



**Aberdeenshire**  
COUNCIL



# TOWN CENTRE HEALTH CHECK SEPTEMBER 2022

ABOYNE, ABERDEENSHIRE



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# INTRODUCTION

## INTRODUCTION

Town centre health checks are a way of analysing the factors that contribute to successful town centres and indicate good standards of vitality and viability. The vitality of a centre is a measure of how lively and busy it is, whilst viability is a measure of its centre's capacity to attract ongoing investment.

Town Centre Health Checks have been completed in Aberdeenshire since 2003. However, in 2021 a new methodology was introduced to showcase a fresh and updated approach for Aberdeenshire. From 2022 and then every second year, town centre health checks will be carried out on the remaining eight academy towns that are not classed as Principal Town Centres through the Local Development Plan.

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 Aboyne. 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 surveys for the eight academy town centres are being conducted every second year in line with when the town centre health checks are being completed. It is considered this would reduce 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 2022, 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 197 responses. A summary of the responses received can be seen on page 37.



**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 surveys for the eight academy town centres are being conducted every second year in line with when the town centre health checks are being completed. 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 2022 and was shared via relevant groups for completion. 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 18 responses. A summary of the responses received can be seen on page 37.

## **FOOTFALL AND TRAFFIC COUNTS**

The footfall count was completed at two locations within the town centre to gain information on the vitality at different times of the day. Three time slots were selected to gain information of the vibrancy in the morning and afternoon. The counts were completed for 15-minute periods on a weekday to try and gain an insight into the number of people moving around the town centre. As there were no counts conducted in the evening and weekend, questions were included in the community survey to gain an insight on how often, when and why people visit the town centre. These footfall counts were a collaborative effort and carried out by Aberdeenshire Council Officers and members of the community. Traffic counts were also included in 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.

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:** A slight majority of community respondents from the survey felt positive towards the town centre, whereas a significant portion of the businesses felt negative towards it. It was clear from the comments received that the former Huntly Arms Hotel's deteriorating condition was having a considerable negative impact on the town centre's appearance and the feeling of the area. Community spirit was generally thought of as good but 20% of respondents felt it was poor or very poor.

**The growth of Aboyne:** Located on the north bank of the River Dee, there was a small settlement before **1800**. The turning point came in **1828** with the building of the bridge across the Dee. The bridge was swept away in serious flooding in **1829**, however the focus for a town at this location became evident and the bridge was soon replaced. The Deeside Railway reached Aboyne from Banchory in **1859**, displacing the coach service to the east that had run twice daily until then. The railway ceased in **1966**, but its station still survives and houses a range of shops. The bridging of the Dee, arrival of the railway and establishment of the golf club in **1883** resulted in the town becoming an inland resort serving a large area of Aberdeenshire.

Source: Understanding Scottish Places and Undiscovered Scotland

## IDENTITY & BELONGING



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

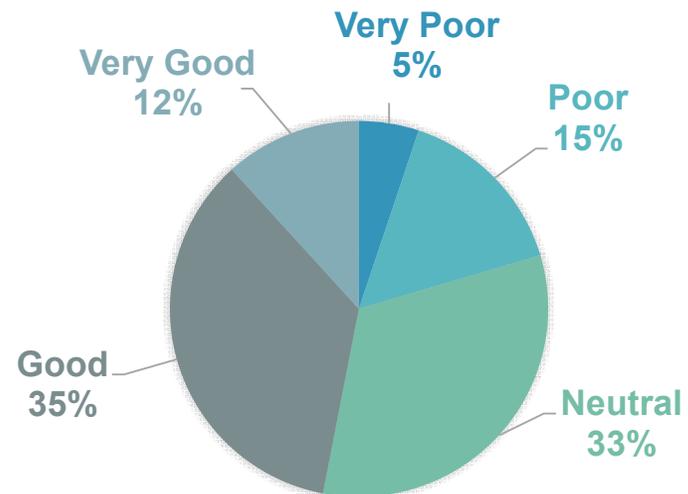


**58%** Community  
**28%** Businesses



**42%** Community  
**72%** Businesses

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



*"Friendly and all the shops you need for a small village."*

*"The dilapidated Huntly Arms Hotel really lets down the whole village...It is an imposing building which sends a now negative message to anyone visiting us for the first time. It has so much potential!"*

*"Visitors tell me the town centre is hollow, empty and uninspiring."*

*"I love the variety of shops, the village feel and community"*

*"There has been work carried out recently to improve the overall appearance of the central areas with planters and new benches. However the Huntly Hotel is an eyesore and located so centrally it does not create a good image for the area for those visiting, living here or passing through on the A93 ."*

*"Lacks the feeling of being a busy village centre."*

*"Fortunate to live in the beautiful countryside and have a lovely home. No other worries so very fortunate."*

*"Looks nice, mainly good range of services."*

*Business and Community Survey, September 2022*

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 was the most positive rated category by both businesses and visitors to the town in the surveys. Safety during the evening was also positive but many more neutral responses were received, indicating that the town centre is less used in the evening which was reflected in the comments. Of the comments received, the focus was on antisocial behaviour in the evening due to a lack of things to do. Street lighting styles varied throughout the town centre, with some being of a more traditional style which is reflective of the historic nature of the town. The lighting appears to be well maintained.

#### Key Safety Features:



Lighting appeared to be well maintained and distributed across the town



No central CCTV system in place

# 26

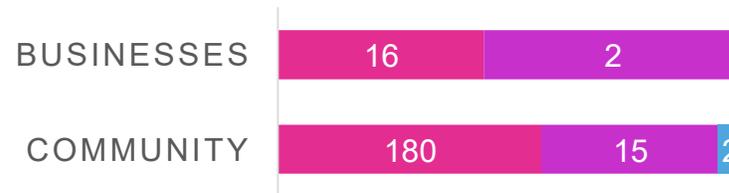
Incidences of crime reported  
1<sup>st</sup> September 2021 – 31<sup>st</sup> July 2022  
Police Scotland

## FEELING SAFE



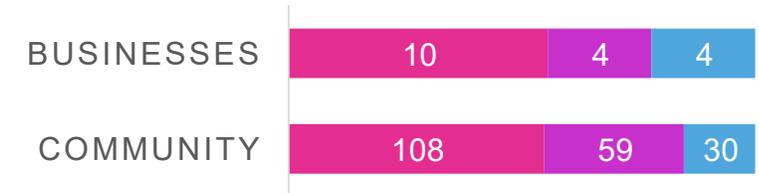
### HOW WOULD YOU RATE: SAFETY DURING THE DAY?

■ Good ■ Neutral ■ Poor



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

■ Good ■ Neutral ■ Poor



Images (Clockwise from Top Left): Modern lighting, Ballater Road; Traditional lighting, Station Square; Traditional lighting; Station Brae.

*"It is clean and pleasant looking and a place where I feel safe."*

*"Anti social behaviour has drastically affected the town."*

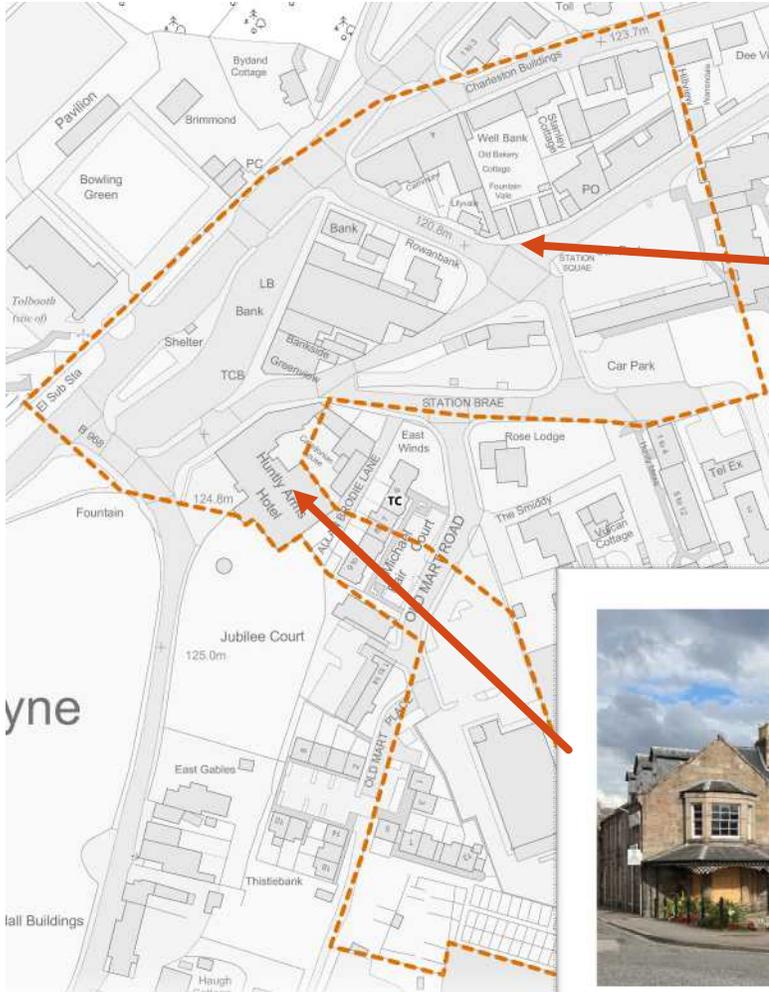
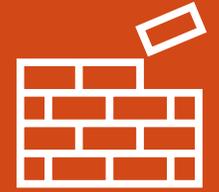
*"Would like a reduction in anti-social behaviour."*

*"Seek better policing during the hours of darkness."*

*"The only negatives are occasional issues with anti social youths."*

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



Station Square



Huntly Arms Hotel

**Observations:** Care and maintenance was rated within the bottom five topics out of all of the topics survey by both the business and local community with only 38 respondents from both surveys rating it as good. The majority of comments received from respondents related to the Huntly Arms Hotel. The key themes coming through the survey noted that the community thought the building was an eyesore, detracted from the rest of the town given its location and there was a general aspiration to see the building brought back into use. Work is currently been completed on the building through an Amenity Notice.

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

■ Good ■ Neutral ■ Poor

BUSINESSES	3	5	10
COMMUNITY	35	70	91

*“The poor rating in respect of care and maintenance of buildings refers to the state of the former Huntly Arms Hotel which is such a prominent feature in the centre of the village.”*

*“The Huntly arms is making the village look shabby, but overall I think the village looks good with good general maintenance.”*

*“Huntly Arms continues to be a major eyesore and will deter future businesses investing in our village.”*

*Business and Community Survey, September 2022*

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:

Aboyne is represented by several different organisations, working to ensure the best outcomes for the town, including the town centre. Although 51% of survey respondents were aware of some of these groups, perhaps awareness of them and what they do could be increased with the overall aim to improve the town centre, as well as the wider town.

Town Centre Groups	Mid Deeside Community Council	Mid Deeside Community Trust	Aboyne Green Spaces Group
Legal Status	Community Council	Registered Charity	Sub-group of Mid Deeside Community Trust
Membership	The community; 8 members*	Board members, volunteers	Volunteers
Responsibilities	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.	Established in 1996, Mid Deeside Community Trust (formerly known as Mid Deeside Ltd) was set up as a means for people in the Mid Deeside area to develop projects of local benefit and interest. These projects may be of a social, health, educational, cultural or economic purpose.	The groups aims to promote Aboyne through green space projects, including: container watering, new planting, wellbeing, civic pride, and a summer festival.
Contact	<a href="#">Mid Deeside Community Council</a>	<a href="#">Mid Deeside Community Trust</a>	<a href="#">Mid Deeside Community Trust</a>

\*Correct at time of survey

**51%** of community survey respondents are aware of groups that support the town centre.

*"Mid Deeside Community Trust recently delivered an enhancement project to add in new benches and planters, they also planted up some areas and tend to them each week a group of volunteers."*

*Business and Community Survey, September 2022*

The word cloud (right) shows the survey responses, with Aboyne Green Spaces Group (21), Aboyne Paths and Tracks Group (20), Mid Deeside Community Trust (19) and the Community Council (18) and receiving the most mentions.

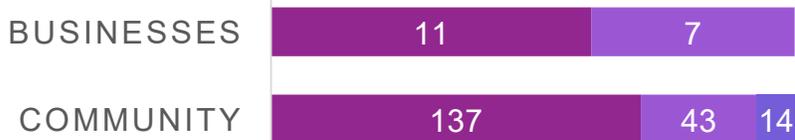


Walking and cycling are beneficial for both our health and the environment. Good places can support and encourage people to walk and cycle by providing quality routes and a pleasant and safe experience.

**Observations:** The majority of survey respondents rated getting around the town centre as good. Of the negative comments received, these related to a lack of safe crossings and the volume of traffic. Signage received more neutral responses, with several suggestions made for improved signage to direct people to the shops at Station Square.

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

■ Good ■ Neutral ■ Poor



*“A lot of people do not know about the square despite sign posts.”*

*“Safer crossing roads to get from Main Street to square and to Co-op.”*

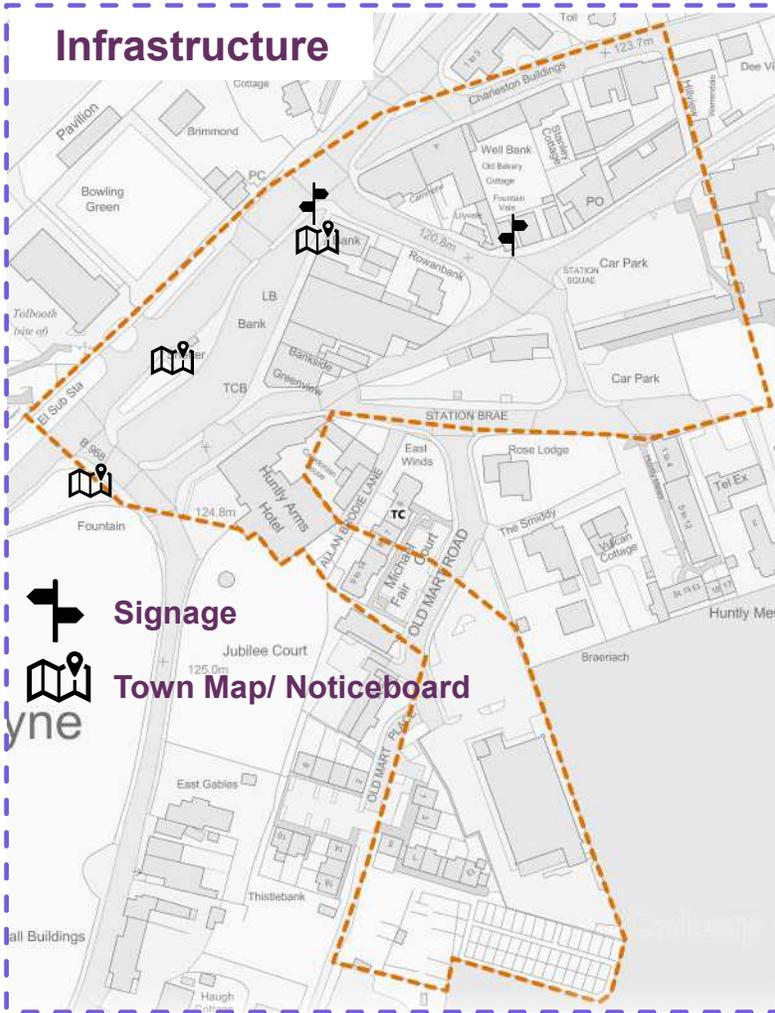
*“On the plus side I welcome the work that has been going on to improve the look of the centre of Aboyne with the flower tubs, rebuilt benches, signs, notice board etc.”*

*Business and Community Survey, September 2022*

# MOVING AROUND



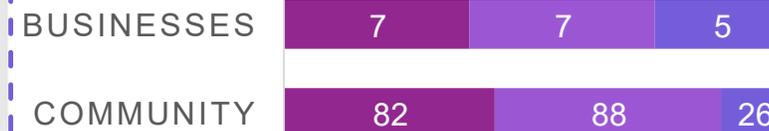
## Infrastructure



Images (Clockwise from Top Left): Fingerpost signage, Station Square; Fingerpost Signage, Station Brae; Mid Deeside area map, Ballater Road.

