



Aberdeenshire
COUNCIL



TOWN CENTRE HEALTH CHECK SEPTEMBER 2022

KEMNAY, 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 Kemnay. 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 77 responses. A summary of the responses received can be seen on page 34.



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 9 responses. A summary of the responses received can be seen on page 34.

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 community who used the town centre felt overwhelmingly positive towards it, whereas the business survey responses showed a more balanced view between positive and negative. Of the community respondents, people generally found Kemnay to be friendly, with a good community feel and a variety of shops to serve a village of this size. Negative points raised in the surveys highlighted concerns in relation to parking and closing shops. Overall, the community spirit of Kemnay appears good.

The growth of Kemnay: The village came into being following the start for quarrying on Paradise Hill in **1858**. Extraction of granite from Kemnay quarry ceased in **1959**, but by this time Fyfestone was now being manufactured at the quarry. Quarrying in the area remains in operation today. Quarrying in the area remains in operation today. The opening of the railway in **1859** facilitated transport of the granite from the quarry. The village grew rapidly from the **1860s** with most properties built as tenements housing families. In the early 20th century there were a variety of services and amenities usually associated with a country village to serve the local community. The railway closed in **1950** having been taken over by bus travel.

Source: Understanding Scottish Places and Kemnay Village (Kemnay Community Council), Kemnay Community Action Plan March 2017

IDENTITY & BELONGING



How Do You Feel About Kemnay Town Centre?

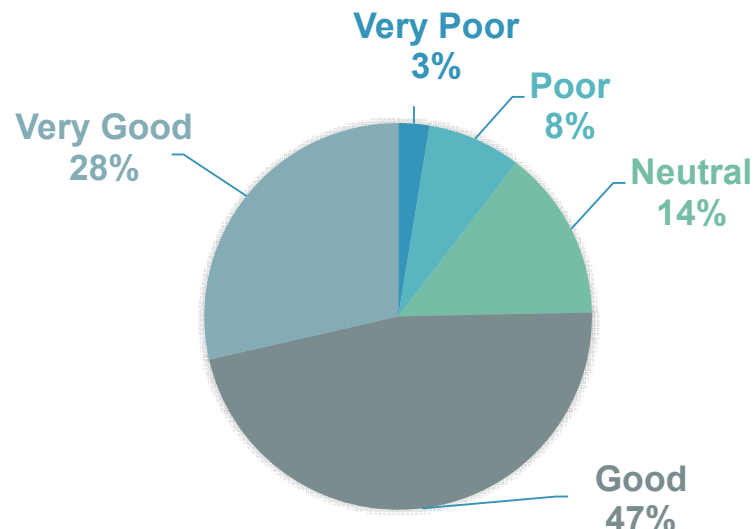


82% Community
56% Businesses



18% Community
44% Businesses

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



"Kemnay has all the essential services and facilities meaning minimal need to travel elsewhere. Pleasant and quiet environment."

"We have just built a new store in the village, and can see the population and visitors to the town centre grow."

"Lack of community spirit. 2 vacant shops in the High street."

"Kemnay is a lovely village with plenty of amenities. I like the old traditional feel of the centre."

"The village centre is always very full with cars as there is a serious lack of parking available. The choice of shops is also somewhat limited, albeit providing the essentials needed for village life."

"Positive, however feel there is not enough suitable parking for the shops and health centre."

"For the size of the village, Kemnay has a thriving town centre with a community feel and a wide range of shops and businesses."

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

Observations: Safety during the day scored within the top five most positive categories for both the community and business surveys. Safety during the evening was generally positive, however with more neutral and poor ratings. There were some comments received on this subject with antisocial behaviour and speeding on the roads the main concerns. Much of the town centre appears relatively well lit with modern lighting columns which are in an acceptable condition.

FEELING SAFE



HOW WOULD YOU RATE: SAFETY DURING THE DAY?

■ Good ■ Neutral ■ Poor

BUSINESSES



COMMUNITY



HOW WOULD YOU RATE: SAFETY DURING THE EVENING?

■ Good ■ Neutral ■ Poor

BUSINESSES



COMMUNITY



Images (Left to Right): Lighting on Station Road; Lighting on Aquithie Road.

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

Key Safety Features:



Modern LED lighting distributed throughout the town centre



No central CCTV system in place

"Friendly, happy, welcoming village."

"Stop anti social behaviour."

"Speed monitoring."

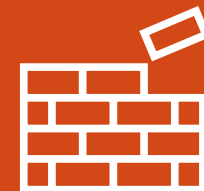
"More police presence, speed bumps past the new coop to Littlewood court to slow traffic."

"It's clean, feels safe, people are friendly."

Business and Community Survey, September 2022

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



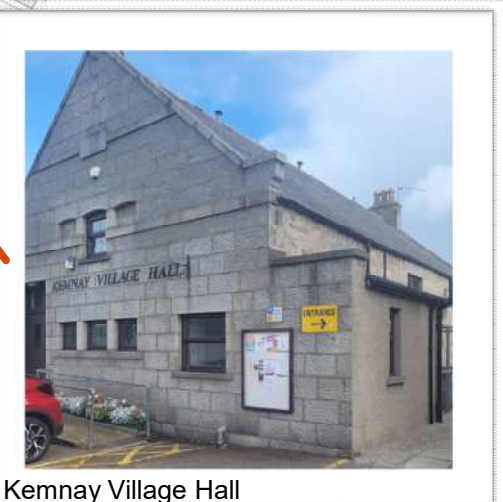
Scout Hall



Farm Shop and Barbers



Vacant – Former Public Convenience



Kemnay Village Hall

HOW WOULD YOU RATE: CARE & MAINTENANCE OF BUILDINGS?

■ Good ■ Neutral ■ Poor

BUSINESSES

4

3

2

Observations: There is a mix in care and maintenance of buildings within Kemnay Town Centre, but generally the buildings are in good condition. There are a number of traditional buildings which are well maintained and provide an attractive setting to the town centre.

The main building where action is required is the derelict former public convenience located within the Aquithie Road Car Park. The building currently detracts from the rest of the town centre and requires maintenance.

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: Kemnay has a limited number of groups, however of those there are they are well regarded by the community who are aware of them. There could be improvement in promotion of these groups to raise awareness to the wider community of their presence and the work they do.

Town Centre Groups	Kemnay Community Council	Greener Kemnay
Legal Status	Community Council	Registered Charity SC046497
Membership	The community; 14 members*	The community
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.	Greener Kemnay is a group of residents aiming to promote a green agenda in Kemnay, through supporting community gardening and composting at Birley Bush and improving the local path network around the village.
Contact	Kemnay Community Council	Greener Kemnay

*Correct at
time of survey

36% of community survey respondents are aware of groups that support the town centre.

"Thriving community thanks to individuals perseverance's and locals support."

Business and Community Survey, September 2022

The word cloud (right) shows the survey responses, with Greener Kemnay (12) and Community Council (8) receiving the most mentions.

All About Kemnay

Phoenix Trust

Lend a Hand
Kemnay

Paths for All

Community Council

Greener Kemnay

Christmas Light
Fundraising Group

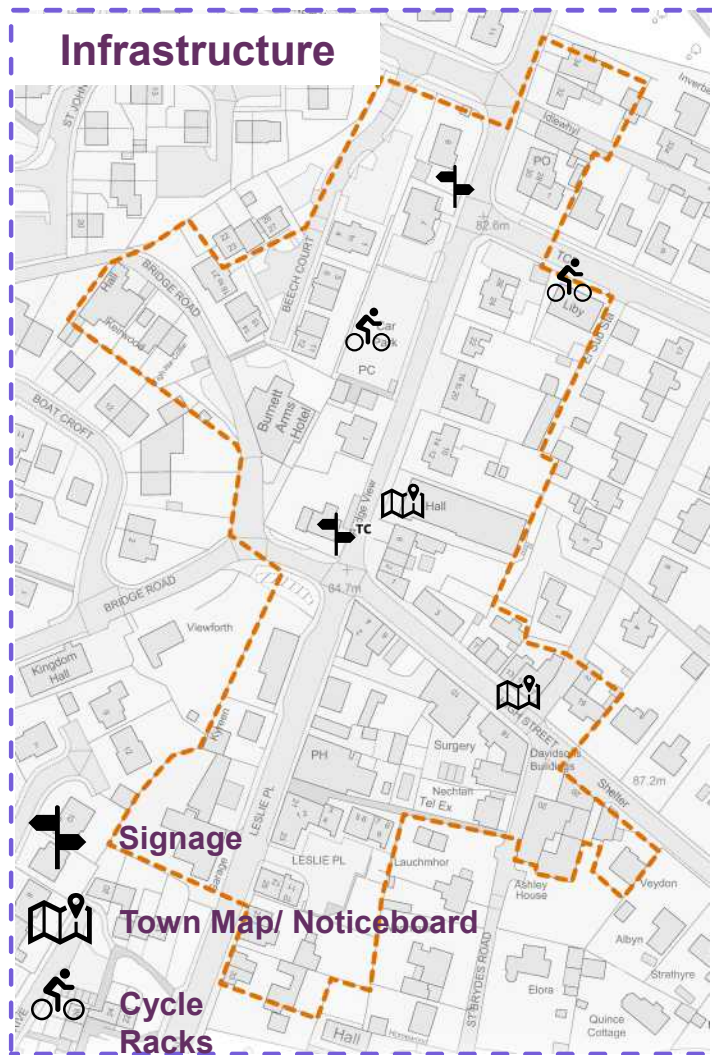
Community
Garden

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.

MOVING AROUND



Infrastructure



Observations: The town centre is relatively compact and easy to get around. It is shared by vehicles, pedestrians and cyclists and has no pedestrianised areas. There are no pedestrian crossing points and pavements are narrow in some places, which was commented on by some survey respondents. Overall, getting around scored well with survey respondents. There is limited signage in the town centre, with only two noticeboards present. There were more neutral responses to the provision of signage. Cycle parking was not well rated by the community which corresponds with the limited facilities found within the town centre.

"The High Street should have a Zebra crossing installed to give safe area for crossing."

"Some of the signage is redundant or has been vandalised."

"Lack of suitable bicycle parking on the high street."

Business and Community Survey, September 2022



Images (Left to Right): Cycle stands, Aquithie Road; Cycle stands, Library; Narrow pavement, Aquithie Road.

HOW WOULD YOU RATE: GETTING AROUND THE TOWN CENTRE?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: SIGNAGE?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: CYCLE PARKING?

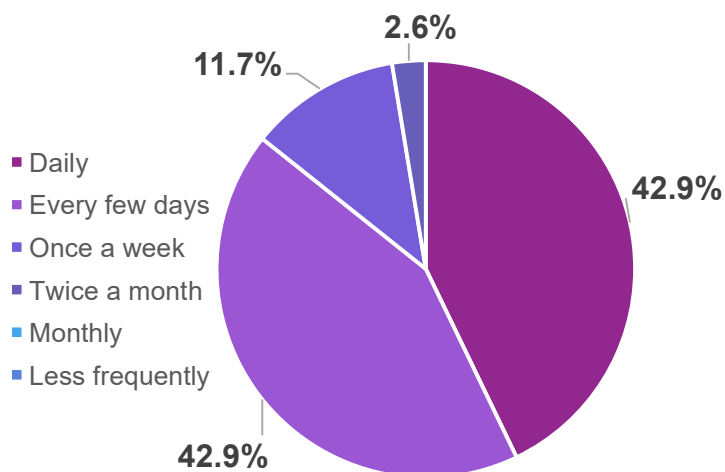
■ Good ■ Neutral ■ Poor



MOVING AROUND: VISITING THE TOWN CENTRE

Observations: There were an equal amount of people who visited the centre daily or every few days, with shopping being the main reason for their visit. This was followed by Post Office/ Council and Health services. The most frequent time for visiting was during the week between 12pm-6pm, but it can be seen that other times were also common. Whilst slightly less, the town centre was visited after 6pm during the week and the weekend. However, it was highlighted within the survey that there was a lack of things to visit/ do in the evenings.

HOW OFTEN DO YOU VISIT KEMNAY TOWN CENTRE?



