



**Aberdeenshire**  
COUNCIL



# TOWN CENTRE HEALTH CHECK SEPTEMBER 2022

OLDMELDRUM, 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 Oldmeldrum. 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 167 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 10 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:** The majority of those who use the town centre felt positive towards it. Some respondents felt it provides what is needed for the town, where others consider that it does not have the amenities required with parking and volume of traffic being a common negative theme recurring through the survey comments. The town's community spirit was rated as good, with organisations acknowledged for their efforts to improve the look of the town centre.

**The growth of Oldmeldrum:** The town is very old, and known to have housed John Comyn, 3<sup>rd</sup> Earl of Buchan, in **1307**. Oldmeldrum was made a burgh in **1672** and became the main market centre of the medieval lordship of Garioch, until being replaced in that role by Inverurie in the **1800s**. The town became an important centre, with hosiery and distilling being the main industries in the 18<sup>th</sup> century. It was also a railhead for agricultural goods in the area. The heart of the town centres around an open square which lies in front of the Town Hall, built in **1877**, and the streets forming the rest of Oldmeldrum reveal a much more organic growth of the settlement. Today, it provides a range of industries including distilling, agricultural and off-shore industries and is a local service centre.

Source: Understanding Scottish Places and Undiscovered Scotland

## IDENTITY & BELONGING



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



69% Community

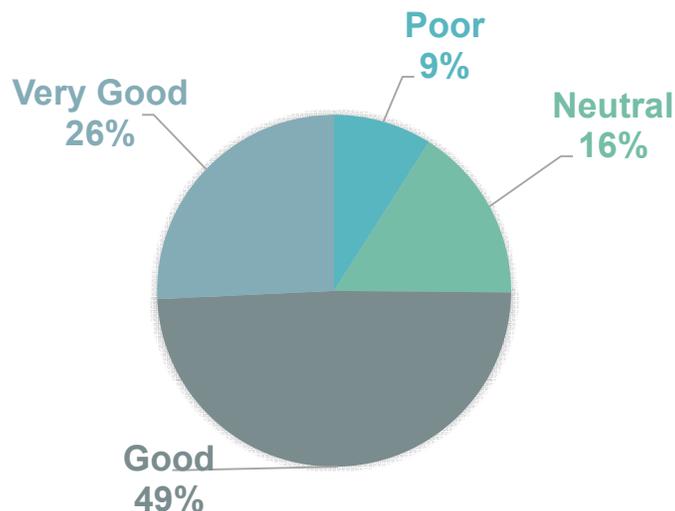
50% Businesses



31% Community

50% Businesses

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



*"It's a lovely little town centre."*

*"Pretty positive, could perhaps have more restaurants and variety of shops."*

*"I feel proud to live here, such a strong sense of community."*

*"Although a traffic bottle neck and often congested the Oldmeldrum town centre is picturesque and in good repair with some decent amenities. Just a shame about the empty garage."*

*"It's ok but could be so much better."*

*"A nice mix of small independent businesses and hard working folk."*

*"It has got a lot going for it now as new shops popping up."*

*"It always looks beautiful, although there is not much else positive."*

*"Very busy with traffic. Difficult to cross roads or give way at junctions as not clearly marked."*

*Business and Community Survey, September 2022*

# FEELING SAFE



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 rated in the top five highest scoring categories by both businesses and visitors to the town in the surveys. Safety during the evening was less positive with more neutral responses received, perhaps indicating that the town centre is less used in the evening as highlighted in other areas of the surveys. There were very few comments provided on this topic, of those that were received the focus was on antisocial behaviour in the evening. Lighting styles were mixed across the town centre and comments were received stating that lighting was not sufficient and leads to dark streets.

## 4

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

### Key Safety Features:



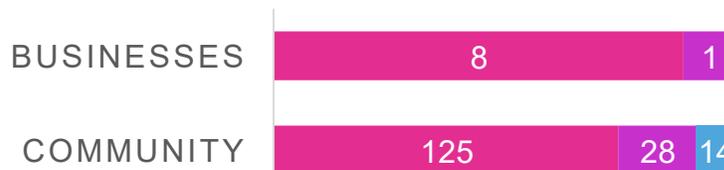
Lighting appeared to be well maintained



Central CCTV system in place

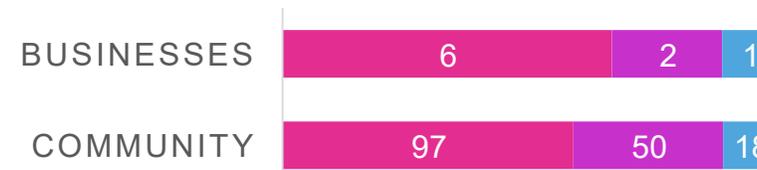
### HOW WOULD YOU RATE: SAFETY DURING THE DAY?

■ Good ■ Neutral ■ Poor



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

■ Good ■ Neutral ■ Poor



*“Cameras to capture antisocial behaviour.”*

*“Lighting within the town centre and for that matter the pleasure park is needing improving. As the streets are very dark and does not lend itself to feeling safe walking in the dark.”*

*“Lots of youths hanging about at night as there is nothing for them to do and that can lead to anti social behaviour, litter and vandalism.”*

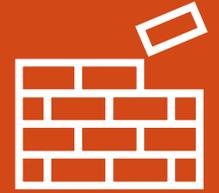
*Business and Community Survey, September 2022*



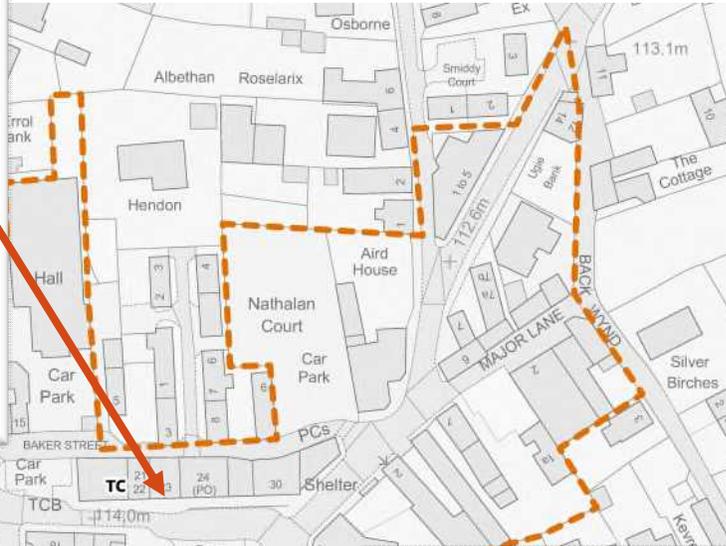
Images (Clockwise from Top Left): Mix of lighting styles at Market Square; Limited lighting on Baker Street behind Market Square; CCTV on Town Hall, Market Square.

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

# CARE & MAINTENANCE



Good condition



Vacant Unit - Former Garage



Vacant Unit – Meldrum Arms Hotel

**Observations:** The topic of care and maintenance received a mixed reaction through the ratings with a fairly even spread between all of the three categories from both the community and businesses.

However, the comments received to the survey all noted issues within the town centre, mainly associated with the two vacant units of the former garage and the former hotel and the impact these are having on the surrounding area.

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

■ Good ■ Neutral ■ Poor

BUSINESSES	2	3	4
COMMUNITY	54	66	45

*“Some of the shops and the townhall have weeds growing out of them. The paint work on windows and woodwork is shocking.”*

*“The old garage is a mess.”*

*“The square is a mess - hotel and garage falling down.”*

*“Biggest eyesore is Meldrum Arms and the derelict garage.”*

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:** Oldmeldrum is well served by various groups, including the Meldrum, Bourtie and Daviot Community Council. Meldrum Amenities Improvement Group (MAIG) is an extremely well known group in the community with their efforts in relation to the maintenance of the plants and Christmas lights display in the town centre being very well regarded.

Town Centre Groups	Meldrum, Bourtie and Daviot Community Council	Meldrum Amenities Improvement Group (MAIG)
Legal Status	Community Council	Community Group
Membership	The community; 11 members*	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.	Local community group made up of volunteers who, amongst other work, plant and maintain the various planters and hanging baskets around the town, organise plant sales, litter picking, and fundraise and set up the Christmas Lights at Market Square.
Contact	<a href="#">Meldrum, Bourtie and Daviot Community Council</a>	<a href="#">MAIG</a>

\*Correct at time of survey

**77%** of community survey respondents are aware of groups that support the town centre.

*"The flower displays provided by MAIG are amazing."*

*"Looks lovely thanks to MAIG floral displays and Christmas lighting."*

*Business and Community Survey, September 2022*

The word cloud (right) shows the survey responses, when asked to name groups that support the town centre. MAIG (115), the Community Council (9) and Meldrum 2030 (5) received the most mentions.



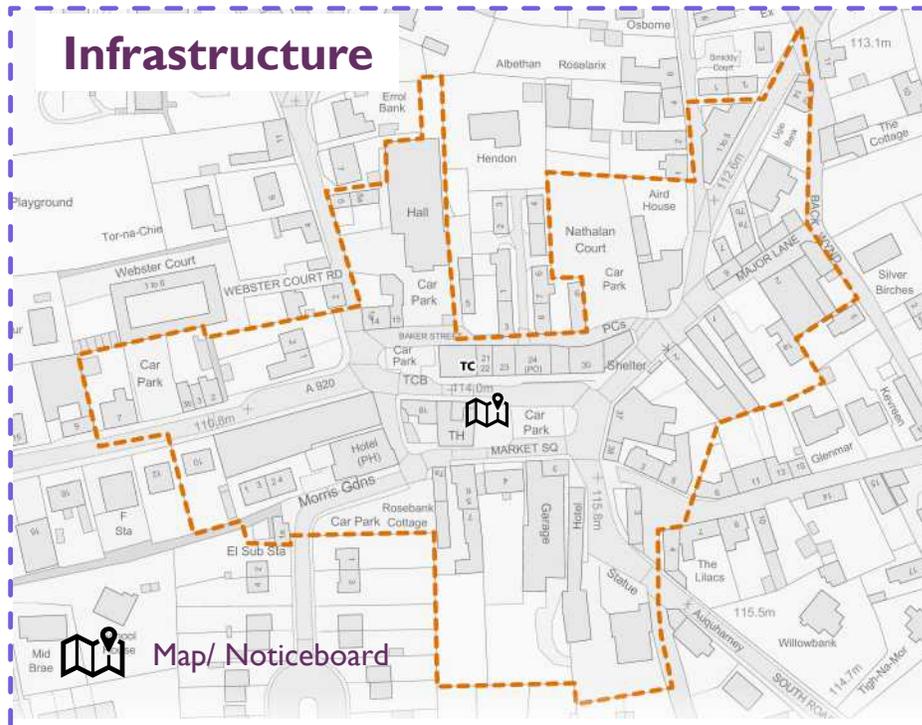
# MOVING AROUND



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

**Observations:** The majority of respondents rated getting around the town centre as good or neutral. Although, there were several comments in relation to roads and the parking around Market Square not being clear for drivers and also dangerous for pedestrians to cross the roads. There is one pedestrian crossing on Market Square. Signage was less well rated, perhaps due to the limited signage within the town centre and absence of a town map. There is, however, a community noticeboard located in front of the Town Hall at Market Square.

## Infrastructure



*“There is no signage in the square apart from telling you about parking.”*

*“Stop giving cars priority and make it friendlier for active travellers.”*

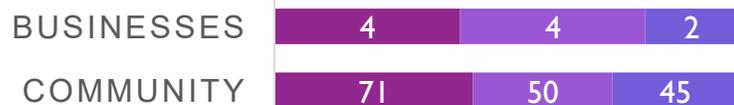
*“Really hard to walk around without multiple road crossings. Cars have priority...Not enough pedestrian crossings given the traffic passing through.”*

*“There needs to be signage for the town square to explain the rules of the road.”*

*Business and Community Survey, September 2022*

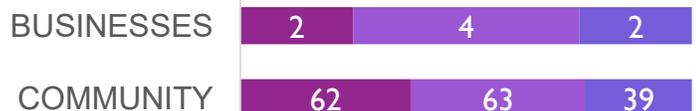
## HOW WOULD YOU RATE: GETTING AROUND THE TOWN CENTRE?

■ Good ■ Neutral ■ Poor



## HOW WOULD YOU RATE: SIGNAGE?

■ Good ■ Neutral ■ Poor

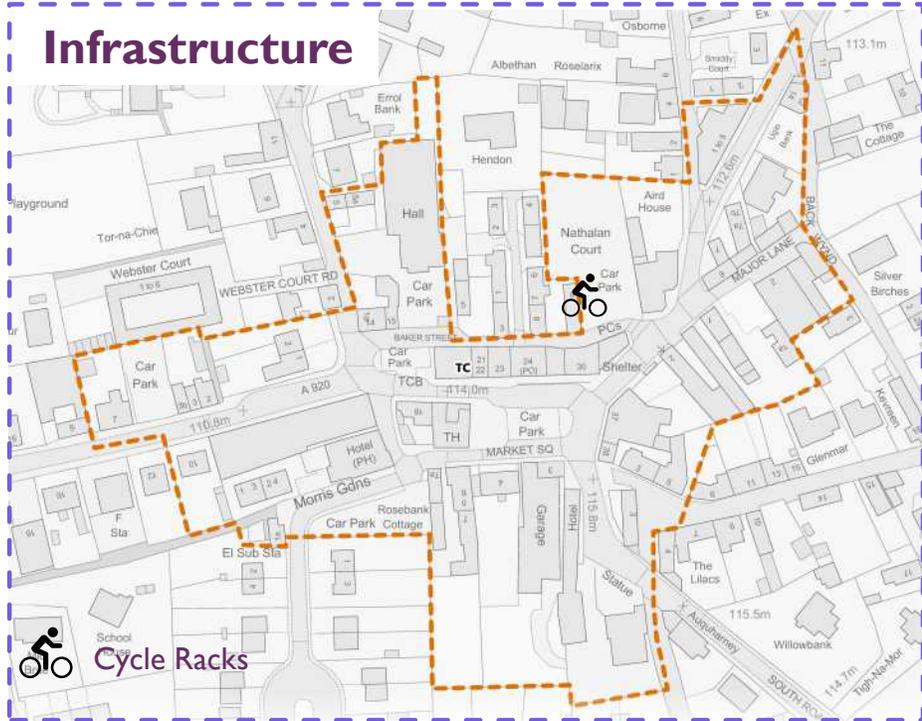


Images (Left to Right): Noticeboard, Market Square; Cowgate car park surrounded by roads; Pedestrian crossing to north of Town Hall; Busy road with no crossings, Market Square.



# MOVING AROUND: CYCLING

**Observations:** There are covered cycle racks located at Nathalan Court car park, but none elsewhere in the town centre boundary. There is no signage to locate these. [Oldmeldrum Community E-Bikes](#) is a project provided by [Meldrum Paths Group](#) and is an initiative set up to encourage people to reduce their car use and increase outdoor activity. There were far more neutral responses to rating cycle storage than good or poor ratings, indicating that there may not be many respondents who do cycle in the town centre. Of those who did provide comments, the storage was not considered in a suitable location and concerns over road safety and provision for cyclists.



