



REDISCOVER PETERHEAD

BID BUSINESS PLAN

BUSINESS PLAN 2017 - 2022

REDISCOVER PETERHEAD BID IS A BUSINESS ORGANISATION WITH THE AMBITION TO IMPROVE THE TOWN CENTRE ECONOMIC ENVIRONMENT. WE BELIEVE A BUSINESS IMPROVEMENT DISTRICT (BID) WILL HELP THE MANAGEMENT AND REGENERATION OF PETERHEAD TOWN CENTRE.

FIND OUT WHY THE BID WILL BENEFIT PETERHEAD

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Minimising Risk

The Rediscover Peterhead BID Steering Group



MESSAGE FROM THE CHAIR



I'm delighted to present this proposal. It outlines your priorities and gives a taste of how we can improve the town and make Peterhead town centre better by working together.

A BID is where businesses in a defined area vote to invest collectively in local improvements, over and above those provided by statutory authorities. It is a partnership arrangement where the local business community and the statutory authorities work together on projects that will benefit the local economy and local businesses specifically.

Supporting Rediscover Peterhead BID is a great opportunity to work together and make the changes we all want. The cost to our businesses is low and through Rediscover Peterhead BID we can access external assistance and funding not available to individual businesses.

All the proposed improvements were ideas from you, which came out in our surveys and consultations. Every business in the area has had the opportunity to let us know what their priorities are and these are set out in the business plan.

By getting involved in the Rediscover Peterhead BID, we can work together to increase footfall, stimulate investment, and enhance the reputation of our town. The purpose of the Rediscover Peterhead BID is to support our businesses, increase trade and improve the business environment.

You can find more information on our website www.rediscoverpeterheadbid.co.uk, or for more general or national information refer to www.bids-scotland.com.

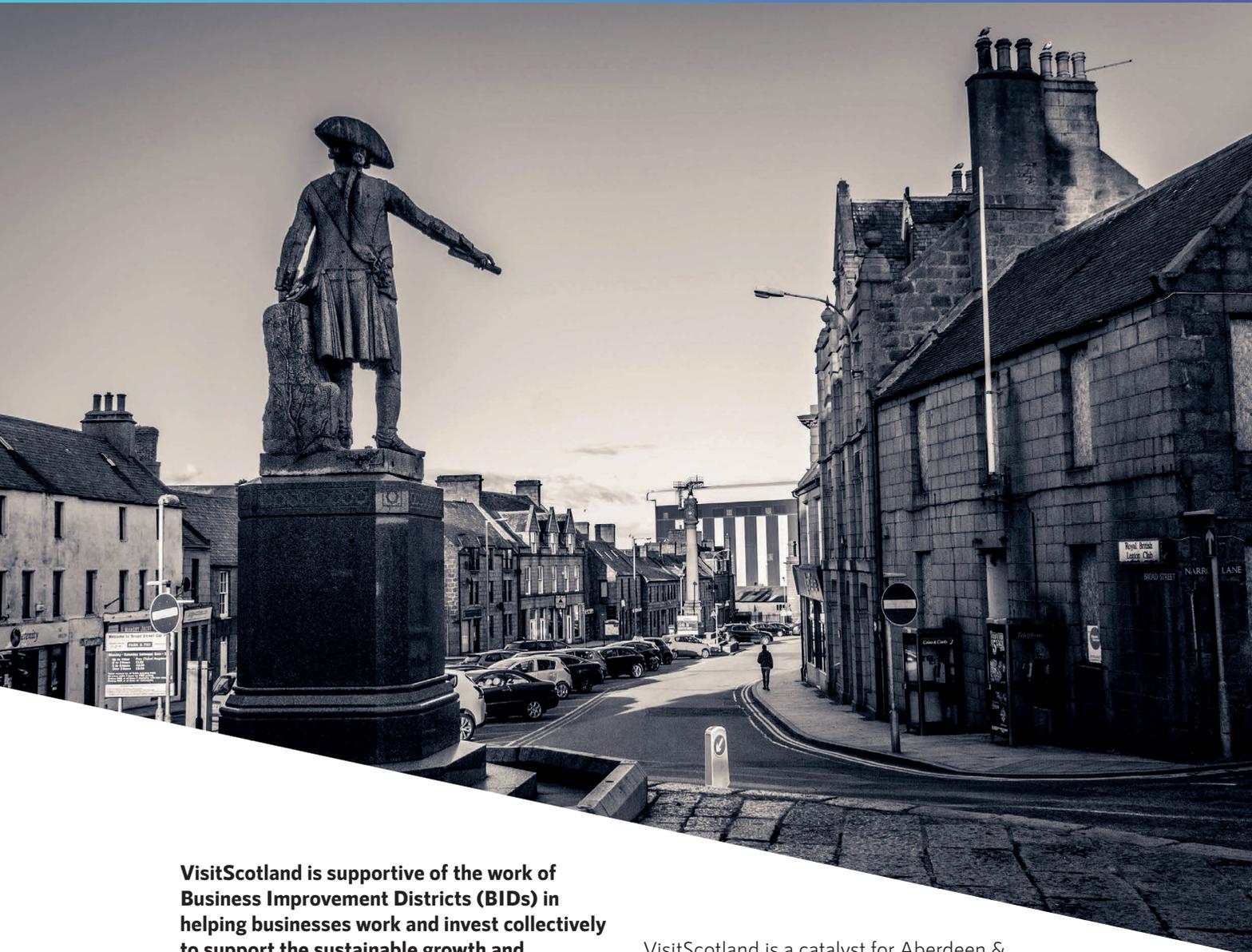
I have been involved in business in Peterhead for over a decade and know a lot of the business people in the town. I would ask you all to vote YES so that we can work together to make the town centre better. Positive Thinking for our Town Centre!



JOHN PASCOE | VICE CHAIR
REDISCOVER PETERHEAD BID

(References to business or businesses in this document relate to properties liable to pay the non-domestic rate, whether they pay rates or not)

VISIT SCOTLAND SUPPORT



VisitScotland is supportive of the work of Business Improvement Districts (BIDs) in helping businesses work and invest collectively to support the sustainable growth and development of the local economy.

We are delighted to be working in partnership with Rediscover Peterhead BID to help ensure the process has a positive impact on the local tourism industry and customer experience. We will assist them to maximise opportunities and therefore the benefits to the wider visitor economy - worth approximately £12 billion a year to Scotland.

We are very encouraged to see such a strong focus on tourism in the Rediscover Peterhead BID business plan, and a recognition of the ripple effect of tourism, touching every industry, business and community across the region. We welcome the strategic alignment of the Rediscover Peterhead BID business plan with the national tourism strategy: Tourism Scotland 2020.

VisitScotland is a catalyst for Aberdeen & Aberdeenshire's economic growth: working with partners to help make the region a destination of first choice for a high quality, value for money and memorable customer experience. We look forward to working with Rediscover Peterhead BID to achieve these goals.



