

Peterhead  
Vision &  
Action Plan  
Final Report –  
February 2024



**Aberdeenshire**  
COUNCIL





# Foreword

## **COUNCILLOR ALAN TURNER, CHAIR OF INFRASTRUCTURE SERVICES COMMITTEE**

It is with gratitude to the many partners involved and to my fellow Elected Members over the course of this programme that we now present a final programme report on the Peterhead Vision and Action Plan. The Regeneration Strategy sought to build on assets in our four northern towns, to facilitate the creation of greater opportunities, and our ability to grasp those. Of course, regeneration is not about any single action or single partner but about multiple actions and multiple partners over time building resilient social, economic and physical capital.

Property owners who have invested, with our support, in bringing back vacant buildings into use, economic partners like Robert Gordons University working with our library service to develop business ecosystems in our well loved libraries, our Ports in Macduff, Fraserburgh and Peterhead planning and investing in critical infrastructure to support our maritime industries. Our town centre businesses who have worked tirelessly to maintain town centre offerings against appalling economic and social dynamics is testament to the strength of character of our towns and community spirit. That same community spirit has rallied over the period to develop valuable community assets like the Vinery in Banff, Victoria Park in Peterhead, and multiple sports facilities in Fraserburgh. Repositioning our coastal towns to be at the confluence of our land and sea assets is long term work. Our north coast communities still face health and economic inequalities. This leads us to develop a broader Place Based approach across Aberdeenshire, across all of our services, to build on the foundations created by this programme and work diligently to ensure the opportunities afforded to us over the next decade are inclusive of all communities, that our economic focus develops local wealth, is inclusive and sustainable. I look forward to working with many more partners in these endeavours and to continue to strengthen the towns of Banff, Macduff, Fraserburgh and Peterhead through this approach.

## **COUNCILLOR DIANNE BEAGRIE, CHAIR OF BUCHAN AREA COMMITTEE**

Councillor Dianne Beagrie, Area Committee Chair: As we reflect on the progress made throughout the Peterhead Vision and Action Plan, let's also acknowledge the opportunities that lie ahead to consolidate these. The success of our regeneration program is a testament to the resilience and determination of our community. Together, we have proven that positive change is not only possible but achievable through shared vision and concerted action. Peterhead is a pioneering town, that supports an entrepreneurial culture. We have supported and welcomed the Arc Cinema to invest an anchor facility in our town centre. We have laid the foundation for significant investment from the Levelling Up Programme through seeds sown during the investigations into a heritage led approach. We have already begun work on Peterhead 2040, bringing together the partners that will be delivering change over the next decade. Moving forward, we consider the role each of us can play in shaping the ongoing narrative of our community's regeneration. Fostering greater pride in our built environment; seeing Millions of investment in our Cultural Quarter, and very much looking forward to our amazing educational facilities in Peterhead Community Campus. We are entering a new phase of development which will see new economic interest in Peterhead and we look forward to working with new partners too, to ensure a positive legacy for our community.





# Introduction

Aberdeenshire Council's Regeneration Strategy, "From Strategy to Action: Developing Excellence in our North Coast Communities" was agreed by Infrastructure Services Committee on 17 March 2016. This strategy agreed to concentrate regeneration efforts in the four northern towns of Banff, Fraserburgh, Macduff and Peterhead. Infrastructure Services Committee also agreed the plan for each town and notional budget allocations for each from the Council's regeneration reserve.

The Peterhead Vision & Action Plan 2016-2021 received a notional budget allocation of £1,566,000 over the lifetime of the Plan. In addition, a Property Investment Fund was established with an allocation of £400,000, a large part of which has been invested in Peterhead.

Locally, the delivery of the Plan has been overseen by the Peterhead Development Partnership, whose membership comprises four Elected Members, Council officers and local partners representing business and community groups in the town.

The Vision & Action Plan aim was to gather partners around a programme of interventions to improve many aspects of living and working in Peterhead. The plan includes visible and invisible actions, and short, medium and longer term action. The Plan focuses on three core themes (Peterhead Economy; Open to the World, Integrating Communities; Celebrating Peterhead's Differences and Connecting, Reinforcing and Rediscovering Peterhead's Town Centre) with several objectives and activities underpinning each theme.

