

BANFF AND BUCHAN AREA COMMITTEE COASTAL COMMUNITIES FUND
(Grants between £1000 and £10000)
Application for Assistance

Name of organisation:	Aberdeenshire Council & Broch Businesses Together
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Contact name:	David McCubbin
Position in organisation:	Project officer Town Centres

Address (including postcode):	Town House, 34 Low Street, Banff, AB45 1AY
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Telephone number:	01467 468643
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Applicants are encouraged to discuss their project with the Banff and Buchan Area Manager prior to submitting the application form.

Tell us about your group's aims and purposes (include details of your membership and evidence that the organisation has the right level of resources, skills, and capacity to deliver the project):
<p>Broch Business Together (BBT) serves as Fraserburgh's business association, established to provide a unified voice for local businesses within the community and collaborate with various groups, including the tourist board. All business owners in Fraserburgh and its surrounding villages are welcome and encouraged to join, offering their thoughts and feedback for the overall improvement of the area.</p> <p>BBT boasts a membership of over 400 businesses, supported by an engaged board that convenes for monthly meetings, as well as quarterly 'open' meetings to which all members and invited guests from third-party organisations are welcome. The active board oversees and supports numerous projects and events throughout the year, such as 'Boo in the Broch' and Christmas Lights Switch On events. Additionally, they spearhead an annual shop-local campaign initiative designed to boost foot traffic in the town centre through extensive social media activity and work with Aberdeenshire Council's Town Centres team to participate and benefit from Aberdeenshire wide town centres activity.</p>

Tell us what would you like to do and describe the need and support for the project? Include an explanation of how your project will be sustained in the future and also how any risks will be managed (e.g., shortfalls in funding).

You must include the site or location of your project.

Broch Businesses Together (BBT) recognises the crucial need to reverse the decline in footfall within Fraserburgh's town centre, in order to support high street retailers, food and beverage providers, and hospitality businesses. The initiative is driven by a positive and proactive approach to address this decline.

The project's objective is to take tangible steps to increase town centre footfall, benefiting local businesses and the overall economy of Fraserburgh. This involves further enhancing the Fraserburgh map, originally funded by the Fraserburgh Development Partnership, and putting in place a targeted distribution plan. The map was initially designed to showcase the offerings of the town centre, aligning with the beach and harbour. Currently available as a PDF for digital sharing and printing, as well as displayed on signage at key locations like the beach and bus station, BBT aims to update the map for use in 2024 and beyond.

The project entails a straightforward update, utilising existing artwork to eliminate outdated content and incorporate additional and missing information and the addition of a front and back cover. The allocated budget covers map printing for local distribution by businesses to their customers and extends to collaborating with a leaflet distribution company to enhance reach and promotion across the northeast.

The updated PDF and printed maps will be distributed to various organisations, including Fraserburgh Harbour and Moray East Wind Farm, facilitating enhanced promotion to visitors staying for short or extended periods. Digitally, the map will be shared on business websites, social media, and relevant channels, reaching organizations like Discover Fraserburgh Tourism Group, Visit Fraserburgh, VisitAberdeenshire, VisitScotland, and the Aberdeen and Grampian Chamber of Commerce.

The overarching goal is to effectively promote the town's offerings to residents, organisations, and visitors—both leisure and business—with the aim of increasing footfall for the benefit of the town's economy. This promotion also extends to highlighting the town's coastal connections, including walking routes, sports, the harbour, and the beach.

To accomplish this, BBT plans to leverage Coastal Communities Funding to update existing artwork, building on the legacy of the original Fraserburgh Development Partnership project. The group is actively exploring sponsorship options with BBT business members and other third-party businesses and organisations to secure funding for future updates, reprints, and distribution, ensuring the sustained promotion of Fraserburgh beyond 2024.

Please explain how your project has a tangible link to the coast and/or the sea and how it will deliver positive benefits including leverage of investment, economic growth, regeneration and rural or community development:

Fraserburgh town centre, situated adjacent to the harbour and a brief walk or drive from the beach, boasts physical connections showcased on the existing map. The upcoming revision and updates aim to enrich and emphasise these linkages, ensuring that visitors comprehend walking times and distances between each site and the diverse offerings across the town.

