



Peterhead

Town Centre
Regeneration Report
2015/16



Introduction

Aberdeenshire Council appointed consultants HRI to investigate the challenges facing Peterhead, identify possible solutions and explore key themes which could regenerate and revitalise the town centre. Their report was delivered in spring 2014 and opened to public consultation, before forming the basis of an ambitious action plan. The plan forms a framework of projects which Aberdeenshire Council can deliver, either internally or in partnership with other agencies. More crucially, it highlights the role which the community can play in determining the future of their own town. A number of projects have already been successfully delivered, while others are at an advanced stage of development. There is still much to be done, and building the capacity among community groups to enable them to participate confidently in the process remains a key challenge.

There have been initiatives to improve the strength and competitiveness of local businesses, interventions on seagulls and the development of the town trail. 2015 also saw the early stage development of a Business Improvement District in Peterhead, an initiative we hope can be progressed to a successful outcome in 2016.

This report takes stock of what has been achieved so far, and looks forward to some of the exciting projects for 2016. These are exciting times for Peterhead. Undoubtedly, there will be significant challenges to overcome. However, community groups and local government can work together to ensure a brighter future for the town.

Cllr Martin Kitts-Hayes,
Chair of the Regeneration
Member Officer Working Group



Cllr Martin Kitts-Hayes,
Co Leader Aberdeenshire Council



Cllr Richard Thomson,
Co Leader Aberdeenshire Council

“There is already optimism for change and growing empowerment to enable both the community and Aberdeenshire Council to build on old strengths and new ideas.”

PETERHEAD OBJECTIVES

Objective 1 Business Growth and Enterprise	Test office space and commercial demand
	Encourage enterprise growth
	Review council wide BID policy
	Community capacity building
Objective 2 Better Balanced Retail Offer	Professionalise the profile of retail and food service sector
	Develop and promote a career path at schools.
	Encourage new independent businesses
	Offer one to one mentoring for existing businesses
	Investigate food service gaps and promote as opportunities
Objective 3 Secure the Regeneration or Reuse of High Profile Sites and Buildings	Review council Properties Disposal Strategy
	Stimulate business and community innovation
	Create a Town Centre First Principle
	Explore utilisation and vibrancy for Broad Street.
	Initiate a Local Innovation Fund
	Address seagull nuisance
	Investigate artistic interventions
Objective 4 Access & Visibility	Improve image and promotion for the Town Centre
	Car park, access and pends
	Design and implement Town Trail
	Improve tone of gateways to the Town Centre
Objective 5 Town Centre Living	Encourage more people to live in the Town Centre by improving housing quality and choice Encourage development of retail and food outlets to support a good Town Centre lifestyle

PETERHEAD TOWN TRAIL

“What kind of place includes smuggling, witchcraft and piracy in the regeneration action plan”

Smugglers, secret passages, war, witchcraft, murder, rebellion and piracy – what on earth is happening in Peterhead? What kind of place includes smuggling, witchcraft and piracy in their regeneration action plan?

Fortunately for the Blootoun, nobody is suggesting turning to crime to reinvigorate the town centre. But how to increase footfall and encourage more people to visit and explore? Peterhead is seething with history – time to harness the past and allow 500 years of events, stories and gossip to lead the town forward.

Tourists visit Peterhead for many reasons. Often, it is an interest in family history that draws them in. There are also local people who seldom come into the town centre. Given a reason to walk around Peterhead, they might discover Peterhead’s excellent range of independent shops and cafes.

In summer 2014, a group of local historians came together to plan a new town trail, following a roughly circular route that would take in as many sites and stories as possible, ending at the Arbutnot Museum.

Storytelling lies at the heart of the project, built around a core of 21 panels and an accompanying map. Half of the cost of the trail was met from the Aberdeenshire and European Fisheries Fund, with the balance found through the town centre regeneration budget.