*“Improved cycle storage in more prominent location.”*

*“I’ve not seen any bike parking... Safety of main roads for cycling is appalling.”*

*“Needs cycle routes to ANYWHERE. There’s not one cycle path.”*

*Business and Community Survey, September 2021*

Images (Top to Bottom): Covered cycle racks, Nathalan Court Car Park; Community E-Bikes information poster, noticeboard outside Town Hall.

**HOW WOULD YOU RATE: CYCLE PARKING?**

■ Good ■ Neutral ■ Poor

BUSINESSES	1	5	2
COMMUNITY	39	90	26

# MOVING AROUND: VISITING THE TOWN CENTRE

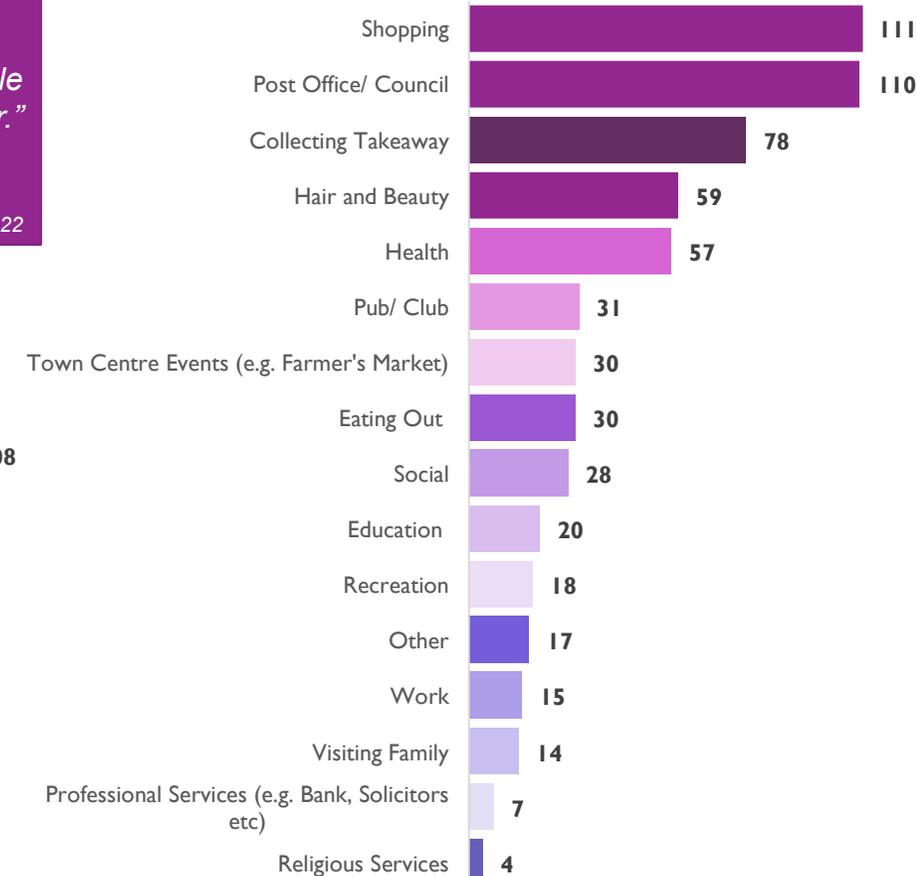
**Observations:** The majority of survey respondents visit Oldmeldrum town centre every few days, with shopping and Post Office/ Council services being the main reason for their visit. The most frequent time for visiting was during the week between 12pm-6pm. There were fewer trips to the town centre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

*“Saturday afternoon there's hardly any shops open in the square - the town should be vibrant on a Saturday afternoon!”*

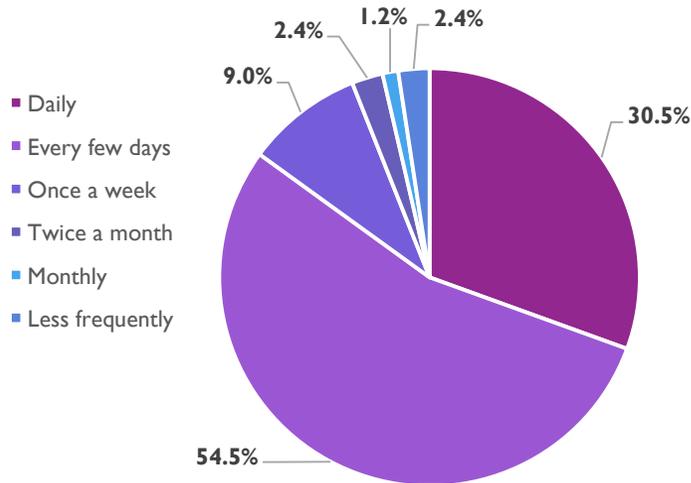
*“There's very few places to eat out with little variety on offer.”*

*“Excellent variety of shops for a small town.”*  
Community Survey, September 2022

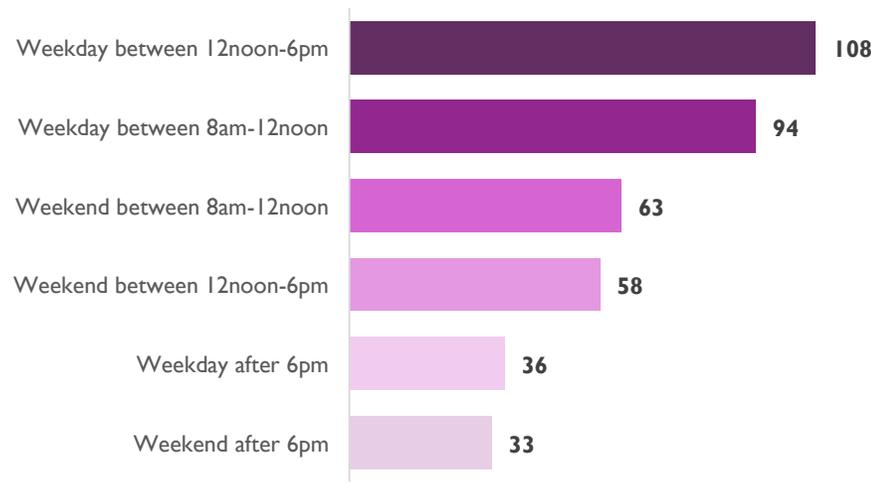
## GENERALLY, WHY DO YOU VISIT OLDMELDRUM TOWN CENTRE?\*



## HOW OFTEN DO YOU VISIT OLDMELDRUM TOWN CENTRE?



## WHEN WOULD YOU GENERALLY VISIT OLDMELDRUM 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	14	7	21	<b>92</b>
	11:30	20	19	39	
	14:30	25	7	32	
<b>Totals</b>		<b>59</b>	<b>33</b>	<b>92</b>	

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

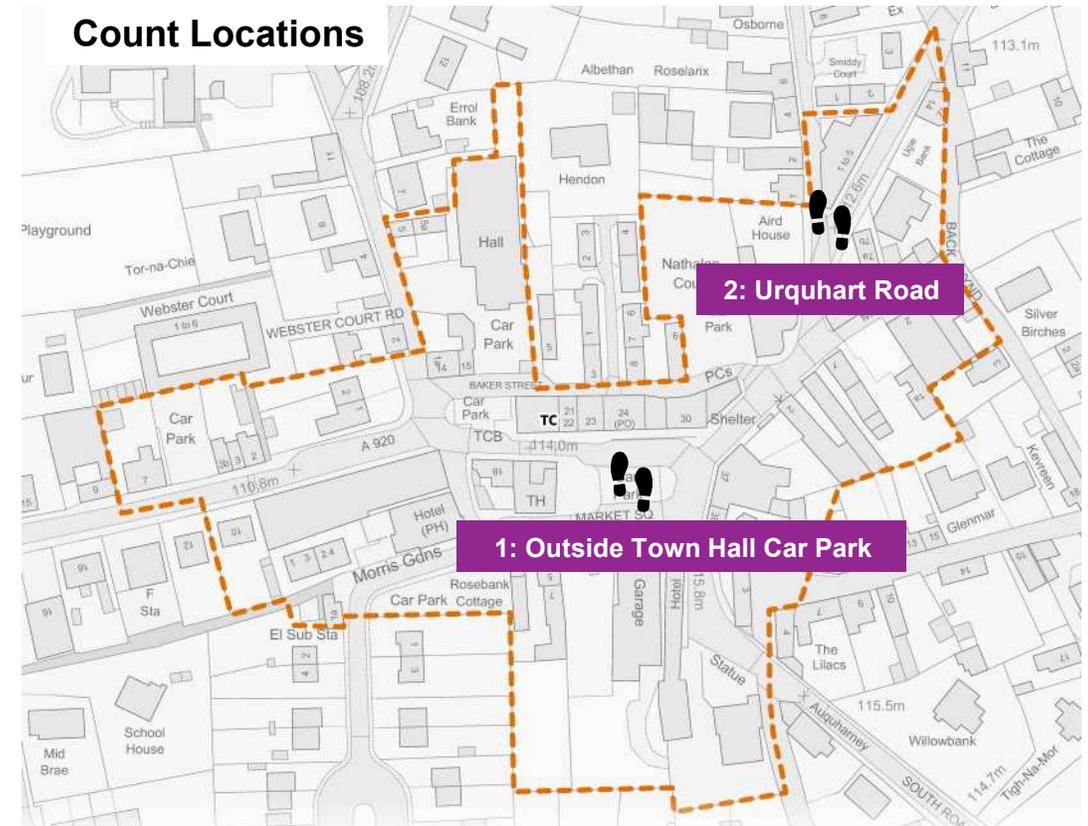
Pedestrian counts were undertaken on Wednesday 7<sup>th</sup> September 2022 for a duration of 15 minutes, three times a day, in two locations.

The pedestrian count findings showed the highest footfall count was recorded outside the Town Hall car park in the afternoon (25 people). It was also the busiest count point in general over the course of the footfall survey.

## HEADLINES

**Busiest Location:** Town Hall  
**Busiest Time:** 14:30

**Quietest Location:** Urquhart Road  
**Quietest Time:** 09:30/ 14:30

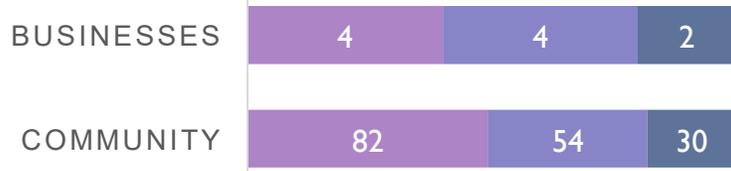


Access to an affordable, reliable and well-connected public transport service is important for all communities. Good public transport encourages people to get around in ways that are better for the environment.

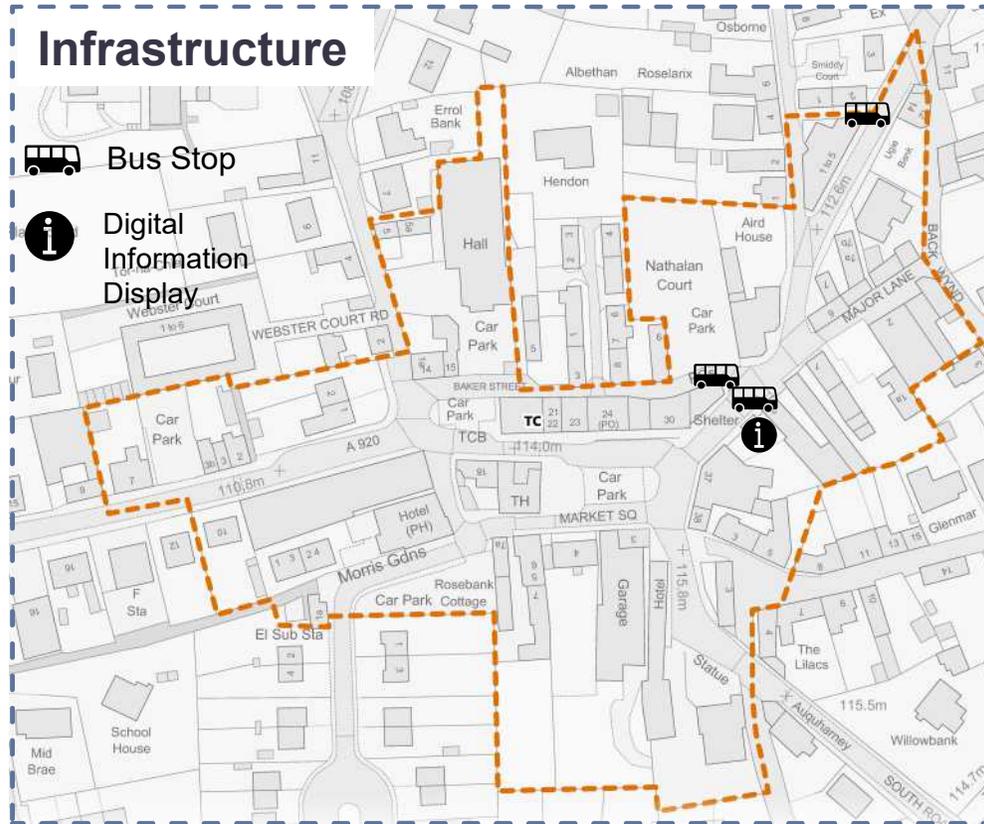
**Observations:** Oldmeldrum Town Centre has reasonable bus links to Aberdeen and Elgin. There are also several other services to other towns/villages. There are also on demand bus services, Ready2Go and A2B Dial-a-Bus, which operate in the area. The two main bus stops in the town centre are to the northeast of Market Square and one of these has covered waiting facilities and a real time information display. Public transport was generally rated as positive in the community and business surveys, however a large portion of neutral responses were also received possibly indicating that people do not use public transport which would coincide with comments in relation to poor public transport links to other towns.

