working associated with education of marine conservation.
		29	The current Masterplan and future action and delivery plan should be used as an education stream for local schools relating to the marine and beach conservation.
Housing and Community	30	Shaping Places for Wellbeing project team and Housing Team to collaborate on exploring relationships with the beach area for tenants in social housing, to try to build connections.	
Civic	Identity and Belonging	31	The action and delivery plan should ensure the history and culture of Fraserburgh is weaved through the development of connections between the beach and other areas of Fraserburgh.
		32	Shaping Places for Wellbeing project team will work with local community groups to recognise challenges and barriers to building 'identity and belonging' with the beach area.

		33	The current Masterplan and future action and delivery plan should be used as a tool by local schools to help develop young people's connections with the beach area through education.
	Feeling Safe	34	The action and delivery plan should review the fire pit designs with local young people, to explore what it is that is wanted from that area, and whether that can be delivered through alternative means that do not have such high risk associated.
		35	The development of the action and delivery plan should be done in consultation with the local Scottish Fire and Rescue Service team, engaged with community fire safety awareness and education, to develop local awareness and understanding of the risks around beach fires
Stewardship	Care and Maintenance	36	Shaping Places for Wellbeing project team will identify additional opportunities for partnership work to tackle anti-social behaviour and vandalism.
		37	The action and delivery plan should be used to identify funding opportunities to support the option for a 'Steward' position to oversee the care and maintenance of the beach area.
	Influence and Control	38	The action and delivery plan should include identification of community ambassadors or champions for the Beach Masterplan who will take an active role in keeping the project at the forefront of the community plans and developments.
		39	The action and delivery plan must continue with the high level of community engagement and consultation as the project develops recognising the long-time frame and staged approach to the delivery.
		40	The current Masterplan should be concluded with clear communication to the whole of the Fraserburgh community, with clarity around next steps.

