



Town Centre Improvement Plan **DELIVERY PROGRAMME**



Town Centre Improvement Plan Delivery Programme

The series of town centre improvement plans set out a range of proposals to support regeneration which include bringing vacant buildings and sites back into use, improving active travel connections, heritage trails, greening and other streetscape improvements in order to create vibrant, attractive, green, health, safer and inclusive town centres. The delivery plan identifies how each project delivers the themes of “Accessible”, “Active” and “Attractive” reflecting the approach taken within Town Centre Toolkit.

The delivery plans below set out the actions to be taken toward implementing the projects identified in the Town Centre Improvement Plans. This includes timescales, potential funding sources and progress. The potential funding reflects potential sources currently available and this will be reviewed as new funding opportunities are opened. The actions will be delivered by a range of groups and organisations with the lead partner identified in bold. Priority projects are highlighted orange. Timeframes are short (1-2 years), medium (3-5 years) and long (5+ years).

Acronyms:

PBIF	Place Based Investment Fund
ERF	Economic Recovery Fund
RCGF	Regeneration Capital Grant Fund
JTF	Just Transition Fund
UKSPF	UK Shared Prosperity Fund
HES HPP	Historic Environment Scotland Heritage and Place Programme
HIE	Highlands and Islands Enterprise
SSE	Scottish and Southern Electric
CWSR	Cycling Walking Safer Routes
NLHF	National Lottery Heritage Fund
EVIF	Electric Vehicle Infrastructure Fund

ABERLOUR

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC1	Support walking and cycling	Accessible	Active Travel – Develop Active Travel Masterplan for Aberlour including investigating connection to Alice Littler Park outside the Parish Church.	Council , community	Short (2)	Hi-trans	
		Active	Cycle parking and storage – Identify key locations for cycle storage and parking.	Council , community groups	Short (2)	Sustrans, CWSR	
		Attractive					
TC2	Enhancing streets and public spaces	Accessible	Square – Upgrade seating and additional planting	Council , community groups	Short (2)	PBIF, ERF	
		Active					
		Attractive	Alice Littler Park – Support Aberlour Community Association (ACA) plans for the park	ACA , Council	Medium	PBIF	
TC4	Improve signage and develop interpretation trail	Accessible	Signage – Review signage and upgrade to provide clearer directions to Aberlour’s attractions and amenities.	Council , Visit Moray Speyside	Short (3)	PBIF, ERF, UKSPF	
		Active	Interpretation Trails – Build on work of the Moray’s Great Places project and develop a heritage trail across Moray. Engage with local communities and groups to inform development of trail in their area.	Council , community groups, Visit Moray Speyside	Medium	NLHF	
		Attractive					

ABERLOUR

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC7	Electric vehicle (EV) and bike charging points	Accessible	Investigate potential to increase EV charging.	Council	Medium	EVIF	
		Active					
		Attractive					
TC5	Public toilets	Accessible	Support the refurbishment of public toilets that have been the subject of a CAT.	ACA, Council, Visit Moray Speyside	Short (1)	PBIF	
		Active					
		Attractive					
Other	Make places and buildings accessible and inclusive	Accessible	Consult with relevant groups to identify accessibility barriers and implement appropriate actions (e.g. widening pavements, ramps, dropped kerbs).	Council, relevant community groups, land/property owners.	Medium	PBIF	
		Active					
		Attractive					

BUCKIE

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC1	Bring vacant buildings back into use.	Accessible	Identify vacant buildings and owners. Identify ways to work with owners to support bringing these back into use.	Council, owners	Medium	PBIF, JTF, VDLiP, UKSPF	
		Active					
		Attractive					
			Old Lemonade Factory Blairdaff Street (OPP2) – Identify owners and work with them to bring building back into use.	Council, landowners	Medium	PBIF, JTF, VDLiP, UKSPF	
			The Old Gasworks Barron Street (OPP3) - Identify owners and work with them develop strategy to bring building back into use.	Council, landowners	Medium	PBIF, JTF, VDLiP, UKSPF	
	Identify potential sites/buildings for a community hub.	Council, community groups, landowners	Medium/ Long	PBIF, JTF, VDLiP, UKSPF			
TC2	Support walking and cycling	Accessible	Active Travel – Develop Active Travel Masterplan for Buckie	Council, community	Short (2)	Hi-trans	
		Active	Cycle parking and storage – Identify key locations for cycle storage and parking.	Council, Community groups	Short (3)	Sustrans, CWSR	
		Attractive	Speyside Way – enhance greenspace at start/end of Speyside Way.	Community Groups, Council	Medium	PBIF	

BUCKIE

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC3	Enhancing streets and public spaces	Accessible	Cluny Square- Investigate feasibility and develop detailed plans to improve the entrances	Council, Community Groups	Medium	PBIF	
		Active					
		Attractive	Greening – develop proposals for soft landscaping	Community Groups, Council	Short (1)	PBIF	
TC4	Improve signage, develop interpretation trail and light up buildings	Accessible	Signage – Review signage and upgrade to provide clearer directions to Buckie’s attractions and amenities. Develop bespoke 'theme' in consultation with the community for signage and street furniture that embraces Buckie's heritage	Council, Visit Moray Speyside, community	Short (2)	PBIF, ERF, UKSPF	
		Active	Interpretation Trails – Build on work of the Moray’s Great Places project and develop a heritage trail across Moray. Engage with local communities and groups to inform development of trail in their area.	Council, community groups, Visit Moray Speyside	Medium	NLHF, Coastal Community Fund	
		Attractive	Investigate lighting up prominent and important buildings and spaces	Council, community groups, land/property owners	Medium	PBIF	
TC5	Develop a shopfront Improvement Scheme	Accessible	Develop a Design Guide and a Shopfront Improvement Scheme for premises on East and West Cathcart Street, North High Street and Cluny Square	Council, Visit Moray Speyside, property owners/businesses	Medium	ERF	
		Active					
		Attractive					

BUCKIE

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC6	Electric vehicle (EV) and bike charging points	Accessible	Investigate potential to increase EV charging.	Council	Medium	EVIF	
		Active					
		Attractive					
TC7	Improving Gateways to the Town	Accessible	Create attractive entrances – develop proposals to enhance the entrances to the town at the High Street/Tesco roundabout and Barhill Road	Council, community groups, landowners	Medium/ Long	To be identified	
		Active					
		Attractive					
TC8	Public toilets	Accessible	Support the refurbishment of public toilets that have been the subject of a CAT.	Constituted Community Body, Visit Moray Speyside, Council	Medium	SSE Beatrice Fund, UKSPF	
		Active					
		Attractive					
Other	Make places and buildings accessible and inclusive	Accessible	Consult with relevant groups to identify accessibility barriers and implement appropriate actions (e.g. widening pavements, ramps, dropped kerbs).	Council, relevant community groups, land/property owners	Medium	PBIF	
		Active					
		Attractive					
	Identify suitable tourist/visitor coach drop-off points	Accessible	Explore options for visitor coach drop-offs in consultation with Visit Moray Speyside and local tourism/bus operators.	Council, Visit Moray Speyside, tourism/bus operators	Short/ Medium	Visit Moray Speyside, Council	
		Active					
		Attractive					

DUFFTOWN

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC1	Bring vacant buildings back into use.	Accessible	Identify vacant buildings and owners. Identify ways to work with owners to support bringing these back into use.	Council, owners	Medium	PBIF, VDLiP, UKSPF, JTF	
		Active					
		Attractive	Old Bank – Identify owners and work with them develop strategy to bring building back into use.	Council, owners	Medium	PBIF, VDLiP, UKSPF, JTF	
TC2	Clock Tower	Accessible	Support Dufftown and District Community Association (DDCA) to identify further sources of funding.	DDCA, HIE, Council	Short (1)	HES, RCGF	
		Active					
		Attractive					
TC3	Enhancing streets and public spaces	Accessible	Square– Public realm improvement at the Square around the Clock Tower.	Council , DDCA	Short (2)	PBIF, ERF, RCGF	
		Active					
		Attractive	Clock Tower – Investigate feasibility of lighting up the clock tower.	DDCA, Council	Short (2)	PBIF, RCGF	
TC4	Improve signage and develop interpretation trail	Accessible	Signage – Review signage and upgrade to provide clearer directions to Dufftown’s attractions and amenities	Council, Visit Moray Speyside	Short (3)	ERF, UKSPF, PBIF	

DUFFTOWN

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
		Active	Interpretation Trails – Build on work of the Discover Moray's Great Places project and develop a heritage trail across Moray. Engage with local communities and groups to inform development of trail in their area.	Council , Visit Moray Speyside, community groups	Medium	NLHF	
		Attractive					
TC5	Develop a shopfront Improvement Scheme	Accessible	Develop a Design Guide and a Shopfront Improvement Scheme for premises on Balvenie Street, Fife Street and Conval Street	Council , Visit Moray Speyside, property owners/ businesses	Medium	PBIF	
		Active					
		Attractive					
TC6	Support walking and cycling	Accessible	Active Travel – Develop Active Travel Masterplan for Dufftown	Council , community	Short (2)	Hi-trans	
		Active	Cycle parking and storage – Identify key locations for cycle storage and parking.	Council , community groups	Short (3)	Sustrans, CWSR	
		Attractive	Bike hire – Explore the potential for dedicated bike hire at the Square – see project TC3	DDCA , Council	Medium	See above	
TC7	Electric vehicle (EV) and bike charging points	Accessible	Investigate potential to increase EV charging.	Council	Medium	EVIF	
		Active					
		Attractive					

