



From mountain to sea

Peterhead

Developing Excellence in Our North Coast Communities

2016/17 Report



INTRODUCTION

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

In 2016, Aberdeenshire Council's Peterhead Development Partnership produced their Vision and Action Plan for Peterhead. The Peterhead Development Partnership Plan is a strategy for public, private and the voluntary sectors and the wider community to help regenerate the town and make changes for its continued development as a regional hub.

Transformational change takes time and the Vision and Action Plan looks over a five year period until 2021 to initiate longer term change whilst providing shorter and medium term interventions which provide momentum and confidence to business and the community. The Plan also demonstrates a strong fit with existing and emerging Scottish Government and Aberdeenshire Council policies.

We hope you enjoy reading about and feel inspired by the projects that are in development here. It is an honour for us to help drive this work forward to benefit residents, businesses and visitors. Above all, I hope you'll take the opportunity to get involved and feed back your thoughts to us.



*Cllr Peter Argyle,
Chair Infrastructure Services
Committee*



*Cllr Stephen Smith,
Chair Peterhead Development
Partnership*

Peterhead Development Action Plan

Vision 2021

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

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

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

Local Economy – Peterhead Open to the World. The aim is to expand and improve Peterhead's connections via industry across the globe. Looking outward is the norm for Peterhead, securing its place at the forefront of global industries.

Integrating the Communities – Peterhead encompasses a diverse group of distinct communities with their own unique identities, although these come together for events such as the annual Scottish Week celebration. A new focus on bringing groups of people together, celebrating differences and searching for common ground will consolidate community spirit and civic pride, and put a real drive for one shared community to take control of its own destiny.

Connecting, Reinforcing and Rediscovering Peterhead's Town Centre – The town centre is currently not the social centre for the whole community and many residents look to towns other than Peterhead for their leisure experiences. Reinforcing the town centre, providing quality and diverse shopping and leisure opportunities, developing the food offering and evening economy through cultural experiences will help bring the centre back into everyone's lives and enrich their sense of place.

The Vision and Action Plan was agreed in autumn 2016, and many short term aims have already been met along with constructive work on developing medium and long term objectives. The first six-monthly progress update was produced in February 2017, which highlighted what has been achieved so far and the work that is ongoing to ensure that the goals of the 5 year Vision and Action Plan are realised.

Retail Plus

Peterhead has a strong core of independent shops, which continue to serve the community despite a difficult trading environment in the last few years. The issues facing retailers in the town reflect the experience of shops and businesses on high streets across the UK. Recognising this, Aberdeenshire Council introduced the Retail Plus programme to Peterhead in spring 2015. The scheme has two elements – access to confidential specialist one-to-one advice tailored to the needs of each shop, followed by a grant scheme which allows business owners to claim back up to 50% of the cost of any improvements to the shop, subject to a maximum of £2,000. The response from local retailers was very positive, and Retail Plus proved so popular that it was decided that to meet demand, a second scheme should be run in 2017.

“We are delighted to support Aberdeenshire in their initiative to support and improve the retail offer in Peterhead. We have seen many incidences of businesses improve and news businesses being supported, making a difference to the town. It is not easy in the current commercial climate, however, Peterhead is making great progress.”

Gordon Bell, Chairman, The Retailer Group.

“Financial help was a big advantage, without it our improvements wouldn’t have happened. The support and workshops from The Retailer were fantastic. Our customers love our new seating. Thank you to “My Sofa Art” for their hard work and fantastic results.” -

Sintija Renare – Sisi’s Café



“It’s important for us to provide a good product and environment where people can relax and enjoy themselves. The advice from Retail Plus and assistance with the signage has helped to ensure we will make a positive impact in the community.”

Shirley Bowden – Brew Toon

A.J. Sewing Studio is a relatively new venture, providing a bespoke tailoring and alterations service in Thistle Street, at the heart of Drummers Corner.