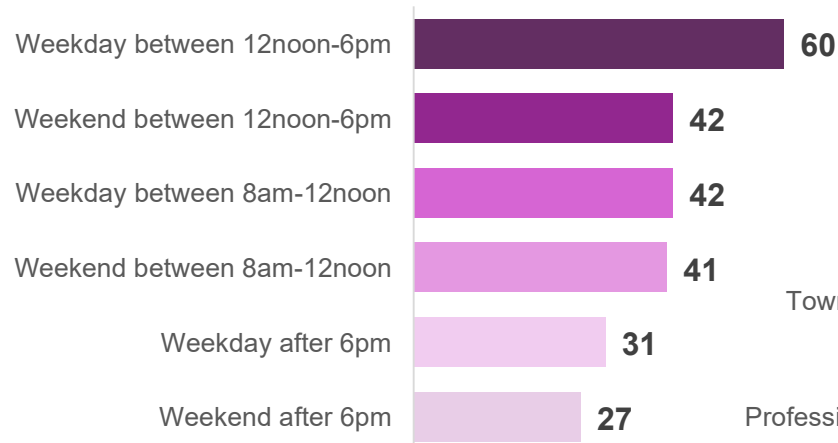
"There is nothing to do in the village unless you like to walk around fields or river all the time."

"There is not enough community activity in the evening for adults to attend that work a 9-5 job."

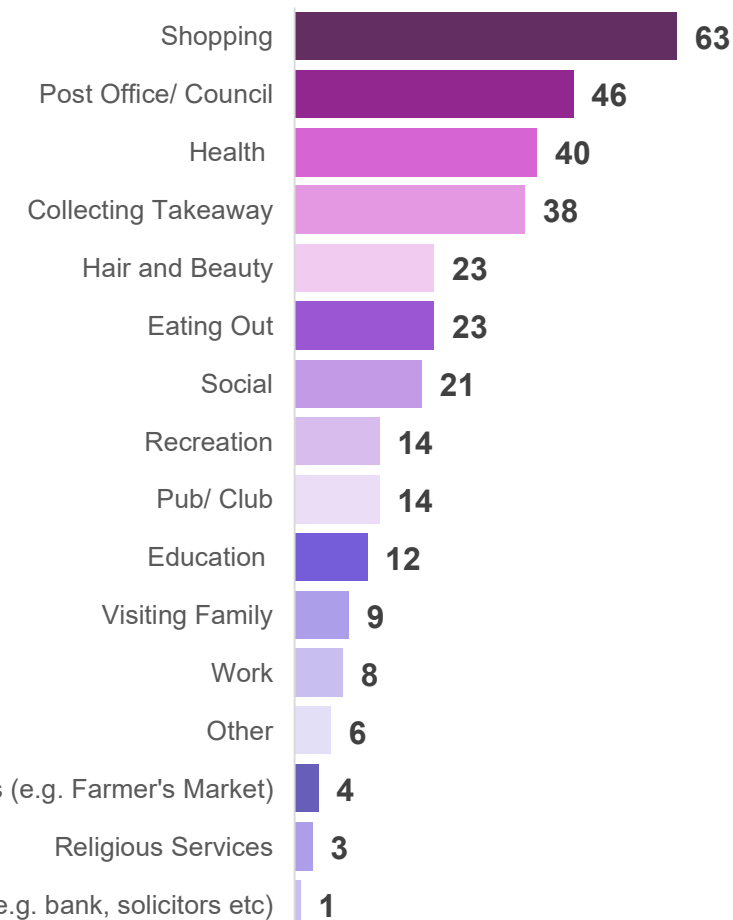
"Think the services are very good and within close proximity too each other and still in the middle of the village with houses all around."

Community Survey, September 2022

WHEN WOULD YOU GENERALLY VISIT KEMNAY TOWN CENTRE?*




GENERALLY, WHY DO YOU VISIT KEMNAY TOWN CENTRE?*



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

MOVING AROUND: FOOTFALL SURVEY

Day	Time	Location 1	Location 2	Hourly Total	Overall Total
Thursday 	09:30	14	16	30	108
	11:30	17	20	37	
	14:30	21	20	41	
Totals		52	56	108	

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

Pedestrian counts were undertaken on Tuesday 27th September 2022 for a duration of 15 minutes, three times a day, in two locations.

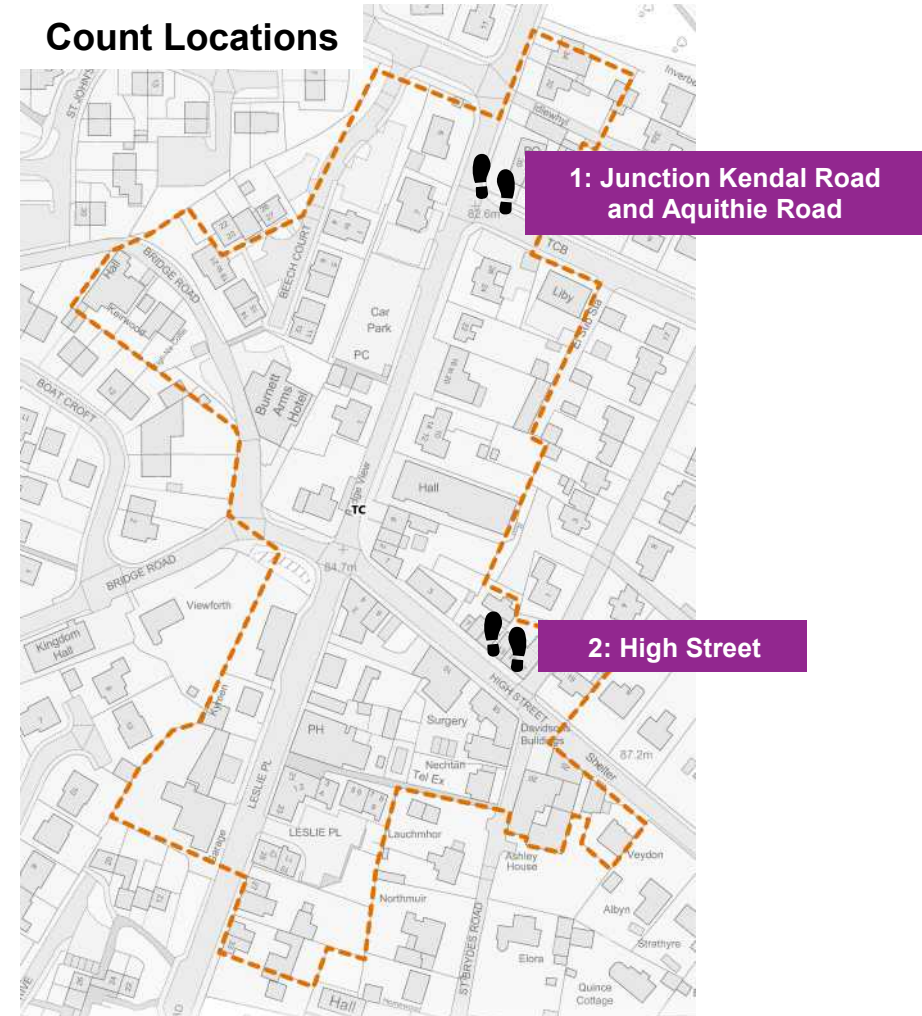
The pedestrian count findings showed the highest footfall count was recorded at the junction of Kendal Road and Aquithie Road in the afternoon (21 people). However, the High Street was slightly busier over the course of the survey.

HEADLINES

Busiest Location: Kendal Road
Junction with Aquithie Road
Busiest Time: 14:30

Quietest Location: Kendal Road
Junction with Aquithie Road
Quietest Time: 09:30

Count Locations



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: Kemnay Town Centre has fairly regular bus links to Aberdeen but there are more limited services to other towns, particularly Inverurie. There is an on demand bus service, Ready2Go, which operates in the area. This topic was generally not rated well by businesses and the community, with several comments on limited services to the surrounding area. There are three bus stops within the town centre, two of which have real time display information.

HOW WOULD YOU RATE: PUBLIC TRANSPORT?

■ Good ■ Neutral ■ Poor

BUSINESSES	2	2	5
COMMUNITY	10	23	44

PUBLIC TRANSPORT



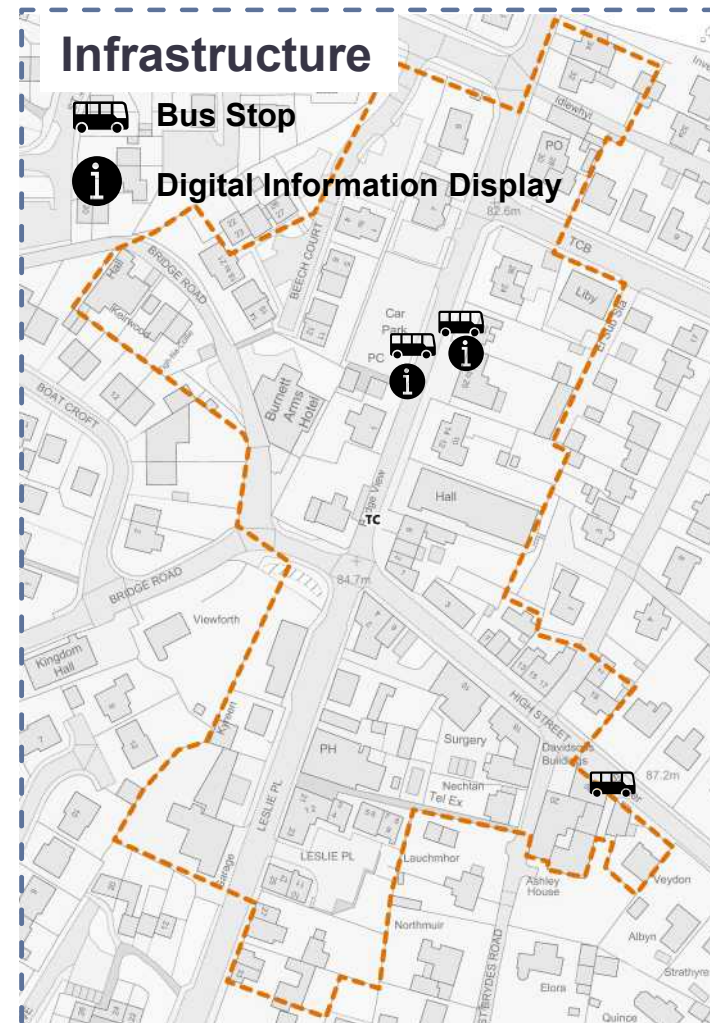
Images (Left to Right): Covered bus shelter with real time display, Aquithie Road; Real time display, Aquithie Road.

“Bus routes are constantly being reduced making travel difficult in particular at weekends and later on in evening.”

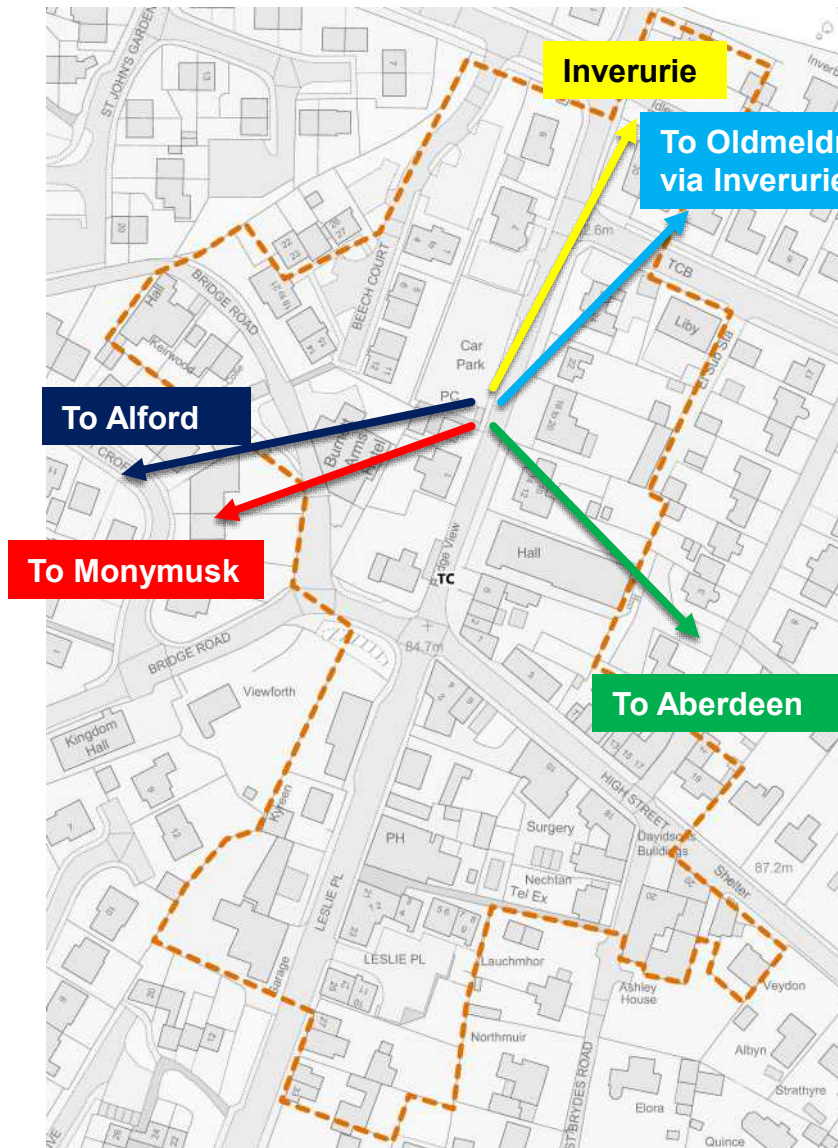
“Buses are unreliable and there is no easy link to train station in Kintore.”

