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| Title | Fraserburgh Retail Plus |
| Local Authority | Aberdeenshire Council |
| Key Partners | <ul style="list-style-type: none"> • Fraserburgh retailers • The Retailer (consultancy company) • Aberdeenshire Council |
| Project Summary | <p>Aberdeenshire Council made a decision to concentrate its regeneration strategy to the area most needing support – Fraserburgh. It recognises the importance of the Town Centre as an integral part of its Fraserburgh Regeneration Action Plan. The key is engaging with the local businesses to help support them. With no traditional support to the retail sector from our national economic development or skills agencies beyond occasional customer service interventions, we felt a need for a focus in this area.</p> <p>Aberdeenshire Council has always had a strong rapport with the Fraserburgh Forward Business Association, where the Retail Plus Scheme was initiated. This project has been designed to assist town centre businesses in Fraserburgh. We recognised the need for strong retail knowledge in being able to attract businesses to the scheme and to achieve outcomes. Through the Scheme, local retailers have accessed specialist expertise and advice to help them maintain their longer term sustainability. After receiving one-to-one advice from The Retailer Group, each participating business was then encouraged to apply for grants of up to £5,000 to implement the advice.</p> <p>The scheme closed in May 2014 and since then participating businesses have been working with the advisors on identifying improvements and are receiving their grant offers.</p> <p>It is expected that most works will be completed by the beginning of December in time for the highly important Christmas season for retailers.</p> |
| Resources | <p>In April 2014, more than £78,000 was initially approved by Aberdeenshire Council's Policy and Resources Committee for the consultation service and grant scheme. Due to the over subscription of businesses willing to participate, a further £80,000 was approved in September 2014 giving a total investment of over £200,000 from both Aberdeenshire Council's regeneration strategy and the town centre businesses participating in the Scheme.</p> |
| Good Practice and Lessons Learned | <p>This project has created many benefits for the town centre:</p> <ul style="list-style-type: none"> • Over £200,000 from both Aberdeenshire Council and businesses is being invested improving the vitality of the town centre complemented by other initiatives like Super Saturdays (Community events organised to create footfall into the town centre) • Creating a fresh visual impact for locals and visitors • Inspiring the retailers to make a difference and helping to strengthen the retail association in Fraserburgh with retailers working together focussing on the town centre rather than just their business. • It has attracted a positive PR profile, raising the profile of Fraserburgh's shops to local shoppers. |

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| | <ul style="list-style-type: none"> • Empty shops – with the improved vitality of the town, we hope it will potentially attract more vendors to the town to take up vacancies. <p>The main challenges:</p> <p>The main challenge has been managing the response and demand for this project from the retailers. The project created a lot of interest and had almost 3 times the amount of interest to that budgeted. To ensure timescales were still followed hard work and commitment has gone in from Aberdeenshire Council and the consultants.</p> |
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| Third Party Quote(s) | <p>These two quotes have been provided from retailers participating in the project:</p> <p>“It’s a wonderful opportunity that Aberdeenshire Council and the Retailer Group have given Fraserburgh. We’re really looking forward to the shops in town getting their work done. Hopefully it’s just the start and will make Fraserburgh a more attractive place”. <i>Ian Dyga, Broad Street newsagent</i></p> <p>“The Retailers support has been invaluable I feel. Often one may be aware that there is a problem or an issue but the solution is not always clear and having a fresh pair of eyes for us has meant solutions have been presented which we would not ordinarily have thought of. For instance our window displays have always been recognised as important marketing tools but this is being improved on with better lighting, using blank spaces outside the building to advertise too and to make greater use of one of our most important windows which we had in-fact been giving away to a local photographer and was not recognised by us as a significant window.</p> <p>Procedures and methods of working often become a habit and it’s difficult sometimes to look at the business objectively as one becomes so wrapped up in the day to day running of the business but the Retail Plus scheme has forced Dimensions to look at the bigger picture for going forward.</p> <p>There are of course issues we knew for a long time had to be looked at such as our internal lighting. Having The Retailer on-board has meant we were galvanised into action. More importantly however we had The Retailers experienced, unbiased advice on how the lighting issues could be resolved. The solution turned out to be a lot simpler than we would have thought and is something we could have done quite simply and probably sooner.</p> <p>Not all of The Retailers suggestions have cost money but they have had an impact and have been commented on by customers already who have found browsing easier. If they are browsing, they may stay longer in the shop and the longer we have them in the shop the more likely they are to buy - ultimately that’s what it’s all about!” <i>Jozefine Duthie, Dimensions of Fraserburgh</i></p> |
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Where to find out more...

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| Relevant Web Link(s) | www.theretailer.co.uk www.aberdeenshire.gov.uk/news/release.asp?newsID=3570 |
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