



**Aberdeenshire**  
COUNCIL



# TOWN CENTRE HEALTH CHECK SEPTEMBER 2021

FRASERBURGH, 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 Fraserburgh. 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 195 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 Broch Business Association, Fraserburgh Enterprise Hub and Fraserburgh Community Council and other relevant groups 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 24 responses. A summary of the responses received can be seen on page 46.

## **FOOTFALL COUNT**

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, Fraserburgh Enterprise Hub, Broch Businesses Together and members of 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 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 the respondents who use the town centre feel negatively towards it. However, within the business community the difference is slightly less marked. Comments reflect people's feeling that the town has declined over recent years particularly in relation to the appearance of the centre and the loss of shops, vibrancy and community pride in the town centre. It should be noted though that many respondents identified regeneration and private sector investment as starting to make a difference.

**The growth of Fraserburgh:** Fraserburgh received its charter in **1546**, but had been in use as a harbour before the first stone pier was built here in **1576** by Sir Alexander Fraser. Having been known as Faithlie it was then renamed after Sir Fraser. In **1894** there were over 800 fishing boats based in Fraserburgh which was almost one for every ten people living there at the time. Today, Fraserburgh, commonly known as 'The Broch', retains its role as an important commercial fishing port with a number of associated industries such as fish processing growing up around it. Its seaside location also means it offers attractions to tourists and in the past was well-regarded as a holiday destination. Manufacturing and construction are now the dominant forms of employment.

Source: Understanding Scottish Places and Undiscovered Scotland

## IDENTITY & BELONGING



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

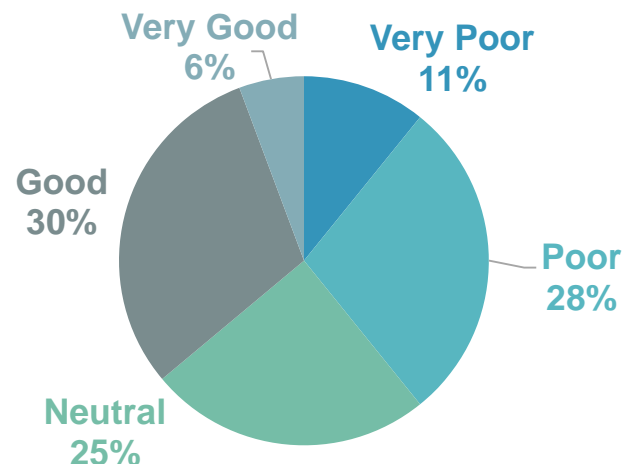


**20%** Community  
**42%** Businesses



**80%** Community  
**58%** Businesses

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



*"The town is coming alive again. Loads of new shops. It's starting to get back up and going."*

*"Lots of great independent shops, bars and restaurants unfortunately it's hard to be positive when 90% of Fraserburgh is negative about the town centre."*

*"Born and bred Brocher always been a good town needs some help to make it better."*

*"It's an embarrassment, it's dirty and uninviting... Why would I recommend someone comes down there?"*

*"Its my hame toon."*

*"Augment sense of pride in one of Scotland's historic towns."*

*"Our town is a wonderful place, it just needs to look more inviting."*

*"So sad to see how it is today... it was such a great place to shop years ago with local businesses."*

*"Town Centre has seen huge improvement in recent years.. Investment is starting to show!"*

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:** Safety during the day scored within the top five most positive categories. However, safety during the evening was much more of an issue for respondents, with 60% of the community rating this as being poor. Despite the addition of CCTV many people feel 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 and intimidating behaviour seeming to be the main concerns. Although much of the town centre is open and appeared well-lit there are areas such as some narrow lanes that are dark and uninviting. Some street lighting is looking tired.



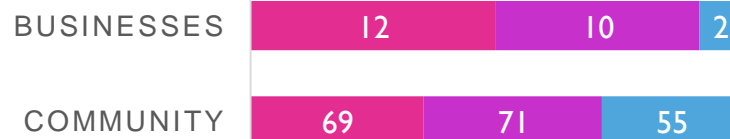
Images (Clockwise from Top Left): CCTV; Lighting, Broad Street; Lighting columns needing maintenance; Dark lanes.

## FEELING SAFE



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

■ Good ■ Neutral ■ Poor



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

#### Key Safety Features:



In general, lighting appeared to be well distributed across the town, however some maintenance is needed



Some narrow streets feel dark



Central CCTV system in place

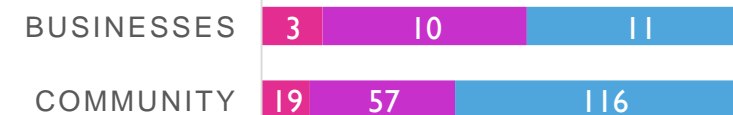
*"The safety during the night is very poor and I do not feel safe walking, even with a group of people."*

*"Lack of safety in Fraserburgh on Friday and Saturday nights especially."*

*"I feel quite unsafe walking through Fraserburgh town centre. People are often seen shouting and staggering on the pavements."*

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

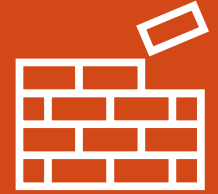
■ Good ■ Neutral ■ Poor





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



Fraserburgh 2021 Regeneration



Good Quality



Shop requiring maintenance



Regeneration – Mid Street Corner

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

■ Good ■ Neutral ■ Poor

BUSINESSES	4	9	11
COMMUNITY	16	59	119

**Observations:** There is a real mix in the upkeep of buildings within Fraserburgh. This is reflected in the ratings of the topic however it is noted that most of the responses did rate this as poor. As can be seen by the images there are a number of buildings within the town centre that are currently subject to maintenance. Some of these are through the Fraserburgh 2021 funding stream. When completed this work will have a positive impact on the town centre as a number of buildings will be brought up to standard. The images (left) give an impression of the town centre environment.

*"More chasing up, of empty business and house owners to be responsible for the upkeep of their property."*



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:** Fraserburgh is well served with organisations working to ensure the best outcomes for residents and businesses alike. This is supported by Aberdeenshire Council and cross-sector working through both the Regeneration Partnership and Fraserburgh 2021. Greater promotion to increase awareness could be considered.

Town Centre Groups	Fraserburgh Development Trust (FDT)	Broch Businesses Together (BBT)	Fraserburgh Community Council	Fraserburgh Enterprise Hub
Legal Status	Registered Charity SC041968	Constituted Group	Community Council	Registered Company SC223601
Membership	Over 200 members*	Businesses from the Fraserburgh area	The community; 11 Councillors*	Part of Elevator, a social enterprise
Responsibilities	FDT was formed to improve, sustain and regenerate the local community in the AB43 postcode area. The main goal is to work with the community to bring improvements to Fraserburgh and its surrounding area.	BBT was founded to give local business a single voice in the community as well as to work with other groups, such as the tourist board and FDT. All Fraserburgh (and surrounding villages) business owners are welcomed and encouraged to join and give their thoughts and feedback for the improvement of all Fraserburgh.	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. Sub-committees include the Flower Fairies and Litter Picking Group.	Fraserburgh Enterprise Hub's was set-up in 2019 to support the regeneration of Fraserburgh and its surrounding area (up to 15-mile radius), helping individuals overcome barriers which come with starting or growing a business. This is achieved through a mixture of training, one-to-one support and events and access to desk space and meeting rooms.
Contact	<a href="#">Fraserburgh Development Trust</a>	<a href="#">Broch Businesses Together</a>	<a href="#">Fraserburgh Community Council</a>	<a href="#">Fraserburgh Enterprise Hub</a>

\*Correct at time of survey

**44%** of community survey respondents are aware of groups that support the town centre.

The word cloud (right) shows survey responses, when asked to name groups, with the Flower Fairies (28), Regeneration Partnership (20) and Broch Businesses Together (14) receiving the most comments.



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.

**Observations:** The majority of respondents rated getting around the town centre as good or neutral and it ranked in the top five most positive aspects for both business and community respondents. This is perhaps due to the layout of Broad Street, which provides a safe shopping environment. Few comments were received on this topic which also suggests this is a positive aspect for the town centre. New signs and a town map have been added very recently which coordinate with existing street furniture and provide useful information for visitors, particularly in the northern half of the town centre.

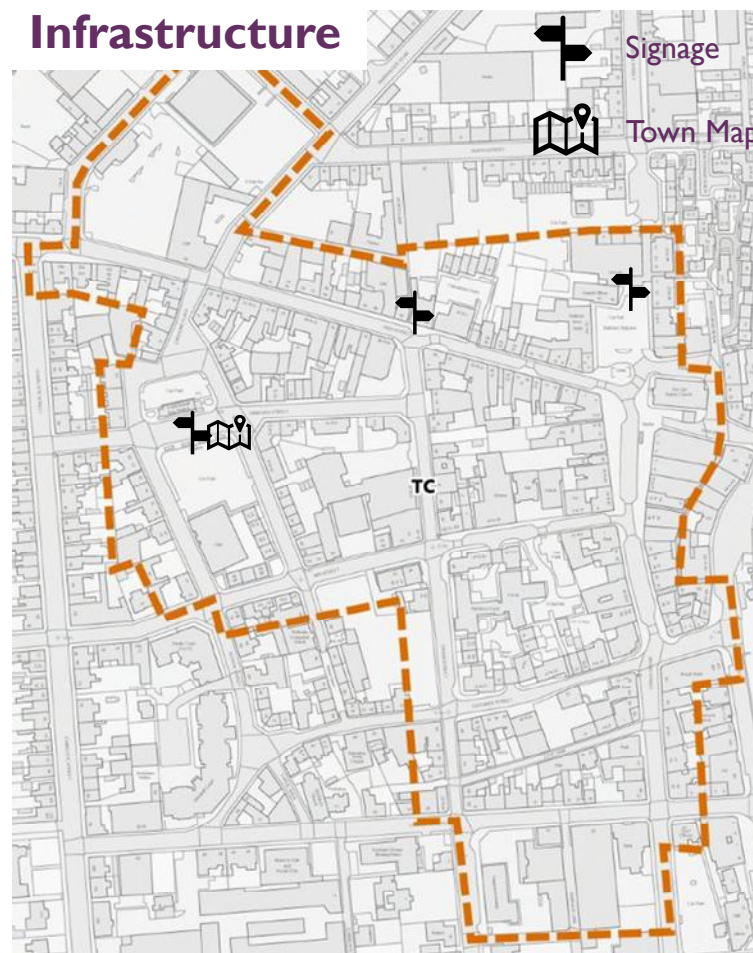


Images (Left to Right): New town map, Hanover Street car park; New signage, High Street; Brown tourist signs, High Street.

# MOVING AROUND

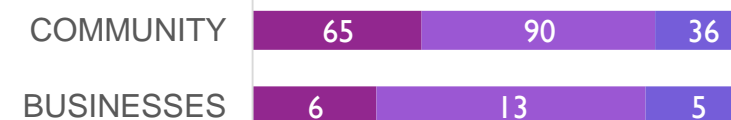


## Infrastructure



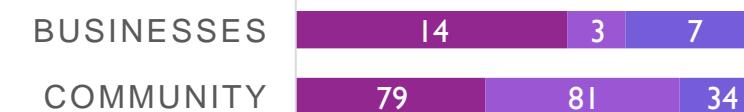
## HOW WOULD YOU RATE: SIGNAGE?

■ Good ■ Neutral ■ Poor



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

■ Good ■ Neutral ■ Poor



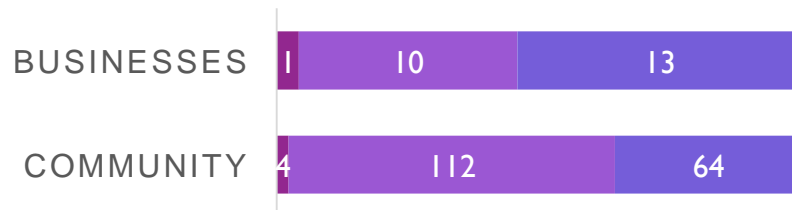
*"Improvement - better visitor guides, maps, info boards etc."*

# MOVING AROUND: CYCLING

**Observations:** Fraserburgh is defined as an [Integrated Travel Town](#) by the [Local Transport Strategy](#). There are currently no cycle lanes in Fraserburgh Town Centre, and a limited number of cycle racks. Survey responses show that although most do not have a concern with cycle parking, there are significantly more poor ratings than good. This suggests that for those who do, or would like to cycle in the town, that they find the experience unsatisfactory. A number of suggestions were made by respondents as to how cycling infrastructure could be improved.

## HOW WOULD YOU RATE: CYCLE PARKING?

■ Good ■ Neutral ■ Poor



## Infrastructure



 Cycle Racks



Images (Left to Right): Covered cycle rack, Hanover Street car park; Cycle racks, Saltoun Square.



*"More room for cyclists, as nowhere to lock up bike at this moment."*

*"Rentable bikes/ carts to travel along the coastal path."*

*"Dedicated bike parking and maybe even bike lanes."*



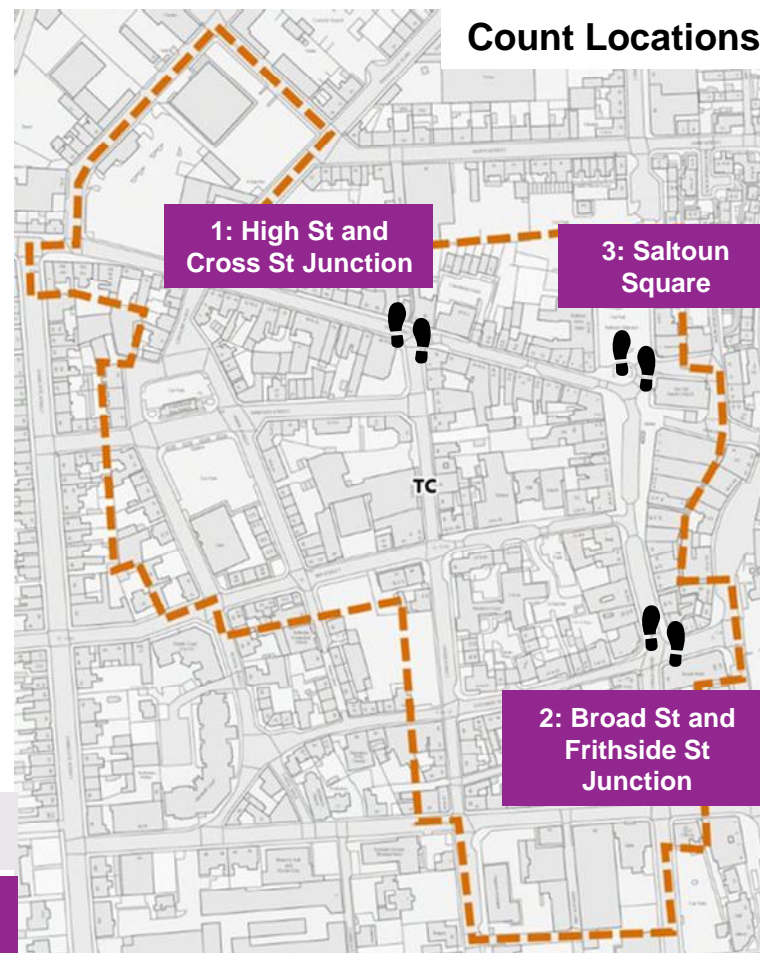
# MOVING AROUND: FOOTFALL SURVEY

Day	Time	Location 1	Location 2	Location 3	Hourly Total	Overall Total
Tuesday 	09:30	55	32	90	177	865
	11:30	90	55	185	330	
	14:30	86	47	144	277	
	18:00	27	15	39	81	
Saturday 	09:30	84	31	110	225	1080
	11:30	112	95	189	396	
	14:30	103	50	155	308	
	18:00	42	22	87	151	
Totals		599	347	999	1945	

## HEADLINES

**Busiest Location:** Saltoun Square  
**Busiest Time:** 11:30  
**Busiest Day:** Saturday

**Quietest Location:** Broad Street  
**Quietest Time:** 18:00  
**Quietest Day:** Tuesday

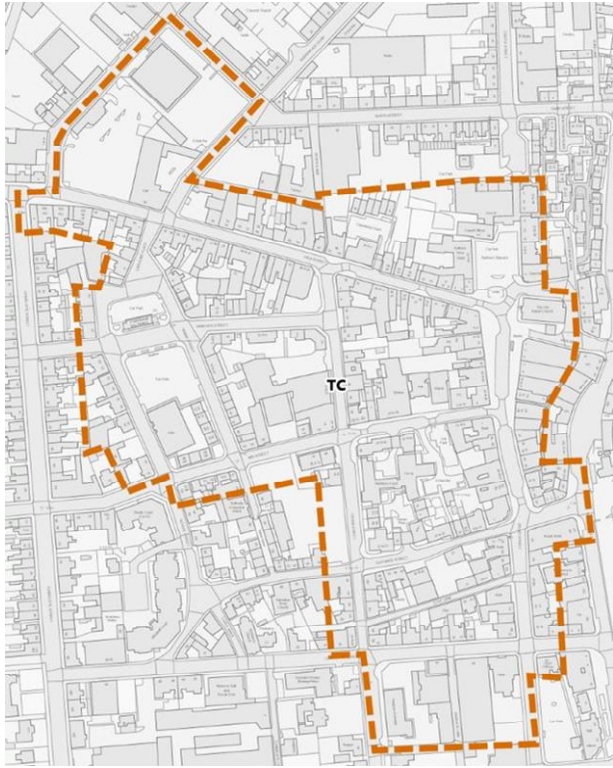


**Observations:** Footfall is a measure of the vitality of the town centre and can be directly linked to economic activity.

