

TOGETHER WE WILL

REDISCOVER PETERHEAD

30/11/2022 - 29/11/2027
BUSINESS PLAN



REDISCOVER
PETERHEAD

CONTENTS

What is a BID?	02
Background	03
Why does Peterhead continue to need a BID?	04
Foreword	06
Executive Summary	07
About Rediscover Peterhead	08
Testimonials	09
<hr/>	
What We've Done	10
We Have Delivered	12
The Story So Far	13
Our Covid-19 Response	14
Baseline Services	15
<hr/>	
What You Told Us	16
Consultation Results	18
Our Vision	20
Our Goals	21
<hr/>	
Marketing & Events	22
Town Centre First	26
Attractive Peterhead	30
Safer Town Centre	34
Green Agenda	38
<hr/>	
What Could Be Lost	42
Income & Expenditure	44
Governance	45
The BID Levy	46
The Ballot	47

02

REDISCOVER PETERHEAD



WHAT IS A BID ?

A Business Improvement District (BID) is a geographically defined area, where businesses come together and agree to invest collectively in projects and services the businesses believe will improve their trading environment. Business Improvement District projects are always new and additional projects and services; they do not replace services that are already provided by Aberdeenshire Council and other statutory bodies.

Business Improvement Districts are developed, managed and paid for by those who are liable to pay non-domestic rates (NDR) by means of a compulsory levy, which the eligible persons in the proposed Business Improvement District area must vote in favour of, before the Business Improvement District can be established. Each eligible person liable to pay the Business Improvement District levy will be able to vote on whether the Business Improvement District goes ahead.

BACKGROUND

The first Business Improvement District was established 50 years ago in Bloor West Village, Toronto, Canada, by the district's business community. The district's businesses were increasingly coming under pressure from new enclosed shopping malls being developed outside their area, diverting shoppers away from the traditional shopping area. As a result, some businesses were forced to cease trading and the area began to look tired and neglected.

To stop the haemorrhage of deserting shoppers, local businesses fought back to revitalise the area. They successfully lobbied for legislation for all the businesses in the proposed Business Improvement District area to pay a levy. The levy money was used to improve the physical appearance of the area, and then promote the district as a vibrant, attractive and safe place to work, shop and live. The strategy paid off and shoppers started to return to the district in large numbers.

The success of the Bloor West Village Business Improvement District paved the way for future Business Improvement Districts, not only in Toronto; but spreading throughout Canada, and the USA in the late 1960s and 1970s. Today there are well over 1800 successful Business Improvement Districts worldwide.

An additional measure of a Business Improvement District's success is in the renewal process. Most Business Improvement Districts run for a period of five years, with the vast majority continuing for consecutive terms when they come up for renewal. Currently in Scotland, there are 24 Business Improvement Districts in their second or third terms equating to 35 successful renewal ballots, demonstrating that the businesses value the projects and services delivered by the Business Improvement Districts. Business Improvement Districts can support regeneration, grow local economies, create local employment and create a cleaner, safer trading environment. A key element to their success is that the local businesses take ownership and responsibility for their trading environment, identifying the projects necessary to resolve common problems and issues, and overseeing their implementation, whilst also contributing to the future direction of the town and its future development.

The Scottish Government fully supports the development of Business Improvement Districts in Scotland.


As at 13/05/2022 there are 35 fully operational Business Improvement Districts in Scotland with around a further 30 in development.



03

REDISCOVER PETERHEAD

REDISCOVER PETERHEAD



WHY DOES PETERHEAD CONTINUE TO NEED A BUSINESS IMPROVEMENT DISTRICT?

Did you know that the vacancy rate within Peterhead town centre at the time of writing is only 11%? That is lower than the Scottish average of 15% from Q3 2021 (Scottish Retail Consortium and Local Data Company).

04

REDISCOVER PETERHEAD

05

REDISCOVER PETERHEAD



REDISCOVER
PETERHEAD
VOTE YES



CHAIR'S FOREWORD

"We are delighted to present the renewal proposal for Rediscover Peterhead which outlines your priorities and gives a taste of how we can continue to make Peterhead even 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 Aberdeenshire Council. It is a partnership arrangement where the local business community, the Council and partner organisations work together on projects that will benefit the local economy and local businesses.

We are here to deliver on your ideas for proposed improvements as per our recent surveys and consultations. Every business in the area has had the opportunity to let us know what their priorities are and we have listened.

Our purpose is to support our businesses and increase trade by enhancing Peterhead's reputation and business environment. Supporting Rediscover Peterhead means we can preserve what we have already put in place. It means working together to further promote Peterhead and increase footfall in our town centre.

Continued support of Rediscover Peterhead provides a great opportunity to make the changes we all want.

The cost to our businesses is low when considered in the context of accessing external assistance and funding which is made available only to BIDs. An example of this was the well-received support through the pandemic in the form of grants, PPE and more.

A notice of ballot will be sent to all eligible persons (those eligible to vote in the ballot) on 18/08/2022, along with the ballot papers.

Those eligible to vote will have 6 weeks to cast their vote before the ballot closes at 5pm on 29/09/2022. Ballot papers received after this date and time will be null and void and will not be counted.

Personally, my involvement in our business community has spanned almost two decades and I have been fortunate to engage with many of you. I speak for the team at Rediscover Peterhead when I say that we are excited, motivated and dedicated to deliver for Peterhead's businesses.

Voting YES means a positive outlook, focused on the power of the collective, and ensures we work together to make the town centre better."

John Pascoe
Chair - Rediscover Peterhead BID

PETERHEAD A VOTE FOR

Aims and Objectives of Rediscover Peterhead

The principal aim of Rediscover Peterhead is to improve the trading environment to benefit businesses, their customers, local residents and visitors to Peterhead.

