



**REDISCOVER
PETERHEAD**

**REDISCOVER PETERHEAD
ANNUAL REVIEW 2018**

AGM 8 November 2018

AGENDA

- Introduction
- Introduction of our board members
- Review of 2018
- Speaker – Michael Dogan, Eyebright Ltd
- Financial Report
- Plans for 2018/19
- Q&A
- Other Business

INTRODUCTION



REDISCOVER PETERHEAD LTD IS THE BUSINESS IMPROVEMENT DISTRICT (BID) FOR PETERHEAD TOWN CENTRE

What is a 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.
- Developed over 40 years ago in Canada. 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.
- Over 270 active BIDs across the UK. Scotland now has 37 operational BIDs with 22 in development.
- Crucially the projects and services delivered by a BID cannot replace any of the services provided by Police Scotland or Aberdeenshire Council.

BID OBJECTIVES

- Improve the economic opportunities for the businesses in the town centre
- Increase footfall
- To make the BID 'cost neutral' for each business
- Make the town centre a safer place for businesses, their customers and visitors
- Improve business relationships with each other, local authority and the community
- To market the town to a local, regional, national, and international audience
- Give businesses a strong, unified voice
- Support local voluntary groups whose aims align with the BID
- Collective lobbying on key issues and act as the voice of the businesses in the BID

OTHER BID TOWNS ...



we are
INVERURIE



ABERDEEN
inspired
BUSINESS IMPROVEMENT DISTRICT



ESSENTIAL
EDINBURGH.
Central Business Improvement District



CAMDEN
TOWN
UNLIMITED



INTRODUCTION OF BOARD MEMBERS



REDISCOVER
PETERHEAD

REDISCOVER PETERHEAD LTD BOARD

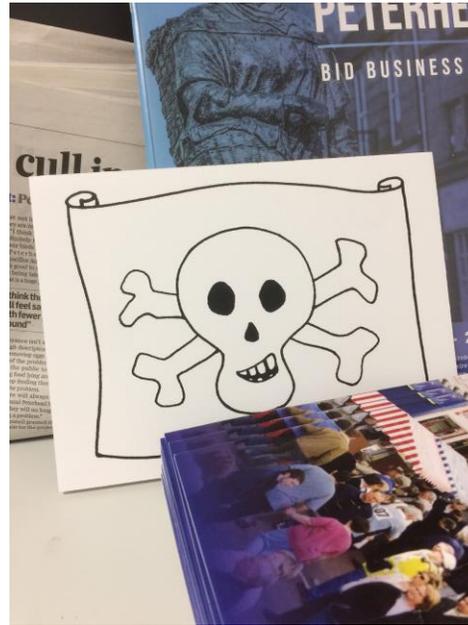
John Pascoe – Chair	John Cameron – Vice Chair
Robert Emslie – Company Secretary	Jean Gardiner – Treasurer
Terry Moran – Member	Wayne Parsons – Member
Katrina Allan – Member	Robert Antczak – Member
Fred Bowden - Member	Linda Miller - Member
Iain Sutherland – Manager	Clair Harwood – Assistant

REVIEW OF 2018



- Spot the Elf Christmas competition – distribution of Christmas trees throughout the town centre
- Easter scavenger hunt
- Jolly Roger treasure map trail

Just for fun – encourage footfall in town centre and participating shops



PROJECTS AND EVENTS SO FAR ...

REDUCE SEAGULLS IN THE TOWN CENTRE

541 NESTS REMOVED

1168 EGGS REMOVED

- Project ran from April 2018 – July 2018
- Some areas hard-to-reach; will be an on-going five-year project



Please Don't Feed Us!

Human food is bad for our health and your welfare.

