



**Aberdeenshire**  
COUNCIL



# TOWN CENTRE HEALTH CHECK SEPTEMBER 2021

MACDUFF, ABERDEENSHIRE



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# INTRODUCTION

## INTRODUCTION

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

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

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

## BACKGROUND

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

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

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

## PURPOSE

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

## WHY COMPLETE A HEALTH CHECK?

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

# METHODOLOGY

## TOWN CENTRE HEALTH CHECKS SHOULD:

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

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

## DESK TOP RESEARCH

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

## COMMUNITY SURVEY

The community survey was designed to gain an understanding of the views of both the residents and visitors of the town centre. The survey was available on Engage HQ, shared via a press release, advertised on the Council's Social Media and emailed to relevant groups to advertise further. The survey asked questions on several different topics and provided respondents the opportunity to identify what improvements they would like to see to the town centre. The survey was open for three weeks and received 121 responses. A summary of the responses received can be seen on page 40.



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

# METHODOLOGY (CONTINUED)

## **BUSINESS SURVEY**

The survey was available on Engage HQ and shared via relevant groups for completion. Several topics were questioned, including the impact that the COVID-19 pandemic has had on businesses. It also gave an opportunity to comment on improvements they would like to see to the town centre. The survey was open for three weeks and received 3 responses. A summary of the responses received can be seen on page 40.

## **FOOTFALL COUNT**

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

## **SITE SURVEY**

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

## **ACCESSIBILITY AUDIT**

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

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

**Observations:** The overwhelming majority of those respondents who use the town centre feel negatively towards it. Many respondents express a belief that there is no town centre due to the lack of services and amenities that you would expect to see. This is highlighted in the comments, where the decline is seen most strongly in the maintenance of buildings, the lack of retail choice and general feel and vibrancy of the town. However, there is a sense of pride in the heritage and geographical location of Macduff. There is some recognition that change is starting to happen and that there is potential to reverse the decline utilising the towns assets. Community spirit is rated poor or very poor by 60% of community respondents.

**The growth of Macduff:** Macduff was originally known as Doune. The town harbour was constructed in 1760 and the town grew up around this. The name was changed in 1783, after the family name (Duff) of the landowner Lord Fife. Fishing and supporting industries have played a big part in the towns history and remain a key sector today for employment as well as drawing tourists to the harbour and for providing a strong sense of place. This type of medium-sized town is extremely mixed in terms of demographics. There is a wide range of people, housing and activities.

Source: Understanding Scottish Places, Undiscovered Scotland

## IDENTITY & BELONGING



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

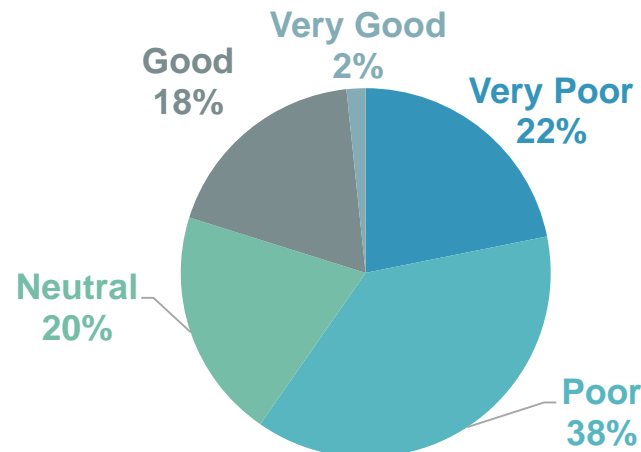


6% Community  
0% Businesses



94% Community  
100% Businesses

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



*"Macduff is a great wee town with lots to see through walks etc. but it does lack a buzz about the place with only a few shops which are just for the basics..."*

*"See a declining centre with mostly charity shops. It has a thriving shipbuilding yard which is about the only positive. Buildings stand neglected and there is a 'shrug of the shoulders' attitude. However, most people love the life in Macduff."*

*"It's my home town and I like the area."*

*"..Macduff is a good and pleasant town, but rundown."*

*"The last 10 to 15 years has seen Macduff decline into an embarrassing state. It used to be a nice little fishing village where bus loads used to come & visit... Now there is nothing to see or do, no attraction... Sad."*

*"Positive because it has great potential."*

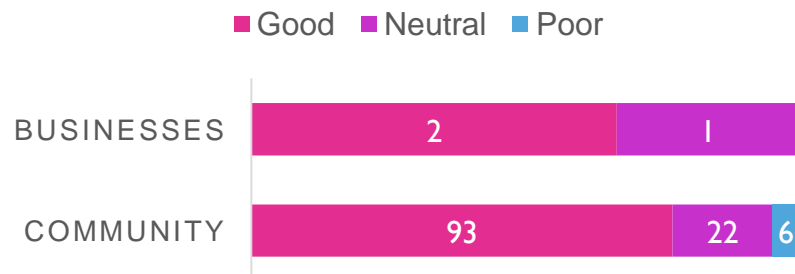
*"I live in Macduff and appreciate the improvements made recently to refresh harbour side area but seeing empty shops on Duff Street is just awful."*

*"There is no town centre anymore. The buildings are derelict, the shops have closed, there is zero sense of community. It's incredibly sad."*

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

**Observations:** Safety during the day was the most positive rated category by both businesses and visitors to the town in the surveys. Safety during the evening was also rated good, but with the same number of neutral responses. This perhaps indicates that less people go into the town centre at night. Very few comments were received on safety which coupled with the ratings, perhaps demonstrates that people are less concerned about this than some other indicators. Lighting is functional. There is no CCTV system.

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



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

## FEELING SAFE



### Key Safety Features:



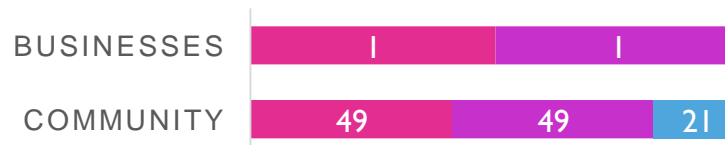
Lighting columns are functional in their design and appear well maintained



No central CCTV system in place

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

■ Good ■ Neutral ■ Poor



*"It is a clean town, low crime..."*

*"Since the lights were changed to the new lights some streets/ lanes are dark and I feel unsafe walking there. The pavement is not lit up and if there's a car parked no light hits the pavement... Parking of cars/ vans on pavements is becoming an issue - pavements are for walking on, and I often have to go off pavement onto the road to get past, this is not safe..."*



Images (Clockwise from Top Left):  
Lighting Crook O' Ness Street; Lighting column, Shore Street; Lighting, Shore Street; Lighting, Duff Street.

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



Memorial Garden

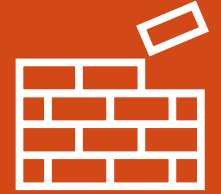


Duff Street



Duff Street

## CARE & MAINTENANCE



**Observations:** There are a number of vacant units within the town centre which are in relatively poor condition which detract from the overall appearance of the town centre. The topic was overwhelmingly scored negatively by the community and businesses and was in the bottom five in both surveys. Some of the vacant buildings also have the windows boarded up which results in the area looking neglected.

The Memorial Garden on Crook O'Ness Street provides an attractive open space area with seating which helps to improve the overall look of the town centre at this entrance.

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

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

■ Good ■ Neutral ■ Poor

BUSINESSES

3

COMMUNITY

20

100

*"Care needs to be taken so that the town looks nice."*

*"Radical improvements in maintenance and tidiness are required."*

*"Its sad to see the old Post Office and Bridal Shop on Duff Street looking so run down."*

*"Some of the properties are dangerously run down."*

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



Town Centre Groups	Banff and Macduff in Bloom	Banffshire Business Forum
Legal Status	Voluntary Group	Constituted Group
Membership	Volunteer committee and helpers	Businesses from the Banff, Macduff and wider Banffshire area (AB44, AB45)
Responsibilities	Community project to enhance the main areas of Banff and Macduff with floral display. The group look after the hanging baskets and tubs across the towns.	Banffshire Business Forum was formed in 2020 to bring together the local business communities in the area. It offers a local business support network and promotes local spend. All business owners in the area are invited to join. Committee meetings are held monthly. The Forum hosts a programme of events and networking opportunities throughout the year. Supporting projects such as Fiver Fest, the Love Banff and Macduff website and the Scotland Loves Local Gift Card.
Contact	<a href="#">Banff and Macduff in Bloom</a>	<a href="#">Banffshire Business Forum</a>

**Observations:** Presently, with the absence of a Community Council, Macduff has a limited number of town centre organisations. However the recently formed Business Forum is a useful addition to the town and the In Bloom group work hard to green the town centre. Town projects are supported by Aberdeenshire Council and cross-sector working through the Regeneration Partnership. Awareness of groups is low so greater promotion could be considered.

*“Community needs to pull together to increase activity and give a positive impression. Too much negativity, especially on social media.”*

*“Improvement - Community groups and businesses working together and taking pride in their community.”*

**18%** of community survey respondents are aware of groups that support the town centre.

The word cloud (right) shows survey responses, when asked to name town centre groups, with Banff and Macduff in Bloom (6), Men's Shed, Community Council and the Phoenix Fund (all 4) receiving the most.

Christmas Lights Group Friends of Tarlair  
Men's Shed Market Street Hall Community Cafe  
**Banff and Macduff in Bloom**  
Community Council Library Knitting Group  
Phoenix Fund Regeneration Partnership

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

# MOVING AROUND



**Observations:** The town centre is shared by vehicles and pedestrians. The community gave getting around the town centre a neutral response overall but with more good ratings than poor. Signage is limited to Shore Street and was rated neutral overall but with more poor than good ratings. Issues for those getting around the town centre are around the priority of vehicles over other forms of active travel. With cycling particularly poorly catered for in the town with just one parking facility at the top of Duff Street. This was recognised by the number of poor ratings.

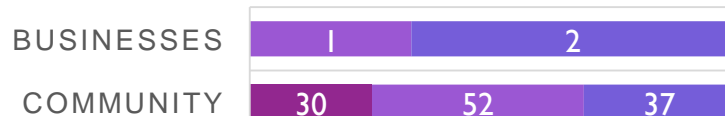
## HOW WOULD YOU RATE: GETTING AROUND THE TOWN CENTRE?

■ Good ■ Neutral ■ Poor

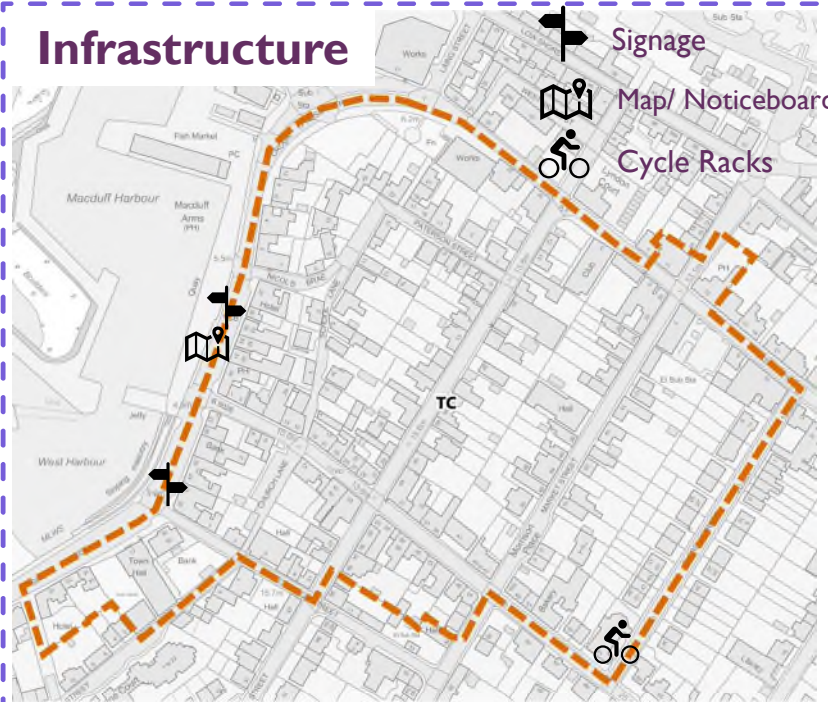


## HOW WOULD YOU RATE: SIGNAGE?

■ Good ■ Neutral ■ Poor



## Infrastructure



*"Not cycle friendly because of the domination of cars."*

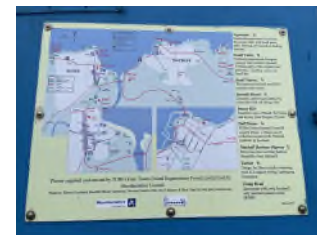
*"Footpaths are narrow, two people can't pass and at least one has to go on the road or around parked cars. Not cycle friendly because of the domination of cars and not friendly to those that need mobility scooters."*

*"Access due to its location causes issues as every street seems to have a massive hill making it difficult to get around."*

*"Choose to design streets for cyclists and pedestrians rather than cars."*



## HOW WOULD YOU RATE: CYCLE PARKING?

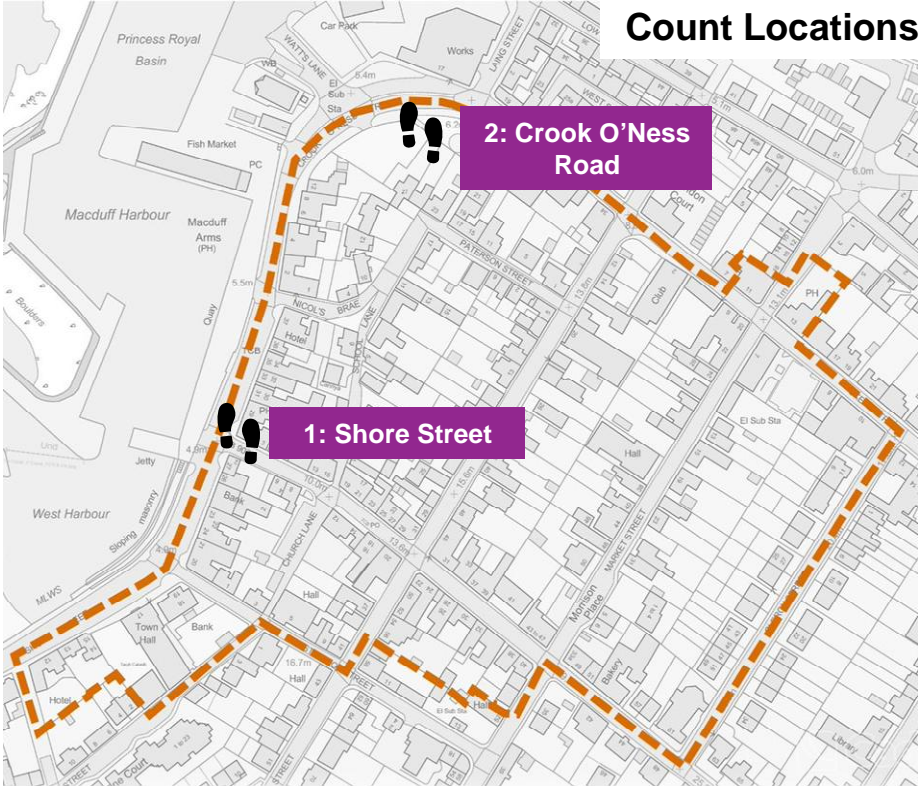
■ Good ■ Neutral ■ Poor



Images (Left to Right): Cycle rack, Duff Street; Damaged fingerpost signage, Shore Street; Town Map, Shore Street.