In mid-February 2015, the first panels were in place, and local interest began to grow. Formally launched on 30 June by Provost Hamish Vernal and pupils from Peterhead Academy’s History Club, the trail also sparked interest nationally and internationally. Radio Scotland featured the launch on “Good Morning Scotland” and recorded a longer piece for “Out of Doors”. Almost 1,000 leaflets were distributed in the first month, and tourists have become more visible in the town.

There is also a website, home to many more juicy tales, and with information on places to eat, shop or visit. Around 70 people have taken part in three guided walks, during which James VIII was proclaimed King and nobody was arrested for treason or harbouring Jacobites. More walks are planned, with local volunteers gradually taking over responsibility for events.

Phase two of the project is underway, with plans for a better website and a series of augmented visual apps to make the experience more interactive.

To find out more about the trail, visit www.peterheadtowntrail.co.uk Or just get your boots on and explore it for yourself.



Community Councillor Stephen Calder in Jacobite costume as Baron Ballie Thomas Arbuthnot for the December guided walk.



Launch of the Peterhead Town Trail with Provost Hamish Vernal and Peterhead Academy pupils.

The First Panel on the Town Trail



Kirkburn Mill Fence

The site of the former Kirkburn Mill on West Road is awaiting development, and for security has had to be surrounded by a high fence of plywood boards. Situated on a key gateway route into town and exposed to the worst of the winter winds, the original fence had become weather-worn and dilapidated.

With plans progressing towards the development of a retail store, site owners Aldi agreed to repair the fence. New boards were erected, and the fence was painted.

On Sunday 29 June 2014, the Commonwealth Games Queen's Baton Relay was scheduled to pass along West Road on route to Balmoor Stadium, for a big public celebration of the games. The new fence was a huge improvement, but could it be made even better? The 130 metre long expanse offered an excellent

opportunity to show off the talent of some of Peterhead's young artists. With permission from Aldi and funding agreed, a group of fourth year pupils from the Art Department at Peterhead Academy began to create a series of designs on a sporting theme.

Ten of their designs were chosen, with an eleventh picture contributed by a young member of Jog Scotland. An additional "Welcome to Peterhead" panel was also included. Two days before the relay, all of the artists came along to watch their creations go up on the fence.

The boards drew very positive comments from local residents, and have weathered very well. They still look as fresh and bright as the day they were put up, and will continue to enhance the area until construction work begins on site.



Artists of the Kirkburn Mill Fence boards



Upgrade to Street Lighting

The latest IBP survey and feedback from the HRI public consultations showed that many people were afraid to visit Peterhead Town Centre after dark. This was mainly due to dim lighting within the Drummers Corner area, Marischal Street, Chapel Street and through the pends linking Marischal Street to Tolbooth Wynd.

Following a walk round with staff from the roads department and a lighting technician, a few areas of concern were highlighted and action taken to resolve most of the issues. Temporary repairs were carried out to the lights in Chapel Street, and a planning application is in progress to upgrade the wall lights on Chapel Street, Thistle Street and

Marischal Street. The cost for this will be met through the maintenance budget. Lights under the canopy of the shops at Drummers Corner have been repaired by the landlord, which has improved security.

The issue of poor lighting in the private pends linking Marischal Street to Tollbooth Wynd will be addressed through Choose Peterhead.

To report concerns with street lighting, please call Aberdeenshire Council on 03456 081205 or visit www.aberdeenshire.gov.uk/roads-and-travel/roads/maintenance/lighting/

