

Fraserburgh Project Town

Assets and Opportunities in Fraserburgh

A circular inset image showing a coastal scene. In the foreground, a white lighthouse with a black top stands on a grassy hill. To its right is a large, multi-story stone building with a gabled roof. In the background, a harbor filled with many boats is visible, along with a distant shoreline under a blue sky with scattered clouds.



To ensure the credibility and effectiveness of a qualitative report, it's imperative the findings are accurately represented, fostering trust and engagement from the reader. A well-balanced report not only reflects the research's true essence but also demonstrates its reliability, making it a powerful tool for driving change. Without this balance, a report risks misrepresentation, undermining its impact and value. A fair and representative qualitative report should provide value to communities and decision-makers, with such a report providing crucial insights that inform strategic decisions, enhance community engagement, and ensure that the needs and perspectives of residents are effectively addressed.

As such, when undertaking a 6-month review of the Fraserburgh Qualitative Report from January 2024, it was decided that a report on assets and opportunities in the town would be produced to enhance the rigor and validity of the information and evidence that the information gathering has been conducted thoroughly and objectively, with consideration of multiple perspectives.

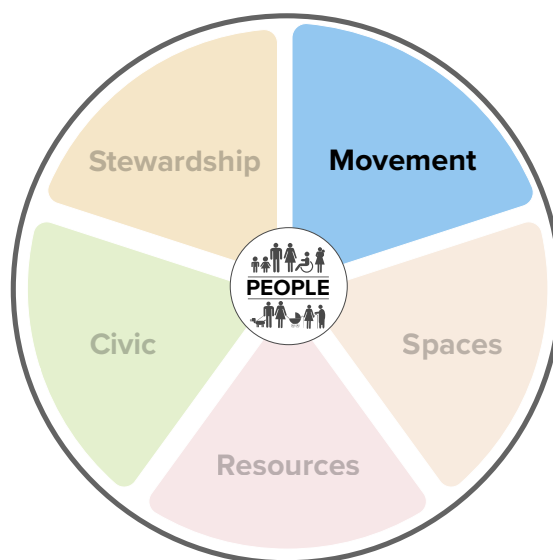
To help with a more comprehensive understanding of the town, it also reflects some of the work undertaken alongside the Shaping Places for Wellbeing Programme, including those that have been influenced by this work.

The following report identifies assets and opportunities in Fraserburgh under the themes of the Place & Wellbeing Outcomes to highlight some strengths of the town.

Movement

(Public Transport/Active Travel/Traffic and Parking)

The [Coastal Paths Initiative](#) in Fraserburgh is part of a broader effort to enhance access to and enjoyment of the coastal areas. This initiative aims to improve the coastal environment, including establishing and supporting community groups that care for their local areas, enhancing paths and viewpoints and developing accessibility for active travel around the villages that lie along the North East coast.



Local businesses and organizations, including [Broch Businesses Together](#) (BBT), collaborate to support the initiative and promote Fraserburgh's coastal assets. The new Fraserburgh tourist leaflet is a powerful tool driving interest and footfall in the town by showcasing its unique attractions and inviting more visitors to explore. Highlighting a rich cultural heritage path, Fraserburgh beach, the local golf courses and a variety of activities—cycling, walking, shopping, and water sports—this guide captures the full experience Fraserburgh has to offer. By bringing these highlights to the forefront, the leaflet not only boosts the town centre's vibrancy but also strengthens the local economy. The development of these maps has been supported by the [Banff and Buchan Coastal Communities Fund](#), which provides grants for projects that improve access to coastal areas, such as paths and viewpoints.

These efforts are designed to increase the accessibility of Fraserburgh's coastal areas and to promote the opportunities to residents and visitors, highlighting the town's natural beauty, while raising the profile of the local economy and making outdoor walking more attractive.

The [Aberdeenshire Bothy](#) is a local initiative which engages in various activities across Fraserburgh, to promote cycling and walking as part of active travel initiatives. The Bothy provides tailored support to help people overcome barriers to cycling and walking, including confidence sessions, family sessions, bicycle maintenance workshops and route-planning support. The project has been successful in attracting participants through social media campaigning and local word of mouth.