# MOVING AROUND: FOOTFALL SURVEY

Day	Time	Location 1	Location 2	Hourly Total	Overall Total
Thursday 	09:30	18	7	25	104
	11:30	22	5	27	
	14:30	23	6	29	
	18:00	10	13	23	
Saturday 	09:30	9	3	12	55
	11:30	7	1	8	
	14:30	18	1	19	
	18:00	12	4	16	
Totals		119	40	159	



Footfall is a measure of the vitality of the town centre and can be directly linked to economic activity. Pedestrian counts were undertaken on Saturday 25<sup>th</sup> and Thursday 30<sup>th</sup> September for a duration of 15 minutes, four times a day, in two locations.

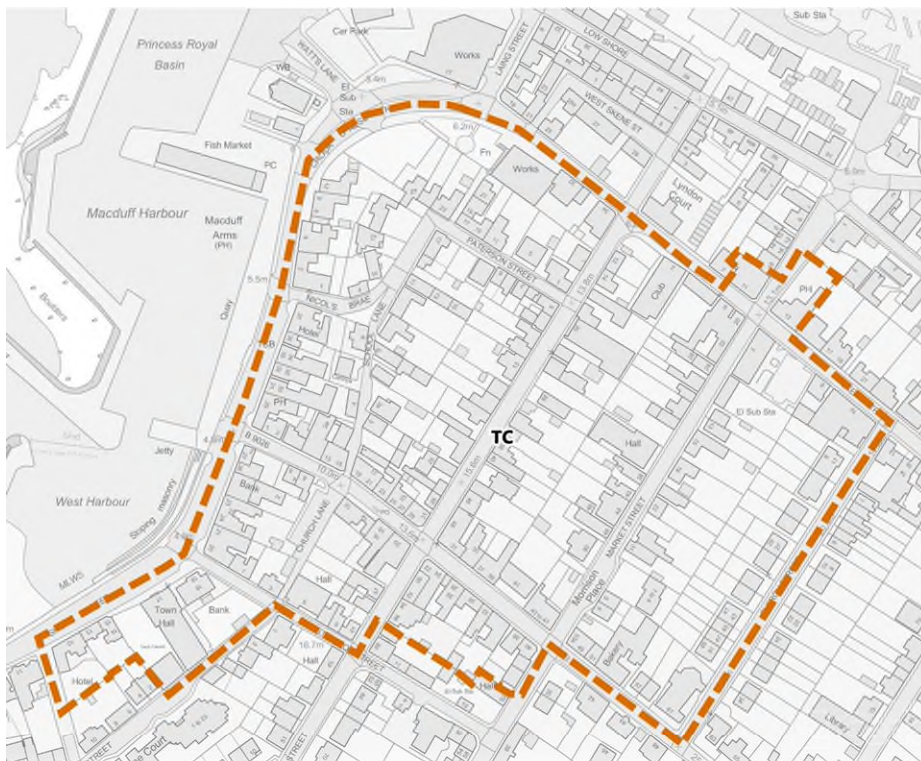
The pedestrian count findings showed the highest footfall count was recorded at Shore Street on Thursday afternoon (23 people). It was also the busiest count point in general over the course of the surveys.

## HEADLINES

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

**Quietest Location:** Crook O'Ness Street  
**Quietest Time:** 09:30  
**Quietest Day:** Saturday

# MOVING AROUND: ACCESSIBILITY AUDIT



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

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

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

The survey took place on Friday 15<sup>th</sup> October 13:00 – 15:00. The weather was dry but cold.

# ACCESSIBILITY AUDIT

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

- The geography of the town can be a barrier to people with limited mobility.
- Tactile paving is missing from a number of key crossings.
- People generally feel very safe in Macduff but fast and large vehicles on Shore Street and Crook O'Ness Street make using pavements and crossing roads feel unsafe.
- Pinch points on several streets were noticed where pavements narrowed and this caused difficulty for pavement users.
- Pavements are in a poor state of repair with cracks and uneven surfaces.
- Road markings are in a good condition.
- Access to shops is variable depending on doors and store layouts.



*"Narrow, uneven pavements on Crook O'Ness Street can be a hazard for pedestrians, especially as it is a busy road."*



*"Crossing the road can be hazardous (there are no crossing points) so those with children, in wheelchairs, infirm or elderly don't consider it safe to stop."*

*"Yellow lines are well maintained in Macduff."*



*"Some shops have manual doors or thresholds that are not easily accessible with wheelchairs. The second point is easy to overcome with buffers."*

*"Mobility scooter users cannot use narrow pavements."*



*"Cracked pavements on Duff Street."*

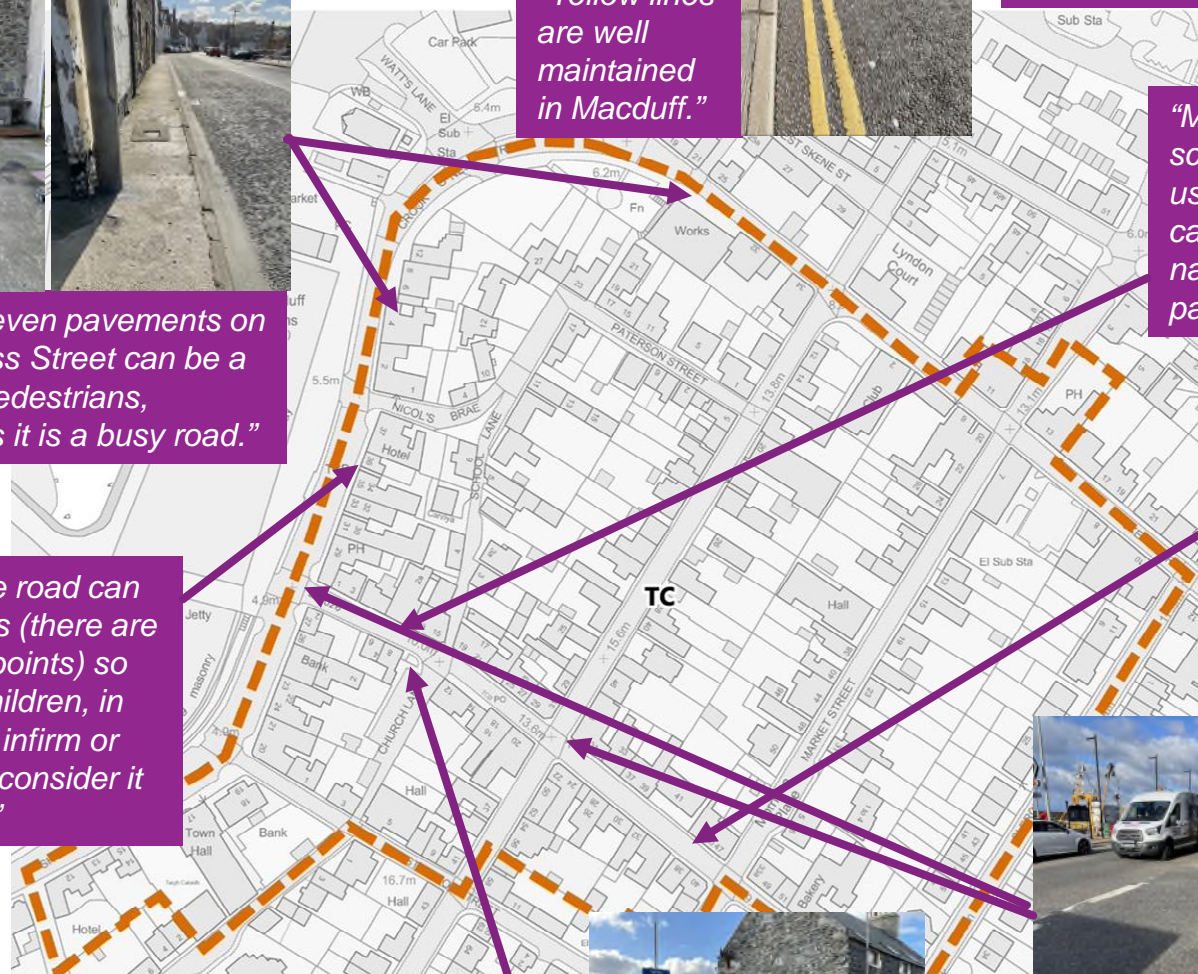


*"Store layouts often mean a wheelchair user cannot access various aisles/ product display areas because the shelving/ units are so close together the aisle space is not sufficient to get a wheelchair through."*

*"Seating area on Duff Street is only accessible by steps."*



*"Tactile paving is missing at all junctions along Duff Street."*



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:** Macduff Town Centre has reasonable bus links to Aberdeen and Elgin, although the journey times are lengthy. There is also a town service which provides access around the town and to Banff. There is a more limited service to other towns/ villages however there is a Dial-A-Bus service provided by the Banffshire Partnership. The main bus interchange is on Shore Street outside the Town Hall with covered waiting facilities and a real time information display. The only other bus stop is further along Shore Street. Survey responses show that public transport is positively regarded and few comments were provided on this topic.

### HOW WOULD YOU RATE: PUBLIC TRANSPORT?

■ Good ■ Neutral ■ Poor

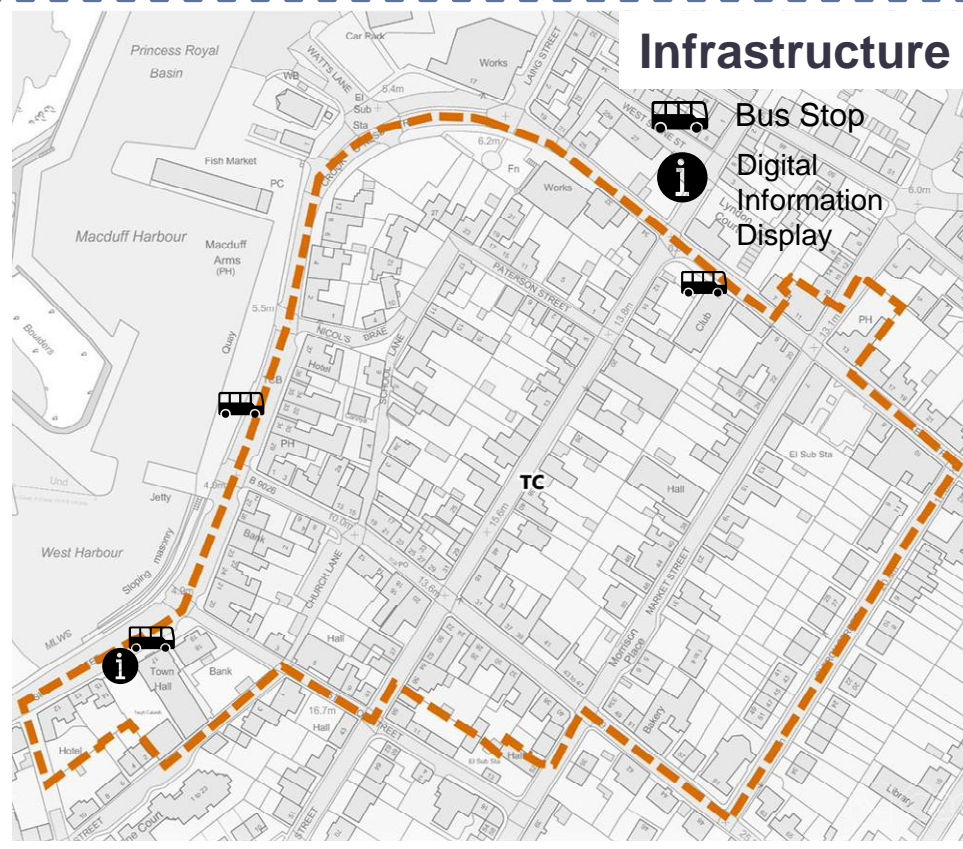
BUSINESSES



COMMUNITY



## PUBLIC TRANSPORT



Images (Clockwise from Top Left): Real time digital display, Shore Street; Covered bus stop, Shore Street; Town service buses.

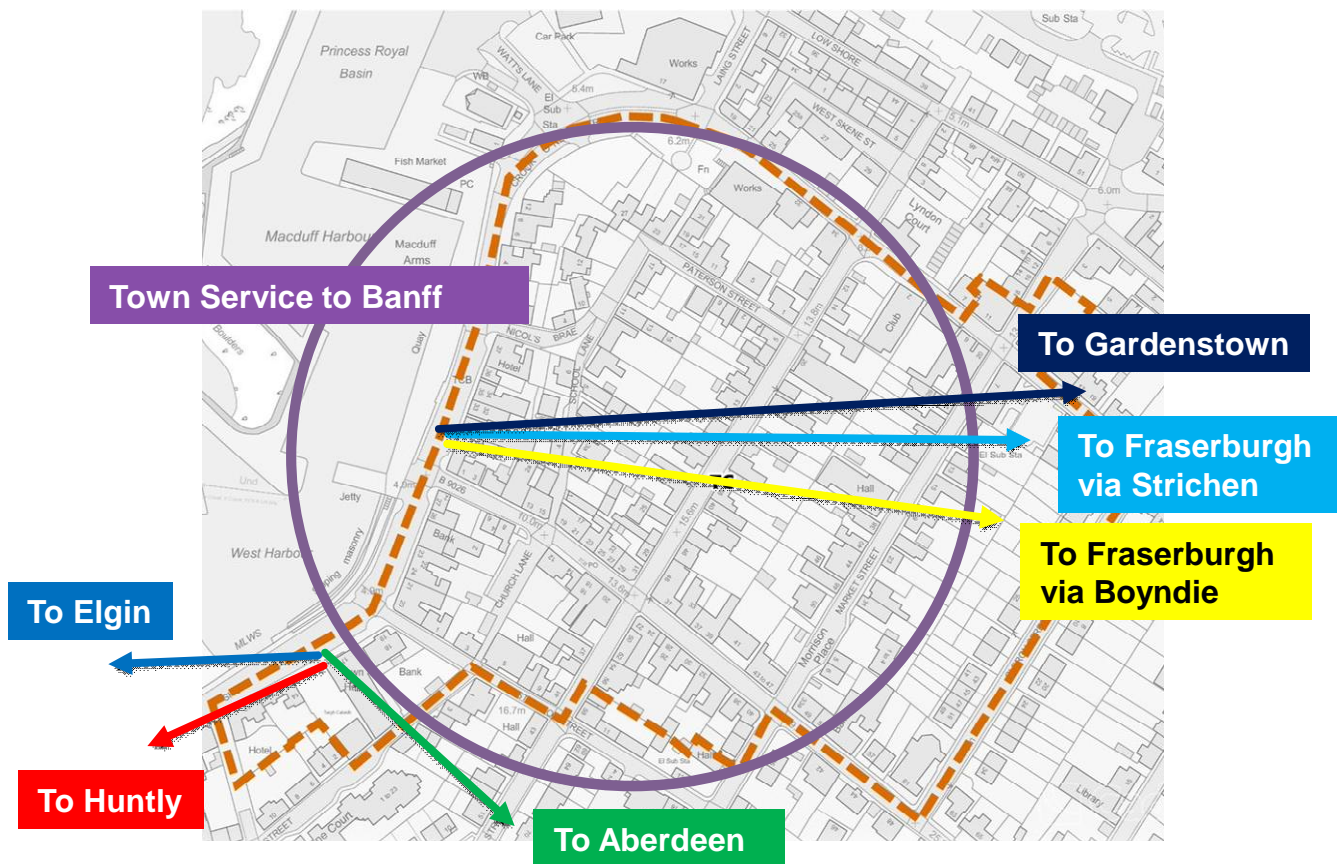
*"Access to public transport is reasonable but routes are limited."*

