



Aberdeenshire
COUNCIL



TOWN CENTRE HEALTH CHECK SEPTEMBER 2022

FRASERBURGH, ABERDEENSHIRE



CONTENTS PAGE

Title	Page Number
Introduction & Methodology	1
Identity & Belonging	4
Feeling Safe	5
Care & Maintenance	6
Influence & Sense of Control	7
Moving Around	8
Public Transport	13
Traffic & Parking	15
Streets & Spaces	23
Natural Space	30
Play & Recreation	31
Facilities & Amenities	32
Work & Local Economy	40
Housing & Community	44
Social Interaction	45
Key Considerations & Opportunities	46
Business & Community Survey Responses	48
Partnership Working	51



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 2022 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

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 195 responses. A summary of the responses received can be seen on page 48.



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 24 responses. A summary of the responses received can be seen on page 48.

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 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. 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: The majority of the respondents in the 2021 surveys who used the town centre felt negatively towards it. Comments reflected people's feeling that the town had declined over recent years particularly in relation to the appearance of the town centre and its loss of shops, vibrancy and community pride. It should be noted however that many respondents identified regeneration and private sector investment as starting to make a difference. With recent investment within the town centre and improvements to some of its buildings, it will be interesting to see whether this is reflected in the comments of future surveys.

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 harbour related industries 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

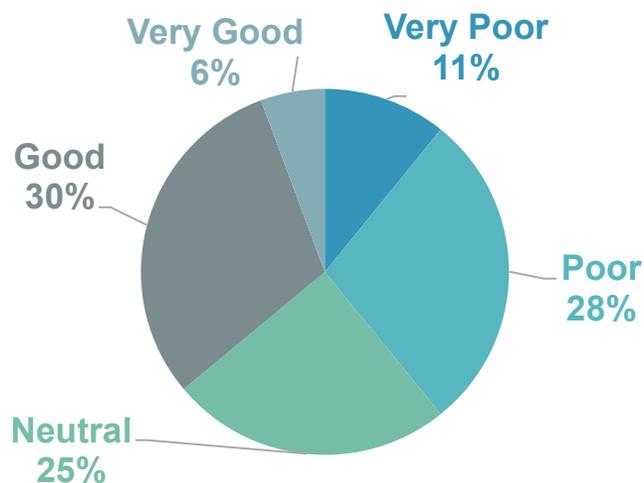
42% Businesses



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?"

"It's 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!"

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: Safety during the day scored within the top five most positive categories in the business and community surveys in 2021. However, safety during the evening was much more of an issue for respondents, where 60% of the community rated this as being poor. Despite the 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 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 of the street lighting is not appearing to be well maintained.



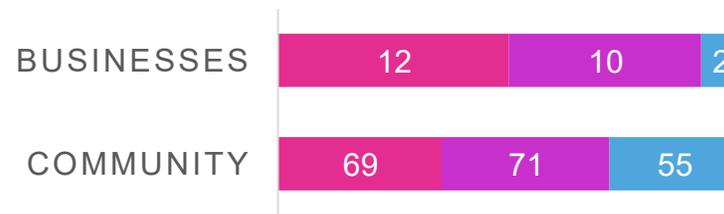
Images (Clockwise from Top Left): CCTV; Lighting, Broad Street; Dark lanes; Lighting columns needing maintenance.

FEELING SAFE



HOW WOULD YOU RATE: SAFETY DURING THE DAY?

■ Good ■ Neutral ■ Poor



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

211 Incidences of crime reported
1st September 2021 – 31st July 2022
Police Scotland

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

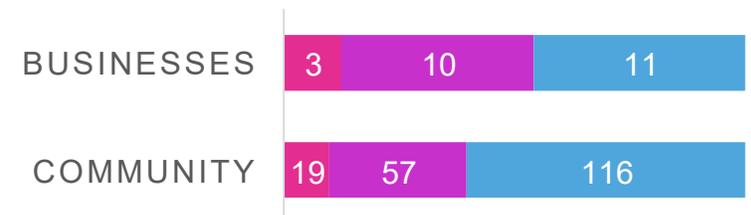
“Lack of safety in Fraserburgh on Friday and Saturday nights especially.”

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

Business and Community Survey, September 2021

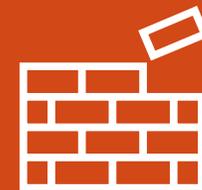
HOW WOULD YOU RATE: SAFETY DURING THE EVENING?

■ Good ■ Neutral ■ Poor



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



Fraserburgh 2021 Regeneration Building



Good quality building



Vacant shop requiring maintenance



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 was reflected in the ratings received during the 2021 business and community surveys as most of the responses rated the care and maintenance of buildings as poor. Between the 2021 site survey and the 2022 site survey a number of the buildings receiving maintenance through the Fraserburgh 2021 funding stream have either finished or are nearly finished. The removal of the scaffolding allows you to begin to see the positive contribution that the buildings are/ will make to the town centre. It is hoped that this will be reflected in the 2023 surveys. 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; 12 members*	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	Fraserburgh Development Trust	Broch Businesses Together	Fraserburgh Community Council	Fraserburgh Enterprise Hub <small>*Correct at time of survey</small>

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. *Business and Community Survey, September 2021*



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.

Observations: The majority of respondents rated getting around the town centre as good or neutral in the 2021 surveys and it was ranked in the top five most positive aspects for both businesses and the community. 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 were added to the town centre recently which coordinate with existing street furniture and provide useful information for visitors, particularly in the northern half of the town centre.

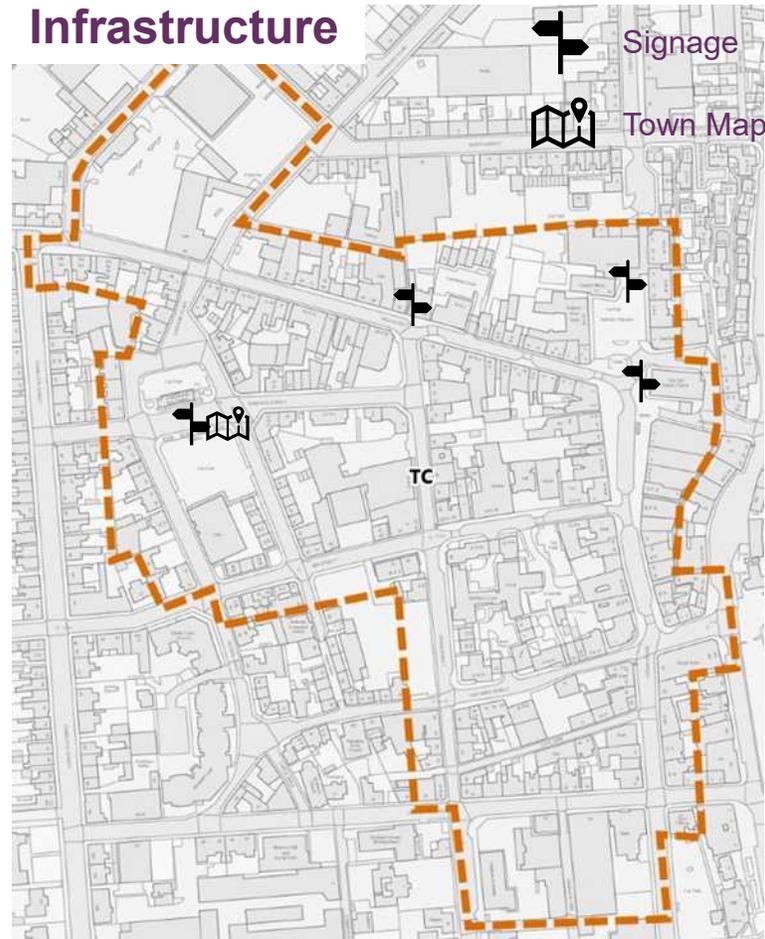


Images (Left to Right): New town map, Hanover Street car park; New signage, Broad Street; Brown tourist signs, High Street.

MOVING AROUND

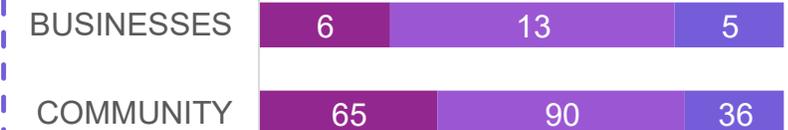


Infrastructure



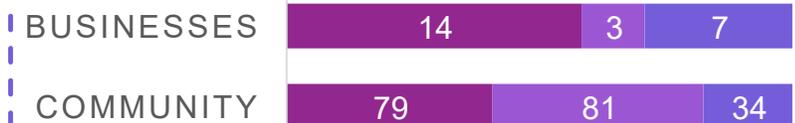
HOW WOULD YOU RATE: SIGNAGE?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: GETTING AROUND THE TOWN CENTRE?

■ Good ■ Neutral ■ Poor



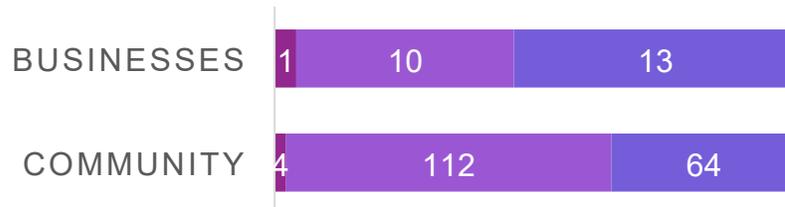
“Improvement - better visitor guides, maps, info boards etc.” Business and Community Survey, September 2021

MOVING AROUND: CYCLING

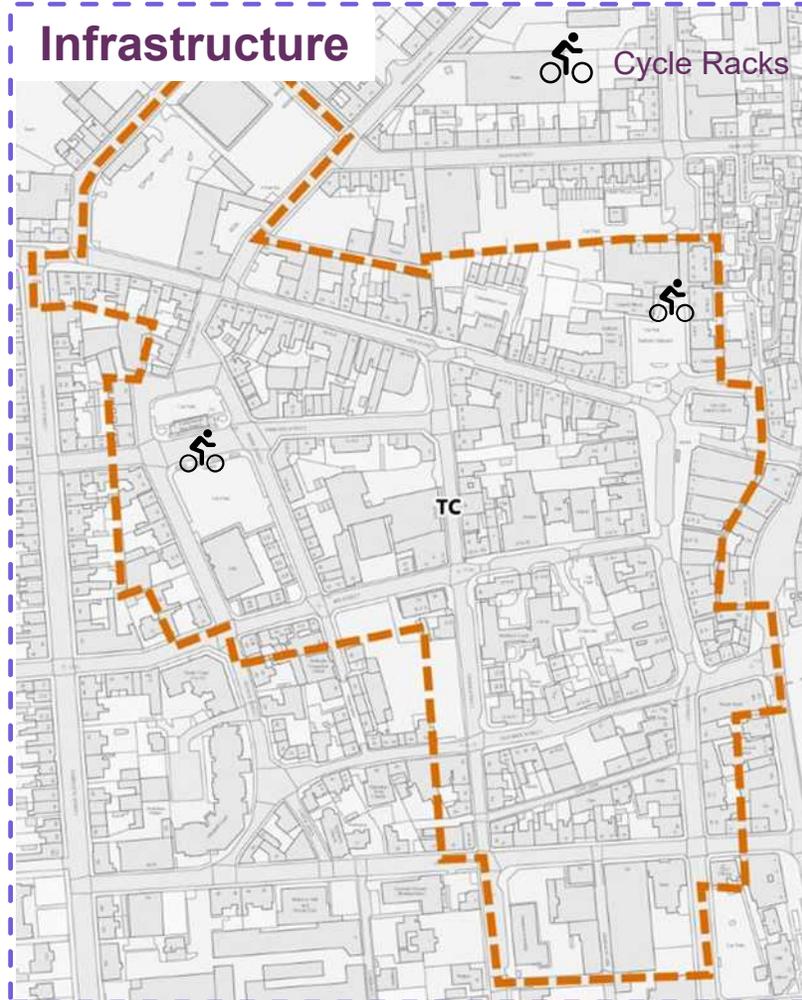
Observations: Fraserburgh is defined as an [Integrated Travel Town](#) by the [Local Transport Strategy](#). There are currently no cycle lanes in Fraserburgh Town Centre, and a limited number of cycle racks. Survey responses showed that although most do not have a concern with cycle parking, there were 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



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.”

Business and Community Survey, September 2021

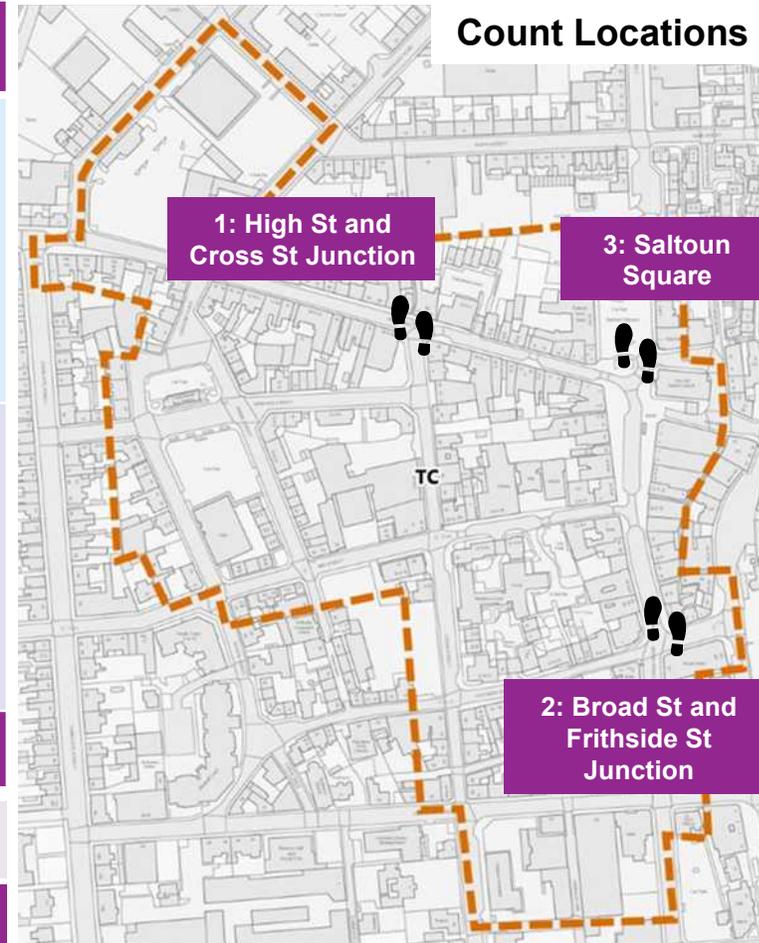
MOVING AROUND: FOOTFALL SURVEY

Day	Time	Location 1	Location 2	Location 3	Hourly Total	Overall Total
Tuesday 	09:30	60	62	47	169	755
	11:30	84	63	98	245	
	14:30	85	78	90	253	
	18:00	27	21	40	88	
Saturday 	09:30	59	34	100	193	793
	11:30	108	56	104	268	
	14:30	82	53	97	232	
	18:00	40	35	25	100	
Totals		545	402	601	1548	

HEADLINES

Busiest Location: High Street
Busiest Time: 11:30
Busiest Day: Saturday

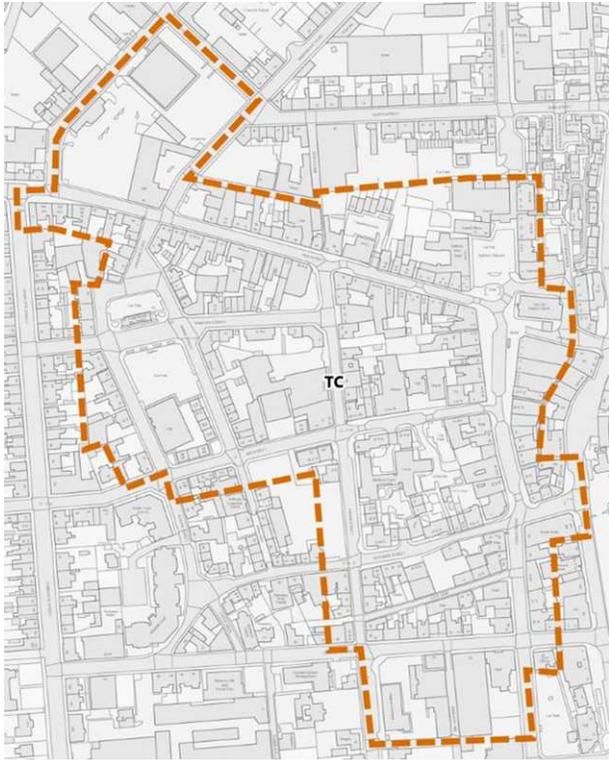
Quietest Location: Broad Street
Quietest Time: 18:00
Quietest Day: Tuesday



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 17th and Tuesday 20th September 2022 for a duration of 15 minutes, four times a day, in three locations.

