



Aberdeenshire
COUNCIL



TOWN CENTRE HEALTH CHECK SEPTEMBER 2022

MACDUFF, 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.

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

WHY COMPLETE A HEALTH CHECK?

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

METHODOLOGY

TOWN CENTRE HEALTH CHECKS SHOULD:

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

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

DESK TOP RESEARCH

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

COMMUNITY SURVEY

For the principal town centres, the surveys are being conducted every two years as it is considered this would reduce the risk of 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 2021, shared via a press release, advertised on the Council's Social Media and emailed to relevant groups to advertise further. The survey asked questions on several different topics and provided respondents the opportunity to identify what improvements they would like to see to the town centre. The survey was open for three weeks and received 121 responses. A summary of the responses received can be seen on page 39.



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

For the principal town centres, the surveys are being conducted every two years as 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 2021 and was shared via relevant groups for completion. Several topics were questioned, including the impact that the COVID-19 pandemic has had on businesses. 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 3 responses. A summary of the responses received can be seen on page 39.

FOOTFALL AND TRAFFIC COUNTS

The footfall count was completed at two locations throughout the town centre to gain information on the vitality at different times of the day. Four time slots were selected to gain information of the vibrancy in the morning, afternoon and evening. The counts were completed for 15-minute periods on a weekday and weekend to try and gain an insight into the number of people moving around the town centre. These footfall counts were a team effort and carried out by Aberdeenshire Council Officers and members of the community. In response to feedback received following the Town Centre Health Checks in 2021, traffic counts were also added to 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.

ACCESSIBILITY AUDIT

During the 2021 survey, 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, assessing footway surfaces and obstructions, facilities and signage, maintenance and enforcement, personal security, crossing points and access to buildings. The survey took place on a dry but cold day over two hours. The results from the 2021 accessibility audit were reviewed as part of the survey this year and relevant points updated as necessary. The merits in revisiting the accessibility audit for the principal town centres will be considered in the future to determine the frequency in which they are carried out as part of the Town Centre Health Checks.

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: From the 2021 surveys, the overwhelming majority of those who used the town centre felt negatively towards it. Many respondents expressed a belief that there was no town centre due to the lack of services and amenities that you would expect to see. This was highlighted in the comments where the decline was seen most strongly in the maintenance of buildings, the lack of retail choice and general feel and vibrancy of the town. However, there was also a sense of pride in the heritage and geographical location of Macduff. There was some recognition that change was starting to happen and that there was potential to reverse the decline by utilising the towns assets. Community spirit was rated poor or very poor by 60% of community respondents.

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

Source: Understanding Scottish Places, Undiscovered Scotland

IDENTITY & BELONGING

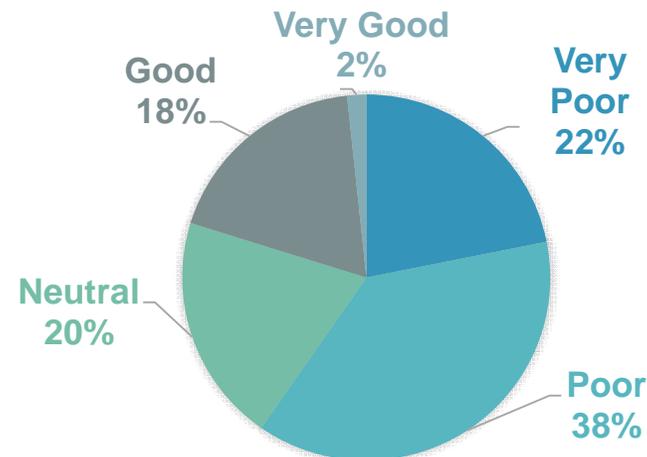


How Do You Feel About Macduff Town Centre?



6%	Community	94%	Community
0%	Businesses	100%	Businesses

In Your Opinion, Community Spirit In The Town Centre Is?



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

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

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

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

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

"Positive because it has great potential."

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

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

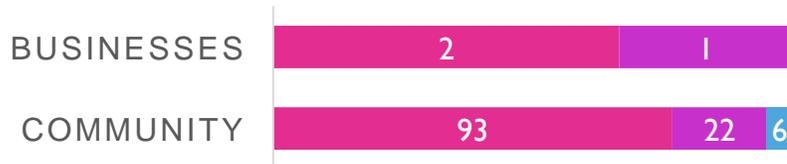
Business and Community Survey, September 2021

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

Observations: Safety during the day was the most positive rated category by both businesses and visitors to the town in the surveys in 2021. Safety during the evening was also rated good, but with the same number of neutral responses. This perhaps indicates that less people go into the town centre at night. Very few comments were received on safety which coupled with the ratings, which perhaps demonstrates that people were less concerned about this than some other indicators. Lighting is functional and distributed throughout the town centre. There is no town centre wide CCTV system in place.

HOW WOULD YOU RATE: SAFETY DURING THE DAY?

■ Good ■ Neutral ■ Poor



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

FEELING SAFE



Key Safety Features:



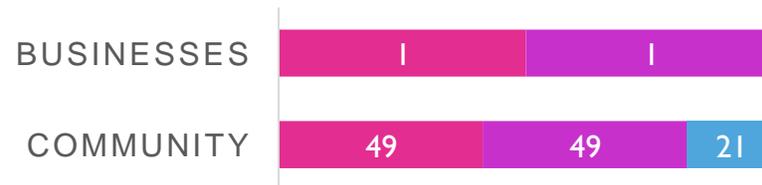
Lighting columns are functional in their design and appear well maintained



No central CCTV system in place

HOW WOULD YOU RATE: SAFETY DURING THE EVENING?

■ Good ■ Neutral ■ Poor



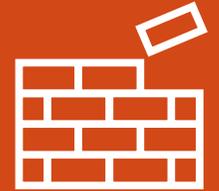
"It is a clean town, low crime..."

"Since the lights were changed to the new lights some streets/ lanes are dark and I feel unsafe walking there. The pavement is not lit up and there's a car parked no light hits the pavement... Parking of cars/ vans on pavements is becoming an issue - pavements are for walking on, and I often have to go off pavement onto the road to get past, this is not safe..." Business and Community Survey, September 2021

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

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



Memorial Garden



Duff Street



Duff Street

Observations: There are a number of vacant units within the town centre which are in relatively poor condition which detract from the overall appearance of the town centre. The topic was overwhelmingly scored negatively by the community and businesses in the 2021 surveys and was rated within the bottom five topics in both surveys. Some of the vacant buildings also have the windows boarded up which results in the area looking neglected.

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

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

HOW WOULD YOU RATE: CARE & MAINTENANCE OF BUILDINGS?

■ Good ■ Neutral ■ Poor



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

"Radical improvements in maintenance and tidiness are required."

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

"Some of the properties are dangerously run down."

People's views about their local area should be heard. Having a voice in decision making and feeling able to make changes can help to build stronger communities and better places. Having a sense of control can make people feel positive about their lives.

INFLUENCE & SENSE OF CONTROL



Town Centre Groups	Banff and Macduff in Bloom	Banffshire Business Forum	Banff & Macduff Community Council	Observations: The Banff & Macduff Community Council was recently re-established (August 2022) and by next year's surveys it may become a group which is recognised by the wider community. The recently formed Business Forum is a useful addition to the town and the In Bloom group work hard to enhance and maintain greenery in the town centre. Town projects are supported by Aberdeenshire Council and cross-sector working through the Regeneration Partnership. Awareness of groups is low so greater promotion could be considered.
Legal Status	Voluntary Group	Constituted Group	Community Council	
Membership	Volunteer committee and helpers	Businesses from the Banff, Macduff and wider Banffshire area (AB44, AB45)	The community; 13* Members	
Responsibilities	Community project to enhance the main areas of Banff and Macduff with floral display. The group look after the hanging baskets and tubs across the towns.	Banffshire Business Forum was formed in 2020 to bring together the local business communities in the area. It offers a local business support network and promotes local spend. All business owners in the area are invited to join. Committee meetings are held monthly. The Forum hosts a programme of events and networking opportunities throughout the year. Supporting projects such as Fiver Fest, the Love Banff and Macduff website and the Scotland Loves Local Gift Card.	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	Banff and Macduff in Bloom	Banffshire Business Forum	Banff & Macduff Community Council	

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

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

Business and Community Survey, September 2021

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

The word cloud (right) shows survey responses from 2021, when asked to name town centre groups, with Banff and Macduff in Bloom (6), Men's Shed, Community Council and the Phoenix Fund (all 4) receiving the most.

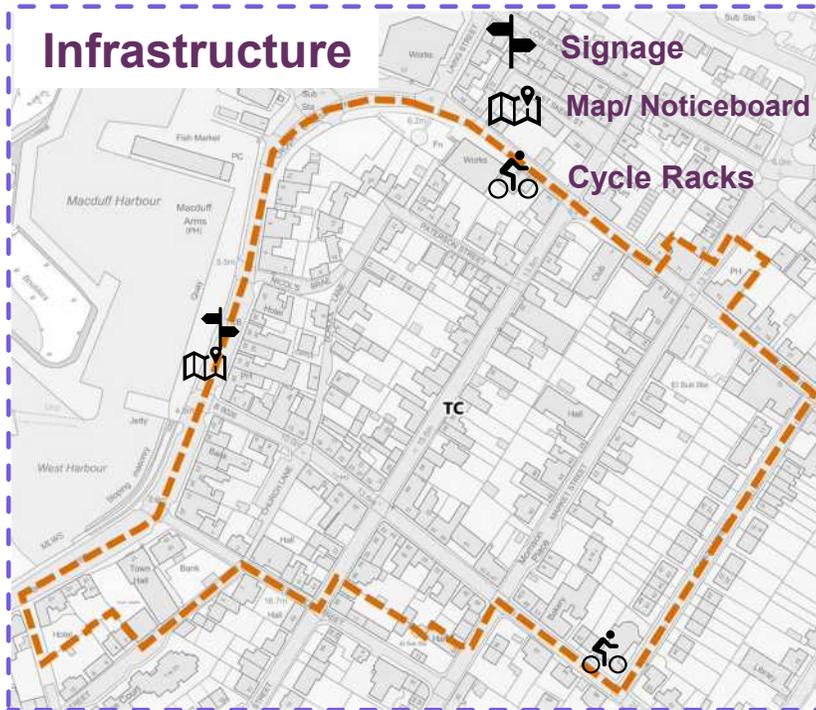
[Christmas Lights Group](#) [Friends of Tarlair](#)
[Men's Shed](#) [Market Street Hall](#) [Community Cafe](#)
[Banff and Macduff in Bloom](#)
[Community Council](#) [Library Knitting Group](#)
[Phoenix Fund](#) [Regeneration Partnership](#)

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

MOVING AROUND



Observations: The town centre is shared by vehicles and pedestrians. The survey respondents from 2021 gave getting around the town centre a neutral response overall, but with more good ratings than poor. Signage is limited to Shore Street and was rated neutral overall but with more poor than good ratings. It is acknowledged that a damaged fingerpost sign on Shore Street has been removed. Issues for those getting around the town centre were around the priority of vehicles over other forms of active travel. With cycling particularly poorly catered for in the town with just one parking facility at the top of Duff Street. This was recognised by the number of poor ratings.



“Not cycle friendly because of the domination of cars.”

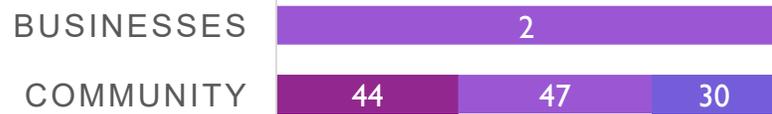
“Footpaths are narrow, two people can't pass and at least one has to go on the road or around parked cars. Not cycle friendly because of the domination of cars and not friendly to those that need mobility scooters.”

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

“Choose to design streets for cyclists and pedestrians rather than cars.”
Business and Community Survey, September 2021

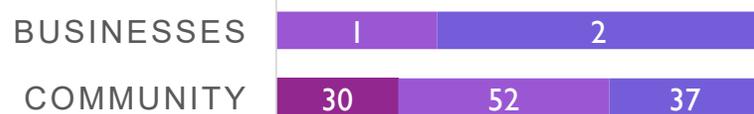
HOW WOULD YOU RATE: GETTING AROUND THE TOWN CENTRE?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: SIGNAGE?

■ Good ■ Neutral ■ Poor



Images (Left to Right): Signage to facilities outwith town centre, Crook O'Ness Street; Cycle rack, Duff Street; Town Map, Shore Street.