The objectives of the Rediscover Peterhead are:

- To improve the economic opportunities for Peterhead's businesses
- To make the Rediscover Peterhead at least "cost neutral" for each business
- To improve customer knowledge of goods and services available in the town
- To increase the town's marketing exposure to local, regional, national and global customers
- To access funding and support not available to individual businesses
- To make the town centre a safe, appealing place for businesses, their customers and visitors
- To collectively lobby on behalf of businesses, whilst also addressing the issues of individual sectors

Key Findings

The Rediscover Peterhead Board has overseen considerable research to discover what the businesses of Peterhead Town Centre would like Rediscover Peterhead to continue to deliver and what future projects, services and initiatives businesses would like to see in our plans.

The research established foundational points, as follows:

- There is a continued need for a BID
- The majority of businesses initially consulted would support another BID term
- Clearer, tangible benefits must be delivered

The research also confirms the following key aspects to deliver a successful ballot and a successful BID are in place:

- 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 and Scotland's Town Partnership
- Support of Peterhead Port Authority and Peterhead Prison Museum
- Support of Light Up Peterhead and Peterhead Scottish Week

VOTE YES

ABOUT REDISCOVER PETERHEAD

Continuing to deliver, support and sustain Peterhead's town centre is our foremost concern.

Whilst there are real issues for towns and businesses across the country to deal with, the need for Rediscover Peterhead centres on bringing together the power of our positive, enthusiastic group of business owners who are proud of the town and want to do their best to unlock its potential.

Such issues are amidst a difficult business environment due to the pandemic. These challenges are exacerbated by the pressures of the energy and cost of living crisis. Unfortunately, the former is compounded by the competitive strain as a result of hyper e-commerce outwith Peterhead.

Therefore, Peterhead town centre and its businesses require Rediscover Peterhead's continued coordinated response and action to help address these problems for its levy-payers.

Rediscover Peterhead's approach is to continue delivering its wide-ranging series of projects, services and improvements to address declining footfall and empty business premises by stimulating investment, interest, excitement, awareness and engagement, be it locally or from our neighbours. However, if we do nothing, then nothing will be done; and the projects and services previously implemented in the past 5 year term will cease and be discontinued.

Peterhead has no shortage of community spirit and has a host of voluntary groups. Unfortunately, these groups can only do so much without a central resource, funding and dedicated staff. However, Rediscover Peterhead, whose primary focus is to help local businesses and groups achieve more, deliver collective marketing initiatives such as our town centre app, digital business directory and the numerous markets which attract significant footfall. Rediscover Peterhead has also successfully delivered extra funding such as COVID, digital and shop front improvement grants.

There is a commonality in the problems faced by local businesses but, also, the common desire to find solutions to ensure Peterhead's future prosperity, sustainability and longevity. The BID provides the optimal opportunity for local businesses across all sectors to continue to:

- Work together, invest collectively and undertake projects
- Contribute positively to improving the economic viability of businesses
- Consolidate the economic wellbeing of the town
- Lay down solid foundations for future economic growth

TESTIMONIALS

"We would like to thank the people at Rediscover Peterhead for their recent photoshoot at the bakery...here is our owner of twenty years with some of his baked goods."

The Hame Bakery

"We've had a lot of support along the way. Initially, support came from Aberdeenshire Council, then from Rediscover Peterhead. Being part of the BID has allowed us to access support, which as a small independent company, we might not normally have access to."

Brew Toon



WHAT WE'VE DONE

THE VALUE WE ADD

Serving the needs and interests of the business community is at the forefront of everything that we do.

All of the projects and services we deliver are aimed at making a real difference to our town, enriching and enlivening the environment, enhancing its appeal and helping businesses to succeed.



REDISCOVER PETERHEAD BUSINESS IMPROVEMENT DISTRICT HAS BEEN OPERATING AS A UK LIMITED COMPANY (A NOT-FOR-PROFIT COMPANY LIMITED BY GUARANTEE WITH NO SHARE CAPITAL). IT IS RUN BY A VOLUNTEER BOARD OF DIRECTORS AND 2 SALARIED EMPLOYEES WHO HAVE DELIVERED THE 2017 TO 2022 BUSINESS PLAN, WORKING WITH A TOTAL BUDGET OF OVER £600,000.

ANNUAL CHRISTMAS INITIATIVE:

Environmentally friendly and sustainable lighting for Christmas via 'Light Up Peterhead', mass leaflet distribution (35,000+), late-night shopping campaigns, Big Day Out in the Town' Campaign, 'Aberdeenshire towns pre-Christmas Showcase Campaign', 'Christmas local and regional radio adverts, and an online advent calendar.

MARKETS:

Showcasing local producers' products via the introduction of Peterhead Producers' Market (first Saturday of each month) which is supported by other related sector promotions such as 'Fiver Fest'.

INVEST IN PETERHEAD 2018:

To promote Peterhead as a place to visit and invest in;
To create opportunity for enterprise; improve Peterhead's town centre offering and its aesthetic; to attract new businesses to the town centre and reduce vacancy rates. Since 2018, Rediscover Peterhead has made the following additions; a vacant shop window decal project and unique marketing materials. The Invest in Peterhead Website, social channels and campaigns with spotlights on current Peterhead news and businesses.

WE HAVE DELIVERED 2017 - 2022



(2017-2022) Projects successfully delivered for the benefit of the levy payers include;

BUSINESS SUPPORT:

Knowledge base and relay to navigate financial packages available, administration of individual business support grants, facilitating Digital Commerce Development Fund, regular digital communications and newsletter to keep members informed of the up-to-date Covid advice and regulations, as well as encouraging access to Business Gateway, a local organisation who offer additional support and guidance to small and medium-sized businesses.

INCREASED CIVIC PRIDE:

Addressing cleanliness through the annual deep clean, gutter cleaning and seagull control.

SAFETY AND SECURITY:

Assessment, audit and implementation of CCTV with virtually 100% town coverage, as well as signage and lighting at Prince Street Car Park.

The support of the Scottish Government, Aberdeenshire Council, Scotland's Improvement Districts, Visit Aberdeenshire, Events Scotland, Business Gateway, Police Scotland, Scottish Fire & Rescue Service and Peterhead Port Authority has been integral to this development.

KEY EVENTS PROGRAMME:

Creation and introduction of the Peterhead Seafood Festival, which generated a record town centre footfall turnout; Financial contribution provided to support Peterhead Scottish Week and Light Up Peterhead by delivering a week of events and markets located in the town centre to promote Peterhead's culture, its produce, tourism and local entertainment.

