



**A 'VISION FOR NAIRN' IN 2018 –
AN INITIAL PROJECT PLAN from
NAIRN IMPROVEMENT COMMUNITY ENTERPRISE (“NICE”) & #TEAMHAMISH**

INTRODUCTION

Nairn is widely recognised by outsiders as being ripe for regeneration as a tourist destination. It is in a location that has assets in abundance, but the town centre itself and the seafront do not offer enough to encourage visitors to stay for more than a few hours or the potential to choose Nairn as a 'return' destination.

Over the years many ideas have been offered, but unfortunately these have not been brought to fruition. We would suggest that previous proposals have lacked a holistic, overarching strategic master plan that encompasses all of Nairn's assets and highlights their potential. Similarly, full collaboration between community bodies, voluntary groups, local businesses and the statutory authorities has been overlooked. This has resulted in there being limited 'joined-up' thinking to put Nairn back on the map as a tourist destination and revitalised for the benefit of its Community as a whole.

We believe that a number of recent key developments make this moment in time the perfect opportunity to begin enhancing Nairn.

The BID, now approved, will play a critical role in Nairn's future, and will be the local businesses' contribution to its regeneration.

Through personal tragedy, #TeamHamish was established to deliver a range of Community spaces and facilities for the benefit of Nairn's broad demographic. These ideas are extensive and varied, but most importantly, with continued Community support and growing funds, they can be achieved. Additionally, due to the nature of the proposed ideas, we are in a position to be able to make a number of funding applications to support the delivery of these projects.

In order to optimise success in the regeneration of Nairn, a Leadership role must be clearly defined, and there must be a delivery vehicle or vehicles for projects. This will be facilitated through the assembly of a dedicated and driven team; members will be chosen for their specific skill-sets and expertise in key aspects of the project. This Leadership Team will be responsible for the management of the development and delivery of 'The Vision', and the establishment or identification of suitable delivery vehicles. These may be what are generally called Special Purpose Vehicles, or "SPV's" or perhaps funds and resource will be ring-fenced and delivered by an existing body e.g. High Life Highland. The Leadership Team role will extend to ensuring ongoing Community support and participation; working with the Local Authorities / statutory undertakers; development of a business plan to attract funding and the selection of a suitable professional to oversee site works. We would envisage that once initial stages of the project are established, a salaried part-time professional should be brought in to deliver the project, reporting back to the Leadership Team and other stakeholders like the Board of NICE, the charity fund-holder.

We believe that the proposed #TeamHamish 'Vision for Nairn' project has the potential to act as a catalyst for the wider regeneration of Nairn and can be delivered in a relatively short timeframe.

We propose that this will initially be developed and delivered as a series of demonstration projects that will operate under the following terms:

- Undertaken with the support of the Trustees of Nairn Common Good, as land within the Common Good will be required to be used in the project;
- Limited dependency upon public funding;
- Accountable to the membership of NICE, a company limited by guarantee with over 1000 local residents as members, whose profits can only be reinvested for the benefit of the community;
- Operating under OSCR's rules;
- Collaborative working by the Leadership Team with Highland Council and others;
- Identification of a Project Delivery Vehicle possibly through the constitution of a SPV.

KEY OBJECTIVES

- The regeneration of Nairn as a tourist destination;
- Revitalisation of Nairn for the benefit of its Community;
- Generate more economic activity by increasing the visitor footfall;
- Sensitivity and respect to retain Nairn's beautiful, natural assets;
- Maintained and sustainable.

PROPOSALS

Our proposals utilise Nairn Common Good Land, which is under the stewardship of The Highland Council. We therefore had our first meeting with the Local Elected Council Members and the Ward Manager in September 2017 to discuss our initial concepts and principles, together with precedent images that we believe will work really well in Nairn. Following this meeting, The Highland Council commissioned a feasibility scoping study for the entire Links area, which also incorporated a public consultation on the future of the paddling pool. It is into this proposed redevelopment of the Links that we believe our proposals for #TeamHamish can be seamlessly integrated.