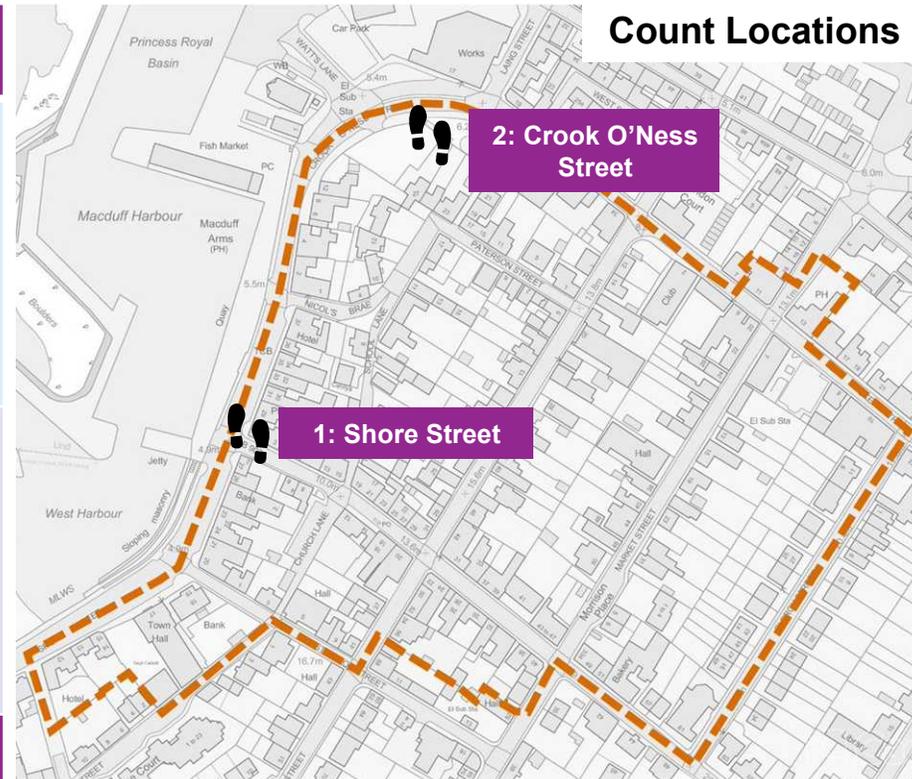
HOW WOULD YOU RATE: CYCLE PARKING?

■ Good ■ Neutral ■ Poor



MOVING AROUND: FOOTFALL SURVEY

Day	Time	Location 1	Location 2	Hourly Total	Overall Total
Wednesday 	09:30	20	15	35	88
	11:30	11	8	19	
	14:30	15	7	22	
	18:00	10	2	12	
Saturday 	09:30	23	2	25	67
	11:30	20	1	21	
	14:30	12	5	17	
	18:00	3	1	4	
Totals		114	41	155	



Count Locations

Footfall is a measure of the vitality of the town centre and can be directly linked to economic activity. Pedestrian counts were undertaken on Saturday 17th and Wednesday 28th September 2022 for a duration of 15 minutes, four times a day, in two locations.

The pedestrian count findings showed the highest footfall count was recorded at Shore Street on Saturday morning (23 people). It was also the busiest count point in general over the course of the surveys. The footfall totals are similar to those last year, although the evenings were generally quieter this year.

HEADLINES

Busiest Location: Shore Street
Busiest Time: 09:30
Busiest Day: Saturday

Quietest Location: Crook O'Ness Street
Quietest Time: 11:30/ 18:00
Quietest Day: Saturday

MOVING AROUND: ACCESSIBILITY AUDIT 2021



Participants were recruited from the local community to undertake a survey to identify the effect of roads, pavements and the general streetscape on people who use the town centre in order to identify barriers to moving around and enhancement opportunities to improve connectivity, attractiveness and safety.

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

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

The survey took place on Friday 15th October 2021, 13:00 – 15:00. The weather was dry but cold.

ACCESSIBILITY AUDIT 2021

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

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



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

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

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

“Seating area on Duff Street is only accessible by steps.”

“Yellow lines are well maintained in Macduff.”



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

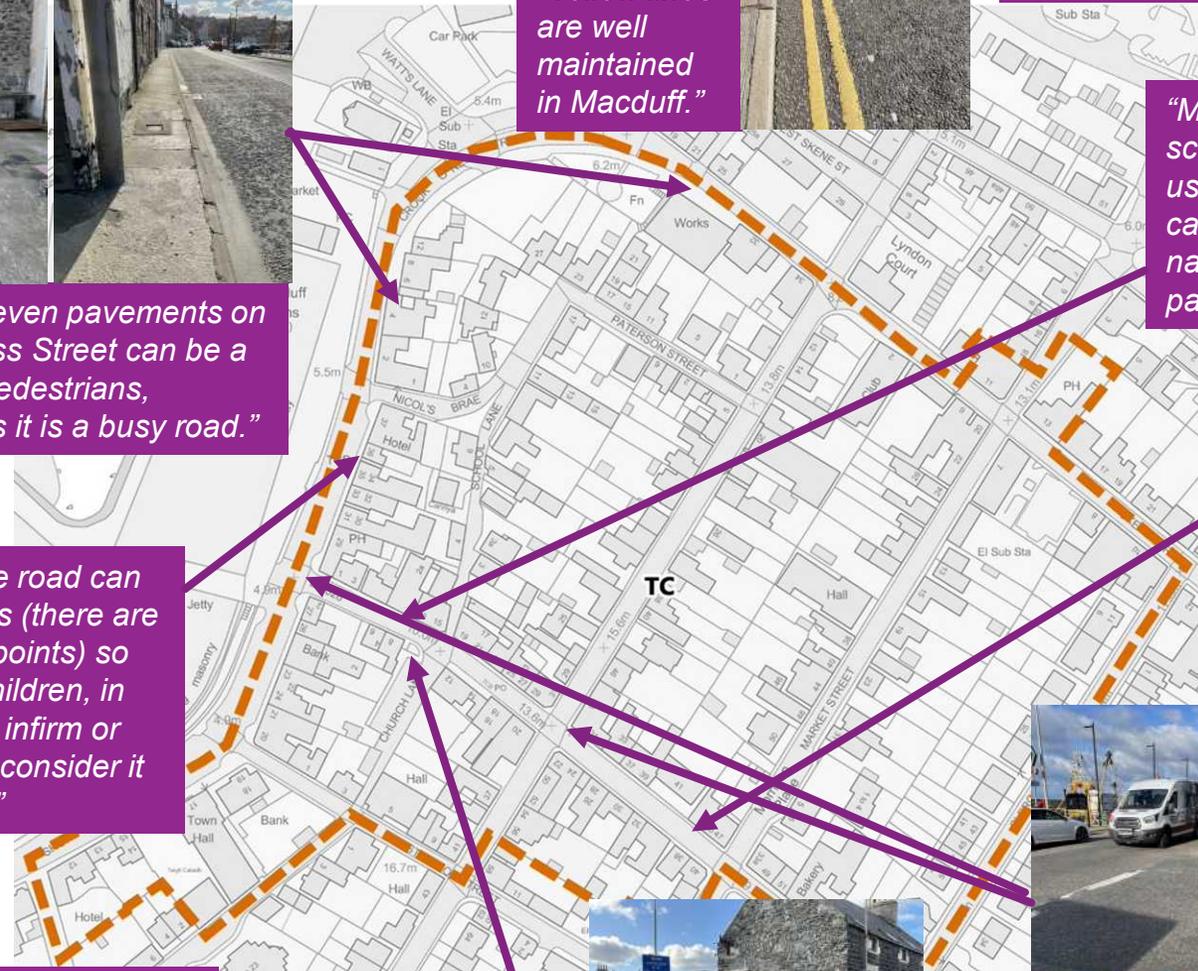
“Mobility scooter users cannot use narrow pavements.”



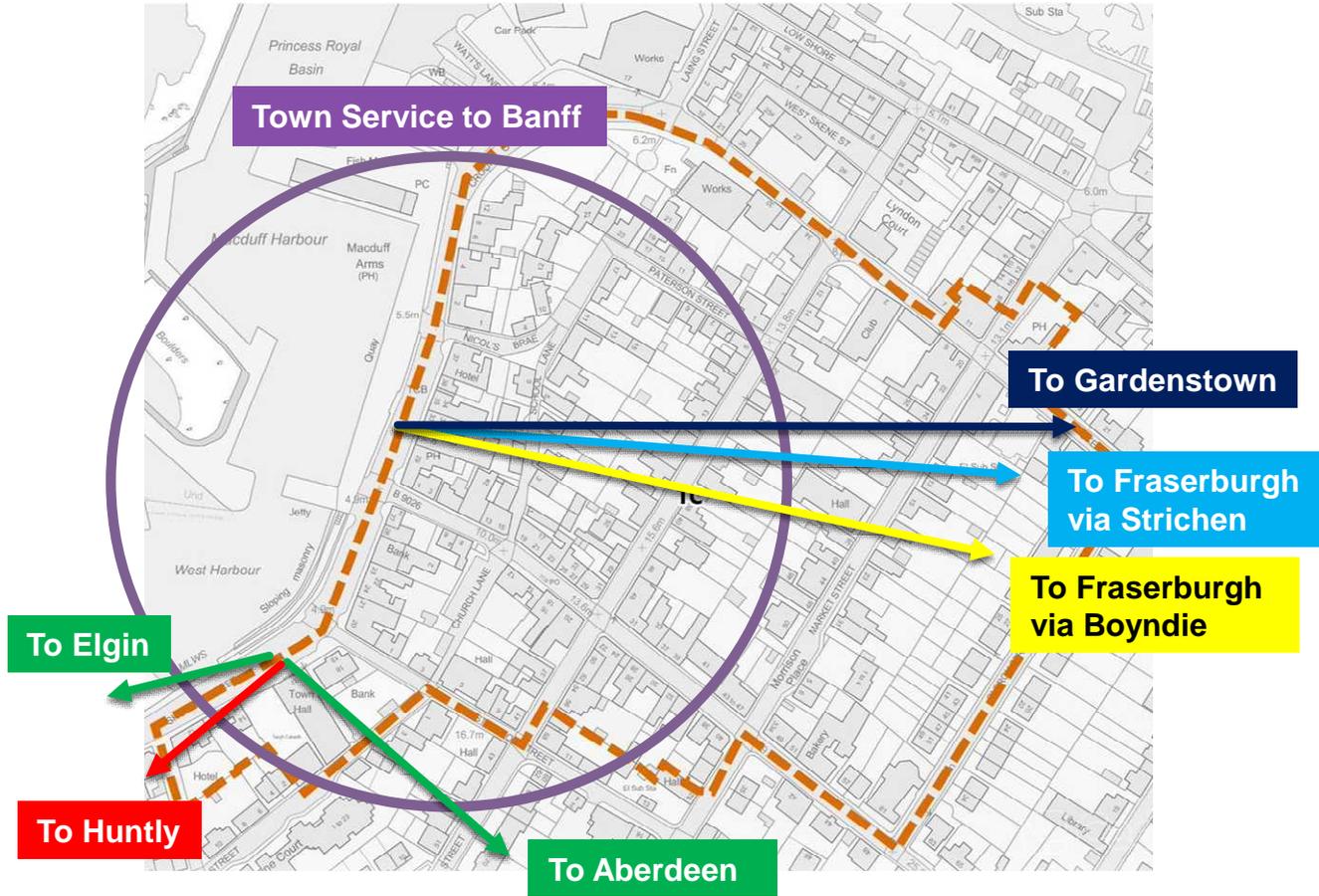
“Cracked pavements on Duff Street.”



“Tactile paving is missing at all junctions along Duff Street.”



PUBLIC TRANSPORT ROUTES



Key:

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

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

Route (all from Shore Street)*	Frequency (per week day)	Fastest Journey Time	Earliest Travel Time	Latest Travel Time	Cost (Single Standard Ticket)
Bus to Aberdeen (35)	25	1hr 53mins	04:24	21:43	£11.50
Bus to Elgin (35)	15	1hr 55mins	05:46	22:36	£11.50
Bus to Fraserburgh (272)	2	50mins	11:02	15:02	£9.00
Bus to Huntly (301)	3	1hr	07:25	14:55	£6.80
Bus to Banff (300 Town Service)	10	5mins	08:45	17:35	-
Bus to Fraserburgh (271)	2	42mins	07:40	17:20	-
Bus to Gardenstown (273)	5	22mins	09:21	17:40	-

* Correct at time of survey

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: Shore Street.

HOW WOULD YOU RATE: TRAFFIC FLOW?

■ Good ■ Neutral ■ Poor



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

“There needs to be improvement with the traffic flow on the A98.”