THE STORY SO FAR

REDISCOVER PETERHEAD'S BID WAS SUCCESSFUL IN OBTAINING MORE THAN £170,000 OF ADDITIONAL EXTERNAL FUNDING IN ITS FIRST TERM.

All businesses in the BID area benefit from Rediscover Peterhead's proactive, agile and strategic planning which has effectively delivered the following projects and services;

- Support for existing groups and organisations (Light Up Peterhead, Peterhead Scottish Week)
- Rediscover Peterhead lobbying to ensure there is an improved customer perception of accessibility and parking availability
- Improved customer knowledge of goods and services in the town centre
- Increased marketing to local, regional, and national 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 with a clear vision based on member need and strategic, local focus
- 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
- Catalyst for investment, employability, local economy growth and awareness-raising benefits
- Manager to focus on priorities in a strategic, efficient and centralised manner to accelerate the pace of change required for Peterhead
- Maximising public-sector support, assets and arenas to sustainably grow the local economy through a better business environment
- Creating a safer environment by supporting wider community regeneration objectives
- Increasing the value of tourism to the local economy by attracting more visitors to the area
- Increase performance across business sectors through collective, effective marketing and promotional initiatives



OUR COVID-19 RESPONSE

Through the myriad of uncertain, novel challenges during the height of the pandemic, Rediscover Peterhead reinforced its support for its members by responding proactively, decisively and effectively. There was evident need for Rediscover Peterhead to react, relay and support using a wide range of means:

- Obtaining, digesting and relaying the continuous flow of rules, guidance and processes conferred by the Scottish Government, Public Health Scotland, Scottish Towns' Partnerships, Aberdeenshire Council et al
- Acting as key liaison in the sourcing of £21,000 worth of digital grant funding to help town centre businesses improve their digital reach
- Rediscover Peterhead supported its member businesses with a PPE grant (£100). All businesses that applied received the grant whilst also benefiting from Rediscover Peterhead's purchasing arrangements and information to assist in sourcing PPE.
- Rediscover Peterhead's development of a digital 'open business' directory showcased those businesses still able to trade during lockdowns
- Provided a variety of posters available for download for businesses to advise customers on the Covid-19 rules and regulations within their businesses
- Upkeep of our regular newsletter as a tool to keep members informed of the up-to-date Covid-19 advice and regulations
- We reduced the 2020/21 levy payment by 50% in recognition of the difficult situation facing local businesses
- We provided sector-specific advice to each business e.g. food, events, services
- Provided 'Return to Business Templates' on our website which covered an action plan, social distancing review and risk assessment for businesses
- Interviewed and posted several of our town's businesses, where they shared their advice and ways Covid-19 affected their business



BASELINE SERVICES

A baseline service agreement ensures the BID does not use the levy money to duplicate any services provided by Aberdeenshire Council, Police Scotland, Visit Scotland or Visit Aberdeenshire. The services directly delivered by the BID are additional to any statutory services. The baseline services agreement gives an assurance to businesses that the levy payment will only be used for additional projects which they voted on in the BID ballot. Additionally, a baseline agreement eliminates the risk of public agencies, including Aberdeenshire Council, reducing their statutory level of service to the BID area following a successful ballot.

SERVICES ALREADY PROVIDED BY ABERDEENSHIRE COUNCIL:

Aberdeenshire Council provides the following services (both statutory and discretionary) within the BID area:

- Roads - client transport; supported local bus services; street lighting installation, management & maintenance; street/carrageway & footway winter maintenance, gritting, snow clearing & removal; street signage installation & maintenance; road network management; road safety; traffic management
- Landscape services - ground & open space maintenance; ground & open space cleansing
- Planning & building - development management; planning enforcement; building standards
- Legal & governance - registration of births, deaths, marriages & civil partnerships; street entertainment, street trading licensing & enforcement of street activities
- Waste - residential waste collection; street, carrageway & footway cleansing (including litter bins) day & night service; street litterbin emptying-including "Big Belly Bins" if appropriate; recycling points & (residential) recycling collection
- Trading standards
- Environmental health - workplace health & safety; contaminated land, nuisance & air quality; food hygiene & standards; public health, housing, private water supplies & port health
- Social care & health - criminal justice, social work service; children & families
- Property & facilities management - mobile cleaning - business services; property management
- On/Off Street parking - car parking - provision & maintenance "off road/street"
- Library services
- Education - education & children's services; early learning & childcare; additional support needs, inclusion, equity & wellbeing
- Economic development - marketing, event & promotions; business support - provided by Business Gateway; economic development including business support; regeneration, economic development - provided by the Local Authority
- Transport - bus stop provision including shelters, maintenance & cleaning; demand responsive transport, A2B, Dial-a-bus; pedestrian & cycle facilities & routes
- Safety - community safety wardens

- Corporate communications
- HR & Organisational Development - public health promotions
- Cleaning Services - public conveniences
- Education, Culture & Sport - Active Schools, Peterhead Primaries & Peterhead Academy

SERVICES ALREADY PROVIDED BY POLICE SCOTLAND:

- 24/7 policing response
- Dedicated policing during peak times
- Enhanced policing levels during special events
- Operation & control of town centre CCTV system
- Liaison with partner agencies & other groups
- Crime prevention - advice

SERVICES ALREADY PROVIDED BY VISIT SCOTLAND:

- Internet consumer information provision www.visitscotland.com
- Internet industry information services www.visitscotland.org
- Quality assurance - including significant industry advice
- Scotland, UK & international marketing
- Event support through EventScotland www.eventscotland.org
- Strategic partnership management digital skills support
- Responsible tourism & responsible tourism insights

SERVICES ALREADY PROVIDED BY VISIT ABERDEENSHIRE:

- Marketing
- Business development
- Business engagement/industry support & project development



WHAT YOU TOLD US

WORKING TOGETHER

A clean, safe, attractive and welcoming town centre environment is essential. Businesses tell us, firm foundations for economic growth must also be put in place if we are to achieve our vision of creating a vibrant, sustainable, welcoming and culturally diverse destination in which people live, work and visit.