The Bothy organise guide led bike rides from Fraserburgh to local nature reserves, such as the Waters of Philorth and Loch of Strathbeg, encouraging exploration and appreciation of the local environment. The Bothy also offers e-bikes for loan during their events, making cycling accessible to a wider range of participants. They work closely with the residents and local services, including the Aberdeenshire Council, Banff & Buchan Outdoor Ranger, to contribute to a healthier, more active community and promote sustainable travel in Fraserburgh.

Fraserburgh is part of the [Integrated Towns Initiative](#) which promotes a range of active travel schemes, designed to encourage the local community and visitors to travel more actively – supported by funding from the [Smarter Choices, Smarter Places](#) program. The town also plays host to a series of organised Health Walks through [Live Life Aberdeenshire](#) and third-sector organisers, including mum and buggy health walks and walk and talk sessions aimed at local fishermen and their families.

There are multiple active-travel community groups in Fraserburgh dedicated to running, walking and cycling. These groups aim to improve health and increase social interactions at the same time. The efforts of groups like Fraserburgh Running Club, The Road Cycle Forum and Fraserburgh Walking Club also contribute towards making the local infrastructure more accessible and safer for active travel, especially during challenging weather conditions.

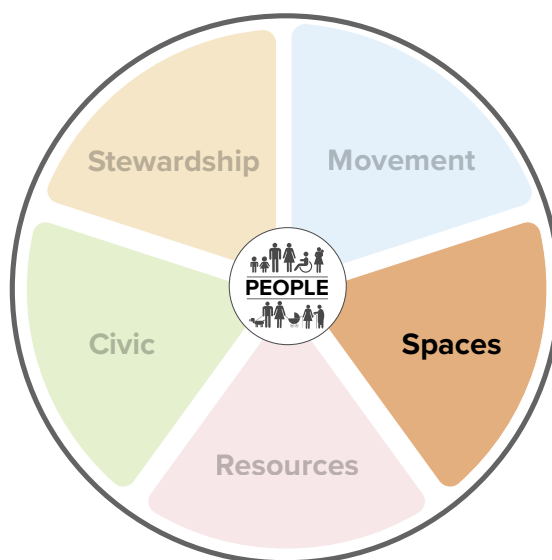
Fraserburgh has a well-used A-2-B [dial-a-bus service](#), a free, council-run transport service, that covers Fraserburgh, Rosehearty, and Sandhaven and is designed to deliver door-to-door assistance for residents with disabilities, to those with no access to transport or those not serviced by another public transport route to access services and resources in the area. Many of the town centre's car parks offer free spaces.

The Town has public access to several Electric Vehicle charging points– Hanover Street Bus Station, Seaforth Road, Dalrymple Hall and the Tesco superstore – supporting the transition to electric vehicles and lowering the town's carbon footprint, while encouraging tourism from urban areas and stimulating the local economy. Access to these types of facilities help to make Fraserburgh a more sustainable, environmentally responsible town.

Spaces

(Streets and Spaces/Natural Spaces/Play and Recreation)

Fraserburgh's Award Winning [Beach Vision & Masterplan](#), which sets out an aspirational development masterplan for the Fraserburgh Beach front and surrounding areas, identifies projects such as a new multipurpose building which will serve a variety of community needs and activities, expanded play area and splash park for children and families to provide more opportunities for recreational activities, improved and more accessible promenade, beach wheelchairs, and new beach accessibility ramps. This masterplan was developed in conjunction with the local community, with extensive engagement processes implemented, to capture the desires and ambitions of residents from various communities within Fraserburgh as part of a broader effort to support the local economy and improve health and wellbeing outcomes in local communities



The [Growing Living Greenspace](#) initiative by Aberdeenshire Council works with community groups to support biodiversity improvements through planting projects. It offers native trees, fruit trees, bulbs, and wildflower plugs for planting on council land. The [HEAL \(Healthy Eating and Active Living\)](#) project has seen primary schools and care homes in Fraserburgh participate in a new initiative to enable more food growing in the area. Although growing space is limited in the town, spaces have been identified and prioritised for gardens where vegetables, fruit, and salads are produced.

The [Fraserburgh Community Gardens](#), situated between Alexandra Terrace, West Road and Lochpotts Road is a publicly accessible space, dedicated to providing the community with a place to enjoy the outdoors, whilst benefiting from the associated health benefits linked to natural spaces, including physical activity, social interaction and mental wellbeing. Residents can come together to grow plants, learn about gardening and enjoy dedicated spaces for play, picnics and connecting with nature and wildlife. This space is key to providing opportunities for residents to enjoy the multiple health benefits offered by outdoor space. They also provide local school pupils with hands-on learning in science, health, and sustainability, helping them build skills like teamwork, responsibility, and resilience. They also foster environmental awareness and community connection, encouraging a sense of stewardship and wellbeing.

