

D R A F T
MINUTE OF MEETING OF
AEFF PROJECT ASSESSMENT COMMITTEE

TUESDAY, 11 MARCH 2014 AT 1.30 PM
CONFERENCE ROOM F, WOODHILL HOUSE

Present

Belinda Miller	FLAG Chairperson
Gina Ford	Scottish Enterprise
Ian Hay	East Grampian Coastal Partnership

Officers in Attendance

David-John McRobbie	Aberdeenshire Council
June Jaffrey	Aberdeenshire Council (minute)

Apologies

Martin Brebner	Aberdeenshire Council
James Buchan	Scottish Fishermans Organisation
Linda Hope	North East of Scotland College
Gavin Clark	Scottish Natural Heritage

1. WELCOME & APOLOGIES

1.1 Belinda welcomed those present.

2. DRAFT MINUTE OF PAC MEETING ON 11 NOVEMBER 2013

2.1 This was approved as a correct Minute.

3. DRAFT MINUTE OF FLAG MEETING ON 10 DECEMBER 2013

3.1 The minute was noted and will be tabled for approval at the FLAG meeting on 31 March 2014.

4. CHAIRPERSON'S UPDATE

4.1 Belinda gave thanks to the team for the work involved in organising and staffing the recent Community Engagement Events. It was felt they were well attended and the outcomes would be useful.

5. CO-ORDINATOR'S UPDATE

- 5.1
- DJ advised that to date 20 projects have been approved; with over £767,096 of AEFF funds having been committed. The approximate funds remaining are £190,594.
 - The first AEFF administrative claim covering the period of 01/01/12 to 30/03/12 was submitted to Marine Scotland in February 2014 and is currently awaiting payment. A second administrative claim covering the period of 01/04/12 to 30/03/13 will be submitted over the next few weeks for drawdown of EFF Axis 4 funds. A number of project

claims have been processed and the AEFF office is working well with Marine Scotland and beneficiaries in communicating updates. Three claims are ready to be submitted to Marine Scotland for the month of March.

- Marine Scotland has been provided with indicative cash flow summaries for report to the Marine Management Organisation based on anticipated expenditure for current projects. A quarterly performance management spreadsheet was sent in January 2014 reflecting the final quarter of 2013. A claim drawdown forecast was also submitted to Marine Scotland in January 2014 showing the anticipated drawdown from projects of Axis 4 funds to the end of the programme (Jan 14 – Oct 15).
- The AEFF Coordinator has been involved in monthly teleconferences hosted by Marine Scotland. These teleconferences provide FLAG representatives and Axis 4 Coordinators the chance to raise issues on the existing programme and provide a verbal update to the Scottish Government.
- The Banffshire Coast Tourism Partnership project was chosen randomly for inspection in December 2013. Two representatives from Marine Scotland met with the applicant, Zillah Jamieson and completed a satisfactory inspection. The inspection report has since been received by the European Team and is recorded in the file.
- An organisation chart detailing the tasks and resources of each FLAG area administrative team has been submitted to Marine Scotland recently.
- A press article was released in February 2014 to inform the public of the successful Round 7 projects. This article received was picked up in the Press and Journal, FishNews, Fish Update and on the Councils' website. STV news also interviewed David-John McRobbie at Woodhill House and was aired on the 31st January 2014. STV news were keen to find out about the recently approved Round 7 projects, in particular the "Installation of Pontoons" AEFF project at Fraserburgh Harbour.
- A tour, likely to be in May 2014, showcasing the successes of the funding programmes for completed AEFF and LEADER projects is currently being arranged by the European Team and will be attended by Provost Webster. It is hoped that STV news will join the tour on the day and promote the funding programmes.
- AEFF promotional material including pull up banners has been showcased at the 7 community engagement events held throughout Aberdeenshire this month.
- June Jaffrey, the new European Claims Officer joined the European Team on the 6th January 2014. All vacant posts have now been filled.
- Aberdeenshire Council carried out an internal audit in November 2013 on the AEFF programme to date. A number of issues were highlighted and the European Team have conducted a file review on each project to ensure that all relevant documentation is in place. A second internal audit is proposed for the summer of 2014.
- There are a number of AEFF queries that are expected to meet the final Round 9 application deadline. It was anticipated that there

would be 6 projects received in Round 8 but two projects withdrew and agreed to resubmit in the last round of funding. The deadline for Round 9 is proposed as being the 25th April 2014.

