

# PETERHEAD DEVELOPMENT PARTNERSHIP

## VISION AND ACTION PLAN OCTOBER 2018 PROGRESS UPDATE

### **Vision 2021**

Peterhead is the vibrant economic heart for the Buchan communities & reaches out to the world through its maritime industry, enterprise, ambition, culture & its communities.

Peterhead's Town Centre has been rediscovered with improved facilities including a diverse quality family friendly shopping/leisure experience & evening economy with interesting cultural events.

The distinct communities in Peterhead work together to celebrate differences with renewed civic confidence & pride of place. This is an independent, energised, committed & supportive community town.

### Glossary of Acronyms

AC – Aberdeenshire Council	VA – Visit Aberdeenshire
PPA-Peterhead Port Authority	TS – Transport Scotland
EMFF – European Maritime and Fisheries Fund	CPP – Community Planning Partnership
NESCOL - North East Scotland College	SE-Scottish Enterprise
BG – Business Gateway	NHS – National Health Service
PPA – Peterhead Port Authority	RGU – Robert Gordons University

#### KEY:

**RED** – Action not yet started.

**YELLOW** – Action initiated and ongoing development

**GREEN** – Action started and projects agreed.

<b>Action Theme 1 – Peterhead Economy – Open to the World</b>						
<b>Aim</b>	Peterhead’s connections via industry are all across the globe and can be further maximised and extended. The benefits can reach into all parts of the community by moving to an increasingly resilient and higher wage economy		<b>Outcome</b>	Peterhead is even more connected to global opportunities, the business base is increasingly diverse with more opportunities for growth and incomes are increased.		
<b>Action</b>	<b>Objective</b>	<b>Action update</b>	<b>Lead</b>	<b>Regen Budget Agreed</b>	<b>Output Measure</b>	
1.1	<p><b>Improve Educational Attainment &amp; Achievement: Promote in work progression: Individuals to achieve their potential &amp; support a vibrant local economy</b></p> <p><b>(Green, previously yellow)</b></p>	<p>Christine W has met and introduced the regeneration plans to Andrew Ritchie and the Chamber of Commerce.</p> <p>Together with our partners, we have designed a state of the art, learning environment in Peterhead Academy that is welcoming and inspiring to all. The Hub has been fitted out with solar, wind and hydrogen cell technology that will be used by both primary and secondary Peterhead students.</p> <p>The Hywind Hub not only offers a physical space to facilitate renewable technology discovery but in addition, the program includes: secondary and primary workshops, STEM training of primary school staff, STEM community days and developing older years students as leaders and STEM ambassadors for younger years providing long term sustainability to the project.</p> <p>A tangible link has been created between the world’s first offshore floating windfarm and the Peterhead community. It’s a link that aims to improve educational attainment and encourage students to achieve their full potential and support a healthy and vibrant local STEM workforce.</p> <p>Increasing the number of flexible pathway opportunities for students at Peterhead Academy to provide a range of</p>	<p><b>Developing Young Workforce</b></p> <p>Suzanne Robertson</p> <p>Equinor</p> <p>Peterhead Academy</p> <p>Skills Development Scotland</p> <p>Aberdeen Science Centre</p> <p>Techfest</p>	£40,075	<p>No. of Young People engaged <i>Target = 2,750</i></p> <p>Number of Participants (total) <i>Target = 3,000</i></p> <p>No. of Training events held <i>Target = 81</i></p> <p>No. of Participants supported with training <i>Target = 1,440</i></p> <p>No. of training hours <i>Target = 1,440</i></p>	

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		<p>opportunities for Peterhead students. One major employer has signed up to a partnership agreement with the Academy and meetings have been set up with Peterhead Energy Hub and other local companies to gauge interest in signing up to become a pathway provider.</p> <p>Peterhead is one of the target communities that RGU have to improve access to university qualifications also which will have an impact on aspiration, particularly of those from poorer backgrounds and children in care.</p>			<p>New or improve floor space (m2) <i>Target = 125m2</i></p> <p>No. of Community Events Held <i>Target = 3</i></p> <p>No. of Sectors supported / developed <i>Target = 4</i></p>
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Action	Objective	Action update	Lead	Regen Budget Agreed	Output Measure
1.2	<p><b>Peterhead Learning Campus</b></p> <p><b>(Yellow)</b></p>	<p>A report was taken to Area Committee and Education and Children's Services Committee on 23 March 2017. The report outlined the outcomes from public engagement where 2 options were considered.</p> <p><b>Option 1</b></p> <ul style="list-style-type: none"> <li>• Community Campus at Kinmundy Road site including Sport and Community Facilities, 350 capacity primary school and ASN provision</li> <li>• New primary and nursery on existing Peterhead Academy site to replace Peterhead central School.</li> <li>• Rezone of Peterhead network.</li> </ul> <p><b>Option 2</b></p> <ul style="list-style-type: none"> <li>• Rebuild Peterhead Academy on current site on a phased approach, including 350 capacity primary school and ASN provision.</li> <li>• Off site Sports and Community Provision at Catto Park and Barclay Park</li> <li>• Rezone of Peterhead network</li> </ul> <p>Further engagement on the options was undertaken and the town centre impact on a new site completed. These reports were duly considered by senior management and Committee during 2018, and the development is now on the council's capital plan.</p> <p>A Peterhead Master Plan Board has been set up directing the strategic work to ensure the campus encompasses the requirements of Peterhead</p>	<b>Maxine Booth</b>		Investment of £70 Million on Council's Capital Plan.

