



REPORT TO BANFF AND BUCHAN AREA COMMITTEE 14 NOVEMBER 2017

Regeneration Funding request for Fraserburgh 'Super Saturdays'

1 Recommendations

The Committee is recommended to:

- 1.1 **Approve a Grant of £62,637.25 from the Regeneration Reserve budget for Fraserburgh to support the continued delivery, growth and expansion of Super Saturdays events in Fraserburgh town centre for the next two calendar years – 2018 and 2019.**

2 Background / Discussion

- 2.1 Shopping trends have changed in Fraserburgh over the past few years with Saturday continuing to be one of the quietest trading days for most town centre retailers as shoppers turn to alternative 'out of town' or on-line shopping facilities, travel to the larger retail towns, and pursue other leisure and recreation pursuits at the weekend. This is a trend which is consistent with many other town centres across Scotland.
- 2.2 Fraserburgh 'Super Saturdays' was developed and launched in 2013 by a group of independent retailers with the assistance of the Fraserburgh Development Trust (FDT) and Aberdeenshire Council. The aim was to create a market atmosphere which would make the town centre more attractive to residents and visitors to shop, socialise and dwell longer. Four events were held in 2013/14 with this being expanded to six themed events per year ever since. The number of stalls has steadily increased over time from around 15 per event to typically 40 stalls per event currently.
- 2.3 In 2014, Super Saturdays was identified as good practice and recognised nationally by being short-listed for a SURF award. In addition, the initiative features in the Scottish Government Town Centre Toolkit (2015) and has been discussed in the Scottish Parliament. An independent evaluation of retail support products commissioned by Aberdeenshire Council in 2016 and carried out by Douglas Wheeler Associates concluded that Super Saturdays was an invaluable feature in attracting footfall into the town centre; had resulted in increased turnover for town centre retailers as a result; and recommended that the Council should consider continued investment so as to sustain their impact on the town centre.
- 2.4 Super Saturdays events are all different and the Steering Group have made considerable efforts to diversify the product to avoid it going 'stale'. They provide a mixture of attractions for all the family and complement the fixed town centre retail and leisure offer. They attract local residents and also visitors from further afield and have become a fixture in the town centre calendar, valued by businesses and the community alike. The events provide spaces for local businesses to reach a new customer base, local charities and organisations to promote their activities and public agencies to deliver services. Community

feedback continues to support Super Saturdays and it was raised in the recent 'mini public' consultation process as one of the more valued local activities.

- 2.5 Aberdeenshire Council have, since the events started, been a key funding and delivery partner in Super Saturdays. Initial funding of £73,616 from the Council's Regeneration budget was awarded in 2014 (P&R Committee, 3 April 2014, Item 18) for the set-up and running costs for the first two years and this was supplemented in January 2016 (Policy & Resources Committee, 14 January 2016, Item 7) with a further grant of £36,509 for 2016 and 2017. The current round of funding ends in December 2017.
- 2.6 It is understood that as the physical regeneration of Fraserburgh gathers momentum, for instance through Fraserburgh 2021, there will emerge new reasons to use the town centre. However the physical works will take time and there continues to be both a need and demand locally to continue to attract people into the town centre. Super Saturdays is a recognised, trusted and good value way of maintaining the momentum whilst other improvements take shape.
- 2.7 The project aligns closely with the Fraserburgh Regeneration Action Plan 2016-2021, particularly under Themes 1 – '*The Economy*' and 3 – '*People, Communities, Health and Wellbeing*'.
- 2.8 The FDT approached the Council's Regeneration team seeking match funding towards the project for the next three years. This request was considered by the Fraserburgh Local Regeneration Group, who felt that it was a strategically important project that made a significant contribution to the town, but that it needs a clear exit strategy and that funding should initially be limited to two years (£62,637.25) with a further review at that time. This request represents a Council contribution of 41% of the total project value.
- 2.9 The project consists of 'core costs' – to fund the basic necessary running costs of Super Saturdays and 'enhancement costs' – which is how the project adds value, evolves and remains 'fresh'. It is a contribution to the core costs that Council funding is being requested, without which the events cannot take place and the added value cannot be realised. The core costs for the next two years include the salary costs of the project Co-ordinator, the purchase of some new equipment, such as stall covers to replace damaged and worn ones, marketing and operational costs. The funding breakdown is summarised below:

Year	'Core' event delivery costs	Additional fund-raising, sponsorship and donations ¹	Volunteer time equivalent ¹	Total Project Value (TPV)	Direct income generated	Council Funding requested	Council Funding (% of TPV)
1 – 2018	40,012 ²	21,000	20,000	81,012	4,200	35,812	44%
2 – 2019	31,024	21,000	20,000	72,024	4,200	26,825	37%
Totals	£71,036	£42,000	£40,000	£153,036	£8,400	£62,637	41%

¹ Estimated. Based on actual figures available for 2017.