“The Retailer Group advisers were very friendly, helpful. Gave me good ideas on how to grow my business and decorate my shop.” - Julija Alsauskiene, A.J. Sewing Studio.

Choose Peterhead - Developing Excellence in Community Engagement



Park, initially led by Peterhead Projects, and the redesign of Drummers Corner to make it a more vibrant, welcoming public space.

Choose Peterhead was a very successful exercise led by Theatre Modo to engage the community in decision making over the public realm area from Broad Street through Drummers Corner to Erroll Street. The outcome of the engagement exercise was a short term, medium term and longer term plan to transform this key town centre area. Initiatives which have taken root as a result of this are Encounter, the town centre community hub; the Rose Street Pop Up

The event led to the creation of a community action plan and it is evident by the Encounter project alone that the community are engaging and participating in the new future for the town centre.

A detailed design for Drummers Corner was commissioned in 2017, and it is expected that the resulting improvements can be made in spring 2018. In the meantime, the Drumming Up Project, delivered by Theatre Modo and supported by regeneration funds has helped to keep the space alive and a focus for public events.

One of the short term outcomes suggested was the opening of a series of pop up shops in vacant units in the run up to Christmas. Peterhead Projects investigated the feasibility of this project, but due to complications around legal issues and insurance, and a significant drop in the number of vacant shops, they concluded that it wasn't practical to go ahead. However, it is encouraging to see fewer vacant units in the town centre. The report's outcomes have been incorporated into the Peterhead Development Partnership's Vision and Action plan.

Encounter

Encounter was set up to test demand for a community cultural hub in the town centre. Regeneration funding was approved for Theatre Modo to organise and run an experiential feasibility study over 12 months in the former Happit shop at Drummers Corner.

Encounter has hosted projects such as the COSLA silver award winning "Oot and Aboot", Drumming Up Peterhead, Street Sports, the Conversation Café, and the Language Café. It is also home to a Youth Café, which runs three times a week with regular attendance from 40 to 60 young people, many from the town's international community. Partners in these projects include Police Scotland, the Community Safety Partnership, Scottish Fire and Rescue, the Community Planning Partnership, the NHS, Aberdeenshire Council, the Workers Education Association Scotland (WEA), and Social Support in Migration Scotland (SSAMIS).

Creative activities have included "Shaper Caper" – a free film and movement project for young people; Commedia Dell'Arte – a week-long intensive workshop by internationally renowned director and performer, Alberto Ferraro, leading to performances at Drumming Up and the Shell Fireworks Parade at Aden; the "Journeys" exhibition, in partnership with SSAMIS and the Arbuthnot Museum; Craigewan Camera Club's photographic exhibition; and a series of performances of extracts from "The Pirates of Penzance" by Scottish Opera and Glasgow's Theatre Royal.

In January 2017, Modo established a connection with Lustumo, an Italian cultural association. This enabled local young people to visit Italy in June to perform at a festival. A reciprocal exchange visit is planned for later in 2017. Other plans include a partnership with North East Arts Touring (NEAT) to organise a Young Promoters project, linking with Peterhead Academy's Creative Industries course, to support a group of young people to develop the skills to programme and promote performances in Peterhead. This will provide a new generation with the expertise needed to boost cultural activities in the town. An application has been made to Creative Scotland to fund a collaboration between Modo, the Roundhouse in London and the North East Folk Collective, to enable people from Peterhead to work with groups and artists from outside the area. This will lead to performances both locally and in London, and will enhance the reputation of the town as a cultural venue.

Encounter is gaining recognition and traction as a venue and is demonstrating an increasing local demand for live music, dance, small exhibitions and arts performances. It is also providing an important town centre hub for local groups to meet, make links and develop.

Drumming up Peterhead



Now in its third year, Drumming Up Peterhead (DUP) is an initiative to bring life, people and business to the town centre. Modo worked in partnership with community groups, retailers, and Aberdeenshire Council to co-ordinate a structured programme of community led events in Drummer's Corner between May and December.