In October 2019, a Mid-Term review of the Plan was carried out by the Partnership. This review identified strong progress in most areas and a desire to continue to pursue impactful initiatives. In March 2020, with the onset of the Covid-19 pandemic, progress stalled as prioritisation was given to the pandemic response and recovery. The Council's reserves budgets, including the regeneration reserve, were frozen in April 2020 for around 15 months, although the budget was made available again to support priority projects. Having effectively lost around 18 months of delivery time, it was agreed that the Regeneration Plans remain live until such time as the Aberdeenshire Place Strategy was more advanced.

Whilst this is a final summary report on the Plan, some projects remain ongoing. At the time of writing, £1,090,214 of the original Plan budget had been committed to projects, most of which are now complete. Where possible, match and external budgets were sought to add value to this budget. Including the two Property Investment Fund projects; Arc Cinema and 20 Chapel Street, the total investment from direct projects was £3,990,189. With confidence and feedback loops playing such a vital part of investment, the council and our partners leadership in investing in Peterhead, it is estimated that over £1.5Bn of investment has completed over the programme period in Peterhead and surrounding areas.

At the outset, the Plan also established a range of socio-economic Indicators and Targets that it hoped to deliver. At the time of writing this update, 7 of the 9 indicator targets had been met or exceeded (often by a significant margin) with plans in place to address new business start ups via the Enterprising Aberdeenshire and Positive Procurement projects, and a proposed plan of town centre events over 2024 which will improve the event target.

# Peterhead Vision and Action Plan Priorities 2016-21

Vision: Peterhead is the vibrant economic hearth for the Buchan Communities, and reaches out to the world via its maritime industry, enterprise, ambition, culture and its communities.

Peterhead's town centre has been rediscovered, with improved facilities including a diverse, quality, family friendly shopping / leisure experience and evening economy with interesting cultural events.

The distinct communities in Peterhead work together to celebrate differences with renewed civic confidence and pride of place. This is an independent, energised, committed and supportive community town.

## Peterhead – Open to the World

Connections across the world can be maximised and extended. Benefits can be felt by the community through a higher wage economy.

## Integrating Communities – Celebrating Peterhead's Differences.

Bringing distinct communities together, becoming an even more independent, energised, committed community.


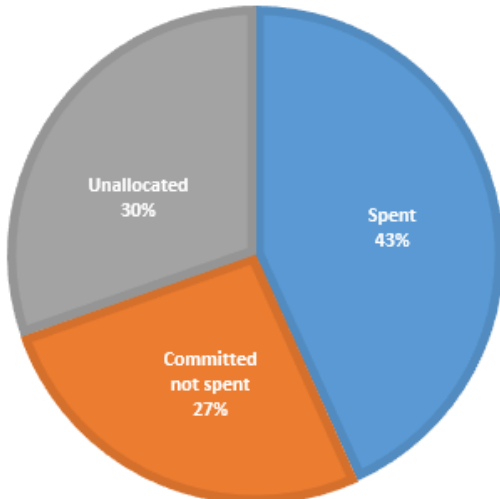





## Connecting, Reinforcing and Rediscovering Peterhead's Town Centre

Key sites and buildings are re-used and redeveloped, public spaces improved, and pride of place is enhanced.





# Financial Summary Dashboard

PETERHEAD REGENERATION VISION AND ACTION PLAN PROGRESS UPDATE				PERFORMANCE DASHBOARD									
FINAL REPORT – SPRING 2024													
FINANCIAL SUMMARY													
<div><p>Notional allocation: £1,566,000 Commitment to date: £1,090,215 Spend to date: £676,781 Unallocated: £475,785</p><p><i>In addition to expenditure on the core themes, a sum of £8,754 was spent during the Plan period on strategic and administrative costs.</i></p></div>		<div><table><tr><th>Status</th><th>Percentage</th></tr><tr><td>Spent</td><td>43%</td></tr><tr><td>Committed not spent</td><td>27%</td></tr><tr><td>Unallocated</td><td>30%</td></tr></table></div>		Status	Percentage	Spent	43%	Committed not spent	27%	Unallocated	30%	<div><p>Projects Supported:28</p><p>Leverage: £1 : £2.90* £ Regen : £ Match</p><p>* including the two Property Investment Fund schemes supported which were funded from outwith the main Theme budgets below.</p></div>	
Status	Percentage												
Spent	43%												
Committed not spent	27%												
Unallocated	30%												
<div><p>THEME 1 – PETERHEAD ECONOMY</p></div>		<div><p>THEME 2 – INTEGRATING COMMUNITIES</p></div>		<div><p>THEME 3 – TOWN CENTRE</p></div>									
Allocation: £450,000		Allocation: £631,000		Allocation: £485,000									
Commitment: £63,015		Commitment: £481,490		Commitment: £545,710									
Spend: £54,173		Spend: £153,679		Spend: £468,929									
Total Investment Value: £182,668		Total Investment Value: £926,677		Total Investment Value: £621,238									
Unallocated: £386,985		Unallocated: £149,510		Unallocated: -£60,710									



