



Aberdeenshire
COUNCIL



TOWN CENTRE HEALTH CHECK SEPTEMBER 2022

PETERHEAD, ABERDEENSHIRE



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INTRODUCTION

INTRODUCTION

Town centre health checks are a way of analysing the factors that contribute to successful town centres and indicate good standards of vitality and viability. 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.

Town Centre Health Checks have been completed in Aberdeenshire since 2003. However, in 2021 a new methodology was introduced 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.

NPF4 notes that policies should 'encourage, promote and facilitate development in our city and town centres, recognising they are a national asset' (NPF4, page 81).

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 Peterhead. 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

For the principal town centres, the surveys are being conducted every two years as it is considered this would reduce the risk of consultation fatigue and allow for monitoring of any changes within town centres which have occurred in that period. 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 in 2021, 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 597 responses. A summary of the responses received can be seen on page 47.



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

For the principal town centres, the surveys are being conducted every two years as it is considered this would reduce the risk of consultation fatigue and allow for more effective monitoring of any changes within town centres which have occurred in that period. The survey was available on Engage HQ in 2021 and was shared via relevant groups for completion. Several topics were questioned, including the impact that the COVID-19 pandemic has had on businesses. The survey also gave an opportunity to comment on improvements that businesses would like to see to the town centre. The survey was open for three weeks and received 14 responses. A summary of the responses received can be seen on page 47.

FOOTFALL AND TRAFFIC COUNTS

The footfall count was completed at three 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. In response to feedback received following the Town Centre Health Checks in 2021, traffic counts were also added to the methodology for all towns. Where possible, traffic counts were carried out at the same location as the pedestrian counts and for the same length of time following completion of the footfall counts. Where traffic counts could not be carried at the same location at the footfall counts, these were done at the closest viable point in order to gain information on the number of vehicles using the town centre.

SITE SURVEY

This work was completed on a clear day, with scattered rain showers, 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

During the 2021 survey, supported by Community Learning and Development officers we worked with members of the local community with lived experience to undertake an assessment of the town centre, assessing 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. The results from the 2021 accessibility audit were reviewed as part of the survey this year and relevant points updated as necessary. The merits in revisiting the accessibility audit for the principal town centres will be considered in the future to determine the frequency in which they are carried out as part of the Town Centre Health Checks.

How a place looks, its history and what other people think of a 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: In the 2021 surveys, respondents who used the town centre overwhelmingly felt negative towards it. This was reflected very strongly in the comments that were received with the quotes here giving a flavour of the community and business perceptions. Respondents felt that the town was run-down, unsafe, unattractive and lacks reasons to visit and spend time. New interventions such as the Cinema, BrewDog and the Producers Market were broadly welcomed at the time, however since then BrewDog is no longer present in the town centre and this may be commented on in the survey next year. There was pride in the town's heritage and maritime connections and there were many comments about the fishing industry. These positive points offer opportunities to build upon.

The growth of Peterhead: Peterhead is the largest town in Aberdeenshire and the most easterly in Scotland. It is often referred to as the 'Bloo Toon' and has a strong local identity. Founded in **1593**, the town grew up around its harbours. With a long tradition of fishing and formerly whaling, it is now recognised as one of Britain's most important whitefish ports. Alongside this it is a service centre for the North Sea oil industry and home to a number of other light industries.

Source: Understanding Scottish Places and Undiscovered Scotland

IDENTITY & BELONGING



How Do You Feel About Peterhead Town Centre?



3% Community

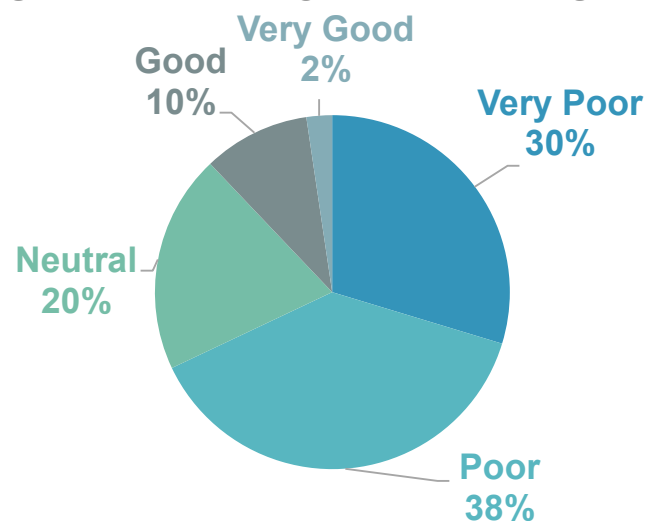
21% Businesses



97% Community

79% Businesses

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



"There is no community feel and it just looks a mess."

"I've grown up in the town, as a young teen I could go spend the afternoon down town. I literally only go for the odd item I need now. It's depressing, miserable, sorry state of a town... there seems to be so many more towns doing well, but yet Peterhead continues to get it wrong."

"Can't quite put my finger on it but the town used to feel brighter and more welcoming. When you used to go to the town there were more people, it felt more friendly."

"It's difficult to feel positive about the town centre as it has such a negative image."

"Has it's good points (some nice small businesses etc) but few. Little to be positive about and totally understand why others feel this way."

"Needs a new vibrant energy, new ideas, exciting and interesting shops to draw people in to make people want to drive miles and go out of their way to spend time there. It's the fishing capital of the NE yet the best seafood restaurants are down Stonehaven way. What's going on?"

Business and Community Survey, September 2021

Feeling safe in and around the places that we spend time in 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: Comments from the 2021 survey showed that safety during the day was fairly mixed with 43% of the community rating this poor but safety during the evening was a significant issue for 81% of community respondents. Despite the recent addition of CCTV many people felt worried about going into the town centre both during the day and in the evening. There were many comments received on this subject with antisocial behaviour and large groups of people gathering seeming to be the main concerns. Although much of the town centre is open and appeared well-lit there are areas, such as the Pends, that are dark and uninviting.

Key Safety Features:



In general, lighting appeared to be well maintained and distributed across the town

Some narrow streets feel dark

Central CCTV system in place

"We need better lighting in the evening to make you feel safer especially the lane between the Clinton shop and WH Smith."

Business and Community Survey, September 2021

FEELING SAFE



HOW WOULD YOU RATE: SAFETY DURING THE DAY?

■ Good ■ Neutral ■ Poor

BUSINESSES

3

5

6

COMMUNITY

111

226

258

292

Incidences of crime reported

1st September 2021 – 31st July 2022
Police Scotland



Images (Left to Right): Lighting and CCTV; Wide, open street, Marischal Street; Dark Pends off Marischal Street.

"It's intimidating going into the town centre after work."

"At times it feels an unsafe place to be, it never used to be like this. 😞"

"As a young female I don't feel safe when walking alone especially at night, I should never be made to feel like that."

"More to be done outwith community warden hours to stop anti social behaviour at Drummers Corner, especially Saturday afternoons. Increased police patrol of town centre, removing those drinking alcohol, causing nuisance to members of public and staff in the shops."

Business and Community Survey, September 2021

HOW WOULD YOU RATE: SAFETY DURING THE EVENING?

■ Good ■ Neutral ■ Poor

BUSINESSES

1

3

10

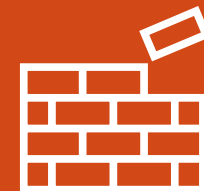
COMMUNITY

7105

471

Places that are well cared for can make us feel better about a place, while those that are neglected can have the opposite effect. Proper maintenance arrangements allow people to feel supported and more positive about where they live.

CARE & MAINTENANCE



Observations: There is a real mix in the upkeep of buildings within Peterhead. The maintenance of buildings within the town centre was one of the main concern, with a large number of comments raised through the 2021 surveys. Only 4 respondents from both the business and community surveys noted that they would rate the maintenance of buildings as good out of over 600 responses, with nearly 500 responses noting that the maintenance is poor.

The images (left) give an impression of the town centre environment.

HOW WOULD YOU RATE: CARE & MAINTENANCE OF BUILDINGS?

■ Good ■ Neutral ■ Poor

BUSINESSES	2	12
COMMUNITY	4107	473

"Better upkeep of buildings is required."

"Some buildings have been left to rack and ruin."

"The buildings in the town centre need cleaned up."

"The buildings are old, grass growing out of gutters and pipes, and they need cleaned."

"Buildings look run down and uncared for."

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: There are a limited number of local organisations who are directly involved in Peterhead town centre: Rediscover Peterhead, Peterhead Civic Pride and the Community Council. Other groups and Facebook pages are also recognised by respondents as having a role to play.

Town Centre Groups	Rediscover Peterhead	Peterhead Civic Pride	Peterhead Community Council
Legal Status	Limited Company SC580085	Constituted Group	Community Council
Membership	Businesses within Peterhead town centre; over 160* business members	Volunteer committee and helpers.	The community; 14* Members
Responsibilities	Rediscover Peterhead BID aimed to work in partnership to create a better, safer, and more attractive environment to shop and do business in. Key projects: Invest in Peterhead; Marketing and promotion; Producers Market; Community arts; Tourism and events; Training and business support and; Mental wellbeing. However, late in 2022 Rediscover Peterhead was unsuccessful in achieving a second five-year term.	Peterhead Civic Pride are an inclusive group of volunteers working together to look after and improve Landale Road gardens. They also arrange litter picks and try to clean up the town and the surrounding green spaces and beaches when they can.	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.
Contact	Rediscover Peterhead	Peterhead Civic Pride	Peterhead Community Council

The word cloud (below) shows all the answers listed by respondents when asked to name groups set up to improve the Town Centre, with Rediscover Peterhead (144), Light Up Peterhead (11) and Peterhead Civic Pride (9) mentioned most.

Community Council
Apex Community Cafe MenUnited
Peterhead for Change
Peterhead Together For Good
MODO Light Up Peterhead
Rediscover Peterhead BID
Scottish Week PACT
Regeneration Group
Positive Peterhead
Buchan Giving Tree
Town Centre First
Peterhead Civic Pride
Invest in Peterhead
Campaign for NE Rail
Farmer's Market
Peterhead Live
Cornerstone

40% of survey respondents felt that they are aware of groups that support the town centre. Although the BID were reasonably well-known, the work that they do and how and why they do it is perhaps less obvious to respondents with many negative comments received.

"BID doesn't seem to make a difference to the town centre."

"BID - heard mostly negative comments."

Business and Community Survey, September 2021

* Correct at time of survey

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

HOW WOULD YOU RATE: GETTING AROUND THE TOWN CENTRE?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: SIGNAGE?

■ Good ■ Neutral ■ Poor



"The cobbles are difficult to walk on and deter prams and wheelchairs."

"Lift pedestrian zone or enforce no traffic - current halfway house approach is dangerous."

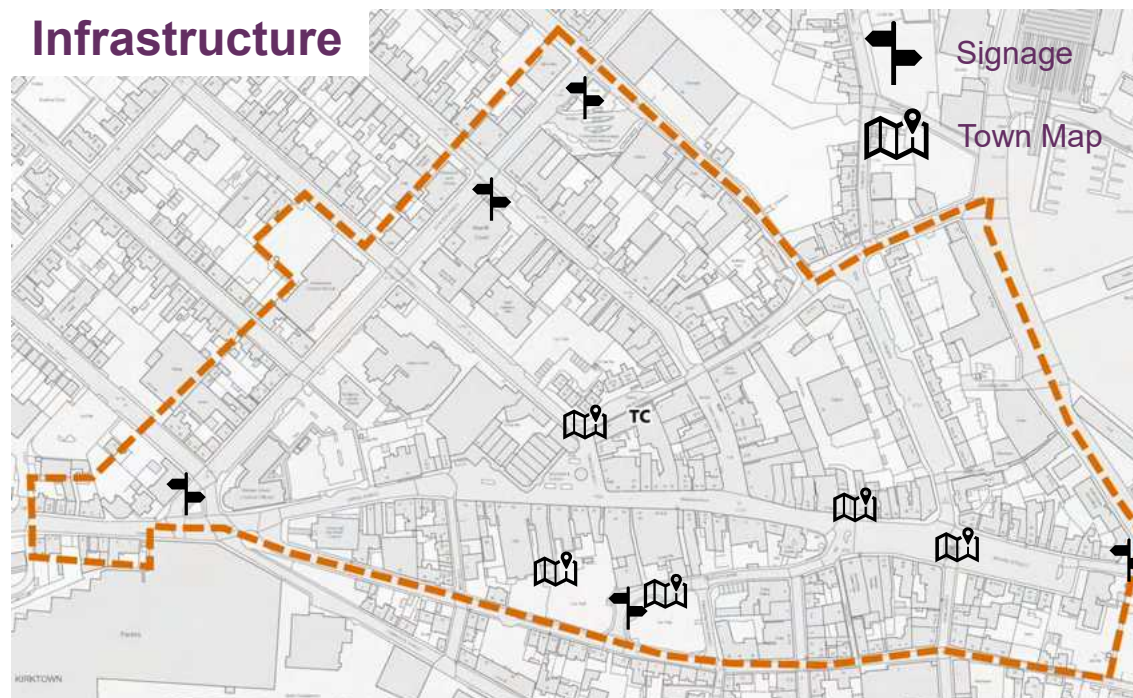
"Pedestrianised area makes it easy and safe to move around the central shopping district."

Business and Community Survey, September 2021

MOVING AROUND



Infrastructure



Images (Top to Bottom):
Signage and Town Map,
Threadneedle Street car park;
New Peterhead Trail map,
Broad Street.

Observations: The majority of respondents in the 2021 survey rated getting around the town centre as good or neutral and it ranked in the top five most positive aspects for both businesses and the community. This is perhaps due to the layout of Marischal Street, which provides a safe shopping environment. However, a number of comments were received in relation to the cobbled nature of the pavement surface being a barrier for some town centre users. Signage was less well rated despite a number of attractive and useful signs and map boards distributed across the whole area.



MOVING AROUND: CYCLING

Observations: Peterhead Town Centre was previously part of the Planning Aid Scotland [Sustaining Choices](#) project which aimed to develop an increased evidence base to support sustainable transport interventions and build engagement capacity at a local level. The town was one of nine chosen across Scotland due to currently either underutilising, or having poor access to, sustainable transport and active travel opportunities. An [Action Plan](#) was developed in September 2021 to find solutions to the problems, and this included developing an increased number of dedicated cycle routes/ lanes. Survey results suggested that the vast majority of the respondents either had a neutral or poor perception of cycling facilities. Only one respondent made a comment related to cycling.

HOW WOULD YOU RATE: CYCLE PARKING?

