TOWN CENTRE HEALTH CHECK
SEPTEMBER 2021

PETERHEAD, ABERDEENSHIRE

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INTRODUCTION

INTRODUCTION

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

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

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

BACKGROUND

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

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

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

PURPOSE

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

WHY COMPLETE A HEALTH CHECK?

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

METHODOLOGY

TOWN CENTRE HEALTH CHECKS SHOULD:

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

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

DESK TOP RESEARCH

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

COMMUNITY SURVEY

The community survey was designed to gain an understanding of the views of both the residents and visitors of the town centre. The survey was available on Engage HQ, shared via a press release, advertised on the Council's Social Media and emailed to relevant groups to advertise further. The survey asked questions on several different topics and provided respondents the opportunity to identify what improvements they would like to see to the town centre. The survey was open for three weeks and received 597 responses. A summary of the responses received can be seen on page 46.

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

METHODOLOGY (CONTINUED)

BUSINESS SURVEY

The survey was available on Engage HQ and shared via Rediscover Peterhead BID and other relevant groups for completion. Several topics were questioned, including the impact that the COVID-19 pandemic has had on businesses. It also gave an opportunity to comment on improvements they would like to see to the town centre. The survey was open for three weeks and received 14 responses. A summary of the responses received can be seen on page 46.

FOOTFALL COUNT

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

SITE SURVEY

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

ACCESSIBILITY AUDIT

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

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

IDENTITY & BELONGING

Observations: Those respondents who use the town centre overwhelmingly feel negative towards it. This was reflected very strongly in the comments that were also received with the quotes here giving a flavour of the community and business perceptions. Respondents feel that the town is run-down, unsafe, unattractive and lacks reasons to visit and spend time. However new interventions such as the Cinema, BrewDog and the Producers Market are broadly welcomed. There is also pride in the town's heritage and maritime connections and there were many comments about the fishing industry. These positive points offer opportunities for building upon.

The growth of Peterhead: Peterhead is the largest town in Aberdeenshire and the most easterly in Scotland. It is often referred to as the 'Bloo Toon' and has a strong local identity. Founded in **1593**, the town grew up around its harbours. With a long tradition of fishing and formerly whaling, it is now recognised as one of Britain's most important whitefish ports. Alongside this it is a service centre for the North Sea oil industry and home to a number of other light industries. This type of large town is extremely mixed in terms of demographics. There is a diversity within the population, housing and activities.

Source: Understanding Scottish Places and Undiscovered Scotland

How Do You Feel About Peterhead Town Centre?

3% Community
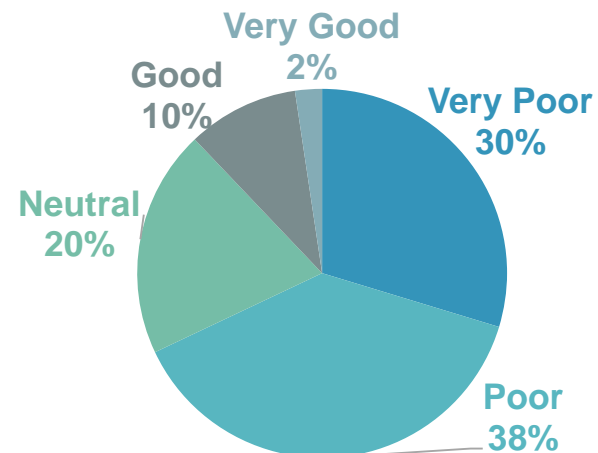**21%** Businesses

97% Community
79% Businesses

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

Very Good 2%
Good 10%
Very Poor 30%
Neutral 20%
Poor 38%

"There is no community feel and it just looks a mess."

"I've grown up in the town, as a young teen I could go spend the afternoon down town. I literally only go for the odd item I need now. It's depressing, miserable, sorry state of a town… there seems to be so many more towns doing well, but yet Peterhead continues to get it wrong."

"Can't quite put my finger on it but the town used to feel brighter and more welcoming. When you used to go to the town there were more people, it felt more friendly."

"It's difficult to feel positive about the town centre as it has such a negative image."

"Has it's good points (some nice small businesses etc) but few. Little to be positive about and totally understand why others feel this way."

"Needs a new vibrant energy, new ideas, exciting and interesting shops to draw people in to make people want to drive miles and go out of their way to spend time there. It's the fishing capital of the NE yet the best seafood restaurants are down Stonehaven way. What's going on?"

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

FEELING SAFE

Observations: Safety during the day was fairly mixed with 43% of the community rating this poor but safety during the evening is a significant issue for 81% of community respondents. Despite the recent addition of CCTV many people feel worried about going into the town centre both during the day and in the evening. There were many comments received on this subject with antisocial behaviour and large groups of people gathering seeming to be the main concerns. Although much of the town centre is open and appeared well-lit there are areas such as the Pends that are dark and uninviting.

HOW WOULD YOU RATE: SAFETY DURING THE DAY?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESSES	3	5	6
COMMUNITY	111	226	258
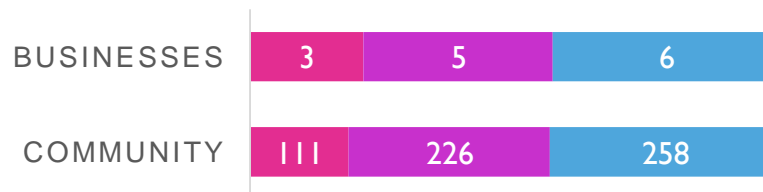
176 Incidences of crime reported
1st September 2020 – 31st August 2021
Police Scotland

"It's intimidating going into the town centre after work."

"At times it feels an unsafe place to be, it never used to be like this. ☹"

"As a young female I don't feel safe when walking alone especially at night, I should never be made to feel like that."

"More to be done outwith community warden hours to stop anti social behaviour at Drummers Corner, especially Saturday afternoons. Increased police patrol of town centre, removing those drinking alcohol, causing nuisance to members of public and staff in the shops."

Key Safety Features:

☑ **In general, lighting appeared to be well maintained and distributed across the town**

☒ **Some narrow streets feel dark**
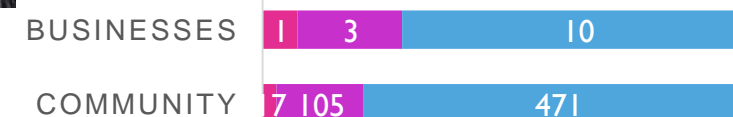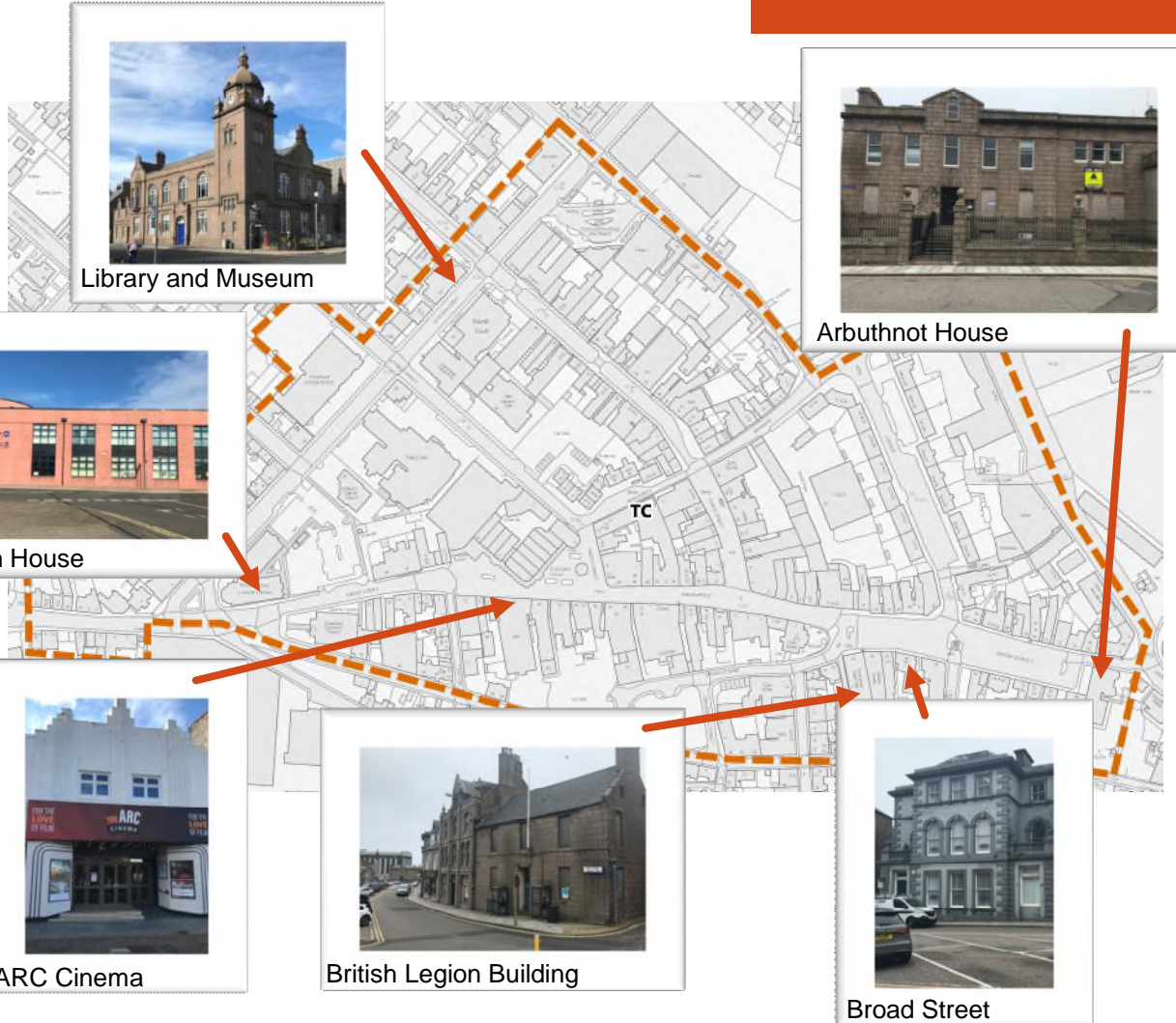
☑ **Central CCTV system in place**

"We need better lighting in the evening to make you feel safer especially the lane between the Clinton shop and WH Smith."

Images (Left to Right): Lighting and CCTV; Wide, open streets; Dark Pends off Marischal Street.

HOW WOULD YOU RATE: SAFETY DURING THE EVENING?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESSES	1	3	10
COMMUNITY	7	105	471

CARE & MAINTENANCE

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

Library and Museum

Buchan House

Arbuthnot House

ARC Cinema

British Legion Building

Broad Street
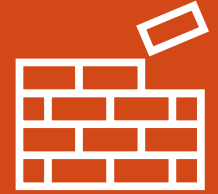
Observations: There is a real mix in the upkeep of buildings within Peterhead. The maintenance of buildings within the town centre was a real concern to a large number of survey respondents. Only 4 respondents from both the business and community surveys noted that they would rate the maintenance of buildings as good out of over 600 responses, with nearly 500 responses noting that the maintenance is poor.

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

HOW WOULD YOU RATE: CARE & MAINTENANCE OF BUILDINGS?

Legend: ■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESSES		2	12
COMMUNITY	4	107	473

"Better upkeep of buildings is required."

"Some buildings have been left to rack and ruin."

"The buildings in the town centre need cleaned up."

"The buildings are old, grass growing out of gutters and pipes, and they need cleaned."

"Buildings look run down and uncared for."

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: There are a limited number of local organisations who are directly involved in Peterhead town centre: Rediscover Peterhead, Peterhead Civic Pride and the Community Council. Other groups and Facebook pages are also recognised by respondents as having a role to play.

Town Centre Groups	REDISCOVER PETERHEAD	Peterhead Civic Pride	Peterhead Community Council
Legal Status	Limited Company SC580085	Constituted Group	Community Council
Membership	Businesses within Peterhead town centre; 190* business members	Volunteer committee and helpers.	The community; 9* Members
Responsibilities	Rediscover Peterhead BID aims to work in partnership to create a better, safer, and more attractive environment to shop and do business in. Key projects: Invest in Peterhead; Marketing and promotion; Producers Market; Community arts; Tourism and events; Training and business support and; Mental wellbeing.	Peterhead Civic Pride are an inclusive group of volunteers working together to look after and improve Landale Road gardens. They also arrange litter picks and try to clean up the town and the surrounding green spaces and beaches when they can.	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.
Contact	Rediscover Peterhead	Peterhead Civic Pride	Peterhead Community Council

The word cloud (below) shows all the answers listed by respondents when asked to name groups set up to improve the Town Centre, with Rediscover Peterhead (144), Light Up Peterhead (11) and Peterhead Civic Pride (9) mentioned most.

Community Council
Apex Community Cafe   MenUnited
Peterhead for Change   Farmers Market
Peterhead Together For Good
MODO Light Up Peterhead
Rediscover Peterhead BID
Invest in Peterhead   Campaign for NE Rail   **Scottish Week**   PACT   Peterhead Live
Regeneration Group
Positive Peterhead
Buchan Giving Tree   Cornerstone
Town Centre First
Peterhead Civic Pride

40% of survey respondents feel that they are aware of groups that support the town centre. Although the BID are reasonably well-known, the work that they do and how and why they do it is perhaps less obvious to respondents with many negative comments received.

"BID doesn't seem to make a difference to the town centre."

*"BID - heard mostly negative comments."*

* Correct at time of survey

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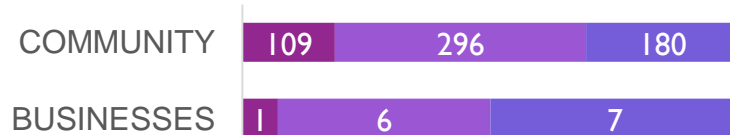
MOVING AROUND

HOW WOULD YOU RATE: GETTING AROUND THE TOWN CENTRE?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESSES	6	5	3
COMMUNITY	166	286	140
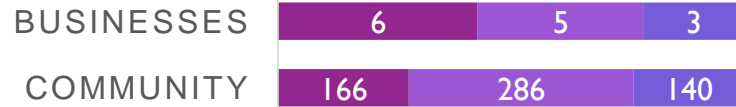
HOW WOULD YOU RATE: SIGNAGE?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
COMMUNITY	109	296	180
BUSINESSES	1	6	7

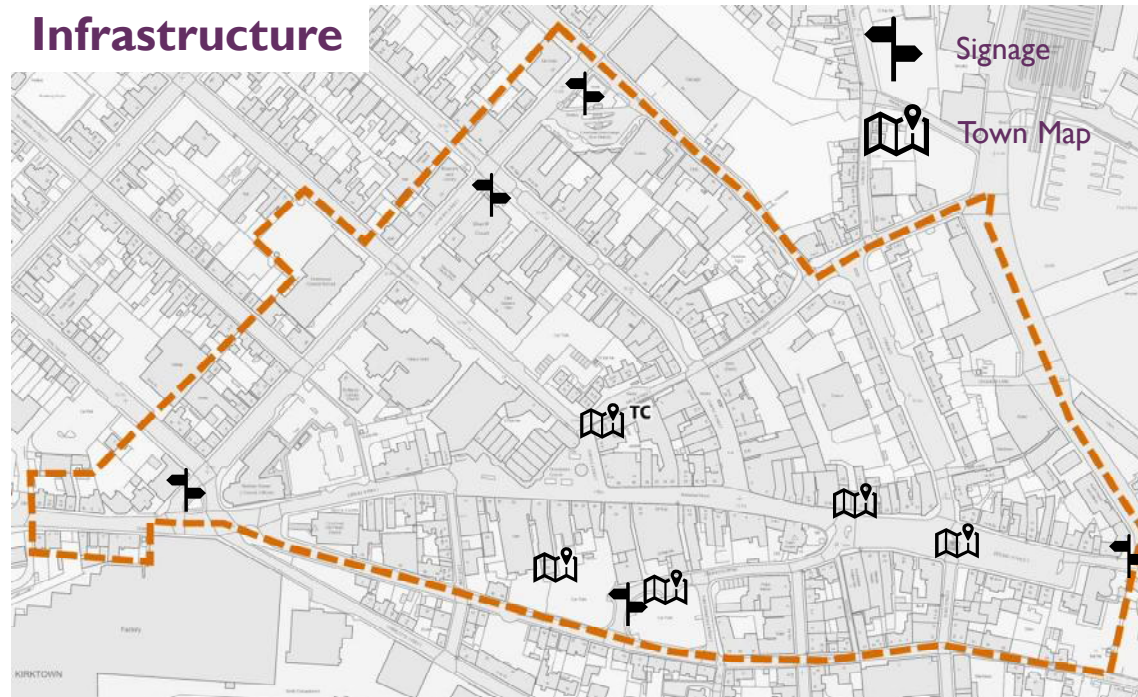*"The cobbles are difficult to walk on and deter prams and wheelchairs."*

"Lift pedestrian zone or enforce no traffic - current halfway house approach is dangerous."