# Outputs Summary Dashboard



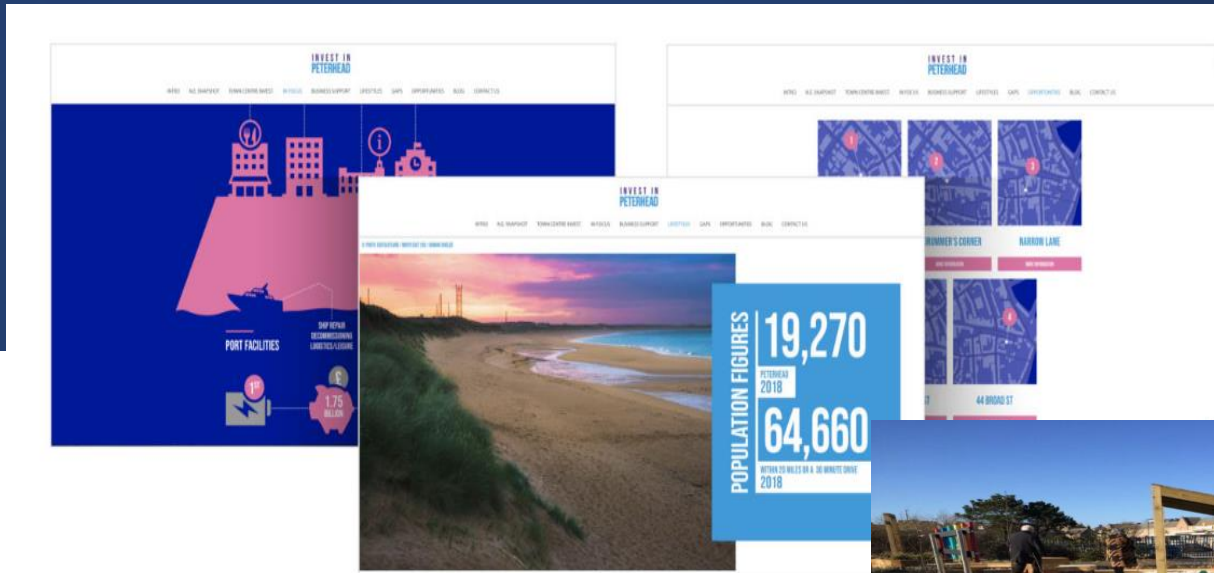
## OUTPUTS AND OUTCOMES SUMMARY – CORE INDICATORS (FROM ACTION PLAN)

	Core Indicator	Target (2016-21)	To date**	Balance to deliver
	Leverage (non-Regeneration 'match' funding secured)	£1,675,000*	£2,592,878	£917,878
	Jobs Created or Sustained / Safeguarded	150	310.7	161
	New Business Creations / Start-Ups	33	32	1
	Business Assisted	84	258	174
	Number of Students reached	568	4,835	4,267
	Community Groups or Projects Assisted	25	57	32
	Events Supported	58	18	40
	Number of Volunteers	100	112	12
	Volunteer Hours	2,600	18,119	15,519

\* Reduced following Mid-Term Review and removal of linked capital projects (Campus and PPA investment)

\*\* Figures based on either a) the number of Outputs contracted to funded projects, or b) the number reported as being actually delivered.