An evaluation of the 2016 programme showed 28 groups taking part, reaching a total audience of around 13,000 – an increase of 5,000 on 2015. Using the EventIMPACTS toolkit (designed to assess the financial benefit of events) it was estimated that DUP had a positive direct impact on Peterhead's economy of £71,470, more than double the value generated by the 2015 event. 56% of the audience were from outside Peterhead. Comments from participating retailers included:-

"We had a successful summer when our deals were advertised, especially items which you helped to promote with the youngsters on stilts. There were more families who came in as a group who maybe wouldn't have if they hadn't been watching performances. "

"We had much more footfall on days when the events were on. We noticed a lot more people from out of town who had come through to see something or other and they went round all the shops. A few of them remarked what a good idea it was."

"Always notice a difference on the Saturdays that Drumming Up is on – for the better. One day in particular we almost sold out of the perfumes on offer as it was so well advertised on the leaflets."

Some comments the audience made are quoted below.

“The town centre feels so much safer and friendlier when Modo is there running events!”

“My kids loved it as they were able to take part in activities they had never tried before. The Modo team were very kind to them and showed them how to do things.”



“I cannot emphasize how much we were impressed. I have strong ties with Peterhead but live and work in the Czech Republic with my family who are bi-lingual. My children were thrilled to meet other young people their age (of all nationalities) in central Peterhead. They tried circus skills and had their faces painted and took part in the Culture Cafe. The music and dancing were top class and we as ‘foreign’ visitors felt very welcome. It is the first time

I have ever been in Peterhead and felt it to be so cosmopolitan. Wonderful.”

“We don’t normally come to Peterhead shopping as we live in the Inverurie area and to be honest it is not the first choice of destination for us on a Saturday. We were pleasantly surprised at the ‘buzz’ in Peterhead and had a lovely afternoon browsing the shops, buying a few bits and pieces and sitting in the town centre watching the performances which were really very good. There was a lovely atmosphere.”



Drumming Up Peterhead proved that programmed events in the Town Centre can act as a draw to the public, and improve positive perceptions of the town. Initial barriers to participation (perceived and real) have been overcome, there is increasing enthusiasm for taking part and the events bring life, colour and vibrancy to the town.

Compass Point - Developing Excellence in Employability Support



In June 2017 Compass Point opened its doors to the public. Compass Point is an employability, financial inclusion and life-issues support centre delivered by multi-agency partnership between the public and voluntary sectors. The partner organisations behind this initiative are Aberdeen Foyer, AVA, NESCU, DWP, the Employment Support Team, NHS Grampian and CLD.

For some time different agencies in the field of employment and poverty reduction have identified the challenge for people in finding the right support with a myriad of agencies and groups in different premises offering specific services. Regeneration funding has allowed these agencies to set up a welcoming non-threatening shop-front single point of access for employability, welfare and life-issues for people in Peterhead and Buchan. This funding has enabled access to European Social Fund monies for employability and created four jobs in the town centre. All the staff at Compass Point had previously been unemployed or facing redundancy.

The Compass Point premises were a vacant shop unit which has been brought back into use. Its town centre location makes it accessible as well as encouraging people from the edge of Peterhead and the surrounding area to come into the town centre to use its facilities.

Its aim is to help people into work, support those in work to make the most of their skills and potential and to provide digital access and to maximise their income through work, debt management and access to welfare support. The multi-agency approach of Compass Point recognises that there are often multiple barriers and life issues which prevent people from working or are a challenge to those who have been made redundant and have not been in the job market for some time.

Through services such as job coaching, digital support to use computers and online applications, CV writing, health improvements, signposting and referral to other agencies and maximising income through accessing benefits via the Freephone facility, Compass Point aims to support everyone in realising their potential.