The RSPB is also in the early stages of a community-owned greenspace project in Fraserburgh, which will incorporate engagement efforts from A Place in Childhood to ensure children and young people have their unique perspectives heard whilst fostering motivation and collaboration with the next generation. '[Nature Far Yi Bide](#)' is designed to

foster connections between communities and their local natural environments. Targeting predominantly urban areas where access to green spaces can be limited, the project aims to empower people to protect and enhance biodiversity in their neighbourhoods. By involving local groups, decision-makers, and residents in identifying spaces and creating sustainable action plans, it seeks to address both the biodiversity and climate crises locally.

[Fraserburgh Community and Sports Centre](#), the busiest sports complex in Aberdeenshire, offers extensive health benefits through its diverse facilities, including a 25-meter swimming pool, gym, sports courts, and a health suite with sauna and steam rooms. With programs in partnership with NHS Grampian and the Aberdeenshire Health and Social Care Partnership that encourage regular exercise and community engagement, the centre supports physical fitness, weight management, cardiovascular health, and mental well-being, making it a vital hub for enhancing overall community health and activity. The sports complex is a significant addition to Fraserburgh, enhancing the town's recreational and social infrastructure and with a particular attention to accessibility, and inclusion - including a pool pod for disabled users, showers, cubicles, lockers with a moveable bed and a hoist, ladders, and a pool hoist. This facility reflects its social responsibility within the community and ensures everyone has equal access to its facilities and services.

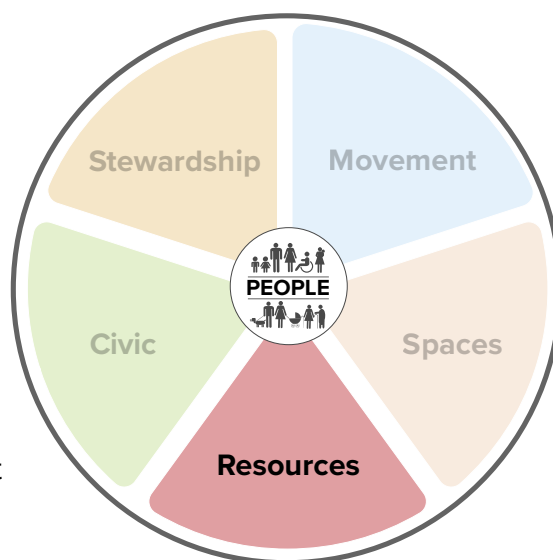
The JIC Building in the north of Fraserburgh is a lively community centre that promotes health, fitness, and social wellbeing. It hosts the JIC Walking Club, offering guided walks along the Fraserburgh coast to encourage physical activity at various fitness levels. The centre also features a social café where locals can connect, share hobbies, and engage in community activities, creating a welcoming space that strengthens community ties and supports wellness. Community Learning services run a variety of programs from the building, aimed at enhancing life skills and personal development. [Aberdeenshire Foyer](#) offers the REACH Programme, designed to support individuals aged 16 and over who are in stable recovery from health and wellbeing challenges. This programme helps participants build skills in employability, first aid, and food hygiene, while also offering personal development workshops on health, budgeting, and team-building activities.

Residents and community groups also have access to shared public spaces at Dalrymple Hall and the Faithlie Centre at Saltoun Square, which was refurbished as part of the Fraserburgh 2021 plan. This plan also focused on revitalising properties within the Town Centre Conservation Area, which were previously unoccupied or in disrepair. The project aimed to restore these buildings to active use, which included enhancing store fronts, restoring traditional architectural features, upgrading public spaces, and implementing a comprehensive programme for training and community involvement.

Resources

(Services and Support/Work and Economy/
Housing and Community)

The new [Colaren Quays Business Park](#) development is located at South Harbour Road. As well as featuring a new headquarters for the Scottish White Fish Producers Association, the development is designed to feature a mix of office and retail units with the community hoping to attract up-market retailers and brands who don't currently have a presence in the town. The development is expected to support the creation of new job opportunities and contribute to supporting and promoting the local economy.



