
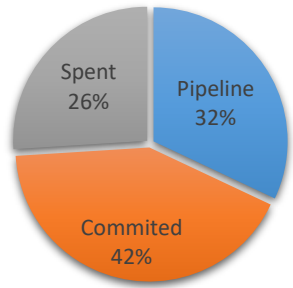
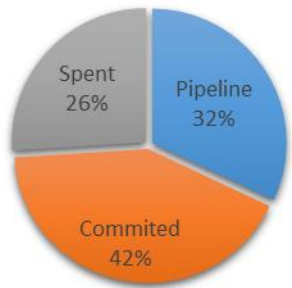
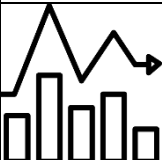






JUNE 2021








FINANCIAL SUMMARY

	THIS UPDATE	PREVIOUS UPDATE – MARCH 2021
 <p>Notional allocation: £1,566,000                      Commitment to date: £783,628                      Spend to date: £476,363                      Plan Pipeline: £605,359</p>		
 <p><b>THEME 1 – PETERHEAD ECONOMY</b></p>	 <p><b>THEME 2 – INTEGRATING COMMUNITIES</b></p>	 <p><b>THEME 3 – TOWN CENTRE</b></p>
<b>Allocation:</b> £450,000	<b>Allocation:</b> £631,000	<b>Allocation:</b> £485,000
<b>Commitment:</b> £46,580	<b>Commitment:</b> £297,427	<b>Commitment:</b> £439,621
<b>Spend:</b> £14,036	<b>Spend:</b> £236,474	<b>Spend:</b> £225,853
<b>Total Investment Value:</b> £136,768	<b>Total Investment Value:</b> £512,677	<b>Total Investment Value:</b> £629,682

Plan Pipeline: £406,885	Plan Pipeline: £183,573	Plan Pipeline: £14,901
 Projects Supported: 32		 Leverage: £1 : £1.61 £ Regen : £ Match



### OUTPUTS AND OUTCOMES SUMMARY – CORE INDICATORS (FROM ACTION PLAN)

	Core Indicator	Target (2016-21)	To date**	Balance to deliver
	Leverage (non-Regeneration 'match' funding secured)	£1,675,000*	£2,592,878	<b>£917,878</b>
	Jobs Created or Sustained / Safeguarded	150	55.7	<b>- 94</b>
	New Business Creations / Start-Ups	33	5	<b>-28</b>
	Business Assisted	84	238	<b>154</b>
	Number of Students reached	568	4,825	<b>4,257</b>
	Community Groups or Projects Assisted	25	44	<b>19</b>
	Events supported	58	18	<b>-40</b>
	Number of Volunteers	100	112	<b>12</b>



Volunteer Hours

2,600

18,035

**15,435**

\* Reduced following Mid-Term Review and removal of linked capital projects (Campus and PPA investment)

\*\* Figures based on either a) the number of Outputs contracted to funded projects, or b) the number reported as being actually delivered.

\*\*\* "Plan Pipeline" figures now not valid.

### 6 month highlights and lowlights

- The Regeneration Budget has been frozen since April 2020 due to financial pressures on the council and uncertainty on income and spend requirements.
- Staffing levels have been lower due to an inability to recruit to vacant posts and potential changes in focus.
- Projects legally agreed prior to April 2020 were continued where possible, changed where possible and redirected where possible.
- External funding sources were maximised to keep projects like the Peterhead Trail going and support
- Emergency funds were utilised through the council and Rediscover Peterhead to respond to the crisis in the form of grant funding from the UK and Scottish Governments and also via Scotland's Towns Partnership.

The developments of note are as follows:

- The £80,000 'Scotland Loves Local Aberdeenshire' project is underway with funding secured from Scotland's Towns Partnership. A digital audit of town centre businesses and town centre organisations (including BIDs) was undertaken in March 2020. The results have shaped a delivery plan which is due for delivery to support digital skills and training at all levels for businesses and town centres across Aberdeenshire including Peterhead.

A major Aberdeenshire Towns marketing campaign has been commissioned as part of the project and is being delivered in partnership with VisitAberdeenshire. The campaign goes live on 7<sup>th</sup> June with a 30 second tv advertisement, campaign website and Aberdeenshire town pages and a host of activity both organic and paid for on social media to promote our fantastic town centres. Part of the tv advertisement was filmed in Peterhead. The links for the advert, website and social media elements will be shared with you as soon as available.

The campaign will promote Aberdeenshire town centres (incl. Peterhead) to residents of Aberdeenshire, Aberdeen and bordering areas of Angus, Highland and Moray.

- Rediscover Peterhead are hosting monthly producers markets on Marishal Street with the events going from strength to strength increasing town centre footfall and dwell time and receiving positive feedback from stallholders and visitors.
- Drummers Corner site works and construction began at the end of March with the removal of the old 'Drum' and telephone boxes and benches and any other item no longer required on site. Once construction is complete elected members have agreed that a call should be put out to community groups in the first instance to find a new home/use for the old drum and benches etc.
- The events sub-group has been working with a new community organisation who have come forward to manage the events programme for Drummers Corner. A draft SLA has been approved by the council's legal team and is with the community organisation for review. Aberdeenshire Council will remain owner of the site and responsibility for the maintenance of the site. The SLA is purely about the management of events, bookings diary, programming, issuing of keys to access the power supply and payment of the electricity bills. This is a great result that the space will be managed by the community for the benefit of the community.
- A new expression of interest is to be submitted to the National Lottery Heritage Fund following the fund evolving to respond to new circumstances. Emphasis shifting towards socially focussed heritage development. A meeting is to be set up with the Feuars Managers in respect of the Town House being part of the bid.
- The Muckle Kirk options appraisal is to be considered by the Church of Scotland once they are able to meet in person.
- The Invest in Peterhead project has continued to develop and between the IIP Stakeholders Group, Rediscover Peterhead and Aberdeenshire Council, several live enquiries are being worked on for vacant properties in the town. The Feuars Managers have made an approach for the vacant rooms in the building to be marketed by IIP.
- New town centre visitor orientation and map panels are ready to install in car parks in June 2021.
- The Peterhead Trail printed leaflet has been distributed to shops, cafes, restaurants and tourist accommodation in Peterhead to give out to visitors and is available from the VisitScotland iCentre on Union Street in Aberdeen. The map can also be downloaded from the Peterhead Trail [website](#).