"Pedestrianised area makes it easy and safe to move around the central shopping district."

Infrastructure

Signage

Town Map

Observations: The majority of respondents rated getting around the town centre as good or neutral and it ranked in the top five most positive aspects for both business and community respondents. This is perhaps due to the layout of Marischal Street, which provides a safe shopping environment. However, a number of comments were received in relation to the cobbled nature of the pavement surface being a barrier for some town centre users. Signage was less well rated despite a number of attractive and useful signs and map boards distributed across the whole area.

Images (Top to Bottom): Signage and Town Map, Threadneedle Street car park; New Peterhead Trail map, Broad Street.

MOVING AROUND:
CYCLING

Observations: Peterhead Town Centre is currently part of the Planning Aid Scotland Sustaining Choices project which aims to develop an increased evidence base to support sustainable transport interventions and build engagement capacity at a local level. The town is one of nine chosen across Scotland due to currently either underutilising, or having poor access to, sustainable transport and active travel opportunities. An Action Plan will be developed to find solutions to the problems. Survey results suggest that the vast majority of the respondents either have a neutral or poor perception of cycling facilities. Only one respondent made a comment related to cycling.

"Improvement - More areas for securing bicycles."

HOW WOULD YOU RATE: CYCLE PARKING?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESSES	3	7	4
COMMUNITY	43	332	177

Infrastructure

🚴 Cycle Racks

🔒 Secure Cycle Storage
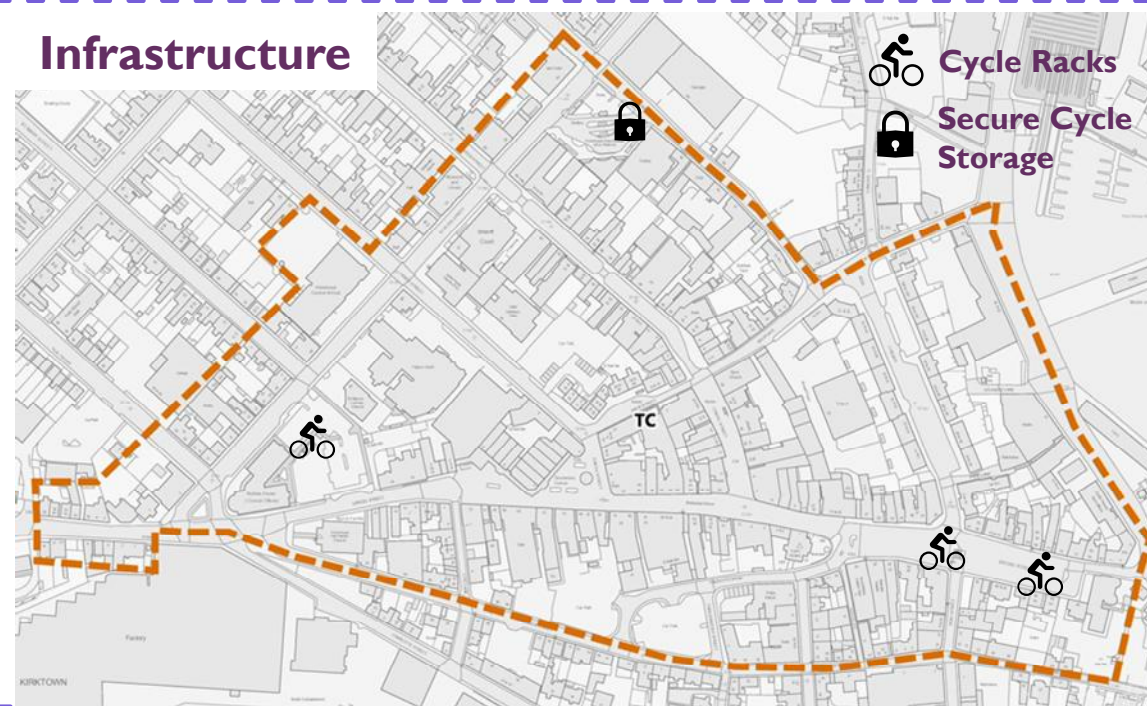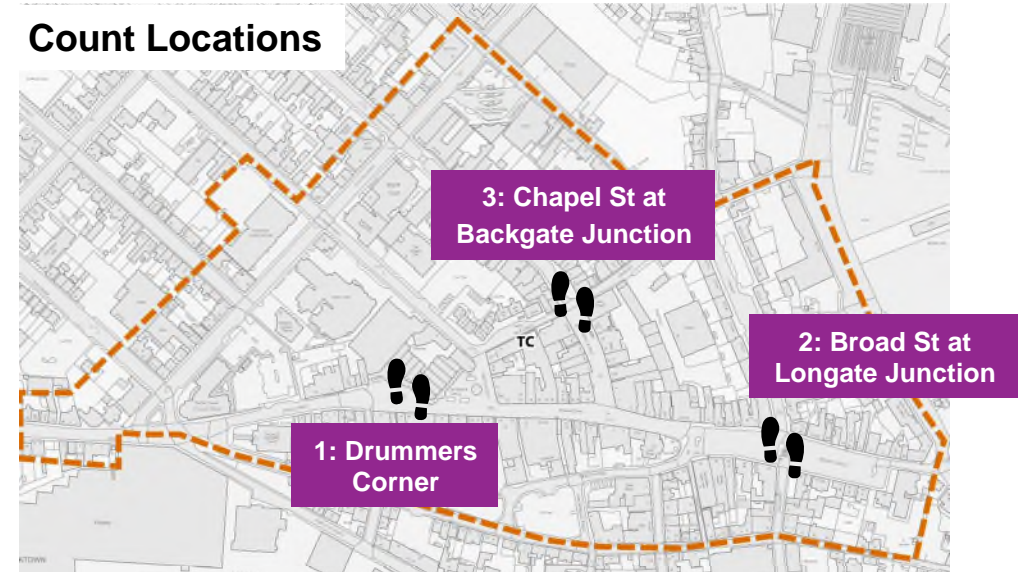
Images (Anti-clockwise from Top Left): Covered cycle racks at Buchan House; Freestanding racks on Broad Street; Lockable storage at the Bus Station.

MOVING AROUND:
FOOTFALL SURVEY

Day	Time	Location 1	Location 2	Location 3	Hourly Total	Overall Total
Thursday	09:30	82	48	56	186	
	11:30	**151**	49	89	289	
	14:30	133	70	62	265	**838**
	18:00	44	29	25	98	
Saturday	09:30	71	95	45	211	
	11:30	158	152	120	430	
	14:30	**246**	71	129	446	**1235**
	18:00	24	28	96	148	
Totals		**909**	**542**	**622**	**2073**	

HEADLINES

Busiest Location: Drummers Corner
Busiest Time: 14:30
Busiest Day: Saturday

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

Count Locations

3: Chapel St at Backgate Junction

2: Broad St at Longate Junction

1: Drummers Corner

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 Thursday 2nd and Saturday 18th September for a duration of 15 minutes, four times a day, in three locations.

The pedestrian count findings showed the highest footfall count was recorded at Drummers Corner on Saturday afternoon (246 people). It was also the busiest count point in general over the course of the footfall survey.

MOVING AROUND:
ACCESSIBILITY AUDIT

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

The group included a mobility scooter user, an older adult with limited mobility and her carer, and a parent of teenagers.

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

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

The survey took place on Wednesday 29th September 13:00 – 15:00. The weather was dry and mild.

ACCESSIBILITY AUDIT

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

- The main shopping area (Marischal Street/Chapel Street) is generally easy to navigate, with wide pavements, although cobbles are not user-friendly for everyone.
- Outwith this area there are a number of dangerous crossing roads and crossings.
- Bins are often left out which is a hazard on narrow pavements.
- Longate felt very neglected in comparison with other areas of the town centre.
- Most businesses are accessible but some do have steps.
- Sense of safety - The town centre generally feels safe for getting around, apart from some of the Closes which are dark, dirty and narrow.

"This crossing outside Farmfoods can be very dangerous with cars parked either side on the yellow lines."

"The Arbuthnot Museum, which is located on the second floor of the library building is only accessible via stairs and I can't get up there."

"Good example of well-marked steps."

"Well-defined crossing area in Chapel Street."

"Marischal Street is wide and safe but the cobbles down the middle are quite bumpy for me as a mobility scooter user."

Longate:
"Pavements and road surfaces in Longate are very poor, with many broken or cracked areas and a lack of tactile paving at crossing points."

"Steps into buildings can be difficult."

"The Close linking the toilets and car park to Marischal Street often floods and becomes difficult to walk through."

"Smithy Close is dark, scary and the air conditioner drips."

"Poor contrast between railings and pavement."
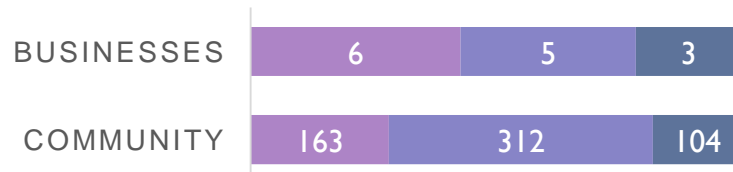
PUBLIC TRANSPORT

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

Observations: Peterhead is reasonably well served with Town Circular services and bus links to Aberdeen, along with several other towns and villages. This is supplemented by a Dial-a-Bus service. There is no railway line. There is a large main transport Interchange at the edge of the town centre as well as a number of bus stops distributed across the area. Real time information can be viewed at the Interchange and two of the stops. The majority of survey respondents feel that public transport provision is good or neutral and it was ranked in the top five best categories for business respondents. There were few comments received concerning public transport but the lack of a rail link and an evening service from Aberdeen were highlighted as opportunities for improvements.
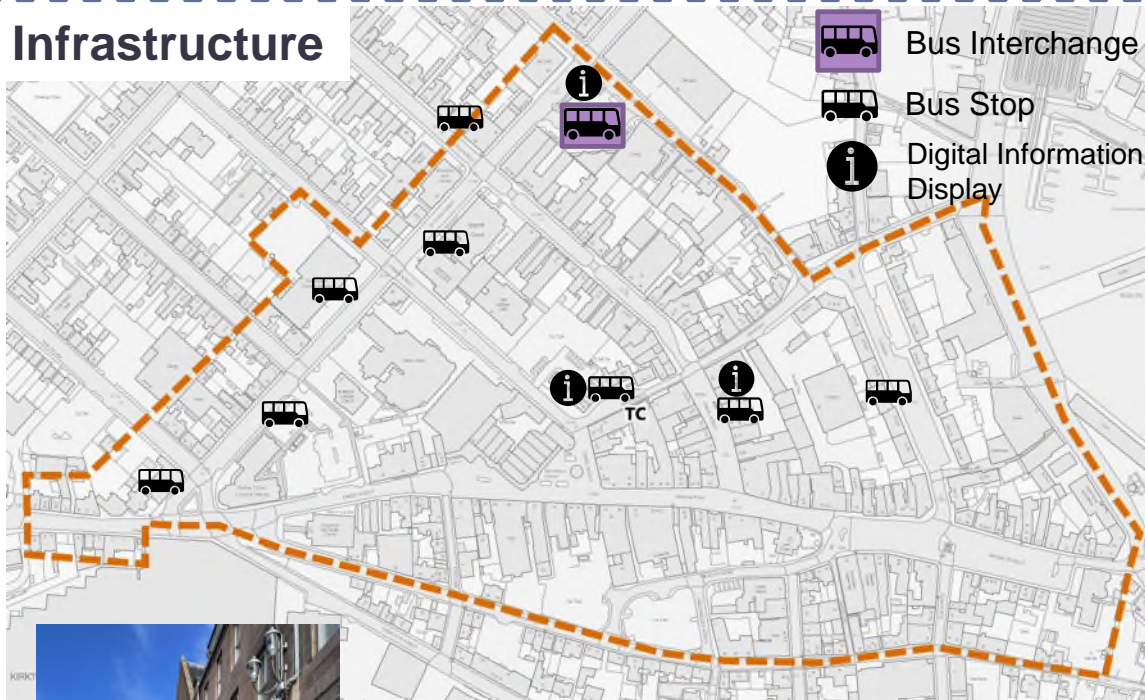
HOW WOULD YOU RATE: PUBLIC TRANSPORT?

■ Good ■ Neutral ■ Poor

BUSINESSES	6	5	3
COMMUNITY	163	312	104

Infrastructure

🚌 Bus Interchange

🚌 Bus Stop

ℹ️ Digital Information Display

Images (Left to Right): Covered bus stop Chapel Street; The main bus Interchange.
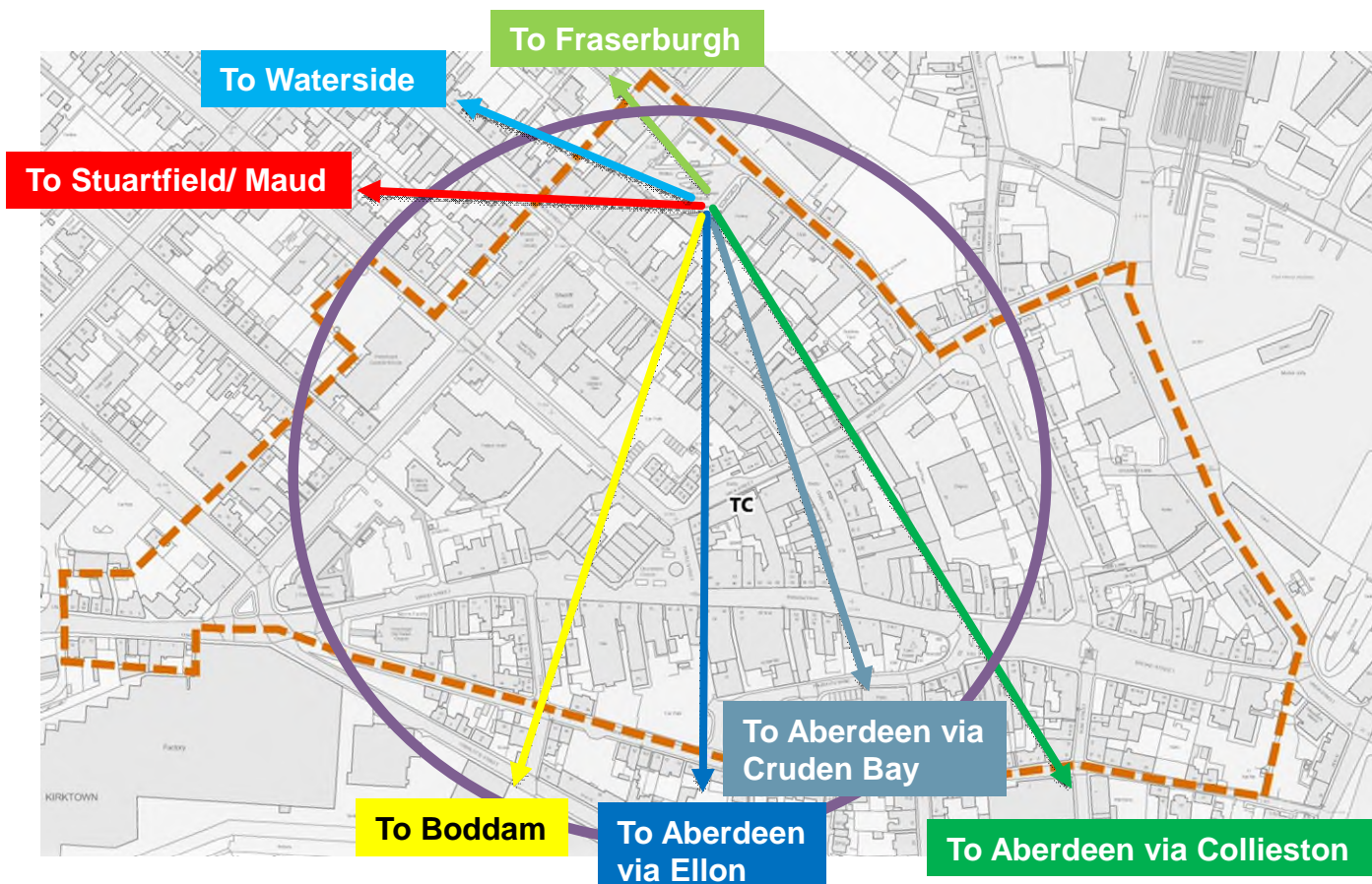
"Evening public transport is poor! Last bus 21:45 hours, taxis too expensive so easier to socialise in Aberdeen!"

"The train station was closed in the 1960's. No local line so reliance on car is essential for getting about anywhere. Local buses are not that frequent and buses further afield are expensive."
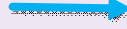
"Public transport links are awful, the bus takes twice as long as the car north of Ellon."

