

REPORT TO BUCHAN AREA COMMITTEE – 22 February 2022

BUSINESS IMPROVEMENT DISTRICTS – REDISCOVER PETERHEAD

1 Executive Summary/Recommendations

1.1 Following the decision by the 'Rediscover Peterhead' Business Improvement District (BID) Board to progress to re-election at the end of their inaugural five-year term, the purpose of this report is to consult the Buchan Area Committee on the continuation of the support for a BID within Peterhead prior to consideration by the Infrastructure Services Committee on 10 March 2022.

1.2 The Committee is recommended to

Consider, comment on, and make representations to the Infrastructure Services Committee in respect of:

- (a) supporting the principle of the continuation of the 'Rediscover Peterhead' BID for a second five-year term; and***
- (b) approving the implementation thereof following a positive Ballot outcome on the BID proposal.***

2 Decision Making Route

2.1 A policy was approved at the Infrastructure Services committee on the 15 May 2014 ([Item 13](#)) to support Business Improvement Districts (BIDs). The Council's Policy Development and Review Framework under Part 4 of the Scheme of Governance provides that Council policies shall be reviewed after five years. Accordingly, this was reviewed on 12 March 2020 at the Infrastructure Services Committee ([Item 12](#)) where it was agreed to maintain the policy in its current form for an additional five-year period.

2.2 At their meeting on 14 March 2017 ([Item 8](#)) the Buchan Area Committee discussed and provided recommendations in relation to the establishment of a BID in Peterhead as a part of the consultation process prior to a final decision by the Infrastructure Services Committee on 16 March 2017 ([Item 21](#)), where this was agreed.

2.3 A paper taking into account the view of this committee will be presented to the Infrastructure Services Committee on 10 March 2022 for agreement on support for the continuation of the 'Rediscover Peterhead' BID.

3 Discussion

3.1 Since the BID policy was introduced in 2014, 'Rediscover Peterhead' were successful at ballot on the 28 September 2017 and started operations as a Limited Company on the 29 November 2017. 'Rediscover Peterhead have been working to an agreed Business Plan and their achievements to date can be seen in **Appendix 1**. The BID must now undertake a renewal ballot if they wish to continue beyond the end of their five-year term for a further five-year period. At their meeting on 13 January 2022 the BID Board agreed to progress the re-election process.

- 3.2 A BID is business-led for the businesses where levy will be charged to all commercial buildings that fall within the defined area of the BID if a Yes ballot is successful. This levy will allow projects and services above those that Aberdeenshire Council, Police Scotland, VisitAberdeenshire and Bear Scotland offer as their baseline services. Following consultation with the businesses a BID Proposal and Business Plan will be drawn up which will be the BID Companies next five-year plan for the delivery of these additional projects and services. All properties liable for the levy will have the opportunity to review this document and feedback within the consultation period before the final business plan is produced.
- 3.3 Once all businesses have been consulted, the Board will also agree the defined BID area and the levy charges. The total core pot of levy collection for the 'Rediscover Peterhead' BID will be determined once the levy charges have been set and projects costed. Written into the BID proposal will be the intention to match this pound for pound by external monies, aiming to match fund each project within the business plan. The BID Manager will seek to increase the monies through the collection of voluntary contribution from businesses out with the defined BID area.
- 3.4 Council properties that lie within each defined BID area are liable for levy the same way that the businesses are. Once the area has been defined and the levy set, the BID will identify how many council properties fall within the defined BID area and the total levy Aberdeenshire council will be liable to pay. Budget lines will be identified for each council property that falls within the BID area.
- 3.5 Although the BID is business led, a legal partnership has been in operation between the Local Authority and the BID Company. Timescales for the re-election of the BID are set through a timeline from [Scotland's Improvement Districts](#) which all BIDs work towards (**Appendix 2**). The existing baseline service reports will be reviewed and will be submitted to the BID Area. This Report will state all the Council's baseline services that are offered within the defined BID Area. The Operating Agreement which is currently in place until the end of the BID term, states the terms of which the levy will be collected, dates for reminder letters and procedures for summary warrants etc.
- 3.6 The legislation and regulations enabling the development of BIDs in Scotland are contained in Section 9 of the Planning etc. (Scotland) Act 2006 and the Business Improvement District (2007) Regulations. These regulations stipulate stages in which the Steering group advise the Scottish Government and Aberdeenshire Council of certain notifications. 154 days before ballot, the steering group will send a letter to the Chief Executive, as Returning Officer, notifying Aberdeenshire Council that a BID was being developed and asking for Permission to go to ballot. 98 days before ballot, the group will submit the BID Proposal and Business Plan to Scottish Government ministers and Aberdeenshire Council, if accepted and an agreement reached, a 56 day letter will be submitted instructing Aberdeenshire Council to put the BID Proposals to ballot on the proposed ballot date. The proposed ballot date for the 'Rediscover Peterhead' election is 29 September 2022.
- 3.7 Ballot papers will be issued 42 days before the ballot date. This process will be managed by Civica. All eligible persons within the defined area will be asked to pay the levy should the ballot be successful. For the ballot to be successful there must be