■ Good ■ Neutral ■ Poor

BUSINESSES

3 7 4

COMMUNITY

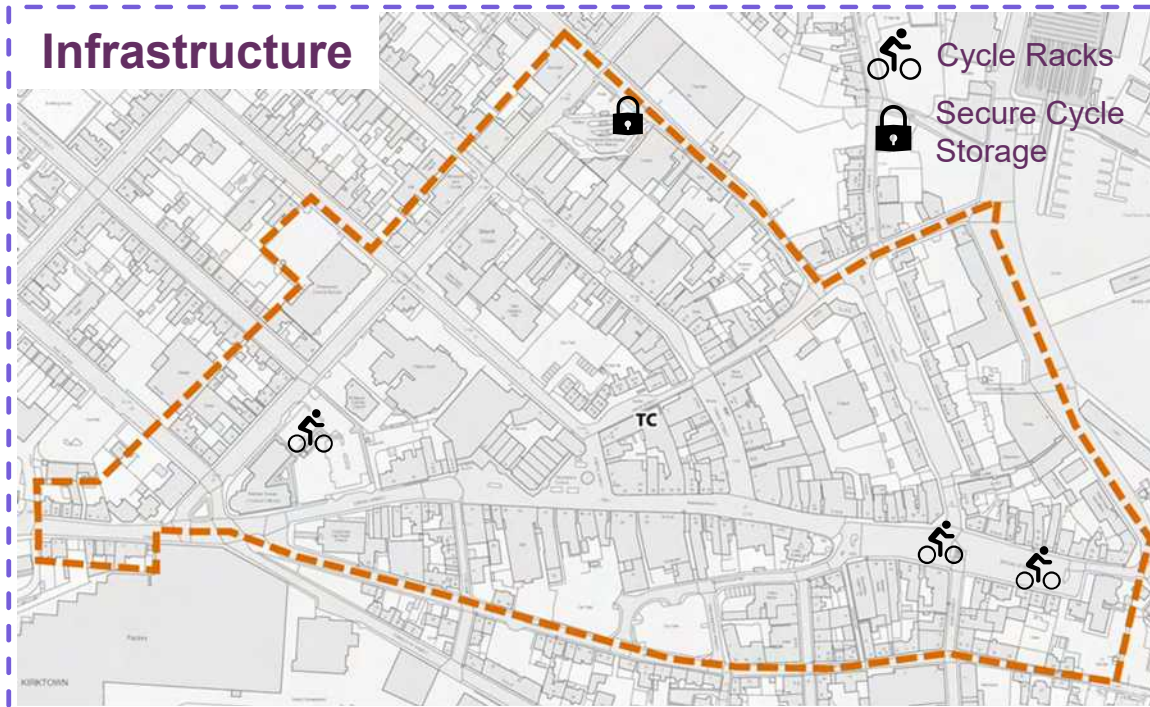
43 332 177

"Improvement - More areas for securing bicycles."

Business and Community Survey, September 2021





Infrastructure



Images (Anti-clockwise from Top Left): Covered cycle racks at Buchan House; Freestanding racks on Broad Street; Lockable storage at the Bus Station.



MOVING AROUND: FOOTFALL SURVEY

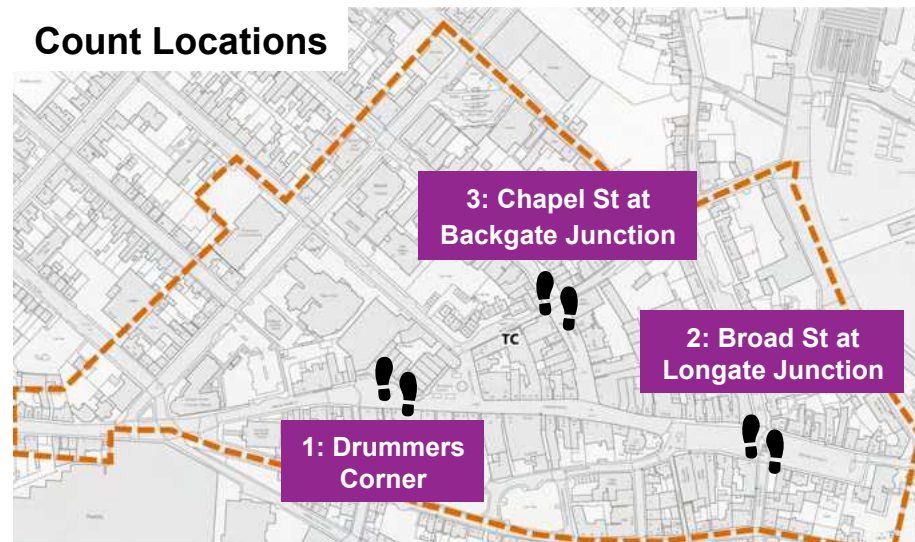
Day	Time	Location 1	Location 2	Location 3	Hourly Total	Overall Total
Thursday 	09:30	79	38	62	179	923
	11:30	139	62	97	298	
	14:30	160	64	82	306	
	18:00	60	26	54	140	
Saturday 	09:30	112	30	67	209	1187
	11:30	161	52	141	354	
	14:30	171	91	163	425	
	18:00	104	17	78	199	
Totals		986	380	744	2110	

HEADLINES

Busiest Location: Drummers Corner
Busiest Time: 14:30
Busiest Day: Saturday

Quietest Location: Broad Street
Quietest Time: 18:00
Quietest Day: Saturday

Count Locations



Footfall is a measure of the vitality of the town centre and can be directly linked to economic activity.

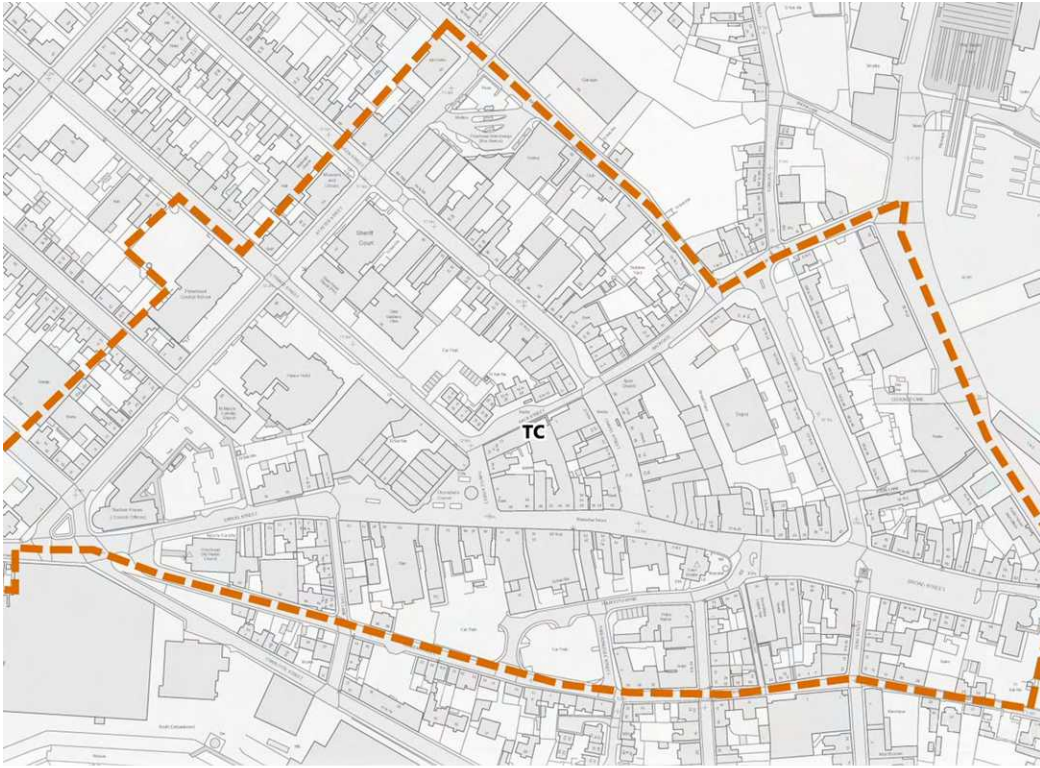
Pedestrian counts were undertaken on Thursday 15th and Saturday 24th September 2022 for a duration of 15 minutes, four times a day, in three locations.

Observations: The pedestrian count findings showed the highest footfall count was recorded at Drummers Corner on Saturday afternoon (171 people) which is the same day, location and time as last year. It was also the busiest count point over the course of the footfall survey.

In general, an increase in the footfall numbers can be seen at Drummers Corner and Chapel Street compared to the previous year, and a decrease at Broad Street. Perhaps an indication of the number of vacant units at this location and lack of offering to visit this part of the town.

MOVING AROUND:

ACCESSIBILITY AUDIT 2021



Participants were recruited from the local community to undertake a survey to identify the effect of roads, pavements and the general streetscape on people who use the town centre in order to identify barriers to moving around and enhancement opportunities to improve connectivity, attractiveness and safety.

The group included a mobility scooter user, an older adult with limited mobility and her carer, and a parent of teenagers.

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 on Wednesday 29th September 2021, 13:00 – 15:00. The weather was dry and mild.

ACCESSIBILITY AUDIT 2021

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

- The main shopping area (Marischal Street/Chapel Street) is generally easy to navigate, with wide pavements, although cobbles are not user-friendly for everyone.
- Outwith this area there are a number of dangerous crossing roads and crossings.
- Bins are often left out which is a hazard on narrow pavements.
- Longate felt very neglected in comparison with other areas of the town centre.
- Most businesses are accessible but some do have steps.
- Sense of safety - The town centre generally feels safe for getting around, apart from some of the Closes which are dark, dirty and narrow.

"This crossing outside Farmfoods can be very dangerous with cars parked either side on the yellow lines."



"Good example of well-marked steps."



"Marischal Street is wide and safe but the cobbles down the middle are quite bumpy for me as a mobility scooter user."



"The Close linking the toilets and car park to Marischal Street often floods and becomes difficult to walk through."



"The Arbutnot Museum, which is located on the second floor of the library building is only accessible via stairs and I can't get up there."



"Well-defined crossing area in Chapel Street."



Longate:

"Pavements and road surfaces in Longate are very poor, with many broken or cracked areas and a lack of tactile paving at crossing points."



"Steps into buildings can be difficult."



"Poor contrast between railings and pavement."

"Smithy Close is dark, scary and the air conditioner drips."



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.

Observations: Peterhead is reasonably well served with Town Circular services and bus links to Aberdeen, along with several other towns and villages. This is supplemented by a Dial-a-Bus service. There is no railway line. There is a large main transport interchange at the edge of the town centre as well as a number of bus stops distributed across the area. Real time information can be viewed at the interchange and two of the stops. The majority of survey respondents in 2021 felt that public transport provision was good or neutral and it was ranked in the top five best categories for business respondents. There were few comments received concerning public transport but the lack of a rail link and an evening service from Aberdeen were highlighted as opportunities for improvements. Similar to other areas, the prices of bus services has seen an increase since last year.

HOW WOULD YOU RATE: PUBLIC TRANSPORT?

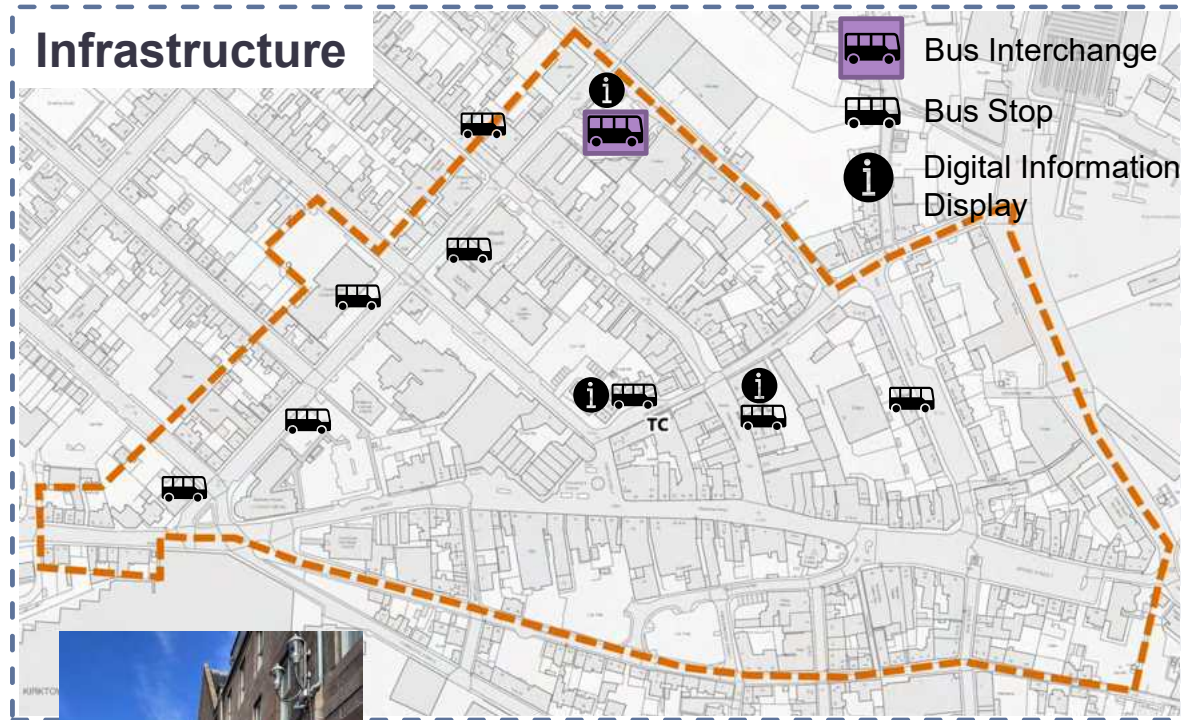
■ Good ■ Neutral ■ Poor

BUSINESSES	6	5	3
COMMUNITY	163	312	104

PUBLIC TRANSPORT



Infrastructure



Images (Left to Right):
Covered bus stop
Chapel Street; The
main bus interchange.

“Evening public transport is poor! Last bus 21:45 hours, taxis too expensive so easier to socialise in Aberdeen!”

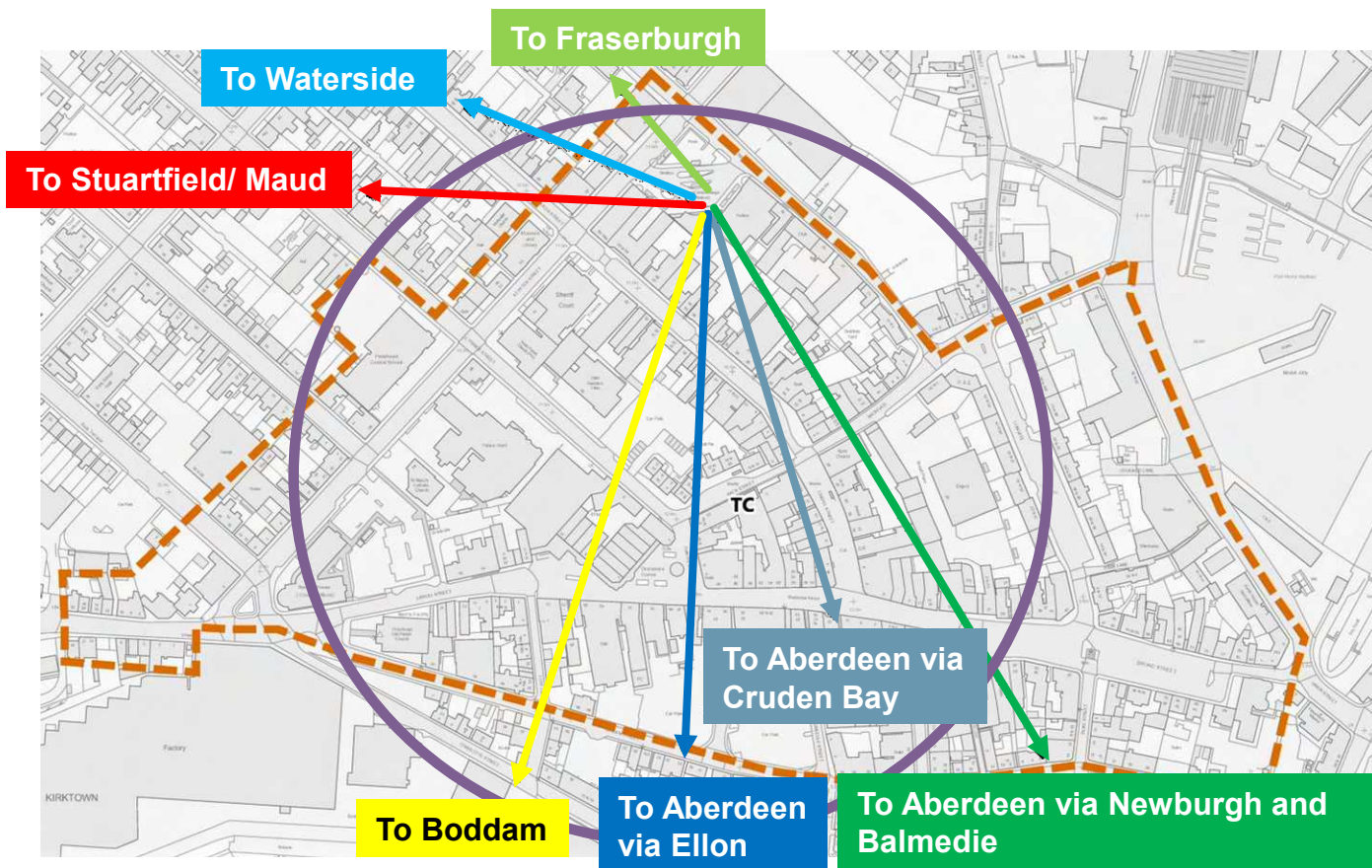
“The train station was closed in the 1960's. No local line so reliance on car is essential for getting about anywhere. Local buses are not that frequent and buses further afield are expensive.”