Town Centre First Principle - Developing Excellent Policy Support

Aberdeenshire Council recognises that town centres have an important role to play in the sustainable development of local economies. It is a key priority for the Council to revitalise the four northern towns through the Regeneration Strategy, and to continue to support all other towns throughout the shire. Town Centres are a vital point of delivery for council services and they are the heart of our communities, forming a key focus for civic pride. They act as a hub for various activities, offering spaces to meet and interact, with access to a range of facilities and services. They are a base for many small businesses and jobs and offer a variety of visitor attractions.

When invited by the Scottish Government to sign up to the Town Centre First Principle in 2015, Aberdeenshire Council decided that they would lead the way, to take the principle above and beyond the Town Centre First Planning Policy, allowing open and transparent decision making, and taking into account the short, medium and longer term impacts that decisions can have on town centres and the communities they serve. The Town Centre First Principle was approved as a policy at the Infrastructure Services Committee in December 2016 and plans are underway to roll out the policy through all decision making in all services at Aberdeenshire Council.



Ross Martin, Economic Agitator said:

“Aberdeenshire Council is to be congratulated on its recognition that its economy is based on its network of towns which also create the context of its social fabric and host the places where much of its cultural glue sticks. By adopting Scotland’s first all embracing TCF policy framework, the council has shown the lead to communities, developers and others interested in the vibrancy and vitality of its beautiful, productive part of the country - from the mountains to the sea.”



Property Investment Fund



A Property Investment Fund has been launched across the Four Towns to encourage investment in town centre properties and to bring empty buildings back into productive use. The fund offers to fill the financial gap in projects to redevelop properties and will specifically cover the difference between the development cost and final value of the property. The structure of this fund is split into two phases.

Phase One Grant applications of up to £10,000 will be considered for feasibility studies to assess the viability of the project, while in Phase Two, grants of up to £100,000 will be available for physical construction and/or renovation work.

Applications are open to individuals, community groups or businesses who own or wish to invest in property to bring new, sustainable uses to the towns of Banff, Macduff, Fraserburgh and Peterhead. £400,000 has been allocated to this fund and a number of enquiries are being progressed across the Four Towns.

For more information contact elaine.mccarron@aberdeenshire.gov.uk
www.aberdeenshire.gov.uk/regeneration

Developer Obligations Exemption

As part of continuing work to improve the physical realm, the Council identified that having to pay developer obligations was a significant barrier to enabling new developments to take place. To address this, the council has now introduced an exemption from having to pay developer obligations on new developments, particularly on sites within town centres.



This exemption from developer obligations within all four regeneration towns will have direct financial benefits to the developers and should have a positive impact on the attractiveness of these areas for development and reduces bureaucracy and red tape.

Gull Control



Gulls are a common sight in coastal towns, and over the last few years have caused increasing problems in Peterhead, ranging from noise nuisance and mess to aggressive attacks on people.

Early work involving falconer services was followed up with the publication of a leaflet, “A Survivor’s Guide to Living With Urban Gulls”, which gave information on steps that individuals and businesses can legally take to protect themselves from gulls. This guide has been widely distributed, and was cited in a debate in

the UK Parliament as an example of good practice. More importantly, it promoted understanding of gull issues and helped many people to address the problems they were experiencing. An updated version will be published later in 2017.

Littering is a contributing factor to the increase in the gull population, and to the number of cases where people carrying food have been attacked. The Council’s Waste Team have done a lot of work to address this through education and scheduling street cleaning to minimise the availability of food waste. Everyone should be encouraged to reduce street waste to minimise the problems this causes.

