

NOTE OF PETERHEAD DEVELOPMENT PARTNERSHIP MEETING

Tuesday, 22nd January 2019

Chamber, Buchan House, Peterhead

Present: Councillors Norman Smith (Chair), Dianne Beagrie, Stephen Calder, Alan Fakley and Stephen Smith. Fred Bowden (Item 3), Nick Brown, Martin Danziger, Karen Day, Robert Emslie, Craig Finnie, Annette Johnston (Item 4), Alison Gardner, Terry Moran, Phyllis Mundie, John Pascoe (Item 3), Stephen Paterson, Iain Sutherland and Christine Webster.

Apologies: Chris White.

Action

Welcome and apologies

Councillor N Smith welcomed everyone to the meeting and introductions were made. Apologies were received from Chris White.

Note of Last Meeting held on 25th September 2018

The Note of the meeting held on 25th September 2018 was accurate.

Rediscover Peterhead Ltd – Business Improvement District (BID)

John Pascoe (Chair) and Fred Bowden (Member) attended the Peterhead Development Partnership meeting and gave a presentation of the work Rediscover Peterhead Ltd have completed during 2018 and their future plans for the year ahead.

A BID is where businesses in a defined area vote to invest collectively in local improvements over and above those provided by statutory authorities. BID was developed over 40 years ago and there are 37 operational BIDs in Scotland with a further 22 in development.

The BID objectives are to improve the economic opportunities for the businesses in the town centre; increase footfall; make the BID 'cost neutral' for each business; make the town centre safer; improve business relationships; to market the town to a local, regional, national and international audience; give businesses a strong, unified voice; support voluntary groups; collectively lobby on key issues and act as the voice of the businesses in the BID.

There are currently 220 businesses within the Peterhead BID from a range of different sectors and networks are being created with other BIDs.

The very active Board meet on a monthly basis and are working through their Business Plan. A lot has been achieved over the past year, both visible and behind the scenes, after a difficult and challenging start.

Projects worked on over the past year –

Seagull Reduction – a project jointly funded with Aberdeenshire Council. 541 nests and 1,168 eggs were removed which was well received within the town centre.

There were some light-hearted activities including Spot the Elf competition, Easter scavenger hunt and the Jolly Roger treasure map trail for the children to join in.

Utilities Reduction – Eyebright Ltd have helped more than 90% of cases offset the BID levy and more. To date over £30,000 has been saved across energy, water and card machines costs. This is a free service to all levy payers.

Clean-Up Peterhead – a collaborative project with Aberdeenshire Council to clean all the pavements within the BID area, remove the growth from shop fronts, clean growth from area around down pipes, clean all street bins and small pillars and clean all the shop windows if required. This is above the Council's statutory duties.

Traffic and Parking – the BID have been looking at this since day one. A letter is about to be sent to Lorna Hogg, Parking Officer with Aberdeenshire Council, noting what the issues are and the BID's suggestions to resolve the problems.

Invest in Peterhead – creating a partnership between BID, Aberdeenshire Council, property owners, landlords and agents of vacant properties to work alongside other town centre stakeholders to deliver the 2018-2022 Strategy (copies of the Strategy will be e-mailed to the Development Partnership for information). Creating investment opportunities for Peterhead town centre, opportunities for enterprise and improving the town centre's offering and its aesthetic.

Peterhead Seafood Festival – was a huge success with over 40 stalls and 3,500 visitors to Peterhead town centre. The Festival generated the biggest turnout in the town centre for 18 years (14,500 in 24 hours v 6,000 average). Plans are being put in place for a bigger and better event in 2019.

Greening-Up Peterhead – working with Peterhead Community Council to make the town centre very colourful over the summer months.

Christmas – to add to the impressive work by Light Up Peterhead, the BID had a Christmas animation screened onto a building on Broad Street during December. A Christmas marketing campaign including shop local cards, extensive social media promotion of business offers and the Christmas window competition.

Background projects include the new website, a necessary tool for providing information – news, downloads, minutes, what is on and vacant property details. A business directory will also be added.

Newsletters have been produced to ensure the levy payers are kept up to date with what the BID have been up to.

North East 250 – a short video was commissioned giving a snapshot of Peterhead and the surrounding area to link in with the NE250 tourist route. The video has received tens of thousands of hits on YouTube.

<https://www.facebook.com/RediscoverPeterhead/videos/745106895659724/>

The BID have a number of partners including Aberdeenshire Council, Peterhead Port Authority, Police Scotland, Scottish Week, Light Up Peterhead and Peterhead Community Council.

The BID have been able to leverage in further funding, creating a 120% return on the levy contribution. John thanked Aberdeenshire Council for their funding to BID.

Plans for 2019 – continue working on Invest in Peterhead to attract investment in Peterhead town centre. An Action Plan with 4 themes has been compiled – Collaboration, Create Investment Opportunities, Create Opportunity for Enterprise and Improve the Town Centre Physically.

Town Centre Digital Partnership Project – there is a big demand for CCTV in the town centre. The partnership project, a collaborative partnership between the BID, Aberdeenshire Council and Police Scotland, are working to create free public Wi-Fi and CCTV in the town centre. Indicative figures have been received from a couple of companies.

Potential Projects in the planning stages are a Town Centre Gift Card, the Rose Street Market (which has significant history behind it) and a funding application has been submitted for a public art project.

Councillor S Smith advised that he had discussed the issues of free parking with Ewan Wallace, Head of Transportation, at the Full Council meeting last week and confirmation was received that parking charges would be suspended during events.