The highest footfall count was recorded at High Street on Saturday morning (108 people). The busiest count point over the course of the survey was Saltoun Square, the same as last year, however the total number of people was less. The lowest footfall count was on Broad Street in the evening, although the overall footfall numbers at this location were greater than last year (347 recorded previously).

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 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 29th September 2021, 09:30 – 11:30. The weather was dry and cold.

ACCESSIBILITY AUDIT 2021

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."

"Uphill can be difficult for wheelchairs."



"Some pavements are cracked."



"The Saltoun Arcade can be intimidating at night."



"Good example of tactile paving."



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



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



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

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



"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."

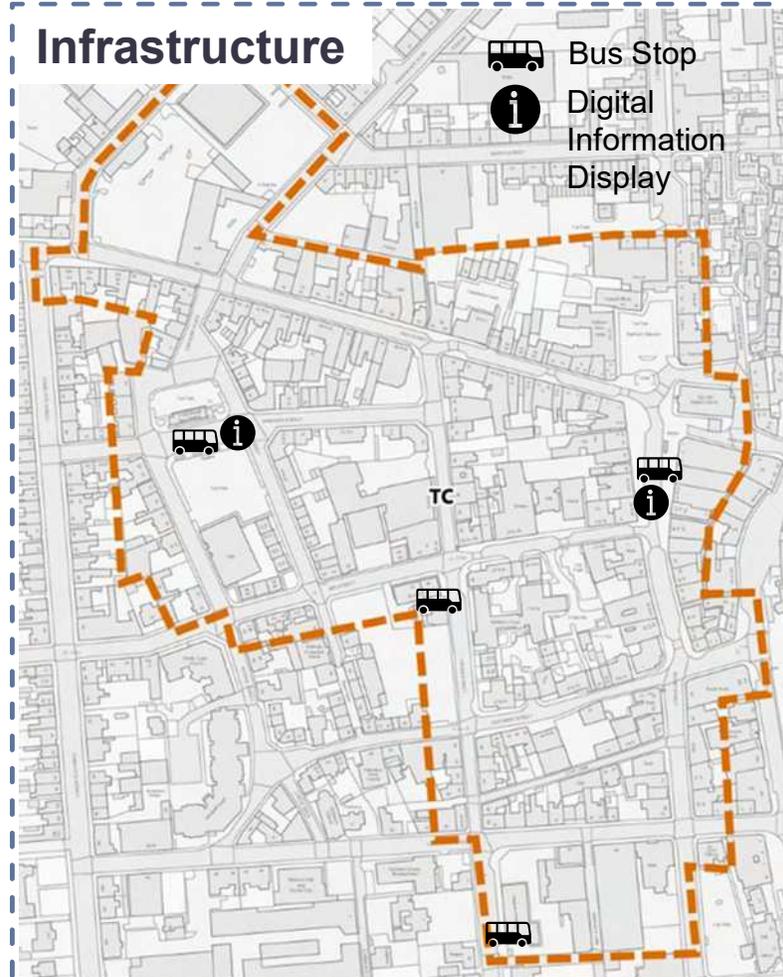
Access to an affordable, reliable and well-connected public transport service is important for all communities. Good public transport encourages people to get around in ways that are better for the environment.

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.

Infrastructure

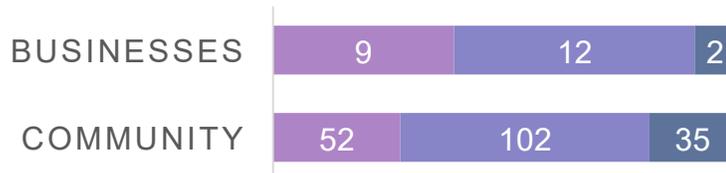


Images (Clockwise from Top Left): Covered bus stop, Broad Street; Real time digital display, Broad Street; The main bus interchange, Hanover Street.



HOW WOULD YOU RATE: PUBLIC TRANSPORT?

■ Good ■ Neutral ■ Poor

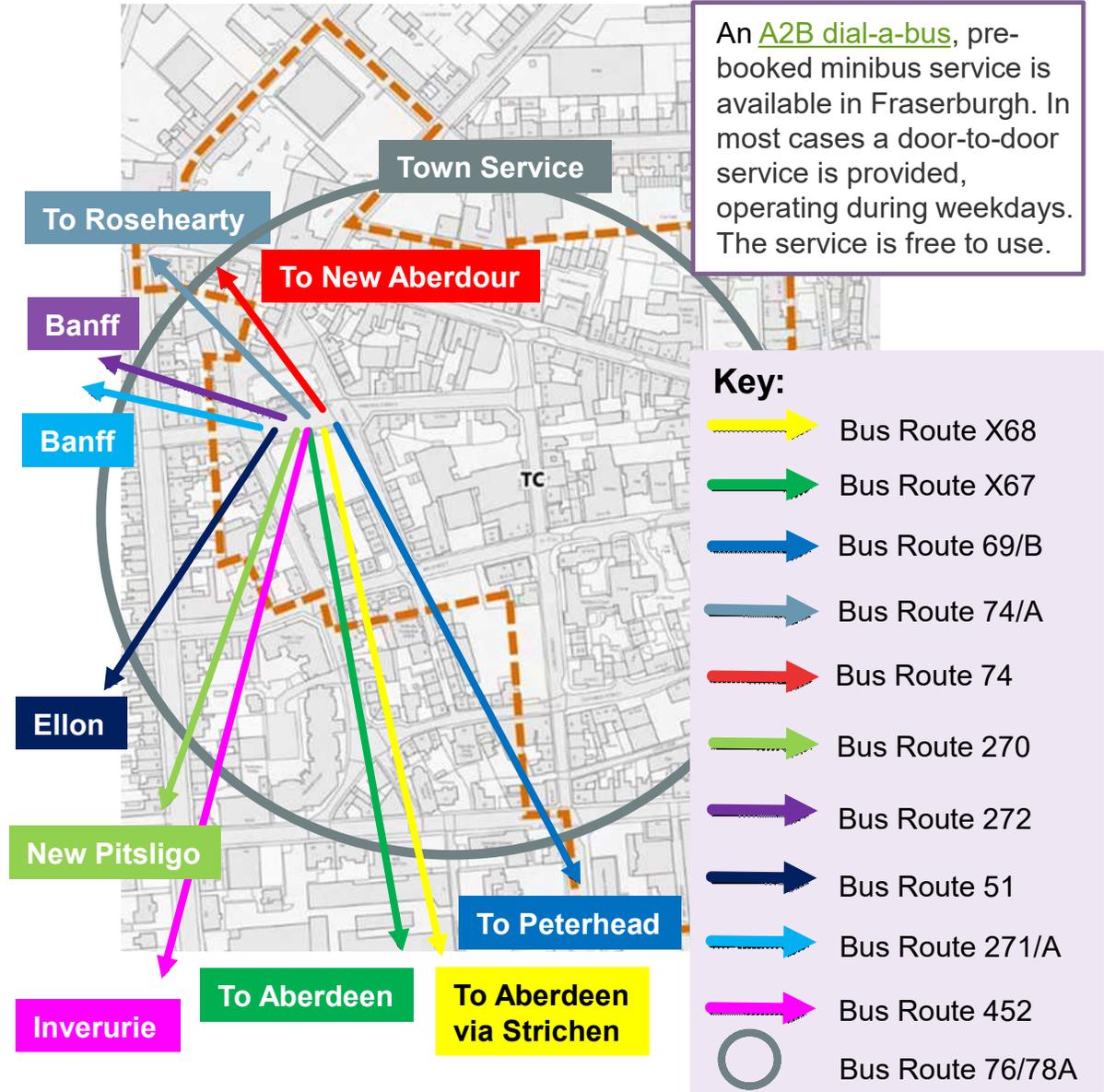


“Introduce small local town centre bus service.”

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

Business and Community Survey, September 2021

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)	14	1hr 33mins	05:52	21:05	£11.00
Bus to Aberdeen (X67)	13	1hr 23mins	05:10	18:10	£11.00
Bus to Peterhead (69/B)	16	55mins	05:55	23:30	£6.30
Bus to Rosehearty (74/A)	13	9mins	05:15	18:50	£3.70
Bus to New Aberdour (74)	5	20mins	06:00	18:50	£3.70
Town Service to Buchan Road (76)	12	10mins	08:33	21:18	£1.60
Town Service to Buchan Road (78A)	5	10mins	09:22	16:52	£1.60
Bus to Inverurie (452)	1 (Tues only)	1hr 21mins	09:15	N/a	£5.20
Bus to New Pitsligo (270)	5	23mins	06:05	17:55	£3.70
Bus to Banff (272)	2	55mins	10:02	12:02	£9.50
Bus to Ellon (51)	1	1hr 17mins	06:13	N/a	-
Bus to Banff (271/A)	2	47m	06:38	16:00	-

* 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: Saltoun Square Car Park.

HOW WOULD YOU RATE: TRAFFIC FLOW?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESSES	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.”

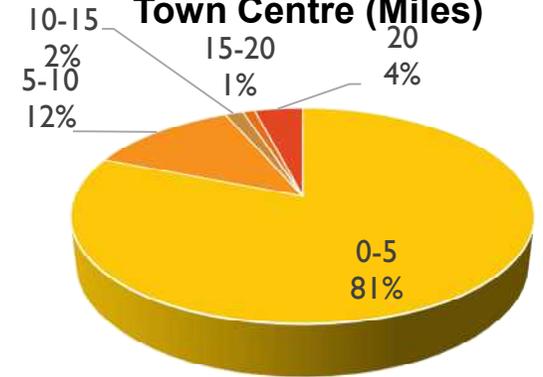
“There should be traffic wardens patrolling the town.”

Business and Community Survey, September 2021

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 that came out of the 2021 surveys with a fairly even spread of good and poor ratings with the majority taking a neutral position.

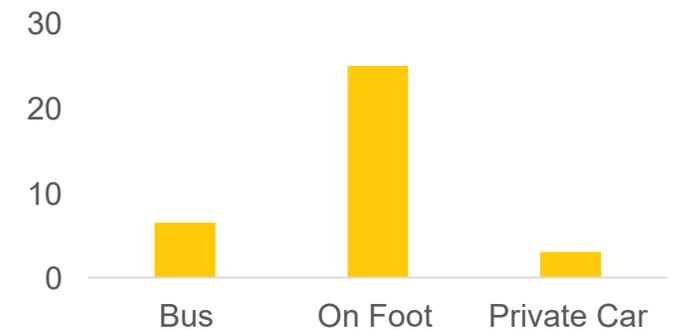
The majority of users to Fraserburgh town centre are from the town itself as 81% of users come 5 miles or less and out of all the users to the town just over 70% come using a private car.

Distance Travelled to Use the Town Centre (Miles)



Source: Community Survey September 2021

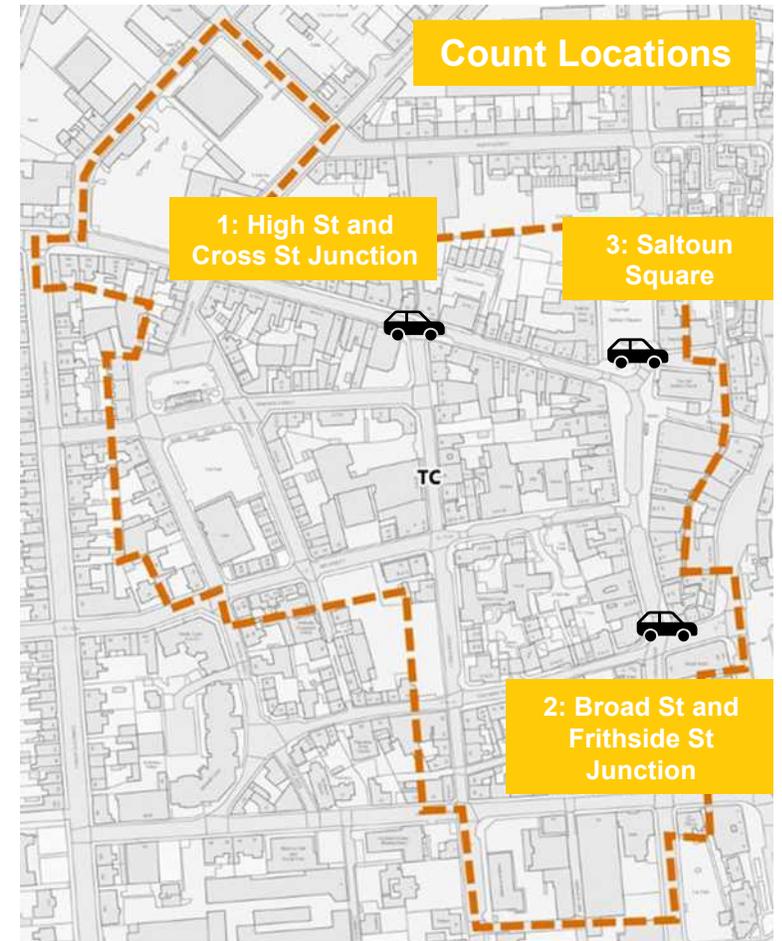
How would you generally travel to the town centre:



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
		Car		Car		Car		Car		
Tuesday	Location 1	Car	98	Car	109	Car	131	Car	96	534
		Buses	3	Buses	3	Buses	3	Buses	2	
		Lorries	4	Lorries	6	Lorries	2	Lorries	0	
		Vans	16	Vans	19	Vans	17	Vans	9	
		Taxis	1	Taxis	0	Taxis	0	Taxis	2	
		Bicycles	1	Bicycles	2	Bicycles	4	Bicycles	3	
		Other	1	Other	0	Other	2	Other	0	
	Location 2	Car	97	Car	96	Car	124	Car	33	412
		Buses	0	Buses	1	Buses	1	Buses	1	
		Lorries	0	Lorries	1	Lorries	0	Lorries	0	
		Vans	14	Vans	14	Vans	11	Vans	5	
		Taxis	3	Taxis	1	Taxis	2	Taxis	0	
		Bicycles	0	Bicycles	1	Bicycles	1	Bicycles	2	
		Other	3	Other	0	Other	0	Other	1	



MOVING AROUND: TRAFFIC SURVEY

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		5:45pm-6:00pm		Total number of Vehicles
Tuesday	Location 3	Car	58	Car	71	Car	81	Car	38	284
		Buses	2	Buses	2	Buses	3	Buses	1	
		Lorries	0	Lorries	1	Lorries	0	Lorries	0	
		Vans	4	Vans	4	Vans	6	Vans	2	
		Taxis	1	Taxis	0	Taxis	1	Taxis	1	
		Bicycles	1	Bicycles	2	Bicycles	3	Bicycles	0	
		Other	0	Other	0	Other	2	Other	0	
Hourly Totals (all traffic):		307		333		394		196		1,230



Image: Broad 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	139	Car	161	Car	133	Car	109	586
		Buses	4	Buses	2	Buses	1	Buses	2	
		Lorries	1	Lorries	0	Lorries	0	Lorries	0	
		Vans	6	Vans	12	Vans	6	Vans	5	
		Taxis	1	Taxis	0	Taxis	0	Taxis	1	
		Bicycles	0	Bicycles	0	Bicycles	0	Bicycles	0	
		Other	1	Other	0	Other	0	Other	2	
	Location 2	Car	94	Car	128	Car	97	Car	81	433
		Buses	0	Buses	1	Buses	1	Buses	1	
		Lorries	0	Lorries	0	Lorries	1	Lorries	0	
		Vans	7	Vans	8	Vans	1	Vans	5	
		Taxis	3	Taxis	2	Taxis	0	Taxis	2	
		Bicycles	1	Bicycles	0	Bicycles	0	Bicycles	0	
		Other	0	Other	0	Other	0	Other	0	



Images (Top to Bottom): Hanover Street and Broad 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 3	Car	83	Car	77	Car	86	Car	45	330
		Buses	1	Buses	1	Buses	2	Buses	2	
		Lorries	0	Lorries	0	Lorries	0	Lorries	0	
		Vans	5	Vans	5	Vans	4	Vans	2	
		Taxis	2	Taxis	2	Taxis	1	Taxis	1	
		Bicycles	2	Bicycles	3	Bicycles	2	Bicycles	0	
		Other	0	Other	2	Other	2	Other	0	
Hourly Totals (all traffic):		350		404		337		258		1,349

HEADLINES

Busiest Location: High St at Cross St
Busiest Time: 11:45
Busiest Day: Saturday

Quietest Location: Saulton Sq & Broad St
Quietest Time: 17:45
Quietest Day: Tuesday

Observations: Vehicle counts were undertaken on Saturday 17th and Tuesday 20th 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.