### HOW WOULD YOU RATE: SIGNAGE?

■ Good ■ Neutral ■ Poor



# MOVING AROUND: CYCLING

**Observations:** Cycle racks are distributed across the town centre, with some recently installed. There are cycle lanes along the length of Ballater Road in the settlement. Bikes can be carried on the [Deeside bus route](#) between Aberdeen and Braemar. There were the same amount of positive and neutral ratings to cycle parking, indicating that the majority of those who do cycle find the facilities acceptable. There were some comments in relation to safety of cyclists and more accessible bike parking.

*“Would like some proper accessible bike stands near the shops.”*

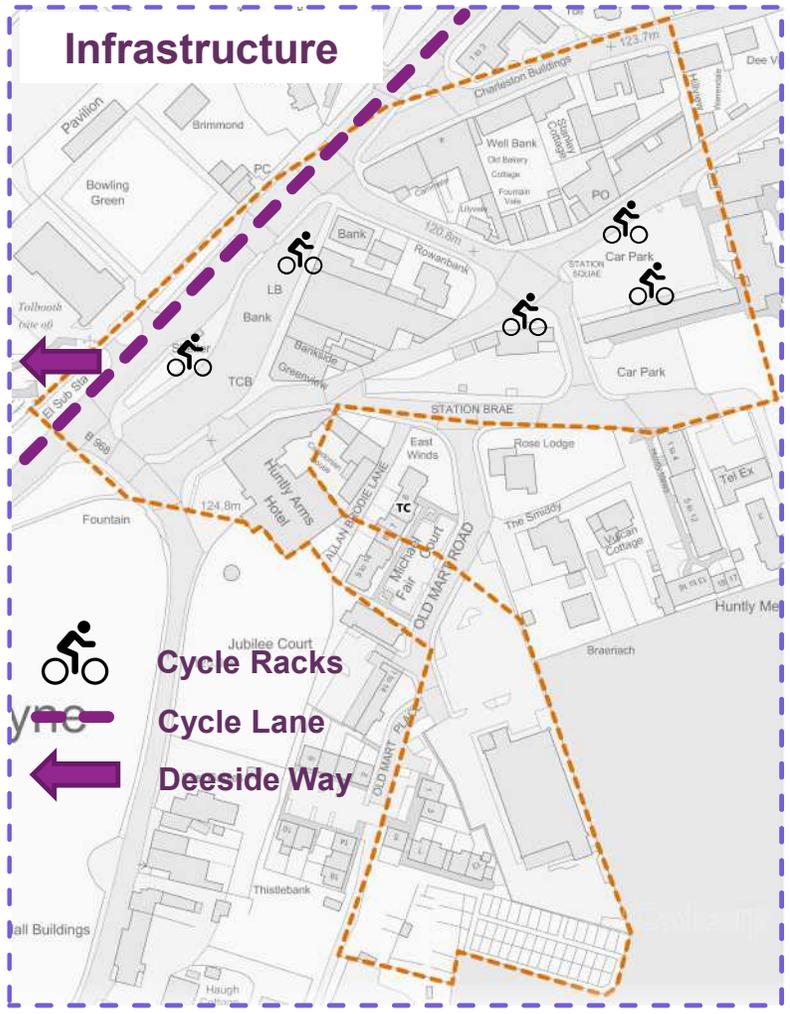
*“Any adaptations to roads to encourage local cyclists - kids etc”*

*“I am often concerned for my children's safety when cycling in this area.”*

*“Separate smooth cycle/walking paths not just marked at side of road.”*

*“Greater promotion of walking and cycling could really improve the community feel of our village.”*

*Business and Community Survey, September 2022*



## HOW WOULD YOU RATE: CYCLE PARKING?

■ Good ■ Neutral ■ Poor

BUSINESSES	7	7	4
COMMUNITY	83	83	23



Images (Clockwise from Top Left): Freestanding racks, Ballater Road Car Park; Bike Repair Station and racks, Ballater Road Car Park; Freestanding racks, Station Square.

# MOVING AROUND: VISITING THE TOWN CENTRE

**Observations:** The majority of survey respondents visit Aboyne town centre every few days, with Shopping being the main reason for their visit. This was followed by Post Office/ Council services and Town Centre Events. The most frequent time for visiting was during the week between 12pm-6pm. There were far fewer trips to the town centre after 6pm during the week and weekend, which is reflective of comments noting the lack of facilities in the evenings and also highlighted elsewhere in the town centre health check.

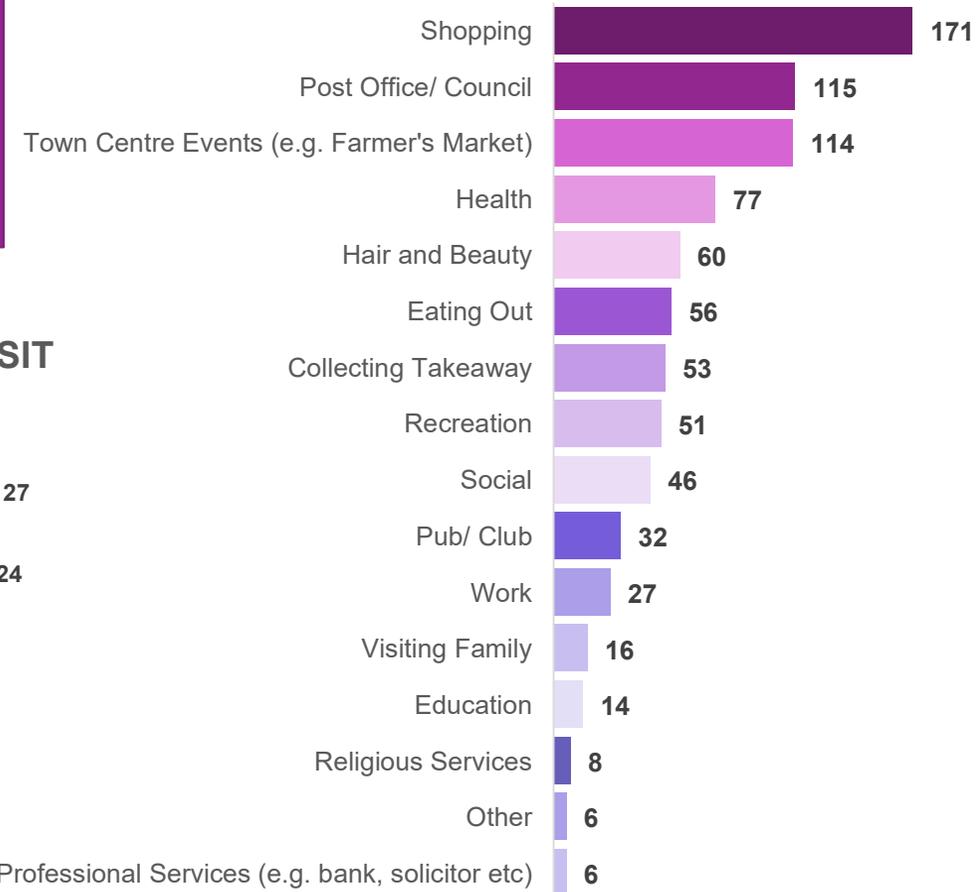
*“Not much open in the evening.”*

*“There is little choice in evening food/drink outlets.”*

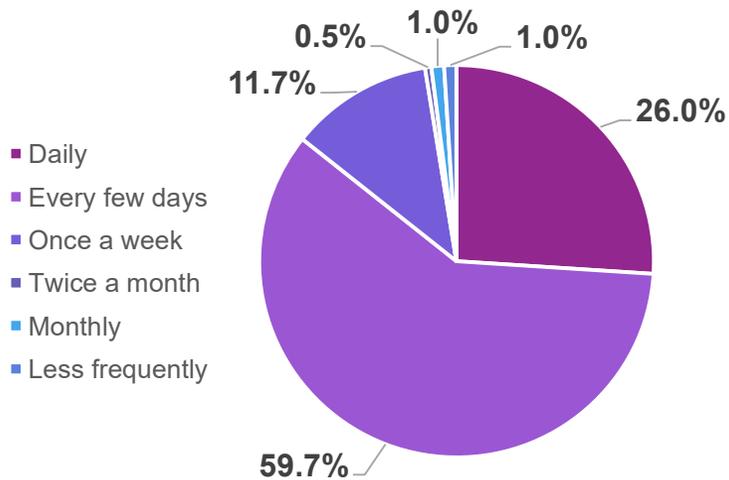
*“Better evening events needed.”*

*Community Survey, September 2022*

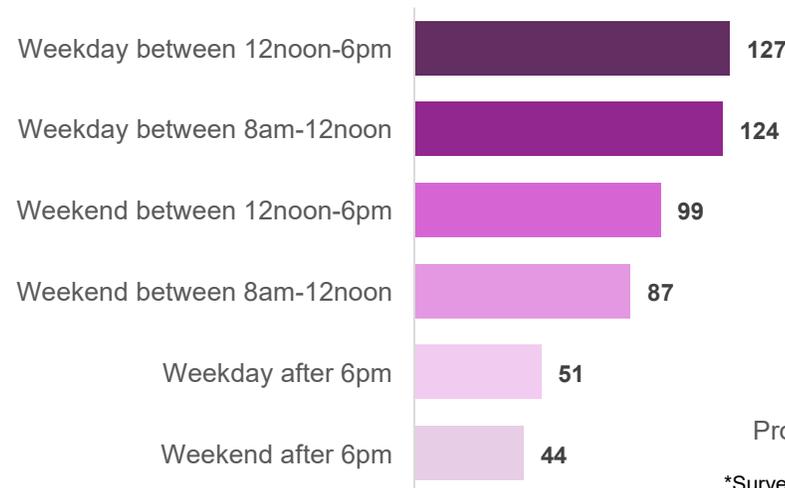
## GENERALLY, WHY DO YOU VISIT ABOYNE TOWN CENTRE?\*



## HOW OFTEN DO YOU VISIT ABOYNE TOWN CENTRE?



## WHEN WOULD YOU GENERALLY VISIT ABOYNE TOWN CENTRE?\*



\*Survey respondents were able to select multiple answers for these questions

# MOVING AROUND: FOOTFALL SURVEY

Day	Time	Location 1	Location 2	Hourly Total	Overall Total
<b>Wednesday</b> 	09:30	23	53	76	<b>377</b>
	11:30	47	106	153	
	14:30	50	98	148	
<b>Totals</b>		<b>120</b>	<b>257</b>	<b>377</b>	

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

Pedestrian counts were undertaken on Friday 2<sup>nd</sup> September 2022 for a duration of 15 minutes, three times a day, in two locations.

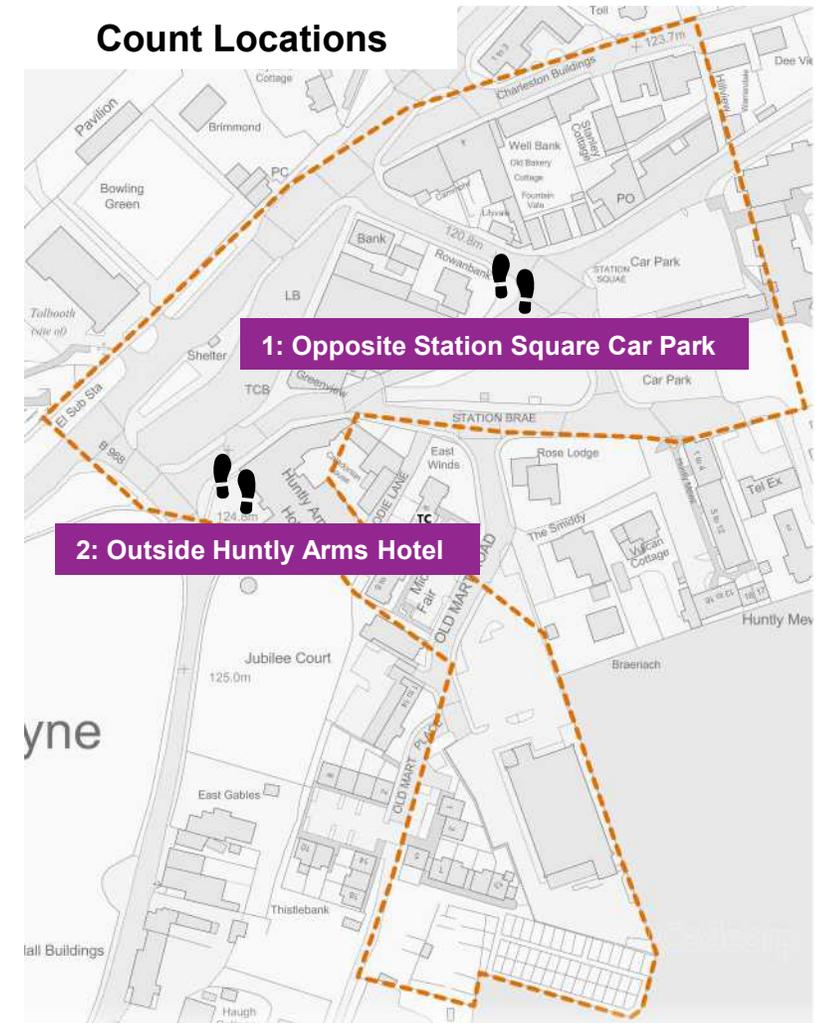
The pedestrian count findings showed the highest footfall count was recorded outside the Huntly Arms on Station Brae at 11:30am (106 people). It was also the busiest count point in general over the course of the footfall survey. It was noted during the survey that there was a jumble sale at the Masonic Hall to the south of the town centre boundary, which could have contributed to the footfall numbers.