DUFFTOWN

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC8	Public toilets	Accessible	Support the refurbishment of public toilets that have been the subject of a CAT.	Constituted Community Body , Council, Visit Moray Speyside	Medium	PBIF, UKSPF	
		Active					
		Attractive					
Other	Make places and buildings accessible and inclusive	Accessible	Consult with relevant groups to identify accessibility barriers and implement appropriate actions (e.g. widening pavements, ramps, dropped kerbs).	Council , relevant community groups, land/property owners	Medium	PBIF	
		Active					
		Attractive					
	Identify suitable tourist/visitor coach drop-off points	Accessible	Explore options for visitor coach drop-offs in consultation with Visit Moray Speyside and local tourism/bus operators.	Council , Visit Moray Speyside, tourism/bus operators	Short/ Medium	Visit Moray Speyside, Council	
		Active					
		Attractive					

FORRES

TC1	Bring vacant buildings back into use.	Accessible	Identify vacant buildings and owners. Identify ways to work with owners to support bringing these back into use.	Council , owners	Medium	PBIF, VDLiP, UKSPF, JTF	
		Active					
		Attractive	Forres Town Hall – Support Forres Area Community Trust (FACT) and proposal to redevelop Town Hall into a performance and event space.	FACT , Council	Short/ Medium	RCGF, other external funding sources identified by FACT	Planning consent granted Reached second stage of RCGF

FORRES

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC2	Support walking and cycling	Accessible	Active Travel – Develop Active Travel Masterplan for Forres	Council, community	Short (2)	Hi-trans	
		Active	Cycle parking and storage – Identify key locations for cycle storage and parking.	Council, community groups	Short 3)	Sustrans, CWSR	
		Attractive					
TC3	Enhancing streets and public spaces	Accessible	Museum Square/Tolbooth Street– Public realm improvements to enhance Museum Square.	Council	Short (2)	TTCF, PBIF, ERF, HES HPP	
		Active					
		Attractive	Lanes – Investigate feasibility and develop options to improve lanes.	Council	Medium	PBIF	
			Greening - develop proposals for soft landscaping	Community Groups, Council	Short (1)	PBIF	
TC4	Improve signage, develop interpretation trail and light up buildings and spaces	Accessible	Signage – Review signage and upgrade to provide clearer directions to Forres’ attractions and amenities	Council, Visit Moray Speyside	Medium	PBIF, UKSPF	
		Active	Interpretation Trails – Build on work of the Moray’s Great Places project and develop a heritage trail across Moray. Engage with local communities and groups to inform development of trail in their area.	Council, Visit Moray Speyside, community groups	Medium	HES HPP, NLHF	
		Attractive	Investigate lighting up prominent and important buildings and spaces	Council, Community groups, land/ property owners	Medium	PBIF	

FORRES

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC5	Develop a shopfront Improvement Scheme	Accessible	Develop a Design Guide and a Shopfront Improvement Scheme for premises on the High Street.	Council , Visit Moray Speyside, property owners/ businesses	Medium	PBIF, HPP HES	
		Active					
		Attractive					
TC6	Electric vehicle (EV) and bike charging points	Accessible	Investigate potential to increase EV charging.	Council	Medium	EVIF	
		Active					
		Attractive					
TC7	Public toilets	Accessible	Support the refurbishment of public toilets that have been the subject of a CAT.	Constituted Community Body , Visit Moray Speyside, Council	Medium	PBIF, UKSPF	
		Active					
		Attractive					
Other	Make places and buildings accessible and inclusive	Accessible	Consult with relevant groups to identify accessibility barriers and implement appropriate actions (e.g. widening pavements, ramps, dropped kerbs).	Council , relevant community groups, land/ property owners	Medium	PBIF	
		Active					
		Attractive					

KEITH

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC1	Bring vacant buildings back into use.	Accessible	Identify vacant buildings and owners. Identify ways to work with owners to support bringing these back into use including the Old Tourist Information building.	Council, owners	Medium	PBIF, VDLiP, RCGF, UKSPF, JTF	
		Active					
		Attractive					
TC2	Support walking and cycling	Accessible	Active Travel – Develop Active Travel Masterplan for Keith	Council, community	Short (2)	Hi-trans	
		Active	Cycle parking and storage – Identify key locations for cycle storage and parking.	Council, community groups	Short (3)	Sustrans, CWSR	
		Attractive					
TC3	Enhancing streets and public spaces	Accessible	Reidhaven Square – public realm improvements	Council, community groups	Short (2)	PBIF, ERF	
		Active					
		Attractive	St Rufus Park - support compatible proposals brought forward by community group(s)	Community Group, Council	Medium/ Long	PBIF	
TC4	Improve signage, develop interpretation trail and light up buildings and spaces	Accessible	Signage – Review signage and upgrade to provide clearer directions to Keith’s attractions and amenities	Council, Visit Moray Speyside	Short (2)	PBIF, ERF, UKSPF	

KEITH

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
		Active	Interpretation Trails – Build on work of the Moray’s Great Places project and develop a heritage trail across Moray. Engage with local communities and groups to inform development of trail in their area building on the Keith CARS and Mither Tongue projects.	Council , community groups, Visit Moray Speyside	Medium	NLHF	
		Attractive	Investigate lighting up prominent and important buildings and spaces	Council , community groups, land/property owners	Medium	PBIF	
TC5	Develop a shopfront Improvement Scheme	Attractive	Develop a Design Guide and a Shopfront Improvement Scheme for premises on Mid Street and Reidhaven Square	Council , Visit Moray Speyside, property owners/ businesses	Medium	PBIF	
		Accessible					
		Active					
TC6	Electric vehicle (EV) and bike charging points	Attractive	Investigate potential to increase EV charging.	Council	Medium	EVIF	
		Active					
		Attractive					
TC7	Longmore Community Hall	Accessible	Support Keith and Strathisla Regeneration Partnership (KSRP) to develop proposal for Longmore Hall as a community hub. Investigate potential for further parking provision for the Hall	Council /KSRP	Medium	PBIF	
		Active					
		Attractive					

KEITH

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC8	Public toilets	Accessible	Support the refurbishment of public toilets that have been the subject of a CAT. Investigate ownership of public toilets to help facilitate CAT	Council, Land/Property Owner(s), Constituted Community Body	Short/ Medium	Council	
		Active					
		Attractive					
Other	Make places and buildings accessible and inclusive	Accessible	Consult with relevant groups to identify accessibility barriers and implement appropriate actions (e.g. widening pavements, ramps, dropped kerbs).	Council, relevant community groups, land/ property owners	Medium	PBIF	
		Active					
		Attractive					

LOSSIEMOUTH

TC1	Bring vacant buildings back into use.	Accessible	Identify vacant buildings and owners. Identify ways to work with owners to support bringing these back into use.	Council, owners	Medium	VDLIP, PBIF, UKSPF, JTF	
		Active					
		Attractive					
			The Warehouse Theatre – work with and support Lossie 2-3 Group to identify funding sources.	Lossie 2-3 Group, Council	Short (1)	HLF, RCGF, SSE Beatrice Fund, PBIF, Baxters	Planning consent granted Reached second stage of RCGF

LOSSIEMOUTH

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
TC2	Redevelopment of Station Park (Old Railway Station)	Accessible	Work with community bodies to explore the opportunities to redevelop Station Park to encourage more activity and use (e.g. events, play facilities, business/tourism).	Lossiemouth Community Development Trust, Lossiemouth Community Council, Council	Medium	RCGF, PBIF, HIE	
		Active					
		Attractive					
TC3	Enhancing streets and public spaces	Accessible	Esplanade – Public realm and car parking review.	Council, community groups	Medium	PBIF	
			Esplanade - Support community aspiration for art trail.	Lossiemouth Community Council, Council	Medium	PBIF	
		Active	Clifton Road (North-West) – Long term project to redesign public realm and traffic calming.	Council, community groups	Long	To be identified	
		Attractive	Queen Street- Develop strategy to identify measures to enhance pedestrian experience.	Council, community groups	Long	To be identified	
TC4	Improve signage and develop interpretation trail	Accessible	Signage – Review signage and upgrade to provide clearer directions to Lossiemouth’s attractions and amenities	Council, Visit Moray Speyside	Short (3)	PBIF, UKSPF	

