Attendees: Cllr Glen Reynolds – (Chair), Cllr John Cox, Christine Webster Regeneration & Town Centres Manager, Suzanne Rhind Regeneration Executive, Morna Harper Service Manager, Business & Community, David McCubbin VisitAberdeenshire, Dave Acton Motive Offshore, David Locke Churches Together, Jan Emery Project Officer, Angela Keith Acting Area Manager, Allan Whyte Head of Property, Corrie Mccall Principle Officer Harbours

Via Skype: Chris Moule, Head of Entrepreneurship and Innovation, RGU

Note Taker: Linda Hendry, Project Assistant

Item	Description
1	**Welcome and Apologies** All were welcomed to the meeting, introductions were made. Apologies: Cllr Michael Roy.
2	**Note of previous meeting / Call to Action** David Locke – Item 6, Des Cheyne disappointed in the lack of progress from Aberdeenshire Council on the Regeneration Plan. Note of previous meeting agreed with the above addition to be inserted in the note. **Actions/Update from last meeting** CAVA and walking leaflets were handed into the Spotty Bag for display. Concern raised as Cllr Reynolds had been into the Spotty Bag and saw no leaflets. **Action LH** Briefing paper on harbour tourism to be circulated to the group due to time restraints during tonight's meeting. **Action LH to circulate brief with comments back to JE** 6 Monthly draft update was circulated to the group on 4th October.
3	**The Library Innovation Network Aberdeenshire: Presentation from Chris Moule, Head of Entrepreneurship and Innovation, RGU** LINA – Library Innovation Network Aberdeenshire is a new project from Robert Gordon's University in conjunction with Regeneration and the Library Service. The project aims to support freelance business owners, self-employed or smaller owner managed start-ups, through access to RGU mentors, classes and online learning programmes. These small businesses, self-employed individuals and freelancers are a key part of the digital economy. The project will reach out to freelancers and businesses in the under-served areas of Banff, Macduff, Fraserburgh and Peterhead. This is a hub and spoke system where central resources including teaching and the in-progress Aberdeen Innovation Mentors (AIM) group will be leveraged to provide support to the businesses utilising the library facilities. The programme aims to act as a catalyst and stimulate economic development opportunities in these towns. It was acknowledged that it is important that businesses aren't confused by another organisation offering support.

	SR will be developing local links to help with the roll-out of this project. **ACTION:** Presentation to be circulated to the group.
4	**Action Plan Updates:** • **Harbour, Corrie McCall Banff Harbour Masterplan** The North, East Pier and Railway Jetty survey has been completed. The ground investigation meeting will be week commencing 14th January with the work aiming to start a couple of weeks later. Harbour users will be advised once actual dates have been confirmed. With 2/3 weeks for completion with the report to follow which will then be used to finalise the design. Dive surveys will continue which will help in giving a more robust methodology assessment. £1.4million has been secured to carry out repairs to North and East Piers and Railway jetty. GR – It is important to keep communicating with berth owners. There was a Harbour Advisors meeting in December with the next one due to take place this month. Bathometric survey has been completed showing high and low areas of sand. Dredging will now be done annually to allow a full review of dredging practises at Banff. Boat compound agreement has been transferred to Harbours. Funding has been secured for the extension and development of the compound. Due to limited resources this is not a priority at the moment but will be completed as part of the EMFF application. There is a possibility to adapt some of the racks to allow for Kayak storage facilities. Funding from NESFLAG for 47% has been awarded for the slipway extension and boat hoist at Banff. NESFLAG have agreed an extension on the time to spend the grant as the repairs to the North and East Piers and Railway Jetty will significantly delay the start of this project as both projects cannot run side by side. Funding has been allocated for 2019/2020 from the revenue budget to look at a new website for both Banff and Macduff. Looking to approach the school for logo and help with branding. There are only 4 berths available at present but more become available during the summer months so space can be rotated. Availability of Wi-Fi in the marina area. When this was looked at the cost was coming in at £10/12k. This would be for a log-in system. A discussion took place and felt that this should be investigated further and could include the wider town. **ACTION** –AK and JE to explore this wider. Possible agenda item. It was agreed that the Pop-up units should be explored through Regeneration and/or Area Mangers office. Due to time restraints a briefing paper will be circulated on Banff Harbour/Marina. **ACTION** - Feedback on this paper to Jan. These items should remain on the Masterplan but not under Harbours remit.

