



Levy Payer Update November 2020

Christmas 2020

A leaflet is being delivered now to all 37,000 households in north Aberdeenshire, promoting the town centre. You may remember that we looked at doing this last year but held back when the cinema didn't open. This is the beginning of starting to promote the town centre as more of a destination for a wider area, and not simply a local centre. It will take time to create this brand, but we have an opportunity here to attract more visitors to the town and increase footfall in the town centre.

The Christmas Town Trawl

The Town Trawl is a sticker trail in shop windows across the town centre. We have commissioned original graphics on a funny fishy Christmas theme. These will be placed on thirty windows. People will scan the stickers with their phone and receive information about local businesses, seafood recipes, and the chance to enter a prize draw. To collect all thirty stickers and maximise the chances of winning a prize, people will have to pass by every business in the town centre. The Trawl will run from the beginning of December. More details to follow.



Peterhead Christmas on Facebook



We have created a Facebook page specifically for the town centre at Christmas. At the moment we try to post everything that we see from local businesses on our main page or the Seafood Festival page. This year we will post everything to do with Christmas – business promotions, offers and events - on the Christmas page. We'll keep on looking out for levy payers' postings, but it would be really helpful if you could tag us in the post or let us know about your offers. This will greatly increase the chances of us seeing them. If you don't use Facebook just email us the information, and we will post it for you. Facebook is a great way to get your information to a lot of potential customers very quickly. Lots of local businesses use it very effectively.

CCTV

You may have seen some very good coverage about the CCTV system in the Press and Journal. The police are very supportive of the scheme and finding it very helpful. It has already been an important source of evidence. As people become more aware of it, then it will also become more of a deterrent to anti-social behaviour. The Drummer's Corner camera is still to be installed. In light of the delay to work starting at Drummer's, we are talking to Aberdeenshire Council about options for getting the camera installed more quickly.



Digital Commerce

Twenty-one businesses have successfully applied for our digital development grants. All of the applicants either wanted to develop their existing digital commerce capacity or start using it. One of the consequences of COVID and the lockdown has been a dramatic increase in the

numbers of people shopping online, and industry analysts believe that this will continue post-epidemic. This is a significant opportunity for all businesses, whether local to Peterhead or mega-corporations like Amazon.

Rediscover Peterhead is interested in developing a digital platform for the town centre. A single place where all local businesses can be found, customers can buy online, click & collect, have things delivered, arrange appointments, etc. Many levy payers are already doing this, and there is no reason why digital cannot also be local.



Here are some examples of the types of platforms that are available and that towns like Peterhead are already using. We are not recommending a particular application at this stage. The examples all do different versions of similar things, and we would also have the option of commissioning a specifically Peterhead platform. Although that would cost more. There will be more about this idea in the next update. In the meantime, it would be great if you could look at these examples and let us know what you think.

<https://wearelocals.co.uk/> <https://hebdenbridge.totallylocally.shop/>

<https://roam-local.co.uk/> <https://shopappy.com/> <https://www.parkingperx.com/>

AGM

The Rediscover Peterhead Ltd annual meeting will be held on Thursday 25 February 2021, at 6 o'clock. It is likely that this will be an online event. Details to follow.

Invest in Peterhead – Connecting Business to Property Owners

IIP is holding an online event on December 3rd between 1pm and 3pm for people who are looking to scale up their business or who are looking for new business opportunities. Find out more and book your place on the link below.

<https://www.eventbrite.co.uk/e/property-and-business-investment-opportunities-in-peterhead-tickets-129667756751>

You can follow IIP on:

<https://www.facebook.com/Invest-in-Peterhead-102231985029365>

<https://twitter.com/investpeterhead>

<https://www.linkedin.com/company/invest-in-peterhead>

Google My Business (other search engines are available)



Many you will be familiar with Google Business. This is just a reminder of its value. For those of you who may not use it, it's a free listing and a great way to let customers where you are, how you are trading and how they can stay in touch. More information from Google here:

<https://www.google.co.uk/business/>

You might also find these instruction videos on Youtube helpful.