		<p>There will be a Campus Board formed to help direct the campus work specifically.</p> <p>There will be further community engagement as the options are explored in more detail ensuring that this does not raise expectation beyond that which is affordable.</p>			
1.3	<p><b>International Maritime Industries 'One Stop Shop': Develop the profile of Peterhead as a great place for maritime industries &amp; promote Town Centre</b></p> <p><b>(Yellow)</b></p>	<p>Peterhead Energy Hub (PEH) continue to raise the profile of its members and Peterhead companies through the attendance at exhibitions throughout the year such as Offshore Europe where PEH hosted a lunch event on the City &amp; Shire Pavillion stand. The event was well attended and highlighted the work of Peterhead Energy Hub. A stand was also taken at Subsea Expo in February 2018.</p> <p>Peterhead Energy Hub has been operating for a number of years and during this time the focus of opportunity and activity has shifted from offshore renewables through subsea and decommissioning.</p> <p>Changes to activity have included the organisation of an annual local event, attending different exhibitions and welcoming new members.</p> <p>Recently work commenced on developing a more detailed decommissioning proposition for Peterhead. Work is now underway with RGU to research the various port capabilities, current supply chain offering, and where Peterhead sits against its competitors. This work will be used to highlight and market the Energy Hub as a "one stop shop" or will identify where there are key supply chain gaps that need to be filled to create a "one stop shop". It is expected the Energy Hub will discuss the findings over September / October 2018 and actions developed thereafter.</p>	<p><b>Peterhead Energy Hub facilitated by Suzanne Robertson</b></p>		

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		<p>An Aberdeenshire wide approach to inward Investment has been launched by Economic Development to include information on Peterhead.</p> <p>Rediscover Peterhead and The Port Authority are working together on connecting the port and town centre and this is initiated through the Seafood Festival to take place in September 2018. There are also opportunities for further partnership work relating to linking town centre services to ships crew and other port activities.</p> <p>Rediscover Peterhead have created a video to promote Peterhead, which can be used in multiple ways and to encourage positive interest from potential investors, residents and visitors.</p>			
Action	Objective	Action update	Lead	Regen Budget Agreed	Output Measure
1.4	<b>Harbour Development (Green)</b>	<p>PPA confirmed that the fish market was operational from June 2018 and scheduled for formal opening in September 2018. Phase 2 dredging is complete and has started to create additional quayside space for the Energy sector.</p> <p>PPA highlighted to Aberdeenshire Council a shortage of processing units in and around Peterhead as a potential issue to the Seafood sector in May 2017. With fish landings at a record high for 10 years and a number of new fishing vessels being commissioned it is clear that there is opportunity to grow the sector in Peterhead. Between June 2017 and February 2018 a number of</p>	<p><b>PPA</b></p> <p>Suzanne Robertson</p>		

		<p>meetings were held to fully scope the development and identify funding to deliver a new development as PPA were forecasting 3 years before any new units would be available. A site along with development plans and costings was completed.</p> <p>During February 2018 PPA confirmed they would like to undertake further research and are now engaging with a company to carry out market research which should confirm if there is enough processing demand to develop both at the port and a separate site.</p> <p>A board decision will be taken on progressing with this once other key harbour works are complete.</p>			
1.5	<b>Food &amp; Drink: Sector Development (Yellow)</b>	<p>Sector investments such as Brew Toon in Peterhead pave the way for other new food and drinks businesses.</p> <p>The Regeneration Executive Post (Business and Sectors) was filled in August 2018. This project will be scoped and developed over the course of the next 12 months.</p>	<b>Suzanne Rhind</b>		
1.6	<b>Energetica: Attracting Inward Investment to Peterhead (Yellow)</b>	<p>Simplified Planning Zone concept was scoped and approved by Peterhead Development Partnership and approved by Buchan Area Committee and ISC in 2017.</p> <p>The Scottish Planning system is under review and includes changes to Simplified Planning Zones. This will be further developed once the new planning legislation is in place.</p> <p>Work to consolidate industrial provision at Upperton Industrial Estate is proceeding with access issues now resolved.</p>	<b>James Welsh</b>		

