This is the Community Plan for Buchan. It sets out the Buchan Community Planning Group’s main actions for the next two years. If you have difficulty understanding this document and require a translation, or would like a copy in a larger print, please contact the Buchan Area Manager, Chris White on 01779 483200 or email chris.white@aberdeenshire.gov.uk
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Foreword

Introduction from Chris White, Chair of the Buchan Local Community Planning Group

Welcome to the 2012 update for the 2010-2014 Buchan Community Plan. This Plan takes forward our vision of working together for the best quality of life for everyone in Buchan.

The last two years have been marked by some significant investments in local infrastructure with the commissioning of the Smith’s Embankment in Peterhead Port, the start of construction of Scotland’s first Community Facing Prison at HMP Grampian and the creation of a new Maritime Skills College in the Bay.

Equally importantly the Community Planning Partners have come together to look at key community safety issues such as safe driving, inclusion of migrant families and youth attitudes to alcohol. There has also been investment in community events and activities, with none better supported than the Leviathan Parade held in Peterhead during 2011 and the Adenstrom Event held in 2012 at Aden Country Park.

This review of the Plan now shows 23 key areas that have been identified and developed by the Partners and Communities as priorities for the next four years. These are organised around five themes that embrace the Scottish Government’s targets for Buchan.

We welcome your input to both taking these ideas onwards and also to identify new issues to address in future.

Chris White
Chair, Buchan Local Community Planning Group and Buchan Area Manager Aberdeenshire Council Arbuthnot House, Broad Street PETERHEAD, AB42 1DA Tel: 01779 483200 Email: buchan@ouraberdeenshire.org.uk
Purpose of the Buchan Community Plan

The Local Government in Scotland Act 2003 describes the two main aims of community planning as:

a) Making sure people and communities are genuinely engaged in the decisions made on public services which effect them;

b) A commitment from organisations to work together, not apart, in providing better public services.

The Mission Statement that our Partners have agreed to fulfil this aim for the Buchan area is to:

‘Work together with the communities of Buchan to ensure they are genuinely engaged in how services that affect them and their communities are delivered’.

The Buchan Community Plan outlines the key actions to be taken to meet local needs and priorities over a four year period and is a key strategic document for the area. It aims to demonstrate where funding and resources within our services need to be focused to help make a difference and improve the quality of life for our communities in Buchan.

The Buchan Community Planning Group has assessed areas of need and engaged with local communities to establish priorities for Partners to focus on. Partners identified actions to tackle these key areas and these were agreed with locally elected members. All actions are based on robust evidence, delivered in partnership and can be influenced by members of the Buchan Community Planning Group.

The Buchan Community Plan 2012 Update was agreed by our local Community Planning Partners in March 2012 and was endorsed by the Buchan Area Committee in June 2012, ahead of being put forward to the Aberdeenshire Community Planning Board for approval and publication.
Buchan Area Profile

Overview

Buchan covers 587 square kilometres. The population is 39,368 and is most densely concentrated around Peterhead and Boddam. In rural Buchan the built pattern is much more dispersed and relies upon village service centres such as Mintlaw, Cruden Bay, Strichen and New Deer for most community facilities.

Buchan has a good quality of natural environment. The 48-kilometre coastline comprises of sandy bays, dunes and rocky foreshores of national significance. The Loch of Strathbeg and the Bullers of Buchan are internationally significant sites for bird life. The built heritage is rich and varied, including traditional croft houses, outstanding conservation areas in Strichen and the centre of Peterhead, and some fine examples of great country houses. There is earlier interest also, including Deer Abbey and several intact stone circles.

Demographics

The most recent estimates show a relatively stable population with minor rises predicted over the next decade. The 2011 census shows 7% of the area’s population to be pre-school age, 16% to be of school age, 63% of working age and 15% retired. Buchan’s main towns are Peterhead (17,873), Mintlaw (2,756), Cruden Bay (1,540) and Boddam (1,158). Longside and St. Fergus have grown considerably over the last five years. Substantial further growth may well follow from the new Local Development Plan (please see Key Projects and Opportunities).
Economy

The foundations of the Buchan economy have traditionally been fishing and agriculture. Since the 1970s the economic base has broadened, with Peterhead acting as an important Oil and Gas Service Centre and with the development of the St Fergus Gas Terminal. In addition, Peterhead Power Station, ASCO Oil Services, HM Peterhead Prison and Score Europe are significant employers.

Peterhead is one of the largest fish landing ports in Europe, with 111,865 tonnes landed by UK vessels in 2009, representing a quarter of the UK’s fish. The value of UK landing exceeded £95m and the indications are that last year has seen a continued increase in both volume and value. Total turnover, including non UK landings exceeded £100 m for the second time.

Tourism is a relatively small contributor to the Buchan economy but the natural and built heritage of Buchan has a significant interest for both visitors and locals. Attractions include Aden Country Park, the Aberdeenshire Farming Museum, Slains Castle and Peterhead Marina.

Employment

The numbers of people claiming unemployment benefit is a useful indicator of economic progress. Again in contrast to many areas of Scotland, the Buchan claimant count has fallen from 682 in December 2011 (2.6%) to 607 (2.3%) in March 2012. The claimant rate is typically below the Scottish average of 5.5% but above the Aberdeenshire average of 1.5%.