Fraserburgh's award-winning [harbour](#) has developed its new masterplan, with proposals for new infrastructure, a new dry dock, new ship-lifting facilities and extending the breakwater. This will ensure Fraserburgh can sustain its role in renewable energy and bolster its involvement with renewable and offshore wind initiatives – such as Moray East Offshore Windfarm and help secure a future for the fishing and shipping maintenance economy. The plan is set to create 300 jobs and allow for specialist training on the site and will have a transformational impact on the harbour and the Fraserburgh community, bringing it inline with the needs and expectations of the 21st Century maritime industry.

Fraserburgh hosts a popular Producer's Market, bringing together local farmers, crafters and creators. [Gray & Adams](#) continues to nurture local talent and opportunities via its apprenticeship program and various third sector and statutory organisations, like [Enable](#) and Employability, have committed time and resources to bolstering employment opportunities for residents of the town by developing a series of programs aimed at getting the long term unemployed overcoming hurdles and help them get back to work.

[Fraserburgh's North School](#) is recognised for its commitment to meeting the needs of children with additional support needs (ASN) including specialist enhanced provision for children requiring extra support in literacy and numeracy. Referrals for the enhanced provision come from Head Teachers in the Fraserburgh Cluster, ensuring good working relationships between schools. Westfield School, located within the town, is dedicated to supporting pupils with complex support needs, making use of an augmentative and alternative device and the 'Total Communication' approach, to ensure inclusivity within a nurturing environment. There are plans to merge Fraserburgh North School and St Andrew's Primary School, both located in the east of the town, into a new primary campus located on the same site as Fraserburgh Academy, with a purpose-built facility, designed to enhance the educational experience and social wellbeing of its pupils, as well deliver a more sustainable educational institution to better serve the Fraserburgh community.

[Fraserburgh Academy](#) is having great success with initiatives and programmes at the school designed to foster community growth. This includes providing students with hands-on and creative STEM educational activities. These strategies enable students to realise their capabilities and discern their goals, which plays a significant role in their potential achievements within STEM fields. The school also has high positive destination results - these rates record the number of students who go onto positive destinations after high school, including further education, training or apprenticeships. Fraserburgh Academy has the highest positive destination rates across Aberdeenshire. One of the key factors in the Academy's success is thought to be the strong links that Fraserburgh Academy has built with the [North East of Scotland College](#) (NESCol), with opportunities for all academy students to access courses and further learning at the College from S3 onwards.

NEScol is a modern educational facility offering a wide range of courses and programmes supported by excellent facilities including a fitness centre, childcare facilities, hair and beauty salons, dining areas, and dedicated spaces for specialised programmes such as construction and engineering workshops. The college has entered partnership programmes with international organisation Sony through the company's Playstation First global academic initiative, the first of its kind in Scotland, to allow students studying game design to have access to the same suite of tools used by developers worldwide. This opportunity provides students with invaluable industry-standard experience and helps to position them at the forefront of games development education in Scotland. Funding from the Scottish Government's Just Transition, Shell and Energy Transition Zone will see a £4.5-million investment in a pioneering Energy Skills Transition Hub. The Hub will aim to remove barriers to learning, providing opportunities for flexible training for Fraserburgh residents, whilst capitalising on the North-East's ambition to become a green energy powerhouse.

Third sector and charitable organisations have developed numerous Fraserburgh-based support networks and family support initiatives for drugs, alcohol and mental health throughout the town and surrounding areas. These include Scottish Families Affected by Drugs and Alcohol, [Penumbra](#), [Turning Point](#), [SAMH](#) (Scottish Action for Mental Health) and the pioneering Grow your Own Roots program, which provides activities, events and networks to support young people affected by substance users in their families and social circle.

Aberdeenshire Drug and Alcohol Services run the [Step-In initiative](#) from the town's Broad Street, providing same-day treatment to individuals seeking support for drug and alcohol use. By either walking in or being referred, the programme's multi-disciplinary teams of professionals are available to provide comprehensive support to those facing substance-related challenges.