While these measures helped, there remained a core of nuisance gulls breeding in Peterhead town centre. Although they are present all year round, complaints and attacks reach a peak in late July and early August, when fledglings have left the nest but not yet dispersed out to sea. To address this, in 2016 an egg and nest removal scheme was tested on buildings on Marischal Street, Chapel Street, Prince Street and around Drummers Corner. Building owners co-operated to allow nests and eggs to be removed from their premises, with four visits from a pest control contractor starting on 1 May, then every three weeks until early July. The timing of the visits ensured that none of the eggs reached the hatching stage. A total of 171 nests and 378 eggs were removed, and it is estimated that around 80 pairs of gulls failed to breed as a result of this work. Complaints about gull attacks dropped significantly in Peterhead town centre, while remaining unaltered in other parts of the Shire. This pilot scheme was funded through regeneration, administered by Environmental Health, and carried out by a National Pest Technicians Association registered local Pest Control company under a general licence from Scottish Natural Heritage.

Gulls like to return to the place they were born to breed, so while this work helped in 2016, it has to be maintained for at least five years before the true benefits are felt. For this reason, the project was repeated in 2017. Early results from Peterhead were so encouraging that communities in Stonehaven and Huntly devised their own egg and nest interventions, based on the Peterhead pilot.

Peterhead businesses again supported the initiative, and this time contributed financially. Results were encouraging – 156 nests and 307 eggs were removed between 30 April and 2 July, a drop of 15 and 71 on the previous year. It is estimated that the number of breeding pairs had also reduced to around 60. In 2018, it is hoped that the project can be extended to take in more streets in the town centre.

Your Voice Your Choice



In 2016, an innovative event took place. With a total of £100,000 available, “Your Voice, Your Choice” (YVYC) invited groups to apply for up to £10,000 to fund their own projects to improve health and wellbeing in the least-advantaged parts of Peterhead. A public event was held, during which each group made a short presentation to promote their project and explain why they thought it should be funded. This was followed by

a public vote. Everyone present had ten votes, and could allocate one vote to each of their chosen projects. This process is known as Participatory Budgeting (PB), and puts funding decisions firmly in the hands of the local community, who decide which projects meet their priorities. While not all of the projects received money through the PB process, unsuccessful groups were signposted to other sources of funding, while quite a few formed links with groups with similar aims. PB enabled some very exciting grass-roots projects to develop, and deliver their promised outcomes. It increased confidence among small voluntary groups and inspired a “can do” attitude, enabling people to take action in their own communities.

As a means of building community capacity, PB has a proven track record. The success of the 2016 pilot project inspired a follow up event in 2017. This time, £50,000 of funding from the Aberdeenshire Health and Social Care Partnership was augmented by £49,000 from the Peterhead Development Partnership Action Plan to develop priorities under key themes such as “Integrating communities and connecting and reinforcing and rediscovering Peterhead’s town centre.” The project was further supported with £1,000 from the Buchan Community Planning Partnership.

YVYC opened for applications in March 2017. Potential projects offered outcomes for regeneration, based around the development of community events, creation of volunteering opportunities, promotion and celebration of Peterhead’s community, heritage and its international and culture links as well as environmental initiatives.

The funding attracted over 30 applications. Information on these projects was made available online and through a dedicated Facebook page, along with details on how to vote. Applicants took responsibility for promoting their projects to the Peterhead community through articles in the local press, speaking to local residents and through regular updates on social media.

The process included a digital voting system followed by the “The Big Community Vote Event” in June 2017, which enabled people to come along to support projects and place their final votes to decide how funding would be allocated. Attendees were asked about their thoughts on the process. A high proportion said it gave them the chance able to influence local decision making and they felt that PB was a good way to allocate funds. Many said they enjoyed finding out about groups and projects active in their communities. There was a strong consensus that people valued having a say in how money is spent in the area.

Overall, YVYC attracted over 12,000 community votes, resulting in 17 exciting community projects been funded. Projects ranged from small grants to a special needs Tuesday club, developing community basketball and enabling a local theatre company to produce a show. Larger grants were allocated to activities at Grangepark care home, developing Buchanhaven Aquarium and supporting the local foodbank.