Housing

The overall housing stock is fair and investment in new housing has lead to 800 dwellings being built over the last five years, the majority of which are in Peterhead, Mintlaw, Longside, Cruden Bay and St Fergus. Demand for affordable housing has not diminished and Peterhead is one of the most sought after locations for social housing within Aberdeenshire. Two significant schemes have been recently completed in Peterhead and Mintlaw with further projects being developed in Cruden Bay, Strichen and St Combs.
Facilities

Peterhead is Buchan’s main service centre. Developer interest in further housing and retail investment has continued over the last twelve months. Cruden Bay, Strichen, New Deer, Maud, New Pitsligo and most noticeably Mintlaw also offer a reasonable range of rural services and facilities. The area has 2 Secondary Schools, 25 Primary Schools and public facilities include a Swimming Pool in Peterhead and 6 Libraries. Health Care Services are provided through the Community and Ugie Hospitals in Peterhead as well as a range of GP practices throughout Buchan including the Maud Community Resource Centre, which opened in 2009 and provides services to the Central Buchan area. Access to Services is a key issue outwith Peterhead and by working with the Buchan Development Partnership and the local Development Trust, a number of projects have been developed to ensure that as many problems as possible can be overcome.
Key Projects & Opportunities

**Energetica**

Energetica is an ambitious and exciting plan to create a new generation energy community stretching north from Aberdeen’s Bridge of Don area to Peterhead and west to the airport. Energetica differentiates itself because its aim is to create a renowned, world-class destination that will attract innovative energy businesses and highly skilled people as well as feature high quality housing and leisure facilities in an outstanding natural environment based on low carbon principles.

**A90 Trunk Road / Western Peripheral Route**

The Aberdeen Western Peripheral Route (AWPR) is a new road being developed to improve travel in and around Aberdeen and the North-east of Scotland, and is one of a number of transport projects planned to help improve road safety and accessibility, reduce congestion and grow the local economy and is vital for ensuring the North East remains a competitive business location. Its importance cannot be underestimated and that, along with proposals to upgrade the Balmedie-Tipperty section of the A90, provides a significant economic stimulus for the area.

Backed by the Scottish Government, the road is being developed by Transport Scotland – the national transport agency – in partnership with Aberdeen City and Aberdeenshire councils. This is recognised in the newly completed Aberdeen City & Shire Structure Plan and the Energetica proposal, which is seeking to deliver a high-quality energy-based corridor as a key component of the regional growth strategy. Aberdeenshire Council’s Economic Development Strategy 2011 – 2016 states that Transport issues were highlighted by the business community as the biggest barriers to growth. When asked what would make the biggest positive impact on the economy of the north east, the overwhelming answer was the early delivery of the Aberdeen Western Peripheral Route.

**Smith Embankment**

Peterhead Port Authority’s all-weather deepwater facility, Smith Quay opened for business – on time and within budget, with the arrival of the first vessel which berthed on 8 October 2010. Work on the Smith Embankment began after Peterhead Port Authority secured £5 million from the Scottish Government and European Fisheries Fund. The Port Authority is confident that the new facility will not only meet the demands of the pelagic fleet and reinforce Peterhead’s position as the UK’s premier fishing port, but will also attract new business from the offshore and renewable energy sectors.
Impervements to Broadband in Buchan and across Aberdeenshire

The UK Government has announced Broadband UK funding for Scotland of £68.8 million, which the Scottish Government has said it will add to in support of the roll out of higher speed broadband throughout rural Scotland. Over the coming months it is likely that a process will begin where councils will be able to bid for funding to support regional plans for enhanced broadband infrastructure. Community Engagement Events held by Aberdeenshire Council has highlighted this as a major concern for across Aberdeenshire, with many communities feeling that this was needed to help improve their local economies. Communities felt that if businesses are to be encouraged to set up in Aberdeenshire, the broadband network needs to be able to cope.

Local Development Plan

The Development Plan contains plans for developing and using land and addresses a wide range of issues such as housing, shopping, industry, transport and the environment. The responsibility for this lies with the Strategic Development Planning Authority (SDPA), which is a partnership between Aberdeen City and Aberdeenshire Councils, who have a key role in guiding development over the next 25 years.

Affordable Housing in Buchan

Lack of affordable housing is recognised as an issue across Buchan with Peterhead in particular identified as a priority town with just under 600 applicants on Aberdeenshire Council’s first choice waiting list. Work is ongoing with our strategic partners such as registered social landlords, private developers and the Scottish Government to enable the delivery of affordable housing to meet that need.
Priorities

Local consultation and available information shows that Buchan faces a number of key challenges for the future. There is a need to help young people gain work, to overcome transport difficulties in rural Buchan and to modernise social and community facilities – particularly in Peterhead. Local Partners of the Buchan Local Community Planning Group seek to help make improvements in these areas through working together on actions to provide ‘Support for Employability Activities and Work’, ‘Community Facilities’ and ‘Village and Town Regeneration’.

In 2009 an assessment was made across Scotland of the quality of life for its inhabitants. The great majority of rural Buchan is doing well on average, but some groups have particular difficulties with transport. Peterhead is varied. Parts of the town are some of the most affluent in Scotland, but parts closer to the town centre are amongst the most disadvantaged. The future regeneration of the older parts of the town is a key concern. The Community Planning Consultation Workshops during 2011 also strongly identified these as being key issues through input from participants, who focussed on the need to improve poor rural transport links and changes required to regenerate the town centre. Local Partners plan to contribute towards these through actions ‘Transport’ and ‘Village and Town Regeneration’.

