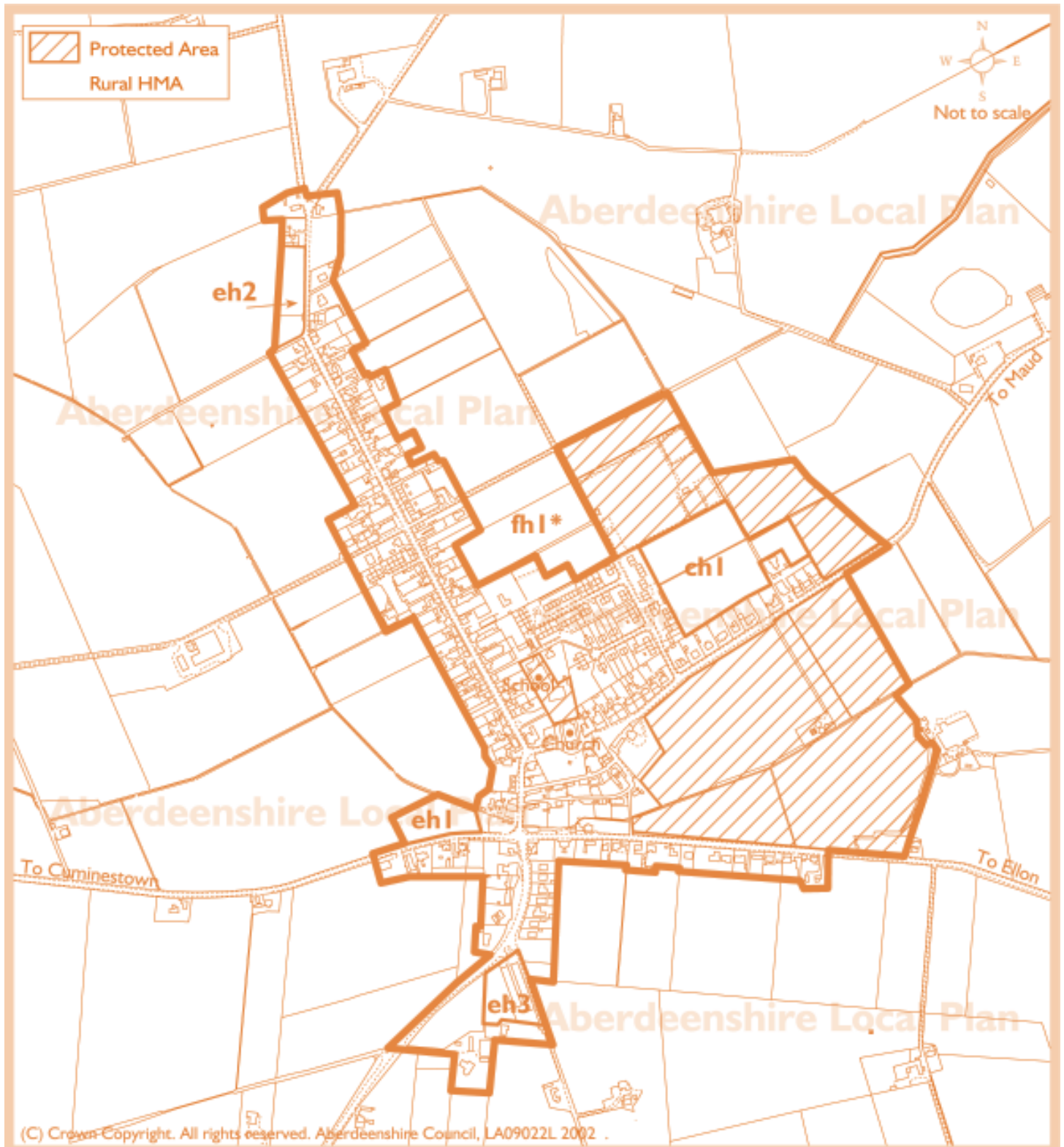




New Deer
Community
Action Plan



The above map is based on the 2002 Aberdeenshire Local Plan which is currently being reviewed.