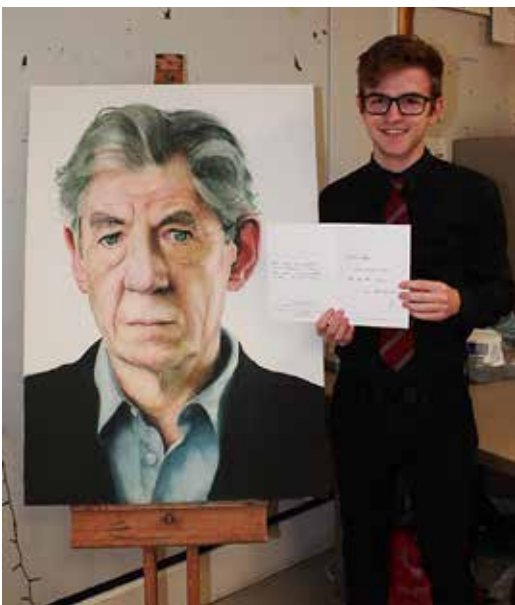
These projects will deliver a range of outcomes, but their true value is in empowering people to come together and achieve their own plans, and in helping to establish a vibrant and active range of small voluntary groups, willing to undertake activities to improve their town.

Without empowered and active communities, true regeneration will be impossible to deliver or sustain. For further updates about all of these projects as they progress

please like and follow our Facebook page at: www.facebook.com/yourvoicemychoicepeterhead/

ARTVENTURE

BRINGING THE CULTURE OF PETERHEAD TO LIFE



Artventure is a Peterhead-focused group working to support and promote the town's art and culture. The last 12 months have been extremely busy with new contacts being made to help develop local projects and to further the group's aims.

In March 2017, links were made to Peterhead Academy and in particular to a student Steven Rae, who has an extraordinary talent for painting portraits. Artventure helped to promote Steven's work after discovering he had recently completed a portrait of Sir Ian McKellen, which had been acknowledged by the actor himself. Artventure helped to put Steven in touch with local media resulting in TV and Newspaper interviews. The group also posted an article about Steven's talent on its Facebook page, which generated huge local support as well as reaching thousands of people and showcasing their inspiring comments from all over the world. Through its members,

Artventure is now supporting Steven as a local "Artist in Residence" within Encounter Peterhead, following a commission made through Aberdeenshire Council. At this point, details of the commission remain secret however Steven's finished artwork is expected to be unveiled at the end of summer 2017.

During April 2017, a link was made to the Friends of Anchor "20 for 20" Campaign. Artventure has helped to promote their 'Dream Big Campaign', which aims to raise funds and celebrate 20 years of providing support to cancer and haematology patients throughout the North-east of Scotland. The campaign secured the talents of a number of artists to create designs for 20 anchor sculptures which are now placed throughout Aberdeen City and Shire, Moray, Orkney and Shetland.



The Anchor “Light the Way” was chosen to be placed in Peterhead and can be seen overlooking Peterhead Marina, just off South Road. This anchor was designed by Catherine Redgate, who was also involved with the “Oor Wullie Bucket Trail” in Dundee.

The summer of 2017 also saw the delivery of a public art funded project “Bluetoon Picaroons” a live street theatre show performed during Peterhead’s Scottish Week in summer 2017. This is a comic circus street show following two rival gangs of hapless pirates on their quest for treasure and also picks up on some of the pirate connections of Peterhead’s history. The locally written and produced show has gone on to be performed a number of times and in various locations including Fraserburgh, Mintlaw, Cruden Bay, Portsoy and Belvedere Monte Compatri in Italy. Artventure secured public funding as part of a new approach to town centre issues within an aim to develop art related projects, creating links with social, economic and environmental regeneration which can be developed with communities and partners.

Adventure has also sought to highlight local talent focusing on amateur photography, and recently this has resulted in some outstanding submissions to a local competition with sponsorship from a Peterhead based photography business. From this, three people have been chosen through votes made by the local community and their winning entries are now displayed as canvasses within the Reception area of Buchan House, ensuring that these are seen by the community on an everyday basis.