Pedestrian counts were undertaken on Saturday 25<sup>th</sup> and Tuesday 28<sup>th</sup> September for a duration of 15 minutes, four times a day, in three locations.

The pedestrian count findings showed the highest footfall count was recorded at Saltoun Square on Saturday morning (189 people). It was also the busiest count point in general over the course of the footfall survey.

# 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.

The group included adults with learning disabilities, one of whom is a wheelchair user and their carer.

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 29<sup>th</sup> September 09:30 – 11:30. The weather was dry and cold.



# ACCESSIBILITY AUDIT

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

- Overall the main shopping streets are good with wide, flat pavements.
- Buildings generally are accessible, although a few have steps but shop owners and voluntary groups are often supportive and helpful.
- Bin day can be very difficult when the bins are left out as some pavements are too narrow to get wheelchairs past, meaning they have to go into the road which can be both difficult and dangerous.
- The town generally feels safe to get around although the Saltoun Arcade can feel intimidating at night.
- Tactile paving is generally good and well maintained.



"Narrow pavements at corners like at Caroline Place."



"Bins being left out on narrow pavements is a real issue."

"Churches are good, for example St Andrew's Hall is good for access and there is a lift and South Church has side access."

"Uphill can be difficult for wheelchairs."



"Cross Street is one of the hardest places to cross the road."



"Some pavements are cracked."



"The Saltoun Arcade can be intimidating at night."



"Good example of tactile paving."

"Nice, wide pavements around Saltoun Square and Broad Street."



"Stagecoach buses are fantastic with ramps and helpful drivers. They used to have regular meetings to discuss the buses which were good. There are a number of accessible taxis in town."

"There are some steps into buildings but most are accessible and the shop owners are really helpful."



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.

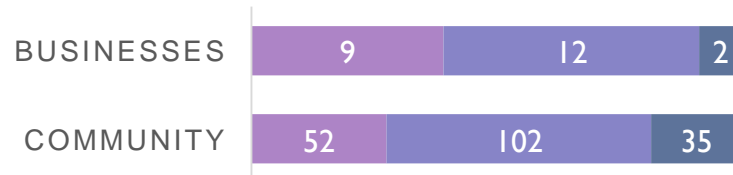
# PUBLIC TRANSPORT



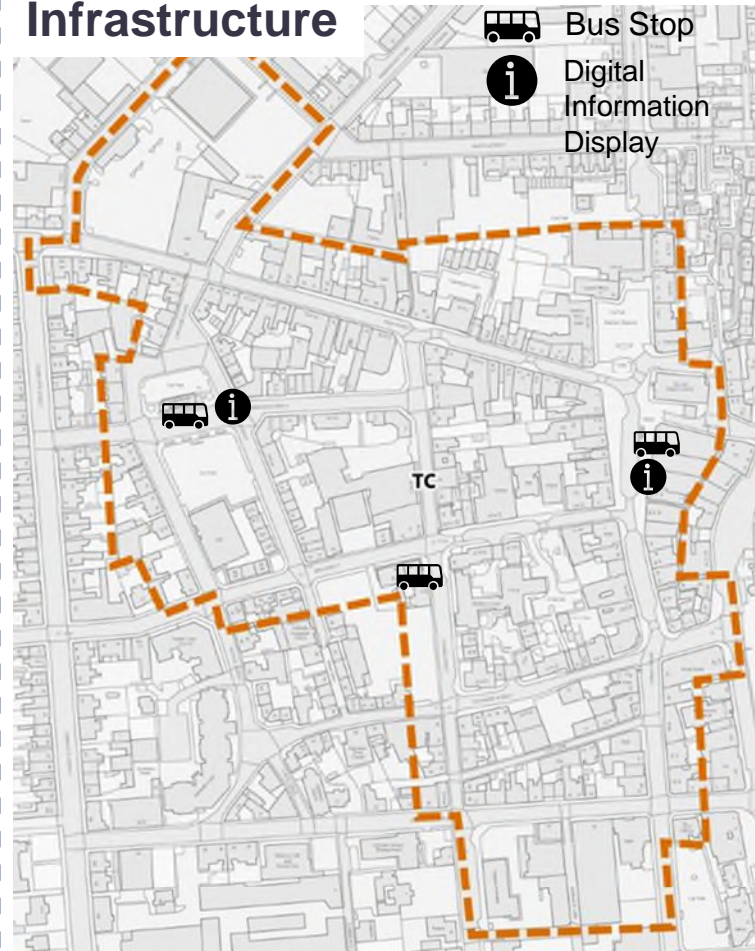
**Observations:** Fraserburgh is well served with bus links to Aberdeen, Banff and several other towns and villages in the vicinity. There is also a local town service and an A2B door-to-door service. There is a main bus interchange and a number of bus stops distributed across the town centre, with real time information provided at two of these. Overall, survey respondents seemed happy with public transport, with the majority of respondents feeling neutral about this topic. There were few comments on public transport suggesting it is not a high priority for respondents.

## HOW WOULD YOU RATE: PUBLIC TRANSPORT?

■ Good ■ Neutral ■ Poor



## Infrastructure

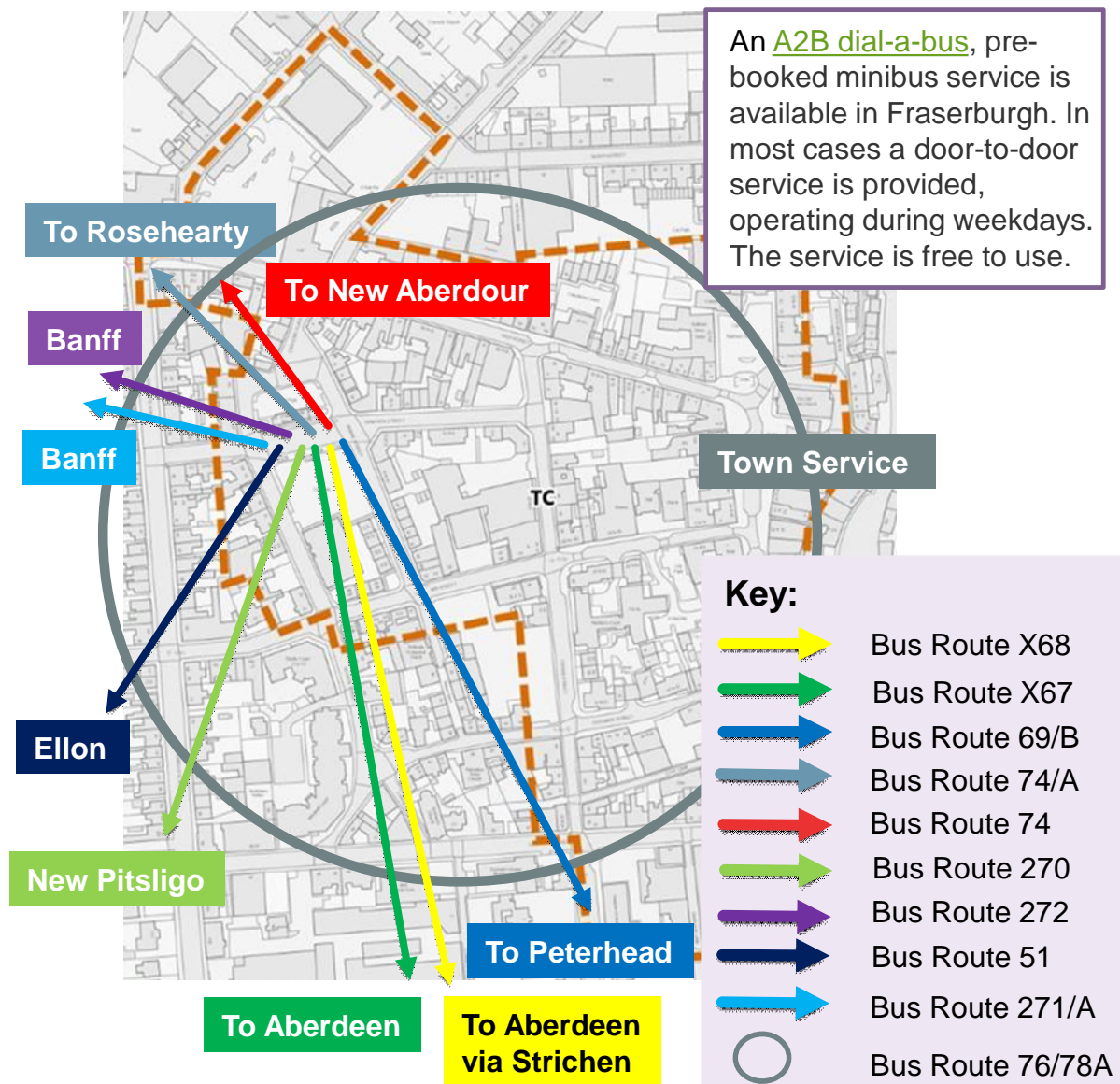


Images (Clockwise from Top Left):  
The main bus interchange, Hanover Street; Covered bus stop, Broad Street; Real time digital display, Broad Street.

*"Introduce small local town centre bus service."*

*"The bus station area is always dirty and feels very unsafe on the most part."*

# PUBLIC TRANSPORT ROUTES



Routes from Hanover Street Bus Interchange*	Frequency (per week day)	Fastest Journey Time	Earliest Travel Time	Latest Travel Time	Cost (Single Standard Ticket)
Bus to Aberdeen (X68)	15	1hr 33mins	05:52	21:05	£10.50
Bus to Aberdeen (X67)	13	1hr 23mins	05:10	16:40	£10.50
Bus to Peterhead (69/B)	15	55mins	05:55	23:30	£6.00
Bus to Rosehearty (74/A)	13	9mins	05:15	18:50	£3.50
Bus to New Aberdour (74)	5	20mins	06:00	18:50	£3.50
Town Service to Buchan Road (76)	12	10mins	08:33	21:15	£1.50
Town Service to Buchan Road (78A)	5	10mins	09:22	16:52	£1.50
Bus to New Pitsligo (270)	5	23mins	06:05	17:55	£3.50
Bus to Banff (272)	2	55mins	10:02	12:02	£9.00
Bus to Ellon (51)	1	1hr 17mins	06:13	-	-
Bus to Banff (271/A)	2	47mins	06:38	16:00	-

\* Correct at time of survey



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: Saltoun Square Car Park.

### HOW WOULD YOU RATE: TRAFFIC FLOW?

■ Good ■ Neutral ■ Poor

BUSINESS	6	12	6
COMMUNITY	47	92	54

*"Traffic flow could be better on broad street and high street but on the whole it flows well as it is never that busy."*

*"Traffic signals are dated and crumbling (accident waiting to happen)."*

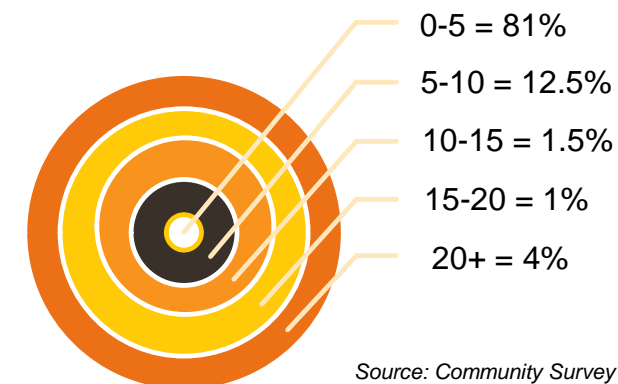
*"Completely change layout and traffic flows, and bar heavy vehicles."*

*"There should be traffic wardens patrolling the town."*

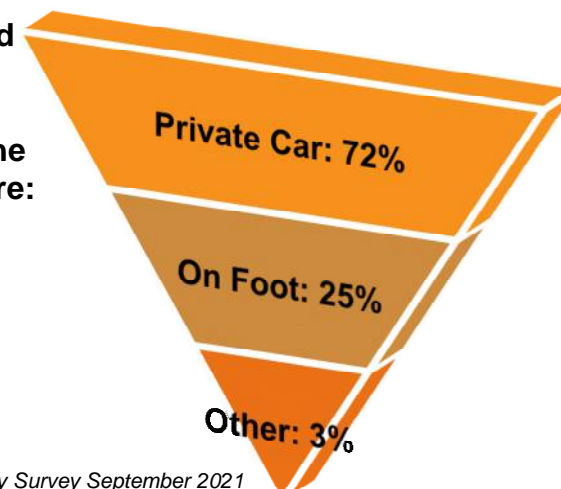
**Observations:** The comments relating to traffic flow in general are all looking for some changes to improve the area in one way or another. This is reflected in the ratings with a fairly even spread of good and poor ratings with the majority taking a neutral position.

The majority of users to Fraserburgh town centre are from the town itself as 81% of users come 5 miles or less and out of all the users to the town just over 70% come using a private car.

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



How would you generally travel to the town centre:





# TRAFFIC & PARKING

## CAR PARKING AFFORDABILITY

### HOW WOULD YOU RATE: PARKING AFFORDABILITY?

■ Good ■ Neutral ■ Poor

BUSINESS	2	13	9
COMMUNITY	42	52	98

*"Remove parking charges from surrounding areas to encourage those who wish to visit by car."*

*"Abolish parking charges."*

*"Free parking. Mind you when it's free the office workers grab them first. You could try 2-3 hours free parking to prevent this."*

*"More free parking."*





*"More free parking nearer the shopping centre."*

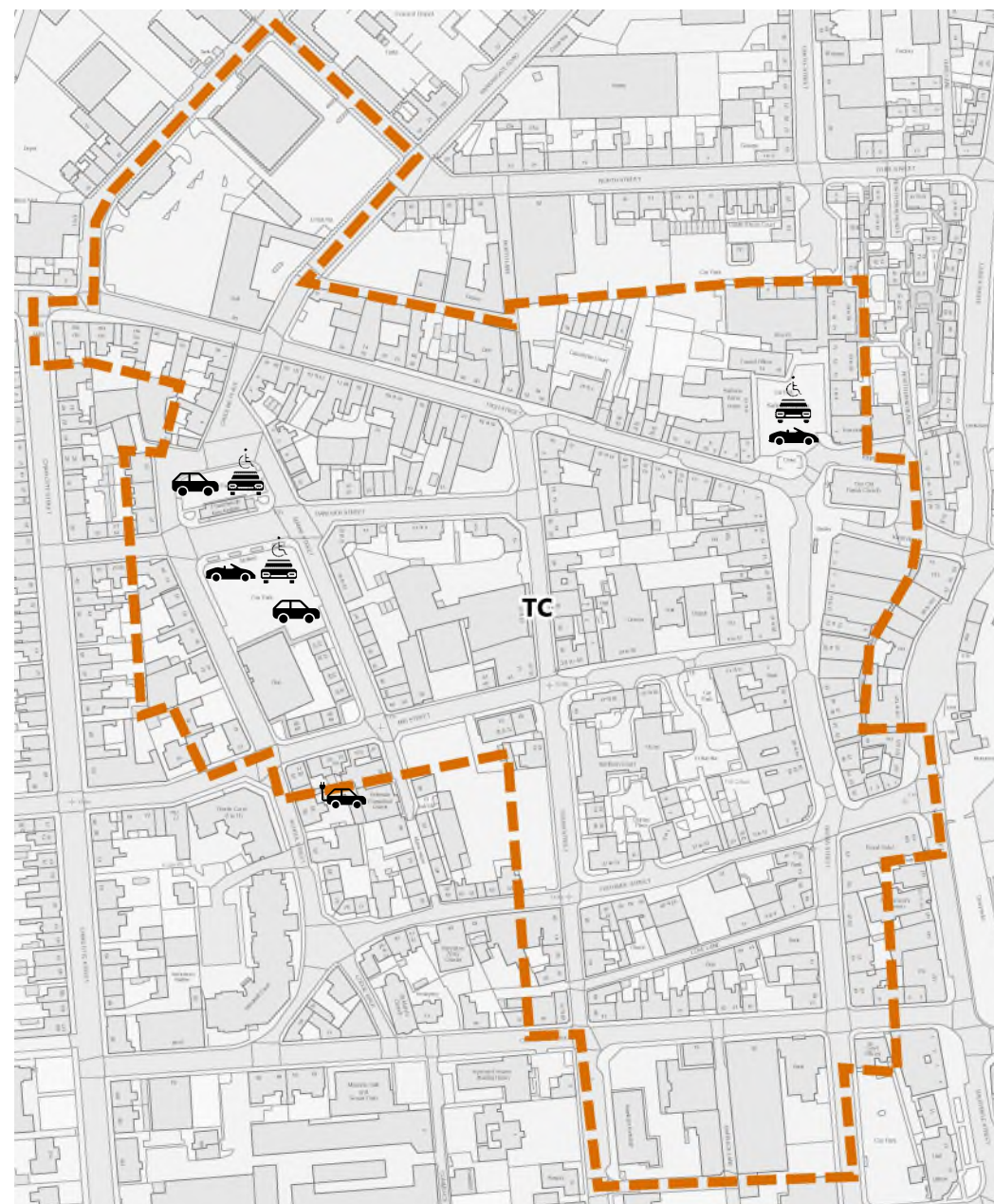
*"Free parking but for short stays."*

### Parking Costs:

# £0.50

Average hourly rate  
September 2021

-  Free Parking
-  Paid Parking
-  EV Charging Spaces
-  Disabled Spaces



# TRAFFIC & PARKING

## CAR PARKING AVAILABILITY

*"Need more parking spaces."*

*"Better accessibility for parking."*

*"Need better parking facilities."*

*"Affordability of parking is ok but it's the value for money aspect of parking that is poor."*