ACTION – Written report on progress to be provided by harbours team for next meeting.

- **Property, Allan Whyte**

Canal Park – A retailer has shown interest for this site. Rydens will be marketing this on our behalf. It was confirmed that a common good order was not required.

Depot Site, Tannery Street - A paper will be going to committee February/March with proposals for the site. We need to be mindful that there are two additional owners of adjacent land. There could be a possible issue with contamination on this site.

Winston House - 6 viewings with 3 more viewings to take place within the next 10 days and 5 notes of interest.

Cape House - 6 viewings and 3 notes of interest.

Collie Lodge – AK advised that the lease was sitting with the tenant for signing.

Banff Academy have recently updated their Technical Department. JC suggested that the Business community should be invited to view the area.

ACTION - SR to mention this to Alan Horberry when they meet.

JC – Incubator units are needed. Are there steps to release units that are occupying 2/3 units?

At the moment there are no suitable units available.

ACTION To be discussed at Town Team in first instance to identify the existing and latent demand for industrial/commercial space and what options there are to actively pursue increased provision.

AK advised that a property portfolio with all information in one place was currently being produced. It was hoped that this would be a helpful visual with relevant information to show vacant units.

- **Business Workshops, Suzanne Rhind**

Workshops took place in Banff in 2018 based on information received during surveys and face to face conversations on the types of support and workshops people would like to see during 2017.

March - Effective Website Management - 8 attendees, June - GDPR - 9 attendees October - Visual Merchandising - 12 attendees.

Business Gateway are happy with the numbers attending, and have agreed to build Banff/Macduff into their core programme of workshops on a quarterly basis going forwards.

JC – Dates have been released for the next group of workshops and none of these are in Banff. SR – confirmed that courses were due to start in Spring 2019.

Local promotion and awareness of these workshops is key, and we hope the partnerships can spread word to look out for more workshops coming to our towns.

As an aside Naomi also organised with Visit Scotland to host a Digital Tourism workshop in May 2018 which had 9 attendees from all over the Shire and the City and was a bit of a coup as it had been scheduled for Peterhead but cancelled due to only having 2 people signed up.

- **Food & Drink, Suzanne Rhind**

SR in discussion with ONE, they have a very active programme of opportunities but this has only been accessed by four of our local businesses to date. ONE have difficulty getting message out there that people can attend workshops.

JC – Suggested speaking to the businesses that attend the Farmers Market and asking 'what are the constraints they face in building their business?'

Full food and drink update from Elizabeth Mathie, ONE is attached (Appendix 1)

DL- More communication in what we need in the food area is key.

GR – Expressed that it was important to filter key information to the Development Partnership as and when it becomes available and not to wait till the next meeting.

- **Review of Reporting Format**

The 6 month update document is under review with consideration given to switching the format, using the traffic light system with start and end dates at a project level which will then be clearer for individual projects.

For next 6 monthly update CW to send out draft before our next meeting for comments from the group. It was suggested that the finance summary could be considered alongside the review.

ACTION – CW to issue draft report for consideration

| 5 | **Financial summary** |
| | |

49 – 53 Bridge Street – Following confirmation of external funding £119,700 has now been committed.

Banff Harbour for Marina Slipway Extension and Boat Hoist - £137,500 has now been committed as external funding from NESFALG has been secured.

JC – A briefing note to support the finance summary would be beneficial to show timescales, delivery and any barriers that are holding up the project. Similar to the report that is circulated by the CARS team.

AK – By having more detail on the finance summary this would help with transparency. It is important to have a document that the group are happy with.