a minimum 25% turnout (by number and rateable value). Over 50% of businesses by number and 50% by combined rateable value must vote in favour of the BID. Where the property is vacant, the property owner will receive the ballot paper as the eligible person.

- 3.8 It is recommended that the Head of Planning and Economy will be given a delegation for signing off all ballot papers for council properties that fall within the defined BID areas and that the Head of Finance can sign off the operations agreement and baseline services. These powers will be sought from the Infrastructure Services Committee.

4 Council Priorities, Implications and Risk

- 4.1 This report helps deliver the Strategic Priority “Economy and Enterprise” within the Pillar “Our Economy”.

- 4.2 The table below shows whether risks and implications apply if the recommendation(s) is (are) agreed.

Subject	Yes	No	N/A
Financial	X		
Staffing		X	
Equalities and Fairer Duty Scotland		X	
Children and Young People’s Rights and Wellbeing		X	
Climate Change and Sustainability		X	
Health and Wellbeing		X	
Town Centre First	[IIA attached as Appendix 3]		

- 4.3 There are no staffing implications as a result of this paper.

- 4.4 If the ‘Rediscover Peterhead’ BID is successful at ballot there will be an additional requirement for the Council to budget for levy charges for the next five years until any further election. These charges will be for the council premises within the BID area. Budget lines will need to be identified for these charges. In the current operating term (2017-2022), the annual levy for each council building that is required to contribute is paid from the service budget of that facility. This currently applies to seven Council properties with a total annual levy of £7,600.

- 4.5 An integrated impact assessment has been carried out as part of the development of the proposals set out above. It is included as Appendix 3 and there is a positive impact associated with the Town Centre First Assessment.

- 4.6 The following Risks have been identified as relevant to this matter on a Corporate Level <https://www.aberdeenshire.gov.uk/media/26308/corporaterisks.pdf> :

- ACORP005: Working with other organisations. The Aberdeenshire Council BID policy recognises the important partnership opportunities that can exist in, for example, the delivery of community empowerment and town centre development. The Operations Agreement provides a legal framework for partnership working with the 'Rediscover Peterhead' BID.

4.7 The following Risks have been identified as relevant to this matter on a Strategic Level <https://www.aberdeenshire.gov.uk/media/26346/infrastructureservicesdirectoraterisks.pdf> :

- ISR001: Lack of employers in rural areas; Lack of accessible transport in rural areas for employees to access jobs; Trend to on-line shopping reduces existing shops ability to survive in town centres. The continuation of the BID allows for projects to be developed that can support economic development in town centres.

5 Scheme of Governance

- 5.1 The Head of Finance and Monitoring Officer within Business Services have been consulted in the preparation of this report and their comments are incorporated within the report and are satisfied that the report complies with the Scheme of Governance and relevant legislation.
- 5.2 The Committee is able to consider [and take a decision on] this item in terms of Section B.1.2 of the List of Committee Powers in Part 2A of the Scheme of Governance as it relates to considering, commenting on, making recommendations to Services and any other appropriate Committee on any matter or policy which impacts its Area.