### HOW WOULD YOU RATE: PUBLIC TRANSPORT?

■ Good ■ Neutral ■ Poor



# PUBLIC TRANSPORT



*“Bus stops in town centre are very convenient.”*

*“Poor bus links unless Aberdeen.”*

*“The transport links run with the main roads but not across the Shire so it’s hard to get about.. the ready2go buses don’t run on a Sunday when I have a day off.”*

*Business and Community Survey, September 2022*

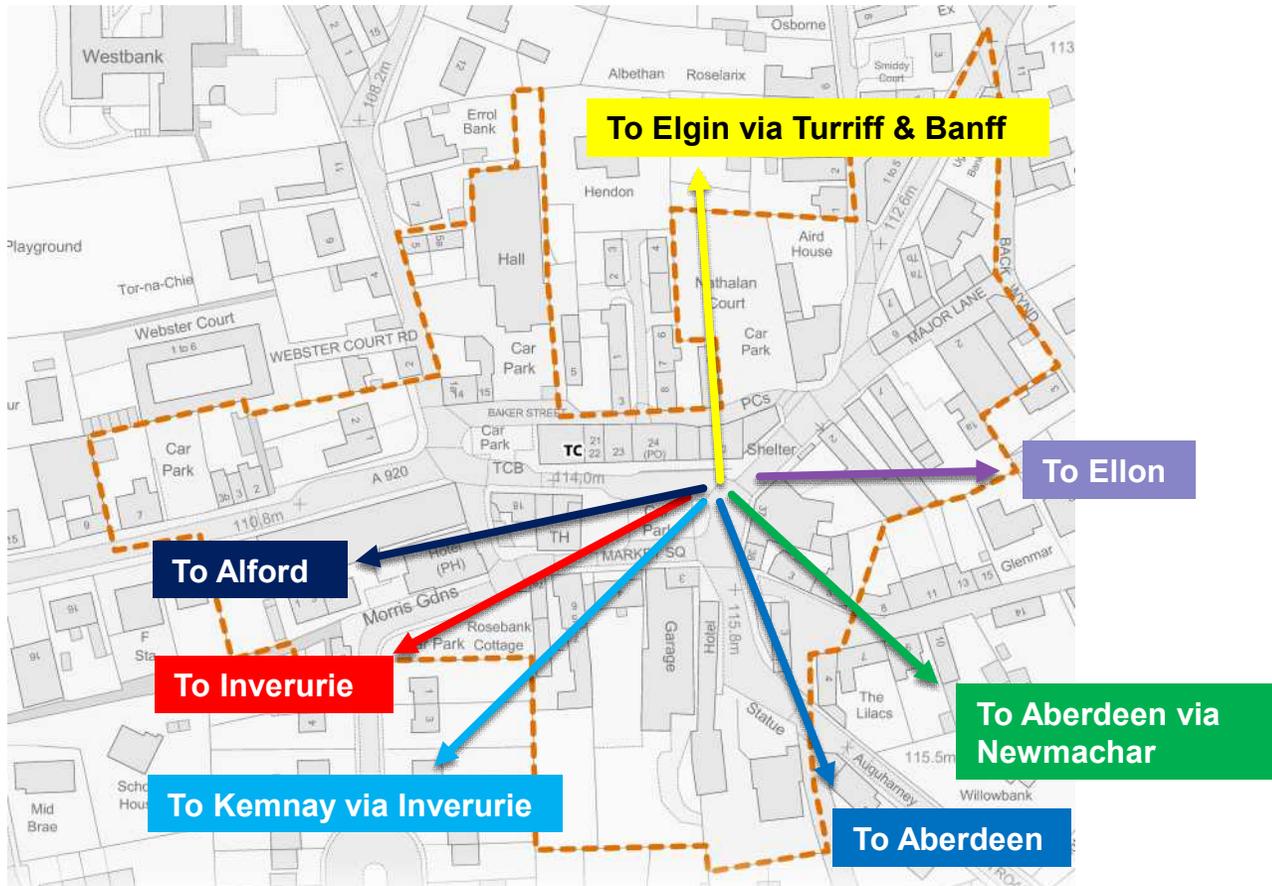
*“Would like improved bus links from Oldmeldrum to Inverurie and back.”*

*Business and Community Survey, September 2022*



Image: Covered bus shelter with real time digital display, Urquhart Road.

# PUBLIC TRANSPORT ROUTES



Route*	Frequency (per week day)	Fastest Journey Time	Earliest Travel Time	Latest Travel Time	Cost (Single Standard Ticket)
Bus to Aberdeen (35)	27	50mins	05:22	22:40	£6.80
Bus to Inverurie (49)	5	13mins	08:10	17:48	£2.60
Bus to Aberdeen (305)	3	41mins	06:15	14:19	-
Bus to Elgin (35)	11	2hrs 56mins	07:56	21:38	£11.50
Bus to Ellon (49)	5	20mins	08:19	17:39	£5.70
Bus to Kemnay (240)	8	36mins	09:15	13:55	-
Bus to Alford (421)	2	52mins	05:40	12:30	-

\* Correct at time of survey

## Key:

- Bus Route 35      → Bus Route 49      → Bus Route 49
- Bus Route 305      → Bus Route 35
- Bus Route 272      → Bus Route 421

## On Demand Bus Service:

Mon-Fri 06:30 - 19:30  
Sat 07:30 - 18:30  
From £1.60



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

Too much traffic can cause problems for people who live and work in town centres as well as visitors. Traffic and parking arrangements that allow people to move around safely can help people to get the most out of a place.

# TRAFFIC & PARKING

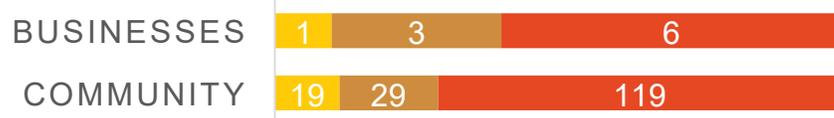
## TRAFFIC



Image: Market Square Car Park.

### HOW WOULD YOU RATE: TRAFFIC FLOW?

■ Good ■ Neutral ■ Poor



“There is still too much traffic using the town centre as a through route.”

“Better signage of flow of traffic through the centre the main junction appears to be a free for all.”

“Flow of traffic is terrible.”

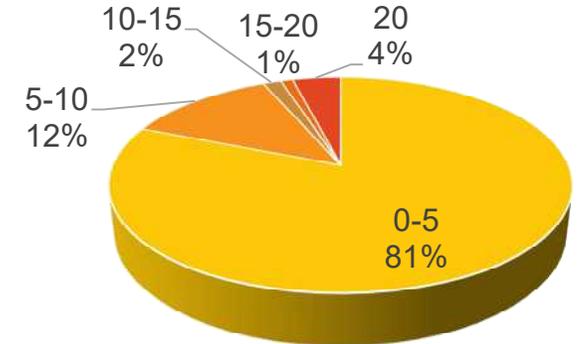
“Traffic flow is terrible as there is no road markings.”

*Business and Community Survey, September 2022*

**Observations:** One of the main themes coming through the comments relating to traffic flow show that there is a real concern with the flow of traffic through Market Square. A number of comments note that there should be additional signage to help road users, whilst others note that there are no road markings and that this needs to be addressed.

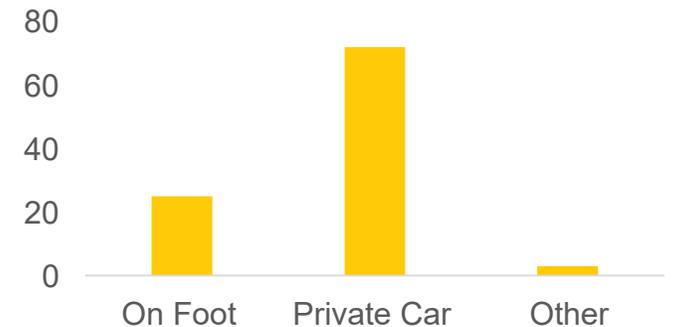
The topic rated within the bottom five of all topics rated within the community survey.

### 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

## HEADLINES

**Busiest Location:** Outside Town Hall

**Busiest Time:** 14:15

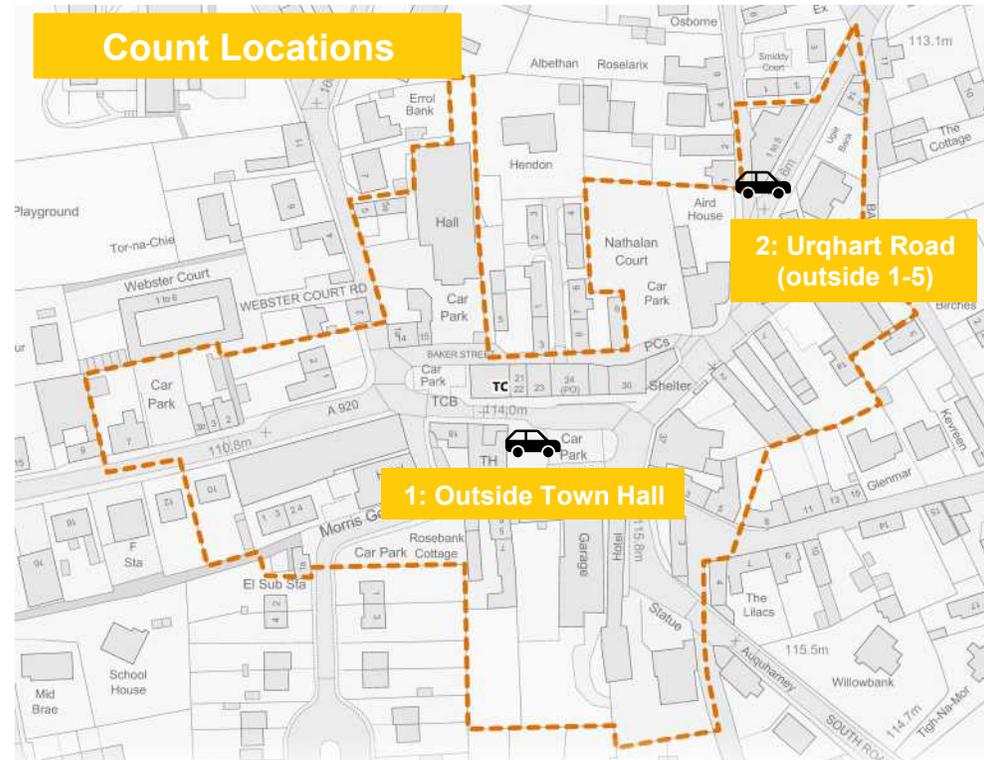
**Busiest Day:** Wednesday

**Quietest Location:** Urqhart Road

**Quietest Time:** 09:45

**Quietest Day:** Wednesday

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		Total number of Vehicles
Saturday	Location 1	Car	41	Car	60	Car	65	232
		Buses	3	Buses	3	Buses	1	
		Lorries	1	Lorries	2	Lorries	3	
		Vans	14	Vans	13	Vans	15	
		Taxis	2	Taxis	0	Taxis	2	
		Bicycles	0	Bicycles	0	Bicycles	0	
		Other	0	Other	4	Other	3	
	Location 2	Car	16	Car	23	Car	24	79
		Buses	0	Buses	0	Buses	2	
		Lorries	0	Lorries	1	Lorries	1	
		Vans	0	Vans	5	Vans	5	
		Taxis	0	Taxis	0	Taxis	0	
		Bicycles	0	Bicycles	0	Bicycles	0	
		Other	0	Other	2	Other	0	
Hourly Totals (all traffic):		77		113		121		311



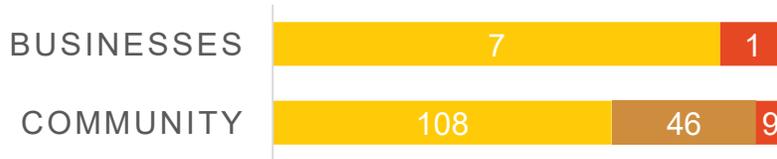
**Observations:** Vehicle counts were undertaken on Wednesday 7<sup>th</sup> September for a duration of 15 minutes, three times a day, in two locations. The counts give information on the number of cars that are passing through the town centre, it can't be confirmed whether these cars have all contributed 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 the Town Hall in the afternoon slot.

# TRAFFIC & PARKING

## CAR PARKING AFFORDABILITY AND AVAILABILITY

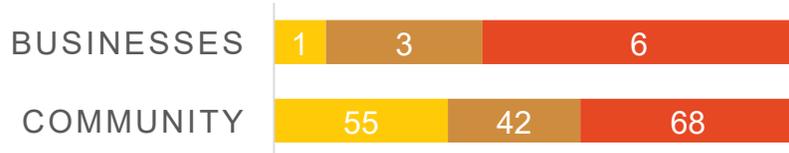
### HOW WOULD YOU RATE: PARKING AFFORDABILITY?

■ Good ■ Neutral ■ Poor



### HOW WOULD YOU RATE: PARKING AVAILABILITY?

■ Good ■ Neutral ■ Poor



*“Parking area in front of town hall could be repurposed as a public space.”*

*“Could do with more car parking and it does get congested with the way it has been designed.”*

*“Parking is an issue as many leave cars and vans in the car park all day.”*

*“Some paving at the square damaged by thoughtless parking.”*

*“Plenty parking but why do you have to go online for free parking it’s a pain.”*

*Business and Community Survey, September 2022*

**Observations:** A large number of comments were received through the surveys about parking with a number of comments remarking that people wanted to see more parking in the town centre as people park and leave cars all day. On the other hand, there were also comments received noting that the car parking in Market Square could be removed and the area repurposed for another use. Overall, the topic was rated within the bottom five of all topics rated through the community survey. Conversely, parking affordability was rated within the top five of all topics rated through the community survey.

\* Parking in Oldmeldrum’s town centre, Cowgate and The Square Car Parks is limited to two hours, to help free-up parking and boost visitor numbers to local shops. Users are required to display a parking disc. These can be obtained free of charge from local shops and aim to better manage the availability of parking in the town centre.

### Available Spaces

**73** No. of Free Spaces\*

**0** No. of Paid Spaces

**5** 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:** This was a varied topic with a number of people noting that the vacant units detracted from the look of the town centre. However, the vast majority of respondents to the community and business survey rated the topic as good.

A number of respondents noted that the floral displays really added to the appearance of the town centre, brightening up the area whilst other comments noted potential improvements that could be made, which included removing car parking from Market Square to allow for more useable outdoor space within the town centre.