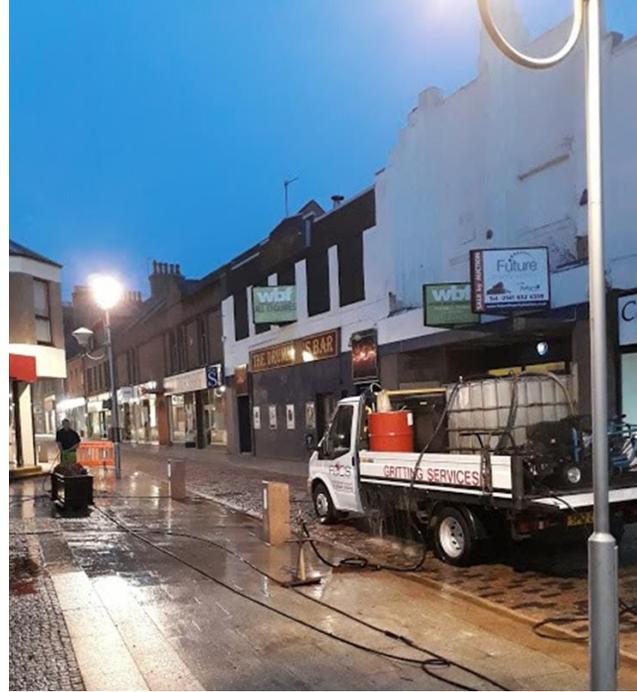
- Your food makes us fat, lazy and aggressive.
- It can shorten our lives.
- It encourages us to attack and steal from people.
- We mug soft targets, like children and the elderly. They are easier to scare.
- We can hurt people and pets.
- When it comes to food we have NO conscience.

So do everyone a favour; don't share your food with a gull. Put your leftovers safely in a gull proof bin.

UTILITIES REDUCTION — EYEBRIGHT LTD



- Eyebright Ltd have helped more than 90% of cases offset the BID levy, and more
- To date Eyebright have saved 29 businesses in Peterhead a combined amount of close to £27,000 across energy, water, card machines & bb/ services
- Free service to all levy payers



CLEAN-UP PETERHEAD

- Clean all pavement areas
- Remove green growth from shop fronts up to 3 M
- Clean growth from areas around down pipes
- Clean all street bins and small pillars
- Clean all shop windows if needed



TRAFFIC / PARKING

- Improvement to surfacing, lighting and signage on lane between Prince Street car park and Queen Street
- Discussions with Aberdeenshire Council on decriminalising certain 45-minute street parking
- Discussions held with taxi operators, Police Scotland and Aberdeenshire Council roads department
- Ideas floated on providing car parking for town centre business owners and staff
- Discussions and resistance to increase in parking charges or removal of free parking hour



POLICE
SCOTLAND

Aberdeenshire
COUNCIL 

INVEST IN PETERHEAD

- Create a partnership, consisting of Rediscover Peterhead Ltd, Aberdeenshire Council, landlords and agents of vacant property to work alongside other town centre stakeholders to deliver 2018-2022 strategy
- Create investment opportunities for Peterhead town centre
- Create opportunity for enterprise
- Improve Peterhead's town centre offering and its aesthetic