LOSSIEMOUTH

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
		Active	Interpretation Trails – Build on work of the Discover Moray's Great Places project and develop a heritage trail across Moray. Engage with local communities and groups to inform development of trail in their area.	Council , Visit Moray Speyside, Lossiemouth Heritage Association	Medium	NLHF, Coastal Communities Fund	
		Attractive					
TC5	Support walking and cycling	Accessible	Active Travel – Develop Active Travel Masterplan for Lossiemouth	Council , community	Short (2)	Hi- Trans	
		Active	Cycle parking and storage – Identify key locations for cycle storage and parking.	Council , community groups	Short (3)	Sustrans, CWSR	
		Attractive	Cycle hub – Identify potential operator for cycle hub.	Council	Medium	To be identified.	
TC7	Electric vehicle (EV) and bike charging points	Accessible	Investigate potential to increase EV charging.	Council	Medium	EVIF	
		Active					
		Attractive					
TC8	Public toilets	Accessible	Support the refurbishment of public toilets that have been the subject of a CAT.	Constituted Community Body , Visit Moray Speyside, Council	Medium	SSE Beatrice Fund/Visit Moray Speyside, UKSPF	
		Active					
		Attractive					

LOSSIEMOUTH

	Project	Town Centre Toolkit Theme	Actions	Lead/Partners	Timescale (Short, Medium, Long) & Priority	Potential Funding Sources	Progress
Other	Make places and buildings accessible and inclusive	Accessible	Consult with relevant groups to identify accessibility barriers and implement appropriate actions (e.g. widening pavements, ramps, dropped kerbs).	Council, relevant community groups, land/property owners	Medium	PBIF	
		Active					
		Attractive					

Aberlour Town Centre Improvement Plan

October 2022

Vision

To enhance Aberlour town centre by making it a well-connected, accessible, inclusive, greener place that is easy and safe to move around for people of all ages and abilities.

Aims

- Encourage people to walk and cycle (active travel) by improving paths and roads to make them easier and safer to use for people of all abilities (accessible), particularly between the Square and Alice Littler Park;
- Support the enhancement of Alice Littler Park;
- Improve the attractiveness of the streets and public spaces through enhancements to paving, street furniture, planting, etc. (the 'public realm');
- Improve signage and develop an interpretation trail that embraces Aberlour's heritage;
- Explore further opportunities for electric vehicle (EV) and bike charging points, cycle parking and storage; and,
- Support the refurbishment of public toilets that have been the subject of a Community Asset Transfer (CAT).

TC1 SUPPORT WALKING AND CYCLING (ACTIVE TRAVEL)



Proposed Outcomes

- Develop the Active Travel Network and an Active Travel Masterplan for Aberlour in consultation with the community;
- Provide new and improved cycle parking at key destinations within the town centre.

Active Travel

The Council's Active Travel Strategy 2022-27 sets out a number of actions to encourage people to walk and cycle. These include further developing the Active Travel Network and developing Active Travel Masterplans for key settlements across Moray, including Aberlour.

Connections between the Square and Alice Littler Park are currently shared spaces for pedestrians, cyclists and vehicles. The main connection outside the Parish Church can become congested and conflicts can arise. A safer and more accessible environment could be created by clearly defining pedestrian and cycle paths through the use of different paving. The potential to introduce these measures will be investigated through the Active Travel Masterplan which will be developed in consultation with the community.

Cycle Parking and Storage

Provision will be made to upgrade and add cycle storage and parking facilities in key locations in Aberlour identified in consultation with the community. Further facilities for storing and charging electric bikes will be investigated subject to finding an operator.

TC2 ENHANCING STREETS AND PUBLIC SPACES – THE SQUARE AND ALICE LITTLER PARK

Proposed Outcomes

- Make the centre of Aberlour more attractive, accessible and inclusive by upgrading street furniture (e.g. benches) at the Square; and,
- 'Greening' streets and public spaces through additional landscaping and planting.

The public realm includes streets, squares, green/open spaces, etc. The public realm is an important element that 'knits' together the town and is fundamental in creating an attractive place where people want to visit and spend time, which in turn increases footfall for businesses and facilities. The Council will explore opportunities to enhance the public realm in Aberlour and potential funding opportunities to implement proposals.



The Square

The Square is a well-maintained and attractive space within the centre of Aberlour. However, the area would benefit from upgrading seating areas to make them more accessible and inclusive for people of all ages and abilities. There may also be opportunities for additional planting.



Alice Littler Park

The Park is currently in the process of a CAT by Aberlour Community Association Council (ACA). The proposal supports ACA's aspirations to transform the play and recreational facilities within the park and create a more accessible and inclusive place that people of all ages and abilities can use. This includes replacing play areas and associated surfacing, seating including picnic benches, etc. to accessible/inclusive standards, and making play equipment vibrant and engaging for children. It is also proposed to upgrade the path network to encourage further use and support healthier lifestyles, and create routes that can be used by people of all mobilities. The Council will continue to support the ACA's plans for the park and seek to identify further sources of potential funding.

TC3 IMPROVE SIGNAGE AND DEVELOP INTERPRETATION TRAIL



Proposed Outcomes

- Work collaboratively with Visit Moray Speyside to review and rationalise street signage, and consider opportunities for digital (i.e. QR codes) signage; and,
- Develop a cohesive interpretation trail based on local knowledge and Discover Moray's Great Places.

Signage

Signage is an important element within a town centre as it helps visitors find their way around. It is important for promoting tourism and directing visitors to local attractions. However, too much is confusing, leads to clutter and detracts from the appearance of the town. The Council will work collaboratively with Visit Moray Speyside to review signage and explore opportunities to rationalise and incorporate digital wayfinding. Integrating ground level waymarking that ties in with a heritage or other trails will be investigated to help reduce the clutter of multiple signs. The review will focus on providing clearer directions to attractions and amenities within Aberlour such as Alice Littler Park and the surrounding area.

Interpretation Trails

An interpretation trail is important for tourism as well as promoting the heritage of the town for local residents. A significant amount of work was undertaken through the Discover Moray's Great Places project and the Council is intending to develop this into a heritage trail that will cover the whole of Moray. This will provide a coordinated and consistent approach/format for heritage trails. There will be opportunities for local communities and groups to inform the development of their part of the trail. Depending on the shape and form that these trails take, there may also be opportunities to develop complementary bespoke local heritage trails which further support tourism.

TC4 ELECTRIC VEHICLE (EV) & BIKE CHARGING POINTS



Proposed Outcome

- Explore opportunities to provide additional EV charging points to promote environmentally conscious travel and encourage healthier lifestyles.

The proposal aims to build on the carbon conscious and active travel provision within the town centre. Recent investment in a Speyside Low Carbon Hub has seen improvements in Aberlour to the Speyside Way, installation of bike repair stations and the provision of a hybrid electric car and two electric bikes for hire.

The proposal will investigate the potential to increase the network of EV chargers within the town centre for use by residents and visitors in keeping with the Scottish Government's new funding requirements and the Council's future EV strategy. The facilities would be located in key destinations such as public car parks in and around the town centre.



Proposed Outcome

- Support the refurbishment of public toilets that have been the subject of a CAT.

The public toilets at the Square were the subject of a CAT by Aberlour Community Association (ACA). The Council will work collaboratively with Visit Moray Speyside and community bodies to support refurbishment plans and identify further funding sources for capital works.



Vision

To improve Buckie Town Centre by making it a well-connected, inclusive, greener, attractive place that encourages people to visit and supports local businesses and facilities, and encourages healthier lifestyles.

Aims

- Explore opportunities to bring vacant and derelict buildings and sites back into use for residential and/or community uses by working collaboratively with landowners and other relevant parties;
- Encourage people to walk and cycle (active travel) by improving paths and roads to make them easier and safer to use for people of all abilities (inclusive);
- Improve the attractiveness of the streets and public spaces through enhancements to paving, street furniture, planting, etc. (the 'public realm');
- Improve signage and develop an interpretation trail that embraces Buckie's unique heritage;
- Light up important and prominent buildings;
- Develop a shopfront improvement scheme to retain traditional facades and enhance the attractiveness of Buckie's main thoroughfares (West and East Cathcart Street, North High Street) and Cluny Square;
- Explore the opportunity to make the town centre more inclusive and pedestrian friendly through a review of parking provision and disabled parking;
- Explore further opportunities for electric vehicle (EV) and bike charging points, cycle parking and storage; and,
- Support the refurbishment of public toilets that have been the subject of a Community Asset Transfer (CAT).

TC1 BRING VACANT BUILDINGS AND SITES BACK INTO USE

Proposed Outcome

- Redevelop and/or refurbish vacant and derelict buildings and sites for residential and/or community uses;

The Council will work collaboratively with landowners and other relevant parties such as Registered Social Landlords (RSL's) and constituted community bodies to explore opportunities to bring vacant and derelict buildings and sites that are in or in close proximity to the town centre back into use. This will help to encourage people to live in the town centre, support local businesses, and access community facilities.

Potential uses include residential (private and affordable) and/or community facilities as a recent review of the Buckie Central Locality Plan 'A Better Buckie' has identified the need for a community hub. The Council will work with the relevant constituted community body to identify a location for a potential hub and external sources of funding.