"Improvement – Rail Connection."

PUBLIC TRANSPORT ROUTES

To Fraserburgh

To Waterside

To Stuartfield/ Maud

To Aberdeen via Cruden Bay

To Boddam

To Aberdeen via Ellon

To Aberdeen via Collieston

Key:

→ Bus Route X63	→ Bus Route 66/A
→ Bus Route X60	→ Bus Route 69/B
→ Bus Route 61	→ Bus Route 81
→ Bus Route 83	○ Town Circular

An A2B dial-a-bus, pre-booked minibus service is available in Peterhead. In most cases a door-to-door service is provided, operating during weekdays. The service is free to use.

Route (all from Bus Station) *	Frequency (per week day)	Fastest Journey Time	Earliest Travel Time	Latest Travel Time	Cost (Single Standard Ticket)
Bus to Aberdeen (X63)	13	1hr 19mins	06:15	17:15	£8.00
Bus to Aberdeen (X60)	14	1hr 15mins	05:22	16:45	£8.00
Bus to Aberdeen (61)	6	1hr 31mins	04:45	21:45	£8.00
Bus to Stuartfield/ Maud (66/A)	9	34mins	06:52	20:02	£4.00
Bus to Fraserburgh (69/B)	16	40mins	04:47	22:47	£6.00
Bus to Boddam (81)	19	15mins	05:20	22:37	£2.50
Bus to Waterside (83)	29	12mins	06:07	22:14	£2.00
Town Circular (84A)	6	23mins	07:27	18:13	£2.00
Town Circular (84C)	6	27mins	08:32	17:32	£2.00

* Correct at time of survey

Too much traffic can cause problems for people who live in, work in, or visit an area. Traffic and parking arrangements that allow people to move around safely can help people to get the most out of a place.

TRAFFIC & PARKING
TRAFFIC

Image: Queen Street.

HOW WOULD YOU RATE: TRAFFIC FLOW?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESS	4	5	5
COMMUNITY	96	278	219

"No traffic in pedestrianised area should be enforced."

*"Chapel Street is often clogged by cars opposite bus stop which means people can't get passed."*

"The town centre should be opened up to traffic."

"Traffic within the town centre is good."

Observations: There were very mixed comments received regarding traffic flow with a number noting the pedestrian area should be revoked and opened up to cars to improve traffic flow and others commenting that the pedestrian area needs to be enforced to let no cars through.

This is reflected in the ratings as there is a mix with the majority of them rating as neutral with 283 neutral responses between the two surveys.

Distance Travelled to Use the Town Centre (Miles)

0-5 = 81%
5-10 = 12%
10-15 = 3%
15-20 = 1.5%
20+ = 2.5%
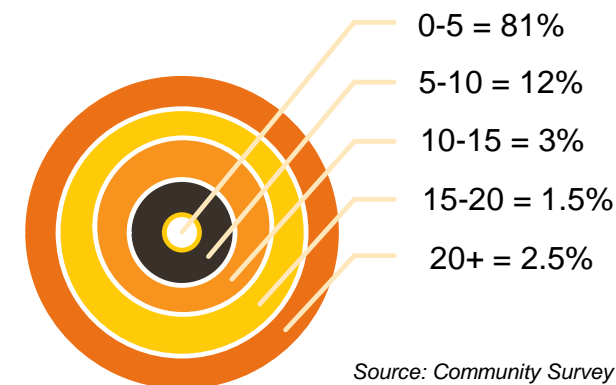
Source: Community Survey July 2021

How would you generally travel to the town centre:

Private Car: 71.5%
On Foot: 22%
Bus: 6%
Other: 0.5%
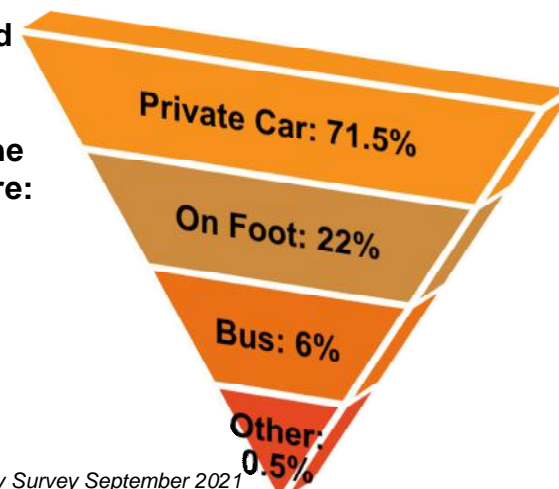
Source: Community Survey September 2021

TRAFFIC & PARKING
CAR PARKING AFFORDABILITY

Parking Costs

£0.50
Average hourly rate
September 2021

HOW WOULD YOU RATE: PARKING AFFORDABILITY?

■ Good ■ Neutral ■ Poor

|	Good	Neutral	Poor
BUSINESS	3	5	6
COMMUNITY	124	230	239

"Introduce short stay free parking to help increase footfall in town."

"Free parking is required in the town centre."

"Bring back the initial free parking period."

"Parking in the town centre is expensive."

"Free parking on a Saturday and Sunday should be introduced."

KIRKTOWN

TC

🚗 Free Parking   🏎 Paid Parking   🚙 EV Charging Spaces   ♿ Disabled Spaces
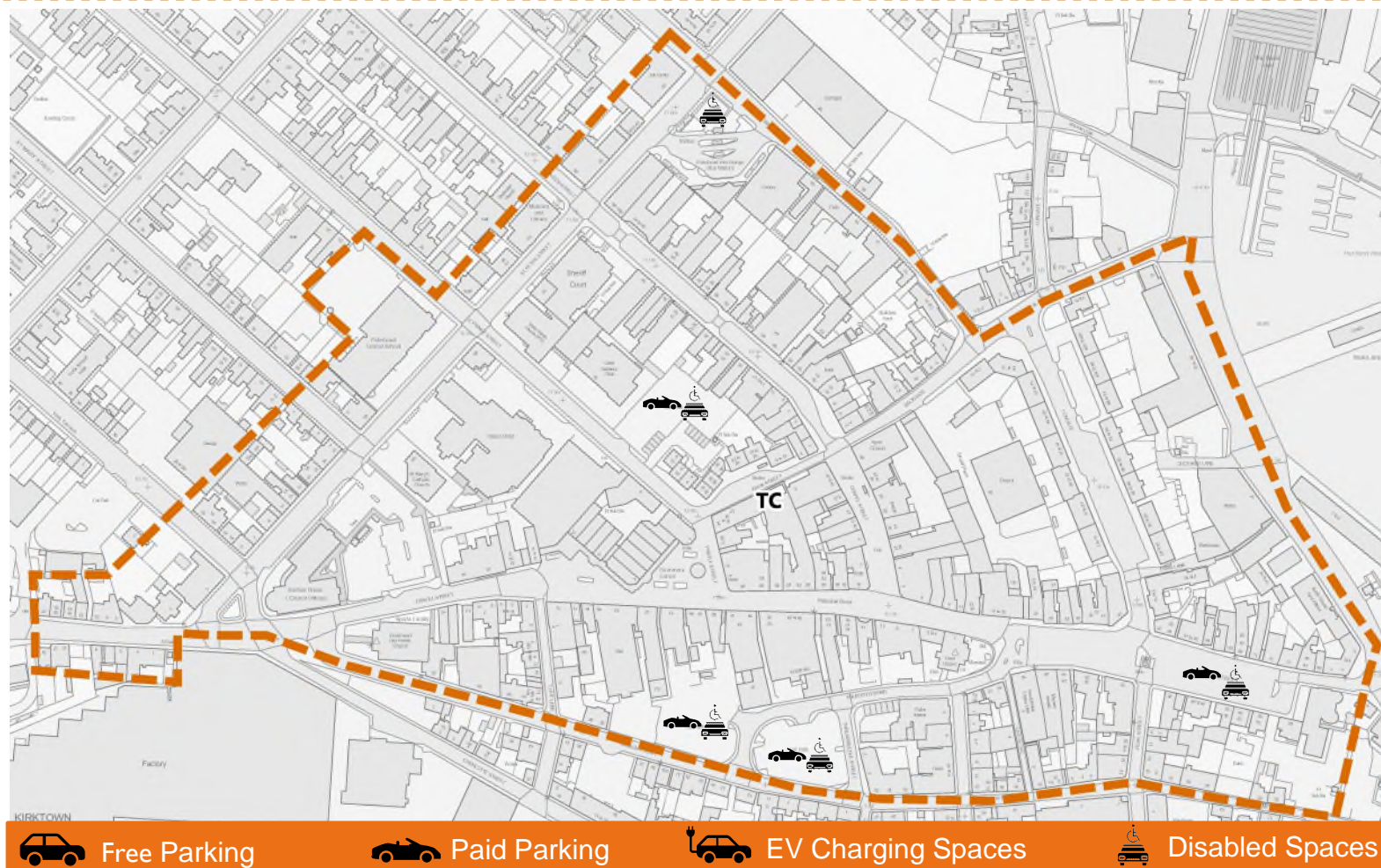
TRAFFIC & PARKING
CAR PARKING AVAILABILITY

Images: Broad Street Car Park.

"Need more accessible parking."

"More disabled parking required."

"More parking in town centre is required."

"Parking restrictions are ignored by some users."

"Some parking spaces are very tight within the town centre."

HOW WOULD YOU RATE: PARKING AVAILABILITY?

■ Good   ■ Neutral   ■ Poor

	Good	Neutral	Poor
BUSINESS	7	1	6
COMMUNITY	167	204	222

Spaces

0 No. of Free Spaces

219 No. of Paid Spaces

25 No. of Disabled Spaces

0 No. of EV Charging Spaces

Observations: During the site visit there was generally good usage of the car parks within the town centre. At Broad Street Car Park, in particular, it was evident that there was a high turnaround of cars with a large proportion of cars staying only for a short period of time.

In terms of affordability this was highly commented on through the community survey with a strong desire for the short stay free parking to be reintroduced. A number of comments were also received relating to the lack of any free parking within the town centre and the need for this to be addressed.

There was a number of comments also received that a few people ignore the parking restrictions and this can make parking in spaces more difficult which leads to safety concerns.

Buildings, landmarks, greenery, views and natural landscape can all help to create an attractive, distinctive place that people enjoy. These features can also help people to find their way around.

STREETS & SPACES
ATTRACTIVENESS OF TOWN CENTRE

HOW WOULD YOU RATE: ATTRACTIVENESS OF TOWN?

Legend: ■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESS		1	13
COMMUNITY		26	566

Observations: During the site visit in many areas were identified as areas where improvements could be sought to enhance the overall attractiveness of the town. This was reflected in the surveys as only 3 people out of both surveys rated the attractiveness of the town centre as good.

An example of where a small change could make a big difference to the feel of the area is by making use of the planters that are located round the town. A recent improvement to the town which has added colour to the area is the mural on the back of the Symposium Coffee shop, it really brightens up the area.
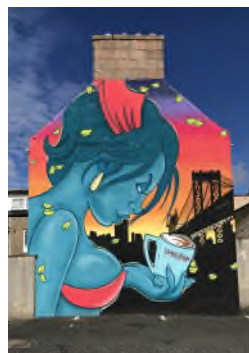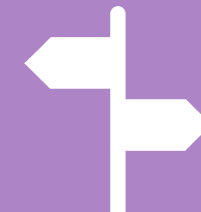
"Make the town centre more attractive."

"Make the empty units look more attractive."

"Use flowers or trees to make the area look and feel better."

Images (Top Left and Clockwise): Muriel on back of building in Prince Street Car Park, Planting outside Arbuthnot Museum, Planter not in use Longate, Signage Threadneedle Carpark.

Observations: There are 73 listed buildings within Peterhead Town Centre covering all listing categories. There are 31 Category C listed, 41 Category B listed and 1 Category A listed building. The A listed building is the Old Parish Church located on Erroll Street.

Unfortunately, within Peterhead there are a number of properties on the Buildings at Risk Register and of the listed buildings there are 7 on the register which means 9.5% of listed buildings are at risk and require attention. Care and maintenance are required to a number of other buildings, a common concern raised through the surveys, to ensure they also do not end up on the register.

STREETS & SPACES:
HISTORIC ENVIRONMENT

TC

🏛 Listed Building

⚠ Building on At Risk Register

Images (Top Left and Clockwise): St Mary's Catholic Church, St Peter Street; Town House, Broad Street; Retail Unit, Broad Street; Arbuthnott House, Broad Street.
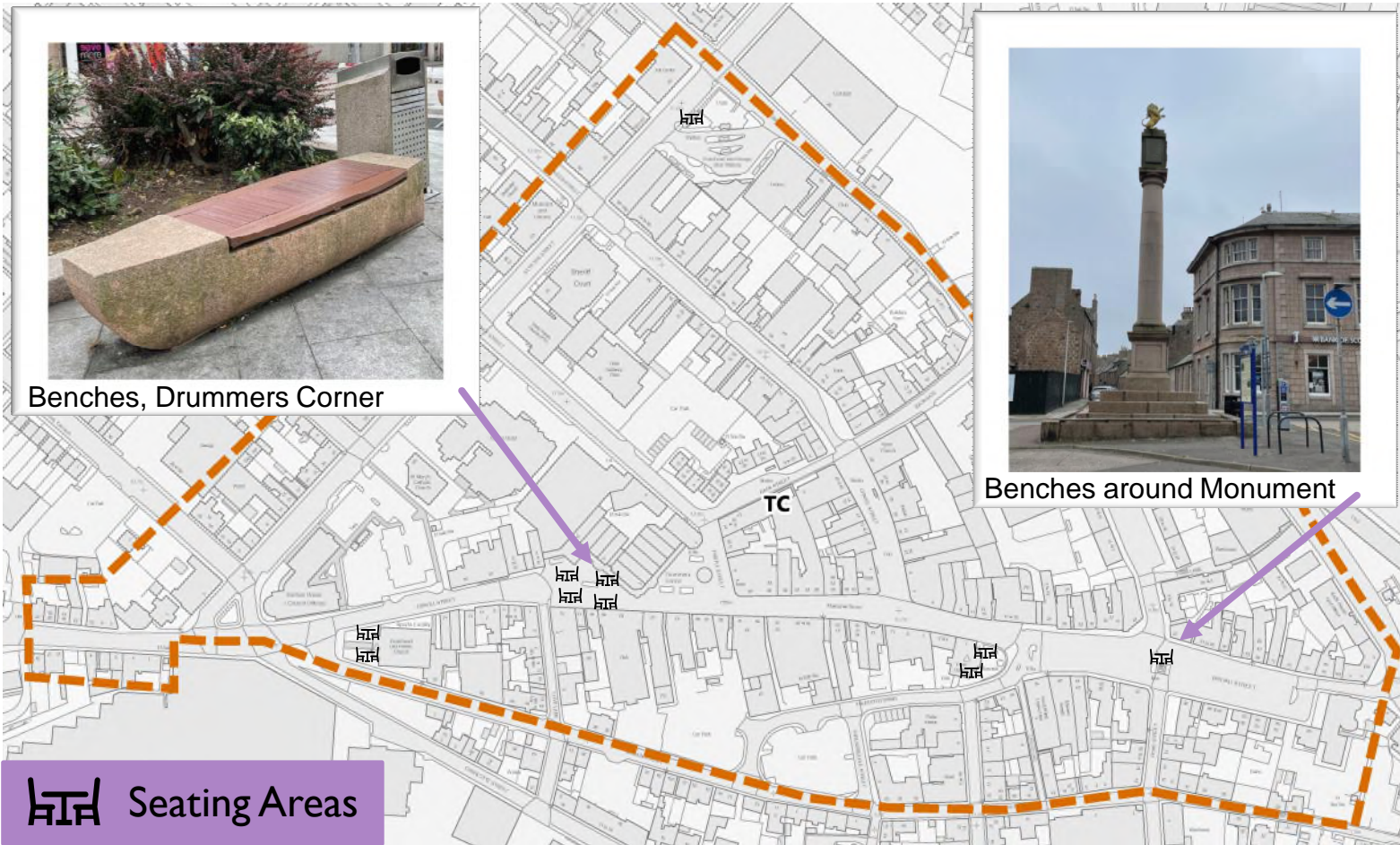
STREETS & SPACES:
SEATING

Benches, Drummers Corner

Benches around Monument

TC

Seating Areas

HOW WOULD YOU RATE: SEATING/ AREAS TO CONGREGATE

■ Good ■ Neutral ■ Poor

BUSINESSES	2	4	8
COMMUNITY	36	152	400

" Seating areas in town centre should be increased."

"There should be covered outdoor seating in the town centre."

"There needs to be seating areas where you feel safe."

"Outdoor seating areas that can be used by cafes would be a good introduction."

"Better/ Nicer seating required in the town centre."