6. DECLARATIONS OF INTEREST

- 6.1 There were no declarations of interest.
It was noted that Belinda had met previously with the Port Errol Harbour Group.
- 6.2 Ian Hay arrived at this point and joined the meeting.

7. AEFF PROJECT ASSESSMENT REPORTS AND APPLICATIONS

7.1 032 – Feasibility Study on the Proposed Phase 3 of the Harbour Regeneration programme

The project proposes funding a Feasibility study focusing on the proposed phase 3 of the Port Erroll Harbour Regeneration programme.

The applicants are David Webster, Trustee and Chair of Port Erroll Harbour and Gavin Thain, Port Erroll Harbour Trustee.

A Consultancy Practice is invited on behalf of the Trustees to carry out a study on the proposals to regenerate Port Erroll harbour as per the regeneration plan. A detailed review of the elements contained in phase 3 will focus on the viability of constructing a new visitor centre, harbour office, restaurant/café and the development of a lobster hatchery. The Feasibility study would examine the financial and commercial viability of such facilities being proposed. The study will address employability opportunities, potential revenue streams; explore economic sectors such as tourism and investigate the community capacity to deliver these projects. The Consultants will also provide the Trustees with information regarding potential funders to help fund future projects.

Structural inspections carried out on the harbour walls since 2000 has raised concerns focusing on the harbour defences. The Trustees recognise that this problem needs to be addressed if the facility is to continue to support the fishermen based in the area. A successful application to the Scottish Governments “Emergency Repair Fund” has resulted in a sum of £250,000 being awarded as a means of protecting the harbour until necessary funding/investments is obtained.

As Phase 1 of the four phase regeneration plan has somewhat been addressed, the Trustees have now focused their attention on developing a feasibility study focusing on the phase 3 proposals.

Port Erroll provides a working harbour for the inshore fishery and Salmon fishery based in the area. At present, the harbour provides regular berthing facilities for 26 fishing vessels and leisure crafts. Many of these berths are only used on a seasonal basis.

Eligible Costs are £12,010 with Port Erroll Harbour matching 17.5% of the costs and Aberdeenshire Council and AEFF contributing 41% of the costs respectively.

The project also aligns with 6 of the 8 eligible AEFF measures and has an AEFF/Match funding = £1: £1.53.

The PAC were interested in the proposed project although further information is required on; the decision process for the chosen consultants and the requirement for two further quotes from consultants.

PROJECT FUNDING OF £4,955 RECOMMENDED FOR APPROVAL WITH ADDITIONAL INFORMATION REQUESTED FOR THE FLAG.

7.2 033 - Seafood See Here! – Moray Firth Partnership

The project consists of an inter-regional joint area project which covers three local authority and FLAG areas – Highland, Moray and Aberdeenshire. The proposed project area stretches from Cape Wrath in the North along the Moray coast, south to the Aberdeenshire border with Angus. All three FLAG areas are expected to benefit equally from the project in terms of input per area.

The project proposes to make it easier and more accessible for residents and visitors to the area to purchase and enjoy more of the top quality seafood that is landed around our coasts.

To achieve this, MFP intend on creating a website which maps sources of seafood, fish vans, restaurants, hotels etc. This will promote local Scottish seafood and allow tourists the opportunity to find out more information focusing on events in the area, locations of various seafood outlets and tourist attractions open. It is hoped that two separate 15 minute films can be created and uploaded on the website which focuses on the traditional fishing heritage of the area.

To deliver the project aims, a project officer will be appointed and will be contracted for approximately 3 to 4 days per week or more during busy periods. MFP has agreed to follow all AEFF tendering and recruitment arrangements and will publicly advertise the post to all. Included in the costs are separate project management costs for MFP to help support and deliver the project.

A number of events will be arranged throughout the duration of the project, a minimum of 6 events (2 per area). These events will combine education, awareness raising and tasting/cooking sessions by involving local fish suppliers, local chefs and seafood companies. Furthermore, a number of external local harbour events will be attended to promote the initiative.