The old Lemonade Factory at Blairdaff Street and the old gasworks at Barron Street are two potential vacant/derelict buildings/sites suitable for redevelopment. The identification of other vacant/derelict buildings/sites and exploring potential opportunities with landowners to bring them back into use will be a continual piece of work for the Council.

The Old Lemonade Factory

(Site OPP2 Blairdaff Street – Moray Local Development Plan 2020)

The old Lemonade Factory is located in close proximity to the town centre, shops and a bus route and is suitable for residential purposes, particularly affordable housing and/or community uses. It is identified as an opportunity site within the Moray Local Development Plan 2020 (MLDP 2020), and therefore the principle of housing on this site is acceptable.



The Old Gasworks

(Site OPP3 Barron Street – Moray Local Development Plan 2020)

This site has been vacant for some time given contamination issues with previous uses including a fuel tank, gas works and boatyard. This is an attractive site for residential, commercial or community uses given its close proximity to the town centre and harbour. The nearby commercial buildings, in particular the fish processing activities will need to be taken into account when redeveloping this site. It is identified as an opportunity site with the MLDP 2020.



TC2 SUPPORT WALKING AND CYCLING (ACTIVE TRAVEL)



Proposed Outcomes

- Develop the Active Travel Network and an Active Travel Masterplan for Buckie in consultation with the community;
- Provide new and improved cycle parking at key destinations within the town centre (see TC6); and,
- Undertake improvements to start/finish of the Speyside Way to create an attractive area that will encourage community activity and direct people to the town centre.

Active Travel

The Council's Active Travel Strategy 2022-27 sets out a number of actions to encourage people to walk and cycle. These include further developing the Active Travel Network and developing Active Travel Masterplans for key settlements across Moray, including Buckie. The Council will continue to work with the community to deliver the strategy and secure external funding sources to implement.

Cycle Parking and Storage

Provision will be made to upgrade and add cycle storage and parking facilities in key locations in Buckie identified in consultation with the community. Further facilities for storing and charging electric bikes will be investigated subject to finding an operator.

Speyside Way

The Speyside Way path is in close proximity to the town centre and is bordered by gardens. Due to the constraints of the path in terms of space, few improvements can be made the path itself. However, within the green space close to the start/stop of the Speyside Way there is an opportunity for planting, either shrubs or a community garden possibly with raised beds and food growing opportunities. This would create a community area within an existing empty green space. The work that has been undertaken at the start/finish of the Speyside Way by the community is welcomed. The Council will support further compatible proposals should these be forthcoming by community groups. This will be complemented by improved seating (see TC3) and signage (see TC4).

TC3 ENHANCING STREETS AND PUBLIC SPACES



Proposed Outcomes

- Make the town centre more attractive and inclusive by upgrading and providing a cohesive approach to paving and street furniture, in particular the entrances to Cluny Square as this is a focal point for the town;
- 'Greening' streets and public spaces through additional landscaping and planting.

The public realm includes streets, squares, green/open spaces, etc. The public realm is an important element that 'knits' together the town and is fundamental in creating an attractive place where people want to visit and spend time, which in turn increases footfall for businesses and facilities. The Council will explore opportunities to enhance the public realm and potential funding opportunities to implement proposals.

Proposals that will be considered include Doric and memory walks (to be co-ordinated with signage and interpretation trails – see TC4 below), investigating food growing and allotment opportunities at East-West Cathcart Street, and public art (incorporating into paving and landscaping, wall art and murals, signage and street furniture, etc.). The Council will work with community groups to develop proposals and detailed plans will be publically consulted upon.

Cluny Square

Cluny Square is the heart of Buckie's Town Centre and start/finish of the Speyside Way and other local walks. The Square is a busy junction as it is the meeting point of East Church Street, West Church Street, High Street, and North High Street. The Square is split into four quadrants with three of these being used for car parking. The Buckie War Memorial, seating and planting is located within the fourth quadrant.

Given the importance of the Square as a focal point for Buckie, it is proposed to improve the entrances particularly at High Street (south entrance) as this is a busy and often congested area, especially outside the Post Office. The Council will explore opportunities to redesign this entrance through widening the pavement and using different types of paving to make it more attractive and easier to use for people of all abilities. Any future plans would be publically consulted upon.

Although the proposal seeks to improve the entrances to Cluny Square this would not hinder any potential enhancement projects for the quadrants coming forward in the future should there be a review of parking and disabled parking in the town centre.

It is proposed to complement these improvements by exploring opportunities to light up the War Memorial, improving signage and street furniture, enhancing the 2 old bus shelters through public art, and installing an interactive display board.

'Greening'

Soft landscaping such as shrubs, hedges and trees can enhance the attractiveness of the town centre as well as enhance biodiversity and contribute to carbon reduction. For example, hedging could be used to screen parking at Cluny Square reducing the dominant visual impact of parked cars, and planting at the start/finish of the Speyside Way will contribute to a more attractive environment.

TC4 IMPROVE SIGNAGE, DEVELOP INTERPRETATION TRAIL AND LIGHT UP BUILDINGS



Proposed Outcomes

- Work collaboratively with Visit Moray Speyside to review and rationalise street signage, and consider opportunities for digital (i.e. QR codes) signage including a digital notice board;
- Develop bespoke signage/street furniture and an interpretation trail based on local knowledge/heritage and Discover Moray's Great Places; and,
- Light up important and/or prominent buildings/spaces to showcase Buckie's heritage.

Signage

Signage is an important element within a town centre as it helps visitors find their way around. It is important for promoting tourism and directing visitors to local attractions. However, too much is confusing, leads to clutter and detracts from the appearance of the town. The Council will work collaboratively with Visit Moray Speyside to review signage and explore opportunities to rationalise and incorporate digital wayfinding. Integrating ground level waymarking that ties in with a heritage or other trails will be investigated to help reduce the clutter of multiple signs. The review will focus on providing clearer directions to all of Buckie's attractions and amenities. Bespoke signage and street furniture that embraces Buckie's heritage will be developed in consultation with the community. This builds on the success of Buckie's Darling

Interpretation Trails

Buckie has a unique heritage which an interpretation trail along with other public realm improvements (see TC3 above) would help to showcase, and attract visitors to the town. A significant amount of work was undertaken through the Discover Moray's Great Places project and the Council is intending to develop this into a heritage trail that will cover the whole of Moray. This will provide a coordinated and consistent approach. There will be opportunities for local communities to feed in their local knowledge and work with the Council in developing these trails. Depending on the shape and form that these take, there may also be opportunities to develop complementary bespoke local heritage trails.

Lighting Up Buildings and Spaces

Lighting up buildings and important spaces can help showcase Buckie's heritage and make places feel safer. For example this could take the form of individual buildings fronting onto Cluny Square, or the War Memorial. Lighting can also be used to guide people through the town by lighting up key routes. The Council will explore opportunities to light up key buildings and spaces in consultation with the landowners and the relevant parties.

TC5 DEVELOP A SHOPFRONT IMPROVEMENT SCHEME

Proposed Outcome

- Develop a Design Guide and a Shopfront Improvement Scheme for premises on East and West Cathcart Street, North High Street and Cluny Square to enhance the visual appearance of Buckie's traditional shopfront.

Shopfronts play an important role in the appearance of the town centre and coupled with improvements to the public realm will create an attractive place in which people want to spend time. This helps to support local businesses by making Buckie's town centre an even more appealing visitor destination and boosting business confidence. The project involves developing a design guide for shopfront improvements and working collaboratively with Visit Moray Speyside to develop and implement a funding scheme, similar to those developed for Keith and Elgin through the Conservation Area Regeneration Scheme (CARS). The scheme would be applicable to premises located within the Core Retail Area (CRA) identified in the Moray Local Development Plan 2020 (LDP 2020) and cover the replacement of shopfronts and historical features.

TC6 ELECTRIC VEHICLE (EV) & BIKE CHARGING POINTS



Proposed Outcome

- Explore opportunities to provide additional EV charging points to promote environmentally conscious travel and encourage healthier lifestyles.

The proposal aims to build on the carbon conscious and active travel provision within the town centre. The proposal will investigate the potential to increase the network of EV chargers within the town centre for use by residents and visitors in keeping with the Scottish Government's new funding requirements and the Council's future EV strategy. The facilities would be located in key destinations such as public car parks at Cluny Square and surrounding the town centre.

TC7 IMPROVING GATEWAYS TO THE TOWN



Proposed Outcome

- Create attractive entrances to the town.

The entrances or gateways to a town are an important element in portraying a positive perception of a place and attracting visitors. There are two main entrances to Buckie that would benefit from enhancements – High Street (at the Tesco roundabout) and Barhill Road (existing roundabout). The Buckie Darling (Deer) adjacent the Tesco roundabout has been a welcome addition to the High Street entrance and work is currently being undertaken by the Council to light up this sculpture. Further enhancements to the roundabout such as soft landscaping will be investigated to add to the attractiveness of the High Street entrance to the town.