		<p>A regional Inward Investment initiative was launched in August 2018 which includes Peterhead and will target companies interested in the profile of the town. Initial reports confirm that Peterhead has a positive profile internationally as a result of the energy sector possibilities.</p> <p>Agreement has been reached to demolish the old Terex factory at Balmoor Industrial Estate which will make way for additional employment uses on that site. Future options for use are being discussed with potential users.</p> <p>There continues to be positive interest in investment in other locations such as Longside Airfield indicating confidence in Peterhead's location and services.</p> <p>3 acres of Aberdeenshire Council employment land are available for development at Dales Industrial Estate.</p> <p>A new partnership initiative is being developed between Robert Gordon's University and the council's library service to support self-employed individuals to develop further and expand their horizons. It is planned to trial an approach to this partnership in January 2018 with 2 projects, one of which will be in Peterhead.</p>			
1.7	<p><b>Connectivity and infrastructure (Yellow)</b></p>	<p>NESTRANS alongside Aberdeenshire Council and Transport Scotland commissioned a study on strategic transport connections between Fraserburgh, Peterhead and Aberdeen in early 2015. On the back of the outcomes of this study, further work was commissioned by Nestrans (Feb 2017) to investigate a re-opened rail service between Aberdeen and Ellon and potential road upgrades on the A90 and A952. Reports were subsequently referred to City and Aberdeenshire Councils (inc. Area Committees) and Transport</p>	<p><b>Ewan Wallace</b></p>		

		<p>Scotland. On review of responses, the Nestrans Board (Feb 2018) resolved to:</p> <ul style="list-style-type: none"> <li>• Commission further work on rail elements;</li> <li>• Enter into more detailed discussions with Transport Scotland on road schemes;</li> <li>• Integrate options into the City Region Deal Strategic Transport Appraisal (currently underway with initial outputs expected in Summer 2018).</li> </ul> <p>At its meeting on 19 September, Nestrans considered a further progress report on the study. This included the results of sensitivity testing on the Aberdeen to Ellon rail link.</p> <p>It is also noted that the proposed Strategic Development Plan supports corridor improvements along A90(N) and A952, and continued investigation of rail links to the area.</p>			
1.8	<p><b>Develop connections &amp; linkages with international communities (Yellow)</b></p>	<p>In August 2017, a party of Norwegian visitors from Egersund visited Peterhead to find out about historic links with the town. Egersund is a town slightly smaller than Peterhead, and links between the two were first established in 1869, when they were joined by a telegraph cable. While this was a leisure visit, the party was led by a Project Leader from the Stavanger Chamber of Commerce, raising opportunities to forge new commercial links in the future.</p> <p>This is a low impact, medium term priority action.</p>	<p><b>Martin Brebner / Chambers of Commerce / Education and Community</b></p>		
1.9	<p><b>Tourism Product Development</b></p> <p><b>Yellow</b></p>	<p>Work on maximising the opportunities in the cruise sector are being taken forward by Visit Aberdeenshire. Richard Cormack Corrigan is now in post as Cruise Project Manager for Visit Aberdeenshire and has set up a working group comprising of officers from Aberdeenshire</p>	<p><b>Visit Aberdeenshire with</b></p>		<p>30 Businesses benefitted from a business to business networking event at</p>

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		<p>Council to help take forward the cruise action plan for the area. The first meeting is due to take place on Thursday 27 September 2018.</p> <p>To benefit from Cruise Ship activity, businesses need to develop themed service offerings that can attract tours. A workshop is also being planned later in the year which Buchan businesses will be invited to in terms of how to benefit from the cruise ships coming into the area as a whole.</p> <p>Rediscover Peterhead have already met with Visit Aberdeenshire &amp; Visit Scotland to identify potential opportunities and how they could link up with the Port to ensure visitors and crew are issued with an information pack on what is available within the town centre.</p> <p>Visit Aberdeenshire has provided input into the Peterhead BID organised Seafood Festival in terms of an on the day visitor survey and subsequent online survey to gain feedback of the event to feed into future years.</p> <p>Visit Aberdeenshire has held 1:1 Business Engagement meetings with accommodation, attraction, food &amp; drink and activity providers in Aberdeen to understand their business needs and to see where Visit Aberdeenshire can support. A tour ready package is being worked on to support businesses become tour ready.</p>	Suzanne Robertson		Peterhead Prison on 13 <sup>th</sup> February 2018.
1.10	<b>TOTAL BUDGET AGREED</b>			<b>£40,075</b>	