Observations: The available seating was in relatively good condition, with the seating in Drummers Corner having a nod to the fishing heritage of the town. However, there was generally a lack of seating noticed within the town centre. This was something that was widely commented on through the surveys.

Another theme that was largely commented on through the surveys was the desire to see some more outdoor seating that could be used by cafes and restaurants.

STREETS & SPACES:
PUBLIC ART

Observations: Along Marischal Street there are a number of closes which all have signs to identify each one which provides an attractive setting. Within Drummers Close there are a number of different metal work art pieces which were designed by pupils of the local primary schools during a project in 2001/2002.

The Fisher Jessie sculpture was unveiled in 2001 and depicts the traditional trade between the fishing and agricultural communities as fish would be carried out into rural areas to be traded for farm produce.

The newest piece of public art is the mural on the back of the Symposium coffee shop definitely brightens up the town centre.

Finally, there is also a temporary piece of Art within the Town Centre, a lighthouse which is part of the Light Up the North Trail which is bringing visitors into the town centre.

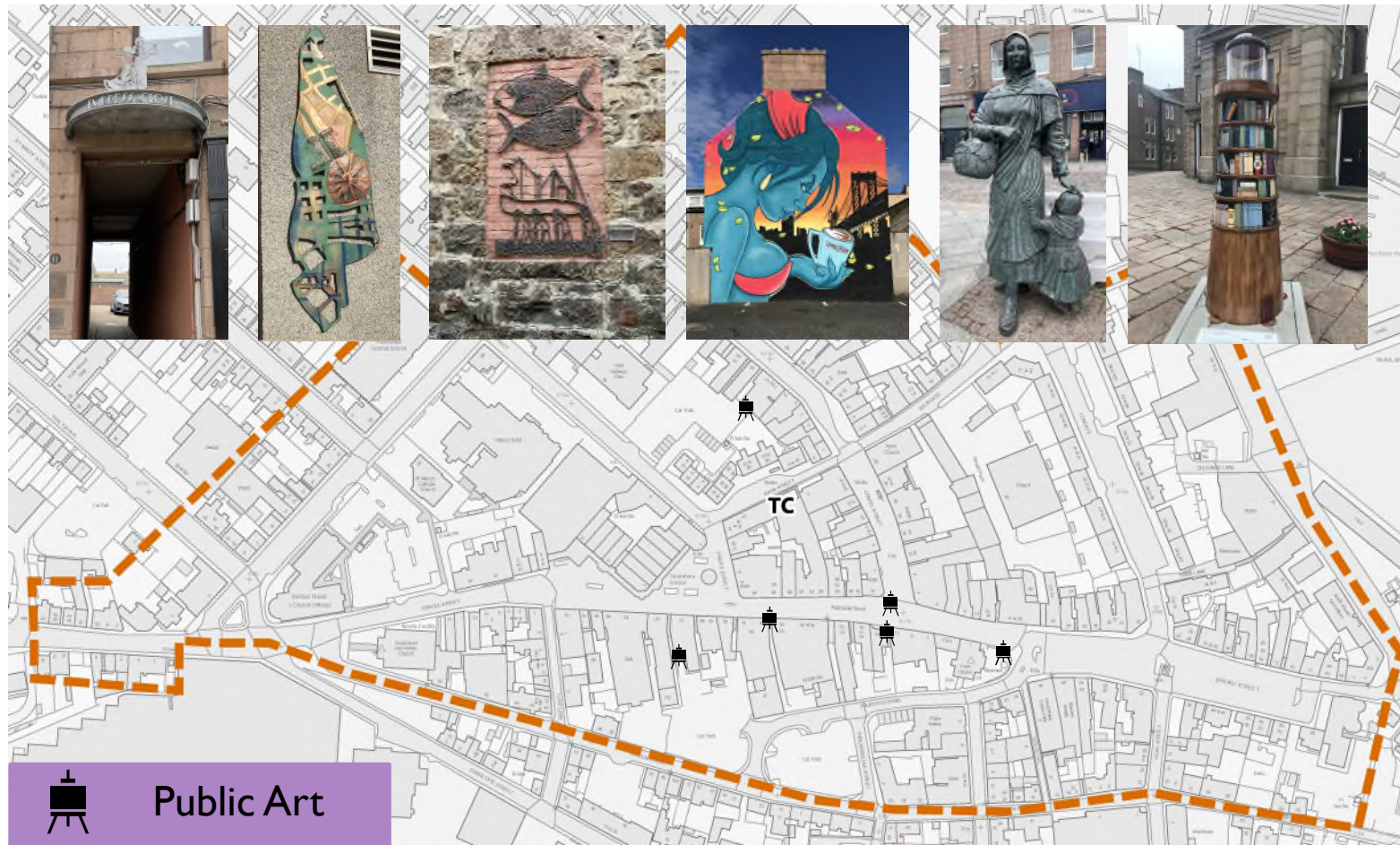*" More street art would be good, like the mural in the car park."*

"Vacant units could be brightened up with artwork in windows and doors."

"Graffiti art at back of Symposium is fantastic."

"Get some local artist to paint some walls with images that reflect the town (fishing boats etc) or involve local schools to add something to the town."

"Don't like the new type graffiti mural – don't do any more."


Public Art

Images (Left to Right): Empress Close Signage, Art on Pend leading to Maiden Street Car Park, Art in Drummers Close, Graffiti Art Prince Street Car Park, Fisher Jessie Sculpture Marischal Street, Temporary Lighthouse Broad Street.

STREETS & SPACES:
PAVEMENTS

HOW WOULD YOU RATE: PAVEMENT CLEANLINESS?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESS	3	2	9
COMMUNITY	56	150	387
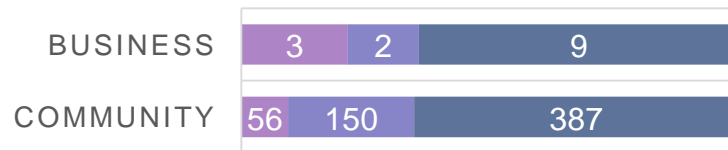
"Pavements need cleaned."

"Pavements are slimy when they get wet."

"Pavements are constantly covered in bird mess."

"The cleanliness of the pavements is atrocious and has been neglected for a number of years."

"There needs to be more regular cleaning of the pavements within the town centre."

"Street cleanliness is poor but aware that there is a clean up underway."

Observations: Both pavement quality and pavement cleanliness were strongly rated as poor through both sets of surveys. The main themes associated with these two factors were the need for the pavements to be cleaned due to moss and bird mess which was evident during the survey.

The second theme was the dislike of the cobbles on Marischal Street for a number of reasons including safety and the impact that these have on some members of the community getting around the town centre.

HOW WOULD YOU RATE: PAVEMENT QUALITY?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESS	4	4	6
COMMUNITY	69	157	367
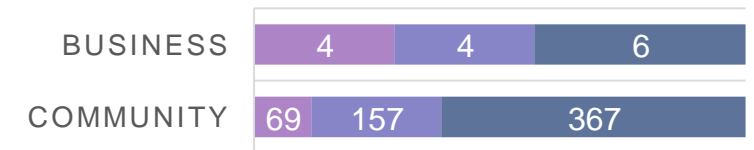
"Uneven cobbles need sorted."

"Pavements need to be better within the town centre – cobbles are no use for walking on."

"Stone flags on pavements become slippy when wet."

"Marschial Street being cobbled makes it inaccessible for people using sticks as feel unsafe."

"The cobbles are dangerous, particularly for the disabled community."

STREETS & SPACES:
VACANT RETAIL UNITS

"Fill the vacant units – especially those in Drummers Corner."

"Clean/ decorate the vacant properties."

"Incentives should be offered to fill the empty units."

"Far to many empty shops."

"Lower rates/rents to attract businesses into the empty units."

Observations: The number of vacant units is something that was highly commented on through the surveys with the majority of comments noting there were far too many vacant units within the town centre. The vacancy rate within the town centre at the time of survey was 11% which is lower than the Scottish average at the time of the survey, Q3 2021, which is 15% (Scottish Retail Consortium and Local Data Company).

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

Images (Top left and Clockwise): Chapel Street, Backgate, Chapel Street and Thistle Street.

✎ Vacant Shops

Vacant Retail Units:

19 Vacant Units in the town centre

11% Vacancy Rate at time of survey

NATURAL SPACE

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

Observations: There are no parks or green space within the town centre. This has been recognised in the survey responses, with 71% of community and 86% of business rating this poor and providing many comments on this topic. There are pockets of planting to soften some of the hard landscaping but these are limited. A local volunteer group, Peterhead Civic Pride, are trying to tackle the issue and their efforts were well-regarded by some respondents. Improvements in this area could help to improve the overall feel and pride in the town.

HOW WOULD YOU RATE: PARKS & GREEN SPACES?

Legend: Good | Neutral | Poor

	Good	Neutral	Poor
BUSINESSES	1	1	12
COMMUNITY	40	131	420

"There is seating in Drummers Corner but it's not an area I feel I'd want to sit down at. Maybe some more flowers or trees could brighten the area."

"We need green open areas in the centre."

"Needs to be much more inviting… Needs to have trees added with lights wrapped around. Flower baskets and flower beds outside shop windows."

Peterhead Civic Pride, a community group set up in 2018, is a band of volunteers who help to maintain planting in the town centre and at the library. Visit their Facebook page to find out more.
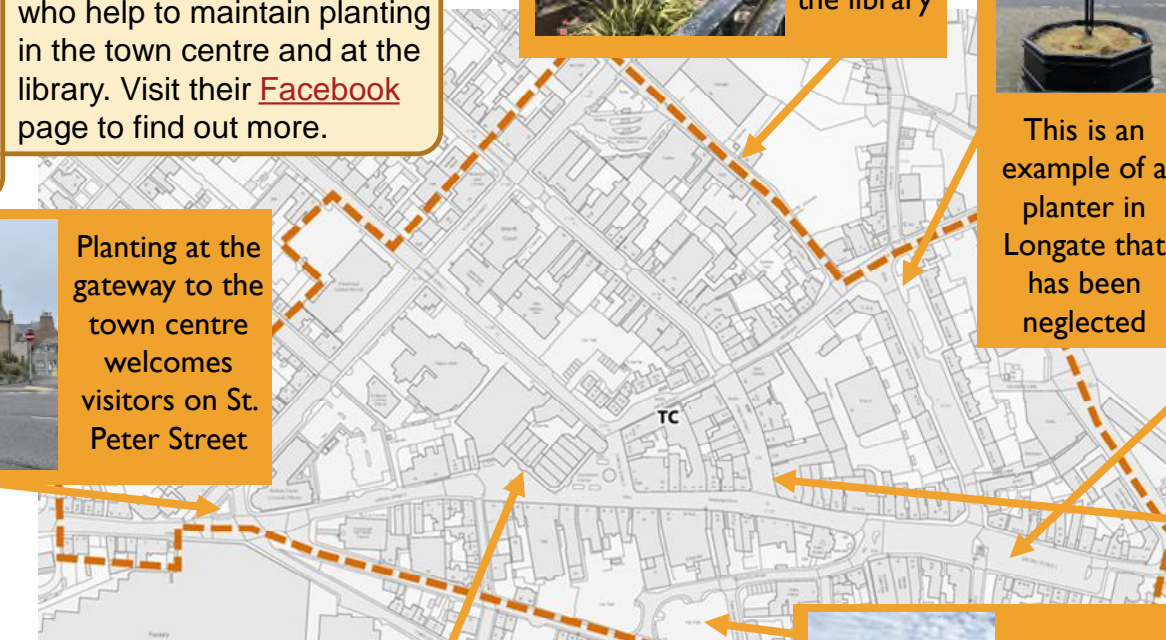
Planted area outside of the library

This is an example of a planter in Longate that has been neglected

Broad Street has very little greenery

Planting at the gateway to the town centre welcomes visitors on St. Peter Street

Businesses have created their own green space additions

Some planting helps to soften the hard surfaces in Drummers Corner

Planters at Threadneedle Street carpark

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

PLAY & RECREATION

Observations: Peterhead has few play and recreation sites within the town centre itself, and this is reflected in the survey responses. Comments focused on a lack of opportunities for young people and a desire to see more play facilities in the town centre. However, there are a number of play/leisure just about 1 mile from Drummers Corner. An illustrative map of the Town Trail can be seen to the right (for more detail click on the image).

HOW WOULD YOU RATE: LEISURE AND PLAY FACILITIES?

■ Good ■ Neutral ■ Poor

BUSINESSES	2 2	10
COMMUNITY	20 113	459

"It would be great to see soft play for kids in the town centre."

"A children's play area in Drummers Corner would be good."

"Need to have more leisure entertainment."

Need more greenery child safe spaces."

"The town should be more playful : see-saw or swings at bus stops."

To Peterhead Leisure and Community Centre 0.5 mile

To Formartine and Buchan Way 0.5 mile

To Eden Park 1 mile

To Skate Park 2 mile

To Lido 1 mile

Peterhead Town Trail (Town Centre wide)

TC

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

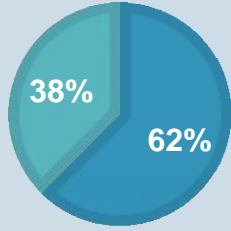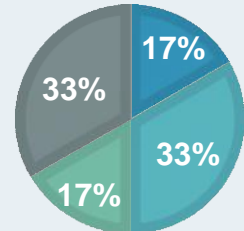# FACILITIES & AMENITIES
RETAILER REPRESENTATION

Use Class Order Classification — The Town and Country Planning (Use Classes) (Scotland) Order 1997	Number of Units within Use Class	Distribution of Units in Use class
Class 1: Shops (Retail sale of goods other than hot food, post office; sale of tickets; travel agency; sale of cold food for consumption off the premises; hairdressing; direction of funerals; the display of goods for sale; hiring out of domestic or personal goods or articles; launderette or dry cleaners; reception of goods to be washed, cleaned or repaired; where the sale, display or service is principally to visiting members of the public)	93 units	**CLASS 1: SHOPS** — 5%, 12%, 3%, 2%, 13%, 12%, 31%, 22%. Charity; Clothes & Footwear; Entertainment; Florists; Food & Drink; Hairdresser & Barber; Home & Garden; Other
Class 2: Financial, Professional and other services (Use for the provision of - financial services; professional services; or any other services (including use as a betting office) e.g. offices of accountants, dentists, doctors, solicitors, beauticians, estate agents)	43 units	**CLASS 2: FINANCIAL, PROFESSIONAL & OTHER SERVICES** — 19%, 28%, 23%, 7%, 2%, 21%. Banks; Accountants, Solicitors, Estate Agents; Beauticians; Betting Office; Dentists; Other

Images (Top to Bottom): Queen Street streetscape and Marischal Street streetscape.

FACILITIES & AMENITIES:
RETAILER REPRESENTATION

Use Class Order Classification The Town and Country Planning (Use Classes) (Scotland) Order 1997	Number of Units within Use Class	Distribution of Units in Use class
Class 3: Food and Drink (The sale of food or drink for consumption on the premises. e.g. cafes, restaurants, snack bars)	8 units	**CLASS 3: FOOD AND DRINK** Café 62%, Restaurant 38%
Sui Generis (For the sale of hot food for consumption off the premises. e.g. pizza shops, takeaways, kebab shops, fish and chip shops)	6 units	**SUI GENERIS: HOT FOOT TAKEAWAY** Fish and Chips 17%, Chinese 33%, Kebab 17%, Other 33%
Sui Generis (Use as a Public House)	3 units	3 Public Houses

Images (Top to Bottom) : Queen Street streetscape and Chapel Street streetscape.

FACILITIES & AMENITIES:
RETAILER REPRESENTATION

Retailer Representation

45% of businesses in the town centre are independent retailers

44% of businesses in the town centre are multiple retailers
*have multiple stores operating under one brand name and have common ownership.

5 No. of Charity Shops

19% of visitors to Peterhead Town Centre agree that it offers all services expected (retail, café, pubs etc)

Observations: There is a good distribution between independent and multiple (chain) retailers within the town centre. However, a large proportion of the comments received through the surveys related to the lack of variety within the town centre, the topic actually ranked within the 5 lowest ranked topics through the surveys. Another issue which was commented on through the surveys was the quality of shops within the town centre and the desire for these to be improved.

HOW WOULD YOU RATE: VARIETY OF SHOPS?

■ Good   ■ Neutral   ■ Poor

	Good	Neutral	Poor
BUSINESS		3	11
COMMUNITY		977	497
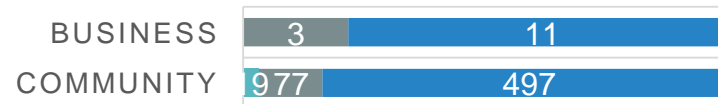
Image: Marischal Street.

HOW WOULD YOU RATE: QUALITY OF SHOPS?