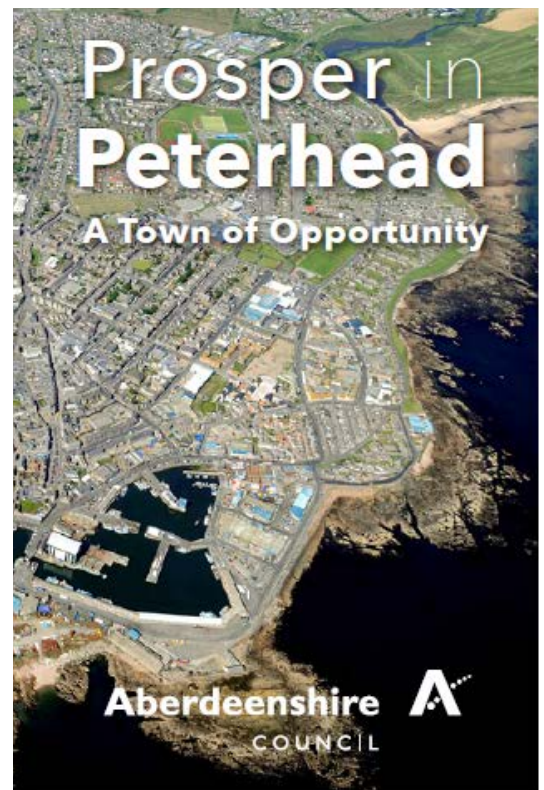
Peterhead - A Prospectus for Prosperity

“Given its modest size, Peterhead is an exceptional place with nationally significant economic assets based on fishing and fish processing, energy, offshore operations and engineering. It is hard to think of another small town in Scotland or the UK with such a powerful local economy.” So said the H.R.I 4 Towns Study in 2014, and the facts support their opinion.

Peterhead is looking forward to an exciting future. The town benefits from a harbour with state of the art facilities and a harbour authority which is continually investing to improve facilities. With a skilled local workforce and close to Aberdeen Airport, Peterhead can capitalise on opportunities to support the growing energy and renewables sector.

The local property market offers an attractive investment alternative to the buoyant market in Aberdeen, offering excellent value for money. Resources are being injected into enhancing the town centre.

In partnership with the property team, and the agents marketing Arbuthnot House, the Town team put together a prospectus, “Prosper in Peterhead”, outlining the town’s key strengths and highlighting some of the opportunities on offer. This was widely distributed both locally and nationally.



Town Centre Developments and Opportunities



Peterhead's town centre has a great retail mix of independent boutique style shops alongside some national multiples. Enhancing the town centre is a priority for Aberdeenshire Council, with a plan being implemented to inject additional resources and support into key areas. A dedicated Business

Development Executive is in place to support the development of Peterhead as an international service hub.

The Town Centre Plan aims to promote the creation of diverse uses for Peterhead town centre, to complement the retail offering. A recent study outlined a number of exciting opportunities to build on existing strengths.

Copies of the prospectus can be obtained either by calling Suzanne Robertson, (Business Development Executive) on 01779 483290 or by e-mail from the peterheadtownteam@aberdeenshire.gov.uk

Business Improvement District (BIDs)

BIDs: A Business Improvement District is an initiative led by local businesses working in partnership with the local authority to invest collectively in local improvements, funded through a levy collected from each business within the defined BID area. The local authority remains responsible for statutory services, while the BID can deliver additional services which will not only benefit the businesses, but will also contribute to the wider aspirations of the local residential community and help to grow the local economy. Following the Aberdeenshire Towns Conference in Peterhead last year a number of businesses have decided to look at the initial process of developing a BID for Peterhead.

This is at an early stage. If you would like more information, please contact audrey.michie@aberdeenshire.gov.uk

Muckle Market

In the 1800's Broad Street was the home of a bustling weekly market, with gala "Muckle Markets" held twice a year. These were hugely popular, but died out by 1890. However, a pilot project in 2013 saw two successful street markets run in Broad Street, and it was decided to make this a regular event.

The Muckle Market was hosted by Peterhead Projects with support from Aberdeenshire Council as part of Peterhead's Town Centre Action Plan. The first market was hailed as a great success. There were 28 stalls, selling everything from art materials, handcrafts, jewellery, ice cream, and confectionary, to garden furniture, and fresh fish. Market goers also enjoyed live music, with face painting and a free bouncy castle for children. Many town centre shops ran special offers or promotions for market day, and local charities were involved too, including Glendaveny Bears and the Fishermens' Mission.

Publicity was co-ordinated through a dedicated Facebook page, and the local newspapers and radio stations gave good coverage. Local crafters were well represented.