MSP 'TOWNTIME' VISIT

LIAM KERR MSP, PETER CHAPMAN MSP AND DAVID DUGUID MP



Daisy Chain Florist - Peterhead

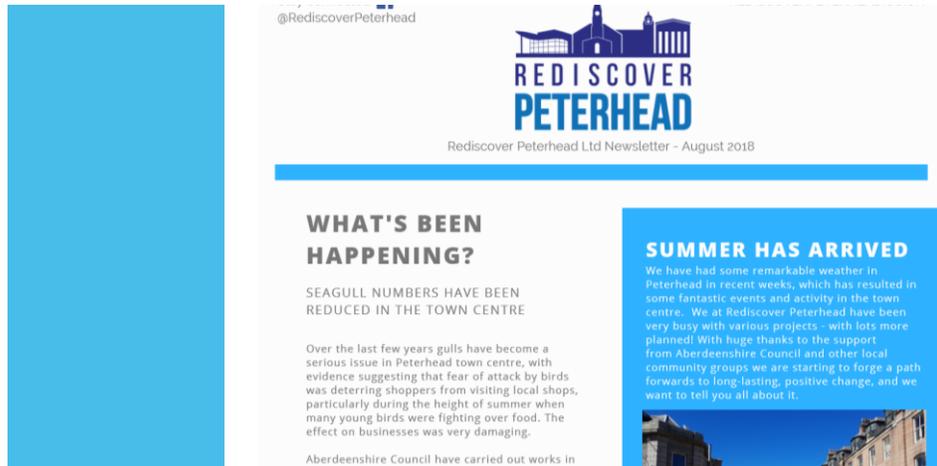


Buchan Aquatics - Peterhead



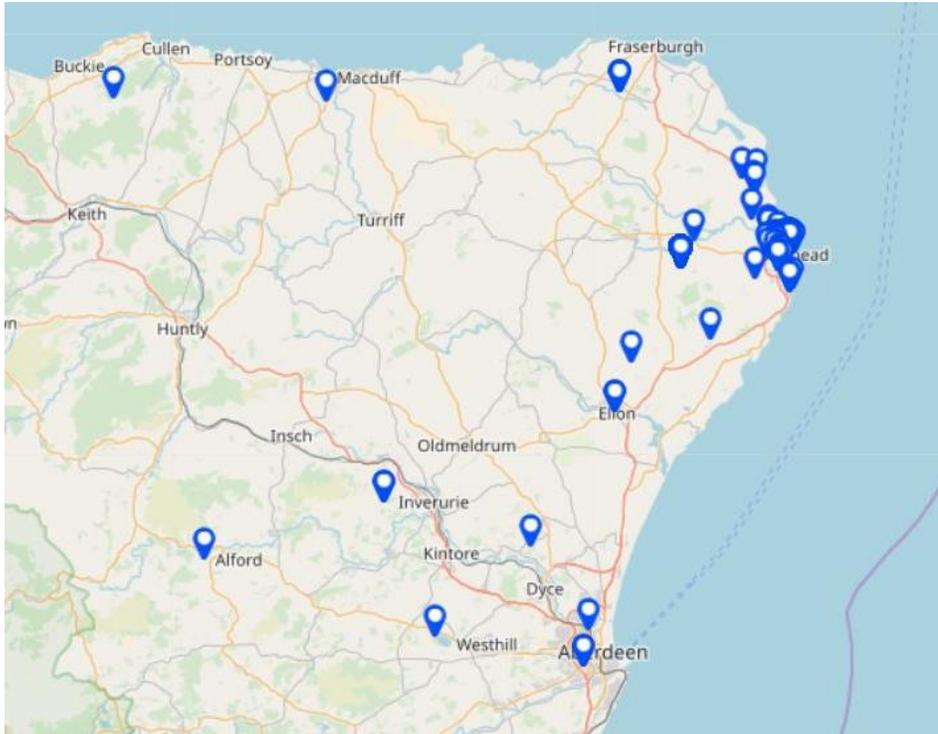
BACKGROUND PROJECTS

- New website - a necessary tool for providing information the website was completely redesigned by our in-house team the website now contains downloads, news, what's-on, vacant property details and soon, a business directory
- Newsletter - we have produced two newsletters so far and aim to use this medium to provide the latest information to the levy payers on what Rediscover Peterhead has been up to
- NE250 Video - we commissioned a short video giving a snapshot of Peterhead and surrounding area to link in with the recently established Northeast 250 tourist route – this was produced by a local video company and has received tens of thousands of hits on YouTube