*"Car parking not brilliant. Some has been lost (mid street) and Hanover Street could do with a couple of larger spaces for minibus/Motorhomes to encourage visitors to stay and spend money."*

*"Accessibly parking is the biggest problem."*

*"Greatly lacking in parking."*

*"It is difficult to get a car parking space when you try to shop in the town centre."*

*"There is not a lot of parking within the town centre."*

### HOW WOULD YOU RATE: PARKING AVAILABILITY?

■ Good ■ Neutral ■ Poor

BUSINESS	2	4	18
COMMUNITY	27	45	122

**Observations:** The comments received in relation to parking affordability generally note a community aspiration to see more free parking, within the town centre, even as a short term arrangement to support local businesses.

Far more comments were received about the availability of parking and this was rated within the bottom five of all topics by the respondents to the business survey. Of the comments received, the main themes related to there needing to be more parking and of a better quality. It was also noted that recently parking that was previously in the town centre has been lost namely Mid Street.

### Spaces

45

No. of Free Spaces

83

No. of Paid Spaces

7

No. of Disabled Spaces

0

\* No. of EV Charging Spaces

\*Infrastructure is in Hanover Street (North) Car Park but no data on ChargePlace Scotland.



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

BUSINESS



COMMUNITY



**Observations:** There is a real mix to the built environment within Fraserburgh Town Centre and there is key regeneration projects happening within the town centre to try and improve certain buildings.

There is also good use of flowers and planting along Broad Street to brighten up the town centre but this potentially could be extended further through the town centre.

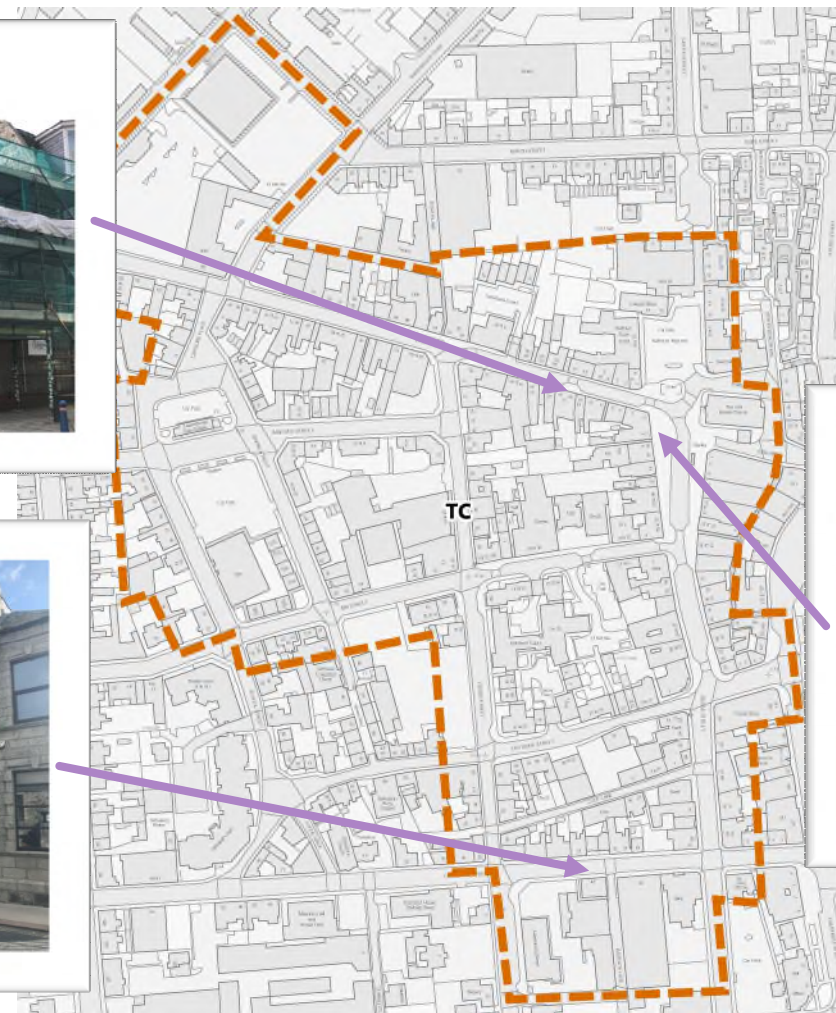
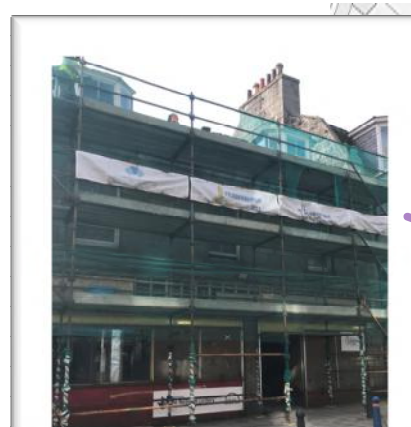
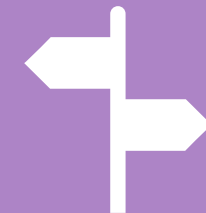
*“There are not enough attractive shops within the town centre.”*

*“There should be more greenery and flowers to increase the attractiveness.”*

*“Town centre needs to be more attractive, take a look at other town centres across the area to see how it should look – care and maintenance.”*

# STREETS & SPACES

## ATTRACTIVENESS OF TOWN CENTRE






# STREETS & SPACES: HISTORIC ENVIRONMENT

**Observations:** There are 14 listed buildings within Fraserburgh Town Centre covering all listing categories. There are 2 Category C listed, 10 Category B listed and 2 Category A listed buildings.

Unfortunately, within Fraserburgh there are a few properties on the Buildings at Risk Register. Within the town centre there are four buildings noted as being at risk. Of the four buildings that are at risk the two buildings on the High Street are currently having regeneration work to them to try and bring them back up to standard. This care and maintenance should help to improve the standard of the built environment.

 Listed Building

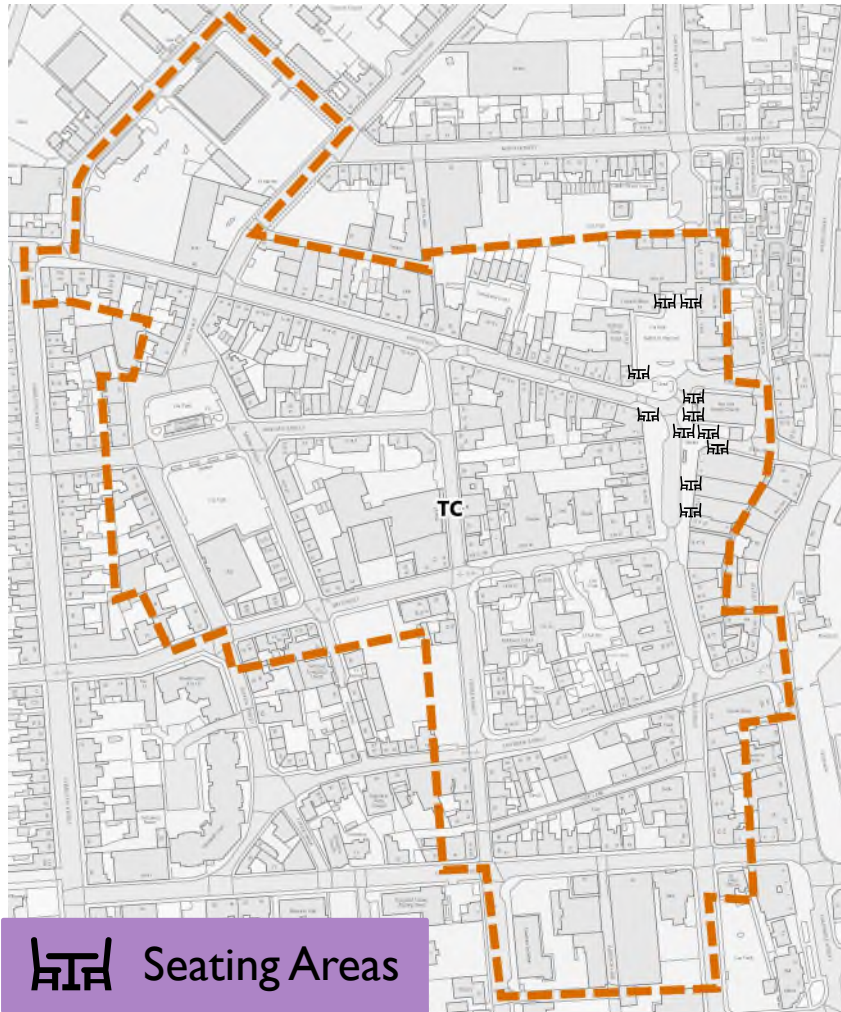
 Building on At Risk Register

Images (Top to Bottom):





# STREETS & SPACES: SEATING



**HIA** Seating Areas



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

■ Good ■ Neutral ■ Poor

BUSINESSES

4 11 9

COMMUNITY

19 66 107

*"Need more seating areas."*

*"There are plenty of seating spaces but they are usually occupied by undesirable individuals."*

*"Seating/eating/cafe areas outdoors would be great in the nice days to add a cafe culture atmosphere."*

*"We do not have much seating areas. Even with the limited seating areas we have, people will not use it as they are not very sanitary - bird poo!"*

*"Better seating within the town centre would make for an improvement."*

**Observations:** A large number of comments were received noting that there are not enough seating areas within the town centre. It was also noted that the seating areas are dirty and often associated with antisocial behaviour.

During the site visit there were a number of benches noted but generally these were located within the Broad Street and Saltoun Square area rather than having a good distribution through the town centre. Additionally, it was noted that due to the condition of some of these benches that improvement works could be beneficial.



**Observations:** The fishing sculpture on Broad Street represents the towns proud history as a fishing port. The fish also represents the species which are caught by the local fishing boats.

The mosaic artwork at the norther entrance to Saulton Square brightens up the area and provides a link with some of the local surroundings such as fishing, boats and the local businesses.

The lighthouse is part of a temporary art instillation, Light the North the lighthouse trail. The trail is over the northeast of Scotland between the months of August to October 2021. The trail is bringing in a number of visitors to the town centre who are attempting to complete the trail.

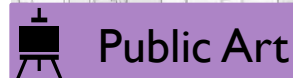
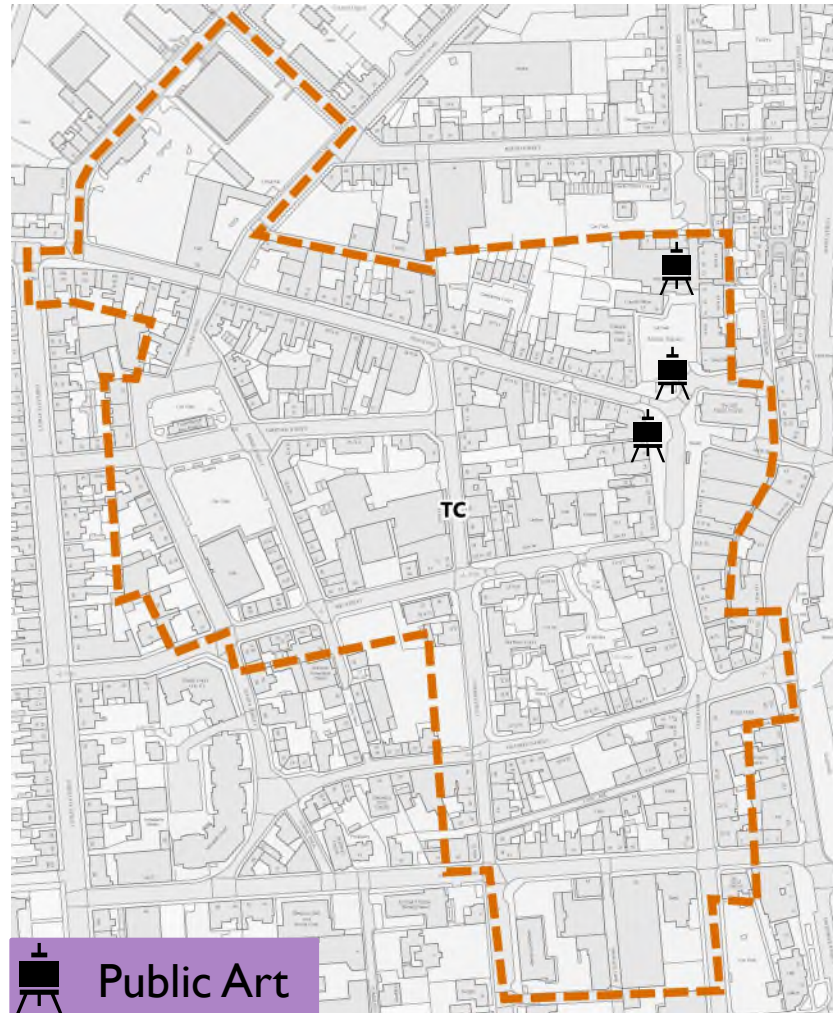


*"Street art would be good to inject some colour into the town centre."*

*"Adding street art into the town centre would be very beneficial."*

*"Would love some street art and that type of thing to brighten town centre up."*

## STREETS & SPACES: PUBLIC ART



Public Art



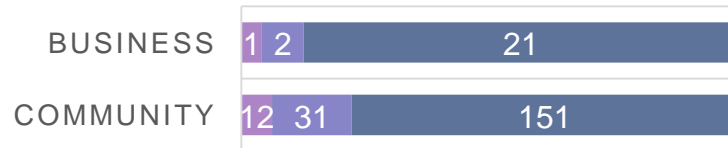
Images (Left to Right): Public Art to the North of Saltoun Square, South of Saltoun Square and on Broad Street.



# STREETS & SPACES: PAVEMENTS

## HOW WOULD YOU RATE: PAVEMENT CLEANLINESS?

■ Good ■ Neutral ■ Poor



*“Clean the pavements.”*

*“There should be regular cleaning of the pavements.”*

*“Pavements need cleaned in the Summer months to get rid of the bird mess and the smell of it.”*

*“Weekly cleaning of pavements is needed.”*

*“The pavements never look as though they have been swept.”*

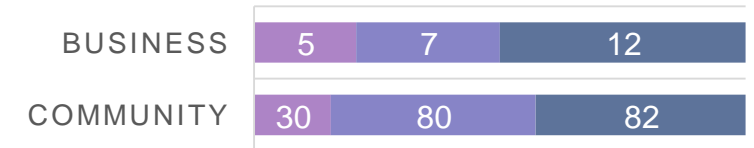
**Observations:** Pavement cleanliness attracted a large number of comments and was rated within the bottom five of all the topics in both the community and the business surveys. The main theme that was coming through was the desire to see much more regular cleaning of the pavements especially through the summer months.