Unfortunately, the July market had to be cancelled as forecasts of torrential rain



and thunder storms made it unsafe to go ahead. This had a knock-on effect on the September market, which was well attended, but had fewer stalls and was less successful than the May event. November suffered the same fate as the July event.

The markets resumed in 2015. The first two events were blessed with perfect weather and a good range of stalls. Entertainment was provided by three dance groups, while stilt walkers from MODO handed out fliers to promote local shops. However, by the end of August there were not enough stall bookings to make the September market viable and it was cancelled. Initial bookings for the Christmas market were promising, but as the date drew near a significant number of stall holders pulled out, in favour of other competing events.

Not everything works out in the way that is originally intended and there has to be flexibility over the way projects develop over time. The market in its current format has ended and options for town centre events are being reviewed.

Artventure

In early 2015, a new group came together to explore the opportunities to build on arts and culture in Peterhead. The first few months proved very busy - setting aims and objectives before developing and adopting a constitution, and starting the process of becoming a Scottish Charitable Incorporated Organisation (SCIO), while also developing and sourcing funding for two exciting projects which will be taken forward in 2016.

Artventure's mission statement is "Bringing the Culture of Peterhead to life", and it has three key aims - working with the communities of Peterhead to:-

- Stimulate and Enable the Development of Cultural Activities
- Promote, Support and Sustain our Cultural Identity
- Celebrate our Cultural Heritage

While it is still very early days, work is already underway on drawing up artists' briefs for a piece of photo-realistic graffiti art for the town centre, and the commissioning of live street theatre performances, which are both funded through the "Community Percent for Art Fund" for public art projects. The group is planning its launch into the public sphere later this year.

As soon as the SCIO application is accepted, Artventure will invite anyone with an interest in arts or culture in Peterhead to join. To ensure membership is open to everyone, there will be no fees, and junior membership will be available to anyone under 16.

For more information on Artventure, visit www.artventure.org.uk or search Artventure Peterhead on Facebook.com



Rose Garden poster on Broad Street

CHOOSE PETERHEAD

The 2014 HRI study identified the corridor from Arbutnot House at the end of Broad Street, through Marischal Street and Drummers Corner and on to the end of Erroll Street as a key area for concern in terms of regeneration. Broad Street was seen as at risk of loss of purpose, with the movement of key Council offices from there to Buchan House, public consultations revealed there was a need for Drummers Corner to be changed into a more welcoming and useful public space.

In autumn 2015, Modo were granted funding from the Scottish Government's Charrette Mainstreaming Programme to allow them to co-ordinate a Charrette for Peterhead Town Centre. The project will be delivered in partnership with Aberdeenshire Council and the Buchan Area Community Planning Partnership, under the title "Choose Peterhead".

Choose Peterhead will be a fun process that will help to create and deliver a community vision and action plan for Peterhead Town Centre. There will be four days of events around Peterhead where everyone can come along and share ideas, then decide how to put the best ones into action. Landscape Architects and Planners will be on hand to listen and help participants draw up plans and sketch out ideas. The outcome will result in an action plan, created and

lead by the community, to make positive changes within the town centre, making public spaces more appealing and user friendly, and creating a vibrant, social and economically thriving environment which people enjoy using.

Through Modo's existing contacts the project will reach out to partners of all kinds – established groups, clubs or organisations, and anyone who lives, works or visits Peterhead and is interested in shaping the town's future. Choose Peterhead aims to enhance "pride of place" and confidence within the town, and to strengthen and develop the network of community groups who have the confidence to deliver projects that put their own ideas into practice.

Modo will also continue working with young people to encourage them to say what their hopes and ideas are for the future of our town. Choose Peterhead will also build capacity within Peterhead's communities so that all groups and individuals taking part in the process are confident and have support to develop their own ideas. This is a really exciting opportunity for everyone to get involved and shape the town's future.

