

**Peterhead Town Board**  
**23<sup>rd</sup> August 2024 – Palace Hotel, Peterhead**  
**Note of Meeting**

**Present:** Jim Buchan (Chair), Dianne Beagrie, Karen Day, Steven Donald, Linda Hendry, Cllr Matthew James, Cl Steven McDonald, Terry Moran, Scott Will, Simone Fitzsimmons, Gary Addison Eleanor Morris (Programme Management and Administration Team), Suzanne Robertson (Programme Management and Administration Team), David McCulloch (Aberdeenshire Council, Employee Development Officer) Arran Marshall (Aberdeenshire Council, Note Taker)

**Apologies:** James McMillan, Cllr Stephen Smith, Allan Sneddon, Brian McCombie, Seamus Logan MP

Item	Action
<p><b>Welcome and Introductions</b></p> <p>The Chair welcomed everyone to the meeting. Apologies received are noted above.</p>	
<p><b>Minute of Last Meeting</b></p> <p>The last meeting took place on 12<sup>th</sup> July 2024. An email from A Sneddon suggested an amendment to the workshop discussions, noting “Peterhead Community Council members have been taken on as volunteers to assist in the running of Age Peterhead (not Age Concern) in a view to possibly running a Community, Information and Tourism Hub.”</p> <p>The minute will be amended to reflect this and was otherwise proposed as a true record by L Hendry, seconded by K Day.</p> <p><b>Matters Arising</b></p> <p>Regarding the multiple Memorandum of Understanding (MoU), Eleanor advised that when the capacity plan is agreed, it will be used to progress the MoU between the Board and Aberdeenshire Council. A different MoU will be agreed between Aberdeenshire Council and the UK Government in future.</p> <p>The Chair met with Peterhead Prison Museum informally to discuss the proposed boundaries for the Long-Term Plan which the Museum were happy with.</p> <p>The Chair met with Peterhead Football Club Community Foundation to get an understanding of their current activities and plans.</p> <p>The Chair contacted other Town Boards (Arbroath, Elgin) regarding their methods for public engagement and managing expectations. Jim will follow up with Elgin Town Board as they have already started to promote and share information.</p> <p>The Chair contacted the manager of Inverurie BID and Events. While they are not a Town Board, their branding and online marketing are very good and they have been a positive example of community led improvements to issues like civic pride, greening activities and more.</p>	<p>EM/SR</p> <p>JB</p>

**Working Together to Create a Town Board Vision**

The Chair introduced David McCulloch, Employee Development Officer from Aberdeenshire Council. David shared a presentation on working together and engaging with the future. The presentation will be uploaded as an appendix to the note of the meeting.

Members then split into two groups for a workshop session. David advised he will collate the notes and outcomes from the workshop, and the finalised document could be used as a foundation for the Town Board’s 10-year Vision. The draft statement is below.

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**DRAFT - VISION STATEMENT**

The Peterhead Town Board envisions a future where sustainable development and regeneration are at the forefront of our efforts. We are committed to maximising available funding and targeting it in a way that not only creates a lasting legacy but also inspires and creates opportunities for all. With integrity and transparency, we will engage with our communities and stakeholders, ensuring that every step we take is in the direction of improvement and growth. Adaptable and mindful of managing expectations, we are dedicated to addressing the challenges that face our town, with the aim of making a significant difference in the long term. Our vision is one of progress, community, and resilience, leading Peterhead towards a vibrant and prosperous future.

The Peterhead Town Board, in line with the UK Government's 'Long-Term Plan for Towns', will focus on a variety of projects aimed at enhancing the town's safety and security, revitalising the high streets, and promoting heritage and regeneration.

**Capacity Plan and Engagement**

The Capacity Plan paper has been set out by the different subheadings below. The results from these discussions will inform the MoU between the Town Board and Aberdeenshire Council including what support will be provided to the Board until March 2025.

**Programme Management and Administration**

The suggestion for staffing for the programme management and administration is to take an allowance of the initial capacity funding of £200,000 which will come through to Aberdeenshire Council once the UK Government reviews and agrees to our submissions. Until then, the Board are using the first tranche of capacity funding of £50,000 which was provided to enable the Town Board to be set up.

It was noted that it would be beneficial for the Board to continue to note when we hit targets, timelines and deadlines to ensure it is being transparent to the communities. There was a discussion regarding the confirmation of timelines for the funding programme – while there is currently a delay (due to Parliamentary recess), there is no indication that the UK Government will withdraw the Long-Term Plan for Towns funding.

The decision for the Board to make is if it wishes for Aberdeenshire Council to carry on providing programme management and administration on an interim basis until the end of March 2025. Board members unanimously agreed with this.

EM/SR

Brand, Website and Communication Strategy

Cllr James provided an update on behalf of the Communications subgroup. A document has been drafted detailing two proposals. The first proposal is broken down into two lots, one for brand creation and one for the website. The second proposal is for the communications strategy. The first proposal is relatively simple in scope and go out to tender relatively soon depending on agreement from members, and the second could go out once feedback and agreement is received.

