



**Aberdeenshire**  
COUNCIL



# TOWN CENTRE HEALTH CHECK SEPTEMBER 2021

TURRIF, ABERDEENSHIRE





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# INTRODUCTION

## INTRODUCTION

A town centre health check is recommended by the Scottish Government as a way of analysing the factors that contribute to successful town centres and indicate good standards of vitality and viability. Within national planning policy, the vitality of a centre is a measure of how lively and busy it is, whilst viability is a measure of its centre's capacity to attract ongoing investment (Scottish Planning Policy (SPP), paragraph 59).

Town Centre Health Checks have been completed in Aberdeenshire since 2003. However, in response to the COVID-19 pandemic and the need for robust baseline data, this report has been prepared using new methodology to showcase a fresh and updated approach for Aberdeenshire.

Aberdeenshire is an extremely attractive area with a variety of coastal and rural environments, commuter towns, high levels of employment, and there is considerable new housing and employment land planned for the near future. Maintaining town centres' attractiveness, activeness, and accessibility is vital for the region to be able to continue to thrive.

## BACKGROUND

The importance of town centres is widely acknowledged. Town centres are at the heart of communities, providing a sustainable focus for shopping, business, leisure, services and community life, and shaping their sense of place. The planning system has an important role to play in supporting successful town centres, through influencing the form and type of future development. In order to assess how a centre should be supported, evidence of its current performance is required.

SPP sets out how successful, sustainable places can be created and maintained in Scotland. It is vital for town centres in Aberdeenshire to be successful and viable in order to provide for their populations and draw visitors.

Town centres with a vibrant retail scene, a wide variety of services, attractive buildings and open space create economic growth, attract more people to the region, and promote a sense of well-being and identity.

## PURPOSE

The purpose of this report is to present the results of the Town Centre Health Check 2021 for Turriff. The results are presented to enable an understanding of the vitality and viability of the town centre. The results are not to be considered definitive of the well-being of a town centre, but rather they are intended to provide an evidence-based comparative perspective on this matter and assist in identifying actions that could be undertaken to improve and maintain their status.

## WHY COMPLETE A HEALTH CHECK?

Health checks contribute to the planning system's efforts to support successful town centres through giving an overview of their current performance. They provide an analysis of the infrastructure and viability of the town centre which can be used to inform the Local Development Plan and decisions on planning applications. The findings are also utilised to create help a stronger "town centre first principle" policy.



# METHODOLOGY

## TOWN CENTRE HEALTH CHECKS SHOULD:

- Support implementation of the Local Development Plan
- Add value by collecting data on a wider set of indicators that provide insight into economic, social and environmental factors that play a part in the vitality of a town centre
- Have a clear, easy to follow and accessible format and methodology
- Work collaboratively both within the Council and externally with businesses and the community to collect and share baseline data
- Provide the foundation for other town strategies and plans and any subsequent funding applications

To achieve these results, the following methods of data collection and presentation were utilised:

## DESK TOP RESEARCH

Desk top research was completed to provide the critical first step of gathering information for the town centre. Background information on the current situation of the town centre was then analysed further when out on site. Data was gathered from within the Council and from external partners.

## COMMUNITY SURVEY

The community survey was designed to gain an understanding of the views of both the residents and visitors of the town centre. The survey was available on Engage HQ, shared via a press release, advertised on the Council's Social Media and emailed to relevant groups to advertise further. The survey asked questions on several different topics and provided respondents the opportunity to identify what improvements they would like to see to the town centre. The survey was open for three weeks and received 104 responses. A summary of the responses received can be seen on page 46.



**Look out for: Quote Boxes.** Comments were asked for in both the community and business surveys and a selection have been included in the report to give a flavour of the different responses received.



# METHODOLOGY (CONTINUED)

## **BUSINESS SURVEY**

The survey was available on Engage HQ and shared via Turriff Community Council and Turriff Business Association for completion. Several topics were questioned, including the impact that the COVID-19 pandemic has had on businesses. It also gave an opportunity to comment on improvements they would like to see to the town centre. The survey was open for three weeks and received 21 responses. A summary of the responses received can be seen on page 46.

## **FOOTFALL COUNT**

The footfall count was completed at two locations throughout the town centre to gain information on the vitality at different times of the day. Four time slots were selected to gain information of the vibrancy in the morning, afternoon and evening. The counts were completed for 15-minute periods on a weekday and weekend to try and gain an insight into the number of people moving around the town centre. These footfall counts were a team effort and carried out by Aberdeenshire Council Officers, and members of the Community Council, Business Association and the community.

## **SITE SURVEY**

This work was completed on a clear day and provided up to date information on the vitality and viability of the town centre. Several recording methods were used including maps, photographs and written analysis. The Place Standard themes were used to analyse the town centre and allowed for different themes to be analysed on an individual basis but also as a collective.

## **ACCESSIBILITY AUDIT**

Supported by Community Learning and Development officers, we worked with a group of four members of the local community to undertake an assessment of the town centre, reviewing footway surfaces and obstructions, facilities and signage, maintenance and enforcement, personal security, crossing points and access to buildings. The survey took place on a clear day over two hours and participants included adults with limited mobility.



How a place looks, its history and what other people think of the place can affect how we feel. A strong local identity can help us feel pride in our place, our community and in ourselves as a result.

**Observations:** The majority of those who use the town centre feel positive towards it. The town has an attractive environment, active groups, celebrated local heritage and a busy, independent retail and service environment which contribute to this rating as highlighted by the comments received in the surveys. Negative points raised were in relation to the numbers of empty units.

**The growth of Turriff:** The town dates back to a Columban monastery built nearby in around **1000**. Turriff grew around its function as the trading centre for a large agricultural area, which is still the case today. Significant expansion took place in the **1760s**. Turriff's location on the main Aberdeen to Banff road benefited the town and in **1857** the railway arrived, until it closed again in **1951**. Much of the High Street dates back to the early **1800s**, with the majority of buildings constructed from a distinctive local red sandstone. The north end of the High Street is the traditional home of the market square and the site of a riot in **1913**, when an attempt was made to sell the famous "Turra Coo", a cow seized from a local farmer for non-payment of National Insurance contributions. Today a statue of the Coo can be found in the High Street. This type of medium-sized, independent town is extremely mixed in terms of demographics.

Source: Understanding Scottish Places and Undiscovered Scotland

## IDENTITY & BELONGING



### How Do You Feel About Turriff Town Centre?

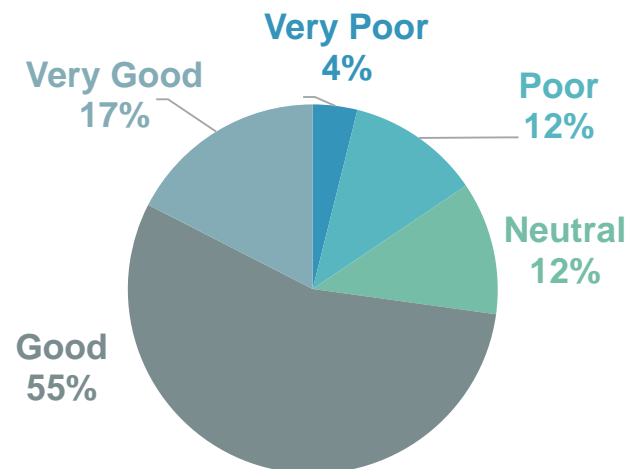


**74%** Community  
**75%** Businesses



**26%** Community  
**25%** Businesses

### IN YOUR OPINION, COMMUNITY SPIRIT IN THE TOWN CENTRE IS?



*"Friendly folk, well kept overall, not bad mix of shops, tourist information and old style signposts dotted about, still has a country town feel."*

*"Doesn't inspire or excite me."*

*"It's got a little bit of almost everything."*

*"Got a good feel about the place."*

*"As far as a small town goes, I think we have a pleasant centre. It's clean and bright and has a variety of shops."*

*"Overall positive. By far not the worst town in Aberdeenshire!"*

*"It's a pretty town and welcoming."*

*"I feel positive about the shops that are there but there are a few empty shops, would be nice to see them occupied. I don't go into Turriff as often as I did before Covid."*

*"Several empty shops, not many shoppers on the streets therefore no atmosphere."*



Feeling safe in and around the places that we spend time can have a significant impact on people's activities and on their health and wellbeing. Through their design and maintenance, good places should feel safe and secure for all, and help to minimise crime and antisocial behaviour.

**Observations:** Lighting columns are mixed across the town centre with both modern and traditional styles. A CCTV system is in place. Safety during the day was the most positive rated category by both businesses and visitors to the town in the surveys. Safety during the evening was less positive however, with more neutral responses, perhaps indicating that less people use the town in the evening. For those who rated this poor, the main area of concern seemed to be in relation to antisocial driving at night time.

#### Key Safety Features:



Lighting appeared to be generally well maintained and distributed across the town



Central CCTV system installed in April 2021 by Turriff Business Association

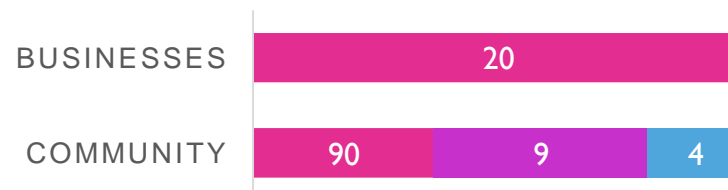
**58** Incidences of crime reported  
1<sup>st</sup> September 2020 – 31<sup>st</sup> August 2021  
Police Scotland

## FEELING SAFE



### HOW WOULD YOU RATE: SAFETY DURING THE DAY?

■ Good ■ Neutral ■ Poor



### HOW WOULD YOU RATE: SAFETY DURING THE EVENING?

■ Good ■ Neutral ■ Poor



*"Major negative is all the antisocial behaviour after hours. Antisocial and dangerous driving, underage drinking to name a few."*

*"Improvement - Both zebra crossings, make them raised/sleeping policemen, this will eliminate the antisocial driving overnight and increase safety when walking about Turriff."*

*"More police presence and general interaction with public, this may provide more respect and better relations with youths?"*

*"Turriff is very geared towards the older person. It needs to look at things for younger people, who cannot afford a lot."*

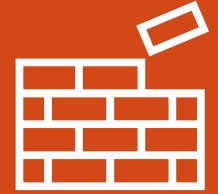
Images (Left to Right): Modern LED lighting and CCTV; Traditional style lighting, some maintenance required, Main Street; CCTV and mix of lighting styles in High Street.





Places that are well cared for can make us feel positive, while those that are not looked after properly can have the opposite effect. Proper maintenance arrangements allow people to feel supported and more positive about where they live.

# CARE & MAINTENANCE



Vacant Unit, High Street



Library, The Square

**Observations:** Buildings and public spaces within Turriff town centre are generally well maintained and this was recognised in both the community and business surveys, with 56 respondents rating the care and maintenance of buildings as good. The locations highlighted by the images give a flavour of the current town centre environment.

## HOW WOULD YOU RATE: CARE & MAINTENANCE OF BUILDINGS?

■ Good ■ Neutral ■ Poor

BUSINESSES	12	7	1
COMMUNITY	44	40	19

*"The town is very clean and tidy."*

*"Empty buildings to be better maintained."*



High Street, Main Street Corner



High Street



People's views about their local area should be heard. Having a voice in decision making and feeling able to make changes can help to build stronger communities and better places. Having a sense of control can make people feel positive about their lives.

## INFLUENCE & SENSE OF CONTROL



**Observations:** Turriff Town Centre is well represented with a number of different organisations aiming to improve the look and feel of the town for the benefit of residents, businesses and visitors. There is a good level of awareness of the groups in the wider community.

Town Centre Groups	Turriff in Bloom	Turriff Business Association	Turriff & District Community Council
Legal Status	Constituted Group	Constituted Group	Community Council
Membership	Volunteer committee and helpers.	Businesses from the Turriff and District area. 68* members.	The community; 12* Councillors
Responsibilities	Set up in 2002 by volunteers as Turriff Town Pride to ensure that visitors to the town could enjoy floral displays. This year the group re-branded as Turriff In Bloom to increase awareness of their activities. The group, who compete in annual events such as Formartine in Bloom, look after a wide variety of floral displays, including hanging baskets and planters. The group are supported by local businesses.	Set up over 20 years ago the Turriff Business Association members aim to work together to ensure that the Turriff community and its businesses grow, develop and succeed. Recent projects that the group have been involved with include the installation of CCTV, taking over the public toilets in the TESCO carpark, and COVID-19 response measures such as PPE provisions and marketing.	Community Councils (CC) are the most local tier of statutory representation in Scotland, bridging the gap between local authorities and communities. Key tasks: Representing CCs on other organisations; Campaigning on local issues; Conducting local surveys; Organising public meetings on major development proposals or the Local Development Plan; Statutory Body for public consultation on Planning and Licensing; Representing and providing a platform for public views. The council usually meets on the first Monday of each month, meetings are currently being held online, due to the COVID-19 restrictions.
Contact	<a href="#">Turriff in Bloom   Facebook</a>	<a href="#">Turriff Business Association   Facebook</a>	<a href="#">Turriff and District Community Council • My Turriff</a>

The word cloud (below) shows all responses given, when asked to name groups involved with the town centre. Turriff Business Association (24), Turriff in Bloom (11) and the Christmas Lights group and Friends of the Den (both 10) received the most mentions.



**57%** of community survey respondents are aware of groups that support the town centre.

\*Correct at time of survey.

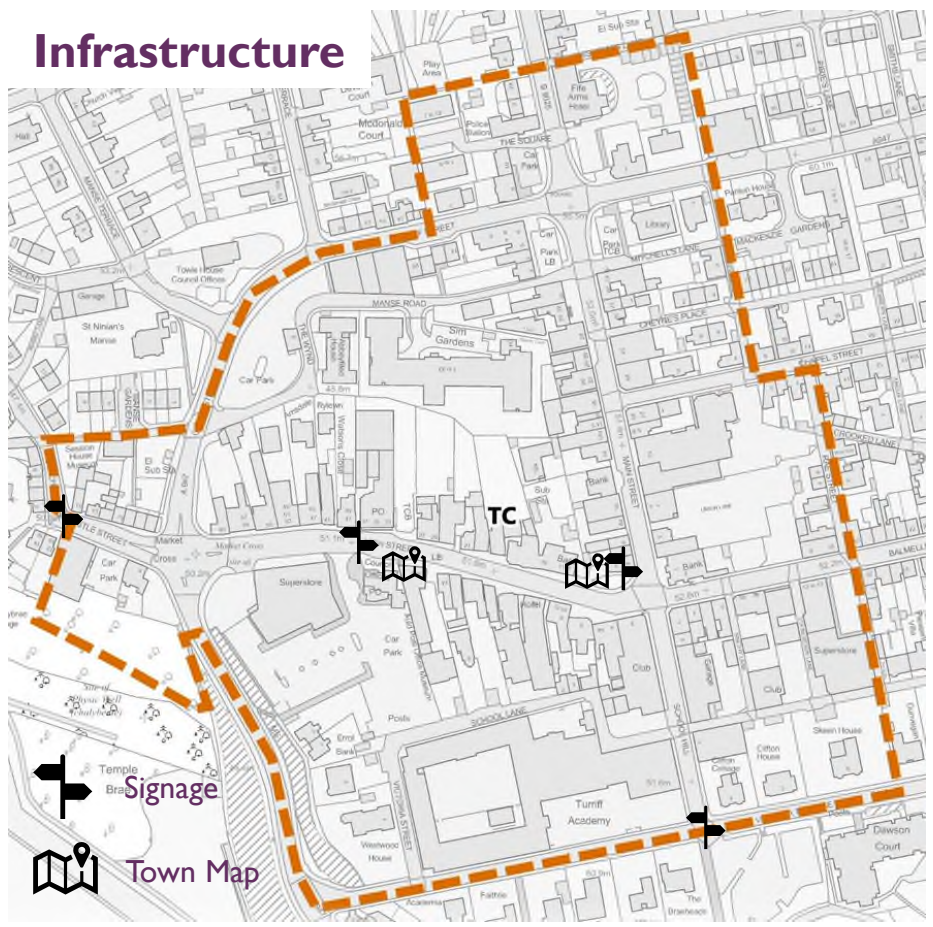


Walking and cycling are good for both our health and the environment. Good places can support and encourage people to walk and cycle by providing good quality routes and a pleasant and safe experience.

# MOVING AROUND



## Infrastructure



**Observations:** The town centre is relatively compact and easy to get around. It is shared by vehicles and pedestrians and has no pedestrianised areas but does have several crossing points. Pavements are narrow in some places, which was commented on by some survey respondents. Signage is good, particularly in the High Street area. Getting around and signage both scored well with survey respondents.