We met again with the Elected Members in April 2018 to present a further development of our initial ideas for the #TeamHamish 'Vision for Nairn'; these were also presented at an open public meeting on the 20 June 2018 and remained on display in the Nairn Community & Arts Centre until the 5 August 2018.

The strategic premise of these proposals is based on a widely recognised circular tourist route encompassing Nairn's primary features. This strategy includes ongoing plans being undertaken concurrently by the Harbour Working Group, Town Centre and BID.

Whilst access points to this circular tourist route are, of course, flexible, the logical starting point for a visitor to Nairn would be the town centre car park. This point is readily available from the A96, the primary artery through Nairn, and gives direct access to the High Street, but most importantly a pedestrian promenade link to Viewfield House.

We would like to see Viewfield House revitalised to incorporate an upgraded museum, tourist information centre, quality toilets, flexible exhibition spaces, perhaps a small cinema / theatre and a café that can take advantage of its beautiful setting in Viewfield. This would offer a different 'parkland' experience to that of the seaside / Links, and a visitor attraction for inclement weather.

The journey from Viewfield to the seafront is just a few minutes; and it is this area of the Links, between the Leisure Centre and paddling pool, that would be the initial focus of our proposals.

Our principle concept is to enhance the existing natural topography with the formation of enjoyable spaces and places that appeal to the broad demographic of Nairn and its visitors. This would see the inclusion of areas for a wide spectrum of activities; from fun, colourful spaces to places that offer quiet contemplation; through to areas that can be multifunctional, educational and even inspirational. Our interventions will be accessible and offer all year round use.

The continuation of our journey around Nairn leads along the beautiful seafront to the harbour, around the riverside path and back into the town centre and High Street.

The presentation boards illustrating our #TeamHamish 'Vision for Nairn' in detail can be viewed on our website at this [LINK](#). This was met with a very positive and constructive response when revealed to the public.

PROJECT FUNDING

#TeamHamish has already raised a considerable sum since fundraising was started in May 2017, further supplemented by Gift Aid. Fundraising is ongoing and we propose to investigate and apply to potential match funding sources and grants.

It is important to note that the #TeamHamish funds are being held under the umbrella of NICE and in a separate bank account. NICE is a registered charity accountable to OSCR, and the management of such substantial sums puts significant responsibilities on NICE's Directors.

PROJECT STRATEGY and ACTION PLAN STAGES

- Feedback from the public presentation has now been collated, reviewed, analysed and summarised. This report was published on the #TeamHamish website and social media on 19 August 2018. It can be viewed on this [LINK](#);
- Develop concept master plan framework to suit comments;
- Highlight areas / features of most interest;
- Develop designs for specific 'demonstration' projects;
- Establish or identify a project delivery vehicle (e.g. an SPV);
- Prepare business plan, including timescales, ring-fenced funding requirements and implementation programme;
- Research potential sources, suppliers and costs;
- Obtain applicable statutory consents;
- Develop overall cost plan, including ongoing maintenance;
- Make appropriate grant and match-funding applications;
- Appoint professional project team for delivery;

A number of these key stages will be undertaken in parallel.

Throughout all of the above actions stages it will be critical to maintain open and transparent dialogue with all of the relevant stakeholders:

Our proposals utilise the Nairn Common Good Land and therefore we must work in collaboration with The Highland Council and its Local Elected Members to ensure successful delivery.

Finally, we believe that this is a Community project. We are reliant on the support of Nairn's Community for the ongoing momentum of the incredible fundraising achievements. Additionally, we wish to entrust elements of the proposals to a wide variety of Community Groups within the town for both its design and execution. Primarily, we must keep the Community well informed, as it is for Nairn's benefit that we are undertaking this project.

Directors of NICE

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A Company Limited by Guarantee

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