*"Improvement - transport links. Obviously Macduff and the surrounding areas would benefit greatly from a rail link with Aberdeen."*

*"Improvement - cheaper, more frequent busses running between Banff and Macduff."*

*"City bus is good, 35 to Aberdeen - Elgin is good. Further transport to villages is very poor, so people rely on cars."*

# PUBLIC TRANSPORT ROUTES



## Key:

- Bus Route 35      → Bus Route 301      → Bus Route 273
- Bus Route 35      → Bus Route 271
- Bus Route 272      ○ Town Service 300

Route (all from Low Street) *	Frequency (per week day)	Fastest Journey Time	Earliest Travel Time	Latest Travel Time	Cost (Single Standard Ticket)
Bus to Aberdeen (35)	25	1hr 50mins	04:24	21:43	£11.00
Bus to Elgin (35)	15	1hr 55mins	05:46	22:36	£11.00
Bus to Fraserburgh (272)	2	50mins	11:02	15:02	£9.00
Bus to Huntly (301)	3	1hr	07:25	14:55	£6.50
Bus to Banff (300 Town Service)	10	5mins	08:45	16:35	-
Bus to Fraserburgh (271)	2	42mins	07:40	17:20	-
Bus to Gardenstown (273)	5	22mins	09:21	17:40	-

\* Correct at time of survey

A Dial-A-Bus, pre-booked minibus service provided by the Banffshire Partnership is available in Macduff. A door-to-door service is provided for those with no access to a car or without easy access to public transport.

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

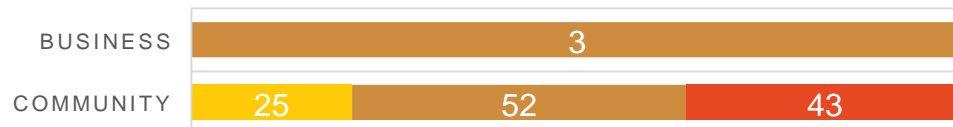
### TRAFFIC



Image: Shore Street.

### HOW WOULD YOU RATE: TRAFFIC FLOW?

■ Good ■ Neutral ■ Poor



*"Some traffic calming measures as the through traffic discourages people from stopping and crossing the road can be hazardous (there are no crossing points) so those with children, in wheelchairs, infirm or elderly don't consider it safe to stop."*

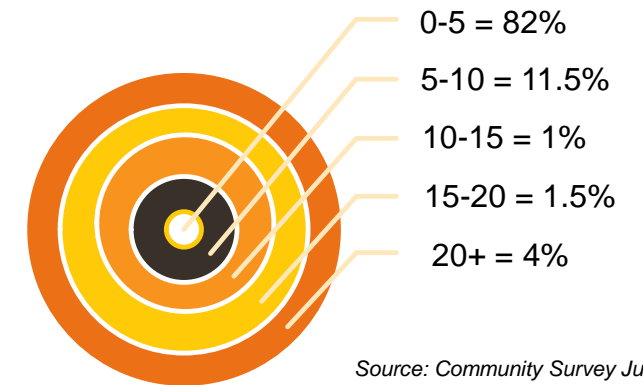
*"There needs to be improvement with the traffic flow on the A98."*

*"Consider one way traffic for the lower part of Duff Street."*

**Observations:** Traffic within the town centre can be busy at times as the A98 runs through the town. Concerns regarding safety for people crossing the road was noted through some of the survey responses as there are no crossing points.

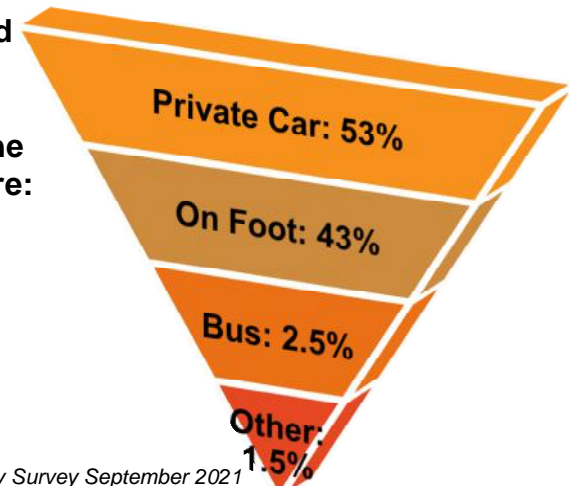
There is also a good mix of people using the town centre by foot and by private car with nearly an even split which will help with the availability of car parking.

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



Source: Community Survey July 2021

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



Source: Community Survey September 2021

# TRAFFIC & PARKING

## CAR PARKING AFFORDABILITY AND AVAILABILITY

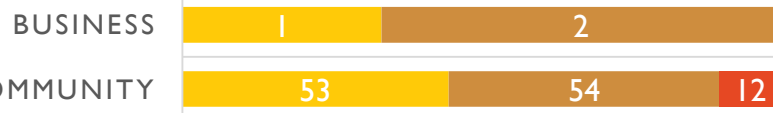
### Parking Costs

**£0.50**

Average hourly rate  
September 2021

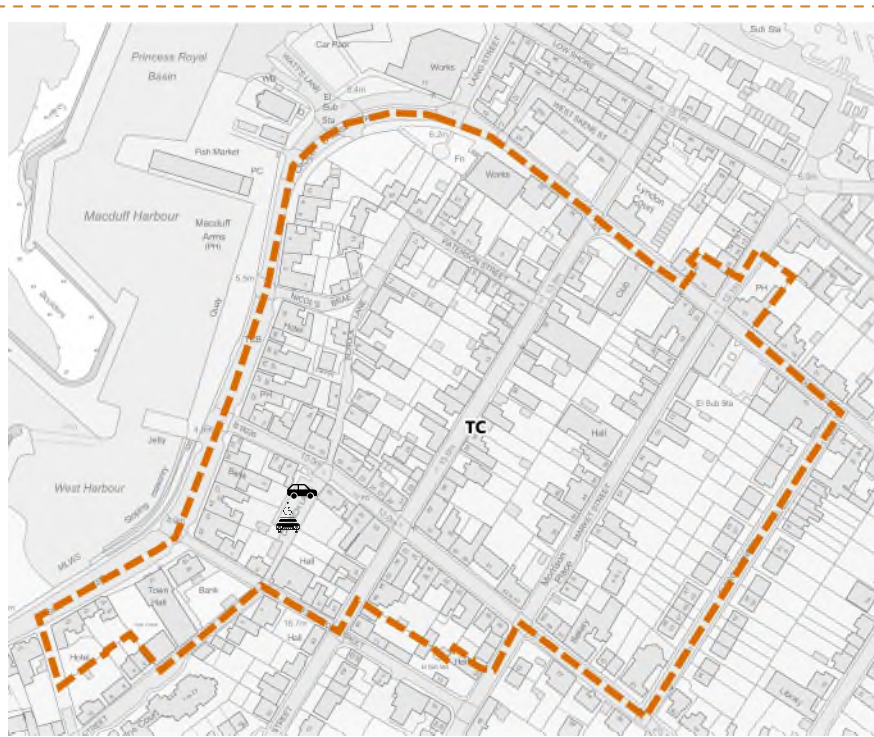
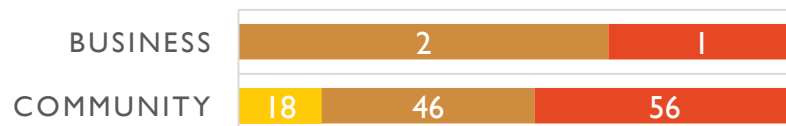
### HOW WOULD YOU RATE: PARKING AFFORDABILITY?

Good Neutral Poor



### HOW WOULD YOU RATE: PARKING AVAILABILITY?

Good Neutral Poor



Free Parking



Paid Parking



EV Charging Spaces



Disabled Spaces

*"Need more parking facilities."*

*"Better parking is needed."*

*"There needs to be more parking as people park in the Harbour area beside working machinery."*

*"Lack of parking will not encourage new business to the town."*

*"Parking is fine."*

**Observations:** A large number of comments were received through the surveys in relation to wanting to see additional parking within the town centre.

A number of reasons were given for wanting additional parking including to try and encourage new shops into the town, and to relocate the people parking at the harbour.

Available Spaces **10** No. of Free Spaces

**0** No. of Paid Spaces

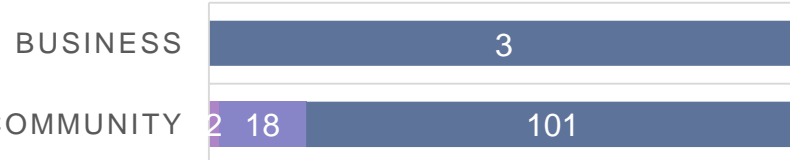
**1** No. of Disabled Spaces

**0** No. of EV Charging Spaces

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:** The topic of the attractiveness of the town received a negative response. The topic was rated within the bottom five of all topics surveyed in both the business and community surveys.

The topic of the number of empty buildings having an impact on the town centre was noted on a number of occasions along with the community desire to see a general tidy up to try and make the area more attractive both for investment but also for the locals.

*“Shop owners need to be encouraged to make all properties look attractive.”*

*“Town centre needs to be refurbished to make it more attractive to locals and visitors.”*

*“General tidy up to make the town centre more attractive.”*

# STREETS & SPACES

## ATTRACTIVENESS OF TOWN CENTRE



Attractive Harbour Setting



Run down Building, Duff Street

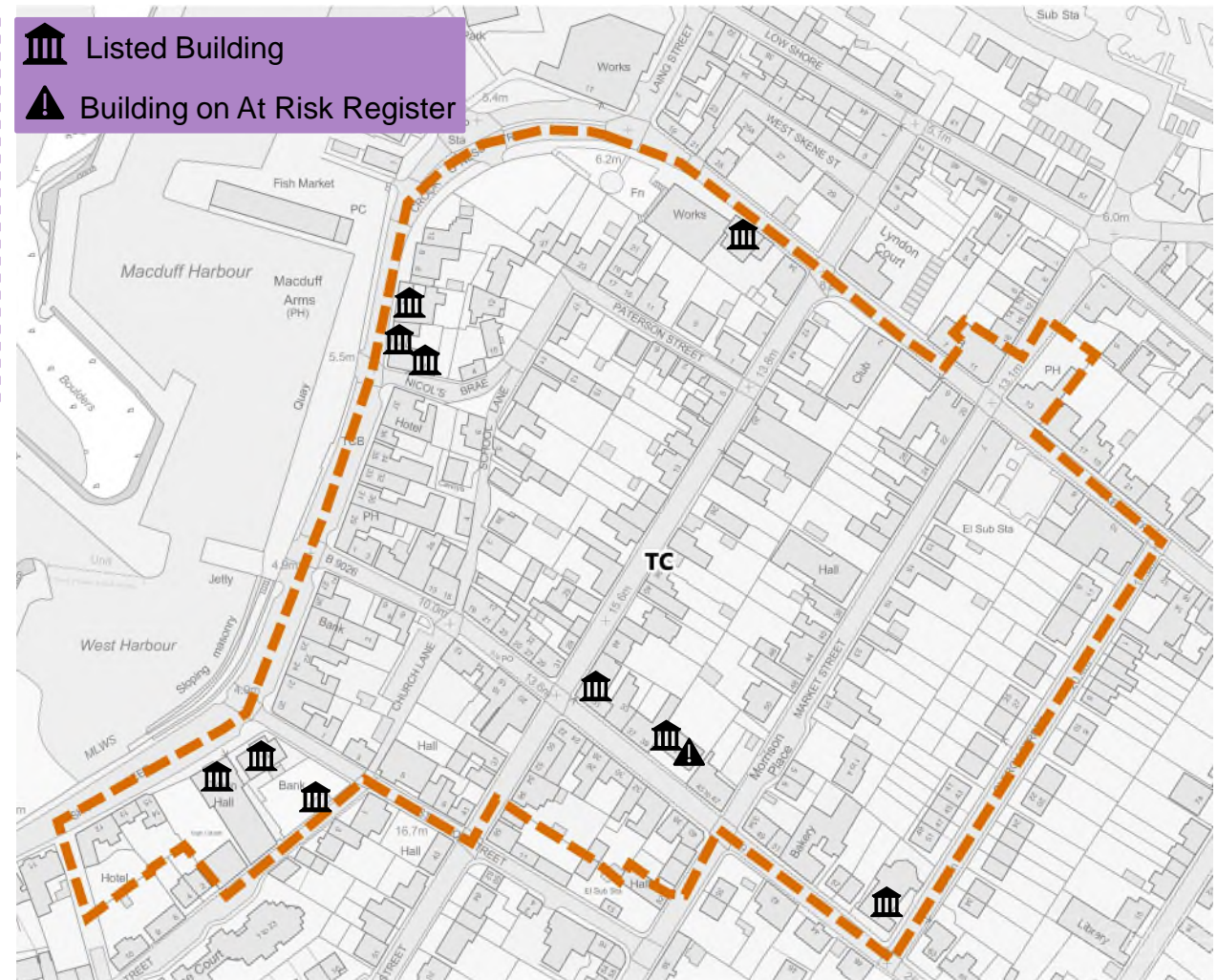
# STREETS & SPACES: HISTORIC ENVIRONMENT

**Observations:** There are 10 listed buildings within Macduff Town Centre covering two of the three listing categories. There are 3 Category C listed and 7 Category B listed buildings.

Unfortunately, within Macduff there is one property on the Buildings at Risk Register which is Craighdu on Duff Street. Care and maintenance is required to this building to ensure that the appearance and structure doesn't deteriorate further. Maintenance should also be considered for other buildings within Macduff to ensure that their condition doesn't worsen. Gutter clearing appears to be one of the main tasks required.