“If you want a village to prosper then transport links to the other towns and villages is key.”

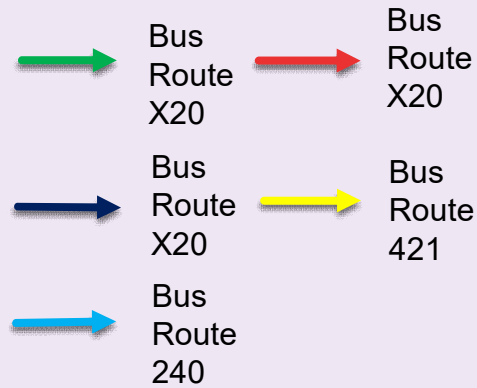
Business and Community Survey, September 2022



PUBLIC TRANSPORT ROUTES



Key:



Route*	Frequency (per week day)	Fastest Journey Time	Earliest Travel Time	Latest Travel Time	Cost (Single Standard Ticket)
Bus to Oldmeldrum (via Inverurie) (240)	9	46mins	09:11	14:31	-
Bus to Alford (X20)	6	26mins	12:52	23:52	£5.20
Bus to Inverurie (421)	3 (Saturday only)	20mins	08:10	15:10	-
Bus to Monymusk (X20)	5	9mins	12:54	23:54	£3.10
Bus to Aberdeen (X20)	12	50mins	07:00	22:06	£5.70

* Correct at time of survey

On Demand Bus Service:

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

ready
2go



Images: Bus stops on Aquithie Road

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

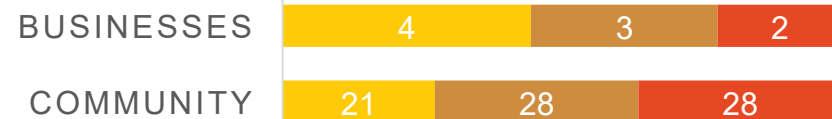
TRAFFIC



Image: Aquithie Car Park.

HOW WOULD YOU RATE: TRAFFIC FLOW?

■ Good ■ Neutral ■ Poor



"There should be better traffic management."

"The traffic speed within the town centre should be looked at."

"Speeding with the town can be a real issue."

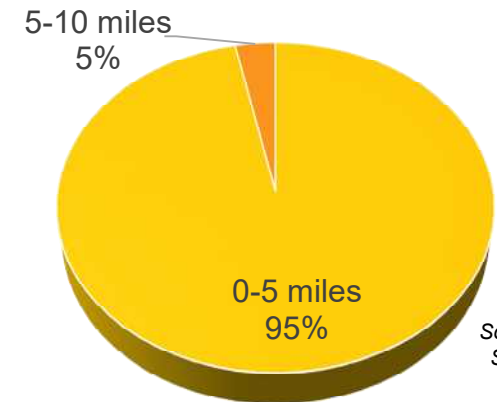
"The main issue in Kemnay is the traffic flow in terms of speeding, inappropriate parking, and lack of suitable bicycle parking on the high street."

Business and Community Survey, September 2022

Observations: The ratings for traffic flow within the town centre were fairly evenly mixed but slightly more answered poor than good, reflected in both the 2022 business and community survey.

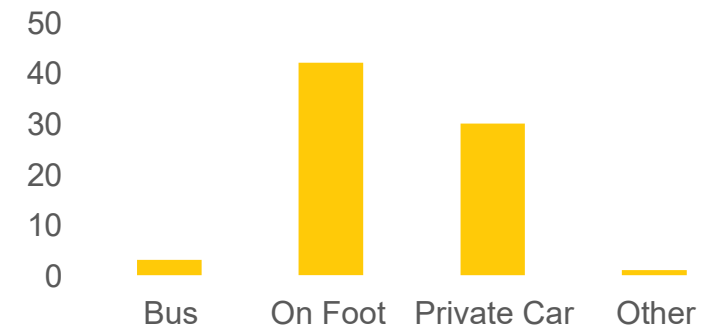
The main issue that was noted by respondents related to the speed of traffic within the town centre with a number noting that this needs to be looked at.

Distance Travelled to use the Town Centre



Source: Community Survey September 2022

How do you generally travel to the Town Centre



Source: Community Survey September 2022

MOVING AROUND: TRAFFIC SURVEY

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		Total number of Vehicles
Saturday	Location 1	Car	47	Car	46	Car	31	157
		Buses	3	Buses	1	Buses	0	
		Lorries	2	Lorries	1	Lorries	0	
		Vans	6	Vans	10	Vans	6	
		Taxis	1	Taxis	0	Taxis	0	
		Bicycles	1	Bicycles	1	Bicycles	1	
		Other	0	Other	0	Other	0	
	Location 2	Car	18	Car	21	Car	25	76
		Buses	3	Buses	1	Buses	1	
		Lorries	0	Lorries	0	Lorries	0	
		Vans	1	Vans	0	Vans	2	
		Taxis	1	Taxis	0	Taxis	0	
		Bicycles	0	Bicycles	1	Bicycles	0	
		Other	0	Other	2	Other	0	
Hourly Totals (all traffic):		83		84		66		233

HEADLINES

Busiest Location: Aquithie Road at Kendall Road
Busiest Time: 09:45
Busiest Day: Tuesday

Quietest Location: High St (opposite Surgery)
Quietest Time: 09:45
Quietest Day: Tuesday



Images: Aquithie Road Car Park.

Count Locations

1: Aquithie Road at Kendall Road



2: High Street (opposite Surgery)

Observations: Vehicle counts were undertaken on Tuesday 27th September for a duration of 15 minutes, three times a day, in two locations. These give information on the number of cars that are passing through the town centre, it can't be confirmed whether these cars have all contributed to the local economy but were in the town centre at the time of the count. The vehicle count findings showed the highest vehicle count was recorded on Aquithie Road at Kendall Road at the first count of the day.

TRAFFIC & PARKING

CAR PARKING AFFORDABILITY AND AVAILABILITY

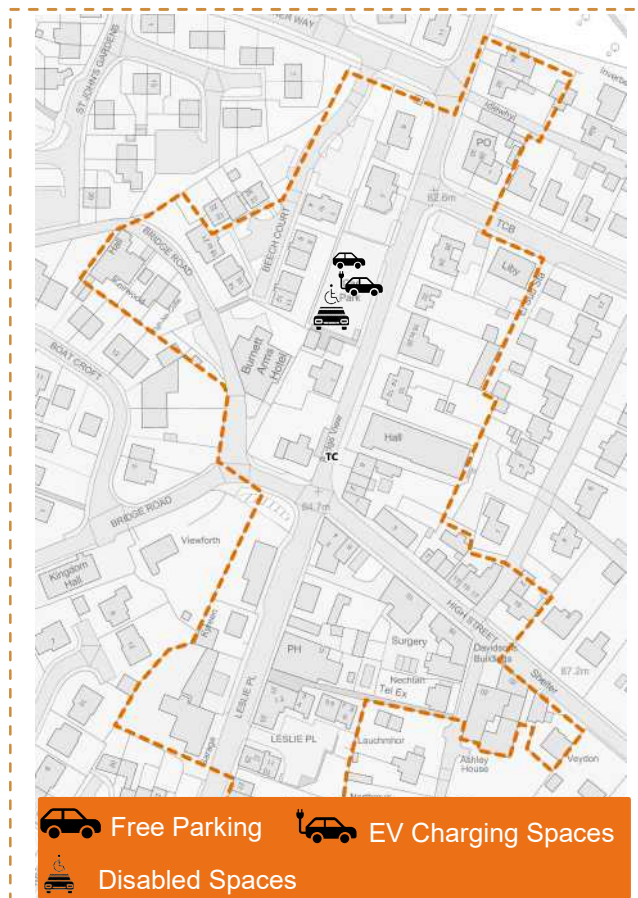
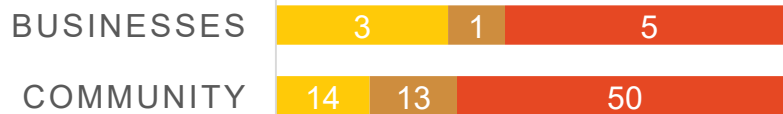
HOW WOULD YOU RATE: PARKING AFFORDABILITY?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: PARKING AVAILABILITY?

■ Good ■ Neutral ■ Poor



"Need improved parking."

"There is a need for more parking spaces."

"Car parking can be problematic at peak times, but is hard to increase due to space constraints."

"Resurface Aquitihie Road Car Park."

"It would be nice to see better parking especially for people with disabilities."

Business and Community Survey, September 2022

Observations: The topics of car park affordability and availability received very different ratings through the 2022 community and business surveys. Affordability scored within the top five topics of the community survey whilst the availability of parking was rated within the bottom five topics. Comments received from respondents show there is a great community desire to see more parking within the town centre. Additionally, others have noted that an improvement to the surface in Aquitihie Road Car Park is needed.

Available
Spaces

30

No. of Free
Spaces

0

No. of Paid
Spaces

2

No. of Disabled
Spaces

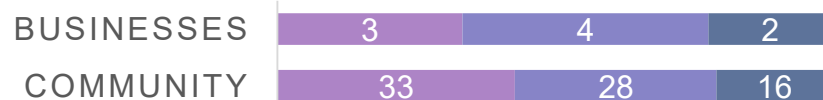
2

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: Kemnay has an attractive town centre with a number of prominent buildings which help with navigation and also make the town centre appealing. A number of comments were received through the survey to note that the addition of more planters or flower baskets would add to the attractiveness of the town.

There are no public art or historic buildings within Kemnay but this does not distract from the overall appeal of the town.

"More care taken to make the centre look appealing like flower baskets."

Would be nice for the shop fronts to be revamped. Potentially a more united look."

"Install additional planters to provide more greenery / colour to the area."