CONSULTATION RESULTS

An initial consultation was undertaken during November 2021 with a cross-section of businesses in the form of one-to-one interviews, which led to the creation of a bespoke town centre questionnaire, which was distributed to all businesses in the BID area via Survey Monkey in May 2022.

The overall aim of each consultation was to assess opinions on initiatives to further enhance and improve the BID area, determine what additional projects and services the businesses would like delivered over the next BID term to give an added incentive to visit and invest in the town centre.

The initial consultation was with 119 businesses: all visits were made in person bar 2, (contacted by telephone/email) and 97 businesses responded to this consultation (81%).

WHAT YOU TOLD US



45% of you rate providing grants and business support as the most important goal within Business Support & Advocacy



23% of you rate improving the appearance of Peterhead's empty shops, property, and streetscape to be the most important goal within Attractive Peterhead



30% of you rate focusing on Peterhead's tourism offer is the most important goal within Marketing and Events



36% of you rate a voice for town centre businesses in the development of the Peterhead 2040 Strategy by Aberdeenshire Council the most important goal within Green Agenda

SURVEY STATISTICS TAKEN FROM SURVEY MONKEY - A SURVEY DIRECTED TOWARDS BID

MEMBERS



of you stated that Peterhead needs a distinctive brand to promote the town as a destination



of you stated that you want more advertising of the town and its member businesses on social media



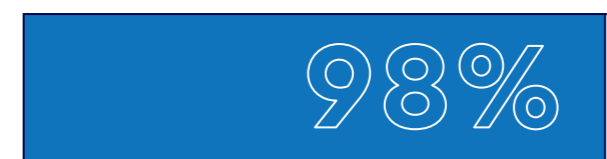
of you stated that we should continue to develop Invest in Peterhead to attract new business to the town



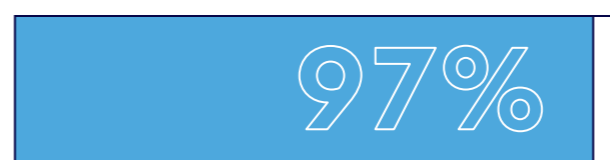
of you stated that Peterhead needs more and better litter bins and improved public toilet facilities



of you stated we should improve links with Peterhead Port as it shifts to energy-related business



of you stated that the impact on parking and traffic access is important as net zero policies are implemented over the next five years



of you stated that we should reduce utility and other bills by group procurement and collective bargaining



of you stated that we should develop e-commerce opportunities to strengthen town centre businesses



of respondents stated that they would "support five more years for Rediscover Peterhead" or "they would like to hear more about the business plan before they decide" when asked.

OUR VISION

REDISCOVER PETERHEAD'S MISSION IS TO SUPPORT A SUCCESSFUL AND SUSTAINABLE TOWN CENTRE. WORKING WITH OUR LEVY PAYERS, WE WILL FOCUS ON ACTIVITIES THAT PROMOTE PETERHEAD TOWN CENTRE AS A GREAT PLACE TO DO BUSINESS IN AN ENVIRONMENT THAT RESPONDS TO THE NEEDS OF THE LOCAL COMMUNITIES AND VISITORS.



**PETERHEAD
SEAFOOD
FESTIVAL**



MARKETING & EVENTS

1

TOWN CENTRE FIRST

2

ATTRACTIVE PETERHEAD

3

SAFER TOWN CENTRE

4

GREEN AGENDA

5

**MEASURING
PERFORMANCE**

6



1

MARKETING & EVENTS

Our aim is to attract local, regional and national engagement, footfall, visitors and exposure.

“Launching the market with the team at Rediscover Peterhead in 2020 has been a terrific boost for my business and a great example of how an enterprise can flourish, despite the challenges of the pandemic.”

Alasdair Boyne

“The market is a great way of attracting people to the town centre.”

Town Centre Health Check

Have you been enjoying our recent social media business promotion? Professional photography, interviews and business showcases...what's not to like?

1

MARKETING & EVENTS

1

MARKETING & EVENTS



WHY VOTE YES?

CREATE & DELIVER MARKETING



24

REDISCOVER PETERHEAD

Did you know our Peterhead Seafood Festival successfully markets the town to local, regional, national and international audiences?

Furthermore, it leads to a significant increase in footfall and improved customer knowledge of the goods and services in town.

One of the festivals led to the **highest footfall in Peterhead's town centre in 18 years** (14,500 in 24hrs vs 6,000 average), with the 2019 event being 20% busier than the previous year.

Voting YES means the continuation of Peterhead's Farmers/Local Produce Market. We are proud to deliver this event on a regular basis - an initiative the town centre had craved for many years. It has been a striking success and is one of the largest markets in the region. Notably, its success has been the catalyst for us to introduce an additional market during Scottish week which unequivocally shines a spotlight on our town.

SUPPORT

- Continue and further support Light Up Peterhead initiative
- Explore further events through themed weeks
- Continue financial support of Scottish Week

TOWN CENTRE PROMO

- Through social media, interviews, spotlights in our newsletter, the upcoming town centre promo video & more
- All businesses & information can be found in our new app, dscvr Peterhead
- Our interactive map & town business directory on Rediscover Peterhead website

EVENTS

- Create and deliver a marketing communications strategy
- Increased footfall through continued delivery and support of large events e.g. Seafood Festival, Christmas Lights, Scottish Week and more

MARKETS

- Host a variety of monthly and seasonal events which promote the businesses



25

REDISCOVER PETERHEAD



2

TOWN CENTRE FIRST

Our aims are to stimulate the local economy, create a local voice and support your business needs.

"The grant came in extremely helpful when it came to paying for all the work. I really appreciated it and definitely think there should be more help like this for local businesses."

Ashton Wiseman, Ashton's Beauty Bar

2

TOWN CENTRE FIRST

2

TOWN CENTRE FIRST



WHY VOTE YES?