JO ROBINSON | REGIONAL DIRECTOR
VISITSCOTLAND



WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A BID is where businesses in a defined area vote to invest collectively in local improvements over and above those provided by statutory authorities. It is a partnership arrangement where the local business community and the statutory authorities work together on projects that will benefit the local economy and local businesses.

The BID concept was developed over 40 years ago in Canada in a small town near Toronto. Local businesses were coming under increasing pressure from a new out of town shopping centre. With the town suffering from too many vacant units and a lack of investment, the local business community came together to form the first BID. The targeted investment from the funds raised paid off. This model has now been adopted in towns and cities across the world.

Their popularity has grown with over 270 active BIDs across the UK. Scotland now has 37 operational BIDs with 22 in development. A BID is about businesses

working together and investing collectively to improve their business environment and bring about a better town centre.

Crucially the projects and services delivered by a BID cannot replace any of the services provided by Police Scotland or Aberdeenshire Council. They must be new and additional projects and services to those that are currently received through the payment of business rates.

The BID levy is an entirely separate levy to which the local authority has no access and is not a new funding stream for Aberdeenshire Council.

WHY DOES PETERHEAD NEED A BID?

IF WE DO NOTHING, THEN NOTHING WILL BE DONE.

In the past, there have been many initiatives, ideas, and great plans for improvement. These often rely on the efforts of the local business community volunteering their time, and effort. Peterhead has experienced significant changes over recent years and as with many towns throughout Scotland, now has significant issues. Increased competition from out of town developments both office and retail, the internet and from surrounding towns, including those with operational BID companies, has led to new businesses locating elsewhere and a reduction in footfall.

It is projected that by the end of the financial year 2017 there will be 65 operational and developing BIDs in Scotland and 150 by the end of 2020. The Rediscover Peterhead BID wants Peterhead to benefit from this opportunity, we don't want our town to miss out.

Traffic management and access issues are a problem for a lot of businesses. The continuing rise of energy costs are putting more pressure on businesses. Peterhead requires a coordinated response from all businesses to address these problems.

After consultations with businesses from a range of sectors and geographic locations, it became clear there was commonality in the problems that they had. There was a desire to see Peterhead prosper and a real appetite to embrace a new way forward and to change and make improvements.

There are lots of voluntary groups in the town, there is no shortage of community spirit and can-do attitude! However, these groups can suffer from a lack of coordination, funds, and dedicated staff time. The BID is the opposite of this. It can help local groups to achieve more with business facilitation, staff resources and access to funding.

There is a desire from a range of sectors to see the town improve its marketing activity. The Rediscover Peterhead BID would work in collaboration with Visit Aberdeenshire and the local environmental groups to deliver an increase in visitor numbers.

The BID provides a unique opportunity for local businesses across all sectors to work together, invest collectively and undertake projects which can contribute positively to improving the economic viability of businesses in the town and securing investment in the town.

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be done.

HOW WILL PETERHEAD BENEFIT FROM A BID?

ALL BUSINESSES IN THE TOWN WILL BENEFIT FROM THE PROJECTS AND SERVICES THAT THE BID WILL DELIVER.

With a BID, there will be:

- **Support for existing groups and organisations**
- **An improved customer perception of accessibility and parking availability**
- **Improved customer knowledge of goods and services in town**
- **Increased marketing to local, regional, national, and global customers**
- **Access to funding to reduce property improvement costs**
- **Cost reduction through professional negotiation on utility bills**
- **Cost reduction through collective investment and joint promotion**
- **An increased number of visitors**
- **Access to funding and support not available to individuals or businesses**
- **A local voice for businesses**
- business opinions included in local policy and local developments.
- **Better trained staff to improve customer service**
- **Increased B2B sales opportunities**
- **Increased networking opportunities**
- **Improved signage**
- **Increased use of technology to solve local problems**
- **Projects to increase shop diversity and lower vacant unit rates**
- **A continued safe trading environment with increased sense of security and less stock loss**

MISSION STATEMENT

AIMS & OBJECTIVES OF THE PETERHEAD TOWN CENTRE BID

Rediscover Peterhead's aim of the BID is to deliver projects and services that will improve the trading environment within Peterhead's Town Centre to the benefit of businesses, customers, and visitors. This will be achieved by leveraging additional funding and investment into the BID



improve the economic opportunities for the businesses in the town centre



increase footfall



make the town centre a safer place for businesses and their customers and visitors



improve businesses relationships with each other, the local authority and the community



give businesses a strong, unified voice



support local voluntary groups whose aims align with the BID



make the BID 'cost neutral' for each business



market the town to local, regional, national, and international audiences



collective lobbying on key issues and to act as the voice of the businesses in the BID

THE CONSULTATION PROCESS:

WHAT YOU TOLD US

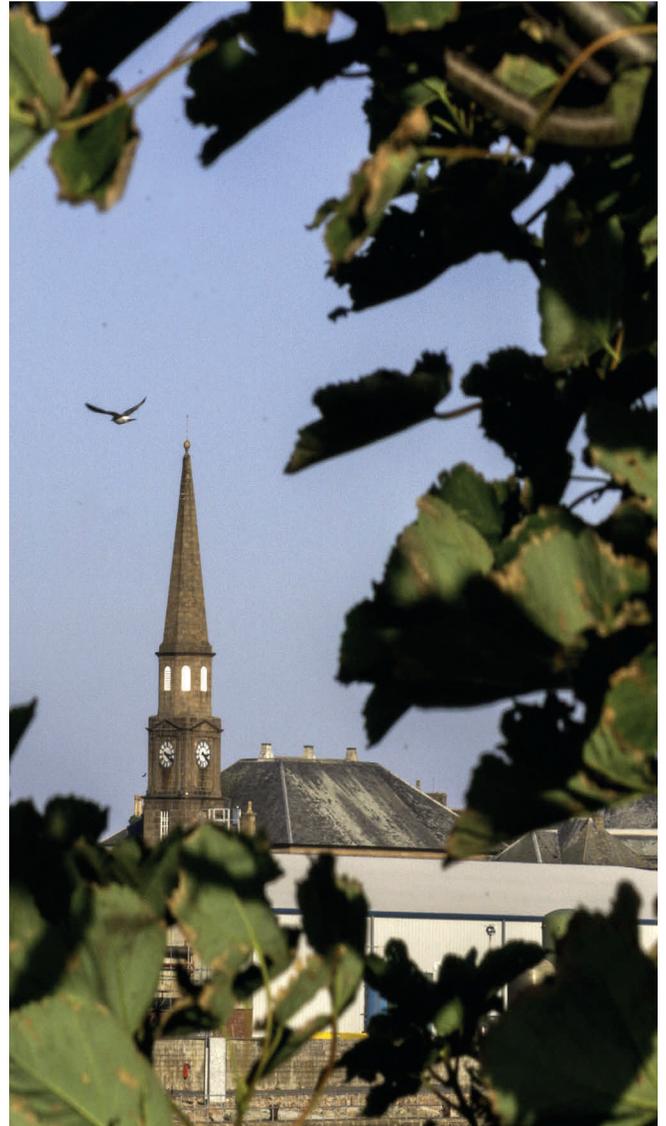
The initial BID needs and concerns consultation was undertaken with a limited cross section of 16 businesses in the form of one-to-one interviews. This led to the creation of specific town centre surveys that were sent to all businesses in the BID area.