Business and Community Survey, September 2022

STREETS & SPACES

ATTRACTIVENESS OF TOWN CENTRE, HISTORIC ENVIRONMENT AND PUBLIC ART



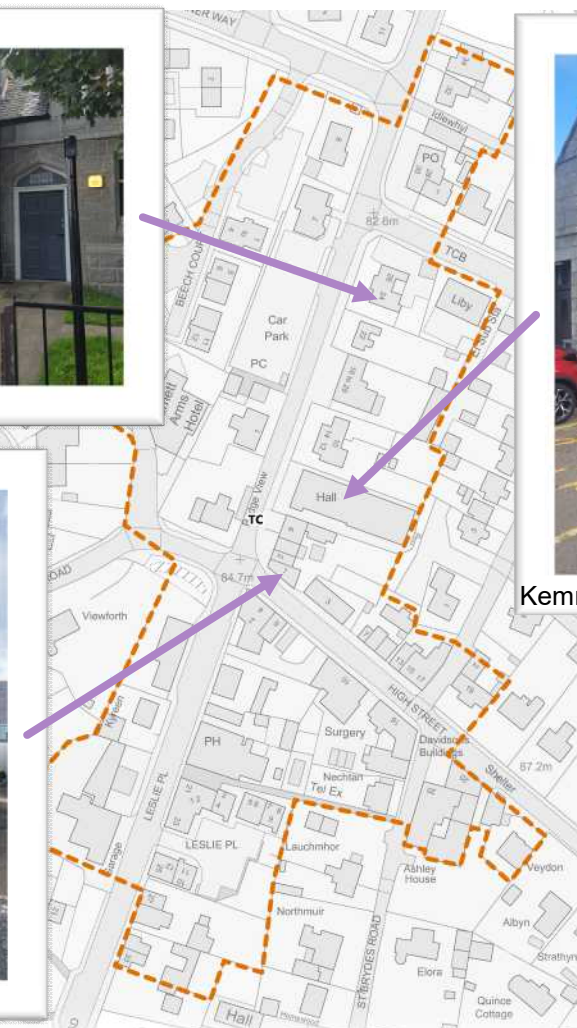
Former Police Building



Well maintained shop frontage



Kemnay Village Hall





Seating outside pharmacy



STREETS & SPACES: PAVEMENTS AND SEATING

Observations: There is a lack of seating areas throughout the town centre with only one bench on the High Street. However, it was noticed throughout the site visit that the low wall in front of the Farm Shop was used as an informal stopping place for people using the town centre. The community survey indicated a desire to see more seating with the town centre and reflecting this the topic was ranked within the bottom five off all topics rated by the community.

In terms of the pavements there were some cracks evident during the site visits and the need for improvement is something that was reflected in the community survey.

"Would be nice to see cleaner pavements."

"The pavement surfaces should be improved."

"There should be more community seating in the town centre."

"Pavement condition needs to be addressed."

"Communal seating areas would be a nice addition."

Business and Community Survey, September 2022

HOW WOULD YOU RATE: SEATING/ AREAS TO CONGREGATE

■ Good ■ Neutral ■ Poor

BUSINESSES	1	3	5
COMMUNITY	11	24	39

HOW WOULD YOU RATE: PAVEMENT QUALITY?

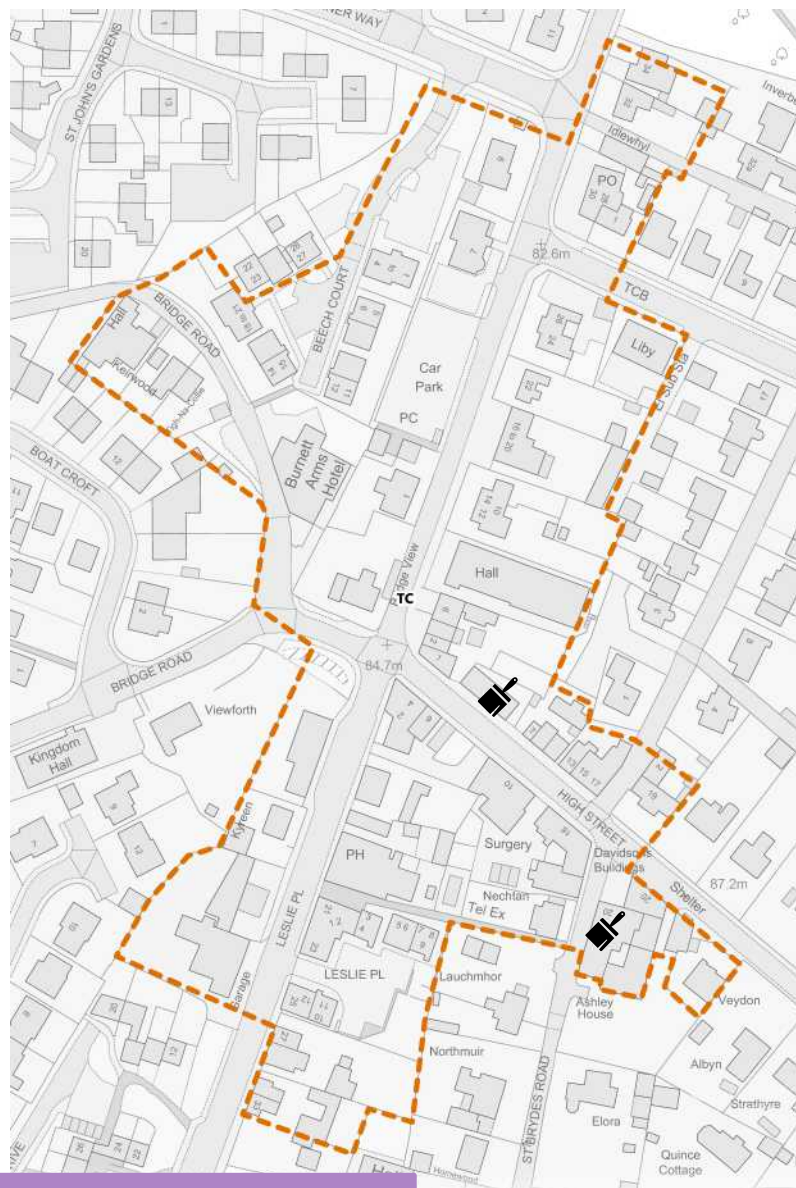
■ Good ■ Neutral ■ Poor

BUSINESSES	6	2	1
COMMUNITY	29	16	30

HOW WOULD YOU RATE: PAVEMENT CLEANLINESS?

■ Good ■ Neutral ■ Poor

BUSINESSES	5	3	1
COMMUNITY	45	20	10



Vacant Shops

STREETS & SPACES: VACANT RETAIL UNITS



"It's important to fill the empty places with shops and not flats."

Business and Community Survey, September 2022

Image: Vacant Unit High Street.

Observations: There are two vacant units within the town centre equating to a 9% vacancy rate, significantly lower than the Scottish average at the time of the survey of 15% (Scottish Retail Consortium and Local Data Company). The two vacant units are mostly in good condition and do not adversely impact on the overall appearance of the town centre. Some commentary was received through the surveys to note that the community would like to see the vacant units being filled and not for residential purposes. Filling the vacant unit on the High Street would definitely be a positive to the vibrancy of the area as it is a larger unit within the town centre.

Vacant Retail Units

2

Vacant Units in the town centre

9%

Vacancy Rate at time of survey

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

Observations: There is no greenspace within the village centre, but this element scored generally well in the business and community surveys. This could be due to the proximity of parks and greenspaces to the town centre, namely the Community Garden, Kemnay Village Green and Bogbeth Park. Survey respondents noted their desire for more greenery to be added to the town centre and this is an area which could be improved upon. Whilst there may be limited opportunities for planters due to the width of pavements, hanging baskets could perhaps be a welcomed addition along the street scene as an alternative.

HOW WOULD YOU RATE: PARKS & GREEN SPACES?

■ Good ■ Neutral ■ Poor

BUSINESSES	6	1	2
COMMUNITY	53	13	10

"Install additional planters to provide more greenery / colour to the area."

"More care taken to make the centre look appealing like flower baskets."

"The overall area needs to be "greener" in terms of adding some colour, flowers, benches etc"

Business and Community Survey, September 2022

NATURAL SPACE



Greener Kemnay are a group of residents aiming to promote a green agenda through supporting community gardening and composting, improving local path networks and promoting sustainable energy transition.



Small areas of planting and box planters



Community Garden to south of town centre



Kemnay Village Green



Bogbeth Park

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.

HOW WOULD YOU RATE: LEISURE AND PLAY FACILITIES?

■ Good ■ Neutral ■ Poor

BUSINESSES

3

3

3

Observations: Kemnay has no play and recreation sites within the town centre itself. However, there are a number of play/ recreation facilities about 1 mile from Kemnay Village Hall offering a wide range of facilities for residents including open space areas, walking routes, bowling club, tennis club and golf club. Although, respondents comments indicated there is a desire to see more play facilities and an improvement to the current leisure facilities.

“There should be more play facilities.”

“Leisure facilities would be an improvement.”

Business and Community Survey, September 2022

PLAY & RECREATION



FACILITIES & AMENITIES:

RETAILER REPRESENTATION

Retailer Representation

57% of businesses in the town centre are independent retailers

47% of businesses in the town centre are Class 1: Shops

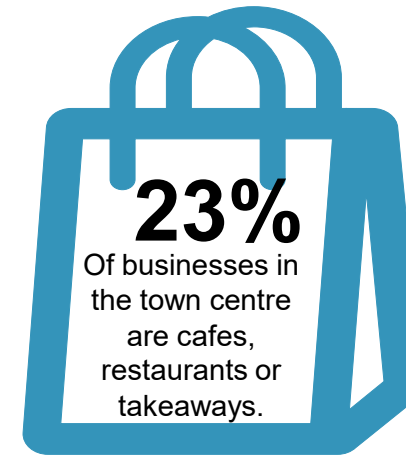
19% of businesses in the town centre are Class 2: Financial, Professional and other services

"Would like to see more shops for things other than groceries."

"Be great to see more independent retailers."

"More shops would be good."

Business and Community Survey, September 2022



HOW WOULD YOU RATE: VARIETY OF SHOPS?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: QUALITY OF SHOPS?

■ Good ■ Neutral ■ Poor



Observations: There is a good distribution between independent and multiple (chain) retailers within the town centre with the largest proportion being independent retailers. A large proportion of the comments received through the survey related to the lack of variety within the town centre and the desire to see more independent units. However, the topic of quality of the shops ranked within the five highest ranked topics through the community survey.



FACILITIES & AMENITIES:

CAFÉ AND RESTAURANTS AND EVENING ECONOMY

HOW WOULD YOU RATE: CAFÉ/ RESTAURANT CHOICE?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: CAFÉ/ RESTAURANT QUALITY?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: THE VIBRANCY IN THE EVENING :

■ Good ■ Neutral ■ Poor



Observations: Within the town centre there are two cafés but a number of comments received through the community survey indicated there is a community desire to see more cafés/ restaurants in the town centre that are open in the evening. The quality of the cafés within the town centre was ranked within the top five of all topics rated through both the community and business survey.

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 is little open to attract people in the evening. Currently there are only three takeaways and one pub/ hotel that are open within the evening to attract people into the town centre.

“Would be good to have a affordable cafe that’s open for evening meals.”

“Would be good to see more restaurants in the town centre.”

Business and Community Survey, September 2022



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

HOW WOULD YOU RATE: THE MARKET?

■ Good ■ Neutral ■ Poor

BUSINESSES	1	3	5
COMMUNITY	5	25	41



Observations: There are a number of public service buildings within the town centre including the Library and the Public Hall. There are no leisure or cultural buildings within the town centre boundary but there are both leisure and cultural facilities just outwith the town centre boundary.

There is a defibrillator which located on the outside of the Public Hall which is accessible to all members of the public should the need occur.

A number of comments were received through the survey noting that there is currently not a Farmers Market within the town centre but there is definitely a desire to see one being started.



"There should be more farmers markets."

"Would like to see a farmers market in the village with no over inflated prices, making fresh veg/food more accessible to all."

"There is no farmers market in Kemnay it is held at Fetternear."

"A regular farmers market would be good."

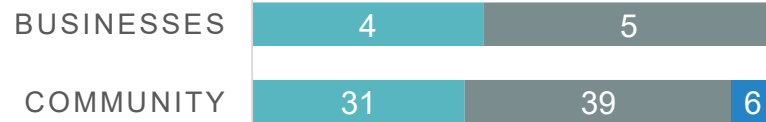
Business and Community Survey, September 2021

Images (Top to Bottom): Kemnay Village Hall and Kemnay Library.

FACILITIES & AMENITIES: COMMUNITY AND VISITOR SATISFACTION

HOW WOULD YOU RATE: VALUE FOR MONEY?

■ Good ■ Neutral ■ Poor



Town Centre Offer:

76%

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

Business and Community Survey, September 2021

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

Whereas, the topics of variety of goods and value for money received some mixed comments, although the two topics were still weighted more towards good or neutral ratings. Through the responses to the survey there is a community desire to see additional shops opening within the town to provide a wider variety of goods.