INVEST IN THE TOWN CENTRE



photo by Charlie Bruce

Our approach is exemplified by the positive words from a recently commissioned video campaign. The team at Brew Toon expressed their gratitude for the support around the town, praising organisations such as Rediscover Peterhead and Aberdeenshire Council for their help and advice through the sudden pandemic and the difficult times that followed.

This collaborative approach is a cornerstone of why voting YES means Rediscover Peterhead can continue to focus and deliver on generating other income to support businesses, projects and activities.

Voting YES means building on the fact that between 2018 and 2021, every £1 of levy raised was turned into £1.45. This 45.4% uplift on the levy and grant money goes directly into town centre projects. An example of this is the Digital Commerce Development Fund, which provided grants to 21 town centre businesses in a simple and flexible way. It is a priority for Rediscover Peterhead to improve local businesses' digital reach and further building digital capacity across the town centre, as per our town centre digital strategy.

Most recently, we have felt the excitement around Peterhead as we have launched the town centre's mobile app. The dscvr Peterhead app is now live, allowing locals and visitors to discover everything they need to shop, eat and do in Peterhead.

INVEST IN PETERHEAD & BUSINESS OPPORTUNITIES

- Help to increase workflow and business support

ON STREET PARKING & CAR PARK POLICY

- Work towards free first hour of parking

TOWN CENTRE SIGNAGE

- Lamp post banners will be commissioned and displayed in the town centre

GIFT CARDS

- 'Scotland Loves Local' gift card scheme available to all BID businesses

BUSINESS SUPPORT GRANTS

- Shop front and business frontage fund will continue

SUPPORT TOURISM

- Target specific markets to increase visitors to the area through events and attractions
- Create partnerships to facilitate a connection with tourism and the town centre offer
- Invest in Peterhead will continue and funding for the business hub will be pursued

LINK PORT TO TOWN CENTRE

- Research into the requirements of crew and passengers from cruise ships, tankers, and harbour workers in relation to the town centre offering



3

ATTRACTIVE PETERHEAD

Our aim is to provide and maintain a clean and attractive town centre for everyone to be proud of.

“The Parliament commends the work of Rediscover Peterhead in setting up and running Peterhead Producers Market; understands that this provides a means through which local food producers can sell some of the best food and drink that Banffshire and Buchan Coast has to offer, directly to the community at a low cost; recognises the benefits of fresh, local food producers, and the social, economic and environmental benefits of shopping and eating local, and offers its appreciation to all who have taken part.”

**Karen Adams MSP,
Banffshire and Buchan
Coast, Scottish National
Party**

3

ATTRACTIVE PETERHEAD

3

ATTRACTIVE PETERHEAD



WHY VOTE YES?

KEEP PETERHEAD CLEAN



32
REDISCOVER PETERHEAD

Recently we launched the new Rediscover Peterhead Business Directory which provides contact details of all businesses in Peterhead town centre in an efficient and accessible format. The Rediscover Peterhead Business Directory aims to provide information for local people and encourage shopping locally on a regular basis.

With this comes the responsibility of having an aesthetically pleasing retail, cultural and hospitality environment. Therefore, our expedited, successful and continual street-cleaning is a fundamental reason to vote YES.

Building on this, our window decals project with ArtVenture created a set of three large window decals based on the theme of Peterhead Past, Present and Future. By ensuring empty shops looked more attractive in the town centre, we are pleased to say there are now very few vacant shops.

The community is already loving the new art additions and there is an appetite for more. Voting YES means we can deliver our plans to build on a public art project during the summer of 2022. Watch this space.

FLORAL PRIDE

- The planters in the town and the flower bed at Drummers Corner will be refreshed on a regular basis

ARTS & CULTURE

- The Painted Doors public art project will transform a number of doorways into works of art in the town centre this summer

GUTTER CLEANING

- Regular gutter cleaning sessions will take place

SEAGULL CONTROL

- Gull control and prevention work will be carried out subject to regulations

CLEANLINESS & DEEP CLEAN

- Improved appearance of the town
- Regular street clean sessions will go ahead

33
REDISCOVER PETERHEAD



4

SAFER TOWN CENTRE

We aim to maintain and improve monitoring, lighting and safety with and for businesses, stakeholders and partners.

“Based on what I've seen over the last few years the BID has been a very positive thing for Peterhead in terms of what it has achieved and also acting as a voice for businesses and traders in the town.

I would also take the opportunity to commend those involved throughout the BID period for their work to date and in terms of what they have managed to achieve.”

Stephen Smith, Councillor of Peterhead South & Cruden

4

SAFER TOWN CENTRE

4

SAFER TOWN CENTRE



WHY VOTE YES?

KEEP PETERHEAD SAFE

36

REDISCOVER PETERHEAD



Voting YES means we can introduce more lighting in and around Peterhead to create a safer and happier atmosphere at night. It is imperative that people feel safe when walking in the town at night. We are heavily committed to this goal.

Voting YES means reinforcing the huge efforts undertaken to introduce CCTV around the town. It means an even greater, heightened focus on making the town centre a safer place for businesses, their customers and visitors.

The CCTV system is, without question, one of Rediscover Peterhead's most significant achievements as an organisation and we are proud of the significant impact it has had:

- Provided evidence in several prosecutions
- Cases where the identification and arrest of the perpetrator has occurred within hours of the incident
- Eight of the nine planned cameras are in operation
- Soon we will have 100% coverage of the whole town centre
- Police Scotland remain very positive about the benefits of the CCTV system for local public safety

37

REDISCOVER PETERHEAD

SAFETY AT NIGHT

- Support the Street Pastors
- Increase Police presence in the town centre
- Work towards awards such as the Purple Flag or Best Bar None

STAKEHOLDERS & PARTNERSHIPS

- Continue vital partnerships with Invest in Peterhead, Peterhead Trail, Scotland Loves Local, Peterhead Port Authority, Aberdeenshire Council and more
- Maintain partnerships with key stakeholders to reduce anti-social behaviour and support youth groups
- Provide the link between businesses and the organisations that will deliver positive solutions

LIGHTING

- Ensure sufficient lighting around Peterhead at night

CCTV

- Continue to maintain high levels of town centre CCTV coverage



5

GREEN AGENDA

Our aim is to be the driving force behind the role Peterhead's businesses play in fulfilling net zero and climate commitments.