EHI, 2 and 3 have all been developed and CHI is being developed. FHI is land for future housing development.*

New Deer

Origins and Development

New Deer, originally named Auchreddie (population 616), is described in Rev John B Pratt's Buchan (published 1858) as a "long straggling place, stretching from north to south for nearly a mile . . . picturesquely built along the ascending ridge of a steep hill; the upper end of the village being at least a hundred feet above the lower extremity". During the mid to late 19th century, New Deer was regarded as a cultural centre of the northeast, being home to Gavin Greig, collector and editor of the world's finest collections of folksongs, George Bruce Thomson, the village chemist who composed famous both ballads such as McGinty's Meal an' Ale, Gold Medalist fiddler James Dickie and the aforementioned Rev John Pratt, northeast historian. Bertie Forbes, journalist, financier and founder of the Forbes Magazine was born and brought up in the area and family links with the area remain to this day.

New Deer today

Today the village is still a thriving community with a Primary School, a range of local services including - two convenience stores, one hosting the Post Office, the other a bakery, a licensed delicatessen, a hairdresser/beauty salon, a kilt shop, tanning shop, chip shop, filling station, bank, Doctor's surgery, Veterinary Practice, three licensed premises,

a Church Café, and a range of local businesses - builders, plumbers etc. In 2005, the Clydesdale Bank closed their branch in the village and the community successfully campaigned to purchase the bank building and subsequently sold it on to the Royal Bank, who re-opened the branch in June 2006, retaining banking facilities for the community and surrounding rural area.

Community Activity

Community activities are centred round the Public Hall and Pleasure Park both owned and managed by the Community Association. The Association, established in 1956 comprises of five trustees, six public members and representation from 26 groups/clubs from the village and surrounding rural area. These groups provide a wide range of activities for all ages and interests from the Mother and Toddler Group to Friendship Club and Sewing Group and from Badminton to Bowling and Football. The local Church of Scotland - St Kane's - own and manage the Church Centre which is the base for Church activities and home to the volunteer run Mustard Seed Café. Just outside the village is Craigieford Park, owned by New Deer Agricultural Association who organise and host the New Deer Show in July. The Community produce a bi-monthly newsletter "What's On" which contains information about local events and activities.

New Deer was awarded the Calor Gas Community of the Year Award for 2006 which recognised the time and effort invested by community volunteers in making the village a pleasant place to live. A Planning for Real® exercise was held in 2003 resulting in an action plan being drawn up outlining key issues for the community. This was reviewed in 2007 and the outcomes from this, together with the results of an inter-agency workshop looking at service needs in the area, have been used to create this prioritised Action Plan to help the community to focus on and develop their future goals.



Things we like about our community

(as given by various members of the community Of different ages)
"busy and active community"
"sense of identity - good community spirit"
"excellent range of local services"
"friendly folk, good facilities, beautiful scenery - what more could you want!"
"shops and friendly people"

Things we don't like

"speeding vehicles through the village"
"dog dirt on the pavements"



New Deer Planning for Real® Review 2007.



New Deer Public Hall, St Kane's Church and Church Centre.



The annual Community Quiz Night - teams representing community groups in the village compete for the Chapman Rose Bowl.

New Deer: Buchan Community Plan 2008 - 2012

The Community Plan lays out under five headings Aberdeenshire Council's intentions for developments for the forthcoming three years. It is drawn up by the Area Committee and Officers of the Council, based on consultation with the local communities, local

community groups and the community planning partners.

The Buchan Community Plan 2008-2012 recognises New Deer as having a "reasonable range of rural services and facilities". The latest version includes actions specifically for New Deer and there are several general intentions in all categories within the plan which might affect New Deer.

Specific Actions

Heading/Lead Service	Action/Project
Environment P&ES	Burial Grounds To identify burial grounds requiring new provision up to 2011 and to develop provision/extensions at New Deer (January 2009)
Learning BDP	Halls and Recreational Facilities To develop a schedule of works for the upgrading of Council and community halls - New Deer Pavilion is mentioned as a priority. Play Areas To continue to work with communities and others to upgrade existing facilities in settlements. - New Deer is mentioned as a priority. (completed 2008)

General Intentions

Heading/Lead Service	Action/Project
Developing our Partnership Community Planning Partnership	Increasing Community Involvement
Learning E&R	Young People Adult Support Halls and Recreational Use
Community Wellbeing H & SW Grampian Police BCSG H&SW	Local Housing Strategy Police Local Priorities Community Safety Agreements Joint Health Improvement Plan
Sustainable Environment T&I P&ES P&ES & T&I	Local Transport Strategy Household Waste and Recycling Increasing Awareness of Waste Reduction, Reuse and Recycling
T&I	Environmental Improvements
T&I	Open Spaces

The top four priorities to emerge from the review are outlined below

Improve Community Facilities (Themes: Community & Leisure)

The provision of an all weather pitch and pavilion in the Pleasure Park. This was the most popular request/suggestion from the original Planning for Real® exercise in 2003. This project is being championed by the Football Club. Information on the progress of this project can be found on their website - www.newdeerallweatherfacility.co.uk.