HOW WOULD YOU RATE: VARIETY OF GOODS AVAILABLE?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: STANDARD OF SERVICE IN SHOPS?

■ Good ■ Neutral ■ Poor

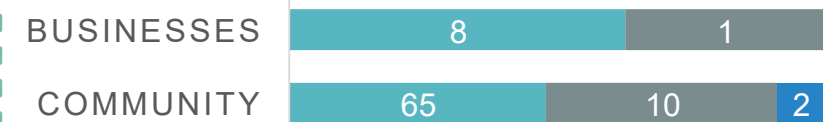


Image: Station Road



Tourism: Data provided by VisitAberdeenshire shows the number of page views received for Kemnay in the 'Towns and Villages' section of their website:

239

Jan-Dec 2020

FACILITIES & AMENITIES:

ONLINE SHOPPING/ CONNECTIVITY

Online Offering

66% of businesses surveyed have online presence

50% of businesses surveyed that have online presence sell online

22% 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

"Local shopping if possible, if not online."

"Shop online as tends to be more expensive in the local shops."

"Shopping online can be easier."

"I buy local where available but online for other items which aren't available locally."

"Cheaper online."

Business and Community Survey, September 2022

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

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



Image: High Street.

Mobile Coverage in Kemnay Town Centre:

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

✓ Good coverage ○ You may experience problems ✗ No coverage 5G AREA Some 5G availability

Broadband Coverage in Kemnay 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 Kemnay Town Centre is very strong with all of the top networks being able to be connected to at a 4G level and all except one being available at 5G within the town centre.

Broadband coverage is also strong with fibre and superfast broadband being available within the town. There is no free public WIFI available within the town centre.

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

Observations: The employment picture includes a variety of sectors and offers opportunities at differing skill levels. The claimant count rose in response to the COVID-19 pandemic in 2020, however this is now falling and remains below the wider Aberdeenshire levels. There are relatively low levels of deprivation which is reflected in income levels.

Settlement Type: Accessible Small Town

(Settlements of 3,000 to 9,999 people,
and within a 30 minute drive time of a
Settlement of 10,000 or more.)

Scottish Government's Urban Rural Classification, 8-fold

Median Household Income 2021
Town Centre Data Zone*
£37,646

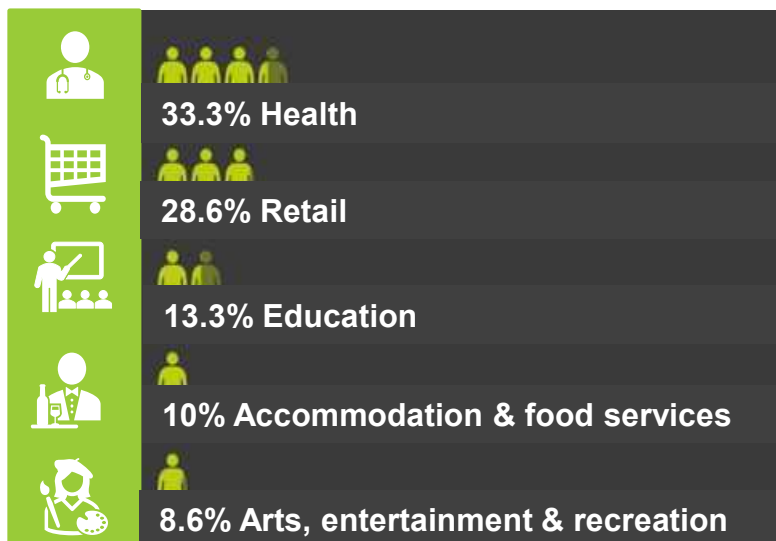
£44,962 Garioch;
£36,889 Aberdeenshire

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

WORK & LOCAL ECONOMY

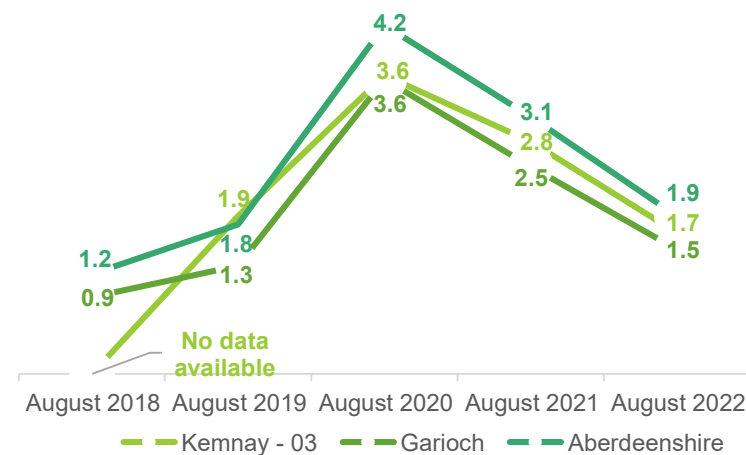


Top 5 Employment Sectors 2021 Kemnay Town Centre Data Zone*



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

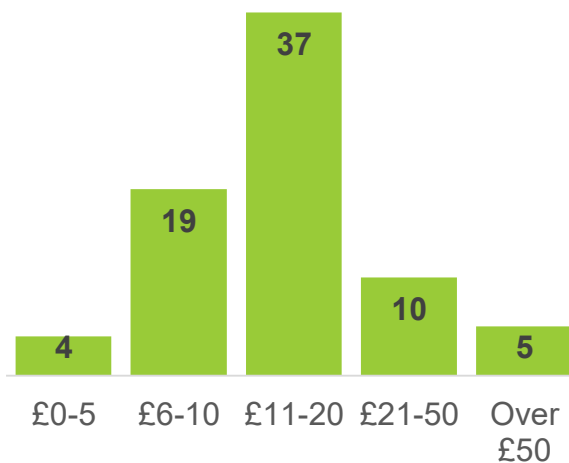
Town Centre Data Zone*:
20-25% least deprived in Scotland

* The data zone (S01006891) that makes up the majority of the town centre.

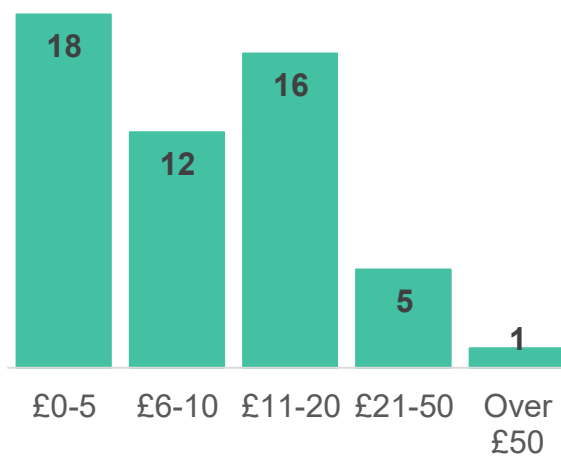
WORK & LOCAL ECONOMY: AVERAGE CONSUMER SPEND 2022

Observations: The spend profile in the town centre shows that Food Shopping accounts for the biggest expenditure by visitors overall. Eating out, Takeaways and the Hair and Beauty sector also accounted for a larger spend, but with fewer people. Other Shopping was relatively spread out across the price brackets indicating that people are visiting for a wide variety of different items. There is very little spend on Events/ Entertainment highlighting the lack of opportunities in this area, picked up elsewhere in the health check.

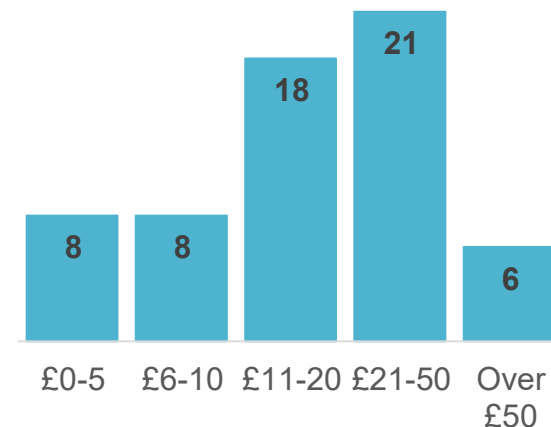
Food Shopping



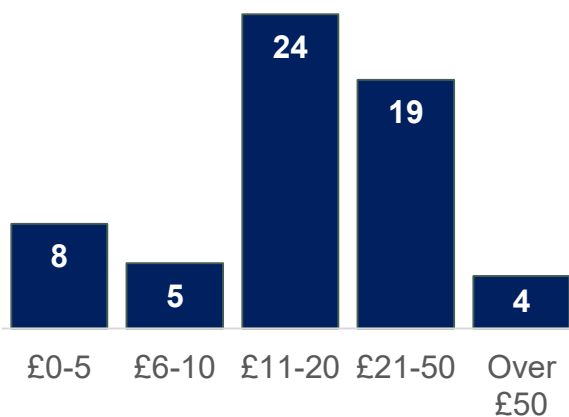
Other Shopping



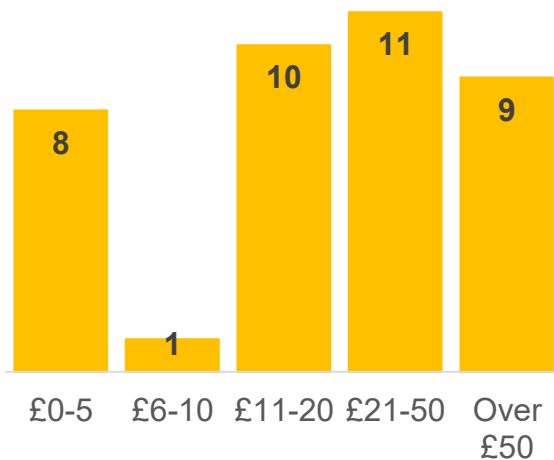
Café/ Restaurant



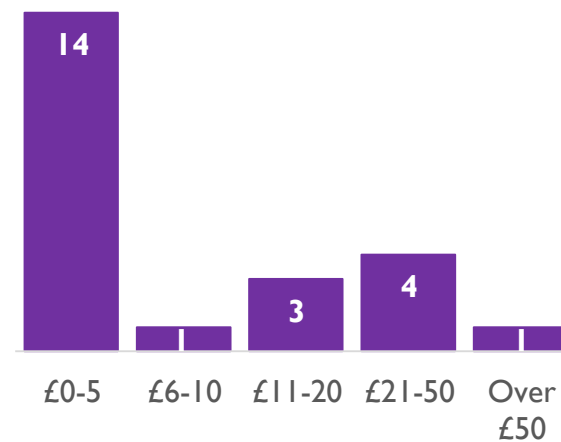
Takeaway



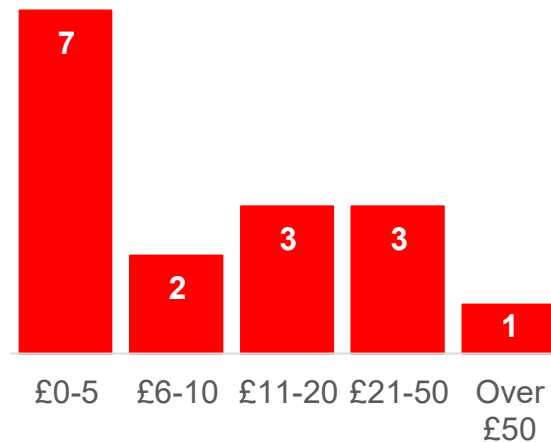
Hair & Beauty



Events/ Entertainment



Other



WORK & LOCAL ECONOMY: BUSINESS SURVEY HIGHLIGHTS 2022

Observations: 9 businesses responded to the survey and provided a mixed outlook for the town, with the majority of turnover and employment staying the same over the last five years. Few businesses were confident in future business performance which perhaps explains why only 33% of respondents are looking to grow or expand over the next five years. Businesses are making good use of a variety of online tools.