## HEADLINES

**Busiest Location:** Outside Huntly Arms  
**Busiest Time:** 11:30

**Quietest Location:** Station Square  
**Quietest Time:** 9:30

## Count Locations

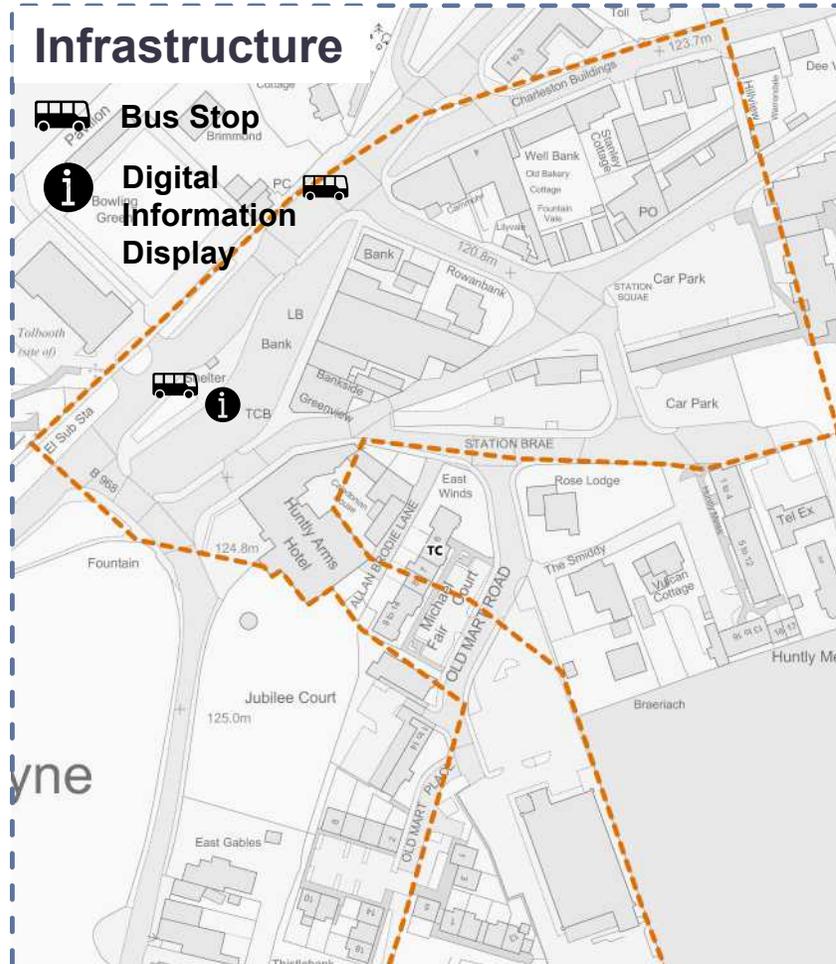


# PUBLIC TRANSPORT



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

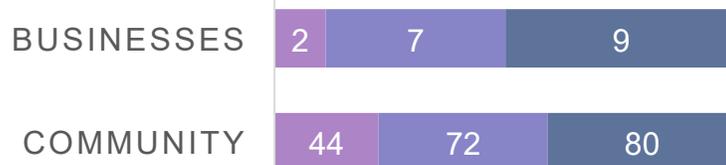
**Observations:** Aboyne Town Centre has two main links, to the east towards Aberdeen and to the west towards Ballater and Braemar, along the A93. However there are limited direct services to more rural towns/ villages situated off the A93, with the exception of the Mid Deeside Dial-a-Bus which provides a pre-booked service on set days of the week during the day. Within the town centre boundary there are two covered bus shelters, one of which also has real time digital display. Public transport links were rated in the bottom five categories by both businesses and the community. Of the comments received these were negative and highlighting the limited nature of bus services, particularly to villages/ areas around Aboyne.



Images (Left to Right): Covered bus shelter, Ballater Road; Real time digital display, Ballater Road.

## HOW WOULD YOU RATE: PUBLIC TRANSPORT?

■ Good ■ Neutral ■ Poor



*“Public transport to outlying villages is in need of creation/ improvement.”*

*“Bus services a bit limited - would not like to see any cuts there.”*

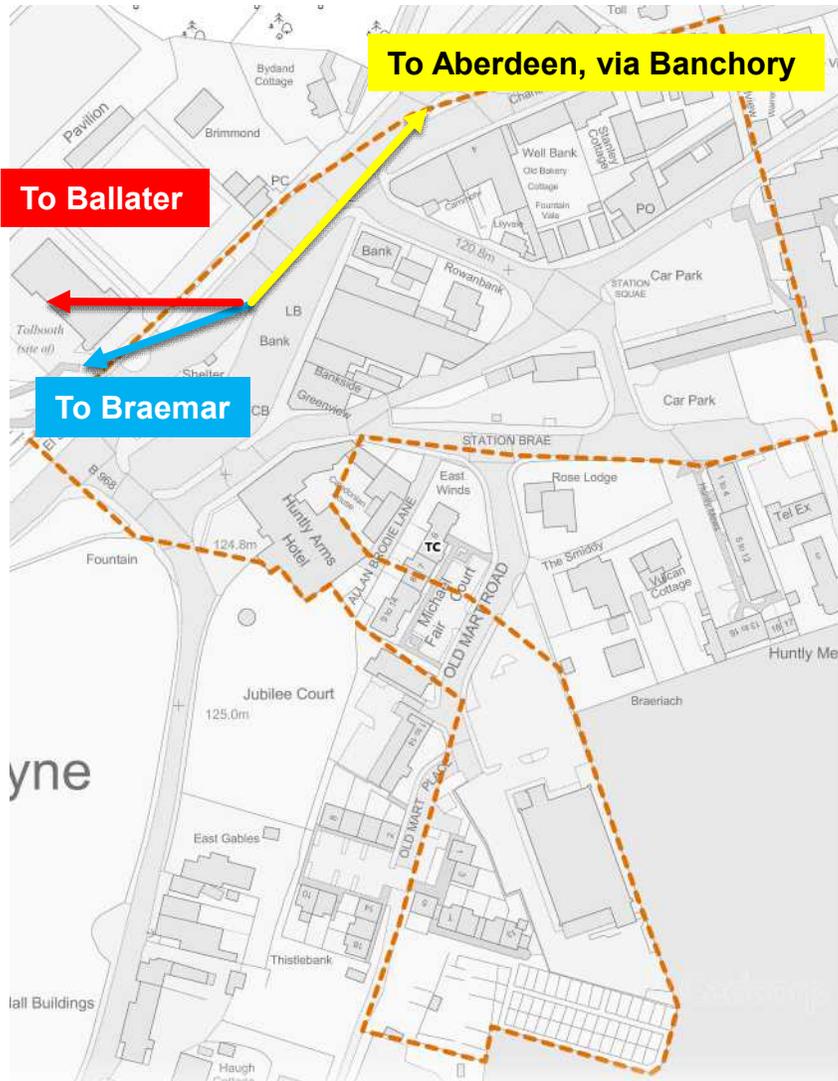
*“Better public transport between villages and to Aberdeen City Centre.”*

*“I travel by car as there is no bus.”*

*“No bus service to Westhill. Bus service to Ballater from Aboyne starts too late in the morning for people working.”*

*Business and Community Survey, September 2022*

# PUBLIC TRANSPORT ROUTES



## Key:

-  Bus Route 201
-  Bus Route 201
-  Bus Route 201

Mid Deeside Dial-a-Bus operates on Tuesday, Thursdays and Fridays. This is a pre-booked service, however provides a timetable which can be seen in the table. This service is free to use but users need to contact this service to check eligibility.

Route	Frequency (per week day)	Fastest Journey Time	Earliest Travel Time	Latest Travel Time	Cost (Single Standard Ticket)
Bus to Aberdeen (201)	16	1hr 17mins	05:02	22:28	£11.50
Bus to Ballater (201)	15	15mins	09:02	00:41	£5.70
Bus to Braemar (201)	9	46mins	09:07	20:40	£9.50

## Mid Deeside Dial-a-Bus Timetable:

Aboyne – Ordie – Tarland Circular	4 (Tues only)	50mins	09:05	14:10	-
Aboyne – Finzean – Banchory	2 (Thurs only)	55mins	09:15	13:15	-
Bus to Tarland	2 (Thurs only)	35mins	11:50	15:50	-
Aboyne – Lumphanan – Tarland Circular	2 (Fri only)	1hr 15mins	09:00	10:45	-
Aboyne – Lumphanan – Torphins – Banchory	1 (Fri only)	1hr 9mins	13:00	-	-

\* 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: Station Square Car Park.

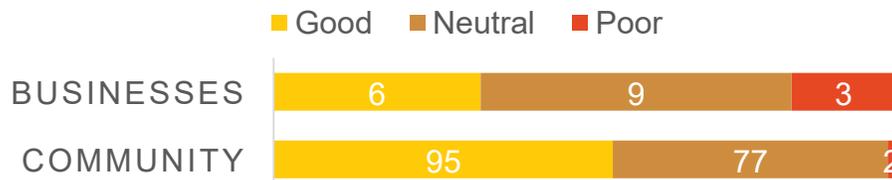
*“Traffic is particularly poor near the Corner House/ Coop/ Fish & Chip shop due to traffic markings prioritising minor road.”*

*“Make road past DWT Architects a dead end, so no through traffic, except cycles / pedestrians.”*

*“Some of the on street parking should be stopped as it blocks traffic flow too much.”*

*Business and Community Survey, September 2022*

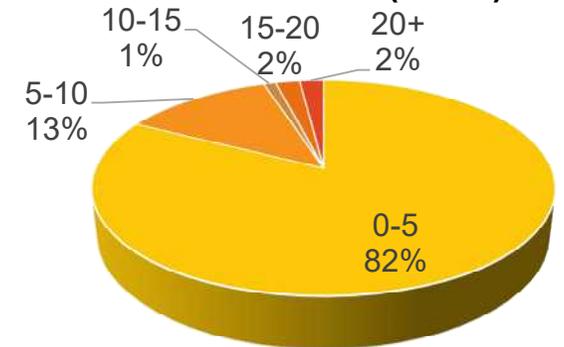
### HOW WOULD YOU RATE: TRAFFIC FLOW?



**Observations:** Traffic Flow was rated well through both surveys but more than half of respondents through the community survey rated the topic as good with only two respondents rating the topic as poor.

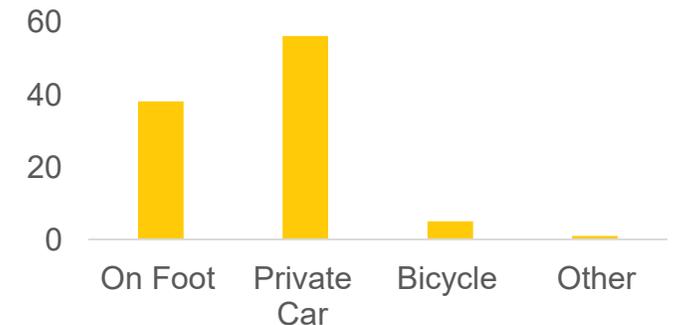
A number of comments were received through the survey to note improvements that could be made to improve the traffic flow in the town.

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



Source: Community Survey September 2022

### How would you generally travel to the town centre:



Source: Community Survey September 2022

# MOVING AROUND: TRAFFIC SURVEY

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		Total number of Vehicles
Friday	Location 1	Car	30	Car	35	Car	45	128
		Buses	0	Buses	0	Buses	0	
		Lorries	1	Lorries	0	Lorries	0	
		Vans	6	Vans	7	Vans	2	
		Taxis	0	Taxis	0	Taxis	0	
		Bicycles	0	Bicycles	0	Bicycles	2	
		Other	0	Other	0	Other	0	
	Location 2	Car	47	Car	45	Car	54	169
		Buses	0	Buses	0	Buses	0	
		Lorries	0	Lorries	2	Lorries	0	
		Vans	5	Vans	2	Vans	1	
		Taxis	0	Taxis	0	Taxis	0	
		Bicycles	5	Bicycles	2	Bicycles	0	
		Other	0	Other	2	Other	4	
Hourly Totals (all traffic):		94		95		108		297

## HEADLINES

**Busiest Location:** Outside Huntly Arms

**Busiest Time:** 14:15

**Busiest Day:** Friday

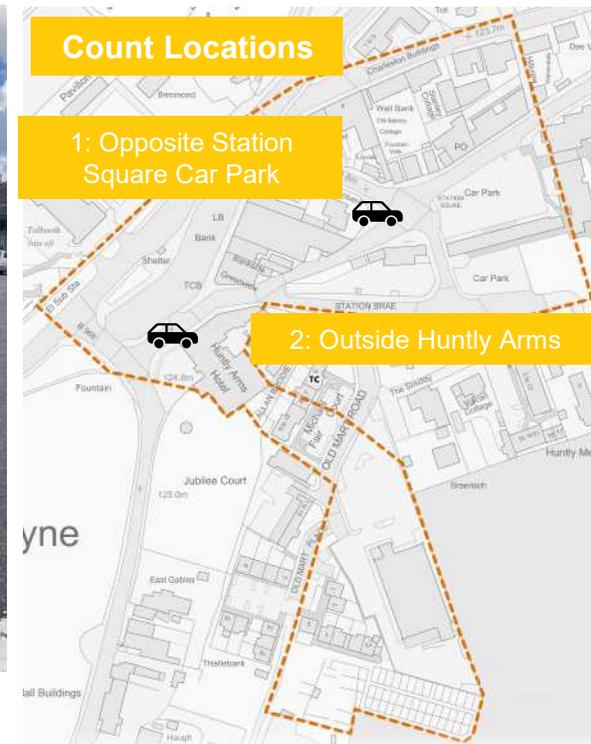
**Quietest Location:** Opposite Station Square Car Park

**Quietest Time:** 09:45

**Quietest Day:** Friday



Image: Station Square (Front) Car Park.



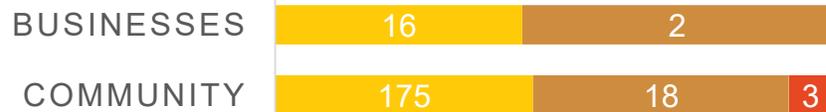
**Observations:** Vehicle counts were undertaken on Friday 2<sup>nd</sup> September 2022 for a duration of 15 minutes, three times a day, in two locations. These give information on the number of cars that are passing through the town centre, it can't be confirmed whether these cars have all contributed to the local economy but were in the town centre at the time of the count. The vehicle count findings showed the highest vehicle count was recorded outside Huntly Arms on Friday afternoon.

# TRAFFIC & PARKING

## CAR PARKING AFFORDABILITY AND AVAILABILITY

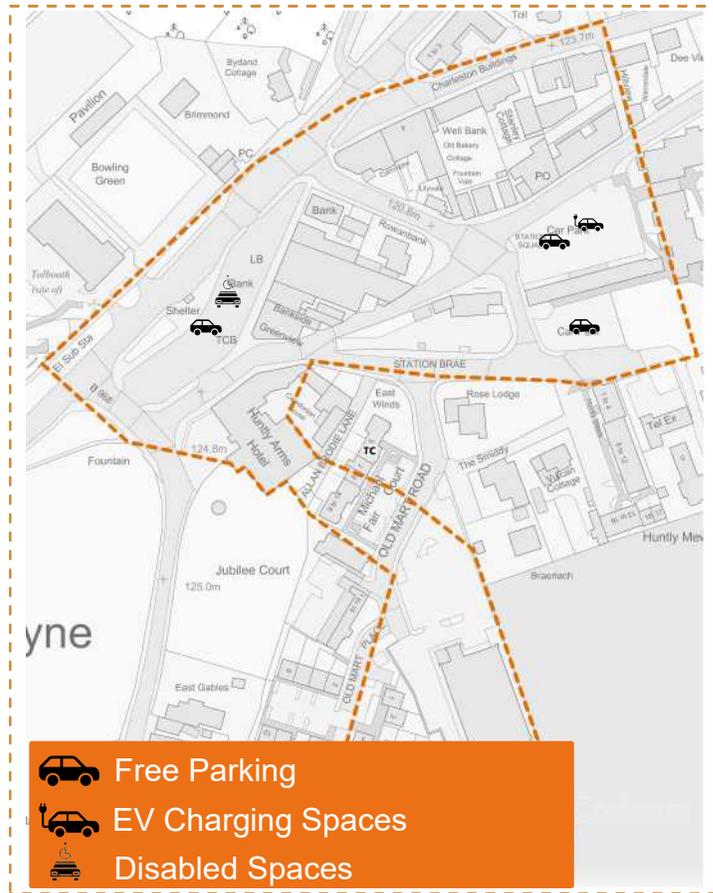
### HOW WOULD YOU RATE: PARKING AFFORDABILITY?

■ Good ■ Neutral ■ Poor



### HOW WOULD YOU RATE: PARKING AVAILABILITY?

■ Good ■ Neutral ■ Poor



*“There should be less parking and space given to bicycle parking as the parking is rarely full.”*

*“An improvement to the town centre would be better parking.”*

*“There should be more accessible parking.”*

*“There should be alternative long stay parking to free up space for shoppers in the top square at peak times.”*

*Business and Community Survey, September 2022*

**Observations:** The topic of parking affordability was ranked within the top five topics through the community survey with only three respondents out of both surveys rating the topic as poor. The ranking of this topic is helped by all of the parking within the town centre being free to the users.

