

Peterhead Town Board
6th September 2024 – Buchan House, Peterhead
Note of Meeting

Present: Jim Buchan (Chair), Gary Addison, Dianne Beagrie, Steven Donald, Simone Fitzsimmons (Obs), Linda Hendry, Cllr Leanne McWhinnie (Sub), Brian McCombie, Cl Steven McDonald, Terry Moran, Allan Sneddon, Cllr Stephen Smith, Seamus Logan MP

Eleanor Morris (Programme Management and Administration Team),
 Suzanne Robertson (Programme Management and Administration Team)
 Claire Macintosh (Programme Management and Administration Team)

Apologies: Karen Day, Cllr Matthew James, Scott Will

| Item | Action |
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| <p>Welcome and Introductions</p> <p>The Chair welcomed everyone to the meeting. Apologies received are noted above.</p> | |
| <p>Minute of Last Meeting</p> <p>The minute of the last meeting was agreed as a true record, proposed by L Hendry and seconded by G Addison.</p> <p>Matters Arising</p> <p>Officers advised they had approached Gerry McCluskey and Daniel Sutherland regarding possible representatives for the youth and faith sectors. Unfortunately, Daniel is not in a position to become a member but did identify Malcolm Bell from the Peterhead Baptist Church who would be interested. D Beagrie suggested Stephen Buchan and G Addison suggested Mark Donaldson. The Churches together group was also highlighted. If this group is still operating it could be route to ensuring there is faith group representation on the board.</p> <p>Gerry is also unavailable to become a member but advised he would support any approach we make to attract a youth representative i.e. if we wanted to share it through his channels or through the school. A Sneddon suggested we could engage one of the young people from the Community Council as well. A tailored advert for Young People will be developed.</p> <p>It was agreed for officers to approach the suggested individuals/ group and Gerry to discuss further options.</p> | |
| <p>Community Engagement – Key Messaging</p> <p>Board members discussed the key messages that the board should be putting out alongside the community engagement draft plan that was discussed at the last meeting.</p> <p>It was agreed that it would be good to get a broad message out as soon as possible.</p> <p>This means getting something out before the branding and website tenders are progressed. Having a key message out in the public domain will mean less unnecessary</p> | |

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| <p>enquiries that the Board will have to deal with and also raise awareness of what the Board wants to convey and intends to do in future.</p> | |
| <p>Community Engagement – One Page description Town Board</p> <p>A factual draft description of what the programme was included in the agenda papers. If board members agree with this, this would inform some of what is put out into the public domain. It contains some information on when the programme is likely to start, the different themes and basic essentials around the Long Term Plan for Towns scheme. Any additional factual information that the Board feel is of importance could be added onto the draft.</p> <p>The revised community engagement plan also takes in more detail about what the Board envisages being involved in the programme. This includes the outcomes which the Board will be looking from the engagement exercises which are:</p> <ul style="list-style-type: none"> • The community’s views on the prioritisation of interventions being collected • The community being aware of the Town Board and the decisions it will make • The community being aware of the programme themes and timescales • The Board being aware of various ongoing projects and organisations | |
| <p>Community Engagement – Events</p> <p>It was agreed to have multiple “Meet the Board” type events which would allow local residents and members of the community to meet and engage with the Board.</p> <p>The proposal for the first meeting would be for it to be split into two sections. The first section would be to focus on the programme and the Board, using the factual information and the key messages we want to convey. It would include information about the Board members while having members be present to talk to the public about the programme and get their opinions. The second section would be a facilitated task which will focus on letting the community prioritise the themes and interventions from the programme which could include a number of options (pen and paper, online, etc.) One option for this task would be to ask attendees their top 2 priorities from each theme. The other would be to rank them i.e. with important/neutral/not important/etc options. It was agreed that the first option would be preferable to go with.</p> <p>The proposal for the second Meet the Board event would be to schedule it after the October holidays. It would be an opportunity for groups or organisations in the community to meet with board members (possibly split by the themes). This would not be to pitch projects or ideas for funding but to raise awareness of what is happening and who is currently working in the town and how this would fit into the Long-Term Plan.</p> <p>It was noted that there may be some use for the capacity funding, when it become available, to support groups to develop their ideas rather than using funding from the main programme funding.</p> <p>It was also suggested to invite representatives from the energy sector and other big sectors that we know will be working or investing in Peterhead to the Meet the Board events.</p> | |
| <p>Community Engagement – Pop Up</p> | |

