

## **Key Projects 2002 - 2003**

### **1 Urban realm improvements of Market Street and Enhancement of Riverside Area in Ellon**

This project will create a quality urban space and will be delivered over a two-year period. It will provide a distinct focus for the town and give greater recognition to the key elements of Ellon i.e. the River Ythan and the historic value of Moot Hill opening out the area of Market Street and improving the 2 key approaches to Ellon. The project is the realisation of design work, which was undertaken by the community and is a project with continued community involvement. Ellon's greatest asset, the river running through the middle of the town is under-utilised, divorced from the town centre and its surroundings are in a poor condition. Bringing the town and river back together represents a major opportunity to reinvigorate the heart of the community and create an attractive and welcoming town centre. The tourism product in Ellon is under developed and will benefit from the riverside improvements linked with the network of paths around the town currently being implemented. The Riverside and the Market Street Car Park are key elements in this overall Strategy being both the focus of the town and the key potential visitor orientation area.

### **2 Co-ordination**

A key element of the partnerships work has been to engender direct local community and business involvement through the establishment of a number of groups looking at economic, community, town centre and environmental issues. These groups work closely with Aberdeenshire Towns Partnership officers in developing and taking project ideas forward. Co-ordination is an important bridge between business and community groups and the Aberdeenshire Towns Partnership. The groups are given direct support and guidance to take forward their ideas and aspirations.

### **3 Commercial Property Register and support for Ellon Business Initiative Ltd.**

Promotion of Ellon as a place for businesses to locate. Following on from the funding and creation of a Commercial Property Register in 2001 - 2002 this project centres on actively promoting Ellon as a place for businesses to locate. The EBI ensures that the property register is updated monthly and is advertised throughout the region and further a field. The overall objective is to encourage employment locally thus reducing the need for residents to commute. A likely spin off is that people will spend more of their time and money supporting retail and other business services in Ellon. This project is to assist the EBI with marketing Ellon, hold networking events, widen membership and eventually become an effective voice for local businesses.

### **4 Ellon biodiversity Project Phase II**

Phase II of this project will continue to enhance the natural environment, maintain important wildlife areas and raise the profile of biodiversity in Ellon including:  
Further implementation works in McDonald Park and along the Riverside;  
Continuation of the Ellon Wildlife Gardening Initiative.

## **5 Ellon Path Implementation Project Phase II**

To continue the development of a path network in and around Ellon including a programme of path improvements, creation of new links, with associated signage, interpretation and leaflet production. Building of the feasibility work and community liaison undertaken as part of Phase I (2001 - 2002).

## **6 Ellon Quality Retail Initiative**

The retailers of Ellon are being encouraged to make physical enhancements to their premises and partake in a business development scheme. The physical improvements are promoted through a grant scheme based on Aberdeenshire Town Partnership guidelines. Business development work encourages best practise within the individual businesses. The project follow on from work stated in 2001 - 2002.