We are getting older and living longer. The predicted increase in the Aberdeenshire population over 75 years old is 38% for the decade from 2008 to 2018. It is clear that this will bring substantial pressure on services for elderly people in Buchan and affect the nature of care that Partners and communities can provide. Our Partners recognise this and have therefore included an action to look at local provisions for ‘Over 50’s’.
A variety of initiatives by Partners and Communities are already underway e.g. investing in the Dales Industrial Estate in Peterhead, redeveloping the Mart Site in Maud and planning for the future growth of Mintlaw. In addition, the Buchan Local Community Planning Group will prioritise on the following actions:

- Providing facilities for older and younger people
- Overcoming access difficulties, particularly to work and health care
- Overcoming fear of crime, particularly in Peterhead
- Supporting Social Enterprise

Finance and staff time will be much pressurised and the Group will work closely with Voluntary and Charity sectors over the next few years, building on the close co-operation and networking already in place.

The Buchan Community Plan links very closely to the Scottish Governments National Outcomes, and actions within our Plan outline how Buchan will meet these. The Aberdeenshire Single Outcome Agreement for 2012/2013 has identified the following priorities:

- Alcohol and drugs
- Children have the best start in life
- Older people and community care
- Supporting communities and volunteering
- Transport

Our Partners will work together with communities to deliver a number of outcomes under these priorities.
Recent Achievements

Key examples of the difference that has been made by the local community planning partners and their networks working together.

**Public Inclusion Forum**
The Inclusion Forum has involved a wide network of local services and organisations to date, that have provided assistance and acted upon all concerns, issues and developments relating to Peterhead’s migrant community.

**Healthy Helpings**
NHS Grampian worked with public health, GP practices, community planning and community groups to create networks and engage with the community to begin to embed “Healthy Helpings” in three sites – Maud, Crimond and Mintlaw.

**Peterhead Health Point**
Locally the need to provide a Healthpoint within the Buchan area was supported by local partnerships of the Buchan Local Community Planning Group and the Reaching Out Project, who worked with NHS Grampian to help establish this in the area.

**Buchan Youth Consultation**
Aberdeenshire Council’s Community Learning & Development Service conducted a consultation to encourage young people from the Buchan area to become partners in the decision making process.

**2 Reuse**
Peterhead Projects Limited developed the 2ReUse Recycling Project as an emerging priority for the area.

**The Gift Project**
This Project was developed following recognition that by working more closely together, a more effective and efficient service could be developed to reach our most vulnerable individuals and families for whom Christmas and New Year can be a sad and lonely time.

**Reaching Out Project**
The Reaching Out Project in Peterhead has developed a key role within local regeneration through an aim to make a difference by providing better services for and with the people in Peterhead.

**Twilight Basketball**
This national initiative was developed locally in response to an identified need to aid integration and bring young people together in a safe and enjoyable activity.

**Modo Leviathan**
This innovative project uses creative techniques to help young people think and behave differently by increasing their confidence and encouraging groups and individuals to work together.

**The Hotspot**
The Hotspot acts as a one stop shop for information and advice on a range of issues including housing matters, money issues, health and wellbeing, steps to employment and educational opportunities.

**Aden Country Park**
An Aden Country Park Development Plan has recently been completed setting out a vision to shape Aden Country Park over the next five to ten years. In addition various improvements have been made in the park including the formation of the Friends of Aden and the Aden Community Allotment Association.
Timetable

June 2012
Plan agreed by Community Planning Group, Area Committee and Area Management Team

September 2012
Plan approved by Community Planning Executive and Board

November 2012
Plan monitored for April – October 2012

November 2012
Data collection and engagement period begins

February 2013
Data and engagement feedback analysed to inform new community plans

April 2013
Plan monitored for November 2012 – March 2013

April 2013
Draft plan produced for 2013 – 2016

June 2013
Community Planning Board approve 2013-2016 plan
A Community Wellbeing

A1 Homelessness

To encourage and facilitate the involvement of Partners to meet the needs of homeless people.

Outcome – What needs to change?
- Improved engagement with partners and agencies
- Valuing the benefits of partnership working, strategically and operationally
- Maximise the benefits of financial inclusion and related strategies
- Consult homeless people and key partners on the needs, advice and support needed
- Increased opportunities of joint training, to improve the knowledge and skills required to tackle homelessness and related issues

Outcome Indicator – How will we know whether this has changed?
- Improved partners knowledge and confidence to address homelessness issues
- More involvement of prospective tenants and homeless people

Input – What are the Resources and People that we need to make this happen?
- Partners time
- Meeting venues
- Funding for events

Output – How will we go about doing this?

a) Opportunities for joint training

b) Host events and road shows to encourage and support partners and agencies to work together to formulate a plan of action to:
- Address homelessness
- Unemployment
- Financial inclusion
- Related issues affecting homelessness

Lead Partner: Aberdeenshire Council

Lead Contact: Maureen Ewen – Strategic Development Officer, Homelessness
A2 Social & Economic Regeneration

To work with local people in Peterhead to address social and economic needs.

Outcome – What needs to change?
Increase participation in opportunities which will help local residents to develop and share skills; improve health and wellbeing; increase participation in community affairs and encourage lifelong learning.

Outcome Indicator – How will we know whether this has changed?
Through information and evaluations collected by Community Planning Partners (on the Reaching Out Project and its associated projects e.g. user stats for the Hotspot; feedback from partners and users in social accounting process (April 2013).

Input – What are the Resources and People that we need to make this happen?
Hotspot funding (currently funded through Fairer Scotland/Tackling Poverty and Inequalities); Local operational group input; CLD; (ROP) Development Worker; Local Partner inputs.

Output – How will we go about doing this?
Through the continued development of the Hotspot as a community hub for a range of local projects and activities and the development of wider local projects which deliver on the core outcomes identified earlier, e.g.