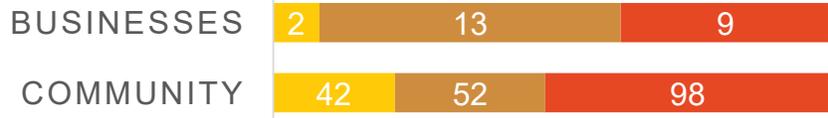
The vehicle count findings showed the vehicle numbers were always generally slightly higher at the High Street, Cross Street location than the other locations. Overall, generally the quietest location was location 3, Saltoun Square.

TRAFFIC & PARKING

CAR PARKING AFFORDABILITY

HOW WOULD YOU RATE: PARKING AFFORDABILITY?

■ Good ■ Neutral ■ Poor



“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.”

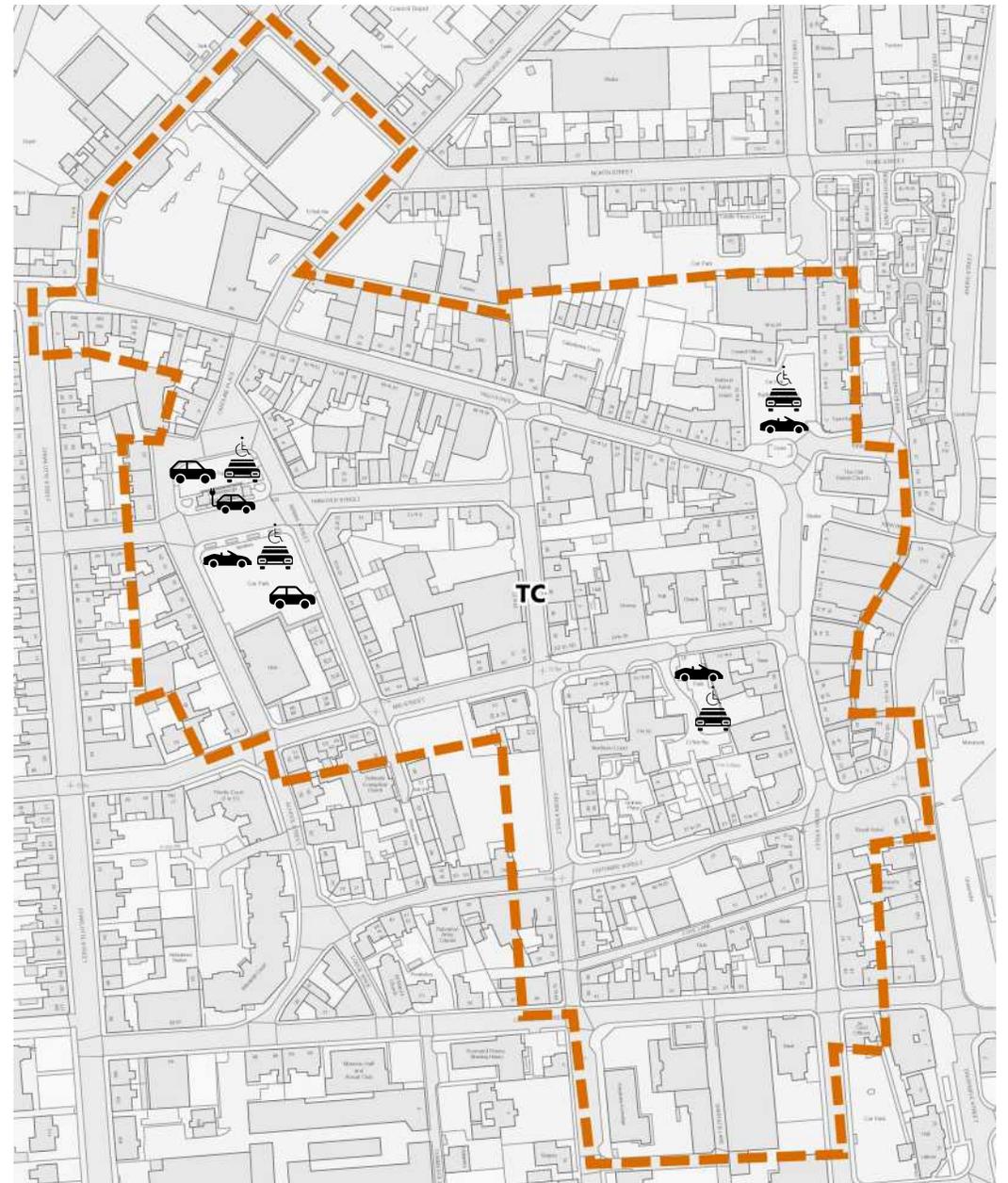
Business and Community Survey, September 2021

Parking Costs:

£0.50

Average hourly rate
September 2022

-  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.”

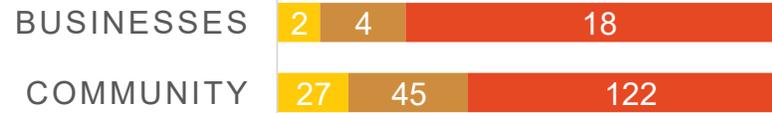
“It is difficult to get a car parking space when you try to shop in the town centre.”

“There is not a lot of parking within the town centre.”

Business and Community Survey, September 2021

HOW WOULD YOU RATE: PARKING AVAILABILITY?

■ Good ■ Neutral ■ Poor



Observations: The comments received to the 2021 surveys 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

96

No. of Paid Spaces

9

No. of Disabled Spaces

3

No. of EV Charging Spaces

TRAFFIC & PARKING

EV CHARGING POINTS

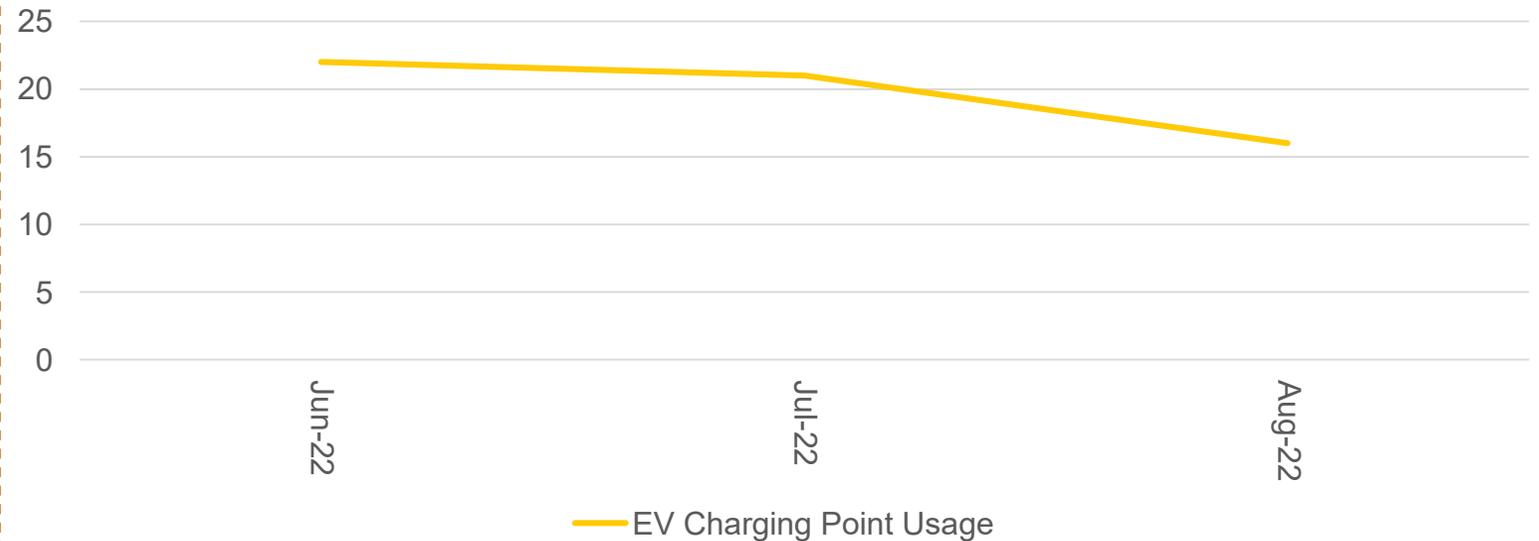
EV Charging Points

- 2** No. of 50kW charging spaces
- 1** No. of 43kW charging spaces



Image: Hanover Street Car Park.

EV Charging Point Usage



EV Charging Points



June 2022

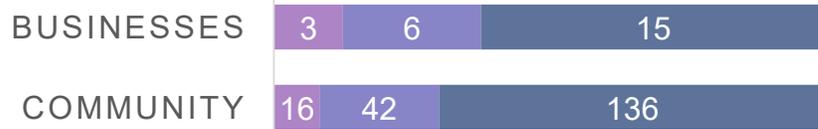
Highest monthly usage of the charging points in Hanover Street Car Park.

Observations: There are three spaces for electric vehicles in the town centre they are all located within the Hanover Street Car Park. At time of the site visit none of the spaces were in use but looking at usage data since their installation the spaces are used on a regular basis, there is only three months of data currently available for this site but will now be able to continue to be monitored.

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: There is a distinct mix to the built environment within Fraserburgh Town Centre. A significant amount of regeneration work has recently been completed within the town centre, which has significantly improved the appearance of a number of buildings within the town centre. Additionally, since 2021 the Glover Garden has opened within the town centre providing an area of greenery and a resting spot. 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.”

Business and Community Survey, September 2021

STREETS & SPACES

ATTRACTIVENESS OF TOWN CENTRE



Recently refurbished building

Glover Garden

Attractive planting display

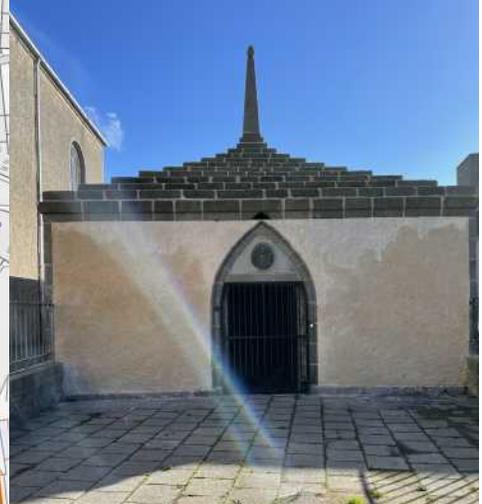
STREETS & SPACES: HISTORIC ENVIRONMENT

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. Recent regeneration work through the Fraserburgh 2021 project has seen one building (17-21 High Street) move from the 'At Risk' category to 'Restoration in Progress'. This care and maintenance should help to improve the standard of the built environment within the High Street and it would be beneficial for this to continue to the other buildings that are at risk.

 Listed Building

 Building on At Risk Register

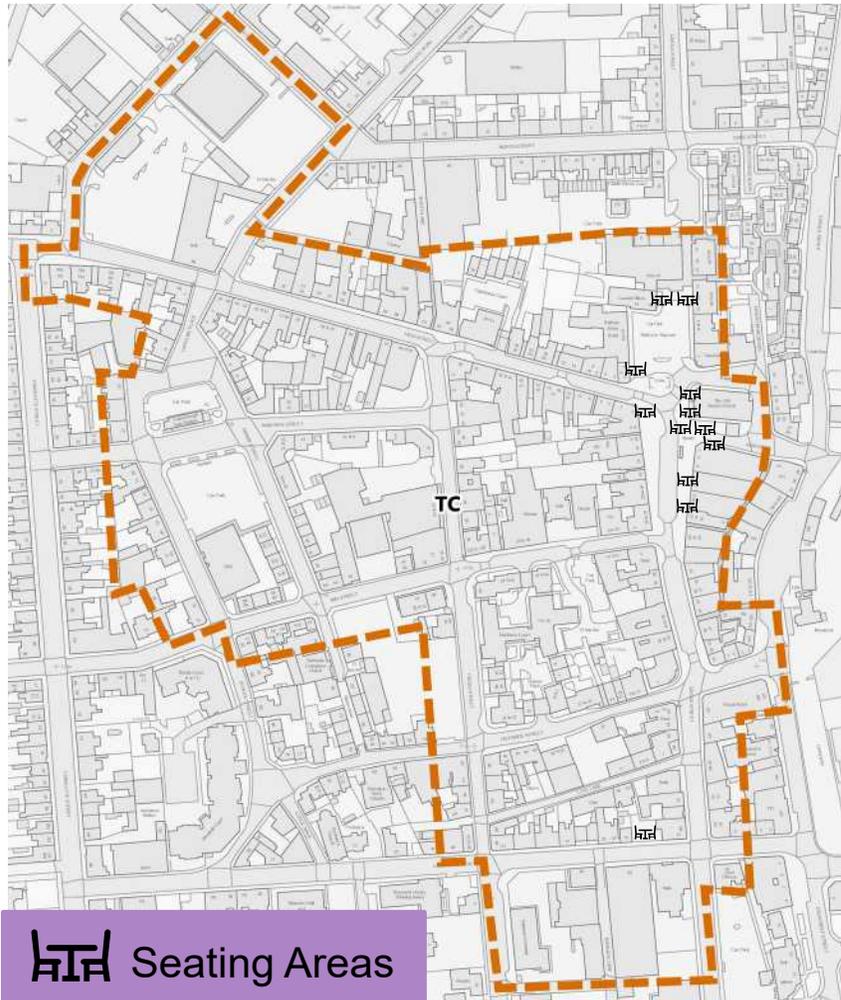


STREETS & SPACES: SEATING

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.”

Business and Community, September 2021

Observations: A large number of comments to the 2021 surveys noted 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. Since the 2021 survey an additional seating area has opened in Glover Garden providing more areas to have a rest if required.

It was noted through the 2021 and 2022 site visits that there are a number of benches within the Broad Street and Saltoun Square area where the condition of the benches could be improved. However, there are a number of new benches around the area that are in good condition.