The availability of parking was something that attracted a number of comments through the survey with respondents noting that there should be more accessible parking and an improvement made to the parking areas.

# TRAFFIC & PARKING

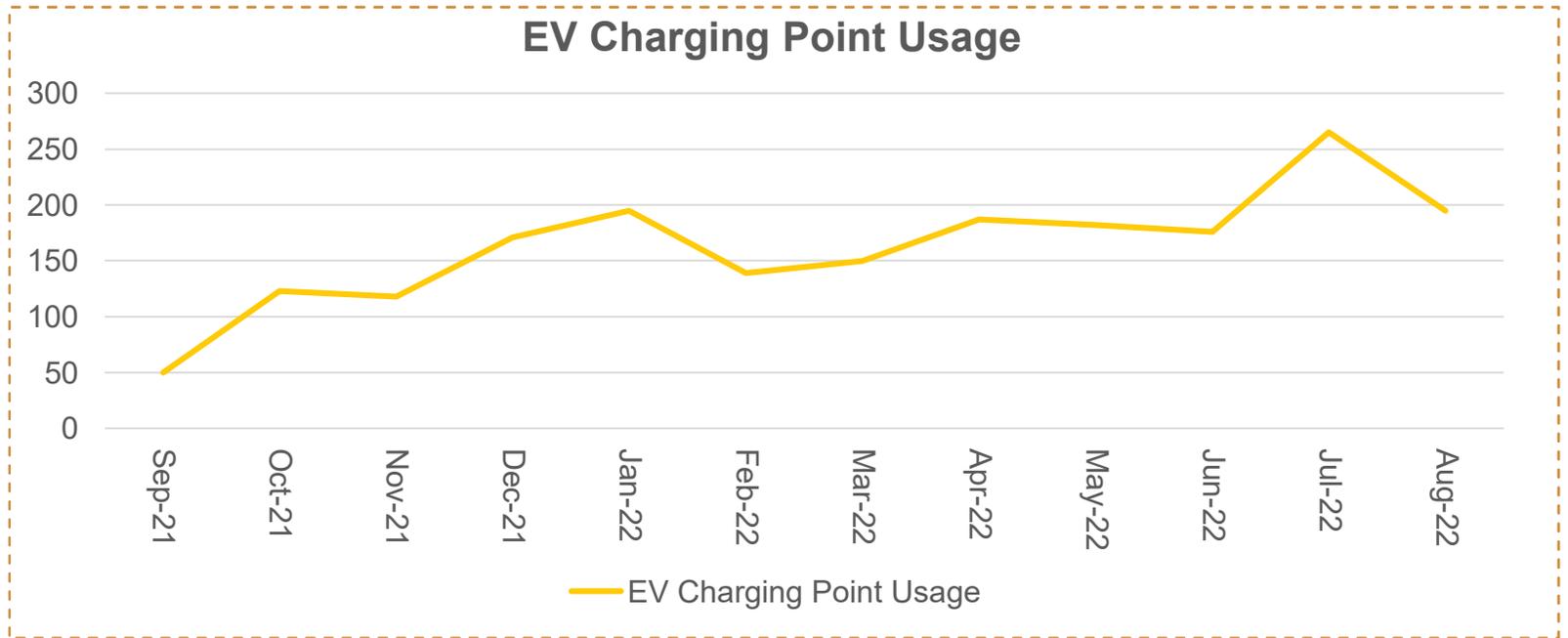
## EV CHARGING POINTS

### EV Charging Points

**2** No. of 50kW charging spaces



Image: Station Square Car Park.



### EV Charging Points



#### July 2022

Highest monthly usage of the charging points in Station Square Car Park.

**Observations:** There are two spaces for electric vehicles in the town centre and are both located within the Station Square Car Park. At time of the site visit none of the spaces were in use but looking at usage data the spaces are used on a regular basis.

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.

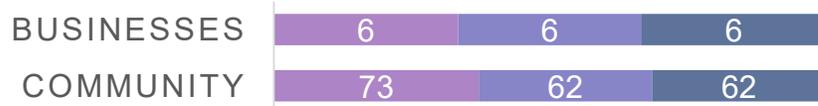
# STREETS & SPACES

## ATTRACTIVENESS OF TOWN CENTRE



### HOW WOULD YOU RATE: ATTRACTIVENESS OF TOWN?

■ Good ■ Neutral ■ Poor



**Observations:** The topic of the attractiveness of the town centre was ranked within the bottom five of all topics rated through the community survey. The condition of the Huntly Arms appears to have had an impact on the scoring of the topic as it also attracted a large number of comments through the surveys. A number of positive comments were also received to note the impact that the flowers that are planted by the community have in brightening up the town centre and that generally the town centre is an attractive place to be.

*“The Huntly Hotel is bringing down the look of the village, very unattractive!”*

*“Very attractive apart from the Huntly Hotel.”*

*“The community flowers brighten the area.”*

*Business and Community Survey, September 2022*



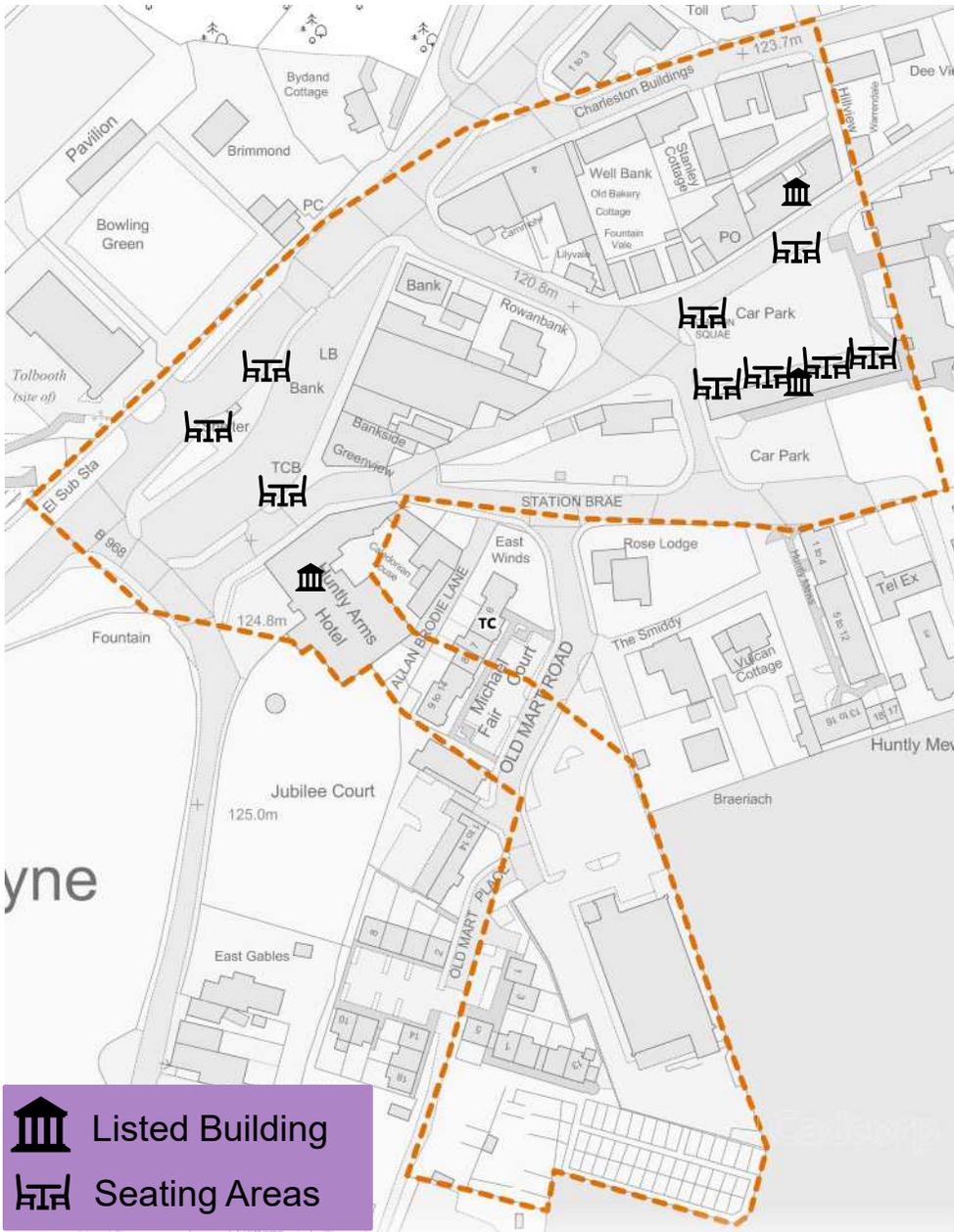
Shops at Station Square



Traditional building



Planters in front of shops



# STREETS & SPACES: HISTORIC ENVIRONMENT, PUBLIC ART AND SEATING

**Observations:** There are 3 listed buildings within Aboyne Town Centre and they are all Category C listed. Two of the listed buildings are in good condition however, the Huntly Arms Hotel has fallen into disrepair and The Huntly Arms Hotel is on the Buildings at Risk register, although as mentioned on the Care and Maintenance page work is currently being undertaken through an Amenity Notice.

There are seats located throughout the town centre but the topic received a mixed rating through both the business and community survey with the largest proportion of respondents rating as neutral. Comments noted that additional seating with the town centre would be welcomed.

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

■ Good ■ Neutral ■ Poor

BUSINESSES	8	4	6
COMMUNITY	62	80	55

*“Knock down the disused hotel and make it a nice seating area.”*

*“There should be more seating in the town centre.”*

*“There are some lovely red seats around the car parks.”*

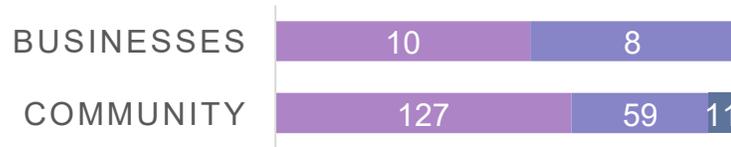
*“There is very limited seating.”*

*Business and Community Survey, September 2022*

# STREETS & SPACES: PAVEMENTS

## HOW WOULD YOU RATE: PAVEMENT CLEANLINESS?

■ Good ■ Neutral ■ Poor



**Observations:** The scoring through the survey for both quality and cleanliness of pavements both scored well through the surveys with around 80% of people either noting them as good or neutral. However, the comments from respondents were mostly of a negative nature asking for pavements to be upgraded and levelled and also cleaned.



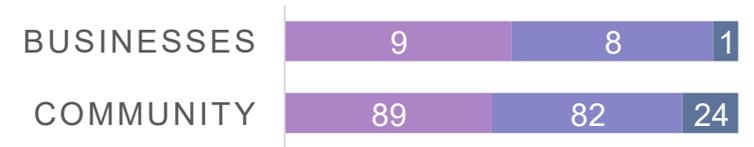
*“Some of the pavements are strewn with dog poo.”*

*“Would like to see less dog poo and litter on the pavements.”*

*Business and Community Survey, September 2022*

## HOW WOULD YOU RATE: PAVEMENT QUALITY?

■ Good ■ Neutral ■ Poor



*“It is not easy to go from pavement to pavement in the village using a wheelchair.”*

*The pavements are uneven.”*

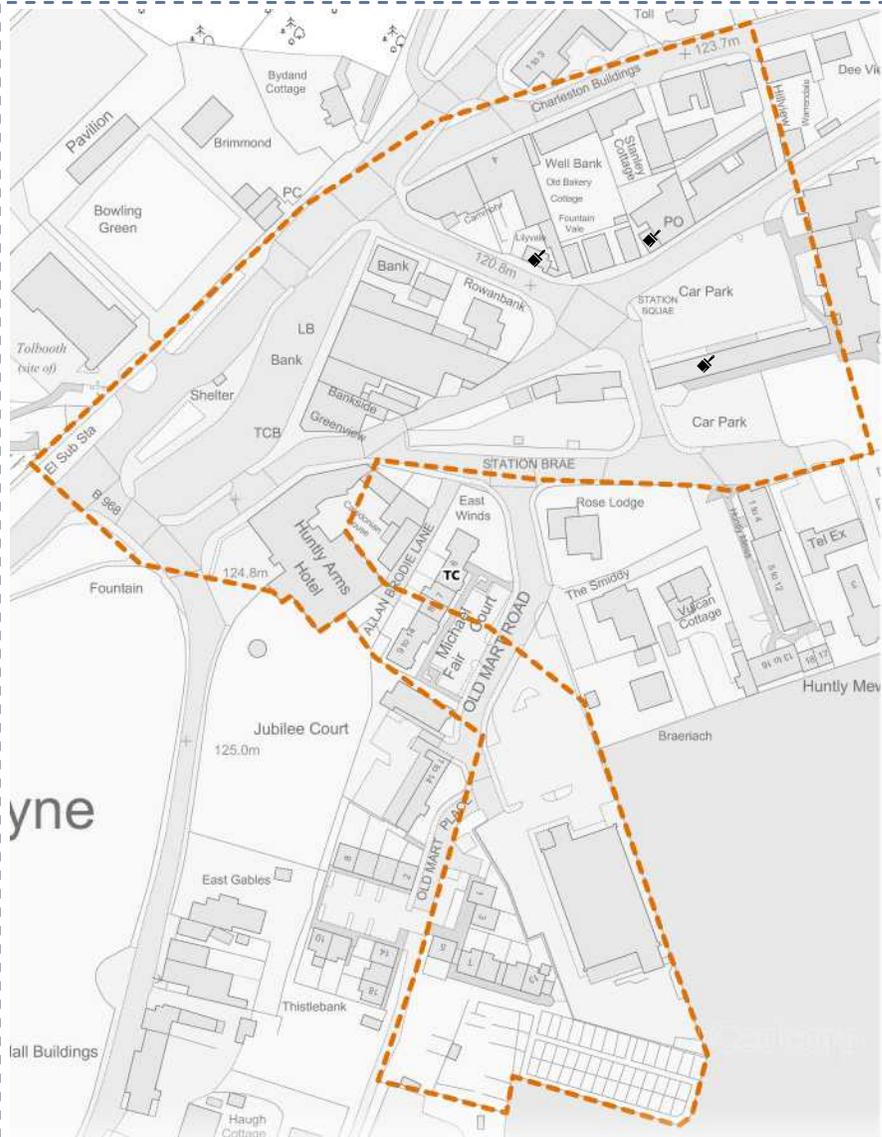
*“Need better pavements.”*

*We need new pavements.”*

*“There should be improved pavement access for motorised mobility and wheelchairs.”*

*Business and Community Survey, September 2021*

# STREETS & SPACES: VACANT RETAIL UNITS



**Observations:** The vacancy rate within the town centre is 10% which is slightly lower than the Scottish average at the time of the survey of 15% (Scottish Retail Consortium and Local Data Company). The vacant units are mostly in good condition and do not adversely impact on the overall appearance of the town centre. The level of vacancy was a comment that was noted strongly through the community survey with most noting that it would be beneficial for the town to see the units been brought back into use to provide greater variety within the town.

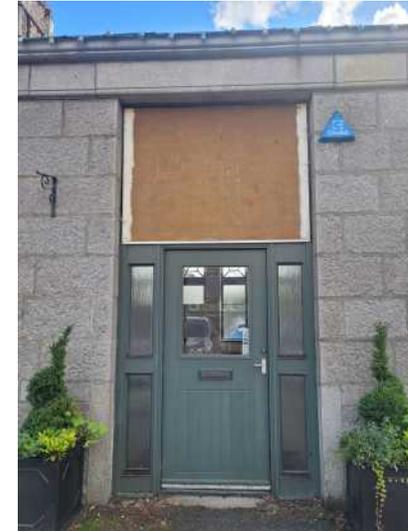
*“There are a number of shop units sitting empty.”*

*“There are already empty units in the town and there are more to follow.”*

*“There are a number of empty units that should be filled.”*

*“Council to encourage more shops & cafes in the empty shop units.”*

*Business and Community Survey, September 2022*



Images (Both): Station Square.