*"Compact, easy to walk from A to B."*

*"There's a lot to like, although more could be done in terms of space for walking."*

*"Positive - Old style signposts dotted about."*

*"It's not wheelchair or buggy friendly."*

## HOW WOULD YOU RATE: SIGNAGE?

■ Good ■ Neutral ■ Poor

BUSINESSES

11 5 4

COMMUNITY

68 27 8

## HOW WOULD YOU RATE: GETTING AROUND THE TOWN CENTRE?

■ Good ■ Neutral ■ Poor

BUSINESSES

16 2 2

COMMUNITY

69 26 7

Images (Left to Right): Two town maps, High Street; Heritage signage, A947; Signage junction Main Street and High Street.





# MOVING AROUND: CYCLING

**Observations:** There are currently no cycle lanes in Turriff Town Centre, however the town is on Route One of the Sustrans National Cycle Network. There are just two locations for cycle parking across the town, with the main covered shelter outside the library in Main Street. Survey responses show that most do not have a concern with cycle parking, however there were more good ratings than poor, so this suggests that for some of those who do cycle in the town that they find the experience satisfactory. No comments were provided in relation to cycling.

Given the town's location on the route this could be an opportunity that could be explored further to encourage new visitors.

## HOW WOULD YOU RATE: CYCLE PARKING?

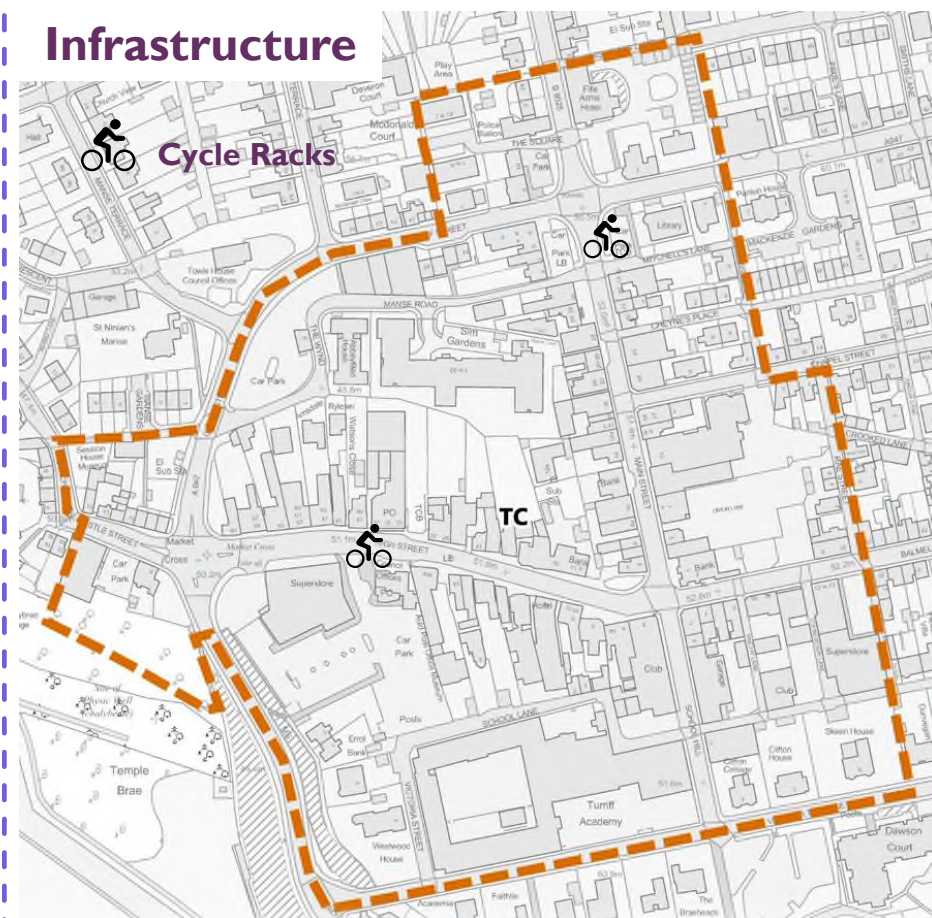
■ Good ■ Neutral ■ Poor

BUSINESSES	6	10	4
COMMUNITY	22	59	10





Images (Clockwise from Top Left): Covered cycle racks, Main Street; Sustrans National Cycle Network Route 1 signage; Freestanding cycle racks, High Street.

## Infrastructure

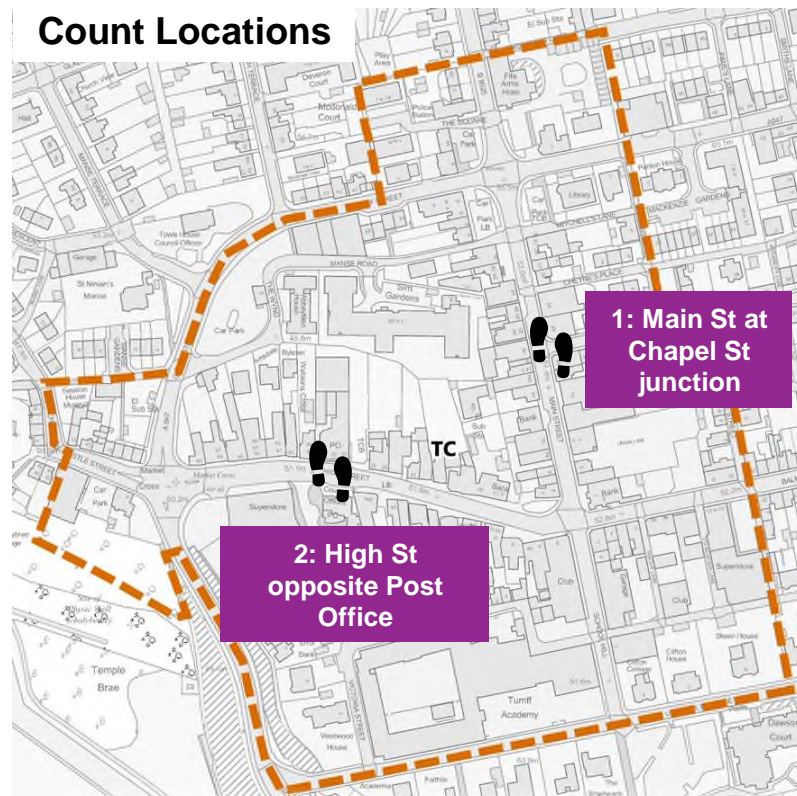




# MOVING AROUND: FOOTFALL SURVEY

Day	Time	Location 1	Location 2	Hourly Total	Overall Total
<b>Thursday</b> 	09:30	58	85	143	<b>595</b>
	11:30	66	137	203	
	14:30	108	96	204	
	18:00	19	26	45	
<b>Saturday</b> 	09:30	14	67	81	<b>409</b>
	11:30	52	62	114	
	14:30	84	59	143	
	18:00	43	28	71	
<b>Totals</b>		<b>444</b>	<b>560</b>	<b>1004</b>	

## Count Locations



Footfall is a measure of the vitality of the town centre and can be directly linked to economic activity. Pedestrian counts were undertaken by Council staff and community volunteers on Thursday 9<sup>th</sup> and Saturday 18<sup>th</sup> September for a duration of 15 minutes, four times a day, in two locations.

The pedestrian count findings showed the highest footfall count was recorded at High Street on Thursday morning (137 people). It was also the busiest count point in general over the course of the surveys.

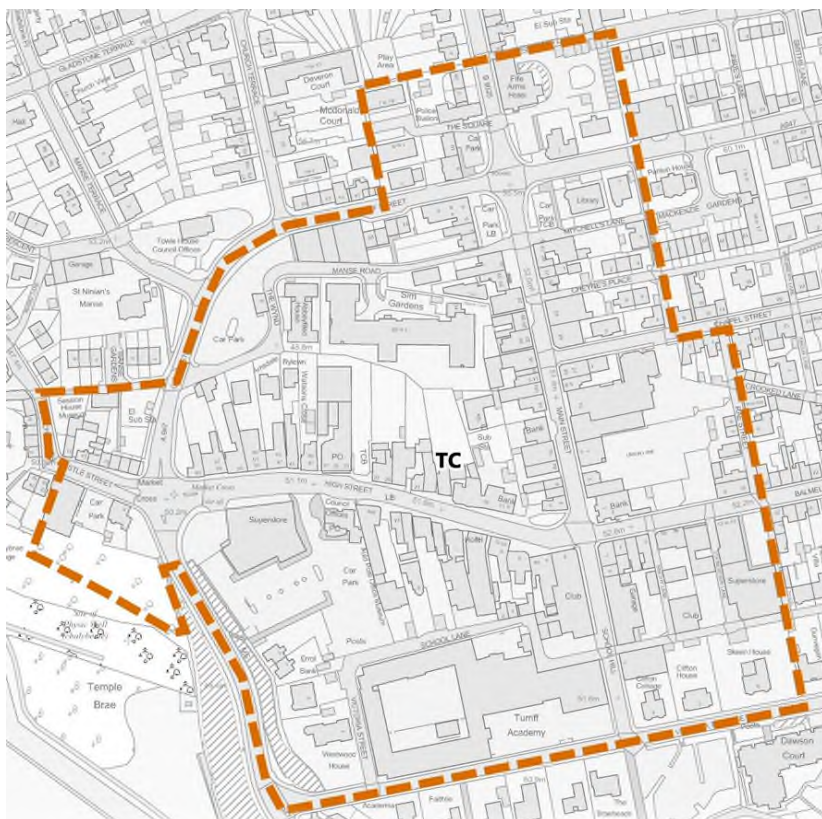
## HEADLINES

**Busiest Location:** High Street  
**Busiest Time:** 14:30  
**Busiest Day:** Thursday

**Quietest Location:** Main Street  
**Quietest Time:** 18:00  
**Quietest Day:** Saturday



# MOVING AROUND: ACCESSIBILITY AUDIT



Participants were recruited from the local community to undertake a survey to identify the effect of roads on people who walk and to identify barriers to walking and enhance opportunities to improve connectivity, attractiveness and safety.

Volunteers reviewed the following elements, and their comments are noted on the next page:

- Footway surfaces and obstructions;
- Facilities and signage;
- Maintenance and enforcement;
- Personal security;
- Crossing points;
- Access to buildings.

The survey took place in the High Street/ Main Street area on Friday 24<sup>th</sup> September 13:00 – 15:00. The weather was dry and mild.



# ACCESSIBILITY AUDIT

**Observations:** Participants identified a number of consistent themes during the audit:

- Crossing roads feels safe with several crossing points and good tactile paving.
- Pavements were generally in good order with only a few issues, however road markings were faded in several places.
- Consideration should be given to street furniture and signage on narrow pavements as it can be difficult to manoeuvre around with buggies or wheelchairs.
- Buildings are generally accessible.
- Pinch points on several streets were noticed where pavements narrowed and this caused difficulty for pedestrians, particularly at corners.
- Sense of safety - The town centre generally feels safe, although antisocial driving is a concern.



*"There is lots of tactile paving around Turriff but the lines on this crossing are badly faded."*



*"These overgrown trees are a hazard and the cycle racks look unloved."*



*"Bins and shop signs can be difficult to get round with a buggy and small children."*



*"Good, wide pavements in High Street."*



*"Damaged grate could be a hazard."*



*"Steps are an issue in the public space around the Turriff Coo, but the edge is marked."*



*"Narrow pavements at corners are a hazard for pedestrians and especially with a buggy or wheelchair."*



*"The bank has good access."*





Access to an affordable, reliable and well-connected public transport service is important for all communities. Good public transport encourages people to get around in ways that are better for the environment.

# PUBLIC TRANSPORT



**Observations:** Turriff has some public transport provision with good, regular bus links to Aberdeen, including early and late options, a reasonable but slow connection to Elgin which includes stops such as Banff, and a limited service to Huntly. This is supplemented by an A-to-B Dial-a-Bus service connecting the town and its rural hinterland. There are a few bus stops distributed across the town centre with real time information provided at one of these. Overall, survey respondents were neutral towards public transport, suggesting perhaps that not many people use the services. There were only a few comments about the buses but those that were provided, were poor.

## HOW WOULD YOU RATE: PUBLIC TRANSPORT?

■ Good ■ Neutral ■ Poor

BUSINESSES

7

9

4

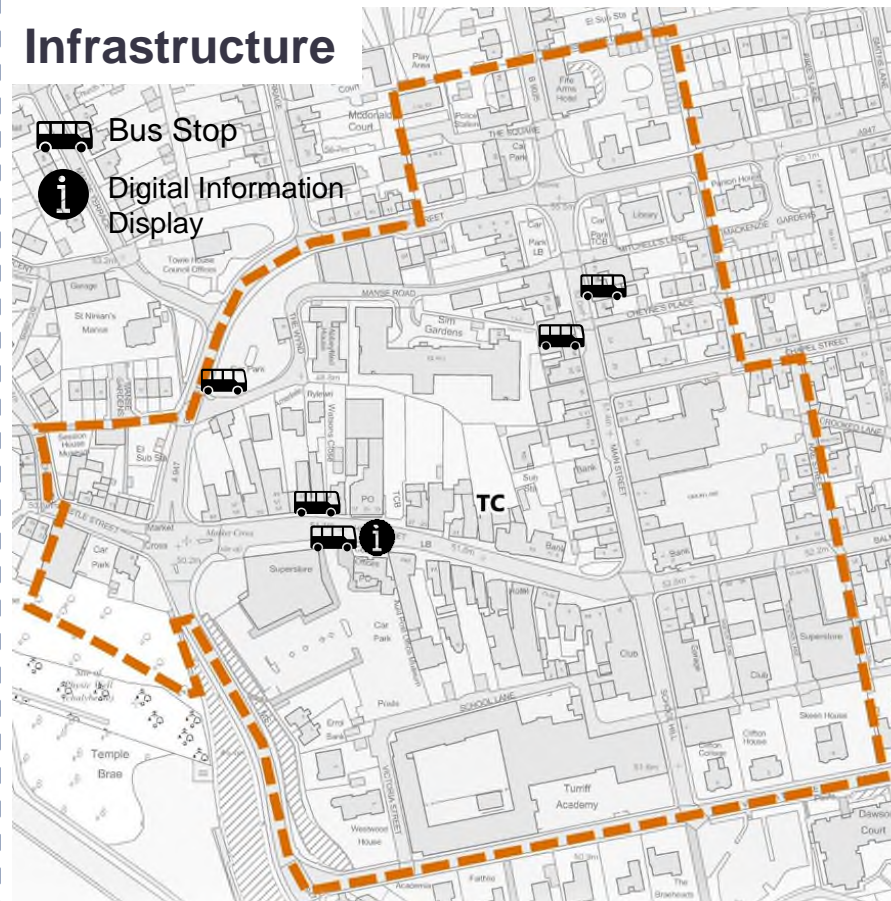
COMMUNITY

33

43

26

## Infrastructure



Images (Clockwise from Top Left):  
Covered bus stop High Street;  
Number 35 bus at the stop, Main  
Street; Real time information  
display, High Street.