“Public transport links are awful, the bus takes twice as long as the car north of Ellon.”

“Improvement – Rail Connection.”

Business and Community Survey, September 2021

PUBLIC TRANSPORT ROUTES



Key:

- | | | | |
|--|---------------|--|----------------|
| | Bus Route X63 | | Bus Route 66/A |
| | Bus Route X60 | | Bus Route 69/B |
| | Bus Route 61 | | Bus Route 81 |
| | Bus Route 83 | | Town Circular |

An [A2B dial-a-bus](#), pre-booked minibus service is available in Peterhead. In most cases a door-to-door service is provided, operating during weekdays. The service is free to use.

Route (all from Bus Station) *	Frequency (per week day)	Fastest Journey Time	Earliest Travel Time	Latest Travel Time	Cost (Single Standard Ticket)
Bus to Aberdeen (X63)	13	1hr 19mins	06:15	17:15	£8.50
Bus to Aberdeen (X60)	12	1hr 15mins	06:30	16:45	£8.50
Bus to Aberdeen (61)	6	1hr 31mins	04:45	21:45	£6.30
Bus to Stuartfield/ Maud (66/A)	9	34mins	06:52	20:02	£4.20
Bus to Fraserburgh (69/B)	16	40mins	04:47	22:47	£6.30
Bus to Boddam (81/82A)	19	10mins	05:20	22:37	£2.60
Bus to Meethill (82/A)	29	11mins	06:37	22:37	£2.10
Bus to Waterside (83)	29	11mins	06:07	22:14	£2.10
Town Circular (84A)	6	11mins	07:27	18:13	£2.10
Town Circular (84C)	6	27mins	08:32	17:32	£2.10

* Correct at time of survey

Too much traffic can cause problems for people who live and work in town centres as well as visitors. 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: Queen Street.

HOW WOULD YOU RATE: TRAFFIC FLOW?

■ Good ■ Neutral ■ Poor

BUSINESSES	4	5	5
COMMUNITY	96	278	219

"No traffic in pedestrianised area should be enforced."

"Chapel Street is often clogged by cars opposite bus stop which means people can't get passed."

"The town centre should be opened up to traffic."

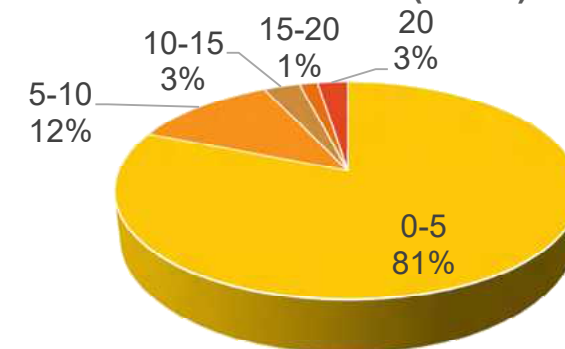
"Traffic within the town centre is good."

Business and Community Survey, September 2021

Observations: There were very mixed comments received through the 2021 surveys regarding traffic flow with a number noting the pedestrian area should be revoked and opened up to cars to improve traffic flow and others commenting that the pedestrian area needs to be enforced to let no cars through.

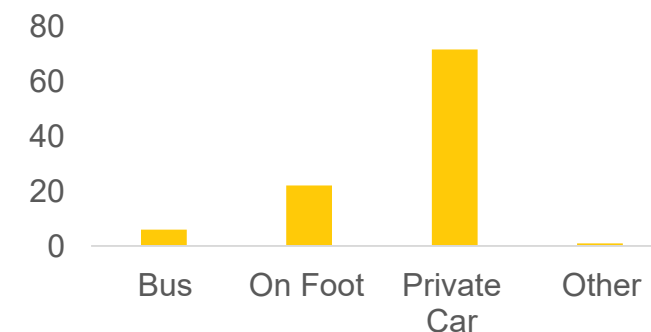
This is reflected in the ratings as there is a mix with the majority of them rating as neutral with 283 neutral responses between the two surveys.

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

MOVING AROUND: TRAFFIC SURVEY

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		5:45pm-6:00pm		Total number of Vehicles
Thursday	Location 1	Car	127	Car	138	Car	134	Car	93	622
		Buses	3	Buses	4	Buses	3	Buses	6	
		Lorries	0	Lorries	2	Lorries	0	Lorries	0	
		Vans	29	Vans	16	Vans	19	Vans	12	
		Taxis	3	Taxis	11	Taxis	4	Taxis	8	
		Bicycles	2	Bicycles	1	Bicycles	1	Bicycles	5	
		Other	1	Other	0	Other	0	Other	0	
	Location 2	Car	54	Car	83	Car	59	Car	24	273
		Buses	0	Buses	0	Buses	3	Buses	3	
		Lorries	2	Lorries	0	Lorries	0	Lorries	0	
		Vans	14	Vans	9	Vans	7	Vans	2	
		Taxis	2	Taxis	3	Taxis	1	Taxis	2	
		Bicycles	0	Bicycles	2	Bicycles	0	Bicycles	2	
		Other	1	Other	0	Other	0	Other	0	

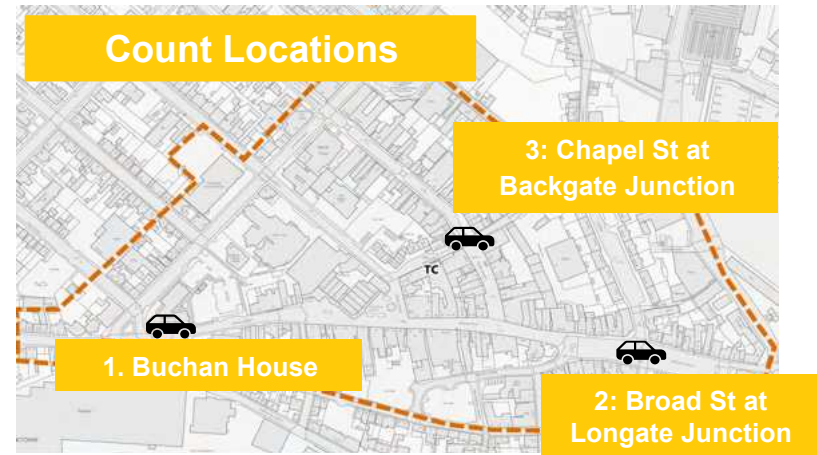


Image: Chapel Street.

MOVING AROUND:

TRAFFIC SURVEY

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		5:45pm-6:00pm		Total number of Vehicles
Thursday	Location 3	Car	48	Car	64	Car	60	Car	39	278
		Buses	3	Buses	0	Buses	2	Buses	1	
		Lorries	2	Lorries	1	Lorries	0	Lorries	0	
		Vans	15	Vans	8	Vans	11	Vans	6	
		Taxis	3	Taxis	3	Taxis	3	Taxis	4	
		Bicycles	1	Bicycles	0	Bicycles	0	Bicycles	1	
		Other	2	Other	0	Other	1	Other	0	
Hourly Totals (all traffic):		312		345		308		208		1173



Image: Marischal Street.

MOVING AROUND: TRAFFIC SURVEY

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		5:45pm-6:00pm		Total number of Vehicles
Saturday	Location 1	Car	163	Car	187	Car	177	Car	88	703
		Buses	3	Buses	4	Buses	4	Buses	4	
		Lorries	0	Lorries	0	Lorries	1	Lorries	0	
		Vans	14	Vans	13	Vans	10	Vans	7	
		Taxis	2	Taxis	4	Taxis	10	Taxis	8	
		Bicycles	0	Bicycles	1	Bicycles	1	Bicycles	0	
		Other	1	Other	1	Other	0	Other	0	
	Location 2	Car	38	Car	71	Car	47	Car	35	215
		Buses	0	Buses	2	Buses	3	Buses	3	
		Lorries	0	Lorries	0	Lorries	0	Lorries	0	
		Vans	6	Vans	0	Vans	2	Vans	2	
		Taxis	0	Taxis	1	Taxis	3	Taxis	0	
		Bicycles	0	Bicycles	1	Bicycles	1	Bicycles	0	
		Other	0	Other	0	Other	0	Other	0	



Images (Top and Bottom): Drummers Corner and Marischal Street.

MOVING AROUND: TRAFFIC SURVEY

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		5:45pm-6:00pm		Total number of Vehicles
Monday	Location 3	Car	40	Car	62	Car	92	Car	79	337
		Buses	1	Buses	3	Buses	4	Buses	3	
		Lorries	0	Lorries	0	Lorries	0	Lorries	0	
		Vans	5	Vans	8	Vans	12	Vans	2	
		Taxis	2	Taxis	0	Taxis	8	Taxis	0	
		Bicycles	2	Bicycles	1	Bicycles	9	Bicycles	2	
		Other	0	Other	0	Other	2	Other	0	
Hourly Totals (all traffic):		277		359		386		233		1,255

HEADLINES

Busiest Location: Buchan House
Busiest Time: 11:45
Busiest Day: Saturday

Quietest Location: Broad Street at Longate
Quietest Time: 17:45
Quietest Day: Saturday

Observations: Vehicle counts were undertaken on Thursday 15th and Saturday 24th September 2022 for a duration of 15 minutes, four times a day, in two locations. These give information on the number of cars that are passing through the town centre. It cannot be confirmed whether these cars have all contributed to the local economy but were in the town centre at the time of the count.

The vehicle count findings showed the vehicle numbers were generally highest at location 1, Buchan House with slightly less at the other two locations within the town centre.

TRAFFIC & PARKING

CAR PARKING AFFORDABILITY

Parking Costs

£0.50

Average hourly rate
September 2022

HOW WOULD YOU RATE: PARKING AFFORDABILITY?

■ Good ■ Neutral ■ Poor

BUSINESSES	3	5	6
COMMUNITY	124	230	239

"Introduce short stay free parking to help increase footfall in town."

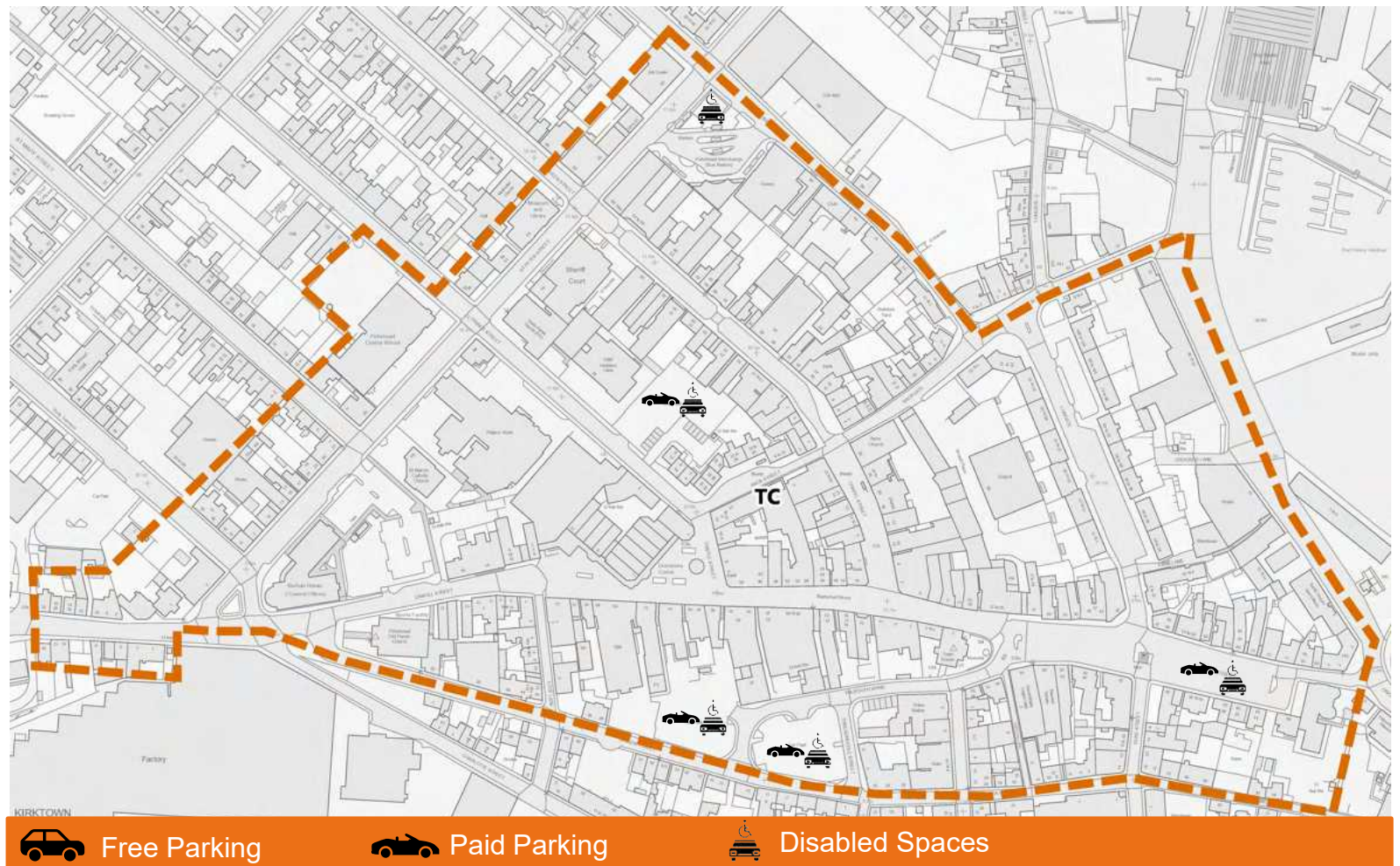
"Free parking is required in the town centre."

"Bring back the initial free parking period."

"Parking in the town centre is expensive."

"Free parking on a Saturday and Sunday should be introduced."

Business and Community Survey, September 2021



TRAFFIC & PARKING

CAR PARKING AVAILABILITY



Images: Broad Street Car Park.

"Need more accessible parking."

"More disabled parking required."

"More parking in town centre is required."

"Parking restrictions are ignored by some users."

"Some parking spaces are very tight within the town centre."

Business and Community Survey, September 2021

HOW WOULD YOU RATE: PARKING AVAILABILITY?

■ Good ■ Neutral ■ Poor

BUSINESSES	7	1	6
COMMUNITY	167	204	222

Spaces

0

No. of Free Spaces

219

No. of Paid Spaces

25

No. of Disabled Spaces

0

No. of EV Charging Spaces

Observations: During the site visit there was generally good usage of the car parks within the town centre. At Broad Street Car Park, in particular, it was evident that there was a high turnaround of cars with a large proportion of cars staying only for a short period of time.

In terms of affordability this was highly commented on through the 2021 community survey with a strong desire for the short stay free parking to be reintroduced. A number of comments were also received relating to the lack of any free parking within the town centre and the need for this to be addressed.

There was a number of comments also received that a few people ignore the parking restrictions and this can make parking in spaces more difficult which leads to safety concerns.

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: During the site visit many locations were identified as areas where improvements could be sought to enhance the overall attractiveness of the town. This was reflected in the 2021 community and business surveys as only 3 people out of both surveys rated the attractiveness of the town centre as good.

An example of where a small change could make a big difference to the feel of the area is by making use of the planters that are located round the town. A recent improvement to the town which has added colour to the area is the mural on the back of the Symposium Coffee shop, which really brightens up the area.

“Make the town centre more attractive.”