- Twilight Basketball
- Confidence to Cook
- Theatre Modo

Lead Partner: Community Learning & Development – Aberdeenshire Council
Lead Contact: Katie MacLean – CLD Team Leader (North)

A3 Community Safety

To work with local Partners to deliver on Community Safety priorities for Buchan, for example including:

- Road Safety
- Alcohol
- Domestic Violence
- Drugs
- Youth Disorder/Underage drinking
- Serious & Violent Crime
- Vandalism/Graffiti
- Fire Safety
- Neighbour Disputes

Outcome – What needs to change?
- Buchan is a safer place in which to live, work and visit.

Outcome Indicator – How will we know whether this has changed?
- Through monitoring of local statistics and information

Input
- Community Safety Partnership budget
- Partner’s time / staffing resources
Output – How will we go about doing this?

Delivery of actions contained within the Aberdeenshire Community Safety Partnership Action Plan 2012/13 which relate to the Buchan area, including:

Road Safety
- Continue to support the Pass Plus scheme;
- Promote and encourage assessment of older drivers;
- Continue Safe Drive Stay Alive initiative in partnership with neighbouring authorities and attracting sponsorship for same. Project attracts funding from other authorities and sponsors;
- Delivery of initiative targeted at motorcycle drivers and other road users;
- Work with licensees and patrons to promote the designated driver scheme;
- Implement direct joint agency responses (including ‘hot strikes’) to fatal/severe road accidents in communities;
- Issuing of Brakecare Packs to those affected by Road Traffic Collisions.

Fire Safety
- Publicise and educate regarding the top fire casualty causations;
- Target Home Fire Safety Visits to the most vulnerable sectors of our communities;
- Enable Community Wardens to carry out Home Fire Safety Visits where appropriate.

Domestic Violence
- Use analysis processes to identify high risk offenders and instigate enforcement action to allow professionals from partner agencies to deliver victim based interventions while offender is in custody. Offer support through groups in a variety of locations. Provide hardware solutions to victims.

Serious & Violent Crime
- Promote and develop the Best Bar None Accreditation Scheme in Aberdeenshire’s licensed premises to encourage responsible management of on – sales licensed premises;
- Instigate a Safer Streets Operation to tackle violence during ‘Games & Show’ period and other times, as identified through analysis;
- Instigate a Safer Streets Operation to tackle violence during Festive Period and other times, as identified through analysis.

Vandalism / Graffiti
- Monitor the effectiveness of the Community Warden Service and determine how the development of this service could impact upon community safety priorities;
- Use analysis processes to identify hotspot areas of vandalism and in consultation with Grampian Police, utilise dedicated funding for directed patrols;
- Direct and monitor the work of the Aberdeenshire Council Graffiti Removal Team.

Youth Disorder / Underage Drinking
- Provide a diversionary activity from alcohol and drugs for secondary school pupils through the Global Rock project;
- Ensure effective deployment of the Street Sports Units;
- Through CL&D, provide detached youth work in hot spot areas as, including the provision of activities for targeted young people and supporting Street Sports.
Neighbour Disputes
- Continue to promote and encourage the use of the Aberdeenshire Community Mediation Service in relation to neighbour disputes.

**Lead Partners:** Grampian Police, Buchan Community Safety Group
**Lead Contact:** Inspector Andy Imray - Buchan LPT Inspector

**A4 Community Wardens Scheme**
- To fully utilise the Community Warden resource to help address local needs as and when they arise and to develop their working relationship with local Community Planning Partners.

**Outcome – What needs to change?**
- We need to develop the work between Community Wardens and Community Planning Partners, so that all Partners at local level within Community Planning can have access to the Community Wardens.

**Outcome Indicator – How will we know whether this has changed?**
- Community Wardens can identify other partners that they can work with and have established themselves within Community Planning Projects and Initiatives.

**Input – What are the Resources and People that we need to make this happen?**
- Partner’s time.

**Output – How will we go about doing this?**
- Community Wardens develop their local networks through regular contact and discussions with other Community Planning Partners.

**Lead Partner:** Grampian Police
**Lead Contact:** Inspector Andy Imray - Buchan LPT Inspector

**A5 Improving Health and Tackling Inequalities in Buchan**
To work in partnership with services and the community to address health improvement priorities with a focus on those more vulnerable or who have higher risk of preventable ill health.

- Mental Health Improvement including the promotion of mental health for all, the reduction of suicide, self harm and common mental health problems (such as stress and depression) and to support recovery.
- To improve access to health and wider services, including development of the Healthpoint service, inclusion and signposting.
- To develop an action plan to support Healthy Eating Active Living.
- With regard to early years, develop a local response to the national ante-natal education programme, improve breast feeding rates and raise awareness of the importance of early years work in shaping health and wellbeing.

**Outcome – What needs to change?**
- **Improving Health & Tackling Inequalities** – Reduce the social gradient in health inequalities within the Buchan area.
- **Mental Health** – Improved mental health, reduction in the prevalence of suicide, self harming and common mental health problems and better recovery.
Community Wellbeing

- **Improved Access** – Improved uptake of health service provision and health promoting community activity.

- **Healthy Eating Active Living** – Reduced levels of obesity, poor diet and associated ill health. Increased levels of activity.

- **Early Years** – To give children the best possible start in life and reduce the significant inequalities in the Buchan Area

**Outcome Indicator – How will we know whether this has changed?**

- **Improving Health & Tackling Inequalities** – Scot PHO Health and Wellbeing Profiles, Scottish Index for Multiple Deprivation and local information from service providers on level of need.