Part of the consultation process involved contacting properties within the BID footprint to get the questionnaire completed. This resulting in them being physically visited on a one to one basis. Eligible persons have also been called on the telephone and emailed in instances where they were not working in the premises. Of the surveys issued (250) 50% were returned and this paper consultation was supported by one to one consultations with 100 businesses owners. Businesses have received letters, emails, telephone calls, newsletters, newspaper articles and one-to-one visits throughout the BID development process to keep them informed of progress. The website www.rediscoverpeterheadbid.co.uk and the Facebook page [@rediscoverpeterheadbid](https://www.facebook.com/@rediscoverpeterheadbid); have been updated with information throughout the development of the BID.

The overall aim of the consultation was to assess opinions on ways to enhance and improve the BID area and give more incentive to visit and invest in the town centre. The results of these surveys and consultations have been combined and form the basis of the Business Plan and BID Proposal

A series of presentations and networking events had been organised through 2016 into 2017 to highlight the BID, and explain the process to the business and organisations. An open meeting was held on the 18th May 2017 to launch the Next Steps document. Invites were circulated to eligible persons via social media, leaflet drop and email via Eventbrite. There was a good turn out on the evening with over 40 business and organisations represented. A BID video was made for the event showcasing Peterhead town centre:

www.pressandjournal.co.uk/fp/news/north-east/peterhead/1252700/video-passionate-peterhead/



This was widely circulated via our media partners at the Press and Journal. Video footage of the guest speakers has also been circulated on social media.

New businesses to the BID area have received personal visits on a one-to-one basis to inform them about BIDs. A further meeting will be held to launch the business plan on completion. Further networking sessions will be organised within the canvassing strategy. A letter detailing information on the BID, the BID levy and the defined BID area was posted to all eligible persons along with a hard copy of the next steps document.

As the ballot date approaches it is planned to visit as many businesses as possible to discuss the proposed projects and services that the businesses have indicated they would like the BID to deliver.

THE CONSULTATION PROCESS:

RESEARCH

The BID Steering Group has engaged in considerable research to discover what the businesses of Peterhead would like a BID to deliver.

KEY FINDINGS

The research established the need for a BID and confirms that the following key aspects have been completed to deliver a successful ballot and a successful BID.

- Local need for a BID is strongly identified.
- The BID area is logical and clearly defined.
- Support of the Local Authority at both officer and political level.
- Support of Police Scotland.



BID PROJECTS & SERVICES

The tables in the following pages outline key projects to help the Rediscover Peterhead BID deliver on the priorities identified in the consultation. The activity column shows the overall theme of the project Rediscover Peterhead BID will focus on over the 5-year period and outlines the specific activities Rediscover Peterhead BID will focus on in year one.

- Support of Visit Aberdeenshire and Visit Scotland
- The BID levy with local authority support in year one is sufficient to deliver the projects in the business plan



MARKETING, TOURISM & EVENTS

YOU TOLD US

84% | of survey participants feel it is important to increase tourism promotional activities

79% | feel that it is important to increase the frequency of events in the town centre

78% | feel it is important to increase media advertising

72% | feel that it is important to help with the Christmas campaign (Light Up Peterhead)

62% | feel it is important to create a shop loyalty card scheme

ACTIVITY	KEY PARTNERS	MEASUREMENT	BENEFIT TO LEVY PAYERS	COSTS & TIMINGS
Website Development:				
Develop an online presence including a "What's On" section	BID Company	Volume of website hits Number of participants	Raise awareness of business	£2,000
Build a business directory and an information portal for community events			Local events.	in Year 1
Develop an umbrella for all businesses and organisations			Potential for increased customer spend	1
Marketing, Promotions, Events				
Create/deliver a marketing communications strategy	BID Company	Visibility of the "Rediscover Peterhead BID" brand and marketing campaigns	A new image for the town centre	£20,000
Deliver 3 large events each year: • Christmas • Music • Food and Drink	Existing events companies New organisations	Partnership created Tickets sold for events Footfall levels	Increase loyalty from shoppers Raising awareness with tourists and visitors. Increased business footfall	in Year 1-5
Working with Miconex to create a unique shopping experience for Peterhead through a 'Rediscover Peterhead BID gift card	Miconex Businesses BID Company	Take up from business owners Total Spend	Increase awareness of Peterhead shops and businesses Additional revenue	£10,000 in Year 1-5
Quarterly Town Centre Magazine and Annual Brochure:				
Creation of printed and digital guides.	BID Company Visit Scotland Hotels Businesses	Quality of guide and customer usage. Relevant places distributed	Increased awareness of the town centre Putting Peterhead on the map Increased footfall Increased potential customer spend.	£3,000 in Year 1-5
Tourism				
Target specific markets to increase visitors to the area through events and attractions	Visit Aberdeenshire Visit Scotland	Statistics analysed by Visit Scotland	Increased footfall Ticketed events	£20,000 in Year 1-5
Create partnerships to facilitate a connection with tourism and the town centre offer	Peterhead Prison Museum Arbuthnot Museum Town Trail	Increased visitors Partnership working	Increased footfall, PR coverage Social media shares	1-5
Linking Port to town centre				
Research into the requirements of crew and passengers from cruise ship, tankers, and harbour workers in relation to the town centre offering.	Peterhead Port Authority Energy Hub	Research outputs and outcomes delivered		in Year 2
YEAR 1 TOTAL				£55,000

BUSINESS SUPPORT & ADVOCACY

YOU TOLD US

87% | of survey participants feel it is important to have accessibility to grants and business support

86% | feel that it is important to engage with landlords to fill vacant properties

81% | feel it is important to act as a collective voice when speaking to government

70% | feel that it is important to find ways to reduce utility bills by group procurement