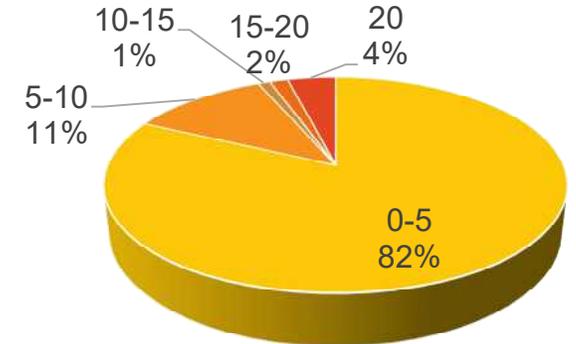
“Consider one way traffic for the lower part of Duff Street.”

Business and Community Survey, September 2021

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

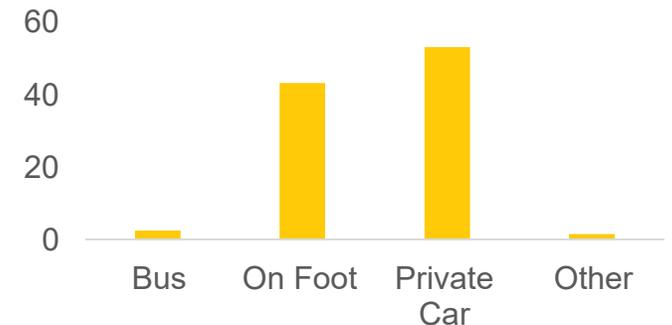
There is also a good mix of people using the town centre by foot and by private car with nearly an even split which will help with the availability of car parking.

Distance Travelled to Use the Town Centre (Miles)



Source: Community Survey September 2021

How would you generally travel to the town centre:



Source: Community Survey September 2021

MOVING AROUND: TRAFFIC SURVEY

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		5:45pm-6:00pm		Total number of Vehicles
Wednesday	Location 1	Car	123	Car	93	Car	132	Car	95	584
		Buses	2	Buses	6	Buses	4	Buses	3	
		Lorries	4	Lorries	15	Lorries	6	Lorries	7	
		Vans	21	Vans	23	Vans	26	Vans	18	
		Taxis	0	Taxis	1	Taxis	2	Taxis	1	
		Bicycles	0	Bicycles	0	Bicycles	0	Bicycles	0	
		Other	1	Other	0	Other	1	Other	0	
	Location 2	Car	56	Car	78	Car	96	Car	61	401
		Buses	1	Buses	2	Buses	4	Buses	0	
		Lorries	6	Lorries	11	Lorries	2	Lorries	3	
		Vans	10	Vans	31	Vans	19	Vans	14	
		Taxis	0	Taxis	2	Taxis	0	Taxis	1	
		Bicycles	0	Bicycles	0	Bicycles	0	Bicycles	1	
		Other	2	Other	0	Other	1	Other	0	
Hourly Totals (all traffic):		226		262		293		204		985



Image: Shore Street.

MOVING AROUND: TRAFFIC SURVEY

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		5:45pm-6:00pm		Total number of Vehicles
Saturday	Location 1	Car	77	Car	99	Car	122	Car	93	520
		Buses	1	Buses	2	Buses	3	Buses	1	
		Lorries	4	Lorries	1	Lorries	0	Lorries	0	
		Vans	22	Vans	19	Vans	18	Vans	4	
		Taxis	4	Taxis	0	Taxis	0	Taxis	2	
		Bicycles	0	Bicycles	0	Bicycles	0	Bicycles	0	
		Other	44	Other	3	Other	1	Other	0	
	Location 2	Car	79	Car	85	Car	102	Car	84	445
		Buses	1	Buses	1	Buses	3	Buses	2	
		Lorries	4	Lorries	1	Lorries	1	Lorries	1	
		Vans	23	Vans	23	Vans	12	Vans	10	
		Taxis	3	Taxis	0	Taxis	0	Taxis	2	
		Bicycles	0	Bicycles	0	Bicycles	0	Bicycles	0	
		Other	1	Other	3	Other	2	Other	2	
Hourly Totals (all traffic):		263		237		264		201		965

HEADLINES

Busiest Location: Shore Street
Busiest Time: 14:15
Busiest Day: Wednesday

Quietest Location: Crook O'Ness Road
Quietest Time: 09:45
Quietest Day: Wednesday

Observations: Vehicle counts were undertaken on Saturday 17th and Wednesday 27th September 2022 for a duration of 15 minutes, four times a day, in two locations. These give information on the number of cars that are passing through the town centre. It cannot 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 vehicle numbers were fairly consistent between the two count locations within the town but location one, Shore Street junction was generally just slightly higher than the location at Crook O'Ness Road.

TRAFFIC & PARKING

CAR PARKING AFFORDABILITY AND AVAILABILITY

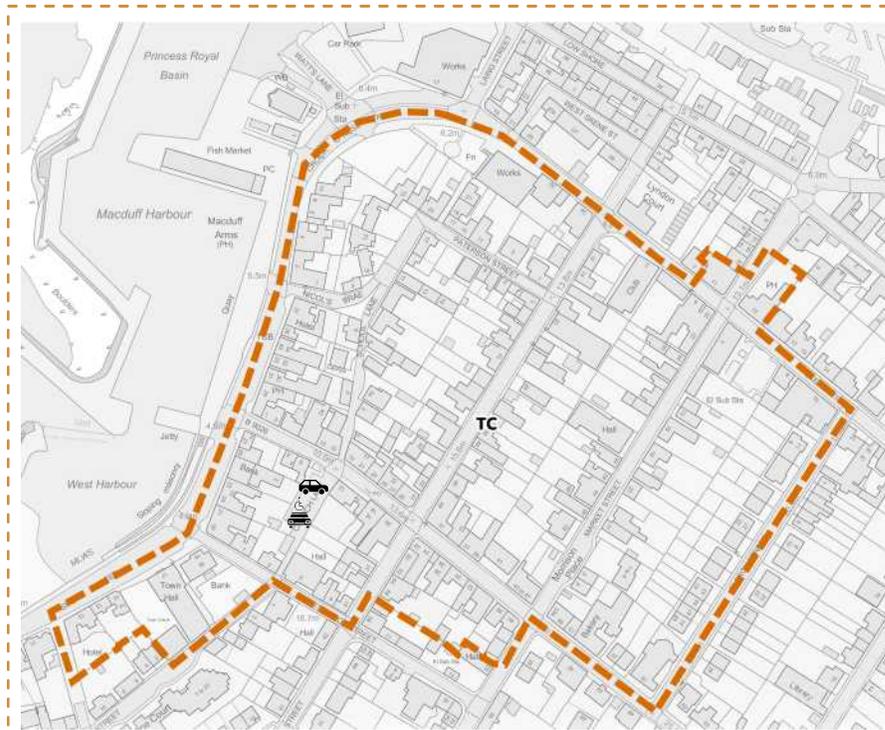
HOW WOULD YOU RATE: PARKING AFFORDABILITY?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: PARKING AVAILABILITY?

■ Good ■ Neutral ■ Poor



Free Parking



Disabled Spaces

“Need more parking facilities.”

“Better parking is needed.”

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

“Lack of parking will not encourage new business to the town.”

“Parking is fine.”

Business and Community Survey, September 2021

Observations: A large number of comments were received to the 2021 community and business surveys in relation to wanting to see additional parking within the town centre.

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

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

0 No. of Paid Spaces

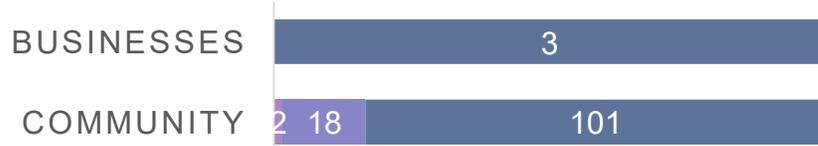
1 No. of Disabled Spaces

0 No. of EV Charging Spaces

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

HOW WOULD YOU RATE: ATTRACTIVENESS OF TOWN?

■ Good ■ Neutral ■ Poor



Observations: The topic of the attractiveness of the town received a negative response to the 2021 business and community surveys. The topic was rated within the bottom five of all topics surveyed.

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

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

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

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

Business and Community Survey, September 2021

STREETS & SPACES

ATTRACTIVENESS OF TOWN CENTRE



Attractive Harbour Setting



Run down Building, Duff Street

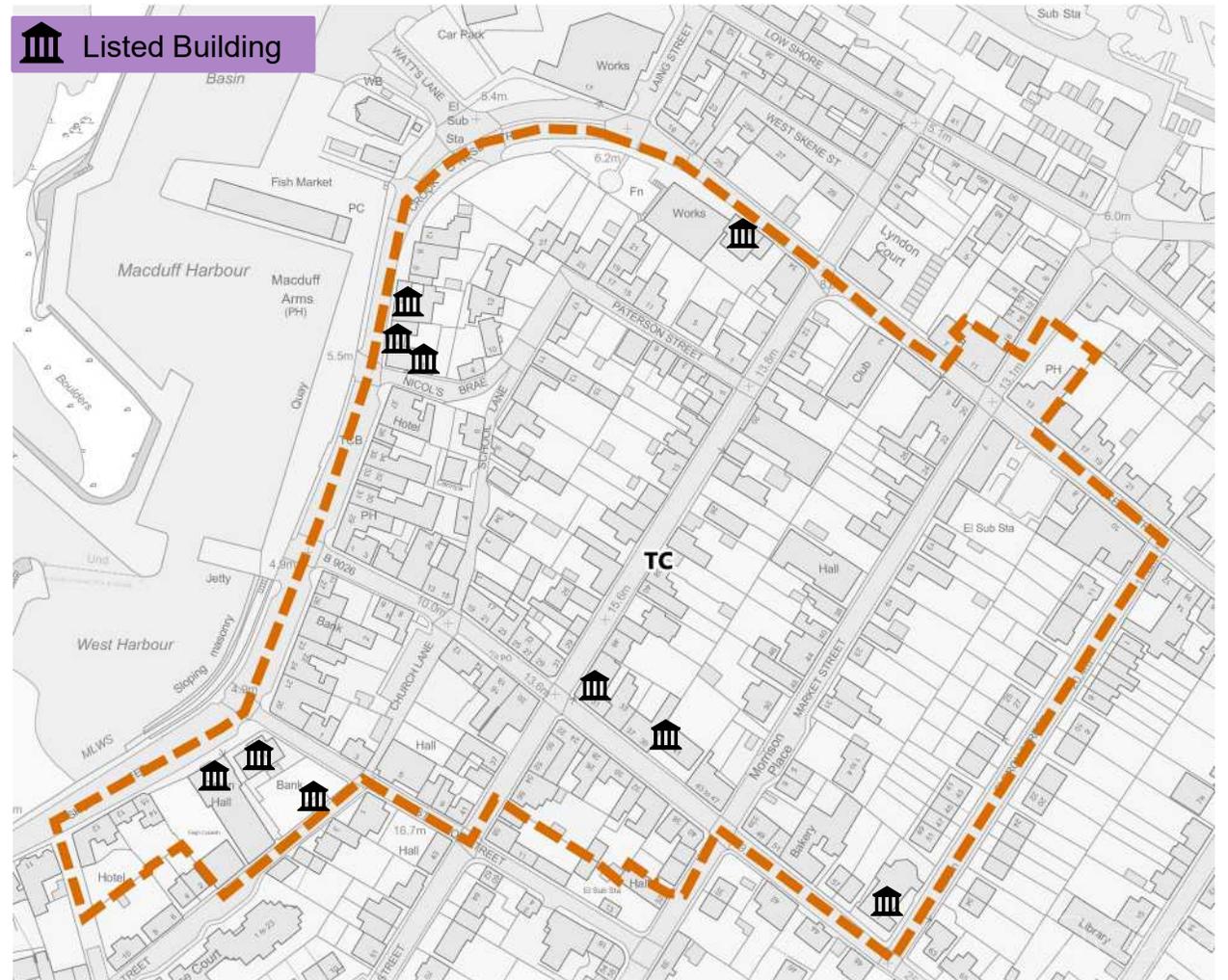
STREETS & SPACES: HISTORIC ENVIRONMENT

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

There is a bit of a mix in upkeep of the buildings within Macduff Town Centre and maintenance should potentially be considered to ensure that the condition of the buildings doesn't worsen. One factor that would help a number of the buildings is gutter clearing to ensure that there is no vegetation in the guttering.