For more information, visit www.choosepeterhead.com or find us on Facebook at www.facebook.com/choosepeterhead email: info@choosepeterhead.com

FEBRUARY	MARCH	APRIL
Establish key working groups and make initial contacts.	Begin working with the community	Prepare and promote design studio
Media campaign	Collect information on issues, aspirations, opportunities, constraints	
Workshops with schools and young people	Agree key themes for design studio	

CHOOSE PETERHEAD

Join us for

our chance

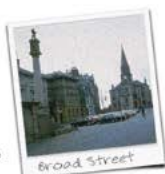
to design



- * events
- * markets
- * cafes
- * flowers



- * parking
- * lighting
- * safety
- * benches



- * music
- * CCTV
- * festivals
- * food

and it really is

our choice



our town

a BETTER place

{ to work
to stay
to play }

to decide & to deliver 

Get involved. Make a difference.

www.choosepeterhead.com

Choose Peterhead poster

MAY

Design Studio (intensive 4 day design studio – provisionally 12-15th May)

JUNE

Transition from design to delivery

Prepare reports and action plan

Public event for feedback from Choose Peterhead.

Retail Plus –

Retail Plus was piloted in Fraserburgh, then run in Banff and Macduff, before coming to Peterhead in Spring 2015. Delivered by “The Retailer Ltd”, it is proving very useful to the local businesses taking part. The scheme has two elements – access to confidential one-to-one advice tailored to the needs of each shop, followed by a grant scheme which allows business owners to claim back up to 50% of the cost of any improvements to the shop, subject to a maximum of £2,000. Although still some way from its conclusion, it is already clear that this will be a fulcrum for positive change in the town, and a very welcome support to the hard-pressed independent retail sector.



Murdoch Allan Bakers, Thistle Street. Christmas Display

Katrina Allan of local bakers “Murdoch Allan” commented “The regeneration program has been fantastic for our business. It has allowed us to make the changes we needed quickly to grow our shop.

The advice and help from The Retailer has been fantastic. Always available and genuine passion for your business to succeed.

Gordon Bell and the Visual Team were a real support , Lynda and Phil were a great inspiration. Would love to work with them again”.

Ken Duncan, of Peterhead Projects Ltd said “From the very first meetings we attended with the Retailer Group through the various one-to-one discussion within the Trading Post with Gordon Bell, Lynda Murray and John Cowan, we have been impressed with this very professional programme.

The advice, comments and general overview of the retail marketplace in Peterhead and beyond was hugely beneficial to us and will stand us in good stead in the future.

As a social enterprise striving to increase people’s awareness of recycling and supporting Aberdeenshire Council’s drive to reduce items going to landfill, we are delighted to have been included in the Retail Plus experience and I know volunteers, staff, management and board members were very appreciative of all the support we have been given”.

Peterhead Projects Ltd internal - before



Peterhead Projects internal - after



Current exterior



Graphic of proposed finished exterior



Lorraine Duthie of “Lettuce Eat Healthy” on Queen Street said “Retail Plus has been very helpful in all areas. I would definitely use or consult with John, Lynda and Gordon on any new business ideas. As a first time business owner it can be very daunting so I have found and used the advice given to me to be helpful beyond measure”.



Lettuce Eat Healthy

Jan Roach of Jazmayne Embroidery and Print Ltd said the Retail Plus scheme was “Very good and very helpful. Appreciate the support”



The Old Smokehouse “We were delighted with the help and consultants input. The Scheme enabled us to modernise the signage.”



New door sign



Counter area



Machine purchased - for printing onto mugs for example.

Amenity Notices

An audit of empty properties was conducted in the Town Centre and three amenity notices were served as buildings whose appearance was a specific problem. This resulted in all three building owners responding positively, and made great improvements to the appearance of the street.

In tandem with the audit, a Property Investment Fund is being developed to facilitate the reuse of vacant and derelict properties through gap funding.



Exterior - before



Exterior - after

Drumming Up Peterhead

Drummers Corner



Drummer's Corner was designed as a public space, but is not seen as a vibrant and interesting place to be. Drumming Up Peterhead was developed to bring life, people and business to the town centre and to encourage weekend shoppers to visit more often and stay longer.