## Vacant Retail Units

3

Vacant Units in the town centre

10%

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.

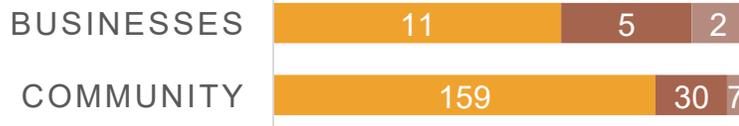
# NATURAL SPACE



**Observations:** There is no public green space within the town centre, however this element scored in the top five best rated categories in both the business and community surveys. This is likely due to the proximity of Aboyne Green to the town centre and also access to the Deeside Way and River Dee that are undoubtedly assets to the area. Ballater Road car park and Station Square are home to a variety of different planters and trees that create an attractive display.

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

■ Good ■ Neutral ■ Poor



**Aboyne Green Spaces** (sub-group of Mid Deeside Community Trust) plant and maintain the planters and hanging baskets around the town centre

*"I would like to see more use made of the green - more rewilding planting and more trees."*

*"The new planters, benches and green spaces make the place more welcoming."*

*"Plant more flowers and hanging baskets."*

*Business and Community Survey, September 2022*

Planters and greenery along Ballater Road and car park



Box planters within car park and outside shops at Station Square



Aboyne Green next to town centre boundary



Attractive planters

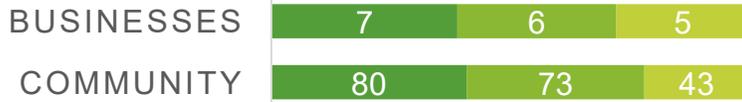
Good places encourage children to play and allow adults to enjoy leisure and sporting activities. Opportunities for play and recreation can improve the quality of our lives and our health.

# PLAY & RECREATION



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

■ Good ■ Neutral ■ Poor



**Observations:** Aboyne has no play and recreation sites within the town centre boundary itself, but the presence of the Aboyne Green and Aboyne Bowling Green on the town centre boundary was reflected through the survey. Comments also focused on a desire to see more facilities for young people to use for leisure purposes. In addition to those on the boundary there are also other play and recreation facilities less than 1 mile from the town centre.

*“More leisure business should be encouraged within Aboyne.”*

*“Would like a hub for children to hang out / indoors to play table tennis, pool, play music, have a juice/snacks.”*

*“Would be nice to have a kids soft play centre.”*

*Business and Community Survey, September 2022*



Images (Top to Bottom) : Aboyne Bowling Club and Aboyne Green.

# FACILITIES & AMENITIES: RETAILER REPRESENTATION

## Retailer Representation

**74%** of businesses in the town centre are independent retailers

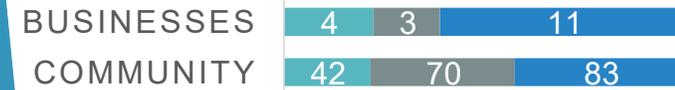
**60%** of businesses in the town centre are Class 1: Shops

**10%** 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



*“The quality of the individual business and those running them is very high.”*

*“Variety of shops, quality of shops is all okay, but not the standard that it should be for a village this size with the catchment that it serves.”*

*“A bigger variety of shops to encourage local shopping would be helpful.”*

*“There needs to be more variety in food shopping.”*

*Business and Community Survey, September 2022*



Image (Top to Bottom): Station Square and Ballater Road

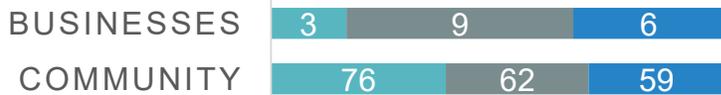


**Observations:** There is a good distribution between independent and multiple (chain) retailers within the town centre with the majority being independent retailers. A large proportion of the comments received through the 2022 surveys related to the lack of variety within the town centre and the desire to see a bigger variety of shops within the town. The topic of variety of shops ranked within the five lowest ranked topics through the business and community survey.

# FACILITIES & AMENITIES: CAFÉ AND RESTAURANTS AND EVENING ECONOMY

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

■ Good ■ Neutral ■ Poor



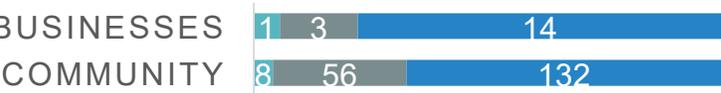
## HOW WOULD YOU RATE: CAFÉ/ RESTAURANT QUALITY?

■ Good ■ Neutral ■ Poor



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

■ Good ■ Neutral ■ Poor



**Observations:** The topic of evening vibrancy was ranked within the bottom five of all topics rated in both the community and business survey. It was noted by a number of people that there is little open to attract people in the evening and there was a desire to see more restaurants opening in the evening.

The topics of the café choice and quality were rated more positively, however, there was still the desire to see more cafés/ restaurants within the town centre.

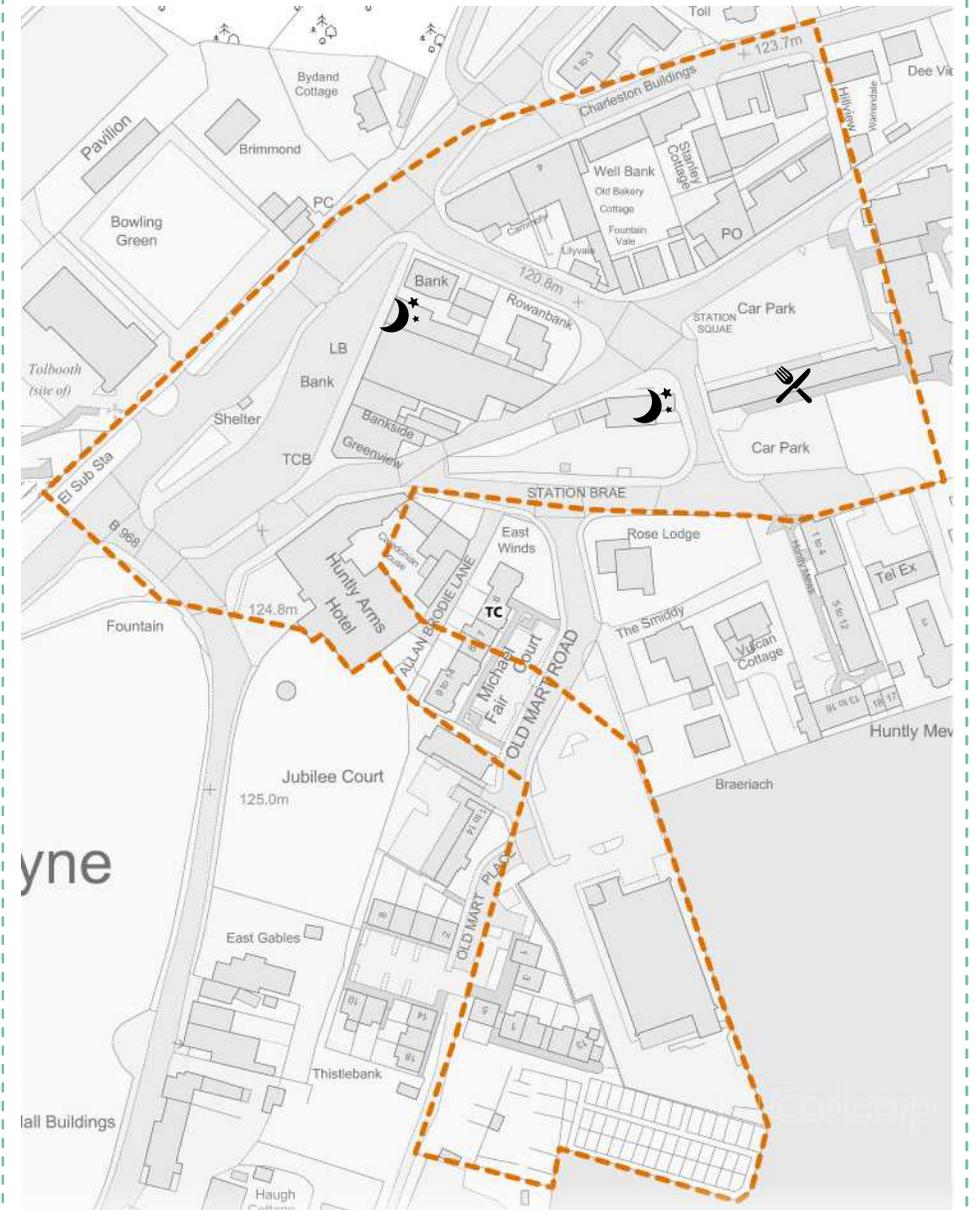
*“Would be good to see more restaurants and cafés.”*

*“With the lack of cafés and restaurants there is little to encourage visitors to stop.”*

*“More local evening restaurants.”*

*“Not much to do in the evening.”*

Business and Community Survey, September 2022



🍴 Café/ Restaurant    🌙\* Units open in evening

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

## HOW WOULD YOU RATE: THE MARKET?

■ Good ■ Neutral ■ Poor

BUSINESSES	13	3	2
COMMUNITY	148	39	9

*“The Farmers market is a welcome event that brings people out.”*

*“Farmers market is great but would be much better if down in Station Square.”*

*“The Farmers Market should have more small local produce (actual Farmers with veg and tatties).”*

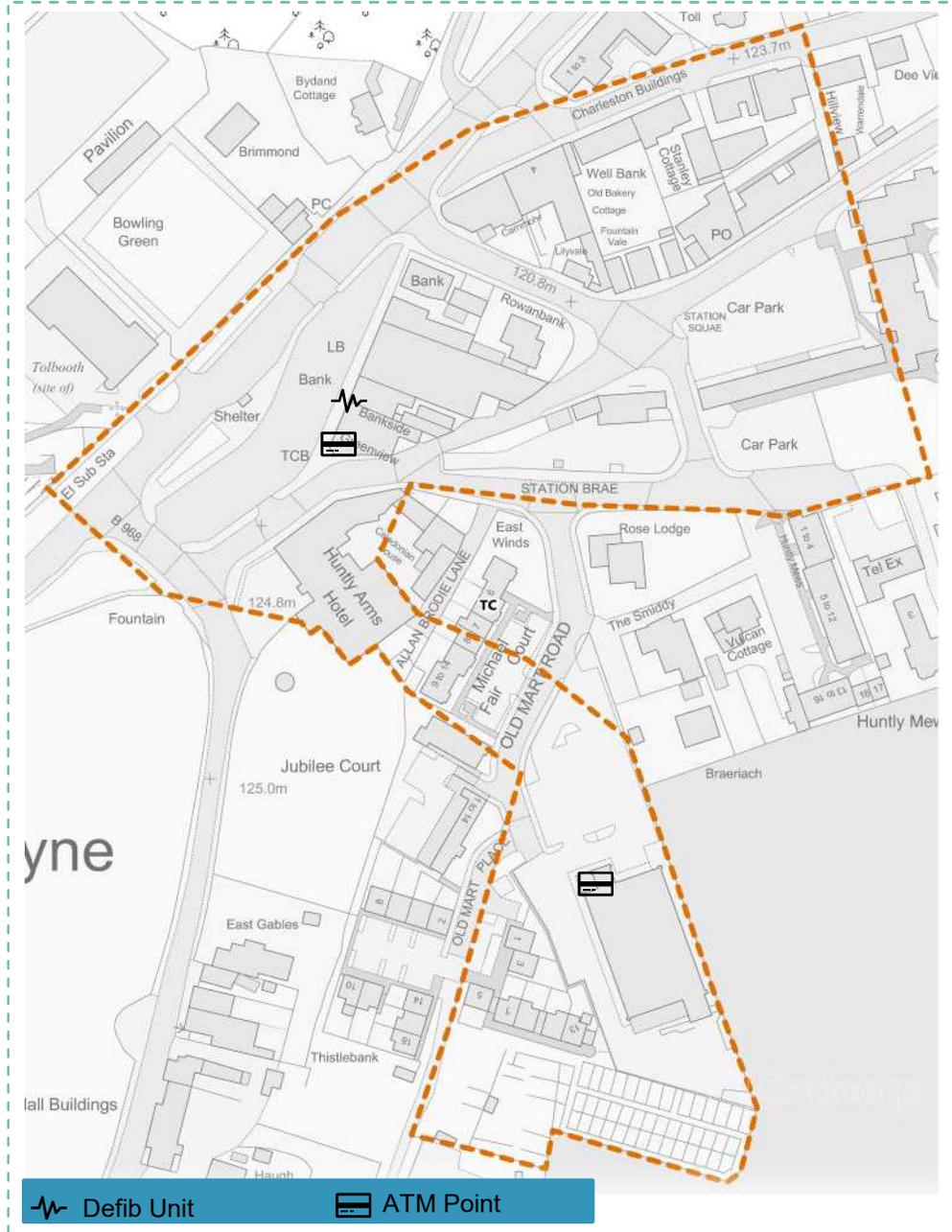
*“There is a good feeling at the Farmers Market each month it is around.”*

*Business and Community Survey, September 2022*

**Observations:** A number of positive comments were received about the Farmers Market however it is worth noting that this is held on Aboyne Green which is just outwith the town centre boundary. Through the comments received to the survey there has been some community thought that the market would be better held in Station Square so within the town centre boundary. There is a defibrillator within the town centre that can be accessed should the need present itself.



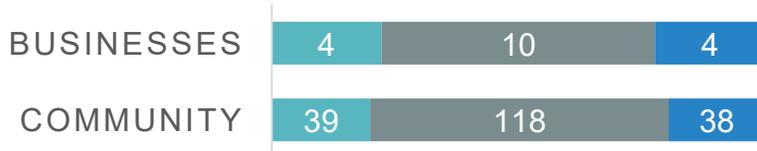
Image: Ballater Road.



# FACILITIES & AMENITIES: COMMUNITY AND VISITOR SATISFACTION

## HOW WOULD YOU RATE: VALUE FOR MONEY?

■ Good ■ Neutral ■ Poor



*“Shops are expensive.”*

*“Lack of incentives for businesses resulting in them providing poor service and quality.”*

*Business and Community Survey, September 2022*

**Observations:** The standard of service within the shops was rated within the top five out of all the topics within the community survey.

Whereas, the topics of variety of goods and value for money received more mixed comments and ratings through the community survey. A number of comments were received to note that the shops are expensive so there was not value for money.

## Town Centre Offer:

**27%**

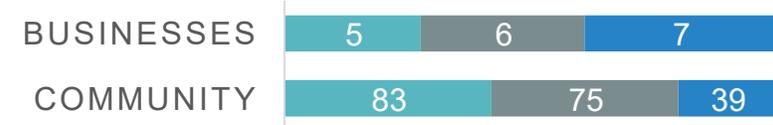
of the community agree that it offers all services expected (retail, café, pubs etc)

*Business and Community Survey, September 2022*



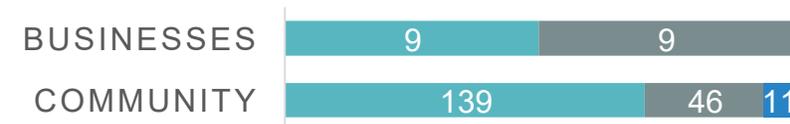
## HOW WOULD YOU RATE: VARIETY OF GOODS AVAILABLE?