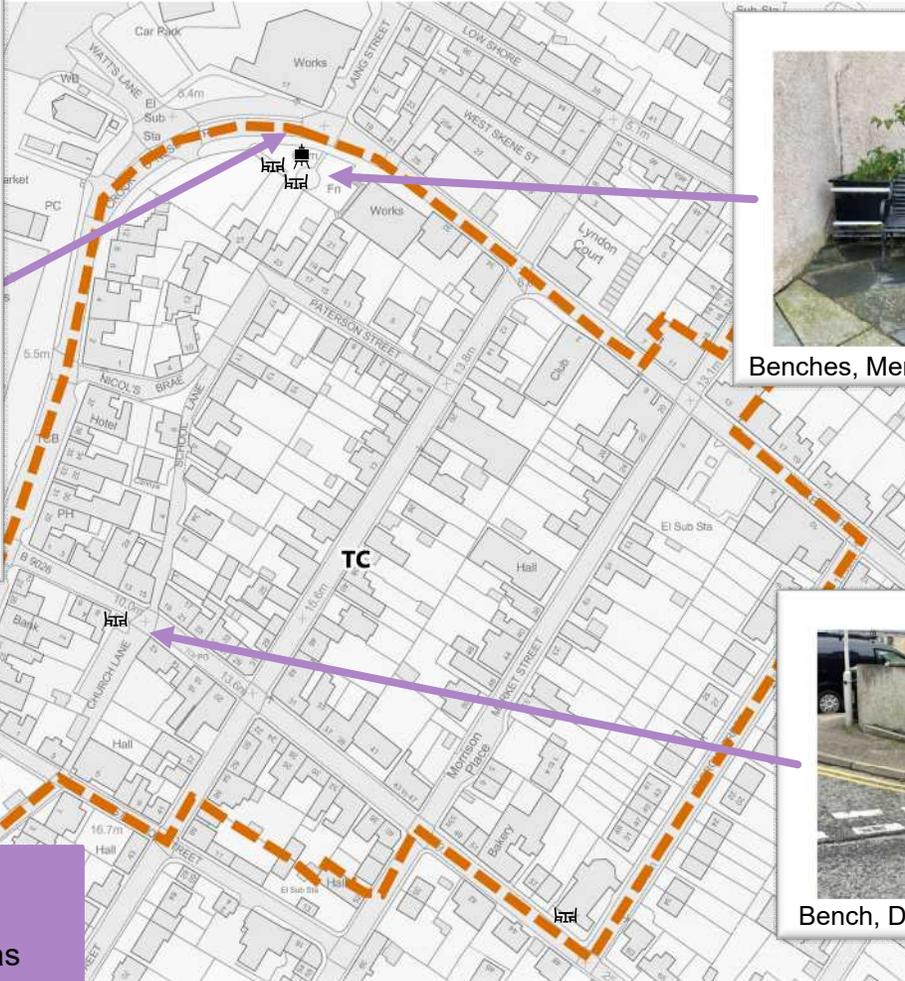
Images (Left to Right): Macduff Arts Centre and Craigdhu, both Duff Street.



STREETS & SPACES: SEATING AND PUBLIC ART



Public Art, Memorial Garden



Benches, Memorial Garden



Bench, Duff Street

 Public Art
 Seating Areas

HOW WOULD YOU RATE: SEATING/ AREAS TO CONGREGATE

■ Good ■ Neutral ■ Poor

BUSINESSES	3		
COMMUNITY	8	38	71

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

“There needs to be more seats within the town centre.”

“Create an attractive seating area at the bottom of Duff Street.”

“There should be art installations - sculpture or others - to brighten the town.”

“There is no public art within the town centre.”

Business and Community Survey, September 2021

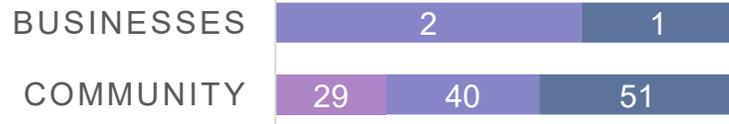
Observations: There is limited seating and public art in Macduff Town Centre and this was reflected through the comments received to the 2021 surveys. The topic of seating was also rated within the bottom five of all topics in the business survey.

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

STREETS & SPACES: PAVEMENTS

HOW WOULD YOU RATE: PAVEMENT CLEANLINESS?

■ Good ■ Neutral ■ Poor



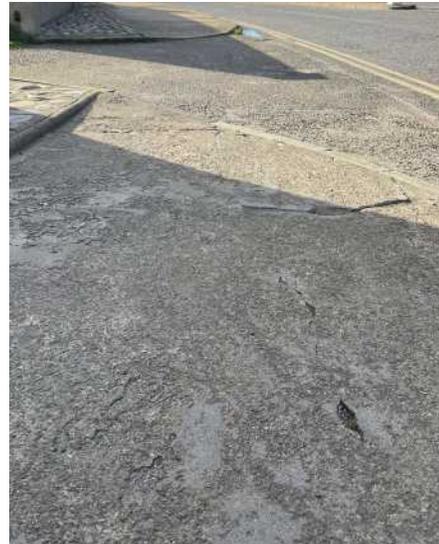
“Pavements often have rubbish on them.”

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

Business and Community Survey, September 2021

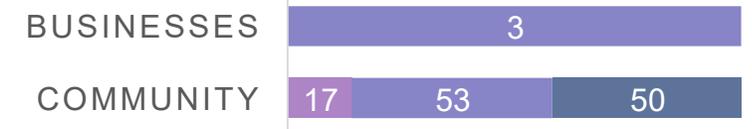
Observations: The condition of the pavements was something that was commented on through the 2021 surveys noting that overall the pavements within the town centre are poor. Cracks in the pavement and uneven surfaces were noted during the site visit.

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



HOW WOULD YOU RATE: PAVEMENT QUALITY?

■ Good ■ Neutral ■ Poor



“Need to redo the pavements.”

“Pavements are bumpy.”

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

“The pavements need sorted.”

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

“Need to make the pavements fit for purpose.”

Business and Community Survey, September 2021

“The empty shops should be used in some way.”

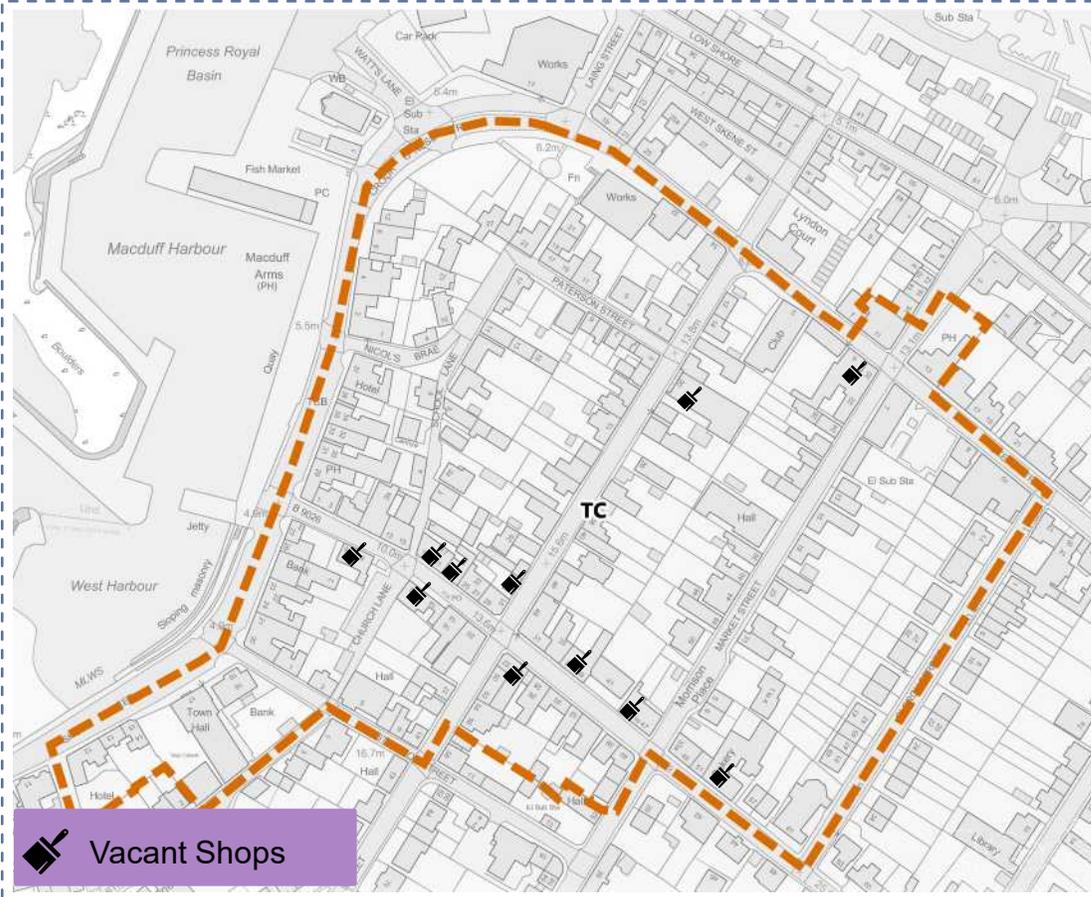
“Convert empty and boarded up shops into houses.”

“Get the empty shops done up and filled again with businesses.”

“Do something to improve the look of the empty buildings.”

Business and Community Survey, September 2021

STREETS & SPACES: VACANT RETAIL UNITS



Images (Top left and Clockwise): All Duff Street.

Observations: The number of vacant units is something that was highly commented on through both the 2021 community and business surveys. The majority of comments noted there were far too many vacant units within the town centre. The vacancy rate has slightly increased since 2021 to 32% and this should continue to be monitored so that trends can be analysed.

The condition of these buildings was also something that attracted a large number of comments within the 2021 surveys.

Vacant Retail Units:

11 Vacant Units in the town centre

32% Vacancy Rate at time of survey

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

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

HOW WOULD YOU RATE: PARKS & GREEN SPACES?

■ Good ■ Neutral ■ Poor

	Good	Neutral	Poor
BUSINESSES	1	1	1
COMMUNITY	33	38	50

NATURAL SPACE



The town centre boundary is on the harbour front



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



Planters at the bus stop



This small seating area on Duff Street has planters



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

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

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

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

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

Business and Community Survey, September 2021

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

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

PLAY & RECREATION



Observations: Macduff has no play and recreation sites within the town centre itself, and this is reflected in the survey responses. Comments received to the 2021 survey focused on a lack of opportunities for young people and a desire to see more play facilities in the town centre. Additionally, there are a number of play/leisure facilities within one mile of the town centre.

HOW WOULD YOU RATE: LEISURE AND PLAY FACILITIES?