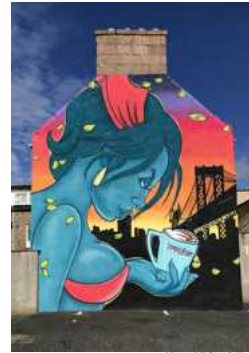
“Make the empty units look more attractive.”

“Use flowers or trees to make the area look and feel better.”

Business and Community Survey, September 2021

STREETS & SPACES

ATTRACTIVENESS OF TOWN CENTRE



Images (Top Left and Clockwise): Mural on back of building in Prince Street Car Park; Planting outside Arbutnot Museum; Planter not in use Longate; Signage Threadneedle Carpark.

Observations: There are 73 listed buildings within Peterhead Town Centre covering all listing categories. There are 31 Category C listed, 41 Category B listed and 1 Category A listed building. The A listed building is the Old Parish Church located on Erroll Street.

Unfortunately, within Peterhead there are a number of properties on the Buildings at Risk Register, including 7 listed buildings which means 9.5% of listed buildings are at risk and require attention. Care and maintenance are required to a number of other buildings, a common concern raised through the 2021 community and business surveys, to ensure they also do not end up on the register.

STREETS & SPACES: HISTORIC ENVIRONMENT



Images (Top Left and Clockwise): St Mary's Catholic Church, St Peter Street; Town House, Broad Street; Retail Unit, Broad Street; Arbutnott House, Broad Street.

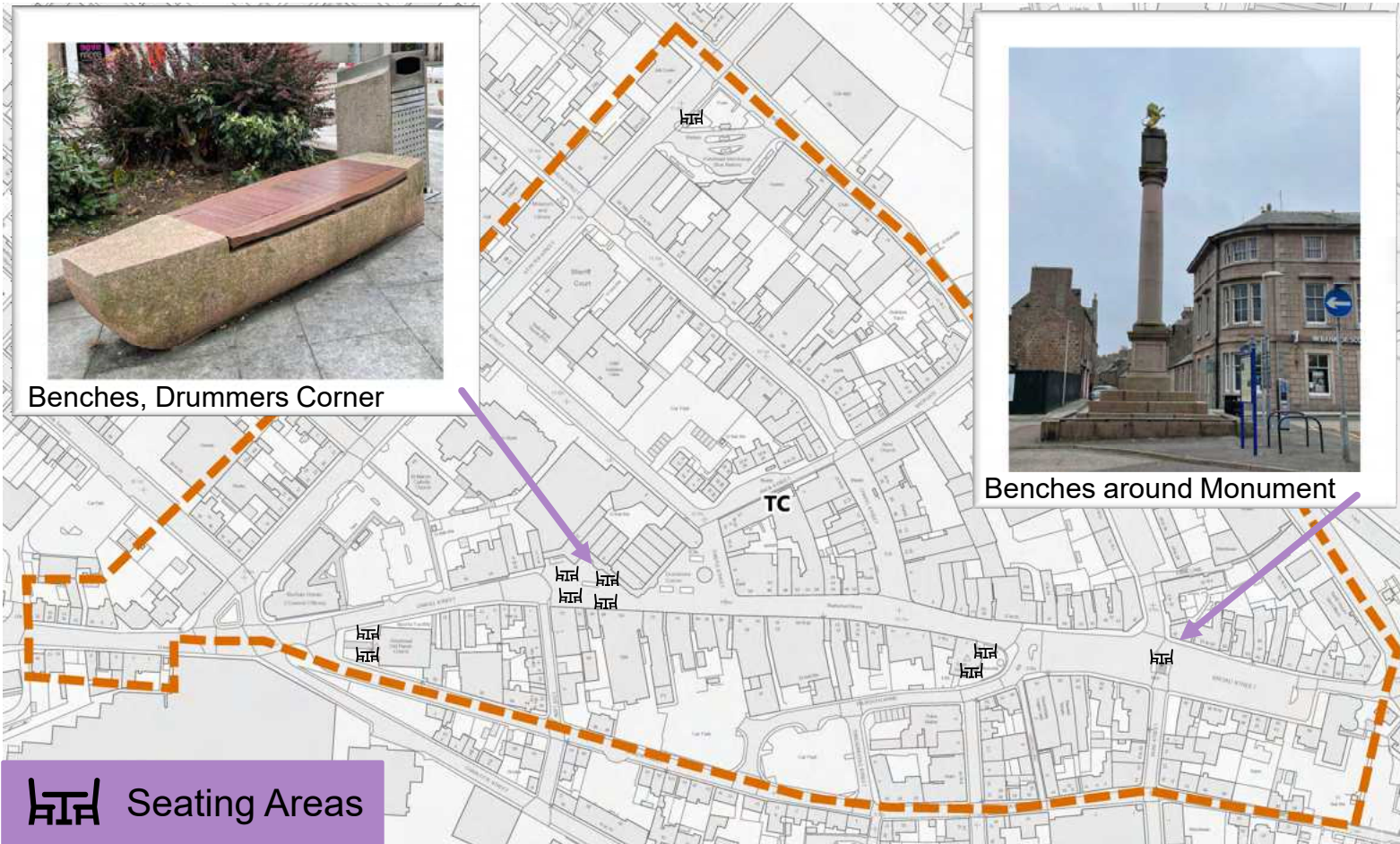
STREETS & SPACES: SEATING



Benches, Drummers Corner



Benches around Monument



 Seating Areas

HOW WOULD YOU RATE: SEATING/ AREAS TO CONGREGATE

■ Good ■ Neutral ■ Poor

BUSINESSES	2	4	8
COMMUNITY	36	152	400

“Seating areas in town centre should be increased.”

“There should be covered outdoor seating in the town centre.”

“There needs to be seating areas where you feel safe.”

“Outdoor seating areas that can be used by cafés would be a good introduction.”

“Better/ Nicer seating required in the town centre.”

*Business and Community Survey,
September 2021*

Observations: The available seating was in relatively good condition, with the seating in Drummers Corner having a nod to the fishing heritage of the town. However, there was generally a lack of seating noticed within the town centre. This was something that was widely commented on through the 2021 community and business surveys.

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

Observations: Along Marischal Street there are a number of closes which all have signs to identify each one which provides an attractive setting. Within Drummers Close there are a number of different metal work art pieces which were designed by pupils of the local primary schools during a project in 2001/2002.

The Fisher Jessie sculpture was unveiled in 2001 and depicts the traditional trade between the fishing and agricultural communities as fish would be carried out into rural areas to be traded for farm produce.

The newest piece of public art is the mural on the back of the Symposium coffee shop definitely brightens up the town centre.

“More street art would be good, like the mural in the car park.”

“Vacant units could be brightened up with artwork in windows and doors.”

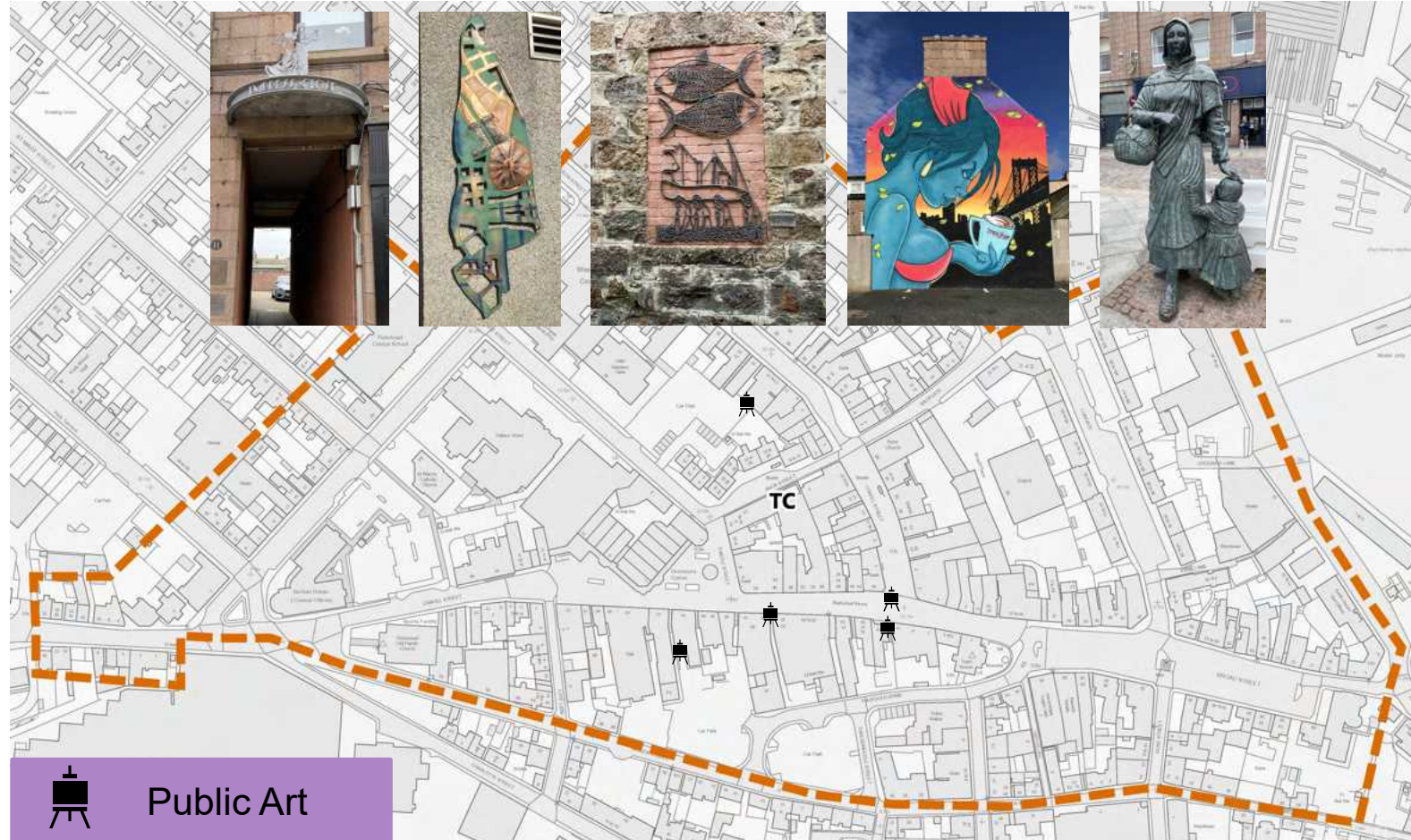
“Graffiti art at back of Symposium is fantastic.”

“Get some local artist to paint some walls with images that reflect the town (fishing boats etc) or involve local schools to add something to the town.”

“Don’t like the new type graffiti mural – don’t do any more.”

Business and Community Survey, September 2021

STREETS & SPACES: PUBLIC ART

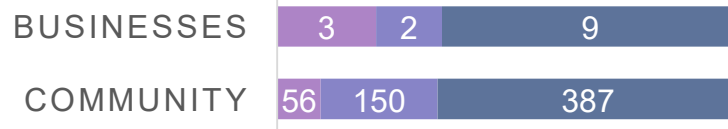


Images (Left to Right): Empress Close Signage; Art on Pend leading to Maiden Street Car Park; Art in Drummers Close; Graffiti Art Prince Street Car Park; Fisher Jessie Sculpture Marischal Street.

STREETS & SPACES: PAVEMENTS

HOW WOULD YOU RATE: PAVEMENT CLEANLINESS?

■ Good ■ Neutral ■ Poor



"Pavements need cleaned."

"Pavements are slimy when they get wet."

"Pavements are constantly covered in bird mess."

"The cleanliness of the pavements is atrocious and has been neglected for a number of years."

"There needs to be more regular cleaning of the pavements within the town centre."

"Street cleanliness is poor but aware that there is a clean up underway."

Business and Community Survey, September 2021

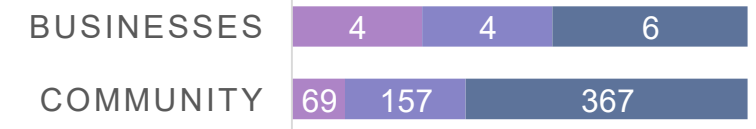
Observations: Both pavement quality and pavement cleanliness were strongly rated as poor through both the 2021 community and business surveys. The main themes raised were the need for the pavements to be cleaned due to moss and bird mess which was evident during the site survey.

The second theme was the dislike of the cobbles on Marischal Street for a number of reasons including safety and the impact that these have on some members of the community getting around the town centre.



HOW WOULD YOU RATE: PAVEMENT QUALITY?

■ Good ■ Neutral ■ Poor



"Uneven cobbles need sorted."

"Pavements need to be better within the town centre – cobbles are no use for walking on."

"Stone flags on pavements become slippery when wet."

"Marischal Street being cobbled makes it inaccessible for people using sticks as feel unsafe."

"The cobbles are dangerous, particularly for the disabled community."

Business and Community Survey, September 2021

"Fill the vacant units – especially those in Drummers Corner."

"Clean/ decorate the vacant properties."

"Incentives should be offered to fill the empty units."

"Far to many empty shops."

"Lower rates/rents to attract businesses into the empty units."

STREETS & SPACES: VACANT RETAIL UNITS

Observations: The number of vacant units is something that was highly commented on through the surveys with the majority of comments noting there were far too many vacant units within the town centre. The vacancy rate within the town centre at the time of survey was 11% which is lower than the Scottish average at the time of the survey, Q3 2022, which is 15.7% (Local Data Company).

The condition of these buildings was also something that attracted a large number of comments.



Images (Top left and Clockwise): Marischal Street; Drummers Corner; Broad Street; Thistle Street.



Vacant Retail Units:

19 Vacant Units in
the town centre

11% 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 are no parks or green space within the town centre. This was recognised in the survey responses in 2021, with 71% of community and 86% of businesses rating this topic as poor and providing many comments. There are pockets of planting to soften some of the hard landscaping but these are limited. A local volunteer group, Peterhead Civic Pride, are trying to tackle the issue and their efforts were well-regarded by some respondents. Improvements in this area could help to improve the overall feel and pride in the town.

HOW WOULD YOU RATE: PARKS & GREEN SPACES?

■ Good ■ Neutral ■ Poor

BUSINESSES	1	1	12
COMMUNITY	40	131	420

"There is seating in Drummers Corner but it's not an area I feel I'd want to sit down at. Maybe some more flowers or trees could brighten the area."

"We need green open areas in the centre."

"Needs to be much more inviting... Needs to have trees added with lights wrapped around. Flower baskets and flower beds outside shop windows."

Business and Community Survey, September 2021

NATURAL SPACE



Peterhead Civic Pride, a community group set up in 2018, are a band of volunteers who help to maintain planting in the town centre and at the library. Visit their [Facebook](#) page to find out more.



Planted area outside of the library



Planters on Queen Street help to add some greenery to the street



Businesses have created their own green space additions



Planting at the gateway to the town centre welcomes visitors on St. Peter Street



Some planting helps to soften the hard surfaces in Drummers Corner



Planters at Threadneedle Street carpark



Broad Street has very little greenery



Good public places and facilities 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.

HOW WOULD YOU RATE: LEISURE AND PLAY FACILITIES?

■ Good ■ Neutral ■ Poor

BUSINESSES	2	2	10
COMMUNITY	20	113	459

Observations: Peterhead has few play and recreation sites within the town centre itself, and this is reflected in the 2021 survey responses. Comments focused on a lack of opportunities for young people and a desire to see more play facilities in the town centre. Additionally, there are a number of play/leisure facilities within one mile of the town centre. An illustrative map of the Town Trail can be seen to the right (for more detail click on the image).

"It would be great to see soft play for kids in the town centre."

"A children's play area in Drummers Corner would be good."

"Need to have more leisure entertainment."

Need more greenery child safe spaces."

"The town should be more playful : see-saw or swings at bus stops."