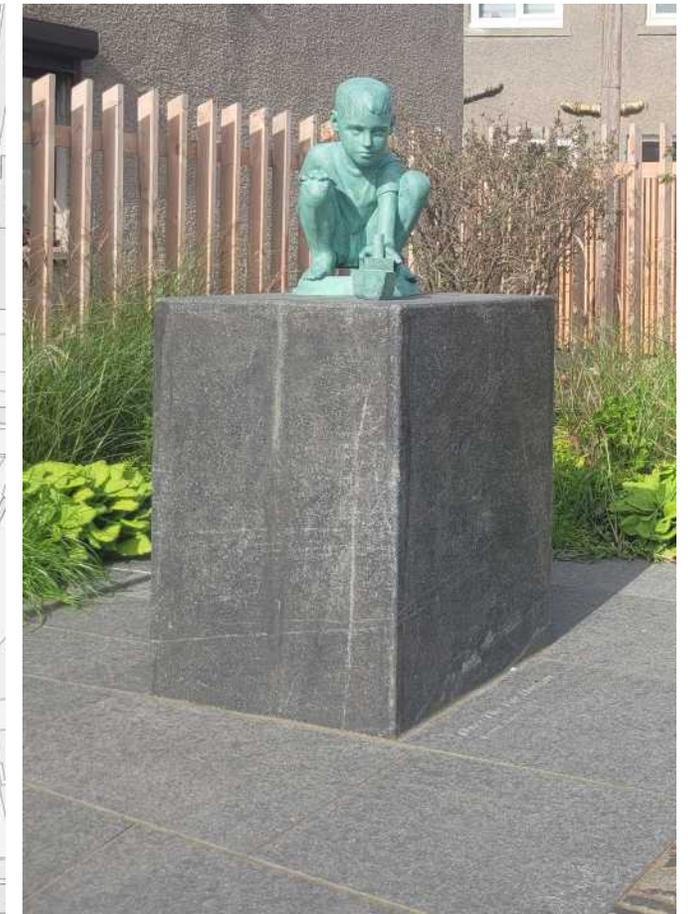
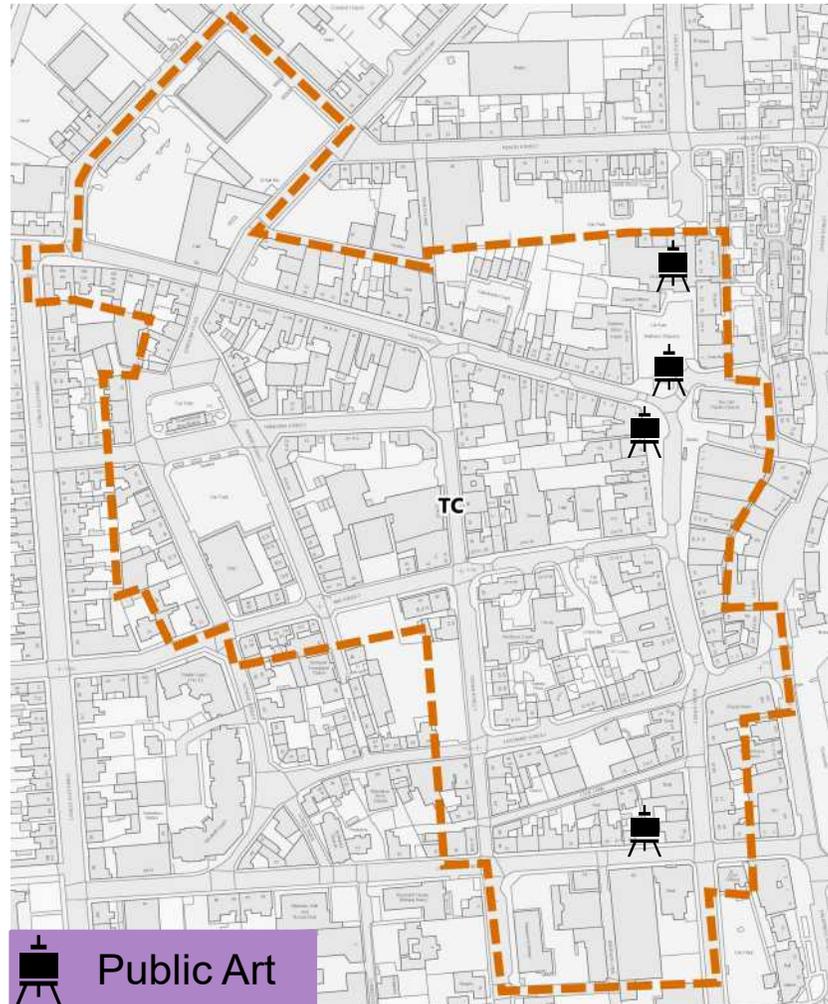
Images (Top to Bottom): Seating at Saltoun Square and Glover Garden

Observations: The Jubilee Fountain on Broad Street is a new installation that replaces the Fish Sculpture that previously stood in the location but provides a new focal point for the street.

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.

Since 2021, and the opening of Glover Garden there is new public art within the town centre. Within the seating around the garden it means people are able to stop and relax in the area whilst learning about some of the history of the town.

STREETS & SPACES: PUBLIC ART



“Street art would be good to inject some colour into the town centre.”

“Adding street art into the town centre would be very beneficial.”

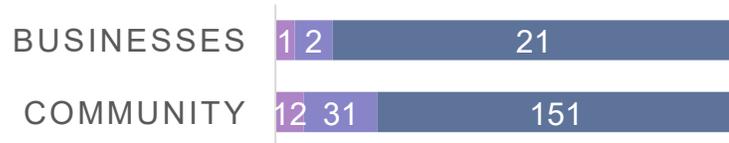
“Would love some street art and that type of thing to brighten town centre up.”

Images (Left to Right): Public Art to the North of Saulton Square, Broad Street and in Glover Garden.

STREETS & SPACES: PAVEMENTS

HOW WOULD YOU RATE: PAVEMENT CLEANLINESS?

■ Good ■ Neutral ■ Poor

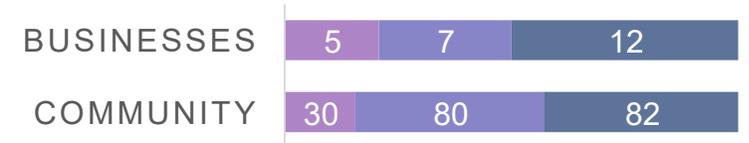


Observations: Pavement cleanliness attracted a large number of comments through the 2021 surveys and was rated within the bottom five of all the topics in both the community and the business surveys. The main theme that was coming through was the desire to see much more regular cleaning of the pavements especially through the summer months.

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

HOW WOULD YOU RATE: PAVEMENT QUALITY?

■ 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.”

Business and Community, September 2021



“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.”

Business and Community, September 2021

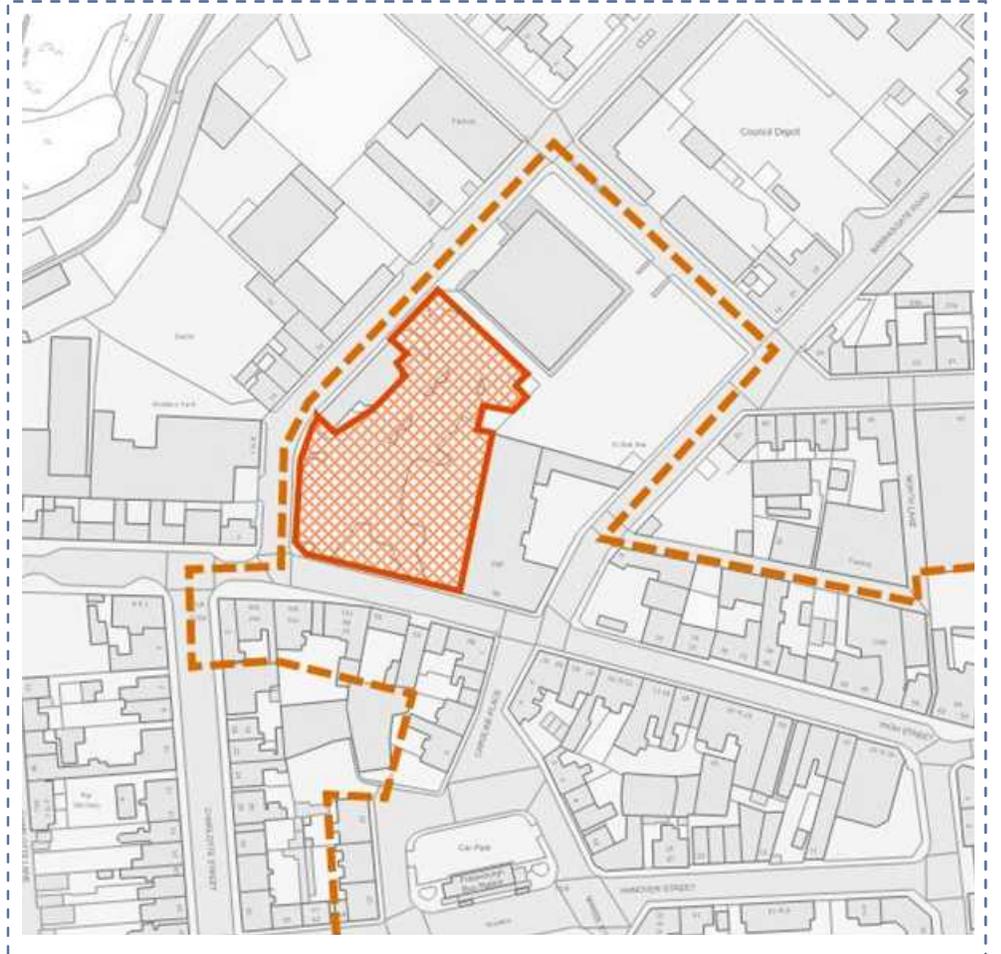
STREETS & SPACES:

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 to the 2021 community and business surveys asking for the land to be developed, however within one of the comments specific mention was made for 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.”

Business and Community, September 2021

Images: Former Alexandra Hotel, High Street.

“Attract pop up shops or allow empty shops to be used for other purposes.”

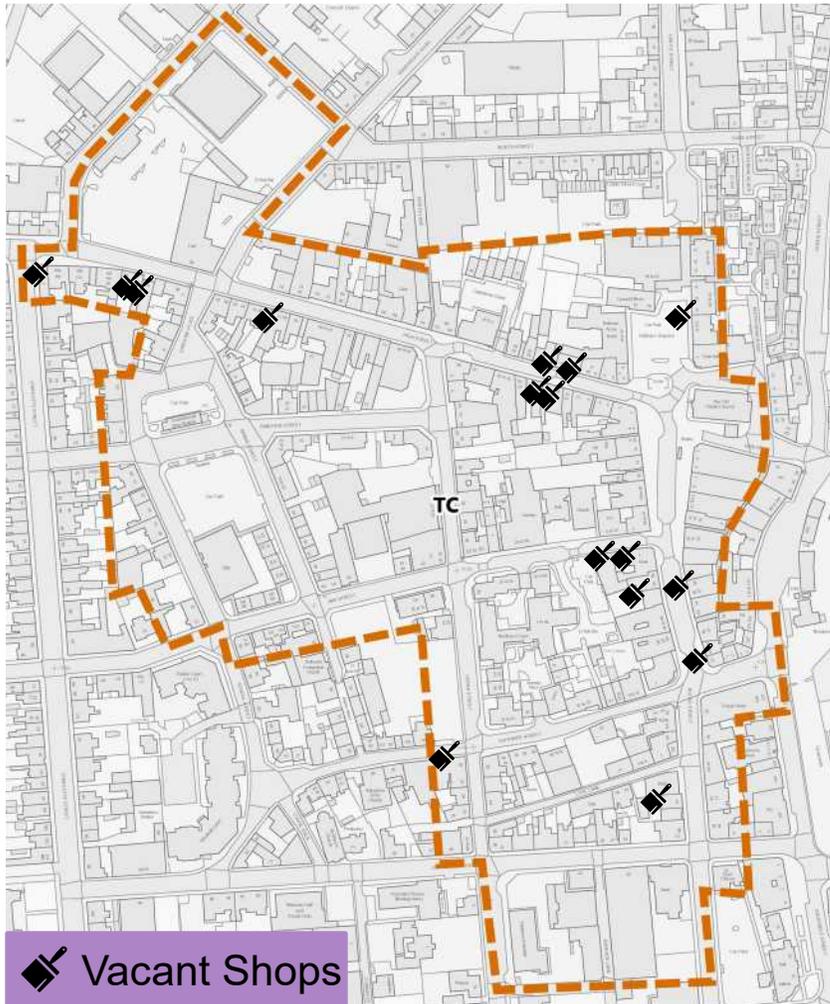
“Fill up empty shops.”

“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 2021 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).

It is worth noting that although the vacancy rate has stayed the same within the town centre. There are a number of properties that have recently seen regeneration work finish and are now in a position to be let, so it would be expected that the number of vacant units would reduce.



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

Vacant Retail Units:

16 Vacant Units in the town centre

9.5%

Vacancy Rate at time of survey

NATURAL SPACE

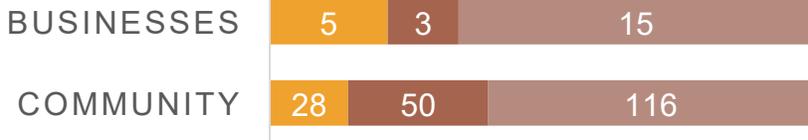


Natural space includes parks and woodlands, fields, streams and rivers, green space alongside paths and roads, and tree-lined streets. These can be good for wildlife, improve air quality and benefit our health and wellbeing.

Observations: In 2021 there were no parks or green spaces in the town centre and this was recognised in the survey responses, with 60% of the community and 65% of businesses rating this as poor and providing many comments. Since then a new green space area, Glover Garden, has been created on Commerce Street and is a welcome addition to the street scene by providing some greenery and trees in a previously unused space. This may be commented on in the surveys next year and the ratings improved. 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?

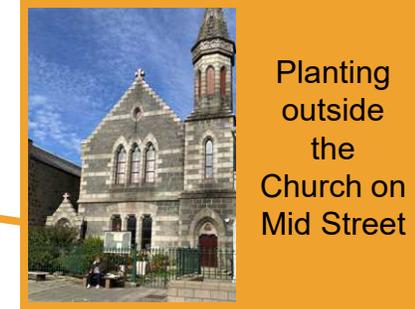
■ Good ■ Neutral ■ Poor



Trees and planters soften hard landscaping in Broad Street



Trees and planting in Saltoun Square



Planting outside the Church on Mid Street



New green space, Glover Garden

"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!"

"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."

Business and Community Survey, September

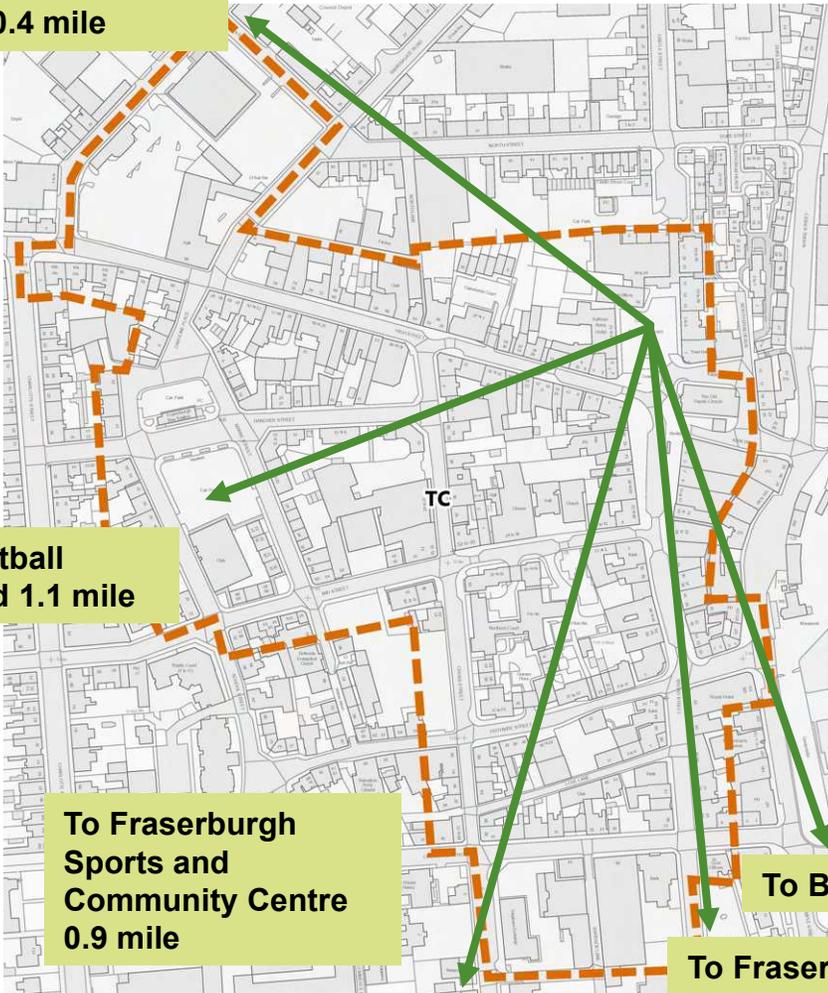
The Flower Fairies, a sub-group of Fraserburgh Community Council, are working to transform town centre tubs and planters. Visit their [Facebook](#) page to find out more.