■ Good ■ Neutral ■ Poor

BUSINESSES	1	2	
COMMUNITY	21	43	53

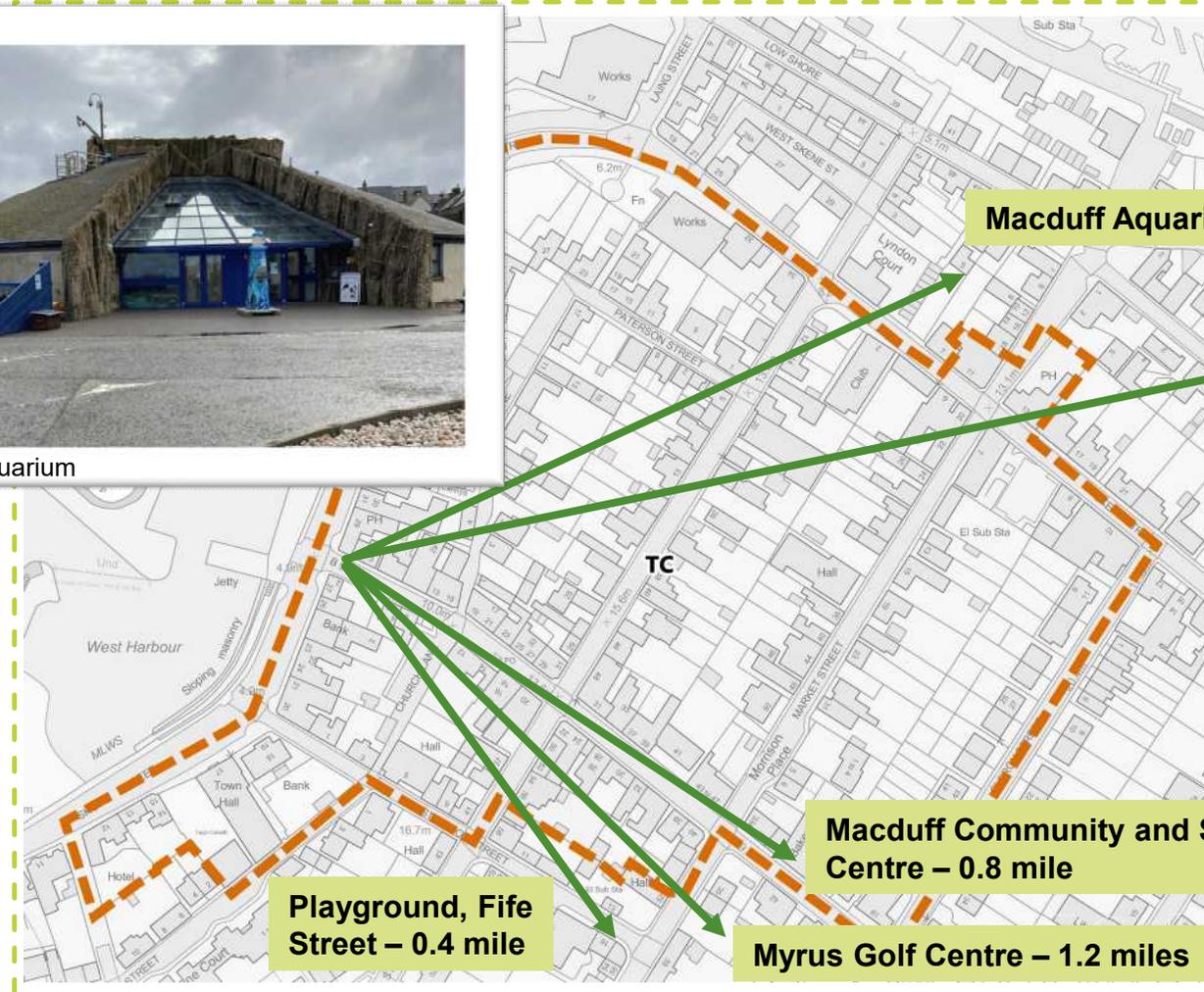
“Large play park with a sitting area would be beneficial.”

“There are no play facilities within the town centre.”

Business and Community Survey, September 2021



Macduff Aquarium



Macduff Aquarium – 0.3 mile

Royal Tarlair Golf Club – 0.7 mile

Macduff Community and Sports Centre – 0.8 mile

Playground, Fife Street – 0.4 mile

Myrus Golf Centre – 1.2 miles

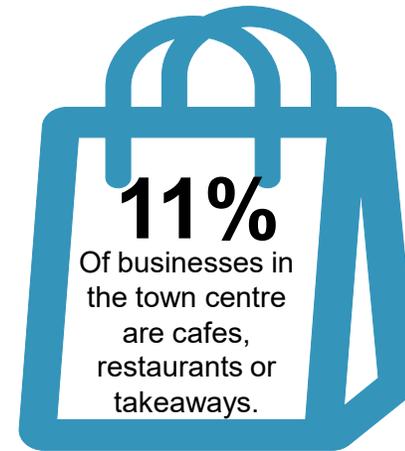
FACILITIES & AMENITIES: RETAILER REPRESENTATION

Retailer Representation

60% of businesses in the town centre are independent retailers

32% of businesses in the town centre are Class 1: Shops

14% of businesses in the town centre are Class 2: Financial, Professional and other services



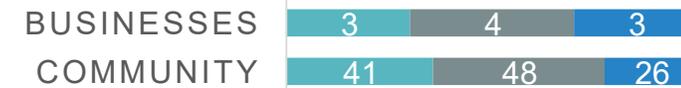
HOW WOULD YOU RATE: VARIETY OF SHOPS?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: QUALITY OF SHOPS?

■ Good ■ Neutral ■ Poor



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

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

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

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

“Very limited number of shops.”



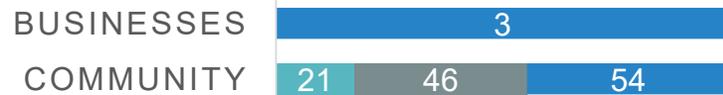
Image (Top to Bottom: Low Street and Bridge Street

Observations: The majority of shop units within the town centre are independent retailers with a small number of multiple (chain) retailers. A large proportion of the comments received through the 2021 community and business surveys related to the lack of variety of shops within the town centre, the topic actually ranked within the 5 lowest ranked topics through both surveys.

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



“There are a selection of cafés within the town.”

“Only one good café at harbour front but little to draw and keep visitors here.”

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

“There should be more cafés.”

“Empty buildings should be repurposed as cafés.”

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

Business and Community Survey, September 2021

Observations: Within the town centre there is only one café but a number of comments were received relating to the quality of it and the topic was rated within the top five of all of the topics within the 2021 community survey. There was a community desire to see more café choice within the town centre by renovating some of the vacant units. Conversely, the topic of evening vibrancy was rated within the bottom five of all topics in both 2021 surveys. It was noted by a number of people that there isn’t much open to attract people in the evening.



FACILITIES & AMENITIES: CULTURAL AND LEISURE OUTLETS, PUBLIC SERVICES AND OTHER SERVICES/ MARKETS

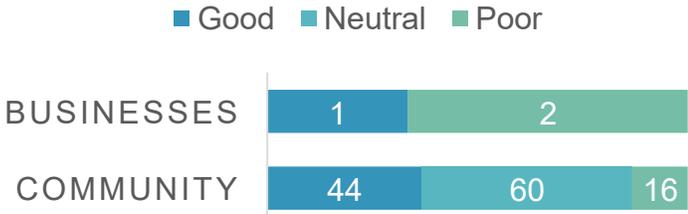
Observations: There are only a limited number of outlets and services within Macduff Town Centre. There is one public (currently closed), cultural (currently closed) and an ATM machine. There are no leisure outlets or defibrillator units within the town centre. However, there are a number of attractions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

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



Image: Duff Street.

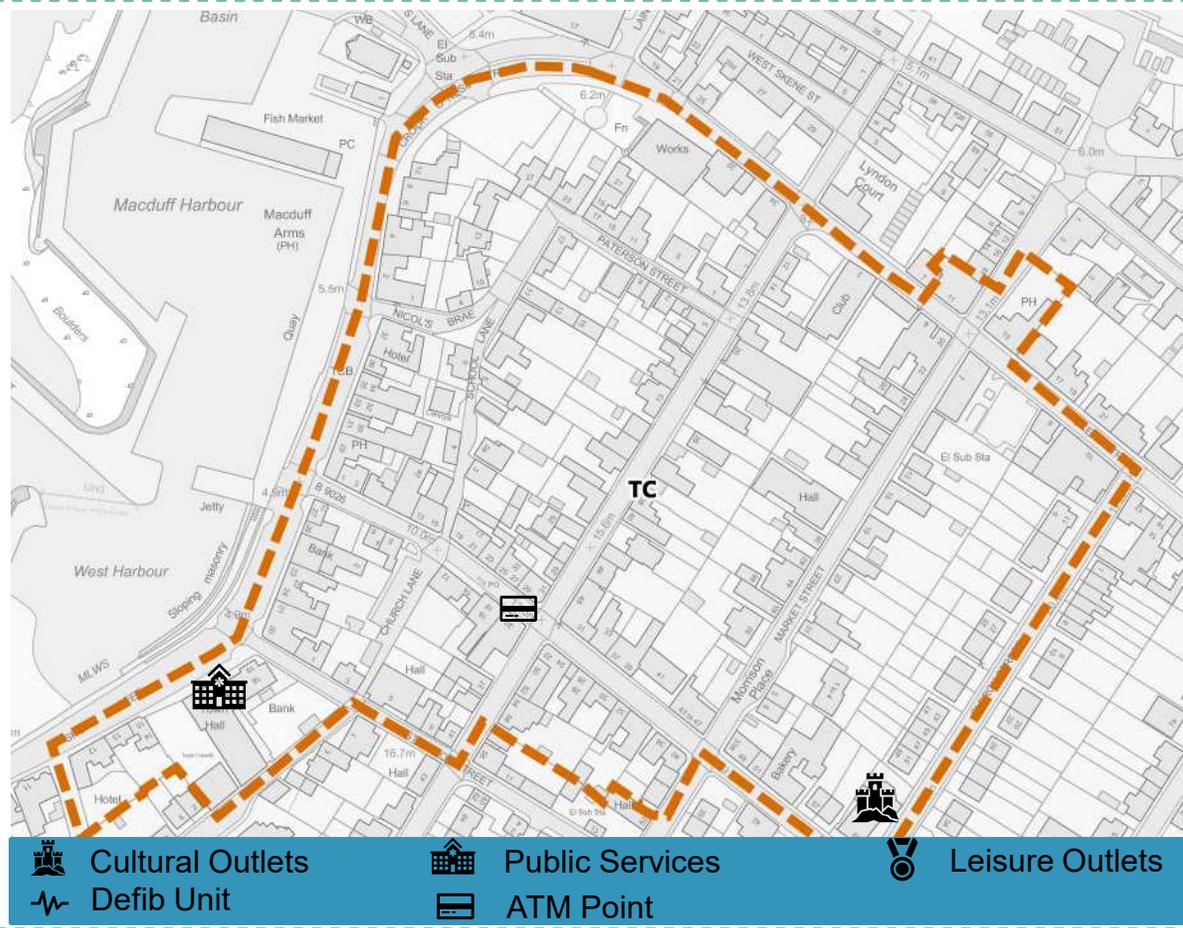
HOW WOULD YOU RATE: THE MARKET?



“Farmers market could be made more attractable to younger people. Better advertised too.”

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

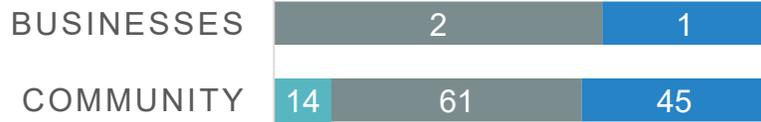
Business and Community Survey, September 2021



FACILITIES & AMENITIES: COMMUNITY AND VISITOR SATISFACTION

HOW WOULD YOU RATE: VALUE FOR MONEY?

■ Good ■ Neutral ■ Poor



“I’d like to see a range of shops selling items at competitive realistic prices.”

“The shops tend to be small and are expensive grocery stores or charity shops.”

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

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

“There is no butcher or fruit and veg shops left.”

Business and Community Survey, September 2021

Town Centre Offer:

10%

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

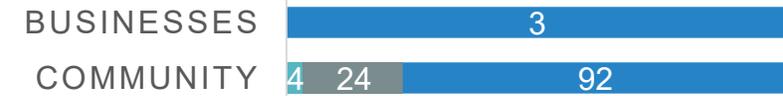
Business and Community Survey, September 2021

Observations: The standard of service within the shops was rated within the top five out of all the topics within the 2021 community survey.

Whereas, the topics of variety of goods and value for money received more negative comments, with only 4 respondents rating the variety of goods available as good. There were a number of comments received to the 2021 survey noting that the community would like to see additional shops opening within the town to provide more variety of goods and also to increase the value for money.

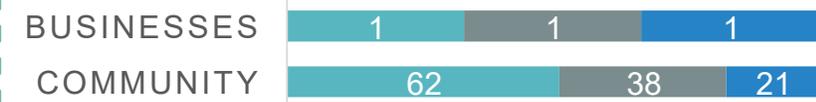
HOW WOULD YOU RATE: VARIETY OF GOODS AVAILABLE?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: STANDARD OF SERVICE IN SHOPS?

■ Good ■ Neutral ■ Poor



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

698 Jan-Dec 2019

598 Jan-Dec 2020

822 Jan-Dec 2021

FACILITIES & AMENITIES: ONLINE SHOPPING

Online Offering

100% of businesses surveyed have online presence

33% of businesses surveyed sell online

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

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

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

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

Business and Community Survey, September 2021

Observations: Within the 2021 community and business surveys there was a real mix of responses to the questions about shopping online. A number of respondents noted that they would rather shop local rather than buying online.

Whilst others noted that availability, convenience, pricing and variety of goods were the main reasons for online shopping. The theme of there being a very limited amount of shops in Macduff was noted on several occasions.

“If it’s available in Macduff it is quicker.”

“I do shop online as very little products available in Macduff but if they were available then I wouldn’t have to shop online.”

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

“Online shop, no choice but to.”

“There is limited choice in town.”

Business and Community Survey, September 2021



Image: Shore Street.

FACILITIES & AMENITIES: CONNECTIVITY

Observations: Mobile coverage within Macduff Town Centre is very strong with all of the top networks being accessible at a 4G level. There is currently no coverage of 5G within the town centre.