Local colleges, food networks Inshore Fisheries Group, tourism organisations have all expressed support. Hotels, restaurants, suppliers, fish vans and others have expressed a need for this type of initiative and a wish to take part. The project will link to, complement and add value to existing initiatives like Taste of Grampian, Scotland's Food Trail etc.

This project stems from the findings of two seafood trail scoping studies developed in 2013 by the East Grampian Coastal Partnership (EGCP), covering Aberdeenshire (AEFF funded) and Aberdeen City areas, and the separate study by Moray Firth Partnership (Highland EFF funded) covering the north coast and Moray Firth. The project is being developed in collaboration with EGCP, but is led by MFP for ease of administration

Plans are being developed by local authorities and other organisations including MFP and EGCP for an “East Scotland Seafood Trail”, from Shetland to the English Border with project launch anticipated as being 2015. It was identified from the scoping studies that significant work requires to be done to make local seafood more readily available before the north area could be successfully marketed as a seafood destination. This project is therefore a necessary preliminary to the Seafood Trail proposal, as well as being a valuable initiative in its own right.

Marketing of locally sourced seafood is an integral part of this project. The project aims to make consumers of Highland, Moray and Aberdeenshire more aware of seafood caught locally and make it more accessible to taste, sample and buy produce, thus adding value.

All three FLAG areas involved have a rich, traditional fisheries cultural heritage. The largest whitefish port in Europe, Peterhead, is situated in Aberdeenshire as well as the largest Nephrop port in the UK, Fraserburgh. There are approximately 60 fish processors operating out of Aberdeen City and Shire and it is anticipated that these companies will benefit from the project.

The project will contact a number of different stakeholders involved within the seafood sector with the aim of encouraging buy in from local fishermen, seafood companies, restaurants, colleges, schools and the onshore sector. The fishing industry on a local and national level will be involved.

Eligible Costs are £45,730 with MFP matching 25% of the costs and Moray EFF and Highland EFF also contributing 25% respectively.

The applicant is Kathryn Logan, Manager of the Moray Firth Partnership.

The project aligns with 5 of the 8 eligible measures and has an AEFF/Match funding = £1: £7.

The PAC raised a number of queries; including the requirement of a business plan to clarify figures and clarity on the exit strategy.

PROJECT FUNDING OF £11,432 RECOMMENDED FOR APPROVAL WITH ADDITIONAL INFORMATION REQUESTED FOR THE FLAG.

7.3 034 - Training, Business Development and Accreditation Project.

Peterhead and Fraserburgh Fish Processors Association (PFFPA) recognise the demand for training and support services to help provide

practical assistance to processing companies and the onshore fishing sector. The project proposes contracting an Auditor, Trainer and Assessor on a need for need basis to help provide and deliver business support:

Auditor & Assessor: The auditor is required to carry out initial interviews with individual businesses in order to establish the level of support required. Full business audits will be carried out in order to identify areas of risk, identify staffing/personal issues and ensure that all accreditation schemes are up to date. The auditor will provide assistance by raising awareness of mandatory requirements and ensure that companies meet accreditation standards to comply with existing and new customers. The Assessor and Auditor will work together to address these issues and provide ongoing practical support.

Trainer: A wide range of training courses for the benefit of the onshore sector will be delivered. Links between Education and Career services will be forged to help promote the fishing industry to potential school leavers and the unemployed. To achieve this, career events at local colleges/schools/events will be attended to promote the industry and attract entrants to the sector.

Induction training to new entrants will be provided to ensure that basic industry standard training is delivered – health/hygiene, health and safety, quality control & production efficiency – This will address the issue of impracticable in-house training being delivered.

Training for chefs, catering establishments and retail businesses will be delivered focusing on filleting specifications and training. Information on menu planning and seasonal range of fish species will also be provided.

The PFFPA has recently leased out the Old Herring Salesroom at Peterhead harbour and it is anticipated that this will help provide a hub for onshore businesses as a number of industry meetings will be facilitated and business breakfasts hosted. This will enable industry stakeholders the opportunity to network on a regular basis. The PFFPA aim to work in partnership with other organisations such as Resource Efficient Scotland, SRAC and SMAS to help deliver the overall aims of this project – provide training and business support

Other project costs associated with the overall deliverability of the project has been included such as Administrative costs, marketing and training literature, travel expenses, training consumables and venue hire.