Alan Wood, Environment and Infrastructure Services

Report prepared by Suzanne Rhind, Strategic Town Centre Executive
10 February 2022

List of Appendices –

Appendix 1: Rediscover Peterhead Achievements 2017-2021
Appendix 2: BID Re-election Timeline
Appendix 3: Integrated Impact Assessment

APPENDIX 1

Rediscover Peterhead Achievements 2017-2021

PROJECTS DELIVERED			
2018	2019	2020	2021
 <p>PETERHEAD SEAFOOD FESTIVAL</p> <p><i>Aims:</i></p> <ul style="list-style-type: none"> Increase footfall To market the town to local, regional, national, and international audiences Improved customer knowledge of goods and services in town <p>Biggest turn out in Peterhead town centre for 18 years (14,500 in 24hrs vs. 6,000 average). 2019 event: 20% busier than previous year.</p>		 <p>Peterhead Producers Market THE BEST OF LOCAL PRODUCE</p> <p><i>Aims:</i></p> <ul style="list-style-type: none"> Increase footfall To market the town to local and regional audiences <p>Established monthly market. With additional markets:</p> <ul style="list-style-type: none"> Scottish Week 2021 Enterprise Programme 2021 	
<p>INVEST IN PETERHEAD</p> <p><i>Aims:</i></p> <ul style="list-style-type: none"> Showcase Peterhead as a place to both visit and invest Create opportunity for enterprise Improve Peterhead's town centre offering and its aesthetic Attracting new business to the town centre and declining vacancy rates 			
<ul style="list-style-type: none"> Setup Invest in Peterhead 	<ul style="list-style-type: none"> Vacant shop window decal project 	<ul style="list-style-type: none"> Unique marketing materials Website and social channels Vacant shop window decal project 	<ul style="list-style-type: none"> Campaign: Peterhead's entrepreneurs Campaign: Peterhead is reopen for business Campaign: A weekend in Peterhead
<p>CCTV </p> <p><i>Aims:</i></p> <ul style="list-style-type: none"> Make the town centre a safer place for businesses, their customers and visitors. 			
TOWN TRAILS	<ul style="list-style-type: none"> Distribution of Christmas trees throughout town centre Christmas illuminations 	<ul style="list-style-type: none"> Christmas shopper card Campaign: 12 Days of Christmas Support Light Up: Partnership 	<ul style="list-style-type: none"> Christmas town centre promo leafletting 37,000 households Support Light Up: £5k grant
	<ul style="list-style-type: none"> Jolly Roger Treasure Trail Easter Scavenger Hunt Spot the Elf Christmas Comp. 		<ul style="list-style-type: none"> Christmas Town Trail
<p>Actions we took in response to Covid-19 outbreak:</p> <ul style="list-style-type: none"> Became a source of up-to-date trusted covid-19 information for local businesses Digital Grant: £1,000 per business (£21k claimed) PPE Grant: £100 per business Reduced business levy by 50% in response to Covid-19 uncertainty Generating around £50,000 in external income for projects 			
<p>Gull egg and nest removal. Street clean, pavement and gutter cleaning. (2020: Unable to go ahead due to covid-19 restrictions however street clean carried out)</p>			
<p>Providing Levy business support and news via the website platform and newsletters</p>			
<ul style="list-style-type: none"> Improved surfacing, lighting and signage between Prince St. car park and Queen St. Supporting greening-up Peterhead project Utilities Savings promotion: £27k combined saving for businesses Campaign: NE250 video 	 <p>REDISCOVER PETERHEAD</p>		<ul style="list-style-type: none"> Fiver Fest NE250 directory subsidy Business Directory Shop front small grants scheme

REDISCOVER PETERHEAD HELPING THE MANAGEMENT & REGENERATION OF PETERHEAD TOWN CENTRE.