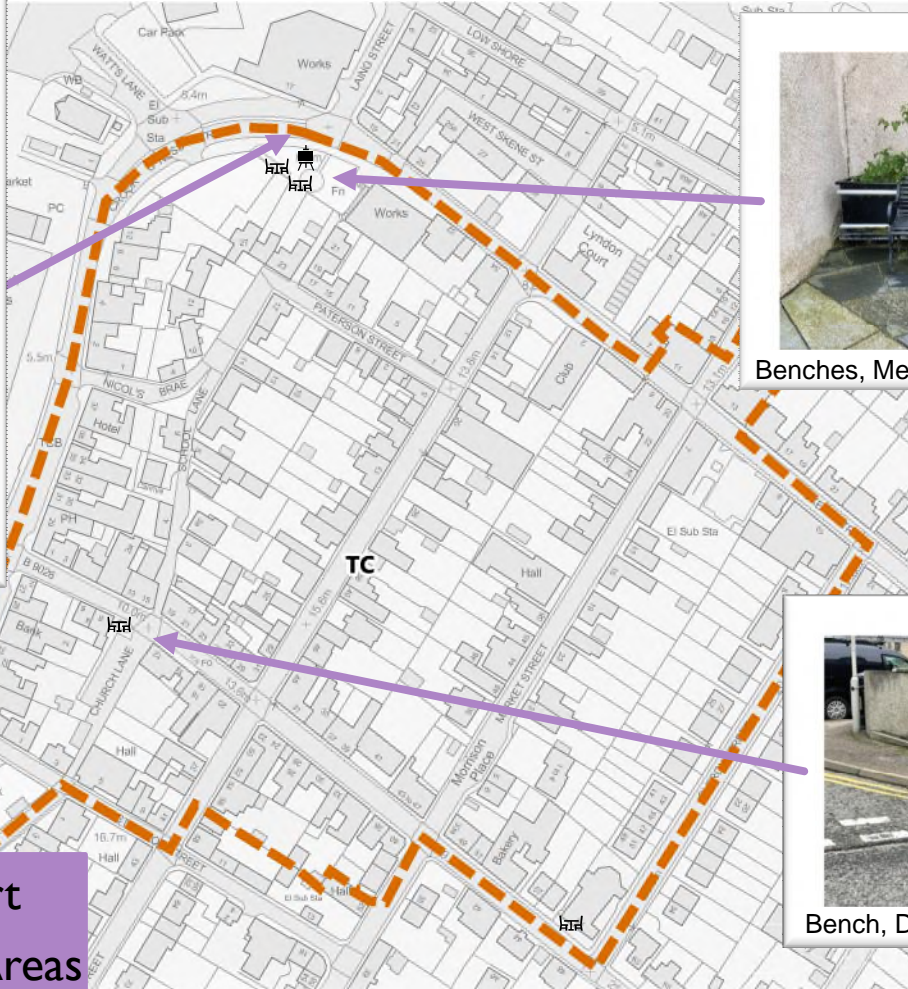
Images (Left to Right): Macduff Arts Centre and Craighdu, both Duff Street.



# STREETS & SPACES: SEATING AND PUBLIC ART



Public Art, Memorial Garden



Benches, Memorial Garden



Bench, Duff Street

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

■ Good ■ Neutral ■ Poor

BUSINESSES

3

COMMUNITY

8

38

71

*"A proper seating area there would provide a focal point for the town and could direct people to local businesses."*

*"There needs to be more seats within the town centre."*

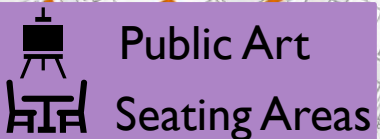
*"Create an attractive seating area at the bottom of Duff Street."*

*"There should be art installations - sculpture or others - to brighten the town."*

*"There is no public art within the town centre."*

**Observations:** There is limited seating and public art in Macduff Town Centre and this is reflected through the comments received. The topic of seating was also rated within the bottom five of all topics in the business survey.

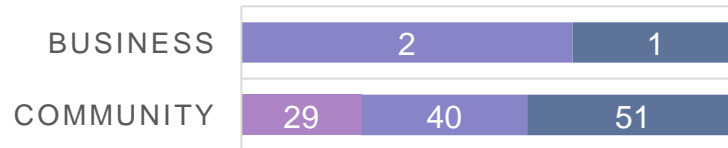
The seating that has been provided is generally in good condition however the seating at the bottom of Duff Street requires the user to use stairs to access it which may make it inaccessible to some users within the community.



# STREETS & SPACES: PAVEMENTS

## HOW WOULD YOU RATE: PAVEMENT CLEANLINESS?

■ Good ■ Neutral ■ Poor



*“Pavements often have rubbish on them.”*

*“Lots of weeds in pavements which make the pavements look unkempt.”*

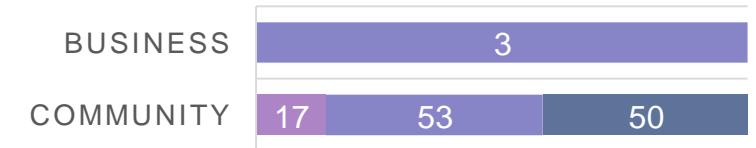
**Observations:** The condition of the pavements was something that was commented on through the surveys noting that overall the pavements within the town centre are poor. Cracks in the pavement and uneven surfaces were noted during the site visit.

Another key theme coming through the comments was the desire to see the weeds removed from the pavements.



## HOW WOULD YOU RATE: PAVEMENT QUALITY?

■ Good ■ Neutral ■ Poor



*“Need to redo the pavements.”*

*“Pavements are bumpy.”*

*“The pavements look awful because of the weeds and are slippery because of the moss.”*

*“The pavements need sorted.”*

*“There needs to be more maintenance of the pavements.”*

*“Need to make the pavements fit for purpose.”*

*"The empty shops should be used in some way."*

*"Convert empty and boarded up shops into houses."*

*"Get the empty shops done up and filled again with businesses."*

*"Do something to improve the look of the empty buildings."*

*"The empty buildings should be repurposed."*

## STREETS & SPACES: VACANT RETAIL UNITS



Images (Top left and Clockwise): Duff Street, Duff Street, Crook O' Ness Street, Duff Street and Duff Street.

**Observations:** The number of vacant units is something that was highly commented on through the surveys with the majority of comments noting there were far too many vacant units within the town centre. The vacancy rate within the town centre at the time of survey was 24% which is slightly higher than the Scottish average at the time of the survey, Q3 2021, which is 15% (Scottish Retail Consortium and Local Data Company).

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

### Vacant Retail Units:

9

Vacant Units in the town centre

24%

Vacancy Rate at time of survey

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

**Observations:** Macduff's location next to the coast and other natural spaces is an asset for the town, contributing to the overall character. The Memorial Garden area offers some green space but this could be enhanced further. However the majority of the town centre is lacking any planting as there are only a small number of planters and although there were hanging basket brackets in some streets they were not in use at the time of the survey. Some respondents would like to see more green space and planting.

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

■ Good ■ Neutral ■ Poor

BUSINESSES	1	1	1
COMMUNITY	33	38	50

## NATURAL SPACE



The town centre boundary is on the harbour front



Planters at the bus stop



The Memorial Garden on Crook O' Ness Street is the only area of green space within the town centre



This small seating area on Duff Street has planters

*"Improvement - Plant trees on (the) main street."*

*"Unkempt areas to be tidied and weeded. More flowers in the summer."*

*"The flower tubs have looked beautiful in the summer and we are lucky to have volunteers to maintain them."*

*"Amenity area might be good to replace derelict buildings."*

*"We need flowers through the main street. So many things are needed to brighten the place up and make look cheery."*

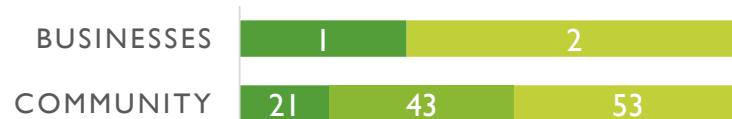
Banff and Macduff in Bloom are a group of volunteers working to enhance the main areas of the two towns with floral displays. Visit their [Facebook](#) page to find out more.

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

**Observations:** Macduff has no play and recreation sites within the town centre itself, and this is reflected in the survey responses. Comments focused on a lack of opportunities for young people and a desire to see more play facilities in the town centre. However, there are a number of play/leisure facilities just about 1 mile from the Duff Street, Shore Street junction.

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

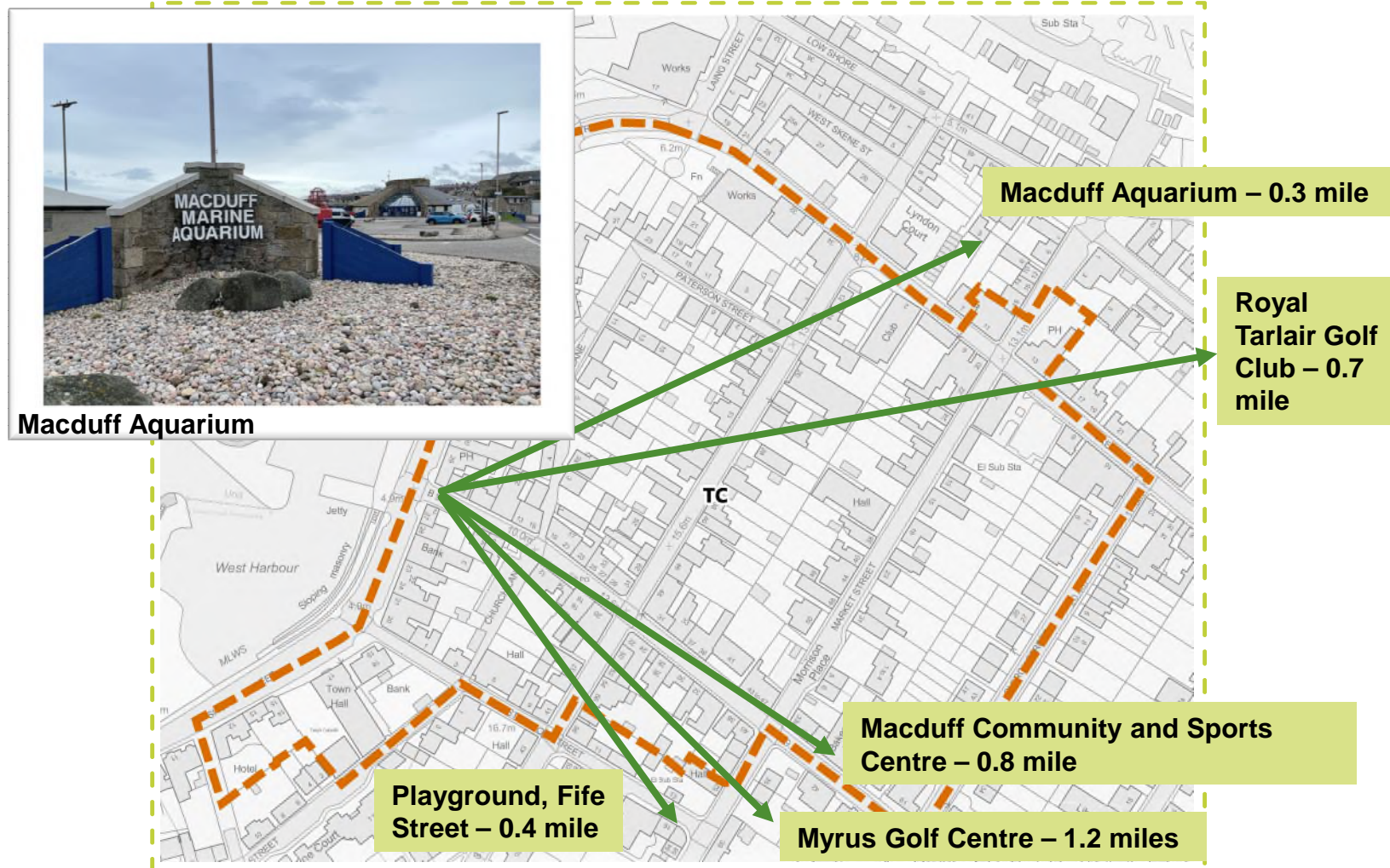
■ Good ■ Neutral ■ Poor



*"Large play park with a sitting area would be beneficial."*

*"There are no play facilities within the town centre."*

## PLAY & RECREATION



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

# FACILITIES & AMENITIES

## RETAILER REPRESENTATION



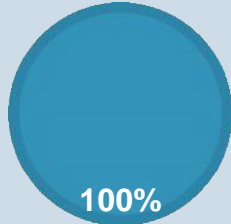
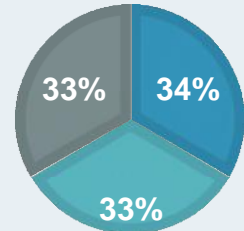
Use Class Order Classification The Town and Country Planning (Use Classes) (Scotland) Order 1997	Number of Units within Use Class	Distribution of Units in Use class
<b>Class 1: Shops</b> (Retail sale of goods other than hot food, post office; sale of tickets; travel agency; sale of cold food for consumption off the premises; hairdressing; direction of funerals; the display of goods for sale; hiring out of domestic or personal goods or articles; launderette or dry cleaners; reception of goods to be washed, cleaned or repaired; where the sale, display or service is principally to visiting members of the public)	15 units	<b>CLASS 1: SHOPS</b> <ul style="list-style-type: none"> <li>Charity</li> <li>Clothes &amp; Footwear</li> <li>Entertainment</li> <li>Florists</li> <li>Food &amp; Drink</li> <li>Hairdresser &amp; Barber</li> <li>Home &amp; Garden</li> <li>Other</li> </ul>
<b>Class 2: Financial, Professional and other services</b> (Use for the provision of - financial services; professional services; or any other services (including use as a betting office) e.g. offices of accountants, dentists, doctors, solicitors, beauticians, estate agents)	7 units	<b>CLASS 2: FINANCIAL, PROFESSIONAL &amp; OTHER SERVICES</b> <ul style="list-style-type: none"> <li>Banks</li> <li>Accountants, Solicitors, Estate Agents</li> <li>Beauticians</li> <li>Betting Office</li> <li>Dentists</li> <li>Other</li> </ul>



Images (Top to Bottom): Shore Street streetscape and Duff Street streetscape.

# FACILITIES & AMENITIES:

## RETAILER REPRESENTATION

Use Class Order Classification The Town and Country Planning (Use Classes) (Scotland) Order 1997	Number of Units within Use Class	Distribution of Units in Use class
<b>Class 3: Food and Drink</b> (The sale of food or drink for consumption on the premises. e.g. cafes, restaurants, snack bars)	1 unit	<b>CLASS 3: FOOD AND DRINK</b>  <ul style="list-style-type: none"> <li>■ Café</li> <li>■ Restaurant</li> </ul>
<b>Sui Generis</b> (For the sale of hot food for consumption off the premises. e.g. pizza shops, takeaways, kebab shops, fish and chip shops)	3 units	<b>SUI GENERIS: HOT FOOT TAKEAWAY</b>  <ul style="list-style-type: none"> <li>■ Fish and Chips</li> <li>■ Chinese</li> <li>■ Kebab</li> <li>■ Other</li> </ul>
<b>Sui Generis</b> (Use as a Public House)	2 units	2 Public Houses



Images (Top to Bottom): The Old Moray Shore Street and view towards Shore Street.