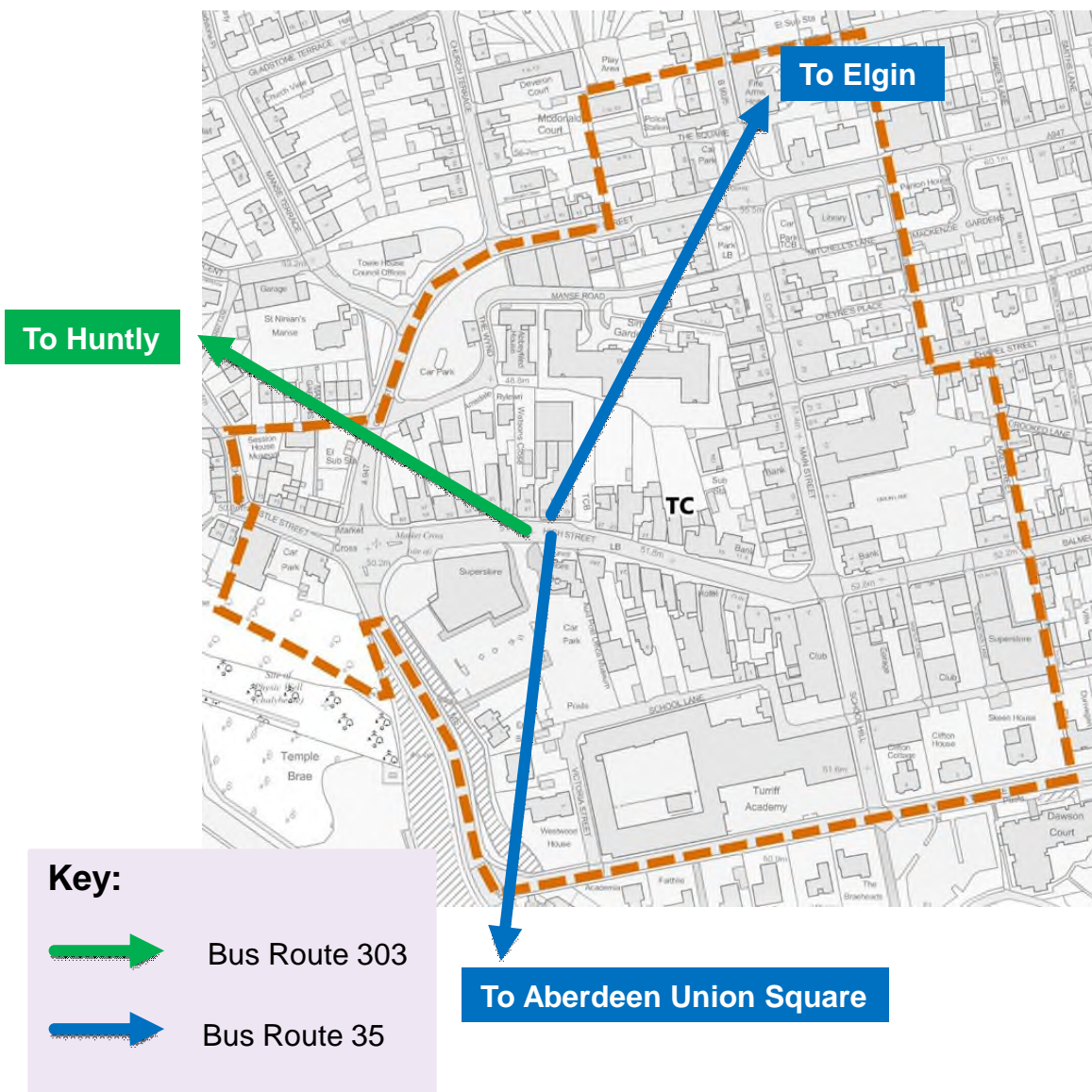
*"Public transport links poor."*

*"Because of the poor bus service from surrounding villages, we don't get enough time to go anywhere in Turriff, just about manage to get shopping then it's time to get the bus back..... You're always looking at the clock in case you miss it, so you don't have the chance to enjoy the benefits of the town."*

*"Improvement - Better bus service."*



# PUBLIC TRANSPORT ROUTES



Route*	Frequency (per week day)	Fastest Journey Time	Earliest Travel Time	Latest Travel Time	Cost (Single Standard Ticket)
Bus to Aberdeen Union Square (35)	25	1hr 21mins	04:50	22:09	£5.50
Bus to Elgin (35)	11	2hrs 21mins	08:28	22:09	£7.50
Bus to Huntly (303)	2	45mins	09:20	13:10	£5.50

\* Correct at time of survey

An A-2-B Dial-a-Bus, pre-booked minibus service is available in Turriff. In most cases a door-to-door service is provided, operating during weekdays. The service is free to use.





Too much traffic can cause problems for people who live in, work in, or visit an area. Traffic and parking arrangements that allow people to move around safely can help people to get the most out of a place.

## TRAFFIC & PARKING

### TRAFFIC



Image: Looking up High Street.

### HOW WOULD YOU RATE: TRAFFIC FLOW?

■ Good ■ Neutral ■ Poor

BUSINESS

9

6

5

COMMUNITY

51

40

12

*"Lower speed limits within the town centre and ensure these are enforced."*

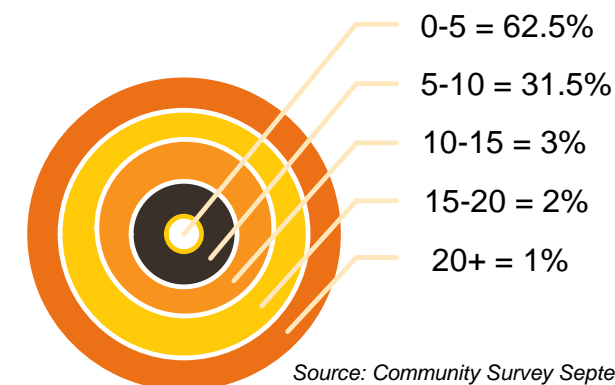
*"The one way traffic system that was adopted during the lockdown was very welcome and think it would be beneficial to re-introduce it."*

*"Traffic calming measures would make an improvement."*

*"A roundabout at the junction of A947 and B9025, as the amount of right turning vehicles often causes backing up of traffic."*

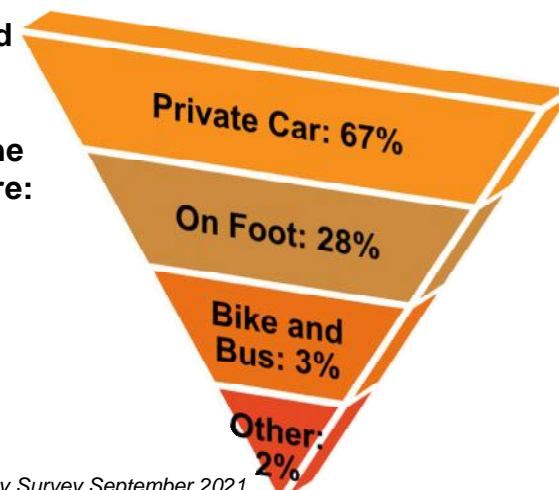
**Observations:** A number of comments were received through the survey requesting the reintroduction of the one-way system that was in place during the first lockdown of the COVID-19 pandemic. This was seen to be a positive to the town centre. Concerns were also raised through the survey regarding the speed that some vehicles travel through the town centre, particularly in an evening as this was noted on more than one occasion as a safety concern. Overall, through the ratings the majority of respondents noted traffic flow as either good or neutral with only 12 rating as poor.

### Distance Travelled to Use the Town Centre (Miles)



Source: Community Survey September 2021

How would you generally travel to the town centre:



Source: Community Survey September 2021



# TRAFFIC & PARKING

## CAR PARKING AFFORDABILITY

### Parking Costs

**£0.00**

Average hourly rate  
September 2021

### HOW WOULD YOU RATE: PARKING AFFORDABILITY?

■ Good ■ Neutral ■ Poor

BUSINESS 9 6 5

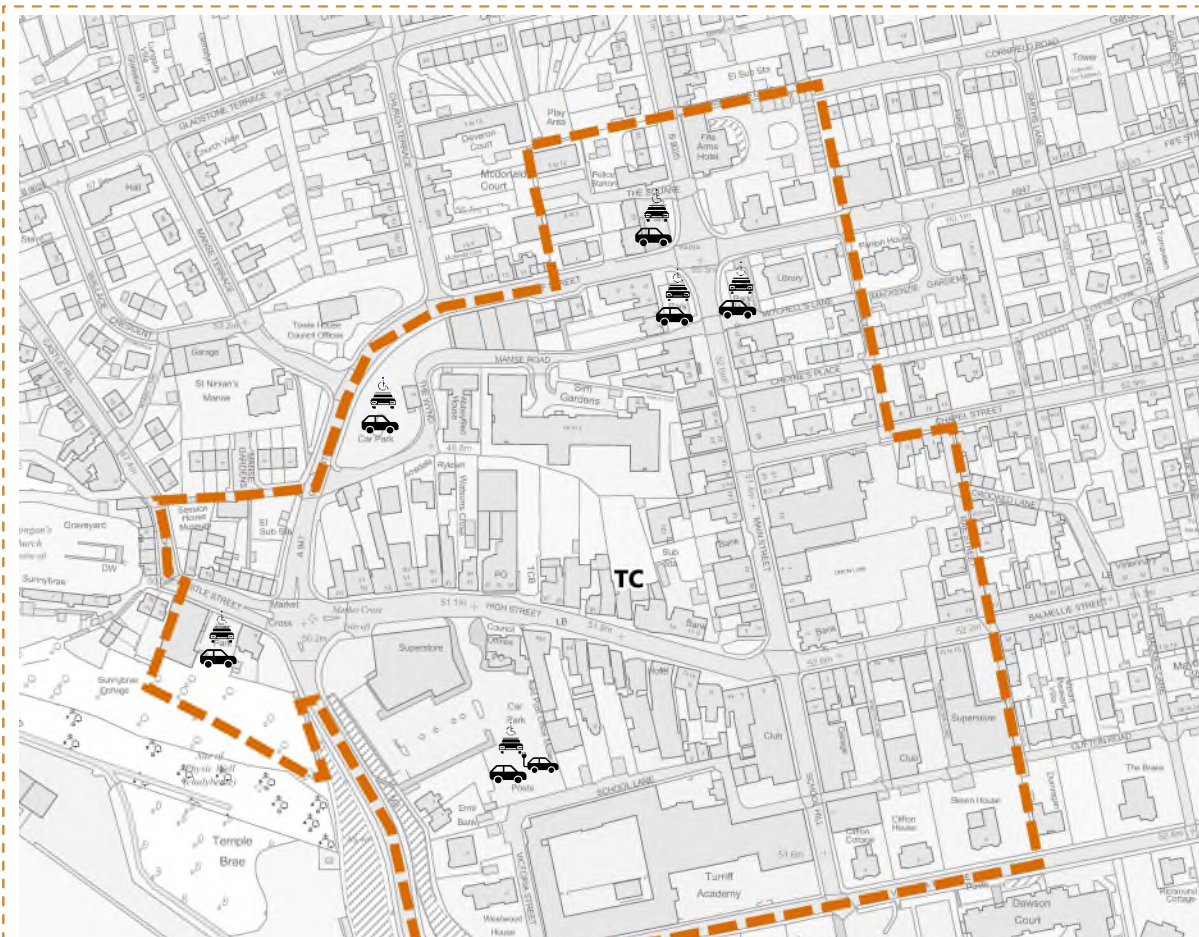
COMMUNITY 51 43 8

*"Free parking to encourage shoppers."*

*"Free parking throughout the town centre."*

*"Would be happy to pay a small charge for parking if the first hour was free so that the local retailers would not suffer."*

*"More free parking and not just for 2 hours."*



Images (Top to Bottom): High Street Car Park and The Wynd Car Park.



Free Parking



Paid Parking



EV Charging Spaces



Disabled Spaces



# TRAFFIC & PARKING

## CAR PARKING AVAILABILITY



Image: The Wynd Car Park.

*“More parking spaces required.”*

*“More accessible parking outside establishments, would be an improvement.”*

*“Encourage business owners to not use the parking and keep them free for business use.”*

*“Not enough parking.”*

### HOW WOULD YOU RATE: PARKING AVAILABILITY?

■ Good ■ Neutral ■ Poor

BUSINESS	6	7	7
COMMUNITY	46	37	20

### Spaces

140

No. of Free Spaces

0

No. of Paid Spaces

9

No. of Disabled Spaces

4

No. of EV Charging Spaces

**Observations:** During the site visit it was noted that the car parks within the town centre were well utilised, particularly The Wynd and the High Street car parks. It was noted, however that there were spaces available during the day and this is reflected through the community survey with 46 respondents noting the availability as good. Although, it should be noted that the availability of parking was in the top 5 lowest scoring topics from the business survey.

All spaces within Turriff Town Centre are free parking. However, a number of comments were also received regarding the affordability of parking with a number of respondents requesting more free spaces that are not time limited to 2 hours.



# TRAFFIC & PARKING

## EV CHARGING POINTS

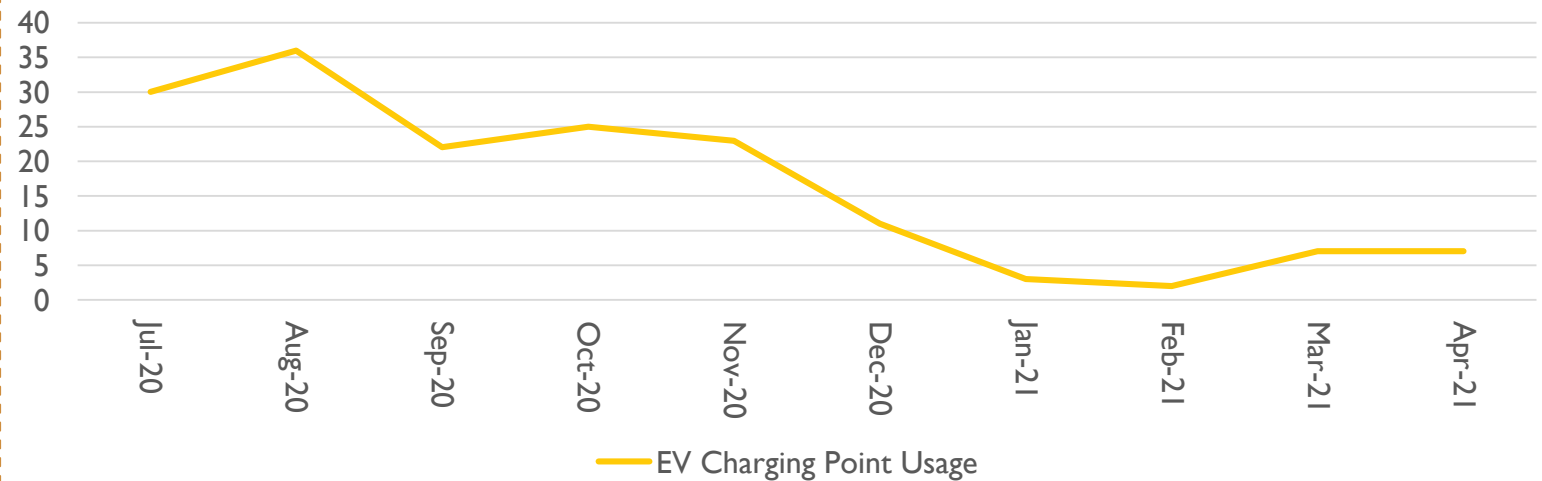
### EV Charging Points

**4** No. charging spaces  
 3 The Wynd Car Park  
 1 High Street (South) Car Park



Image: The Wynd Car Park.

### EV Charging Point Usage



**Observations:** The COVID-19 pandemic will have had an impact on this with Scotland being in lockdown for the first quarter of 2021. The above data only covers the High Street (South) EV charging point.

### EV Charging Points



#### August 2020

Highest monthly usage of the charging points in High Street

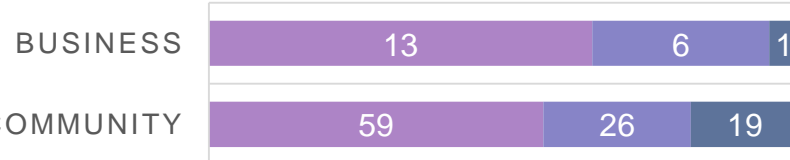
**Observations:** Within the town centre there are two locations for EV charging points, The Wynd and High Street (South). At time of the site visit none of the spaces were in use but looking at usage data since their installation in the High Street the spaces are used on a regular basis. No usage data was currently available for the units in The Wynd Car Park.



Buildings, landmarks, greenery, views and natural landscape can all help to create an attractive, distinctive place that people enjoy. These features can also help people to find their way around.

## HOW WOULD YOU RATE: ATTRACTIVENESS OF TOWN?

■ Good ■ Neutral ■ Poor



**Observations:** Turriff Town Centre is a very attractive with a large number of architecturally interesting buildings along High Street and Main Street. The town also has a large number of red sandstone buildings which adds to its character and sense of place.

There are also a number of planters located throughout the town centre which brighten and help the town to look well kept which as a comment that was received on a number of occasions through the surveys. Comments were also received noting the area around the bus stop on the High Street was dirty and needing attention.