Business and Community Survey, September 2021

PLAY & RECREATION



To Peterhead Leisure
and Community Centre
0.5 mile

Peterhead Town
Trail (Town
Centre wide)

To Formartine
and Buchan
Way 0.5 mile

To Eden Park 1 mile

To Skate Park 2 mile

To Lido 1 mile



FACILITIES & AMENITIES:

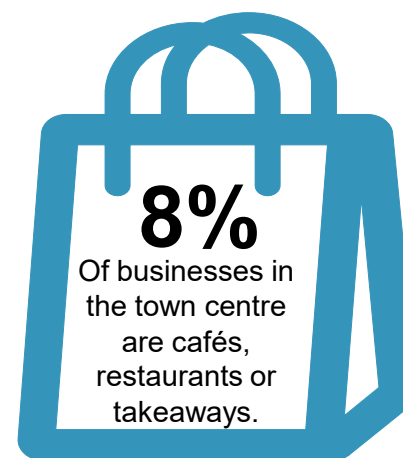
RETAILER REPRESENTATION

Retailer Representation

45% of businesses in the town centre are independent retailers

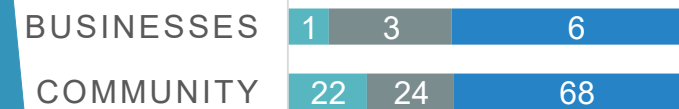
54% of businesses in the town centre are Class 1: Shops

25% of businesses in the town centre are Class 2: Financial, Professional and other services



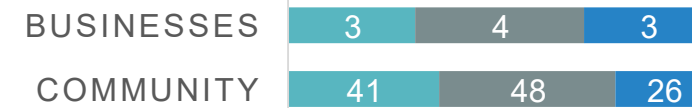
HOW WOULD YOU RATE: VARIETY OF SHOPS?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: QUALITY OF SHOPS?

■ Good ■ Neutral ■ Poor



"Need to attract more shops, especially clothing."

"A wider variety of shops is required."

"Town Centre needs more independent shops."

"More shops required that encourage people of all ages into the town centre."

"Need better quality of shops."

"Simple things like flowering baskets on shop fronts etc make that little difference more welcoming and vibrant."

"Fill the empty shops to help improve the variety."

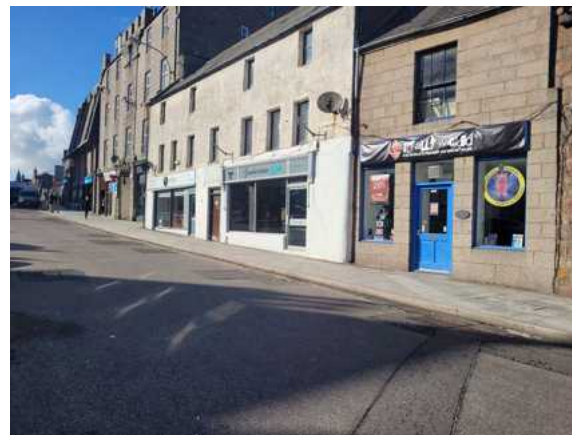


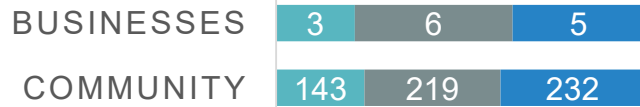
Image (Top to Bottom: Low Street and Bridge Street)

Observations: There is a good distribution between independent and multiple (chain) retailers within the town centre. However, a large proportion of the comments received to the 2021 surveys related to the lack of variety within the town centre, the topic actually ranked within the 5 lowest ranked topics through the surveys. Another issue which was commented on through the surveys was the quality of shops within the town centre and the desire for these to be improved.

FACILITIES & AMENITIES: CAFÉ AND RESTAURANTS

HOW WOULD YOU RATE: CAFÉ/ RESTAURANT CHOICE?

■ Good ■ Neutral ■ Poor



"New cafés with outdoor seating to make the town centre more inviting."

"More variety required."

"More cafés and restaurants within the town centre."

"Need more quality café and restaurants."

"More evening restaurants."

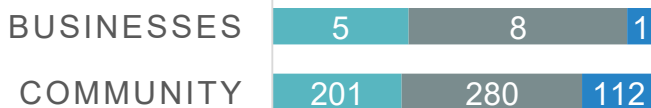
"Attract new cafés and restaurants to the area."

"The introduction of a proper fish restaurant – given the town is a fishing port."

Business and Community Survey, September 2021

HOW WOULD YOU RATE: CAFÉ/ RESTAURANT QUALITY?

■ Good ■ Neutral ■ Poor



Observations: The choice of cafés and restaurants is something that was rated as poor by the majority of respondents to the 2021 surveys and the desire for more cafés and restaurants was strongly commented on. Another topic that received a large proportion of comments was the desire for there to be a fish restaurant within the town centre as it was thought that this would not only be something that would showcase the town as a fishing port but also would potentially increase tourism to the town.



Images (Left to Right): Café, Tolbooth Wynd; Restaurant, Marischal 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 Council Offices, Churches, Library and Museum and the new Arc Cinema. The new cinema was very positively commented on through the community survey and it was noted that it was a very welcomed addition to the town centre. However, a lack of choice when it comes to leisure activities within the town centre was highly commented on through the community survey in terms of the desire for more places to open within the town centre.



Cultural Outlets



Leisure Outlets



Public Services



Images (Left to Right): Peterhead Old Parish Church, Eroll Street; Arc Cinema, Marischal Street; Arbutnot Library and Museum, St Peter Street and Apex Church, Chapel Street.

FACILITIES & AMENITIES:

EVENING ECONOMY

HOW WOULD YOU RATE: THE VIBRANCY IN THE EVENING :

■ Good ■ Neutral ■ Poor

BUSINESSES	4	10
COMMUNITY	490	497

"There is very little to do in the evenings."

"Better lighting may make evening security better."

"Need to encourage an evening entertainment scene with higher quality bar/ restaurants."

"Lack of evening entertainment although the cinema is a welcomed addition."

"The only reason I visit the town centre is for the cinema."

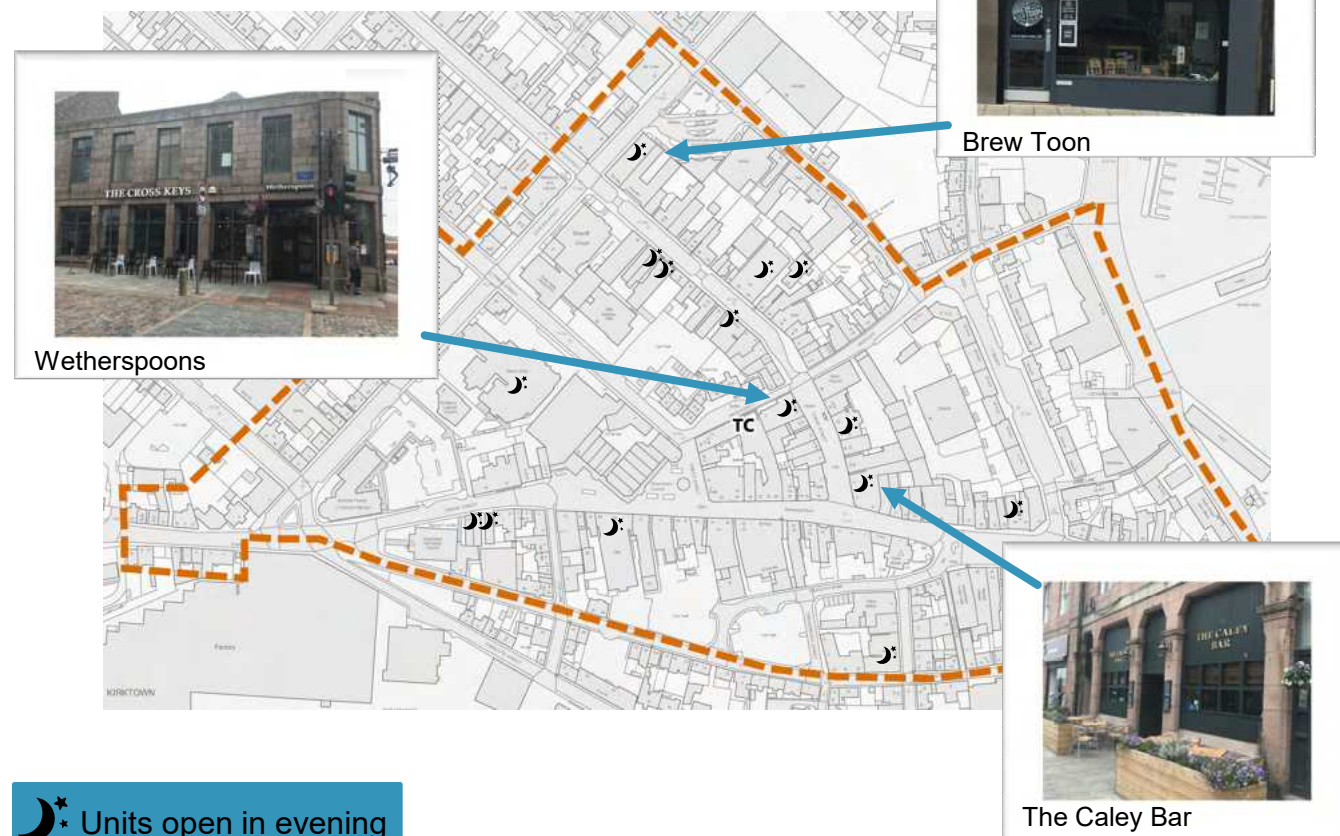
"There are too many takeaways."

Business and Community Survey, September 2021

Observations: There are a large number of takeaway units and this is reflected in the comments received in the 2021 community survey.

Additionally, a large proportion of comments noted that there was a real lack of anything to do within the town centre in the evening which is also highlighted through over 500 respondents noting that the vibrancy in the evening is poor. However, a number of positive comments were received noting that the cinema was a welcomed addition to the town centre.

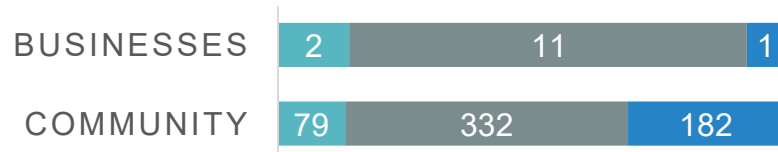
Examples of some of the units open in the evening.



FACILITIES & AMENITIES: COMMUNITY AND VISITOR SATISFACTION

HOW WOULD YOU RATE: VALUE FOR MONEY?

■ Good ■ Neutral ■ Poor



"There needs to be more affordable shops in the town centre."

"The service provided within the retail and hospitality sector is always friendly and professional. They are a credit to their employer."

"There is a poor level of variety."

"There is nothing to come into the town centre for."

"There is a good variety of shops within the town centre."

Business and Community Survey, September 2021

Town Centre Offer:

19%

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

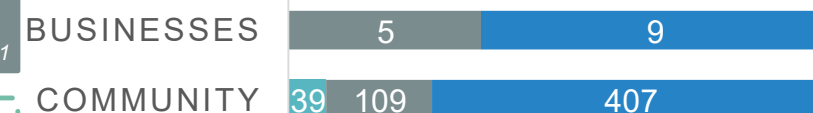
Business and Community Survey, September 2021

Observations: There was a notable mix in ratings surrounding the community satisfaction as standard of service in shops was rated in the top five themes through the 2021 community and business surveys.

Whereas, conversely the variety of goods available was majority rated as poor with just over 400 responses in the poorest rating. This was also highly commented on through the surveys.

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 Peterhead in the 'Towns and Villages' section of their website:

1,957 Jan-Dec 2019

1,792 Jan-Dec 2020

2,538 Jan-Dec 2021

FACILITIES & AMENITIES: MARKET

"The introduction of the market is good however more should be done to entice local producers."

"The farmers market is rubbish and is not what a farmers/produce market is supposed to be."

"The produce market is excellent."

"Currently can't access the farmers market as it is held on the cobbles and don't feel safe walking on them."

"Farmers market is great, love the range of goods available from different vendors."

"The market is a great way of attracting people to the town centre, could be done fortnightly."

"Farmers market is great but the stall holders need to vary to give variety."

"Need to encourage local businesses to the farmers market."

Business and Community Survey, September 2021

Observations: Peterhead Producers Market is held in Drummers Corner on the first Saturday of each month. There are a range of stallholders who attend the events.

Through the 2021 surveys comments and ratings were received. There was a strong sense through the ratings that the majority of respondents noted that the market was good. There was however, a mix of comments received through the survey but there were three emerging themes of:

- Providing more variety in the stallholders
- Undertaking the market more regularly
- Great way of getting people in the town centre.



 Market Location

HOW WOULD YOU RATE: THE MARKET?

■ Good ■ Neutral ■ Poor

BUSINESSES	5	9	
COMMUNITY	333	206	50



Image: Farmers Market Advertisement Chapel Street.

FACILITIES & AMENITIES:

ONLINE SHOPPING

Online Offering

100% of businesses surveyed have online presence

35% of businesses surveyed sell online

80% of the businesses surveyed that sell online make 25% or less of their income from this

66% of the community surveyed said they are more likely to shop online rather than going into the town centre for the same item

32% of the community survey noted that their attitude towards online shopping had changed because of the COVID-19 pandemic

89% of the community survey noted that their usage of the town centre had decreased because of the COVID-19 pandemic

Business and Community Survey, September 2021

Observations: Within the 2021 community 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 than buy online.

Whilst others noted that convenience, pricing and variety of goods were the main reasons for online shopping. Another theme that came through was people not feeling safe within the town centre so choosing to shop online.

"I prefer to shop in local businesses and to see what I am buying."

"Little choice within the town centre and it is expensive."

"More choice and cheaper online."

"If I can get locally I will."

"More cost effective to shop online."

"Most of the time when you need something it's not in town and you have to get online."

Business and Community Survey, September 2021



Images (Top to Bottom): Marischal Street and Drummers Corner.