# FACILITIES & AMENITIES:

## RETAILER REPRESENTATION

### Retailer Representation

64%

of businesses in the town centre are independent retailers

11%

of businesses in the town centre are multiple retailers

\*have multiple stores operating under one brand name and have common ownership.

3

No. of Charity Shops

10%

of visitors to Macduff Town Centre agree that it offers all services expected (retail, café, pubs etc)

**Observations:** The majority of shop units within the town centre are independent retailers with a small number of multiple (chain) retailers. A large proportion of the comments received through the surveys related to the lack of variety of shops within the town centre, the topic actually ranked within the 5 lowest ranked topics through both the community and business surveys.

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

■ Good ■ Neutral ■ Poor

BUSINESS	3
COMMUNITY	17
	112



Image: Shore Street.

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

■ Good ■ Neutral ■ Poor

BUSINESS	1	2	
COMMUNITY	15	48	58

““Would love to see more variety of shops within Macduff.”

“There needs to be more variety of shops.”

“You can’t have two charity shops and a rope shop and call it a town centre.”

“There needs to be more variety of shops so that we can shop locally.”

“There are only food and charity shops in the town centre.”

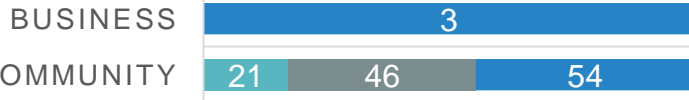
“Very limited number of shops.”

# FACILITIES & AMENITIES:

## CAFE AND RESTAURANTS AND EVENING ECONOMY

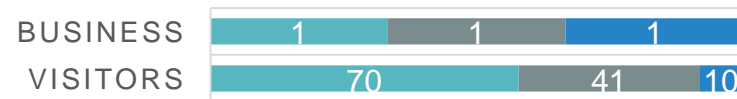
### HOW WOULD YOU RATE: CAFE/ RESTAURANT CHOICE?

■ Good ■ Neutral ■ Poor



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

■ Good ■ Neutral ■ Poor



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

■ Good ■ Neutral ■ Poor



*"There are a selection of cafes within the town."*

*"Only one good cafe at harbour front but little to draw and keep visitors here."*

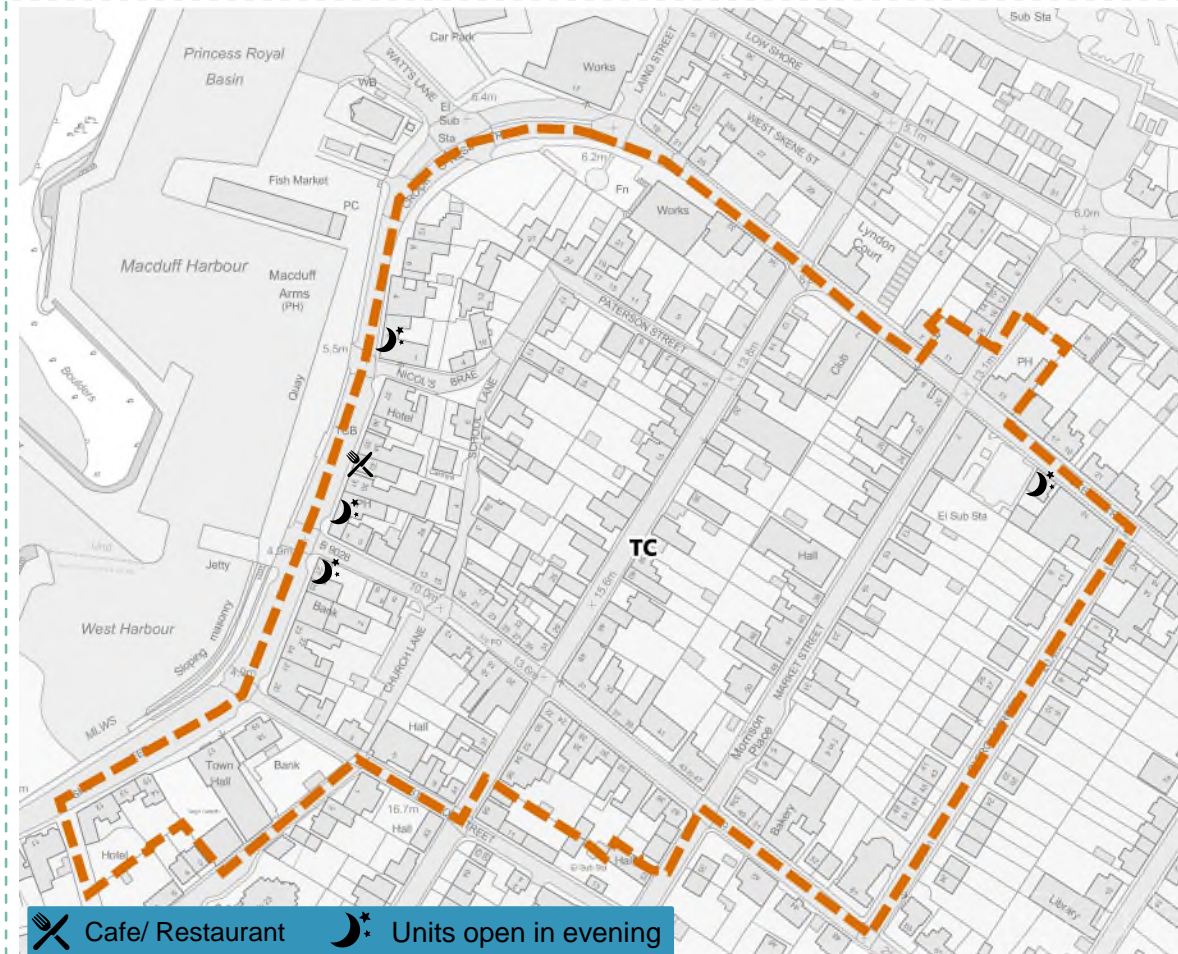
*"There are a number of very good eateries and takeaways in Macduff. These could be better promoted. I've been stopped and asked several times by visitors where there is to eat in the town."*

*"There should be more cafes."*

*"Empty buildings should be repurposed as cafes."*

*"Rarely out at night but the empty shop premises and lack of choice of restaurants and shops make it less attractive option than Banff but appreciate improvements made."*

**Observations:** Within the town centre there is only one cafe but a number of comments were received in relation to quality of it and the topic was rated within the top five of all of the topics within the community survey. There was a community desire to see more cafe choices within the town centre by renovating some of the vacant units. Conversely, the topic of evening vibrancy was rated within the bottom five of all topics in both the community and business survey. It was noted by a number of people that there isn't much open to attract people in the evening.



Images (Left to Right): Café, Tolbooth Wynd; Restaurant, Marischal Street.

# FACILITIES & AMENITIES:

## CULTURAL AND LEISURE OUTLETS, PUBLIC SERVICES AND OTHER SERVICES/ MARKETS

**Observations:** There are only a limited number of outlets and services within Macduff Town Centre, with one public, cultural and an ATM machine. There are no leisure outlets or defibrillator units within the town centre. However, there are a number of attractions that are just outwith the town centre boundary including the Macduff Aquarium.

Additionally, at the time of survey the Town Hall was currently closed.

A number of positive ratings were received in relation to the Farmers Market within Macduff. However, it should be noted that the Farmers Market is not located within the town centre boundary.



Image: Duff Street.

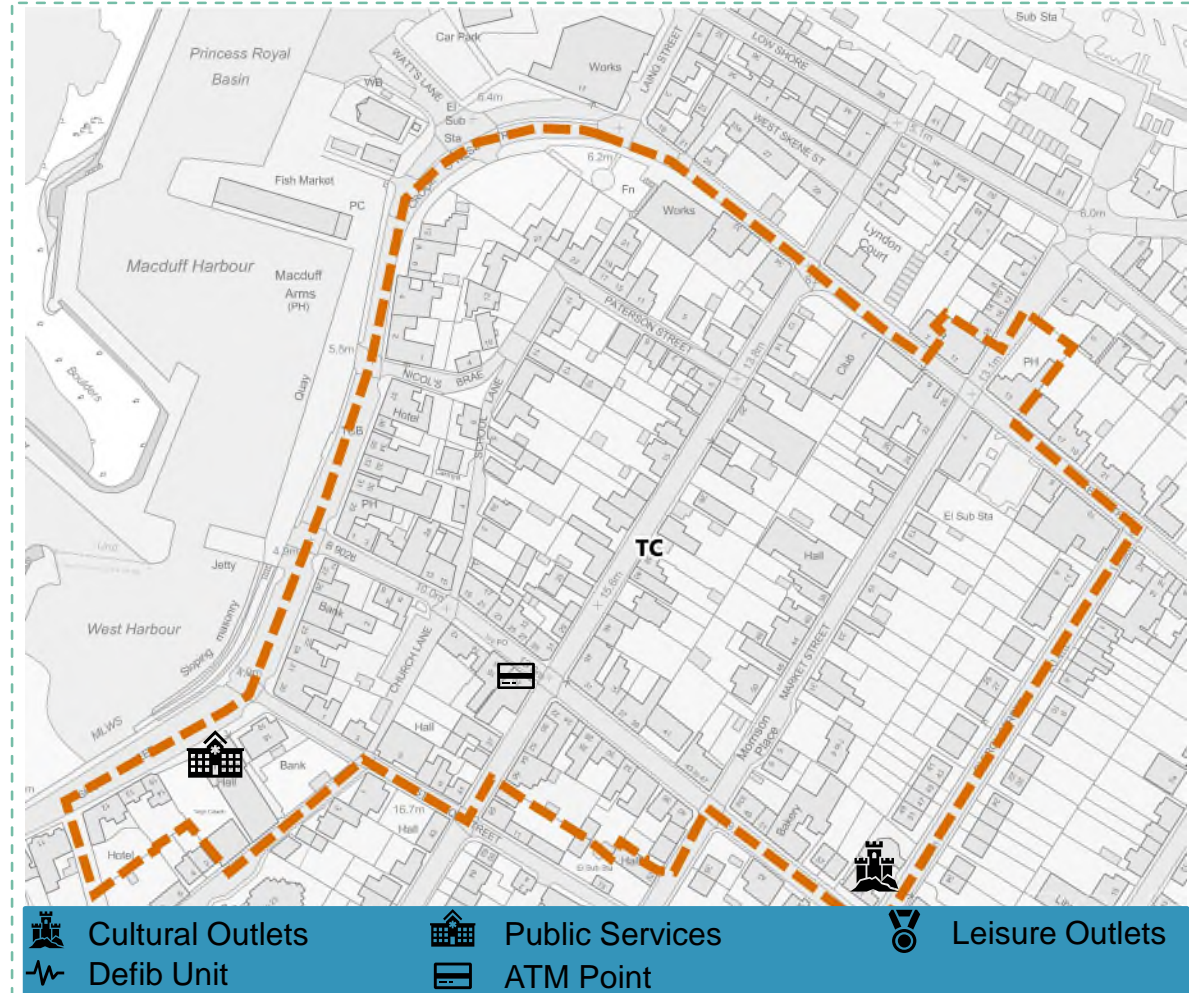
### HOW WOULD YOU RATE: THE MARKET?

■ Good ■ Neutral ■ Poor

BUSINESS	1	2	
COMMUNITY	44	60	16

*"Farmers market could be made more attractable to younger people. Better advertised too."*

*"It is sad the market had to move from the Harbour area. Pop up local food/eating/craft stalls would be great here perhaps in summer/ pre Christmas time."*

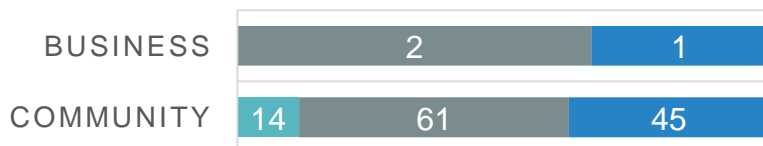


# FACILITIES & AMENITIES:

## COMMUNITY AND VISITOR SATISFACTION

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

■ Good ■ Neutral ■ Poor



*"I'd like to see a range of shops selling items at competitive realistic prices."*

*"The shops tend to be small and are expensive grocery stores or charity shops."*

*"The shops are charity shops so that could be good value but you may not find what you are looking for."*

*"Shops are limited in number but the ones that are here provide a very good service."*

*"There is no butcher or fruit and veg shops left."*

### Town Centre Offer:

# 10%

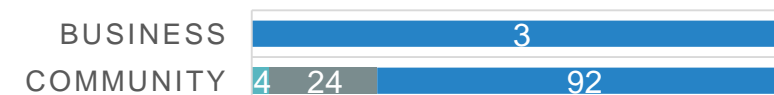
of the community agree that it offers all services expected (retail, café, pubs etc)

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

Whereas, the topics of variety of goods and value for money received more negative comments, with only 4 respondents rating the variety of goods available as good. There were a number of comments received noting that the community would like to see additional shops opening within the town to provide more variety of goods and also to increase the value for money.

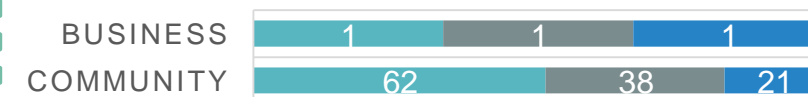
### HOW WOULD YOU RATE: VARIETY OF GOODS AVAILABLE?

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

**698** Jan-Dec 2019

**598** Jan-Dec 2020

# FACILITIES & AMENITIES:

## ONLINE SHOPPING

### Online Offering

**100%** of businesses surveyed have online presence

**33%** of businesses surveyed sell online

**80%** of the businesses surveyed that sell online make 50% or more of their income from this

**61%** of the community surveyed said they are more likely to shop online rather than going into the town centre for the same item

**60%** of the community survey noted that their attitude towards online shopping had changed because of the COVID-19 pandemic

**30%** of the community survey noted that their usage of the town centre had decreased because of the COVID-19 pandemic

**Observations:** Within the survey there was a real mix of responses to the questions about shopping online. A number of respondents noted that they would rather shop local rather than buying online. Whilst others noted that availability, convenience, pricing and variety of goods were the main reasons for online shopping. The theme of there being a very limited amount of shops in Macduff was noted on several occasions.

*"If it's available in Macduff it is quicker."*

*"I do shop online as very little products available in Macduff but if they were available then I wouldn't have to shop online."*

*"If I can purchase an item locally I always try to support local shops but with so few shops I do resort to online shopping."*

*"Online shop, no choice but to."*

*"There is limited choice in town."*



Image: Shore Street.

# FACILITIES & AMENITIES:

## CONNECTIVITY









**Observations:** Mobile coverage within Macduff Town Centre is very strong with all 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.