Similarly, the Barhill Road entrance is an unattractive mono-blocked roundabout. Development to the south will help to create a more attractive entrance along Barhill Road and reduce the impact of this roundabout as a key feature. Complementary enhancements such as soft landscaping on this roundabout will be investigated to further add to the attractiveness of this gateway.

TC8 PUBLIC TOILETS



Proposed Outcome

- Support the refurbishment of public toilets that have been the subject of a Community Asset Transfer (CAT).

The Council will work with Visit Moray Speyside to support the refurbishment of public toilets that have been the subject of a CAT.



Vision

Dufftown is an attractive traditional Scottish town situated at the heart of Speyside on the banks of the River Fiddich. Dufftown is known as the 'Whisky Capital of the World'. The Plan seeks to support the town centre to become a thriving place that capitalises on its associations with the whisky industry and supports businesses and services for residents and visitors, alike.

Aims

- Explore opportunities with landowners and other relevant parties to bring vacant and derelict buildings, such as the Old Bank, and sites back into use to encourage people to live and use shops and facilities within the town centre;
- Support the refurbishment of the Clock Tower and develop it into a Heritage Museum (or other sustainable use) that showcases Dufftown's heritage, attractions and events;
- Improve the public realm at the Square to create an attractive, inclusive and safe area around the Clock Tower through paving, seating, and planting;
- Light up important and prominent buildings, such as the Clock Tower, and public spaces;
- Improve signage and develop an Interpretation Trail;
- Develop a shopfront improvement scheme to enhance the attractiveness of Dufftown's main thoroughfares (Balvenie Street, Conval Street and Fife Street) that converge at the Clock Tower;
- Encourage people to walk and cycle (active travel) by improving paths and roads to make them easier and safer to use for people of all abilities (inclusive);
- Explore the opportunity to make the town centre more inclusive and pedestrian friendly through a review of parking provision and disabled parking; and,
- Explore further opportunities for electric vehicle (EV) and bike charging points, cycle parking and storage.
- Support the refurbishment of public toilets that have been the subject of a Community Asset Transfer (CAT).

TC1 BRING VACANT BUILDINGS AND SITES BACK INTO USE



Proposed Outcome

- Redevelop and/or refurbish vacant and derelict buildings and sites for residential and/or community uses;

The Council will work collaboratively with landowners and other relevant parties including constituted community bodies to explore opportunities to bring vacant and derelict buildings and sites that are in or in close proximity to the town centre back into use. This will help to encourage people to live in the town centre, support local businesses, access community facilities and reduce the need to make local journeys for daily needs by car.

Old Bank

The Old Bank is an example of a vacant building that is suitable for redevelopment. This traditional stone building is situated in a prime location on the corner of the Square. The project would involve working collaboratively with the owner and interested parties to bring the property back into use for residential development and potentially commercial and/or retail space on the ground floor. Opportunities to bring other vacant buildings around the Square and within the town centre back into use will be explored further. The redevelopment or refurbishment of these premises would create a more attractive town centre and provide opportunities and more choice for people to live in the town centre.

TC2 REFURBISHMENT OF THE CLOCK TOWER



Proposed Outcome

- Refurbished Clock Tower that is the focal point within the Town Centre and develop into a Heritage Museum that showcases Dufftown's heritage, attractions and events (or any other sustainable use identified).

Dufftown and District Community Association (DDCA) acquired the Clock Tower in 2020 with the aim of restoring the landmark building and turning it into a tourist attraction. The DDCA are currently seeking funding from a range of sources including Historic Environment Scotland (HES) and local distilleries to finance the high costs of refurbishment. Given the benefits that the refurbishment of this prominent and iconic building would bring to Dufftown, and Moray as a whole, in terms of attracting tourists and supporting local businesses, this proposal is supported by the Council who will work with the DDCA to identify further sources of funding.

Supporting the refurbishment of the Clock Tower will also ensure the building does not fall further into disrepair and that it will remain an iconic focal point for future generations as well as safeguarding the heritage of Dufftown which contributes to the history of Moray, as a whole.

TC3 ENHANCING STREETS AND PUBLIC SPACES - THE SQUARE



Proposed Outcomes

- Improve the public realm at 'the Square' around the Clock Tower to make it a more attractive, safer and inclusive place for pedestrians and cyclists;
- Explore the potential to light up the Clock Tower; and,
- 'Green' streets and public spaces such as 'the Square' with additional planting.

The Square is a well-maintained space with attractive planting, however it lacks a cohesive approach to the public realm - paving, landscaping, street furniture (benches, bins) and signage - which contributes to a cluttered appearance. The central 'island' with the Clock Tower has a variety of functions including seating (benches and picnic tables), planting (large raised stone planters, barrel planters, potted shrubs), signage (road signs, storyboards, black direction signs and a community notice board) and a variety of paved surfaces (paved slabs and tarmac). It is proposed to redesign this area and create a cohesive theme where all elements complement each other. This will complement the refurbishment of the B-listed Clock Tower and create a more attractive, accessible and safer environment for people of all abilities to spend time. Potential traffic calming measures will be considered as part of detailed designs.

TC4 IMPROVE SIGNAGE AND DEVELOP INTERPRETATION TRAIL

Proposed Outcomes

- Work collaboratively with Visit Moray Speyside to review and rationalise street signage, and consider opportunities for digital (i.e. QR codes) signage; and,
- Develop an interpretation trail based on local knowledge and Discover Moray's Great Places.

Signage

Signage is an important element within a town centre as it helps visitors find their way around. It is important for promoting tourism

and directing visitors to local attractions. However, too much is confusing, leads to clutter and detracts from the appearance of the town. The Council will work collaboratively with Visit Moray Speyside to review signage and explore opportunities to rationalise and incorporate digital wayfinding. Integrating ground level waymarking that ties in with a heritage or other trails will be investigated to help reduce the clutter of multiple signs. The review will focus on providing clearer directions to all of Dufftown's attractions and amenities.

Interpretation Trails

The opportunity to showcase Dufftown's whisky heritage through an interpretation trail along with other public realm improvements will be investigated. This is important for the tourist industry as well as promoting the heritage of the town for local residents. A significant amount of work was undertaken through the Discover Moray's Great Places project and the Council is intending to develop this into a heritage trail that will cover the whole of Moray. This will provide a coordinated and consistent approach. There will be opportunities for local communities to feed in their local knowledge and work with the Council in developing these trails. Depending on the shape and form that these take, there may also be opportunities to develop complementary bespoke local heritage trails which further support tourism.



TC5 DEVELOP A SHOPFRONT IMPROVEMENT SCHEME



Proposed Outcome

- Develop a Design Guide and a Shopfront Improvement Scheme for premises on Balvenie Street, Fife Street and Conval Street to enhance the visual appearance of Dufftown's traditional shopfronts on the main routes that converge at the Clock Tower.

Shopfronts play an important role in the appearance of the town centre and coupled with improvements to the public realm will create an attractive place in which people want to spend time. This helps to support local businesses by making Dufftown's town centre an even more appealing visitor destination and boosting business confidence. The project involves developing a design guide for shopfront improvements and working collaboratively with Visit Moray Speyside to develop and implement a funding scheme, similar to those developed for Keith and Elgin through the Conservation Area Regeneration Scheme (CARS). The scheme would cover the replacement of shopfronts and historical features.

TC6 SUPPORT WALKING AND CYCLING (ACTIVE TRAVEL)



Proposed Outcomes

- Develop the Active Travel Network and an Active Travel Masterplan for Dufftown in consultation with the community;
- Provide new and improved cycle parking at key destinations within the town centre; and,
- Explore the potential for a dedicated bike hire area at the Square.

Active Travel

The Council's Active Travel Strategy 2022-27 sets out a number of actions to encourage people to walk and cycle. These include further developing the Active Travel Network and developing Active Travel Masterplans for key settlements across Moray, including Dufftown. The Council will continue to work with the community to deliver the Active Travel Strategy and secure external funding sources to implement.

Cycle Parking and Storage

Provision will be made to upgrade and add cycle storage and parking facilities in key locations such as at the Square will be identified in consultation with the community. Further facilities for storing and charging electric bikes and the potential for a dedicated bike hire area at the Square will be investigated subject to finding an operator(s).

TC7 ELECTRIC VEHICLE (EV) & BIKE CHARGING POINTS



Proposed Outcome

- Explore opportunities to provide additional EV charging points to promote environmentally conscious travel and encourage healthier lifestyles.

The proposal aims to build on the carbon conscious and active travel provision within the town centre. The proposal will investigate the potential to increase the network of EV chargers within the town centre for use by residents and visitors in keeping with the Scottish Government's new funding requirements and the Council's future EV strategy. The facilities would be located in key destinations such as the Square and public car parks surrounding the town centre.

TC8 PUBLIC TOILETS



Proposed Outcome

- Work collaboratively with Visit Moray Speyside to support the refurbishment of public toilets that have been the subject of a Community Asset Transfer (CAT).

The Council will work with Visit Moray Speyside to support the refurbishment of public toilets that have been the subject of a CAT.



Vision

To strengthen Forres Town Centre's unique sense of place that incorporates a Heritage Quarter and is attractive, green, inclusive and easy to get around on foot and cycle.