FACILITIES & AMENITIES:









CONNECTIVITY

Observations: Mobile coverage within Peterhead Town Centre is very strong with all of the top networks being accessible at a 4G level and 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 Peterhead 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	✓

Mobile Coverage in Peterhead Town Centre:

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

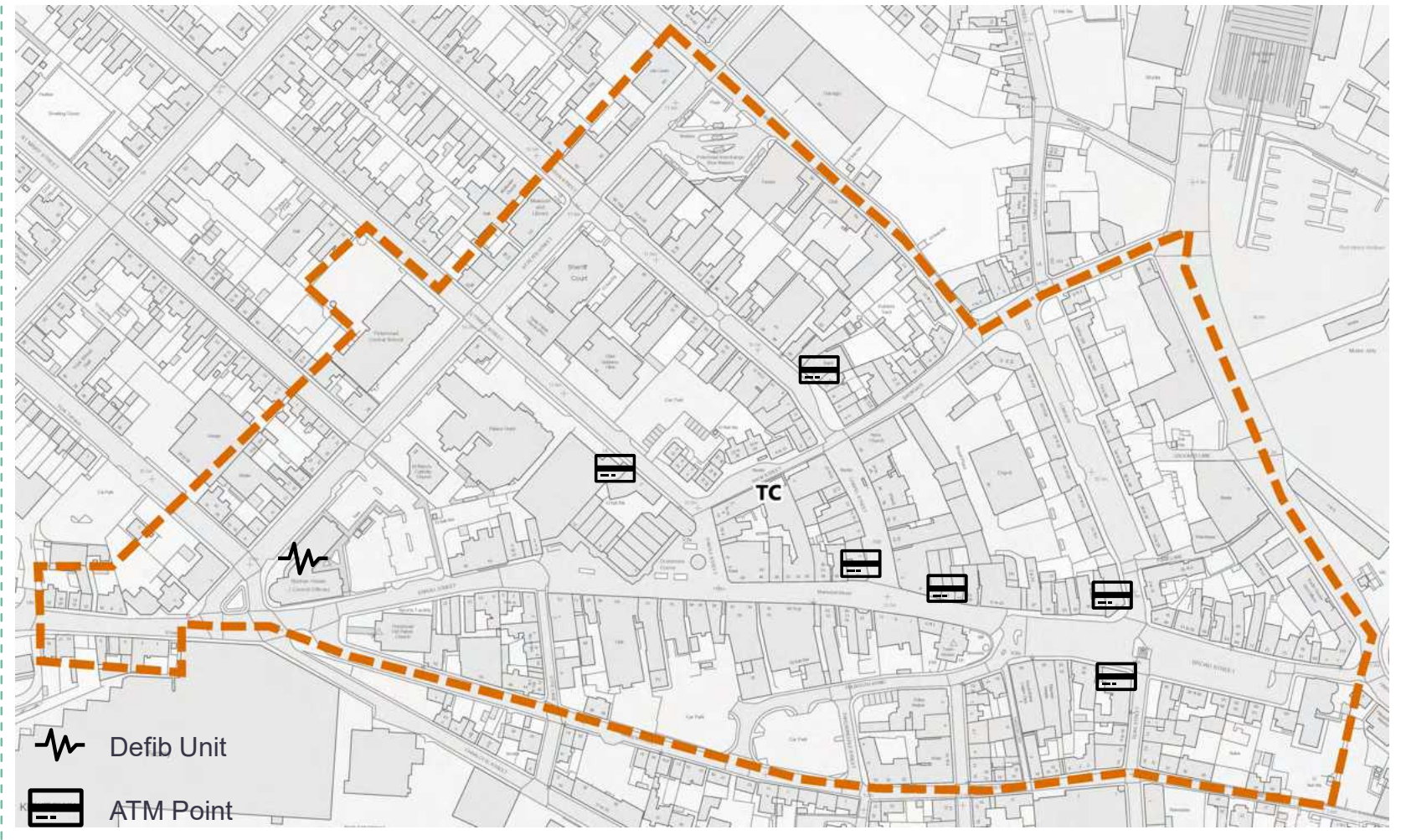
 Good coverage
  You may experience problems
  No coverage

FACILITIES & AMENITIES: OTHER SERVICES

Observations: Peterhead Town Centre is well serviced by ATM machines. Additionally, there is a defibrillator unit on the side of Buchan House which can be used by anyone within the town centre should the need arise. Due to the size of the town centre, another defibrillator unit could be seen to be advantageous to allow for a good geographical coverage.



Image: Defib, Buchan House.



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: Peterhead is a designated Regeneration Priority Area and the indicators illustrate why this intervention is required. The current employment and income picture is as would be expected with a high proportion of administrative, retail and hospitality jobs. The significant jump in the claimant count rate between 2019 and 2020 therefore likely reflects the impact that the COVID-19 pandemic has had on the retail and hospitality sectors. Although the claimant rate is reducing, it is still significantly above pre-COVID levels and the wider area.

Settlement Type:
Other Urban Area
 (Settlements of 10,000 – 124,999 people)
 Scottish Government's Urban Rural Classification, 8-fold

Median Household Income 2021
Town Centre Data Zone*
£18,324

£31,874 Buchan; £36,889 Aberdeenshire

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WORK & LOCAL ECONOMY



Top 5 Employment Sectors 2021 Peterhead Town Centre Data Zone*



15.6% Public administration & defence



15.6% Retail



13.3% Accommodation & food services



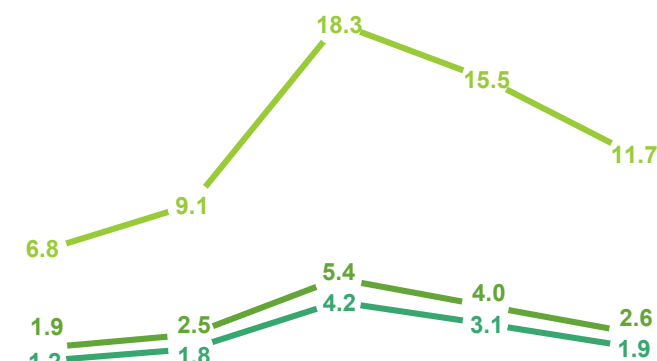
13.3% Business administration & support



7.8% Agriculture, forestry & fishing

Source: Business Register and Employment Survey 2021

CLAIMANT COUNT RATE^ (%)



August 2018 August 2019 August 2020 August 2021 August 2022

— Peterhead Harbour - 06 — Buchan — Aberdeenshire

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

**Scottish Index of Multiple
 Deprivation 2020**

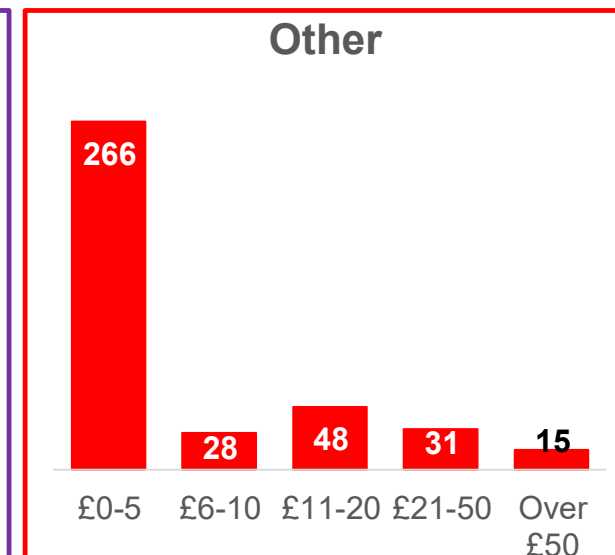
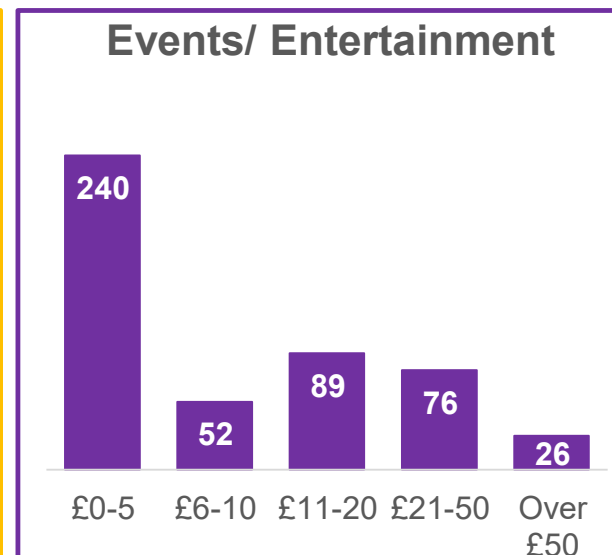
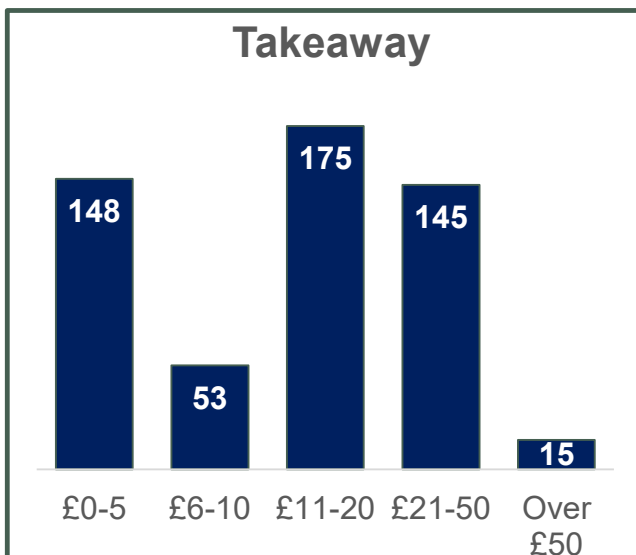
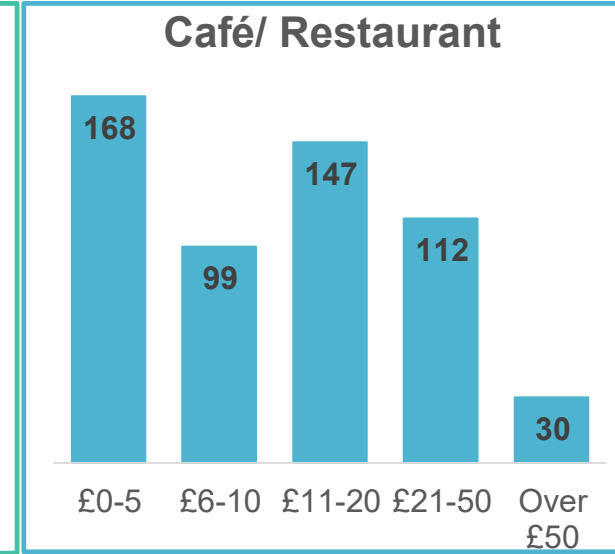
Town Centre Datazone*:

5-10% most deprived in Scotland

* The data zone (S01007086) that makes up the majority of the town centre.

WORK & LOCAL ECONOMY: AVERAGE CONSUMER SPEND 2021

Observations: The results from the 2021 surveys show that food shopping accounting for the biggest expenditure by visitors. Other shopping was spread out across the price brackets indicating that people are visiting for a wide variety of different items. The Hair and Beauty sector, although fewer people overall, seems to be a higher value spend. Eating out and takeaways seem to be mostly at the lower end of the spectrum, with £11-£20 the most regular level of spend. There is very little spend on Events/ Entertainment highlighting the lack of opportunities in this area, picked up elsewhere in the health check.



WORK & LOCAL ECONOMY: BUSINESS SURVEY HIGHLIGHTS 2021

Observations: 14 businesses responded to the 2021 survey and provided a mixed outlook for the town, highlighting the impact that the COVID-19 pandemic had on different sectors. A picture of the town centre businesses will be better built up next year when surveys are issued again. When looking at the longer term trend for turnover, the picture was more encouraging with 61% showing a stable or improved position over the past five years. The future also looked brighter with 42% of respondents looking to grow or expand. Businesses were making good use of online tools.

93% of business owners surveyed were **established** businesses in the town centre and **7%** **start-ups**

79% of business owners surveyed were **Independent** businesses

43% of business owners surveyed were either **confident** or **extremely confident** about future business performance in Peterhead

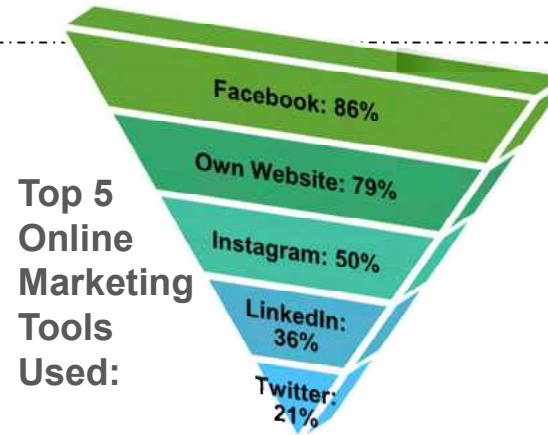
21% of business owners surveyed are looking to **grow** or **expand** in the next year, with a further **21%** in the next five years. **43%** are **not** currently considering growth or expansion, with **14%** **unsure** at this time

"The town centre has coped well with the pandemic with several start-ups."

"The town centre is looking run down. Needs more new business into it instead of trying to make business parks on outskirts."

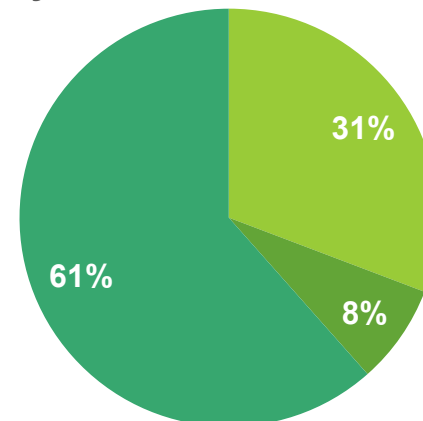
"Easier/ more positive support for businesses to improve."

Business and Community Survey, September 2021



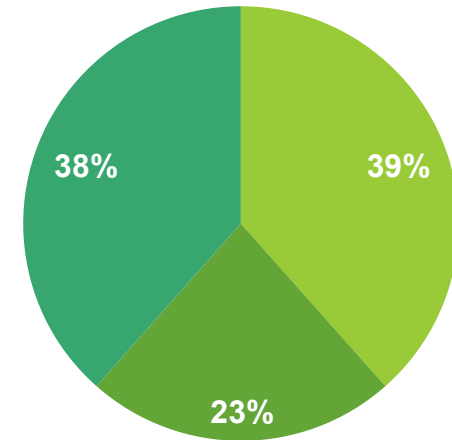
Has employment at your premises changed in the past five years?

■ Increased
■ Stayed the Same
■ Decreased



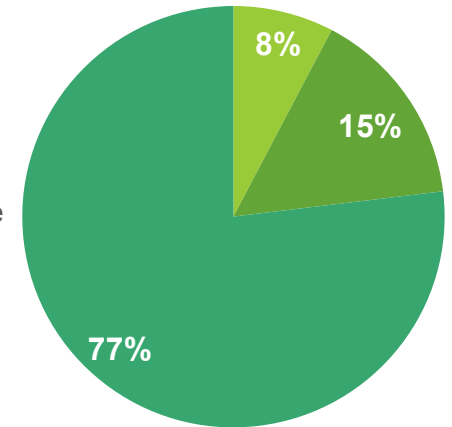
How has turnover at your premises changed in the past five years?

■ Increased
■ Stayed the Same
■ Decreased



What difference have the Covid restrictions had on turnover during the period March 2020 to April 2021?

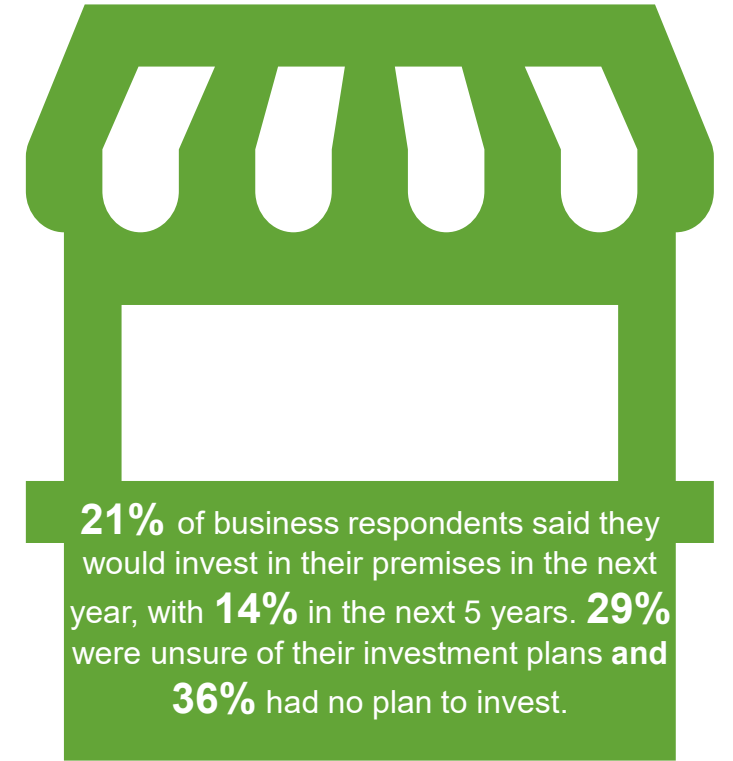
■ Increased
■ Stayed the Same
■ Decreased



WORK & LOCAL ECONOMY: PROPERTY

Observations: The commercial property market seems fairly stable in Peterhead currently, perhaps due to the number of established businesses as indicated in the business survey. Whilst there was previously recent investment from chains such as BrewDog and local independents such as BrewToon, BrewDog has since closed. From the 2021 business survey, there was an even split in ownership of premises and a reasonably bright outlook for investment in town centre stock with over a third of respondents confirming they were looking to invest in their premises within the next five years. There was a limited number of planning applications approved in 2020, however from August 2021 to August 2022 some applications for change of use were approved, in addition to the erection of industrial units on a vacant site. This indicates that there is some investment coming through within the town centre which is positive. Comments received in the surveys suggested that affordable space for start-up's and incentives such as rent or rate relief would be welcomed.