Fraserburgh is home to many new and upcoming housing developments, including the significant development of Heritage Way in 2017 which was developed to stand out for its notable methods of construction that contribute to energy efficiency and sustainability. Located in an area of town that consisted of a derelict warehouse and industrial units

identified for regeneration as part of the Aberdeenshire Local Development Plan, the project received backing from the Scottish Government's "Greener Homes Innovation Scheme," serving as a leading example of a housing model that advances innovative methods for creating housing that is energy-efficient, cost-effective, and conserves resources. The development employs advanced construction techniques, such as the use of prefabricated insulation panels and robust materials that are designed to withstand the area's challenging weather conditions. Its primary objective is to create energy-efficient homes that meet the Passivhaus standard - typically 60-70% more energy-efficient than conventional buildings - delivering high levels of comfort while minimising heating costs, ensuring long-term sustainability and environmental benefits.

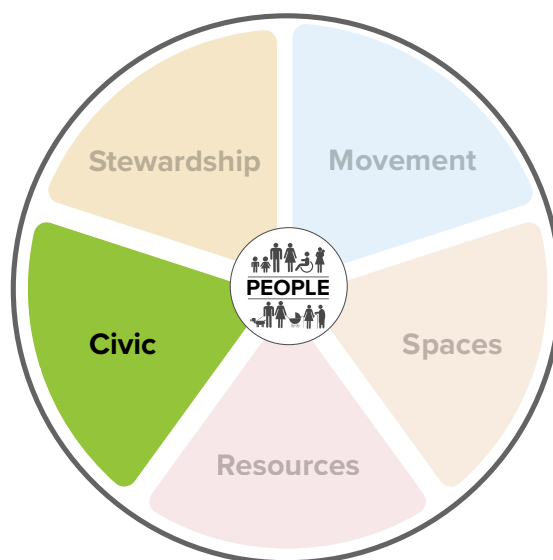
The [Fraserburgh Junior Arts Society](#) (FJAS), founded in 1953, has become an integral part of the town's cultural fabric. Based in the Fraserburgh Leisure Centre, its known for producing pantomimes, musicals, and variety shows, the society offers opportunities for local talent, particularly youth, to engage in the arts. FJAS also plays an active role in community events, fostering creativity and involvement through its performances.

Civic

(Identity and Belonging/Feeling Safe)

Fraserburgh has been recognized for its regeneration work, winning the title of '[Most Improved Place in Scotland](#)' in the 2021 SURF Awards, recognising its contribution to a safer and more vibrant community, which, alongside a rich, historical heritage as a fishing community and landmarks like the [Fraserburgh Heritage Centre](#) and the [Museum of Scottish Lighthouses](#), helps residents connect with their past and foster

a shared identity of being a 'Brocher'. These places also bring visitors from far and wide looking to experience local celebrations, like the [Fraserburgh Community Awards](#), which recognise local heroes of past and present, acknowledging those who have contributed to the community and re-enforce a sense of pride and belonging in the town. The community get together to promote seasonal community activities, such as the '[Boo in the Broch](#)' (an annual Halloween event) or to promote good health and awareness through the annual NHS Grampian Wellbeing Festival and the Blue Light Festival.



Fraserburgh has a strong cultural diversity, embracing residents from different backgrounds, cultures, and languages contributing to a diverse yet unified community in the town. Fraserburgh presents a diverse array of community groups and activities. The town plays host to various sports clubs (Cricket, Rugby, Golf, Boxing, Football), music and theatre at Fraserburgh Junior Arts, an inclusive [Men's Shed](#), environmental initiatives, dance classes, spiritual practices, support networks, charitable organisations, and social clubs. These groups create avenues for residents to pursue new interests, find assistance in challenging periods, or unite with others who share similar passions.

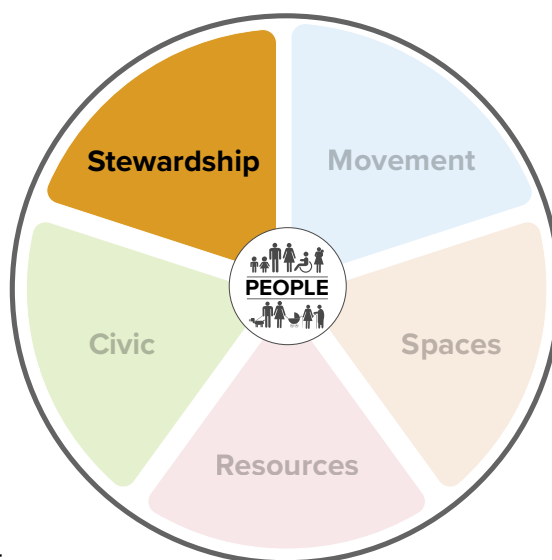
Several churches in Fraserburgh play a significant role in the community, offering a variety of initiatives aimed at supporting residents and building connections. The [Assembly of God Central Church](#) has a large following in the town, and its presence is felt in the activities it promotes for all ages in Fraserburgh (camps, youth clubs, social lunches). This Church has a new state of the art building, designed to become a thriving hub of activity with the community heart in mind and a central location for community engagement, including healthy cooking classes and meal planning on a budget. [Fraserburgh Community Church](#) provides programs like Central Kids, Encore, and Momentum, which cater to different age groups and promote community engagement. They focus on creating a welcoming space for all, fostering both spiritual and social bonds. Similarly, the [Fraserburgh Church of Scotland](#) offers social gatherings, volunteer opportunities, and community events that help strengthen local ties. These initiatives make the churches not only places of worship but vital community hubs that offer support and connection to residents.