Aims

- Explore opportunities to bring vacant and derelict buildings and sites back into use for residential and/or community uses by working collaboratively with landowners and other relevant parties;
- Support the refurbishment and redevelopment of Forres Town Hall and creation of a Heritage Quarter within Forres;
- Encourage people to walk and cycle (active travel) by improving paths and roads to make them easier and safer to use for people of all abilities;
- Improve the attractiveness of the streets and public spaces through enhancements to paving, street furniture, planting, etc. (the 'public realm'), in particular Museum Square and the lanes to the High Street from surrounding car parks;
- Improve signage and develop an Interpretation Trail;
- Light up important and prominent buildings such as the Town Hall;
- Develop a shopfront improvement scheme to retain traditional facades and enhance the attractiveness of the High Street;
- Explore the opportunity to make the town centre more accessible, inclusive and pedestrian friendly through consultation with relevant groups and a review of parking provision and disabled parking;
- Explore further opportunities for electric vehicle (EV) and bike charging points, cycle parking and storage; and,
- Support the refurbishment of public toilets that have been the subject of a Community Asset Transfer (CAT).

TC1 BRING VACANT BUILDINGS AND SITES BACK INTO USE



Proposed Outcomes

- Redevelop and/or refurbish vacant and derelict buildings and sites for residential and/or community uses; and,
- Support the refurbishment and redevelopment of Forres Town Hall into a performance/event space by Forres Area Community Trust (FACT).

The Council will work collaboratively with landowners and other relevant parties including Registered Social Landlords (RSL's) and constituted community bodies to explore opportunities to bring vacant and derelict buildings and sites that are in or in close proximity to the town centre back into use. Key buildings and sites include the former Clydesdale Bank, Tytler Street and Caroline Street. The Council will explore opportunities to transform other vacant premises such as those above ground floor level within or in close proximity to the town centre by seeking to engage with property owners. This will help to encourage people to live in the town centre, support local businesses, access community facilities and reduce the need to make local journeys for daily needs by car.

Forres Town Hall

The Forres Area Community Trust (FACT) have acquired the Town Hall through a Community Asset Transfer (CAT). The Trust are currently progressing plans to transform this iconic building within the town centre and establish a heritage quarter within the town. The proposal is to create a modern multi-purpose performance/event space and co-working spaces with improved access to the upper floors. The proposal has recently been the subject of a Regeneration Capital Grant Fund (RCGF) application for funding which has reached Stage 2 in the process. The Council will continue to work with and support the Trust in identifying funding sources for this proposal given the benefits for the town centre and the wider community.



TC2 SUPPORT WALKING AND CYCLING (ACTIVE TRAVEL)



Proposed Outcomes

- Develop the Active Travel Network and an Active Travel Masterplan for Forres in consultation with the community; and,
- Provide new and improved cycle parking at key destinations within the town centre.

Active Travel

The Council's Active Travel Strategy 2022-27 sets out a number of actions to encourage people to walk and cycle. These include further developing the Active Travel Network and developing Active Travel Masterplans for key settlements across Moray, including Forres. This could include widening pavements within the High Street to support a wider range of users and a review of car parking arrangements within the High Street to create more disabled parking and promote park and stride from nearby car parks. The Council will continue to work with the community to deliver the strategy and secure external funding sources to implement.

Cycle Parking and Storage

Provision will be made to upgrade and add cycle storage and parking facilities in key locations in Forres identified in consultation with the community. Further facilities for storing and charging electric bikes will be investigated subject to finding an operator.

TC3 ENHANCING STREETS AND PUBLIC SPACES



Proposed Outcomes

- Make the town centre more attractive, accessible and inclusive by upgrading and providing a cohesive approach to paving and street furniture, in particular Museum Square/Tolbooth Street as this is a focal point within the town centre and the lanes to the High Street from surrounding car parks as these are key approaches; and,
- 'Greening' streets and public spaces through additional landscaping and planting.

The public realm includes streets, squares, green/open spaces, etc. The public realm is an important element that 'knits' together the town and is fundamental in creating an attractive place where people want to visit and spend time, which in turn increases footfall for businesses and facilities. The Council will explore opportunities to enhance the public realm and potential funding opportunities to implement proposals.

Museum Square/Tolbooth Street

Museum Square on Tolbooth Street is a focal point within the town centre, however, it currently has a tired appearance. Funding has been secured through the Town Centre Capital Fund (TCCF) for public realm improvements to the Square and there is an opportunity to build on this to create a larger civic space that could host events/markets and provide opportunities for outdoor eating and entertainment. This would involve upgrading paving, seating and signage as well as making the area more usable for people of all abilities. This would complement the work being undertaken by FACT to establish a heritage quarter and refurbishment of the Town Hall, and the adjacent A-listed Tolbooth which is a visitor attraction.

Lanes

The lanes to the High Street are currently unappealing and improvements through new paving and lighting would encourage use and creating a welcoming and positive impression of the town centre. Key lanes include the Co-op which would benefit from repairs to paving, drainage, lighting and possibly interpretation panels on walls as well as the lane down the side of the Town Hall which is currently dominated by wheelie bins and would benefit from discreet storage and landscaping.

'Greening'

Soft landscaping such as shrubs, hedges and trees can enhance the attractiveness of the town centre as well as enhance biodiversity and contribute to carbon reduction. For example incorporating additional landscaping along the High Street to create a green network linking Grant Park (included within the Town Centre boundary) with Castlehill will improve the attractiveness of the street and help to mitigate the visual impact of parked cars in the town centre as well as provide seasonal colours and enhance biodiversity by attracting pollinators. Food growing opportunities could be incorporated into landscaping proposals. Local community groups already maintain existing planters and proposals will seek to ensure that landscaping is complementary to what is already in place.



TC4 IMPROVE SIGNAGE, DEVELOP INTERPRETATION TRAIL AND LIGHT UP BUILDINGS



Proposed Outcomes

- Work collaboratively with Visit Moray Speyside to review and rationalise street signage, and consider opportunities for digital (i.e. QR codes) signage;
- Develop an interpretation trail based on local knowledge and Discover Moray's Great Places; and,
- Light up important and/or prominent buildings/spaces to showcase Forres' heritage.

Signage

Signage is an important element within a town centre as it helps visitors find their way around. It is important for promoting tourism and directing visitors to local attractions. However, too much is confusing, leads to clutter and detracts from the appearance of the town. The Council will work collaboratively with Visit Moray Speyside to review signage and explore opportunities to rationalise and incorporate digital wayfinding. Integrating ground level waymarking that ties in with a heritage or other trails will be investigated to help reduce the clutter of multiple signs. The review will focus on providing clearer directions to all of Forres attractions and amenities.



Interpretation Trails

Forres has a unique heritage and former famous residents which an interpretation trail along with other public realm improvements (see TC3 above) would help to showcase, and attract visitors to the town. A significant amount of work was undertaken through the National Lottery Heritage Fund (NHLF) funded Discover Moray's Great Places project which identified 6 characters and associated interpretive themes. This material provides scope to develop a heritage trail across Moray to provide a coordinated and consistent approach to interpretation. If the HES H&PP application is successful, there is potential to create a heritage trail in Forres with input from various local heritage groups and the community. The route could travel from Nelson's Tower, Sueno's Stone, Witches Stones through the High Street incorporating the Tolbooth, Falconer Museum (the Museum is currently closed until an alternative operation model is established) and link to Castlehill with themes around MacBeth. Depending on the shape and form that this trail takes, there may also be opportunities for the community to develop complementary bespoke local heritage trails. This work would complement the establishment of a Heritage Quarter within Forres.

Lighting Up Buildings and Spaces

Lighting up buildings and important spaces can help showcase Forres' heritage and make places feel safer. For example this could include the Falconer Museum, Mercat Cross and Tolbooth (it is noted that some of these may already be lit). Lighting proposals will be considered in conjunction with any Heritage and Place Programme projects to ensure a holistic approach and to maximise the cumulative impacts of the projects. The Council will work in consultation with landowners and relevant parties on lighting proposals.

TC5 DEVELOP A SHOPFRONT IMPROVEMENT SCHEME



Proposed Outcome

- Develop a Design Guide and a Shopfront Improvement Scheme for premises on the High Street to enhance the visual appearance of Forres' traditional shopfront.

Shopfronts play an important role in the appearance of the town centre and coupled with improvements to the public realm will create an attractive place in which people want to spend time. This helps to support local businesses by making Forres town centre an even more appealing visitor destination and boosting business confidence. A shopfront improvement grant scheme consisting of the conservation, repair and reinstatement of traditional shop fronts is currently the subject of a wider application to Historic Environment Scotland (HES) Heritage and Place Programme. If successful this will be a 5 year programme of works starting in 2024 and run similarly to the Conservation Area Regeneration Scheme (CARS) developed for Elgin and Keith. Prior to the implementation of any shopfront improvement scheme a design guide for shopfronts will be prepared.