78% of business owners surveyed were **established** businesses in the town centre and **22%** **start-ups**

88% of business owners surveyed were **Independent** businesses

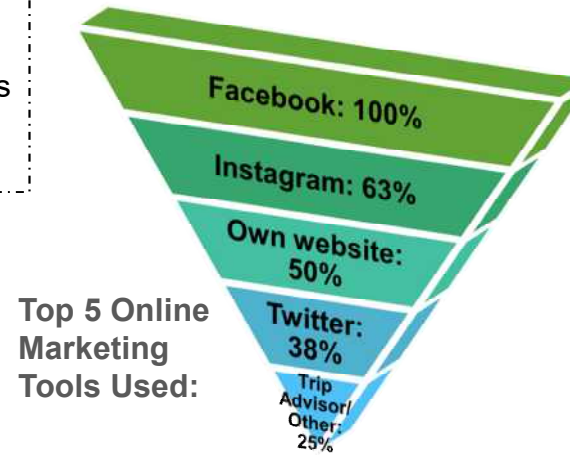
22% of business owners surveyed were **extremely confident** about future business performance in Kemnay. **33%** were neutral and **44%** were somewhat unconfident

11% of business owners surveyed are looking to **grow** or **expand** in the next year, with a further **22%** in the next five years. **33%** are **not** considering growth or expansion, with **33% unsure** at this time

"A good choice of independent and franchised businesses. A supportive community spirit."

"Would like to see encouragement of new business to Kemnay."

Business and Community Survey, September 2022

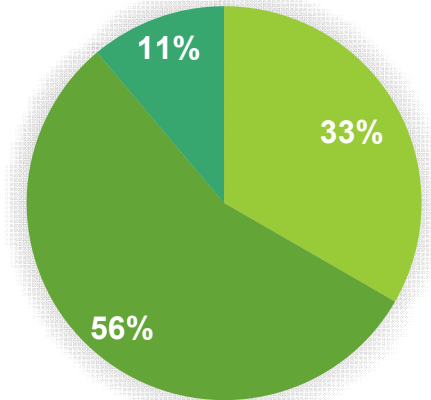


How has turnover at your premises changed in the past five years?

Increased

Stayed the Same

Decreased

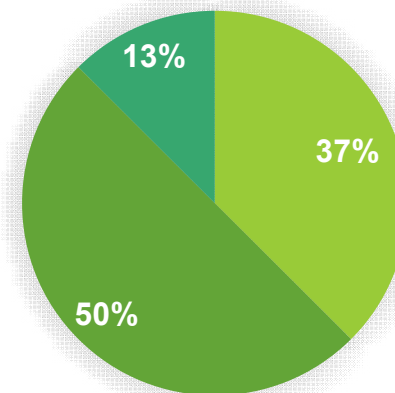


Has employment at your premises changed in the past five years?

Increased

Stayed the Same

Decreased



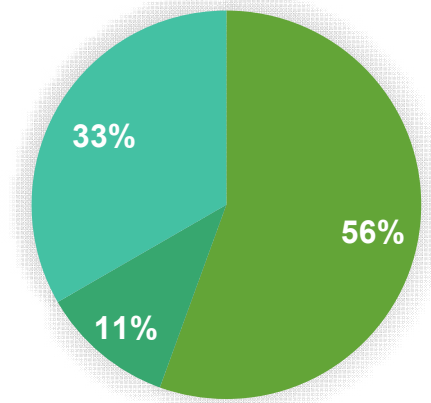
Are you planning on making a change to your opening hours over the next year?

Yes - Increase

No

Unsure

Yes - Decrease



WORK & LOCAL ECONOMY: PROPERTY

Observations: There are several independent and established businesses in the designated town centre. There is almost an even split in ownership and renting of premises, with a slight majority owner occupied. There was one relevant planning application approved in the town centre in the year from August 2021 to August 2022 which related to the change of use of the former public toilets to form a Class 3 business. However, in the previous year there were more applications approved, one of note was the formation of a shop, café and hairdressers which has now been implemented and is in operation. There were several comments received raising concern over rising costs for businesses to keep open and this was supplemented by community comments on the number of businesses closing recently.

"It has more than many small villages and a nice selection of shops."

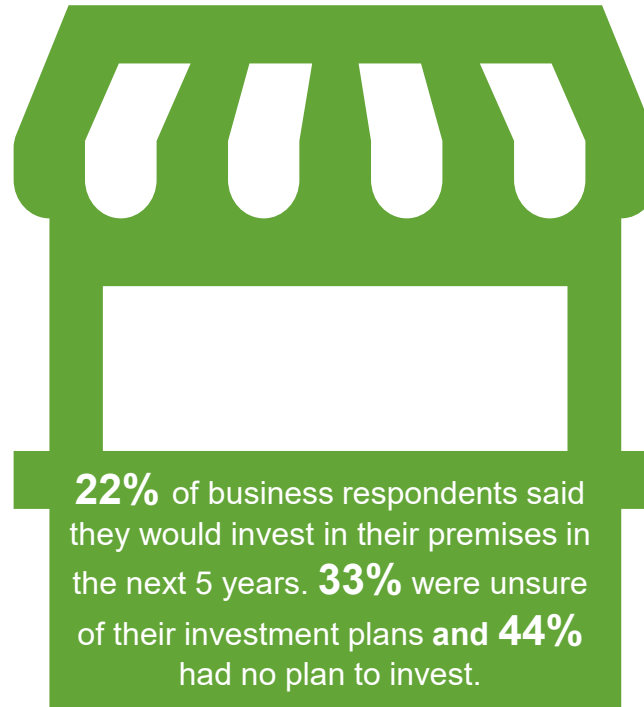
"Lots of lovely shops & businesses, two empty shops but hope that won't be for long."

"It's a village so limited footfall for additional business."

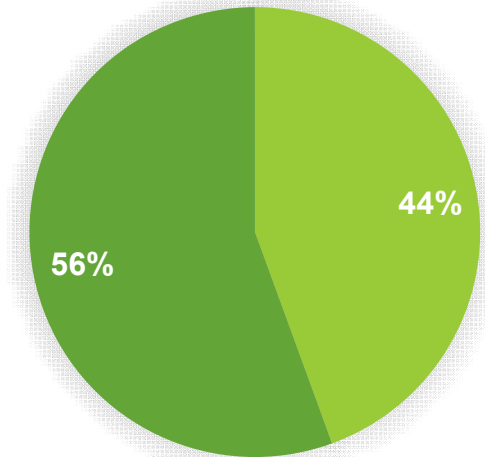
"Too many businesses closing."

"There are closed shops but that just means there are opportunities for new business to begin. We are very well serviced with current shops."

Business and Community Survey, September 2022



Do you rent or own your premises?



■ Rent ■ Own

Planning Applications:

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

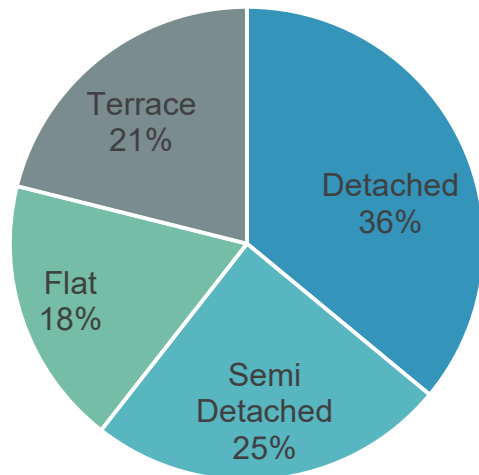
- Change of Use and Alteration of Former Public Convenience to Use Class 3 (Food and Drink); Previous year:
- Change of Use, Alterations and Extension to Building to Form Shop, Hairdresser, Bistro/Café and Formation of 2 Additional Residential Flats (3 in Total)
- Alterations and Extension to Building (former public convenience)
- Demolition of Building and Erection of Class 1 (Shop) and Associated Works

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 terraced properties.

Of these dwelling types within the town centre the main tenure are properties which are either owned outright or owned with a mortgage as these make up 70% of the total.

Housing Profile and Population

The overall population total for Kemnay in 2020 was 3,890 and it is estimated that approximately 161 people live within the town centre in 2022.

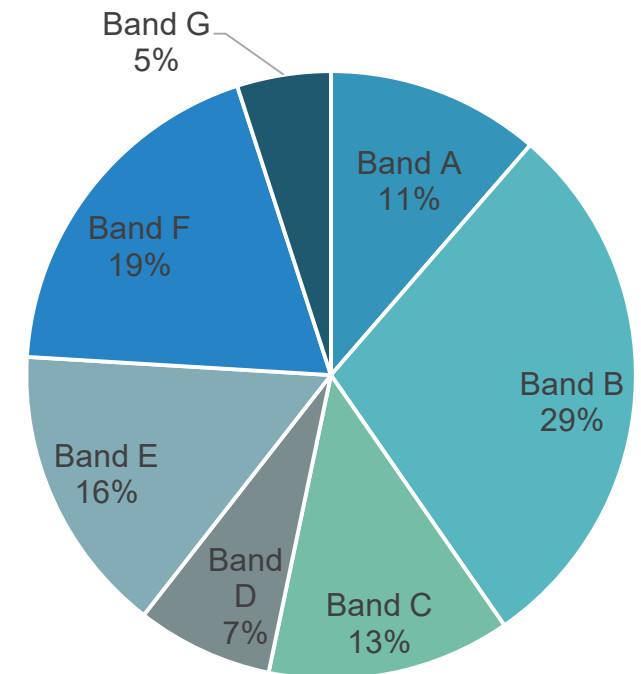
The average house price for dwellings within the town centre boundary in 2018 was £191,729.



Image: Aquithie Road.

In terms of Council Tax Bands (2021), Kemnay Town Centre has dwellings in Bands A-G on the scale of the Council Tax Bands. There is a good mix through all bands, with the largest number in Band B.

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 fairly even spread of scores through the 2022 community and business surveys, however there is slightly more weighting towards the topic being scored either as neutral or poor. There is a real community desire to see more events happening to bring people into the town centre and allow people to come together. There is also an aspiration to see more activities for both children and young people to go to in the evenings and weekends.

HOW WOULD YOU RATE: RANGE OF EVENTS?

■ Good ■ Neutral ■ Poor

BUSINESSES



COMMUNITY



SOCIAL CONTACT



Venue	Indoor / Outdoor	Opening Times
Library	Indoor	Tues 10:00-16:00 Wed 12:00-18:00 Sat 10:00-13:00
Kemnay Village Hall	Indoor	Variety of individual bookings. Check www.kemnayhall.co.uk for more information.

"There should be somewhere for young people to go."

"Would be nice to see more social and entertainment options."

"More community events would bring an improvement to the town centre."

"Would be nice to have better outdoor spaces to spend time as a family."

"More events to encourage community spirit centred on the town centre."

"Need more community activities for children."

"Range of events is non-existent."

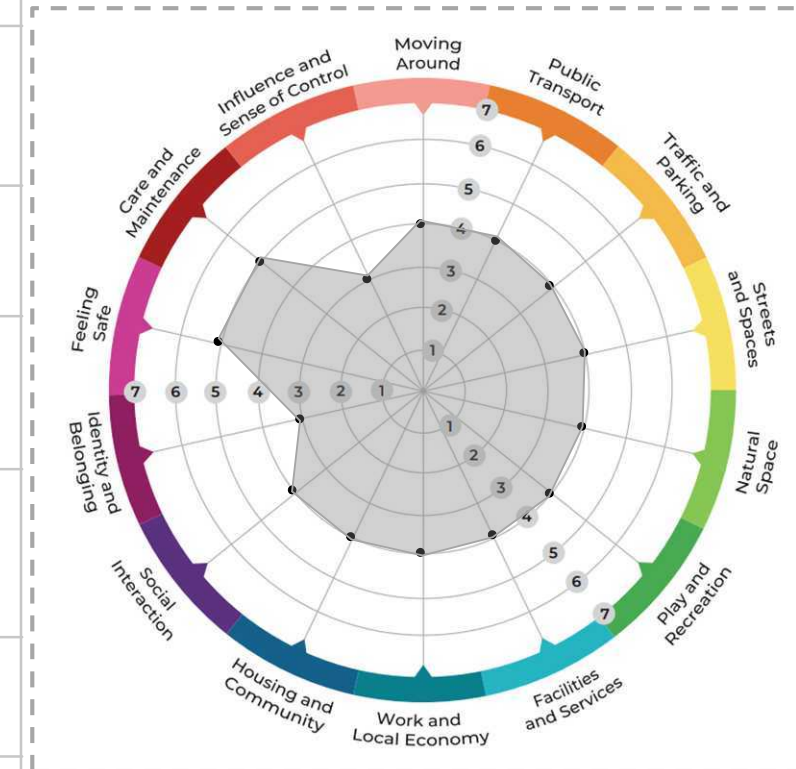
Business and Community Survey, September 2022



Images (Left to Right): Kemnay Library and Kemnay Village Hall.