<b>Action Theme 2 Integrating Communities – Celebrating Peterhead's Differences</b>					
<b>Objective</b>		To bring distinct communities in Peterhead together, celebrating differences, searching for common ground and becoming an even more independent, energised, committed and supportive community.		<b>Outcome</b>	
				Increased community capacity, improving civic pride and a stronger third sector and improved housing choice.	
<b>Action</b>	<b>Objective</b>	<b>Action</b>	<b>Lead</b>	<b>Regen Budget Agreed</b>	<b>Output Measure</b>
2.1	<p><b>Cultural Hub: Celebrate &amp; develop &amp; Peterhead's cultural offering: Exploring its reach in the world</b></p> <p><b>(Green)</b></p>	<p>In April 2018, Theatre Modo delivered their final report under the "Encounter Peterhead" brand (see 3.1 for details).</p> <p>Following feedback and interest from the local community in part through Your Voice Your Choice, an Arts and Culture Event was organised for the 30th May 2018 which was supported by Partners from Community Planning, Community Learning &amp; Development, the Arts Development Team and local Elected Members. The Event was well attended with over 25 amateur and professional artists, who discussed the merits of developing a wider Arts &amp; Culture Network along with what they would like to see it achieve for Peterhead and its surrounding areas. The Event concluded with a clear agreement to pursue the development of an Arts &amp; Culture Network and supporting partners are now working to help set up a further event to take place in October, led by the community with a focus on helping artists get to know each other and on developing local projects.</p> <p>The Royal Conservatoire of Scotland hosted four free awareness raising taster sessions, in Fraserburgh, in a range of artforms in April, May, June and July '18.</p>	<p><b>Community with support from Aberdeenshire Council as necessary.</b></p> <p><b>Saskia Gibbon</b></p>		<p>Outcomes will start to feed into the plan from 2019.</p>

		<p>Twenty percent of participants were from the Peterhead / Mintlaw areas.</p> <p>A celebratory week of events took place across all four northern regeneration towns in August '18. This generated extensive positive media coverage. The week concluded with three live pop-up performances by 32 young people and a showcase event at the Dalrymple Hall &amp; Arts Centre.</p> <p>A Junior Conservatoire programme in Acting began in September '18. A programme for Traditional Music &amp; Bands is scheduled for Spring 2019.</p> <p>A new schools programme and CPD for teachers is being developed for the Autumn/Winter school term.</p> <p>A new Creative Economies (Place) grant scheme was launched to promote and celebrate the region's cultural distinctiveness, targeting the third sector and creatives, maximum award of £5,000. There is another round of submissions end of Oct 2018 and applications are encouraged from Peterhead.</p>			
2.2	<p><b>Skills Hub: offering improved employability &amp; money advice services delivered by multiple partners.</b></p> <p><b>(Green)</b></p>	<p>In 2017, £150,000 was agreed and allocated to the Skills Hub, now re branded as "Compass Point". The hub is a partnership model involving AVA, Aberdeen Foyer, Department for Work and Pensions, North East Scotland Credit Union (now folded), the NHS and Aberdeenshire Council. It provides employability advice, debt advice, and offers access to IT facilities and skills training to improve access to jobs and benefits.</p> <p>Funding from regeneration was used as match funding to lever in EU funding through the Economic</p>	<p><b>Aberdeen Foyer / AVA lead with Robert McGregor with Annette Johnstone</b></p>	<p>£150,000</p>	<p>310 people have been supported with 800 job searches.</p> <p>262 people have been supported to access information and advice services</p>