The [Invest In Peterhead](#) partnership, a local stakeholder group, is working to understand opportunities, identify gaps and promote available properties for investment. Through exercises such as ghost planning for a number of vacant premises, the group hope to attract significant new investment to the town.



"Get the empty buildings let out. Offer incentives to start-ups. Lower rent/rates for first 2 years."

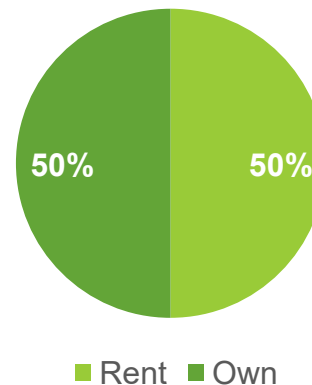
"Use the empty buildings for something - £2 rent is better than no rent. Get community groups or local charities in."

"Landlords accepting reasonable rent negotiations to allow new shops to open."

"Would like it to be easier and cheaper for people to set up their own businesses in the town centre so they can keep the price of their goods or services down."

Business and Community Survey, September 2021

Do you rent or own your premises?



Planning Applications:

Within the town centre nine planning applications were approved in 2021/22. Of note were:

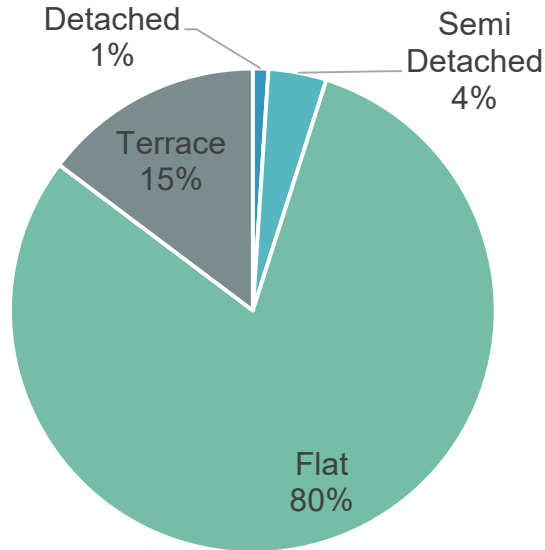
- 2 for Installation of Signage;
- Change of Use from Police Station (Sui Generis) to Mixed Use Office Accommodation (Class 4) and Storage (Class 6);
- Change of Use from Shop (Class 1) to Office (Class 4);
- Change of Use from Photographic Studio (Class 2) to Dance Studio (Class 11);
- Erection of Industrial Units (Class 5 – General Industrial).

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



The mix of dwelling types within the town centre is shown above. The largest proportion of dwellings are flats with a mixture of flats on upper floors above retail/ office units and blocks of flat.

Of these dwelling types within the town centre the main tenure is rented properties with 74% of properties either Council Houses, Social Rented or rented from a private landlord.

Housing Profile and Population

The overall population total for Peterhead in 2020 was 19,060 and it is estimated that in 2022 approximately 1,046 people live within the town centre.

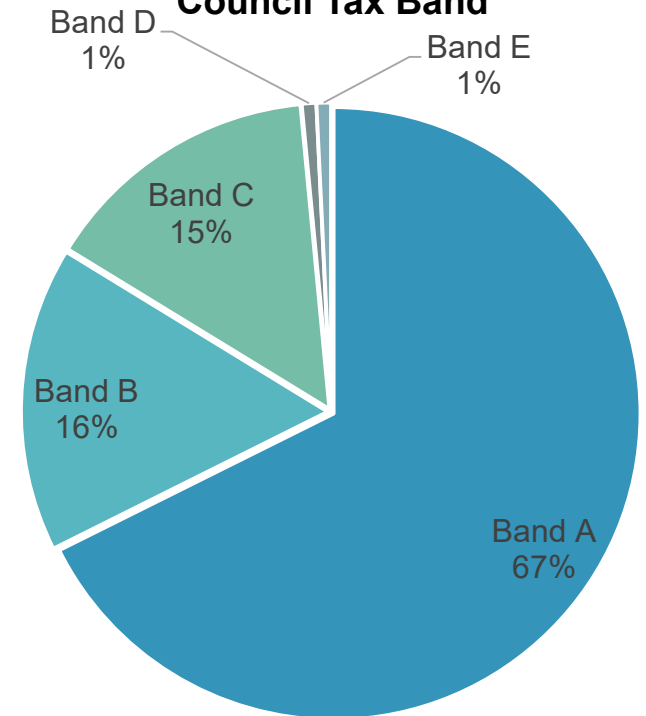
The average house price for dwellings within the town centre boundary in 2018 was £77,600 compared with the average house price in Aberdeenshire of £230,038.



Image: Broad Street.

In terms of Council Tax Bands (2021), Peterhead Town Centre has dwellings in Bands A-E on the scale of the Council Tax Bands. The majority, over 65%, are located within the first, Band A.

Council Tax Band

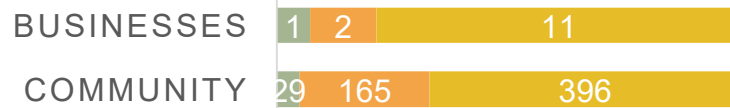


Feeling isolated can be damaging to our health and wellbeing. Good places provide a variety of spaces to meet and spend time with others.

Observations: Range of events was scored relatively poorly in both of the 2021 surveys but this could have been influenced by the COVID-19 restrictions 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 desire to have more events was highly commented on, in particular family friendly events.

HOW WOULD YOU RATE: RANGE OF EVENTS?

■ Good ■ Neutral ■ Poor



Town Centre Events*^



The following events are planned over the next year:

Farmer's Market

1st Saturday of every month

*Not an exhaustive list ^Correct at time of survey

SOCIAL CONTACT



Venue	Indoor / Outdoor	Opening Times
Library	Indoor	Tues & Thurs: 09:00-18:00 Fri: 09:00-15:00 Sat: 10:00-14:00 Click & Collect also available when open
Museum	Indoor	Closed at time of survey.
St Marys Catholic Church	Indoor	Wed/Friday Mass 09:30 Sat Mass 18:30 Sun Mass 11:30
New Parish Church	Indoor	Sun Service 10:30
Apex Church	Indoor	Sun Service 09:30 and 11:30
ARC Cinema	Indoor	Open 7 days a week Mon-Fri 15:00-23:00 Sat and Sun 10:00-23:00

"I would like to see more events take place in the town centre for young people."

"Need to have more events in the town."

"More choice of events would be good."

"More events that are family friendly would be good."

"More events that will draw people into the town centre would be good."

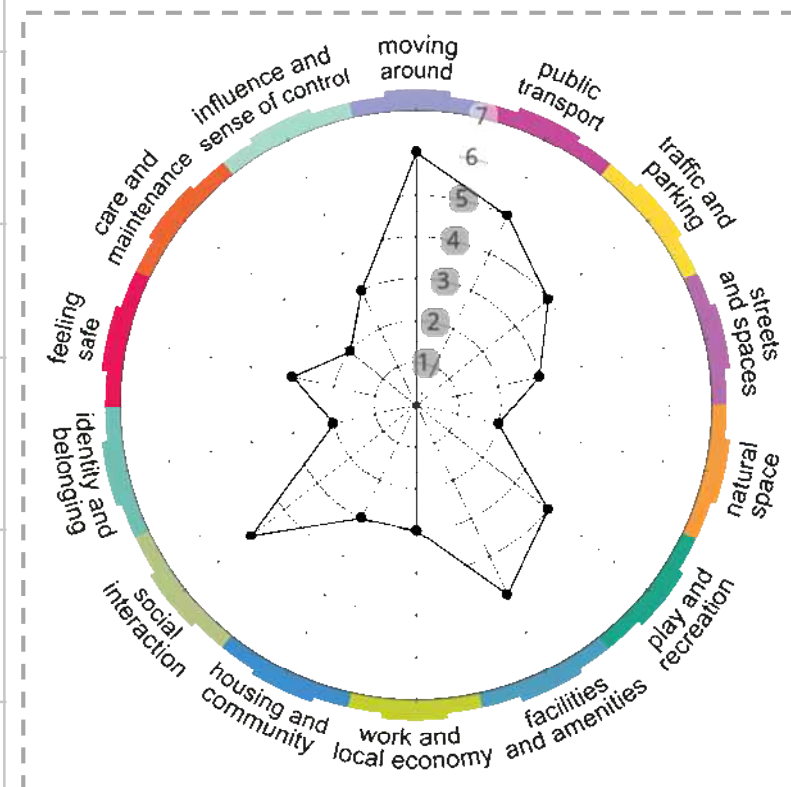
Business and Community Survey, September 2021



Images: Left, New Parish Church; Right, Arbutnot Museum and Library.

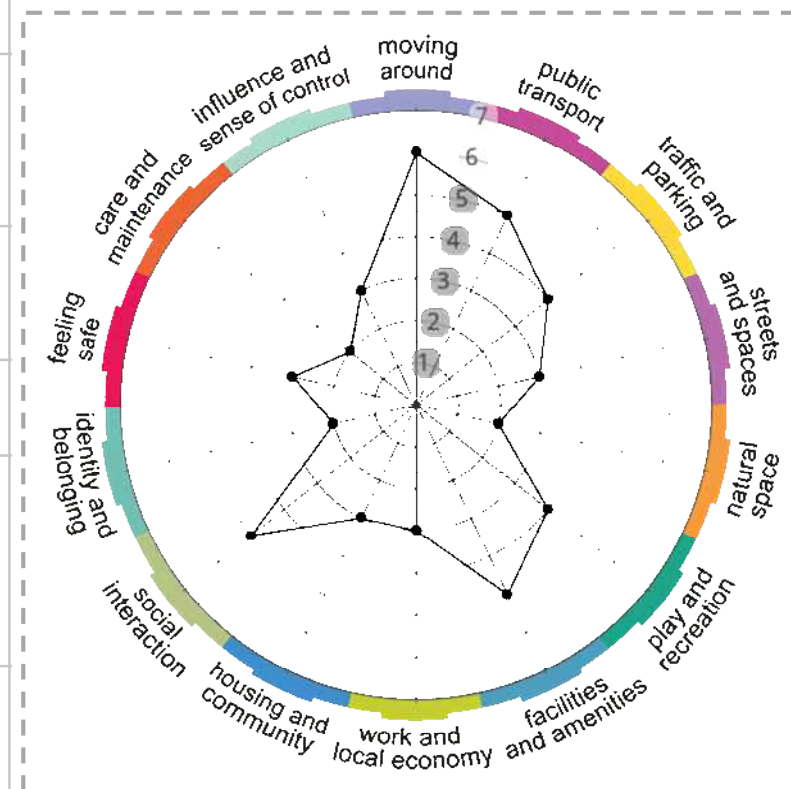
KEY CONSIDERATIONS & OPPORTUNITIES

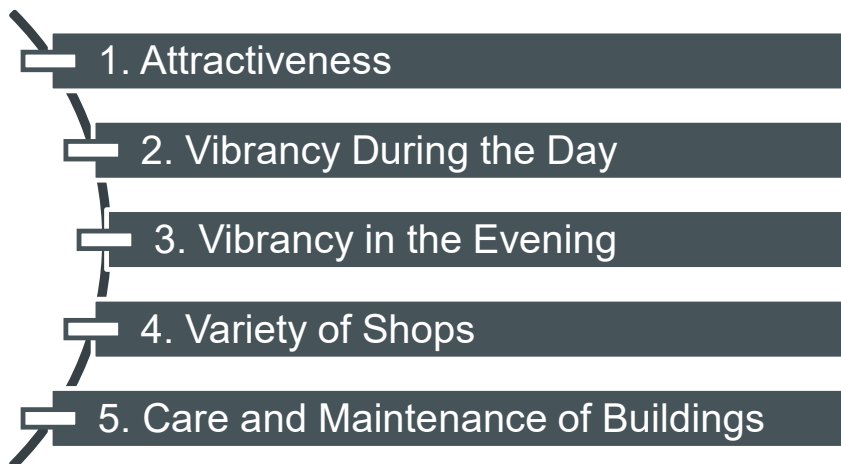
Theme	Key Improvements
Identity and belonging Rating: 2	Although Peterhead has a good sense of identity, linked to its maritime history, it scored poorly for community spirit and the overwhelmingly negative way people feel about the town centre. Small, visible interventions could lift the perception and therefore the score.
Feeling safe Rating: 3	Feeling of safety during the day was reasonable, but the feeling of safety in the evening and the perceived threat from antisocial behaviour was very poor. A significant number of comments related to feeling intimidated by groups of people congregating in the town centre. Interventions could look at tackling this issue.
Care and maintenance Rating: 2	The general upkeep of some buildings within the town centre is poor. Improving some of the vacant units and making them an asset in terms of public art would really improve the atmosphere of the overall area.
Influence and sense of control Rating: 3	Peterhead has funded, active organisations, working to improve the town centre. However, the general perception is that change is not visible or targeted to the right areas. There was also a lack of awareness of the groups. Greater promotion and small, visible 'quick win' projects could make a difference.
Moving around Rating: 6	The town centre is generally easy to navigate for pedestrians with large paved areas and sufficient pedestrian crossings. Some surfaces can be difficult for those with additional access needs and a number of alleys are poorly maintained. Signage is on the whole informative and plentiful. A focus on cycling provision could be considered.
Public transport Rating: 5	The town centre is well served by buses. Evening services are limited however and the absence of a rail link limits choice.
Traffic and parking Rating: 4	The town is well sourced with parking spaces, however the general perception in the town would be that free parking in the town centre would be welcomed. The traffic flow through the town centre was generally noted as good although issues in terms of congestion was noted on Chapel Street and Queen Street.