Pavement quality also attracted a large number of comments which requested the pavements were weeded and to request that the uneven parts were looked into.



## HOW WOULD YOU RATE: PAVEMENT QUALITY?

■ Good ■ Neutral ■ Poor



*“Modernise the pavements.”*

*“There are weeds all over the pavements.”*

*“Sort out the pavements – potholes and weeds.”*

*“Pavements uneven in parts.”*

*“There are plants growing out of the pavements.”*

*“The pavements are a disgrace.”*

# STREETS & SPACES:

## VACANT & DERELICT SITES (VACANT AND DERELICT LAND SURVEY 2019)

**Observations:** There is one major derelict site identified within the Vacant and Derelict Land Survey within Fraserburgh Town Centre which is the former Alexandra Hotel on the High Street.

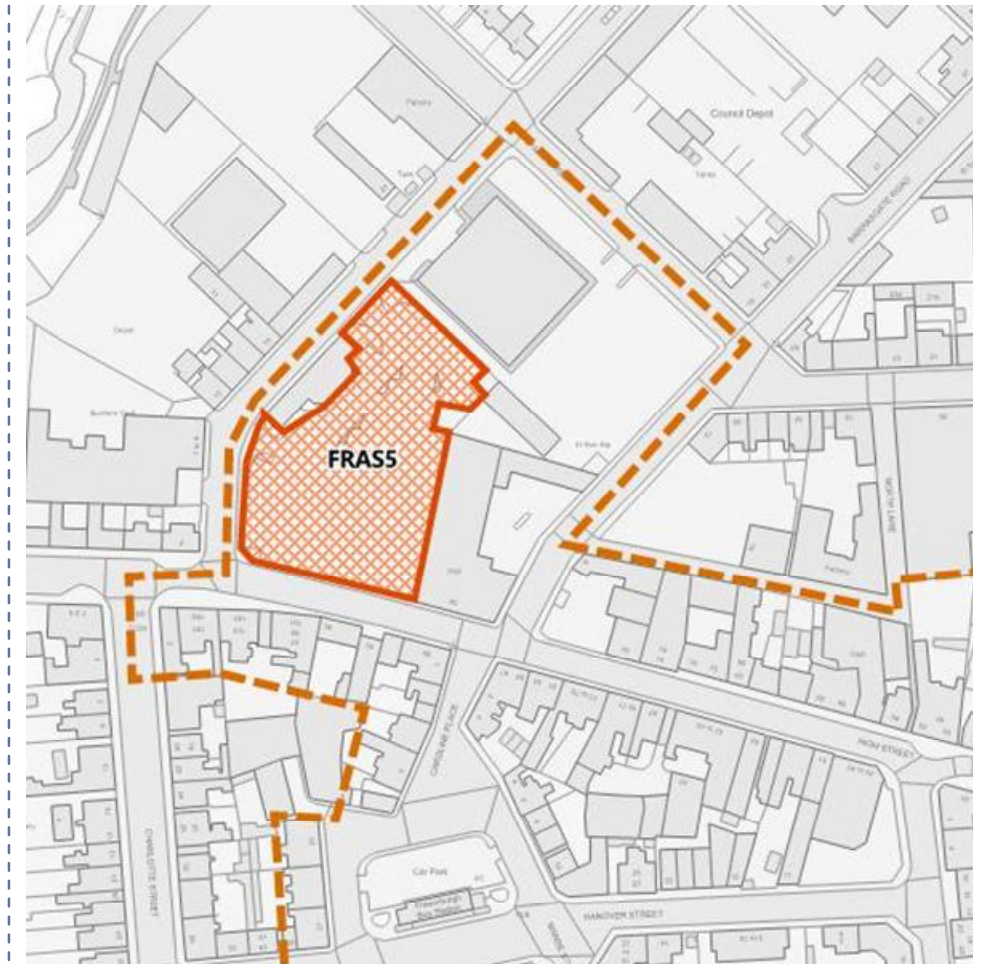
A few comments were received asking for the land to be developed, however within one of the comments specific mention was made to it not being redeveloped for housing.

There are other areas of vacant sites within the town centre including a site on Cross Street and a site between Cross Street and Manse Street. However, these are not currently listed within the Vacant and Derelict Land Survey which is why they are not included with the Town Centre Health Check at this time.

*“Develop the old Alexandra Hotel Site – not for housing.”*



Images: Former Alexandra Hotel, High Street.





*"Attract pop up shops or allow empty shops to be used for other purposes."*

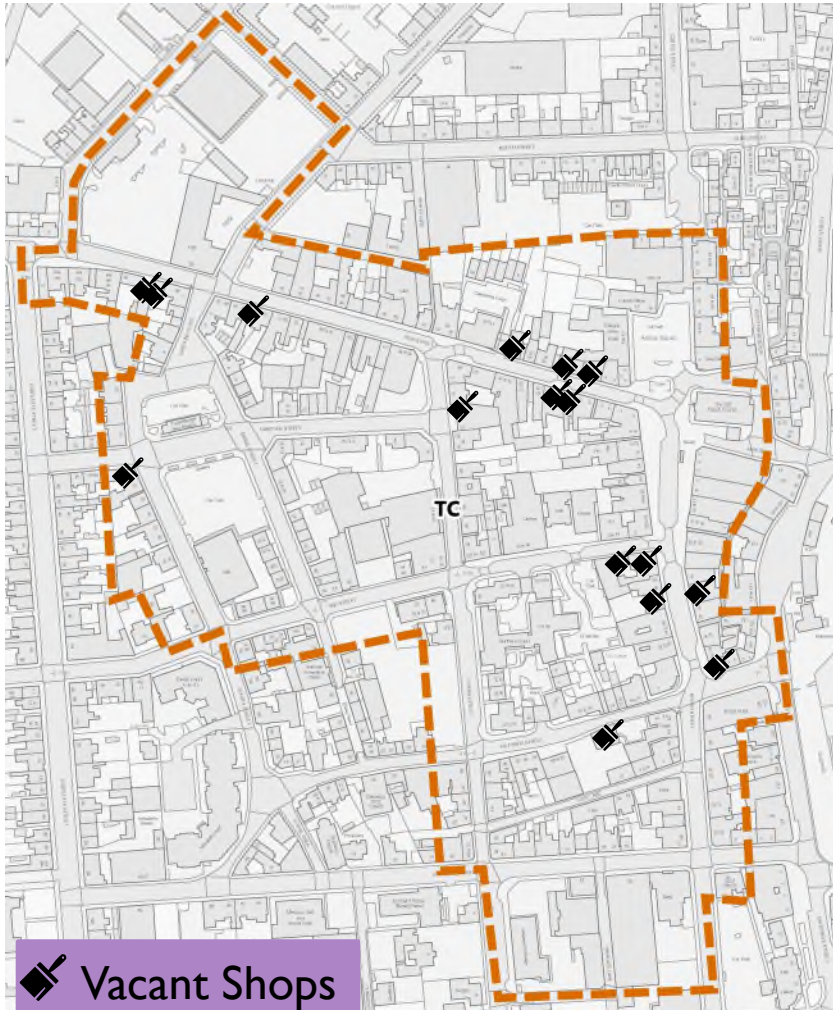
*"Fill up empty shops."*

*"There needs to be less empty shops."*

## 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 too many vacant units within the town centre. The vacancy rate within the town centre at the time of survey was 9.5%. The vacancy rate was slightly lower than the Scottish average at the time of the survey, Q3 2021, which is 15% (Scottish Retail Consortium and Local Data Company).

Of the comments received a number noted their desire to see these buildings being brought back into purpose to add some more variety and also vibrancy within the town centre.



Images (Top left and Clockwise): High Street, Broad Street, High Street, Broad Street, Cross Street, Broad Street and High Street.

### Vacant Retail Units:

**16** Vacant Units in the town centre

**9.5%**

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 Fraserburgh Town Centre. This has been recognised in the survey responses, with 60% of community and 65% of businesses rating this poor and providing many comments on this topic. There are pockets of planting to soften some of the hard landscaping but these are limited. Local volunteers are trying to tackle the issue and their efforts were well-regarded by some respondents.

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

■ Good ■ Neutral ■ Poor

BUSINESSES	5	3	15
COMMUNITY	28	50	116

*"Yes I understand the community try and do their best like the flower ladies, whom do a lovely job, but really the town centre looks drab!"*

*"More greenery. That is trees and plants. Some open space."*

*"Improvement - Thoughtful green spaces. Where there is a clear purpose."*

*"Being such a northern town we should take look across the sea to the Scandinavian countries and base our landscaping on their cities... Plant coniferous trees in...green space and this will improve the aspect of the town greatly. The Broch is a good and friendly town but is stoic, grey and bare."*

## NATURAL SPACE



The Flower Fairies, a sub-group of Fraserburgh Community Council, are working to transform town centre tubs and planters. Visit their [Facebook](#) page to find out more.



Planters in Saltoun Square looked after by the 'Flower Fairies'



Tree planting in Saltoun Square



Trees and planters soften hard landscaping in Broad Street



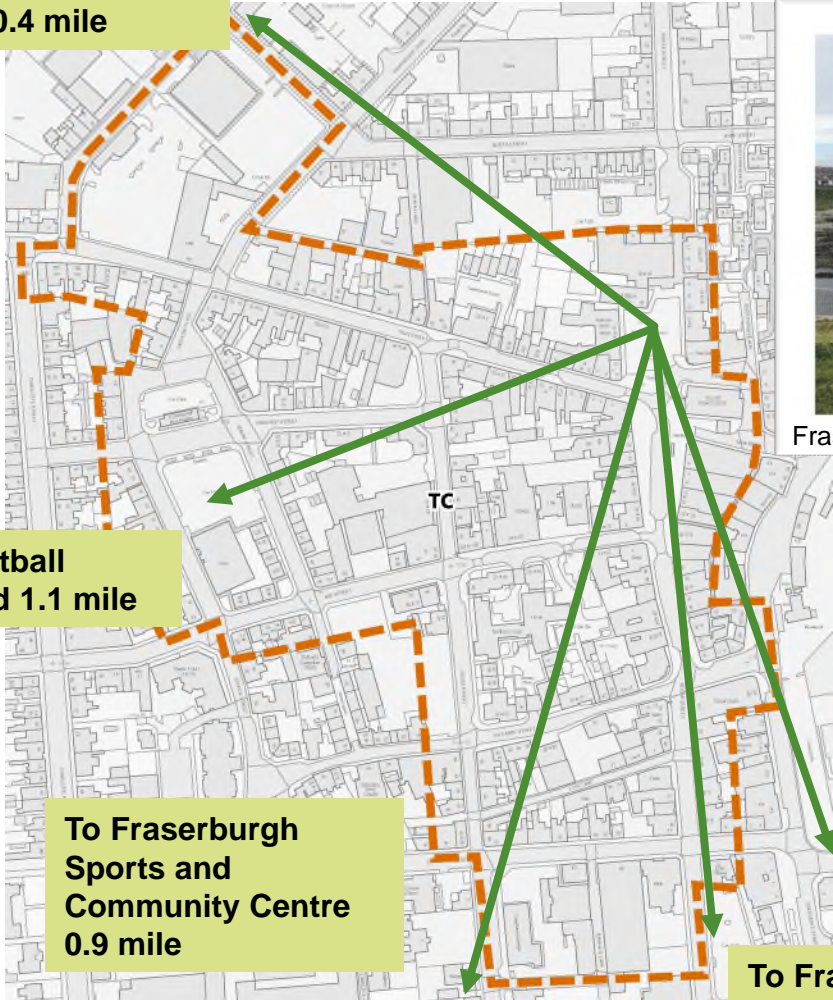
Planting undertaken by Lochpots school pupils

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.

# PLAY & RECREATION



To Broadsea Coast  
walk 0.4 mile



To Football  
Ground 1.1 mile

To Fraserburgh  
Sports and  
Community Centre  
0.9 mile



Fraserburgh Seafront from Park Street

**Observations:** Fraserburgh has few play and recreation sites within the town centre itself, and this is reflected in the survey responses. Comments focused on a lack of opportunities for young people and a desire to see more play facilities in the town centre. However, there are a number of play/leisure just about 1 mile from Saltoun Square.

To Beach 0.7 mile

To Fraserburgh Links 0.5 mile

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

■ Good ■ Neutral ■ Poor

BUSINESSES	4	7	13
COMMUNITY	27	46	118

*"There are no play or leisure facilities in the town centre especially for young people aged between 8-18 years."*

*"Need better play areas."*

*"Would be nice to see indoor play areas for children within the town centre."*

*"Pedestrianisation of High Street. Make some form of recreation areas to replace the roads with a separate segment with a play area."*

*"There are no leisure or play facilities in the town centre."*



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)	105 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)	32 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>

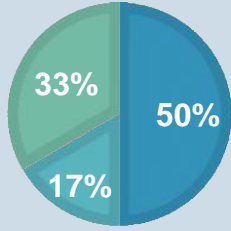
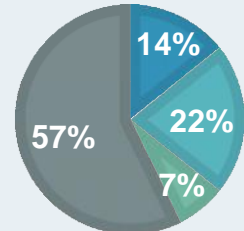


Images (Top to Bottom): Hanover Street Streetscape and Broad Street Streetscape.



# 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)	8 units	<b>CLASS 3: FOOD AND DRINK</b>  <ul style="list-style-type: none"> <li>■ Café</li> <li>■ Restaurant</li> <li>■ Snack Bar</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)	6 units	<b>SUI GENERIS: HOT FOOT TAKEAWAY</b>  <ul style="list-style-type: none"> <li>■ Fish and Chips</li> <li>■ Chinese</li> <li>■ Kebab</li> <li>■ Other</li> </ul>
<b>Sui Generis</b> (Use as a Public House)	2 units	2 Public Houses



Images (Top to Bottom): Mid Street Corner and Mid Street Streetscape.

# FACILITIES & AMENITIES:

## RETAILER REPRESENTATION

### Retailer Representation

**68.5%** of businesses in the town centre are independent retailers

**22%** of businesses in the town centre are multiple retailers  
\*have multiple stores operating under one brand name and have common ownership.

**7** No. of Charity Shops

**30%** of visitors to Fraserburgh 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. However, a large proportion of the comments received through the surveys related to the lack of variety within the town centre. 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.

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

■ Good ■ Neutral ■ Poor

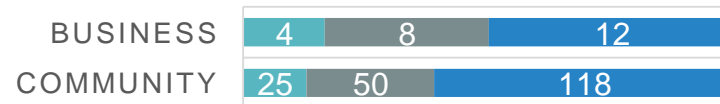
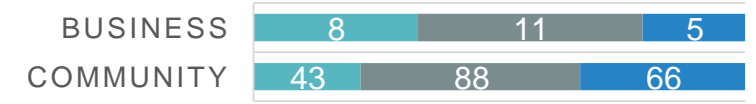


Image: High Street.

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

■ Good ■ Neutral ■ Poor



*"We need a variety of shops in the town centre to attract the locals and visitors."*

*"Need better quality shops."*

*"Need more variety, not all shops selling the same things."*

*"Attract new shops to the town centre to improve the variety."*

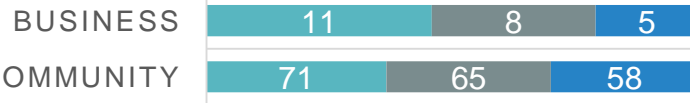
*"Quality of shops is poor due to the high rates that are charged for prime location."*

*"While there is a good variety of shops etc in town, many of them have been priced out of the actual town centre so unless you are familiar with local businesses and the lay out of streets you may struggle to find them in some of the side streets."*

# FACILITIES & AMENITIES: CAFE AND RESTAURANTS

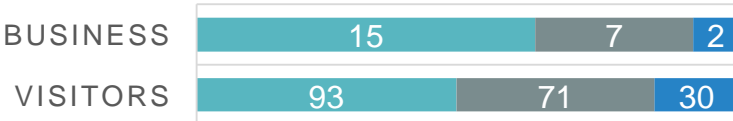
## HOW WOULD YOU RATE: CAFE/ RESTAURANT CHOICE?