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.

PLAY & RECREATION



To Broadsea Coast walk 0.4 mile

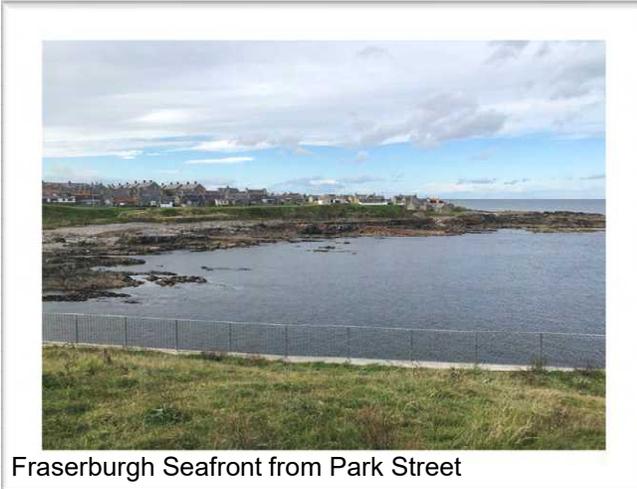


To Football Ground 1.1 mile

To Fraserburgh Sports and Community Centre 0.9 mile

To Beach 0.7 mile

To Fraserburgh Links 0.5 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 responses to 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.

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.”

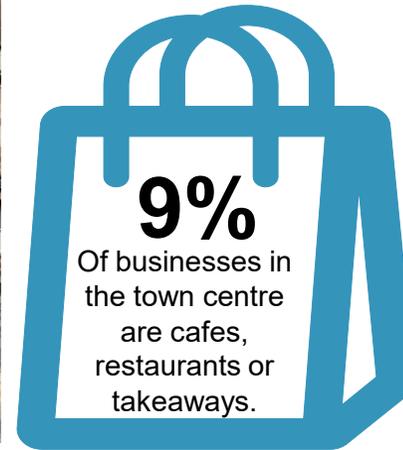
FACILITIES & AMENITIES: RETAILER REPRESENTATION

Retailer Representation

68% of businesses in the town centre are independent retailers

60% of businesses in the town centre are Class 1: Shops

16% of businesses in the town centre are Class 2: Financial, Professional and other services



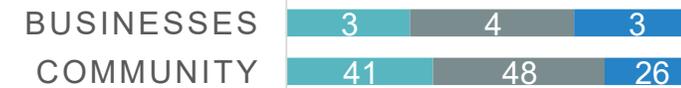
HOW WOULD YOU RATE: VARIETY OF SHOPS?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: QUALITY OF SHOPS?

■ Good ■ Neutral ■ Poor



“Need 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.”



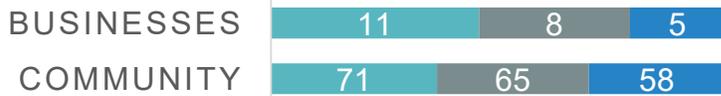
Observations: There is a good distribution between independent and multiple (chain) retailers within the town centre. However, a large proportion of the comments received through the 2021 surveys related to the lack of variety within the town centre. Another issue which was commented on through the surveys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

Image (Top to Bottom: Low Street and Bridge Street

FACILITIES & AMENITIES: CAFÉ AND RESTAURANTS

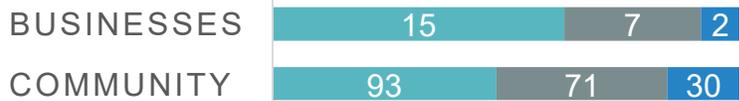
HOW WOULD YOU RATE: CAFÉ/ RESTAURANT CHOICE?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: CAFÉ/ RESTAURANT QUALITY?

■ Good ■ Neutral ■ Poor



“There should be more cafés within the town centre.”

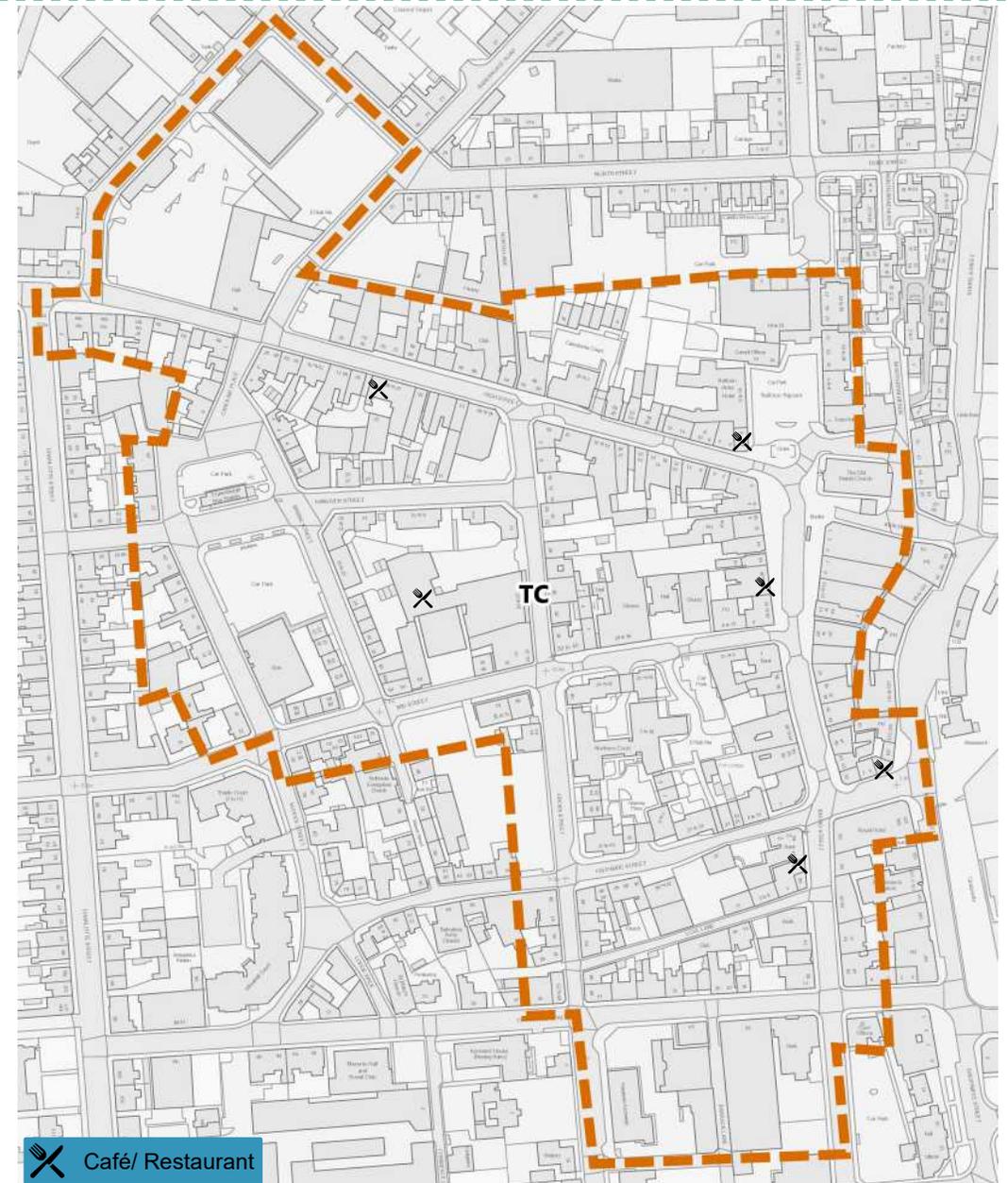
“There should be more of a café culture developed.”

“There needs to be nicer cafés in the town centre.”

“A nice vibrant restaurant within the town centre would be good.”

“Some outdoor tables would be good where local cafés and restaurants could serve food and drink to.”

Observations: Both of the topics relating to cafés and restaurants were rated within the top five topics within both the 2021 community and business surveys. Although, it was noted through the comments that there is a community desire to see more cafés and restaurants within the town centre. It was also noted that the community would like to see higher quality cafés and restaurants opening up providing a café culture.

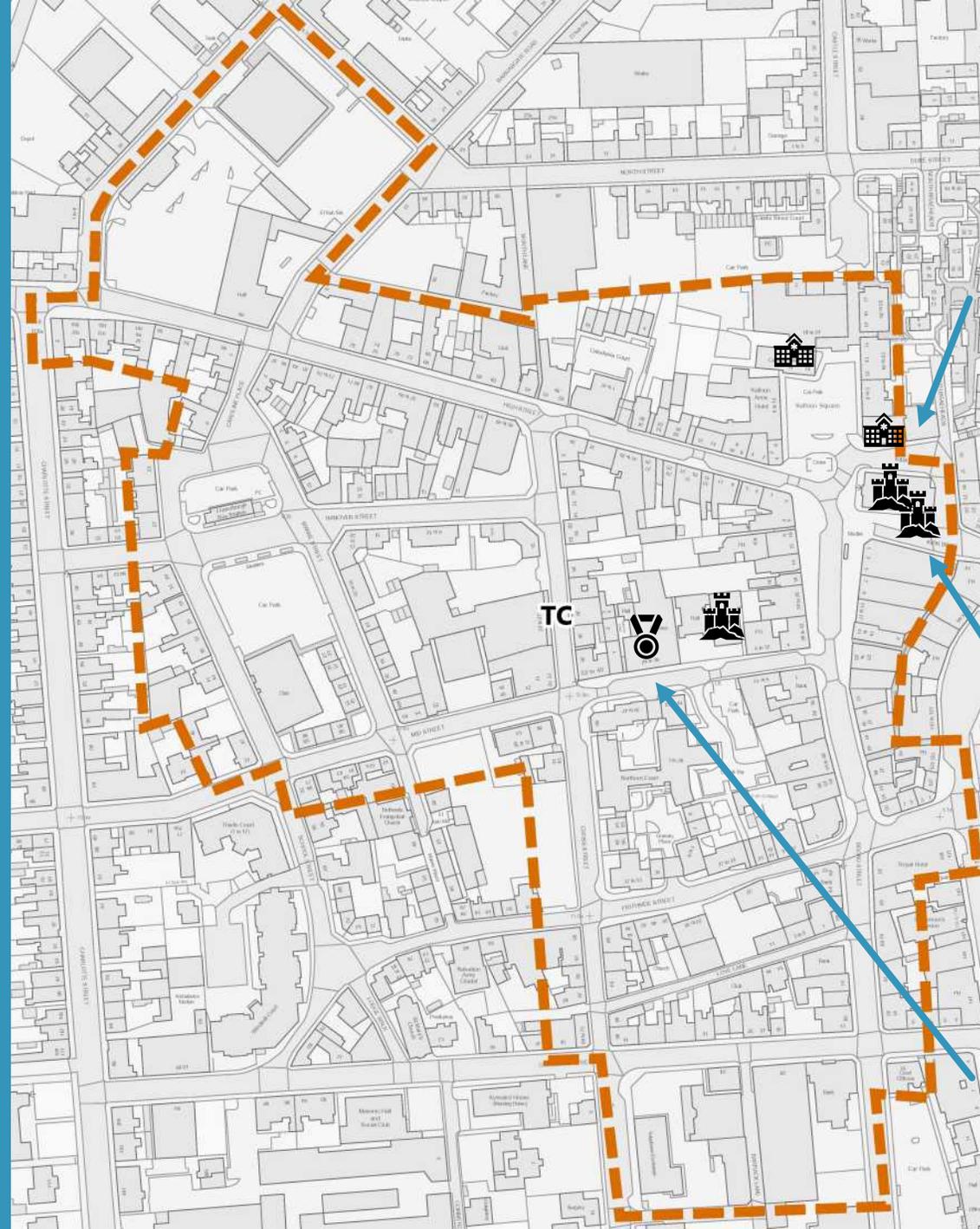


FACILITIES & AMENITIES: CULTURAL AND LEISURE OUTLETS, AND PUBLIC SERVICES

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 were 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.

-  Cultural Outlets
-  Leisure Outlets
-  Public Services

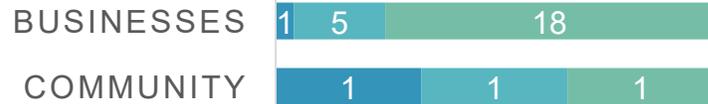
Images (Top to Bottom): Town Hall, Saltoun Mausoleum and Bingo Hall.



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.”

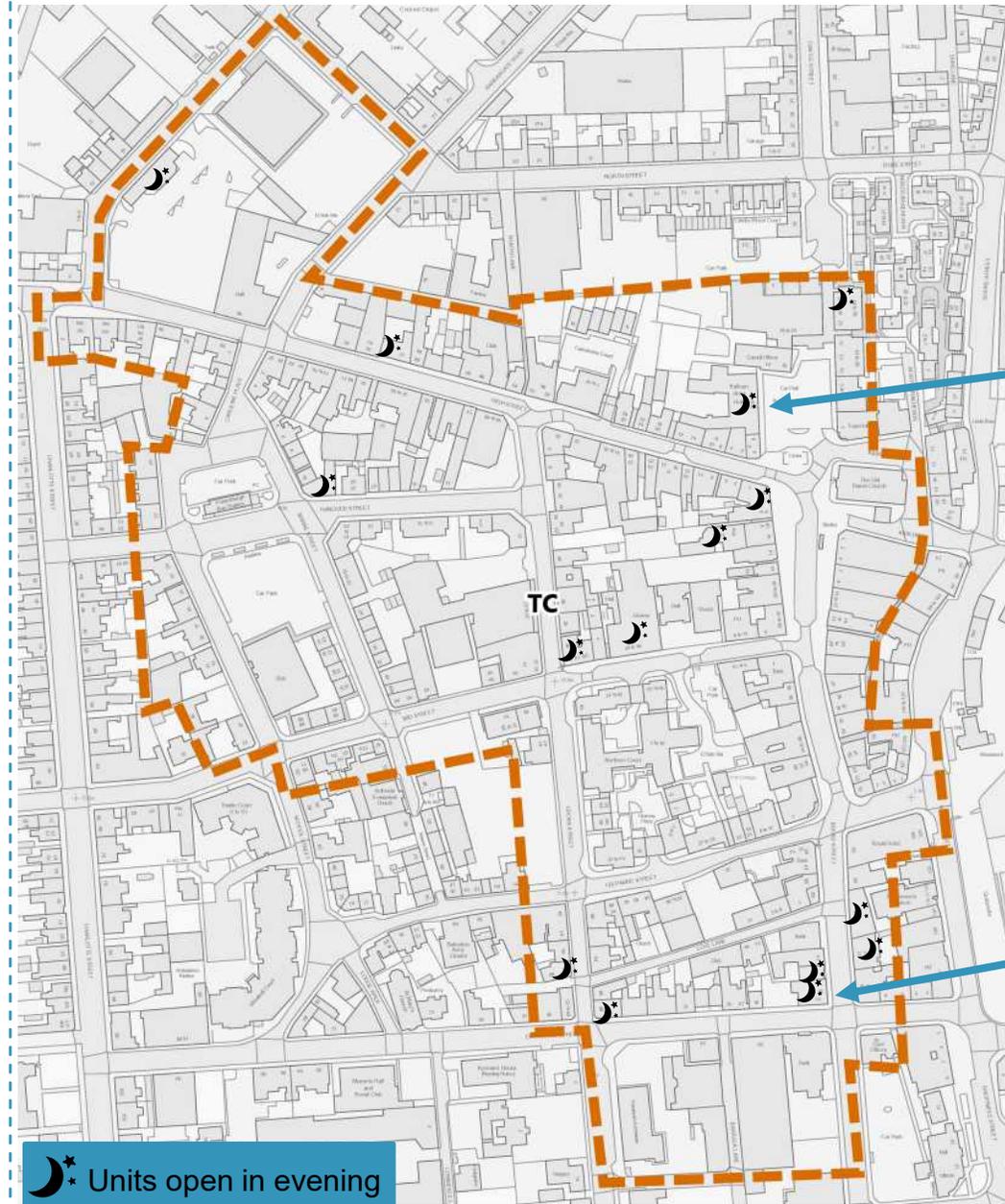
“There is a lack of good restaurants in the town of an evening.”