■ Good   ■ Neutral   ■ Poor

	Good	Neutral	Poor
BUSINESS	2	4	8
COMMUNITY	58	205	331
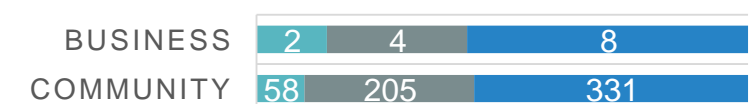
"Need to attract more shops, especially clothing."

"A wider variety of shops is required."

"Town Centre needs more independent shops."

"More shops required that encourage people of all ages into the town centre."

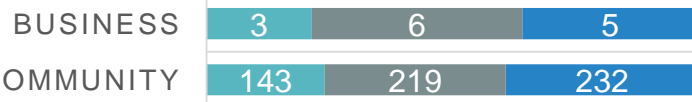*"Need better quality of shops."*

"Simple things like flowering baskets on shop fronts etc make that little difference more welcoming and vibrant."

"Fill the empty shops to help improve the variety."

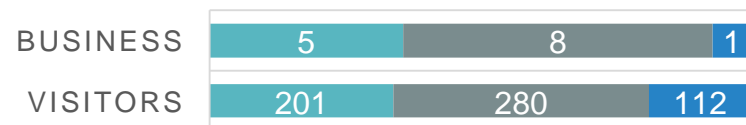# FACILITIES & AMENITIES:
CAFE AND RESTAURANTS

HOW WOULD YOU RATE: CAFE/ RESTAURANT CHOICE?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESS	3	6	5
COMMUNITY	143	219	232

HOW WOULD YOU RATE: CAFE/ RESTAURANT QUALITY?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESS	5	8	1
VISITORS	201	280	112

"New cafes with outdoor seating to make the town centre more inviting."

"More variety required."

"More cafes and restaurants within the town centre."

"Need more quality cafe and restaurants."

"More evening restaurants."

"Attract new cafes and restaurants to the area."

"The introduction of a proper fish restaurant – given the town is a fishing port."

Observations: The choice of cafes and restaurants is something that was rated as poor by the majority of respondents and the desire for more cafes and restaurants was strongly commented through the surveys. Another topic that was highly commented on was the desire for there to be a fish restaurant within the town centre as it was thought that this would not only be something that would showcase the town as a fishing port but also would potentially increase tourism to the town.

✕ Cafe/ Restaurant

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

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

Observations: There is a good selection of different cultural, leisure and public services within the town centre. There is a range of uses from Council Offices, Churches, Library and Museum and the new Arc Cinema. The new cinema was very positively commented on through the community survey and it was noted that it was a very welcomed addition to the town centre. However, a lack of choice when it comes to leisure activities within the town centre was highly commented on through the community survey in terms of the desire for more places to open within the town centre.

Cultural Outlets

Leisure Outlets

Public Services

Images (Left to Right): Peterhead Old Parish Church, Eroll Street; Arc Cinema, Marischal Street; Arbuthnot Library and Museum, St Peter Street and Apex Church, Chapel Street.

FACILITIES & AMENITIES:
EVENING ECONOMY

HOW WOULD YOU RATE: THE VIBRANCY IN THE EVENING :

■ Good ■ Neutral ■ Poor

BUSINESS	4	10
COMMUNITY	4 90	497

"There is very little to do in the evenings."

"Better lighting may make evening security better."

"Need to encourage an evening entertainment scene with higher quality bar/ restaurants."

"Lack of evening entertainment although the cinema is a welcomed addition."

"The only reason I visit the town centre is for the cinema."

"There are to many takeaways."

Observations: Whilst conducting the site visit it was noted through the survey work that there was a large number of takeaway units and this is reflected in the comments.

Additionally, a large proportion of comments received in relation to the evening economy noted that there was a real lack of anything to do within the town centre in the evening which is also highlighted through over 500 respondents noting that the vibrancy in the evening is poor.

Examples of some of the units open in the evening.

Brew Toon

Wetherspoons

The Caley Bar

Units open in evening
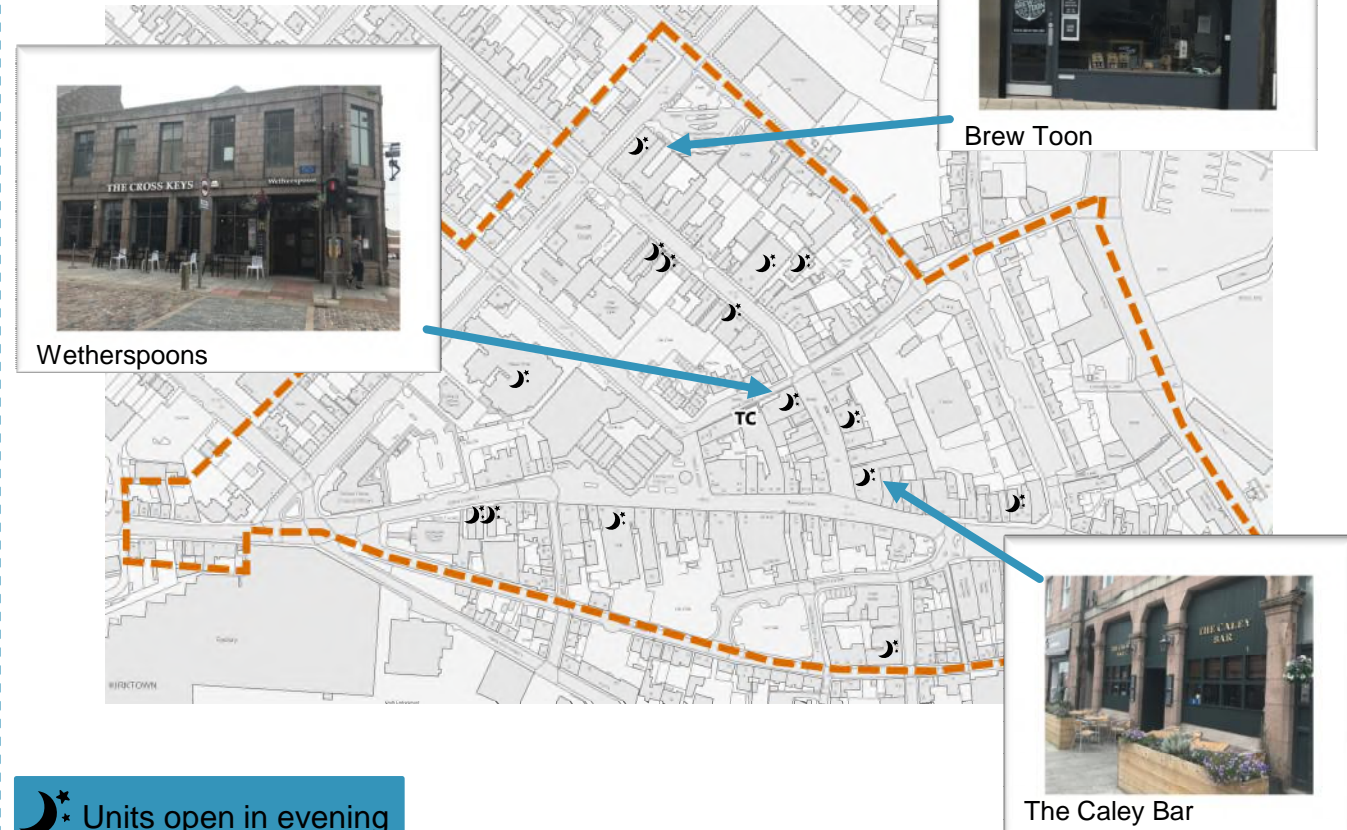
FACILITIES & AMENITIES:
COMMUNITY AND VISITOR SATISFACTION

HOW WOULD YOU RATE: VALUE FOR MONEY?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESS	2	11	1
COMMUNITY	79	332	182
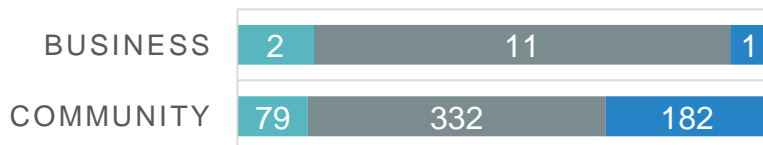
"There needs to be more affordable shops in the town centre."

"The service provided within the retail and hospitality sector is always friendly and professional. They are a credit to their employer."

"There is a poor level of variety."

"There is nothing to come into the town centre for."

"There is a good variety of shops within the town centre."

Town Centre Offer:

19% of the community agree that it offers all services expected (retail, café, pubs etc)

Observations: There was a real mix in rating when it came to community and visitor satisfaction as standard of service in shops was rated in the top five themes through the surveys.

Whereas, conversely the variety of goods available was majority rated as poor with just over 400 responses in the poorest rating. This was also highly commented on through the surveys.

HOW WOULD YOU RATE: VARIETY OF GOODS AVAILABLE?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESS		5	9
COMMUNITY	39	109	407
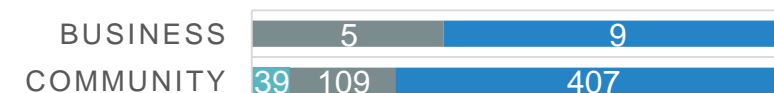
HOW WOULD YOU RATE: STANDARD OF SERVICE IN SHOPS?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESS	7	6	1
COMMUNITY	274	247	74
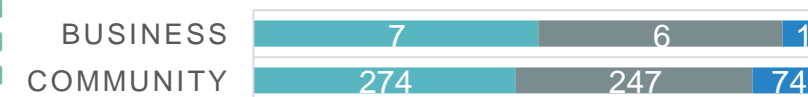
Tourism: Data provided by VisitAberdeenshire shows the number of page views received for Peterhead in the 'Towns and Villages' section of their website:

1,957 Jan-Dec 2019   **1,792** Jan-Dec 2020

FACILITIES & AMENITIES:
MARKET

"The introduction of the market is good however more should be done to entice local producers."

"The farmers market is rubbish and is not what a farmers/produce market is supposed to be."

"The produce market is excellent."

"Currently can't access the farmers market as it is held on the cobbles and don't feel safe walking on them."

"Farmers market is great, love the range of goods available from different vendors."

"The market is a great way of attracting people to the town centre, could be done fortnightly."

"Farmers market is great but the stall holders need to vary to give variety."

"Need to encourage local businesses to the farmers market."

Observations: Peterhead Producers Market is held in Drummers Corner on the first Saturday of each month. There are a range of stallholders who attend the events.

Through the survey's comments and ratings were received about the market. There was a strong sense through the ratings that the majority of respondents noted that the market was good. There was however, a mix of comments received through the survey but there were three strong themes of:

- Providing more variety in the stallholders
- Undertaking the market more regularly
- Great way of getting people in the town centre.

Market Location

Image: Farmers Market Advertisement Chapel Street.

HOW WOULD YOU RATE: THE MARKET?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESS	5	9	
COMMUNITY	333	206	50

FACILITIES & AMENITIES:
ONLINE SHOPPING

Online Offering

100% of businesses surveyed have online presence

35% of businesses surveyed sell online

80% of the businesses surveyed that sell online make 25% or less of their income from this

66% of the community surveyed said they are more likely to shop online rather than going into the town centre for the same item

32% of the community survey noted that their attitude towards online shopping had changed because of the COVID-19 pandemic

89% of the community survey noted that their usage of the town centre had decreased because of the COVID-19 pandemic

Observations: Within the survey there was a real mix of responses to the questions about shopping online. A number of respondents noted that they would rather shop local rather than buying online. Whilst others noted that convenience, pricing and variety of goods were the main reasons for online shopping. Another theme that came through was people not feeling safe within the town centre so choosing to shop online.

"I prefer to shop in local businesses and to see what I am buying."

"Little choice within the town centre and it is expensive."

"More choice and cheaper online."

"If I can get locally I will."

"More cost effective to shop online."

"Most of the time when you need something its's not in town and you have to get online."

Image: Broad Street.

# FACILITIES & AMENITIES:
CONNECTIVITY

Observations: Mobile coverage within Peterhead Town Centre is very strong with all of the top networks being able to be connected to at a 4G level and the There is currently no coverage of 5G within the town centre.

Broadband coverage is also strong with fibre and superfast broadband being available within the town. The chart below shows the coverage of superfast and fibre broadband with a small part of the town centre (Kirk Street/ St Peter Street area) which shows that 100% of businesses/ homes are able to get full fibre.

There is no free public WIFI available within the town centre.

Broadband Coverage in Peterhead 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	✔

15 to 24 Mbps 100%
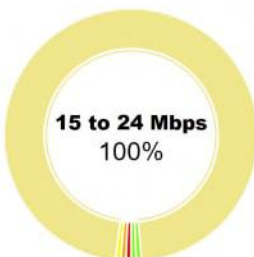
The chart represents the superfast and fibre coverage of the Town Centre and the percentages include both residential and business premises and is based around postcode level data.

Mobile Coverage in Peterhead Town Centre:

|		Voice	3G	4G	5G
Three	Indoor	✔	✔	✔	
	Outdoor	✔	✔	✔	✖
O2	Indoor	✔	✔	✔	
	Outdoor	✔	✔	✔	✖
EE	Indoor	✔	✔	✔	
	Outdoor	✔	✔	✔	✖
Vodafone	Indoor	✔	✔	✔	
	Outdoor	✔	✔	✔	✖

✔ Good coverage   ◯ You may experience problems   ✖ No coverage

FACILITIES & AMENITIES:
OTHER SERVICES

Observations: Peterhead Town Centre is well serviced by ATM machines. Additionally, there is a Defibrillator unit on the side of Buchan House which can be used by anyone within the town centre should the need arise. Due to the size of the town centre, another Defibrillator unit could be seen to be advantageous to allow for a good geographical coverage.

Image: Defib, Buchan House.

Defib Unit

ATM Point
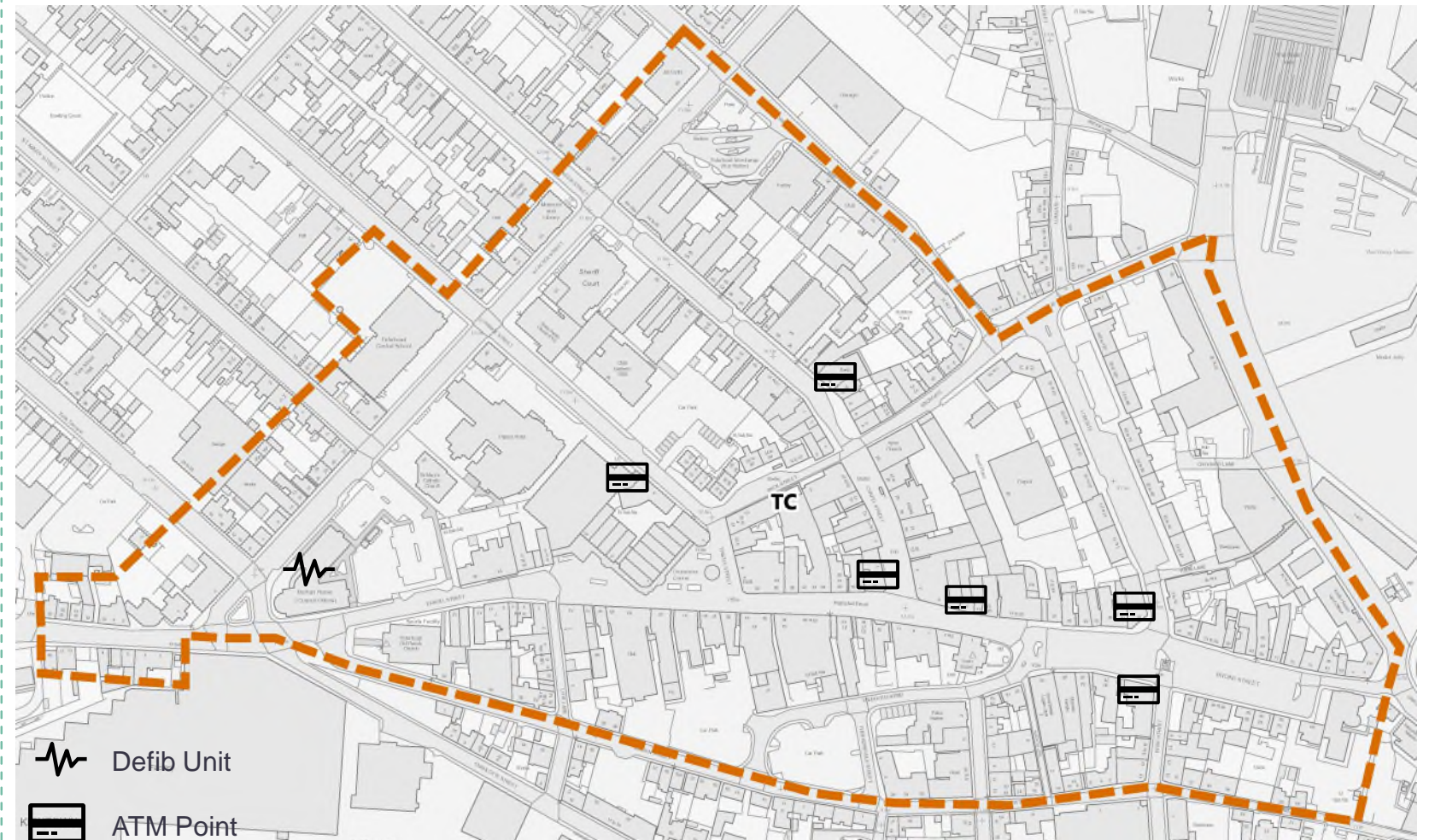
WORK & LOCAL ECONOMY

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: Peterhead is a designated Regeneration Priority Area and the indicators illustrate why this intervention is required. The current employment and income picture is as would be expected with a high proportion of administrative, retail and hospitality jobs. The significant jump in the claimant count rate between 2019 and 2020 therefore likely reflects the impact that the COVID-19 pandemic has had on the retail and hospitality sectors. Although the claimant rate is reducing it is still significantly above pre-pandemic levels and that of the wider area.