■ 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 Aboyne in the ‘Towns and Villages’ section of their website:

**6,130**

Jan-Dec 2021

# FACILITIES & AMENITIES: ONLINE SHOPPING/ CONNECTIVITY

## Online Offering

**78%**

of businesses surveyed have online presence

**36%**

of businesses surveyed sell online

**32%**

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

*Business and Community Survey, September 2022*

*“Most items I get locally unless I know I can get them cheaper elsewhere.”*

*“It is much cheaper to buy online.”*

*“There is much more choice online.”*

*Business and Community Survey, September 2022*

**Observations:** Within the survey there was a mix of responses to the questions about shopping online. A number of respondents noted that they would rather shop local than buying online.

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



Image: Station Square.

## Mobile Coverage in Aboyne Town Centre:

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

✓ Good coverage    ○ You may experience problems    ✗ No coverage

## Broadband Coverage in Aboyne 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	✓

**Observations:** Mobile coverage within Aboyne Town Centre is strong with three of the top networks being able to be connected to at a 4G level. 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.

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

**Observations:** The employment picture provides an interesting mix of sectors, which offers a variety of opportunities at differing skill levels. The claimant count rose in 2020, partly in response to the impact of the COVID-19 pandemic but the numbers have now fallen back down to the same levels as in 2018. Deprivation levels are relatively low and this is also reflected in income levels which are significantly higher than the wider area.

**Settlement Type:**  
**Remote Rural**

(Areas with a population of less than 3,000 people, and with a drive time of over 30 minutes but less than or equal to 60 minutes to a Settlement of 10,000 or more. Scottish Government's Urban Rural Classification, 8-fold)

**Median Household Income 2021**  
**Town Centre Data Zone\***

**£46,768**



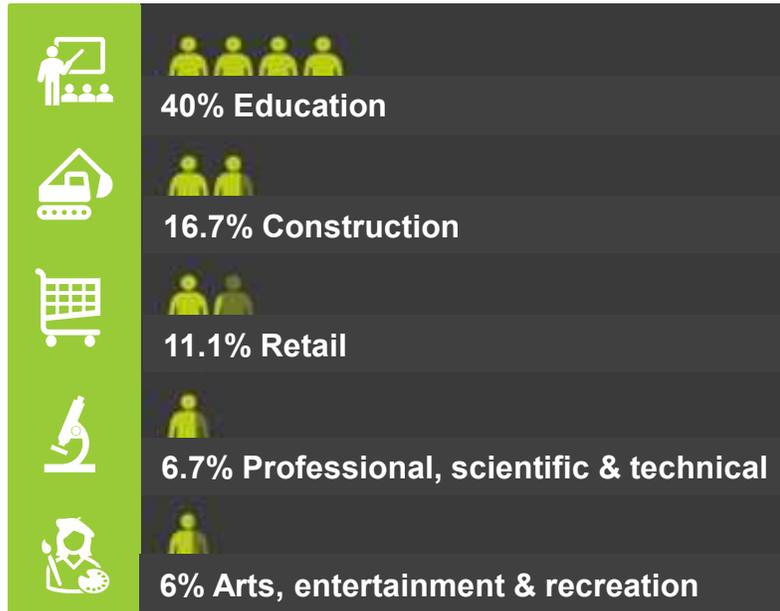
£40,207 Marr; £36,889 Aberdeenshire

Source: © CACI Limited 1996 - 2021 This report shall be used solely for academic, personal and/or non-commercial purposes.

# WORK & LOCAL ECONOMY

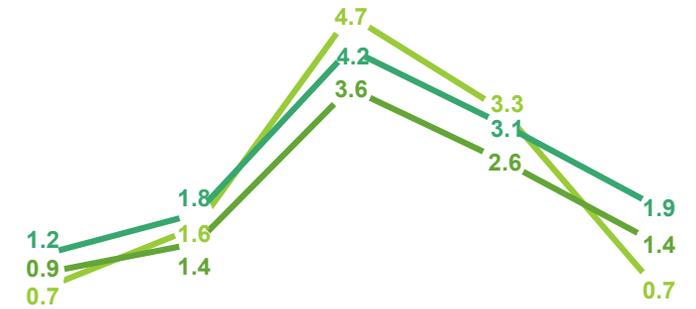


## Top 5 Employment Sectors 2021 Aboyne Town Centre Data Zone\*



Source: Business Register and Employment Survey 2021

## CLAIMANT COUNT RATE^ (%)



August 2018 August 2019 August 2020 August 2021 August 2022

— Aboyne and South Deeside - 02 — Marr — Aberdeenshire

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

## Scottish Index of Multiple Deprivation 2020

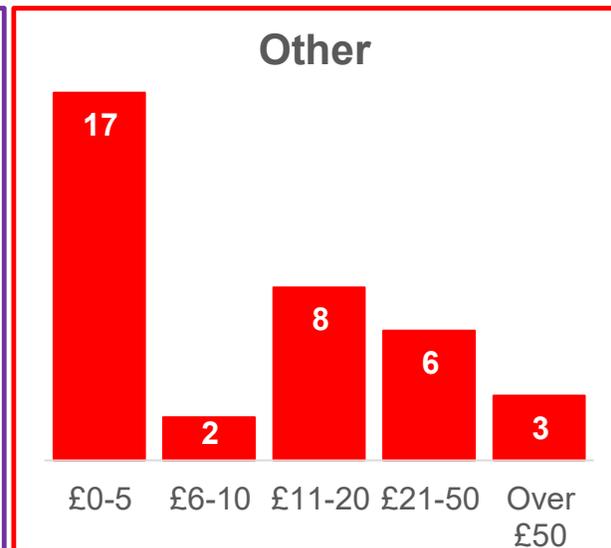
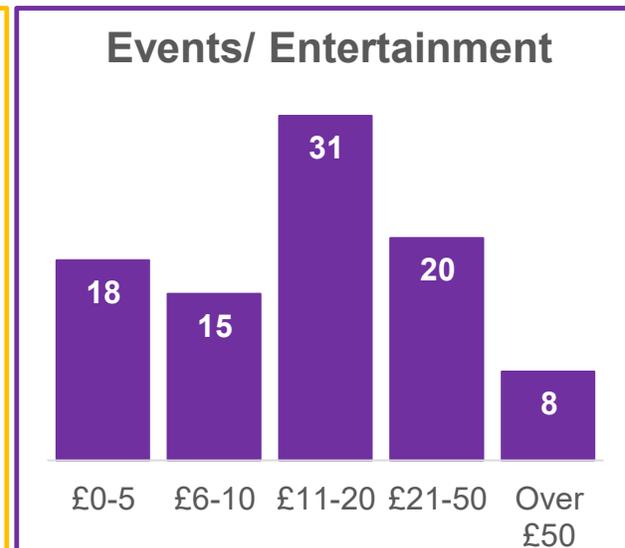
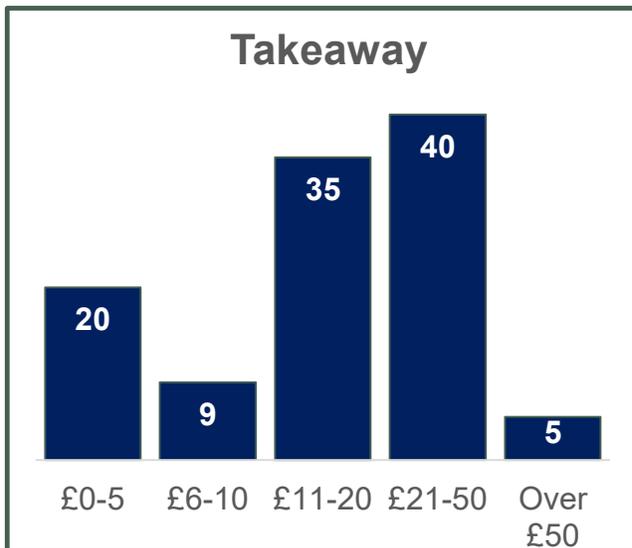
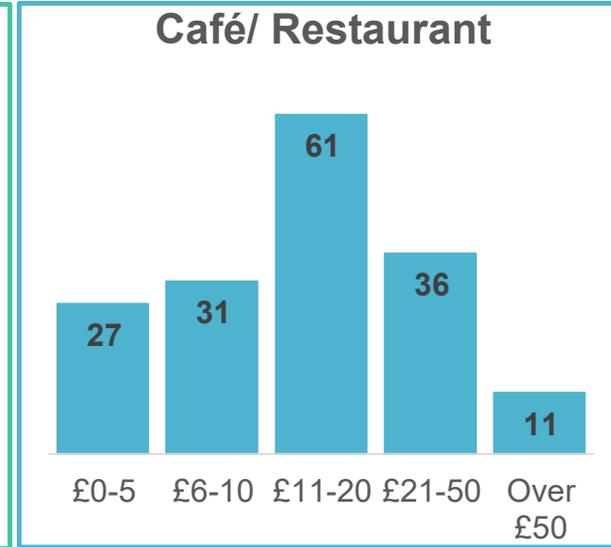
Town Centre Data Zone\*:

**15-20%** least deprived in Scotland

\* The data zone (S01006795) that makes up the majority of the town centre.

# WORK & LOCAL ECONOMY: AVERAGE CONSUMER SPEND 2022

**Observations:** The graphs show food shopping accounting for the biggest expenditure by visitors. Other shopping was spread out across the price brackets indicating that people are visiting for a wide variety of different items. The Hair and Beauty sector, although fewer people overall, seems to be a higher value spend. Eating out and takeaways seem to be mostly in the middle to higher end spectrum, with £11-20 the most regular level of spend. There is a relatively even spend on events and entertainment.



# WORK & LOCAL ECONOMY: BUSINESS SURVEY HIGHLIGHTS 2022

**Observations:** 18 businesses responded to the survey. They provided a mixed outlook for the town, with nearly half of businesses seeing a decrease in turnover over the past five years, and a small number seeing an increase. This could be partly linked to the impact that the COVID-19 pandemic has had on different sectors but from the comments received, it could also be linked to affordability for businesses to maintain their presence within the town centre. No businesses propose to increase their opening hours, with 8% proposing a decrease. Very few businesses are looking to grow or expand, and 50% are not considering it at all which is indicative of confidence in the future performance of Aboyne. Businesses are however making good use of a mixture of online marketing tools.

**80%** of business owners surveyed were **established** businesses in the town centre. **13%** **start-ups** and **7%** were ready to sell/retire.

**85%** of business owners surveyed were **Independent** businesses

**28%** of business owners surveyed were either **confident** or **extremely confident** about future business performance in Aboyne

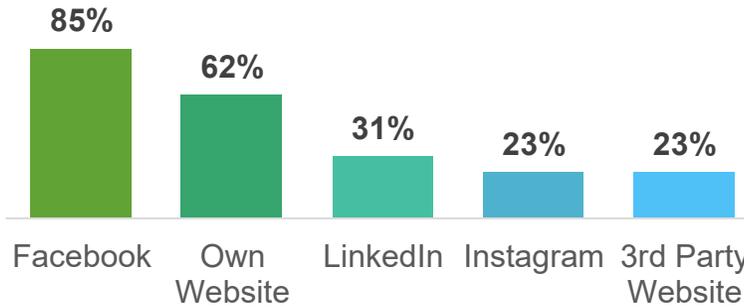
**7%** of business owners surveyed are looking to **grow** or **expand** in the next year, with a further **14%** in the next five years. **50%** are **not** currently considering growth or expansion, with **29%** **unsure** at this time

*“Huntly Arms is depressing and doesn't help the economy. Empty buildings and underuse of Station Square.”*

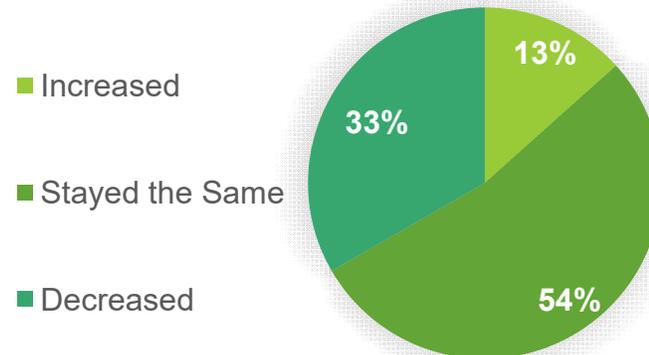
*“It is becoming like a ghost town that people just pass through to get to Ballater or Braemar.”*

*“Good independent shops but need more footfall for some.”*  
 Business and Community Survey, September 2022

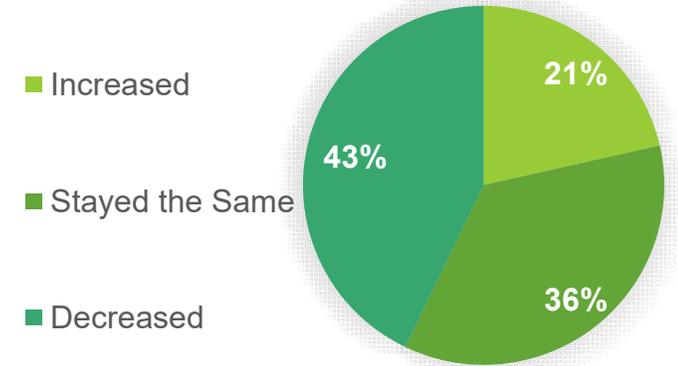
**Top 5 Online Marketing Tools Used**



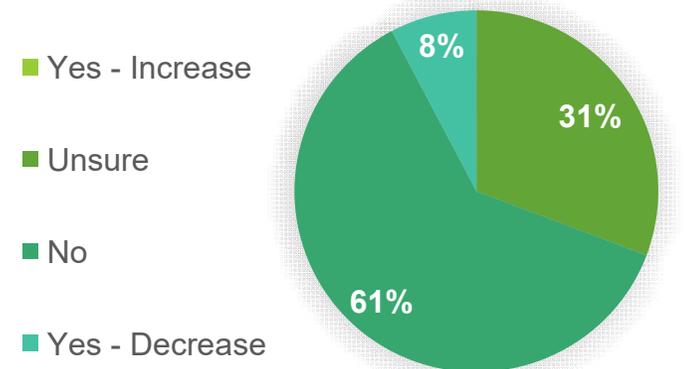
**Has employment at your premises changed in the past five years?**



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



**Are you planning on making a change to your opening hours over the next year?**



## WORK & LOCAL ECONOMY: PROPERTY

**Observations:** While there are several established businesses which are owned, there are few who are looking to invest in their premises. This could be due to the general view that Aboyne does not attract enough visitors or that the rates imposed on buildings are not affordable for businesses. There have been some planning applications within the town centre, more notably the investment of cycle stands, planters and benches in the public realm. However only one application pertaining to a buildings use was approved, which reinforces comments from survey respondents in relation to empty units. The Huntly Arms Hotel is a large, vacant building which was a major cause of concern in both the business and community surveys with many calling for intervention to encourage redevelopment/ investment to bring the building back into use and improve the appearance of the town centre. Additional comments received in the surveys suggested making it more affordable for new businesses to start up and to help bring more varied businesses to the town centre.