		<p>and Social Fund Employability stream. This required certain targets to be agreed and delivered within the lifetime of the project. While overall the project has established itself well and has assisted a significant number of people, to date the project has been unable to successfully demonstrate meeting those targets to the satisfaction of the ESF audit team. The project funding is due to come to an end in December 2018 and the main delivery partners in the project are currently reviewing an effective way forward for delivering the services Compass Point has delivered and enabled and support for those who continue to use the service. There is a commitment to continue to effectively support the client group who have engaged with Compass Point while being aware that there is a wider review of information and advice services ongoing of which Compass Point's services form a part of.</p>			<p>66 people have accessed digital and employability support courses</p> <p>328 people supported to access internet employment services</p> <p>1621 People supported to access telephone employment services</p> <p>28 volunteer placements</p> <p>14 additional work placements</p>
2.3	<p><b>Neighbourhood/ community retail centres: Improve public realm &amp;</b></p> <p><b>Improving links between housing developments &amp; quality green space</b></p> <p><b>(Green)</b></p>	<p>The Clerkhill Project has been redesigned to meet the available budget. A revised and simpler drainage system has been designed and the cost and timescale will be confirmed by end October 2018.</p> <p>A concept plan for developing the Collieburn Park and creating a clear green corridor from the north of the town to the centre has been developed by Landscape Services. This has been further developed into distinct project phases around connectivity/paths; biodiversity; community engagement and a community allotments project. Further detail will be presented to a future meeting of the Peterhead Development Partnership during 2018.</p> <p>Peterhead Projects had been successful with a funding application to Big Lottery for a three-year</p>	<b>Robert McGregor</b>	£150,000	

		<p>project to build community design and participation in green spaces in the town. This project is currently stalled due to the liquidation of Peterhead Projects. Officers held a meeting with National Lottery representatives, and Buchan Development Partnership to explore possible green projects. The outcome was very positive in that there is clear commitment to Peterhead in terms of funding and community interest in these projects. Further facilitation of community interest will be conducted over the next 6 months with an aim to pull together a credible lottery application.</p>			
2.4	<p><b>Innovative solutions to extend housing provision &amp; develop mixed tenure communities</b></p> <p><b>(Red)</b></p>	<p>Discussions continue with Registered Social Landlords, partners and officers in relation to increasing the supply of affordable housing and this includes some developments on brownfield sites. The Calley Building housing development by Langstane Housing Association is due for completion early summer 2018. COMPLETE</p> <p>Grampian Housing Association have completed a total of 30 affordable housing units at Inverugie Meadows. Meantime they are on site at Windmill St with a view to completing 17 affordable units by November 2018 and are looking to progress the site at North Street/Brook Lane to deliver 21 affordable units subject to appropriate approvals including planning and viability.</p> <p>Osprey Housing are delivering 23 units at Upper Grange. Unfortunately the contractor went into administration so all works are expected to be complete in 2019.</p> <p>Aberdeenshire Council are delivering 31 Affordable homes at Clerkhill with completion anticipated January</p>	<b>Elaine Reid</b>		

		<p>2019. A potential future phase of 24 units is being assessed.</p> <p>This is a medium term action which will be considered and developed over the next 12 months.</p>			
2.5	<p><b>Peterhead Sports Infrastructure and Sports Hub Investment</b> (Green, previously red)</p>	<p>The Council's Capital Plan now includes a commitment for the new Education Campus (approximately £70 million) and work is ongoing led by Business Services (Ritchie Johnson)</p> <p>Officers and councillors (led by Active Aberdeenshire) are working with sports groups and any community interest to develop a sports network/hub. Several meetings have been held and there is good interest.</p> <p>Advanced discussions are being held with Peterhead Area Community Trust regarding their plans for Barclay Park Pavillion and the adjoining grounds. Good support for their plans was received through informal conversations with the Scottish Government and plans are being worked to bring forward redevelopment of these important community assets. Expected 1<sup>st</sup> phase of development will be the Barclay Park Pavillion and it is hoped to bring forward these plans within the next 2 months.</p>	<p><b>Property Service &amp; Active Aberdeenshire</b></p>	£680	<p>Building Warrant Submitted.</p>
2.6	<p><b>Community health &amp; wellbeing: key component of economic growth: Develop innovation &amp; aspiration within community &amp; in individuals</b></p>	<p>A second Your Voice Your Choice participatory budgeting event took place in June 2017. £50,000 of health and social care funding was augmented by £49,000 from the Regeneration Reserve and £1,000 from the Community Planning Partnership. Groups were invited to apply for up to £10,000 of funding towards projects to improve health and wellbeing or which could contribute to integrating communities or</p>	<p><b>Community</b></p>	£49,000	<p>10 community projects were supported benefitting a significant number of individuals and developing community group capacity. The projects had a range of beneficial impact from</p>