Business and Community Survey, September 2021

Observations: A large number of comments were received to the 2021 surveys about the evening economy and the lack of offering.

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

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

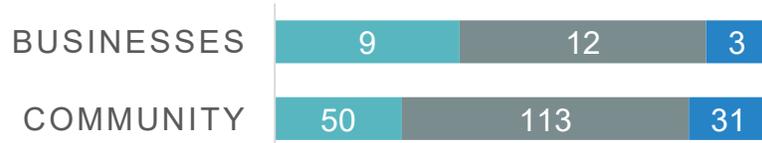


Images (Top to Bottom):
The Saltoun Inn,
Saltoun Square and
Takeaway on Broad
Street.

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.”

Business and Community Survey, September 2021

Town Centre Offer:

30%

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

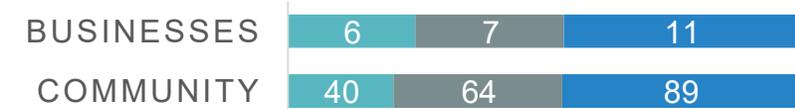
Business and Community Survey, September 2021

Observations: The standard of service within shops was the top rated out of all of the topics in both of the 2021 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.

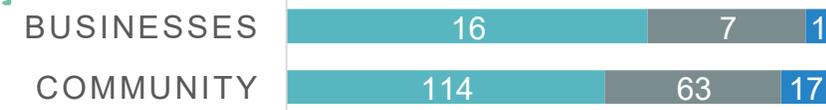
HOW WOULD YOU RATE: VARIETY OF GOODS AVAILABLE?

■ 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:

1,288 Jan-Dec 2019

907 Jan-Dec 2020

952 Jan-Dec 2021

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

Business and Community Survey, September 2021

Observations: There was a mixed response received to the 2021 community 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.

“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.”

Business and Community Survey, September 2021

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	✓
A+	ADSL2+	✓
A	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 area should the need arise.

There is currently no farmers market within the town centre, which is why the market was rated as poor through the 2021 surveys. However, there were a large number of comments received noting the community and business aspiration to see a farmers market within the town.

“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.”

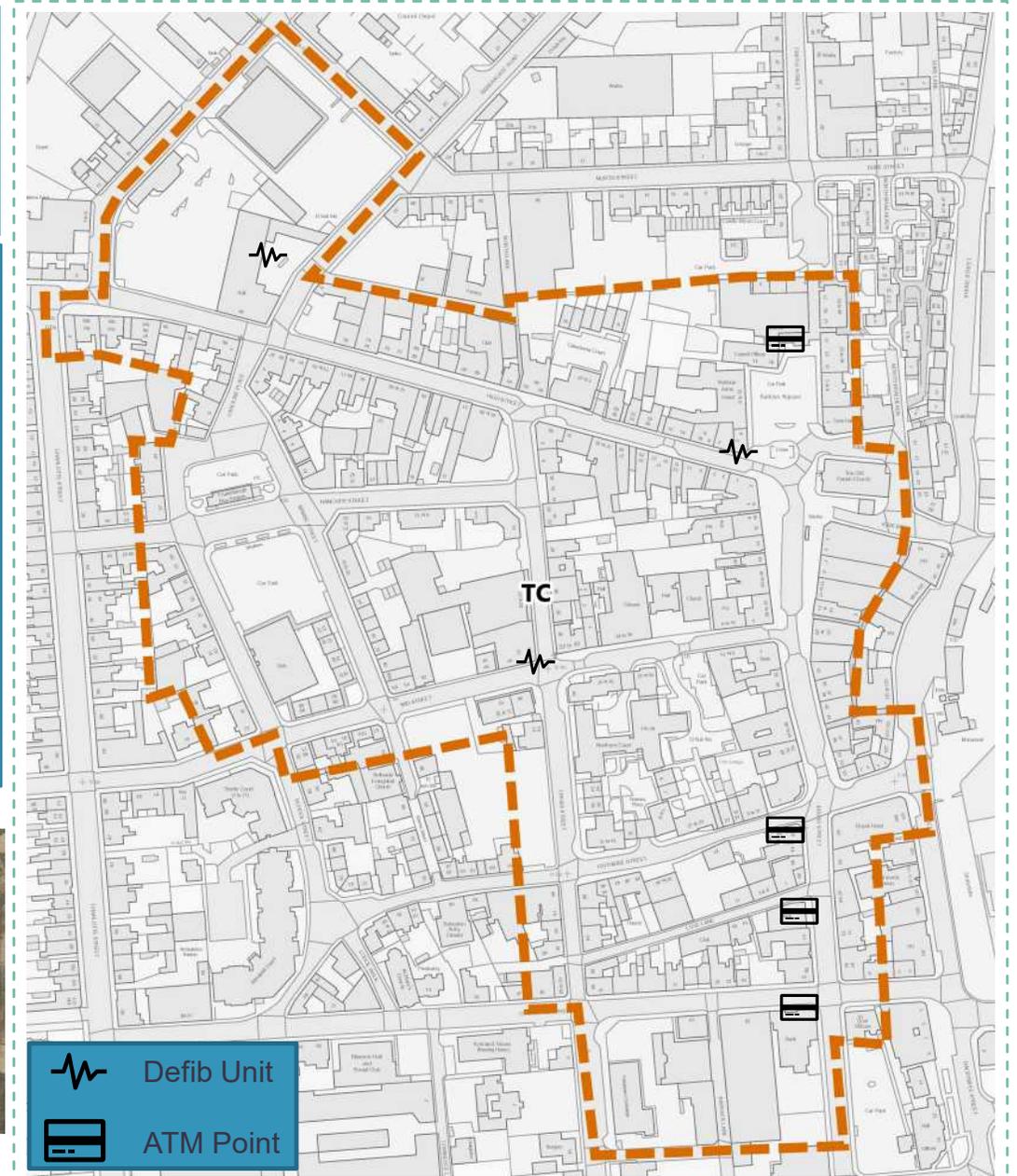
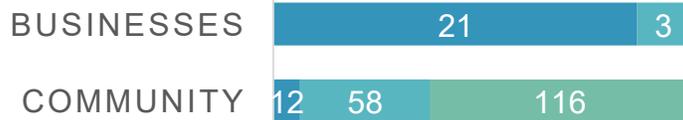
“I would like to see a monthly Farmer’s Market, selling good quality food, not cheap tat that can be bought anywhere.”

“Bring back Farmers Market.”

Business and Community Survey, September 2021

HOW WOULD YOU RATE: THE MARKET?

■ Good ■ Neutral ■ Poor



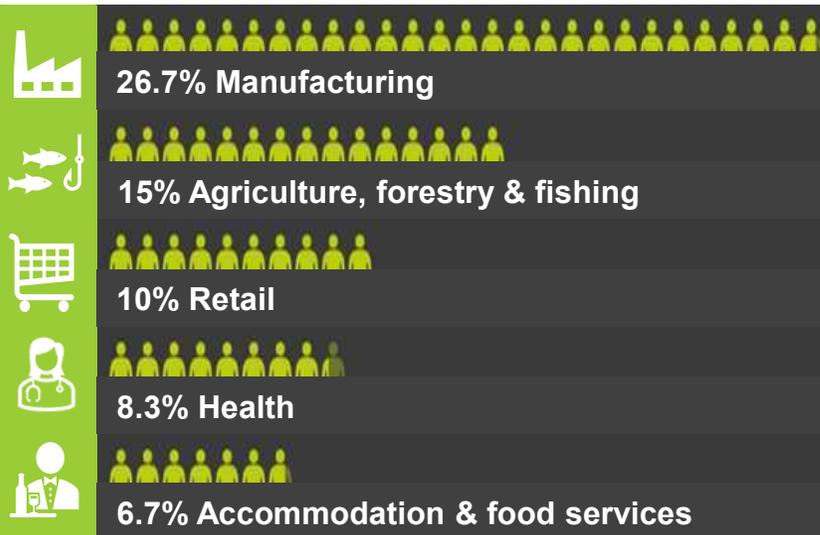
Good quality work offers important benefits through income, activity, social contact, sense of identity and job satisfaction. A thriving local economy can provide work opportunities and help create lively places where people want to spend time.

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. There has been a slight reduction in the number of those employed in the manufacturing sector, however an increase in agriculture, forestry and fishing and health sectors. The significant jump in the claimant count rate between 2019 and 2020 likely reflects the impact that the COVID-19 pandemic has had on the retail and hospitality sectors and this can also be seen in the decrease in the accommodation and food services employment sector. Although the claimant rate is reducing it is still above pre-COVID levels and that of the wider area.

WORK & LOCAL ECONOMY

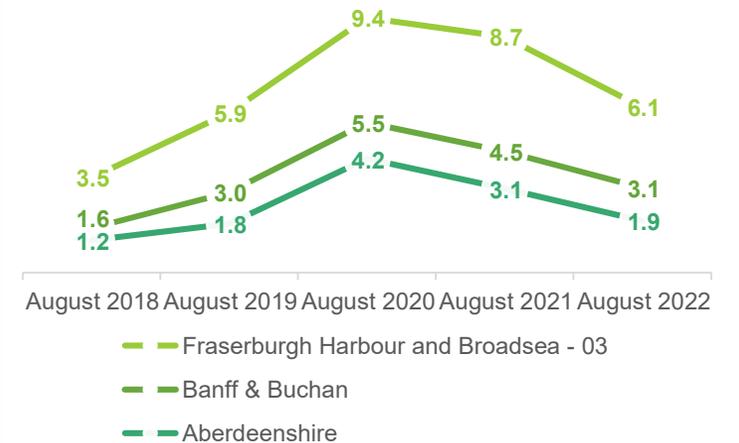


Top 5 Employment Sectors 2021 Fraserburgh Town Centre Data Zone*



Source: Business Register and Employment Survey 2021

CLAIMANT COUNT RATE^ (%)



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

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*
£18,999

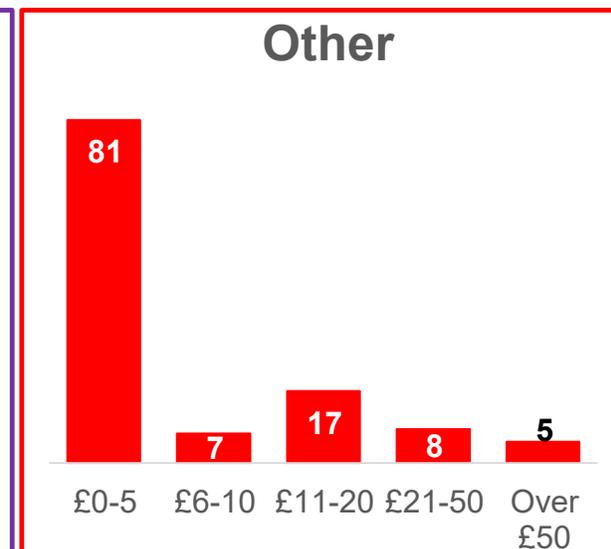
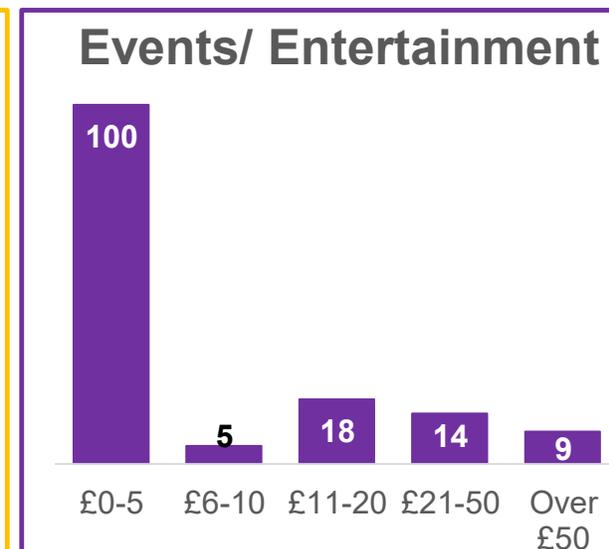
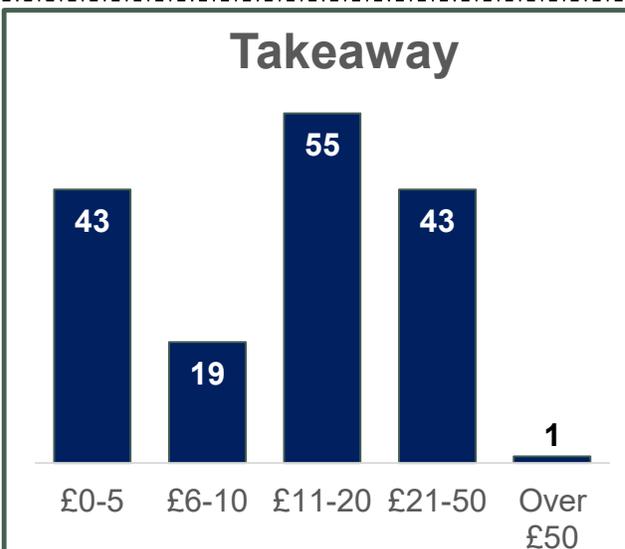
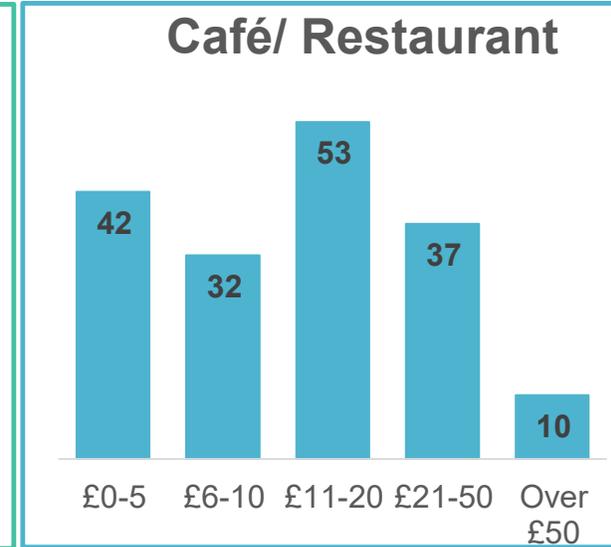
£28,987 Banff & Buchan; £36,889 Aberdeenshire
Source: © CACI Limited 1996 - 2021 This report shall be used solely for academic, personal and/or non-commercial purposes.

Scottish Index of Multiple Deprivation 2020
Town Centre Data Zone*:
11-15%
Most deprived in Scotland

* The data zone (S01007127) that makes up the majority of the town centre.