PETERHEAD SEAFOOD FESTIVAL



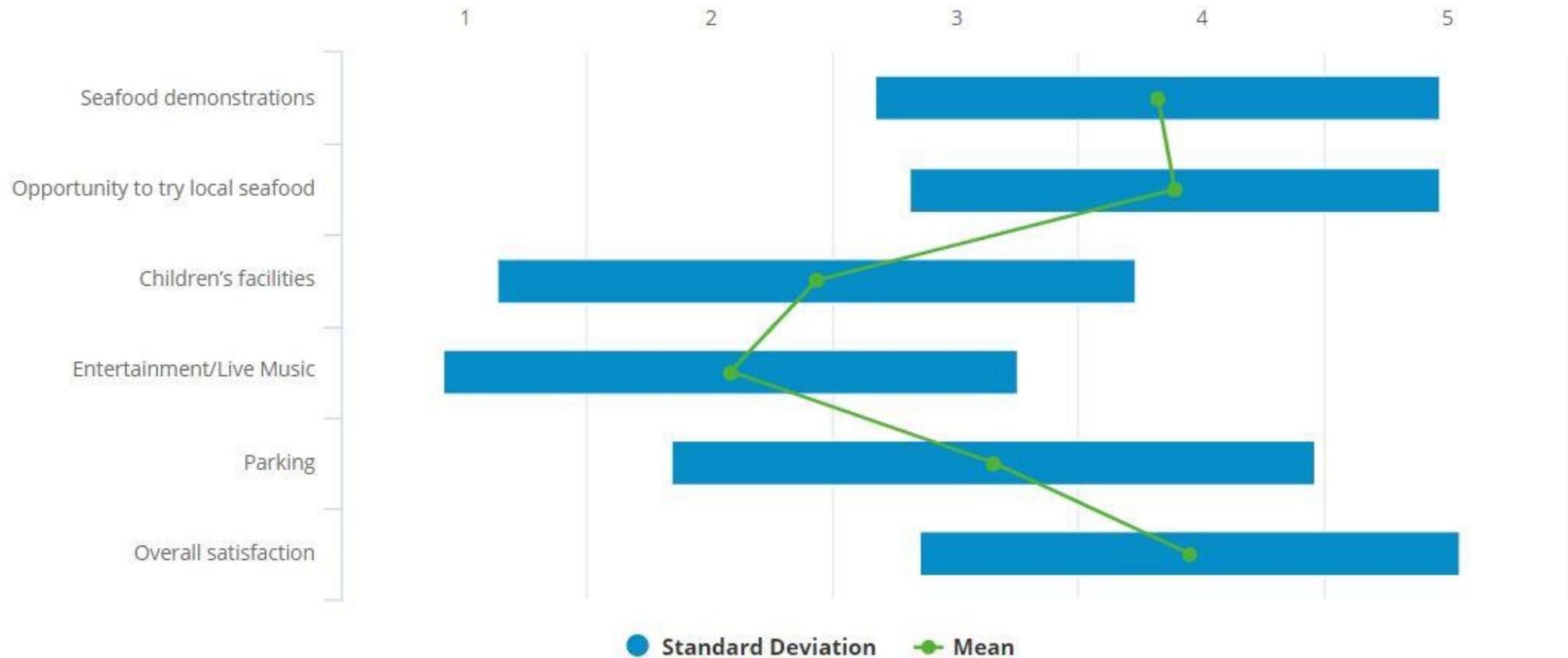


PETERHEAD SEAFOOD FESTIVAL

- Over 40 stalls
- 3500 visitors to Peterhead town centre
- Biggest turn out in Peterhead town centre for 18 years (14,500 in 24hrs v 6,000 average)
- Planning a bigger and better event for 2019



PETERHEAD SEAFOOD FESTIVAL





GREENING-UP PETERHEAD



OUR PARTNERS



- Aberdeenshire Council
- Peterhead Port Authority
- Scottish Week
- Light-up Peterhead
- Peterhead Community Council
- Craigewan Photographic Group
- Police Scotland

SPEAKER
MICHAEL DOGAN,
EYEBRIGHT LTD



FINANCIAL REPORT



2018 INCOME SUMMARY

Income	Totals
Transfer from BIDs steering group	5,680
BID Levy *	70,889
Grants	8,500
Voluntary contribution	300
Sundries, bank interest etc	65
Totals	85,434