*"Town is clean and well kept."*

*"Friendly town with a lovely atmosphere."*

*"Town looks tired."*

# STREETS & SPACES

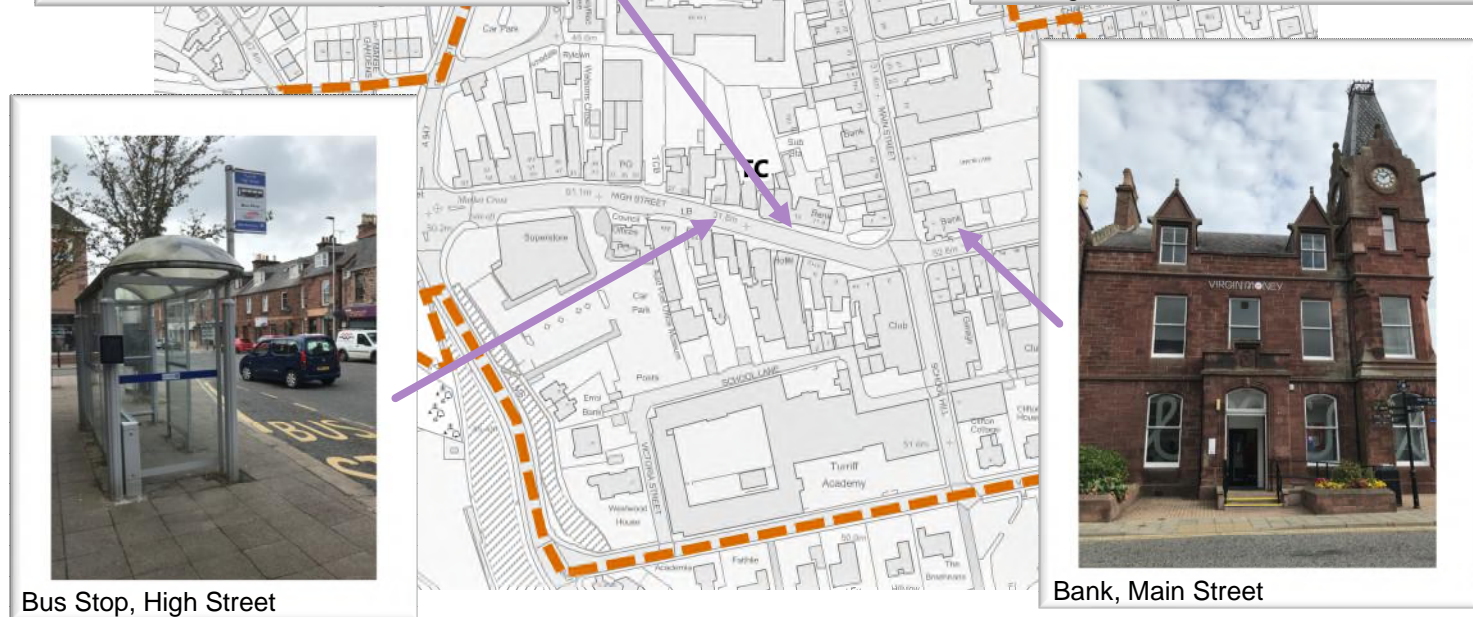
## ATTRACTIVENESS OF TOWN CENTRE



High Street



Seating, The Square



Bus Stop, High Street



Bank, Main Street



**Observations:** There are 12 listed buildings within Turriff Town Centre covering two of the listing categories. There are 10 Category C listed and 2 Category B listed buildings.

All of the listed buildings within the town centre are currently in good condition and this should continue to be monitored. There are a couple of buildings that are currently vacant so care will be required to ensure they do not fall into a state of disrepair.

Another positive relates to there not being any buildings within the town centre on the Buildings at Risk Register.

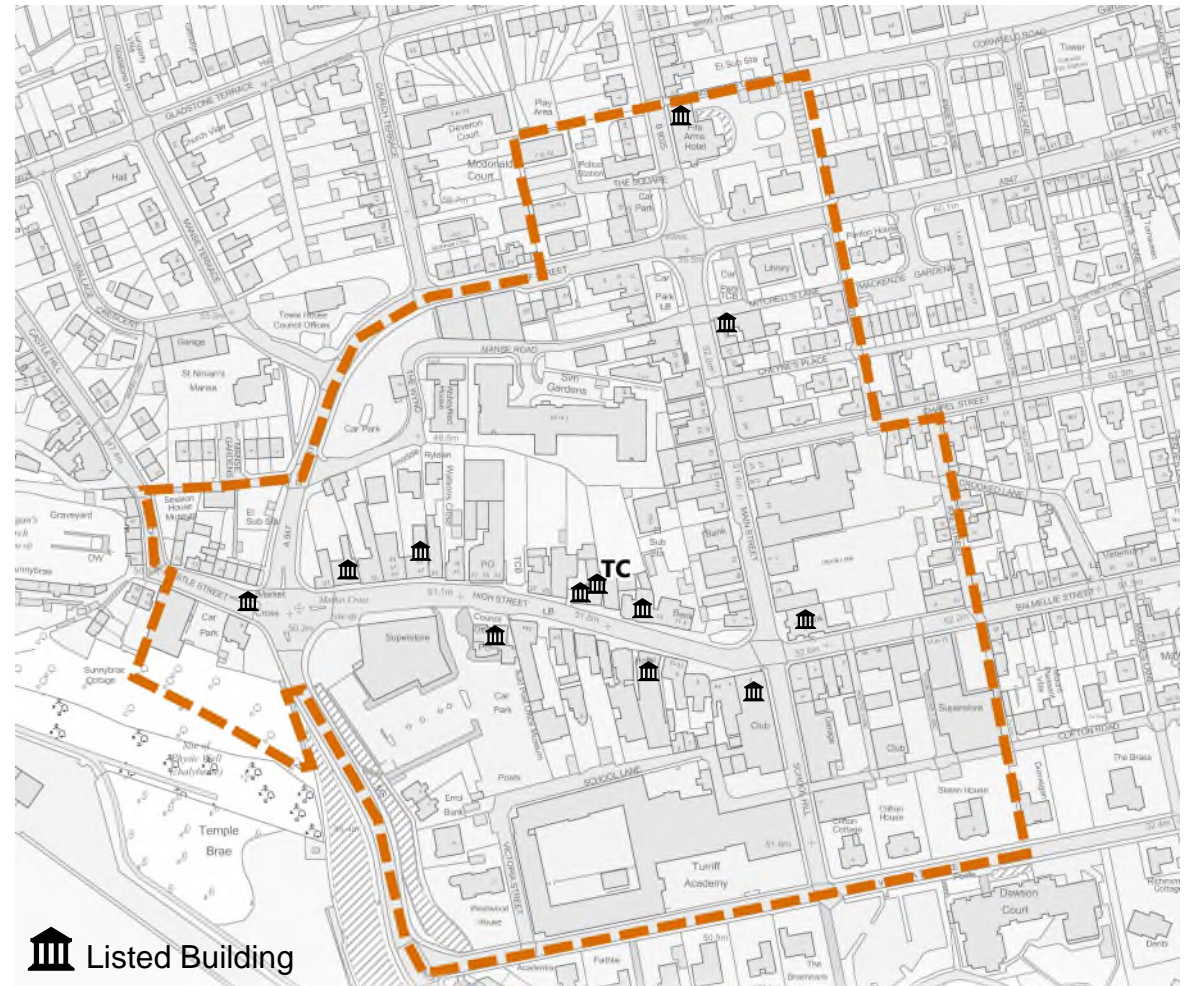
## STREETS & SPACES: HISTORIC ENVIRONMENT

*“There are well maintained old buildings within the town centre.”*

*“Improvements to some of the buildings on the High Street would make a huge difference, namely the old Municipal Building.”*

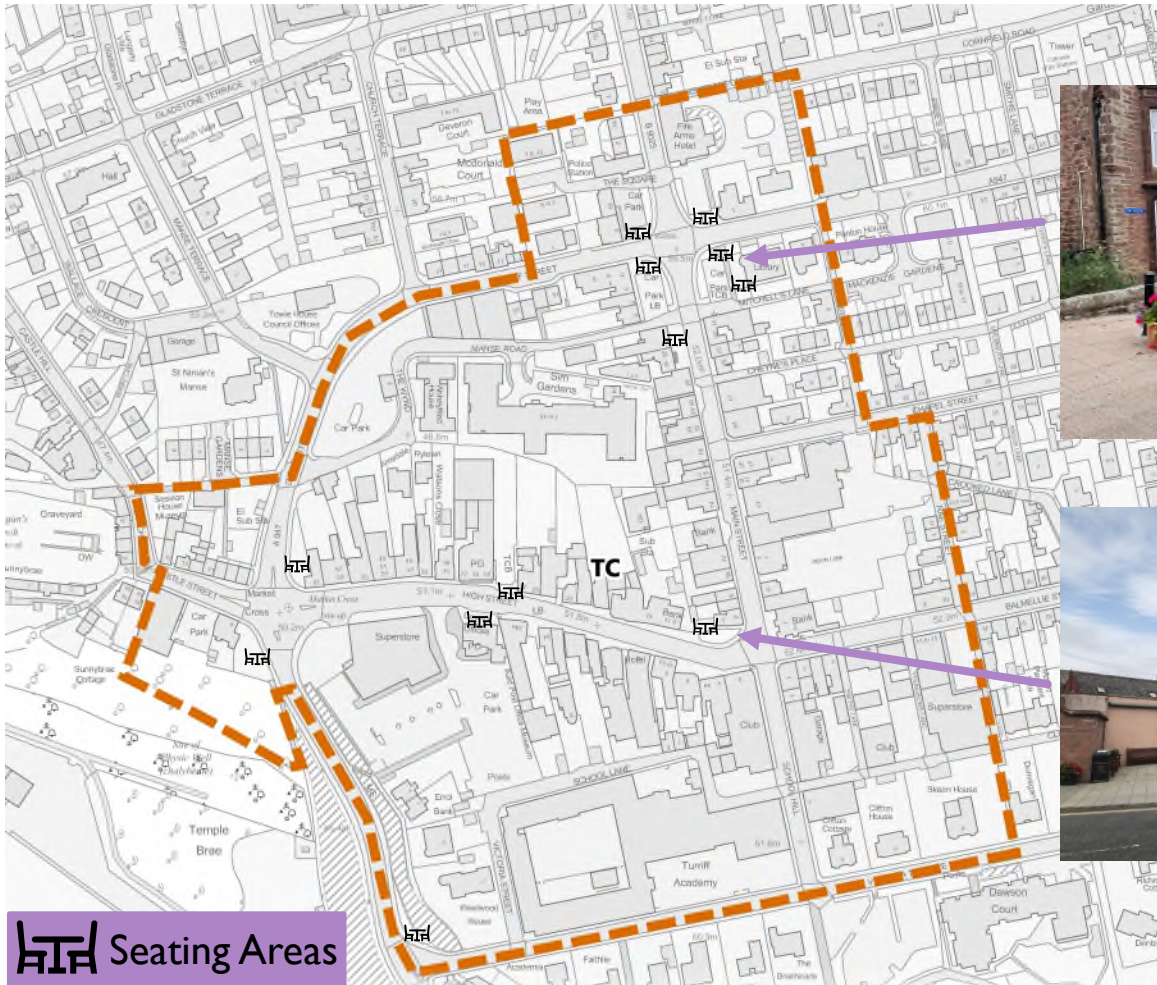


Images (Top Left and Clockwise):  
The Fife Arms, The Square;  
Stewart and Watson, High Street;  
Virgin Money, Main Street and A  
McKenzie Baker, Main Street.





# STREETS & SPACES: SEATING



**HTA** Seating Areas

## HOW WOULD YOU RATE: SEATING/ AREAS TO CONGREGATE

■ Good ■ Neutral ■ Poor

BUSINESSES

7 8 5

COMMUNITY

39 36 27



*"Perhaps another bench or two beside Traffords coffee shop."*

*"More seating would be an improvement."*

*"More places to sit in the town centre would be welcomed."*

*"There should be outdoor seating for cafes and restaurants."*

**Observations:** The available seating was in good condition and was located throughout the town centre allowing people to have rests as and when required.

There was also a large number of comments received through the survey noting an aspiration for more seating to be located within the town centre.

Another theme that was largely commented on through the surveys was the desire to see some more outdoor seating that could be used by cafes and restaurants.





## STREETS & SPACES: PUBLIC ART



**Observations:** There are two pieces of public art located within the town centre, a timeline of Turriff and the Turra Coo. Both of the art installations were in good condition.

The Turra Coo not only provides a piece of art but it also is an attraction that visitors to Aberdeenshire like to visit, drawing people into the town centre.

*“Brighten up the town centre with a mural at the car park or another location.”*

*“Would like the town centre to be made brighter.”*



Public Art

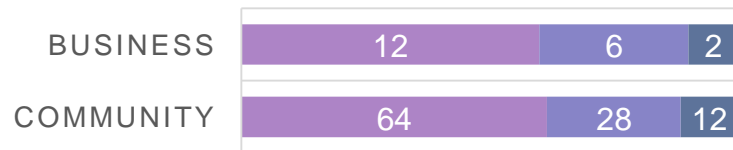




# STREETS & SPACES: PAVEMENTS

## HOW WOULD YOU RATE: PAVEMENT CLEANLINESS?

■ Good ■ Neutral ■ Poor



*"People need to pick up dog waste from pavements."*

*"There area around the bus stop on High Street is filthy."*

*"Pavements are clean."*

*"There are weeds within some areas that need to be better maintained."*

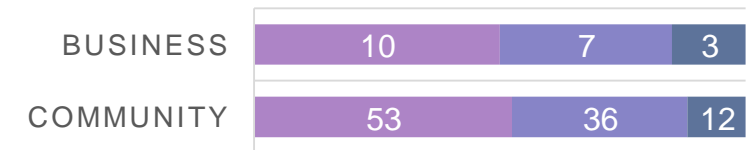
**Observations:** During the site visit the quality of the pavements within Turriff were noted as a positive as they were clean, well kept and allow for people to move around the town centre which is reflected through the scores for both topics in the surveys.

However, there are a few areas within the town centre where the pavement is narrow that can cause issues for people with prams/buggy's and wheelchair users, an example of this is the corner of Main Street and High Street.



## HOW WOULD YOU RATE: PAVEMENT QUALITY?

■ Good ■ Neutral ■ Poor



*"Wider pavements that are wheelchair and buggy friendly."*

*"Better pavements especially around the Turra Coo corner. Landscaping of the pavements is a danger to disabled people."*

*"The pavements are wide with plenty of space for walking."*

*"Pavements are narrow."*



*"Encouragement to bring businesses into vacant units into use."*

*"Empty shops windows, filled with something attractive so it doesn't look sad."*

*"Incentives for new shops to open."*

*"Empty shops to continue to be filled."*

*"Plenty of empty shops. We need to encourage more retailers."*



Images (Top Left and Clockwise): Main Street, High Street, High Street and The Square.

## STREETS & SPACES: VACANT RETAIL UNITS

**Observations:** The vacancy rate within Turriff is relatively low at 7.8%. This was something that was highly commented on through the surveys with a community desire to these units being brought back into use but is actually nearly half the Scottish average at the time of the survey, Q3 2021, which is 15% (Scottish Retail Consortium and Local Data Company).

Generally, the vacant units are in a relatively good condition but there is a concern that their condition could deteriorate over time if they are not brought back into use. Number 55 High Street has been vacant for a period of time and is showing signs of damage so the condition will require to be monitored.



**Vacant Retail Units:**

**6**

Vacant Units in the town centre

**7.8%**

Vacancy Rate at time of survey



Natural space includes parks and woodlands, fields, streams and rivers, green space alongside paths and roads, and tree-lined streets. These can be good for wildlife, improve air quality and benefit our health and wellbeing.

**Observations:** There is no park within the town centre but opportunities are taken to increase the green feel of the centre through impactful and generally well maintained planting and landscaping schemes, which include hanging baskets, trees and planters. This gave the town a welcoming, and vibrant feel. Signage was well used to direct visitors to green spaces outwith the town centre such as the park and picnic area at the Den and the Haughs.

### HOW WOULD YOU RATE: PARKS & GREEN SPACES?

■ Good ■ Neutral ■ Poor

BUSINESSES	11	6	3
COMMUNITY	64	22	17

*"I like the flowers and the town centre is always kept tidy."*

*"Beautiful surroundings e.g. flowers."*

*"Haughs area could be improved with more regular grass cutting and proper flower meadows not just overgrown grass/weeds."*

*"There needs to be more park space and what is there needs to be better up kept."*

## NATURAL SPACE



Turriff in Bloom, are a group of volunteers working to make Turriff beautiful through planting. Visit their [Facebook](#) page to find out more.



Green space for seating adjacent to A947 Cross Street



Expansive planting which includes trees on all sides of the Square provide an attractive entrance for visitors to the town



A variety of different planters are used across the town centre



Opportunities are taken to use open space in front of shops



Vibrant planting around the seating and gathering area in the High Street

The Den/ Haughs: Although not within the boundary this large green space can be accessed directly from the town centre





Good places encourage children to play and allow adults to enjoy leisure and sporting activities. Opportunities for play and recreation can improve the quality of our lives and our health.