It was highlighted that the proposed timeline for engagement activities is spread out from now until November. If members are happy to support the Board's engagement activities at events or groups they are involved in this would be very helpful. L Hendry noted she could help when attending the Breakfast Club that Police Scotland/Scottish and Fire Rescue will host at the Peterhead Fire Station during the October holidays. D Beagrie highlighted that PACT will have an opening for their pump track, and the Producer's Market on the 4th October would be a good chance as well. It was also suggested that members may want to attend the Aberdeenshire Over 2 Youth event happening in Inverurie Community Campus on 28th September.

Officers will send emails asking members for their availability for the weeks commencing 30th September, 7th October, 14th October, 21st October and 28th October. It was noted that there wouldn't be a barrier for observer or substitute members to be involved in engagement events or raising awareness of the Town Board. It was also agreed that any sort of pop-up activity should be led by board members and supported by officers rather than being led by officers.

Community Engagement – Programme Timeline

Regarding timescales, there were concerns around residents and members being busier going into December as well as weather impacting availability to attend events however it was also noted that we are not limited to only using one event to engage in future. Concerns were also raised around promoting these engagements and it was agreed that the best resource for this would be the Board's individual connections and networking as well as broader messages on things like popular social media pages, radio and newspapers.

Community Engagement – Specialist Engagement

At the last meeting, David McCulloch from Aberdeenshire Council attended to facilitate a workshop session regarding a draft vision. David has advised he would be happy to attend a follow-up meeting with the board or to do further workshops in future specifically around developing a model for decision making that we can refer to when making critical decisions about what the Board is funding and how we will ultimately use the money in future. It was agreed to invite David for a follow-up workshop. Officers will get in touch with David with a suggestion of a date after the October holidays.

Town Board Vision Feedback

The draft Vision was collated by David using the information from board members after the workshop session. The draft is as below.

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.

Members highlighted that simplifying some of the points made would help better communicate the Board's vision to the community. There were some suggestions made and it was agreed that officers would email members to provide their feedback by September 17th.

Subgroups

It was agreed that subgroups would be essential in developing and progressing the Board's work in future especially when it comes to analysing results and making recommendations on funding and other decisions.

There was a suggestion for 5 subgroups to be created based on the 3 main themes of the programme, with the High Streets theme being split into 3 due to the number of interventions included under it. The 5 suggestions are:

- Safety and Security
- Transport and Connectivity
- Place and Business Promotion and Development
- Green Spaces and Blue/Green Natural Capital
- Built Fabric and Heritage and Culture

Members discussed and agreed to keep the subgroups based on the 3 themes and that a subgroup could then further split up if needed. The subgroups will be:

- Safety and Security
- Transport and Connectivity
- High Streets, Heritage and Regeneration

As part of the community engagement process, the public will be asked to prioritise the interventions most important to them. It will thereafter be the role of the appropriate subgroup to analyse the results of this, hear from subject experts, consider relevant data, and make recommendations to the Town Board as to whether these interventions should be included in the long-term plan.

It would be most appropriate if each Town Board member sat on one subgroup, however if a member felt that they had the appropriate skills and capacity to sit on more than one, this would also be acceptable. If a board member has a substitute or an observer, they may also sit on a second subgroup.

On the basis that the High Streets, Heritage and Regeneration theme has twice as many interventions as the others, the prioritisation task will be adapted to allow people to pick four priorities within this theme rather than two.

AOCB

There was no other business raised.

Next Meeting

The next meeting will be scheduled for Friday 15th November with a venue TBC.