*“Most of the buildings in the square are poorly maintained and detract from the overall look of the square.”*

*“Attractive appearance is only due to the floral displays.”*

*“The square would be improved by removing car park.”*

*Business and Community Survey, September 2022*

# STREETS & SPACES

## ATTRACTIVENESS OF TOWN CENTRE



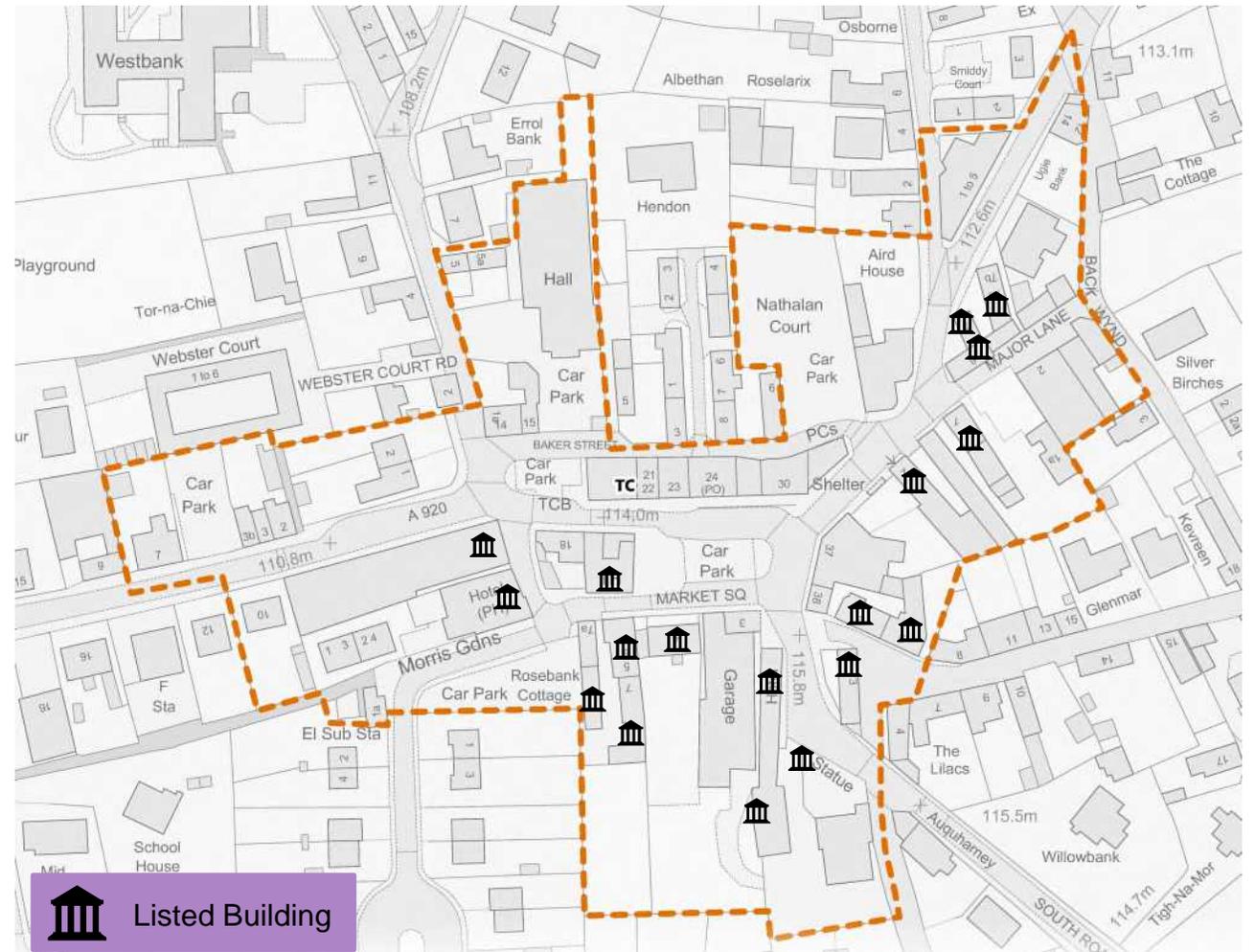
# STREETS & SPACES: HISTORIC ENVIRONMENT

**Observations:** There are 18 listed buildings within Oldmeldrum Town Centre, with 14 Category C listed buildings and 4 Category B listed buildings. It is also worth noting that none of the listed buildings appear on the Buildings at Risk register which demonstrates the upkeep of the area.

The listed buildings are all generally in good condition however it should be noted that one of the Category B listed buildings is currently vacant, the former Meldrum Arms Hotel. The condition of this building requires to be monitored to ensure that it remains in a good condition to ensure its reuse.



Images (Top Left and Clockwise): Morris Hotel, Town Hall and Vacant Meldrum Arms Hotel.



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

■ Good ■ Neutral ■ Poor



*“Further outdoor public seating in the square would be great.”*

*“Would be nice to see the car parking in front of the town hall removed and a nice mini-park / square there with seating areas for people to enjoy.”*

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

*Business and Community Survey, September 2022*

**Observations:** The topic of seating is something where a number of comments were received from respondents, all noting that it would be nice to see more outdoor seating areas within the town centre but particularly in Market Square.

Oldmeldrum also offers a number of pieces of public art within the town centre including decorative planters, decorative balls and also a statue. All of the pieces of public art are in great condition and brighten up the town centre, in particular the planters.

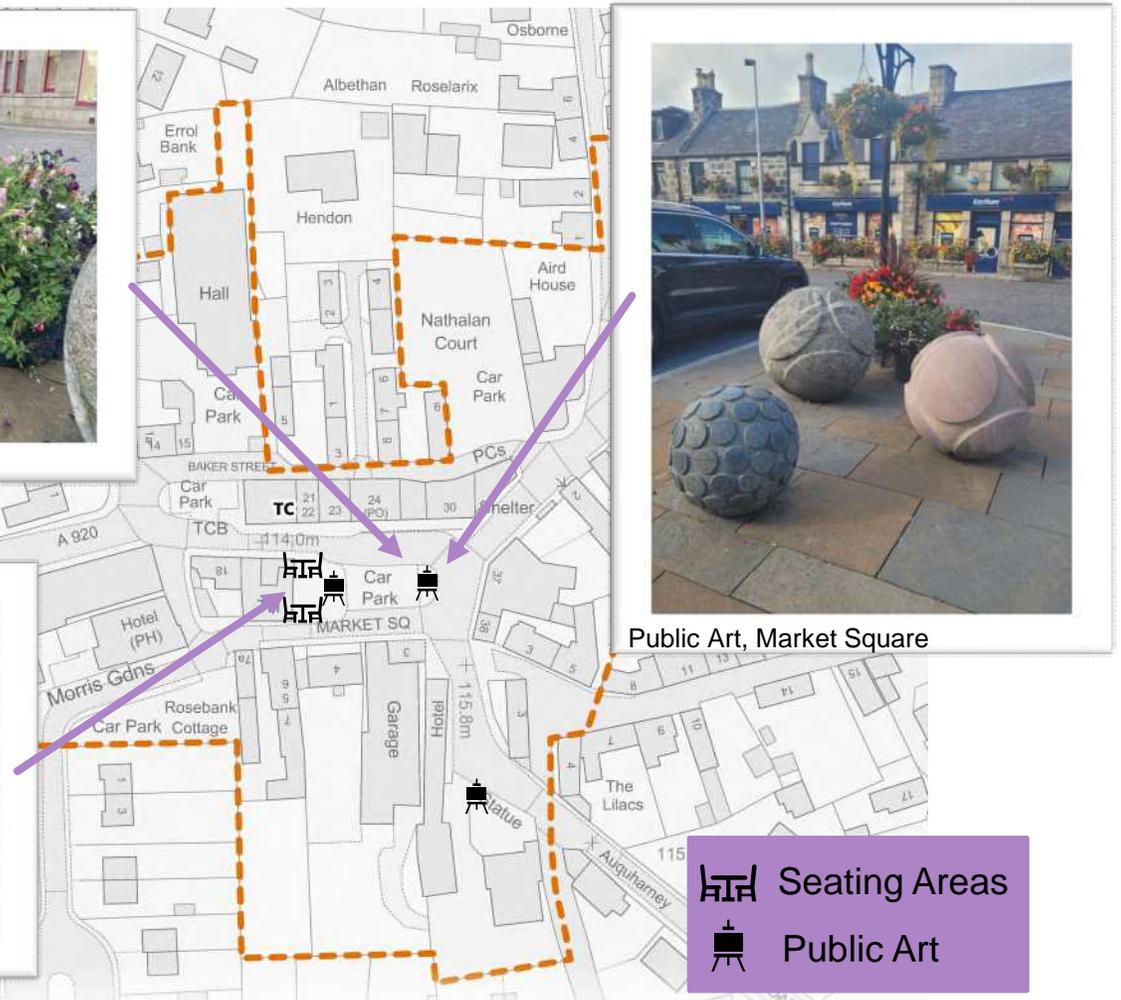
## STREETS & SPACES: PUBLIC ART AND SEATING



Planters, Market Square



Seating, Market Square



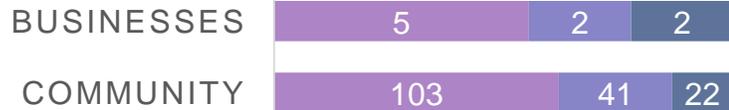
Public Art, Market Square

 Seating Areas  
 Public Art

# STREETS & SPACES: PAVEMENTS

## HOW WOULD YOU RATE: PAVEMENT CLEANLINESS?

■ Good ■ Neutral ■ Poor



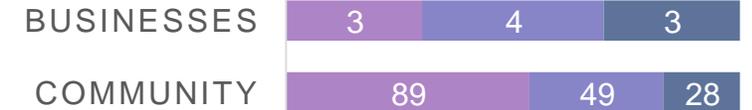
*“Streets need a clean.”*

*“Dog mess in lots of places.”*

*Business and Community Survey, September 2022*

## HOW WOULD YOU RATE: PAVEMENT QUALITY?

■ Good ■ Neutral ■ Poor



*“Broken slabs in the pavement are an eyesore.”*

*“There are loose slabs in the pavement and are very slippery in the winter.”*

*“Pavements uneven and narrow.”*

*“The pavements are uneven and have a number of broken or loose slabs.”*

*“I don’t always find the pavements easily accessible with a buggy, especially not during busy times.”*

*“Pavements are unsafe.”*

*Business and Community Survey, September 2022*

**Observations:** The quality and cleanliness of pavements both scored well through the surveys with the majority of people either noting them as good or neutral. The topic of pavement cleanliness was also rated within the top five of all topics within the community survey.

However, the majority of comments received from the respondents were of a negative nature. There were a few main themes coming out through the comments which were that the streets require to be cleaned, there are broken/ loose slabs which required to be fixed and that the pavements are narrow so not accessible to all users of the town centre.

**Observations:** The number of vacant units within the town centre is relatively low at 12%, which is slightly lower than the Scottish average of 15% (Scottish Retail Consortium and Local Data Company).

The vacant units have attracted a large number of comments through the 2022 community survey with a high number of respondents requesting that they are brought back into use so as not to continue to detract from the appearance of the town centre.

*“There are many empty units in the town centre which is disappointing.”*

*“Would like to see redevelopment of vacant buildings.”*

*“Something needs to be done with the vacant buildings.”*

*Business and Community Survey, September 2022*

## Vacant Retail Units

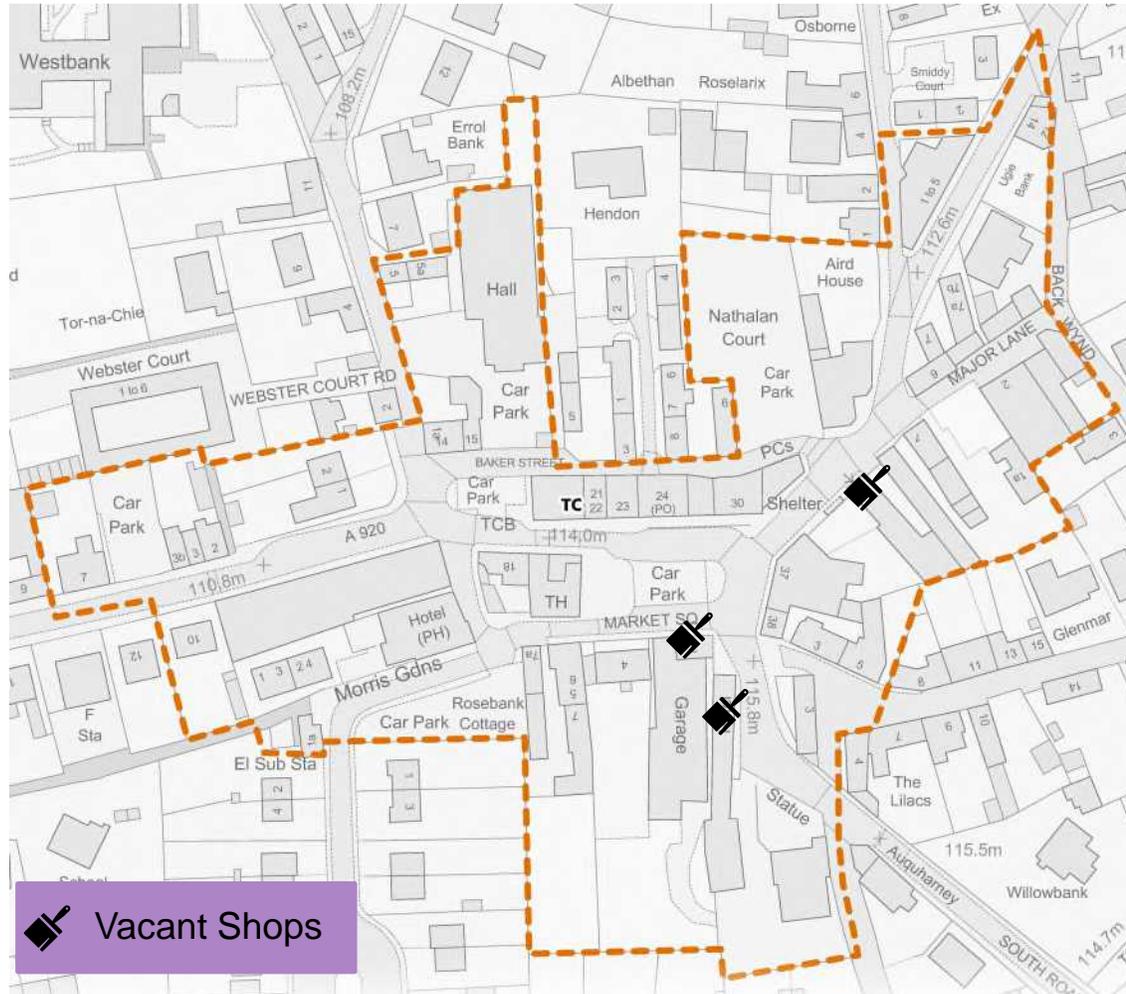
3

Vacant Units in the town centre

12%

Vacancy Rate at time of survey

# STREETS & SPACES: VACANT RETAIL UNITS



 Vacant Shops

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.

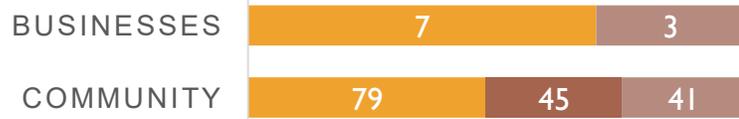
# NATURAL SPACE



**Observations:** Whilst there is no green space within the town centre boundary, the area is well served with planters which contribute positively to the street scape. These, and the group that provide them, were highly regarded within both the community and business surveys. The majority of the ratings for this category were positive, however there were some comments on the lack of green space.

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

■ Good ■ Neutral ■ Poor



*“A lot of dedicated people keep the village looking vibrant through the summer.”*

*“The flower displays provided by MAIG are amazing.”*

*“It's always so pretty with flowers thanks to the local community.”*

*“The town centre doesn't really have green space but green space is not far so although it's poor for the town centre it isn't poor overall.”*

*Business and Community Survey, September 2022*



Plant display at Cowgate Car Park

Green space and playpark close to town centre

Meldrum Amenities Improvement Group (MAIG) plant and maintain the various planters and hanging baskets around the town centre.