	ACTION – New finance summary to be produced CW/SR
6	**The Digital Space: Smart Cities, Smarter Towns event feedback** Report is attached for reference as due to time restraints this was not discussed during the meeting. (Appendix 2)
7	**Potential Civic Pride Project Discussion** CW – The purpose of the promotional video was to accompany a video through Invest in Aberdeen to highlight Banff and Macduff as a place to consider for re-location for both new businesses and professionals. The video is nearly 90% completed and has been circulated for comment. Following feedback received we have spoken to AVC Immedia and due to the weather during filming they were unable to capture the Marina. This was the reason why there is no imagery of the Marina in the video. A selection of images were forwarded that could be used but unfortunately the quality was unsuitable. There were also concerns that they was a lack of people in the video and that it didn't present an image of a vibrant place to work or live. It was also noted that we should be careful not to portray an image that is not a true reflection of the area. It was agreed that we get AVC Immedia back to Banff to film the Marina and also to pick up shots of the Deveron Centre or similar when there are a lot of activities going on. This will incur additional expenditure. The completion of the video will be delayed for the time being. **Civic Pride Video** There are a wealth of community assets in Banff and what better way to showcase this than getting community groups to do a film that could be used to promote their town via social media. We could help facilitate this, with support from local partnership members and some technical assistance. The project would be rolled out to the 3 other regeneration towns. The aim would be for each community to showcase their assets, using their own voices and give a sense of civic pride and groups working together. The group felt this was a good idea and worth exploring further.
8	**Invites Next Meeting**
9	**Date of Next Meeting** Monday 15 April 2019 Monday 24 June 2019 Monday 7 October 2019 Above meetings from 1900 to 2100 @ Deveron Community and Sport Centre

Appendix 1

North East Scotland Food & Drink Awards
Delivered in partnership by Opportunity North East (ONE) and Aberdeenshire Council, the Awards are open to food and drink producers in Aberdeen, Aberdeenshire and Moray.
Closing date for entries is Monday 28 January. We'd like to encourage any food and drink producers who have new products or can demonstrate good business practice to enter.
The winners will be announced at a presentation dinner at Ardoe House Hotel on Thursday 21 March.
Full info, entry details and to purchase tickets, click here
- https://www.nesfoodanddrinkawards.co.uk/

North East Scotland Food & Drink Network
Delivered in partnership by Opportunity North East (ONE) and Aberdeenshire Council, open to food and drink producers in Aberdeen, Aberdeenshire and Moray.
The next Network Event is around exploring Export Markets on 20 February at the Marcliffe Hotel and Spa. Full details and booking here
- http://www.opportunitynortheast.com/north-east-scotland-food-drink-network-event-grow-sales-export-20-february-2019/
Any businesses who wishes to be added to the ONE mail list so that they are informed of Network activities, can send their contact details
to Elizabeth.mathie@opportunitynortheast.com.

Food and Drink Business Growth Programme 2019 – application deadline has passed
For further information contact Jane
MacLeod, jane.macleod@opportunitynortheast.com

Food & Drink Tourism
We recently ran a pilot food & drink tourism familiarity trip in the Peterhead area, bringing together food & tourism businesses to visit Saplinbrae Hotel, Rora dairy, Brew Toon Brewery and the fish market. This has the potential to be carried out in other areas, which could include Banff. We are at the very early stages of developing our food & drink tourism activity, having just heard that we have had a successful LEADER application. There will be more detail announced by spring.

Banff & Buchan business engagement
Winners from 2018 Awards – Summerhouse Drinks, Duncan Farms (x2)
Participants on the 2018 Business Growth Programme – Granny Bakes, Portsory Ice Cream
ONE FDA Board Members – Philip Benzie, Benzies; Michael Clark, International Fish Canners Ltd; Robert Chapman, Farmlay Eggs

Showcasing Scotland Regional Events and Showcasing Scotland
The Showcasing Scotland regional events programme has been developed in response to growing demand for local products in local markets. The programme will help grow local and regional sales by bringing together

regional buyers, producers and suppliers for a series of one-day meet the buyer events. The North East event will be held in June 2019; venue and dates tbc. More info here - https://showcasing.scot/

Pre-registration for Showcasing Scotland, Scotland's largest "meet the buyer event" is now open. This year's event will take place on the 1-3 October at Gleneagles. Businesses can register interest at the following link - http://bit.ly/showcasingscotland

Not Food & Drink specific
ONE's report on the first 3 years - http://www.opportunitynortheast.com/opportunity-north-east-hails-significant-progress-first-three-years/

Scotland's Town's Partnership
Connected Towns: The Digital Space – Smart Cities, Smarter Towns
Event
Key Messages

Appendix 2

Presentations:

1. **Gigabit Communities – a catalyst for economic and social development: Justene Ewing, VP, CGI**