**Observations:** There are no play and recreation facilities with Turriff Town Centre itself, comments focused on a lack of opportunities for young people and a desire to see more play facilities in the town centre to try and encourage people to stay in the area longer. However, there are a number of play/leisure outlets about 0.5 miles from the High Street including the Haughs, a large open space area which hosts playing fields, a boating pond and a children's play park and is used for events, such as the Turriff Show.

### HOW WOULD YOU RATE: LEISURE AND PLAY FACILITIES?

■ Good ■ Neutral ■ Poor

BUSINESSES	8	6	6
COMMUNITY	36	42	21

*"Increase the opportunities for people to meet in a social way - nice public space, for example. Benches, children's play equipment, green space, pedestrianised spaces. Encourage the cars out of the town centre. If people have a reason to linger more, and it's a pleasant place to be, they will spend more. Less reason to drive into the centre, rush into a shop and buy the bare essentials and then leave again."*

## PLAY & RECREATION





Facilities and amenities are the things that we need to live and enjoy life. This can include shops, schools, nurseries, libraries, GP surgeries and places to eat, drink and meet friends. Access to facilities and amenities is important to support healthy, fulfilling lives.

# FACILITIES & AMENITIES

## RETAILER REPRESENTATION



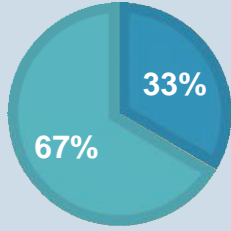
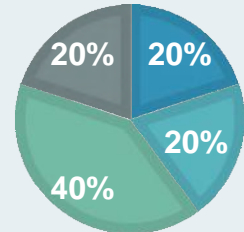
Use Class Order Classification The Town and Country Planning (Use Classes) (Scotland) Order 1997	Number of Units within Use Class	Distribution of Units in Use class	
<b>Class 1: Shops</b> (Retail sale of goods other than hot food, post office; sale of tickets; travel agency; sale of cold food for consumption off the premises; hairdressing; direction of funerals; the display of goods for sale; hiring out of domestic or personal goods or articles; launderette or dry cleaners; reception of goods to be washed, cleaned or repaired; where the sale, display or service is principally to visiting members of the public)	43 units	<b>CLASS 1: SHOPS</b> <ul style="list-style-type: none"> <li>Charity</li> <li>Clothes &amp; Footwear</li> <li>Entertainment</li> <li>Florists</li> <li>Food &amp; Drink</li> <li>Hairdresser &amp; Barber</li> <li>Home &amp; Garden</li> <li>Other</li> </ul>	
<b>Class 2: Financial, Professional and other services</b> (Use for the provision of - financial services; professional services; or any other services (including use as a betting office) e.g. offices of accountants, dentists, doctors, solicitors, beauticians, estate agents)	15 units	<b>CLASS 2: FINANCIAL, PROFESSIONAL &amp; OTHER SERVICES</b> <ul style="list-style-type: none"> <li>Banks</li> <li>Accountants, Solicitors, Estate Agents</li> <li>Beauticians</li> <li>Betting Office</li> <li>Dentists</li> <li>Other</li> </ul>	

Images (Top to Bottom): Celebrations, Main Street and High Street Streetscape.



# FACILITIES & AMENITIES:

## RETAILER REPRESENTATION

Use Class Order Classification The Town and Country Planning (Use Classes) (Scotland) Order 1997	Number of Units within Use Class	Distribution of Units in Use class
<b>Class 3: Food and Drink</b> (The sale of food or drink for consumption on the premises. e.g. cafes, restaurants, snack bars)	6 units	<b>CLASS 3: FOOD AND DRINK</b>  <ul style="list-style-type: none"> <li>■ Café</li> <li>■ Restaurant</li> </ul>
<b>Sui Generis</b> (For the sale of hot food for consumption off the premises. e.g. pizza shops, takeaways, kebab shops, fish and chip shops)	5 units	<b>SUI GENERIS: HOT FOOT TAKEAWAY</b>  <ul style="list-style-type: none"> <li>■ Fish and Chips</li> <li>■ Chinese</li> <li>■ Pizza</li> <li>■ Other</li> </ul>
<b>Sui Generis</b> (Use as a Public House)	1 units	1 Public House



Images (Top to Bottom): Castle Street and Main Street.



# FACILITIES & AMENITIES:

## RETAILER REPRESENTATION

### Retailer Representation

**62.2%** of businesses in the town centre are independent retailers

**30%** of businesses in the town centre are multiple retailers\*  
\*have multiple stores operating under one brand name and have common ownership.

**2** No. of Charity Shops

**76%** of visitors to Turriff Town Centre agree that it offers all services expected (retail, café, pubs etc)

**Observations:** There is a good distribution between independent and multiple (chain) retailers within the town centre. There was a mix of comments received in relation to the variety of shops on offer with some noting a desire to see more variety whilst others noted that there was already lots of variety. Additionally, a number of positive comments were received to note that the quality of the shops within the town centre is good.

### HOW WOULD YOU RATE: VARIETY OF SHOPS?

■ Good ■ Neutral ■ Poor

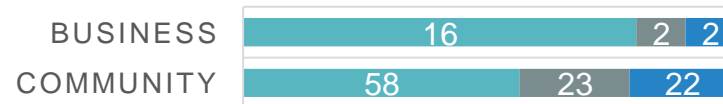
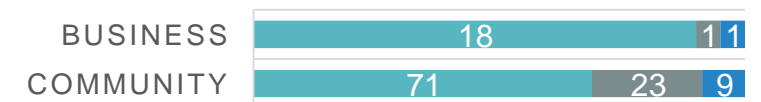


Image: High Street Corner.

### HOW WOULD YOU RATE: QUALITY OF SHOPS?

■ Good ■ Neutral ■ Poor



*"More shops, more choice, more options."*

*"More variety of shopping would be an improvement."*

*"More variety of shops for clothing and everyday items would be nice."*

*"The variety of shops is limited."*

*"Lots of variety of shops."*

*"Good variety of shops."*

*"Lacks variety in clothes shops, have to go elsewhere."*



# FACILITIES & AMENITIES: CAFE AND RESTAURANTS

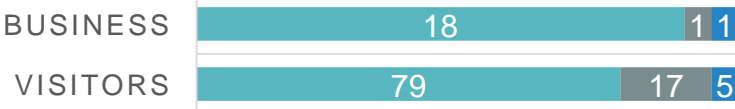
## HOW WOULD YOU RATE: CAFE/ RESTAURANT CHOICE?

■ Good ■ Neutral ■ Poor



## HOW WOULD YOU RATE: CAFE/ RESTAURANT QUALITY?

■ Good ■ Neutral ■ Poor



**Observations:** There is a good selection of cafes and restaurants within Turriff Town Centre. This was reflected through the survey responses and ratings with the two topics, cafes/restaurant choice and quality ranking in the top five for both the community and business owners.

*"There are plenty of eating places within the town centre."*

*"Choice of cafes, bigger restaurants and varying prices to suit all budget."*

*"Lots of variety of places to eat."*

*"There are a range of eating places within the town centre."*

*"Plenty of cafes and restaurants so we don't need anymore."*

*"The town centre has good eateries."*



Images (Left to Right): Restaurant Castle Street, Restaurant Balmellie Street.



# FACILITIES & AMENITIES:

## CULTURAL AND LEISURE OUTLETS, AND PUBLIC SERVICES

**Observations:** There is a good selection of different cultural, leisure and public services within the town centre. There is a range of uses from the Police Station, Turriff Academy, Library and the Museum. There is a lack of leisure outlets within the town centre, however there is a large range of leisure outlets adjoining the town centre boundary including the Swimming Pool.



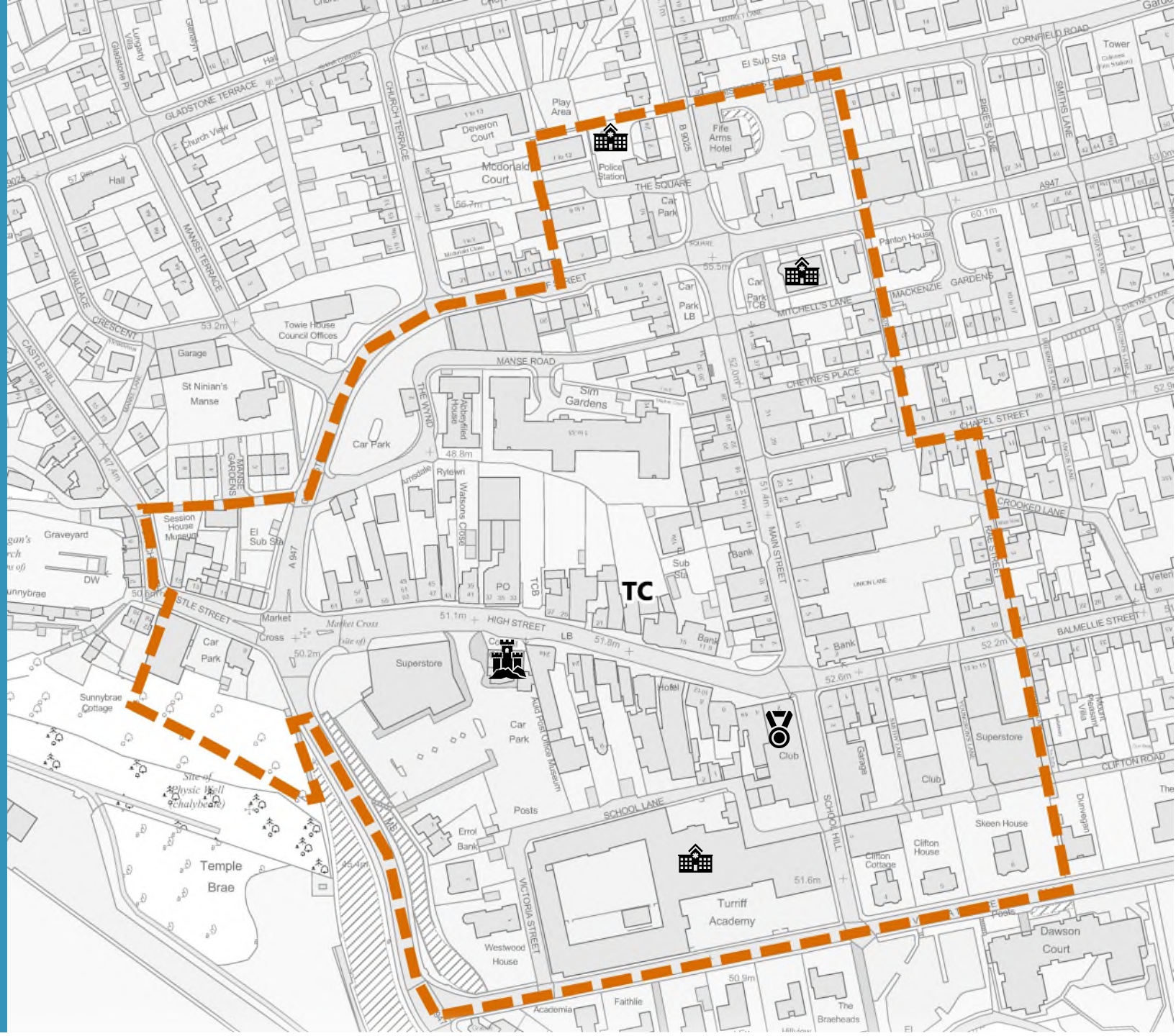
Cultural Outlets



Leisure Outlets



Public Services





# FACILITIES & AMENITIES: EVENING ECONOMY

## HOW WOULD YOU RATE: THE VIBRANCY IN THE EVENING :

■ Good ■ Neutral ■ Poor

BUSINESS	2	11	7
COMMUNITY	20	47	35

*"Need a wine/cocktail bar for older people to socialise in the evenings."*

*"No police presence in the evenings."*

*"There is anti-social behaviour in the town on an evening."*

*"Don't need anymore takeaways."*

**Observations:** There are a large number of takeaways within the town centre and a few comments were received through the community survey noting that there is no requirement for any further takeaways within the town centre.

There are also a number of other units open in the evening, primarily restaurants.

Another theme, noted through the survey was the anti-social behaviour within the town in the evenings, generally people within cars driving at speed and this making people not want to spend time in the town centre.

Examples of some of the units open in the evening.



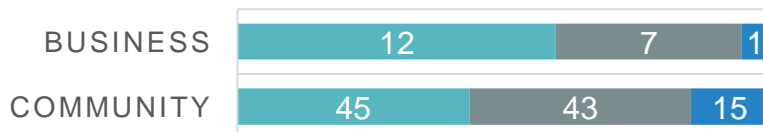


# FACILITIES & AMENITIES:

## COMMUNITY AND VISITOR SATISFACTION

### HOW WOULD YOU RATE: VALUE FOR MONEY?

■ Good ■ Neutral ■ Poor



*"It's a fabulous town."*

*"There is a good mix of shops available, but others would always be welcome in the town."*

*"More choice and affordable shopping for families would be welcomed."*

*"Thriving town with a variety of quality shops."*

*"Happy with the town centre."*

*"More variety within the town centre would be an improvement."*

### Town Centre Offer:

# 76%

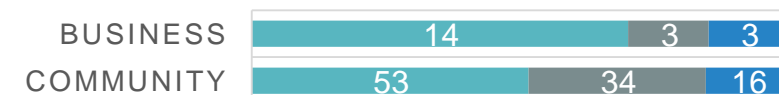
of the community agree that it offers all services expected (retail, café, pubs etc)

**Observations:** The majority of comments received in relation to the views regarding the town centre were positive.

Two topics received comments of a slightly negative nature one in relation to the community aspiration to see more variety available within the town centre, whilst the other was to see an increase in affordability of goods available. However, with this being said the overall rating for both topics was positive.

### HOW WOULD YOU RATE: VARIETY OF GOODS AVAILABLE?

■ Good ■ Neutral ■ Poor



### HOW WOULD YOU RATE: STANDARD OF SERVICE IN SHOPS?

■ Good ■ Neutral ■ Poor



**Tourism:** Data provided by VisitAberdeenshire shows the number of page views received for Turriff in the 'Towns and Villages' section of their website:

**1,066** Jan-Dec 2019

**975** Jan-Dec 2020



# FACILITIES & AMENITIES:

## ONLINE SHOPPING

### Online Offering

**89%** of businesses surveyed have online presence

**31%** of businesses surveyed sell online

**40%** of the businesses surveyed that sell online make 25% or less of their income from this

**24%** of the community surveyed said they are more likely to shop online rather than going into the town centre for the same item

**65%** of the community survey noted that their attitude towards online shopping had changed because of the COVID-19 pandemic

**47%** of the community survey noted that their usage of the town centre had increased because of the COVID-19 pandemic

**Observations:** Within the survey there was a real mix of responses to the questions about shopping online. A number of respondents noted that they would rather shop local rather than buying online as they want to support the local retailers or so it enables them to see what they are buying.

Whilst others noted that convenience, pricing and variety of goods were the main reasons for online shopping.

*"Prefer to shop local whenever possible."*

*"More affordable and more choice online."*

*"Sometimes it's a bit cheaper online."*

*"Prefer to use local shops where I can."*

*"I don't like online shopping, I don't trust it."*

*"If I can buy locally, I will do to support the town centre retailers, even if it costs a wee bit more."*



Image: Turra Co, High Street.



# FACILITIES & AMENITIES:

## CONNECTIVITY

**Observations:** Mobile coverage within Turriff Town Centre is strong with three of the top networks being able to be connected to at a 4G level both indoors and outside. There is currently no coverage of 5G within the town centre.

Broadband coverage is also strong with fibre and superfast broadband being available within the town.

There is no free public WIFI available within the town centre.



### Broadband Coverage in Turriff Town Centre:

	FTTH/FTTP	✗
	Ultrafast Broadband (>=100 Mbps)	✗
	Superfast Broadband (>24 Mbps)	✓
	Fibre (FTTC or FTTH or Cable or G.Fast)	✓
	Wireless	✗
	LLU	✓
	ADSL2+	✓
	ADSL	✓

### Average Speed of Internet in Turriff Town Centre:

	Download:	8.5 Mbps
	Upload:	0.1 Mbps

### Mobile Coverage in Turriff Town Centre:

		Voice	3G	4G	5G
Three	Indoor	✓	✓	✗	✗
	Outdoor	✓	✓	✗	
O2	Indoor	✓	✓	✓	✗
	Outdoor	✓	✓	✓	
EE	Indoor	✓	✓	✓	✗
	Outdoor	✓	✓	✓	
Vodafone	Indoor	✓	✓	✓	✗
	Outdoor	✓	✓	✓	

✓ Good coverage    ○ You may experience problems    ✗ No coverage



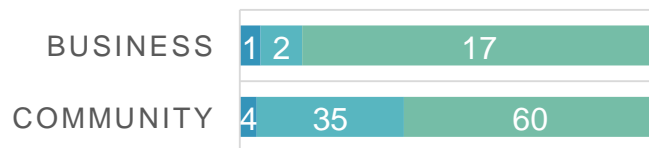
## FACILITIES & AMENITIES: OTHER SERVICES

**Observations:** Turriff Town Centre is well serviced by ATM machines. Additionally, there is a Defibrillator unit within the town centre on the corner of Main Street and High Street which can be used by anyone within the town centre should the need arise.