■ Good ■ Neutral ■ Poor



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

■ Good ■ Neutral ■ Poor



*"There should be more cafes within the town centre."*

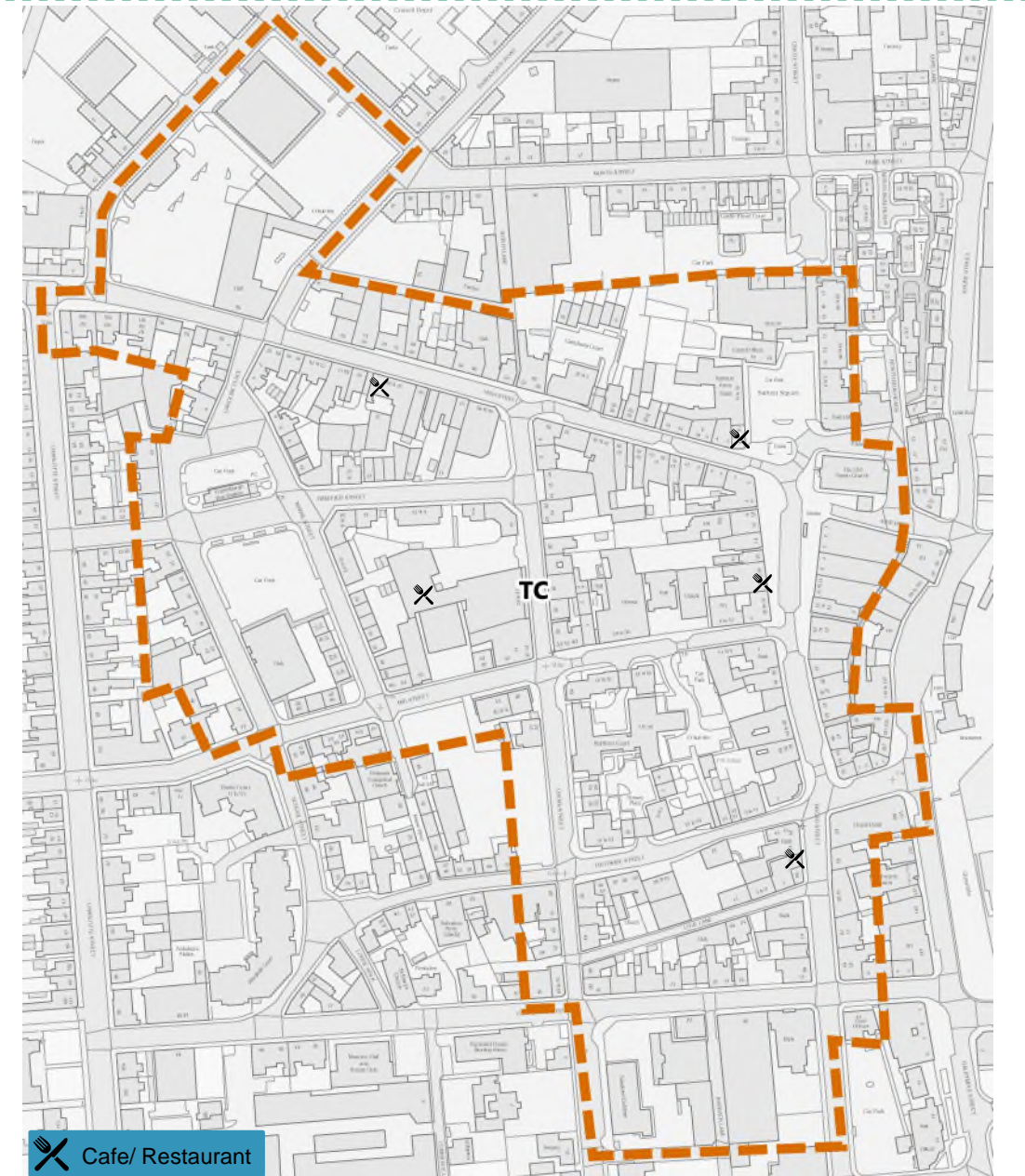
*"There should be more of a cafe culture developed."*

*"There needs to be nicer cafes in the town centre."*

*"A nice vibrant restaurant within the town centre would be good."*

*"Some outdoor tables would be good where local cafes and restaurants could serve food and drink to."*

**Observations:** Both of the topics relating to cafes and restaurants were rated within the top five topics within both the community and business surveys. Although, it was noted through the comments that there is a community desire to see more cafes and restaurants in the town centre. It was also noted that the community would like to see higher quality cafes and restaurants opening up providing a cafe culture.





# FACILITIES & AMENITIES: CULTURAL AND LEISURE OUTLETS, AND PUBLIC SERVICES

**Observations:** There is a good selection of different cultural, leisure and public services within Fraserburgh Town Centre. There is a range of uses from Council Offices, Churches and the Bingo Hall. There was a number of comments received relating to the desire to see additional leisure units within the town centre to compliment the Bingo Hall, particularly requested was leisure uses that were available for all age groups within the community.



Images (Top to Bottom): Town Hall, Saltoun Mausoleum and Bingo Hall.

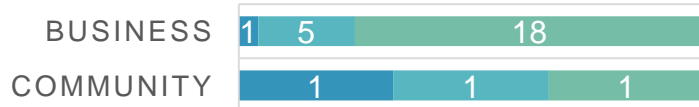




# FACILITIES & AMENITIES: EVENING ECONOMY

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

■ Good ■ Neutral ■ Poor



*"I wouldn't come into Fraserburgh Town Centre in the evening ever as it has nothing to offer me."*

*"The town in the evening is intimidating and unfriendly and certainly not vibrant especially if you are not going to the pubs, there are no coffee shops open in the evenings for example or any events if you are not drinking."*

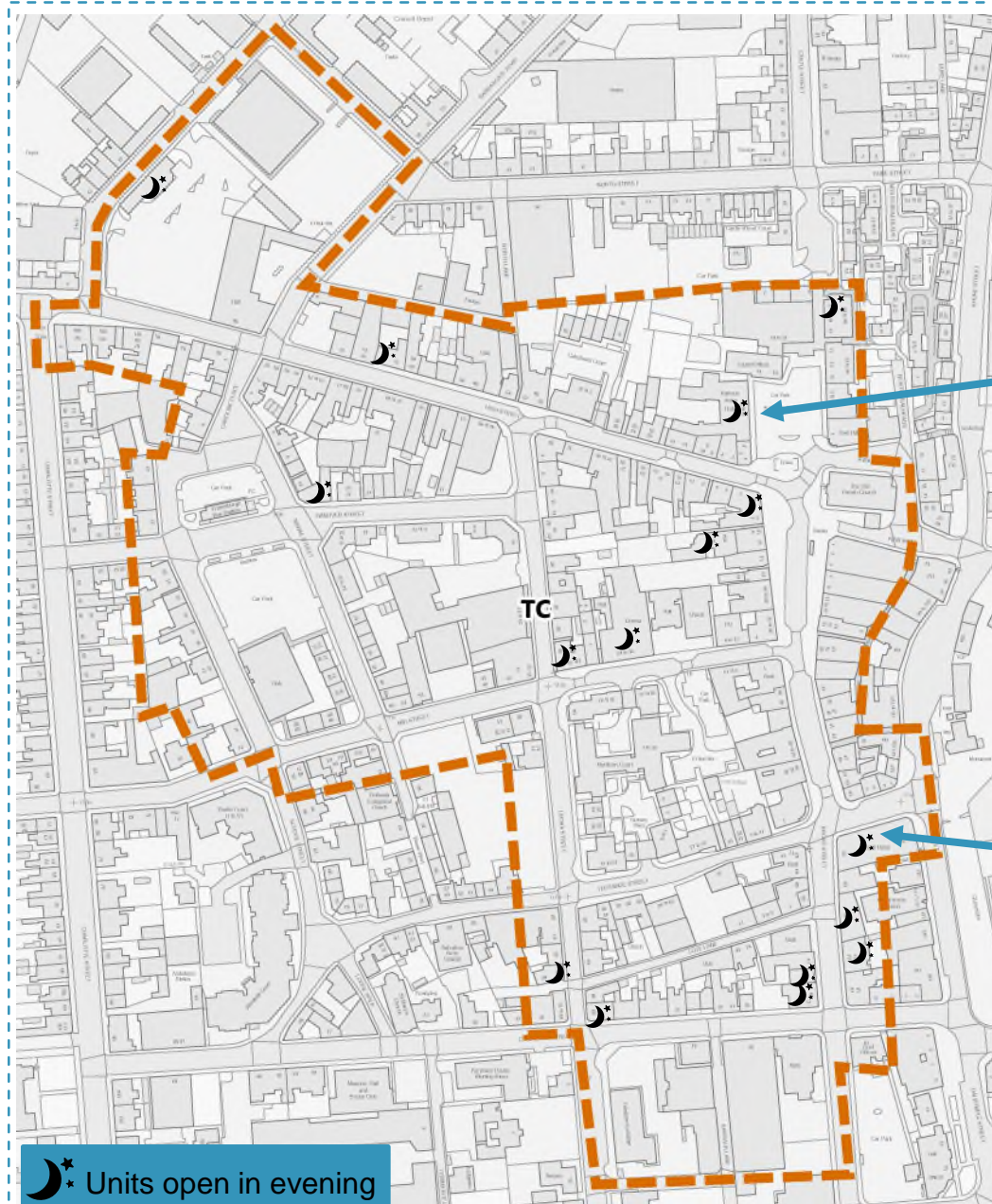
*"The safety during the night is very poor and I do not feel safe walking, even with a group of people."*

*"There is a lack of good restaurants in the town of an evening."*

**Observations:** A large number of comments were received in relation to the evening economy and the lack of offering.

A number of comments noted that there is nothing to do in the town centre in the evening so they don't come in whilst others noted they didn't feel safe.

However, there were a few comments noted that there should be cafes and more restaurants to visit in the evening or potentially events to encourage people into the town.



Examples of some of the units open in the evening.



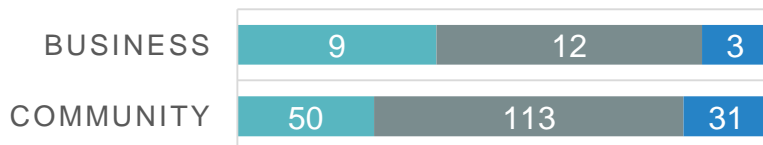
Images (Top to Bottom): The Saltoun Inn, Saltoun Square and The Royal Hotel, Broad Street.



# FACILITIES & AMENITIES: COMMUNITY AND VISITOR SATISFACTION

## HOW WOULD YOU RATE: VALUE FOR MONEY?

■ Good ■ Neutral ■ Poor



*"More bespoke shops that are affordable and can reasonably compete with online shopping."*

*"More variety of goods needed."*

*"Poor shopping choice within Fraserburgh Town Centre."*

## Town Centre Offer:

# 30%

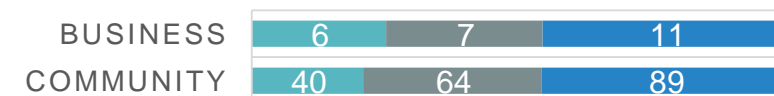
of the community agree that it offers all services expected (retail, café, pubs etc)

**Observations:** The standard of service within shops was the top rated out of all of the topics in both the community and business surveys.

In terms of the variety of goods a number of comments were received relating to a community desire to see more choice and variety within the offering available in the town centre.

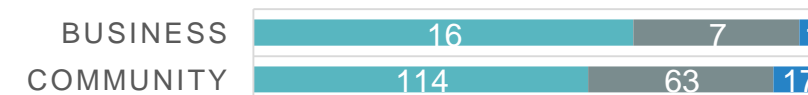
## HOW WOULD YOU RATE: VARIETY OF GOODS AVAILABLE?

■ 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 Fraserburgh in the 'Towns and Villages' section of their website:

**1,957** Jan-Dec 2019

**1,792** Jan-Dec 2020

# FACILITIES & AMENITIES:

## ONLINE SHOPPING

### Online Offering

**95%** of businesses surveyed have online presence

**35%** of businesses surveyed sell online

**75%** of the businesses surveyed that sell online make 25% or less of their income from this

**56%** of the community surveyed said they are more likely to shop online rather than going into the town centre for the same item

**43%** of the community survey noted that their attitude towards online shopping had changed because of the COVID-19 pandemic

**74%** of the community survey noted that their usage of the town centre had decreased because of the COVID-19 pandemic

**Observations:** There was a mixed response received to the survey on the topic of online shopping. Whilst convenience, pricing and variety of goods that could be purchased were seen as attracting consumers online, the lack of vibrancy and cleanliness experienced in the town centre were also driving people to look online. This being said, a number of respondents noted that they would rather shop local than buying online.



Image: High Street.

*"You are not guaranteed to find the item you need in town."*

*"I prefer to go into the shop and support the local community."*

*"The price and availability are reasons for shopping online."*

*"There is no choice within Fraserburgh so shop online."*

*"I would rather spend money locally even if it is a few pounds more expensive you can look at the product and also you get it there and then. Spending local leads to more economic growth in the area."*

*"Due to the lack of vibrancy I prefer not to travel to town- especially when I am unsure if I will be able to locate the item"*

*"I would rather shop local than online as much as possible. If you don't buy as much as you can locally then there will be even more shops closing."*



# FACILITIES & AMENITIES:









## CONNECTIVITY

**Observations:** Mobile coverage within Fraserburgh Town Centre is very strong with all of the top networks being able to be connected to at a 4G level and the 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 Fraserburgh 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 Fraserburgh 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:** Fraserburgh Town Centre is well serviced by ATM machines. Additionally, there are three Defibrillator units within the town centre on High Street, Cross Street and Barrasgate Road 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 and businesses aspiration to see a farmers market within the town.

## HOW WOULD YOU RATE: THE MARKET?

■ Good ■ Neutral ■ Poor

BUSINESS	21		3
COMMUNITY	12	58	116

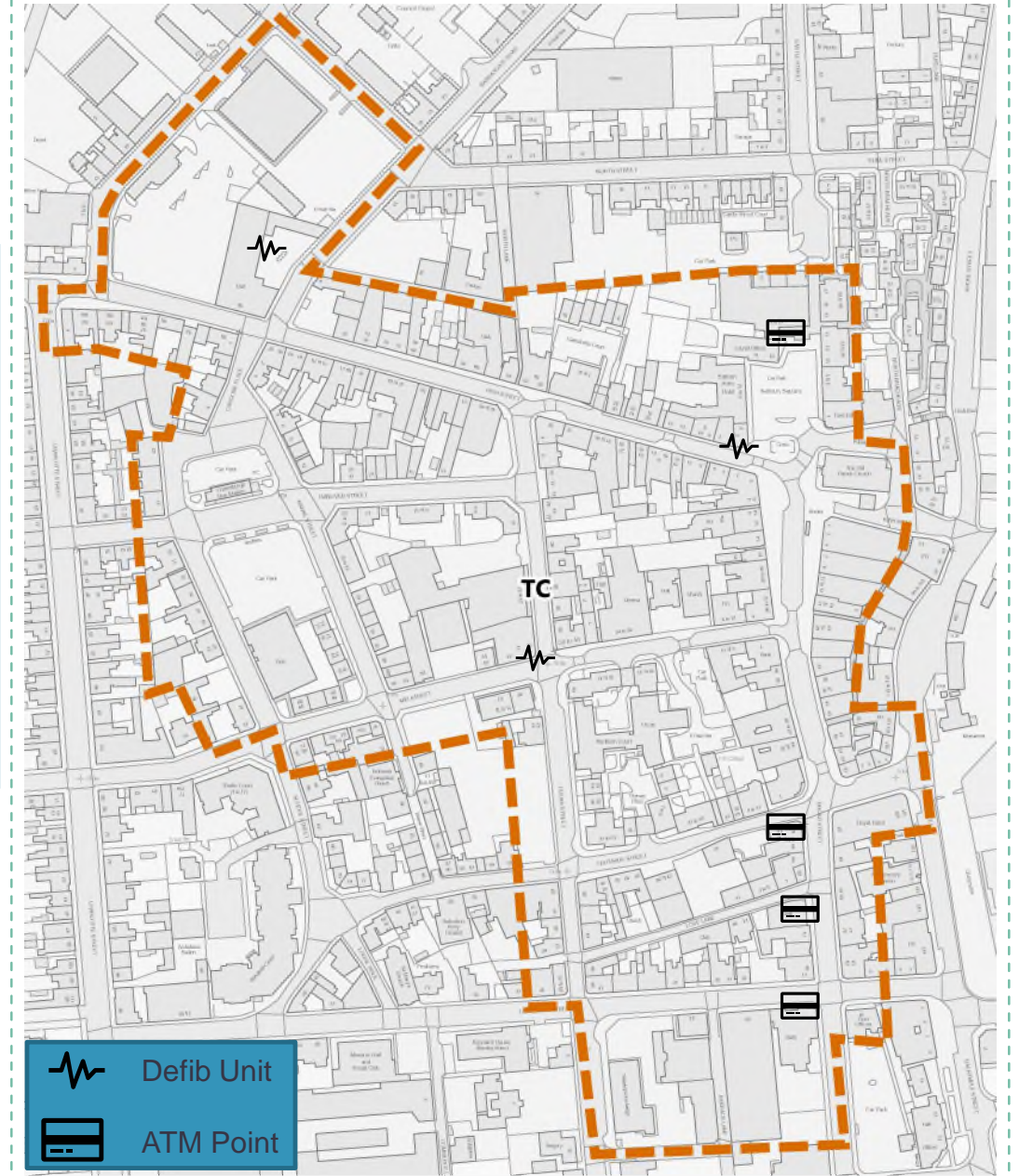
*"Should start up a Farmers Market."*

*"Would like to see more markets within Fraserburgh Town Centre."*

*"There should be a regular Farmers Market in the town centre."*

*"I would like to see a monthly Farmer's Market, selling good quality food, not cheap tat that can be bought anywhere."*