Broadband coverage is also strong with fibre and superfast broadband being available within the town.

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



Broadband Coverage in Macduff Town Centre:

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

Mobile Coverage in Macduff Town Centre:

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

✓ Good coverage
 ○ You may experience problems
 ✗ No coverage

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

Observations: Macduff is a designated Regeneration Priority Area. The latest employment picture is reflective of the town's position as a working harbour with associated industries, along with the expected retail and hospitality jobs. This mix offers a variety of jobs at different skill and pay levels. There has been a noticeable reduction in the number of jobs in the transport and storage sector as well as a slight decline in manufacturing since last year. There has been an increase in retail the retail sector which is encouraging. The rise in the claimant count rate between 2019 and 2020 mirrors that of the wider area and likely reflects the impact that the COVID-19 pandemic has had on the retail and hospitality sectors. Although within Macduff town centre, the claimant count in 2022 has significantly decreased to similar levels of the Banff and Buchan area. The recent fall is encouraging and further demonstrates that the town is less dependent on these sectors than others.

Settlement Type:
Remote Small Town

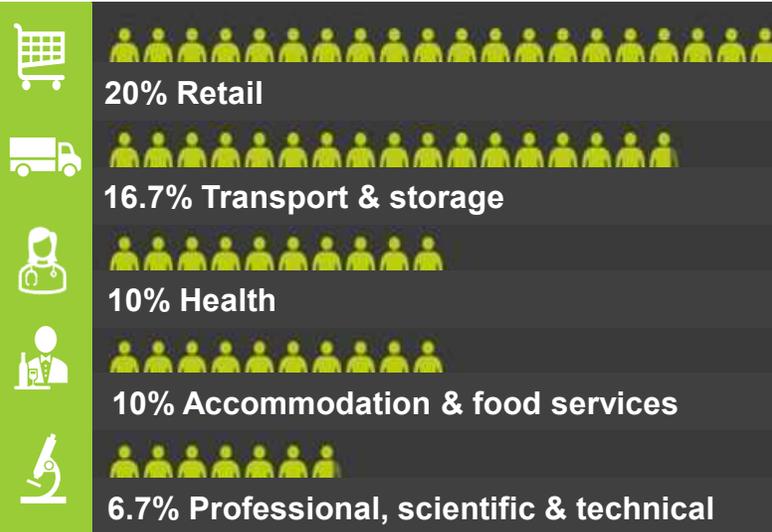
(Settlements of 3,000 to 9,999 people, and with a drive time of over 30 minutes but less than or equal to 60 minutes to a Settlement of 10,000 or more)

Scottish Government's Urban Rural Classification, 8-fold

WORK & LOCAL ECONOMY



Top 5 Employment Sectors 2021 Macduff Town Centre Data Zone*



Source: Business Register and Employment Survey 2021

Median Household Income 2021 Town Centre Data Zone*

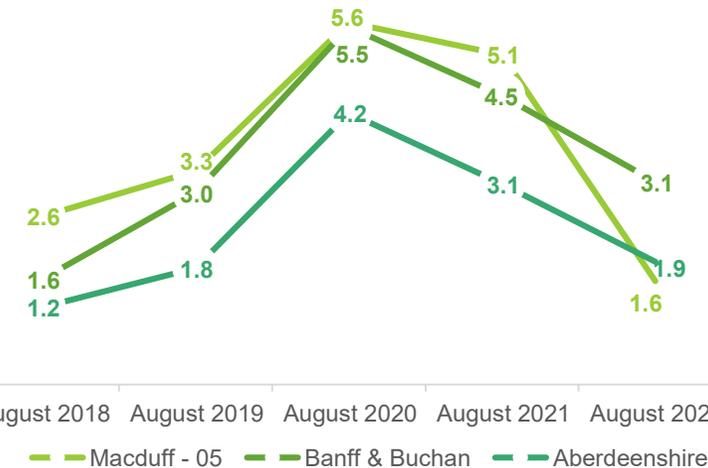
£26,356

£28,987 Banff & Buchan;
£36,889 Aberdeenshire



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

CLAIMANT COUNT RATE^ (%)



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

Scottish Index of Multiple Deprivation 2020

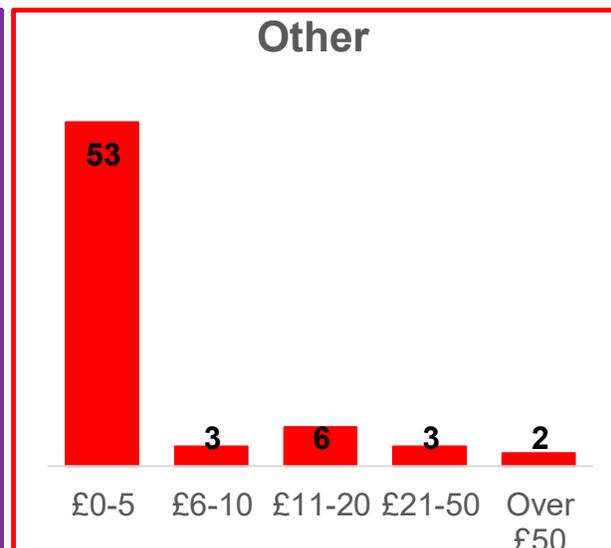
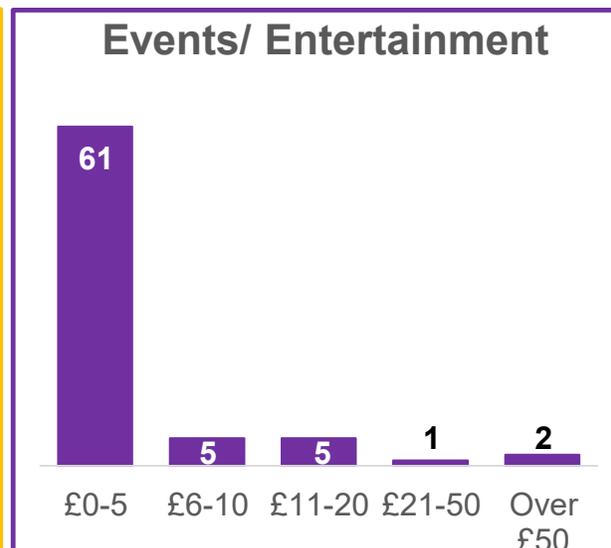
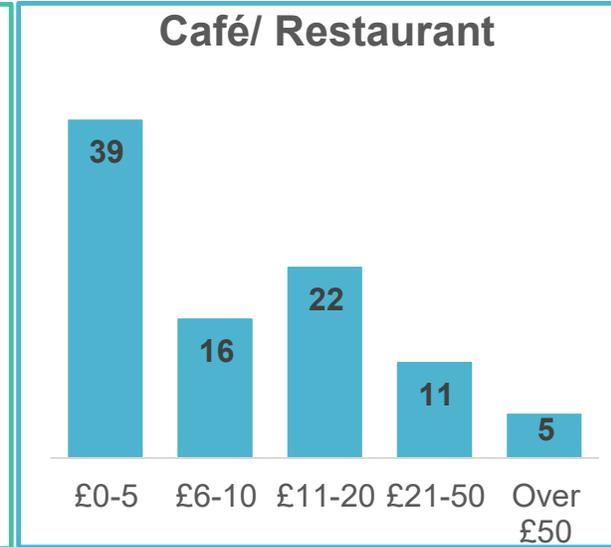
Town Centre Data Zone*:

41-45% most deprived in Scotland

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

WORK & LOCAL ECONOMY: AVERAGE CONSUMER SPEND 2021

Observations: The graphs show the results from the surveys in 2021. It can be seen that Food Shopping accounted for the highest proportion of spend in the town centre. Hair and Beauty spend was the only category with £21-50 being the most popular spend level. Turning to the hospitality sector, Takeaway and Café/ Restaurant spend was most prolific at the £11-20 level. Other Shopping was predominantly at lower levels. There was very little spend on Events/ Entertainment or other, perhaps illustrating the lack of opportunities in these areas, picked up elsewhere in the health check. Very few transactions were in excess of £50.



WORK & LOCAL ECONOMY: BUSINESS SURVEY HIGHLIGHTS 2021

Observations: Three businesses responded to the survey in 2021, which accounted for 9% of the businesses in the town centre. They were all established and independent. Those who responded provided a mixed picture for the town, with static employment but with greater increases in turnover than losses. The outlook however, was more negative with low confidence and growth plans. Businesses were making reasonable use of online tools, but could consider widening their usage of different platforms.

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

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

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

100% of business owners surveyed were **not** looking to **grow** or **expand** at the time

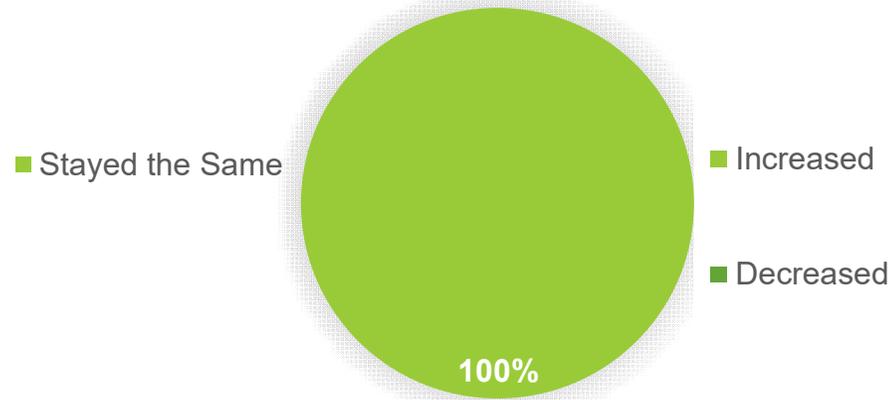
“More businesses opening again after years of very little.”

“More investment to attract business.”

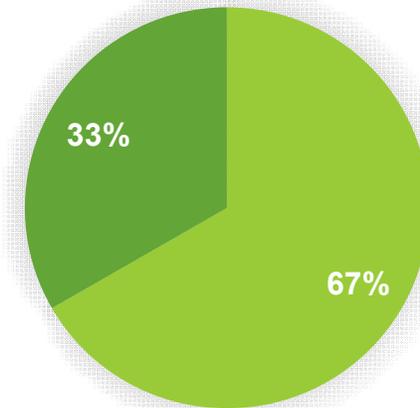
“Make it more affordable/ attractive for businesses to want to open a shop in Macduff.”

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

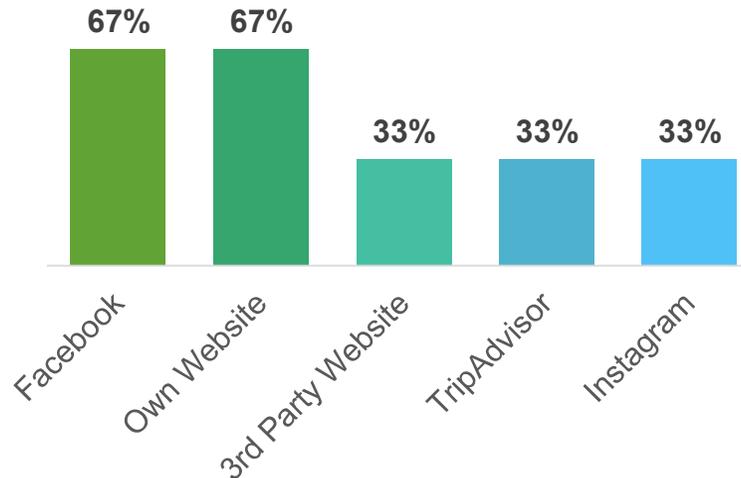
Has employment at your premises changed in the past five years?



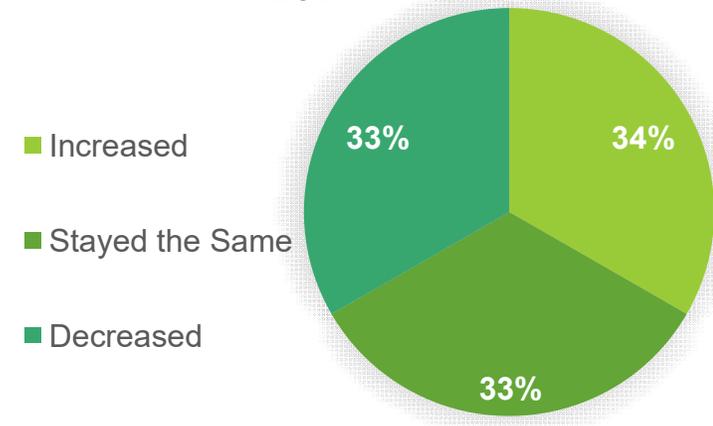
How has turnover at your premises changed in the past five years?