Planters and hanging baskets all around Market Square and surrounding buildings

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

# PLAY & RECREATION



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

■ Good ■ Neutral ■ Poor

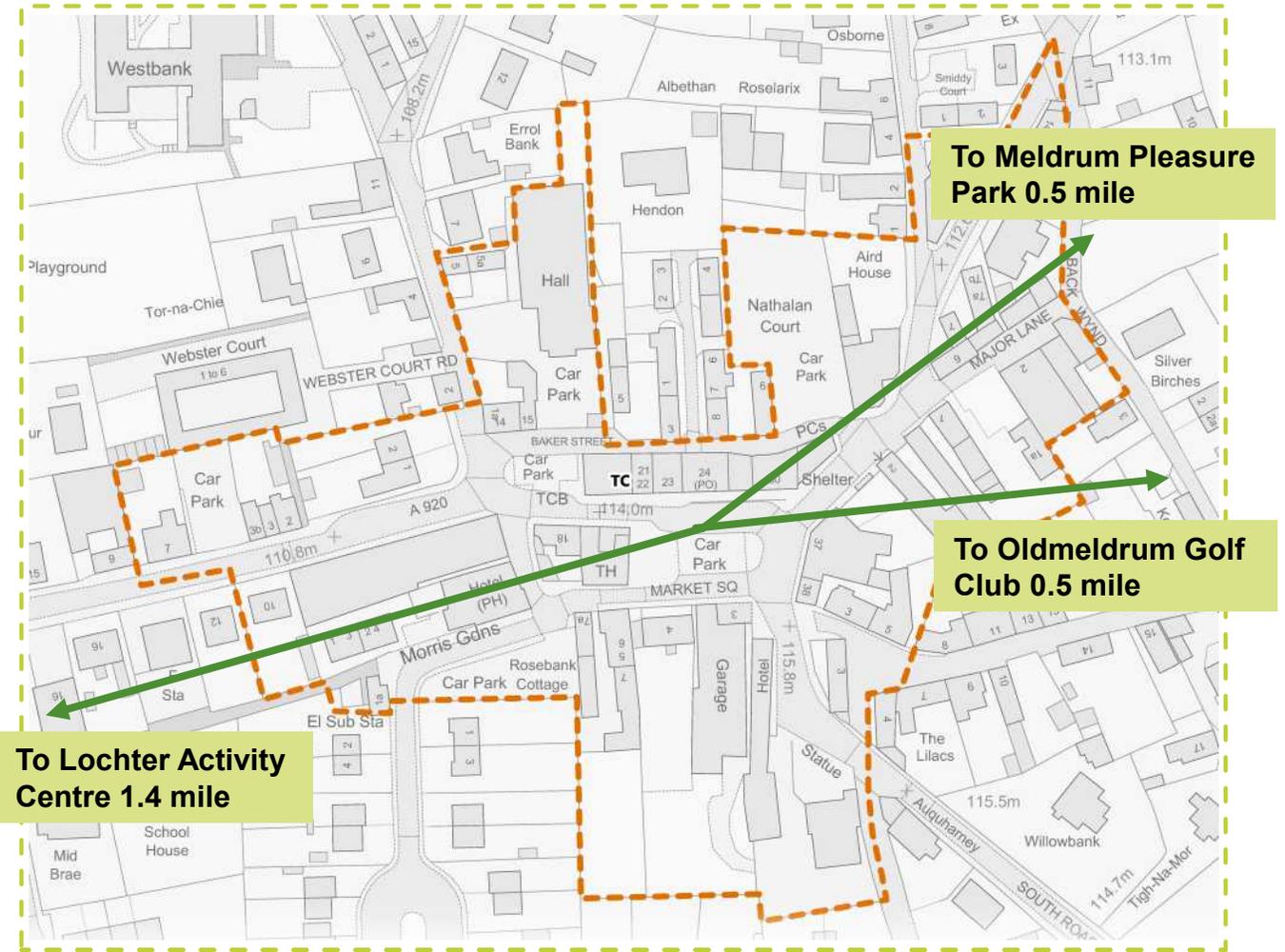
BUSINESSES	3	2	3
COMMUNITY	47	52	63

**Observations:** There are no play and recreation sites within Oldmeldrum town centre itself. However, there are a number of play/ recreation facilities about 1 mile from Market Square. Through the survey several comments were received noting that there is community desire to see a leisure facility within the town for residents to use. Some commented on a facility similar to the Axis Centre in Newmachar would be a great addition for the town.

*“Could be doing with a swimming pool/leisure facility.”*

*“Would be great to see some more sports facilities, similar to the Axis Centre in Newmachar.”*

Business and Community Survey, September 2022



# FACILITIES & AMENITIES: RETAILER REPRESENTATION

## Retailer Representation

**84%** of businesses in the town centre are independent retailers

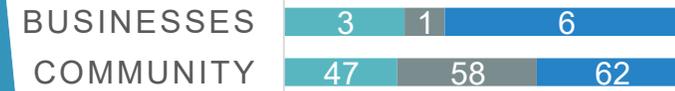
**36%** of businesses in the town centre are Class 1: Shops

**20%** 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



*“Needs to attract diversity in stores.”*

*“Some of the shops very good quality, others poor.”*

*“There needs to be more choice.”*

*“Would be nice to see more independent shops.”*

*“Be great to see more shops opening in the town centre.”*

*Business and Community Survey, September 2022*



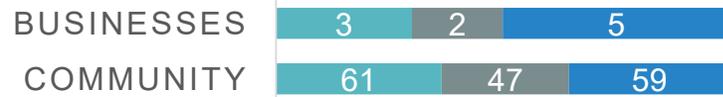
**Observations:** A large proportion of the comments received through the 2022 surveys related to the lack of variety within the town centre and the desire to see more choice of shops being available.

There is a good mix of types of units available within the town centre and the low vacancy rate helps the town centre feel vibrant.

# FACILITIES & AMENITIES: CAFÉ AND RESTAURANTS AND EVENING ECONOMY

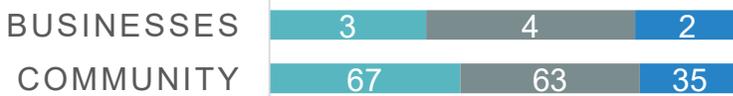
## HOW WOULD YOU RATE: CAFÉ/ RESTAURANT CHOICE?

■ 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:** Within the town centre there are two restaurants, a café (open within the town hall), an ice cream shop and a takeaway which provide places for residents to eat. However, a number of comments received through the survey were that there was a community desire to see more choice of places to eat. However, the ratings received for the choice available gained a fairly even spread across the three ratings but with a slightly higher proportion rating good than poor.

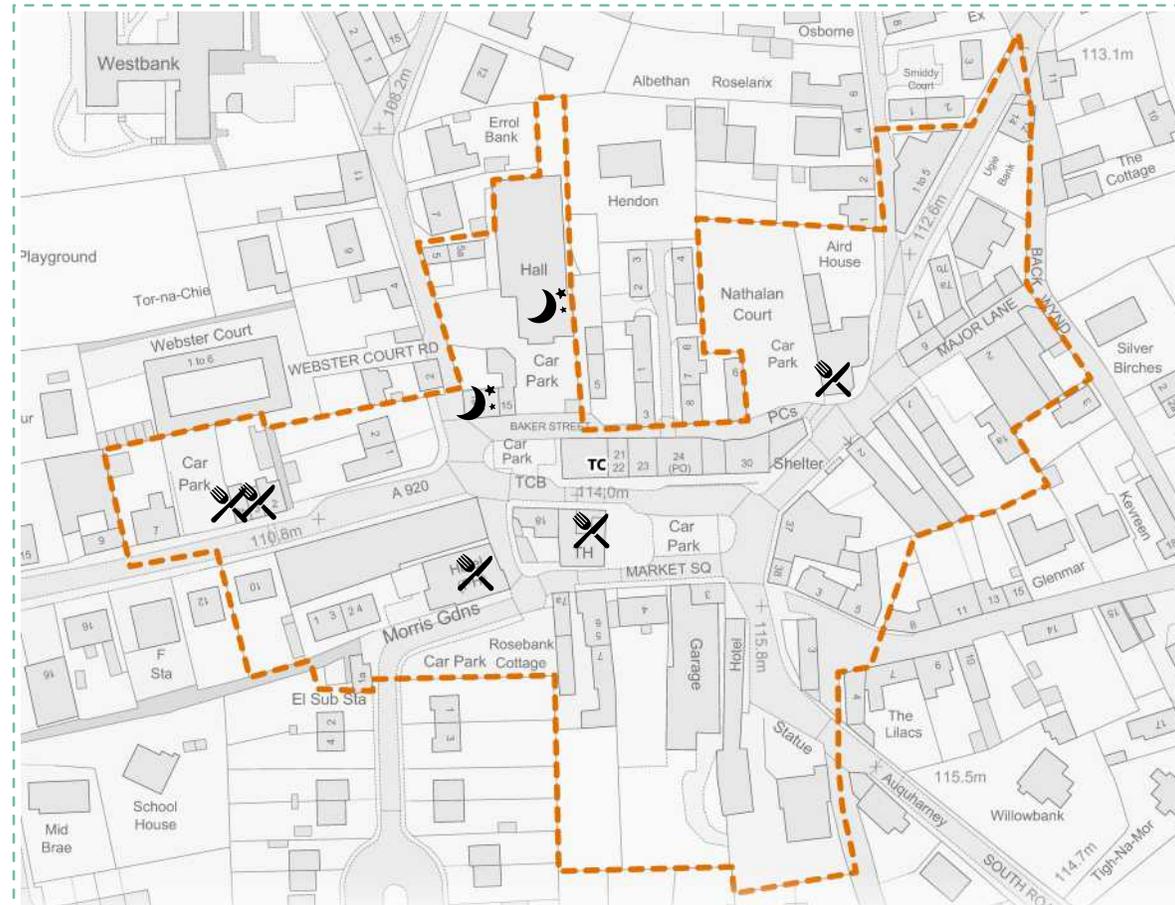


“There’s very few places to eat out with little variety on offer.”

“There’s not many options for eating /drinking out at night.”

“There are not enough restaurants which mean the community have to go further afield.”

Business and Community Survey, September 2022



🍴 Café/ Restaurant    🌙\* Units open in evening

Images (Left to Right): Casa Italia and The Icer, Commercial Road..

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

**Observations:** There are only a limited number of outlets and services within Oldmeldrum Town Centre. There is a defibrillator unit within the town centre which is accessible to all. However, there are a number of amenities that are just outwith the town centre boundary including the Fire Station.

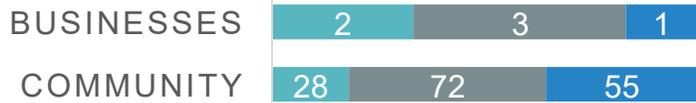
Through the surveys a mix of views were received in relation to the Farmers Market. The majority of respondents either rated the topic as neutral or poor but there is a definite community desire to see a more formal farmers market within the town rather than the current quarterly events throughout the year.



Image: Town Hall, Market Square. .

## HOW WOULD YOU RATE: THE MARKET?

■ Good ■ Neutral ■ Poor

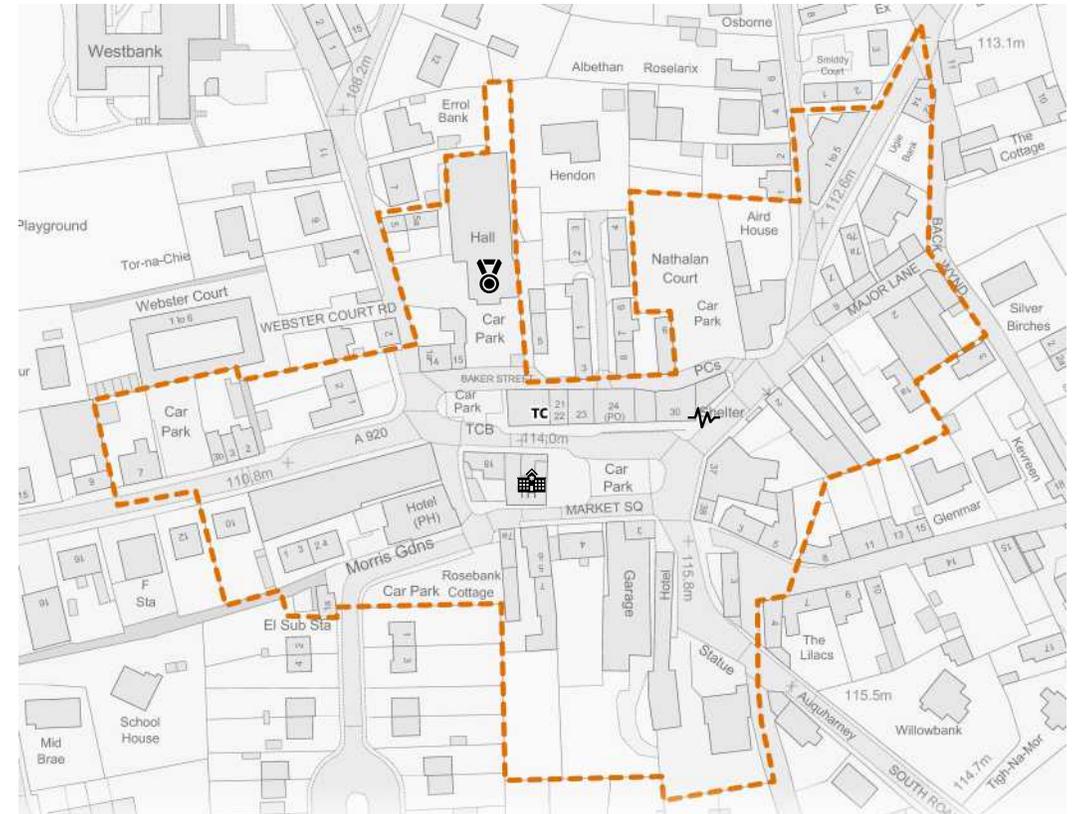


*“Farmers market should not be on a Wednesday when most people are working.”*

*“An actual farmers market with local farm produce eggs, seasonal veg etc, fish van, baked goods, fruit etc.”*

*“It would be good to see more market type stalls on nights/weekends.”*

Business and Community Survey, September 2022



- Cultural Outlets
- Public Services
- Leisure Outlets
- Defib Unit
- ATM Point
- Market Location

# FACILITIES & AMENITIES: COMMUNITY AND VISITOR SATISFACTION

## HOW WOULD YOU RATE: VALUE FOR MONEY?

■ Good ■ Neutral ■ Poor



*“The cost of living is a worry and as much as I want to support local it is expensive in the village and we are on a budget so have to shop in the supermarkets in Inverurie/ Ellon or Aberdeen.”*

*“Local shops are expensive and limited products.”*

*“Prices are high so shopping local is not affordable.”*

*“It would be nice to see an improved selection available.”*

*Business and Community Survey, September 2022*

## Town Centre Offer:

# 57%

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

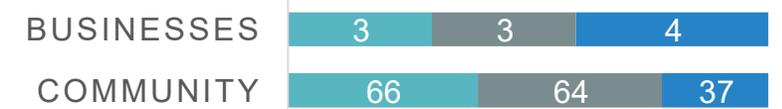
*Business and Community Survey, September 2022*

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

Whereas, the topics of variety of goods and value for money received more negative comments. 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 as it is currently felt that the shops within the town centre are less affordable.

## 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:

# 1,014

Jan-Dec 2021

# FACILITIES & AMENITIES: ONLINE SHOPPING/ CONNECTIVITY

## Online Offering

**75%** of businesses surveyed have online presence

**16%** of businesses that have an online presence surveyed sell online

**39%** 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*

*“I do try and support local businesses however with the cost of living crisis, cost has to be a factor.”*

*“There are limited shops in town so online is easier.”*

*“Don’t like online shopping.”*

*“Prefer to purchase locally if I can.”*

*Business and Community Survey, September 2022*

**Observations:** Within the 2022 community survey there was a variety of responses received from respondents in relation to the questions about shopping online. A number of respondents noted that they would rather shop local than buy online. Whilst others noted that convenience, pricing and variety of goods were the main reasons for online shopping.