# The Peterhead Storyboard – key projects and achievements





# Victoria Park Development

Victoria Park was largely unused and in an abandoned state prior to the dynamic forces of Peterhead Area Community Trust (PACT) and their actions to bring the space back to the community. The venture started in 2019 with the initiation of the Barclay Park Pavillion, supported by the Vision and Action Plan. A wide community consultation directed the development of the rest of the site and the group have been working incrementally to create uses that add value to the town centre and adjacent communities. PACT have since been successful in funding bids to the Place Based Investment Programme to develop the play and leisure spaces and are currently applying to external funds to complete the project. It is now an attractive and functional area for use by all the community and will continue to deliver benefits and improve outcomes in Peterhead for years to come.





# Arc Cinema & Drummers Corner



A gap analysis conducted in 2015 identified the evening economy as a key town centre opportunity. Together with works planned for Drummers Corner, this attracted the developers of the Arc Cinema to investigate an investment opportunity in the town centre. They were assisted through the council's Property Investment Fund to conduct a feasibility and subsequently a decision was taken to confirm that investment with support of £200,000 from the Property Investment Fund. Whilst the opening of the cinema during the Covid pandemic was unfortunate timing, the Peterhead Arc Cinema was one of the company's best performing cinemas at the time. It has continued to be an anchor development for the town centre.

The completion of Drummers Corner, also beset because of the Covid Pandemic is now a modern centerpiece in the town centre. The works included new lighting, reducing fear of crime, along with seating, new electrics for community events and a modern outdoor performance venue. A series of events is planned to showcase the venue and develop footfall in the town centre for 2024.





# Invest in Peterhead Partnership

Investment follows confidence in the economics of a place. At the outset of the plan, there was a vacancy rate of circa 8.4 percent within the town centre and a collaborative partnership agreement was formed, led by Rediscover Peterhead with estate agents, property owners and Aberdeenshire Council to embark on building the positive profile of the town. A prospectus was produced, proactive marketing schedules and a marketing campaign led by Rediscover Peterhead was successful in attracting 16 new businesses opening during the time of the campaign resulting in a reduced vacancy rate of 6.5% in 2021. The marketing collateral developed is now being used by Invest in Aberdeen.



# Cultural Quarter

Sometimes when things don't quite work out as planned, even bigger opportunities can be revealed. This was the case with the Cultural Hub and a proposed Heritage Led Regeneration programme, like that delivered previously in Fraserburgh and Banff. With initial scoping work conducted, applications were made to the National Lottery Heritage Fund and Historic Environment Scotland with positive results. As a result of the pandemic however, both organisations decided to refocus their schemes and applications had to be made a fresh.

At the same time, the Levelling Up fund was launched and it was decided based on the scoping work already undertaken to develop an ambitious Cultural Quarter project in Arbuthnott House. The bid was successful and will result in a £15.97Million investment in an Aberdeenshire Museum.

Embracing the creativity that culture and heritage offer and engaging the whole community in the process of the Cultural Quarter, £49,000 of Peterhead Vision and Action Plan funding has recently been agreed to engage creatively with the community around the museum. This project will engage both those interested in culture and heritage and those communities living in the town centre, with particular focus on those that struggle to engage in traditional ways.





# Working together, achieving more



## North-east pupils get wind of turbine challenge

Pupils from a north-east school are set to embark on a long-term renewable energy programme.

The children from Peterhead Academy are using the skills and kit found in the school's state-of-the-art Stem hub to take part in workshops focusing on wind energy.

As part of the four-year project, which is hoped to reach around 2,000 S1 and S2 pupils, the children will be tasked with creating wind turbines.

The events are organised between Aberdeenshire Council, energy firm Equinor and TechFest.

Retaining and attracting talent and achieving generational change in the economic ability of the town was a key objective of the plan. Peterhead Vision and Action Plan invested, with Hywind, in a programme of education with Peterhead Academy, all feeder primaries, with teachers, young people and the community to excite them about opportunities on Peterhead's doorstep. The success of this project will be a model for future delivery as the economic potential of Peterhead in the energy transition is realised.



# Business Support - Progressive Procurement

By attempting to buy more from local suppliers, so that the effect of each pound is 'multiplied' by being spent and re-spent in wages and consumer spending. This is often combined with buying from more small- and medium-sized enterprises (SMEs). According to one study, **63 pence** per pound, on average, is spent in the local area if local authorities buy from SMEs, while that figure is only **40 pence** when spent with larger firms.

