

## Rediscover Peterhead Ltd AGM 2018

Thursday 8<sup>th</sup> November 2018 at 6 pm, The Palace Hotel, Prince Street, Street Peterhead AB42 1PL

### Minutes

#### **Present from Rediscover Peterhead Ltd board**

Bob Antczak, Fred Bowden, John Cameron, Robert Emslie, Clair Harwood, Linda Miller, Terry Moran, John Pascoe, Iain Sutherland, Wayne Parsons

**Apologies:** Katrina Allan, Jean Gardiner

Chairman John Pascoe opened the meeting and welcomed attendees. The Chairman informed the meeting that it was not strictly a full year, so cannot cover the full 12-month period, but a full set of accounts will be made available online in January once complete. The request was made to all attendees to wait until the Q&A section at the end for any questions. John Pascoe also reminded levy payers that the main channel of information from the BID is via the quarterly newsletter, so if you have not signed up to be on the mailing list, to do so via the website or to contact Rediscover Peterhead.

John Pascoe introduced Rediscover Peterhead and asked the board members and BID employees to introduce themselves.

AGM slides were presented by Chairman John Pascoe, and BID manager Iain Sutherland. Thank you to Michael Dogan and Callum Brooker from Eyebright Ltd for being the guest speakers at the AGM. All slides and presentations can be found on [Rediscover Peterhead's](#) website.

#### **Q&A**

##### **Gilbert Burnett, Buchan Aquatics**

When will the CCTV be installed in Peterhead town centre to ensure the safety of businesses?

Iain Sutherland replied that the project has been started but can take months before it is installed. The BID will be working with Police Scotland and Aberdeenshire Council; however, it is hoped to be completed in 2019. Iain went on to mention that the BID hope to apply for the same, if not more level of funding that Fraserburgh have received, due to Peterhead being a larger area to cover.

**Action:** Rediscover Peterhead to make the CCTV / town Wi-Fi project a high priority project for the town.

**Tammy, Save on Specs**

What area will the CCTV cover? There are many social issues including drug dealing taking place in Peterhead town centre, and the public toilets, that the BID may not be aware of. What are the plans to help this issue and make the town centre safer for everyone?

The board took on board that the BID can play a more active role, working with Police Scotland in tackling some of the social issues in Peterhead that affect the overall safety of the town centre, and would be willing to work with, and speak with businesses that have more knowledge on what areas and issues to focus on. Iain Sutherland confirmed that the CCTV project will cover the BID area.

**Action:** Iain Sutherland to contact business and Police Scotland with regards to actions the BID can take to help alleviate some of the issues affecting the safety of the town centre.

**Susanne Bain, Room 7 Salon**

Can the town centre businesses buy their own CCTV installations and monitor crime in-house? Independent of the BID?

**Action:** Iain Sutherland replied that he will speak with Police Scotland to see if this is a viable option and report back to levy payers.

**Darcy Laird, Daisy Chain Florist**

How much is the Christmas animation going to cost? Will there be anything happening in the town to keep visitors there on the launch, and throughout December?

The board said that there were no plans in place to hold a market on the launch date of the animation (1<sup>st</sup> December), but Light-up Peterhead will be holding a market on 24<sup>th</sup> November. There are time restraints in applying for a Market Operator's Licence, however, if the town centre businesses would like to have a stall and would be willing to help organise a market for the 1<sup>st</sup> December, then we would be willing to start making immediate actions. The animation project will cost the BID £13k and 50% match funding will be contributed by Aberdeenshire Council.

**Action:** Iain Sutherland to contact Darcy and other businesses in the BID area to see what interest there is to have a stall.

**Mary Brown, Brown's Guest House**

Since the BID has started, have any businesses had an increase in their retail sales?

Linda Miller, board member and owner of The Knit Hoose confirmed that her business benefitted from the seafood festival in September. The board have not reached out to businesses to ask for financial information on sales since the BID began but will take it as an **action** to find out.

**Action:** Rediscover Peterhead to reach out to businesses to see if the BID has made a positive effect on retail sales.

**Tammy, Save on Specs**

In your presentation you mentioned Rose Street Market, what is that?

Iain Sutherland shared that he had a good conversation with business owners in Rose Street, who would like to have an attraction or event in Rose Street to encourage footfall and visitors to the street, and something that will benefit their businesses and that area of the town centre. Rediscover Peterhead would like to work with the business owners of Rose Street to implement a market. The street has a rich history dating back to 1775 and feel this should be resurrected and shared with the public. There is an initiative in Melbourne, Australia called [The Rose Street Market](#) that has grown into a successful arts and crafts market that is held every weekend and gave the inspiration for something similar that could be organised in Peterhead. Showcasing some of the local arts and crafts talent in Peterhead and giving the businesses in Rose Street an opportunity to hold a regular market / event that could have the potential to become an attraction for outside visitors to the town.

**Action:** Iain Sutherland / Clair Harwood to speak with Rose Street businesses, to set-up a steering group to look at options and the possibility of creating something that could be led by Rose Street.

**Tammy, Save on Specs**

Who is doing the art work in your project?

Iain Sutherland confirmed that Rediscover Peterhead have had conversations with ArtVenture, to carry out the window decal project and a street art project similar to that of the [Painted Door](#) project in Aberdeen. Iain confirmed that local artists would be used, as much as possible from Peterhead, and would like the style to be that of street/graffiti and showcasing local talent.

**Action:** Iain Sutherland / Clair Harwood to reach out to local artists and would invite anyone to come forward to the BID if they would like to be involved in the projects.

**Darcy Laird, Daisy Chain Florist**

Will the seafood festival next year be in any other streets? As her shop in Back Street did not benefit or receive any footfall that day.

Iain Sutherland confirmed that the BID received valuable feedback from the seafood festival and will take this into consideration for next year to ensure that all streets / businesses in the BID area will benefit.

**Action:** Businesses to come forward to the BID with any ideas / suggestions on how they would like to be involved.

**Fiona, Bon Bon**

Commented that she had been outspoken about the BID previously but took back any negative comments and offered her full support. She recognised that the BID is taking on feedback from businesses and try to do everything they can to listen and act upon advice from businesses as to what will benefit the town.

**Julie Anna, Printworks Apartments**

Julie Anna lives in Ellon and sits on some of the community groups there. She commented that Ellon were experiencing similar challenges to Peterhead, in terms of retail. She liked the idea of town centre gift cards and encouraged businesses to look at their own strategy and planning, and how it can evolve with the changing retail environment, different to that of 20 years ago and help themselves, with the support of the BID and community groups. Julie Anna also commented that she had seen Double Take projections in Edinburgh and believed it will be a positive attraction for the town over the Christmas period.

The Chair thanked everyone for attending the AGM and taking the time to ask questions.

Meeting closed at 8 pm.

**Additional note from the Rediscover Peterhead board:**

- Rediscover Peterhead Ltd are accepting nominations for the board of directors, so would encourage anyone who is interested to contact the BID manager, Iain Sutherland (mail@rediscoverpeterhead.co.uk) or assistant, Clair Harwood (secretary@rediscoverpeterhead.co.uk) to express and interest. The board would welcome anyone from the BID area who would like to play a more active part in the BID and its projects.