"Peterhead is one of our favourite markets to trade at. Jutting out into the North Sea, its weather can sometimes be interesting but the town always turns out to see what's up. We meet a variety of people, from all walks of life at the market. Some we've already made friends with and some are new to the madness we bring. We're always heartened by the great manners and especially the sense of humour.

Through the variety of different stalls, we learn a lot about what other makers in the area are doing and also, we've made a few friends with local businesses in the town. We've discovered that whatever we've forgotten to take on the day, we can find a solution at Nickel 'N' Dime. Had a little too much hot sauce? Get a soothing fix from those lovely loaves at the Brewtoon bottle shop.

Peterhead is a fun one. A solid market visited by the best of people. It is a town centre clearly on the up."

Mark McAulay, Singularity Sauce Co

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GREEN AGENDA

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GREEN AGENDA



WHY VOTE YES?

CREATE A GREENER PETERHEAD



Voting YES will open up Peterhead to many forward-thinking and climate friendly ideas, such as creating links with Peterhead Port as it shifts to energy related business.

As part of our green agenda, we will explore the development of charging infrastructure for electronic vehicles in the town centre and look to improve parking and traffic access.

Voting YES means we can collectively act to deliver on net zero policies, ensuring they are implemented over the next five years. It means we can ensure advocacy and representation for town centre businesses in the development of the Peterhead 2040 Strategy by Aberdeenshire Council and keep an eye on local business opportunities that may arise.

GREEN AGENDA: SURVEY RESULTS

As part of our business survey, we asked our BID members what they thought about various projects within our green agenda theme:

- **69%** of survey respondents found local business opportunities arising from the green freeport and the wider Peterhead Energy Cluster **important** or **very important**
- Over **70%** of respondents found it **important** or **very important** to have a voice for town centre businesses in the development of the Peterhead 2040 Strategy by Aberdeenshire Council

- Look into development of charging infrastructure for electric vehicles in the town centre
- Work with Aberdeenshire Council to create the Peterhead 2040 Strategy and ensure the town centre businesses have a voice
- Explore business opportunities that may arise from the green freeport and Peterhead Energy Cluster

WHAT COULD

BE LOST

WITHOUT THE RE-ELECTION OF REDISCOVER PETERHEAD, THE TOWN WILL LOSE MANY THINGS THAT MAY BE TAKEN FOR GRANTED

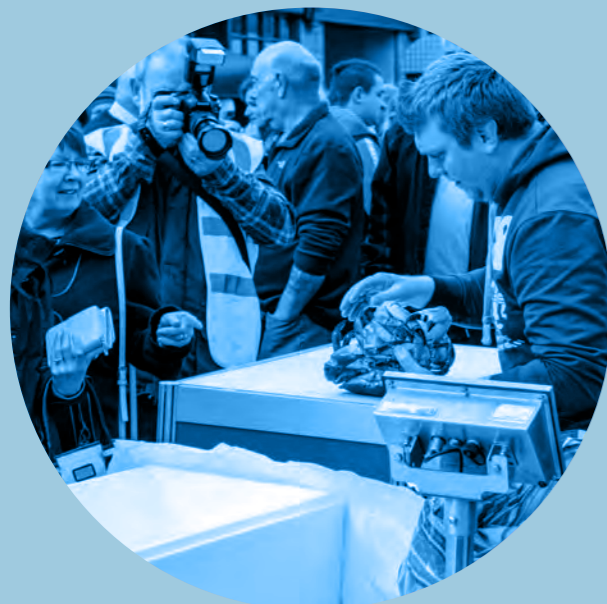
BEFORE YOU MAKE UP YOUR MIND, HERE'S A REFRESHER OF JUST A FEW OF THE VITAL THINGS THAT ARE LIKELY TO BE LOST IN THE CASE OF NO RE-ELECTION

THERE ARE A FEW BASELINE SERVICES PROVIDED BY ABERDEENSHIRE COUNCIL AND OTHERS, HOWEVER, WE FEEL THAT PETERHEAD WOULD STRUGGLE WITHOUT THE ADDITIONS THAT A BID OFFERS



- **NO** Development of the ongoing CCTV and safety projects
- **NO** Town centre app to showcase the businesses and attractions
- **NO** Rediscover Peterhead investment into purchasing and maintaining Christmas lights
- **NO** Seasonal competitions and events that promote the town's businesses

- **NO** Collective seagull control or prevention
- **NO** Monthly producer's market
- **NO** Rediscover Peterhead enhanced street clean project
- **NO** Rediscover Peterhead video and photo promotion of the town centre businesses
- **NO** Special event Peterhead Producers' Markets



- **NO** Rediscover Peterhead funding and marketing for town centre events
- **NO** Cost saving schemes for businesses
- **NO** Peterhead Seafood Festival
- **NO** Attractive Peterhead scheme
- **NO** Key beneficial partnerships



- **NO** Rediscover Peterhead funding for town centre displays and clean ups
- **NO** Collective action on car park improvements
- **NO** Rediscover Peterhead gutter cleaning or other deep clean initiatives
- **NO** Rediscover Peterhead Business Fund grants
- **NO** Business directory on our website, showcasing each business with pictures and contact detail

INCOME & EXPENDITURE

There are circa 230 eligible properties located within the BID area (this figure may change as businesses move, expand or close). The BID levy income is calculated to be approximately £111,500 per annum.

The average collection rate for Rediscover Peterhead BID is 93.8%. Therefore, an amount has been set aside in the budget under 'contingency' to allow for any bad debt.

The improvement levy will make it easier to obtain other sources of funding for specific projects and these opportunities will be pursued. The BID aims to attract other investment, sponsorship and trading income to increase the amount available to spend on your projects as they develop. Funds will be sought from but not restricted to; Visit Scotland, The BIG Lottery and Zero Waste Scotland.

As the BID progresses, more income will be attracted, and this will be invested in improving the town centre for the benefit of the businesses and local community.