² Includes one-off capital costs to refresh equipment.

- 2.10 In terms of bench-marking the above against the anticipated measures under Action 1.1 (Growing Business and Enterprise) in the Fraserburgh Regeneration Action Plan, an indicative budget of £100k was included in the Plan to support town centre events. This was expected to lever £20k worth in volunteer hours and £30k support from businesses (both over the lifetime of the Plan.) Under both measures, this proposal significantly exceeds these targets, leaving funding available for other town centre events and projects.
- 2.11 Should funding be awarded, the Council will have financially supported Super Saturdays for a period of 6 years. To move the initiative towards a clear exit strategy, a requirement will be imposed to see the FDT immediately start to develop a robust forward-looking Business Plan for Super Saturdays beyond 2019 and progress towards doing so will be monitored on a regular basis. It is suggested that any future funding be dependent on satisfactory progress being made towards this outcome and a detailed understanding of the prevailing economic conditions at the time.
- 2.12 The project will safeguard one existing job, run 12 events over the two-year period and aims to increase footfall to the town centre on event days by around 75%. The project will also accrue over 2,000 hours of volunteer time, essential for its successful delivery. To date, in 2017 alone, around 1,500 hours of volunteer time have been evidenced. Although fair rents are charged to stallholders, the amount charged cannot fully cover the cost of organising the events or provide the content and entertainment necessary for its success. Without the significant contribution from volunteers the events would not only be much more expensive but probably could not run at all.
- 2.13 Budget is available within the Regeneration Reserve for the Fraserburgh Regeneration Action Plan, as agreed by Policy and Resources Committee in September 2016.
- 2.14 The Head of Finance and Monitoring Officer within Business Services have been consulted in the preparation of this report and their comments are incorporated within the report and are satisfied that the report complies with the Scheme of Governance and relevant legislation.
- 2.15 The Business Development Executive within Economic Development has reviewed the annual accounts of the Applicant and has recommended that, if approved, funding should be provided by way of a ring-fenced grant to Fraserburgh Development Trust disbursed as costs are incurred in accordance with financial regulations.

3 Scheme of Governance

- 3.1 The Committee is able to consider, and take a decision on, this item under the Financial Regulations under Section B1.1 of the Scheme of Governance as a matter relating exclusively to the Banff and Buchan Area not otherwise delegated to any other Committee.

4 Implications and Risk

- 4.1 An equality impact assessment has been completed and is contained in Appendix 1. The Assessment concludes that the project will not discriminate against any users, will actively promote participation amongst all user groups, and does not have a differential impact on any of the protected characteristics.
- 4.2 The Town Centre First principle has been considered in relation to the impact of this project on one of the key towns. As an established programme of activities aimed at supporting a vibrant and sustainable town centre, it is concluded that all impacts Fraserburgh town centre are positive.
- 4.3 There are no staffing implications connected with this paper.
- 4.4 There are financial implications connected with this paper, being the financial request of £62,637.25 from the Regeneration Reserve.
- 4.5 There are no significant risks associated with this paper or the decision to agree the recommendation.

Stephen Archer, Director, Infrastructure Services

Report prepared by Alastair Rhind, Strategic Regeneration Executive
Date: 1st November, 2017

APPENDIX 1
EQUALITY IMPACT ASSESSMENT

Stage 1: Title and aims of the activity (“activity” is an umbrella term covering policies, procedures, guidance and decisions).	
Service	Infrastructure Services
Section	Economic Development - Regeneration
Title of the activity etc.	Regeneration Funding for Fraserburgh ‘Super Saturdays’
Aims of the activity	Match-funding for an additional two years of support for the delivery, growth and expansion of the Super Saturdays events programme in Fraserburgh.
Author(s) & Title(s)	Alastair Rhind– Strategic Regeneration Executive