	<b>(Green, previously Yellow)</b>	<p>connecting, reinforcing and rediscovering Peterhead's town centre.</p> <p>Over 30 applications were made, for projects with a total value of £175,000. Voting was made, either online or in person at a public event where each of the applicants gave a short presentation on their project before the main vote. Some of the funding was ring-fenced for small projects applying for less than £2,500.</p> <p>12,000 community votes were cast, and 10 projects received funding. The others have been signposted to other sources. Feedback from participants was very positive, and there was a strong consensus that people valued having a say in how money is spent in the area.</p> <p>Work over the next part of the plan will focus energy on developing the capacity of these groups to achieve even greater outcomes.</p>			<p>health and wellbeing to educational improvement.</p> <p>In addition to the social outcomes, groups have also drawn in external funding. An evaluation is being completed and will be available for the next 6 month report.</p>
2.7	<b>Strengthen local third sector organisations : Address disempowerment &amp; hard to reach sections of the community (Yellow)</b>	<p>In addition to the Your Voice Your Choice initiative above, The Community Café at Encounter (see 2.1) is helping to engage with youth and non English speakers through a language café. This activity is likely to have contributed to a reduction in anti social behaviour in the area.</p> <p>A "Mini Public" exercise was held by Community Learning and Development in the town centre engaging with residents in terms of their needs. This has resulted in interest and more activity from this part of Peterhead in the development of the town.</p>	<b>AVA / Community Learning and Development</b>		Outcomes from Encounter have supported this part of the plan, creating new collaborations and engaging people from hard to reach areas.
<b>2.8</b>	<b>Total Budget agreed</b>			<b>£349,680</b>	

<b>Action Theme 3 – Connecting, Reinforcing and Rediscovering Peterhead’s Town Centre</b>					
<b>Objective</b>	Reinforcing the Town Centre by improving public spaces, providing improve facilities, a quality diverse shopping/leisure experience and developing the food offering and evening economy through quality cultural experiences.		<b>Outcome:</b>	Key sites, buildings are reused/re-developed; public spaces improved, the town centre townscape will be transformed with new local economic activity and the community will develop an increased pride of place.	
<b>Action</b>	<b>Objective</b>	<b>Action Update</b>	<b>Lead</b>	<b>Regen Budget Agreed</b>	<b>Output Measure Target</b>
3.1	<p><b>Help deliver Choose Peterhead Community Action Plan Priority Projects.</b></p> <p>(Green)</p>	<p>Encounter café has been in operation to test the community appetite for cultural activities.</p> <p>Work on the Rose Street Garden project was scheduled to begin in May, but has been temporarily halted by the liquidation of Peterhead Projects Ltd. Funding for the project was not affected, and remains in place.</p> <p>While a new lead partner has come forward, a change in the status of the Rose Street site has put the project in doubt. Efforts are underway to establish the landowner's intentions. However, should the Rose Street project fall through, alternative plans are at an early stage of development, with keen interest shown by tenants in the Longate who recently took part in a "Mini Public" event and who have expressed an interest in work to create green space in the town centre.</p> <p>Medium and longer term projects proposed by Choose Peterhead which involve significant capital works to the Conservation Area will be taken forward through Action point 3.6.</p>		<p>£24,000</p> <p>£12,500</p>	<p>Encounter Café: 710 events and activities including youth activities, partnership working and cultural events such as photography exhibitions cultural residency and pop up opera. Over 6,000 volunteer hours contributed 80 young people have been signposted to other services. Operation of the language café has resulted in greater cultural integration and has led to the formation of a new organisation; "Make it happen". A Conversation café focussing on mental health has allowed those who would not normally engage with the NHS to participate in activities relating to health. A cultural residency has led to the production of a film and a two year collaboration with a Dundee based arts and film group (Shaper Caper). International connections through the Roundhouse project and 7 people</p>



	<b>(Green)</b>	<p>Twenty enquiries have been received in Peterhead the majority of which do not have a funding gap, or the owner does not wish to take an application forward.</p> <p>Three applications are likely to come forward that cover prominent/iconic buildings within Peterhead. Progress on two will be dependent on sale to the applicant by Aberdeenshire Council. Sale has yet to conclude.</p> <p>Two phase 1 applications totalling £17,330 have been awarded. This budget is separate from the main Peterhead regeneration allocation.</p>			
3.4	<p><b>Develop leisure &amp; food service offering in Peterhead town centre</b></p> <p><b>(Yellow)</b></p>	<p>Sale of Arbutnott House may provide a positive food service destination. The sale is scheduled to complete by end April.</p> <p>Developments at the old Gala Bingo site are also encouraging with regards to the service provision of the town centre and reducing vacant sites in key town centre sites.</p> <p>Gaps in service provision in Peterhead town centre are being identified through the Data Company, and plans are being drawn up to promote to national food service companies. This will be developed linked with a comprehensive partnership approach; pulling data availability, market opportunities and key stakeholders together in an action plan - see 3.12 below.</p>	<p><b>Private Developers facilitated by Aberdeenshire Council</b></p>		
3.5	<p><b>Ensure new retail areas e.g Kirkburn Mills Site and Buchan Gateway are</b></p>	<p>The Harbour Springs restaurant, which forms part of the first phase of the Buchan Gateway development, opened in August 2017. The adjoining Marstons Hotel is now also open.</p>	<p><b>Private Developers facilitate</b></p>		