Any variations within budgets will be reported to the 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 the priorities for the coming year, which allows the BID the flexibility to respond to changing business needs and requirements.

Aberdeenshire Council will collect the levy payments on behalf of the BID and will retain these funds in a separate account until the BID Board calls these funds down. The BID Board will manage the levy funds that are collected by the Council.

This arrangement will ensure that projects are delivered, and any financial liabilities of the BID are transparent.

Rediscover Peterhead Business Improvement District has been operating as a UK limited company (a not-for-profit company limited by guarantee with no share capital) run by a volunteer board of directors and 2 paid employees to deliver the 2017 to 2022 business plan, with a total budget of over £600,000.

REDISCOVER PETERHEAD BID PROJECTED INCOME & EXPENDITURE

Income (£)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
BID Levy	£111,500	£111,500	£111,500	£111,500	£111,500	£557,500
Potential Additional Project						
Income*	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Total Income	£141,500	£141,500	£141,500	£141,500	£141,500	£707,500

*Rediscover Peterhead has been able to secure additional funds in excess of £170,000 in the first term to date. The projected additional income which will be secured to support specific projects has been set at a level which should prove to be achievable, but it is stressed that this is projected income and therefore not guaranteed. Therefore, in the event any or all of this, funding is not realised then the scope of some of the projects outlined will be adjusted correspondingly, to ensure that they remain within budget.

Expenditure (£)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Marketing + Events	£32,500	£32,500	£32,500	£32,500	£32,500	£162,500
Town Centre First	£19,000	£19,000	£19,000	£19,000	£19,000	£95,000
Attractive Town Centre	£18,000	£18,000	£18,000	£18,000	£18,000	£90,000
Safer Town Centre	£9,000	£9,000	£9,000	£9,000	£9,000	£45,000
Green Agenda	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
Measuring Performance	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
Contingency	£7,000	£7,000	£7,000	£7,000	£7,000	£35,000
Management	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Total Expenditure	£141,500	£141,500	£141,500	£141,500	£141,500	£707,500

GOVERNANCE

Following a successful yes vote, the management and operation of the BID will continue under the existing company structure and name, Rediscover Peterhead, which will operate from 30/11/2022.

The Company will continue to be managed by its Board of Directors operating in an open and transparent way and answerable to the businesses in the area. The Directors are committed to the highest standards of management, governance and accountability; recognising good governance helps deliver the strategic objectives of the company. Through the Manager, the board will continually strive to ensure we have a good line of communication with our levy payers.

There will be a detailed set of protocols (the Operating Agreement) which will cover, as well as other items, the billing, collection and transfer of the levy to the Company.

The Board of Directors may consist of up to 12 directors, of which there are currently 6 in office. An active campaign will be launched after the successful ballot to recruit additional directors to the Board.

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 to the Company Board but limited to one eligible person from each eligible property.

The BID Board, overseeing the renewal ballot, is made up from a cross section of the business community in the area. Ultimately all key decisions relating to the renewal of the BID have been taken by the BID Board, who are as follows:

REDISCOVER PETERHEAD'S BOARD

Name	Sector	Name	Sector
John Pascoe	Building & Construction	Fred Bowden	Food & Drink
Mike Fearn	Professional Services	Jean Gardiner	Property Investment
Bob Antczak	Professional Services	Terry Moran	Hospitality

REDISCOVER PETERHEAD'S EXECUTIVE TEAM

Rediscover Peterhead's Manager is **Linda Hendry** and is accountable to the BID Board. Linda is supported by our part-time Marketing Assistant, **Kirsty Hickman**.

Nominations of directors, representatives, or advisors from outside the BID, who do not pay the levy and who may or may not represent those making voluntary or other financial contributions toward the BID, will be strictly at the discretion of the Board of Directors.

The Company will continue to 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 Board will be representative of the businesses and stakeholders in the area. The Chair, Vice Chair and Finance Director will be elected from the directors of the Board. Other non-voting members or local groups may be co-opted onto the Board at the Board's discretion.

The 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.

Additionally, the BID Company Board reserve the right to consider creating a charitable arm of the company to enable it to secure additional funding, which can only be sourced with charitable status.



THE BID 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. There are approximately 230 commercial properties in the BID area which will generate a BID investment levy income of approximately £111,500 per annum and an estimated total levy income of £557,500 over 5 years.

It has been agreed by Rediscover Peterhead Board that the levy structure will remain the same banded system based on the rateable value (RV) of the property on the day of the ballot [29/09/2022] and throughout the 5-year term of the BID and:

WHO WILL PAY THE LEVY?

- The BID 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 throughout the term of the BID or because of a non-domestic rateable revaluation occurring during the BID term
- All eligible occupiers (of eligible properties) i.e. the eligible person liable to pay the non-domestic rate that is listed on the Local Assessor's 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 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, subdivision 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 business improvement district will be liable for the BID Improvement Levy
- If a property is vacant 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
- Self-catering holiday accommodation which is not the sole or main residence of any person and which is available (or intended to be available) for letting on a commercial basis, with profit in mind, for short periods totalling more than 140 days in the financial year remain liable for non-domestic rates for the whole year and will be included
- The BID levy will not be index-linked to take account of inflation, so that those liable to pay the levy can budget accordingly for the full five-year term

EXCLUSIONS

The BID Board decided that there is no benefit from being part of the BID to the following categories of property and therefore, voted unanimously for the following exemptions from paying the levy. Should any of the below have a change of use or be reclassified by the assessors, the eligible person will become liable to pay the levy.

- All places of worship
- All public conveniences
- All ATM sites
- All car parks
- Non-retailing charity organisations
- Store rooms attached to a revenue generating property within the BID area are excluded*
- Garages
- Garages attached to a revenue generating property in which private or company cars are stored or parked for protection against the elements and/or for security reason within the BID area are excluded
- Clubs and community organisations. i.e. church hall, masonic hall etc.
- Yards
- Voluntary contributions and other funding **

*Some properties have an RV entry for their storeroom separate from their main property. Rediscover Peterhead decided that as a store is not revenue generating, it was unfair to charge the levy on this (store) property. Should a store room become revenue generating, the eligible person will become liable to pay the levy.

