

Key Projects 2001 - 2002

1 Co-ordination / Tomorrow's Ellon

Liaison with and between community led groups in Ellon, developing or already carrying out projects / initiatives in the local area and liaison between the above groups and the Aberdeenshire Towns Partnership. Research of current projects / initiatives in Ellon including the ongoing compilation of contact details and other information regarding individuals and groups active in the Ellon area. Facilitation for groups wishing to develop new projects / initiatives. Integration of local business and wider community activities.

A key element in the Strategy has been to engender direct local community and business involvement through the establishment of a number groups looking at economic, community, town centre and environmental issues. These groups work closely with officers in developing and taking projects ideas forward. As the work of these groups gathers momentum, support is essential to allow project ideas to be taken forward, to assist in the implementation of projects and provide a vehicle to allow the project to become self-sufficient.

2 Quality Business Locations

This project will concentrate on the promotion of Ellon and facilitating development opportunities within the town. It will include the promotion of available local business land and premises, including the prioritisation of servicing zoned land for industrial development and a possible ICT / Satellite Office site. The update and distribution of a portfolio of locally available land and premises both public and private sector including information on local services in Ellon and assistance available to relocate or expand. In addition, guidance on design and quality for new industrial and commercial development and co-ordination of processes to facilitate the easy uptake of land and premises e.g. Planning and Property Service requirements, will be carried out. Any gaps in the current provision of property in Ellon will also be quantified.

3 Competitive Local Companies

This project will concentrate on working with those businesses in Ellon that display the greatest potential for growth, export development, additional employment or knowledge based activity. The businesses will also display that they are of importance in terms of wealth creation to the town. A forum of these businesses will be targeted for pro-active support aimed at achieving growth, innovation, new product development and increased productivity. Opportunities for networking business-to-business and business to support agency will be created, and a mechanism for accessing existing support maintained. This will lead to either support of groups on an industry or a common need basis (e.g. e-business needs or export development needs etc basis). The aim will be to form a self-sustaining group that will eventually network in its own right and act as a platform for engagement with outside agencies.

4 Town Centre Enhancement

Business development and physical improvement scheme for retailers in the town of Ellon. Business development to be delivered through Investors in People and physical improvement through a grant scheme based on Aberdeenshire and ATP design guidelines.

5 Skills & Learning

Publication of a leaflet detailing the learning opportunities available in the town of Ellon. The information would include all courses available in the town, facilities for learning, clubs and associations meeting in the town, pointers to SUFI and distance learning opportunities, where to go for guidance and what to do if an appropriate course is not available. Contact numbers / we addresses for all the opportunities would be included. The information would also be signposted form the Grampian local Learning Partnership website.

6 Youth & Community Strategy

There is a need to develop a coherent youth and community strategy for the town which will focus future activity through ATP and other agency and funding sources. Some work ins in hand in relation to the needs of young people in the town and this needs extended to other sectors of the community and linked to wider assessments of, for example, housing need and social care provision.

7 Signage and Interpretation Strategy

To develop comprehensive strategy for signing in town and to implement agreed strategy over a period.

8 Biodiversity

To assess Ellon's Biodiversity, identify opportunities for enhancement of Ellon's biodiversity and carry out suitable enhancement projects, encouraging and supporting community involvement at every stage.

9 Commercial Viability Assessment

To identify the potential for additional commercial / retail investment in the town centre and to examine the viability of new development to facilitate wider objectives.

10 Ellon Path Feasibility and Implementation Project

To under take a study of existing and potential path networks in the Ellon area and to begin a program of pat improvements, including new links, with associated signage, interpretation and leaflet production.