Image: Market Square.

## Mobile Coverage in Oldmeldrum 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

## Broadband Coverage in Oldmeldrum 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 Oldmeldrum Town Centre is very strong with all of the top networks being accessible 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.

# WORK & LOCAL ECONOMY

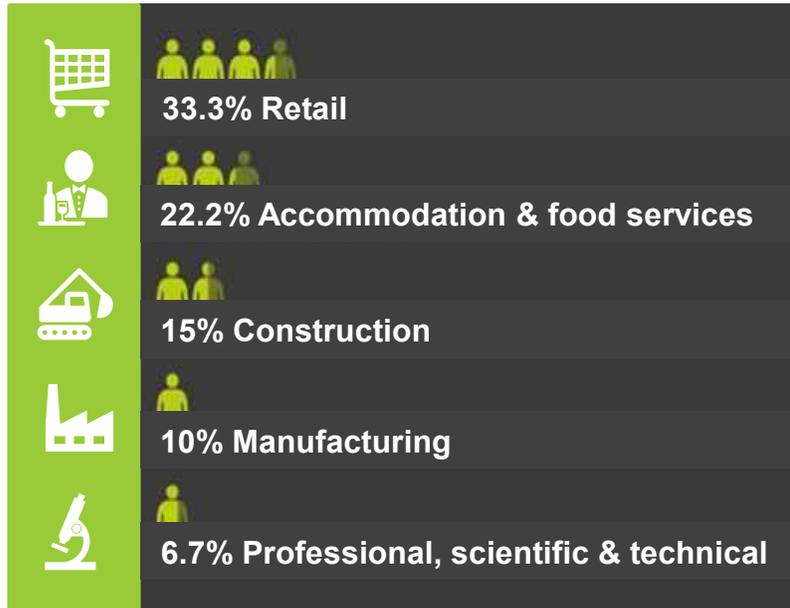


**Observations:** The employment picture provides an interesting mix of sectors which reflects the towns classification as an accessible small town. The claimant count rose as expected in 2020 in response to the COVID-19 pandemic but the rate was similar to the wider area average. Following 2020, the claimant count rate has reduced slightly but remains higher than it was previously. Despite low levels of deprivation the higher claimant count rate could indicate hidden pockets of need within the community.

**Settlement Type:**  
**Accessible Small Town**  
 (Settlements of 3,000 to 9,999 people and within a drive time of 30 minutes to a Settlements of 10,000 or more)  
 Scottish Government's Urban Rural Classification, 8-fold

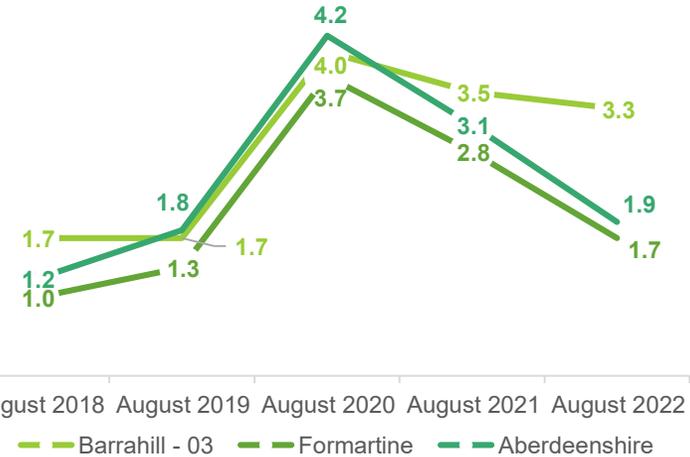
**Median Household Income 2021**  
**Town Centre Data Zone\***  
**£36,642**   
 £41,103 Formartine; £36,889 Aberdeenshire  
 Source: © CACI Limited 1996 - 2021 This report shall be used solely for academic, personal and/or non-commercial purposes.

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



Source: Business Register and Employment Survey 2021

## CLAIMANT COUNT RATE^ (%)



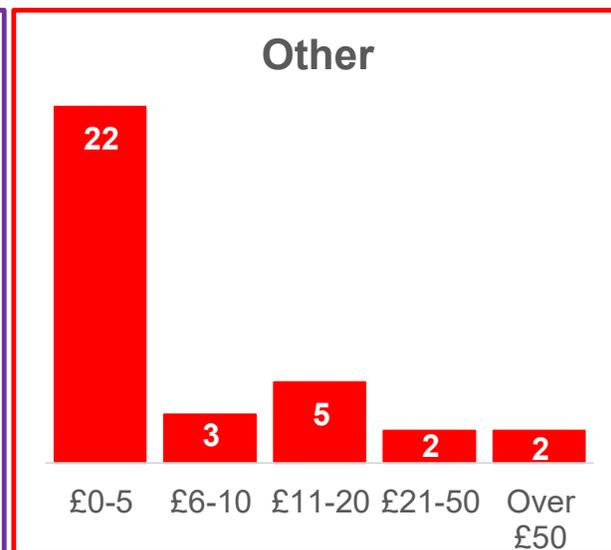
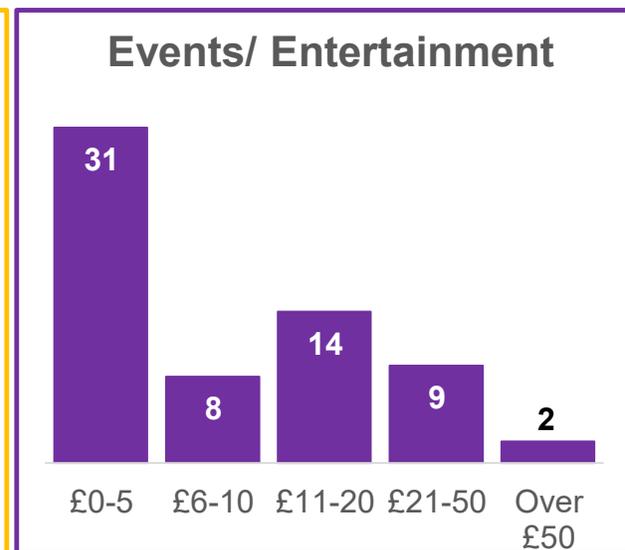
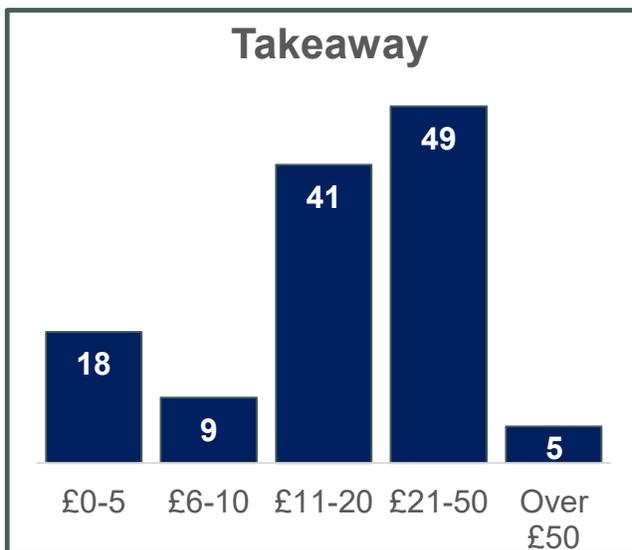
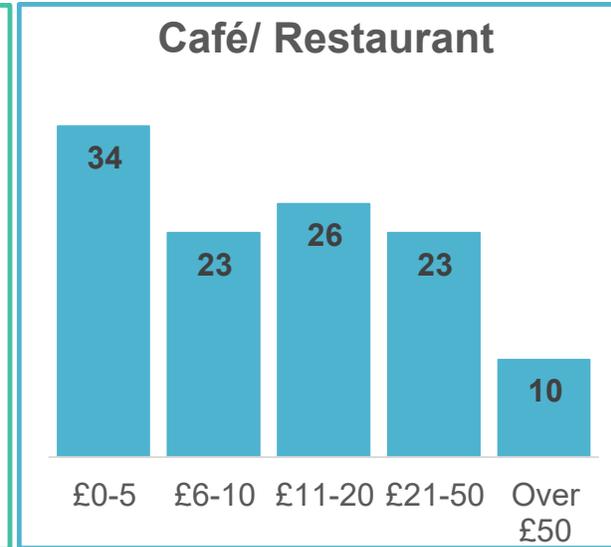
^Includes people claiming Universal Credit or Jobseekers Allowance  
 Source: ONS Crown Copyright Reserved

**Scottish Index of Multiple Deprivation 2020**  
**Town Centre Data Zone\*:**  
**25-30%** least deprived in Scotland

\* The data zone (S01006987) that makes up the majority of the town centre.

# WORK & LOCAL ECONOMY: AVERAGE CONSUMER SPEND 2022

**Observations:** The graphs show a mix of spend across various sectors in the town centre, with Food Shopping accounting for the biggest expenditure by visitors, following a relatively high spend on the Hair and Beauty sector but fewer people. Café/ Restaurant and Takeaways also account for larger spends. Other Shopping spend is spread out across the price spectrum, indicating visitors are shopping for a variety of things. There is very little spend on Events/ Entertainment highlighting the lack of opportunities in this area, picked up elsewhere in the health check.



# WORK & LOCAL ECONOMY: BUSINESS SURVEY HIGHLIGHTS 2022

**Observations:** 10 businesses responded to the survey and provided a mixed outlook for the town, with half of businesses showing a decrease in turnover and employment over the past five years. But there is some confidence in future performance in Oldmeldrum, which is encouraging and also a small number of businesses are looking to grow or expand in the next five years. Businesses are making use of online tools but this could perhaps be utilised further.

- 100%** of business owners surveyed were **established** businesses in the town centre
- 100%** of business owners surveyed were **Independent** businesses
- 38%** of business owners surveyed were either **somewhat confident** about future business performance in Oldmeldrum
- 13%** of business owners surveyed are looking to **grow** or **expand** in the next year, with a further **13%** in the next five years. **37%** are **not** currently considering growth or expansion, with **37%** **unsure** at this time

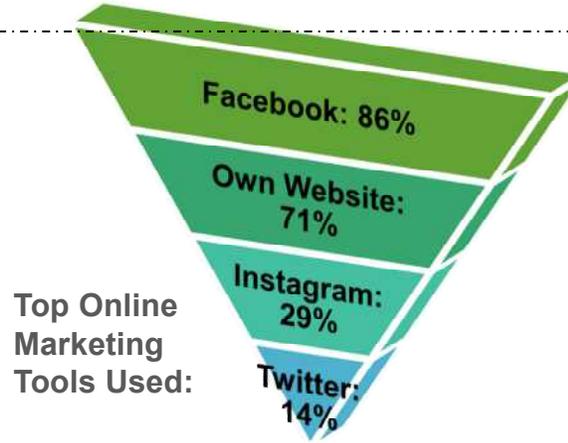
*“Incentives to encourage new business to set up in town.”*

*“We need to encourage more variety of business.”*

*“All local businesses. Great staff. Helpful service and a good range of businesses for such a wee town.”*

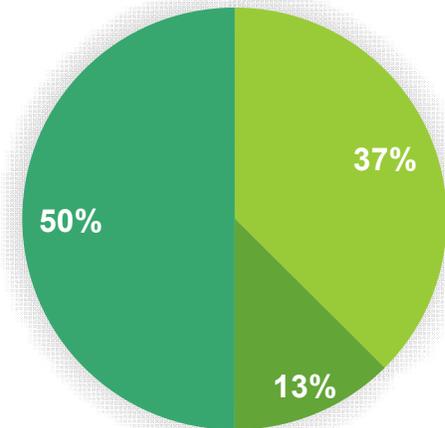
*“Encourage independent businesses into town centre.”*

Business and Community Survey, September 2022



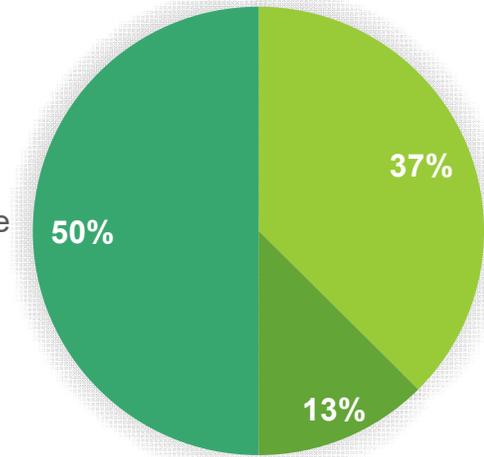
Has employment at your premises changed in the past five years?

- Increased
- Stayed the Same
- Decreased



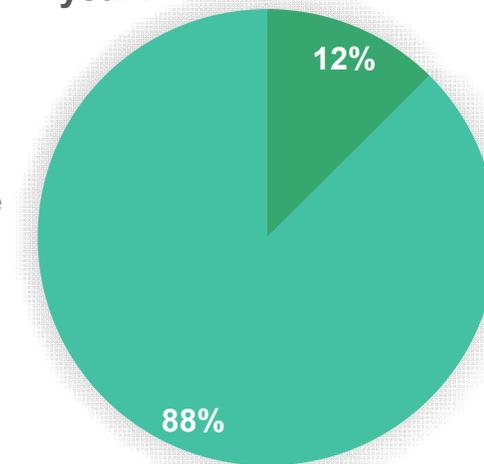
How has turnover at your premises changed in the past five years?

- Increased
- Stayed the Same
- Decreased



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

- Yes - Increase
- Yes - Decrease
- Unsure
- No



## WORK & LOCAL ECONOMY: PROPERTY

**Observations:** The commercial property market seems fairly stable in Oldmeldrum, with several established and independent businesses present. However, there are two large vacant premises in the town centre which could deliver opportunities for redevelopment to provide additional space for new businesses to open in the future. This was a common theme emerging from the survey comments and the desire for more varied businesses to come into the space. There were no relevant planning applications submitted in the year 2021/ 2022.