- **Mental Health** – Scot PHO Health and Wellbeing Profiles, local information on level of need from service providers, Grampian Suicide Statistics, GP Practice information on levels of common mental health problems, number of prescriptions for anti depressants, number of people supported through Keepwell and Signposting.

- **Improved Access** – Scot PHO Health and Wellbeing Profiles, GP Practice information. Number of people in ‘At Risk’ Groups taking up local opportunities e.g. numbers registering for Healthy Helpings, number of inquiries at Healthpoint, number of people effectively signposted to services.

- **Healthy Eating Active Living** – Scot PHO Health and Wellbeing Profiles, GP Practice information. Number of people in at risk groups taking up on local opportunities e.g. numbers registering for Healthy Helpings, number of diet related inquiries at Healthpoint, number of people effectively signposted to services.

- **Early Years** – Fewer children registered at risk, increased uptake of service provision (e.g. Parenting Opportunities), increased breast feeding rates. Reduced numbers of mums with post natal depression. reduced levels of smoking and alcohol use during pregnancy. Better educational attainment.

**Input – What are the Resources and People that we need to make this happen?**

- **Improving Health & Tackling Inequalities** – All services, businesses and community organisations.

- **Mental Health** – Buchan Health Improvement Group, CSN Link Groups, Buchan Community Planning Group, Schools, Nexus, Primary Care Mental Health Worker, Healthpoint, Hotspot, Community Organisations, Community Planning Partners, the Health Improvement Fund.

- **Improved Access** – Healthpoint, Reaching Out Project, Hotspot, Primary Care, Signposting,

- **Healthy Eating Active Living** – Dieticians, Healthy Helpings, Healthpoint, Keepwell, Confidence to Cook volunteers, Community Organisations e.g. Peterhead Projects Ltd, Jog Scotland, GP Practice, Health Improvement Fund, CFINE, Schools, Family Centre, Churches/Church Halls, Hotspot, Allotments/Community Gardens, Unicef Baby Friendly Initiative.

- **Early Years** – Health visitors, Family Centre (Social Work), Homestart, Working for Families, Health Improvement Fund, Schools

**Output – How will we go about doing this?**

- **Improving Health & Tackling Inequalities** – Raise awareness, review and develop services e.g. Healthpoint, Keepwell, Primary Care and Signposting to effectively support the most vulnerable. Promote community responsibility for health and wellbeing through community led initiatives (e.g. ROP, Church based initiatives)
• **Mental Health** – Buchan Feeling Good Festival, Community activity to raise awareness of mental health for all and identify community supports (e.g. World Mental Health Day, Older People’s Day), Mental Health Workshop, Healthpoint raise awareness and connect to the community, CAMHS Training for CSN staff, Mental Health 1st Aid Training, School Peer Mediation Programme, Mental Health 1st Aid for Pupils.

• **Improved Access** – Create new job description to merge Health Point Advisor post with Community Health Development Worker post, review Peterhead Healthpoint Provision and increase Healthpoint linkage to community services and organisations.

• **Healthy Eating Active Living** – Consult with partners regarding the promotion of HEAL, Develop a HEAL Action Plan for Buchan, link to existing services and community supports (Healthy Helpings, Confidence to Cook, Walking Groups, Schools), Community gardening, Gardening guerrillas, Community space used to grow fruit and vegetables, Volunteering gardeners and growers, Training provided for gardeners and growers, Confidence to cook, Healthy helpings with links to PA opportunities, Lifestyle checks (Healthpoint), Schools healthy eating initiatives, Reaching Out Project, Homeless supported through food skills and volunteering opportunities.

• **Early Years** – Raise awareness of the priority status of Early Years work. (e.g. Raise with Community Planning Partners), identify and agree specific HI actions to be implemented by the Early Years Forums, develop and seek local endorsement of Early Years actions, involve local stakeholders in the delivery of the actions, implement the Ante Natal education programme, Baby massage training, PEEP, B4 words project, Maternal and Infant Nutrition.

**Lead Partner:** NHS Grampian  
**Lead Contact:** Calvin Little - Public Health Co-ordinator

### A6 Older People

To work with Community Planning Partners to identify actions and priorities for older people in Buchan in light of the new Scottish Government National Outcome ‘Our People are able to maintain their independence as they get older and are able to access appropriate support when they need it.’

**Outcome – What needs to change?**

• Need to identify actions and priorities for Older People in the Buchan area

**Outcome Indicator – How will we know whether this has changed?**

• Information will have been collated which will give us clear information about the needs of our Older People.

**Input – What are the Resources and People that we need to make this happen?**

• Partners’ time.

**Output – How will we go about doing this?**

• Identify Partners who can work together to collate the necessary information.

**Lead Partner:** Buchan Local Community Planning Group and Healthy Living Network  
**Lead Contact:** Chris White - Buchan Area Manager
B Jobs and the Economy

B1 Energetica

To work with our communities to make the Buchan area an attractive place to work and live.

Outcome – What needs to change?
- Communities in Buchan are informed and engaged with the Energetica project in order to raise awareness and to maximise local opportunities in order to:
  - Utilise local talents and skills to the benefit of Energetica
  - Benefit from lifestyle and leisure opportunities
  - Maximise opportunities of investment
  - Work with local providers / trainers to develop local skills e.g. training

Outcome Indicator – How will we know whether this has changed?
- Evidence of opportunities for our local communities to participate in the engagement process.

Input – What are the Resources and People that we need to make this happen?
- Partner’s time.

Output – How will we go about doing this?
- By utilising the links of Community Planning Partners with local communities to build capacity and to engage more effectively.