Aberdeenshire Council buys a large amount of goods and services, from construction materials to social care services. These goods and services can be used to benefit our local economy by supporting our Aberdeenshire business to tender for public sector contracts.

The project launched with three business breakfast events hosted across our Northern towns, Banff, Fraserburgh & Peterhead complemented by drop-in sessions and one to one engagement, aimed at raising the profile of the project and its support offerings. As of January 2024, over 150 meetings have been held with businesses across Banff & Buchan and Buchan. 45 of these one to one meetings have been businesses around Peterhead and have resulted in 25 referrals to the Supplier Development Programme and 5 new registrations to the Council's procurement system. 20 businesses benefitted from a procurement focussed business breakfast in Peterhead in November 2023.

Other notable achievements at a strategic level: community wealth building is now included as part of Aberdeenshire Councils Procurement strategy. Meet the Buyer event being held in Aberdeen City in 2024, an increase in the number of public contract Scotland registrations which has expanded the number of local suppliers to Aberdeenshire Council as well as upskilling the businesses to register and become tender ready. Over the next 12 months the project will focus on providing support for key capital projects, including Levelling Up and Peterhead Community Campus, while continuing to support minor framework agreements, and highlight these to Aberdeenshire businesses. The role will increase the training opportunities available to businesses across Aberdeenshire to implement and deliver a progressive procurement approach.

Just to let you know and say thank you for the help as we have just successfully won two contracts through Public Contracts Scotland. Source Fraserburgh based business Joiner





# Celebrating business partnerships, maximising impact.

During the period of the Regeneration Plan, Rediscover Peterhead played a pivotal partnership role to the Council in delivering small and larger scale business support and events such as the producers market and fish festivals. Throughout the Covid pandemic, they also provided vital financial support to town centre businesses and of course were lead partners in Invest in Peterhead. They implemented several projects such as full CCTV coverage of the town centre, and cleaning and lighting projects which helped improve town centre safety. Rediscover Peterhead were a Business Improvement District, voted in by businesses in 2017. A similar vote was held in September 2022 and businesses took the decision not to proceed with a Business Improvement District and Rediscover Peterhead ceased trading on 31<sup>st</sup> May 2023.

More recently, the Council facilitated a business networking event on the 29<sup>th</sup> January 2024 where 15 town centre businesses attended to discuss the potential of working together to share information and network for mutual benefit. They have agreed to continue to meet and collaborate with other town centre partnerships in Ellon and Fraserburgh.

Meanwhile, Aberdeenshire Council has committed to supporting the use of the 'Scotland Loves Local' giftcard, with around 400 businesses throughout Aberdeenshire registered to accept the card. Peterhead businesses have embraced the opportunity and a local gift card, which supports local businesses can be spent in any of the 48 participants in the town.

Acknowledging the future energy industry opportunities in Peterhead over the next decade, Peterhead Port re established the Peterhead Energy Transition Forum during 2023. This partnership of local engineering businesses with SSE Thermal, the Port, Asco, Norsea, Storegga and Scottish Maritime Academy are collectively working to maximise the benefits to Peterhead of energy transition opportunities.

To share local opportunities within the energy industry and the procurement opportunities around the Levelling Up projects, as well as the new Peterhead 2040 proposals, an event was recently facilitated by Aberdeenshire Council where over 30 businesses attended to hear about future plans and how they can benefit. Presentations were heard from SSN Transmission, Skills Development Scotland and Marram Wind and feedback from attendees was very positive.