Top 5 Online Marketing Tools Used



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



WORK & LOCAL ECONOMY: PROPERTY

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

There was one planning application approved in the year from August 2021 to August 2022, which was for the conversion of a shop into storage (non-domestic). This lack of development is symptomatic of the property market in Macduff which has a number of long-term vacant premises in a poor condition, particularly in Duff Street.

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

Planning Applications:

Within the town centre, one planning application was submitted and approved between August 2021 – August 2022:

- Change of use of Ground floor from Shop (Class 1) to Storage (Class 6).

Do you rent or own your premises?

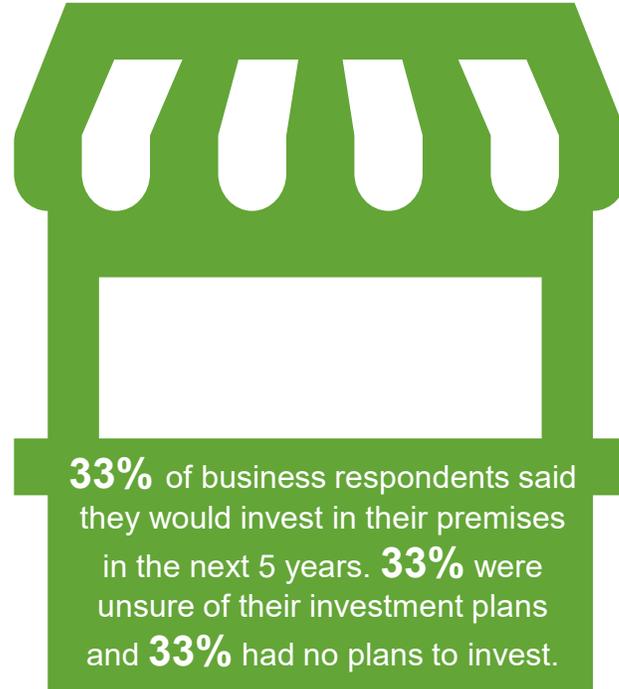
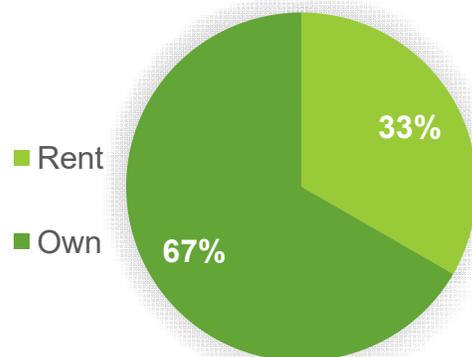


Image:
Vacant
building,
Duff Street.



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

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

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

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

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

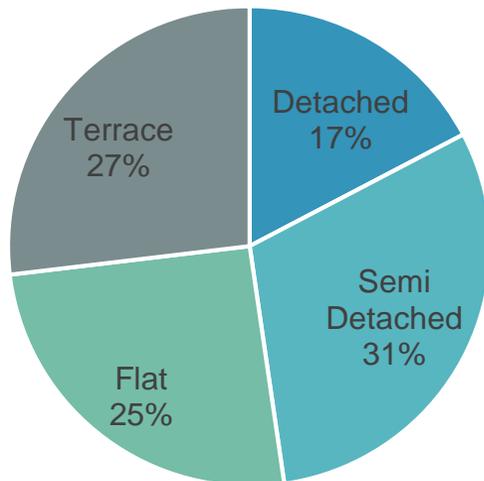
Business and Community Survey, September 2021

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. There are a real mix of house types within Macduff Town Centre.

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

Housing Profile and Population

The overall population total for Macduff in 2020 was 3,830 and it is estimated that approximately 436 people live within the town centre.

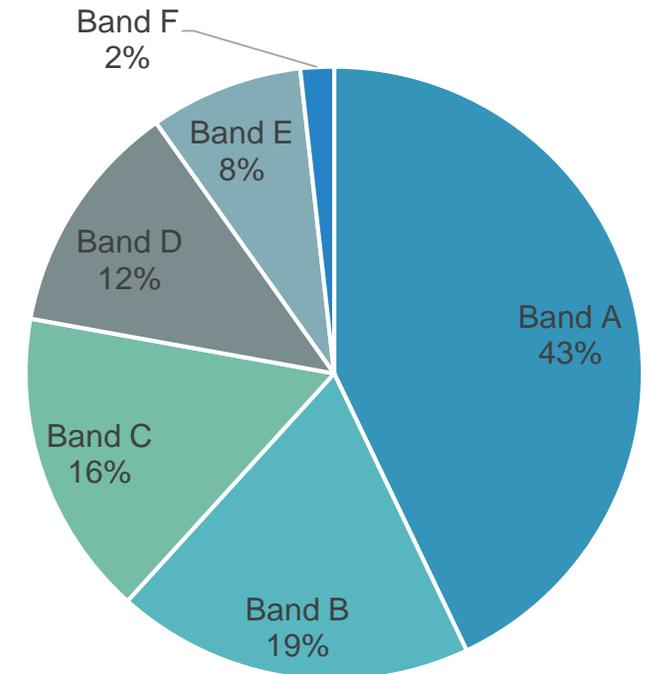
The average house price for dwellings within the town centre boundary in 2018 was £94,216 compared with the average house price in Aberdeenshire of £230,038.



Image: Shore Street.

In terms of Council Tax Bands (2021), Macduff Town Centre has dwellings in Bands A-F on the scale of the Council Tax Bands. The majority are located within the first two bands, Band A and Band B.

Council Tax Band

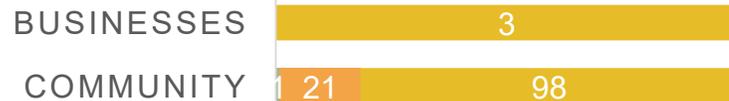


Feeling isolated can be damaging to our health and wellbeing. Good places provide a variety of spaces to meet and spend time with others.

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 2021 community and business surveys. The topic was actually rated within the bottom five of all topics within the community and business surveys, with only 1 respondent rating the topic as good. The desire to have more events was highly commented on to try and attract people to use the town centre. A number of people also noted that there was nowhere in the town centre to congregate with people which is thought to have also influenced the rating of the topic.

HOW WOULD YOU RATE: RANGE OF EVENTS?

■ Good ■ Neutral ■ Poor



SOCIAL CONTACT



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



Image: Memorial Garden, Crook O'Ness Road

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

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

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

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

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

"Use the harbour area again for events."

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

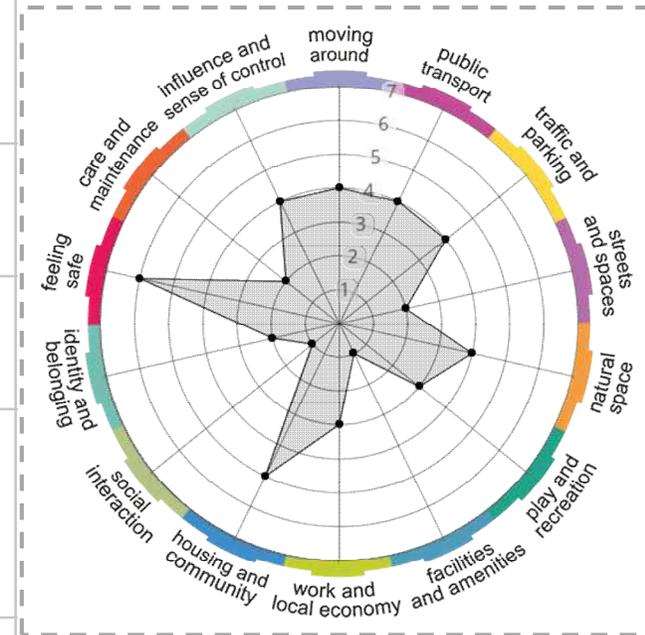
"There are very few events."

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

Business and community survey, September 2021

KEY CONSIDERATIONS & OPPORTUNITIES (CONTINUED)

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



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

Community

Top Highest Scoring Categories:

- + 1. Feeling of Safety During the Day
- + 2. Café/ Restaurant Quality
- + 3. Standard of Service in Shops
- + 4. Parking Affordability: Car
- + 5. Public Transport Links

Top Lowest Scoring Categories:

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

Business

Top Highest Scoring Categories:

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

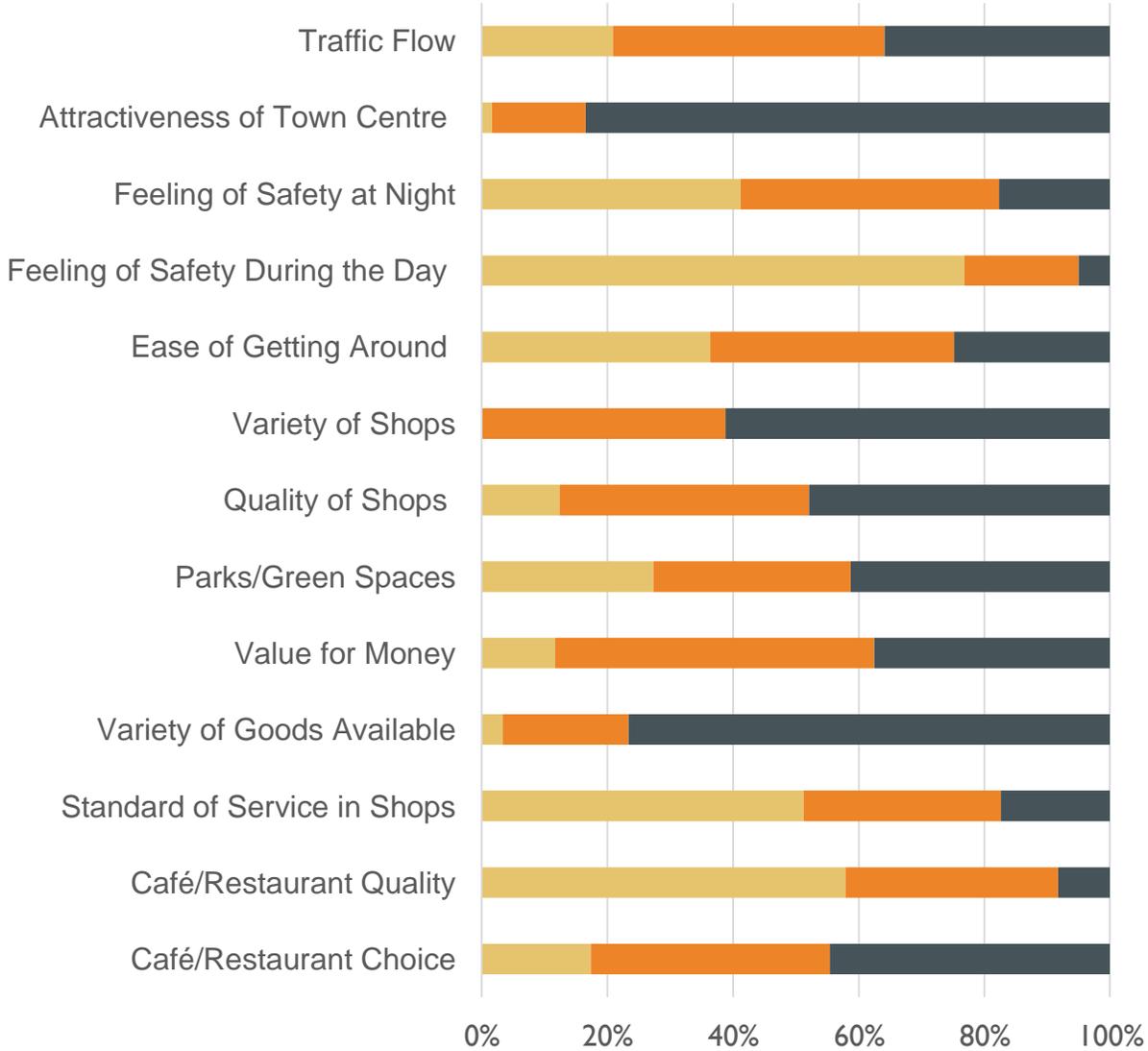
Top Lowest Scoring Categories*:

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

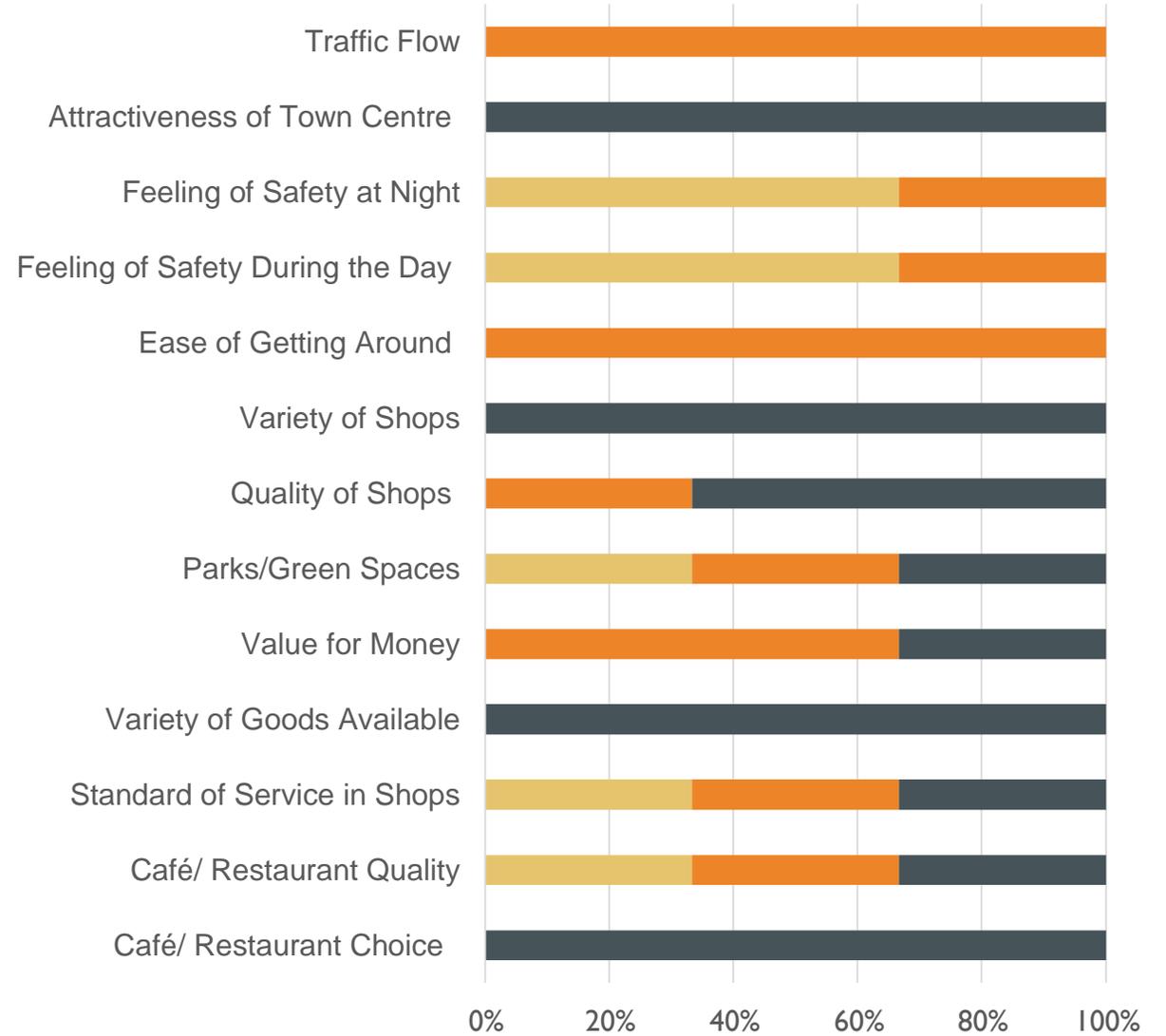
*Please note: These categories all scored the same – Poor (3).

BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate?

Community Responses:



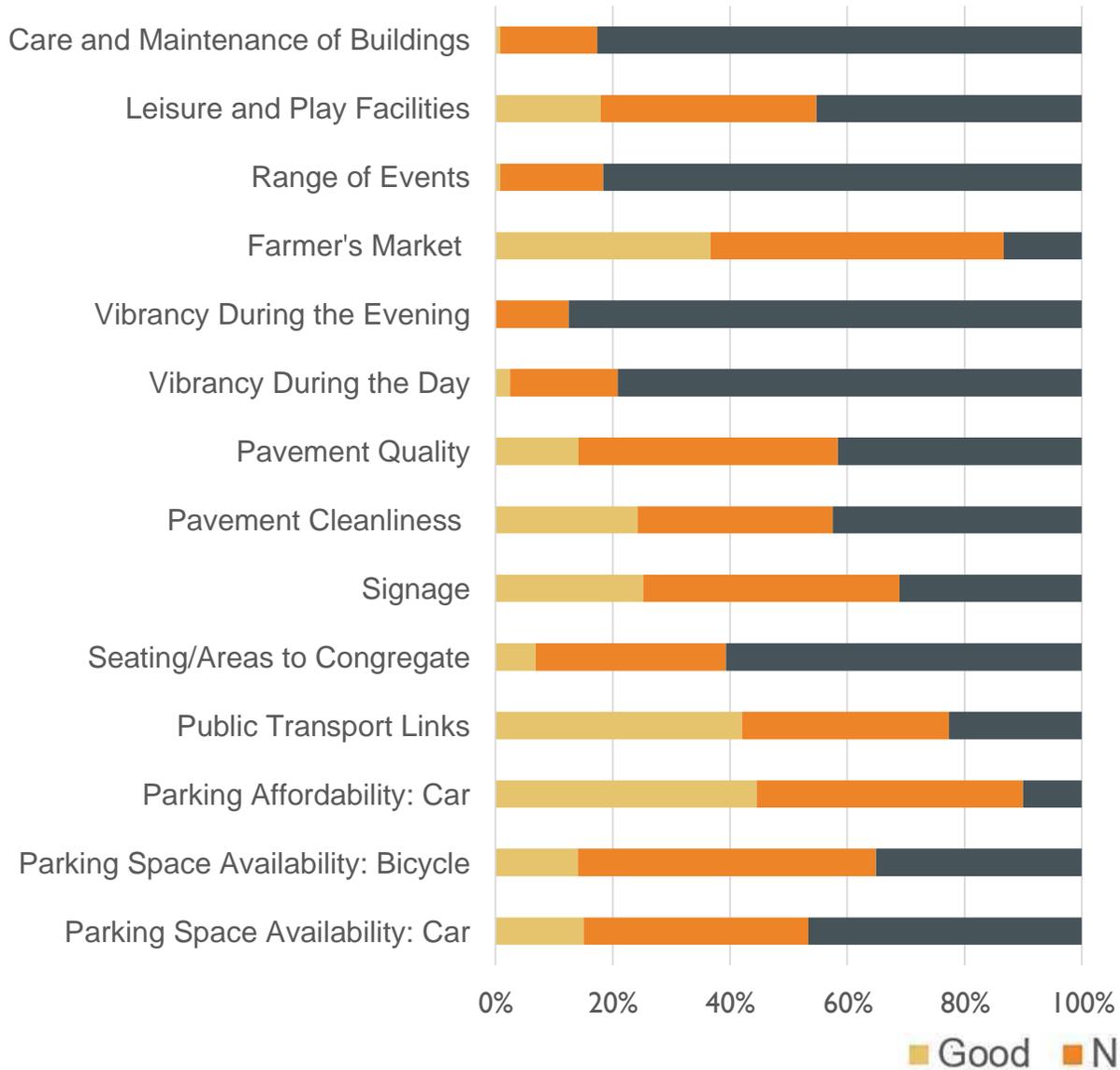
Business Responses:



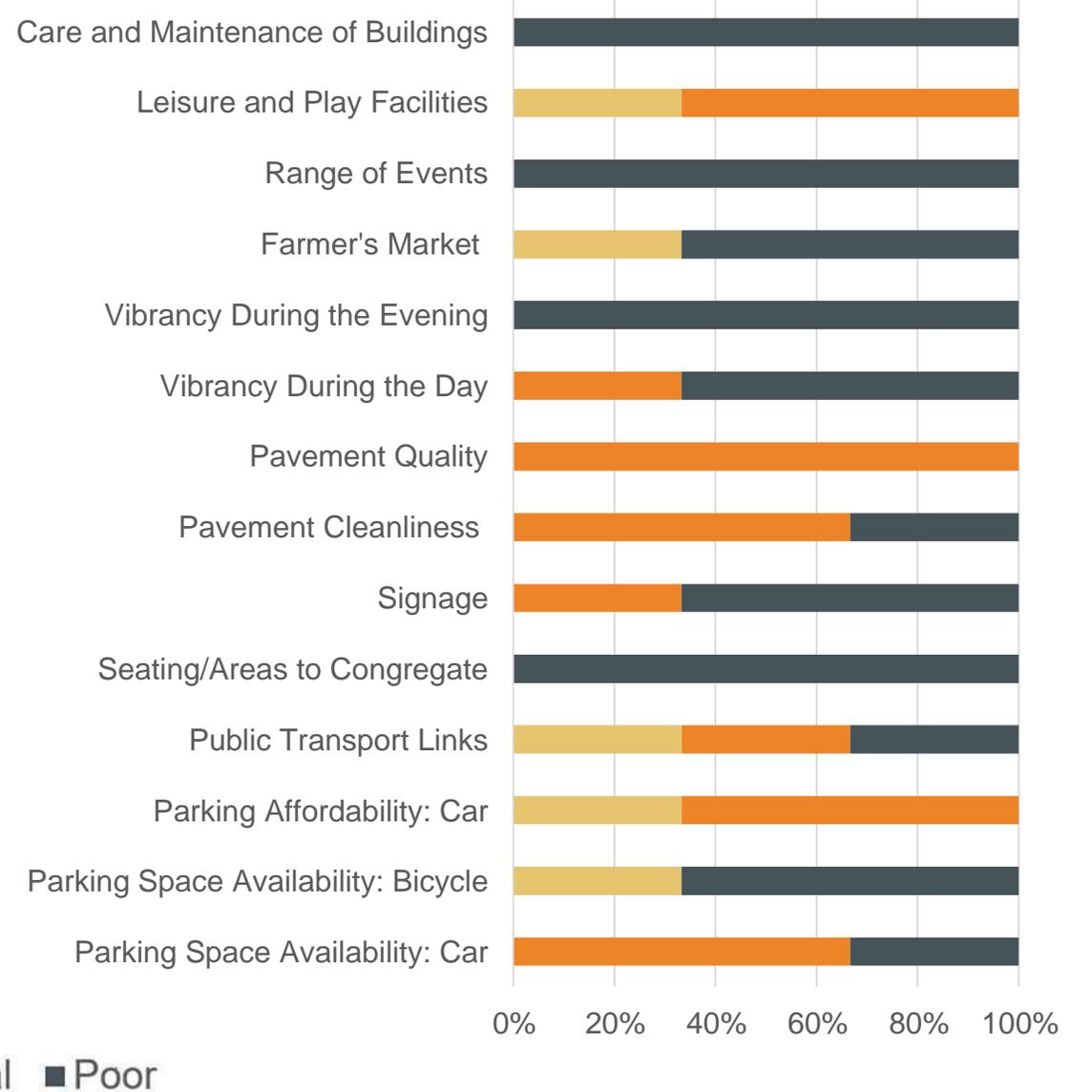
Good Neutral Poor

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

Community Responses:



Business Responses:



A PARTNERSHIP APPROACH: WORKING TOGETHER FOR THE BENEFIT OF OUR TOWNS

A key element of the new approach to undertaking Town Centre Health Checks in Aberdeenshire is to work in partnership with stakeholders with an interest in the success of our town centres to collect and share knowledge, information and opportunities. This has added an extra dimension to the health checks, providing a base from which future, plans, strategies, engagement and collaboration can be built upon. A big 'thank you' goes to the following teams, organisations and individuals in 2021 and 2022 for their contributions to the project:

Business and Community:

Banffshire Business Forum

Vinery Reference Group Members

Footfall Count Volunteers

Accessibility Audit Volunteers



Partner Organisations:

Sergeant Mellis, Intervention Hub,
Police Scotland

Elaine Bisset, VisitAberdeenshire



Council Teams:

Planning Information and Delivery GIS Team

Community Learning and Development Banff and Buchan Area Office

Community Payback Unpaid Hours Service Community Engagement and Equalities

Transportation

Economic Development

Customer and Digital Services

Planning Policy

Aberdeenshire
COUNCIL



Aberdeenshire

COUNCIL



TOWN CENTRE HEALTH CHECK
SEPTEMBER 2022

REPORT PRODUCED BY THE PLANNING INFORMATION AND DELIVERY TEAM
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