ACTIVITY	KEY PARTNERS	MEASUREMENT	BENEFIT TO LEVY PAYERS	COSTS & TIMINGS
Advocacy Collective business voice to lobby on business issues as they arise	Aberdeenshire Council Scottish Government FSB Chambers of Commerce The Scotland Town Partnership	Actions Outcomes Feedback Complimentary new business	Collaborative representation creating a louder voice for Peterhead	Nil Cost in Years 1 - 5
Business Development Work with estate agents and town center landlords to encourage progressive business entrepreneurship	BID Company Landlords Estate Agents	Vacancy levels Number of meetings Number of interested buyers Covenant of shops	Flourishing vibrant town centre that will create opportunities for business development	Nil Cost in Years 1 - 5
Town Centre First Adopt the overarching theme of the Town Centre First Principle into all Rediscover Peterhead projects and strategies	Aberdeenshire Council BID Company	Monitor edge of town commercial development	Vibrant town centre	Nil Cost in Years 1 - 5
Lobby for changes to the Peterhead by-law regarding drinking in the streets	Bid Company Police Scotland Scottish Government Aberdeenshire Council	Successful change of the by-law Reduced drinking on the streets	Safer environment for shoppers Change of perception towards town centre	
Cost Reduction Aiming to make the BID levy cost neutral for all businesses through exploring options for collective projects, e.g. waste, renewable energy, broadband, etc.	Bid Company Utility Companies	Reduction in utilities and overheads Business feedback Number of participants % Savings to businesses	Reducing utilities and overheads Return on investment	Nil Cost in Years 1 - 5
Business Support Increased business support networking opportunities Identify business training needs - facilitate and implement where required	BID Company Businesses Chambers of Commerce FSB	Number attending events New start ups Expansions to current business	24/7 business support	£10,000 in Years 1-5
Small Business Grant Scheme Match funded from businesses	BID Company Businesses Aberdeenshire Council	Take up of scheme Visible improvements to aesthetics	Improve fixtures and fittings Investment to property	In Year 3
			YEAR ONE TOTAL	£10,000

CIVIC PRIDE & ENVIRONMENT

YOU TOLD US

87% of survey participants feel it is important to deal with the gull population

87% feel that additional cleaning of buildings was important

82% feel it is important to carry out maintenance of gutters and pipes

74% feel that it is necessary to carry out an extra deep clean of pavements

ACTIVITY	KEY PARTNERS	MEASUREMENT	BENEFIT TO LEVY PAYERS	COSTS & TIMINGS
<p>Cleanliness</p> <p>Litter Partnerships</p> <p>Working with the Buchan Community Safety Group and Pick up Peterhead to initiate litter and educational projects</p>	<p>BID Company</p> <p>Buchan Community Safety Group</p> <p>Pick up Peterhead</p> <p>Aberdeenshire Council</p>	<p>Reduction of litter and street debris</p> <p>Number of educational initiatives</p>	<p>Cleaner and safer environment for staff and customers</p>	<p>£2,500</p> <p>in</p> <p>Year</p> <p>1</p>
<p>Deep Clean</p> <p>Implement an annual Deep Clean of the town centre over and above what the council would deliver</p> <p>Removal of weeds, gull mess, rooftop shrubs</p>	<p>BID Company</p> <p>Aberdeenshire Council</p> <p>KSB</p>	<p>Working with Keep Scotland Beautiful to increase scoring according to the bench marks set</p>	<p>Take level of cleanliness to the highest of levels to encourage greater civic pride</p>	<p>£15,000</p> <p>in</p> <p>Years</p> <p>1-5</p>
<p>Peterhead Floral Pride</p> <p>Work to create the capacity of local groups to encourage an environmental group to begin delivering hanging baskets and a sense of floral pride for the town</p>	<p>Create Partnerships</p>	<p>Constituted group</p> <p>Number of floral baskets delivered to increase KSB score</p>	<p>Creating a brighter and more cheerful environment which will encourage more visitors</p>	<p>£5,000</p> <p>in</p> <p>Years</p> <p>1-5</p>
<p>Art and Culture</p> <p>Working with Artventure to commission the delivery of art and cultural projects to attract visitors to the town centre</p>	<p>Artventure</p>	<p>External evaluation on impact of the projects delivered</p>	<p>Increase visitors to town centre</p>	<p>£2,500</p> <p>in</p> <p>Years</p> <p>1 - 5</p>
<p>Seagull Control</p> <p>Increase the boundaries of current seagull control measures</p> <p>Working with schools, businesses and the community to educate the public on feeding seagulls</p>	<p>BID Company</p> <p>RSPB</p> <p>Aberdeenshire Council</p>	<p>Number of eggs removed from nests per year</p> <p>Complaints to council year on year</p> <p>Number of promotional material and talks delivered</p>	<p>A cleaner, safer shopping environment will be established</p>	<p>£5,000</p> <p>in</p> <p>Years 1-5</p> <p>In Years</p> <p>2-5</p>
<p>Enhancements</p> <p>Establish an understanding that can improve safety and create lighting features in the town centre including Christmas</p>	<p>Aberdeenshire Council</p> <p>External lighting companies</p> <p>Light up Peterhead</p>	<p>Number of projects initiated</p>	<p>Improved night time economy</p>	<p>In Years</p> <p>2-5</p>
<p>Ambassadors/Community Wardens</p>	<p>Police Scotland</p> <p>Aberdeenshire Council</p>	<p>Reduction in town centre security concerns</p>	<p>A safer and better-informed visitor</p>	<p>In Years</p> <p>3-4</p>
<p>Environmental</p> <p>Improving recycling</p> <p>Working with Zero Waste Scotland to devise a continuous improvement programme</p> <p>Maximise opportunities to reduce costs</p> <p>Address issues relating to commercial waste</p>	<p>Zero Waste Scotland</p> <p>Keep Scotland Beautiful</p>	<p>Cost savings for business</p> <p>Reduced landfill</p>	<p>Cost savings</p> <p>Reduced waste</p> <p>Improved town centre</p>	<p>In Years</p> <p>3-5</p>
YEAR ONE TOTAL				£30,000

SAFETY & SECURITY

YOU TOLD US

79% of survey participants feel it is important to have CCTV in the town centre

72% feel it is important to have extra community wardens for the town centre

ACTIVITY	KEY PARTNERS	MEASUREMENT	BENEFIT TO LEVY PAYERS	COSTS & TIMINGS
<p>Safety and Security</p> <p>Support Police Scotland to:</p> <ul style="list-style-type: none"> • Deliver ARC initiative (Aberdeenshire Retail Crime) • Deliver 2 events per year in conjunction with the Police • Support Business Crime Reduction Schemes <ul style="list-style-type: none"> • Provide retailers with necessary training to to raise awareness on how to deal with and avoid crime • Additional policing as and when required 	<p>BID Company Buchan Community Safety Group Pick up Peterhead Aberdeenshire Council</p>	<p>Reduction of litter and street debris</p> <p>Number of educational initiatives</p>	<p>Cleaner and safer environment for staff and customers</p>	<p>£1,000 in Year 1-5</p>
<p>CCTV</p> <p>Establish the viability of a digital town centre including CCTV</p>	<p>BID Company Aberdeenshire Council KSB</p>	<p>Working with Keep Scotland Beautiful to increase scoring according to the bench marks set</p>	<p>Take level of cleanliness to the highest of levels to encourage greater civic pride</p>	<p>£13,000 in Years 1-5</p>
<p>Safety at Night</p> <p>Support the Street Pastors</p>	<p>Street Pastors</p>	<p>Evaluate Police statistics</p>	<p>Safer environment at night</p>	<p>£1,000 in Years 1-5</p>
<p>Increase Police presence during festive season</p>	<p>Police Scotland</p>	<p>Achievements and awards</p>	<p>Change in perception of Peterhead for evening visits</p>	<p>In Year 1</p>
<p>Work towards awards such as the Purple Flag or Best Bar One</p>	<p>ATCM or the Business Resilience Centre</p>	<p>PR Recognition at a local level</p>	<p>Recognition of Peterhead as a safe place to visit</p>	<p>In Years 4-5</p>
YEAR ONE TOTAL				£15,000



DID YOU KNOW...?