TC6 ELECTRIC VEHICLE (EV) & BIKE CHARGING POINTS



Proposed Outcome

- Explore opportunities to provide additional EV charging points to promote environmentally conscious travel and encourage healthier lifestyles.

The proposal aims to build on the carbon conscious and active travel provision within the town centre. The proposal will investigate the potential to increase the network of EV chargers within the town centre for use by residents and visitors in keeping with the Scottish Government's new funding requirements and the Council's future EV strategy. The facilities would be located in key destinations such as public car parks surrounding the town centre.

TC7 PUBLIC TOILETS



Proposed Outcome

- Support the refurbishment of public toilets that have been the subject of a CAT.

The Council will work with Visit Moray Speyside to support the refurbishment of public toilets that have been the subject of a CAT.



Vision

The Plan reflects on Keith's historic character and heritage to identify improvements to the town centre to make it an attractive, inclusive, greener and safer place that encourages people to visit, supports local businesses and community facilities, and promotes healthier lifestyles.

Aims

- Explore opportunities to bring vacant and derelict buildings and sites back into use for residential and/or community uses by working collaboratively with landowners and other relevant parties;
- Encourage people to walk and cycle (active travel) by improving paths and roads to make them easier and safer to use for people of all abilities (inclusive);
- Improve the attractiveness of the streets and public spaces through enhancements to paving, street furniture, planting, etc. (the 'public realm'), particularly Reidhaven Square;
- Improve signage to direct people to Keith's main attractions and provide a stronger link to the Strathisla Distillery;
- Develop an interpretation trail that embraces Keith's unique heritage;
- Light up important and prominent buildings and/or public spaces;
- Develop a shopfront improvement scheme to retain traditional facades and enhance the attractiveness of Mid Street and Reidhaven Square;
- Explore the opportunity to make the town centre more inclusive and pedestrian friendly through a review of parking provision and disabled parking;
- Explore further opportunities for electric vehicle (EV) and bike charging points, cycle parking and storage; and,
- Support the refurbishment of public toilets that have been the subject of a Community Asset Transfer (CAT).

TC1 BRING VACANT BUILDINGS AND SITES BACK INTO USE



Proposed Outcome

- Redevelop and/or refurbish vacant and derelict buildings and sites for residential and/or community uses;

There are a number of vacant and derelict properties within the town centre which detract from the appearance and inhibit the vibrancy of Keith. The Council will explore opportunities to bring vacant and derelict buildings back into use by working collaboratively with landowners and other relevant parties such as Registered Social Landlords (RSL's) and constituted community groups. This will help to encourage people to live in the town centre, and support local businesses and community facilities.

The old tourist information is an example of a vacant/derelict building where development options, including demolition, will be explored. The identification of other vacant/derelict buildings/sites and exploring potential opportunities with landowners to bring them back into use will be a continual piece of work for the Council.

TC2 SUPPORT WALKING AND CYCLING (ACTIVE TRAVEL)



Proposed Outcomes

- Develop the Active Travel Network and an Active Travel Masterplan for Keith in consultation with the community;
- Provide new and improved cycle parking at key destinations within the town centre (see TC6).

Active Travel

The Council's Active Travel Strategy 2022-27 sets out a number of actions to encourage people to walk and cycle. These include further developing the Active Travel Network and developing Active Travel Masterplans for key settlements across Moray, including Keith. The Council will continue to work with the community to deliver the Active Travel Strategy and secure external funding sources to implement.

Cycle Parking and Storage

Provision will be made to upgrade and add cycle storage and parking facilities in key locations in Keith identified in consultation with the community. Further facilities for storing and charging electric bikes will be investigated subject to finding an operator.

TC3 ENHANCING STREETS AND PUBLIC SPACES



Proposed Outcomes

- Make the town centre more attractive and inclusive by upgrading and providing a cohesive approach to paving and street furniture, in particular Reidhaven Square as this is a focal point within the town;
- 'Greening' streets and public spaces through additional landscaping and planting.

The public realm includes streets, squares, green/open spaces, etc. The public realm is an important element that 'knits' together the town and is fundamental in creating an attractive place where people want to visit and spend time, which in turn increases footfall for businesses and facilities. The Council will explore opportunities to enhance the public realm and potential funding opportunities to implement proposals.

Reidhaven Square

Reidhaven Square is a focal point within Keith and forms the entrance to Mid Street. The Square consists of 4 quadrants that are all used for car parking. The public realm (seating, planting, etc.) has been developed in a piecemeal way which detracts from the appearance of the area. The Square has the potential to become an attractive, high quality civic space that could be used for events such as markets to attract people into the town centre and support local businesses.

Keith is a rural area and it is acknowledged that people visiting the town require parking spaces to visit shops and services. Given that the majority of representations received to the draft Improvement Plan did not support the removal of any parking spaces, the public realm improvements will initially be limited to existing spaces in and around the Square. This will include upgrading seating, signage, planting, etc. A future review of parking provision will also be undertaken to monitor usage to identify whether there is potential to create a temporary public space for events such as Saturday markets, given the wider benefits this could have for the town centre, and the potential to accommodate further parking spaces for the disabled. Any proposals for the Square would be the subject of public consultation.



St Rufus Park

St Rufus Park is located in close proximity to the town centre and the Council will work with local community groups to further enhance the Park should proposals be forthcoming. The Council will explore options for the adjacent old Tourist Information building including demolition. There are known contamination issues that may impact on any proposals.. The park has previously been the subject of regeneration proposals by a local community group.

TC4 IMPROVE SIGNAGE, DEVELOP INTERPRETATION TRAIL AND LIGHT UP BUILDINGS & SPACES



Proposed Outcomes

- Work collaboratively with Moray Speyside to review and rationalise street signage, and consider opportunities for digital (i.e. QR codes) signage;
- Develop an interpretation trail based on local knowledge and Discover Moray's Great Places; and,
- Light up important and/or prominent buildings/spaces to showcase Keith's heritage.

Signage

Signage is an important element within a town centre as it helps visitors find their way around. It is important for promoting tourism and directing visitors to local attractions. However, too much is confusing, leads to clutter and detracts from the appearance of the town. The Council will work collaboratively with Visit Moray Speyside to review signage and explore opportunities to rationalise and incorporate digital wayfinding. Integrating ground level waymarking that ties in with a heritage or other trails will be investigated to help reduce the clutter of multiple signs. The review will focus on providing clearer directions to all of Keith's attractions and amenities and creating a stronger link between the Strathisla Distillery, Keith & Dufftown Railway and the town centre.



Interpretation Trails

The opportunity to showcase Keith's heritage as a market town through an interpretation trail along with other public realm improvements (see TC3 above) which would help to attract visitors to the town will be investigated. A significant amount of work was undertaken through the Discover Moray's Great Places project and the Council is intending to develop this into a heritage trail that will cover the whole of Moray. This will provide a coordinated and consistent approach. However, the heritage trail for Keith could also build on the success of the recent Conservation Area Regeneration Scheme (CARS) and 'Mither's Tongue' and involve local heritage groups and schools so that it is supported and promoted by the local community so that there are opportunities for local knowledge to be inform the trail.

Lighting Up Buildings and Spaces

Lighting up buildings and important spaces can help showcase Keith's heritage and make places feel safer. Lighting can also be used to guide people through the town by lighting up key routes. The Council will explore opportunities to light up key buildings and spaces in consultation with the landowners and the relevant parties.

TC5 DEVELOP A SHOPFRONT IMPROVEMENT SCHEME



Proposed Outcome

- Develop a Design Guide and a Shopfront Improvement Scheme for premises on Mid Street and Reidhaven Square to enhance the visual appearance of Keith's traditional shopfronts.

Shopfronts play an important role in the appearance of the town centre and coupled with improvements to the public realm will create an attractive place in which people want to spend time. This helps to support local businesses by making Keith's town centre an even more appealing visitor destination and boosting business confidence. The project involves developing a design guide for shopfront improvements and working collaboratively with Visit Moray Speyside to develop and implement a funding scheme, similar to that previously developed for Keith and Elgin through the Conservation Area Regeneration Scheme (CARS). The scheme would cover the replacement of shopfronts and historical features.

TC6 ELECTRIC VEHICLE (EV) & BIKE CHARGING POINTS



Proposed Outcome

- Explore opportunities to provide additional EV charging points to promote environmentally conscious travel and encourage healthier lifestyles.

The proposal aims to build on the carbon conscious and active travel provision within the town centre. The proposal will investigate the potential to increase the network of EV chargers within the town centre for use by residents and visitors in keeping with the Scottish Government's new funding requirements and the Council's future EV strategy. The facilities would be located in key destinations such as public car parks surrounding the town centre.

TC7 LONGMORE COMMUNITY HALL



Proposed Outcome

- Explore opportunities to redevelop and enhance Longmore Community Hall including increasing parking provision.

The Longmore Hall is currently the subject of a Community Asset Transfer (CAT) by Keith and Strathisla Regeneration Partnership (KSRP) who have long term aspirations to develop the hall into a community hub. The Council will provide support, where possible, to the KSRP to develop proposals for the hall and seek to identify potential funding sources. The Council will work with KSRP to explore opportunities to increase parking provision for the hall

TC8 PUBLIC TOILETS

Proposed Outcome

- Support the refurbishment of public toilets that have been the subject of a Community Asset Transfer (CAT).