Lead Partner: Aberdeenshire Council
Lead Contact: Alistair Reid - Energetica Business Opportunities Manager

B2 Support for Employability Activities and Work

To continue to develop and support employability projects to help people in Buchan overcome barriers in order to enter and sustain employment.

Outcome – What needs to change?

A need to provide a joined up approach in Buchan to ensure there is a range of employment services and opportunities for vulnerable and disadvantaged groups and individuals to:

- Reduce the number of individuals and families reliant on welfare benefits
- By joining up services and working smarter together to reduce duplication and maximise impact of services
- More individuals progressing, staying or moving on in employment
- A reduction in the barriers to sustained employment
- A reduction in homelessness
- An alignment of funding to target partners’ strategic priorities
- The linking of employment opportunities and need
- Raise awareness of the employability agenda with supporting services
- The provision of a clear, managed progression route for all individuals into employment, volunteering or training
To ensure that there is access to employability, volunteering & training opportunities for people with a learning disability in the community.

**Outcome Indicator – How will we know whether this has changed?**
- Through local statistics collated for the area and through client feedback.

**Input – What are the Resources and People that we need to make this happen?**
- Partner’s time.

**Output – How will we go about doing this?**
Through the development of 2 actions for Partners which are:
- To secure additional funding which partners will access to reduce barriers and increase employment opportunities.
- Through the development of a local employability pipeline to capture all of the employability opportunities for the Buchan area, through a session to bring partners together to create a local partnership, including Job Centre Scotland, Banff & Buchan College, Skills Development Scotland etc

**Lead Partner:** Tackling Poverty & Inequalities  
**Lead Contact:** Annette Johnston - Tackling Poverty & Inequalities Co-ordinator

### B3 Tourism & Events

To support projects and activities e.g. Theatre Modo, Family History, Aden Country Park, Scottish Week, Aden Bike Challenge etc, which promote our local Buchan area, and particularly help to meet local needs and address priorities within the Buchan Community Plan.

**Outcome – What needs to change?**
- Increase levels to of tourism in Buchan and to continue to promote, develop and sustain new and existing community events. Promotion of local assets and linking these into events e.g. Willowbank’s relationship with The friends of Aden Country Park and its facilities and events.

**Outcome Indicator – How will we know whether this has changed?**
- Through an increase within available figures collected for Tourism in Buchan. Increase in local partnerships.

**Input – What are the Resources and People that we need to make this happen?**
- Partners’ time.

**Output – How will we go about doing this?**
- Identify and engage with relevant Partners such as Economic Development and the Buchan Tourism Group, who can assist with the collation of baseline information on Tourism in Buchan. Monitor visitor numbers to attractions and events in the area.

**Lead Partner:** Buchan Local Community Planning Group  
**Lead Contact:** Chris White - Buchan Area Manager
B4 Social Economy / Social Enterprise

Community Planning Partners in Buchan will support an evaluation of social enterprise activity and will work with these organisations to strengthen their future sustainability.

Outcome – What needs to change?
A need has been identified to compile a Register of Social Enterprise Activity in the Buchan area including information about their current and future support needs.

Outcome Indicator – How will we know whether this has changed?
- A Register will now exist containing information about each Social Enterprise, and what support they need to sustain their enterprises in the future.

Input – What are the Resources and People that we need to make this happen?
- Partners’ time

Output – How will we go about doing this?
- Set up a working group with relevant Partners to complete this task

Lead Partner: Buchan Development Partnership and Bridge CVS (Training)
Lead Contact: Dawn Brodie, Development Officer and Maureen Stephen, Chief Officer
C Lifelong Learning

C1 Community Sports Hub

To provide support in establishing the Mintlaw Central Buchan Sports Hub, which will work towards achieving the 4 national project outcomes for Community Sports Hubs to help increase levels and quality of sports participation in Buchan.

Outcome – What needs to change?

The community sports hub concept is a new innovative approach to the delivery of community sport, aimed at providing more opportunities for communities to engage in an active healthy lifestyle and is a key part of the Scottish Government’s 2014 Games Legacy Plan. In Buchan single clubs, groups and organisations will now work together to increase levels of sports participation through joint partnership working.

Outcome Indicator – How will we know whether this has changed?

Evaluation will be based around the 4 National Project Outcomes and will evidence clubs working together:

- Better connected clubs
- Well promoted clubs
- Well trained people
- Well organised clubs

Input – What are the Resources and People that we need to make this happen?

- Partner’s time.
- Funding – an initial £4000 with potential to apply for a further £7000 before Summer 2012.

Output – How will we go about doing this?

The pilot Community Sports Hubs would:

- Audit the range of local opportunities for sport and exercise for different age groups and ability levels
- Market the opportunities available
- Liaise with NHS Grampian and local GP practices on setting up sports exercise referrals
- Offer coach training and education opportunities
- Advise local clubs on quality accreditation schemes and good practice in terms of child protection and carrying out risk assessments
- Explore with existing local clubs the potential to form a single community sports club with sections for different sports and streamlining administrative requirements
- Look at the potential to include community learning and cultural activities within the hub.

The pilots would provide the opportunity to test how each of these initiatives can operate and provide a basis for developing hubs elsewhere

Lead Partners: Aberdeenshire Council, Scottish Sports Council

Lead Contact: Keith Leslie - Scottish Sports Council Secretary
C2 Financial Inclusion

To incorporate financial inclusion education in any learning programme which Partners do and to help the capacity of individuals to help promote elements around:

- Adult Literacies to support employability including skills to manage own money
- To promote financial products e.g. North East Credit Union (NESCU), Cash in Your Pocket (CIYPP)
- To provide advice and information on welfare rights e.g. Citizens Advice Bureau (CAB)

Outcome – What needs to change?
- To provide a joined up approach to provide a range of services and opportunities for vulnerable and disadvantaged groups and individuals in Buchan, in order to improve their financial position and enhance their quality of life.