- Multi-national technology organisation working with 200 governments across the world
- 60 Gigabit cities in the UK including Aberdeen (CityFibre in Aberdeen due early 2019)
- Key challenges/opportunities:
  - Citizen Centricity
    - understanding citizen needs
    - building services around citizens
    - transforming with citizens not for them
    - Improving health and wellbeing
    - Creating jobs
  - Digital Technology
    - Interaction and automation between people, places and things
    - Flexible and adaptable systems
    - Inclusive digitization
    - Improving system and service performance and accessibility
  - Openness and Collaboration
    - Creating opportunities for collaboration
    - Sharing and reusing assets and services
    - Engaging local economy
    - Promoting open data
- Skills shortages/gender gap big issues

2. **Digital Strategy for Scotland – What does it Mean for Towns?: Colin Cook, Director of Digital, Scottish Government**

- Digital Strategy launched March 2017 https://www.gov.scot/publications/realising-scotlands-full-potential-digital-world-digital-strategy-scotland/
- Superfast broadband to every premises within next 3 years
- Looking to put Scotland at forefront of 5G technology
- Focus on 'Internet of Things'
- Just providing connectivity isn't enough – has to be a partnership between business and local and national government

> *The Internet of Things is made up of devices – from simple sensors to smartphones and wearables – connected together.*
>
> *By combining these connected devices with automated systems, it is possible to "gather information, analyse it and create an action" to help someone with a*

- Stimulate digital economy – encourage business to adapt to digital technology, attracting new start-ups (creating business hubs to share ideas), skills training

3. **Digital Improvement Districts: Bill Harvey, Kirkcaldy4All; Simon Baldwin, Destination 66; Richard Watson, Rapier Systems**
- Sustainable approach needed – encourage new strategic collaboration; increasing digital participation; creating scalable projects
- Solution: Digital Improvement District (DID based on BID model with a 5 year term)
    - Levy payers contribute
    - Integrated digital community platform (Facebook, Twitter, Instagram, Website)
    - Regular Ambassador visits to levy payers – face to face is very important
    - Social media management
    - Free public realm Wi-Fi (ensures equal access for all)
    - Data capture and management (shareable information)
    - Support of multiple audiences – visitors, business, community, 3rd sector, public sector
    - 365 days of the year
    - Part of wider STP broadening of Improvement District options
- **CuparNow** – first DID demonstration pilot project in Scotland running from Sept 18 – Nov 19, government funded with ratepayer ballot in November 19 http://www.cuparnow.blog/about-cuparnow/
    - 379 rate-paying businesses involved
    - Free Wi-Fi
    - Data collection supporting 'Internet of things' –solutions to transport, safety, education, wellbeing, business support
    - Micro-businesses can opt-in
    - Excellent response in first 3 months
    - Interest from other organisations such as the Police and Health as a space to share information with lots of people
    - Power of communication has a positive economic impact

Workshops:
1. **Theplaceteam.com (Destination Management Tool)**
- Work with destinations to identify what people think about their local area, and provide insight and recommendations on how to make their place better for everyone
- Streamlined consultation – independent and transparent process
- Works in two areas – direct with businesses and the community via digital and traditional methods
- Can be branded/tailored to your local area

2. **Miconex (Digital marketing for towns/cities)**
- Gift card programme
    - 35 schemes across the UK

- - Loaded with funds which can only be spent with businesses in the town
  - People tend to spend 30-40% more than normal when using the card
  - Can increase footfall at traditionally quiet time of year (Jan and Feb)
  - Uses Mastercard system so if a business accepts Mastercard they can accept the gift card
  - Self-funding – 15% are never spent so balance goes back to the operator to create a revenue stream
- Rewards programme
  - Current trial in Perth
  - 1 point per £1 spent, includes businesses, leisure, public transport
  - Businesses register to take part and pay a fee of 1% of qualifying transactions
  - Once consumer has enough points they get a pre-paid card to spend in participating businesses
  - Captures data on how people use the town
  - Businesses/operators can offer incentives i.e. 100 free points if use Park and Ride
- Visit https://www.mi-cnx.com/ for more information

3. **Community Hub (Integrated online platform)**
- Community website and mobile app with all information in one place
- Can be used for a single village/town or a larger area, but each community still has its own page
- External links to sources of information – Twitter, Council etc.
- Individual listings for local information – community groups and businesses can manage their own listing
- Can be used to send information direct to community members I.e. events, special offers, notices
- Visit http://ourcommunityhub.com/ for more information