KEY CONSIDERATIONS & OPPORTUNITIES (CONTINUED)

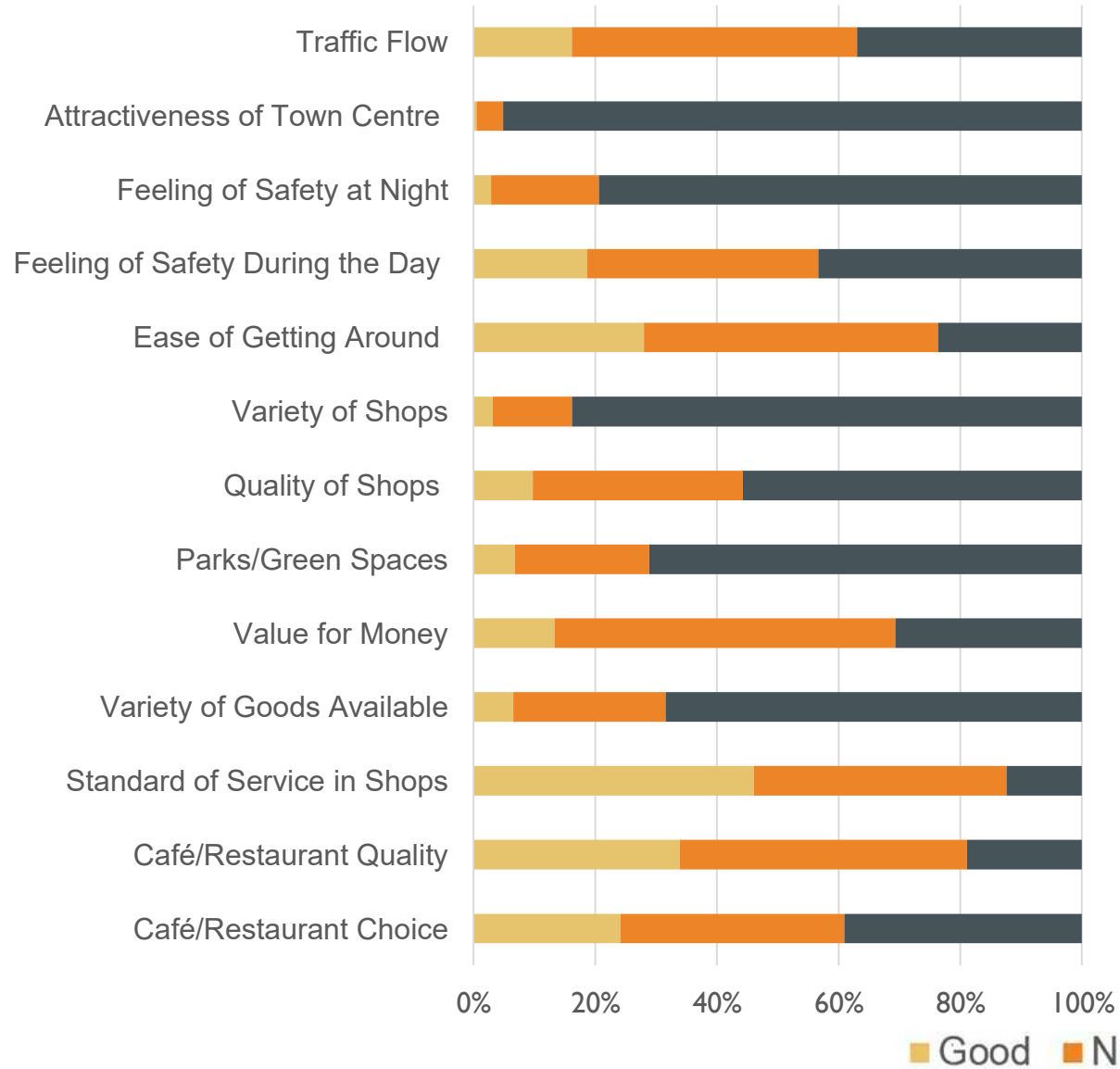
Theme	Key Improvements
Streets and spaces Rating: 3	The overall perception of the town is poor as the area is not deemed attractive due to the run down nature of the buildings. Improvement could be achieved by maintenance of buildings and greening of the town centre through additional hanging baskets etc.
Natural space Rating: 2	There is no public natural space in the town centre and this has affected people's view of the town. Local groups try to combat this and soften the hard landscaping with planting. There was considerable support for increasing green space wherever possible to encourage social interaction, improve the environment and make the town safer.
Play and recreation Rating: 4	The cinema was the main attraction within this section and received a considerable number of positive comments. The lack of any outdoor play and recreation spaces in the town centre was noted and received support to address this.
Facilities and amenities Rating: 5	The services you would expect to find in a town centre can be found in Peterhead but there was considerable support for increasing the variety and quality of the offering.
Work and local economy Rating: 3	Work is generally low paid and low-skilled and the claimant count rate is high. However, businesses are reasonably confident about their future performance and some are looking to grow and invest in their premises. To encourage footfall and support existing businesses support for new starts-ups, utilising empty properties, and offering incentives would be welcomed.
Housing and community Rating: 3	The housing within the town centre currently is currently predominately flats and is the tenure expected within the town centre. Improvement to the streets and spaces around Longate would help to improve the town centre.
Social contact Rating: 5	Although Peterhead has a good number of places for people to meet there was considerable support received for increasing the range of events offered in the town centre. This perhaps will be partly resolved when the works currently happening in Drummers Corner.



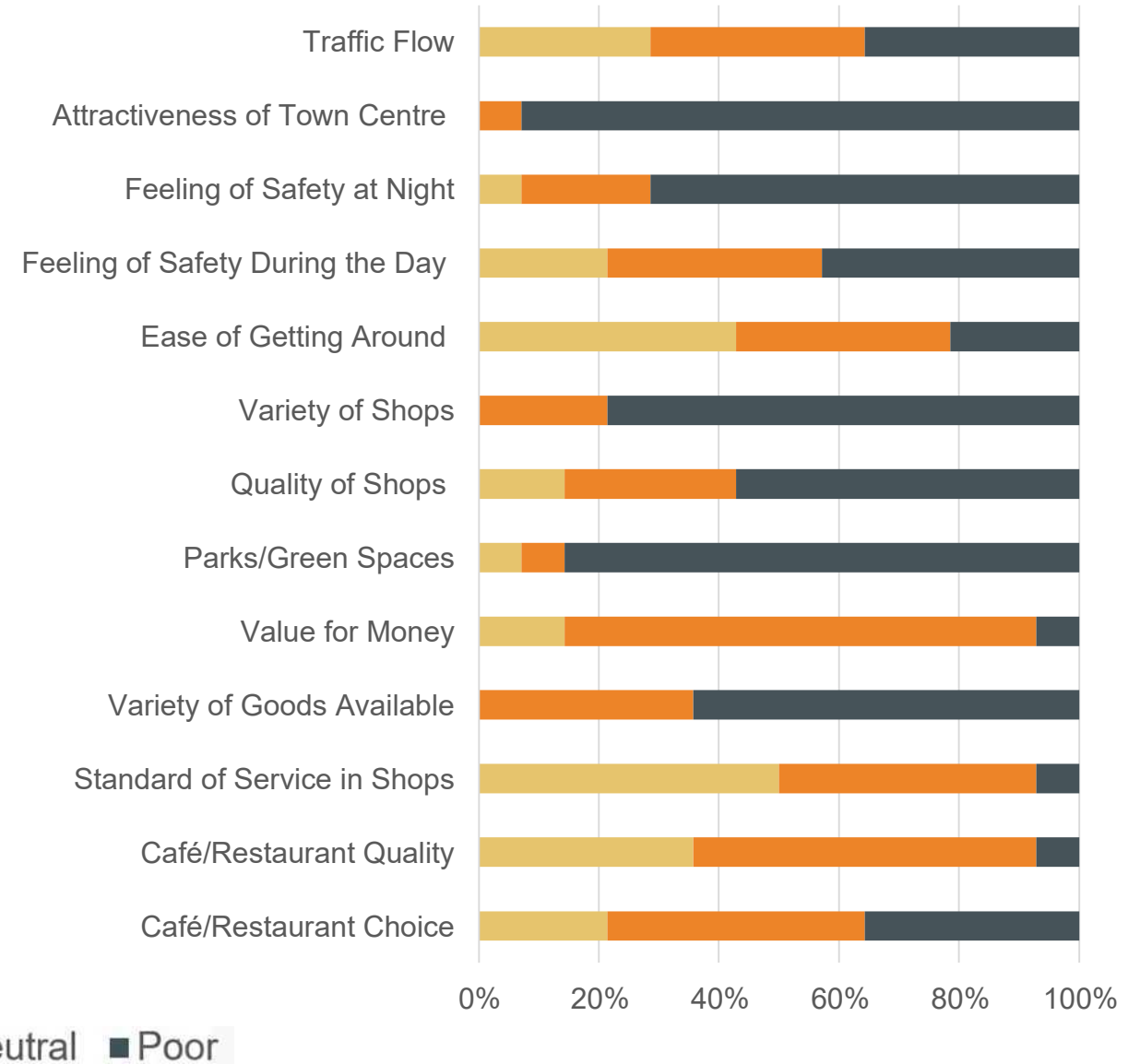
BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? Top 5 Highest and Lowest Scoring Categories**Community****Top 5 Highest Scoring Categories:****Top 5 Lowest Scoring Categories:****Business****Top 5 Highest Scoring Categories:****Top 5 Lowest Scoring Categories:**

BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate?

Community Responses:

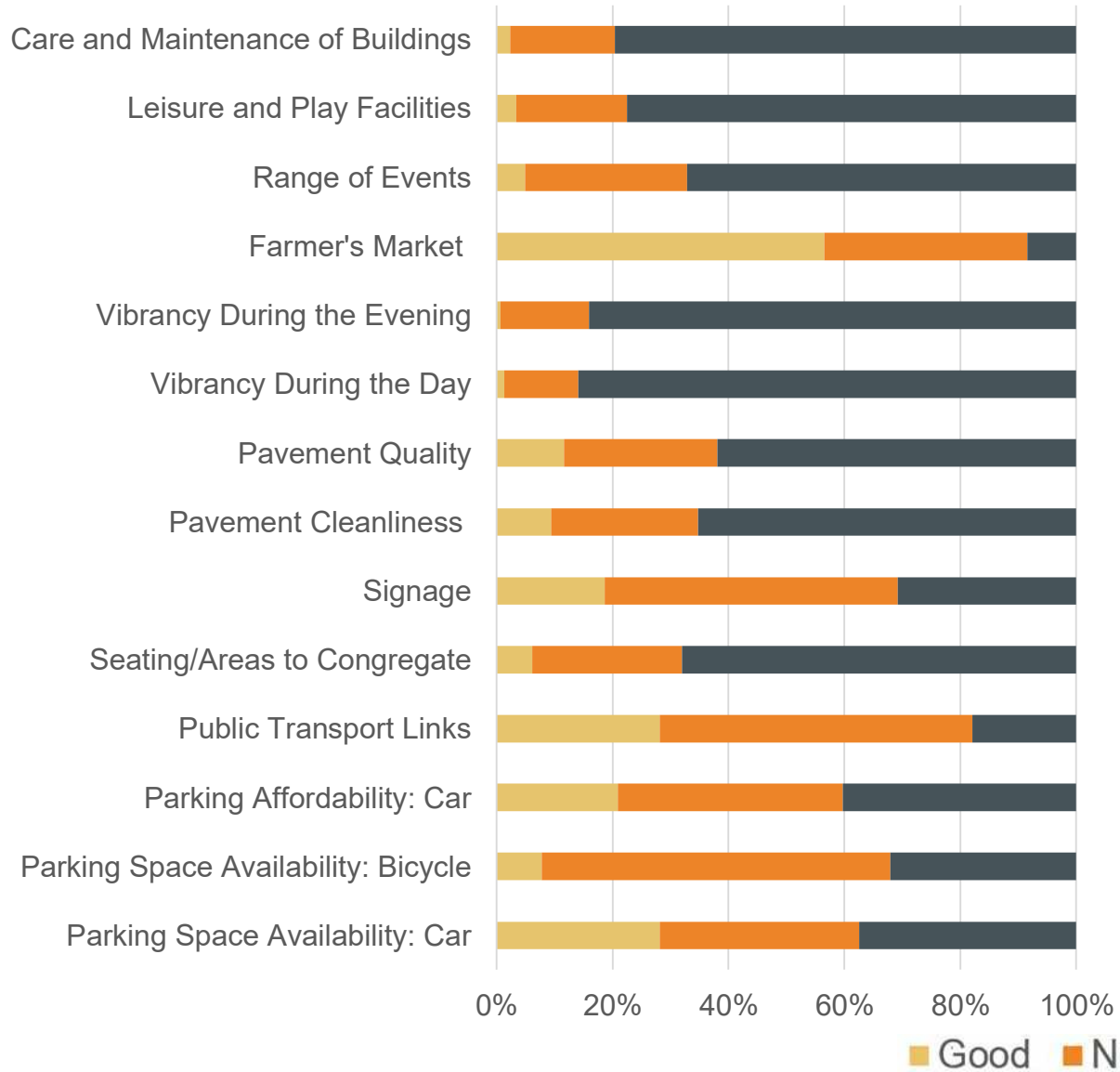


Business Responses:

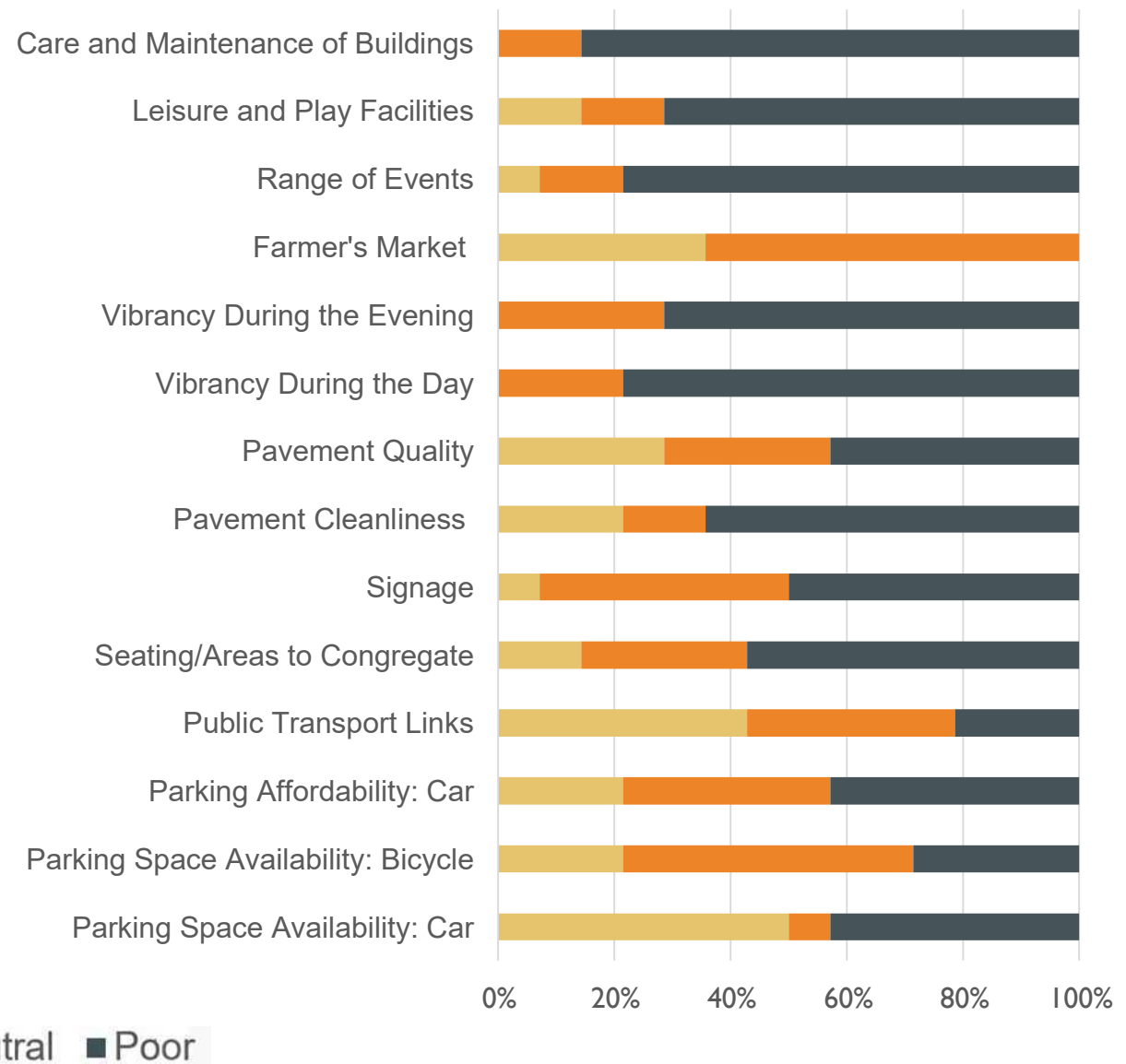


BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate?

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 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 in 2021 and 2022 for their contributions to the project:

Business and Community:

Lesley Forsyth, Rediscover Peterhead

Paula Massie, Peterhead Community Council

Footfall Count Volunteers

Accessibility Audit Volunteers: 4 adults



Partner Organisations:

Sergeant Walker, Partnerships, Preventions and Interventions, Police Scotland

Elaine Bisset, VisitAberdeenshire



Council Teams:

Planning Information and Delivery

GIS Team

Community Learning and Development

Buchan 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 2022

REPORT PRODUCED BY THE PLANNING INFORMATION AND DELIVERY TEAM
PLANNING AND ECONOMY | ENVIRONMENT AND INFRASTRUCTURE SERVICES | ABERDEENSHIRE COUNCIL

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