Local social enterprises like [Grateful Hearts](#) and the [Fraserburgh Resilience Group](#) offer community services from kind-hearted volunteers who donate their time, resources and experience to support the Fraserburgh community in times of need and create avenues for residents to support and connect with others within their local community.

Stewardship

(Care and Maintenance/Influence and Control)

Fraserburgh has experienced a substantial amount of robust community participation. This involvement has played a crucial role in guiding the decision-making for prospective enhancements, especially concerning the development of the Fraserburgh beachfront area. The [Fraserburgh Locality Plan 2021](#) was a strategic initiative designed to improve the wellbeing of the local community by tackling socio-economic issues and enhancing outcomes for residents. Specific priorities and actions were established for each theme to support those at risk of poverty, empower communities, foster positive attitudes, reduce inequalities, and improve overall health and wellbeing.



The [Banff and Buchan Community Planning Partnership](#) played a central role in developing and implementing the Fraserburgh Locality Plan. This collaborative effort brings together public services, community groups, and voluntary organisations to address local priorities, ensuring that the plan aligns with broader community goals and maximises resources and expertise.

National funding has been vital for the regeneration of Fraserburgh, with significant projects such as the conversion of the old John Trail Bookshop into the [Stag & Thistle Hotel](#). The £1.4 million renovation, supported by funds like the National Lottery Heritage Fund, has breathed new life into a previously derelict building, boosting local tourism, creating jobs, and contributing to Fraserburgh's ongoing regeneration and economic growth. The Just Transition Fund, a 10-year commitment of £500 million aimed at backing initiatives in the North East and Moray, including Fraserburgh – supported a shift towards achieving net zero emissions. Local improvement funding comes by way of the [Banff and Buchan Area Initiative Fund](#), which provides financial assistance to local projects through grants ranging from £5,000 to £10,000. The focus of the Area Initiative Fund is on projects that resonate with key objectives, such as reducing child poverty, improving the town centre accessibility and aesthetics, and promoting healthy, active communities.

Fraserburgh has featured as a Project Town as part of the Shaping Places for Wellbeing Programme, a collaborative initiative between the Improvement Service and Public Health Scotland, aimed at improving Scotland's wellbeing and reducing inequalities, through implementing a place-based approach. In Fraserburgh, the programme has been actively involved in identifying the town's most pressing issues and raising the profile of those issues to be considered at a strategic level. The project in Fraserburgh carried out this work through a variety of measures, including core activity such as Place and Wellbeing Assessments, bringing together partners and stakeholders by providing data-driven insights

and Place and Wellbeing Outcomes into local needs and priorities. These assessments help identify potential to improve or minimise unintended consequences of proposals and projects, allowing for a more informed decision-making and strategic planning. Through increased communication and collaboration, stakeholders can align efforts, share resources, and develop collective solutions. This process drives meaningful change in practice and policy, enhancing the overall effectiveness of services and contributing to improved community health, resilience, and sustainable outcomes. The establishment of a Fraserburgh Community Champions Group brought together a collaborative network aimed at connecting and empowering local community groups. Created through the Shaping Places for Wellbeing initiative, this group facilitates partnerships between organisations that often operate in silo. By fostering shared learning and identifying common goals, it strengthens community resilience and addresses local challenges. Early outcomes show that the group has enhanced communication and collaboration, allowing for more effective responses to community needs and opportunities for collective impact.

Shaping Places for Wellbeing Community Link Lead

Revised November 2024