Housing Development (Theme: Housing)

The provision and development of land for housing attracted a significant number of responses. The Buchan Community Enterprise Group have been working on this issue and as this document goes to print, area ch1 on the map on page 2 of this publication is being developed. The group are also working on a housing assessment of the village, the results of which will be ready in time to inform the next local plan.

Traffic Calming - Auchreddie Road (Theme: Traffic)

Traffic speed along Auchreddie Road was identified as a problem in the first Planning for Real® exercise and despite being assessed and speed warning signs being installed this was still an issue that was causing concern at the time of the review. The speed limit through the village on this road is currently 40 mph. The community would like to work with the Council to explore further traffic calming measures to reduce traffic speed and to improve safety for pedestrians crossing this road including children walking to the primary school.

Footpaths (Themes: Leisure & Recreation, Environment, Health and Wellbeing)

The provision of footpaths attracted comments across several themes. The most popular request was for a footpath from Fordyce Terrace in the village out to South Culsh Road. (or ideally all the way to Maud to link with the Formartine and Buchan Way).



New Deer Pleasure Park.



New housing development at Fordyce Park.



40mph - Auchreddie Road.



New play areas in the Pleasure Park.



New Deer outdoor bowlers in action.



The Dam - Auchreddie Road.

Other Issues

Many other suggestions received support, and these are listed on pages 7-9. A summarised Action Plan can be found on page 10.

Local Environment

This theme produced one top priority (see page 5) The comments in this category focussed on keeping the village tidy for residents and recycling/waste issues.

- **Recycling facilities** - doorstep recycling collections have been introduced in the village since the review which will help with the problem of overflowing bins at the community recycling site. There were also problems with dumping at Artamford crossroads - since the review the bins have been removed from the laybys and the situation has improved.
- **The Dam** on Auchreddie Road was highlighted as an area which could be improved. The retaining wall is showing signs of subsidence.
- **Dog Bins** - Since the

original PFR exercise, extra dog bins have been situated at various locations around the village. However dog fouling was still felt to be a problem in the village. Offenders need to be reported to Dog warden. There was a need for an additional dog bin at the end of the Kirk Walk on the South Culsh Road.

Other issues/ideas include: Hanging baskets on the lampposts, Provision of village orderly all year round. (since the review the village orderly's hours have been extended to cover the winter months.)

Traffic & Transport

This theme produced one priority (see page 5) in addition to the proposals below. In most cases the actions can only be put into effect through partnership working mainly with Aberdeenshire Council.

General: Overall the main issues in this category were around speeding traffic in the village and parking.

Projects which would require action by/or in conjunction with an outside agency:

- Regular policing of the areas with double yellow lines in the village.
- There is not enough **parking** around the Public Hall, Church and Church Centre.
- There was a problem with traffic congestion on Main Street especially at school drop off and collection times.
- Despite traffic calming measures being installed on Fordyce Terrace there was still felt to be a problem with speeding vehicles.

Jobs & the Economy

General: Unemployment in the area is low. New Deer has a reasonable mix of community services with a variety of shops, Hotels, a primary school and GP surgery. The village is a central point in a large rural area where people can access shops and other services.

- It was felt that the provision of **new housing** was important to boost the local economy and help support local businesses. There was a feeling that the provision of affordable housing would encourage young families to come and live and work in the area.



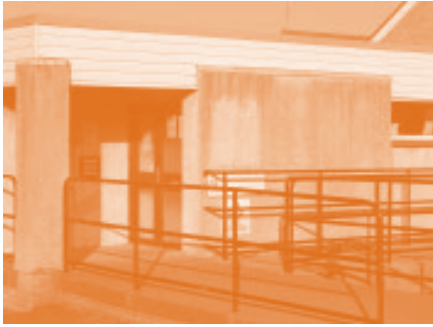
Shops on the Brae.



The Kilt Shop.



Celebrations as the bank opens.