For further information about Artventure, or if you would like to get involved, please contact us through our Facebook page at:
www.facebook.com/ArtventurePeterhead/



Development Project

Clerkhill



Following concerns raised by the community and shop owners, the Peterhead Development Partnership identified the renovation of the pathways around the Clerkhill shopping precinct as a priority and allocated funding to address the issue.

Previous efforts to address the maintenance issues in this area had not succeeded due to the site's developer (its last recorded owner) having gone into liquidation. The land has reverted to the ownership of the Crown in trust, leaving few options for maintenance and refurbishment beyond individual shop owners or tenants funding work which is beyond the means of small business owners.

Whilst a simpler scheme could have been delivered very quickly, it was decided that a key aim of was to have the pathways adopted by the Council to ensure that the investment being made is maintained in the future. A further aim is to improve the visual appearance of the area including lighting and softening the appearance of what is currently a very hard landscaped place.



As part of the project a demonstration Sustainable Urban Drainage System (SUDS) is being designed which would resolve drainage issues, provide watering for planters and be a model for future schemes in Aberdeenshire.

The project is being funded through regeneration and delivered by the Council's Roads and Transport Projects Team who manage large scale projects such as the Stonehaven Flood prevention scheme.

To date, site visits with professionals, a topographical study and visits to shop proprietors have been undertaken and initial outline designs have been drafted. Further consultation with shop owners and the community will be taking place over the coming months with the construction aspect likely to be underway in late 2017.



Rediscover Peterhead BID



It was a huge achievement for businesses in Peterhead to secure a yes vote to set up a Business Improvement District on 28 September 2017. A Business Improvement District (BID) is an initiative led by local businesses, in partnership with groups including the local authority and other agencies to invest collectively in local improvements, funded through a levy collected from each business within the defined BID area. The local authority remains responsible for statutory services, while the BID can deliver additional services which will not only benefit the businesses, but will also contribute

to the wider aspirations of the local residential community and help to grow the local economy. Following the Aberdeenshire Towns Conference in Peterhead in 2015, a number of business owners decided to embark on developing a BID for Peterhead.

A steering group was set up and a seed-corn grant was secured from the Scottish Government, which was match funded by Aberdeenshire Council. The steering group is made up of local business owners, an Elected Member from Aberdeenshire Council and an officer from the council to provide advice and support. The Steering Group appointed a BID Co-ordinator, to organise the campaign and help local businesses understand the opportunities and implications of the BID. The BID Co-ordinator conducted an initial “needs and concerns” survey. From this, a detailed questionnaire was designed and printed to establish local business priorities. Approximately two hundred and fifty businesses were surveyed and a significant one hundred and twenty-five returned their completed questionnaire. From the responses the steering group developed a business plan and wrote a BID proposal.

Through their Business Plan, Rediscover Peterhead BID want to invest a significant amount of money over a five year term and are already starting to experience greater collaboration between Aberdeenshire Council, businesses, groups and agencies such as Visit Scotland, which would be massively strengthened through a BID.

Various projects have been identified which will be run throughout a BID term. Tourism and attracting visitors to the town are high on the list of priorities. Other projects include enhanced cleaning of the town centre, town Wi-Fi, CCTV, and a Peterhead gift card scheme.

Rediscover Peterhead BID offers an unrivalled opportunity to ensure the economic wellbeing of the town and develop a secure footing for the good of participating businesses and the wider community. This will be achieved through collaboration, and funded through the levy, which can also be used as leverage to obtain external funding. The Steering Group are working hard to grasp this exciting opportunity for Peterhead, enabling local businesses to work together to ensure a prosperous future.