**Rediscover Peterhead will endeavour to secure voluntary contributions from owners of properties outwith 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.

Rateable Value (RV)	DAILY	WEEKLY	MONTHLY	ANNUAL	NO. OF BUSINESSES	TOTAL
£0-£9,999	£0.82	£5.76	£25.00	£300.00	121	£36,300
£10,000-£19,999	£1.09	£7.69	£33.33	£400.00	45	£18,000
£20,000-£39,999	£1.64	£11.52	£50.00	£600.00	38	£22,800
£40,000-£59,999	£2.73	£19.23	£83.33	£1,000.00	14	£14,000
£60,000-£79,999	£3.83	£29.92	£116.66	£1,400.00	3	£4,200
£80,000-£99,999	£4.93	£34.61	£150.00	£1,800.00	4	£7,200
£100,000-£199,999	£8.21	£57.69	£250.00	£3,000.00	3	£9,000
					228	£111,500

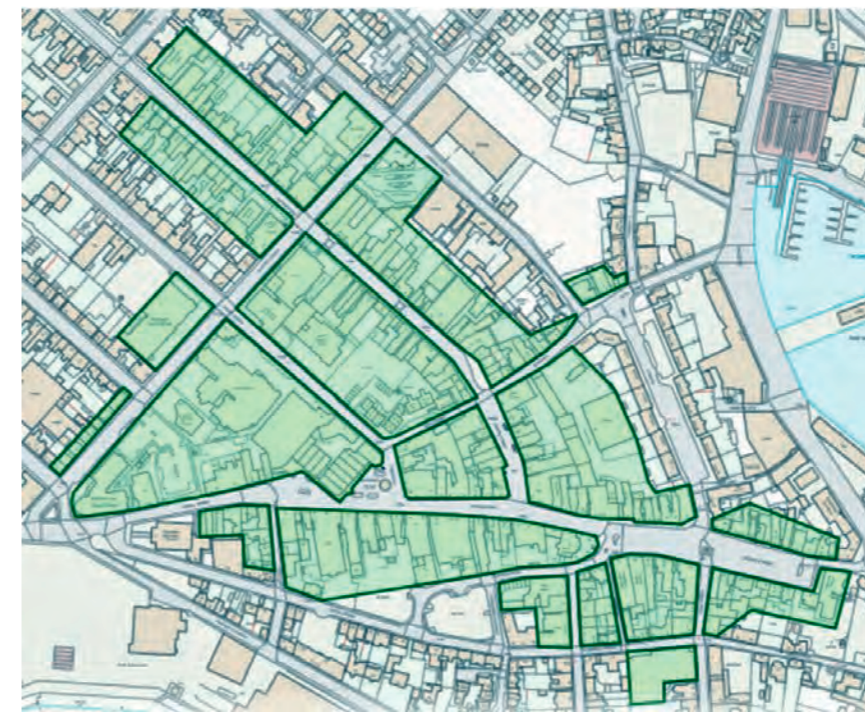
COLLECTION OF THE BID LEVY

Aberdeenshire Council will collect the 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.

ENFORCEMENT

In the event of any non-payment of the BID improvement levy, it will be strongly pursued by Aberdeenshire Council (as the billing body) using the recovery powers available to the Council to ensure complete fairness to all the businesses that have paid. Aberdeenshire Council will be entitled to charge an additional fee to the levy amount to meet any additional costs incurred in the recovery of the levy.



THE PETERHEAD BID AREA



THE PETERHEAD BID AREA:

The BID area is generally focused on the Peterhead Town Centre. Through one-to-one consultations, it became clear that there were common issues across different sectors. The BID team have calculated that this equates to circa 230 properties, the eligible person of which will be entitled to vote on 29/09/2022. Following a successful ballot, all eligible persons within the BID area will be required to pay the BID levy.

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

There are circa 230 Properties located in the BID area.

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

THE BALLOT

PRE-BALLOT:

The BID Proposer must submit, at least 98 days in advance of the ballot date, the BID Proposals to the Local Authority, the Scottish Ministers and the billing body along with a letter detailing their intention to put the BID Proposals to ballot. The local authority then has 28 days in which to veto or not veto the BID Proposals.

A 'Notice of Ballot' will be issued at least 42 days before the day of ballot.

The BID Proposer will make available a copy of the BID Proposal to any person who is eligible to vote on the BID Proposals who requests a copy.

THE BALLOT:

- Ballot papers will be posted to the eligible person responsible for casting a vote within their business at least 42 days before the day of the ballot. In the case of national companies, the responsibility for voting may lie with head office.
- Prior to or on the date the ballot papers are issued, the BID Proposer will provide all those eligible to vote in the ballot with a copy of the BID Business Plan.
- The BID ballot is a confidential postal ballot conducted by Aberdeenshire Council on behalf of Rediscover Peterhead BID and in accordance with Scottish BID legislation.
- Where an eligible property is vacant the voting papers will be sent to the property owner.
- In Rediscover Peterhead Business Improvement District's case, voting papers will be issued no later than 18/08/2022.
- The last date for all ballot papers to be returned is 5pm on 29/09/2022. Papers received after this date and time will be deemed null and void and not be counted.
- Voting papers are easy to complete, simply place a cross on either "yes" or "no" to the question "are you in favour of a Business Improvement District?" 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 turnout of 25% (the headcount) by number of eligible persons and by combined rateable value; and of those who turnout, the majority must vote in favour by number and combined rateable value.
- 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 30/09/2022 and the results announced by Aberdeenshire Council within one week.
- Following a successful ballot, the BID will commence on 30/11/2022 and will run for a period of five years until 29/11/2027.

VOTE YES

KEY DATES:

18th August 2022
Notice of ballot

18th August 2022
First day of ballot period

29th September 2022
Last day of ballot period and
ballot day

7th October 2022
Ballot outcome to be announced
by this date



If you would like more information, please visit our website www.rediscoverpeterhead.co.uk or contact Chair or BID Manager by telephone, e-mail or make an appointment to see them.

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