*“It's all the empty properties that make Aboyne look tragic for the last while, with no incentives for new businesses to start up.”*

*“Lack of small vibrant businesses due to excessive costs of running and rental, lack of support promotion and marketing of small vibrant businesses.”*

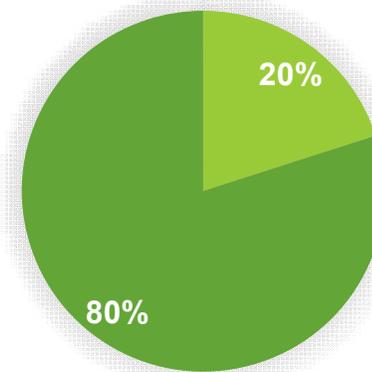
*“Make it easier for businesses to use the empty premises - more variety of goods and services available to make 'shop local' a viable reality.”*

*“Huntly Arms continues to be a major eyesore and will deter future businesses investing in our village.”*

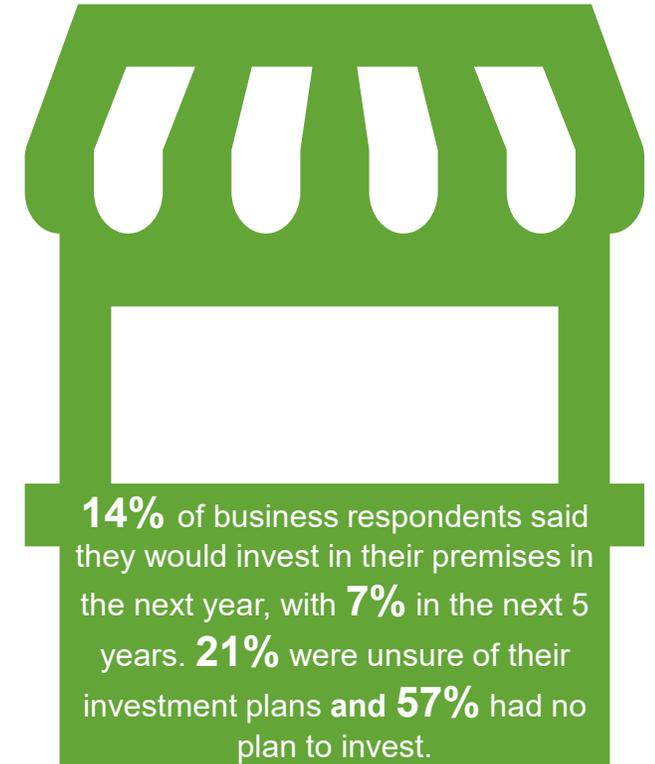
*“Need affordable opportunities for businesses to open up in current empty buildings.”*

*Business and Community Survey, September 2022*

### Do you rent or own your premises?



■ Rent ■ Own



### Planning Applications:

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

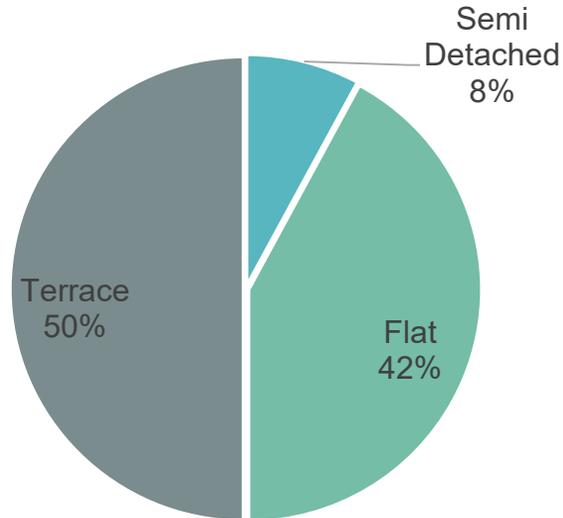
- Change of Use from Class 2 (Financial, Professional and Other Services) to Sui Generis (Hot Food Takeaway) and Erection of Flue;
- Installation of ATM and associated signage;
- Installation of Cycle Stands, Planters and Benches;
- Alterations to Car Park.

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

# HOUSING & COMMUNITY



## Dwelling Type



The mix of dwelling types within the town centre is shown above. The largest proportion of the dwellings in the town centre are terraced properties, making up half of the total.

Of these dwelling types within the town centre the main tenure are properties are either owned outright or owned with a mortgage, as these make up 76% of all properties.

## Housing Profile and Population

The overall population total for Aboyne in 2020 was 2,920 and it is estimated that approximately 86 people live within the town centre in 2022.

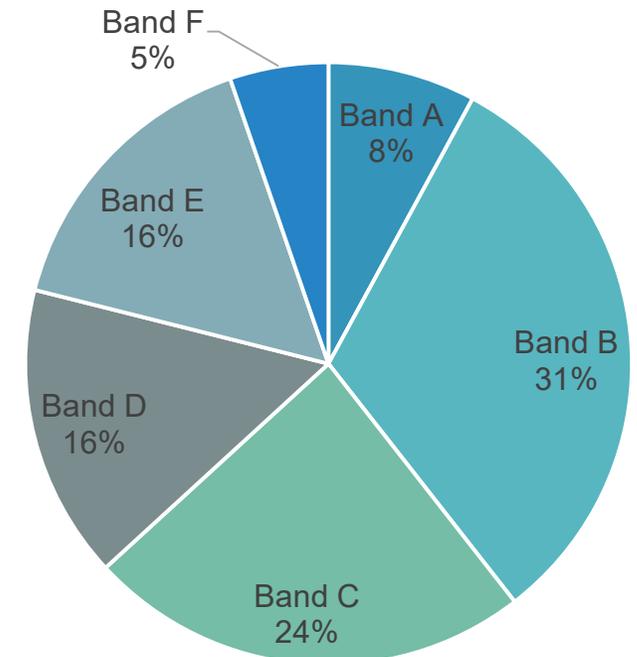
The average house price for dwellings within the town centre boundary in 2018 was £259,153.



Image: Ballater Road.

In terms of Council Tax Bands (2021), Aboyne Town Centre has dwellings in Bands A-F on the scale of the Council Tax Bands. There is a mix through all bands but the majority sit either in Band B or Band C.

## Council Tax Band



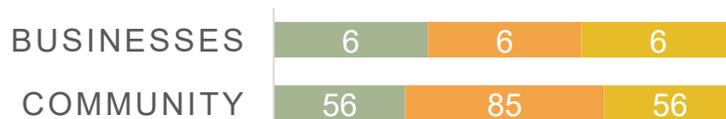
Feeling isolated can be damaging to our health and wellbeing. Good places provide a variety of spaces to meet and spend time with others.

**Observations:** Range of events received a mixed score through both the business and community survey. A large number of comments were received with the community highlighting their desire to see more events happening within the town centre as this would potentially help to bring more people into the area.

Although there are no halls or other formal meetings spaces within the town centre there are a number of halls and churches on the boundary of the town centre. There are however, informal meeting spaces both outside and inside by using the café.

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

■ Good ■ Neutral ■ Poor



## SOCIAL CONTACT



*“More events to bring people out and encourage visitors to stop more.”*

*“There should be more planned events within the village.”*

*“It would be great to see more fun events for the people of Aboyne.”*

*“The area behind station square would be a prime example of where we could establish gardens and seating and a small pedestrianised square with space for events/proper covered bicycle parking etc.”*

*“It would be nice to have some more events happening in the evenings.”*

*“Could do with more events for the younger generation, giving them somewhere to socialise.”*

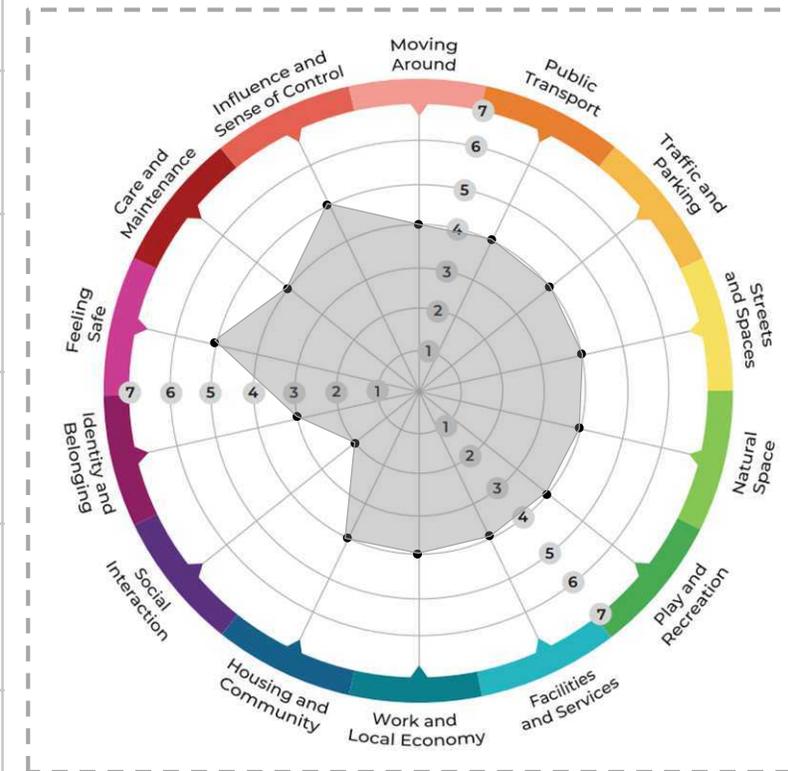
*“Nice to see more Farmer’s events.”*

*Business and Community Survey, September 2022*

Images (Both): Station Square.

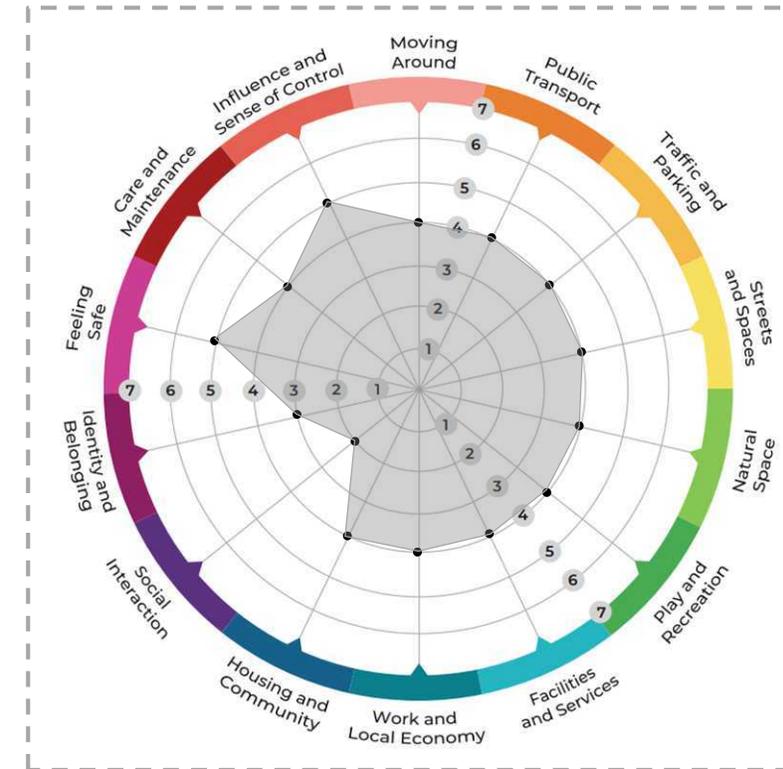
# KEY CONSIDERATIONS & OPPORTUNITIES

Theme	Key Improvements
<b>Identity and Belonging</b> Rating: 3	Although a slight majority of people felt positive about the town centre, there was a significant negative feeling from businesses. This scored poorly for community spirit and the negative way people feel towards the town centre, in particular towards the vacant Huntly Arms Hotel. Positive improvements to the condition of the building could help to improve the overall feeling of the town centre.
<b>Feeling Safe</b> Rating: 5	Feeling safe during the day scored well. Safety during the evening was also rated positive but with more neutral ratings. This could indicate that the town centre is less used in the evenings therefore if usage in the evenings increased as desired this may need to be monitored.
<b>Care and Maintenance</b> Rating: 4	Care and maintenance of buildings did not score well, with the majority of negative comments made in relation to the Huntly Arms Hotel. Should overall maintenance and upkeep of the building be initiated this would improve upon the appearance of the town centre. Future aspirations are to see this building brought back into use.
<b>Influence and Sense of Control</b> Rating: 5	Aboyne is served with active organisations working on projects to improve the town centre, most recently a group delivered a public realm enhancement project to install new benches and planters. There is relatively good awareness of these groups however further promotion of them would be beneficial.
<b>Moving Around</b> Rating: 4	Although this scored well, there was a noted concern in relation to the lack of safe crossings in and around the town centre. Whilst signage was present, it could perhaps be enhanced further to promote the shops located at Station Square. There is provision for cycle storage throughout the town centre but improvement of active travel routes and paths could be explored and promoted.
<b>Public Transport</b> Rating: 4	There are reasonable links along the A93, but more limited services to rural villages and communities in addition to not enough services at suitable times. This is however supplemented by a Dial-a-Bus service. Respondents overall rated this theme as poor.
<b>Traffic and Parking</b> Rating: 4	Traffic flow was rated well, but improvements made to reduction of on-street parking to reduce congestion could be a positive enhancement.



# KEY CONSIDERATIONS & OPPORTUNITIES (CONTINUED)

Theme	Key Improvements
<b>Streets and Spaces</b> Rating: 4	The attractiveness of the town centre and seating/ areas to congregate, whilst were majority scored as positive, there were also almost matched in poor ratings. Again the Huntly Arms Hotel was perceived to bring down the visual qualities of the town centre. A large number of comments were also received in relation to the empty units in the town centre. Improvements to the quality of the pavements would somewhat address some community aspirations and make the town centre more accessible.
<b>Natural Space</b> Rating: 4	There is no park within the town centre, however Aboyne Green is located adjacent to it which likely contributes to the significant positive rating received. Several planters are situated around the area but additional planters could help improve this aspect further.
<b>Play and Recreation</b> Rating: 4	There are no play and recreation facilities within the town centre boundary. However, there are several opportunities such as Aboyne Green, golf club and bowling green all located within 1 mile of the town centre.
<b>Facilities and Amenities</b> Rating: 4	Whilst the quality and standard of shops rated well, there was a lack of variety perceived by respondents. A further offering of facilities and amenities would increase the overall score. The Farmers Market scored very well with respondents but it is noted this is located just out with the boundary. A location within the town centre could increase the footfall in the centre itself.
<b>Work and Local Economy</b> Rating: 4	There is a reasonable range of employment opportunities within the town centre and consumer spend is well distributed across different sectors. Business confidence in future performance was not high and very few looking to grow or invest. Affordability of premises and difficulty for start-ups was highlighted and exploring opportunities to support new businesses would be welcomed.
<b>Housing and Community</b> Rating: 4	House types within the town centre are generally terraced or flats, which is indicative of the town centre layout with shops on the ground floor and residential above. This should be continued to be monitored to ensure there are a mix of types and tenures of housing that would provide for all the community and town centre.
<b>Social Contact</b> Rating: 2	There are no halls or other formal meeting spaces within the town centre boundary, however there are several halls and churches on the boundary. More events were sought by respondents.