Additionally, there is currently no farmers market within the town centre, which is why the market was rated as poorly through the survey. However, there were a large number of comments received noting the communities aspiration to see a farmers market within the town.

## HOW WOULD YOU RATE: THE MARKET?

■ Good ■ Neutral ■ Poor



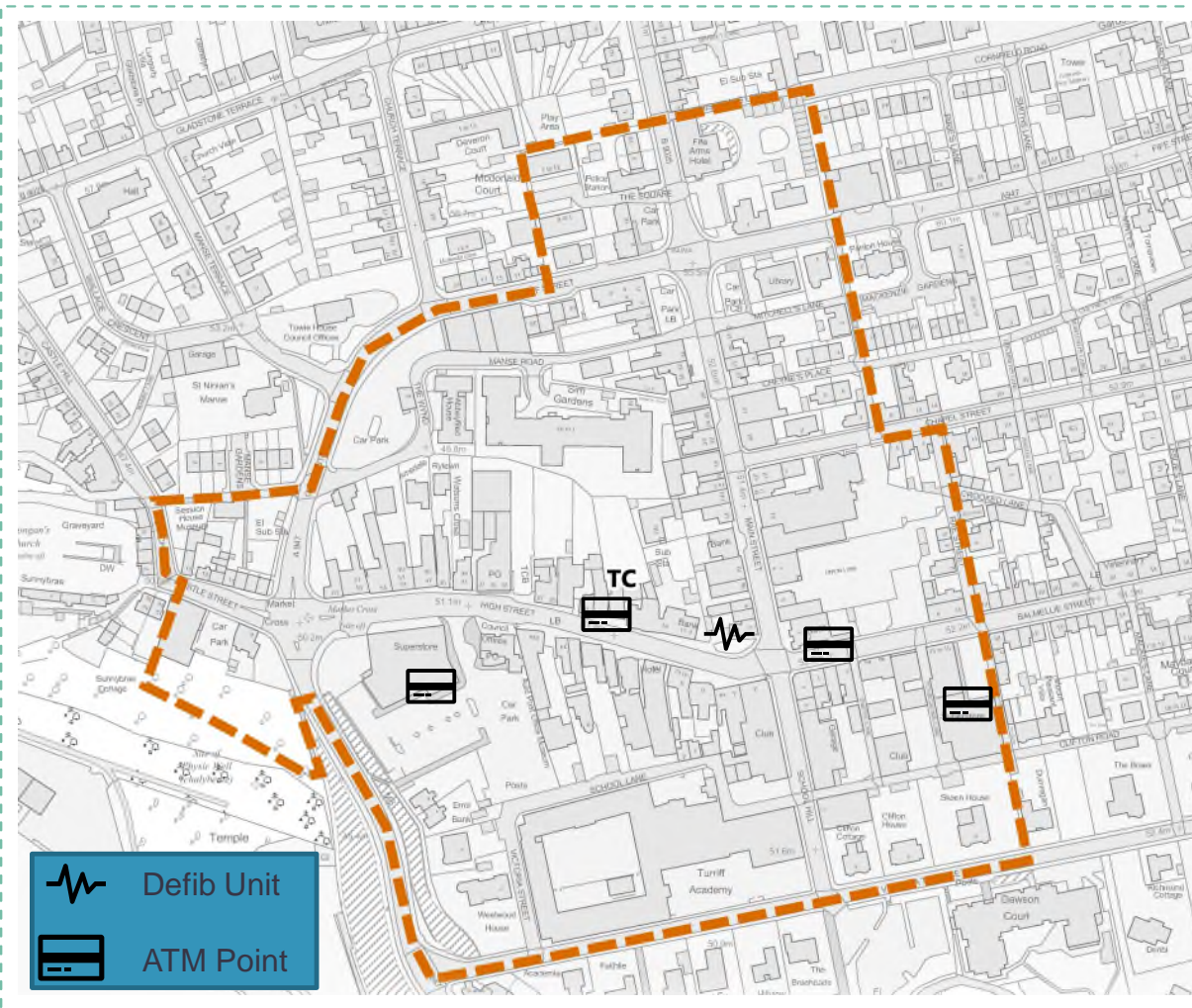
*“A monthly farmers market would be an improvement to the town centre.”*

*"It amazes me that as a farming town that there is no farmers market."*

*"A farmers market would be good, would bring extra people into the town but doesn't seem to be anyway to hold it."*

*"There is no farmers market now although there used to be."*

*"The business association would like to bring a farmers market again once a month."*





Good-quality work offers important benefits through income, activity, social contact, sense of identity and job satisfaction. A thriving local economy can provide work opportunities and help create lively places where people want to spend time.

**Observations:** The employment and income picture is as would be expected with a high proportion of retail and hospitality jobs. However, there is an interesting mix across other sectors perhaps reflecting the towns classification as a remote small town. The claimant count rate has increased, partly in response to the COVID-19 pandemic but the continued rise into August this year is a deviation from other local trends which are downwards. Despite low levels of deprivation the claimant count rate could indicate hidden pockets of need within the community.

### Settlement Type: Remote Small Town

(Settlements of 3,000 to 9,999 people, and with a drive time of over 30 minutes but less than or equal to 60 minutes to a Settlement of 10,000 or more)

Scottish Government's Urban Rural Classification, 8-fold

**Median Household Income 2020**  
**Town Centre Data Zone**  
**£25,890**



£40,998 Formartine; £37,853 Aberdeenshire

Source: © CACI Limited 1996 - 2020 This report shall be used solely for academic, personal and/or non-commercial purposes.

## WORK & LOCAL ECONOMY



### Top 5 Employment Sectors 2019 Turriff Town Centre Data Zone\*



**25% Retail**



**18.8% Education**



**11.1% Accommodation & Food Services**



**11.1% Professional, Scientific & Technical**



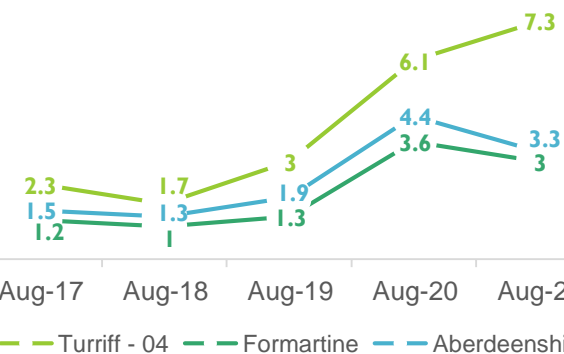
**6% Health**



**5% Arts, Entertainment, Recreation & Other Services**

Source: Business Register and Employment Survey 2019

### CLAIMANT COUNT RATE (%)\*



\*Includes people claiming Universal Credit or Jobseekers Allowance  
Source: ONS Crown Copyright Reserved

**Scottish Index of Multiple  
Deprivation 2020**

**Town Centre Data Zone\*:**

**51-55%**

**Least deprived in Scotland**

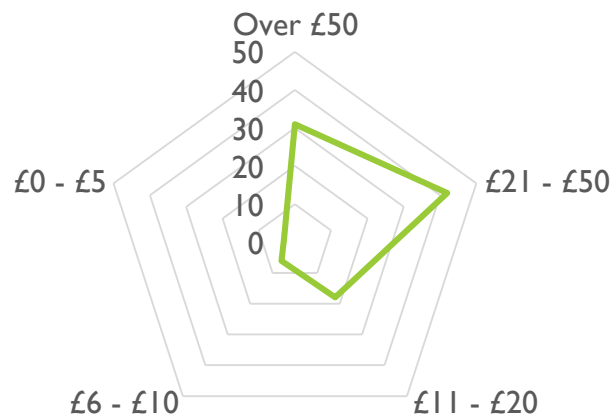
\* The data zone (S01007020) that includes the majority of the town centre.



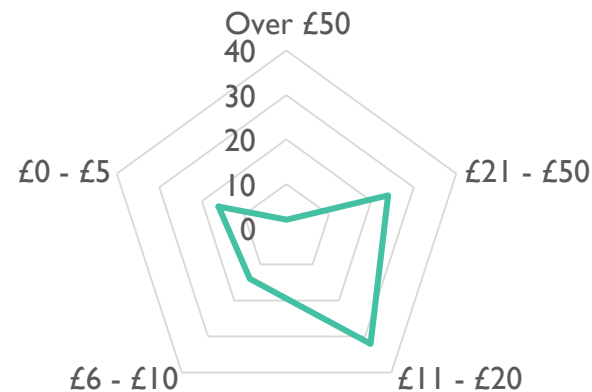
# WORK & LOCAL ECONOMY: AVERAGE CONSUMER SPEND

**Observations:** The graphs highlight that the majority of expenditure across the different sectors is at lower levels with food shopping accounting for most larger purchases. Other shopping, eating out and takeaways are mostly at mid-range levels. Hair and Beauty is used less overall but tends towards higher values. Events/ Entertainment have limited spending which perhaps reflect the lack of provision in this area. This offers potential for increased spend in the town centre.

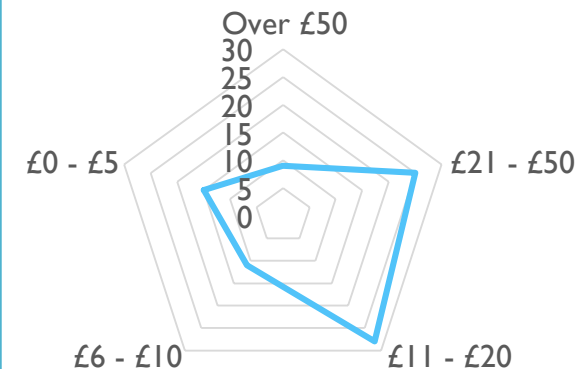
## Food Shopping



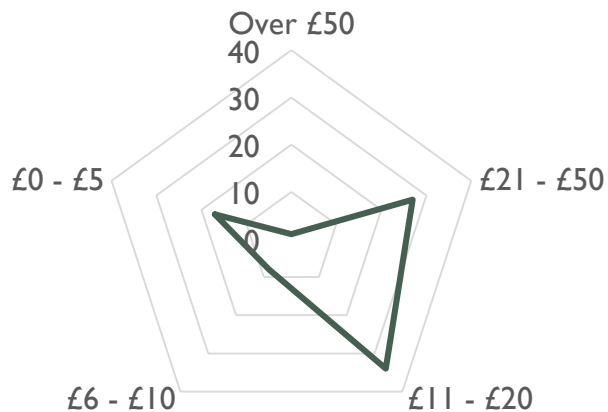
## Other Shopping



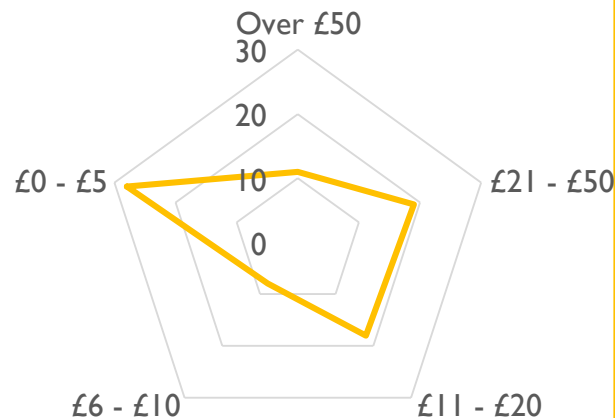
## Café/ Restaurant



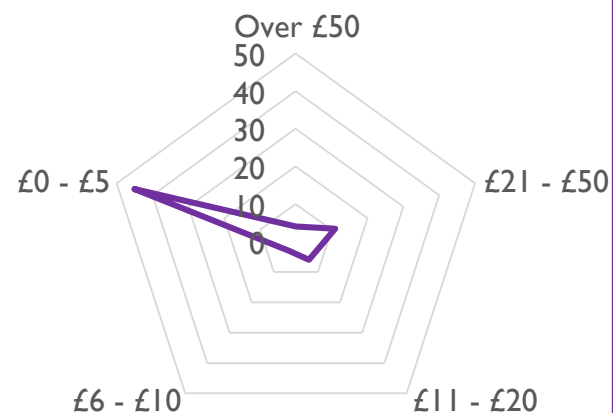
## Takeaway



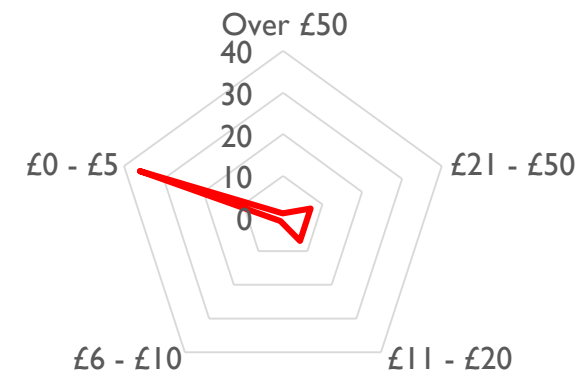
## Hair & Beauty



## Events/ Entertainment



## Other





## WORK & LOCAL ECONOMY: BUSINESS SURVEY HIGHLIGHTS

**Observations:** 21 businesses responded to the survey and provided a mixed outlook for the town, with a varied picture on turnover and employment levels staying the same or falling in the past 5 years. However, 21% of respondents are new start-up businesses and 41% of respondents are somewhat confident about future business performance. This is encouraging given the huge impact the COVID-19 pandemic has clearly had on business turnover. This resilience could be due to the large number of established, independent businesses, able to respond better than their larger chain competitors to the pandemic. Businesses are making good use of Facebook but there is scope to further explore other online marketing options.

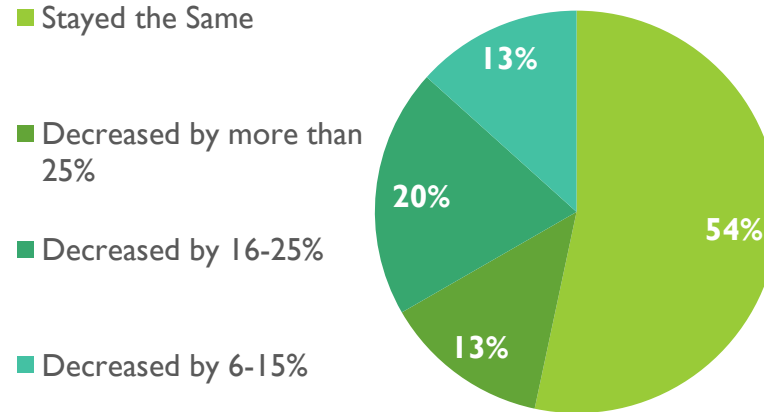
**74%** of business owners surveyed are **established** businesses in the town centre. **5%** are ready to **sell/retire**; **21%** are **start-ups**

**94%** of business owners surveyed were **independent** businesses

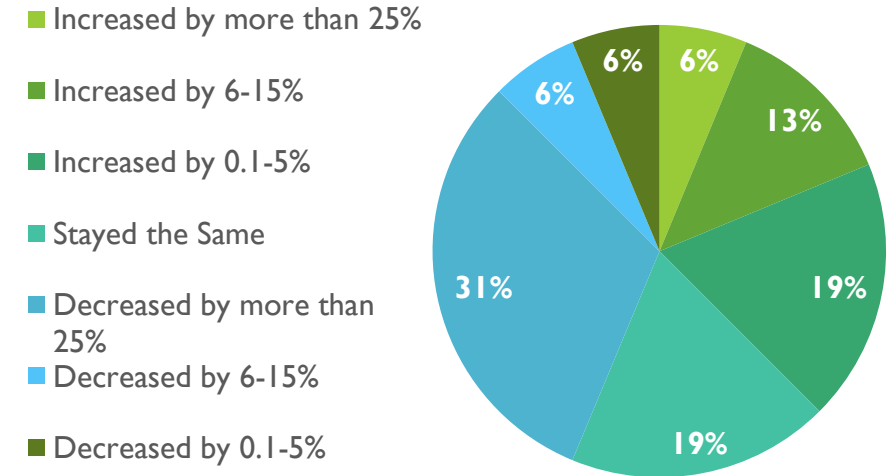
**41%** of business owners surveyed were **somewhat confident** about future business performance in Turriff; **41%** were **neutral** and **18%** **somewhat unconfident**

**6%** of business owners surveyed are looking to **grow** or **expand** in the next year, with a further **22%** in the next five years. **44%** are **unsure** and **28%** are **not** currently considering growth or expansion

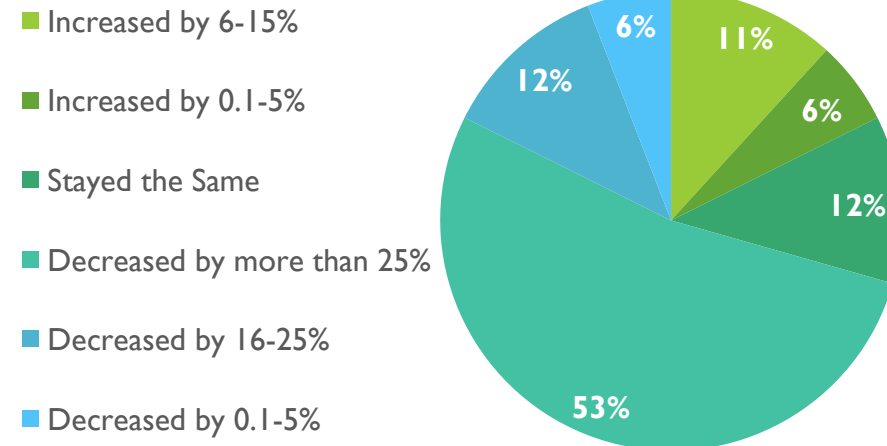
### Has employment at your premises changed in the past five years?