BIDs are run by not-for-profit companies and are run by the businesses which vote for and fund them

ACCESSIBILITY & DIGITAL

YOU TOLD US

PARKING WAS AN ISSUE WITH MOST RESPONDENTS FROM QUEEN STREET.

64%

of survey participants feel the town centre has reasonable parking charges

62%

feel the town centre information maps should be improved

60%

feel that businesses should have a flexible approach to opening

ACTIVITY	KEY PARTNERS	MEASUREMENT	BENEFIT TO LEVY PAYERS	COSTS & TIMINGS
<p>Digital Support</p> <p>Explore the need for town centre free Wi-Fi access for visitors including a portal for businesses to advertise free of charge</p>	BID Company Digital Vendors Businesses	Establishing a digital town centre	Business feedback Increased footfall Increased dwell time Increased desirability	£12,000 in Year 1
<p>Accessibility</p> <p>Review and improve signage within BID area and to entrances to town Address traffic management issues within the town Review car parking within town centre particularly to roadside issues on Queen Street Review and improve accessibility and connectivity for walking and cycling Highlight that Peterhead is a cycling demonstration town</p>	Aberdeenshire Council	Independent assessment of consumer opinion Changes within the area for traffic management Number of changed implemented	Improved accessibility throughout the town Town centre improved through traffic and congestion reorganisation Increased footfall Increased dwell time Increased cycling Increased Marketing	In Years 1-5
<p>Raising the Standards</p> <p>Review antisocial behaviour regarding failing to use toilets in the evening and provision of services</p>	Street Pastors	Outcome of review	Establish a safer street environment in the evenings	£2,000 in Years 1-5
<p>Prepare a prospectus of the town centre to:</p> <ul style="list-style-type: none"> Identify gaps in the market Attract local independent investment Attract key anchor stores, leisure and quality eating establishments Market development within the town centre Work with stakeholders to deliver local enterprise schemes <p>Encourage youth entrepreneurship for future business start-ups</p>	BID Company Businesses Princess Trust Academy	Number of empty units in town centre % of start-up businesses Improved image of town centre Working towards Keep Scotland Beautiful attainments	Improvement to aesthetics of town centre More variety to attract higher footfall Relationship with landlords in line with town centre prospectus	£6,000 in Year 3
<p>Accessibility</p> <p>Working with new retail park and out of town events, running a shuttle bus from Catto Park events to improve connectivity to the town centre.</p>	Businesses Bus Company	Actual numbers using facility Frequency of buses	Improved connectivity Improved working relationship with out of town businesses	Nil Cost in Years 3-5
YEAR ONE TOTAL				£20,000

MEASURING PERFORMANCE

The BID Company will monitor and measure the performance and impact of the BID through a number of quantifiable and measurable key performance indicators (KPI). This process will not only measure the success of the BID, but will also provide information that will be key to decision making within the five-year life of the BID.

THEMES	KPI	SOURCE	MEASURE	FREQUENCY
Marketing, Tourism and Events	Number of Events delivered	Visit Scotland numbers	Increase in footfall and sales Reduction of vacancies	Annually
	Number of visitors to Peterhead	Visitors	Survey of visitors	On going
	Visitor Satisfaction			
Promotion	Media Coverage	Media/Social Media	Positive editorial articles, Facebook posts, likes, shares and Tweets	On going
Business support and advocacy	Business satisfaction / footfall / sales / cost savings	BID Survey	% increase / decrease against baseline	Annually
Civic Pride and Environmental	Keep Scotland Beautiful report	KSB	KSB markers	Bi-annually
Safety and Security	Police Scotland report in a geographic profile	BID Company via Police Scotland	% increase / decrease in crime statistics	Annually
Accessibility and Digital	Car parking and public transport utilisation	BID Company Aberdeenshire Council	% use of car parking % access by travel mode % connectivity on Wi-Fi	Annually

THE REDISCOVER PETERHEAD BID WILL

- Promote Peterhead town centre as a place to visit and invest in
- Attract more customers
- Increase the number and scale of promotional events
- Provide a safer place to visit both day and night
- Help businesses make cost savings
- Represent the voice of the town centre businesses and organisations
- Help deliver a cleaner more attractive town centre

MAKING SURE THE BID ADDS VALUE

To ensure that the projects and services provided by the BID are additional to those currently delivered by Aberdeenshire Council and Police Scotland, there will be a service level agreement between these two parties.

The baseline agreement establishes the services that will continue to be delivered by Aberdeenshire Council, Police Scotland, Visit Scotland and Visit Aberdeenshire. It reassures the levy payer that the current provision of services will not be reduced as a result of a successful BID vote. The BID Board of Directors will monitor the services stated in the base line agreement to ensure that they will be delivered to the agreed standard.

BASELINE SERVICES

A baseline service agreement has been drawn up, which includes information from Police Scotland, Visit Scotland and Visit Aberdeenshire. This information can be found at www.rediscoverpeterheadbid.co.uk

The following services are provided by the outlined organisations (both statutory and discretionary) within the BID area: -

COUNCIL PROVIDED

- **Community Safety**
Licensing and Permits (street traders, public entertainment, etc.), Food Safety, Trading Standards, Environmental Health
- **Cleansing**
Refuse Collection, Recycling (Kerbside), Street Cleansing, Public Toilet, Environmental Wardens
- **Economic Development**
Town Centre Management, Business Gateway
- **Grounds Maintenance**
Drainage, Structures, Road/Pavement/Lanes Maintenance, Winter Maintenance
- **Lighting**
Street lighting
- **Traffic**
Traffic Management, Traffic Lights, On-Street and Off-Street Parking
- **Street Furniture and Signage**
Street Furniture, Signage, Bus Shelters
- **Planning**
Development Management
- **Policy & Strategies**
Conservation issues

POLICE PROVIDED

- **24/7 policing response**
- **Dedicated policing during peak times**
- **Enhanced policing levels during special events**
- **Liaison with partner agencies and other groups**
- **Crime prevention - advice**



DID YOU KNOW...?

Over 100,000 businesses have benefitted from BIDs nation-wide

THE BID LEVY



WHO WILL PAY THE LEVY?

A BID levy is an equitable and fair way of funding additional projects and services, which the local authority and other statutory bodies are not required to provide. It has been agreed by the BID Steering Group that the levy rate will be a fee structure based on the rateable value of the property on the day of the ballot (28/09/2017) and throughout the 5-year term of the BID.