Settlement Type:
Other Urban Area
(Settlements of 10,000 – 124,999 people)
Scottish Government's Urban Rural Classification, 8-fold

Median Household Income 2020
Town Centre Data Zone*
£18,613
£31,726 Buchan; £37,853 Aberdeenshire
Source: © CACI Limited 1996 - 2020 This report shall be used solely for academic, personal and/or non-commercial purposes.

Top 5 Employment Sectors 2019
Peterhead Town Centre Data Zone*

15.6% Public administration & defence

13.3% Retail

13.3% Accommodation & food services

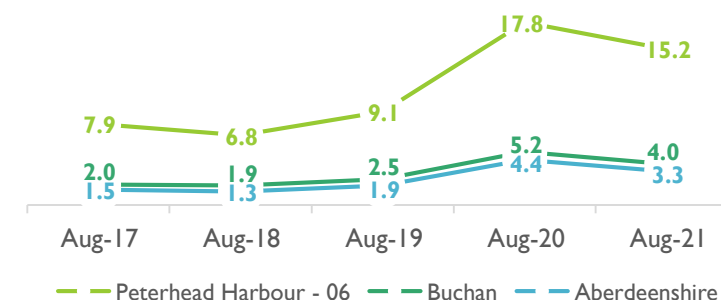**11.1% Business administration & support**

6.7% Agriculture, forestry & fishing

6.7% Manufacturing

6.7% Transport & storage

Source: Business Register and Employment Survey 2019

CLAIMANT COUNT RATE^ (%)

Peterhead Harbour - 06: 7.9 (Aug-17), 6.8 (Aug-18), 9.1 (Aug-19), 17.8 (Aug-20), 15.2 (Aug-21)

Buchan: 2.0 (Aug-17), 1.9 (Aug-18), 2.5 (Aug-19), 5.2 (Aug-20), 4.0 (Aug-21)

Aberdeenshire: 1.5 (Aug-17), 1.3 (Aug-18), 1.9 (Aug-19), 4.4 (Aug-20), 3.3 (Aug-21)

— Peterhead Harbour - 06   — Buchan   — Aberdeenshire

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

Scottish Index of Multiple Deprivation 2020
Town Centre Datazone*:
10% most deprived in Scotland

* The data zone (S01007086) that makes up the majority of the town centre.

WORK & LOCAL ECONOMY: AVERAGE CONSUMER SPEND

Observations: The graphs show an interesting spend profile in the town centre, with food shopping accounting for the biggest expenditure by visitors. Other shopping was spread out across the price brackets indicating that people are visiting for a wide variety of different items. The Hair and Beauty sector, although fewer people overall, seems to be a higher value spend. Eating out and takeaways seem to be mostly at the lower end of the spectrum, with £11-20 the most regular level of spend. 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
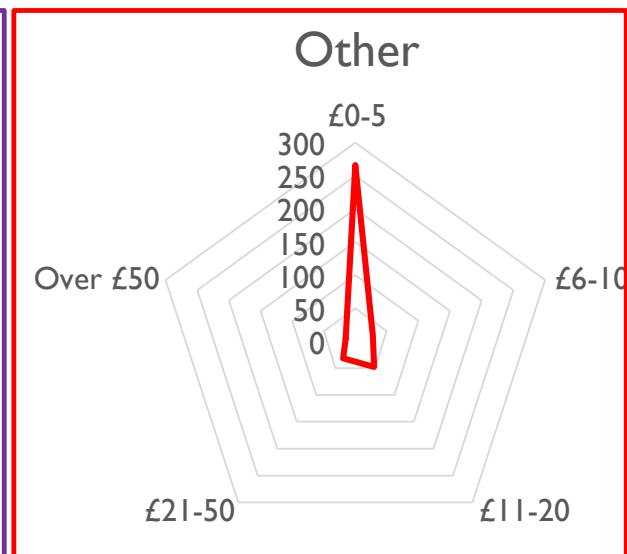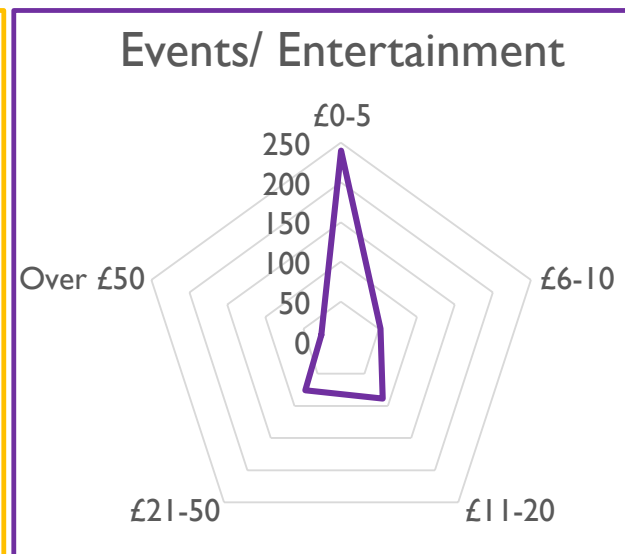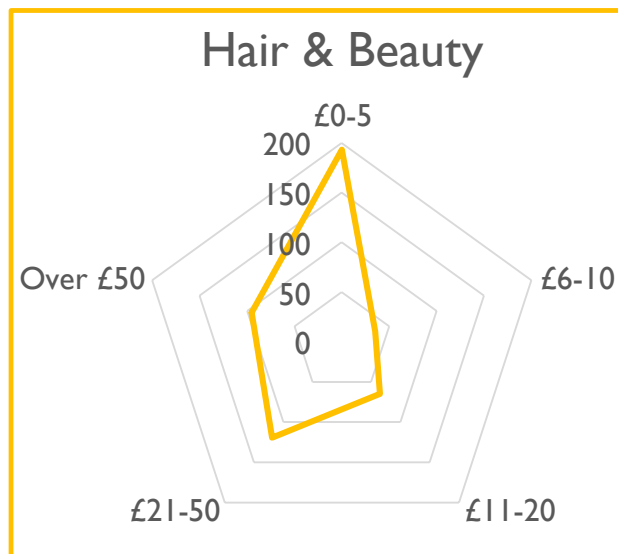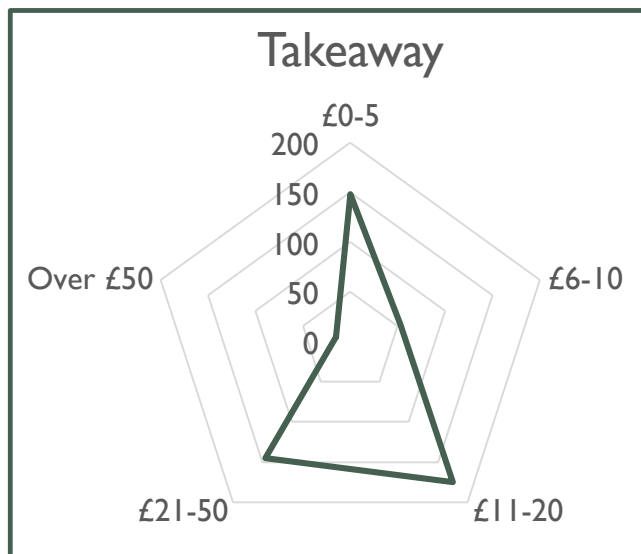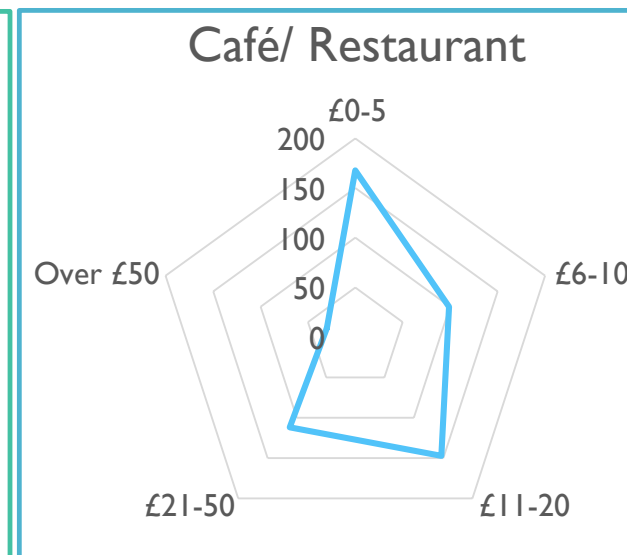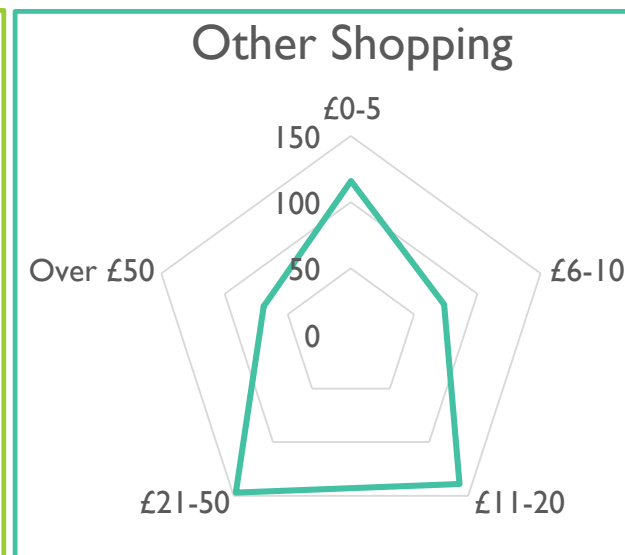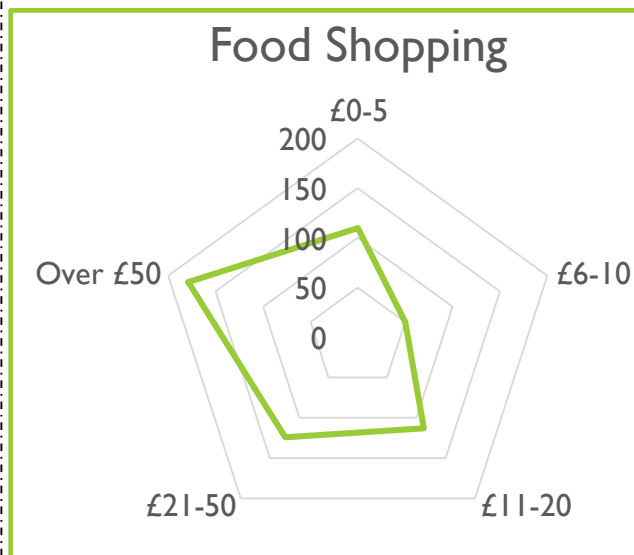
WORK & LOCAL ECONOMY: BUSINESS SURVEY HIGHLIGHTS

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

Observations: 14 businesses responded to the survey and provided a mixed outlook for the town, highlighting the impact that the COVID-19 pandemic has had on different sectors, with some winners and losers. When looking at the longer term trend for turnover the picture is more encouraging with 61% showing a stable or improved position over the past five years. The future also looks brighter with 42% of respondents looking to grow or expand. Businesses are making good use of online tools.

- Increased by more than 25%
- Increased by 16-25%
- Increased by 6-15%
- Stayed the Same
- Decreased by more than 25%
- Decreased by 16-25%
- Decreased by 6-15%
- Decreased by 0.1-5%

93% of business owners surveyed were **established** businesses in the town centre and **7% start-ups**

79% of business owners surveyed were **Independent** businesses
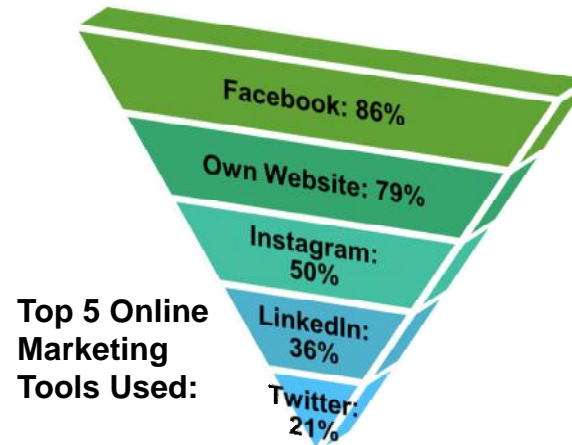
43% of business owners surveyed were either **confident** or **extremely confident** about future business performance in Peterhead

21% of business owners surveyed are looking to **grow** or **expand** in the next year, with a further **21%** in the next five years. **43%** are **not** currently considering growth or expansion, with **14% unsure** at this time

Top 5 Online Marketing Tools Used:

Facebook: 86%
Own Website: 79%
Instagram: 50%
LinkedIn: 36%
Twitter: 21%

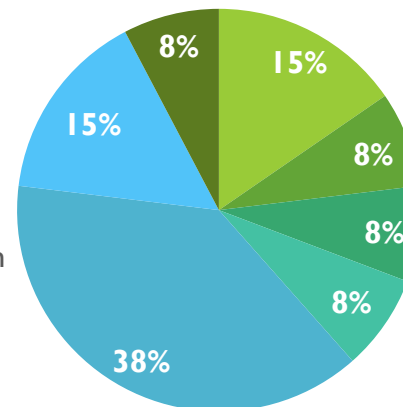*"The town centre has coped well with the pandemic with several start-ups."*

"The town centre is looking run down. Needs more new business into it instead of trying to make business parks on outskirts."

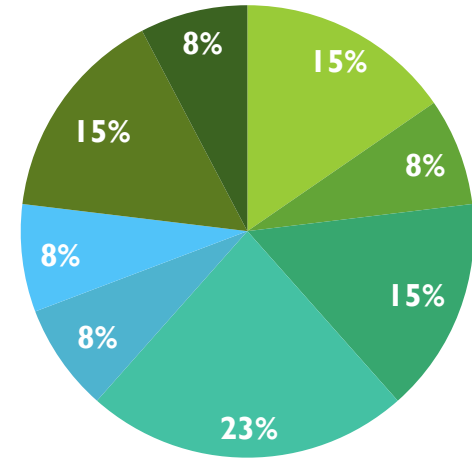*"Easier/ more positive support for businesses to improve."*

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

- Increased by more than 25%
- Increased by 16-25%
- Increased by 6-15%
- Stayed the Same
- Decreased by more than 25%
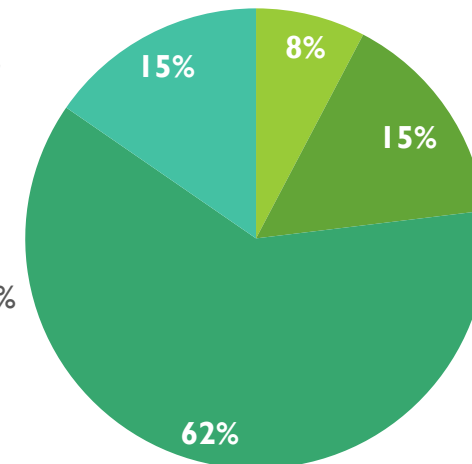- Decreased by 16-25%
- Decreased by 6-15%

What difference have the Covid restrictions had on turnover during the period March 2020 to April 2021?

- Increased by more than 25%
- Stayed the Same
- Decreased by more than 25%
- Decreased by 6-15%

WORK & LOCAL ECONOMY: PROPERTY

Observations: The commercial property market seems fairly stable in Peterhead currently, perhaps due to the number of established businesses as indicated in the business survey. There has also been recent investment from chains such as BrewDog and local independents such as BrewToon. There is an even split in ownership of premises and a reasonably bright outlook for investment in town centre stock with over a third of respondents confirming they are looking to invest in their premises within the next five years. There was a limited number of planning applications approved in 2020, likely due to the impact the COVID-19 pandemic has had and so it will be interesting to see if the premises investment does filter through in years to come.

