

**D R A F T
MINUTE OF FLAG MEETING**

**TUESDAY, 6 JUNE 2012 AT 2.00PM
PORT ERROLL PUBLIC HALL, CRUDEN BAY**

Present

Belinda Miller	FLAG Chairperson
Jamie Bell	Scottish Enterprise (SE)
Moira Beverley	Aberdeenshire Council – Finance (AC)
Gavin Clark	Scottish Natural Heritage (SNH)
Will Clark	Peterhead & Fraserburgh Fish Processors Association (PFFPA)
David Cook	Banff & Buchan College (B&B)
Roger Goodyear	Banff Coast Tourism Partnership (BCTP)
Ian Hay	East Grampian Coastal Partnership (EGCP)
Reid Hutchison	Aberdeenshire Council – Community Economic Development (AC)
William Murdoch	Aberdeenshire Council – Harbours Project Manager (AC)
Andy Willox	Federation of Small Businesses (FSB)

Officers in Attendance

Ann Marie Macaskill	Aberdeenshire Council – AEFF Co-ordinator
Vicky Thomson	Aberdeenshire Council – LEADER Co-ordinator
Anne MacLennan	Aberdeenshire Council – LEADER Administrator

Apologies

Shona Anderson	Visit Scotland (VS)
James Buchan	Scottish Fishermen's Organisation (SFO)
Ian Gatt	Scottish Pelagic Fishermen's Association Ltd (SPFA)
Alexander Macleod	Aberdeenshire Council – Community Planning (AC)
Michael Park	Scottish Whitefish Producers Association (SWFPA)
Maureen Stephen	Aberdeenshire Councils for Voluntary Services (AC)
Chris White	Aberdeenshire Council Area Manager (AC)

1 WELCOME & APOLOGIES

Action

Belinda Miller welcomed FLAG members to the meeting and apologies were noted as above.

2 DRAFT MINUTE OF FLAG MEETING, 14 MARCH 2012

The draft FLAG minute of 14 March 2012 was approved and will be uploaded on the AEFF website.

3 DRAFT MINUTE OF AEFF PAC MEETING, 29 MAY 2012

The draft minute of the AEFF PAC was noted and will be approved at the PAC meeting on 28 August 2012.

4 CHAIRPERSON'S UPDATE

4.1 It was confirmed that Marine Scotland will fund an additional post of Fisheries Project Officer under Axis 5, Technical Assistance. It is hoped that the post will be filled after August following the Economic

Development Service Review. The post holder will help to generate project ideas and will provide assistance to applicants coming forward to AEFF. The post will continue to be funded by Aberdeenshire Council following the two years funding through Axis 5.

- 4.2 FLAG asked for confirmation regarding Marine Scotland having top sliced Axis-4 funding for Transnational/Scotland wide coastline projects. It was agreed that Belinda write a letter to Marine Scotland requesting confirmation on the status of this budget. BM

5 CO-ORDINATOR'S UPDATE

- 5.1 The Co-ordinator's Update is summarised below:
- Funding summary sheet was issued for Round 1 projects.
 - Thirty five Expression of Interest forms have been received and it is anticipated that Round 2 will be much busier. EOIs cover a broad spectrum of projects, however, Ann Marie reported that those received to date are lacking in projects adding value to fish products.
 - The Aid Intensity template was circulated for ease of reference.
 - Ann Marie is continuing to promote and update the AEFF website which went live at the launch in March 2012.
 - The launch at Banff & Buchan College was a very successful, well attended event. FLAG expressed thanks to Banff & Buchan College for the hospitality and first class facilities.
 - No problems have been encountered with passwords or access to the members only area of the website.
 - Further information will be posted on the website regarding possible avenues for co-finance.
 - Ann Marie and Jimmy Buchan gave presentations at the Shire Connections event on 18 May at the Waterside Inn, Peterhead.
 - Three joint LEADER and AEFF community information seminars were held in Inverbervie, Port Erroll and Banff in May 2012. These events were well attended and gave an overview of both programmes.
 - Ann Marie and Derek Macdonald will attend the Scottish Skipper Expo on 8/9 June 2012. AEFF literature will be displayed at the event.
 - Projects which submitted applications to Stage 1 of the Coastal Communities Fund are still awaiting decision on whether they will progress to Stage 2. It was hoped that notification would be received by the beginning of June but nothing as yet.