### Broadband Coverage in Macduff Town Centre:

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

### Mobile Coverage in Macduff Town Centre:

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

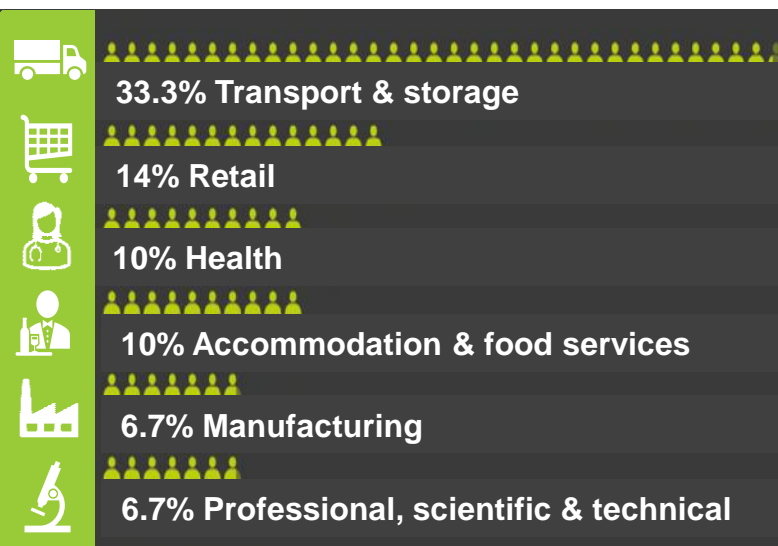
✓ Good coverage    ○ You may experience problems    ✗ No coverage

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.

## WORK & LOCAL ECONOMY



### Top 5 Employment Sectors 2020 Macduff Town Centre Data Zone\*



Source: Business Register and Employment Survey 2020

### Median Household Income 2020 Town Centre Data Zone\*

**£26,459**

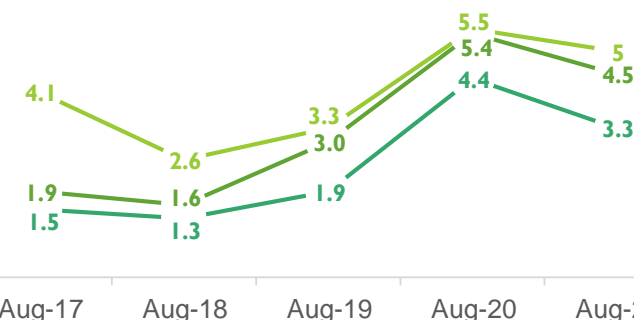
£28,871 Banff & Buchan;

£37,853 Aberdeenshire

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



### CLAIMANT COUNT RATE



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



### Settlement Type: Remote Small Town

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

**Scottish Government's Urban Rural Classification, 8-fold**

### Scottish Index of Multiple Deprivation 2020

Town Centre Data Zone\*:

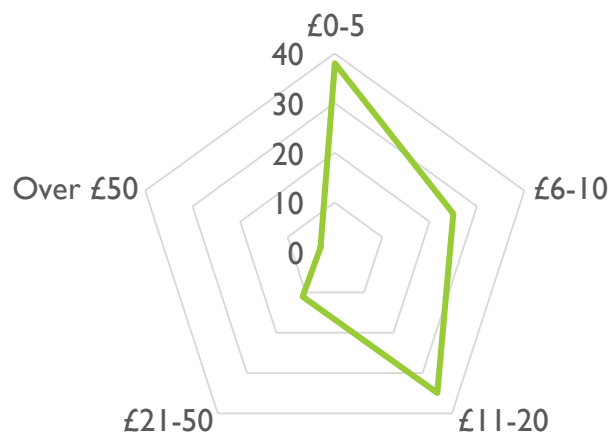
**50%** most deprived in Scotland

\* The data zone (S01007041) that makes up the majority of the town centre.

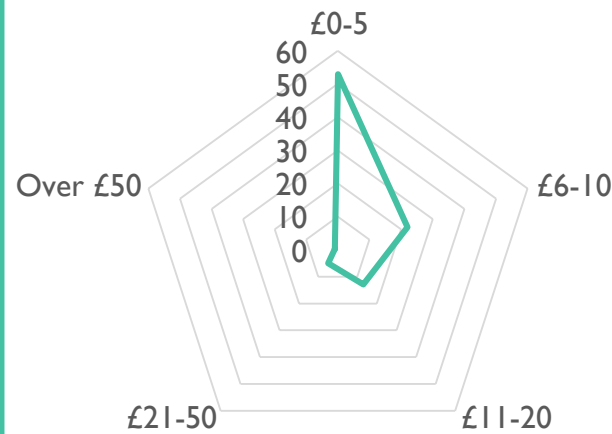
## WORK & LOCAL ECONOMY: AVERAGE CONSUMER SPEND

**Observations:** The graphs show that food shopping accounts for the highest proportion of spend in the town centre. Hair and Beauty spend is the only category with £21-50 being the most popular spend level. Looking at the hospitality sector, Takeaway and Café/ Restaurant spend is most prolific at the £11-20 level. Other shopping is predominantly at lower levels. There is very little spend on Events/ Entertainment or other, perhaps illustrating the lack of opportunities in these areas, picked up elsewhere in the health check. Very few transactions are in excess of £50.

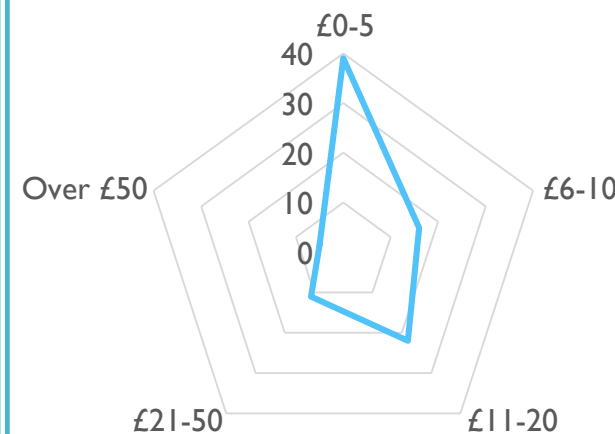
### Food Shopping



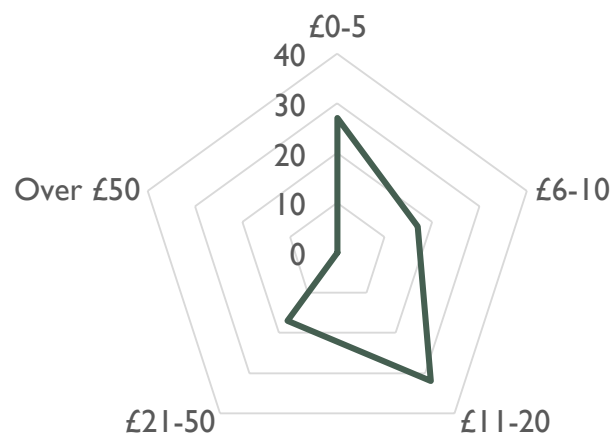
### Other Shopping



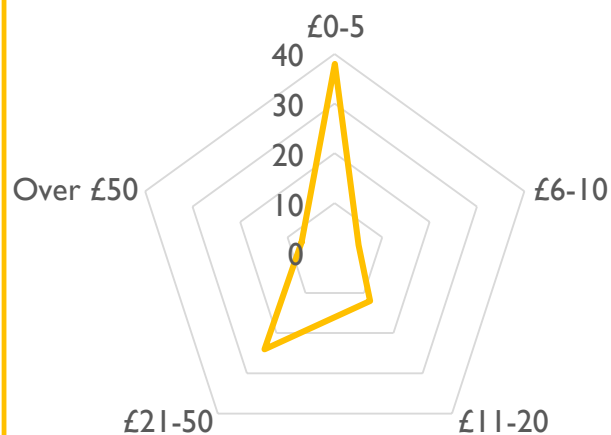
### Café/ Restaurant



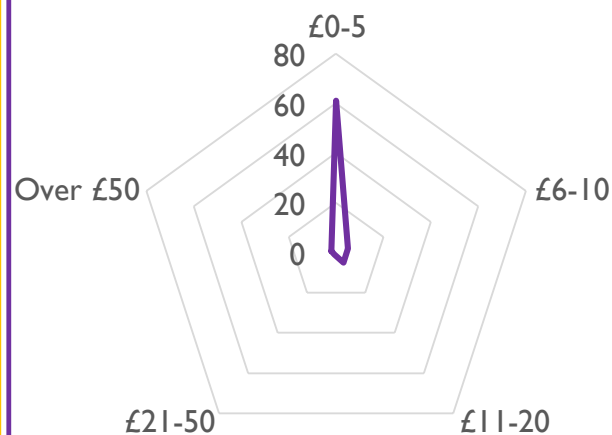
### Takeaway



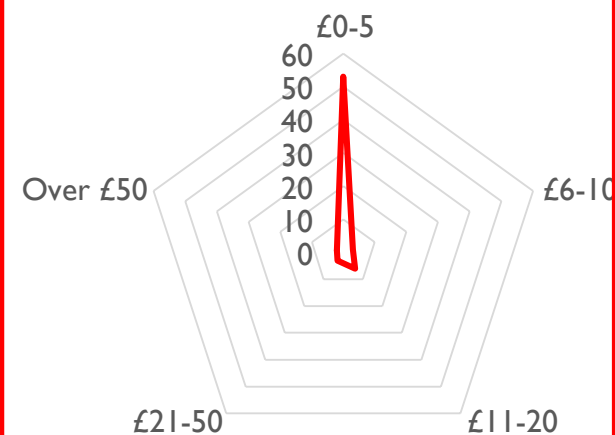
### Hair & Beauty



### Events/ Entertainment



### Other



## WORK & LOCAL ECONOMY: BUSINESS SURVEY HIGHLIGHTS

**Observations:** Three businesses responded to the survey, accounting for 9% of the businesses in the town centre. They are all established and independent. Those who responded provided a mixed picture for the town, with static employment but with greater increases in turnover than losses. The outlook however, is more negative with low confidence and growth plans. Businesses are making reasonable use of online tools, but could consider widening their usage of different platforms.

**100%** of business owners surveyed were **established** businesses in the town centre

**100%** of business owners surveyed were **independent** businesses

**33%** of business owners surveyed were **confident** about future business performance, **67%** are **unconfident**

**100%** of business owners surveyed are **not** looking to **grow** or **expand** at this time

*"More businesses opening again after years of very little."*

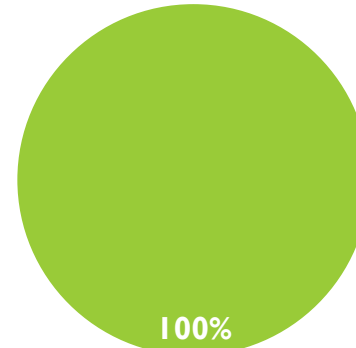
*"More investment to attract business."*

*"Make it more affordable/ attractive for businesses to want to open a shop in Macduff."*

*"Sort out run down buildings, funding to start-ups to open cafes, restaurants, shops etc. Make it somewhere people want to visit."*

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

■ Stayed the Same

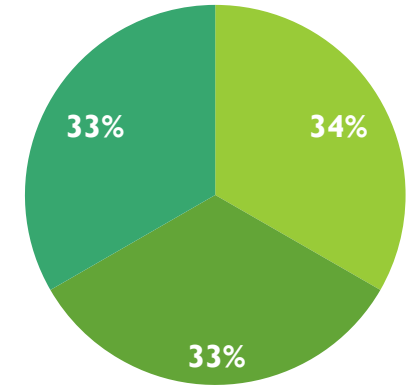


**How has turnover at your premises changed in the past five years?**

■ Increased by more than 25%

■ Increased by 16-25%

■ Decreased by more than 25%

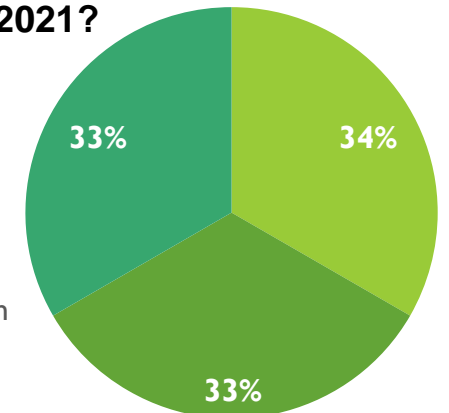


**What difference have the COVID-19 restrictions had on turnover during the period March 2020 to April 2021?**

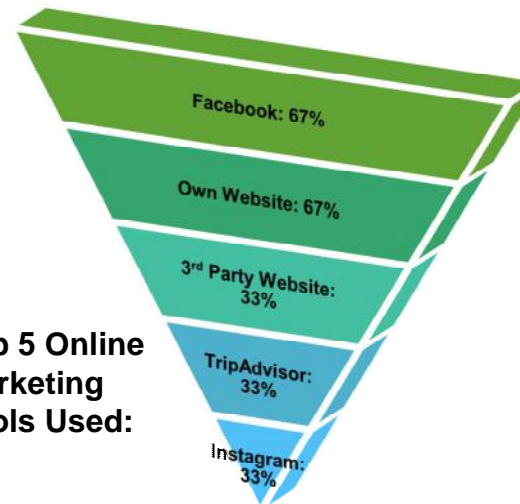
■ Increased by more than 25%

■ Stayed the Same

■ Decreased by more than 25%



**Top 5 Online Marketing Tools Used:**



## WORK & LOCAL ECONOMY: PROPERTY

**Observations:** The majority of respondents own rather than rent their premises. Business respondents have a mixed outlook for investment in premises.

There was one planning application approved in 2020, which was for the conversion of a former shop into housing. This lack of development is symptomatic of the property market in Macduff which has a number of long-term vacant premises in a poor condition, particularly in Duff Street.

Comments received in the surveys from businesses and the community highlight this point. Respondents would like to see this issue tackled through a number of different interventions such as affordable space for start-up's, improvements in building maintenance and incentives such as rent or rate relief. The impact of a previous Regeneration scheme on Shore Street was noted as a positive change in recent years.

### Planning Applications:

Within the town centre one planning application was approved in 2020:

- Change of use from Former Shop (Class 1) to form Residential Flat.

### Do you rent or own your premises?

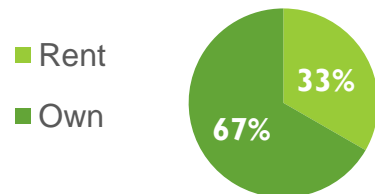
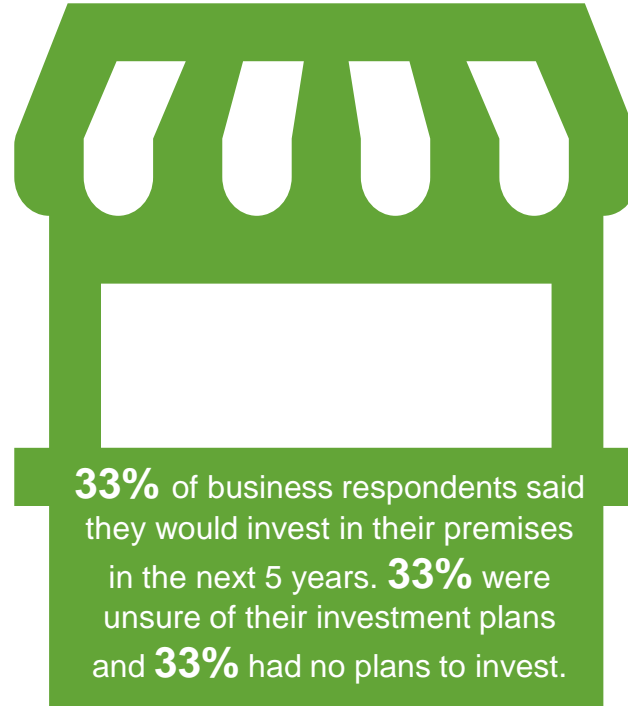


Image: Vacant building, Duff Street.