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

### Community

#### Top Highest Scoring Categories:

- + 1. Feeling of Safety During the Day
- + 2. Parking Affordability: Car
- + 3. Parks/ Green Spaces
- + 4. Farmer's Market
- + 5. Standard of Service in Shops

#### Top Lowest Scoring Categories:

- 1. Vibrancy in the Evening
- 2. Care and Maintenance of Buildings
- 3. Variety of Shops
- 4. Public Transport Links
- 5. Attractiveness of Town Centre

### Business

#### Top Highest Scoring Categories:

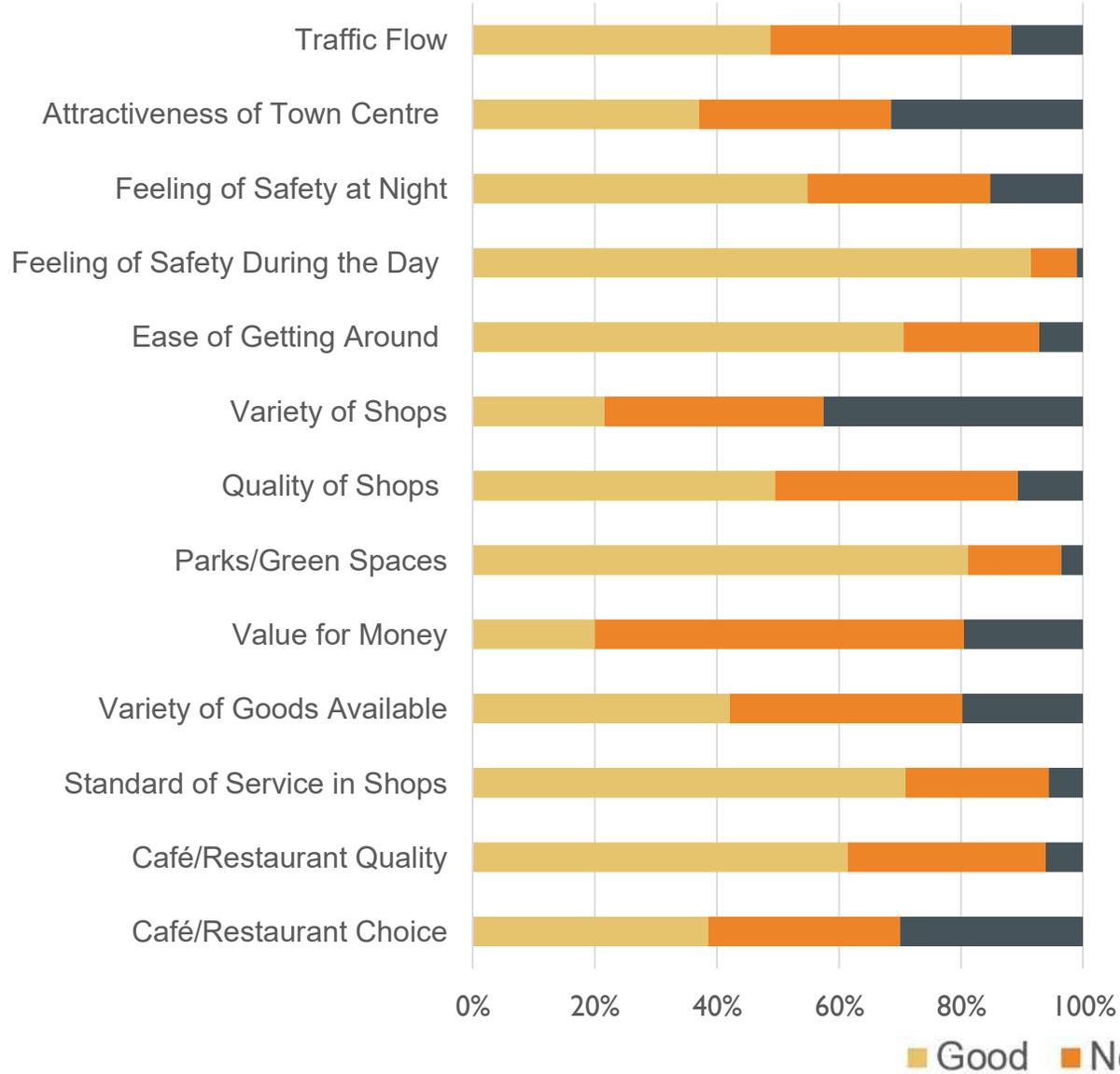
- + =1. Feeling of Safety During the Day
- + =1. Parking Affordability: Car
- + 2. Farmer's Market
- + =3. Parks/ Green Spaces
- + =3. East of Getting Around
- + =4. Pavement Cleanliness
- + =4. Feeling of Safety During the Night

#### Top Lowest Scoring Categories:

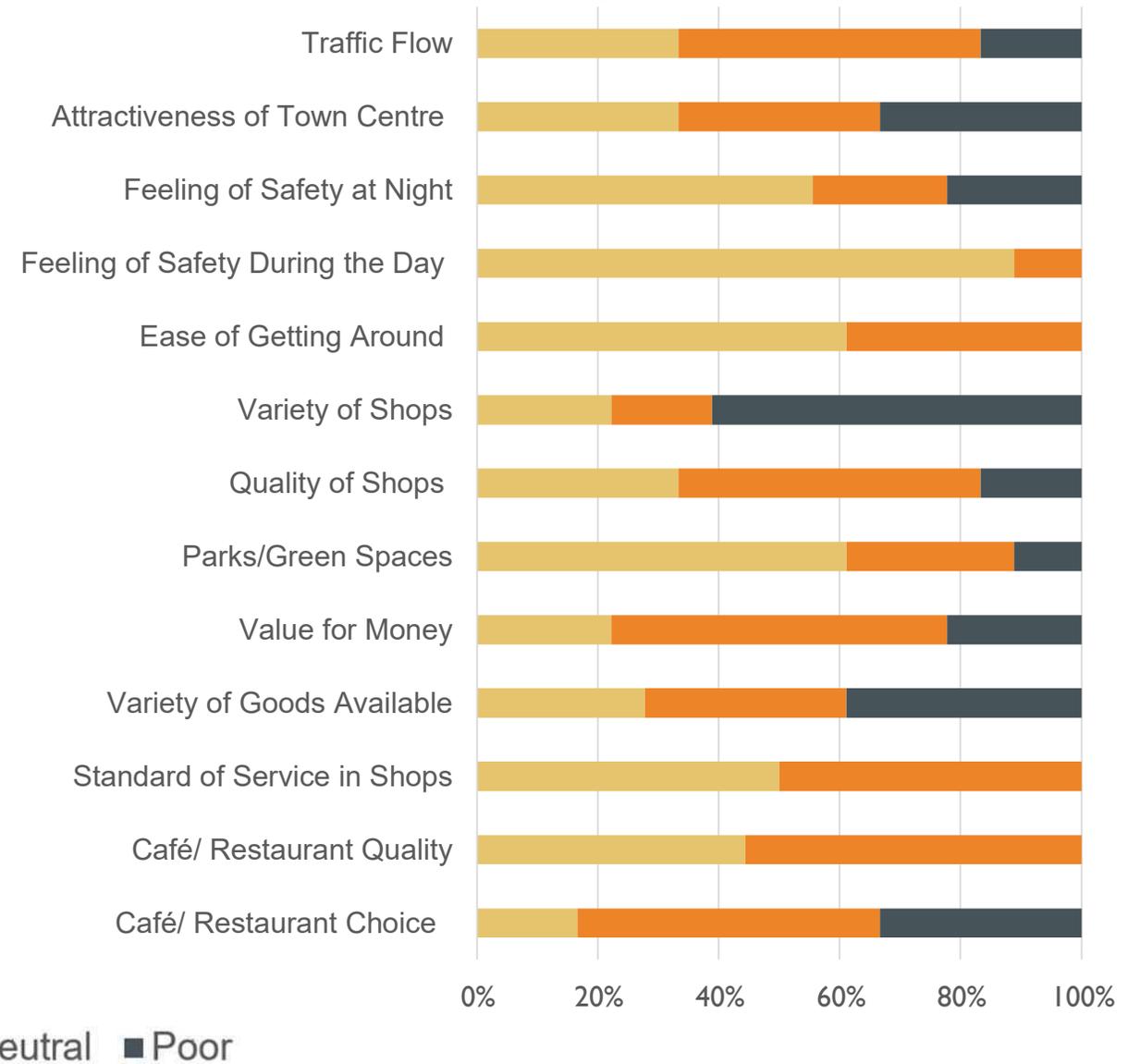
- 1. Vibrancy in the Evening
- 2. Variety of Shops
- 3. Care and Maintenance of Buildings
- 4. Public Transport Links
- =5. Variety of Goods
- =5. Signage

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

### Community Responses:

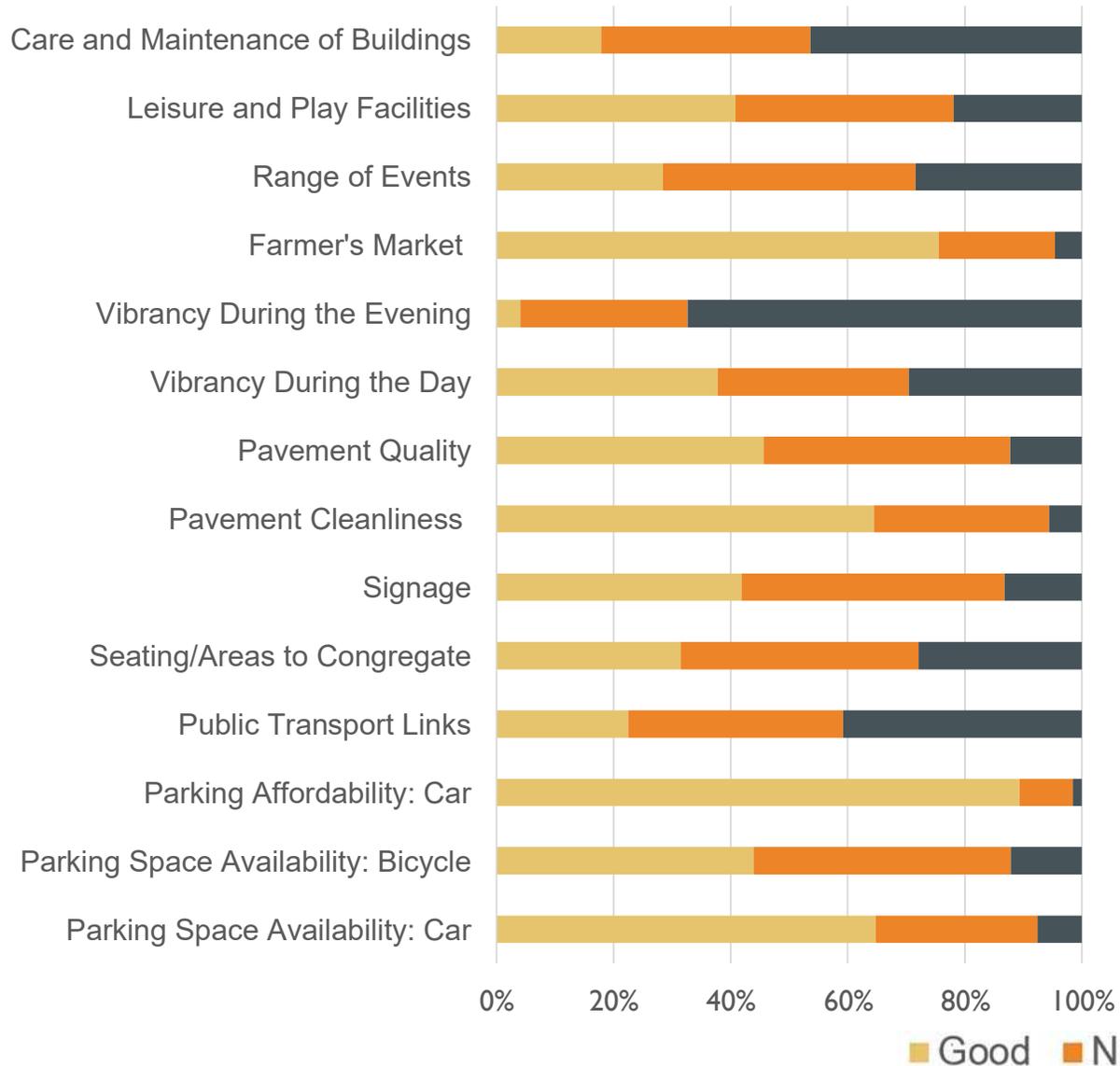


### Business Responses:

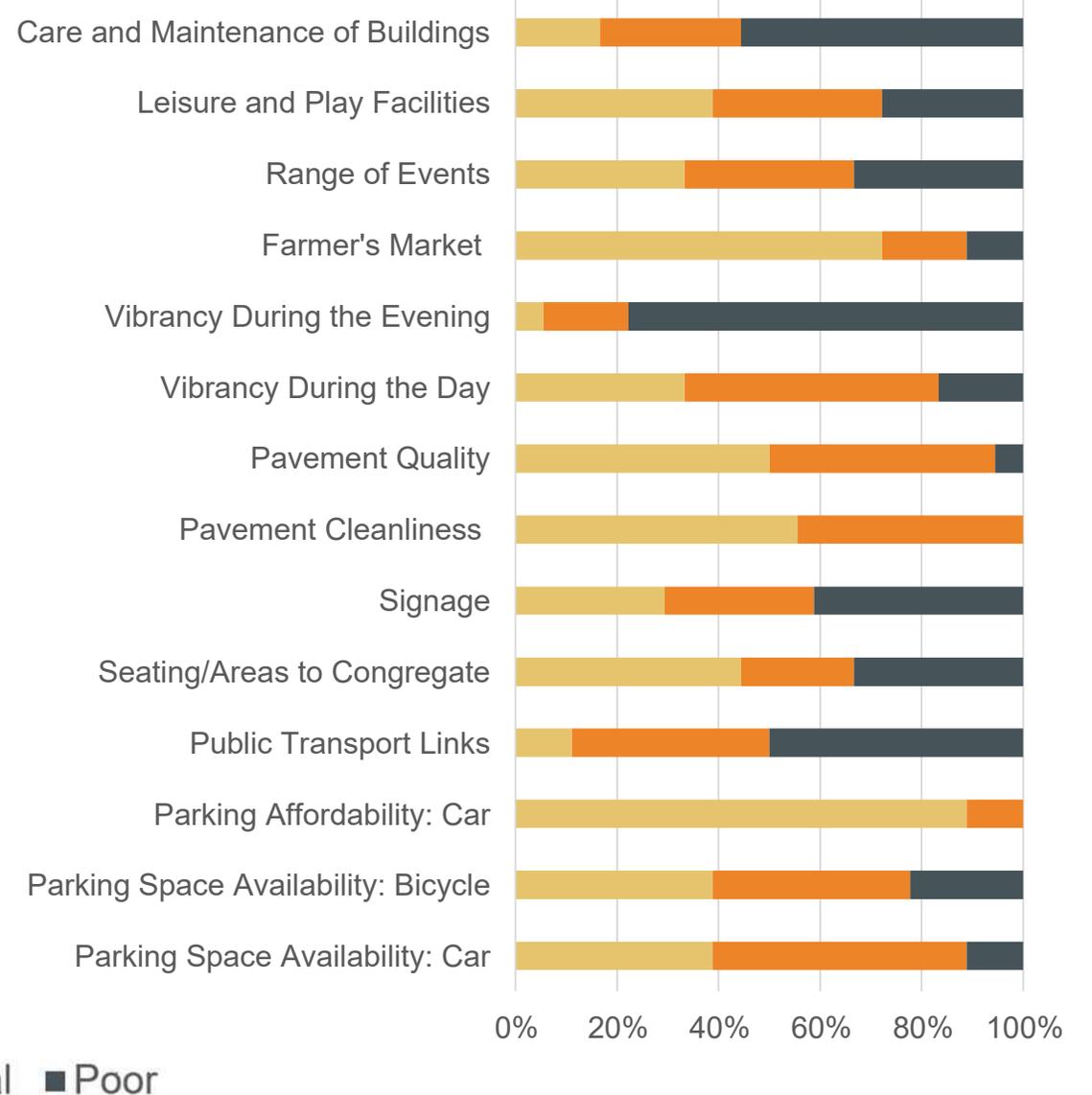


# BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? (Continued)

## 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 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 2022 for their contributions to the project:

## Business and Community:

Footfall Count Volunteers

## 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

Marr Area Office

Community Payback Unpaid Hours  
Service

Community Engagement and  
Equalities

Economic Development

Transportation

Planning Policy

Customer and Digital Services

**Aberdeenshire**  
COUNCIL



# Aberdeenshire

## COUNCIL



TOWN CENTRE HEALTH CHECK  
SEPTEMBER 2022

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

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