The timeline for both would be relatively quick. The branding/website tender could go out to procurement next week due to the low cost (<£10,000), with contracts being awarded after 9<sup>th</sup> September. It was noted that while we cannot narrow the tender down to local suppliers only, members are suggested to forward and direct any local suppliers to the procurement portal once it is uploaded. Officers will send a list of suppliers to allow for the Board to feedback any missing suppliers.

The Board unanimously agreed to put the proposal for the brand creation and website out to tender and agreed to provide feedback to Cllr James by Friday 30<sup>th</sup> August regarding the proposal for the communications strategy.

Plan Development and Engagement

The majority of design and delivery will be carried out by Programme Management and Administration Team. Phase 1 of the Engagement will focus on prioritisation of themes and interventions & Board awareness raising. A draft has been attached as Appendix 1. The draft plan has 4 outcomes –

1. Community views on the prioritisation interventions are collected.
2. Community is aware of the Town Board and its vision.
3. Community is aware of programme themes and timescales.
4. Projects raise awareness with Town Board

Events – The first item is for the Board to host “Meet the Town Board” events which will include a prioritisation task, a vision sense check and open submissions. The latter would be either by invitation or appointment where groups/businesses could make a 2-minute pitch to the Board members. Those interested will be given a brief and they must submit a written submission (maximum of two pages) with their pitch. Members will need to provide their availability for late September to allow officers to arrange and schedule these. A query was raised regarding groups/businesses that Board members are involved in. It was agreed any group/business would be able to submit, preferably with alternative representatives of their organisations taking the lead. When relevant Board members would simply declare any interest and not participate in the decision making if they had an interest.

Pop-Ups – The second item is to take pop-ups to different places such as schools and workplaces to engage with those who may not be able to make it to events otherwise. Members were asked to suggest locations / events where we could do this.

Specialist Engagement – The third item is to identify target groups for long-term engagement and develop briefs for procurement. This would include young people and other lived experience perspectives.

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<p>There will be various options for the engagements as well, with a mix of in-person events, paper copies and online tools like SurveyMonkey. Members agreed on the draft plan. Officers will progress this.</p> <p><u>Meetings</u></p> <p>As the Board currently has limited budget to work with, alternative venues and locations for meetings were suggested, including Buchan House, Barclay Park Pavilion, Albert Hotel, Peterhead Port Authority, Peterhead Fire Station, SCORE. It was noted that venues with the options for hybrid meetings are preferred.</p>	
<p><b>Board Structure and Governance</b></p> <p><u>Vice Chair</u></p> <p>Nominations were sought for Vice Chair. S Donald nominated B McCombie. G Addison nominated himself. D Beagrie proposed the option of having both as co-Vice Chairs, seconded by K Day. Members unanimously agreed with this approach.</p> <p>J McMillan has resigned from the Board due to increased work commitments. Members discussed the vacancy. It was noted that the Board currently do not have a representative of faith organisations, education or young people. It was suggested to contact Daniel Sutherland from APEX Church and Gerry McCluskey from Peterhead Academy. Officers will organise a meeting with them to meet the Chair.</p> <p><u>Board Subgroups</u></p> <p>It was suggested that subgroups could be split out according to themes and/or the interventions. Having subgroups will lighten the load and allow members to meet and discuss between the main Board meetings. Members agreed with this approach. Officers will devise suggestions for different subgroups to be discussed at the next meeting.</p> <p><u>Revised Governance Documents</u></p> <p>The Code of Conduct and guidance documents were agreed by members at previous meetings and were submitted to Aberdeenshire Council's legal team to formalise. A senior solicitor has suggested a few changes to the formatting of the document which allows it to relate better to each other. There have been no substantive changes other than formatting, more detail is in the Code of Conduct itself and less in the separate guidance. It was unanimously agreed to adopt these revised documents. Officers will issue the finalised documents to members (and substitute members) with an ask to return a signed copy with declarations of interest included. A query was raised regarding the process for the Police declaring interests. Officers will contact legal services for advice.</p> <p><u>Substitute Board Members</u></p> <p>Board members having a single named substitute allows for consistency in terms of their group being represented even in the case of absences. Board members are responsible for forwarding information to their substitutes. Substitute members have voting powers and designated observers (which the MP / MSP have) do not. Local councillors already have substitutes. Members are asked to confirm details of their substitute to officers.</p>	<p>EM/SR</p> <p>EM/SR</p> <p>EM/SR</p> <p>Board EM/SR</p> <p>ALL</p>

<p><b>Feedback from the last Board meeting</b></p> <p><u>Workshops Activity – Gaps/Opportunities</u></p> <p>Officers are capturing information from Board members regarding the gaps and opportunities section of the workshop as we ran out of time previously. The information will be mapped together and uploaded to a Microsoft Teams space. Officers will add Board members to the Teams space. The Teams space can be used for sharing information, updates and discussions outside of meetings.</p>	EM/SR
<p><b>AOCB</b></p> <p>D Beagrie highlighted a leaflet that Peterhead Port Authority have produced containing information, history and details about the Port. It was agreed the Board could produce something similar for Peterhead in future.</p>	
<p><b>Details of Next Meeting</b></p> <p>The next meeting will be the September 6th, 2pm – 4pm in Buchan House, Peterhead.</p>	ALL

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