The Council will seek to identify the ownership of public toilets in Keith to facilitate a CAT. The Council will work with Visit Moray Speyside to support the refurbishment of public toilets that have been the subject of a CAT.





Lossiemouth Town Centre Improvement Plan

October 2022

Vision

Lossiemouth is a key tourist destination and attractive seaside town. The Plan seeks to ensure that Lossiemouth has a vibrant, attractive and inclusive centre that both visitors and residents can enjoy and where local businesses thrive.

Aims

- Explore opportunities with landowners and other relevant parties to bring vacant, derelict and underused buildings and sites, such as the Warehouse Theatre, back into use to encourage people to live and use shops and facilities within the town centre.
- Support the reinvigoration of Station Park to encourage more activity and use;
- Support the development of a community well-being hub;
- Improve the public realm along Queen Street and the Esplanade to create an attractive, inclusive and safe area for residents and visitors through paving, seating and planting;
- Improve signage and develop an Interpretation Trail;
- Explore opportunities to light up features within public spaces such as the Esplanade;
- Encourage people to walk and cycle (active travel) by improving paths and roads to make them easier to use for people of all abilities (inclusive) and investigate the potential for a cycle hub at the Esplanade and/or as part of the Station Park redevelopment;
- Explore the opportunity to make Queen Street and the Esplanade more inclusive and pedestrian friendly through a review of parking provision and disabled parking;
- Investigate further opportunities for electric vehicle (EV) and bike charging points, cycle parking and storage; and,
- Support the refurbishment of public toilets that have been the subject of a Community Asset Transfer (CAT) and investigate the potential for outdoor and indoor showering facilities.

TC1 BRING VACANT BUILDINGS AND SITES BACK INTO USE



Proposed Outcome

- Redevelop and/or refurbish vacant and derelict buildings and sites for residential and/or community uses;

The Council will work collaboratively with landowners and other relevant parties including Registered Social Landlords (RSL's) and constituted community bodies to explore opportunities to bring vacant and derelict buildings and sites that are in or in close proximity to the town centre back into use. This will help to encourage people to live in the town centre, support local businesses, access community facilities and reduce the need to make local journeys for daily needs by car.

The Warehouse Theatre

The vacant Warehouse Theatre is located on Commerce Street and Pitgaveny Street in close proximity to the Esplanade, Station Park and Harbour. The Lossie 2-3 group propose to renovate the building to create a community hub with a wraparound service for the most disadvantaged. The proposal has successfully secured funding from the National Heritage Lottery Fund (HLF) and local sources such as Baxters and recently reached Stage 2 of the Regeneration Capital Grant Fund (RCGF). The Council will continue to work with and support the Group in identifying funding sources for this proposal given the economic and social benefits for the town centre and the wider community.

TC2 REDEVELOPMENT OF STATION PARK (OLD RAILWAY STATION)



Proposed Outcome

- Work with community bodies to explore the opportunities to redevelop Station Park to encourage more activity and use (e.g. events, play facilities, business/tourism).

The area around the Old Railway Station is tired and underused compared to other parts of the seafront. The location of the new access bridge to East Beach provides an opportunity to reinvigorate the area and increase its use and functionality which in turn, will attract more visitors to the town and support local businesses and facilities.

The current level changes limit accessibility from the car park and the flexibility for community events. Any redevelopment will need to address this issue. The functions of the area must also be clear to encourage greater use of the area, i.e. seating area, event space, play area, view point, community garden, outdoor gym equipment. Consideration will be given to the potential for covered outdoor performance space within any redevelopment. The former station building provides opportunities to redevelop to provide a community and/or tourist facility.

A number of community groups are involved in the maintenance of Station Park and have aspirations for the redevelopment of the area. Station Park has recently been the subject of an Expression of Interest (EOI) for a Community Asset Transfer (CAT). The Council will continue to work with the community groups to redevelop the area and identify potential funding sources.

TC3 ENHANCING STREETS AND PUBLIC SPACES



Proposed Outcomes

- Improve the public realm at the Esplanade, Clifton Road (North West) and Queen Street to make it a more attractive, safer and inclusive place for pedestrians and cyclists; and,
- 'Green' streets and public spaces with additional planting.

Esplanade

The Esplanade and surrounding area is a well-maintained space with attractive planting and a number new paths have been provided following the installation of the new access bridge to East Beach. However, the area would benefit from a cohesive approach to street furniture (benches, bins, bollards) and there may be opportunities for further planting. A review of the public realm along with parking including disabled parking will be undertaken to inform any future proposals. The Council is aware that the community have aspirations for an art trail along the seafront and will work with community groups to ensure a cohesive approach is taken to any public realm improvements.

Clifton Road (North-West)

A longer term project would be to redesign the public realm and traffic calming along the north western section of Clifton Road. This would help to enhance the existing outdoor café culture and encourage the use of shops. Proposals would look at parking arrangements, widening of footways, enhancing the traffic calming measures and providing additional crossing points from the Esplanade. Detailed designs would be subject to public consultation.



Queen Street

There are a number of shops and retail services located along Queen Street which is main thoroughfare used by residents and visitors. Queen Street is a wide, relatively straight road. Widening footways and introducing new paving and planting would help to create a more pedestrian friendly environment by helping to slow traffic and making crossing easier. Detailed designs would be subject to public consultation.

TC4 IMPROVE SIGNAGE AND DEVELOP INTERPRETATION TRAIL



Proposed Outcomes

- Work collaboratively with Visit Moray Speyside to review and rationalise street signage, and consider opportunities for digital (i.e. QR codes) signage; and,
- Develop a cohesive interpretation trail based on local knowledge and Discover Moray's Great Places.

Signage

Signage is an important element within a town centre as it helps visitors find their way around. It is important for promoting tourism and directing visitors to local attractions. However, too much is confusing, leads to clutter and detracts from the appearance of the town. The Council will work collaboratively with Visit Moray Speyside to review signage and explore opportunities to rationalise and incorporate digital wayfinding. Integrating ground level waymarking that ties in with a heritage or other trails will be investigated to help reduce the clutter of multiple signs. The review will focus on providing clearer directions to all of Lossiemouth's attractions and amenities.

Interpretation Trails

An interpretation trail is important for tourism as well as promoting the heritage of the town for local residents. A significant amount of work was undertaken through the Discover Moray's Great Places project and the Council is intending to develop this into a heritage trail that will cover the whole of Moray. This will provide a coordinated and consistent approach/format for heritage trails. There will be opportunities for local communities and groups such as Lossiemouth Heritage Association to inform the development of their part of the trail. Depending on the shape and form that these trails take, there may also be opportunities to develop complementary bespoke local heritage trails which further support tourism.

TC5 SUPPORT WALKING AND CYCLING (ACTIVE TRAVEL)



Proposed Outcomes

- Develop the Active Travel Network and an Active Travel Masterplan for Lossiemouth in consultation with the community;
- Provide new and improved cycle parking at key destinations within the town centre; and,
- Explore the potential for a cycle hub at the Esplanade or Station Park.

Active Travel

The Council's Active Travel Strategy 2022-27 sets out a number of actions to encourage people to walk and cycle. These include further developing the Active Travel Network and developing Active Travel Masterplans for key settlements across Moray, including Lossiemouth. The Council will continue to work with the community to deliver the Active Travel Strategy and secure external funding sources to implement.

Cycle Parking and Storage

Provision will be made to upgrade and add cycle storage and parking facilities in key locations in Lossiemouth identified in consultation with the community. Further facilities for storing and charging electric bikes and the potential for a cycle hub at the Esplanade or Station Park will be investigated subject to finding an operator(s). The cycle hub would include a repair station as well as parking and e-bike charging facilities.

TC6 ELECTRIC VEHICLE (EV) & BIKE CHARGING POINTS



Proposed Outcome

- Explore opportunities to provide additional EV charging points to promote environmentally conscious travel and encourage healthier lifestyles.

The proposal aims to build on the carbon conscious and active travel provision within the town centre. The proposal will investigate the potential to increase the network of EV chargers within the town centre for use by residents and visitors in keeping with the Scottish Government's new funding requirements and the Council's future EV strategy. The facilities would be located in key destinations such as public car parks surrounding the town centre.

TC7 PUBLIC TOILETS



Proposed Outcome

- Support the refurbishment of public toilets that have been the subject of a CAT.

There are two public toilet facilities within Lossiemouth town centre. The public toilets at Station Park are currently maintained by Lossiemouth Community Council. The public toilets on the Esplanade are owned by the Council however, it is understood that a community group have aspirations to undertake a CAT for these also.

The Council will work collaboratively with Visit Moray Speyside and community bodies to support refurbishment plans for public toilet facilities that have been the subject of a CAT, including the installation of indoor and/or outdoor shower facilities to support local beach activity groups (i.e. surfers) and identify further funding sources.