The beach and coastline serve as major attractions for visitors to Fraserburgh, and the recently approved Beach Masterplan will further amplify these attractions, reinforcing connections between locations for the benefit of all.

The project's objective is to elevate awareness on a business-to-business, and business to consumer level, regarding what Fraserburgh has to offer. This allows businesses to mutually promote each other,

providing a valuable print and digital resource. This resource serves as a means to reach new audiences, contributing ideas and efforts to counter the decline in overall town centre footfall.

It's crucial not to assume that the different communities in Fraserburgh and its surroundings are fully aware of the offerings in Fraserburgh. This project plays a pivotal role in raising awareness. Through collaborative efforts, Broch Businesses Together (BBT) members and third-party organizations aim to drive economic growth and an increase in visitor numbers. Fraserburgh businesses stand to gain traction, and the group will attain a higher profile, recognised not only locally but regionally and beyond, serving as a best practice case study for a thriving business association.

What is the total project cost? (The cost of everything related to your project, even the items or activities you aren't asking us to fund)	£1400.00
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Please tell us the costs of each item or activity you would like us to fund:

Item/Activity	Total Cost	Amount Requested from Coastal Communities Grant
1. Update by designer of Map and design of front and back cover	£600.00	£600.00
2. Print of 7,500 copies	£300.00	£300.00
3. Distribution of 5000 copies across NE Scotland by Landmark Press Ltd	£336.00	£336.00
4. Collation of updates, extras to add to map and approval of draft artwork and collection of leaflets from printers for distribution, distribution of 2,500 in Fraserburgh	£164.00	£0.00
Total	£1400.00	

Total funds raised to date and the amounts raised (including grants, your own fundraising activities and donations):

Source	Amount	Date confirmed
In-kind time contribution by BBT Board and members time to deliver item 4 activity above.	£164.00	n/a
Total		

Other funding applied for (give details of the amount(s) and source(s) as appropriate – in particular Aberdeenshire Council sources):

Source	Amount	Date confirmed
n/a		
Total		

Will your project be completed by 31st March 2023?

Yes

If you answered no, can your project be delivered in phases and if so please explain how this can be done?

Aberdeenshire Council Priorities**Tick the Council Priorities your project helps to deliver? (you must tick at least one)**

A strong, sustainable, diverse and successful economy	x <input type="checkbox"/>
Have the best possible transport and digital links across our communities	<input type="checkbox"/>
Provide the best life chances for all our children and young people by raising levels of attainment and achievement	<input type="checkbox"/>
Work with parents and carers to support children through every stage of their development	<input type="checkbox"/>
Encourage active lifestyles and promote well-being with a focus on obesity & mental health	<input type="checkbox"/>
Have the right mix of housing across all of Aberdeenshire	<input type="checkbox"/>
Support the delivery of the Health & Social Care Strategic Plan	<input type="checkbox"/>
Work to reduce poverty and inequalities within our communities	<input type="checkbox"/>
Deliver responsible, long-term financial planning	<input type="checkbox"/>
Have the right people, in the right place, doing the right thing, at the right time	<input type="checkbox"/>
Protect our special environment, including tackling climate change by reducing greenhouse gas emissions	<input type="checkbox"/>

Give details of how your project meets the requirements of the Equality Act 2010 ensuring that it will be inclusive and not discriminate against any members of your community:

The project will be managed in a fair and transparent manner that will be inclusive, representative of the business community and will not discriminate against any members of the community.

All those persons and organisations with an interest in this project and updates to the map will be given an opportunity to share their ideas and input to be considered by the BBT Board and Fraserburgh Town Centre Project Officer.

Applicant Declaration:

I certify that the information contained in this application is correct, and that I am authorised to make the application on behalf of the above group. I understand that decisions made by the Banff and Buchan Area Committee are final.

Name (Please print)	David McCubbin
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Signature	
Date	13.03.2023

Checklist – please attach the following items:

- Constitution or Memorandum & Articles of Association
- Your most recent verified accounts
- Two most recent bank statements
- Quotes/specifications

The application should be emailed to – banffandbuchanamo@aberdeenshire.gov.uk

Please note that successful applicants will require to provide a short report on the project by no later than 31st March 2023.