It has been agreed by the Rediscover Peterhead BID steering group that the levy rate is calculated on the rateable value of the properties in the BID area on the date of the ballot.

The BID improvement levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate). However, the property owner will be liable to pay the levy where a property is vacant on the day the levy invoice is issued and for all the period thereafter when the property is vacant.

- There will be no increase in the levy amount during the term of the BID.
- References to business or businesses in this document relate to properties liable to pay the non-domestic rate, whether they pay rates or not.
- There are approximately 230 commercial properties in the BID area which will generate a BID investment levy income of approximately £110,500 per annum and an estimated total levy income of £552,500 over 5 years.
- All eligible occupiers (of eligible properties) i.e. the eligible person liable to pay the non-domestic rate that are listed on the Local Assessors Valuation Roll on the ballot date will be liable to pay the levy.
- The levy payments are not linked to what businesses actually pay in rates but are based on the rateable value of the property.
- The levy must be paid either in one payment within 28 days from the date of the levy invoice or in 10 instalments for businesses paying above £300, by arrangement with the billing body.
- If there is a change in occupier to a property; until a new occupier is found the property owner will be responsible for paying the levy.
- Any new commercial development, sub division of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5-year term of the Town business improvement district will be liable for the BID Improvement Levy.
- If the property is vacant or empty on the date the levy is issued and for any subsequent vacant periods, the property owner will be liable for the full levy amount, which must be paid within 28 days.
- Where a property is taken out of rating (E.g. Due to demolition or a split or merger) the BID levy for that individual property will be due up to the date of the removal from the rating list and the annual BID levy will be apportioned accordingly.
- Appeals against the non-domestic rates revaluation of 2017, which result in a lower or higher property valuation will be reflected in the amount of levy due, if this results in a property being allocated to a new band as shown in the levy table.

LEVY TABLE

Exclusions

The Rediscover Peterhead BID Steering Group decided that there is no benefit from being part of the BID to the following categories of property and therefore are exempt from paying the levy: places of worship, public conveniences, ATM sites, car parks, non-retail charitable organisations, store rooms, garages, yards, clubs, and community organisations.

Voluntary Contributions and Other Funding

The Rediscover Peterhead BID will endeavor to secure voluntary contributions from occupiers and property owners of properties out with the BID area, as well as other external funding partners where possible. These voluntary contributions, which will inevitably vary from year to year, will be paid into the Rediscover Peterhead BID Revenue Account. The Rediscover Peterhead BID will aim to match the levy payer's contributions through securing external funding.

RATEABLE VALUE	COST DAILY	COST WEEKLY	COST MONTHLY	COST ANNUALLY	PROPERTIES	TOTAL
£0,000 to £9,999	£0.82	£5.76	£25.00	£300	119	£35,700
£10,000 to £19,999	£1.09	£7.69	£33.33	£400	44	£17,600
£20,000 to £39,999	£1.64	£11.52	£50.00	£600	38	£22,800
£40,000 to £59,999	£2.73	£19.23	£83.33	£1,000	14	£14,000
£60,000 to £79,999	£3.83	£26.92	£116.66	£1,400	3	£4,200
£80,000 to £99,999	£4.93	£34.61	£150.00	£1,800	4	£7,200
£100,000 to £199,999+	£8.21	£57.69	£250.00	£3,000	3	£9,000
					225	£110,500

Due to the current economic climate, the BID steering group have agreed not to increase the levy over the five-year period should the National Retail Index increase.

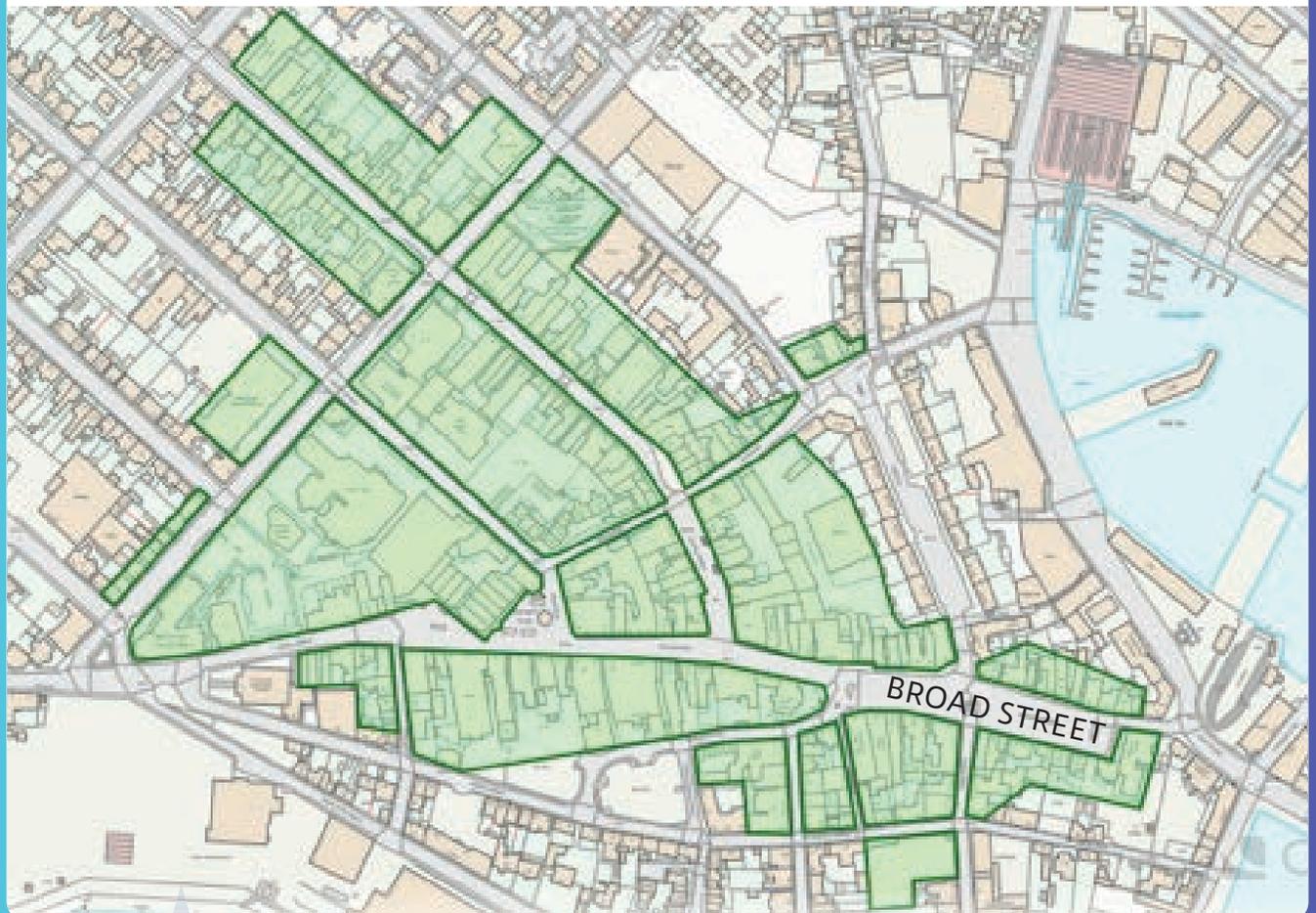
THE BID AREA

REDISCOVER PETERHEAD

The following streets were chosen to be in the BID area as consultations with businesses in this area highlighted several common issues of concern that could be addressed.