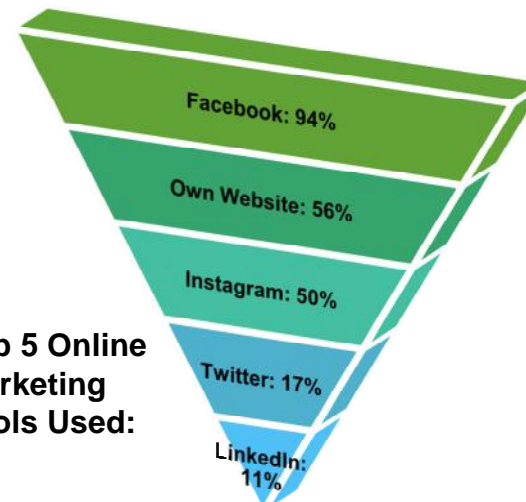
### How has turnover at your premises changed in the past five years?



### What difference have the COVID-19 restrictions had on turnover during the period March 2020 to April 2021?



### Top 5 Online Marketing Tools Used:



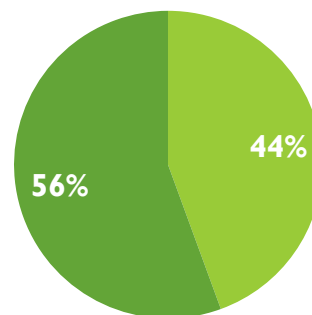


# WORK & LOCAL ECONOMY:

## PROPERTY

**Observations:** The commercial property market seems fairly stable in Turriff, perhaps due to the large number of independent, established businesses as indicated in the business survey. This is echoed in the number of businesses who own their own premises and a reasonably bright outlook for investment in town centre stock with almost a quarter of respondents confirming they are looking to invest in their premises within the next year. Comments received in the surveys suggested that large, vacant buildings such as the banks are an issue, but that imaginative solutions could be considered such as pop-up or hub space or residential accommodation.

**Do you rent or own your premises?**



■ Rent ■ Own



**22%** of business respondents said they would invest in their premises in the next year, **50%** were unsure of their investment plans and **28%** have no plans for investment.

*"There is a decreasing footfall and more premises for sale / rent. Business costs continue to increase and there appears to be little flexibility in the use former business premises can be used for. Personally I feel that some former retail premises should be allowed and indeed encouraged to be used for residential use, (with appropriate grant schemes for such purposes) which could be for example subject to a cap on the numbers over a certain period. More people living in these areas may help to retain the number of shops still left. The current situation is not sustainable."*

*"Improvements to some of the buildings on the High Street would make a huge difference, namely the old Municipal Building as an example."*

*"Use empty shops for businesses. e.g. people can go to find services such as plumber, joiner, electrician etc."*

*"Still has good occupancy with the exception of long term empty lets, all of which have building issues."*

*"Empty shops filled, maybe help to rent for new businesses or existing ones wanting to try Turriff before they commit fully."*

*"Lower rent etc. so that empty buildings can be opened as clothes shops (no more pubs and restaurants or takeaway)."*

### Planning Applications:

Within the town centre six planning applications were approved in 2020. Of note were:

- 2 for signage;
- 2 for installation of CCTV;
- 1 Change of Use from Shop (Class 1) to Tanning Salon (Class 2) and alterations to shop front.

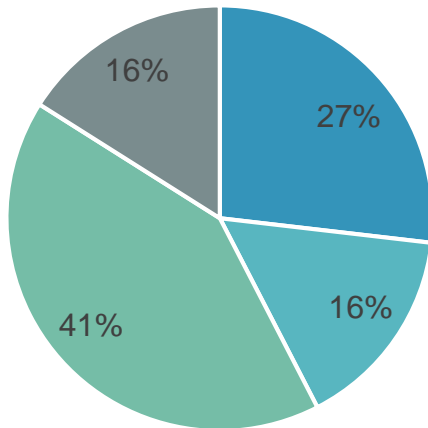


Housing is central to people's lives and helps to shape the appearance and character of places. Good places provide a mix of housing that supports a socially balanced community and meets people's needs throughout life.

# HOUSING & COMMUNITY



## DWELLING TYPE



■ Detached ■ Semi Detached ■ Flat ■ Terrace

The mix of dwelling types within the town centre is shown above. There is a real diverse mix of housing types within the town centre boundary with the majority being flats.

Of these dwelling types within the town centre the main tenure is for the properties to either be owned outright, or with a mortgage.

## Turriff Housing Profile and Population

The overall population total for Turriff in 2016 was 4,960 and it is estimated that approximately 403 people stay within the town centre.

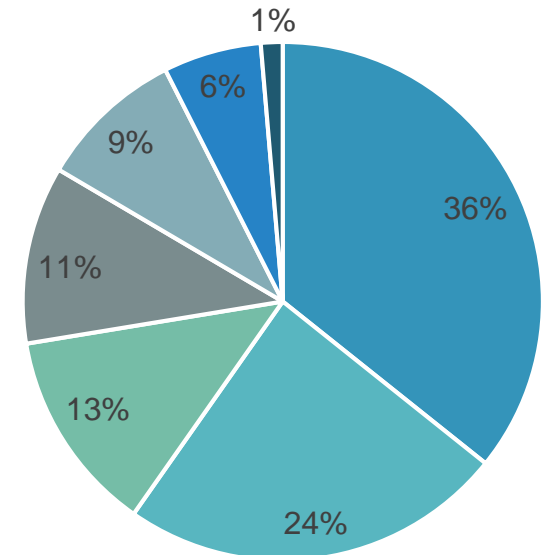
The average house price for dwellings within the town centre boundary in 2018 was £134,667.



Image: High Street.

In terms of Council Tax Bands (2020), Turriff Town Centre has dwellings in Bands A-G on the scale of the Council Tax Bands. The majority, 60%, are located within the first two bands, Band A and Band B.

## COUNCIL TAX BAND



■ Band A ■ Band B ■ Band C ■ Band D  
■ Band E ■ Band F ■ Band G



Feeling isolated can be damaging to our health and wellbeing. Good places provide a variety of spaces to meet and spend time with others.

**Observations:** Range of events scored in the bottom five indicators in the community survey, but this might be influenced by the ongoing issues with Covid at the time of the survey. There are a number of venues that are available for social interaction in the town centre, including a number of cafes, but facilities for young people are lacking. The Museum is currently run by volunteers from the Turriff and District Heritage Society.

To supplement the indoor venues the community would like to see more events happening within the town centre.

## HOW WOULD YOU RATE: RANGE OF EVENTS?

■ Good ■ Neutral ■ Poor



# SOCIAL CONTACT



Venue	Indoor / Outdoor	Opening Times
Library	Indoor	Mon 2:00pm-6:00pm Wed 1:30pm-5:00pm
Museum	Indoor	Wed-Sat 11:00am-3:00pm (April to September)
British Legion Club	Indoor	Information Unavailable at time of Survey



*"More events in the town centre, like Farmers Markets would be good."*

*"There is a lack of local events."*

*"There needs to be something for younger people to do."*

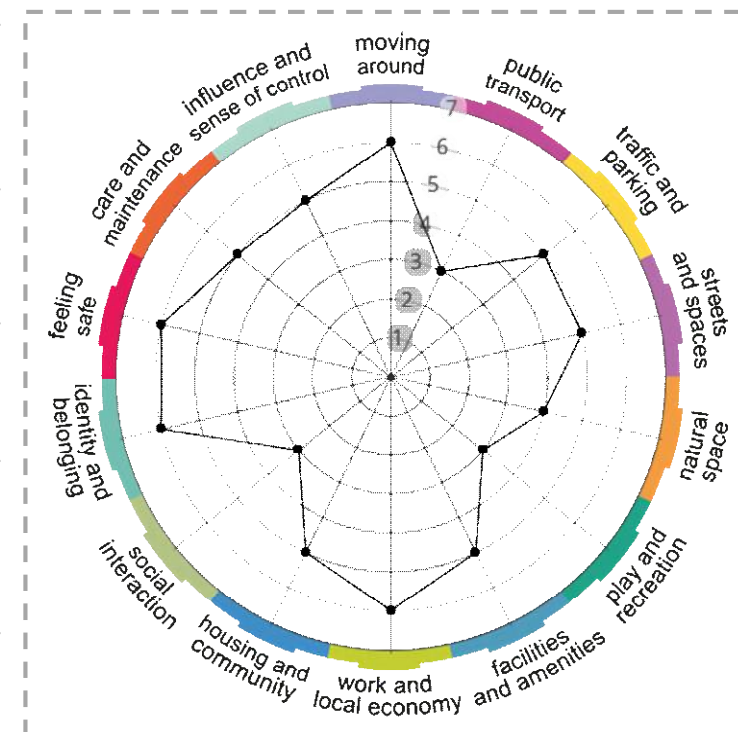


Images (Top then Clockwise): British Legion Club, Museum High Street and Turriff Library



# KEY CONSIDERATIONS & OPPORTUNITIES

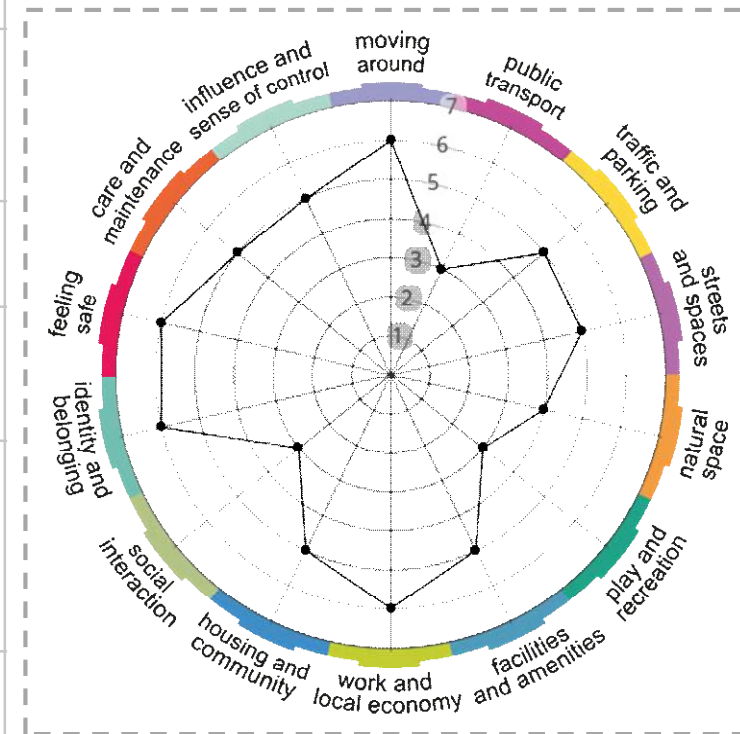
Theme	Key Improvements
<b>Identity and belonging</b> Rating: 6	Turriff Town Centre has a strong sense of identity and scored highly for community spirit and how people felt about the town centre. Events could be a good opportunity to build on this.
<b>Feeling safe</b> Rating: 6	Overall a very positive indicator for the town centre, particularly in relation to safety during the day. Safety in the evening however, was less well scored and this was attributed to the perception of anti-social driving. Interventions could consider tackling this issue.
<b>Care and maintenance</b> Rating: 5	This was a positive indicator for Turriff with the majority of comments recognising that the town is well maintained. Concerns were raised about the impact that the vacant units could start to have on the town centre and this should maybe be monitored.
<b>Influence and sense of control</b> Rating: 5	Turriff is well-served with active volunteer-led organisations working to maintain and improve the town centre. Awareness of the groups was reasonable but more promotion could be considered.
<b>Moving around</b> Rating: 6	The town centre is relatively compact and easy to navigate with good crossing points. Signage and information is plentiful. Some streets are narrow causing difficulties for some. Cycling provision was limited and given the towns location on a national cycle route there are opportunities to explore this further.
<b>Public transport</b> Rating: 3	The limited bus service and lack of comments in relation to bus services suggests that it is not an option for many town centre visitors. There is a good link to Aberdeen from Turriff which includes evening services.
<b>Traffic and parking</b> Rating: 5	Traffic flow and the affordability of parking were seen to be relatively good within the town. One concern that was raised through the surveys was the availability of parking, which was rated within the bottom five topics.





# KEY CONSIDERATIONS & OPPORTUNITIES (CONTINUED)

Theme	Key Improvements
<b>Streets and spaces</b> Rating: 5	The number of vacant units within the town centre was noted as a negative for this particular topic although the pavements and public art were noted as positives. Something that could be done to address community aspirations is providing additional seats within the town centre.
<b>Natural space</b> Rating: 4	Although Turriff Town Centre is in close proximity to large natural, open spaces there is no green area within the town centre itself and there are limited opportunities to address this, apart from the 'Turra Coo' area. However, there is an excellent range of floral displays including trees, planters and hanging baskets.
<b>Play and recreation</b> Rating: 3	There are no play facilities within Turriff Town Centre however there are a number of facilities on the town centre boundary including the Swimming Pool and the Haughs.
<b>Facilities and amenities</b> Rating: 5	Overall this is a positive topic for the town centre with 76% of respondents agreeing that the town centre has the services they would expect to see. Filling the vacant units and providing more variety of shops would allow for an improvement to the town.
<b>Work and local economy</b> Rating: 6	There is a good mixture of employment opportunities but the claimant count rate is higher than other areas. Turriff has a high percentage of independent businesses but they are relatively cautious about the future. Encouragingly there have been a number of new starts. Imaginative solutions to the use of large vacant buildings, such as pop-up or hub space or residential accommodation would be welcomed could help ensure the vibrancy of the town centre.
<b>Housing and community</b> Rating: 5	There is a good mix of tenure and type of dwellings within the town centre. There is a majority of flats within the town centre but this is expected. The mix of tenure should be maintained so that the town centre provides for all.
<b>Social contact</b> Rating: 3	There are a number of venues for people to meet within the town centre but there was a large demand to see additional events happening in the town centre through the surveys. Notably events for all ages within the community.






## BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? Top 5 Highest and Lowest Scoring Categories

### Community

#### Top 5 Highest Scoring Categories:

- 
1. Feeling of Safety During the Day
  2. Standard of Service in Shops
  3. Café/ Restaurant Quality
  4. Café/ Restaurant Choice
  5. Quality of Shops

#### Top 5 Lowest Scoring Categories:

- 
1. Farmers Market
  2. Range of Events
  3. Vibrancy in the Evening
  4. Seating/ Areas to Congregate
  5. Public Transport Links

### Business

#### Top 5 Highest Scoring Categories:

- 
1. Feeling of Safety During the Day
  2. Standard of Service in Shops
  - =3. Café/ Restaurant Quality
  - =3. Café/ Restaurant Choice
  - =3. Quality of Shops

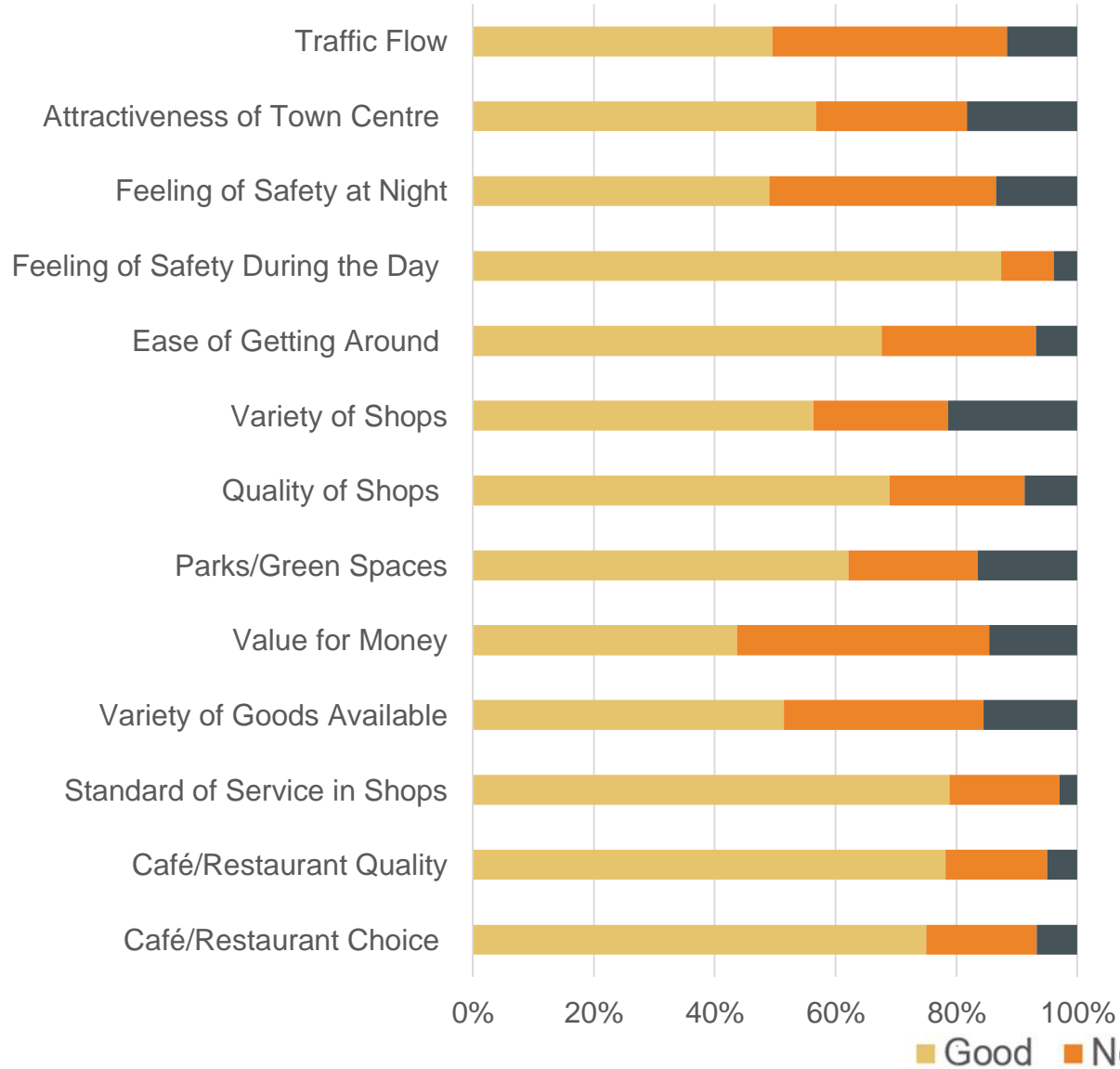
#### Top 5 Lowest Scoring Categories:

- 
1. Farmers Market
  2. Vibrancy During the Evening
  3. Range of Events
  4. Parking Space Availability: Cars
  5. Leisure and Play Facilities

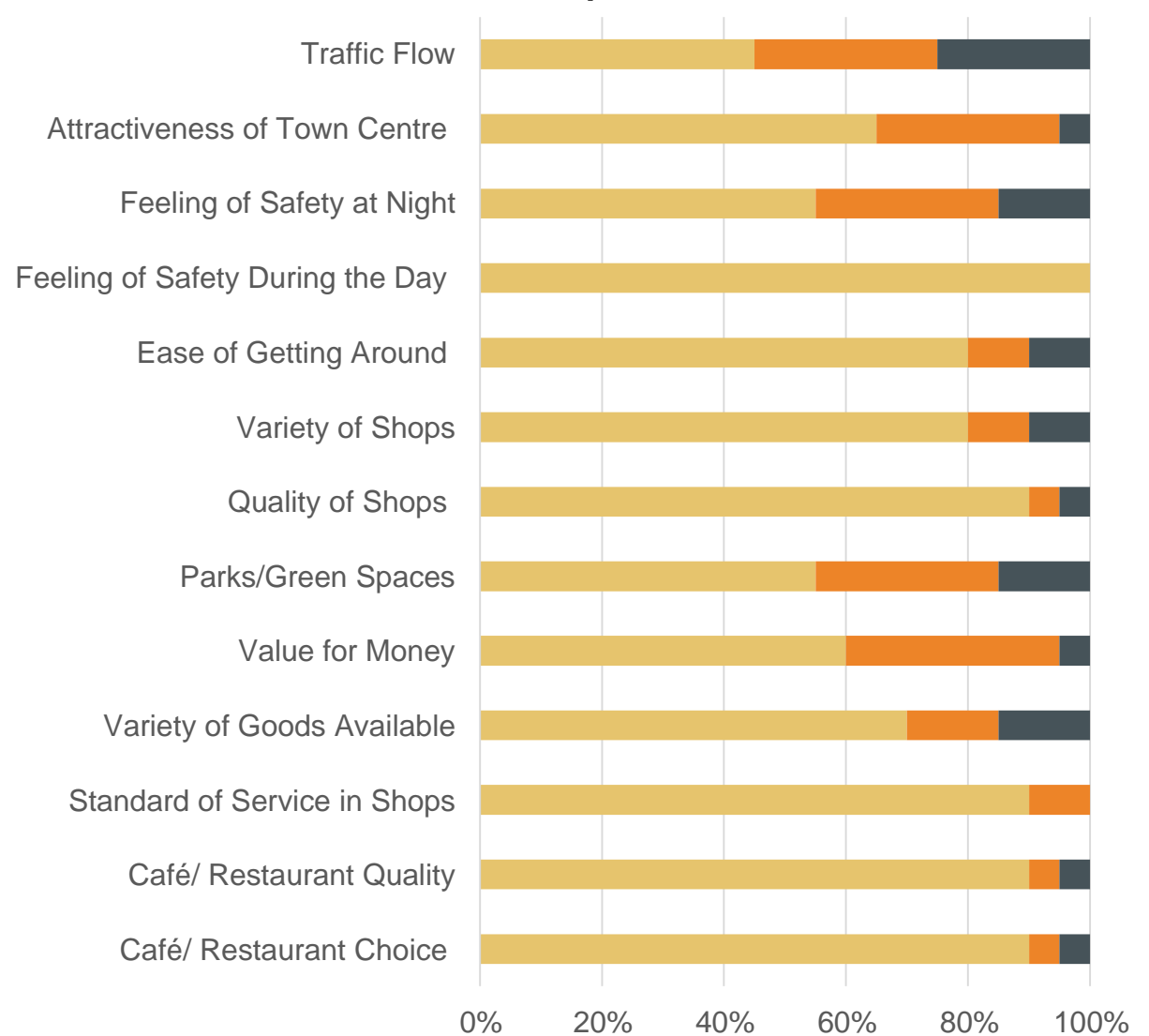


## BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate?

### Community Responses:



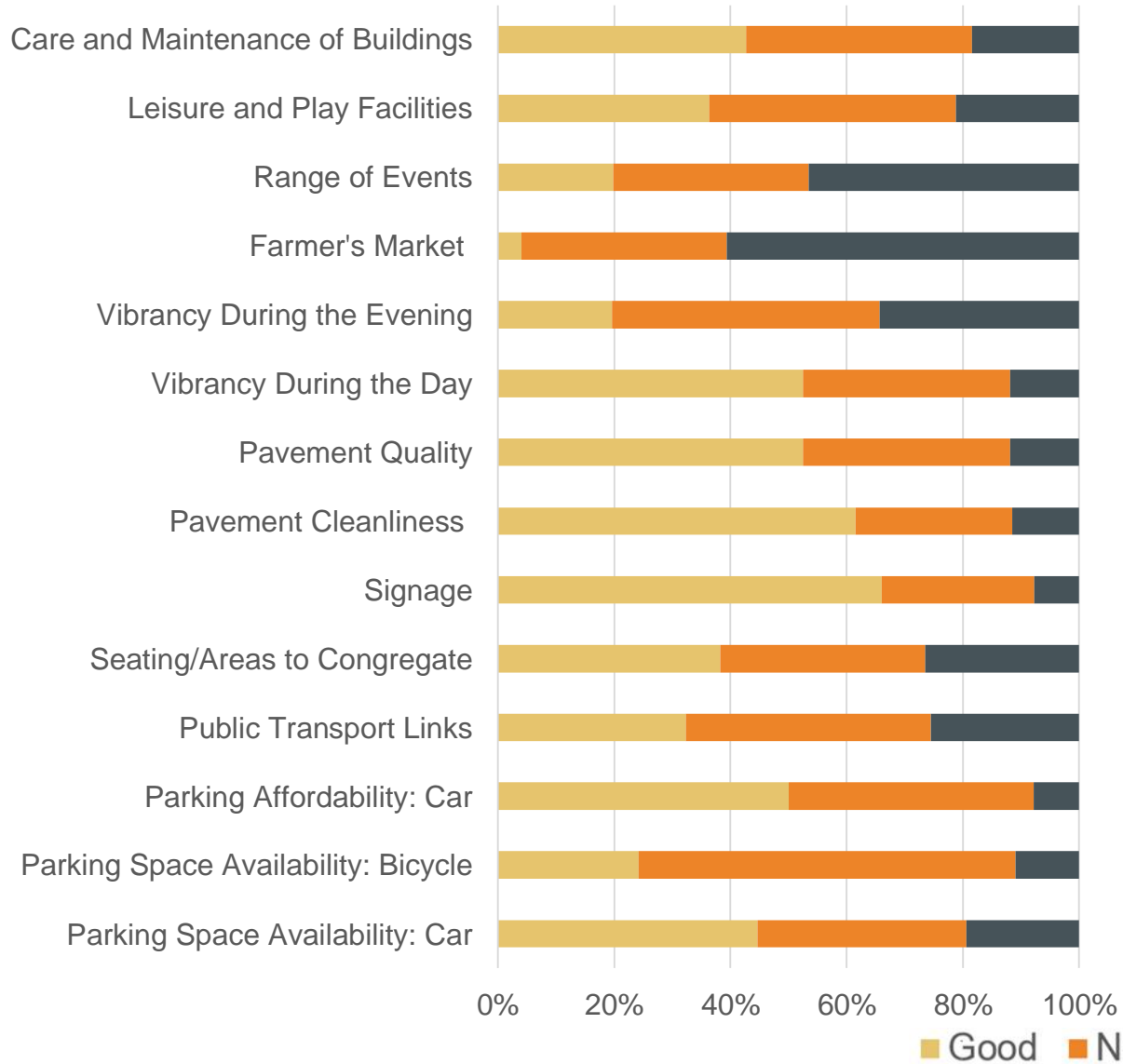
### Business Responses:



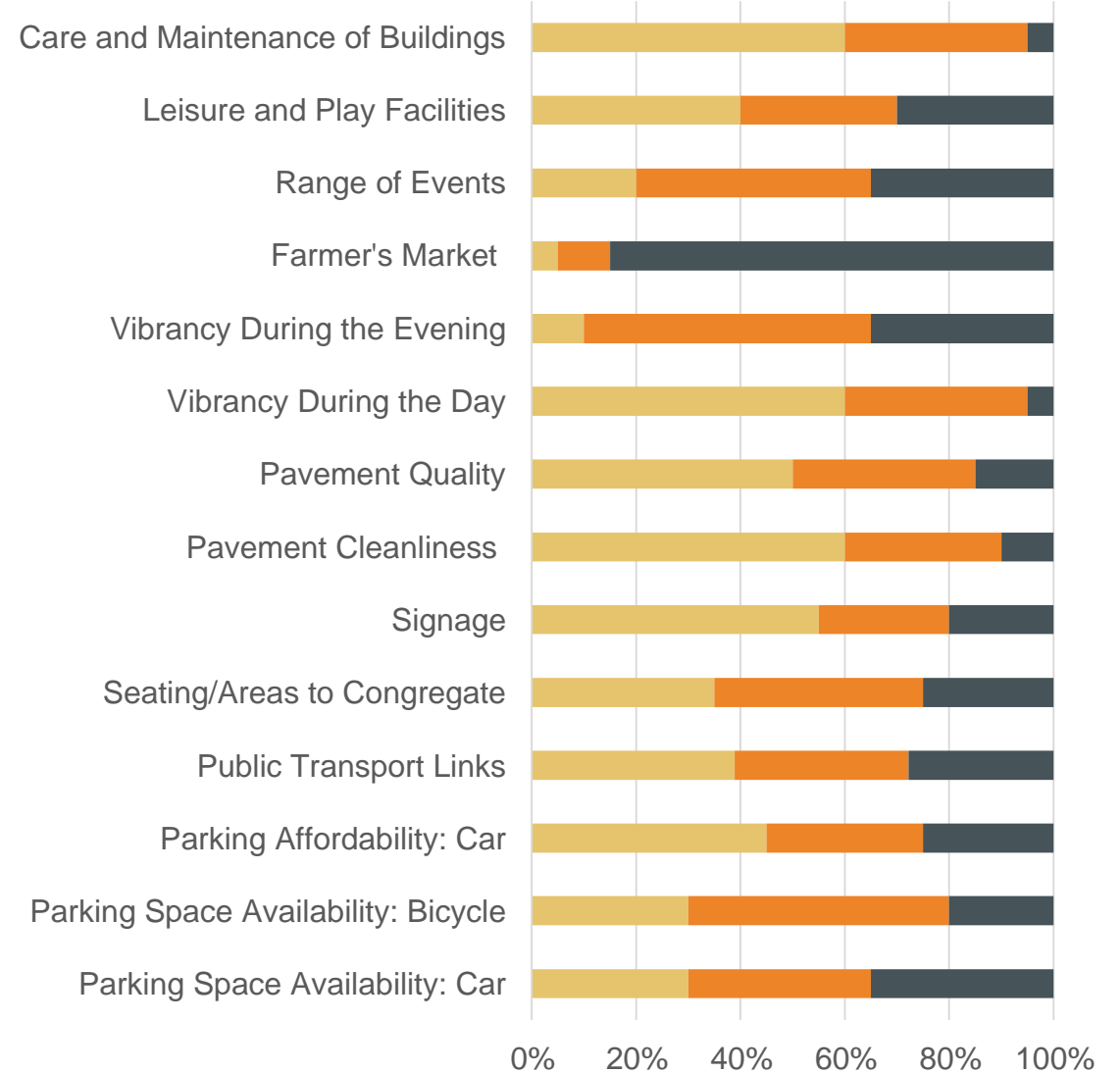


## BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? (Continued)

### Community Responses:



### Business Responses:





# A PARTNERSHIP APPROACH: WORKING TOGETHER FOR THE BENEFIT OF OUR TOWNS

A key element of the new approach to undertaking Town Centre Health Checks in Aberdeenshire in 2021 is to work in partnership with stakeholders with an interest in the success of our town centres to collect and share knowledge, information and opportunities. This has added an extra dimension to the health checks, providing a base from which future, plans, strategies, engagement and collaboration can be built upon. A big 'thank you' goes to the following teams, organisations and individuals for their contributions to the project:

## Business and Community:

Turriff Business Association

Turriff Community Council

Footfall Count Volunteers

Accessibility Audit Volunteers: 4 adults



## Partner Organisations:

Sergeant Mellis, Intervention Hub,  
Police Scotland

Elaine Bisset, VisitAberdeenshire



## Council Teams:

Planning Information and Delivery

GIS Team

Community Learning and  
Development

Formartine Area Office

Community Payback Unpaid Hours  
Service

Community Engagement and  
Equalities

Economic Development

Transportation

Planning Policy

Customer and Digital Services

**Aberdeenshire**  
COUNCIL





# Aberdeenshire COUNCIL



TOWN CENTRE HEALTH CHECK  
SEPTEMBER 2021

REPORT PRODUCED BY THE PLANNING INFORMATION AND DELIVERY TEAM  
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