6 AEFF TERMS OF REFERENCE

- 6.1 The amended version of the Terms of Reference was adopted by the FLAG. Belinda will sign the finalised document and it will be uploaded on the website. The score sheet templates issued by Marine Scotland have been adopted. BM

7 AEFF WEBSITE MEMBERS AREA

- 7.1 No problems have been encountered with password access to the members only area.
- 7.2 The programme has the capability to add more sections to the members only area of the website and FLAG members are asked to inform Ann Marie if they would like anything added. AMM

8 MARINE SCOTLAND GUIDANCE

- 8.1 Additional amendments regarding eligibility and aid intensity have been added to the guidance document. It is essential to cross reference application forms with the guidance document.
- 8.2 FLAG expressed concerns that the Service Level Agreement had still not been received. The lead partner is taking the risk whilst AEFF is operating without absolute authority from Marine Scotland. It was agreed that Belinda write to Marine Scotland regarding the Service Level Agreement. BM
- 8.3 No financial claim has been submitted as yet for drawdown of Axis 5 start-up costs.

9 CONFIDENTIALITY

- 9.1 Members were reminded that during the application process, applicant confidentiality is essential. Once approved, project details will be available to all and will be uploaded on the AEFF website.
- However, following discussion, FLAG agreed that once EOI's are worked up to an acceptable standard, it would be helpful if a spreadsheet summarising EOI's be uploaded on the members only area of the website. AMM

10 DECLARATIONS OF INTEREST

- 10.1 Roger Goodyear declared an interest in project 001, Build and Sail our Own Dinghies. It was agreed that Roger take part in the project discussion but will not participate in the voting process.
- 10.2 Ian Hay declared an interest as the applicant for project 002, East of Scotland Seafood Festival and Trail – Scoping Study. It was agreed that Ian will not take part in the project discussion or the voting process.
- 10.3 Jamie Bell declared an interest as a match funder for project 003, Scottish Marine Safari. It was agreed that Jamie take part in the project discussion but will not participate in the voting process.

11 PROJECTS 001 TO 003

11.1 001 Build and Sail Our Own Dinghies

This small project was approved by the PAC at the meeting on 29 May 2012. However, as this was the first meeting of the FLAG, it was agreed that it would be a good exercise to go over the project details and how the decision was reached by the PAC.

The project is to introduce local primary school pupils to sailing through learning the process of building a dinghy and progressing on to learn practical sailing skills.

Two Scottish Royal Yachting association (SYRA) instructors will be employed to deliver the programme, assisted by local volunteers who are trained to SYRA approved standard. Local pupils, and particularly disadvantaged pupils, will benefit from this inclusive project which will help to build pupil confidence and raise awareness of the fishing and maritime heritage of the area.

There is wide evidence of support for the proposals from pupils, parents and teachers. Community consultation has also been widely undertaken.

PAC asked for further information regarding the maintenance of the dinghies and it was confirmed that the PORT Boatshed project will be responsible for any maintenance required. Each school will retain their vessels and will have their own small fleet of dinghies. Again, PORT Boatshed has offered storage facilities.

All boats are equipped with life jackets and pupils will be given instruction on health and safety. Risk assessment has already been carried out on behalf of Active Schools.

The applicant has secured funding from the Portsoy Thrift Shop and the Co-op Community Fund. Ineligible costs detailed in the application relate to equipment already purchased for the project. FLAG considered this innovative project to be very good value for money at £750.