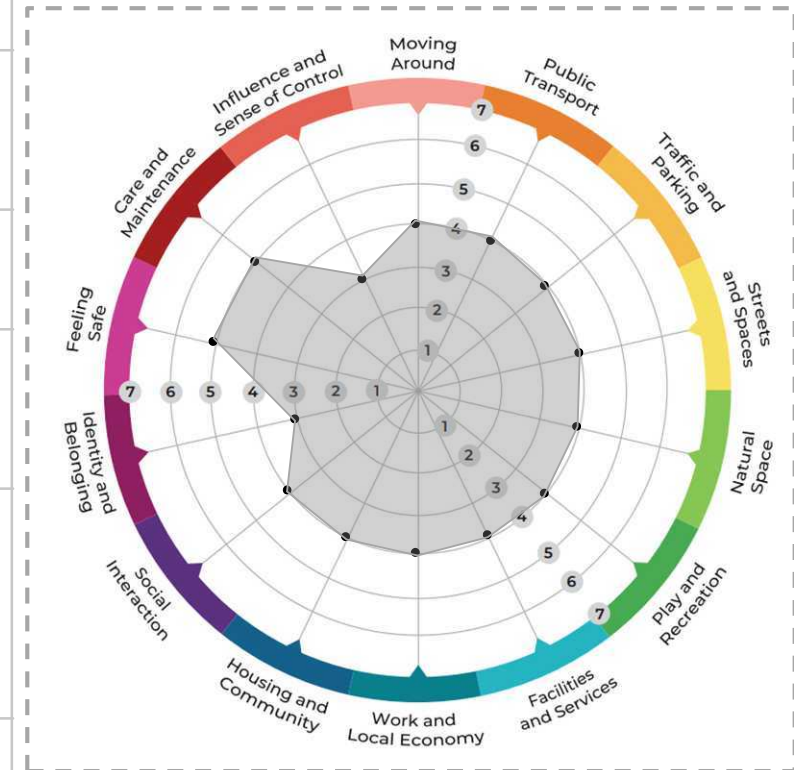
KEY CONSIDERATIONS & OPPORTUNITIES

Theme	Key Improvements
Identity and Belonging Rating: 3	Kemnay Town Centre has a strong local identity and good community spirit. It was felt there was a positive community feel, however concerns raised in relation to shops being able to remain open and sustain the village.
Feeling Safe Rating: 5	Feeling safe during the day scored well and rated within the top five topics for both the community and businesses. Safety during the evening was also positive but with more neutral ratings. Comments of antisocial behaviour and speeding on the roads likely caused a less positive rating overall, however could also perhaps be linked with less people using the town centre in the evenings.
Care and Maintenance Rating: 5	Overall the general care and maintenance of buildings within Kemnay is good. However, work on the former public convenience could further enhance the town centre.
Influence and Sense of Control Rating: 3	There are limited organisations within Kemnay and specifically the town centre. However of those that exist, continued collaborative working towards improvements to the town centre is encouraged. Not all people are aware of these groups so greater promotion could be explored.
Moving Around Rating: 4	The town centre is relatively compact, but there is some conflict as pavements are narrow and crossing the roads is difficult in some areas. There is limited signage within the town centre and improvements in this area could increase the score. A lack of cycle parking was picked up by survey respondents.
Public Transport Rating: 4	There are fairly regular bus services to the Aberdeen, but more limited services to other towns, in particular Inverurie, and this resulted in respondents rating this topic poor overall.
Traffic and Parking Rating: 4	The topic of availability of parking within the town centre was noted within the bottom five topics of all topics and there is community desire to see additional parking within the town centre.



KEY CONSIDERATIONS & OPPORTUNITIES (CONTINUED)

Theme	Key Improvements
Streets and Spaces Rating: 4	Seating/ areas to congregate was a low scoring theme, with aspirations from respondents to see more seating areas within the town centre. The vacancy rate is low, however in a smaller town vacancies are felt more by the community and occupancy of these units to add to the town centre offering be supported.
Natural Space Rating: 4	There is no natural space within the town centre boundary, however this scored well overall with respondents. There are parks and a community garden within close proximity which likely contributes to the positive rating. Opportunities to increase planting, such as hanging baskets, within the town centre would be a welcomed addition.
Play and Recreation Rating: 4	There are no play and recreation facilities within the town boundary. However, there are several leisure facilities, a park and golf club within about 1 mile of the town centre.
Facilities and Amenities Rating: 4	Overall this is a positive topic for the town centre with 76% of respondents agreeing that the town centre has the services they would expect to see. Whilst the quality and standard of shops rated well, there was a lack of variety perceived by respondents so improving this would improve the overall score.
Work and Local Economy Rating: 4	There is a range of employment sectors within the town centre and low levels of deprivation. A mix of consumer spend can be seen, however with a lower spend on events/ entertainment which was picked up elsewhere in the health check. Businesses appear to be doing relatively well with turnover and employment largely staying the same or increasing over the past five years. Although confidence in future performance was low. Support for businesses in the future in terms of rate or rent incentives to help existing and any new businesses would be welcomed.
Housing and Community 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.
Social Contact Rating: 4	There was a large desire to see additional events happening within the town centre to try and encourage more people into the town centre.



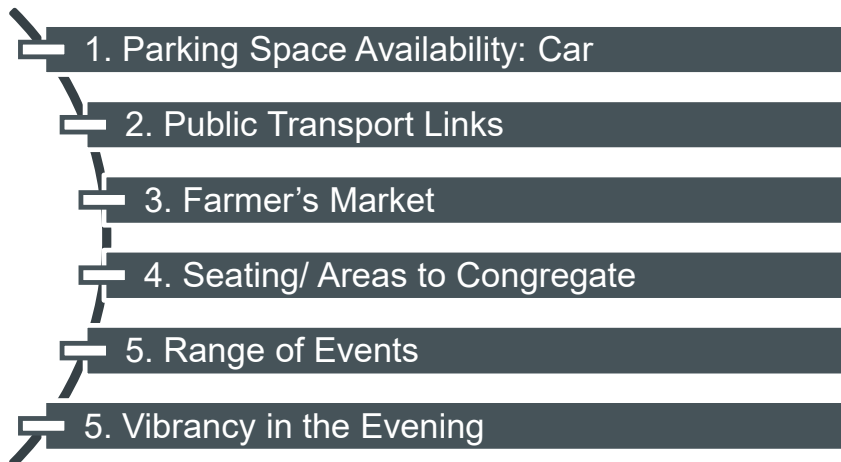
BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? Top 5 Highest and Lowest Scoring Categories

Community

Top Highest Scoring Categories:



Top Lowest Scoring Categories:

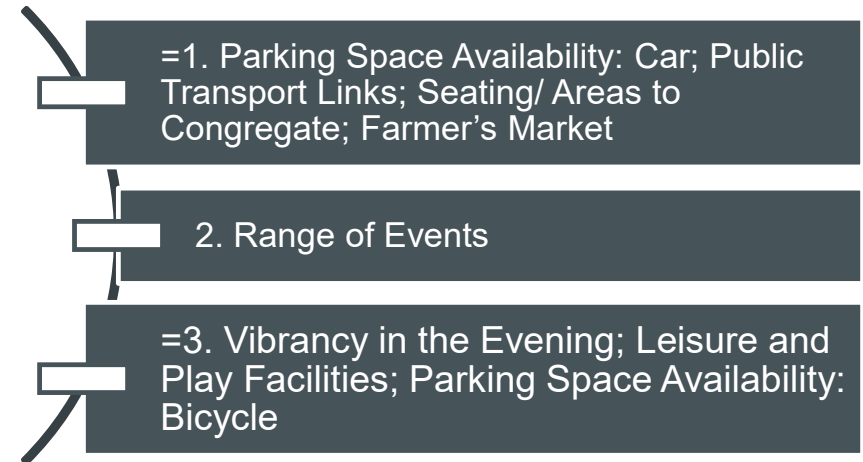


Business

Top Highest Scoring Categories:

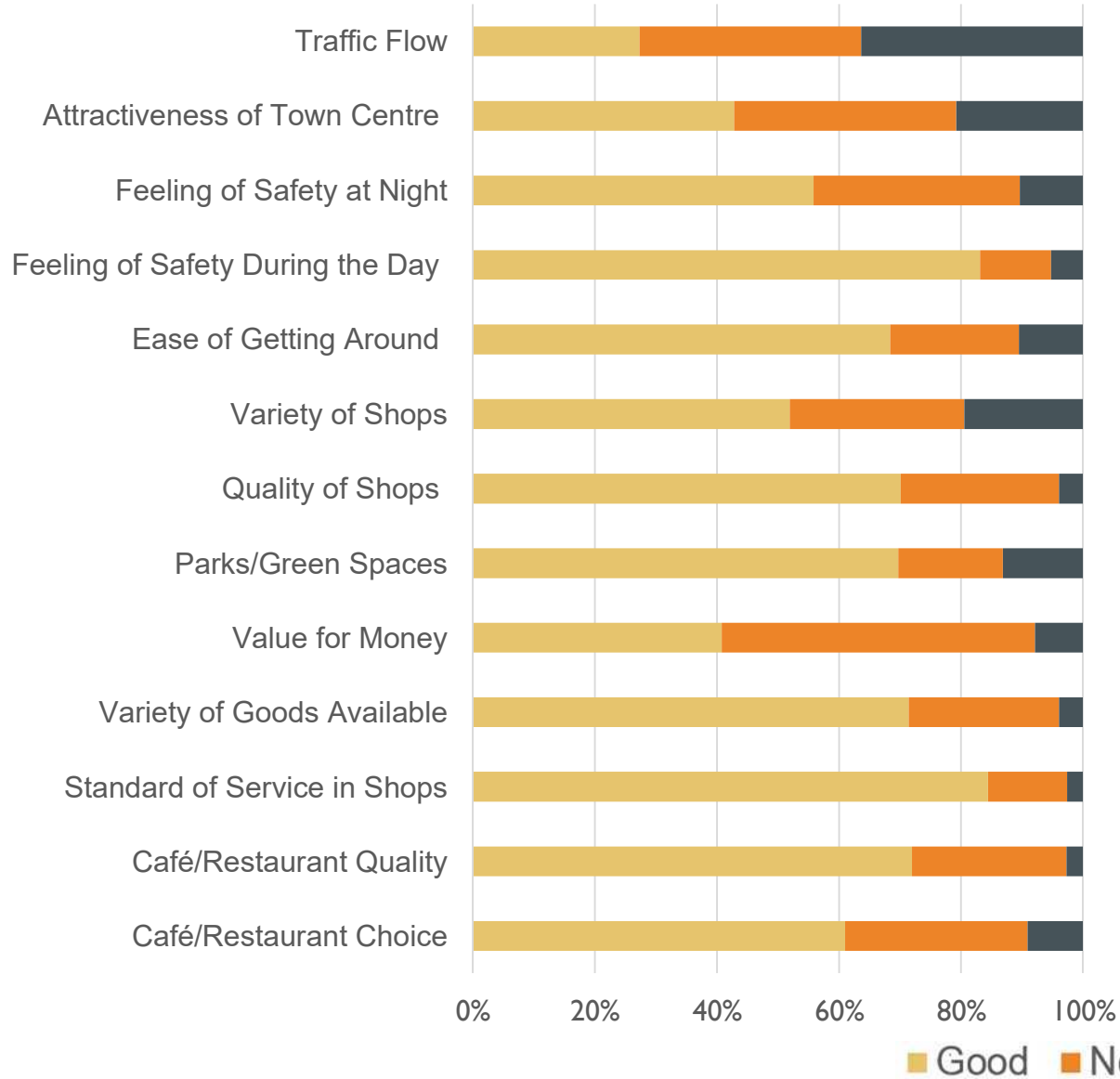


Top Lowest Scoring Categories:

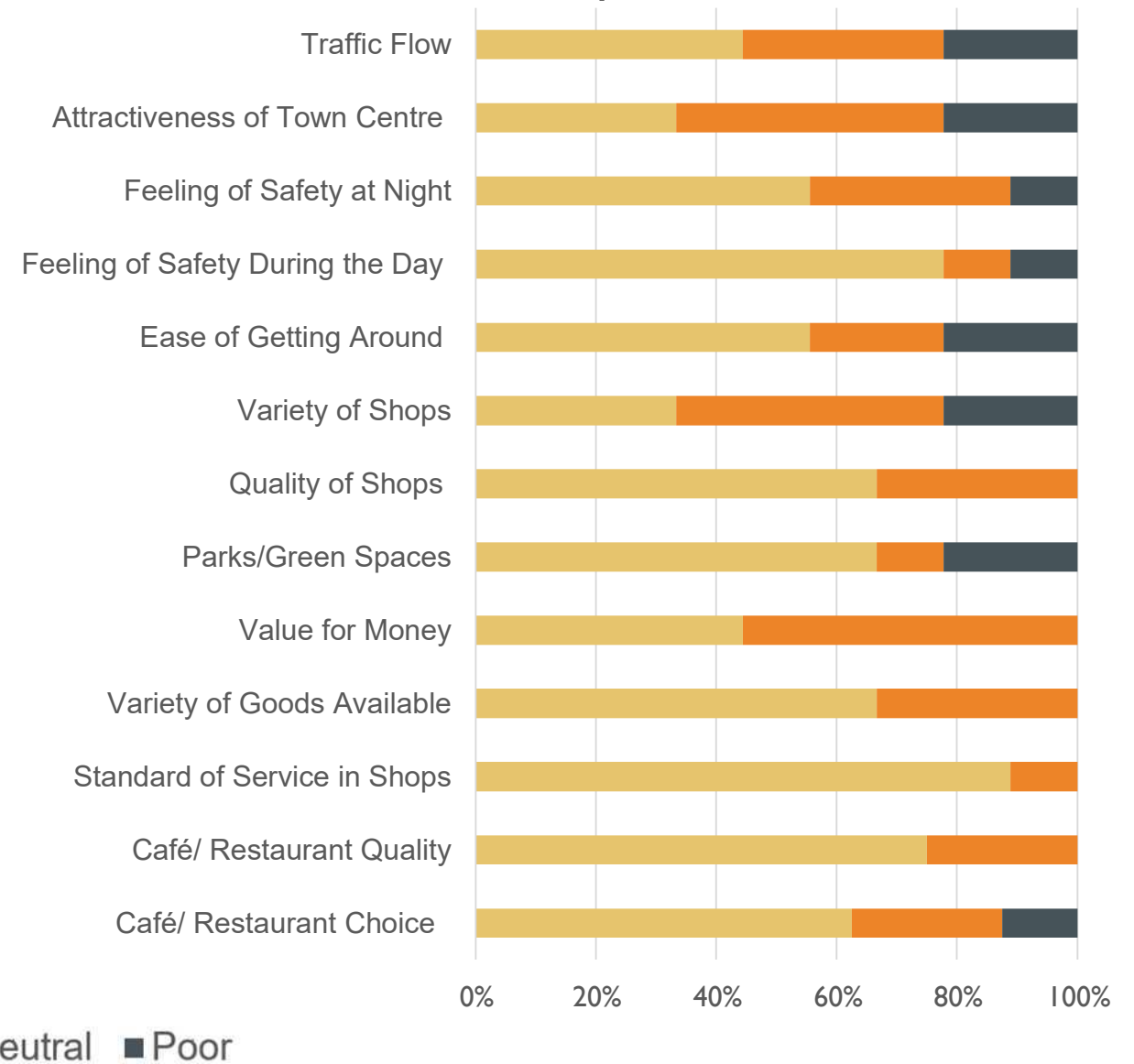


BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate?

Community Responses:

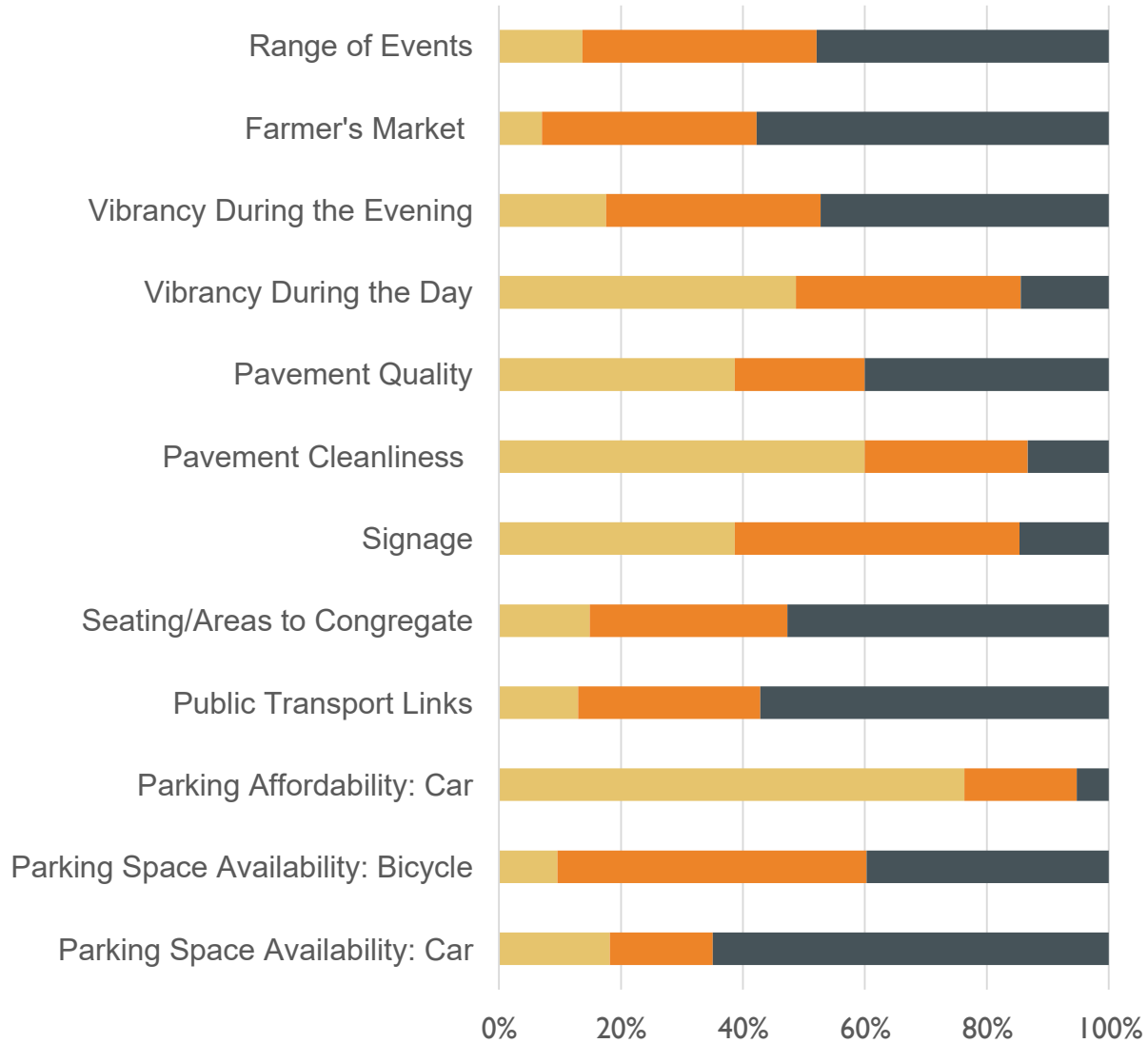


Business Responses:

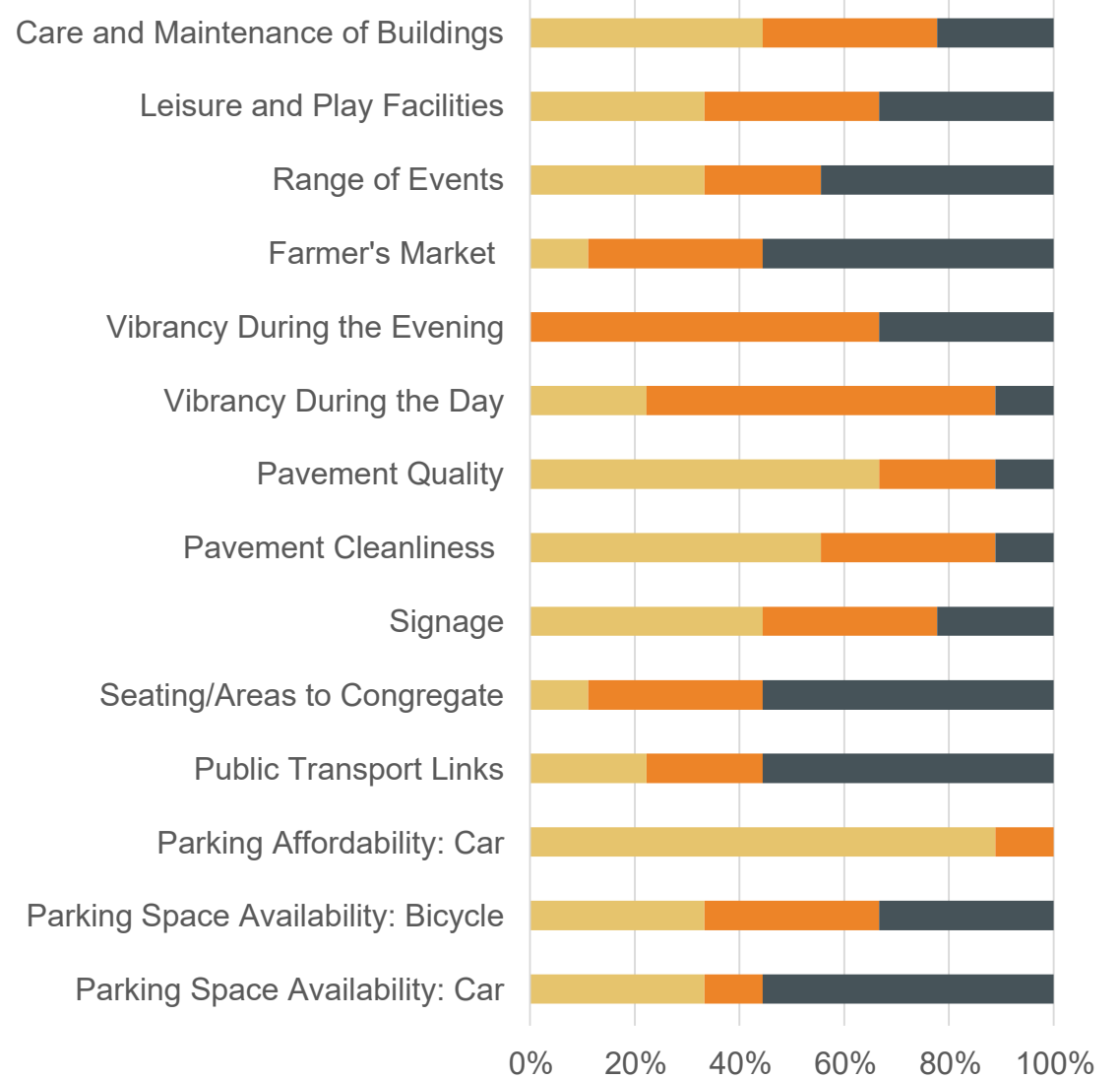


BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? (Continued)

Community Responses*:



Business Responses:



*Please note: Categories Care and Maintenance of Buildings and Leisure and Play Facilities were not included in the Community Survey due to a technical error

Good Neutral Poor

A PARTNERSHIP APPROACH:

WORKING TOGETHER FOR THE BENEFIT OF OUR TOWNS

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

Garioch Area Office

Community Payback Unpaid Hours Service

Community Engagement and Equalities

Economic Development

Transportation

Planning Policy

Customer and Digital Services

Aberdeenshire
COUNCIL



Aberdeenshire COUNCIL



TOWN CENTRE HEALTH CHECK
SEPTEMBER 2022

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

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