PRIMARY ZONE

- Back Street
- Back Gate
- Broad Place
- Broad Street
- Chapel Street
- Drummers Corner
- Errol Street
- Love Lane
- Marischal Street
- Narrow Lane
- Rose Street
- Thistle Street
- Ellis Street (part)
- Merchant Street (part)
- Prince Street (part)
- Queen Street (part)
- St Andrew Street (part)
- St Peter Street (part)





COLLECTION OF THE BID LEVY

Aberdeenshire Council will collect the investment levy on behalf of the BID, as this will be an efficient, safe, and cost-effective method of collection. Aberdeenshire Council will lodge the levy within a BID Revenue Account. The BID levy can only be drawn down by the Board of Directors of the BID to allow the delivery of the business plan.

The BID Revenue Account and levy cannot be accessed by Aberdeenshire Council, nor can it be used by the

Council as an additional source of income. The first BID levy will be due in November 2017, and on the first day of each financial year thereafter that the BID is in operation. Payment must be made within 28 days from the date on the levy invoice.

Breakdown of Aberdeenshire Council's Annual BID Levy Collection and Administration Charges

- Aberdeenshire Council are still working out the best methods to collect the levy which will cost no more than 3% of the core levy. Any charges will be detailed in the final operations agreement.

THE BALLOT PROCESS

The BID Proposer must notify the local authority, the Scottish Ministers, and the billing body 98 days in advance of the ballot date of their intention to put the BID Proposals to ballot. The local authority then has 28 days in which to veto or not the proposal.

Prior to the ballot taking place, a 'Notice of Ballot' will have been issued to all non-domestic properties in the BID area.

The BID Proposer must make available a full copy of the BID Proposal to any person who is eligible to vote on the BID

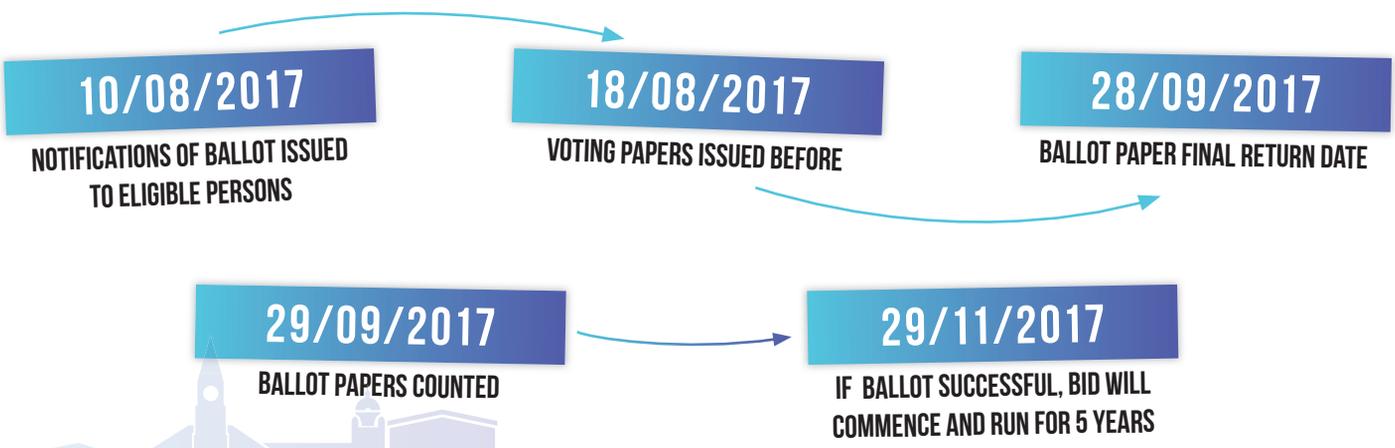
Proposals who requests a copy. A copy of the BID Proposals and BID Business Plan must also be sent to the Scottish Ministers and the Chief Executive of the local authority 98 days in advance of the final ballot date.

Prior to, or on the date the ballot papers are issued the BID Proposer must provide all those eligible to vote in the proposed BID area with a detailed BID Business Plan.

THE BALLOT

- Notification of the ballot, will be issued to every eligible person in the BID area before **10/8/17**.
- Ballot papers, together with a copy of the BID Business Plan will be posted to the eligible person responsible for casting a vote within their business. In the case of national companies the responsibility for voting may lie with head office.
- The BID ballot is a confidential postal ballot. Aberdeenshire Council have notified the Rediscover Peterhead BID steering group that they will contract out the ballot process to the Electoral Reform Services.
- Where an eligible property is vacant the voting papers will be sent to the property owner.
- In Rediscover Peterhead BID case, voting papers will be issued before **18/08/2017**.
- The final date for all ballot papers to be returned is 5pm on **28/09/2017**. Papers received after this date and time will be deemed null and void.
- Voting papers are easy to complete, simply place a cross on either "yes" or "no" to the question "are you in favour of a BID?" The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.
- For the ballot to be successful there must be a minimum of 25% "turn-out" (headcount) by number of eligible persons and by combined rateable value.
- Of those that vote, over 50% by number of ballots and 50% by combined rateable value must vote in favour of the BID.
- All eligible persons (i.e. those persons liable to pay non-domestic rates) will have one vote or where a person is liable for non-domestic rates for more than one property, that individual shall be eligible to cast more than one vote however they will be required to pay the levy for each of the properties that they occupy.
- The ballot papers will be counted on **29/09/2017** and the results announced by the Aberdeenshire Council within one week.
- Following a successful ballot, the BID will commence on **29/11/2017** and will run for a period of five years until the **28/11/2022**.