The Surgery.



The Chemist.



The Public Toilets on Main Street.

Community Facilities and Activities

General: The theme produced one top priority (see page 5)

At the original Planning For Real® event, the Public Hall and children's play area were highlighted for improvement. Following this, the **Public Hall** attracted substantial funding which allowed the Community Association to upgrade the kitchen, install a stair lift, upgrade the electrics and install new stage lighting. Since the improvements, a regular programme of theatre shows has been introduced. Professional touring theatre companies have staged a wide range of shows for all ages and interests.

A sub group was established to improve the play facilities in the **Pleasure Park**. They have successfully planned and fundraised to revamp the area which now includes a youth shelter, area with equipment for older children and play area for younger children. This 3 phase project was completed this year - 2008.

Maintaining and improving the Public Hall and Pleasure Park are an ongoing priority for **New Deer Community Association**.

- **Public toilets** are kept very clean but could do with an upgrade
- Creation of **footpaths and cycle paths** - with signage

Health and Wellbeing

General: There were very few health issues brought up at this consultation exercise. Comments were based on the retention of existing services:-

- **Doctor's Surgery.**
- **Chemist**

Housing

General: This theme produced one top priority (see page 5)

- There was a need expressed for an allocation of **affordable** housing in any future developments in the village.
- More land to be allocated within the village for future housing needs.

Crime and Community Safety

General: Crime and Community Safety did not come out at major issues in this consultation. The main issues arising under this category were:-

- Police Foot Patrol - a higher police presence was asked for.
- Problem with racing motorists and vandalism



New Deer Primary School.



A visiting theatre company perform in the Public Hall.



A view up to Culsh Monument.

	Independent	Partnership	Outside Agency
<p>1. Community Facilities & Activity</p>		<p>All Weather Pitch and Pavilion Project</p> <p>Creation of footpaths and cycle paths with signage</p> <p>Maintain and improve fabric of New Deer Public Hall and Pleasure Park</p>	<p>Public toilets upgraded on Main Street</p>
<p>2. Jobs and The Economy</p>		<p>Provision of new housing</p>	
<p>3. Local Environment</p>		<p>Provision of footpaths - (Fordyce Terrace - South Culsh Road)</p> <p>Prevention of dog fouling - provision of extra bins and signage.</p> <p>Improvements at the Dam - Auchreddie Road</p>	

4. Health			Retention of Doctor's Surgery Retention of Chemist
5. Housing		Provision and development of land for future housing Provision of affordable housing	
6. Traffic & Transportation		Lack of car parking Problem of congestion at school drop off and pick up times	Speed limit on Auchreddie Road reduced from 40 - 30mph Policing of the areas with double yellow lines in village and speeding traffic on Fordyce Terrace
7. Crime & Community Safety			More police foot patrol/greater police presence in the village

Partner who may help to deliver the above

Aberdeenshire Council services:
 Education Learning and Leisure
 Housing & Social Work
 Law & Administration
 Planning & Environmental Services
 Transportation & Infrastructure

Other agencies:

Community Safety Partnership
 Grampian Police
 Grampian Fire & Rescue Service
 NHS Grampian
 Scottish Enterprise Grampian

External agencies:
 British Telecom
 Private Investors

This booklet is one of a series produced by Local Rural Partnerships together with the community under the banner Making It Real.

The initiative is sponsored by Aberdeenshire Community Planning Partnership and Shell, and run by Aberdeenshire Community Economic Development Co-ordinators Forum. The aim is to provide community actions plans in an attractive, easy to read, professionally printed format.

For most communities the content of each community plan

is based on the results of Planning for Real® exercises carried out by the communities themselves together with any other available reports. This process ensures that the plans are truly community-led.

This information can now guide the community and Community Planning Partners in drawing up detailed action plans to implement the top priorities as well as addressing the other issues which have been identified. For each priority or issue this will involve agreeing who should be involved, what resources will be needed and

target dates for completion. It is hoped that this process will be driven by representatives of the community with support - moral, technical and financial - from the relevant Partners.

It is important that this booklet is seen by all concerned as an account of the community's views at the time of the latest consultation, and that it will have to be regularly reviewed and updated. As some projects are completed, other issues will arise and take their place in future versions of the community plan.

**Thanks are due to
New Deer Community
Association and other local
helpers for organising
the Planning for Real® and
subsequent meetings.**

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