**“If we do nothing, then nothing will be done.
Together, we can make a real difference”.**

Cruise Ships

One of the objectives of the Action Plan is to develop tourism products in the town. Peterhead is currently more common as a destination for independent travellers, or those with a family connection to the town, but there is a lot of potential to build on. The 2017 season offered a new opportunity, with four cruise ships scheduled to visit the town. Research suggests that around one third of cruise passengers will take part in organised tours, while a third stay on board, leaving the final third of visitors who will either make their own tour arrangement, or who will just explore the local area. Peterhead Port provided a shuttle bus into Peterhead town centre. However, there was a need for some tourist information to be provided. With the help of local volunteers, the Town Centre Project Officer arranged for a Welcome Desk to be provided for three of the ships – the Seaborne Quest, the Saga Pearl and the Saga Sapphire, providing information to around 2,000 visitors.

In addition to town centre maps and travel information on walking routes, buses and taxis, and a range of promotional leaflets were provided to attractions in Peterhead and the surrounding area. The Town Trail map proved invaluable, as it covers the town centre. Information was also available on local shops and places to eat, and on the Arbuthnot Museum and Peterhead Prison Museum. Further afield, Fraserburgh Community Museum, the Lighthouse Museum and Aden Country Park were also promoted.

Not only has this helped visitors make the most of their visit to the town and benefitted local businesses, it has provided valuable information on what tourists like and expect, which will inform the development of further tourism products. Our thanks to Blue Badge Tour Guide Alastair Brodie, and Scottish Week's Terry Moran and Marie Robertson for assisting with the Welcome Desks.



Your Town Needs You



For our towns to fulfil their potential, every one of us can get involved to support and develop the area. Here are some examples but please contact us if you have any other ideas or projects you want to undertake to make the vision a reality.

Individuals – can you create and share good news stories on social media. – see Rediscover Peterhead, Regenerate Peterhead or Visit Aberdeenshire for some ideas. Did you know visiting family and friends are one of our key tourist markets? Why not invite yours to come and stay?

Have you always wanted to start a business? Get in touch with Business Gateway who can offer advice and support, or signpost you to other organisations that can help.

Can you create a positive press story that Visit Aberdeenshire can share? A pirate re-enactment, a puffin parade, a historical story perhaps to help promote the town?

Are you interested in working with others to help improve your town? There are many community groups including Artventure, Pick up Peterhead,

Jog Scotland, Aberdeenshire voluntary Action or see Your Voice Your Choice Facebook site for inspiration, or talk to us about a project of your own.

Businesses - we are definitely stronger together than alone – so why not look at collaborative Projects? Why not check out Inveruire BIDs scarecrow project for ideas, contact Rediscover Peterhead and encourage others to join in.

Property Owners - help instill pride in our town and improve your property by removing weeds in gutters.

If your property is empty, speak to Aberdeenshire Council about the Property Investment Fund.

Financial summary

Aberdeenshire Council has committed £1,566,000 in Peterhead to the Vision and Action Plan for the period 2016 – 2021. This needs to attract external investment from public and private partners to achieve the desired outcomes of the plan and the vision for Peterhead. There is a long way to go to get all the right partnerships in place to achieve this, but an excellent start has been achieved and we look forward to everyone's involvement going forward..

The table below is an overview of how some of the money has been spent on initiatives featured in this report:

Total allocated to Action Plan	£1,566,000
Retail Plus Consultancy*	£14,800
Retail Plus Grants*	£34,800
Rediscover Peterhead*	20,000
Encounter	£24,000
Clerkhill	£120,000
Drummers Corner Enhancement	£15,000
Gull Control (Egg & Nest)	£6,400
Skills Hub	£150,000
Drumming Up Peterhead	£14,000
ERS Bid Ballot Costs	£1,565
Keep Scotland Beautiful	£1,550
Your Voice Your Choice/Participatory Budgeting	£49,000
Drum Structural Survey	£500
Rose Street Garden	£12,500
Totals	£464,115

* Committed from previous town centre plan

The full action plan for Peterhead can be viewed at www.aberdeenshire.gov.uk/regeneration

Key Contacts

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