The Invest In Peterhead partnership, a local stakeholder group, is working to understand opportunities, identify gaps and promote available properties for investment. Through exercises such as ghost planning for a number of vacant premises, the group hope to attract significant new investment to the town.

Comments received in the surveys suggested that affordable space for start-up's and incentives such as rent or rate relief would be welcomed.

21% of business respondents said they would invest in their premises in the next year, with **14%** in the next 5 years. **29%** were unsure of their investment plans **and 36%** had no plan to invest.

"Get the empty buildings let out. Offer incentives to start-ups. Lower rent/rates for first 2 years."

"Use the empty buildings for something - £2 rent is better than no rent. Get community groups or local charities in."

"Landlords accepting reasonable rent negotiations to allow new shops to open."

"Would like it to be easier and cheaper for people to set up their own businesses in the town centre so they can keep the price of their goods or services down."

Do you rent or own your premises?

50% 50%

■ Rent ■ Own
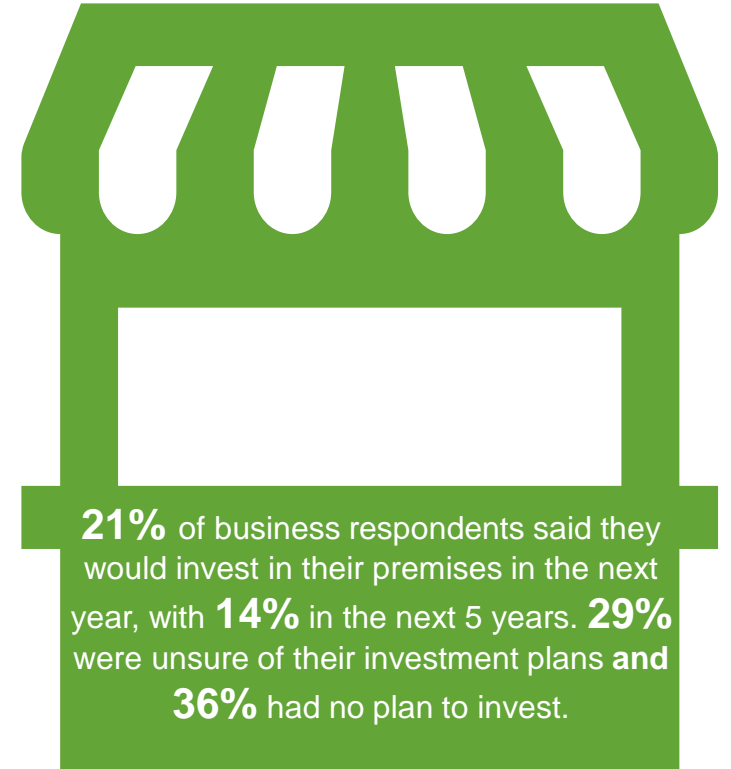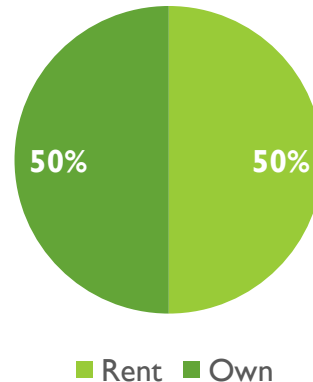
Planning Applications:

Within the town centre nine planning applications were approved in 2020. Of note were:

- 2 for signage;
- 1 alteration to a shop front;
- 1 Change of Use from Assembly and Leisure (Class 11) to Food and Drink (Class 3);
- 1 alteration to a Licensed Premises to form a Beer Garden);
- 1 Change of Use from Shop (Class 1) to Sui Generis Taxi Booking Office.

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

1% 4%
15%
80%
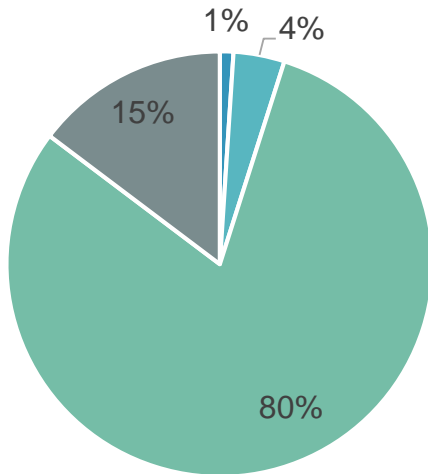
- Detached ■ Semi Detached ■ Flat ■ Terrace

The mix of dwelling types within the town centre is shown above. The majority of the dwellings are flats with a mixture of flats on upper floors above retail/ office units and blocks of flat.

Of these dwelling types within the town centre the main tenure is rented properties with 74% of properties either Council Houses, Social Rented or rented from a private landlord.

Peterhead Housing Profile and Population

The overall population total for Peterhead in 2016 was 19,270 and it is estimated that approximately 1,053 people stay within the town centre.
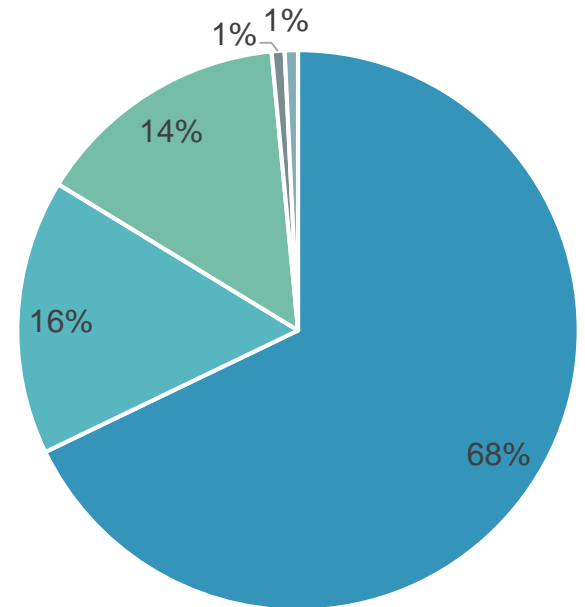
The average house price for dwellings within the town centre boundary in 2018 was £77,600.

Image: Queen Street.

In terms of Council Tax Bands (2020), Peterhead Town Centre has dwellings in Bands A-E on the scale of the Council Tax Bands. The majority, over 60%, are located within the first, Band A.

COUNCIL TAX BAND

1% 1%
14%
16%
68%

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

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

Observations: Range of events was scored relatively poorly in both surveys but this could have been influenced by the COVID-19 restrictions at the time of the survey. There are a number of venues that are available for social interaction in the town centre, including a number of cafes, but facilities for young people are lacking. The desire to have more events was highly commented on, in particular family friendly events.

HOW WOULD YOU RATE: RANGE OF EVENTS?

■ Good ■ Neutral ■ Poor

BUSINESSES	1	2	11
COMMUNITY	29	165	396

Town Centre Events*^

The following events are planned over the next year:

Farmer's Market
1st Saturday of every month

Scottish Week
July 2022

*Not an exhaustive list ^Correct at time of survey

SOCIAL CONTACT

Venue	Indoor / Outdoor	Opening Times
Library	Indoor	Thurs 12:30-18:00 Friday 10:00-15:00 Mon, Tues, Sat Click & Collect Only
Museum	Indoor	Closed at time of survey due to COVID-19
St Marys Catholic Church	Indoor	Wed/Friday Mass 09:30 Sat Mass 18:30 Sun Mass 11:30
New Parish Church	Indoor	Sun Service 10:30
Apex Church	Indoor	Sun Service 09:30 and 11:30
ARC Cinema	Indoor	Open 7 days a week Mon-Fri 15:00-23:00 Sat and Sun 10:00-23:00

Images: Left, New Parish Church; Right, Arbuthnot Museum and Library

"I would like to see more events take place in the town centre for young people."

"Need to have more events in the town."

"More choice of events would be good."

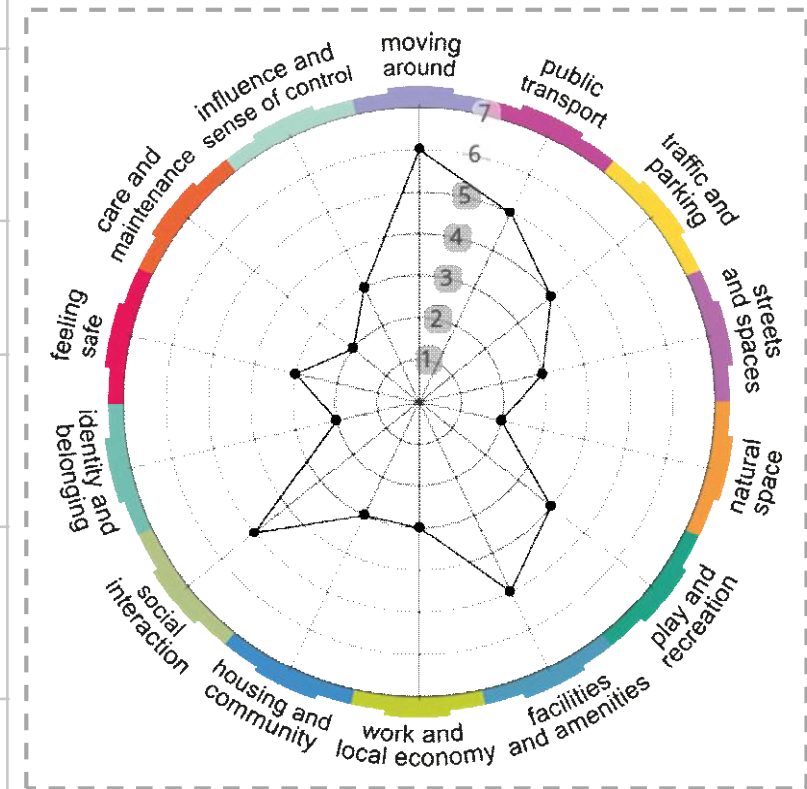*"More events that are family friendly would be good."*

*" More events that will draw people into the town centre would be good."*

KEY CONSIDERATIONS & OPPORTUNITIES

Theme	Key Improvements
Identity and belonging Rating: 2	Although Peterhead has a good sense of identity, linked to its maritime history, it scored poorly for community spirit and the overwhelmingly negative way people feel about the town centre. Small, visible interventions could lift the perception and therefore the score.
Feeling safe Rating: 3	Feeling of safety during the day was reasonable, but the feeling of safety in the evening and the perceived threat from antisocial behaviour was very poor. A significant number of comments related to feeling intimidated by groups of people congregating in the town centre. Interventions could look at tackling this issue.
Care and maintenance Rating: 2	The general upkeep of some buildings within the town centre is poor. Improving some of the vacant units and making them an asset in terms of public art would really improve the atmosphere of the overall area.
Influence and sense of control Rating: 3	Peterhead has funded, active organisations, working to improve the town centre. However, the general perception is that change is not visible or targeted to the right areas. There was also a lack of awareness of the groups. Greater promotion and small, visible 'quick win' projects could make a difference.
Moving around Rating: 6	The town centre is generally easy to navigate for pedestrians with large paved areas and sufficient pedestrian crossings. Some surfaces can be difficult for those with additional access needs and a number of alleys are poorly maintained. Signage is on the whole informative and plentiful. A focus on cycling provision could be considered.
Public transport Rating: 5	The town centre is well served by buses. Evening services are limited however and the absence of a rail link limits choice.
Traffic and parking Rating: 4	The town is well sourced with parking spaces, however the general perception in the town would be that free parking in the town centre would be welcomed. The traffic flow through the town centre was generally noted as good although issues in terms of congestion was noted on Chapel Street and Queen Street.

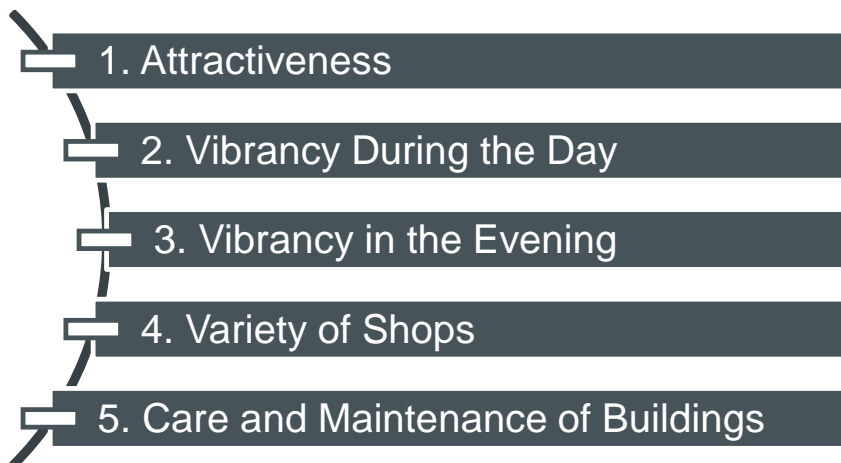# KEY CONSIDERATIONS & OPPORTUNITIES (CONTINUED)

Theme	Key Improvements
Streets and spaces Rating: 3	The overall perception of the town is poor as the area is not deemed attractive due to the run down nature of the buildings. Improvement could be achieved by maintenance of buildings and greening of the town centre through additional hanging baskets etc.
Natural space Rating: 2	There is no public natural space in the town centre and this has affected people's view of the town. Local groups try to combat this and soften the hard landscaping with planting. There was considerable support for increasing green space wherever possible to encourage social interaction, improve the environment and make the town safer.
Play and recreation Rating: 4	The cinema was the main attraction within this section and received a considerable number of positive comments. The lack of any outdoor play and recreation spaces in the town centre was noted and received support to address this.
Facilities and amenities Rating: 5	The services you would expect to find in a town centre can be found in Peterhead but there was considerable support for increasing the variety and quality of the offering.
Work and local economy Rating: 3	Work is generally low paid and low-skilled and the claimant count rate is high. However, businesses are reasonably confident about their future performance and some are looking to grow and invest in their premises. To encourage footfall and support existing businesses support for new starts-ups, utilising empty properties, and offering incentives would be welcomed.
Housing and community Rating: 3	The housing within the town centre currently is currently predominately flats and is the tenure expected within the town centre. Improvement to the streets and spaces around Longate would help to improve the town centre.
Social contact Rating: 5	Although Peterhead has a good number of places for people to meet there was considerable support received for increasing the range of events offered in the town centre. This perhaps will be partly resolved when the works currently happening in Drummers Corner.
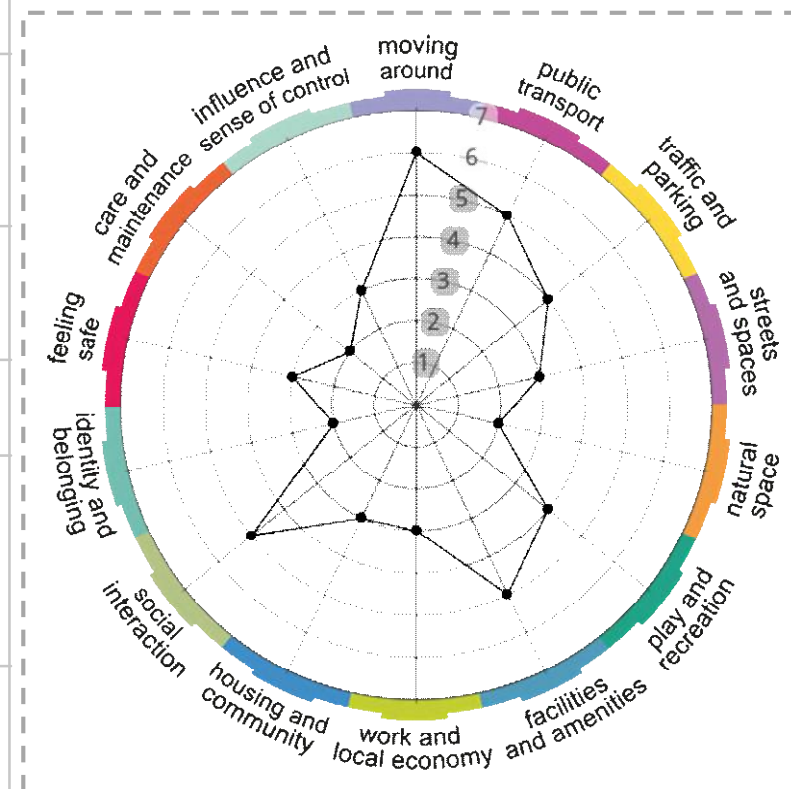
BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? Top 5 Highest and Lowest Scoring Categories

Community

Top 5 Highest Scoring Categories:

1. Farmers Market
2. Standard of Service in Shops
3. Café/ Restaurant Quality
4. Parking Space Availability
5. Ease of Getting Around