The applicant is Moyra Patience the PFFPA Development Officer.

The proposals are an excellent fit with Axis 4. The eligible costs are £178,000.

Overall it was felt there is work required on the application before its submission to the FLAG with query over the change in costs from the original application, verification required on the contract arrangements for the staff that are to be employed and an exit strategy to be clarified.

APPLICANT ADVISED TO STRENGTHEN APPLICATION OR DEFER

THE APPLICATION UNTIL THE NEW FUNDING PROGRAMME.

7.4 035 - Seafood Event Trailer Project –MJ FRENCH Fish Export

The project proposes to purchase a mobile display vehicle which will boast an open side allowing for a refrigerated fish counter to display seafood produce. The trailer will promote and display quality locally sourced Scottish Seafood products.

It is anticipated that revenues for MJ French Fish Export will be increased as the company aims to enter new local markets by attending a number of events and exhibitions. The Seafood Event Trailer project aims to encourage local retail in Aberdeenshire by putting locally landed seafood much more in the public focus. Consumers will be able to sample, buy and attain high quality fish at convenient locations throughout Aberdeenshire.

The trailer will enable MJ French Fish Export to target a market which was not previously accessible through the attendance of various Food & Drink events.

The company are also aiming to tour the trailer round local Schools to educate children on the health benefits of eating fish. At the moment, discussions are in a preliminary stage but the company hope to work in partnership with 'Seafood in Schools' when the programme is in Aberdeenshire. The wet fish counter will allow the applicants to show pupils the different fish species caught in the North Sea. This will ensure that pupils enter adulthood understanding that eating fish is important as part of a balanced healthy diet.

MJ French Fish Limited has been operating for 9 months, under the directorship of Mark Stephen and Joel Watt. During this time the company has successfully purchased contracts to supply fish in both the South of France and also London restaurants. The company is now looking to expand within the Aberdeenshire area. In order to grow and expand the company a number of assets are required including the purchase of an event refrigerated display trailer.

MJ French Fish has exhibited at a number of local events during the past 9 months. It was recognized by the company that the equipment required to attend these shows needed to be upgraded and the trailer option was explored. There are typically low attendances from seafood companies at Food and Drink events. MJ French Fish want to take advantage of this opportunity and showcase their product in a professional manner. Previous equipment used was very basic and consisted of a table with a marquee tent sheltering the stall. A Seafood event trailer was decided as being the preferred option and quotations were sought.

The applicants are Mark Stephen (Director) and Joel Watt (Director) of MJ French Fish Export.

The total project cost of £20,760 also include costs for: stands for marketing materials and equipment to be used for the benefit of the trailer (Scales,

tables etc). MJ French Fish Export will match 40% of the costs with Aberdeenshire Council and AEFf matching to be confirmed at 30% respectively.

The project aligns with 3 of the 8 eligible measures. An aid intensity rate of 60:40% was agreed with the applicant and an AEFf/Match funding = £1:£2.33.

The PAC felt this was an interesting idea; some further information is required on projected profit figures and clarity on the competitiveness of the van as it may be seen to displace other fish vans. DJ will check with the Farmers Market co-ordinator to clarify the number of white fish sold at Farmers Market events.

PAC SUPPORTIVE IN PRINCIPAL BUT FURTHER INFORMATION REQUESTED FOR THE FLAG MEETING.

8. AOCB

- 8.1 An Expression of Interest was received from Stonehaven Partnership for a car park application. DJ contacted Marine Scotland for clarification on the eligibility of the proposal. Marine Scotland advised that the proposed application is acceptable subject to a restriction of 10% for purchase costs. The EOI will be circulated to the PAC.

9. DATE OF NEXT MEETINGS

FLAG Meeting: 31st March 2014 – Committee Room 2, WHH

PAC meeting: 20th May 2014 – Conference Room C, WHH

FLAG Meetings: 5th June 2014 – Committee Room 3, WHH

18th September 2014 - Committee Room 3, WHH

2nd December 2014 - Committee Room 2, WHH