	<p><b>connected to the town centre.</b></p> <p><b>(Yellow)</b></p>	<p>Construction on the Aldi Store at Kirkburn Mill is underway and making a significant difference to the town centre gateway.</p> <p>Liaison with these developments will continue to connect them to town centre events and activities.</p>	<p><b>d by Heather Barclay</b></p>		
3.6	<p><b>Develop Peterhead's historic core and connect to business opportunities</b></p> <p><b>(Red)</b></p>	<p>This is a medium term project which is commencing with a review of the Conservation Area to update existing documentation. This will be followed by technical investigations to form the backbone of applications to organisations such as Historic Environment Scotland and Heritage Lottery Fund. HLF are due to release their new funding strategy in January 2019. Depending on the outcome of technical investigations and engagement with owners, funding bids could be progressed during 2019/20.</p>	<p><b>Debbie Burroughs</b></p>		
3.7	<p><b>Reinvigorate the cycling demonstration town initiative &amp; promote improved cycle/pedestrian links to the town centre</b></p>	<p>This is an area shared in the Rediscover Peterhead Business Plan. Detailed discussions still to be held.</p>	<p><b>Sustrans /</b></p>		
3.8	<p><b>Development of the Heritage Trail</b></p> <p><b>(Green)</b></p>	<p>The Town Trail map leaflet was instrumental in helping cruise ship passengers make the most of their visits to the town in summer 2017, while walks continue to be popular. Increasing numbers of visitors can be seen reading the panels.</p>	<p><b>Heather Barclay</b></p>		<p>Heritage Trail is developed and improving circulation and interest in the town centre and the cultural and historical significance of the town.</p>

		<p>Options for the second phase of the trail are currently being appraised. These include developing augmented visual apps for the existing sections, the introduction of a sound file aimed at children, and the introduction of a third loop, taking in South Road, the Prison Museum and the Meethill Tower. Partnership with a local school to develop educational resources is under discussion. Other options to be explored include possible installation of a camera at the top of the tower, with a video link so that the panoramic view can be enjoyed at other locations in town.</p> <p>This development will reignite once other town centre priorities are under way.</p>			
3.9	<p><b>'Rediscover Peterhead Town Centre': Business Improvement District (Green)</b></p>	<p>The Rediscover Peterhead BID was voted in with a successful YES vote in September 2017. A board of directors were nominated, and a company formed. The BID was operational on the 29<sup>th</sup> November 2017 and staffing recruited. Early support was allocated for a Keep Scotland Beautiful report (£1,550).</p> <p>The following partnership projects have been developed with Rediscover Peterhead:                  Access improvements to Queen Street                  Additional cleansing works to the town centre                  Rediscover Peterhead Seafood Festival</p>	<p><b>BID Steering Group</b></p> <p><b>Rediscover Peterhead</b></p>	<p>£1540 £1550</p> <p>£3,201 £25,000 £3,000</p>	<ul style="list-style-type: none"> <li>• Yes vote received at Ballot – 28<sup>th</sup> September 2017</li> <li>• BID company formed November 2017, with a board of local business representatives</li> <li>• The success will be monitored in line with the KPI's within the Rediscover Peterhead five-year business plan.</li> <li>• Deep Cleansing took place wk beginning 24<sup>th</sup> September 2018</li> <li>• Seafood Festival will take place on the Saturday 29<sup>th</sup> September</li> </ul>