Top 5 Lowest Scoring Categories:

1. Attractiveness
2. Vibrancy During the Day
3. Vibrancy in the Evening
4. Variety of Shops
5. Care and Maintenance of Buildings

Business

Top 5 Highest Scoring Categories:

1. Standard of Service in Shops
2. Parking Space Availability
=3. Public Transport Links
=3. Ease of Getting Around
4. Farmers Market

Top 5 Lowest Scoring Categories:

1. Attractiveness
2. Care and Maintenance of Buildings
3. Parks and Green Spaces
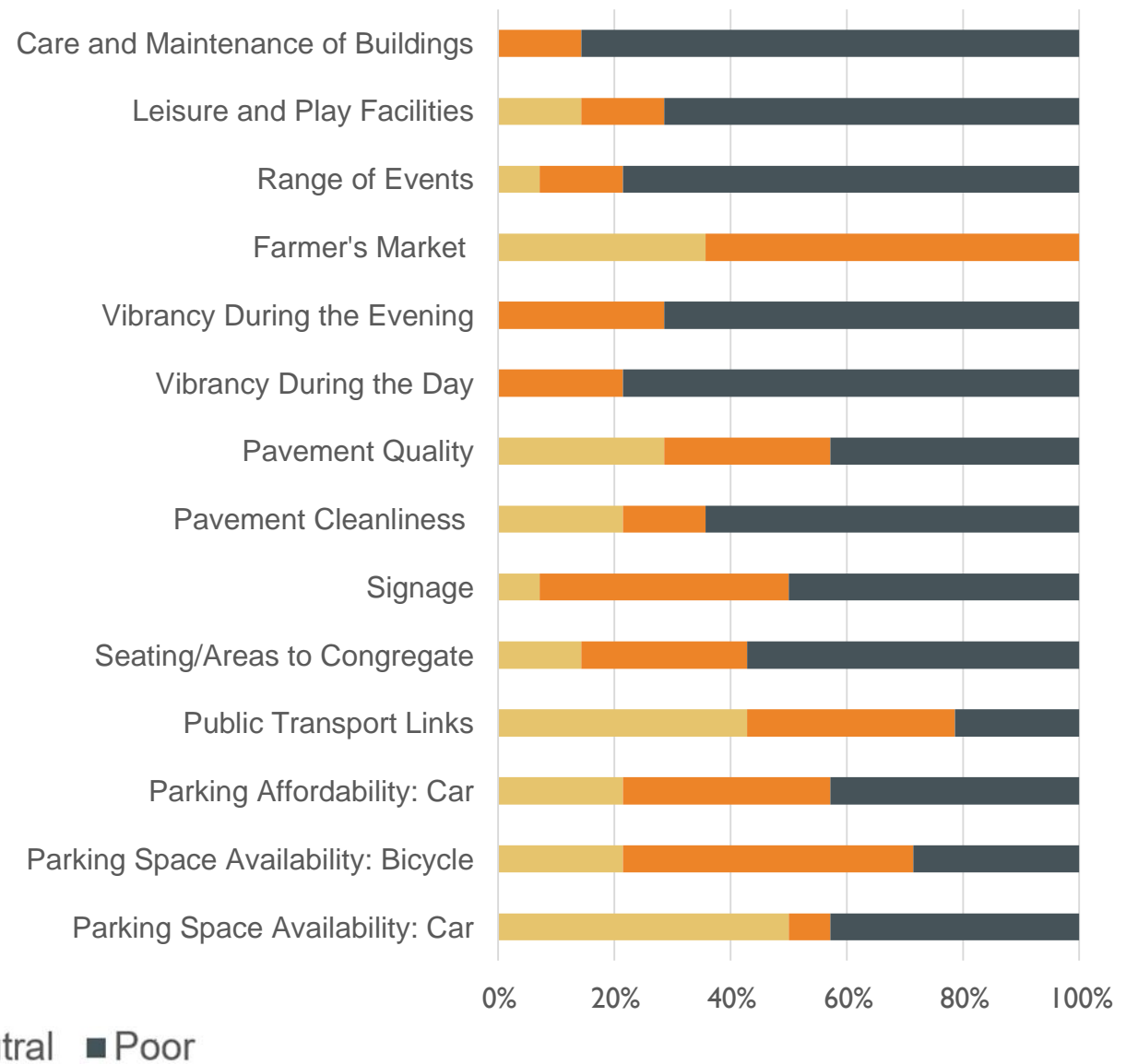=4. Vibrancy During the Day
=4. Variety of Shops

BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate?
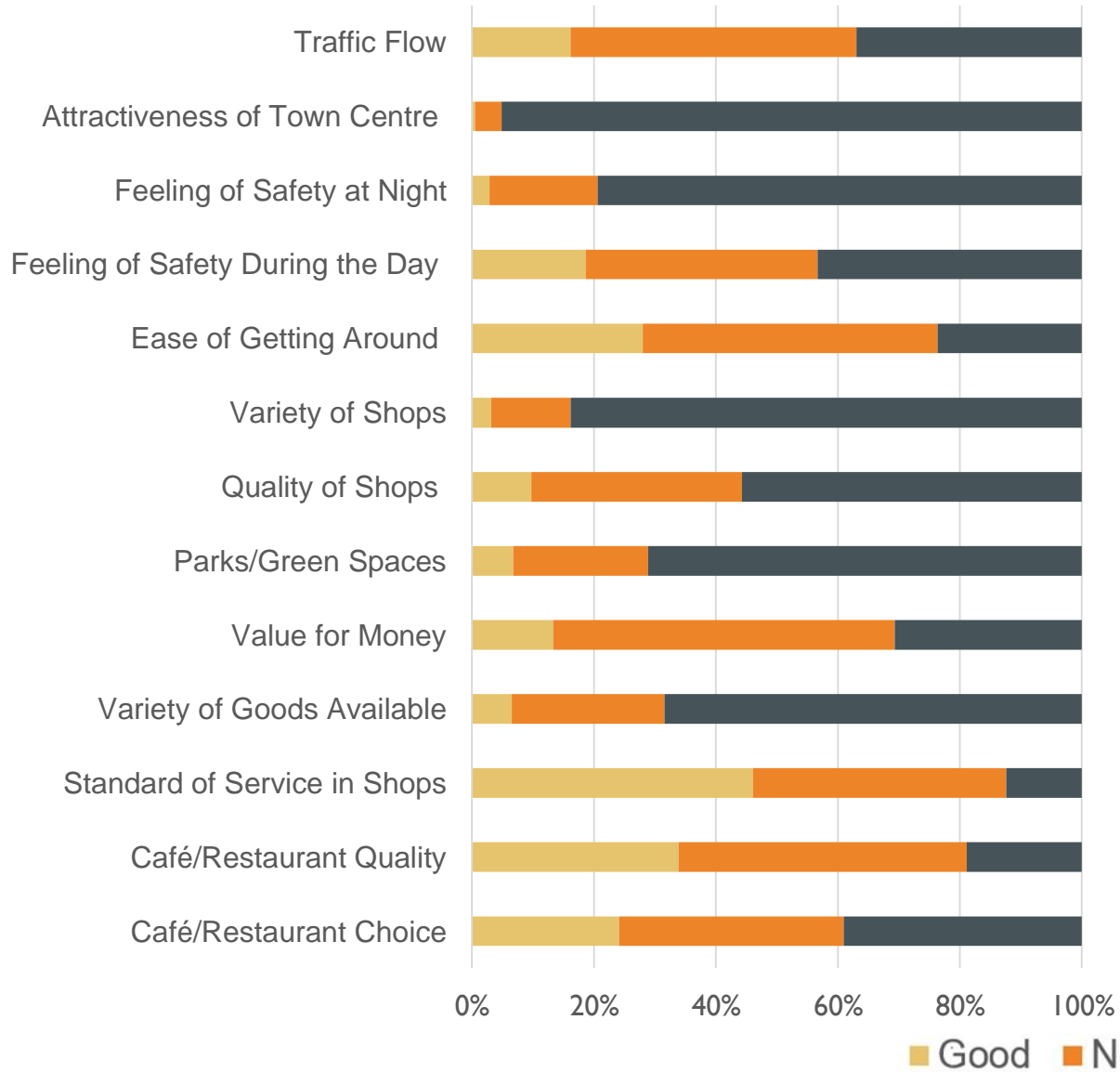
Community Responses:

Business Responses:

Good   Neutral   Poor

BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate?

Community Responses:

Business Responses:

Good | Neutral | Poor
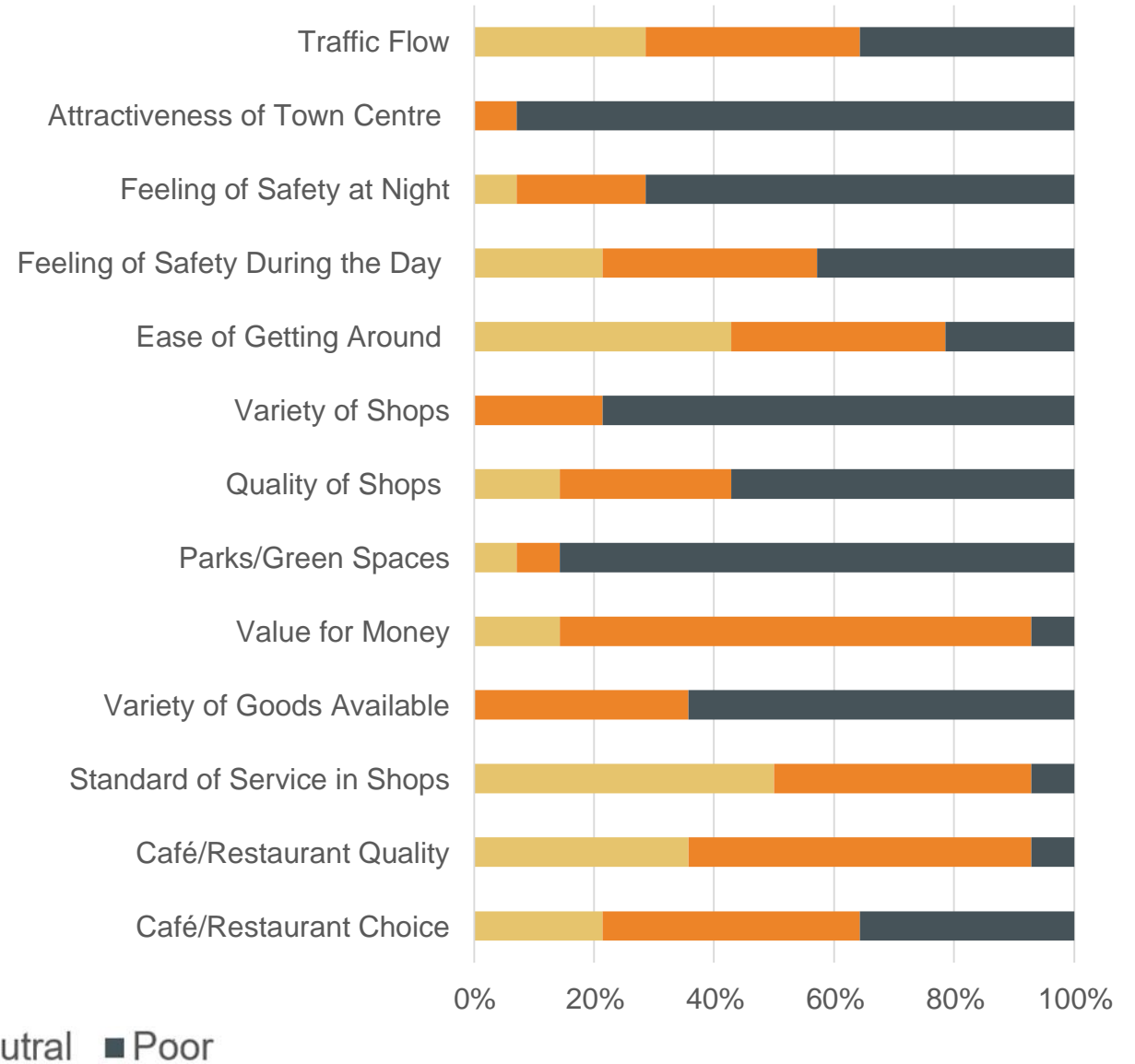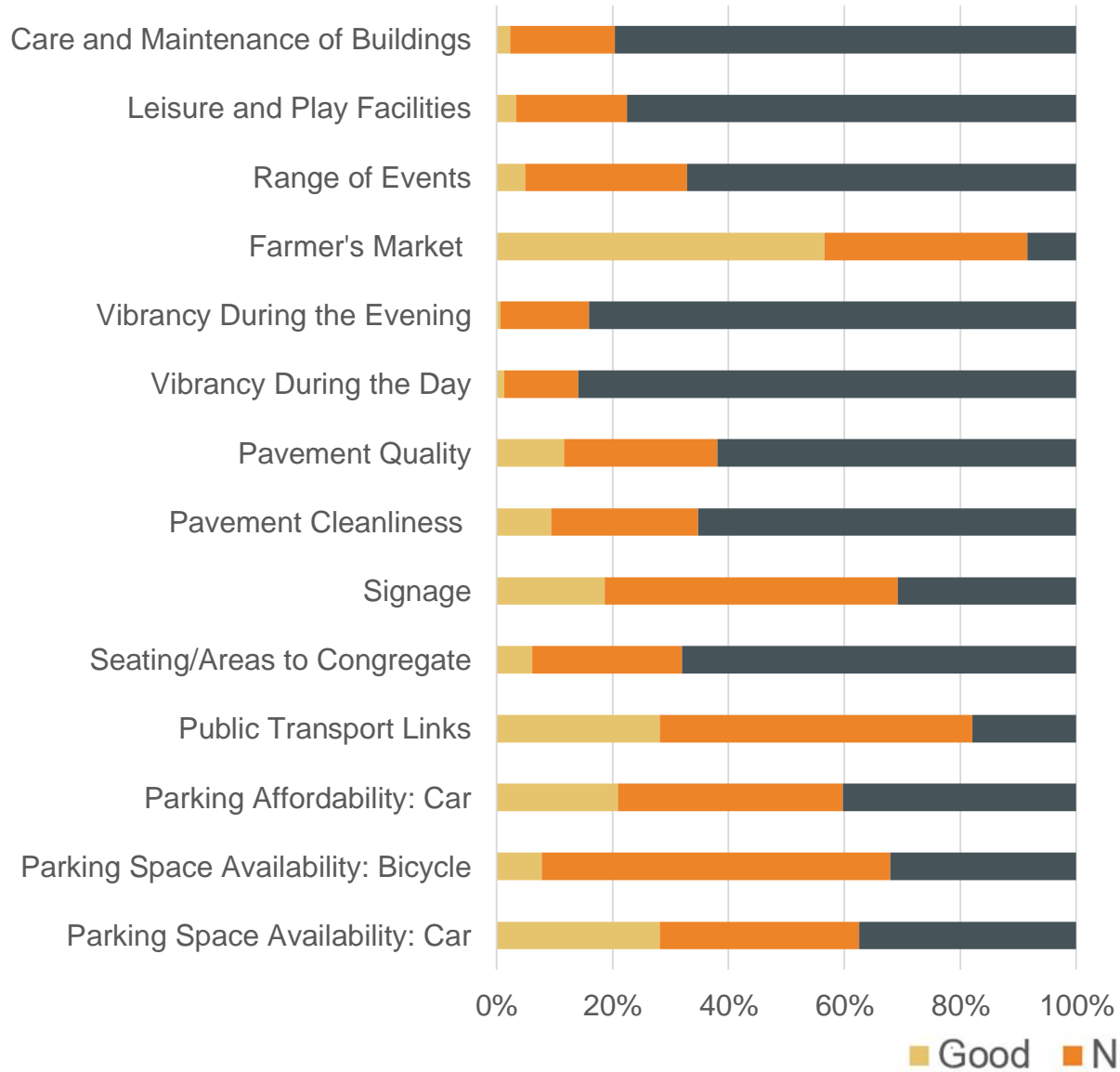
A PARTNERSHIP APPROACH:
WORKING TOGETHER FOR THE BENEFIT OF OUR TOWNS

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

Business and Community:

Lesley Forsyth, Rediscover Peterhead

Paula Massie, Peterhead Community Council

Shirley Cruickshank
Valerie Carle
Craig Ward

Accessibility Audit Volunteers: 4 adults

Partner Organisations:

Sergeant Mellis, Intervention Hub, Police Scotland

Elaine Bisset, VisitAberdeenshire

Council Teams:

Planning Information and Delivery

Community Learning and Development

Community Payback Unpaid Hours Service

Economic Development

Planning Policy

GIS Team

Buchan Area Office

Community Engagement and Equalities

Transportation

Customer and Digital Services

TOWN CENTRE HEALTH CHECK
SEPTEMBER 2021