Outcome Indicator – How will we know whether this has changed?
- Through local statistics collated for the area and through client feedback.

Input – What are the Resources and People that we need to make this happen?
- Partners’ time.

Output – How will we go about doing this?

By working together in partnership to improve services we will ensure more people in Buchan can have access to advice and support when they need it, resulting in an increase to incomes, reducing the amount of people living in poverty and improving health and wellbeing. We will do this by:

- Joining up services and working smarter together to reduce duplication and maximise impact of services
- Making information and support services accessible by reducing barriers
- Raise awareness of the issue of hidden forms of poverty such as Fuel Poverty
- Empower individuals, families and the community to develop services, which meet their needs.

Lead Partner: Tackling Poverty & Inequalities
Lead Contact: Annette Johnston - Tackling Poverty & Inequalities Co-ordinator
**Community Facilities**

To identify with Communities what their needs are through available evidence, local consultation and community action plans and match this with funding and resources available. Facilities identified include:

- Expansion of indoor facilities for Peterhead and Central Buchan
- Maximising the potential of Peterhead Community Theatre
- Support the development of new community facilities at Catto Park
- Play Areas as identified within Community Action Plans
- Halls as identified within Community Action Plans
- Community benefits from private renewable energy projects
- Delivery of the MACBI project
- Development of Aden Country Park

**Outcome – What needs to change?**

- Communities will be supported with capacity building, consultation and project development. Ensuring our local facilities are fully accessible.

**Outcome Indicator – How will we know whether this has changed?**

- Number of groups supported, consultation exercises carried out, Action Plans produced and number of projects completed.

**Input – What are the Resources and People that we need to make this happen?**

- Partners’ time.

**Output – How will we go about doing this?**

- Identifying Partners who can provide support to the relevant communities and their projects.

**Lead Partner:** Buchan Development Partnership, Local Communities

**Lead Contact:** Dawn Brodie - Development Officer
D Sustainable Environment

D1 Fuel and Energy

To support local communities and their initiatives with renewable energy projects and also to promote energy efficiency measures including:

- Universal Home Scheme
- SMART Metering
- Home Insulation

Outcome – What needs to change?
- Increase the awareness of energy efficiency measures and to raise awareness of the communities' potential to be involved with renewable energy projects in Buchan.

Outcome Indicator – How will we know whether this has changed?
- Increase in levels of people accessing information and installing energy efficiency measures. Increase in groups accessing information/benefits or being involved in renewable energy projects.

Input – What are the Resources and People that we need to make this happen?
- Input from outside experts e.g. SCARF, as well as the provision of information to help group's progress renewable energy projects.

Output – How will we go about doing this?
- Identify Partners who can assist with this Outcome. Engage with external Agencies e.g. SCARF to provide information, workshops etc in the Buchan area. Create a new page on the Community Planning Website for local communities to provide information and sources of support for Fuel and Energy.

Lead Partner: Tackling Poverty & Inequalities
Lead Contact: Annette Johnston - Tackling Poverty & Inequalities Co-ordinator

D2 Village & Town Regeneration

To support the economic, social and physical regeneration of historic and listed buildings in Buchan e.g. Strichen Town House, Aden Country Park buildings.

To support actions that will regenerate & improve the Town Centre of Peterhead and rural villages in Buchan.

Outcome – What needs to change?
- 1) Communities will be supported with capacity building, consultation and project development to help ensure the economic, social and physical regeneration of historic and listed buildings in Buchan.
- 2) Increased vibrancy / activity / business in Peterhead Town Centre & Rural Villages.

Outcome Indicator – How will we know whether this has changed?
- Through the number of projects supported to bring buildings back into use or maintenance improved.
- Number of groups supported, consultation exercises carried out, Action Plans produced.

Input – What are the Resources and People that we need to make this happen?
- Economic Development, CP Partners & Community Groups.

Output – How will we go about doing this?
- Through supporting Partners who can help to identify funding streams.
- Through leading or supporting with local consultations.
- By assisting with the development of local Action Plans.
D3 Community Assets

To work with local Communities to identify & promote Community Asset Transfer opportunities, which meet both the Communities and Partners needs including Caravan Parks, Community Buildings or Services.

Outcome – What needs to change?
• Community Groups will be able to access the necessary support and information which allows them to progress Asset Transfers.

Outcome Indicator – How will we know whether this has changed?
• Increase in number of groups accessing information and submitting Stage 1 applications.

Input – What are the Resources and People that we need to make this happen?
• Community Planning Partners time and provision of resources and information.

Output – How will we go about doing this?
• Create a link to access available information on the Community Planning website. Establish links with the Buchan CAT Group in order to identify Partners who can support Groups through the process.

Lead Partners: Aberdeenshire Council, Local Community Group
Lead Contact: Chris White - Buchan Area Manager

D4 Environmental Improvements

To encourage maintenance, improvement and biodiversity of the local environment of the Buchan settlements through:
• Buchan in Bloom
• Beaches, including Peterhead, Cruden Bay Beach and Ladiesbridge
• Aden Country Park
• Buchan Meadows
• Nature Conservation
• Paths & Outdoor Access
• Cycling Network
• Public Art
• New Deer All Weather Facility
• St Combs Hall

Outcome – What needs to change, what difference will our actions make?
• Partners will be more informed about Environmental Improvements in the Buchan area and opportunities for partnership working will increase on specific projects.