A partnership between MODO and Aberdeenshire Council, and with 15 performances from late May until the end of December 2015, Drumming Up was a programme of community led events in Drummer's Corner. MODO provided their expertise in event planning and organisation to help community groups to put on their own performances and reclaim Drummer's Corner as a public space.

MODO invited 80 community groups, schools and organisations to take part. Contact with local businesses was coordinated by the Town Centre Project Officer, who also produced fliers to promote special offers. These were distributed during events by MODO's team of stilt walkers. In time, this activity was supplemented by a number of shops who had their own fliers printed and worked directly with MODO.

As this was a new scheme, it took time to encourage groups to join in. To fill gaps in the schedule, MODO developed its Gala day drop-in circus workshop, offering a range of circus activities. There was free face painting, and stilt walkers were on walkabout around the town centre. Over time, word of mouth spread it became increasingly popular. More groups became keen to take part. Participants were a mix of schools, local community groups, Third Sector organisations, professional performers and the churches.



Broken Walls



Town Trail Event - MODO took part in the Revolting Peterhead guided walk to commemorate the 1715 Jacobite Rebellion.

24 groups participated, and events took place to link with Scottish Week and the Muckle Market. There were two professional performances – the band Broken Walls, and Mischief La Bas’ Magnificent Organ. Both drew large audiences, which suggest an additional unmet need and market that can be tapped into.

Based on hourly counts during each event, it is estimated that Drumming Up Peterhead reached a total audience of 8,000 people. A Survey Monkey questionnaire and feedback gathered by volunteers at live events suggested that Drumming Up generated 6,400 additional visits to town centre shops, and 5,000 extra hours were spent in town. This supported anecdotal evidence, with many people stating they had stayed longer than planned.

Drumming Up Peterhead proved that programmed events in the Town Centre can act as a draw to the public, and improve positive perceptions of the town.

Initial barriers to participation (perceived and real) have been overcome and there is increasing enthusiasm for taking part. However it is also clear that Modo’s involvement as event organiser and in providing infrastructure remains fundamental to the programme.

In addition to local participation, there was an appreciative audience for professional shows. With Creative Scotland’s emphasis on developing new audiences, and Modo’s connections, this could be developed to make Peterhead a ‘venue’ for outdoor performance.



Mischief La Bas performing “The Magnificent Organ”

Perhaps the best proof of the positive impact of the project comes from comments from some of the audience.

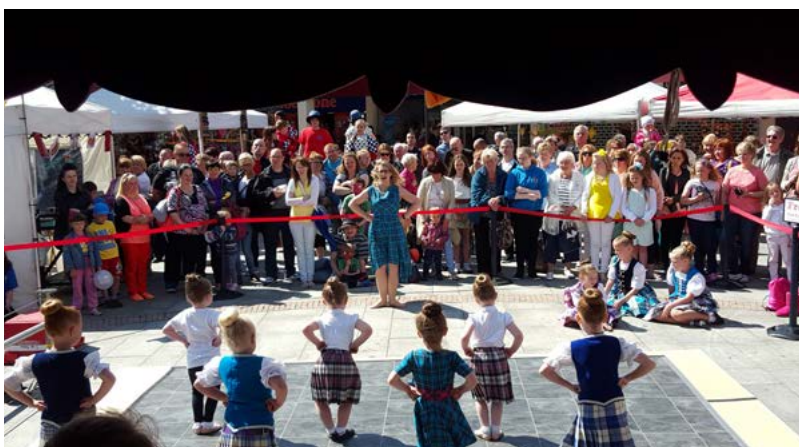
“I brought my kids through to see Modo... There were dancers on as well so it was terrific. I wish Inverurie would do the same on a Saturday”.

“Well done... It definitely generates a feel good factor to the town and something for visitors to talk about instead of what a dreary place the town centre usually is”.

“... Drumming Up Peterhead should be carried out on a regular basis. My little girl stayed for ages. She loved having a shot on everything and getting her face painted”.

