

Peterhead Town Board

12th July 2024 – Buchan House, Peterhead

Note of Meeting

Present: Jim Buchan (Chair), Dianne Beagrie, Karen Day, Steven Donald, Linda Hendry, Cllr Matthew James, Brian McCombie, Cl Steven McDonald, Terry Moran, Cllr Stephen Smith, Allan Sneddon, Scott Will, Eleanor Morris (Programme Management and Administration Team), Suzanne Robertson (Programme Management and Administration Team), Arran Marshall (Aberdeenshire Council, Note Taker)

Apologies: Karen Adam MSP, Gary Addison, James McMillan

	Action
<p>Welcome and Introductions</p> <p>Jim welcomed everyone to the meeting.</p> <p>There was a network outage affecting Aberdeenshire Council properties in the Peterhead area including Buchan House so unfortunately those planning to attend virtually were unable to do so.</p> <p>The minute of the last meeting was agreed, proposed by A Sneddon and seconded by S Smith.</p> <p>The Code of Conduct guidance was circulated as part of the agenda pack for this meeting – members are asked to read and send any comments/ changes required to Eleanor and Suzanne via the programme email.</p>	ALL
<p>Memorandum of Understanding</p> <p>There will be two Memorandums. One will be between Aberdeenshire Council and the Peterhead Town Board which the Board will need to sign off and approve which Eleanor and Suzanne will provide in future.</p> <p>For information. The other will be between the UK Government and Aberdeenshire Council regarding the Long-Term Plan for Towns which the Town Board do not need to sign off.</p>	EM SR
<p>Data Pack</p> <p>The Intermediate Data Zone profiles were circulated with the agenda pack. Unfortunately, the UK Government have not issued the Data Packs for the second tranche of towns (which Peterhead is part of) yet. The IDZ profiles provide comprehensive data about the town and surrounding areas. The Data Pack for Elgin will also be circulated for members to read. The Data Packs are more concise as well and are much more targeted at the policy interventions on the UK Government’s menu and also include narratives around a range of indicators.</p> <p>It was highlighted that some of the Intermediate Data Zones tends to distort statistics as their boundaries may include areas not usually affiliated with the named area i.e. the Peterhead Harbour zone has a boundary which includes up past Buchanhaven and</p>	SR

Peterhead Football Club. It was noted that the Scottish Index of Multiple Deprivation (SIMD) breaks these zones down into smaller zones so this may be useful to look at. The SIMD can be found [here](#).

Long Term Plan for Towns Guidance

The list of policy interventions was included in the agenda pack. Members discussed each theme and the challenges and opportunities that come with each intervention.

Safety and Security

It was agreed that the majority of interventions would link into Police Scotland's local policing plans and strategies. Board members highlighted that a big issue for Peterhead is the perception of it and negativity surrounding it which adds to a feeling of being unsafe. Work being data-led and informed by the community to tackle issues around stigma and perception will be important for the Board to progress.

Allan highlighted a conversation he had during the Producer's Market where residents suggested things like turning empty properties into youth clubs and also noted that there some crossovers between interventions such as S3 and H9. Peterhead Community Council have also worked with Peterhead Academy with young people previously and there was a suggestion of having subgroups look at certain interventions.

Cllr Stephen Smith also highlighted MODO which contributed a lot to Peterhead when they were active. It may be useful to connect with the groups who MODO were active with (Peterhead Academy, Aberdeen Foyer) to see how they feel about the town centre since MODO disbanded.

High Streets, Heritage and Regeneration

Board members discussed the various regeneration efforts in the past few years. Dianne highlighted PACT and the work they have done with regenerating the area next to Morrisons and Peterhead Academy with the Barclay Park pavilion and Victoria Park projects. While they were successful in obtaining funding for parts of the projects, the park was only opened a short time before it faced £10k in vandalism and damages. To counter this, the committee spent time getting to know the youths and other users of the park to ask what they want to see in the area. The committee are now installing a mobile pump track and MUGA with floodlighting with a pavilion to follow in future. Karen added that the Scottish Week face similar issues every year with people not knowing or not participating in the various events and activities they put on.

It was agreed that regenerating and enhancing what already exists in Peterhead would be better than investing in something completely new which may duplicate the efforts of what is already here. We also need to think about what else is happening in Peterhead or what will be here in future such as the Campus and the Levelling Up Fund projects.

Another item of regeneration highlighted the problem issue of seagulls. Before the pandemic and lockdown, the council (and then Rediscover Peterhead) invested in measures such as removing nests, hiring a hawk and installing netting. While this could be brought back in some capacity, a lot of legislation about what you can do with seagulls has changed i.e. requiring permission from all tenants / residents before commencing works on their property.

It was highlighted that the people who visit Peterhead (such as for the Producer's Market and Scottish Week) have very positive feedback and comments about Peterhead as well

as the Town Centre. The Board agreed that there are definitely potential areas of investment however one of the bigger hurdles will be how we challenge that issue of perception from local residents.

Transport & Connectivity

The Board agreed that while major infrastructural projects would not be something we can fix with the amount of funding we are being allocated, we can enhance or improve things at a local level. A positive example recently was the refurbishment of the Transport Interchange with the new seating, bus stops and mural. It has made a real impact on tidying up the area while making it more inviting to visitors to the town.

Various ideas were suggested as priorities such as improving bus stops, introducing more bus stops, or installing a taxi rank – a possible location being the Back Street bus stop as it's close to where taxis normally park.