*"Bring back Farmers Market."*





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:** Fraserburgh 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 for a harbour town with a high proportion of manufacturing, retail and fishing 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 above pre-pandemic levels and that of 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 2020**  
**Town Centre Data Zone\***  
**£18,971**

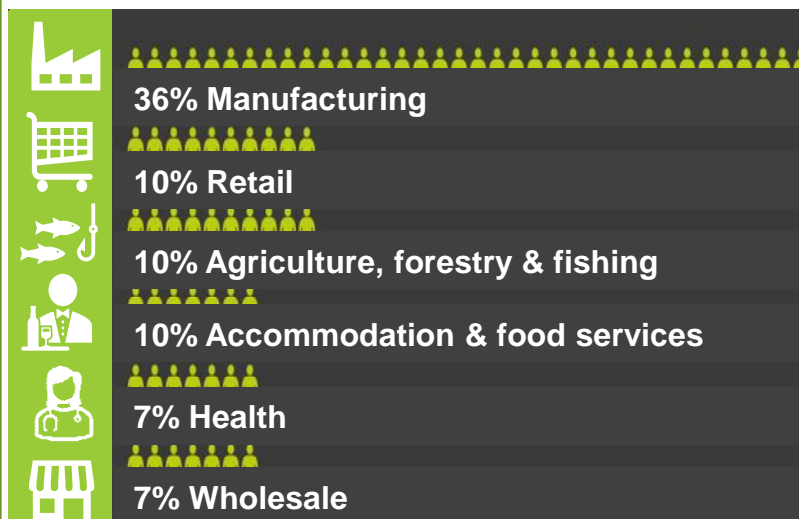
£28,871 Banff & Buchan;  
 £37,853 Aberdeenshire

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

## WORK & LOCAL ECONOMY

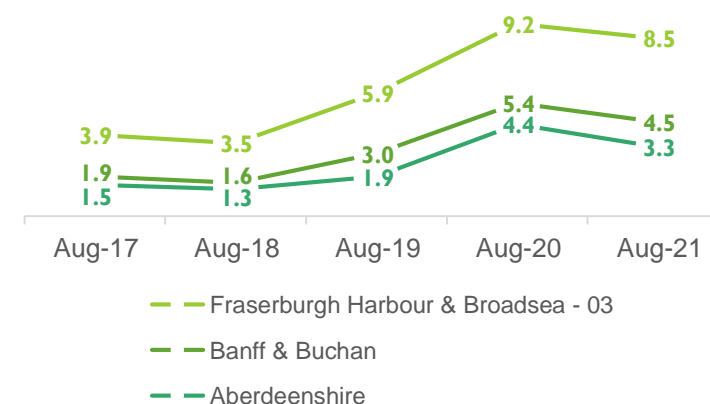


### Top 6 Employment Sectors 2020 Fraserburgh Town Centre Data Zone\*



Source: Business Register and Employment Survey 2020

### CLAIMANT COUNT RATE



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

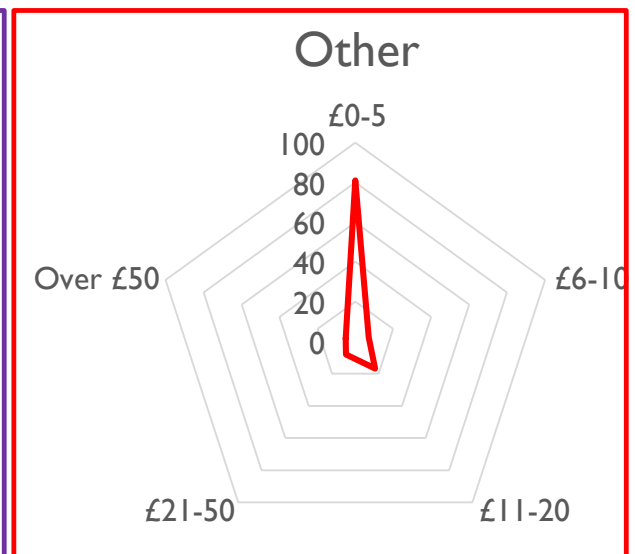
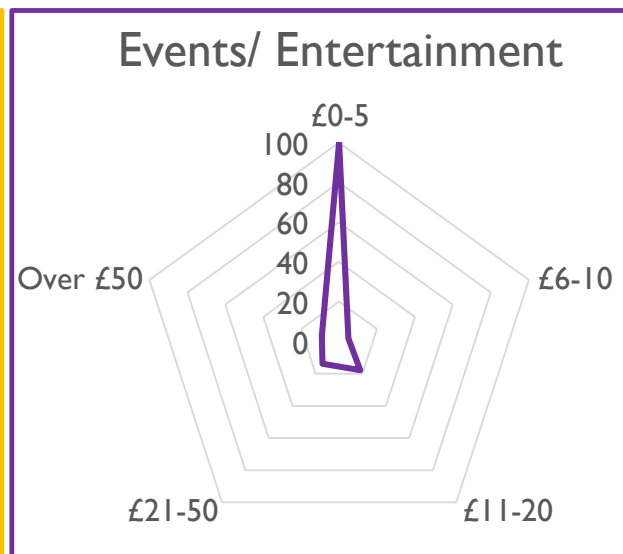
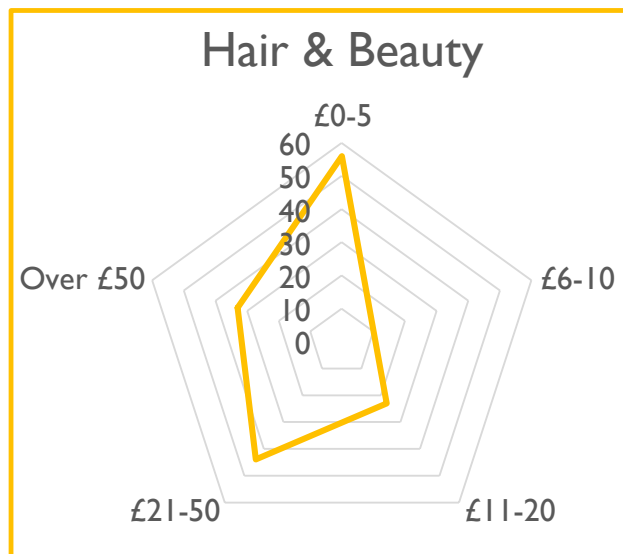
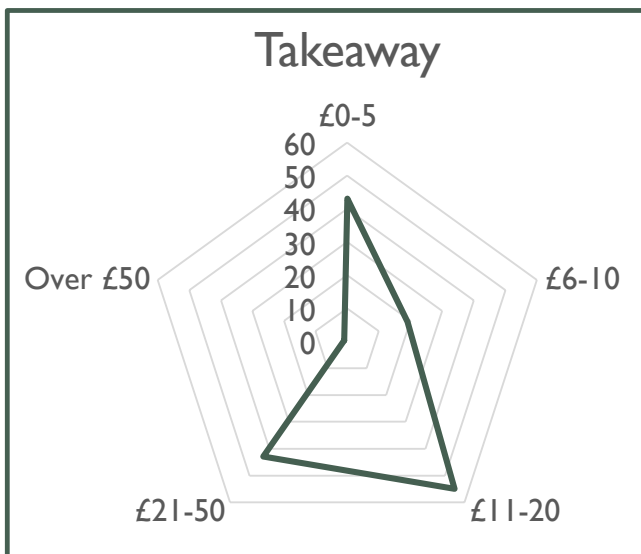
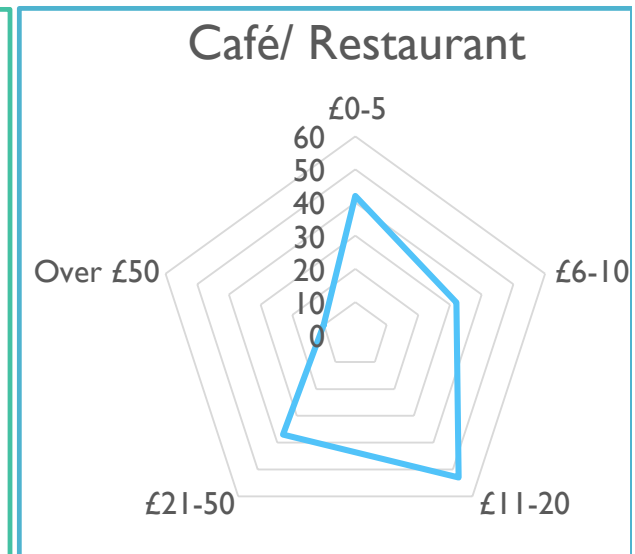
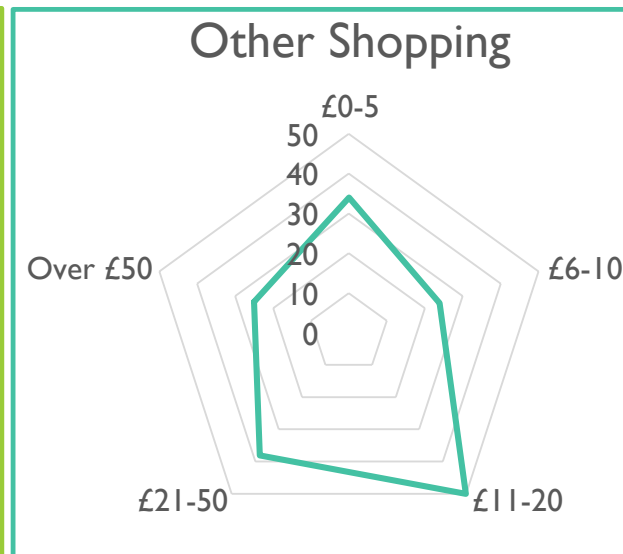
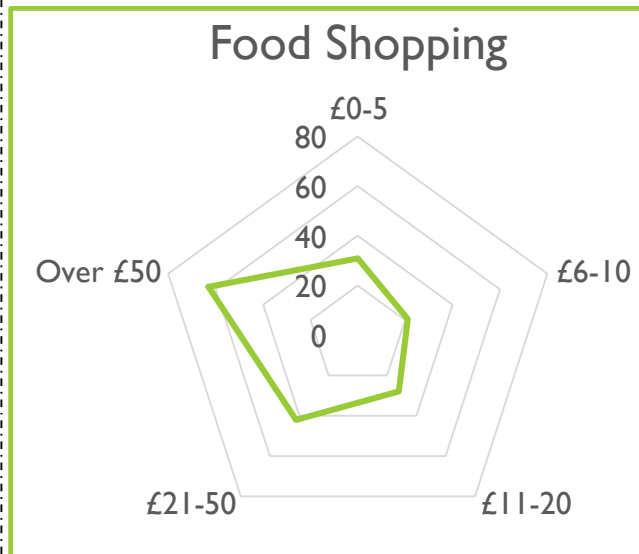
**Scottish Index of Multiple  
 Deprivation 2020**

**Town Centre Data Zone\*:**  
**20%** most deprived in Scotland

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

## WORK & LOCAL ECONOMY: AVERAGE CONSUMER SPEND

**Observations:** The graphs show a reasonably balanced spend profile in the town centre, with 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 tends towards a higher value spend. Eating out and takeaways seem to be mostly in the middle of the spectrum, with £11-20 the most popular 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

**Observations:** 24 businesses responded to the survey and provided a mixed outlook for the town, highlighting both a longer term decline and the more recent impact of the COVID-19 pandemic. However, this is balanced with a more positive outlook moving forward with high levels of confidence for future business performance, coupled with 33% of businesses looking to grow or expand in the next five years. A good start-up rate also indicates confidence in the town. Regeneration schemes seem to be starting to have an impact. Businesses are making good use of online tools, but could consider widening their usage of different platforms.

**79%** of business owners surveyed were **established** businesses in the town centre and **21%** **start-ups**

**91%** of business owners surveyed were **independent** businesses

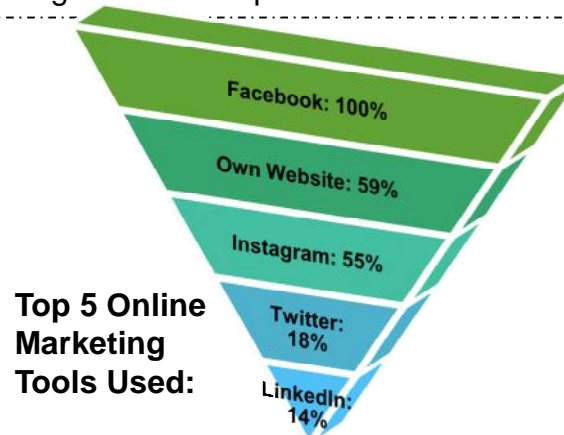
**59%** of business owners surveyed were either **confident** or **extremely confident** about future business performance in Fraserburgh

**8%** of business owners surveyed are looking to **grow** or **expand** in the next year, with a further **25%** in the next five years. **21%** are **not** currently considering growth or expansion, with **46%** **unsure** at this time

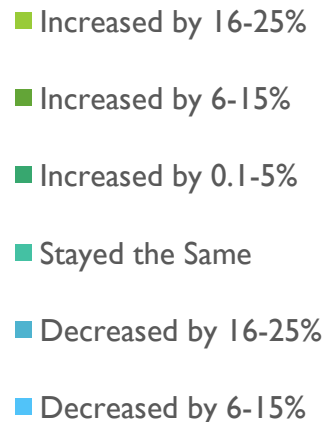
*"I feel that we have so much to offer - the businesses in the town centre are dedicated and passionate about what they do."*

*"Hardly any boarded up shops and a lot of places getting done up with the regeneration scheme which is starting to look great."*

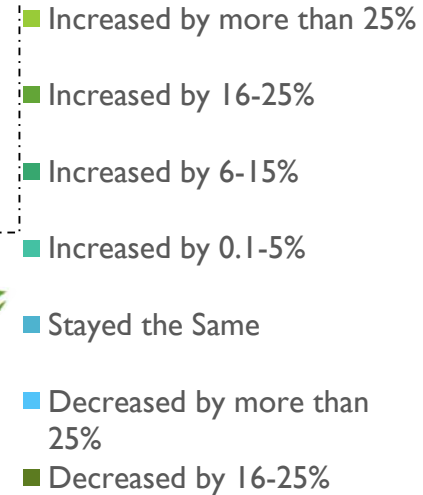
*"The town is coming alive again. Loads of new shops. It's starting to get back up and going."*



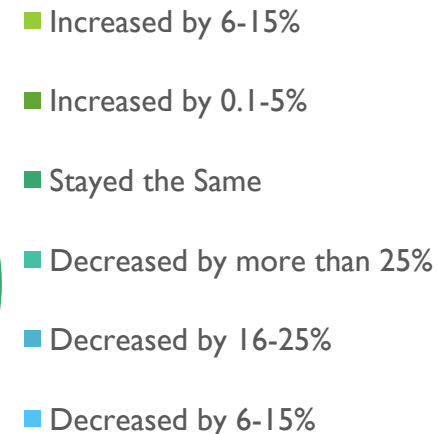
**Has employment at your premises changed in the past five years?**



**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?**



## WORK & LOCAL ECONOMY: PROPERTY

**Observations:** There has been recent investment from new local independents such as Wholehearted and Fuvvy's Closet. There is an even split in ownership of premises and a reasonably bright outlook for investment in town centre stock with a fifth of respondents confirming they are looking to invest in their premises within the next year.

The number of planning applications approved in 2020, in part reflects the impact of the Council's [Fraserburgh 2021](#) scheme. Investment of £5.7 million was secured for conservation and restoration work in the new Fraserburgh Central Conservation Area over a five year period to March 2021. This has been extended due to the impact of the COVID-19 pandemic. The Schemes focus is on restoring and enhancing Fraserburgh's built heritage making the town centre a more vibrant and attractive place for residents and local businesses.

Comments received in the surveys suggested that affordable space for start-up's, improvements in building maintenance and incentives such as rent or rate relief would be welcomed.