*“There is not enough retail units in the town for new businesses. The retail units that have gone for sale have been purchased by developers and turned into offices.”*

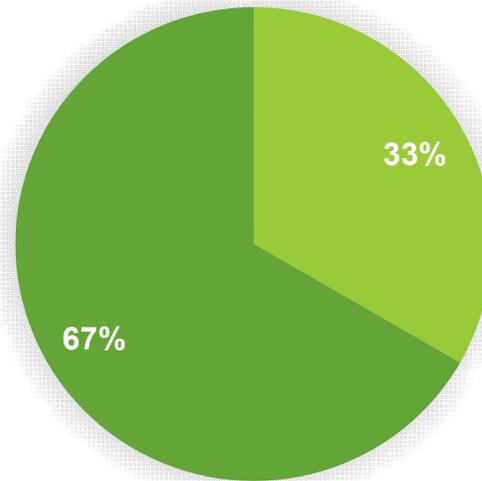
*“Although a very limited size, there are few vacant business properties and many well established businesses, which appear to continue to prosper.”*

*“The old petrol station and old Oldmeldrum Arms Hotel/Bar are an eyesore in the square and requires demolition and a new entity needs to go in these spaces that would be created.”*

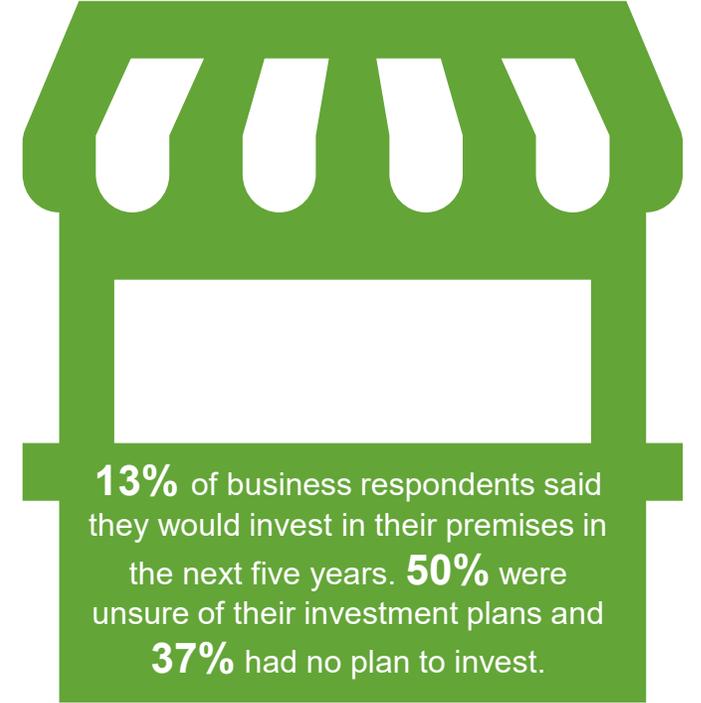
*“Redevelop the derelict garage and hotel to offer more shops/ restaurant/ pub.”*

*Business and Community Survey, September 2022*

### Do you rent or own your premises?



■ Rent ■ Own



### Planning Applications:

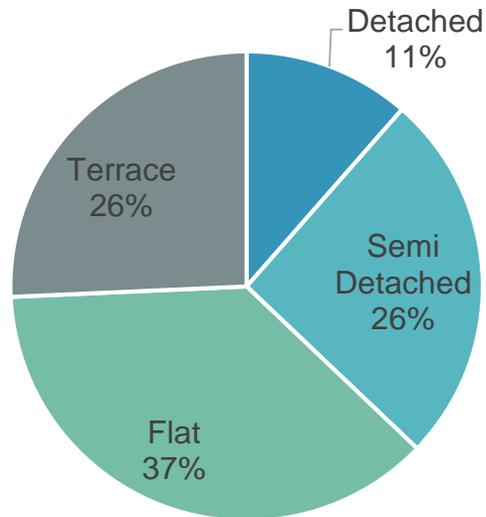
Within the town centre no planning applications were approved between August 2021 – August 2022. However, in the previous year several applications were approved at the distillery which is located north of the town centre boundary.

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 are flats.

Of these dwelling types within the town centre the main tenure are properties which are either owned outright or owned with a mortgage which make up 68% of the total.

## Housing Profile and Population

The overall population total for Oldmeldrum in 2020 was 3,120 and it is estimated that approximately 79 people live within the town centre in 2022.

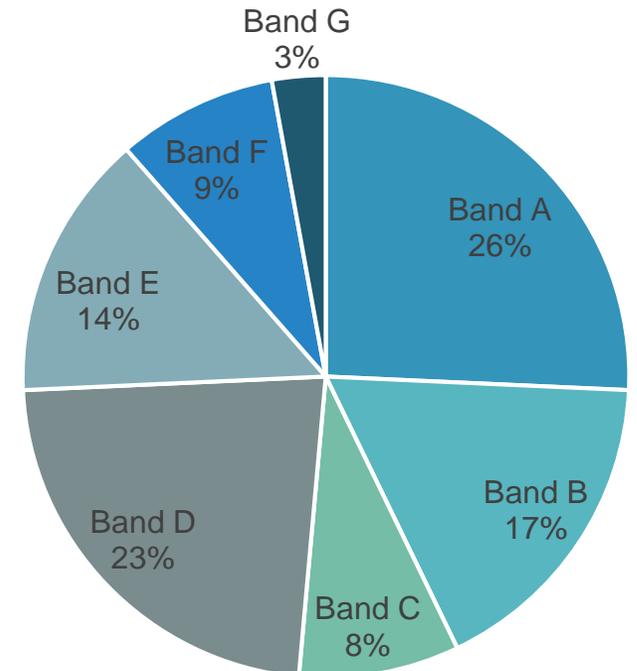
The average house price for dwellings within the town centre boundary in 2018 was £160,200.



Image: Market Square.

In terms of Council Tax Bands (2021), Oldmeldrum Town Centre has dwellings in Bands A-G on the scale of the Council Tax Bands. There is a mix through all of the Council Tax Bands within the town centre.

## 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 with the majority of respondents to both the 2022 community and business surveys rating the topic as neutral.

Through the comments there were a number of key themes coming through which were:

- A desire to see a farmers market/ market days
- Activities for children/ young people and adults to do in the evening, and
- Generally more events/ things to do for residents.



Image: British Legion Building.

# SOCIAL CONTACT



Venue	Indoor / Outdoor	Opening Times
Town Hall	Indoor	Meldrum Café Thurs, Fri and Sat: 09:00-16:00  Open for other private bookings.
Royal British Legion	Indoor	Wed and Fri: 18:00-22:00 Sat: 11:00-14:00 & 17:00-22:00

*“There are no events or farmers markets in the square.”*

*“Need more events in the square like farmers market or local business/community days.”*

*“There needs to be much more activities for kids and adults within the village.”*

*“Youths need something to do in evenings.”*

*“Nothing happens in the area.”*

*“There should be more use of the town hall for community events/classes/youth projects.”*

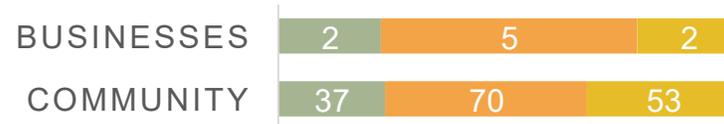
*“It would be great to see more things for young people to do.”*

*“Need more events.”*

*“There should be more markets.”*

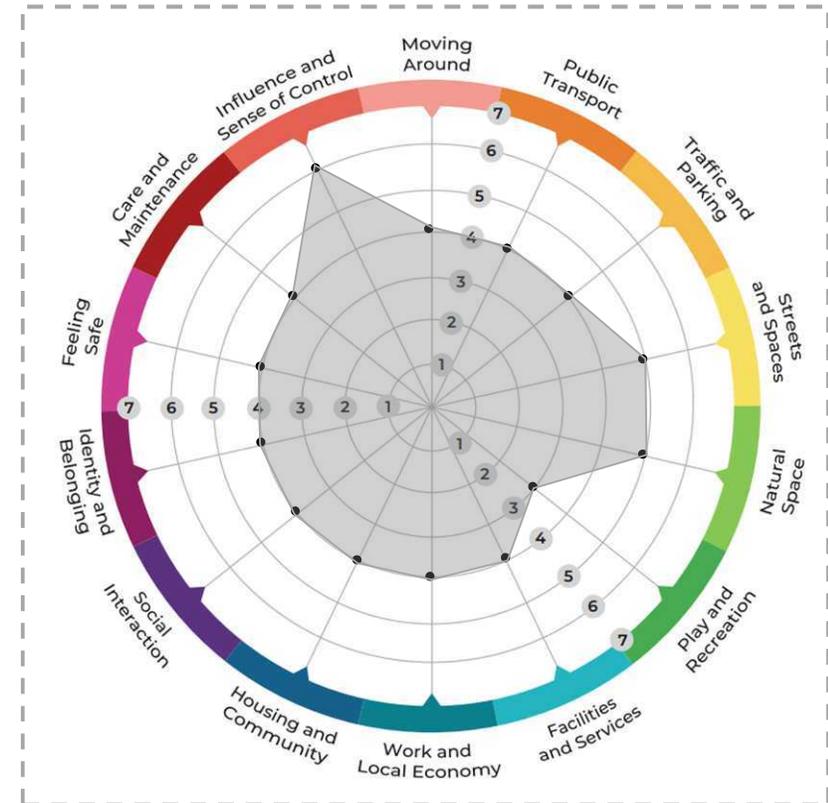
## HOW WOULD YOU RATE: RANGE OF EVENTS?

■ Good ■ Neutral ■ Poor



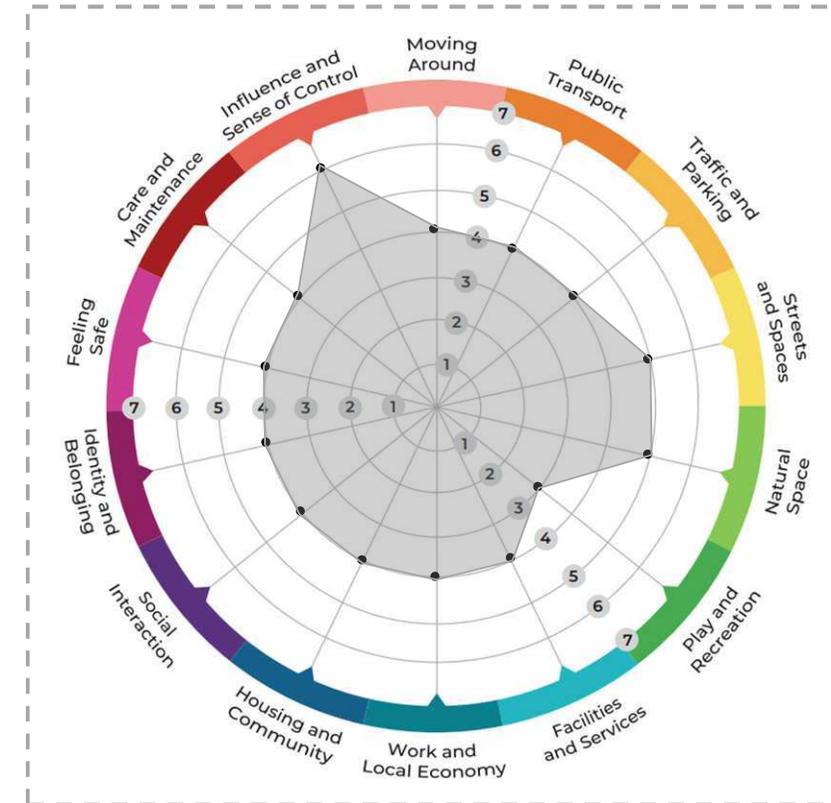
# KEY CONSIDERATIONS & OPPORTUNITIES

Theme	Key Improvements
<b>Identity and Belonging</b> Rating: 4	Community spirit in Oldmeldrum scored highly and the majority of the community respondents felt generally positive towards it. Although a reoccurring negative theme in responses was the volume of traffic and parking concentrated in the town centre.
<b>Feeling Safe</b> Rating: 4	Overall a very positive indicator for the town centre, particularly in relation to safety during the day. Safety during the evening was also rated positive but with more neutral ratings. Antisocial behaviour and a lack of things to do in the evenings was linked to the less positive ratings.
<b>Care and Maintenance</b> Rating: 4	The overall perception of the care and maintenance of buildings within Oldmeldrum Town centre was good. However, interventions looking at improvement works to the vacant buildings would be welcomed by the local community.
<b>Influence and Sense of Control</b> Rating: 6	Oldmeldrum is well served with active organisations who aim to promote and improve the town centre, as well as the wider town. One particular group was extremely well known and their efforts in the town centre highly regarded. Support for these groups should be encouraged.
<b>Moving Around</b> Rating: 4	The location of the car park at Market Square and lack of pedestrian crossings was commented on, however the majority of ratings were positive or neutral. Consideration of safe crossings could be an improvement to this aspect. The provision of E-bikes in the area is welcomed, however there is a lack of cycle provision in the town centre which could be explored further.
<b>Public Transport</b> Rating: 4	Public transports is reasonable, with several services to Aberdeen. There are more limited services to other towns but on-demand bus services are also available.
<b>Traffic and Parking</b> Rating: 4	The topic of traffic flow was rated within the bottom five of all topics surveyed and this particularly related to the flow of traffic through Market Square. There is a real community desire to see any interventions that can be put in place to improve this.



# KEY CONSIDERATIONS & OPPORTUNITIES (CONTINUED)

Theme	Key Improvements
<b>Streets and Spaces</b> Rating: 5	The number of vacant units within the town centre was noted as a negative for this particular topic as it felt that it detracted from the overall attractive appearance of the town centre. Something that could be done to address community aspirations is providing additional seats within the town centre.
<b>Natural Space</b> Rating: 5	There are no green spaces within the town centre boundary, however parks within relatively close proximity. There are well maintained planters and flower displays within the Market Square area which are highly attractive and acknowledged by the local community.
<b>Play and Recreation</b> Rating: 3	There are no play and recreation facilities within the town boundary. However, there is an activity centre, a park and golf club within about 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. Additionally, an improvement that to this topic that the community would like to see is additional eateries within the town centre, this is something that may be able to be addressed depending on any potential new occupier of the vacant units.
<b>Work and Local Economy</b> Rating: 4	A variety of employment sectors are present within the town centre. Relatively low levels of deprivation but a slightly higher claimant count rate could indicate hidden pockets of need within the community. Businesses are not overly confident in future performance, therefore support should be encouraged to existing businesses where possible and promotion for suitable and varied businesses to set up in the area, particularly within the large vacant units.
<b>Housing and Community</b> Rating: 4	There are a mix of house types within the town centre and this should continue to be monitored to ensure there are types and tenures of housing that would provide for all of the community.
<b>Social Contact</b> Rating: 4	There are a number of venues for people to meet within the town centre. However, there was a large desire to see additional events happening within the town centre, particularly more markets and events for young people.