Stage 2: List the evidence that has been used in this assessment.	
Internal data (customer satisfaction surveys; equality monitoring data; customer complaints).	None
Internal consultation with staff and other services affected.	Discussions with services on Fraserburgh Local Regeneration Group.
External consultation (partner organisations, community groups, and councils).	Ongoing consultation with project users, town centre retailers and other businesses, event participants, volunteers and users.
External data (census, available statistics).	None

Other (general information as appropriate).	Social media, consultation with members of the public.
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Stage 3: Evidence Gaps.	
Are there any gaps in the information you currently hold?	No

Stage 4: Measures to fill the evidence gaps.		
What measures will be taken to fill the information gaps before the activity is implemented? These should be included in the action plan at the back of this form.	Measures:	Timescale:
	N/A	N/A

Stage 5: Are there potential impacts on protected groups? Please complete for each protected group by inserting "yes" in the applicable box/boxes below.				
	Positive	Negative	Neutral	Unknown
Age – Younger			Yes	
Age – Older			Yes	
Disability			Yes	
Race – (includes Gypsy Travellers)			Yes	
Religion or Belief			Yes	
Gender – male/female			Yes	

Pregnancy and maternity			Yes	
Sexual orientation – (includes Lesbian/ Gay/Bisexual)			Yes	
Gender reassignment – (includes Transgender)			Yes	
Marriage and Civil Partnership			Yes	

Stage 6: What are the positive and negative impacts?		
Impacts.	Positive (describe the impact for each of the protected characteristics affected)	Negative (describe the impact for each of the protected characteristics affected)
Please detail the potential positive and/or negative impacts on those with protected characteristics you have highlighted above. Detail the impacts and describe those affected.	N/A	N/A

Stage 7: Have any of the affected groups been consulted?	
If yes, please give details of how this was done and what the results were. If no, how have you ensured that you can make an informed decision about mitigating steps?	N/A

Stage 8: What mitigating steps will be taken to remove or reduce negative impacts?		
	Mitigating Steps	Timescale
These should be included in any action plan at the back of this form.	N/A	N/A

Stage 9: What steps can be taken to promote good relations between various groups?	
These should be included in the action plan.	N/A

Stage 10: How does the policy/activity create opportunities for advancing equality of opportunity?	
N/A	

Stage 11: What equality monitoring arrangements will be put in place?	
These should be included in any action plan (for example customer satisfaction questionnaires).	Participant and visitor feedback is routinely collected and analysed after each event and any corrective actions taken.

Stage 12: What is the outcome of the Assessment?		
Please complete the appropriate box/boxes	1	No negative impacts have been identified –please explain.
	The continuation of the programme of events will lead to new and sustained opportunities for all without any negative impacts.	
	2	Negative Impacts have been identified, these can be mitigated - please explain. * Please fill in Stage 13 if this option is chosen.

	N/A	
	3	The activity will have negative impacts which cannot be mitigated fully – please explain. * Please fill in Stage 13 if this option is chosen
	N/A	

* Stage 13: Set out the justification that the activity can and should go ahead despite the negative impact.

N/A

Stage 14: Sign off and authorisation.

Sign off and authorisation.	1) Service and Team	Infrastructure Services, Economic Development		
	2) Title of Policy/Activity	Regeneration Funding request for Fraserburgh 'Super Saturdays'		
	3) Authors: I/We have completed the equality impact assessment for this policy/activity.	Name: Alastair Rhind Position: Strategic Regeneration Executive Date: 04/10/2017 Signature:	Name: Gillian Bain Position: Regeneration Officer Date: 04/10/2017 Signature:	
		Name: Position: Date: Signature:	Name: Position: Date: Signature:	
4) Consultation with Service Manager	Name: Morna Harper Date: 16 th October, 2017			

	<p>5) Authorisation by Director or Head of Service</p>	<p>Name: Belinda Miller Position: Head of Service, Economic Development Date: 16th October, 2017</p>	<p>Name: Position: Date:</p>
	<p>6) If the EIA relates to a matter that has to go before a Committee, Committee report author sends the Committee Report and this form, and any supporting assessment documents, to the Officers responsible for monitoring and the Committee Officer of the relevant Committee. e.g. Social Work and Housing Committee.</p>		<p>Date: 27/10/2017</p>
	<p>7) EIA author sends a copy of the finalised form to: eia@abdnshire</p>		<p>Date:</p>
<p>(Equalities team to complete) Has the completed form been published on the website? YES/NO</p>			<p>Date:</p>