“We were only nipping in to get a few things. Ended up going and getting lunch from Murdoch Allan and sitting watching performances”.

“Only nipped in for a card. But stayed for ages”.



Serena Wilson School of Dance



Olivia with Mutiny Tribal Belly Dancers

Gulls

As a coastal town, Peterhead has seen a huge growth in its population of Herring and Lesser Blackback gulls, and a consequent increase in complaints over nuisance birds. There is a small resident population who stay all year round, with few problems. However, in early spring numbers swell as more birds arrive to breed.

For Peterhead residents, this poses problems which cannot be understated. Competition for food increases and attacks on humans and pets become a serious problem. Swooping gulls have caused injuries, with some people requiring stitches. Fear of gull attacks has been cited as a reason not to visit the town centre, and this impacts on all town centre businesses.

There is no easy solution to the gull problem. It needs a consistent approach from the whole community and is not something which Aberdeenshire Council can tackle alone. In July 2014, a falconer and Harris Hawks were deployed in the town centre. The presence of the hawks disturbed the gulls and distracted them from attacking passers-by for their food. This was effective and popular – people were reassured that their fears were being treated seriously and complaints about attacks stopped. It also encouraged the gulls to disperse out to sea earlier than expected.

As a result of work in Peterhead, an Aberdeenshire-wide strategy was developed to begin to tackle the problem. This will be a long-term project, which will require a commitment over at least 5 years before any significant improvement can be expected. A leaflet was produced to help residents understand the options open to them, titled “A Survivor’s Guide to Living With Urban Gulls”. Other measures include education, to encourage responsible disposal of food waste and to discourage feeding. A poster which outlined the dangers of feeding gulls was produced and distributed to food outlets.

Harris Hawk ‘Henna’



In 2015, falconers were back in Peterhead, visiting twice a week from March until mid-August. However, this approach had limited success. It did reduce problems at the start and end of the season. However, while adult birds were sitting on eggs, the hawk had limited impact. This information has proved invaluable to developing the strategy for future years as it allows resources to be targeted effectively.

Nest and egg removal took place on Aberdeenshire Council buildings. However, there is a lot of roof space in Peterhead where gulls can nest, and individual building owners and managers must play their part. A pilot scheme is being examined which will provide cost-effective access to nest and egg clearance for all property owners in the town centre.

Work to reduce the gull nuisance is still at an early stage. It is not a battle which will be won overnight. However, work in Peterhead not only benefits the town. It also has an impact on other coastal settlements in Aberdeenshire and with a concerted effort, the scale of the gull problem can be reduced.

Aberdeenshire COUNCIL

Please Don't Feed Us!

Human food is bad for our health and your welfare.

- Your food makes us fat, lazy and aggressive.
- It can shorten our lives.
- It encourages us to attack and steal from people.
- We mug soft targets, like children and the elderly. They are easier to scare.
- We can hurt people and pets.
- When it comes to food we have NO conscience.

So do everyone a favour; don't share your food with a gull. Put your leftovers safely in a gull proof bin.

www.aberdeenshire.gov.uk

For more information on nuisance gulls, visit www.aberdeenshire.gov.uk/environment/environmental-protection/seagulls

LOOKING FORWARD/FUTURE DEVELOPMENTS

To date this work has focussed on Town Centres but we are moving to consider the wider town of Peterhead and would welcome feedback and input to this process. We will continue to work with our partners in facilitating any activity that contributes to the economic and social development of towns.

Projects Funded in 2015/16

PROJECT TITLE/PURCHASE	Monies Committed
Town Trail (£15,000 from AEFF)	£15,000
Gull Nuisance Prevention	£8,444
Peterhead Prospectus – Print & Marketing	£1,222
Retail Plus Project	£113,200
Drumming Up Peterhead	£20,000
Images around the Hoarding Boards at Kirkburn Mill	£3,300
Choose Peterhead (£20,000 from Scottish Government)	£15,000
Peterhead Events	£4,357
Mi Peterhead Digital Assistant	£6,400
NBC Bird Scaring	£2,220
	£189,143

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