3.10	<b>Retail Plus 2 – developing the digital agenda (Green)</b>	<p>Sixteen businesses signed up to take part in the second phase of Retail Plus. The scheme is drawing to a close. Three businesses dropped out for various reasons, and twelve grant applications have been approved.</p> <p>This project is now completed.</p>	<b>Heather Barclay</b>		12 businesses have been assisted to improve their resilience.
3.11	<b>Improving town centre environment (Green)</b>	<p>Numbers of seagulls in key town centre areas are appearing to reduce. Studies have shown that it will take at least five years before the true impact of the nest and egg removal programme will be properly shown. It is therefore imperative to continue the work in Peterhead.</p> <p>Information gathered from work in Peterhead is forming the basis for the development of a gull control strategy for Aberdeenshire. Huntly and Stonehaven have both developed their own nest removal interventions based on the Peterhead pilot. In a debate in the UK parliament, the advice leaflet “A Survivor’s Guide to Living With Urban Gulls” was cited as good practice. This leaflet is currently being updated and refreshed.</p> <p>In February 2018, a grant was awarded to Rediscover Peterhead BID, who carried out egg and nest removal in the BID area. This represents a significant extension of the area where nest clearance will take place.</p> <p>Community group Artventure will deliver a partnership project on shop decals with Rediscover Peterhead, improving the visual appearance of empty shop units.</p>	<b>Rediscover Peterhead with support from Heather Barclay</b>	<p>£6,400 £6,400</p> <p>£5,000</p>	<p>Seagull management:</p> <p>April to July 2016: 171 nests and 378 eggs removed from town centre properties. April to July 2017: 156 nests and 307 eggs were removed from town centre properties. Estimated drop in breeding pairs from 77 to 60.</p> <p>Nuisance complaints reduced.</p> <p><b>Wider area no.s in 2018:</b></p> <p>541 nests and 1168 eggs removed. This demonstrates greater outputs for a partnership project with Rediscover Peterhead.</p> <p>Project to be delivered by Artventure</p>

<p>3.12</p>	<p><b>Data capture to encourage new business investment</b></p> <p><b>(Green)</b></p>	<p>A contract with the Data Company was renewed for 2017/18 to identify gaps and opportunities for the town centre. This work will feed into further data to create a picture of what Peterhead is and who uses it. By understanding who the Peterhead town centre users are, who visits the area and by understanding who the residents are and what their needs are we can create a framework of information to re-position Peterhead strategically to better serve not only wider the communities but to attract visitors to the town.</p> <p>6 footfall counters have also been installed in town centre shops to monitor pedestrian footfall around the town. This data is being analysed to better understand the flow of people around the town centre and how footfall is influenced by the location of car parks, bus stops, pedestrianised areas, weather, organised public events, etc.</p> <p>Data is being collected and reports prepared showing daily, weekly and monthly differences. The data will be shared with other council departments, local businesses and also used in decision making affecting the town centre.</p> <p>The final report has led to a stakeholder group being formed to tackle the issues around the vacant commercial property issues. This group are in the process of working with landlords of vacant units and selling agencies to produce a coordinated action plan.</p>	<p><b>Audrey Michie</b></p>	<p>£3,360</p>	<p>Regular Footfall reports are available for analysis</p> <p>A Stakeholders group has been formed to deliver an Invest in Peterhead Strategy which is to be launched in March 2019. This includes key commercial property agents such as FG Burnett, Shepherds and DM Hall and important local architects. This aims to improve market understanding, including local dynamics, often neglected by distant property firms in their marketing efforts.</p>
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3.13	<b>Apply town centre first principle (Green)</b>	This is a public sector initiative to monitor the impact of decisions taken through the council on the town centres of Aberdeenshire. The Town Centre First Principle was taken to the six Area Committees and approved by ISC in December. It was launched in June 2017 and ambassadors have now been nominated from each service. An Aldo training course has been developed for relevant officers ahead of the roll out through all committees on the 1 <sup>st</sup> November 2017. Work is now underway to embed the Principle into all strategies, policies and area plans. For further information the TCF portal can be located within ward pages or within the quick links in Arcadia.	<b>Audrey Michie</b>		<ul style="list-style-type: none"> <li>• Approval at ISC 1 December 2016</li> <li>• Training Module Complete</li> <li>• Guidance and Corporate Communication Strategy in place</li> <li>• Launch through committee 1<sup>st</sup> November 2017</li> <li>• Plan in place by June 2018 to embed TCF into policies and strategies</li> <li>• COSLA Silver Award winner for excellence in community development.</li> </ul>
3.14	<b>Local Innovation Fund : Develop social and cultural events (Yellow)</b>	Budget agreed for £49,000 towards Your Voice Your choice and is reported on in section 2.6	<b>Steph Swales</b>		See section 2.6
<b>3.15</b>	<b>Total Budget Agreed</b>			<b>£337,651</b>	
<b>1.10</b>				<b>£40,075</b>	
<b>2.8</b>				<b>£349,680</b>	
	<b>TOTAL LEGALLY COMMITTED PETERHEAD</b>			<b>£727,406</b>	