* Levy for period November 2017 to August 2018

EXPENDITURE ANALYSIS

EXPENDITURE		£	% of Turnover
<u>Overheads</u>			
Salaries	18,706.72		
PAYE	2,643.38		
Pension	474.95		
Insurance	583.11		
Phones	317.33		
Rent	4,024.29	26,749.79	31%
<u>Equipment</u>			
Computers	750.79		
Computer expenses, software, training	2,163.77		
Training	117.00		
Office Furniture	300.00	3,331.56	4%
<u>Expenses</u>			
Travel	197.55		
Office	561.40		
Postage/Stationery	110.50	869.45	1%
<u>Promotion</u>			
NE250	270.83	270.83	0%
<u>Professional fees</u>			
Solicitor/Accountant	948.83	948.83	1%
<u>Projects</u>			
Elves 2017/2018	855.20		
Gulls	12,800.00		
Easter	219.98		
Seafood	5,223.88		
Street Cleaning	9,362.00		
Christmas 2017/2018	5,040.87		
Floral Group	178.56	33,680.49	39%
Total Expenditure Year 1 to end October		65,850.95	77%
Income Year 1 to end October		85,433.61	
Surplus		19,582.66	23%

FUNDING — BID LEVERED FUNDS

Project	Cost	Levered Fund	%
Lane improvements	6000	3000	50%
Seafood Festival	10000	8000	80%
Clean Up Peterhead	40000	25000	63%
Christmas Animation	13000	6500	50%
Gulls	12000	6000	50%
Totals	81000	48500	60%

120%
return on the
levy
contribution

PLANS FOR 2018/19



REDISCOVER PETERHEAD THIS CHRISTMAS

- Window dressing competition
- Find the elf
- Animation
- Promotions!
- Networking evening



Edinburgh's Christmas, Underbelly
Edinburgh's Giant Advent Calendar
General Registers House Princess Street



REDISCOVER PETERHEAD THIS CHRISTMAS

We have commissioned Double take projections to light up a building in Peterhead town centre from the 1st December until Christmas. This company are experts at creating a spectacular lighting show to attract visitors.

The show will run from 3.30pm-10pm daily. Town centre businesses will be encouraged to embrace this opportunity and a Christmas marketing campaign will support and tie in this project with light up Peterhead.

TOWN CENTRE DIGITAL PARTNERSHIP PROJECT

Work has been done this year to establish a partnership project with Rediscover Peterhead, Police Scotland and Aberdeenshire council to create a digital town centre in Peterhead next year.

Town centre free public Wi-Fi and town centre CCTV

To deter and prevent - anti-social behavior, unauthorised street parking, retail crime and assaults

To improve - The whole experience for visitors, workers and residents

Town Centre safety: town centre business economy, social welfare, access and traffic flow





PETERHEAD SEAFOOD FESTIVAL 2019

We have started planning and searching for funding for the September 2019 Seafood Festival

We would like to have a bigger and better event developing every year with the ambition of becoming a national event attracting visitors to travel to and stay in Peterhead during the festival

HEALTH & WELLBEING

Working with the thriving health and beauty industry in the town centre we hope to stage a wellbeing event in the spring of 2019

Contacts have been made with media and we are seeking to form a steering group to organise this event



INVEST IN PETERHEAD

The Invest in Peterhead strategy is a Rediscover Peterhead project in partnership with Aberdeenshire Council to encourage town centre occupancy and improve the appeal to investors by improving the town centre aesthetics and architecture

It has within it an initiative to restore vacant property and enhance active property with art using window decals and painting by commissioned artists. We have applied for a grant and hope to be starting this project in early 2019

A vacant property page has been added to our website and regular meetings with landlords and their agents are being held



GULL CONTROL 2019

With a great effort made last year throughout the BID area in partnership with Aberdeenshire Council and a significant reduction of incidents as a result. We will continue to remove gull nests and eggs and evaluate the progress

Although a lot more properties were cleared this year sample roofs showed a reduction year on year on nesting. We hope this year to overcome access issues that presented last year and to get even more buildings clear





**CLEAN UP PETERHEAD
2018-2019
GUTTER CLEARING**

We are currently talking with gutter cleaning companies to quote for removing grass and weeds within the BID area. We hope to have this done by the end of the year

In the spring we will be examining the streets to see how they are after 6 months and if they need a spring clean

OTHER 2019 EVENTS AND POTENTIAL PROJECTS

- Local food and drink market
- East/ West music festival
- Car-fest
- Town centre gift card
- Rose Street Market
- Women in business
- Next generation business
- Your help / ideas / your town



Q&A



OTHER BUSINESS