https://www.youtube.com/watch?v=3yOfm2ir7dY&list=PLioTR_jPKuQ4pmKMJ1tpsBNI6LNVEyDXo&index=2

https://www.youtube.com/watch?v=VrCK2oetRAo&list=PLioTR_jPKuQ4pmKMJ1tpsBNI6LNVEyDXo&index=1

Peterhead Producers' Market

As part of the run-up to Christmas, the first Peterhead Producers' Market will be held at Drummer's Corner on Saturday 28 November between 10am and 3pm (weather and COVID willing). We are expecting in the region of 25 stalls and there has been a lot of interest on social media ([Peterhead Producers' Market | Facebook](#)) where we are actively marketing the event. We should see increased footfall in the town centre on Saturday, and opportunities for local businesses. The market is being run by an experienced manager and all necessary precautions are being taken to ensure a safe event. The market will become a monthly event in the Spring.



Marketing Assistant

We are delighted to announce that Kirsty Hickman has joined us as our new part-time Marketing Assistant. Kirsty has worked with us before as an independent contractor designing the Invest in Peterhead brochure and website, and the soon to be launched Seafood Festival website. Since joining us, Kirsty has been working on the Producers' Market design and marketing, and the imminent launch of Invest in Peterhead.

Street Clean

The street clean will be completed by the end of November. We have included the ponds in this contract, and they're being done this week.

Website

Just a reminder that we regularly update our website www.rediscoverpeterhead.co.uk with new information about the virus and anything else we consider to be relevant to levy payers. This includes Business Watch information from Police Scotland. We also post new information on [Rediscover Peterhead Limited | Facebook](#) and on www.twitter.com/rediscoverphd.

Eyebright

Levy payers are able to use the services of Eyebright Ltd., a leading utilities management company based in Glasgow. Eyebright works with businesses to help them change the way they manage their utilities. They focus on sustainability and effective energy management strategy, helping businesses to reduce expenditure and environmental impact. A number of Peterhead levy payers have already worked with Eyebright and managed to reduce their utility costs. Our contact is Michael Dogan on 07767 100601 or m.dogan@eyebrightutilities.co.uk.



Kickstart

Kickstart is a UK Government scheme being run via Department for Work & Pensions. The Kickstart Scheme provides funding to create new job placements for 16 to 24-year olds on Universal Credit who are at risk of long-term unemployment. Peterhead employers of all sizes can apply for funding which covers:

- 100% of the [National Minimum Wage](#) (or the [National Living Wage](#) depending on the age of the participant) for 25 hours per week for a total of 6 months
- associated [employer National Insurance contributions](#)
- employer minimum automatic enrolment contributions

If you are interested in offering a placement Aberdeenshire Council has registered as a Gateway organisation and Peterhead businesses can find out more via this online survey. <https://www.aberdeenshire.gov.uk/business/support-and-advice/business-support/kickstart-scheme/>

Game Changer for Tourism Businesses – Building Back to Growth

Applications are invited from tourism businesses to join the 3rd Game Changer for Tourism Businesses programme. Developed and offered in partnership with Opportunity North East and Scottish Enterprise, the programme can help businesses to return to growth by identifying target markets, defining consumer and customer demands, and refining the business offer to provide the services and experiences that visitors seek. The programme is intense, challenging and fun and requires a time commitment for the whole programme.

At the end participants will have developed a business growth plan to support future growth, expanded their knowledge of the local and national tourism support network, and have a clearly defined proposition addressing target markets. This is an event for senior managers with authority to implement change and owners of SMEs and larger businesses. There 12 places and the online programme runs from mid-January to April 2021. It's free. To apply use this link: [Game Changer programme for tourism businesses \(visitabdn.com\)](https://www.visitabdn.com/game-changer-programme-for-tourism-businesses)

Filing Annual Accounts

Companies across the UK are being urged not to leave filing their annual accounts until the last minute and consider going paperless, as the disruption caused by coronavirus (COVID-19) continues to affect people's lives, businesses and the economy. More information and access to the online filing service can be found here. [Companies House issue 'don't leave it until the last minute' advice to businesses - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/companies-house-issues-guidance-on-filing-accounts)



For more information about any of the items in this update, please contact Leslie Forsyth at mail@rediscoverpeterhead.co.uk or on 07741 628275