ALL BUSINESSES AND STAKEHOLDERS IN THE BID AREA BENEFIT FROM EXTRA SERVICES, CONTROLLED AT A LOCAL LEVEL TO MAKE THE BID AREA MORE VIBRANT AND VIABLE FOR DOING BUSINESS.

GENERATING OTHER INCOME

Rediscover Peterhead strongly focuses on generating other income, to support our projects and activities.

FROM 2018-2021 (4 YEAR PERIOD)

LEVY PAID IN:	£319,000
GRANTS PAID OR AWARDED:	£240,000

**FOR EVERY £1 OF LEVY RAISED
WE HAVE TURNED THAT IN £1.75
A 75% UPLIFT ON THE LEVY
THAT GRANT MONEY GOES DIRECTLY INTO PROJECTS.**



MEMBERSHIP OF REDISCOVER PETERHEAD OPENS UP OPPORTUNITIES

Membership of Rediscover opens up opportunities to work with other towns/partners in Aberdeenshire to lever in external funding for the area in the form of events/activities. Without a BID/Business association the town would be unable to apply to these schemes.

WE CLOSELY WORK WITH PARTNERS, SOME OF WHICH INCLUDE:



WORKING TOGETHER ON PROJECTS THAT WILL BENEFIT THE LOCAL ECONOMY AND LOCAL BUSINESSES.

Through established projects and events and there growing online/offline audiences, town centre businesses have the opportunity to showcase to a wider audience. We share the content of Peterhead's town centre businesses daily to local and regional audiences. We boost social posts via paid advertising, and commission social media influencers/ambassadors, in order to place Peterhead's town centre businesses in front of an even wider audience.

WORKING COLLECTIVELY TO THRIVE INDIVIDUALLY

APPENDIX 2

BID Re-election Timeline

Key Dates and Actions	
Location	Peterhead
Ballot Date	29th September 2022
<u>Days to Ballot</u>	<u>Before</u>
154 days - 22 Weeks	28th April 2022
Notice of intention to put BID Proposals to ballot	
126 days - 18 Weeks	26th May 2022
BID Proposal Review	
98 days - 14 Weeks	23rd June 2022
Submission of BID Proposals to LA and SG	
70 days - 10 Weeks	21st July 2022
Last day LA can veto BID Proposals	
56 days - 8 Weeks	4th August 2022
BID proposer can request LA to issue ballot instructions	
42 days - 6 Weeks	18th August 2022
Issue of ballot papers	
Date of Ballot	29th September 2022
Ballot Day	Thursday

Aberdeenshire Council

Integrated Impact Assessment

Business Improvement Districts - 'Rediscover Peterhead' Re-Election

Assessment ID	IIA-000432
Lead Author	Suzanne Rhind
Additional Authors	Christine Webster
Service Reviewers	Christine Webster
Subject Matter Experts	Suzanne Rhind
Approved By	Paul Macari
Approved On	Wednesday February 09, 2022
Publication Date	Wednesday February 09, 2022

1. Overview

This document has been generated from information entered into the Integrated Impact Assessment system.

Supporting the principle of the continuation of the 'Rediscover Peterhead' BID proposal and its implementation following a positive Ballot outcome on the proposal.

During screening 1 of 10 questions indicated that detailed assessments were required, the screening questions and their answers are listed in the next section. This led to 1 out of 5 detailed impact assessments being completed. The assessments required are:

- Town Centres First

In total there are 8 positive impacts as part of this activity. There are 0 negative impacts, all impacts have been mitigated.

A detailed action plan with 1 points has been provided.

This assessment has been approved by paul.macari2@aberdeenshire.gov.uk.

The remainder of this document sets out the details of all completed impact assessments.