*"There should be encouragement from the Council to bring new businesses into the town and for existing owners to be given assistance to rent or sell their vacant properties.... Many commercial properties have been converted to residential over the years reducing the availability of retail and commercial space in the town."*

*"There is ample demand in the town for new shops, whether for locals or tourists alike, but business owners need incentives to encourage them to come and properties need to be available."*

*"Lower business rates to get some interest into the shops, compulsory purchase orders to buy shop buildings to renovate and lease out to new businesses, grants to increase the interest of opening new businesses."*

*"Some incentivised commercial rental to attract a couple of small businesses to the lower end of Duff Street."*

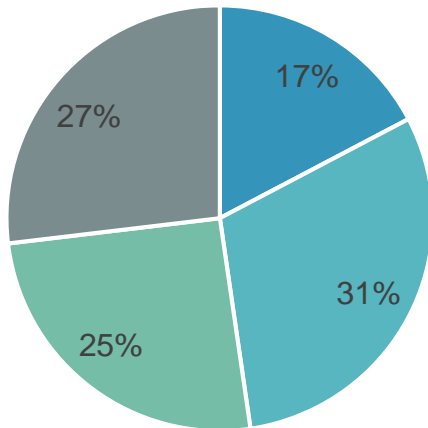
*"Macduff has some long term derelict and vacant buildings which detract from the town and give a poor impression. These need new uses and public funding as the market is not picking these up. A scheme similar to that in Banff would be helpful to help get these buildings into new uses and bring more vibrancy to the town.... The previous scheme to help owners with maintenance made a difference to main streets and could be repeated."*

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

# HOUSING & COMMUNITY



## DWELLING TYPE



■ Detached ■ Semi Detached ■ Flat ■ Terrace

The mix of dwelling types within the town centre is shown above. There are a real mix of house types within Macduff Town Centre.

Of these dwelling types within the town centre the main tenure is rented properties with 67% of properties are either owned outright or owned with a mortgage.

## Macduff Housing Profile and Population

The overall population total for Macduff in 2016 was 3950 and it is estimated that approximately 440 people stay within the town centre.

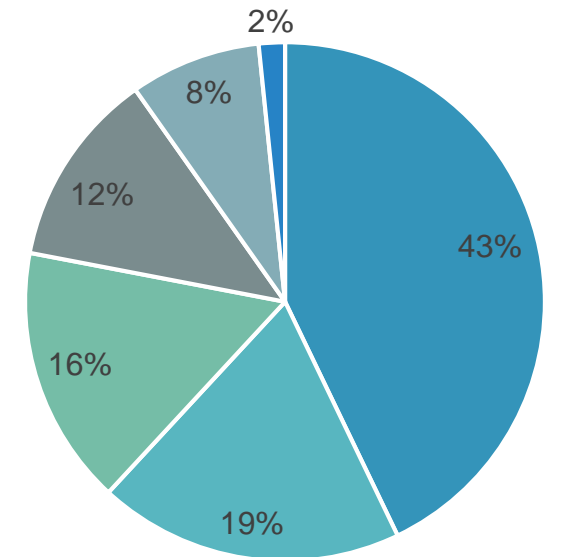
The average house price for dwellings within the town centre boundary in 2018 was £94,216.



Image: Shore Street.

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

## COUNCIL TAX BAND



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

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

**Observations:** Range of events was scored relatively poorly in both surveys but this could have been influenced by the COVID-19 restrictions at the time of the survey. The topic was actually rated within the bottom five of all topics within the community and business surveys, with only 1 respondent rating the topic as good. The desire to have more events was highly commented on to try and attract people to use the town centre. A number of people also noted that there was nowhere in the town centre to congregate with people which is thought to have also influenced the rating of the topic.

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

■ Good ■ Neutral ■ Poor



Image: Macduff Town Hall

## SOCIAL CONTACT



Venue	Indoor / Outdoor	Opening Times
Macduff Town Hall	Indoor	Currently closed at time of survey
Macduff Arts Centre	Indoor	Currently closed at time of survey



*"There should be community events to raise community spirit."*

*"There should be more community events in an Art Centre that is barely used."*

*"Macduff Town Hall should be repaired and more events should be held here."*

*"More events to bring people into the area, and also more events for children and young people."*

*"If there are events in the town centre they are not obvious."*

*"Use the harbour area again for events."*

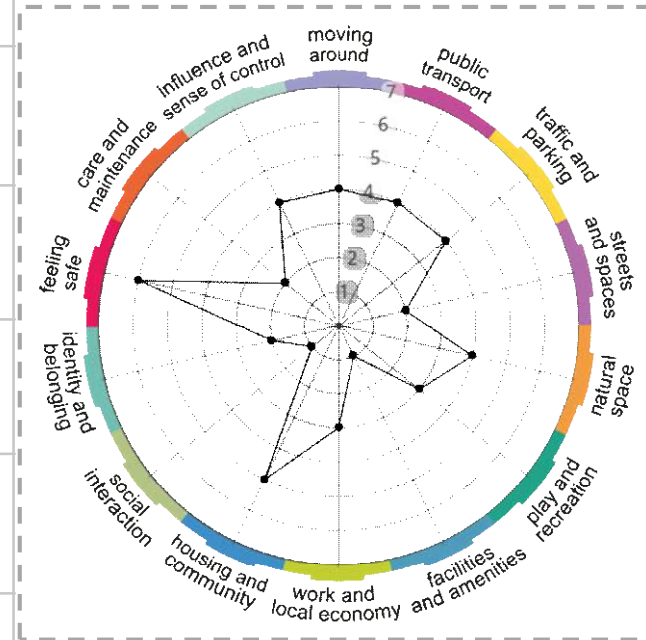
*"There are very few events to actually tempt people into the town centre."*

*"There are very few events."*

*"Somewhere to socialise and meet people in the town centre would be an improvement."*

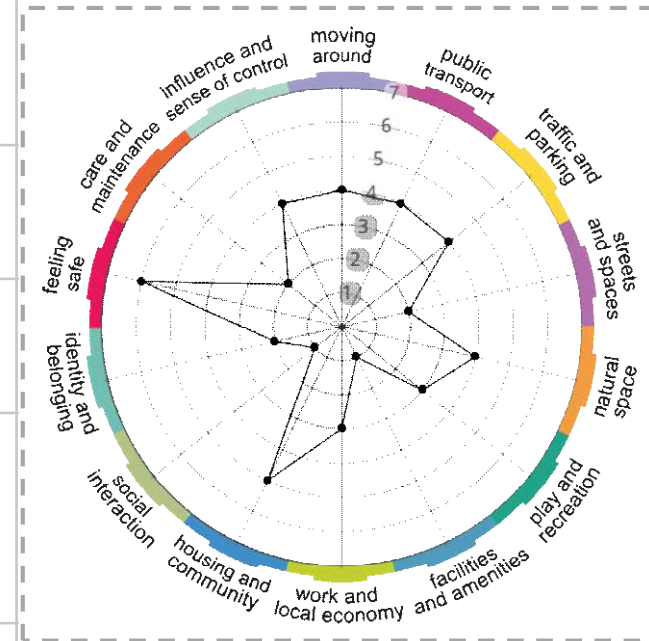
# KEY CONSIDERATIONS & OPPORTUNITIES

Theme	Key Improvements
<b>Identity and belonging</b> Rating: 2	Macduff has a good sense of identity, linked to its maritime history, however respondents did not feel it was a functioning town centre. Community spirit was poorly rated and people feel overwhelmingly negative about the town centre. There was recognition that change was starting to happen and the town centre has potential to improve so interventions that build on this and tackle empty properties, vibrancy and range of facilities could lift the perception.
<b>Feeling safe</b> Rating: 6	Safety during the day was the most highly rated category by business and community alike with few concerns raised. Safety during the evening was still good but received more neutral responses perhaps indicating that less people use the town in the evening.
<b>Care and maintenance</b> Rating: 2	This topic received a large amount of comments through the surveys and there is a real community desire to see something done to the vacant units to try and improve the overall attractiveness of the town.
<b>Influence and sense of control</b> Rating: 4	There are a limited number of groups supporting the town centre and a lack of awareness of the groups that are in operation. However, the groups are contributing to activity that benefits visitors and businesses.
<b>Moving around</b> Rating: 4	Macduff Town Centre is compact, but limited crossing points, particularly on the A98, narrow, damaged and steep pavements and a lack of signage and infrastructure for cycling are impacting on how people use and feel about the town centre.
<b>Public transport</b> Rating: 4	Macduff has reasonable public transport links when looking to travel east or west however journey times to Aberdeen and Elgin are lengthy. It is more difficult to travel to other main towns and settlements but there is a good local service connecting Macduff and Banff and a Dial-A-Bus service.
<b>Traffic and parking</b> Rating: 4	The main road (A98) which runs through the town centre attracted a number of comments regarding the safety of the road and the speed of the traffic. Parking within the town received a mix of comments but a number noted that there should be more spaces to attract new businesses into the town.



# KEY CONSIDERATIONS & OPPORTUNITIES (CONTINUED)

Theme	Key Improvements
<b>Streets and spaces</b> Rating: 2	Both the community and businesses felt negatively towards aspects contained within this topic including the attractiveness of the town, the lack of seats and the condition of the pavements. These topics are all aspects that could be considered through an appropriate strategy.
<b>Natural space</b> Rating: 4	There is limited natural space within the town centre, with the Memorial Garden area providing the only access. However, volunteers work hard to maintain a limited number of planters around the town which is welcomed and the town benefits from its seafront location. There are opportunities to consider areas within the town centre for new or enhanced green space.
<b>Play and recreation</b> Rating: 3	There are no play and leisure facilities within the town centre boundary. However, there are a number of facilities within 0.5 miles of the town centre and aspiration to see more play facilities was noted through the surveys.
<b>Facilities and amenities</b> Rating: 1	Only 10% of people noted that the town had the services that you would expect in a town centre. A number of comments were also received in relation to poor variety within the town centre and the repurposing of vacant units could help to provide more shops and facilities within the town.
<b>Work and local economy</b> Rating: 3	The mix of employment opportunities is good. The claimant count rate is reducing. Businesses have an overall negative outlook in terms of confidence, investment and growth. Consumer spend is generally at low to mid levels. With a focus on Duff Street, affordable space for start-up's, maintenance and renovation of redundant premises and incentives such as rent or rate relief would be welcomed.
<b>Housing and community</b> Rating: 5	Housing and Community was a strong topic for the town centre. There is a good mix of housing available within the town centre and within a mix of tenures to support all of the people in the community.
<b>Social contact</b> Rating: 1	There was a large desire to see additional events happening to try and bring people into the town centre. There are also only two indoor meeting venues within the town centre which were both closed to the public due to the pandemic at the time of the survey.



## 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. Café/ Restaurant Quality
  - + 3. Standard of Service in Shops
  - + 4. Parking Affordability: Car
  - + 5. Public Transport Links

#### Top Lowest Scoring Categories:

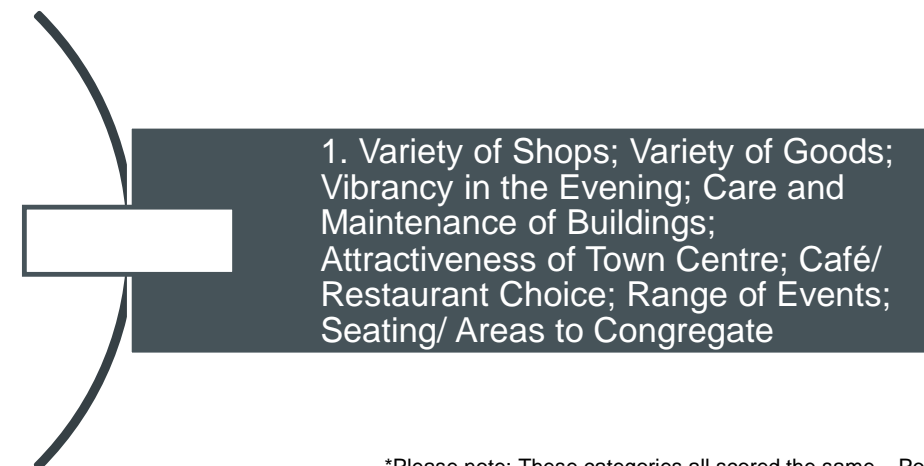
- 
- 1. Variety of Shops
  - 2. Vibrancy in the Evening
  - 3. Attractiveness of Town Centre
  - 4. Care and Maintenance of Buildings
  - 5. Range of Events

### Business

#### Top Highest Scoring Categories:

- 
- =1. Feeling of Safety During the Day
  - =1. Feeling of Safety at Night
  - =2. Parking Affordability: Cars
  - =2. Leisure and Play Facilities