Outcome Indicator – How will we know whether this has changed?
• Reports from Partners on participation in identified environmental projects.

Input – What are the Resources and People that we need to make this happen?
• Partners’ time.

Output – How will we go about doing this?
• Environmental Projects will be identified, promoted and developed through Partner’s sharing of information and resources.

Lead Partners: Aberdeenshire Council, Other Local Partners
Lead Contact: Ian Tillett - Principal Landscape Services Officer
D5  Transport including Community Transport

To work with Partners to assess the transport needs of our Buchan Communities with particular reference to:

- Access to Health Services
- Employment Opportunities
- Reducing social isolation

Outcome – What needs to change, what difference will our actions make?
- Partners need to be better informed about the ‘demand responsive’ transport needs of the area in order to provide a service that will address these needs.

Outcome Indicator – How will we know whether this has changed?
- Increase in number of people being able to use accessible transport.

Input – What are the Resources and People that we need to make this happen?
- Input from Partners e.g. NHS Grampian to help quantify and resource this provision.

Output – How will we go about doing this?
- The Need will be identified through Partners sharing baseline information.

Lead Partners:  Integrated Transport Hub, Buchan Dial-a-Community Bus
Lead Contact:  Alex Geddes, Programme Manager

D6  Waste

To work with Partners to increase awareness of recycling and encourage community engagement in Reuse, Recycle and Resale, while promoting the Zero Waste Agenda for the Buchan area through:

- Recycling Points
- Reuse and Recycle – Peterhead Projects Ltd
- Litter
- Green Dog Walkers Initiative
- Community Recycling Initiatives

Outcome – What needs to change, what difference will our actions make?
- The Community will have increased knowledge and access to engage in all kinds of recycling e.g. Textiles and White Goods and will be contributing to reducing the municipal waste to landfill.

Outcome Indicator – How will we know whether this has changed?
- Statistical evidence will show both an increase in recycling activities and a reduction in waste going to landfill. Information will also be available through regular ‘Plan, Do, Review’ Monitoring used to assess SMART objectives.

Input – What are the Resources and People that we need to make this happen?
- Community participation e.g. General Public, Schools and Communities of Interest
- Partners’ time including Private, Public & 3rd Sector

Output – How will we go about doing this?
- Partnership working, sharing resources and utilising existing recycling facilities.

Lead Partners:  Aberdeenshire Council, Peterhead Projects Ltd, Local Community Planning Group, Local Community
Lead Contact:  Karen Brown - Project Manager, Peterhead Projects Ltd
E Developing our Partnership

E1 Increasing Community Involvement

Partners will lead on, engage with and support Community Engagement exercises.

Outcome – What needs to change?

- Increase community involvement at community engagement exercises e.g. Community Council Forums, Partner consultations and awareness raising sessions.

Outcome Indicator – How will we know whether this has changed?

- Attendance records at events and relevant feedback received.

Input – What are the Resources and People that we need to make this happen?

- Partner's time and assisting with promotion and attendance at relevant events.

Output – How will we go about doing this?

- Identifying partnership working for the areas we need to engage with i.e. which communities and the topics that are relevant to them
- Providing feedback to communities regarding what they have been involved in, and the impact that their input has had.
- Participation in community consultation events and to assist with facilitation and development of community engagement tools.
- Sharing information, resources and expertise.

Lead Partner: Buchan Local Community Planning Group
Lead Contact: Chris White - Buchan Area Manager

E2 Funding

We shall work in partnership to seek funding to support and progress local community developments.

Outcome – What needs to change?

- Groups and Partners will maximise sources of funding for projects in Buchan to help sustain existing Facilities and to draw down more funding for the Buchan Local Community Planning Group to be utilised in the local area.

Outcome Indicator – How will we know whether this has changed?

- Increase in level of funding drawn down into the area.

Input – What are the Resources and People that we need to make this happen?

- Partners' time.

Output – How will we go about doing this?

- Identifying and sharing information sources of funding and maximising the potential for working collaboratively on joint bids.

Lead Partner: Buchan Local Community Planning Group
Lead Contact: Chris White – Buchan Area Manager
E3 European Links / Social Enterprise

To explore European Funding opportunities through partnership working for collaborative bids.

**Outcome – What needs to change?**
- Groups and Partners will maximise sources of funding for projects in the Buchan area

**Outcome Indicator – How will we know whether this has changed?**
- Increase in level of funding drawn down into the area

**Input – What are the Resources and People that we need to make this happen?**
- Partners' time

**Output – How will we go about doing this?**
- Identifying and sharing information sources of funding and maximising the potential for working collaboratively on joint bids. To work with the European department of Aberdeenshire Council.

**Lead Partner:** Aberdeenshire Council

**Lead Contact:** Martin Brebner, European Services Executive
How are we doing?

The Buchan Community Planning Group will monitor the plan every six months. In doing so it will involve the Area Committee and Area Management Team.

The group will carry out an annual review of the plan every year to ensure it remains relevant for the people of Buchan. You can find out what difference community planning is making in your area by visiting www.ouraberdeenshire.org.uk/localcommunityplans.

Contact Us

Buchan Local Community Planning Group
Arbuthnot House
Broad Street
PETERHEAD
AB42 1DA
Telephone: 01779 483242
Email: buchan@ouraberdeenshire.org.uk
Web: www.ouraberdeenshire.org.uk/buchan