Members discussed how we invite bigger businesses into town and a suggestion was for improvements to the road network at the entrance of town such as the Invernettie and West Road roundabouts. Having a more holistic approach may also attract companies to come and work or open in Peterhead and we could also focus on why people go into town in the first place i.e. for medical reasons, coffee shops, services.

Other ideas were discussed such as engaging with the community to ask why they use the Town Centre and what would get them to come into town more frequently, emulating Inverurie, upgrading the training centre to be able to retrain youths and work with Peterhead Academy to contribute to some of these interventions.

Peterhead 2040 presentation – how does this match LTPfT?

Suzanne and Eleanor shared a presentation on Peterhead 2040 and how it fits in with the Long-Term Plan for Towns. Presentation will be shared with Board Members.

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Workshops – Facilitated Sessions

Eleanor led a session in the Chamber with Jim, Brian, Linda, Steven, Karen and Cllr Smith.

What do we know is already happening?

Community Theatre

Church based kids activities

Foyer Programmes

Heritage Trail – extended and has website

The Space

Buchanhaven Heritage Centre

Walking Groups – such as SeaFit Walk

80+ Community groups – Alliance for Action/ Community Planning Hubs

Dance Schools

Sports groups – Netball/ Football/ Pickleball

Community Campus – sports and community facilities (what goes where to be confirmed)

Multi-use Games Area (MUGA) – next planned phase for Victoria Park (PACT)

Games Hall at Prison Museum – can be booked
Prison Museum
North East Coastal Trail – new organisation being formed to provide overarching support for coastal path development.
Lido – Peterhead Sailing Club and other use groups – unique facility due to breakwater
Harbour – North Sea views
Events – Peterhead Scottish Week, Light-up Peterhead, SeaFest

Where do we recognise we have gaps?

Missing link path between Maggie Black's Trail and Formartine and Buchan Way
Wayfinding and signposting
Guided walks
Indoor sports facility – year-round capacity
Venues for activities in the town
Capacity/ space for sports other than football
Not all events are annual – capacity/ funding

Suzanne led a session in the Ravenscraig with CI Steven, Dianne, Allan, Terry, Scott and Cllr James.

It was agreed to circulate the workshop questions to everyone to give them time to consider and respond by email including a list of the projects we know are already underway.

Main points captured from the discussion

What do we know is already happening

Safety & Security

S2 – already a number of interventions underway to focus on visible crime. Events programme with planned activity.

Aberdeen Foyer is also running diversionary programmes in the town.

High Streets heritage & Regeneration

Community Council have taken on the former **Age Peterhead** building to run as a community hub and tourist information.

Programme gaps

There is no mention of energy infrastructure in relation to skills development and training.

It was agreed in workshop 2 to circulate the information by email and request feedback ahead of the next board meeting.

Community Engagement

There was a variety of discussions on what the Board could do in regard to engaging with the community. It was agreed that a variety of methods would be needed – paper copies, in-person events, online social media, radio, newspapers, etc – as this will reach

<p>as much people as possible. Items like surveys or SurveyMonkeys should not be too open-ended as this invites various unmanageable suggestions.</p> <p>Members will also need to build relationships with Peterhead and the townspeople in it. Suggestions included maybe in-person stalls or online meetings where people can “Meet the Town Board”.</p> <p>It was highlighted that the requirements from the UK Government is not to have a list of identifiable projects by November 1st but to have a vision which prioritises the interventions we want to tackle. After these are identified we can then engage about specific ideas or proposals.</p> <p>It was suggested to prioritise the branding, communication strategy and engagement methods of the Town Board and for this a sub-group will be created. Aberdeenshire Council have a list of suppliers who will provide designs and branding if the Board wishes to contract them – it was noted that the Town Board is independent so we would avoid similarities to Council branding.</p> <p>When possible, we should also link in with existing events for community engagements as well such as the Producer’s Market, Scottish Week and the Blue Light Festival. We will also need to tie in with local journalists and other press or publications when promoting or engaging – it was noted that we should have full editorial control over any articles or statements published.</p> <p>It was suggested a Mission Statement could be developed which will be a simple way for residents to know what the Town Board is for and will do for them. We also need clear messaging, branding and a communication strategy. A subgroup will be formed consisting of Steven Donald, Brian McCombie, Dianne Beagrie and Cllr Matthew James to look at this before the next meeting. Eleanor and Suzanne will provide them with the list of suppliers to discuss.</p> <p>It was noted that there is capacity funding of £250k which is for project management and support, communications (websites, promotional materials, etc.)</p> <p>It was agreed to set up a Microsoft Teams space for Board members to contact each other between meetings and agree items if they are of a time-sensitive nature and cannot wait for the next meeting. Eleanor and Suzanne will set the Teams Space up and invite everyone to it.</p>	<p>SD BM DB MJ EM/SR</p> <p>EM/SR</p>
<p>AOB</p> <p>Board members highlighted the importance of using our existing contacts and networks for items such as communication and promotion. Allan highlighted the 4 single-paged leaflets PCC developed to promote the Community Council and their activities as an example of what we could do.</p> <p>The Board unanimously agreed to share a circulation list with all members. Eleanor will send this to all members.</p>	<p>EM</p>
<p>Details of Next Meeting</p> <p>The next meetings are scheduled for the following dates: Friday, 16th August – 2pm to 4pm – Palace Hotel, Peterhead. Friday, 6th September – 2pm to 4pm – Palace Hotel, Peterhead</p>	<p>ALL</p>