2. Screening

Could your activity / proposal / policy cause an impact in one (or more) of the identified town centres?	Yes
Would this activity / proposal / policy have consequences for the health and wellbeing of the population in the affected communities?	No
Does the activity / proposal / policy have the potential to affect greenhouse gas emissions (CO2e) in the Council or community and / or the procurement, use or disposal of physical resources?	No
Does the activity / proposal / policy have the potential to affect the resilience to extreme weather events and/or a changing climate of Aberdeenshire Council or community?	No
Does the activity / proposal / policy have the potential to affect the environment, wildlife or biodiversity?	No
Does the activity / proposal / policy have an impact on people and / or groups with protected characteristics?	No
Is this activity / proposal / policy of strategic importance for the council?	No
Does this activity / proposal / policy reduce inequality of outcome?	No
Does this activity / proposal / policy have an impact on children / young people's rights?	No
Does this activity / proposal / policy have an impact on children / young people's wellbeing?	No

3. Impact Assessments

Children's Rights and Wellbeing	Not Required
Climate Change and Sustainability	Not Required
Equalities and Fairer Scotland Duty	Not Required
Health Inequalities	Not Required
Town Centre's First	No Negative Impacts Identified

4. Town Centre's First Impact Assessment

4.1. Local Factors

Indicator	Positive	Neutral	Negative	Unknown
Town centre assets	Yes			
Footfall	Yes			
Changes to road layouts		Yes		
Parking		Yes		
Infrastructure changes		Yes		
Aesthetics of the town centre	Yes			
Tourism	Yes			
Public safety	Yes			
Town centre business	Yes			
Cultural heritage and identity	Yes			
Social and cultural aspects	Yes			

4.2. Positive Impacts

Impact Area	Impact
Aesthetics of the town centre	Sustained funding will enable direct investment in projects that enhance the aesthetics of the town centre. This will benefit businesses and all those who visit the town.
Cultural heritage and identity	Strong local partnerships working together to celebrate local heritage and identity through activities such as events.
Footfall	Footfall will be increased through a programme of activities that includes events and support for businesses. This will benefit businesses.
Public safety	Sustained funding will enable direct investment in projects that enhance public safety in town centre. This will benefit businesses and all those who visit the town.
Social and cultural aspects	Strong local partnerships are formed between a wide variety of organisations to deliver a programme of events and activities. This will benefit businesses and all those who visit the town.
Town centre assets	A sustained funding model for the town will contribute towards investment in town centre assets, both directly and by leveraging in external funds. This will benefit businesses and all those who visit the town.
Town centre business	A strong, local mechanism is available for businesses to access advice, grants, training, and networking opportunities. Businesses benefit from coordinated marketing and increased footfall.

Impact Area	Impact
Tourism	Sustained funding will enable direct investment in projects that encourage more visitors to the town centre through a programme of events and activities. This will benefit businesses and all those who visit the town.

4.3. Evidence

Type	Source	It says?	It Means?
External Data	Rediscover Peterhead	Annual Report 2020: Report on activity in the town centre such as business grants and town centre enhancements i.e. CCTV, window displays etc.	This highlights projects that have been led by Rediscover Peterhead and illustrates the types of interventions that will take place if re-elected.
External Data	Scotland's Improvement Districts	SIDs Infographic - Document outlining impact of BIDs across Scotland, including funds raised and in-kind support offered for town centre improvements.	Highlights the benefits of a BID to town centres.
Other Evidence	Aberdeenshire Council Policy	Business Improvement District Policy - Aberdeenshire Council recognises BIDs as being a strong local partnership with a sustainable funding model that can be used to assist economic growth. BIDs enable collaboration between the Council, the Business Community, Community Groups and our 3rd Sector Partners allowing a vision to be created for a certain area or town.	Aberdeenshire Council recognises the positive impact that Business Improvement Districts make on town centre's.

4.4. Overall Outcome

No Negative Impacts Identified.

Through a review of the activity and the evidence of the previous impact of the BID.

5. Action Plan

Planned Action	Details
<p>The BID proposal and business plan will be reviewed when they are received for impacts across all indicators.</p>	<p>Lead Officer Suzanne Rhind</p> <p>Repeating Activity No</p> <p>Planned Start Thursday June 23, 2022</p> <p>Planned Finish Thursday July 21, 2022</p> <p>Expected Outcome Both documents will highlight positive actions and impacts on Inverurie town centre.</p> <p>Resource Implications Officer time to review documentation.</p>