WORK & LOCAL ECONOMY: AVERAGE CONSUMER SPEND 2021

Observations: From the 2021 survey responses, the results showed 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 were visiting for a wide variety of different items. The Hair and Beauty sector tended towards a higher value spend. Eating out and Takeaways seemed to be mostly in the middle of the spectrum, with £11-20 the most popular level of spend. There was 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 2021 HIGHLIGHTS

Observations: 24 businesses responded to the survey in 2021 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 was 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 at the time also indicates confidence in the town. Regeneration schemes seem to be starting to have an impact. Businesses were 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

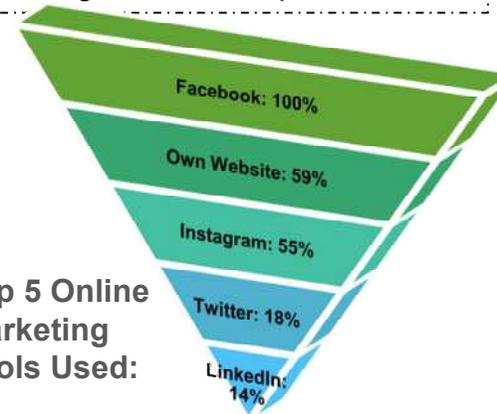
8% of business owners surveyed were looking to **grow** or **expand** in the next year, with a further **25%** in the next five years. **21%** are **not** currently considering growth or expansion, with **46%** **unsure** at this time

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

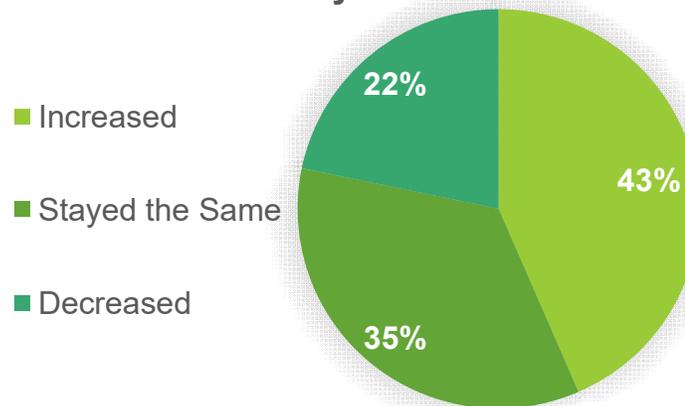
“Hardly any boarded up shops and a lot of places getting done up with the regeneration scheme which is starting to look great.”

“The town is coming alive again. Loads of new shops. It’s starting to get back up and going.”

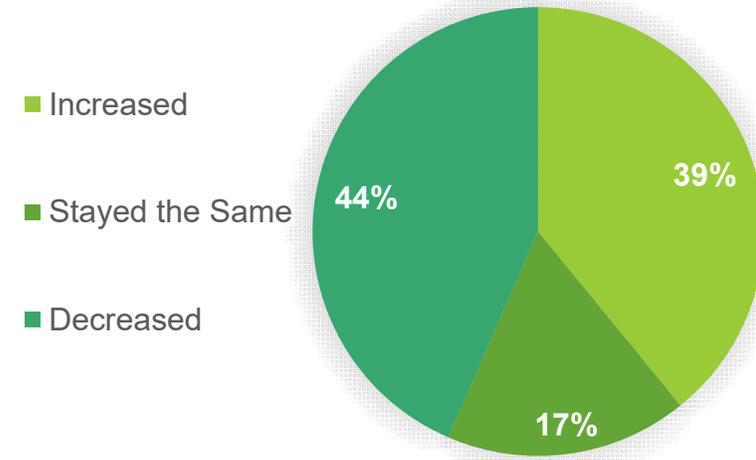
Business and Community Survey, September 2021



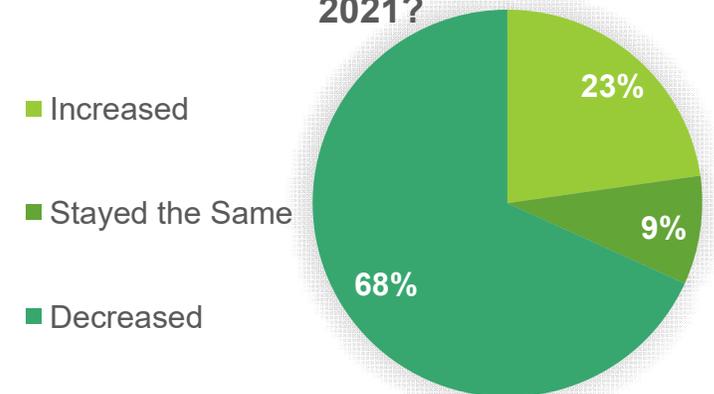
Has employment at your premises changed in the past five years?



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: In 2021, there was an even split in ownership/ rental of premises and a reasonably bright outlook for investment in town centre stock with a fifth of respondents confirming they were looking to invest in their premises within the next year. Since last year, there has been investment from new shops and businesses such as Lana Lous, Coast Surf Skate and Glamour which is encouraging.

The number of planning applications approved in 2020 and 2021, 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 Scheme's focus is on restoring and enhancing Fraserburgh's built heritage to make the town centre a more vibrant and attractive place for residents and local businesses. Comments received in surveys next year may acknowledge these more recent works and be reflected within ratings throughout.

Comments received in the surveys suggested that affordable space for start-ups, 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."

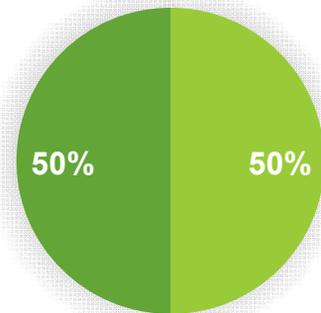
"Could we showcase a different business each week to raise awareness of what is here, it is not always about a shop either. We need to try and encourage folk to relocate here, schools, the college, hairdressers, electricians etc."

"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."

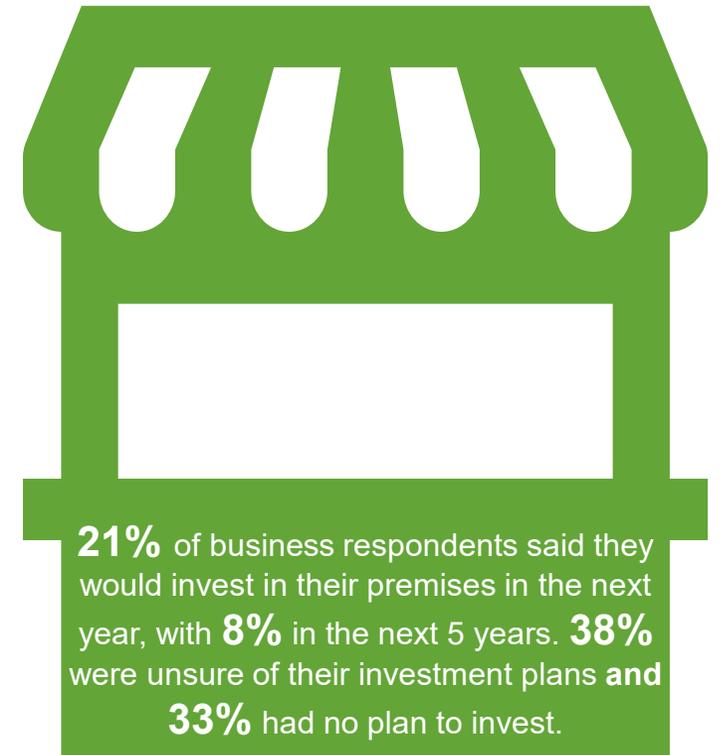
"Lack of appealing premises."

Business and Community Survey, September 2021

Do you rent or own your premises?



■ Rent ■ Own



Planning Applications:

Within the town centre 17 planning applications were approved between August 2021 – August 2022. Of note were:

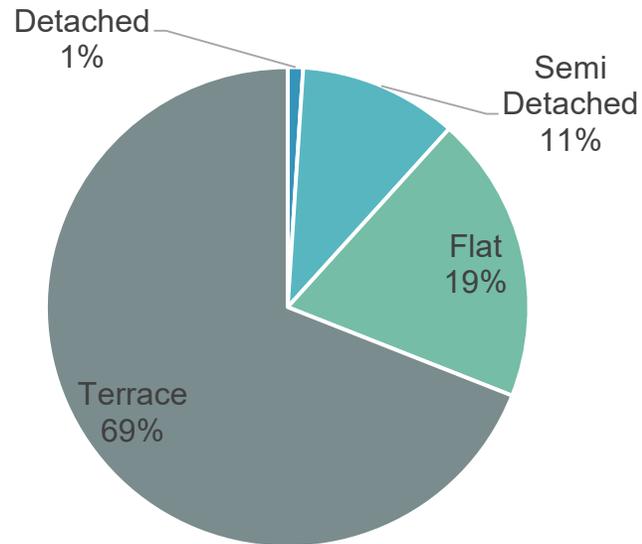
- Display of signage (2);
- Alterations and Change of Use of Garage/Storage Building to Office;
- Change of Use from Residential to Office (Class 4);
- Reinstate Lime Harling;
- Alterations to Former Custom House (now offices);
- Change of Use from Taxi Office (Class 2) to Residential Dwelling (Class 9);
- Change of Use and Alterations to Derelict Building to Form Two Self-Contained Residential Flats.

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 Fraserburgh Town Centre is shown above. The largest proportion 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 being rented properties (either Council, other social rented or private rented).

Housing Profile and Population

The overall population total for Fraserburgh in 2020 was 12,570 and it is estimated that approximately 847 people live within the town centre.

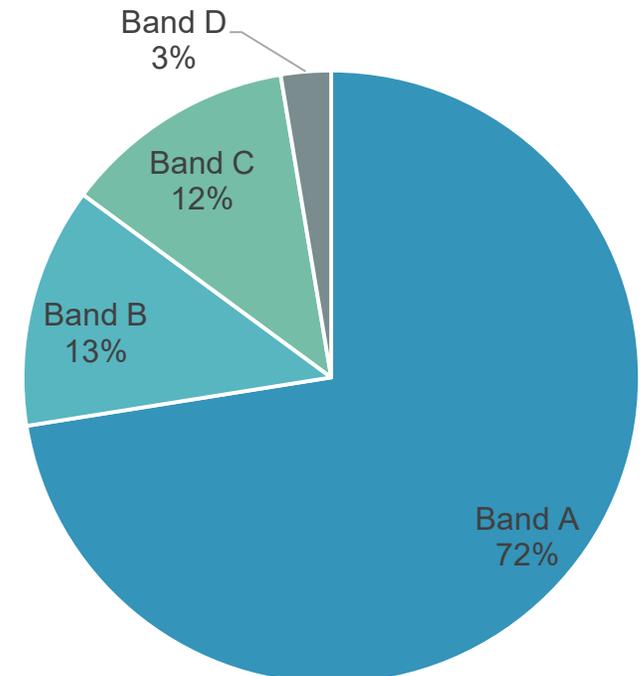
The average house price for dwellings within the town centre boundary in 2018 was £73,619 compared with the average house price in Aberdeenshire of £230,038.



Image: Broad Street.

In terms of Council Tax Bands (2021), 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



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

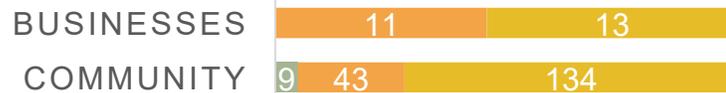
SOCIAL CONTACT



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 2021 surveys. 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 cafés, 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	Sun 11:00 & 18:00 Services
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 11:00 Sun 15:00 (1 st Sun of the month) Sun 18:30 (4 th Sun of the month)
Bingo	Indoor	Wed & Fri 11:00-15:00 & 17:15-22:00 Thurs 17:15-22:00 Sat 11:00-22:00 Sun 17:15-23:00

Images: Left, Fraserburgh United Reformed Church and Hall; Right, Old Parish Church Fraserburgh

“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.”

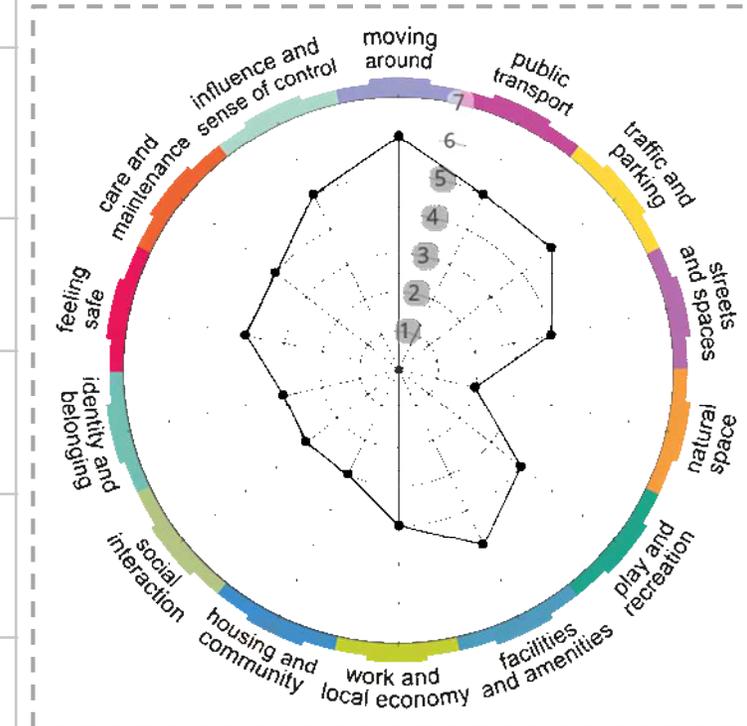
“Would be good to see gala floats that the community can get involved in.”

“Would like to see events all year round to bring families out and about.”

Business and Community Survey, September 2021

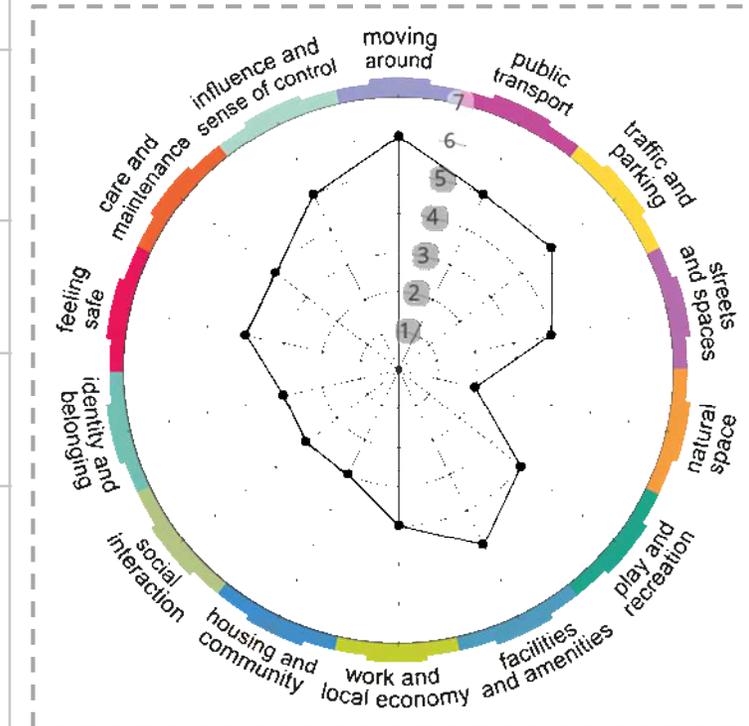
KEY CONSIDERATIONS & OPPORTUNITIES

Theme	Key Improvements
Identity and belonging 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.
Feeling safe 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.
Care and maintenance 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.
Influence and sense of control 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.
Moving around 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.
Public transport 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.
Traffic and parking 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
Streets and spaces 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.
Natural space Rating: 2	There is one small area of public green space which is a new addition to 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.
Play and recreation 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.
Facilities and amenities 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.
Work and local economy 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.
Housing and community 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.
Social contact 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:**

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:

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:**

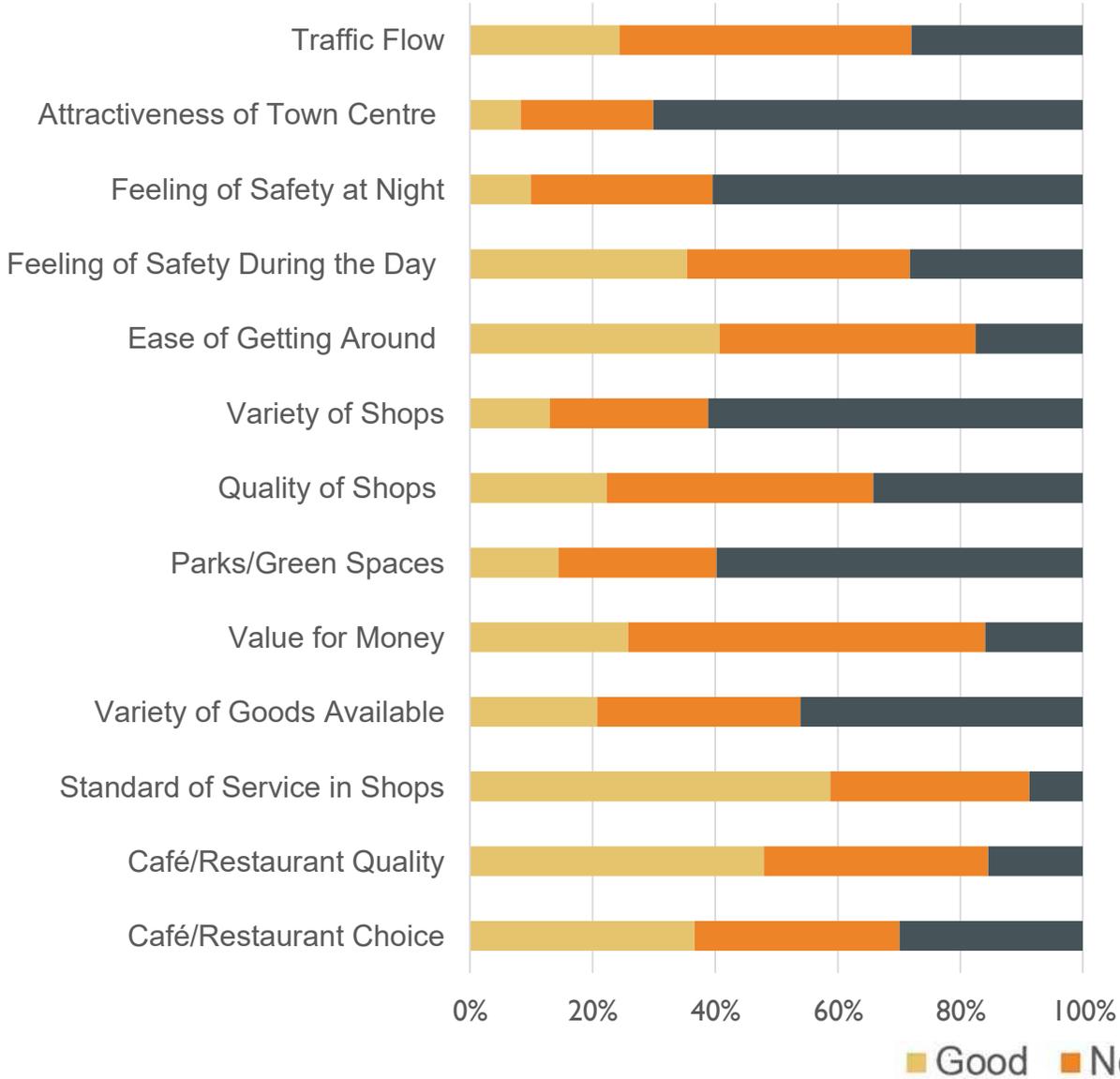
1. Standard of Service in Shops
2. Café/ Restaurant Quality
3. Ease of Getting Around
4. Feeling of Safety During the Day
5. Café/ Restaurant Choice

Top 5 Lowest Scoring Categories:

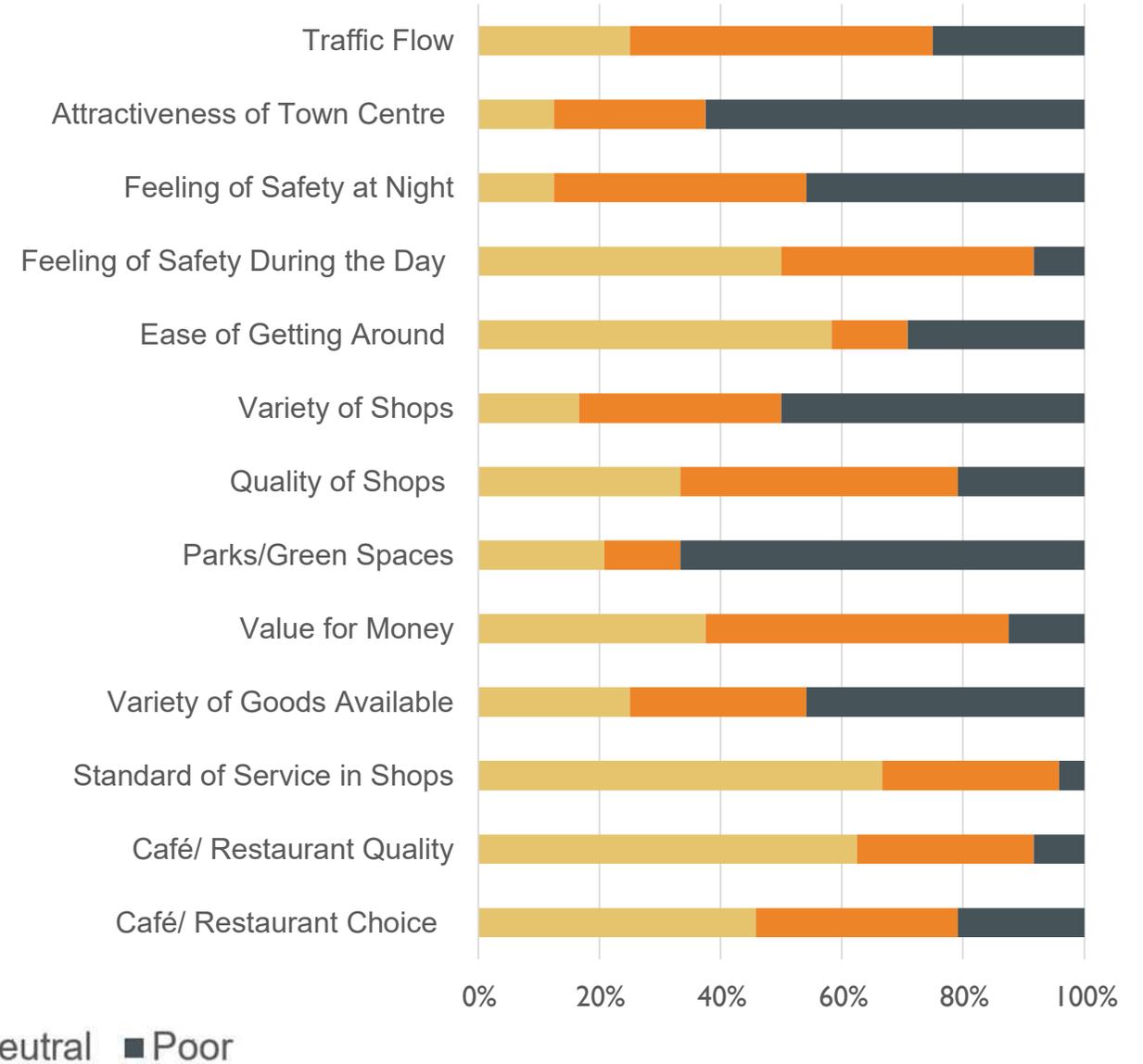
1. Farmers Market
2. Pavement Cleanliness
3. Vibrancy in the Evening
4. Parking Space Availability
5. Parks/ Green Spaces

BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate?

Community Responses:

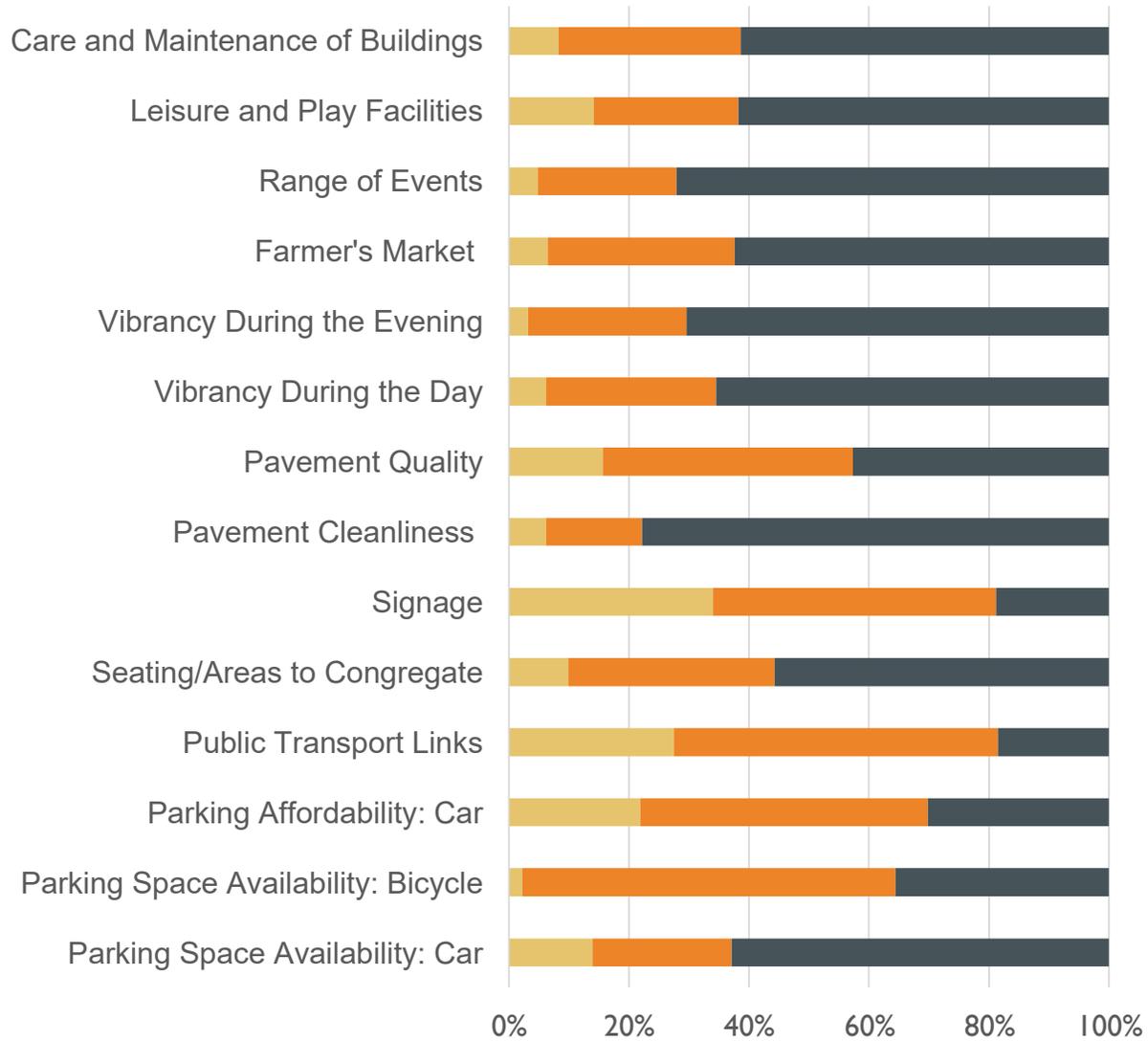


Business Responses:

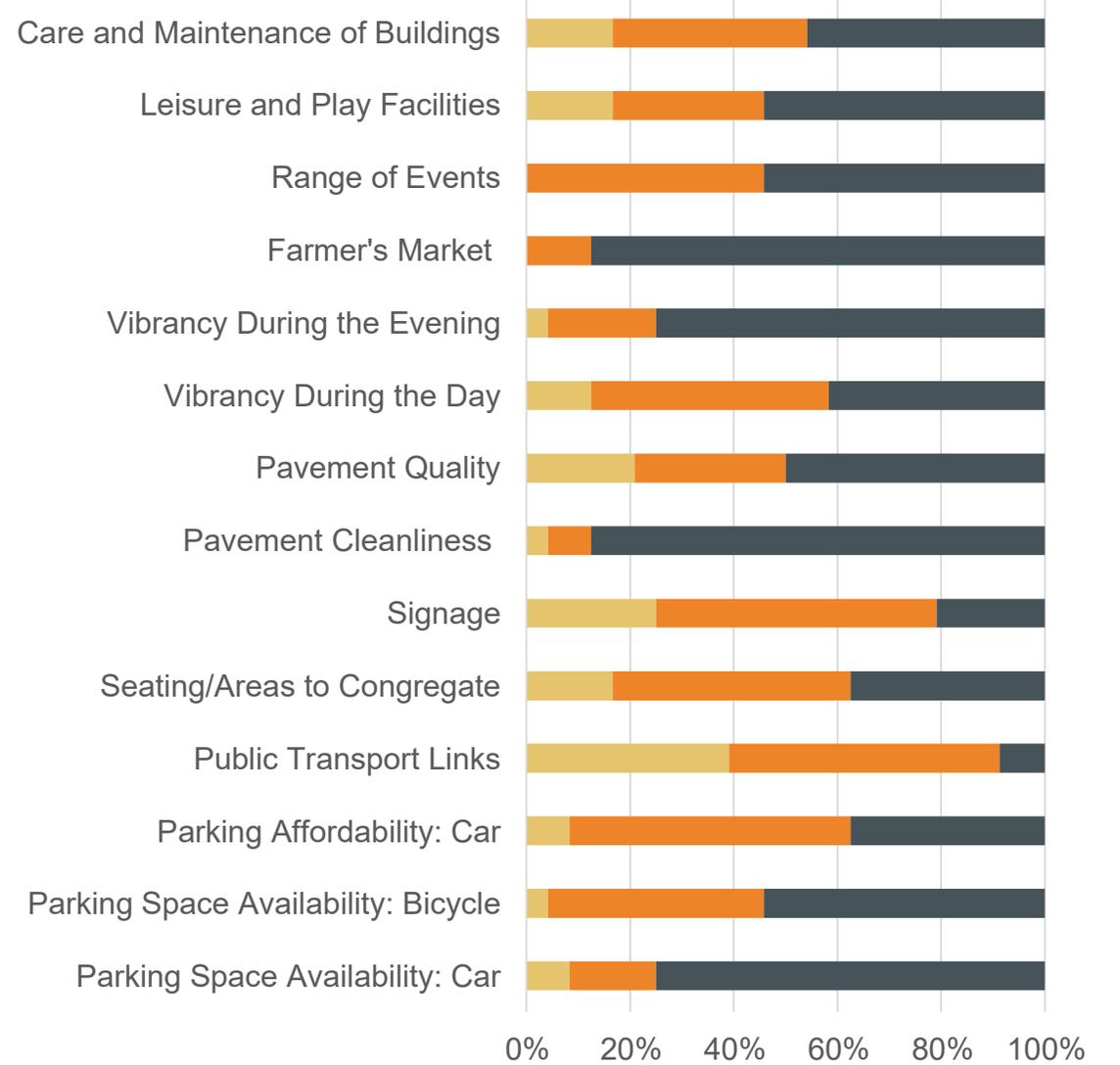


BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? (Continued)

Community Responses:



Business Responses:



Good Neutral Poor

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:

Fraserburgh Enterprise Hub

Fraserburgh Community Council

Football Count Volunteers

Broch Businesses Together

Accessibility Audit Volunteers: 3 adults, Fraserburgh Day Opportunities



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 Banff and Buchan Area Office

Community Payback Unpaid Hours Service Community Engagement and Equalities

Transportation

Economic Development

Customer and Digital Services

Planning Policy

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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