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

### Community

#### Top Highest Scoring Categories:

- + 1. Attractiveness of Town Centre
- + 2. Feeling of Safety During the Day
- + 3. Standard of Service in Shops
- + 4. Parking Affordability: Car
- + 5. Pavement Cleanliness

#### Top Lowest Scoring Categories:

- 1. Traffic Flow
- 2. Vibrancy in the Evening
- 3. Parking Space Availability: Car
- 4. Leisure and Play Facilities
- 5. Variety of Shops

### Business

#### Top Highest Scoring Categories:

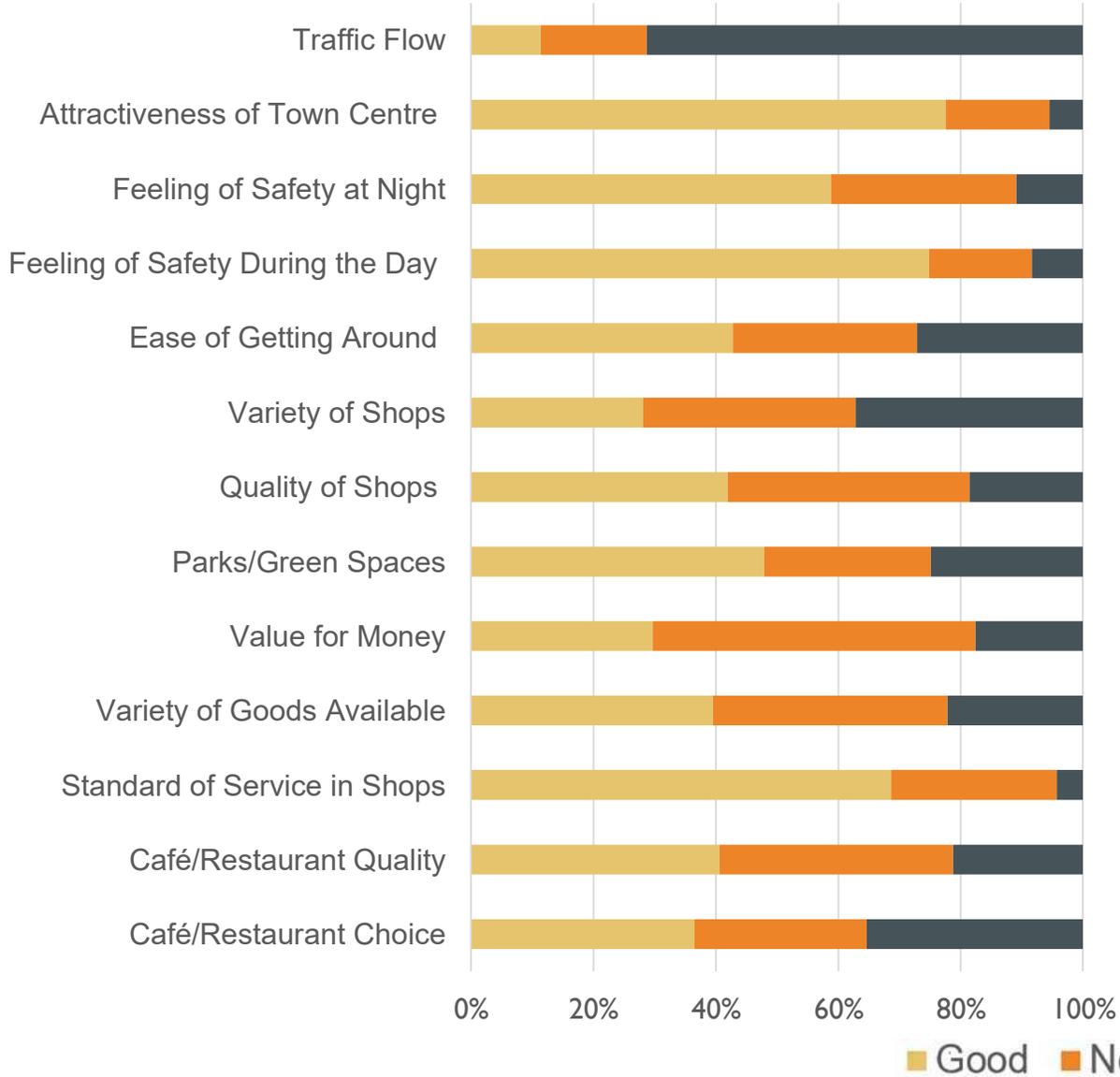
- + =1. Feeling of Safety During the Day
- + =1. Attractiveness of Town Centre
- + =2. Standard of Service in Shops
- + =2. Parks/ Green Spaces
- + =2. Parking Affordability: Car
- + 3. Feeling of Safety at Night
- + 4. Pavement Cleanliness

#### Top Lowest Scoring Categories:

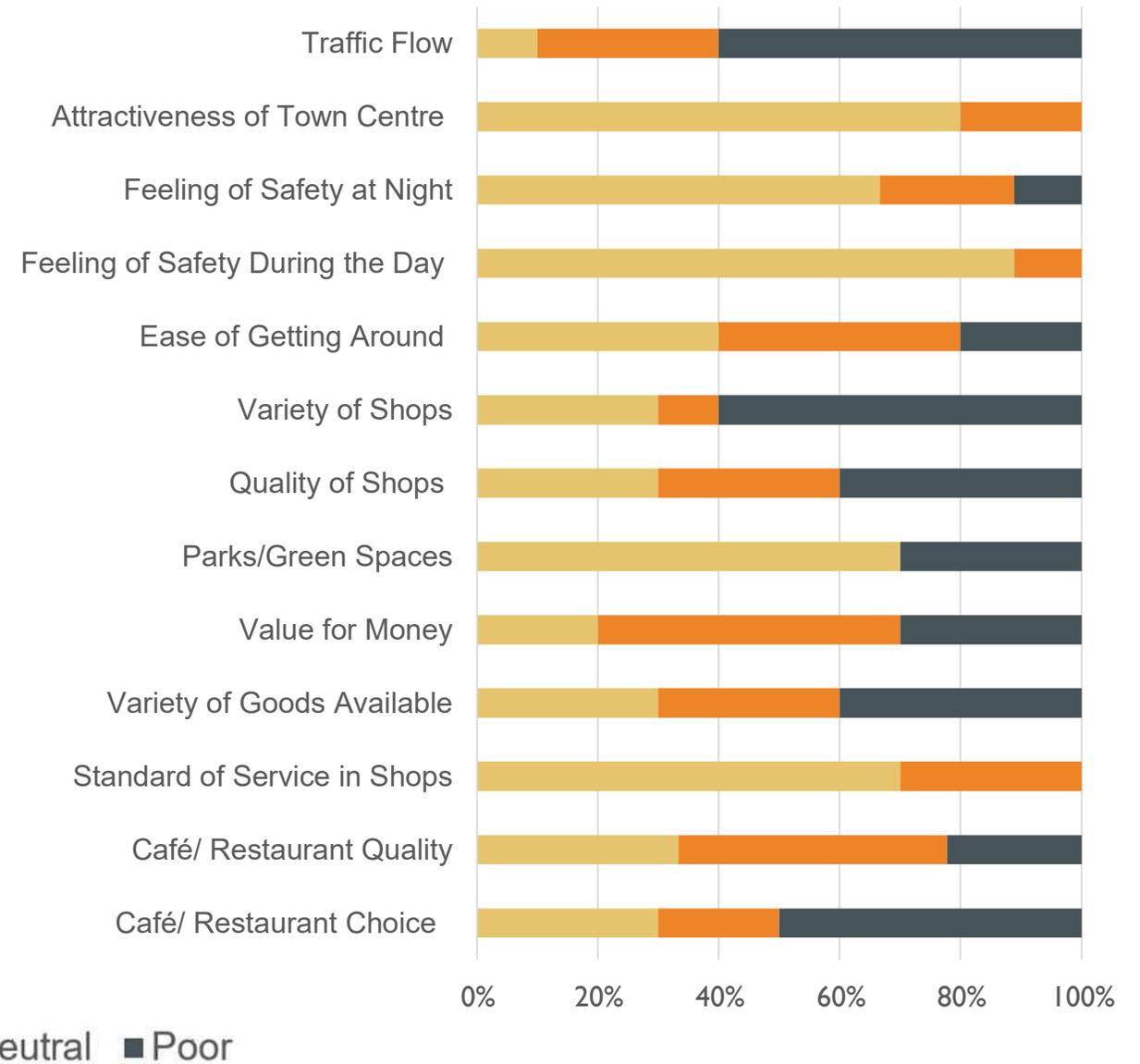
- 1. Seating/ Areas to Congregate
- =2. Parking Space Availability: Car
- =2. Traffic Flow
- =2. Variety of Shops
- 3. Café/ Restaurant Choice

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

### Community Responses:

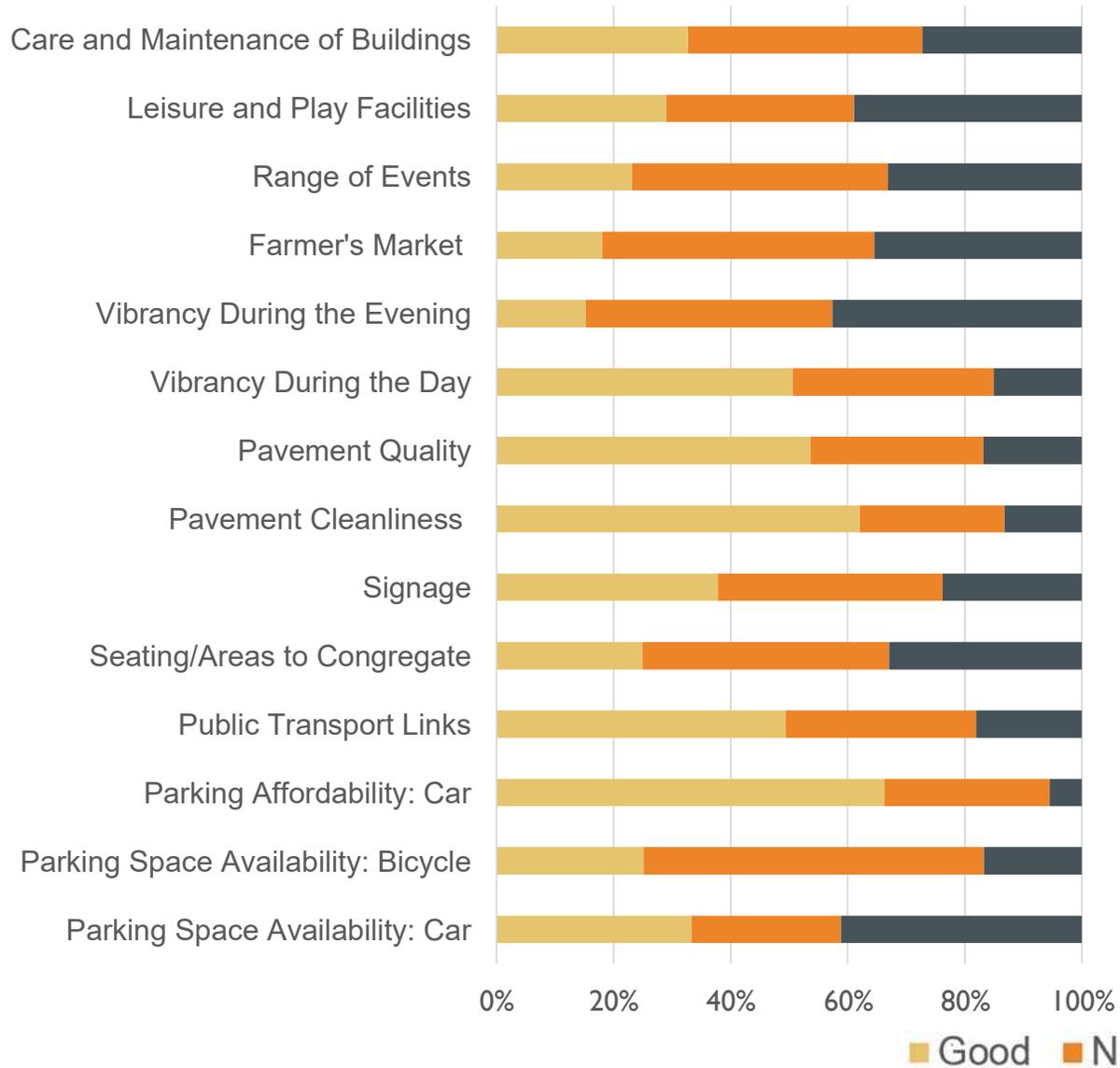


### Business Responses:

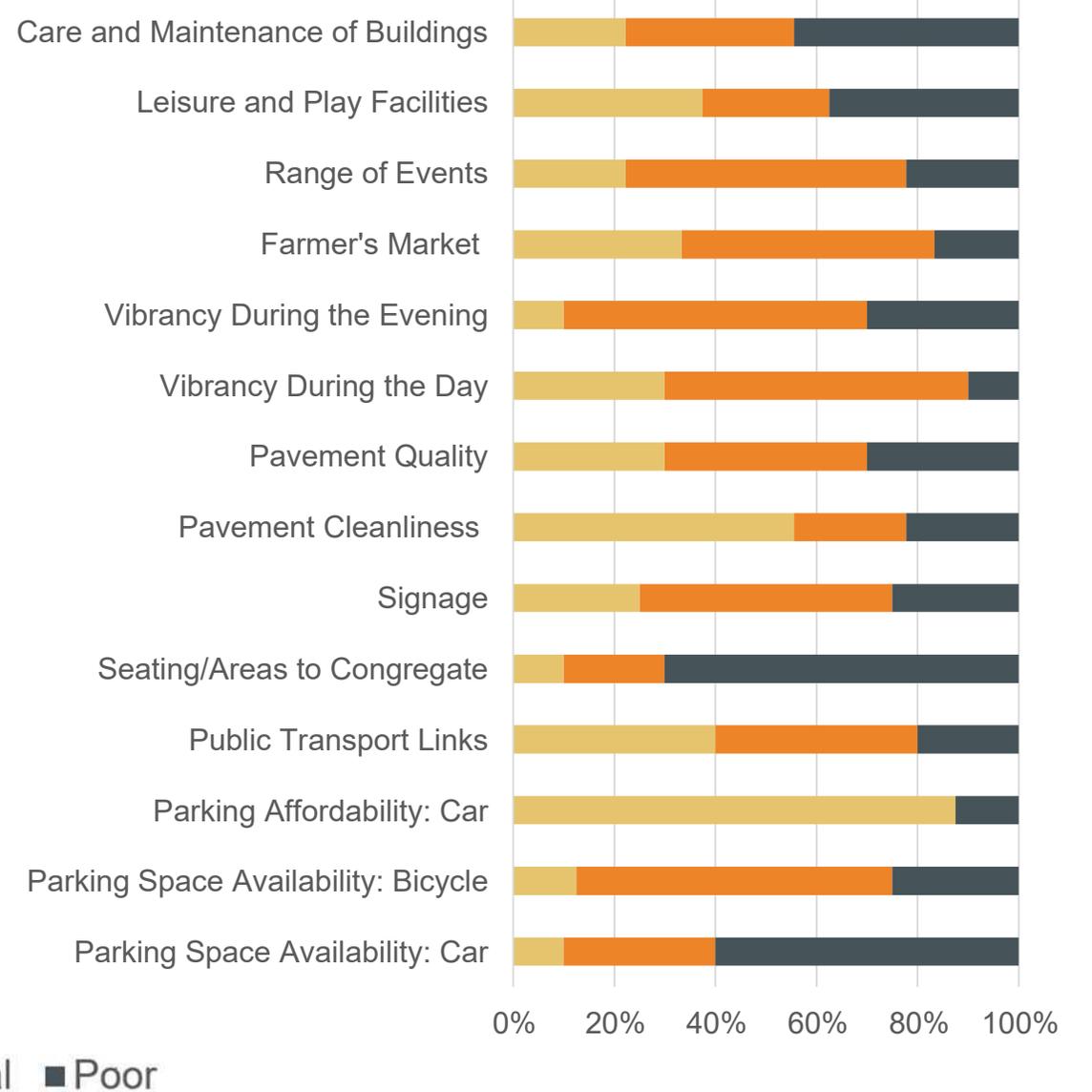


# BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? (Continued)

## 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

Formartine 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  
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