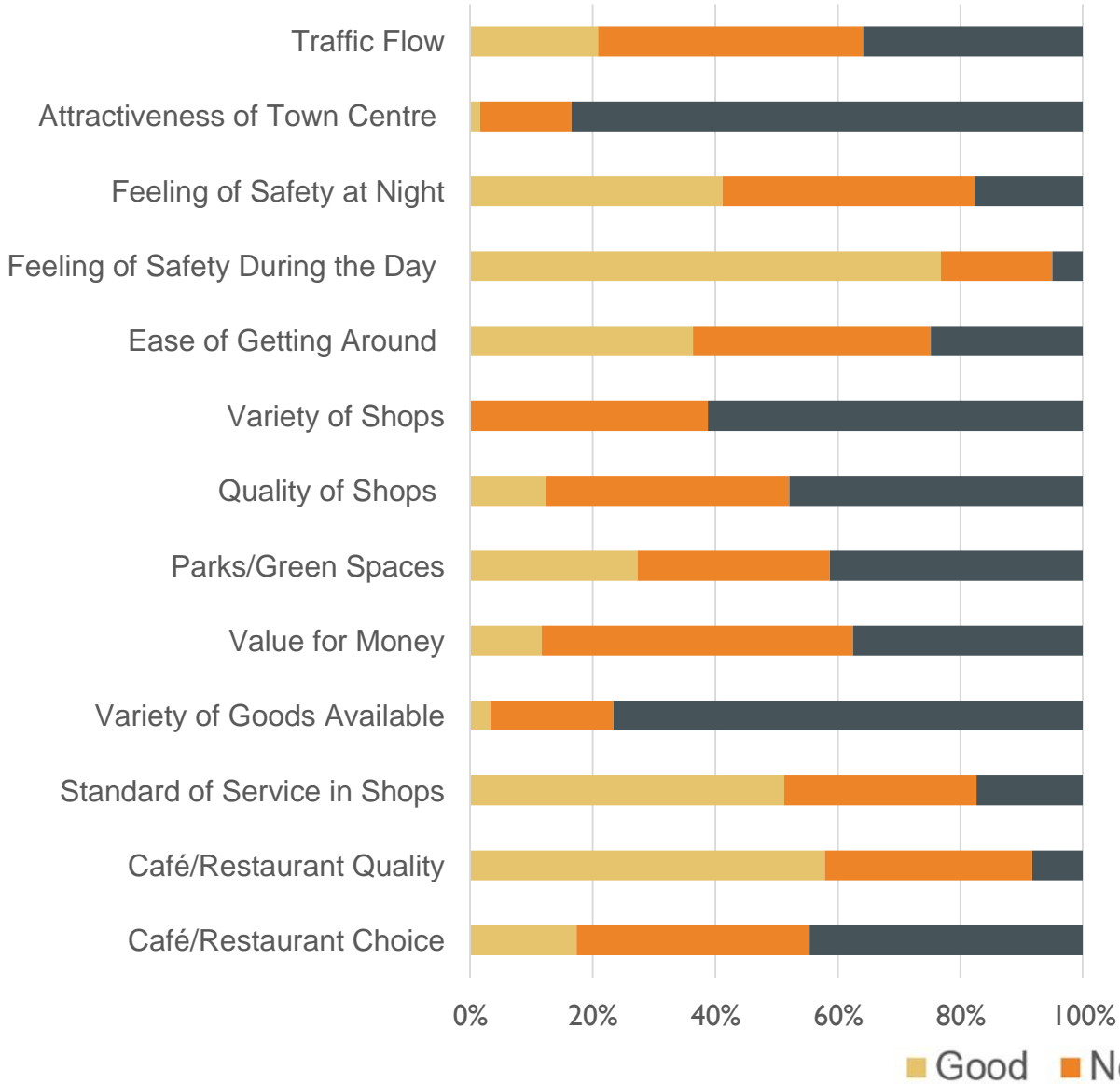
#### Top Lowest Scoring Categories\*:

- 
1. Variety of Shops; Variety of Goods; Vibrancy in the Evening; Care and Maintenance of Buildings; Attractiveness of Town Centre; Café/ Restaurant Choice; Range of Events; Seating/ Areas to Congregate

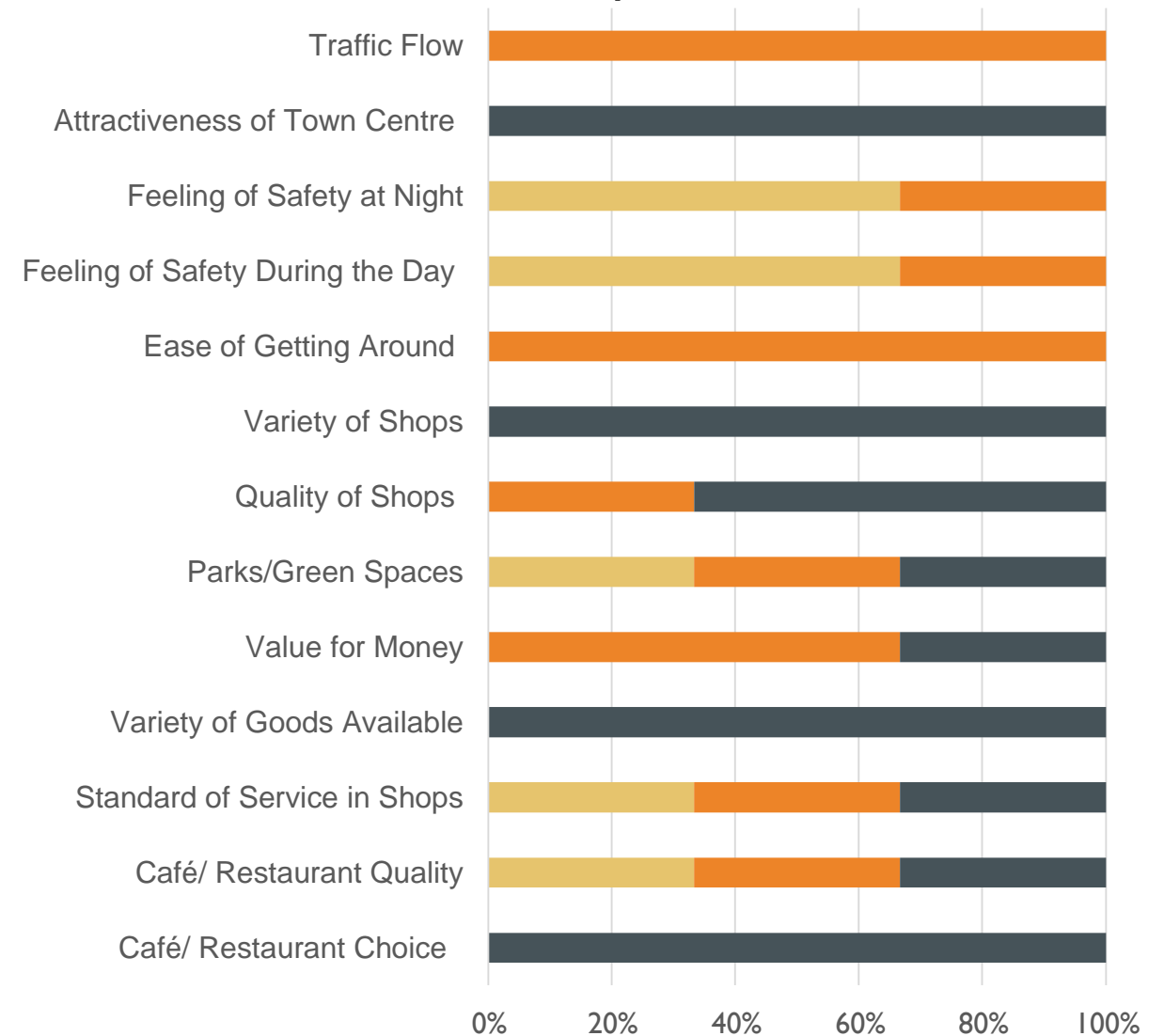
\*Please note: These categories all scored the same – Poor (3).

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

### Community Responses:

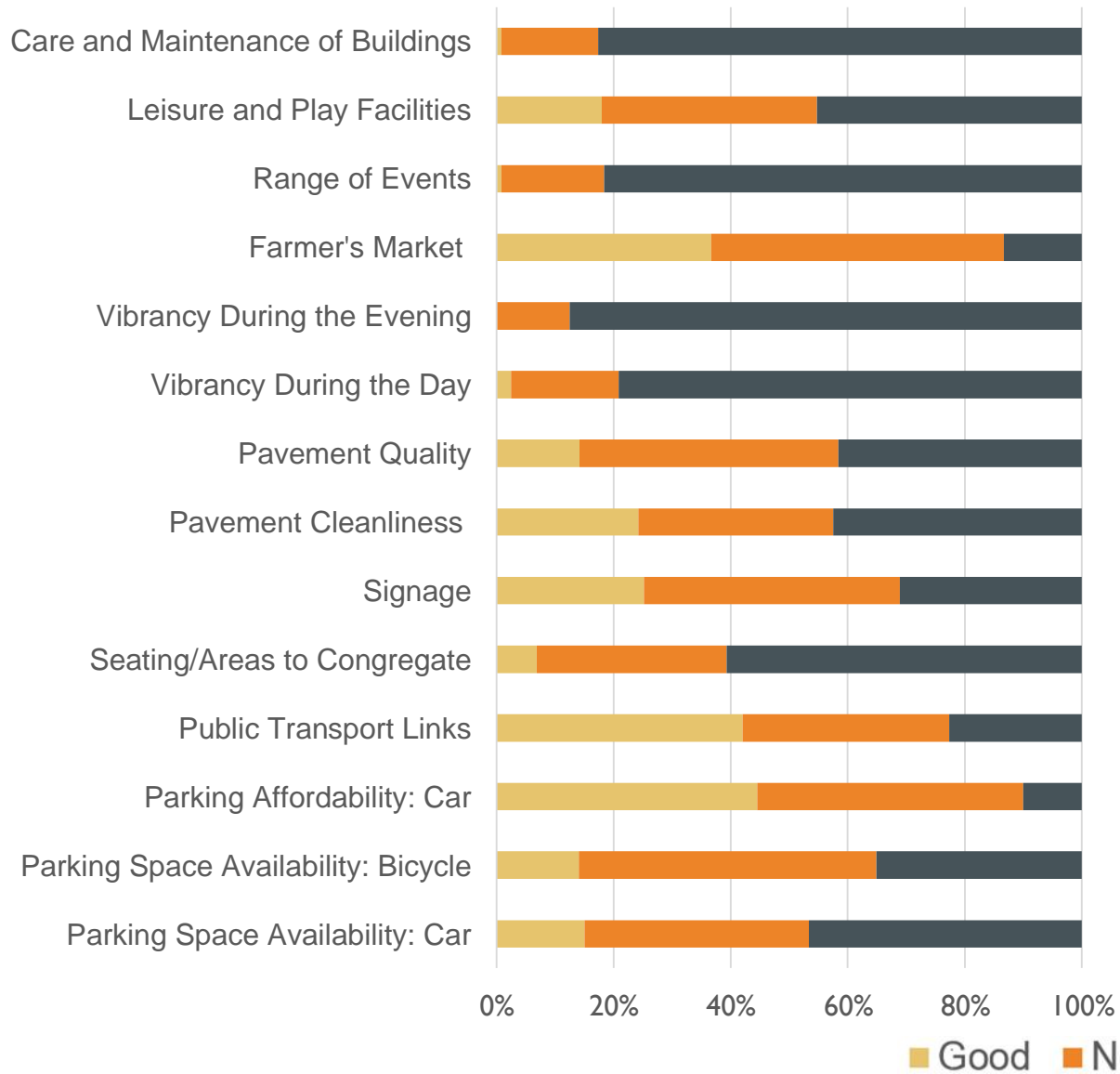


### Business Responses:

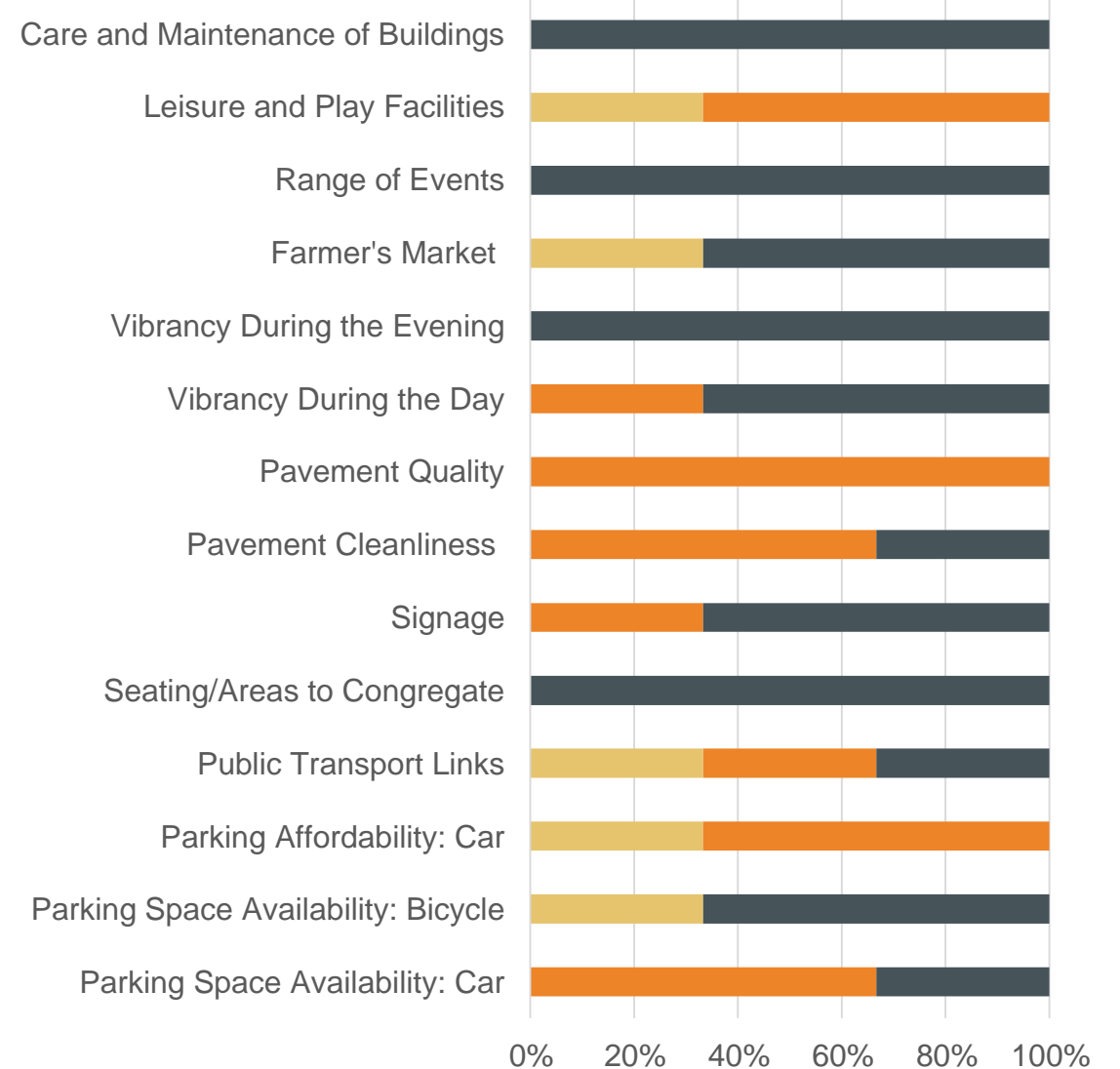


## BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? (Continued)

### Community Responses:



### Business Responses:



# A PARTNERSHIP APPROACH:

## WORKING TOGETHER FOR THE BENEFIT OF OUR TOWNS

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

### Business and Community:

Banffshire Business Forum

Vinery Reference Group Members

Accessibility Audit Volunteers



### Partner Organisations:

Sergeant Mellis, Intervention Hub,  
Police Scotland

Elaine Bisset, VisitAberdeenshire



### Council Teams:

Planning Information and Delivery

GIS Team

Community Learning and  
Development

Banff and Buchan Area Office

Community Payback Unpaid Hours  
Service

Community Engagement and  
Equalities

Economic Development

Transportation

Planning Policy

Customer and Digital Services

**Aberdeenshire**  
COUNCIL



# Aberdeenshire COUNCIL



TOWN CENTRE HEALTH CHECK  
SEPTEMBER 2021

REPORT PRODUCED BY THE PLANNING INFORMATION AND DELIVERY TEAM  
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