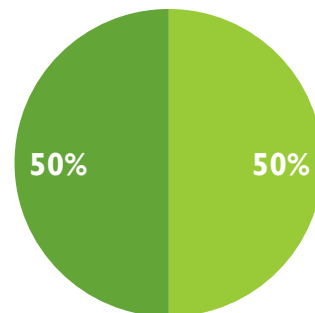
*"The Broad Street area of the town centre needs to be invested in, rates to be dropped."*

*"Could we showcase a different business each week to raise awareness of what is here, it is not always about a shop either. We need to try and encourage folk to relocate here, schools, the college, hairdressers, electricians etc."*

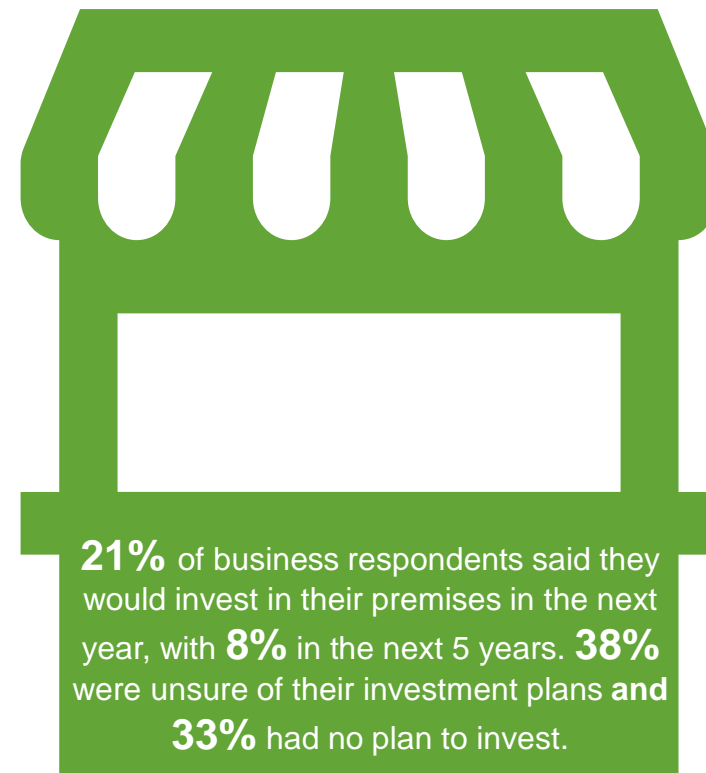
*"Fraserburgh Town Centre does not have a lot going for it - too many absent landlords who do not care about the external appearance of their property."*

*"Lack of appealing premises."*

### Do you rent or own your premises?



■ Rent ■ Own



### Planning Applications:

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

- 4 for repairs and alterations to shop fronts;
- 1 change of use from First Floor Accommodation Offices/Workshops to form 2 Holiday Let Apartments (Sui Generis);
- 1 for repairs to Saltoun Mausoleum;
- 1 change of use from Vacant Land to Memorial Garden;
- 1 change of use, alterations and extension to Former Bank (Class 2) to Hotel (Class 7);
- 1 for restoration and repositioning of a Fountain;
- 6 for general repairs and alterations.

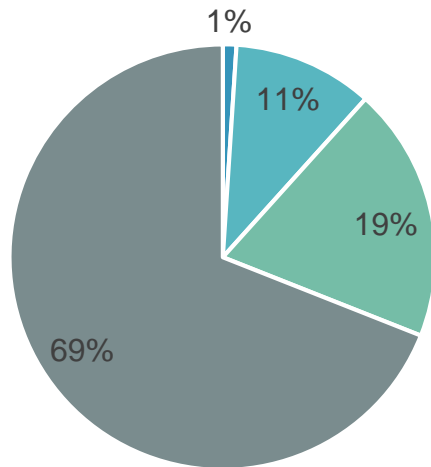


Housing is central to people's lives and helps to shape the appearance and character of places. Good places provide a mix of housing that supports a socially balanced community and meets people's needs throughout life.

# HOUSING & COMMUNITY



## DWELLING TYPE



■ Detached ■ Semi Detached ■ Flat ■ Terrace

The mix of dwelling types within Fraserburgh Town Centre is shown above. The majority of the dwellings are terraced housing, with flats as the second most common dwelling type.

Of these dwelling types within the town centre the main tenure is rented properties with 68% of properties are rented properties (either Council, other social rented or private rented).

## Fraserburgh Housing Profile and Population

The overall population total for Fraserburgh in 2016 was 13,180 and it is estimated that approximately 847 people stay within the town centre.

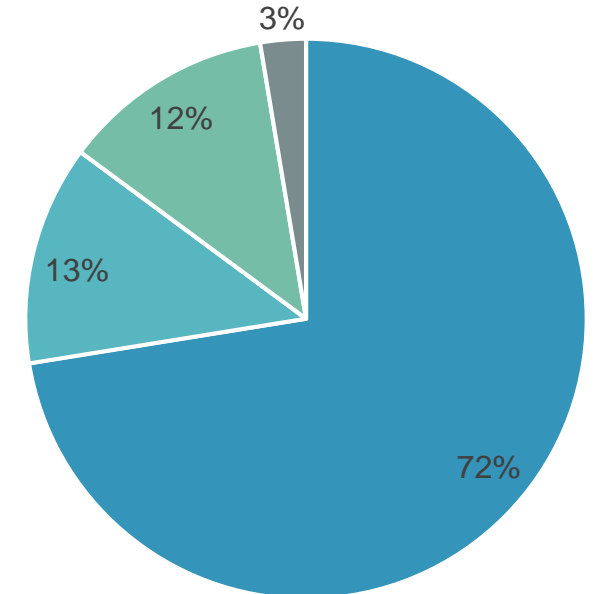
The average house price for dwellings within the town centre boundary in 2018 was £73,619.



Image: High Street.

In terms of Council Tax Bands (2020), Fraserburgh Town Centre has dwellings in Bands A-E on the scale of the Council Tax Bands. Band E does not show within the pie chart as it is less than 1% of dwellings. The majority, over 70%, are located within the first, Band A.

## COUNCIL TAX BAND



■ Band A ■ Band B ■ Band C ■ Band D

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

## SOCIAL CONTACT



**Observations:** Range of events was scored relatively poorly in both surveys but this could have been influenced by the COVID-19 restrictions at the time of the survey. It was rated within the bottom five of all topics in the community survey. There are some venues that are available for social interaction, including a number of cafes, but there is a strong community desire to have more events happening within the town centre.

### HOW WOULD YOU RATE: RANGE OF EVENTS?

■ Good ■ Neutral ■ Poor



Venue	Indoor / Outdoor	Opening Times
The Old Parish Church	Indoor	Sunday Services 11am and 6pm
St Andrews 2000 Hall	Indoor	Opening Hours unavailable at time of survey
Town Hall	Indoor	Opening Hours unavailable at time of survey
Fraserburgh United Reformed Church	Indoor	Sun 11am Sun 3pm (1 <sup>st</sup> Sun of the month) Sun 6:30pm (4 <sup>th</sup> Sun of the month)
Bingo	Indoor	Sun – Thurs 5:15-9:00pm Fri 11am-9pm Saturday 12:15pm-9pm

Images: Left, Fraserburgh United Reformed Church and Hall; Right, Fraserburgh Town Hall.

*"Increase the amount and range of events which bring people into the town centre at all towns."*

*"Some events like a farmers market or SuperSaturdays."*

*"More accessible information about what is on, because it always seems like events are kept semi-secret."*

*"More frequent events like markets."*

*"More community led events, bring back super Saturdays and give people a reason to visit the town centre."*

*"Hold seasonal markets and outdoor events."*

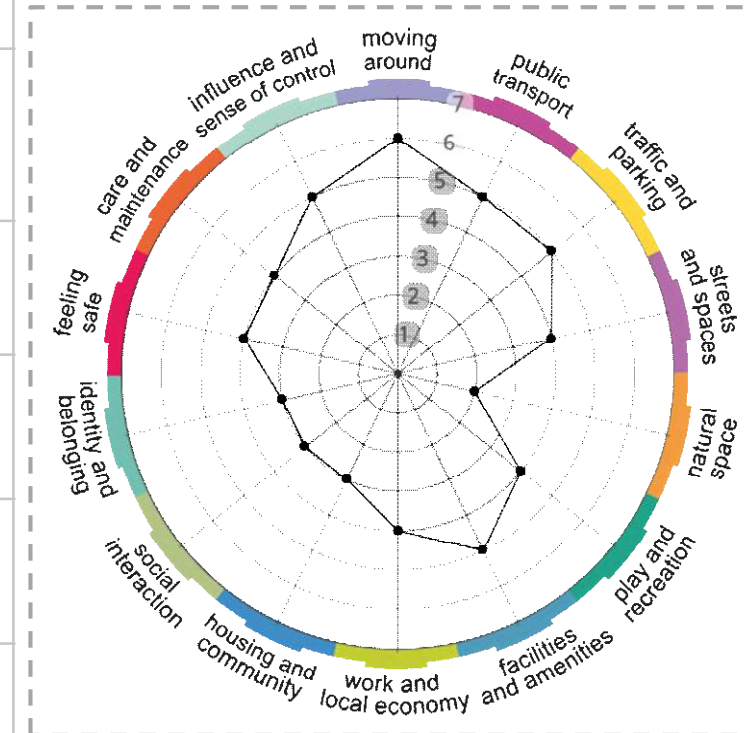
*"Would be good to see gala floats that the community can get involved in."*

*"Would like to see events all year round to bring families out and about."*



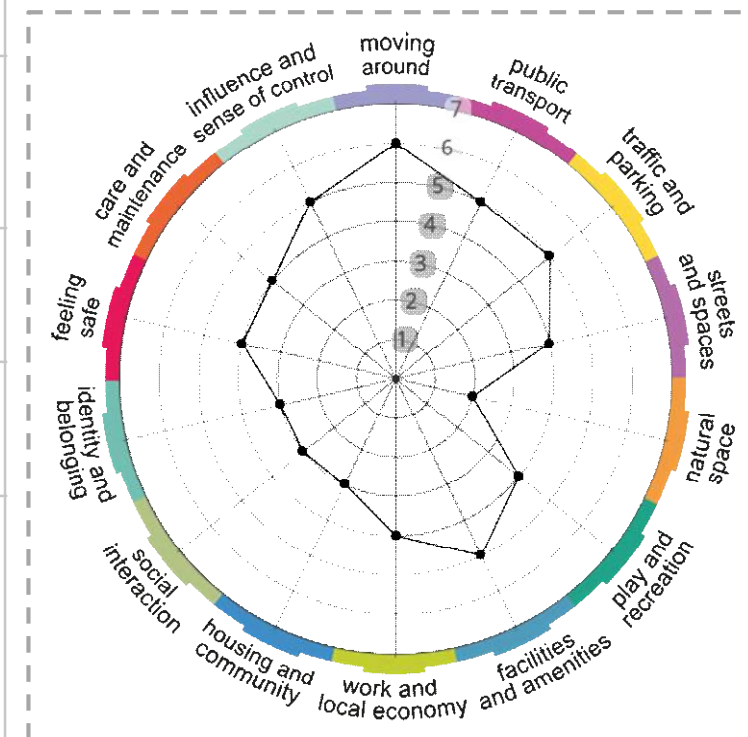
# KEY CONSIDERATIONS & OPPORTUNITIES

Theme	Key Improvements
<b>Identity and belonging</b> Rating: 3	Businesses and particularly the community felt negatively towards the town centre, commenting on its decline over a number of years. However, there was recognition that the town centre was starting to improve, with visible improvements being made.
<b>Feeling safe</b> Rating: 4	This area is mixed with the feeling of safety during the day and the provision of CCTV scoring well but night time safety and the perceived threat from anti-social behaviour was 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.
<b>Care and maintenance</b> Rating: 4	There is a real mix of upkeep of buildings and this particular topic attracted a number of comments through the surveys and was largely negative. The ongoing regeneration in the town is welcomed and will help over time to improve the upkeep of several buildings.
<b>Influence and sense of control</b> Rating: 5	Fraserburgh has a network of multi-agency groups working together to benefit the town centre. Not all people are aware of the groups and their purpose so wider promotion or engagement could be considered.
<b>Moving around</b> Rating: 6	The town centre is generally easy to navigate and scored well with both businesses and the community in this category. Signage is informative and plentiful. A focus on improved cycling provision could be considered.
<b>Public transport</b> Rating: 5	Fraserburgh is reasonably well provided for with bus services during the day as well as a door-to-door A2B service. The evening provision was slightly more limited. This could be an area for consideration.
<b>Traffic and parking</b> Rating: 5	The topic of availability of parking within the town centre was noted within the bottom five topics of all topics and there is community desire to see additional parking within the town centre, and of that some of these additional spaces should be free.



# KEY CONSIDERATIONS & OPPORTUNITIES (CONTINUED)

Theme	Key Improvements
<b>Streets and spaces</b> Rating: 4	The topic attracted a mix of views with the overall attractiveness of the town receiving a mix of views. The community would also like to see additional seating and for the vacant units to be filled.
<b>Natural space</b> Rating: 2	There is no public natural space in the town centre. There are pockets of tree and shrub planting. Local groups provide planters to supplement this and soften the hard landscaping. There was support for increasing green space wherever possible and to improve links with other natural spaces such as the beach.
<b>Play and recreation</b> Rating: 4	There are no play and leisure facilities within the town centre boundary. However, there are a number of facilities within 1 mile of the town centre. There is also an aspiration to see more play facilities within the town centre.
<b>Facilities and amenities</b> Rating: 5	This topic was viewed fairly negatively by both the community and the businesses as only 30% of the community thought Fraserburgh had the services expected in a town centre. Opportunities to introduce new retail to provide more choice and variety would be welcomed.
<b>Work and local economy</b> Rating: 4	Work is generally low paid and low skilled and the claimant count rate is high. However, businesses are reasonably confident about their future performance, some are looking to grow and invest in their premises and there are a number of start-up businesses. Consumer spend is well spread across different sectors. Interventions are beginning to make a difference. Affordable space for start-up's, improvements in premises and incentives such as rent or rate relief would be welcomed.
<b>Housing and community</b> Rating: 3	There is a limited mix of housing types and tenures available within the town centre which results in a large proportion of the same type of housing which results in a poor variety to offer the community to meet a large amount of need.
<b>Social contact</b> Rating: 3	There was a large desire to see additional events happening within the town centre to try and encourage more people into the town centre.