TIMELINE OF EVENTS



BID BUDGET PLAN AND SUMMARY

THEME SPEND

THEME EXPENDITURE	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022	TOTALS
MARKETING AND PROMOTION	£55,000	£35,000	£35,000	£25,000	£45,000	£195,000
CIVIC PRIDE AND ENVIRONMENTAL	£30,000	£30,000	£30,000	£24,000	£40,000	£154,000
ACCESSIBILITY AND DIGITAL	£20,000	£2,500	£10,500	£6,500	£5,000	£44,500
BUSINESS SUPPORT AND ADVOCACY	£10,000	£9,000	£40,000	£10,000	£9,000	£78,000
SAFETY AND SECURITY	£15,000	£1,500	£1,500	£1,500	£1,500	£21,000
THEME EXPENDITURE CONTINGENCY	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
TOTAL THEME SPEND	£135,000	£83,000	£122,000	£72,000	£105,500	£517,500

TOTAL EXPENDITURE

TOTAL EXPENDITURE	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022	TOTALS
THEME SPEND	£135,000	£83,000	£122,000	£72,000	£105,500	£517,500
STAFF COSTS	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
OTHER OPERATING COSTS	£8,000	£8,000	£8,000	£8,000	£8,000	£40,000
OVERALL TOTAL	£183,000	£131,000	£170,000	£120,000	£153,500	£757,500

FUNDING SOURCES

FUNDING SOURCES	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022	TOTALS
BID LEVY	£110,500	£110,500	£110,500	£110,500	£110,500	£552,500
AGREED AND CONFIRMED FUNDING	£42,500	£3,000	£3,000	£3,000	£3,000	£54,500
POTENTIAL ADDITIONAL PROJECT INCOME	£30,000	£17,500	£56,500	£6,500	£40,000	£150,500
TOTAL	£183,000	£131,000	£170,000	£120,000	£153,500	£757,500

ADDITIONAL INCOME

YEAR
1

2017-18 £30,000 - Visit Scotland
• Advertising and Marketing Growth Fund application

Should this application for additional income from Visit Scotland be unsuccessful, the money will be realigned in the Tourism budget, outward marketing will be reduced but town centre promotional activity will continue.

£2,500 - Visit Scotland Year of Young People Fund
£15,000 - from Zero Waste Scotland

2018-19

Should these applications for additional income from Visit Scotland and Zero Waste Scotland be unsuccessful, the money will be realigned in the accessibility and Digital and Civic pride budgets the projects affected will be reduced unless other external funding can be sourced.

YEAR
2

YEAR
3

2019-20 £40,000 - Visit Scotland
£16,500 - from Aberdeenshire Council regeneration fund
(ringfenced money but requires approval)

Should this application for additional income from Visit Scotland be unsuccessful, the money will be realigned in the Tourism budget, outward marketing will be reduced but town centre promotional activity will continue.

2020-21

£6,500 - Aberdeenshire Council Area Committee Fund

Should this application for additional income from Aberdeenshire Council Area Committee fund be unsuccessful, we will look elsewhere for funds or realign the projects to fit the budget.

YEAR
4

YEAR
5

2021-22 £40,000.00 - Visit Scotland
• Advertising and Marketing Growth Fund application

Should this application for additional income from Visit Scotland be unsuccessful, the money will be realigned in the Tourism budget, outward marketing will be reduced but town centre promotional activity will continue.



GOVERNANCE OF THE BID

Following a successful ballot a new Company will be registered as a Limited Company (Limited by Guarantee and Not Having a Share Capital) with the responsibility of delivering the Rediscover Peterhead BID Business Plan.

We note that there is no commitment as to how the Board of Directors intends to communicate with the levy payers or any indication of the number and responsibilities of the staff to be employed.

A Board of Directors will be established, consisting of up to 12 directors, two of these positions will be allocated to voluntary representation. Every eligible person that pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected onto the new Company Board, but limited to one eligible person from each eligible property. Nominations of Directors from outside of the BID area and of people who do not pay the levy will be strictly at the discretion of the Board of Directors. The new Company will be run by the businesses for the businesses. This Board will be responsible for all decisions relating to staff, contracts, the delivery of the approved business plan and other activities generated by the BID.

“THE COMPANY WILL OPERATE IN AN OPEN AND TRANSPARENT WAY, ANSWERABLE TO THE BUSINESSES IN THE AREA”

The Company will operate in an open and transparent way, answerable to the businesses in the area. The Board of Directors will ensure that a Code of Conduct (including a Register of Interests) and Management and Governance will be created and agreed as policy by the Directors. There will be a detailed set of protocols (the Operating Agreement), which will cover the management of the BID Company and billing, collection, and transfer of the levy.

The Rediscover Peterhead BID Company Board will have the authority to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the levy payers and without recourse to an alteration ballot.

The Board of Directors will reserve the right to consider creating a charitable arm of the company to enable it to secure additional funding that can only be sourced with charitable status.

Once the Rediscover Peterhead BID is operational, any variations within budgets will be reported to the BID Board of Directors. The Board will agree on an annual basis how funds for subsequent years will be allocated. This will be based on business feedback during the previous year and your priorities for the coming year, which allows the BID the flexibility to respond to changing business needs and requirements.

‘References to business or businesses in this document relate to properties liable to pay the non-domestic rate, whether they pay rates or not’.



MONITORING SUCCESS

Throughout the lifetime of the BID, all work on the BID projects will be monitored and evaluated to ensure the projects proposed in the Rediscover Peterhead BID Business Plan achieve a high level of impact, and are progressing to the satisfaction of the businesses that voted for the BID.

The BID Board of Directors will monitor and oversee the efficient delivery of the BID projects. A comprehensive evaluation plan, featuring measurement of indicators of success and key delivery points will be agreed on and monitored by the Board of Directors.

“THE BID WILL UNDERGO AN INDEPENDENT EVALUATION OF ITS ACTIVITIES AT THE HALF WAY POINT AND TOWARDS THE SECOND TERM”

The BID will undergo Assessment and Accreditation Interim Review (AAIR) for Scottish BID Companies.

The AAIR, is a bespoke review which recognises and accords with the Scottish BIDs legislation and the public and private sector environment in Scotland. The AAIR, gives confidence to businesses and the Board of Directors that the practices of the BID Company are robust and accord with good practice and supplies an audit trail to support any future evaluation of the BID Company.

The Assessment and Accreditation Interim Review is recommended by BIDs Scotland as good practice and is included as one of the good practice elements of any Scottish BID Proposal and BID Business Plan.

MINIMISING RISK

The Board will take all steps necessary to minimise any risk associated with Rediscover Peterhead BID (financially or otherwise) by only using reputable contractors to deliver projects.

REDISCOVER PETERHEAD STEERING GROUP

NAME	SECTOR	NAME	SECTOR
KATRINA ALLAN	HOSPITALITY	JOHN PASCOE	SERVICE
LORRAINE DUTHIE	HOSPITALITY	SCOTT MASKAME	SERVICE
ROBERT EMSLIE	RETAIL	ANDREW BRUCE	SERVICE
JOHN CAMERON	RETAIL	JENNIFER FOWLIE	SERVICE
SANDRA DUNCAN	RETAIL	COUNCILLOR ANNE ALLAN	ABERDEENSHIRE COUNCIL
GRACE CAMERON	RETAIL	SUZANNE ROBERTSON	ABERDEENSHIRE COUNCIL
LINZI DUTHIE	RETAIL	BID LIAISON OFFICER	ABERDEENSHIRE COUNCIL

Vote YES

FOR

Rediscover Peterhead BID

the town centre's future lies in your hands!



VOTE YES FOR PETERHEAD BID

Peterhead will not only be
the **biggest** town in Aberdeenshire,
but the biggest and the **best.**



CONTACT

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👍 @rediscoverpeterheadbid

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