PROJECT FUNDING OF £750 APPROVED BY PAC

11.2 002 East of Scotland Seafood Festival and Trail – Scoping Study

Ian Hay gave a short presentation to showcase the project proposals and then left the room prior to project discussion.

The project is a feasibility study to consider the possibility of a year-long Seafood Festival in the North East and the creation of a Seafood Trail.

The project will employ a graduate student for a two month period to undertake the study which will research the availability of locally caught seafood, carry out an audit of fresh fish outlets and promote locally landed seafood by creating a list of establishments interested in becoming seafood 'champions'. The year long seafood festival and trail will be the

second phase of the project.

A final report and DVD of the findings will be produced.

FLAG agreed with the concept of the proposals and emphasised the importance of a two pronged approach, i.e. raising the awareness of local produce and effective promotion of local produce.

The number one complaint highlighted in visitor's surveys is the quality of food and fish in particular. Visitors simply don't know where to go to buy good quality produce and they need to be able to access this information fast.

FLAG welcomed the idea of a seafood trail but highlighted the danger of replicating ground work which has already been carried out. It will be important to identify what information is already available regarding the current market and source of seafood being sold in local restaurants and seafood outlets with quality assurance being incorporated into this.

FLAG would like an additional condition of grant to be that the researcher will work closely with strategic partnerships in the area to achieve the best results for the study including. For example, Grampian Food Forum, Scotland Food and Drink, industry representatives, FLAG members and existing coastal organisations such as Scottish Traditional Boat Festival, Banff Coast Tourism Partnership etc.

FLAG highlighted the importance of an effective exit strategy once the year long project is over.

FLAG approved the project with the condition that the applicant provide more detail on what will be covered by the scoping study. Once this information is received, FLAG agreed to delegate power to the Chairperson to formally approve the project.

PROJECT FUNDING OF £3,600 APPROVED WITH ADDITIONAL CONDITIONS AS ABOVE

11.3 003 Scottish Marine Safari

The project is to purchase an electric tender boat to promote and showcase marine wildlife to tourists and visitors on safari type expeditions along the North East coast from the Orlik vessel.

The Orlik is a wooden fishing trawler which has been refurbished to luxury standards. The vessel employs a green energy policy and solar panels/wind turbine will charge the electric engine of the tender vessel with minimal disturbance to wildlife. Proposals include the purchase of an ROV camera to enable tourists to see wildlife underwater.

Following on from questions raised by the PAC, the applicant confirmed that the number of additional jobs created will be one seasonal crew member and one seasonal tourist guide.

Discussion took place regarding the importance for any potential spend to be retained in the Aberdeenshire area.

FLAG considered the addition of the ROV camera to be a distinct plus in making the vessel more attractive for potential users in a fairly difficult market.

While the FLAG was broadly supportive of the wider project and the tourism and employment benefits, it was considered that, in the absence of a detailed marketing strategy for the business, the FLAG was unable to approve the application.

FLAG recommends that if the applicant wishes to continue with the application to AEF, a full marketing plan is submitted for the FLAG's consideration. The plan should include the following:

- Target market and projected customer base
- Identification of demand for eco-tourism in the Aberdeenshire area
- Geographic location of operation
- Projected level of activity to be undertaken in the FLAG area
- Analysis of competition in the eco-tourism market in the area of operation
- Scope to link to other businesses and services
- Potential impact for the local Aberdeenshire economy
- Demonstration of complementarity with local businesses

Therefore, a decision on the application is to be deferred until the next FLAG meeting on 18 September 2012 pending further information.

PROJECT DEFERRED TO NEXT FLAG MEETING

12 AOCB

There was no other business.

13 DATE OF NEXT MEETING

PAC meeting: Tuesday, 28 August 2012 in Conference Room E1, Woodhill House at 2.00 pm

FLAG meeting: Tuesday, 18 September 2012, Venue TBC at 2.00 pm.