The Peterhead Snapshot – all our  
projects neatly packaged



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**Note: this summary includes only those projects that have received direct financial support through the current Regeneration Action Plans. Arranged broadly in chronological order with the most recent projects at the top.**

Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
FROM CURRENT REGENERATION ACTION PLAN, 2016-2024				
<b>Peterhead Cultural Quarter Creative Engagement</b>	February 2024 – February 2025	£49,000	Reach out to communities across Peterhead in the co- curation and co- development for the new library and museum.	<ul style="list-style-type: none"> <li>10 community groups will be supported to work up proposals for NLHF funding which will be taken forward.</li> <li>Visitor Product development through enhancement of the Cultural Quarter offering.</li> </ul>
<b>Pump track Feasibility, Peterhead Area Community Trust (PACT)</b>	November 2022	£5,000	Evaluate the feasibility and develop proposals for a pump track facility at Victoria Park.	<ul style="list-style-type: none"> <li>Feasibility completed and subsequent external funding application submitted and £232,199 of external funding invested.</li> </ul>
<b>Business Network Facilitation</b>	November 2023 – November 2024	£1,500	Facilitate business networks to support the resilience of town centre businesses.	<ul style="list-style-type: none"> <li>Target of 19 businesses supported.</li> </ul>

**Note: this summary includes only those projects that have received direct financial support through the current Regeneration Action Plans. Arranged broadly in chronological order with the most recent projects at the top.**

Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
<b>FROM CURRENT REGENERATION ACTION PLAN, 2016-2024</b>				
<b>Newfield Holistic Energy Ltd</b>	Sep 2021	Total Project Costs £47,500  Regeneration Funds: £10,000	Site development work to unlock inward investment potential	<ul style="list-style-type: none"> <li>• Leverage of £37,500</li> <li>• Early stage site development to interest potential investors.</li> </ul>
<b>Invest in Peterhead Launch</b>	March 2020	Regeneration Funds £25,090  Rediscover Peterhead £21,498	Develop Peterhead marketing collateral and raise the profile of investment opportunities to reposition the commercial marketing of Peterhead.	<ul style="list-style-type: none"> <li>• Creation of stakeholder group</li> <li>• 1 prospectus document created</li> <li>• 7 proactive planning schedules</li> <li>• 16 New Business Start ups</li> <li>• Investment in 4 persistent vacant properties.</li> </ul>
<b>Sanctuary Housing Site Hoarding Art Installation</b>	March 2020	Total Project Costs £1,500	To improve the visual amenity of the hoarding	<ul style="list-style-type: none"> <li>• Artwork completed with kindness messaging.</li> </ul>
<b>Development of Peterhead Town Trail (phase 2)</b>	March 2020	Total Project Cost £20,000  Regeneration Funds £10,000	Develop linkages to the town centre from the prison museum	<ul style="list-style-type: none"> <li>• Town trail website delivered</li> <li>• Five additional panels</li> <li>• Town trail leaflets developed and distributed.</li> </ul>



Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
<b>Peterhead Town centre map panels</b>	January 2020	Regeneration Reserve £2,450	<ul style="list-style-type: none"> <li>Design of new town centre visitor orientation maps for Thistle Street, Maiden Street and Threadneedle Street Car parks</li> </ul>	<ul style="list-style-type: none"> <li>Improved welcome to the town centre for residents and visitors</li> <li>Enhanced townscape of Peterhead</li> <li>Raised awareness of what the town centre has to offer leading to increased dwell time and town centre business income</li> <li>Modern, user friendly and consistent welcome to the town centre</li> </ul>
<b>Footfall counters</b>	2018 through to 2019	Regeneration Reserve 2018 £3,528, 2019: £1,600.	<ul style="list-style-type: none"> <li>Improved intelligence of town centre footfall and measurement of hot spot areas and lesser/ cooler footfall areas.</li> </ul>	<ul style="list-style-type: none"> <li>Data shared with businesses and measured success of events.</li> </ul>
<b>PACT Victoria Park &amp; Barclay Pavillion:</b>  <b>Barclay Park Development Fees</b>  <b>Victoria Park Concept Development</b>  <b>Barclay Park Pavillions Capital Works</b>	November 2018  December 2018  December 2018	Regeneration Reserve £9,497  Regeneration Reserve £9,250  Regeneration Reserve £55,000  External: £199,250	This staged project aims to bring vacant land on edge of town centre back into community use as a multi sports and leisure venue.	<ul style="list-style-type: none"> <li>Refurbishment of decaying pavilion to provide 43sq metres of modern accessible facilities for general community use</li> <li>Restored public access space with health and wellbeing outcomes expected on an ongoing basis.</li> <li>£232,199 of Place Based Investment Programme funding secured</li> </ul>
<b>Conservation Area Renewal Scheme / National Lottery Heritage Fund Development</b>	May – December 2019	Regeneration Reserve £75,000	Develop fundable proposals to create renewal in the physical realm through a heritage based approach. Develop technical appraisals of key sites and buildings e.g. Town House, Muckle Kirk, 34 Broad Street, Broad Street and Maiden Street car parks.	<ul style="list-style-type: none"> <li>Option appraisal reports for the Town House and Muckle Kirk.</li> <li>Technical study for the reconstruction of 34 Broad Street</li> <li>Professional Designs for enhancements of two car parks</li> <li>Specialist consultant business case for external funding applications</li> <li>Ultimate investment of £15M from Levelling Up for Arbuthnott House</li> </ul>

Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
<b>Christmas Illumination, Rediscover Peterhead</b>	September – December 2018	Regeneration Reserve: £6,500 Rediscover Peterhead £6,500	<ul style="list-style-type: none"> <li>Increase footfall and develop exciting Christmas event</li> </ul>	<ul style="list-style-type: none"> <li>Footfall of 1,572</li> <li>500 visitors</li> <li>Local collaboration with Light Up group to expand Christmas events and celebrations over December.</li> </ul>
<b>Town Centre Gull Control</b>	2017 2018 2019	Regeneration Reserve: £6,491 Regeneration Reserve: £6,400 Regeneration Resreve:£6,400 Rediscover Peterhead £6,400	<ul style="list-style-type: none"> <li>Reduce seagull nuisance in the town centre through time making the properties an unattractive site for roosting. Multi pronged strategy employed including education. New licensing laws have made this activity unviable going forward.</li> </ul>	<ul style="list-style-type: none"> <li>2017: 156 nests removed, 307 eggs removed</li> <li>2018: 541 Nests Removed, 1168 eggs removed</li> <li>2019:342 Nests removed, 774 eggs removed</li> </ul>
<b>Drummers Corner</b>	2017 to 2023	Regeneration Reserve: £319,267 External Town Centre Fund: £145,000 Developer Obligations: £11,948	Redevelop an underperforming area of town centre to bring vibrancy and sense of purpose. Remove old Drum and replace with modern, fit for purpose performance area, lighting to improve anti social behaviour and modern electrical connections.	<ul style="list-style-type: none"> <li>1 new performance area, 5 new seats, 5 new tree guards, 3 new standard lamps, 8 items of artwork, 1 CCTV pole.</li> <li>200 Sq metres of improved public space</li> <li>Leverage of £145,000</li> <li>Public charette involving over 700 people.</li> <li>Improved perception of safety</li> </ul>
<b>Arcade Light Up Grant to Morgan Enterprises</b>	June 2018	Regeneration Reserve: £3,479	Improve safety of shop owners and town centre visitors through improved canopy illumination.	<ul style="list-style-type: none"> <li>Improved illumination at Drummers Corner Canopy.</li> <li>Energy Savings were reported 1 year after completion (target of 4.4t of Co2)</li> <li>9 neighbouring businesses unanimously positive benefits</li> <li>Lighting extended until midnight to improve community safety</li> </ul>

Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
<b>Your Voice Your Choice Participatory Budgeting</b>	March 2017 – March 2018.	Regeneration Reserve: £49,000  External Funding £71,000	<ul style="list-style-type: none"> <li>• Enable community empowerment and build social and community capacity.</li> </ul>	<ul style="list-style-type: none"> <li>• Success in recruiting and maintaining volunteers</li> <li>• 12,000 votes cast</li> <li>• 10 community projects supported</li> <li>• Leverage of £71,000 from Health and Social Care Fund and Community Planning budgets</li> </ul>
<b>Rediscover Peterhead Seafood Festival</b>	August 2018	Regeneration Reserve: £3,000  Rediscover Peterhead:£3,000	<ul style="list-style-type: none"> <li>• Provide an event to boost footfall in the town centre and celebrate a key industry asset of Peterhead, raising the profile of the seafood sector to consumers, potential employees and the community</li> </ul>	<ul style="list-style-type: none"> <li>• 1 event delivered.</li> <li>• 3,500 footfall / 595 visitors</li> <li>• Businesses claimed 23-30% uplift with a few cafes claiming 300% uplift in trade</li> <li>• Pilot event led to an even bigger event in 2019 with external funding.</li> </ul>
<b>Keep Scotland Beautiful</b>	September 2017	Regeneration Reserve: £1,550	<ul style="list-style-type: none"> <li>• Identify areas that could be improved in town centre cleanliness and identify actions that are above the council's core service provision.</li> </ul>	<ul style="list-style-type: none"> <li>• Suggestions of projects which were not statutory for Aberdeenshire Council to deliver were incorporated into the Rediscover Peterhead business plan</li> </ul>
<b>ERS Bid Ballot Costs</b>	May 2017	Regeneration Reserve:£1,540	<ul style="list-style-type: none"> <li>• Support the democratic process of the Business Improvement District vote.</li> </ul>	<ul style="list-style-type: none"> <li>• Rediscover Peterhead was created in October 2017 and ceased trading in May 2023</li> </ul>
<b>Aberdeen Science Centre / Hywind STEM project</b>	August 2018 – May 2023	Regeneration Reserve: £41,015  Hywind: £63,584	A four year project which aims to improve educational attainment and encourage students to achieve their full potential through increasing the number of pathway opportunities in Science, Technology, Engineering and Maths (STEM).	<ul style="list-style-type: none"> <li>• 1 classroom refurbishment</li> <li>• Over 4000 individuals reached from young people in primary and secondary through and community outreach days.</li> <li>• Career Long Professional Learning Teaching Staff</li> <li>• 59 training events.</li> </ul>
<b>Lane Improvements</b>	September 2018	Regeneration Reserve: £3,201	<ul style="list-style-type: none"> <li>• Access improvements to Queen Street</li> </ul>	<ul style="list-style-type: none"> <li>• Surface maintained to current road standards; lighting improved;lane made more accessible for all.</li> <li>• 1 town centre initiative supported.</li> </ul>



Project Name	Dates	Budget	Project Aims (summary)	Outcomes and Outputs achieved / targeted (summary)
Cleaning Peterhead	May 2018	Regeneration Reserve:£25,000  Rediscover Peterhead:£15,000	<ul style="list-style-type: none"> <li>Improved cleanliness and develop greater pride in Peterhead town centre.</li> </ul>	<ul style="list-style-type: none"> <li>Cleaning contracts issued to targeted areas to improve public perception and civic pride.</li> </ul>
Artventure Shop decals	May 2018	Regeneration Reserve: £5,000  External funds:£5,000	<ul style="list-style-type: none"> <li>A partnership project with Rediscover Peterhead to improve the appearance of empty shop units</li> </ul>	<ul style="list-style-type: none"> <li>Design for “ Peterhead Past” completed and 3 decals in place.</li> </ul>
Drumming Up Peterhead	March 2017	Regeneartion Reserve: £14,000	<ul style="list-style-type: none"> <li>Grant to Modo Theatre to enable community utilisation and vibrancy in the Drummers Corner public realm.</li> </ul>	<ul style="list-style-type: none"> <li>14 events delivered</li> </ul>
Peterhead Skills Hub	June 2017 – December 2018	Regeneration Reserve: £150,000  External Funding £150,000	Compass Point Partnership agreement with Aberdeenshire Voluntary Action and Aberdeen Foyer to provide one point of access to people with employability and income needs.	<ul style="list-style-type: none"> <li>19,800 referrals</li> <li>262 individuals additionally supported</li> <li>310 Job search supports</li> <li>28 volunteer opportunities</li> <li>14 work placements</li> <li>Match funding from ESF</li> </ul>
Clerkhill	September 2016	Regneration Reserve: £234,000	Improve safety and access to Clerkhill Shops	<ul style="list-style-type: none"> <li>Anticipated improvements to access 8 businesses.</li> <li>Equality outcomes.</li> <li>1100 Sq metres of public realm improvements</li> </ul>
Encounter	August 2016	Regeneration Reserve: £24,000	Encounter Café to test community appetite for cultural activities.	<ul style="list-style-type: none"> <li>710 events, 6000 volunteer hours, 80 young people signposted to services; language café resulting in cultural integration; conversational café focussing on mental health; formation of one new group; a cultural residency with international exposure; 7 people participated in a national arts programme.</li> </ul>