Councillor Calder noted that not many shops in the town centre are accessible for disabled people and wheelchair users. It was agreed that this would improve over time as the issue will be addressed when new applications for change of use etc are received. John confirmed this is certainly something that BID could look at, however, he was unsure what they could actually do to resolve the issue. Nick added that some towns have Shopmobility Schemes which help with wheelchair hire etc.

Fred added that he started his Brewtoon company just at the start of BID and has found it to be a very positive, great tool for his new business. Fred would be encouraging other new businesses to sign up to the BID as the benefits, including networking with other businesses, has been valuable to their success.

John and Fred were thanked for the very informative presentation and for their partnership work. The Group wished the BID a very successful 2019.

**Action Plan : Review of Priority Theme 2 –
Integrating Communities – Celebrating Peterhead’s Differences
Poverty Summit Briefing**

A copy of Priority Theme 2 from both the original Action Plan and the Update from 2018 was circulated with the Agenda. Christine advised that this Priority Theme on Integrating Communities – Celebrating Peterhead’s Differences will be discussed at the next Development Partnership meeting.

Annette advised that there are a number of challenges under the umbrella of social regeneration in Peterhead. There have been a number of partnerships and organisations setting up groups to try to deal with the issues, however, this has caused some confusion for the clients on who does what / where. There is also the issue that some clients are still being missed.

A Poverty Summit has been arranged for the delivering partners, which will take place in Buchan House at the end of February. The Summit will work on prioritising and awareness raising. The information gathered at the Summit will then be brought back to the next Development Partnership Meeting.

AJ/NB

**Developing Excellence in our North Coast Communities –
Peterhead Annual Report 2017/18**

A copy of the draft 2017/18 Annual Report was circulated with the Agenda. This year the Report has been shortened, is snappier and much easier to read. The Report summarises and highlights some of the activities from the past year and looks forward to the work ahead. Christine asked for any comments on the Report to be forwarded to herself by close of business on 24th January. Once the Report has been finalised it will be copied and digital versions will be shared online. Alison will e-mail a copy of the final Report to everyone for circulation to their own networks to spread the news.

ALL

AG

ALL

Drummers Corner Update

Christine advised that a tender package has been developed by Aberdeenshire Council’s internal QS Team and will be issued by the end of next week. We will then have to wait to see what the job comes in priced at from the contractors. A budget has been agreed and hopefully the prices will be within this window. All going to plan, work will be starting on site in Spring.

Concerns were raised regarding the single power supply. We need to ensure we get this right and the space is functional for various events. Christine advised that the lighting will not be fancy, however, it will be safe and effective. The drawings would be amended to provide the best arrangement for electrical points and clarified with our lighting colleagues that the lighting proposed will be fit for purpose.

CWeb

Martin added that on the latest plan he had seen, the locations for the seats would make some performances quite tricky.

Nick confirmed we need to keep the project moving along, ensuring we have enough time for the 12 week programme for the works to be complete by the summer. The tenders will be issued with contingencies in place to cater for minor amendments. Nick will ensure Peter Fraser arranges a meeting with Martin, Terry, Phyllis and John Pascoe. Nick will also be involved in the meeting.

NB

Craig suggested that the seating could be designed with slots to allow them to be easily moved around the space.

Iain asked for a group to be set up to ensure maximum use of the space. We need someone who can help with the bookings, advertisement, promotion, set up etc of the events. Nick offered to pull together a short life working group to try to catalyse some events in the area once completed.

NB

Clerkhill Shops Update

The legal process is now in place, following approval at the Buchan Area Committee on 15th January, to adopt the area of land. The contractor has been appointed. Infrastructure Services colleagues are looking at the final technical aspects of the design at the moment.

Peterhead Development Partnership Meeting Schedule 2019

The Peterhead Development Partnership will meet on the following dates during 2019 –

16th April, 2nd July, 24th September and 10th December. The meetings will be held in the Chamber, Buchan House from 12noon – 2pm.

ALL

A.O.C.B.

Bus Stop on Chapel Street – Councillor Beagrie asked for an update on the Bus Stop on Chapel Street. This is a matter being dealt with via the Buchan Area Committee and Chris is working on the issue with colleagues in Transportation and Roads. An update will be forwarded to members in the near future.

CW

Peterhead and Area Community Trust (PACT) – a positive good news story regarding PACT who have received their full funding package to refurbish the pavilion at Barclay Park. It is great to see a group developing capacity at a community level. PACT have come along very quickly and will be able to deliver real change in the town.

Peterhead Community Campus – Councillor N Smith advised that the Community Campus is moving ahead. The engagement process has started and the consultation work will follow.

Live Life Aberdeenshire – this is the new name for Aberdeenshire Council's Sports and Cultural Services which is now being run as a unique business unit. Martin suggested that a representative from Live Life Aberdeenshire is invited along to the next Peterhead Development Partnership meeting as the new plans will feed into the discussion on Action Theme 2. Alison will issue an invitation.

AG

It was suggested that an update on the Campus Development including the pool and theatre should be provided from the Property Service at the next Development Partnership meeting.

AG

List of Acronyms – a lot of acronyms are used during the meetings. It was suggested that a list of commonly used acronyms should be circulated to the group to help everyone to understand what is being discussed.

AG

Regeneration Action Plan : Mid-Point Review – Christine advised that the 4-year Action Plan, which was launched during 2016, is almost at mid-point. A review of the programme, how the Plan is developing, checking if the programme is on track or not and whether the priorities need to be refocused will be prepared. An update briefing will be discussed at the next meeting.

CWeb

Date and time of next meeting

The next meeting of the Peterhead Development Partnership will be held on Tuesday, 16th April at 12noon in the Chamber, Buchan House, Peterhead.

ALL

APPROVED