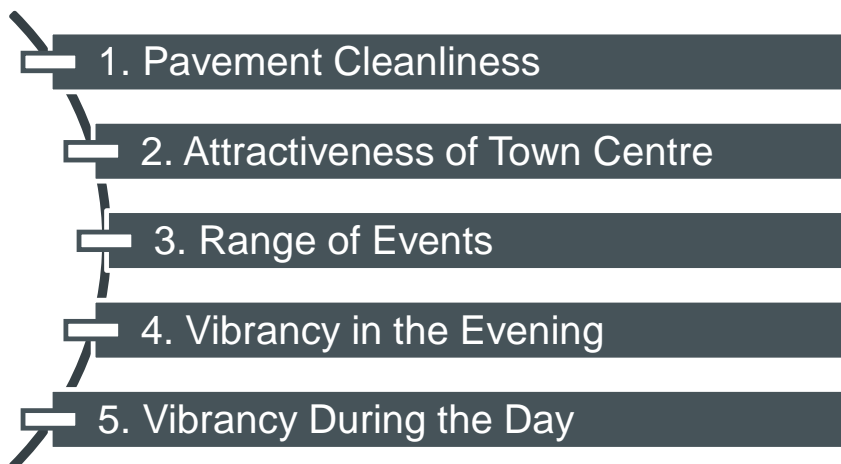
## BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? Top 5 Highest and Lowest Scoring Categories

### Community

#### Top 5 Highest Scoring Categories:

- 
- A vertical list of five yellow bars, each with a white plus icon on the left. The bars are connected by a thin, dark line that starts at the top left and ends at the bottom left, with a small hook at the end.
1. Standard of Service in Shops
  2. Café/ Restaurant Quality
  3. Ease of Getting Around
  4. Café/ Restaurant Choice
  5. Feeling of Safety During the Day

#### Top 5 Lowest Scoring Categories:

- 
- A vertical list of five dark grey bars, each with a white minus icon on the left. The bars are connected by a thin, dark line that starts at the top left and ends at the bottom left, with a small hook at the end.
1. Pavement Cleanliness
  2. Attractiveness of Town Centre
  3. Range of Events
  4. Vibrancy in the Evening
  5. Vibrancy During the Day

### Business

#### Top 5 Highest Scoring Categories:

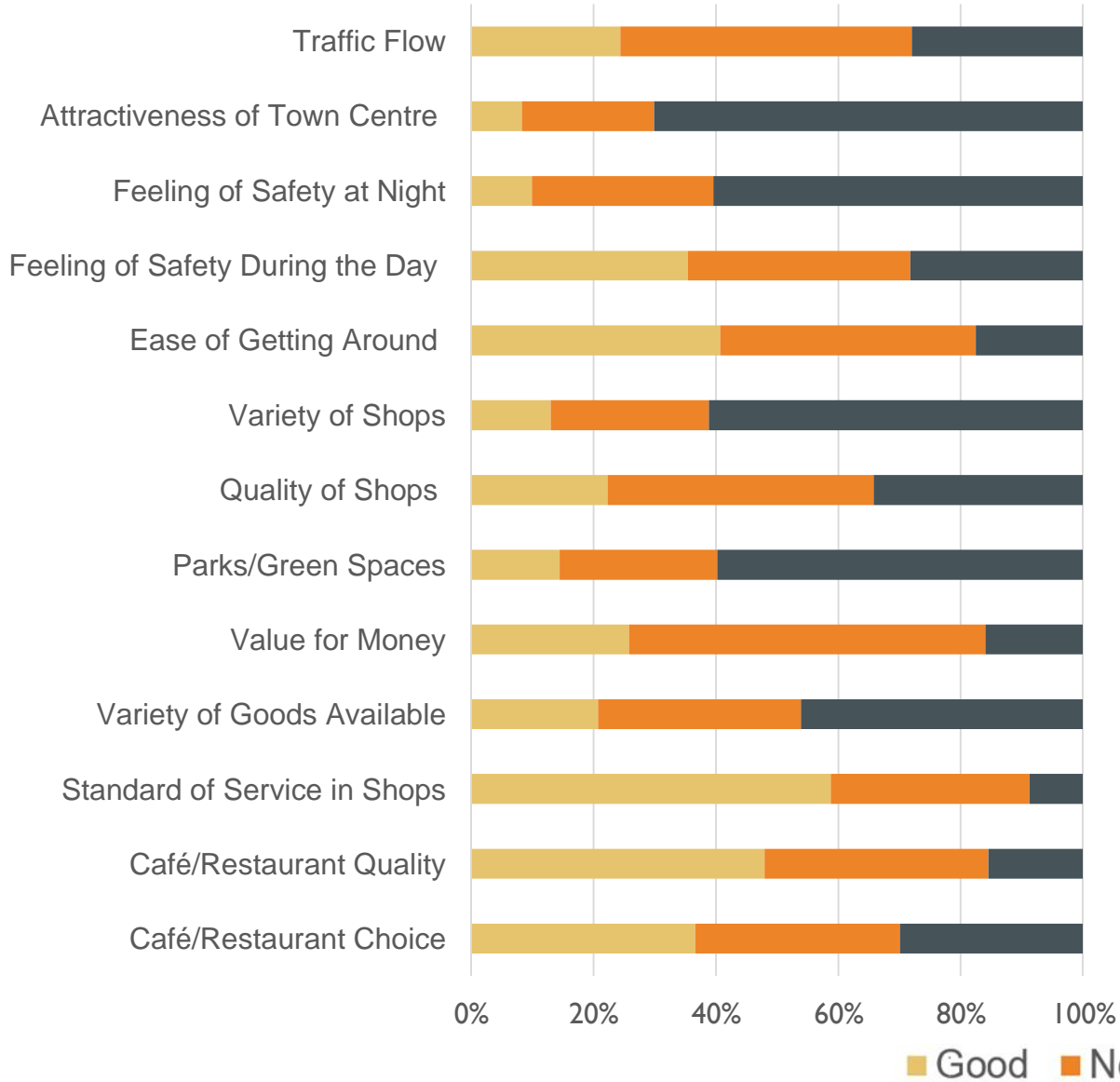
- 
- A vertical list of five yellow bars, each with a white plus icon on the left. The bars are connected by a thin, dark line that starts at the top left and ends at the bottom left, with a small hook at the end.
1. Standard of Service in Shops
  2. Café/ Restaurant Quality
  3. Ease of Getting Around
  4. Feeling of Safety During the Day
  5. Café/ Restaurant Choice

#### Top 5 Lowest Scoring Categories:

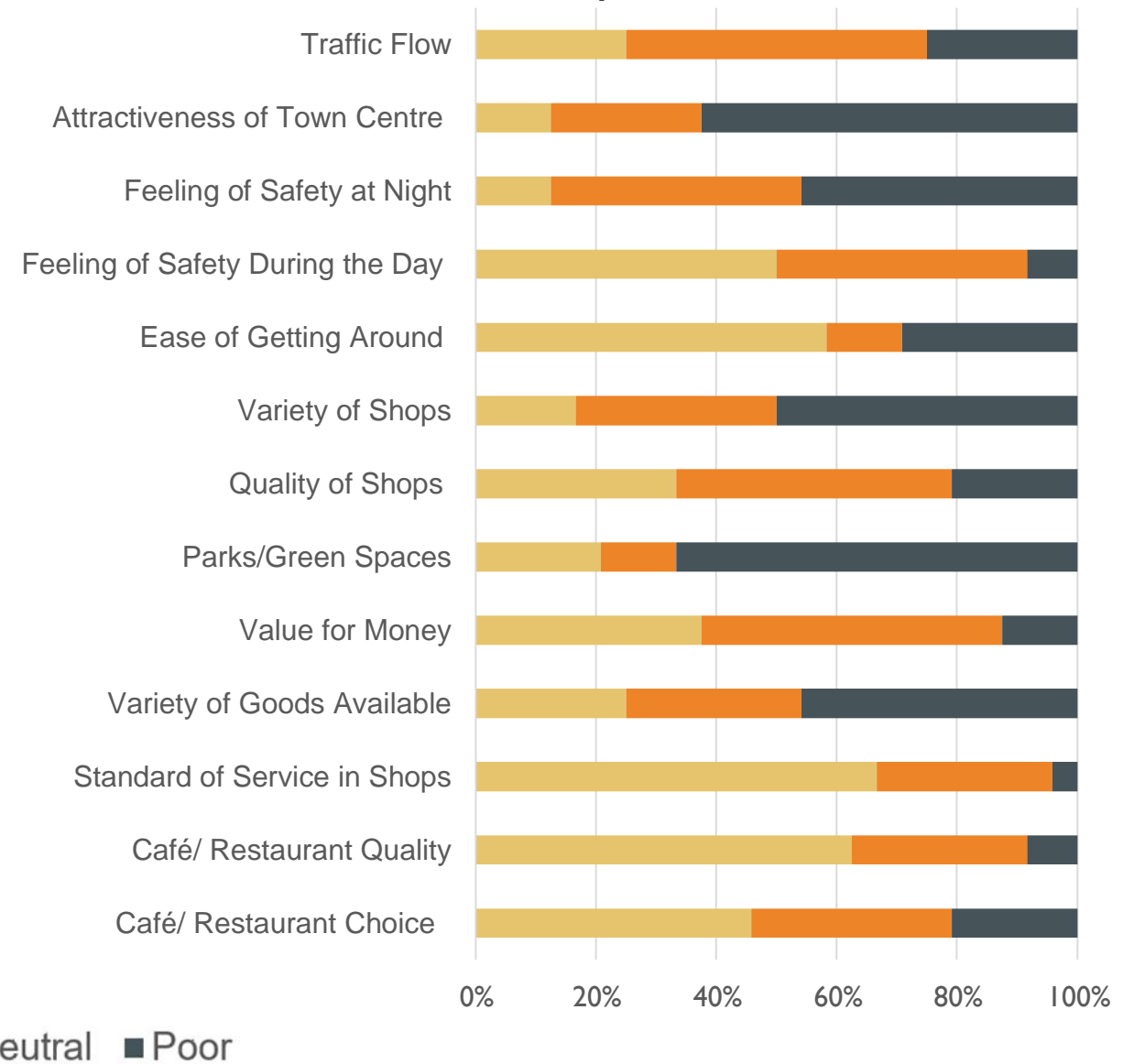
- 
- A vertical list of five dark grey bars, each with a white minus icon on the left. The bars are connected by a thin, dark line that starts at the top left and ends at the bottom left, with a small hook at the end.
1. Farmers Market
  2. Pavement Cleanliness
  3. Vibrancy in the Evening
  4. Parking Space Availability
  5. Parks/ Green Spaces

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

### Community Responses:



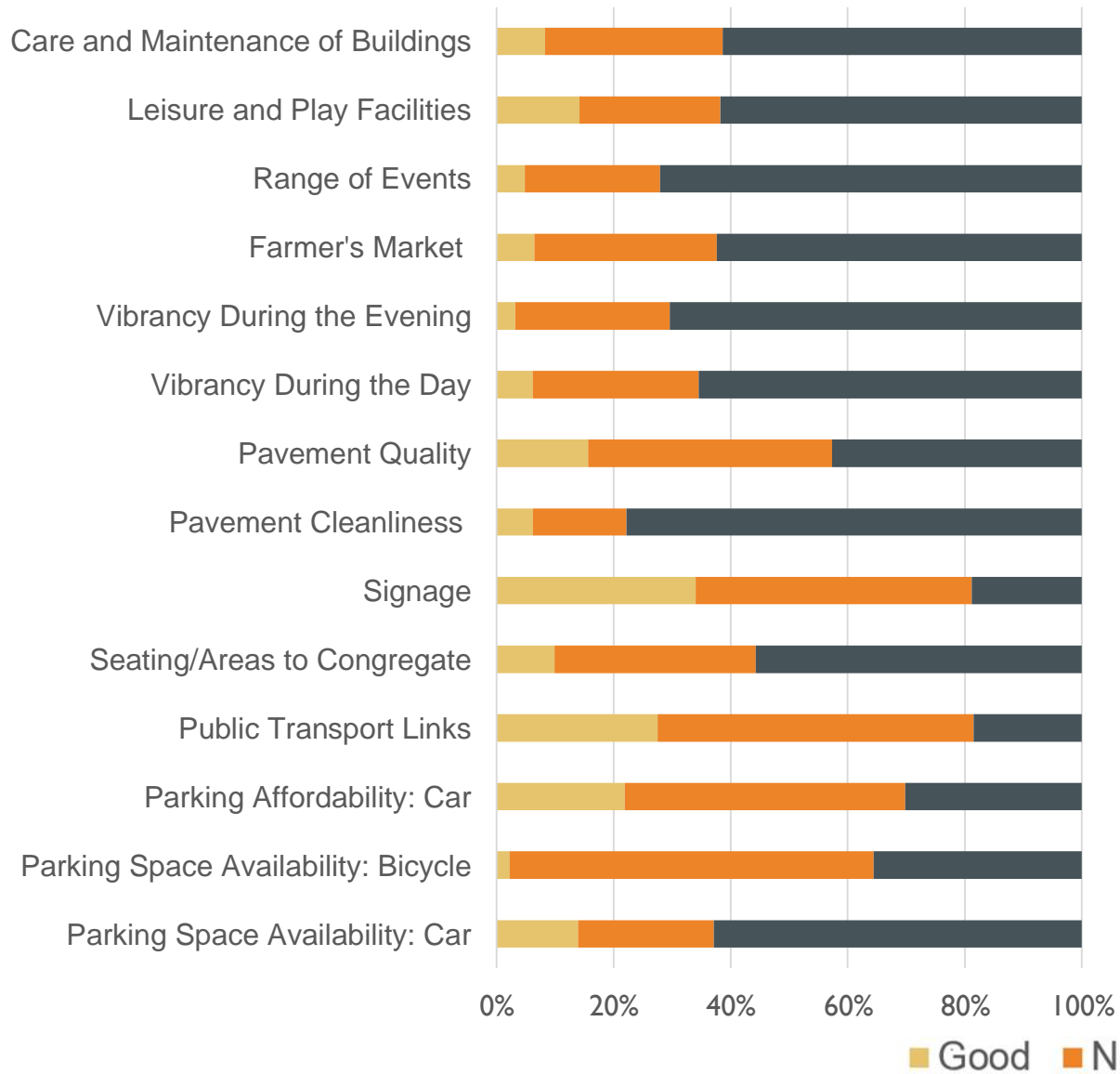
### Business Responses:



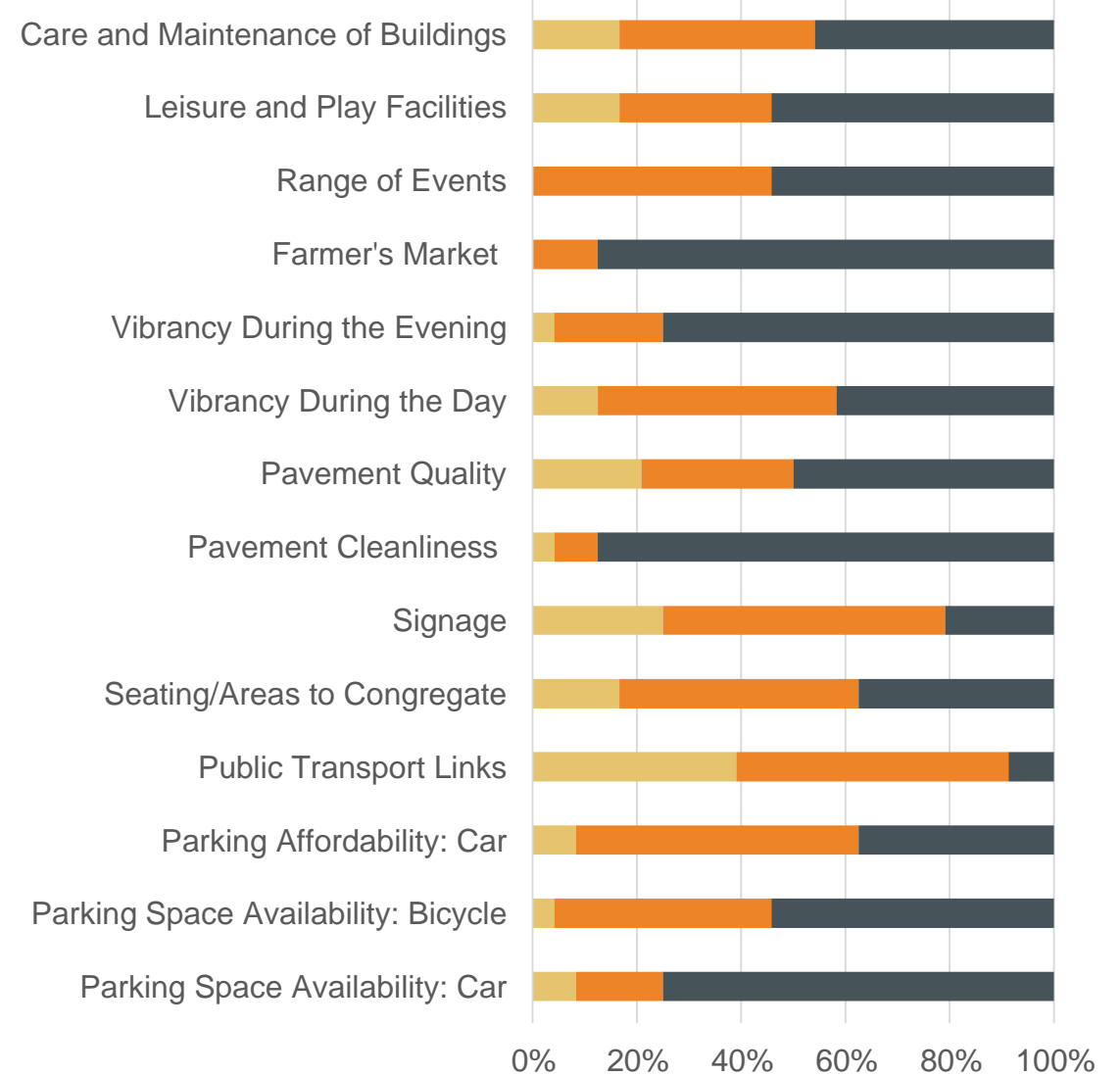


## BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? (Continued)

### 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:

Fraserburgh Enterprise Hub

Fraserburgh Community Council

Broch Businesses Together

Accessibility Audit Volunteers: 3 adults, Fraserburgh Day Opportunities



## Partner Organisations:

Sergeant Mellis, Intervention Hub, Police Scotland

Elaine Bisset, VisitAberdeenshire



## Council Teams:

Planning Information and Delivery

GIS Team

Community Learning and Development

Banff and 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 2021

REPORT PRODUCED BY THE PLANNING INFORMATION AND DELIVERY TEAM  
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